Music master Curt Massey, whose voice and instrumental work have kept his ratings climbing on Alka-Seltzer’s “Curt Massey Time,” five-a-week show over CBS, takes time out from his network chores for a session with Martha Tilson, program’s female vocalist. Massey, of course, is currently in excellent rapport with the Easter season. The reason lies in that shiny new London platter the big baritone is showing off, a disk dedicated to “Peter Cottontail.” Early signs are that “Cottontail” sales will multiply—match! The vocal, designed to delight kids at all ages, is backed by Country Washburne’s orch.
Tex Williams

"WITH MEN WHO KNOW TOBACCO BEST"

TEX WILLIAMS
AND TRIO
WITH ORCHESTRA

backed by
"THREE LITTLE GIRLS DRESSED IN BLUE"

IT'S WOMEN TWO TO ONE!""

CAPITOL RECORD
No. 40276
ON 45 RPM No. F40276

*Beachwood Music Corp.
1507 North Vine Street
Hollywood 28, Calif.

WATCH CAPITOL FOR JUKE BOX HITS IN 1950!
Pluggers Scream at Godfrey, Other Names Cheer Them On

NEW YORK, March 25—Songpluggers, currently seething over the blast Arthur Godfrey blew their way on a recent morning radio show, got a morale tonic this week from Eddie Caster. In his one-man show Tuesday night (81) at Carnegie Hall, the pop-eyed comic paid homage to the pluggers for having helped him and other performers toward stardom by bringing great tunes their way. Similar obstacles for the contact men were made in the last two weeks by

Last Hired, First Fired, Negroes in Economic Twist

NEW YORK, March 25—If the recent announcement of major cutbacks in affecting cases in common with other branches of showbiz, the spots hit hardest are those utilizing Negro talent. Last hour usually attract heavy Negro trade for two reasons—first Negro customers feel more welcome and are not turned off into Jim Crow sections (though no night club will admit it by such bars), and second, they prefer to see Negro performers.

In recent months, however, spots using such talent have felt the depression more than the others. In many cases, the reasons given vary from the belief that the attractions (See LAST HIRED on page 58)

Social Security for Showbiz Gets Inside Senate Track

WASHINGTON, March 25—Having avoided a vote by the Senate Social Security Committee last week, the omnibus Social Security Bill (HR 6000) yesterday (24), the Senate Finance Committee gave the bill a reading for a series of executive sessions which will decide the future of the long tabled Form B contract of the American Federation of Musicians (AFM). The sessions are expected also to cement the proposal to cover all show business personnel by the Social Security Act.

The bill has been referred to the Senate Finance Committee, which will have the bill within the week before the Senate Social Security Committee can take it up. The Social Security Committee has already cleared the bill with the Senate Finance Committee, and the bill is expected to be reported to the Senate Social Security Committee within the next week.
FCC Witnesses Press Bias Charges Against Richards; New Delay, Till Fall Looms

By Lee Zito, whose articles on the news-listening charges against Richards he wrote, the case into national prominence two weeks ago, has been written exclusively in The Billboard, March 6, 1948.

HOLLYWOOD, March 23—Federal Communications Commission (FCC) hearings of the G. A. Richards case may adjourn Friday (31) to the new month, indicated at a hearing Thursday by J. Frederick Johnson, FCC chief examiner. In his opinion here, who said he has other commitments in Washington early in April, Johnson had little time to view the FCC's findings and more particularly to present a comprehensive argument. Johnson said he would decide by next week.

No for an Answer

WASHINGTON, March 25—FCC’s Communications Commission has turned down the petition of Kathy Magazine, that the hearing involving KMPF, Washington, and WJYR, Baltimore, be allowed to proceed as a hearing, rather than as a hearing by investigation. The FCC has been forced to operate with the district attorney, who did not allow the examination to be cross-examined. Johnson said the commission would decide by next week.

Benny's Safari Set At 106,000 Per Night

NEW YORK, March 25—Jack Benny will take down minimum guarantee of $220,000 for his 22 one-nighters scheduled to start in May. Deal will be worked out in detail at the hearing in May, as it is 60 percent of the total. The commissioner, who had the opportunity to cross-examine,Fatton, added that the cross-examination by the commission has been ruled out.

The salary will be run about two hours and will pay Paul Harris, Eddie (Rochester) Anderson, Irving Klaw (Klaw and Essex) and other players. The salary will be $75,000 for 22 one-nighters, $220,000 for the total.

As the Richards license renewal hearings moved toward their third week, Ford introduced Bob Horn, new free-lance disk jockey at Philadelphia's WCAU, added KMPF, former KMPF business manager, Jimmy Williams, former KMPF business manager, as a new witness.

Horn was the station's real news editor, that he would call at 7:30 a.m. each morning for the business, and how he wanted the show to be handled.

In another letter concerning persons convicted of black marketing, Richards wanted their Japanese-speaking names to be added, but alleged, he stated Richards had ordered him to leave out all persons convicted of black marketing, including the Klaw-Klaw, to refer to Henry Wallace as "an animal" and "expressed the belief that the cross-examination of the witnesses would be a farce."
**WFIL CUT MAY OPEN FLOODGATE**

Tom McCray Named To Head NBC AM Coast Operations

NEW YORK, March 25—Tom McCray, now NBC's national program director, will leave that post shortly to become director of AM network operations in Hollywood.

The switch depends on appointment of his successor, who has not yet been designated by NBC.

McCray's designation to head NBC's Coast radio activities virtually completes the top level reorganization of the web in Hollywood. Such finishing details as the time and date when Chet Denny, NBC's executive vice-president, gets to Hollywood in a week or two.

**Other Switches**

Appointments in Hollywood follow in a few days the naming of Tom McCadden, now manager of WNBC and WQXR, NBC's New York key radio and TV station, as manager of KNBH, the NBC L.A. tele station. With Norma Blackburn already in place on the West Coast, NBC network operations in video, indications are that NBC now has its top team of affiliated stations filled in, with the exception of WNEW. McCadden will fill that post shortly.

**Hope Signs "Your Truly" To 10-Year NBC Contract**

NEW YORK, March 25—A trio of NBC's top brass—board Chairman, NBC's New York key radio and TV station manager, and NBC's West Coast chief—have signed 10-year contracts to remain with NBC.

The deals were sealed on Friday, March 25, at NBC's 50th birthday party in New York. The signatures were witnessed by NBC's top executives, including Chief Executive Officer Robert E. Price and Chief Financial Officer David M. McCallum.

Details of the deals were being kept secret, but it was understood that the individuals involved include a 50-year-old executive with long experience in the industry. The deals are reportedly worth more than $1 million each.

**Slow Freight**

NEW YORK, March 25—A guy over at NBC in Washington this week started out to make a 15 a.m. train back to New York. He missed the train by a fraction of a second and was given another chance on the 11 a.m. train and then was able to make the train to New York. He missed the train by a fraction of a second and was given another chance on the 11 a.m. train and then was able to make the train to New York.

Duluth Has No Outlet, But Bars Tavern TV Sets

DYULUTH, Minn., March 25—Alcoa has authorized the sale of TV sets here, the city has barred TV receiving sets from bars. The action came by a 3 to 2 vote of the city commission after nearly 9 months of argument over the matter.

Despite the fact that some 3,000 persons signed petitions favoring television in bars, the effect of the vote was startling. Local bars were in a state of high tension, but the city's action is final. It is yet in doubt. Duluth's 71 taverns own TV sets are thinking of seeking court action.

**SLASH OF NIGHT RATES MAY BE ADMAN'S CLUB**

Stations Raise Protest

(Continued from page 3)
Confab Plans Flack Stress Not ‘How To’s’

NEW YORK, March 25—There is a growing sentiment among broadcasters that the National Association of Broadcasters (NAB) is not doing enough to address some of the industry’s biggest concerns. Among the issues that have been raised is the need for more effective public relations efforts, especially in response to recent cancellations. There’s also a sense among some that the NAB’s role in the industry is becoming less relevant.

Godfrey’s New TV Show Slated for Move Before Stork

NEW YORK, March 25—There is a possibility that Arthur Godfrey’s new weekly TV show for Hi-Corporation, which will be called “The Hi-C Network,” will be moved into another time slot, 8:30 p.m., shortly after its debut. The change in schedule is expected to take place sometime in the near future, and if the move is successful, it could signal the beginning of a new era for Arthur Godfrey’s career.

Some NAB Brass Cool to Ryan as Org’s Top Exec

NEW YORK, March 25—Opposition to the appointment of William Ryan, now managing director of CBS, as the new president of the National Association of Broadcasters (NAB), was reported growing this week. The NAB’s executive committee, which includes some of the industry’s most influential leaders, is divided in its support for Ryan’s appointment.

Budweiser Spikes Murray Axing Talk

NEW YORK, March 25—Reports that Ken Murray’s Saturday nighttime video show, which is sponsored by Budweiser Beer, was officially canceled this week by the brewery, is not true. The situation is being considered by both the company and the show’s management, but a final decision has not been made.

Indies’ NAB Agenda

NEW YORK, March 25—Following is the agenda for the Sunday, April 16, session of the National Association of Broadcasters’ (NAB) convention, independent station session. The meeting is open to all NAB members, with the Indies hoping to attract web affiliation stations, since common problems are discussed.

**April 16, 1950**

**9:00 A.M.**

***OPENING ADDRESS OF WELCOME***

Lee Jara, KEK, Baker, Ore., Chairman, independent stations’ convention.

**10:00 A.M.**

***THE OUT-OF-HOME AUDIENCE—ITS SIZE, MEASUREMENT, AND MANIPULATION***


**11:00 A.M.**

***MARKET BRIEFING—WEST***


**12:00 P.M.**

***LUNCH***

**1:00 P.M.**

***SUNSET VALLEY AND THE FAR WEST***

Herbert J. Davis, Davis Broadcasting.

**2:00 P.M.***

***NEW DEVELOPMENTS AND SELL NEW PROGRAM RESOURCES***

John J. Harey, President, National Association of Broadcasters.

**3:00 P.M.***

***THE MEETING OF THE相爱***

John J. Harey, President, National Association of Broadcasters.

**4:00 P.M.***

***SPORTS CLINIC—ITS AUDIENCE***

Eldon K. Smith, Chicago, Ill., President, American Association of Broadcasters.

**5:00 P.M.***

***THE PROGRAMMERS’ MEETING***

Gerald G. Johnson, NAB, Washington, D.C., President, National Association of Broadcasters.

**6:00 P.M.***

***RADIO AND TELEVISION***

Gerald G. Johnson, NAB, Washington, D.C., President, National Association of Broadcasters.

**7:00 P.M.***

***DINNER***

**8:00 P.M.***

***FINALS***

Gerald G. Johnson, NAB, Washington, D.C., President, National Association of Broadcasters.

**9:00 P.M.***

***CONCLUSION***

Gerald G. Johnson, NAB, Washington, D.C., President, National Association of Broadcasters.

**10:00 P.M.***

***ENTRY***

Gerald G. Johnson, NAB, Washington, D.C., President, National Association of Broadcasters.

**11:00 P.M.***

***CLOSING***

Gerald G. Johnson, NAB, Washington, D.C., President, National Association of Broadcasters.
TV CUTTING AM TALENT FEES

Long-Term Deal Signed by NTG, Don Lee Video

HOLLYWOOD, March 25—Don Lee Television closed its biggest single live talent deal in the network's history this week, linking veteran showman Niles Thor Grantland (NTG) to an exclusive contract. NTG will produce and star in six live talent shows written and produced for the network to start airing in the 10-11 p.m. slot Monday through Friday. At the same time, Don Lee Station WABC, New York, will pick up the week-to-week offer to its operating sked to accommodate the NTG shows. Inking with Don Lee, NTG leaves Paramount's KTLA, where he has hosted a high-powered talent show for several years. The new deal with Don Lee becomes effective May 1. Shows include Backbone With NTG, an hour-long horror anthology to run five days weekly. Winners of weekly show will be featured in a once-a-week newsletter to fold into Don Lee shows will be syndicated via tele- transcriptions, probably moving into DuMont programming at the same time. At the same time, Don Lee execs revealed that the network's purchase of 300 Western films is what they believe to be the largest single block bought in radio-television history. Total of 364 hours of horse opera to be added to the station's sked, spotting one a day across the board in the 6-7 p.m. time slot, for an outlay of about $30,000, with Don Lee acquiring exclusive rights to all films involved for an undetermined length of time.

NBC Sales Policy Switch

On Saturday Night TV Revue

NEW YORK, March 25—NBC has changed its sales policy in its two-and-a-half hour Saturday night space program and now is trying to sell the first hour 11/11 nights, the last half-hour as individual units—two in the first, if indicated, for half-hour shows. Originally, NBC had planned only to sell the show on a participating basis, where the network would rotate the filled announcements of the sponsors involved.

Now, however, NBC figures it may get off the easier. It has the option to sell a show on either basis, with the middle hour intact for spots only. The two-and-a-half-hour program is being cut into NBC's poke at a steep weekly basis—$892 per show, and the web wants out soonest.

Another factor in the decision to

WHDH Sells All Spots Before, After Games

BOSTON, March 25—A complete sellout of baseball ad spots was scored here this week by WHDH, Boston Herald-Traveler Station. Thirteen advertisers have signed for the before and after game features.

Shows to be aired include Play Ball, price-of-the-game deal show, aired before telegraph coverage: Leo Durocher's Sports Extra, following games; Baseball Scoreboard, nightly summary and a sports inside series to be called Sports Review. The Mechanics, the baseball team story, will figure in the promotion, also will be on WHDH.

Sponsors include Truval shirts, Cushman's woolen sportswear, Finland National Bank of Boston, Community Opticians, Waltham candy, Victor coffee, Anheuser-Busch, Clinton and Philco and Nash dealers.

WHDH will air around 100 games this season, including grapefruit league's spring training. To revamp the sales policy is the fact that NBC won't take any participating spots individually but has to sell them all until three hours are sold to start simultaneously.

The reason for this is that if NBC sells to one account, it may result in the cheaper participating rates. The reason for this is that if NBC sells to one account, it may result in the cheaper participating rates. The reason for this is that if NBC sells to one account, it may result in the cheaper participating rates. The reason for this is that if NBC sells to one account, it may result in the cheaper participating rates. The reason for this is that if NBC sells to one account, it may result in the cheaper participating rates.

In Detroit, WWJ is more than a great radio station. WWJ is more than a great radio station. WWJ is more than a great radio station. WWJ is more than a great radio station. WWJ is more than a great radio station. WWJ is more than a great radio station. WWJ is more than a great radio station.

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New N. Y. State Net To Carry
All Brooklyn Dodgers Games

NEW YORK, March 25.—A new
network of New York radio sta-
tions has been set up to carry
all the baseball games of the Bro-
klyn Dodgers. Called the Baseball
Broadcasting Company, the new net-
work will work in a deal with the
club calling for live broadcasts of
two home games and a nightly
show with Brooklyn players. The
curiously numbers eight affiliates, with
more likely to come on before the
season commences April 18.
James Stevenson, who heads the
network, simultaneously was named
radio consultant for the Dodgers.

Watters Wolf Whistle Aimed
At WLW-T Biz Irks Crosley

CINCINNATI, March 25.—When
Mort C. Watters, vice-president and
director of WLW-TV, left his office
on Ninth and Vine Streets, his goal
was to be heard. It was his hope
that WLW-T, characterized by some
radio people as where the so-called
out-of-town games are broadcast from
studios instead of from the stand, would
be reconceptualized for the best of
summer baseball.

When Watters told advertisers there
would be no increase in WCPD's rates
for the second half of the summer, they
were not overly pleased, according
to a WCPD official, who pointed out
that with fewer viewers during the months
through September, the rate would
induce more stations to advertise.

Watters told Watters that WCPD's
rates would not be increased above
3 cent per spot, though Watters
admitted that the station's advertising
had increased by 50 per cent since
April 1, starting with the 10 A.M.
highlights of America and National
League baseball games. Watters said
the station's advertising rates were
based on the number of hearings.

Three Campus Stations In Phone Hook-Up

A unique radio network, Pioneer Broadcast-
ing System (PBS), has been organized by
three campus stations, WAMB at Amherst
College, WKBW of the University of
Washing
Ton and WKBW, at Buffalo. They will be
linked by telephone for daily three-way broadcasts.

On the strength of these inroads, the
network will be able to broadcast
daily three-way shows. The network
will be able to broadcast daily three-way broadcasts.

Olin Downes To Head New TV Longhair Show

Music critic Olin Downes, of The New York Times, last week
signed with agent-packager Carl Goldberg to head up a new TV
program based on longhair music. The show is being discussed with
NABC. Stanza will utilize top musicians and concert artists, taking
advantage of the waiting in interest in this field as indicated by zoom-
box-office receipts around the country.

Longines May Re-Enter Radio With Semi-Clasics

Longines Watches, which dropped two semi-classical musical
shows in CBS early this year, is now working on a 10:15 show for
next season, according to NBC's WOR.

Standard Enterprises With 7-Inch 33 1/3

Standard Transcriptions, top radio library service, has disclosed
experimental launching of seven-inch 33 1/3, disks for radio station
use.

Kirwood, Goodman Preem Two Shows on WOR

WOR, New York, will premire two new shows featuring the comedy
team of Jim Kirwood and Lee Goodman this month. Beginning April
1, the nifty comedians will launch a weekly half-hour TV series at
7:30 P.M. Then, on the following Thursday (6), the boys will see off
a weekly radio simulcast at 9:30 P.M. Eddy Brown will direct both
shows.

Video Cutting AM Talent Fees

Packagers who set tough, and are
firm in demanding the standard AM
fees, and refusing to accept anything
different, are being told that the client
simply will drop the show and buy
something cheaper, and that the
nobody who wants it badly enough
will buy a show at a price that
reduce his price to sell the same
down. Or, what's more, and somewhere—so
will well down now. Virtually all
new contracts being signed are for
over a year maximum, so agents
say they can't look ahead beyond
a time that is not clear.

On the other hand, the show
may be sold for much less than
the original price, and that
is also a possibility.

Typical example of how the "de-
cesanter" works is that of a $1,000
show, which had an escalating clause calling for a
reduction in price for new shows. The agency
has renegotiated, selling instead
for $500,000,000 hundred thousand dollars.

This is General Mills, which may drop
one of its other afternoon shows on
July 1st, also a possible situation in the
company's Soup, is interested in the 16:00 spot
on NBC, but reportedly not in Gar-
roway. New Garroway show will combine
a variety type show with audience participa-
tion and must be pro-rated over the entire production.
**Brief and Important**

**Last-Minute Digest of AM-TV News**

Dayton’s WLW-D Debuts Devotional Seg for Deaf Mutes

Television, for the first time, has created a program for a specific group of deaf people. "Hands That Speak," as inaugurated by WLW-D, Dayton, O., Sunday (18), 6 to 6:15 p.m., with the Rev. Reuben Coleman delivering the devotional message. The program, sponsored by the Miller, daughter of Mr. and Mrs. Elmer, a school teacher, who worked out the protocol with Dr. A. Dono-van Faust, assistant general manager at WLW-D, is being presented for four-week trial. The station is getting the word on Dayton and Montgomery County, is getting a four-week trial.

Diana Bourbon To Ankle Ward Wheelock Post

Following a 16-year agreement with Wheelock's national radio director, will resign her post late this summer. Believed to be the first woman to direct a transcontinental radio show (Burns and Allen), married to a banker, the debut of "Hollywood Hotel," Ken Murray, Milton Berle, Orson Welles and "Campbell Playhouse."

ABC Drops 519-G, Mostly on TV Outlay

Morgenhau Leaves WNEW for CBS/TV

Morgenhau leaves WNEW, last week issued a new rate card, completely switching its divisions of Classes A, B and C times. The new rates are $1,200 for 1 to 3 p.m. and $1,500 for 4 to 6 p.m., on a 16-inch screen, but it was emphasized that there has been no appreciable change in the RCA color picture itself.

The Impact of RCA's direct-view tube demonstration was long anticipated, and Color Television, Inc. (CTI), is raising to color with a showing of its own new tube, while CBS, the other major color rival, is expected to claim that the RCA tube could be equally applied to the CBS system. The tri-color tube' debut is not considered by informed FCC-ers as changing the color-TV timetable appreciably.

The purpose continues to point to the prospect of an FCC decision this year. In the past, the Commission set standards on a limited basis, and the suggestion that a "trial run" would have to be staged before commercial color models can be shown. Post claims that the FCC may state its color-TV findings before the show, as it allocates, hearings on which will get under way late next month. Compatibility continues to be considered a key issue. Post believes the FCC will step up efforts to gear itself to 525 lines, which is a condition that such a transition is not crucially required.

The study continues to point to the possibility of color counters. Claims in testimony this week to their ability to hit color (see for example, CBS Freez Frank Stanton once again unimpressed by RCA TRI-COLOR (on page 59)"

**WASHINGTON, March 25.**—With the color-TV hearing舒台 until after the Radio Corporation of America (RCA) program, a 25-minute show with a first showing of its long-awaited tri-color tube to Federal Communications Commission officials, who came away from the demonstration, RCA brass are snacking their lips over the response they got from a group of FCC officials who saw the introductory showing here behind closed doors Thursday (11). FCC officials praised the demonstration described as "satisfactory," but it was noted that they were shown on a 16-inch screen, but it was emphasized that there has been no appreciable change in the RCA color picture itself.

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**WFL Trims Night Rates; Storm Brews**

**Outlets Fear Precedent**

(Continued from page 5)

The broadcast's decision has no need for rate adjustments at this time, although no demurring are feared for weeks. The same sentiment was voiced by Nathan Lord, WAVG, Lake Charles, La., who announced that in view of relatively low rates, in New Orleans as compared to television, he saw no immediate need for rate hikes here. As broadcasters to agree with WFL's decision, Edgar B. Stern, WDSU, New Orleans, and Eric Kay, WPLB, Detroit. Stern asserted that WFL's cut was "in order to keep the early trend."

New Orleans may be called for sooner than previously expected.

There is considerable sentiment, however, that despite broadcaster opposition, WFL may have opened the floodgates for general rate cuts, even tho the 9 to 20 per cent cuts are matched by like increases in daytime rates. With the broadcast's annual convention a month off, the rate question may assume added importance at that session.

**HOLLYWOOD, March 25.**—There will be no radio rate slashing among network newscasters in the future, despite tele's rapid growth. In fact, rates will be increased according to present indications.

There has been no general rate increase here since 1948, while market size and population have zoomed. Figures released by Southern California Broadcasters Association (SCBA) Exec Director Robert Mc-Andrews, show that radio homes increased 29 per cent in the 1946-49 period.

On the debit side, Los Angeles area now has over 450,000 tele sets, and 29 per cent of L. County homes own video receivers, while 96.7 per cent have radio sets. Radio men conlude that AM rates can stand on their own (or slightly higher) and have done so. Understandably, of course, the trade is resisting the idea of any axing nighttime air charges because of television.

**CBS-TV CAN'T DIG**

(Continued from page 3)

In some cases, the collision to be held at the girls' school at which he is the star, the musical is now in full swing, retailed in London, England, where he starts a week's tour in the Hands of the World, both across the pond.

Chicago News Letter for Net Seg

A new network show, featuring Harry Revel, famed singer, is being considered by NBC in Chicago. Program, if it hits the air, might help fill in the gap between the Post's TV schedule and the other national shows on NBC, "Today's Children" at 2:30 p.m., and "Light of the World," both across the pond.

**TELEVISION REWRITES**

(Continued from page 3)

16-foot cine groups, as often as his video show starts, the house band under his direction is more of a live touch to his appearance. Morgan will plane to be his astigmatic in the studio this night if weather permits. After the experiment at the Lookout House, Morgan intends to try the gimmick at the Copa, Pitts- burgh, where he opens April 11 and the Click, Philadelphia, where he opens April 17. "I don't think I will miss making an appearance at the spots on the tour, but I will enjoy singing as often as possible," says Morgan.
Radio and Television Program Reviews

The Bill Dawes Ballroom
Reviewed Thursday (116), 11-12 a.m., EST, across the board. Sponsored over WBZ, Boston, Mass.; Bill Dawes, Rosemary O'Phelby.

While it is no powerhouse judged on the basis of network show standard, it has developed a local stanza that sustains from no lack of sponsors. Four Cinemas throughout the country have used the show and have no competition. The show has grown from a small beginning in Cincinnati to a network on NBC. The idea is to present an interesting entertainment of music, comedy, and popular music.

Saturday Sports Review
Reviewed Saturday (181), 6:30 to 6:45 p.m., EST. Featuring NBC, sponsored, directed and narrated by John Dow.

With Red Barber, CBS director of sports, appearing in the Florida show, and with the network adding to its spring training circuits, the web's associate director of sports, Red Robertson, has more than doubled his network's holdings. The show customarily is written by Julian Bailey, western producer, who has written assignments to Darrin in addition to the production, direction and narration chores.

ABC and McNeill Settle on Pact

Chicago, March 23 - Following weeks of negotiations and behind-the-scenes deals, ABC this week had just about completed the production pact with Betty McCollum, known as ABC and McNeill. In general, it appears likely that McCollum will sign an exclusive contract with the network for three or five years, depending on the terms of the pact.

New AM contract will be effective at the end of the current season, but will not become official until McCollum and her producer, George Springer, have signed the contract. The show will be produced by Springer, and the network will have the option to renew the contract for another five years in the event of a satisfactory performance by the show.

ABC is trying to get a 10-year exclusive deal with McCollum, but the network is still favoring a three-to-five-year contract.

The new TV contract will become official next month, when ABC and McCollum will sign a settlement that is expected to be announced in the near future. The show will air on a local station in Los Angeles, and will also be carried in New York and other major markets.

Politics Eye TV As Taft Film Gets Trial Run in Ohio

Washington, March 25 - Legislation with an eye on the "experiment" of Sen. Robert Taft, who has filmed his presidential campaign, is being discussed in Congress by Ohio station owners over the weekend. The legislation is expected to make a series of other programs. Other GOP candidates have been pushing Taft's film as a model for the film industry. So far, all are aware that the film will be used only as a "regulations" film.

The film was produced at the local station, KDKA, which has been selling out Taft's campaign fund. The station has been selling advertising space on the film, and is expected to give it to the film industry. Several hundred legislators are using the studio to cut disks for reproduction on station's back home.
CREDIT PLAGUE HITS NATIONAL ASSOCIATION OF BROADCASTERS

People, Products and Prices
Phono and AM-TV Receiver News Digest

TV SET PRODUCTION HITS 260,500 PITCH IN BRITAIN

New English TV production hit an all-time high of 260,500 sets last year, the U.S. Commerce Department reported last week. In 1967, production totaled 90,310. The figures for 1964 was 21,530. Commerce and the debut of Britain's new TV transmitter last December has greatly increased receiver demand.

JACKSON APPOINTS SALES HEAD, THREE REPRESENTATIVES

Jackson Industries, Inc., Chicago TV manufacturer now putting out its own line of receivers after licensing made private brand radio sets for years, has appointed a new national sales manager and three new territorial sales representatives. New sales manager is David K. Schreiber, formerly employed by the company. These men are: John Mano, 2918 Union Avenue, North Bergen, newly appointed, and Harold Zadik, 800 North New Jersey, and Henry H. Newman, Detroit and Toledo.

MECK ANNOUNCES AM-PHONO-TV CONSOLES, TABLE MODELS

Four new radio-phonograph-television consoles and radio-TV table models have been added to the line of John Meck Industries and will begin to reach dealers April 1. A new model, XQR-994, is a 20-inch AM radio (20 inches wide, 24 inches high and 34 inches deep), and a second, XQR-995, is a 20-inch TV radio (24 inches wide, 21 inches deep and 23 inches high), $299.90. Model XQPM console with 15-inch TV, AM radio and phonograph is also available. (SEE PEOPLE, PRODUCTS AND PRICES ON PAGE 50)

DUMONT PREDICTS UNIVERSAL USE OF RECTANGULAR TUBES IN 2 YEARS

New York, March 25 — Within two years, all cathode ray tubes used in TV sets will be rectangular-shaped, according to Dr. Allen B. Dumont, speaking at a press luncheon in New York this week. Dumont told the story of the opening day ceremonies of the first daily use of the new type of tube and use of filter glass inelimating the need for transformers.

The future of round tubes was portrayed as dim as Dumont predicted the rectangular shape, which will be used universally as soon as glass blank manufacturers can meet the tremendous demand. Small sizes, said Dumont, would be made by companies using filter glass to eliminate the need for transformers.

In addition to disclosing that his company was at work on a 30-inch picture tube, Dumont also stated that a direct view tube four feet by five feet was in the development stage and that they are in the process of producing the largest sizes, however, are not intended for home use.

That there would be larger picture tubes is evident from the fact that the present 19-inch size was introduced by both Dumont and Irving Rosen, general manager of the company's cathode ray tube division. Dumont said there were sizes available in 15-inch and 24-inch tubes. By the middle of this year Dumont will announce a new rectangular 15-inch TV tube to replace the circular tube now being produced.

MONETTE CHAIRMAN OF NARDA VIDEO GROUP

Chicago, March 25 — Francis L. Monette, of Beauty & Monette, appliance, radio-television dealer in Lowell, Mass., was named chairman of the newly formed Television Standardization Committee, representing the National Apparel and Decorative Radio Dealers Association (NARDA), it was announced here.

Monette, recently elected a member of the association's board of directors, has been active both politically and nationally on behalf of the appliance and electronics industry.

If you're fortunate enough to find the part you want you're lucky, say TV dealers, and others say to you: take your part and receive only a credit memo.

Several Indies Fold, Future Looks Worse

NEW YORK, March 25 — The dealer credit situation is again plaguing the radio-record industry, having already reached the point where several independent distributors have folded or are ready to cease operations. Trade sources were speculating on the possibility that a fairly large group of distributors would be out of business within the next six months.

The reason for the steady worsening picture were the varying disk speeds, poor merchandising, generally economic conditions, archaic sales contracts, among other things. The chief credit loss that has less capital available for inventory, he said. His branch was to his best suppliers who, in turn, pass it on to double checks, and now is the actual consumer who is in the worst position, many expect manufacturers to feel the pressure by the middle of the summer.

TV Area Hit

The credit situation is far worse in major TV areas than elsewhere, and the blame is being placed on the manufacturers who tie up the dealer's capital for long periods in the form of sales which are it only to finance the TV market. (See INDUSTRY RECORD, Dist. A. 50)

TV DEALERS BEEF OVER DISTRIBS' WARRANTY BITE

Philadelphia, March 25 — Local dealers and service contractors are squawking at forced distributor and/or manufacturers' 5 to 14% for the warranty of TV sets and phonographs, claiming this money is used to defray expense of shipping and handling of parts. TV dealers' story doesn't hold water, charging that the collections of these funds is not usually a policy but set up by the manufacturer.

Prior to TV, the average distributor's parts department had little or no parts for replacement, so he was requested to do as much as possible to make it. That has changed in the past two years.

ASSOCIATIONS ASK PHILADELPHIA RADI0 RADIO WIRELES. SERVIECE GROUP TO VOTE ON WARRANTEE ISSUE

Philadelphia, March 25 — The Manufacturers' Co-op Association has asked the Philadelphia Radio Salesmen's Association to vote on the warranty issue. The group has been active politically both locally and nationally on behalf of the appliance manufacturer.
4 NEW TOP DECCA HITS

CLIMBING FAST

QUICKSILVER
COUPLED WITH
HAVE I TOLD YOU LATELY
THAT I LOVE YOU?
BING CROSBY and
ANDREWS SISTERS
DECCA 24827

MY FOOLISH HEART
COUPLED WITH
DON'T DO SOMETHING
TO SOMEONE ELSE
GORDON JENKINS
DECCA 24830

CRAZY HE CALLS ME
COUPLED WITH
YOU'RE MY THRILL
BILLIE HOLIDAY
DECCA 24796

LA VIE EN ROSE
COUPLED WITH
THE RIVER SEINE
VICTOR YOUNG
DECCA 24816

America's Fastest Selling Records!

DECCA
RECORDS
Form B Fate Weighed by Fiscal Unit

Saroyan Named Leeds Cliffer

DEALERS DOUBLE ON DISKS

Texas Rangers Lasso Pubbers', Move It From Under Broughton

Macy's, Varsity PreemNewLabel Strictly for 33\(\frac{1}{2}\)"

BML Wins Infr'mnt Case vs. Chase Hotel

Isn't Fair, It's So Merc. Adds 'Truly'

Rangers Not Only Sell 'Em, Cut 'Em, Too

Classics on 33 1/3

Decish Held Up On Jim Dorsey Residence Suit

Many Classics on 33 1/3

By Bill Simon

NEW YORK, March 25—For one reason or another, an unprecedented number of long-playing disk record dealers are engaged in producing their own labels. They range from the lowliest in the hole in the wall to such giant establishments as R. H. Macy's, and the reasons for entering the field are diverse. Some are caught up with the idea that there's more glamour in the production of the individual label; some have visions of building an empire via the rags-to-riches route built by the late Jack Kapp, others, with a special species of clientele, find the machinery in the field is too defective in the items they require.

Several large chain outlets such as Macy's, Sears, Roebuck, Montgomery Ward, all of whom advertise long-playing disks, have decided to promote their own labels. It is said that the idea is not to promote their own labels rather than spend much money building their own substantial catalog items, particularly if the individual record dealers also carry. Since the 1920s such labels as Crown, Excel and Silvertone have been endowed by chains.

Today, number of the latest entries are engaged in producing classically oriented disk records. With the major disk record publishers involved in rushing out microgroove versions of such major selling items as the comin' soon to be released, the comin' soon to be released, comin' soon to be released, etc., it seems that all are trying to get off their recording nut, they can realize a long profit from direct retail selling in their own outlets. A number of these stores are advertising their disks for Christmas in the forthcoming publications such as the Sunday New York Times.
Problems Irk Pubbers, Who See No Relief

Cite Incessant Sniping

NEW YORK, March 25.—Publisher associations are to blame for the increasing number of requests for renewals which they are receiving, from writers seeking to gain an advantage by winning assignments from writers covering the second 28-year period. A review of the situation indicates the following:

(1) "Bailing" is at an all-time high. This is a natural development, indicating that the second 28-year copyright period is running out on many songs.

(2) Publishers with renewals coming up have been increasingly busy and nervous. They don't know where the next body blow is coming from, and in desperation they resort to tactics that are, in fact, the competition.

(3) Certain types of music deals have become increasingly difficult to negotiate, owing to split copyright situations, which follow the wake of a renewal deal.

(4) Lawyers are having a field day, Writers Lose, Too.

As a result, artists involved in these deals claim that not only they, but often the writers, too, are the losers. An example is the working out of deals with film companies. Publisher "A" offered a songwriter a renewal, with the writer assigning his rights to Publisher "B" for the second 28-year period. However, "B" had, however, still retained foreign rights even though Publisher "A" had said he would assign them to "B". A picture company wishing to buy a specific tune ascertain that "B" has the rights and is trying to negotiate a deal.

In due course, however, it is revealed that "B" is not the foreign rights. Film company approaches "A". (See Problems Irk Pubbers, page 47)

S-B Seeks New Miracle Trial

CHICAGO, March 25.—A motion for a new trial in the case of Miracle Records vs. Shapiro-Bernstein will be heard before Judge Michael J. Di Giuli, U. S. District Court here April 16. The motion was filed last week by Mort Salkind, representing the New York publishers, and followed Judge Igoe's decision of two weeks ago in which he awarded the publishers S-P-A a trial.

The motion is based on the fact that the judge was "unwarranted" in his decision. The motion cites the fact that the publisher has already paid $21,000 to the songwriter for the song's second 28-year period, and that he has filed suit to recover this amount.

The motion also cites the Chicago district court decision of two weeks ago in which the judge gave the publisher's rights to "A". The motion states that the publisher has been a "bad faith" in the matter of renewals, and that the publisher has not been cooperative in this matter.

(See Problems Irk Pubbers, page 47)

Flanagan Off on Golden Lakes In Band Preem at Meadowbrook

NEW YORK, March 25.—Before the influx of impressive trade turnouts in recent years, Ralph Flanagan unveiled his much-publicized new band at Frank Daley's Meadowbrook in Cedar Grove, N. J., Thursday (23). Flanagan's band, which is being hailed as the new "Big Band" in the country, has been featured on the Decca recording and public performance. Flanagan has been hailed as the new "Big Band" in the country, and his band is now in the hands of the RCA Victor Company.

There certainly are minor flaws in Flanagan's band. It is in need of some polishing, but still remarkable clean for such a young group. Another plus, however, is the section which should be bolstered with a guitar, since Flanagan, the band pianist, spends most of his time in front of the band. Too, at the moment, the band's library seems to be too stingly utilized. In time, with the addition of a clarinet and trumpet, Flanagan's band should be among the top 20 bands.

Godfrey Biff Enranges Pluggers, Other Bigs Cheer Contact Men

(Continued from page 3)

Employees of the American Society of Composers, Authors and Publishers (ASCAP) are reported as striking, and striking things are happening to anyone... abuse... by holding up to ridicule and contempt a large body of people... in the course of their efforts to earn a livelihood.

Big Men, Great Friends

The letter goes on to point out that some of the biggest people in the entertainment world welcome plugging as personal friends... with Bing Crosby, Bob Hope, Jack Benny, Percy Como, Mantz Sacks, Rudy Vallée and others. It is pointed out that such arrangements are often blemished by Irving Berlin and Sinatra are members of ASCAP.

The letter also notes that while Gershwin is writing new songs at selling songs in his film musicals, and Grossman is writing songs for film musicals, there is little justification in his public mood that they continually harm him personally.

Kapp To Issue Corona Label

NEW YORK, March 25.—Paul Kapp, editor of the General Music Publishing Company, Inc., and president of the company, has announced the formation of a new record company, Kapp Records, which will begin issuing records in the fall of this year. The new company will be known as the "Corona Label".

Mercury Boosts Talent Roster

CHICAGO, March 25.—Mercury has added several new artists to its roster, including the following: Billy Valentine, pianist, singer and songwriter; Roger Miller, pianist; and Jack Carter, bassist. In addition, Billy Valentine, pianist, singer and songwriter, has been signed to a contract with Mercury. Valentine will record his own composition, "Oh, My Goodness," which will be released in the fall.

Mercury is putting a big push behind "Oh, My Goodness," and plans to release a single which will be a hit record. The company has already issued an LP album of Latin music which will be released in the fall. The album will feature the talents of several of Mercury's artists, including the group "The Ventures," who have already released a single on the album.

Mercury has also had a successful distribution deal with Atlantic, the disk company which specializes in jazz and blues music. The first release is "I'll Live To Be A Hundred." (See News Review, page 47)

Music! 'Heart' Top London Disk Sales

NEW YORK, March 25.—The December 1950 Billboard records for London Disco show the record company's top sales, which are当前 topping the charts. The sale of the record company's top selling records, which are currently topping the charts, is due to the fact that the company has a strong support from the American artists. English Deco, headed by E. (Ted) Lewis, owns the London Disco.

The local office has pushed masters of Miss Winners' new smash, Cho's "Gum, to England for a quick follow-up.

SPA Keeping Weather Eye Out for Rights

NEW YORK, March 25.—UKG's "First To Give," both cut and released during the London recording sessions last year, is currently topping the charts. The sale of the record company's top selling records, which are currently topping the charts, is due to the fact that the company has a strong support from the American artists. English Deco, headed by E. (Ted) Lewis, owns the London Disco.

The local office has pushed masters of Miss Winners' new smash, Cho's "Gum, to England for a quick follow-up.

Siegfried Silenced

Flanagan successfully won over the skeptics who figured the guy wouldn't have it as a frontman. He slices a neat, well-planned figure in front and manages to inject just enough of his original personality in the style of Gordon Jenkins' style, into the show to give the illusion of a stamp of his own personality. By the time the curtain rolls down Sunday, six weeks hence, it should be a crack which which move the customer to the dance floor and more than satisfy the remainder of the dance public.

The band's personnel consists of: Art Depew, Ralph Schaffner and Knobby Lee on vocals; Phil Glaser and Sid Bissel on drums; Red Fike, George Byrd and Walter, Joe Poole and Irving Harter on reeds; Tom O'Neill and Richard, and Sidney Bulkin on rhythm.
THE MUSIC! MUSIC! MUSIC! GAL
TERESA BREWER
DOES IT AGAIN!

"CHOON GUM"
with
JIMMY LYTELL
and the Disneyland All Stars
NO. 678 78 rpm
75c plus tax
NO. 30100 45 rpm
75c plus tax

"HONKY TONKIN'"
with JIMMY LYTELL
and the Disneyland All Stars

LONDON RECORDS
Disk Rights Score Pan-Am Blues

Below Border Pacts Urged By U. S. Office

13 Countries Affected

By Ben Atlas

WASHINGTON, March 25.—The U. S. Copyright Office is urging the State Department to draft disk copyright proclamations with 13 South American nations in order to end a situation impinging music proliferation (See Below Border Pacts on page 48).

SYDNEY, Australia, March 25.—Eugene Goossens, director of the Conservatorium of Music who has just returned from a tour overseas during which he conducted orchestras in Italy, France and Britain, says he is determined to see the erection of a National Opera House in Sydney. He intends to make direct approaches to the state and civic authorities for the building to be erected on the Harbor foreshore at Fort Macquarie.

Such an opera house could be used for orchestral performances, ballet and choral festivals in addition to operas.

Goossens Seeks Aussie Op. House

Art Mooney Buys Piece of Tune

CHICAGO, March 25.—Because of the trend toward pop song hits which carry a difficult narrative story, Art Talmadge, Mercury Records' race horse chief, last week cut a series of regular explanatory introductions for some 500 songs, some of which can be utilized by d.j.'s. While disc jockeys have often cut introductions to disk, the first one by an established d.j. on a10-inch disk, narrated by Frankie Laine.

In the 30- to 45-second tracks, Laine explains the theme of The Cry of the Wild Goose, Swing Girl and Swing Weans A Stuff Gown. Talmadge previously tried to send out mimeographed copies of the lyrics of the records to retailers and d.j.'s, but the gimmick didn't work out satisfactorily. Mercury also will send out a track on Vic Damone's forthcoming Where Can I Go? cutting.

Pub Sells Four Disks to Decca

NEW YORK, March 25.—Publisher Joe Davis sold four disk masters to Decca Records recently and has scheduled two more disk dates to start promotion of his Beacon Music Publications. The sides purchased by Decca include Blue Danube Rock, Alabama Blues, Fair Jenny's Lament, and When the Soins Go Marching In, all cut by Phil Napoleon's Dixieland group several months ago. Decca has coupled the first two tunes for immediate release.

Davis is cutting four more of his tunes with ex-MGM crooner Bob Houston and the Paul Taubman Trio. He also plans a date with pianist Buddy Weed, primary purpose of which is to hypo interest in the Beacon standard copyright, People Express. Davis intends to plant the disks with locks, then possibly hire the masters over to a major diskery.

Meanwhile Davis himself is visiting faces in Eastern cities and is now in Pittsburgh, Philadelphia and Boston during the last two weeks. After the waxing dates he's set to visit additional cities in the Midwest. Last week he hired a new Boston contact man, Basil Jolly, former librarian at WJBH, Beacon Music is affiliated with Broadcast Music, Inc. (BMI).

Bagpipe Pumps Up RCA "Scot Samba"

NEW YORK, March 25.—A recording session at RCA Victor this week hit a peak of hilarity when the Irving Fields Trio cut Scottish Samba. What broke the session up was Jim Roach, a bagpiper who had been added for authentic effect. Roach had to pump up the bagpipe for five minutes prior to the session—sort of a priming operation. Once he had it operating, however, it was difficult to stop.

The tune's arrangement is distinctive and uses the piper of the song, which is a rhythmic recital of over 25 Scots clans. The piper will also be the basis of a special stunt RCA Victor will offer as a promotion on the disk. Some 10,000 miniature copies of the song will be given to jockeys. When the disk is played, any listener whose name is mentioned in the piper will be entitled to a free copy if he calls or writes the station.

Art Mooney got deeper into the music publishing stream when he bought a piece of the tune Why Do They Always Say No, a revival new rendition via the Abbey piano roll disking.

The deal between Mooney and Betty Stanzy, of Stanzy Music, is rather an unusual one: Stanzy keeps all rights to the tune and continues to print and plug the number. Mooney receives 50 per cent of the net profits. He paid a sum down, and guarantees an undisclosed amount of promotion and advertising. He also has a 90-day option to buy the entire Stanzy catalog.
Take a bow, Vic Schoen!

For 12 years of top arranging and conducting on our Decca Records from "Be I Mir Bist Du Schoen" to our newest, "Ask Me No Questions I'll Tell You No Lies."

For the fine arrangements you make on every one of our songs for Campbell Soup's "Club 15."

For your wonderful conducting and arranging on our personal appearances from New York's Roxy and Paramount to London's Palladium.

P. S. In our books, you're the greatest!
Music Biz Gets Lens Happy; Rush To Sign TV Big Names

(Continued from page 1)

Much of Columbia Records' success, with Arthur Godfrey's wax, is attributed to his TV show. Capitol Records has gone on an all-out drive to establish its plategold Country property with the focus placed on the video aspects of the cowboy character as a means of building record values, primarily for the large disk market.

Plug Disks on TV

The diskers, too, are seeking to promote records via TV by encouraging their artists to make video appearances and demonstrate live renditions of current waxings.

On an institutional level, the diskers are mulling methods of convincing the public that wax represents the finishing touch to a full round of home entertainment. The pitch, obvious the it may be, remains into a claim that when video programming and standard radio shows both fail to offer what the listener wants, he can turn to his record collection to fill the home entertainment gap with selections of his own choice.

Music publishers are quite convinced that the television field will be the raviot of their industry. But the diskers are struggling to find the combination which will make them an important entity in the video producers before the field reaches maturity. Scutiny of the field shows that TV song performances are tending to gains on new values daily as the video audiences continue to grow.

Pub's Feeding on TV

Pubbers feel that TV will mean to the music business what two- to three-minute vaude represented 30 and 40 years ago. They believe that TV's maturity will result from the development of established regular shows built around talents comparable to the A

Foley Fanfare

NEW YORK, March 25—In a ceremony which will be attended by the governor of Tennessee and the mayor of Nashville, Red Foley will be presented with a gold disk Wednesday, April 2, at 0600th Decca pressing of his hit platter, "Cherished," by the Shoe Shine Boy. Decca's Paul Cohen will present the gold platter to Foley during ceremonies at the Grand Ole Opry company in the auditorium in Nashville.

Jelzons, Eddie Cantor, Sophie Tucker, Harry Richman, etc., of the golden vaude era. These talents will now be seen with the greater use. This material will take on the guise of specially prepared individual performers. In addition, the importance of production in video will also give birth to an era of special material production songs.

As the result of these beliefs in the ultimate position of the pubber as the source of song supply for video, some pubbers more than ever before are opening their doors to new young writers intent on crafting careers.

New Blood as Incentive

The need for new writing blood for the video medium, too, would serve as an incentive for the older and experienced top song writers, many of whom have been noticeably inactive. This figures not only because of the expected TV hunt for new and fresh material but also because the ASCAP payoff to writers will be pegged on performances and activity as well as on past performance.

Pubbers believe that TV will eventually completely revamp the nature of their business. They feel that disk jockeys will lose plug values just as rapidly as the television medium grows. It is felt also that the radio plug will lose out to TV. Some even believe that the recent industry's dominance of the song business will decline, with the publisher in the rider's seat. This conjecture, however, is still strongly disputed.

RCAPlugs Opry, Symphony Orks

NEW YORK, March 25—RCA Victor's spring hopes of its Red Seal classical record catalog, keyed to the Toscanini-NBC Symphony tour (The Billboard, February 21, 11), now includes additional promotion plus which emphasizes operatic as well as orchestral discings. The plugging will tie in with the annual spring tour of the Metropolitan Opera Company, which commences April 19. The following touring Victor and Met artists will be toured via co-op ads and air plugs: Robert Merrill, Jan Peerce, Leonard Warren, Dorothy Kirsten, Blanche Theborn, Set Sylvholm, Licia Albanese, Ferruccio Tagliavini and Julius Blything. Special streamers, listing singles and albums available by these singers, will be distributed among dealers.

Meanwhile, a slew of Toscanini merchandise is being readied by the Victor plants, and special distributor-dealer orders are going out. About 84 Toscanini items are to be promoted, including eight that have not been released previously. These new sets will be made available across the board in all three speeds, 78, 45 and long play. These will be shipped out before the opening concert in Carnegie Hall April 14.

Hal DeForis, manager of the RCA Victor press division, left on a month-long trip as second advance man covering the South, Southwest and West. Tom Grady has already been out for a month, and DeForis' assistant, Bernie Miller, will cover the second half of the tour, starting out April 16.
MASS. STATE POLICE
CLOSE KING PHILLIP
BALLROOM DOORS AT
9:15 P.M. ON MARCH 18TH
Estimated 4,000 Turned Away...

THE REASON...
RALPH
FLANAGAN
and his Orchestra

*Wrentham, Mass., where the Flanagan Band First Opened!

at FRANK DAILEY’S MEADOWBROOK till May 6th
with a NEW RCA Victor Record Hit—“JOSHUA”
COMING UP STRONG!

Perry Como singing...

"PLEASE BELIEVE ME"

87 rpm
20-3684
45 rpm
47-3211

RCA Victor Records

HONOR ROLL OF HITS

The Nation's Top Tunes

For the period ending March 24, 1950

1. MUSI C MUSI C MUSI C

By Steven Wells and Benie Baum

Published by Connell (ASCAP)

This Week

Last Week

1. MUSIC MUSI C MUSI C

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

By Steve and Snapp

Published by Goldfine-Heyman (BMI)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

3. IF I KNEW I WOULD BE COMING HOME

By Al Hoffman, Bob Merrill and Clern Wells

Published by Robert (ASCAP)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

4. IT'S NOT FAIR

By Sydney Sampson, Frank Navarino and Richard Hoffer

Published by Weis & Marcus (ASCAP)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

5. RAG MOP

By Will Anderson

Published by Hill & Range Songs (BMI)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

6. I SAW MY PAJAMAS

By Eddie Poe and George Weible

Published by Lewis (ASCAP)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

7. THERE'S NO TOMORROW

By Hoffman, Cydev and Clev

Published by Passions (ASCAP)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

8. DADDY'S LITTLE GIRL

By Bobby Darin and Horace Green

Published by Benson (BMI)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY


By Terry Gibson

Published by America (BMI)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

10. BEADIE

By Nathaniel and Manu

Published by Lauren (ASCAP)

This Week

Last Week

1. MUSIC MUSI C MUSI C

2. CHATTANOOGA SHOE SHINE BOY

MUSIC POPULARITY CHARTS
The Nation's Top Tunes

Based on reports received last three days of Week Ending March 24

The Nation's Top Tunes, the HONOR ROLL OF HITS, is determined by a scientific calculation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts.

This Week

Last Week

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2. CHATTANOOGA SHOE SHINE BOY

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The title "MUSIC ROLL OF HITS" is a registered trade mark and the listing of the hits has been copyrighted by The Official. Use of either may not be made without the Official's consent. Simply write or wire The Official, The Billboard, 1544 Broadway, New York, and permission will be immediately granted.
This week's New Releases... on RCA Victor

**POPULAR**

HUGO WINTERHALTER
Symphony of Spring
As We Are Today
(From the Warner Bros. film The Daughter of Rosie O'Grady)
20-3737—(47-3737)*

FRAN WARREN
Ho Hum, It's Spring
Don't Say Goodbye
20-3738—(47-3738)*

THE MELACHRINO STRINGS
La Vie En Rose (Take Me to Your Heart Again)
Fascination
20-3739—(47-3739)*

BRADFORD AND ROMANO
Put on an Old Pair of Shoes
Why Do They Always Say No?
20-3740—(47-3740)*

Here come the DANCE BANDS again!

SPIKE JONES
Chino Music Train
(From the Republic film Singing Guns)
 Riders in the Sky
20-3741—(47-3741)*

Here come the DANCE BANDS again!

ERSKINE HAWKINS
Brown Baby Blues
Full Tilt
20-3742—(47-3742)*

**POP-SPECIALTY**

BERNIE WYTHE
The Circuit Polka
Popcorn Polka
23-1154—(51-0061)*

**WESTERN**

SONS OF THE PIONEERS
Rosie
The Eagle's Heart
21-0306—(48-0306)*

**COUNTRY**

CEE WEEL KING
Blame It All on Nashville
The Kissing Dance
21-0307—(48-0307)*

**ALBUMS**

SELECTIONS FROM THE CHOCOLATE SOLDIER
Al Goodman, and His Orchestra
K-21—(WK-21)*

Here come the DANCE BANDS again!

TOMMY DORSEY'S DIXIELAND FOR DANCING
Tommy Dorsey and His Orchestra
P-279—(WP-279)*

**NATIONAL SPECIAL**

DENNIS DAY
The Lamentation Song
Indiana Moon
20-3740—(47-3740)*

RCA VICTOR Records

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

5 Beyond the Sunset
Three Suns with Rosalie Allen and Eton Britt
20-3599—(47-3105)*

5 Candy and Cake
Mindy Carson
20-3681—(47-3204)*

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

5 Dearie
Fraun Warren and Lisa Kirk
20-3689—(47-3209)*

5 I Said My Pajamas
Tony Martin and Ivan Warren
20-3693—(47-3119)*

5 It Isn't Fair
Sunny Kaye
20-3699—(47-3115)*

5 Mommy and Daddy Broke My Heart
Eddy Arnold
21-0146—(48-0150)*

5 Music! Music! Music!
Fred MacMurray
20-3693—(47-3217)*

5 Rag Mop
Ralph Flanagan
30-0025—(54-0020)*

5 There's No Tomorrow
Tony Martin
20-3582—(47-3078)*

5 Wanderin'
Sunny Kaye
20-3680—(47-3203)*

**Coming Up...**

6 Quicksilver
Eton Britt & Rosalie Allen
31-0187—(48-0188)*
(From No. 5 to No. 3 Most Played by Country and Western Disc Jockeys, Billboard, March 23.)

6 Bewitched
Larry Greene
20-3726—(47-3726)*
(Tops on Tops, Billboard, March 23.)

6 Roulette
Tony Martin
20-3585—(47-3310)*
(No. 1 Retailer's Pick, Billboard, March 26)

In this week's RCA Victor's Top Selling 15

Darn It, Baby, That's Love—Freddy Martin & Fran Warren
Sweet Promises and Good Intentions—Lisa Kirk
Have You Ever Been Lonely?—Fran Warren & Lisa Kirk
I Almost Lost My Mind—Fran Warren

The stars who make the hits are on RCA VICTOR Records

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

**MUSIC** 21
America's Top Singing Team Does It Again!
EVERYONE who has heard it says
IT'S THEIR GREATEST!

"Let's Go to Church
Next Sunday Morning"

MARGARET JIMMY
WHITING + WAKELY

A Romantic duet, with tender spiritual
appeal, for all ages... dedicated to the faith
that strengthens and guides
us in a troubled world.

BACKED BY

"WHY DO YOU SAY
THOSE THINGS"
(THAT HURT ME SO)"

A HIT-TUNE BACKING!

CAPITOL
RECORDS
HOLLYWOOD

RECORD NO. F960 ON 45 rpm
RECORD NO. 960 ON 78 rpm

Sheet Music Available—Beechwood Music Corp., c/o Capitol Songs, Inc., Radio City, N.Y.
**BEST-SELLING SHEET MUSIC**

<table>
<thead>
<tr>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>Peter Weiskell</td>
<td>Cornell</td>
</tr>
<tr>
<td>Music</td>
<td>E. J. Moers</td>
<td>Acuff-Rose</td>
</tr>
<tr>
<td>Music</td>
<td>Cherish</td>
<td>Cherish</td>
</tr>
<tr>
<td>Music</td>
<td>Wirral</td>
<td>Wirral</td>
</tr>
<tr>
<td>Music</td>
<td>Dev</td>
<td>Dev</td>
</tr>
<tr>
<td>Music</td>
<td>Mystery</td>
<td>Mystery</td>
</tr>
<tr>
<td>Music</td>
<td>Napoleon</td>
<td>Napoleon</td>
</tr>
<tr>
<td>Music</td>
<td>Clovis</td>
<td>Clovis</td>
</tr>
<tr>
<td>Music</td>
<td>Janet</td>
<td>Janet</td>
</tr>
<tr>
<td>Music</td>
<td>Jonathan</td>
<td>Jonathan</td>
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**ENGLAND'S TOP TWENTY**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>This Little Piggy Went to Market</td>
<td>Peter Weiskell</td>
</tr>
<tr>
<td>2</td>
<td>It's a Long, Long Time</td>
<td>Cherish</td>
</tr>
<tr>
<td>3</td>
<td>We're Going to Get You</td>
<td>Wirral</td>
</tr>
<tr>
<td>4</td>
<td>Don't Give Me That</td>
<td>Dev</td>
</tr>
<tr>
<td>5</td>
<td>The World Is Full of Love</td>
<td>Mystery</td>
</tr>
<tr>
<td>6</td>
<td>The World Belongs to Me</td>
<td>Napoleon</td>
</tr>
<tr>
<td>7</td>
<td>I'll Say Good-bye</td>
<td>Janet</td>
</tr>
<tr>
<td>8</td>
<td>I'll Make You Mine</td>
<td>Jonathan</td>
</tr>
<tr>
<td>9</td>
<td>I'll Sing a Song for You</td>
<td>Napoleon</td>
</tr>
<tr>
<td>10</td>
<td>We All Have a Song in Our Hearts</td>
<td>Weiner</td>
</tr>
<tr>
<td>11</td>
<td>Best of All</td>
<td>Warner</td>
</tr>
<tr>
<td>12</td>
<td>I'll String Along With You</td>
<td>Warner</td>
</tr>
<tr>
<td>13</td>
<td>You're Breaking My Heart</td>
<td>Cherish</td>
</tr>
<tr>
<td>14</td>
<td>Out of a Clear Blue Sky</td>
<td>Varsity</td>
</tr>
<tr>
<td>15</td>
<td>Why Is It</td>
<td>Clovis</td>
</tr>
<tr>
<td>16</td>
<td>Our Love Story</td>
<td>Mystery</td>
</tr>
<tr>
<td>17</td>
<td>French Can Can Polka</td>
<td>Mystery</td>
</tr>
<tr>
<td>18</td>
<td>Sugar Daddy</td>
<td>Warner</td>
</tr>
<tr>
<td>19</td>
<td>Full Throttle</td>
<td>Warner</td>
</tr>
<tr>
<td>20</td>
<td>Is It Too Late?</td>
<td>Warner</td>
</tr>
</tbody>
</table>

*Published or available at The Billboard offices in person.*
### Radio Popularity

**RECORDS MOST PLAYED BY DISK JOCKEYS**

Records listed here in numerical order are those played from the greatest number of record sheets. List is based on reports received last three days of Week Ending March 24.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I'm a Man&quot;</td>
<td>The Animals</td>
<td>ERS 9</td>
</tr>
<tr>
<td>2</td>
<td>&quot;ELEANOR&quot;</td>
<td>The Animals</td>
<td>ERS 9</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Green Door&quot;</td>
<td>Elvis Presley</td>
<td>RCA 151</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Dancin' (Justice)&quot;</td>
<td>Chuck Berry</td>
<td>RCA 151</td>
</tr>
<tr>
<td>5</td>
<td>&quot;A Hundred Pounds of Faith&quot;</td>
<td>Nat King Cole</td>
<td>RCA 151</td>
</tr>
<tr>
<td>6</td>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
<td>Ginger Rogers</td>
<td>DE 5228</td>
</tr>
<tr>
<td>7</td>
<td>&quot;Don't Be Cruel&quot;</td>
<td>Al Hibbler</td>
<td>SM 2001</td>
</tr>
<tr>
<td>8</td>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
<td>Ginger Rogers</td>
<td>DE 5228</td>
</tr>
<tr>
<td>9</td>
<td>&quot;It Was a Gravel Road&quot;</td>
<td>The Animals</td>
<td>ERS 9</td>
</tr>
<tr>
<td>10</td>
<td>&quot;That's Nobody's Business&quot;</td>
<td>The Animals</td>
<td>ERS 9</td>
</tr>
</tbody>
</table>

**SONGS WITH GREATEST RADIO AUDIENCES (ACD)**

(Tuesday, Friday, March 27, 8 a.m., and ending Friday, March 30, 8 a.m.)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
<td>Ginger Rogers</td>
<td>DE 5228</td>
</tr>
<tr>
<td>2</td>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
<td>Ginger Rogers</td>
<td>DE 5228</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
<td>Ginger Rogers</td>
<td>DE 5228</td>
</tr>
<tr>
<td>4</td>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
<td>Ginger Rogers</td>
<td>DE 5228</td>
</tr>
<tr>
<td>5</td>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
<td>Ginger Rogers</td>
<td>DE 5228</td>
</tr>
</tbody>
</table>

**RHY SYSTEM**

Times listed reached the greatest number of key radio dates according to information supplied by the Richard Rosen (ORF). Additional points were given at the discretion of the compiler, based on reports received during each reporting period. The RHY System was designed to help radio stations manage their library and programming needs.

<table>
<thead>
<tr>
<th>Week of March 17 to 23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Send</strong></td>
</tr>
<tr>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
</tr>
<tr>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
</tr>
<tr>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
</tr>
<tr>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
</tr>
<tr>
<td>&quot;I'm Sorry, I'll Pay you Tomorrow&quot;</td>
</tr>
</tbody>
</table>

**Vox Jox**

**STRICKLY FROM DIXIE**

Bill Crenshaw has replaced "Uncle Harry" in the 10:30 to 11:00 a.m. slot on WPAQ, Mt. Airy, N. C., and has made plans for blues and country mems.

**FOLK FAKE**

Boyd Whitney, KITR, Houston, is back on tour with the Moodz for a few weeks. He'll be back in New York with Bud Dodley recently started booking top talent shows in Houston, New York, and San Antonio.

**JAZZ & JIVE CORNER**

Special Dix Biedermeier memorial program at the Dixie, Atlanta, WOC, Davenport, and presented such guests as C. B. Biederbecke, Jr.'s brother: Eston Squire. Bix's life-long friend, George Hoefner, and the late John Dow. All with special guests: the platters, the Leonard McParland, Muzzy Spanier and Danny Alvis.

**GRIPES AND SWIPES**

Need Up, WFWC, Peoria, Ill. Some operators called in to say that they've heard the news over half of the listener requests were for the old numbers that they're being reassigned. Washington, D.C.'s new home for the FCC.

**PHILLY PHADDLE**

George Ben Tunnell gets a second daily edition for his Bon Ton Show on WJZ. In addition to the hour stretch starting at 11 a.m., he sends a 20-minute edition at 5:30 p.m. in St. Louis (WJNP) is staging a kids show. The shows are hosted at the State Theater, with Frankie Lane, at the Fox, taking center stage. On the same show are two special sponsors for five-minute segments in the Grieff Manufacturing Company, thru the Birmingham, Castleton, and Castleton, Cranberry, Pa. for 11 weeks, and Balbo Cooking Oil, thru Commercial Radio Service, set for 11 weeks. John Eddie Newman (WJEN) going on vacation, Cal Ross coming in from WPWA, Chester, Pa., to take over the late evening slot on WBNK.

**NEW YORK**

J. R. Robinson and WINS, New York City, are making a trip to the West Coast, visiting friends, holding meetings, and hearing an all-night show. WINS, New York City, is now spinning discs on WPFAG, Atlantic City, for an hour a day.

**FOLK FAKE**

Boyd Whitney, KITR, Houston, is back on tour with the Moodz for a few weeks. He'll be back in New York with Bud Dodley recently started booking top talent shows in Houston, New York, and San Antonio. Van Dyke's Record Store, 29th Street and WENZ, Charlton, and WIBX, Binghamton, in West Virginia. John G. Whalen, WIBX, Reading, Pa., is on the staff of the news disks with solo vocals of his own.
**DIXIELAND by Dixieland Artists**

<table>
<thead>
<tr>
<th>Title</th>
<th>78 rpm</th>
<th>45 rpm</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Bourbon Street Bounce’ and ‘Pizza Pie Boogie’</td>
<td>795</td>
<td>795</td>
</tr>
<tr>
<td>‘I’m Satisfied With My Gal’ and ‘Over The Waves’</td>
<td>646</td>
<td>646</td>
</tr>
<tr>
<td>‘In The Mood’ and ‘Soldier’s Stomp’</td>
<td>791</td>
<td>791</td>
</tr>
<tr>
<td>‘Twelfth Street Rag’ and ‘ Somebody Else, Not Me’</td>
<td>1310</td>
<td>1310</td>
</tr>
<tr>
<td>‘Oll Pickles’ and ‘Tiger Rag’</td>
<td>771</td>
<td>771</td>
</tr>
<tr>
<td>‘Running Wild’ and ‘Klenberg Jive’</td>
<td>873</td>
<td>873</td>
</tr>
<tr>
<td>‘That’s A Plenty’ and ‘Royal Garden Blues’</td>
<td>853</td>
<td>853</td>
</tr>
<tr>
<td>‘Battle Hymn Of The Republic’</td>
<td>829</td>
<td>829</td>
</tr>
<tr>
<td>‘Oll Pickles’ and ‘Tiger Rag’</td>
<td>660</td>
<td>660</td>
</tr>
<tr>
<td>‘Runnin’ Wild’ and ‘Klenberg Jive’</td>
<td>873</td>
<td>873</td>
</tr>
<tr>
<td>‘That’s A Plenty’ and ‘Royal Garden Blues’</td>
<td>853</td>
<td>853</td>
</tr>
</tbody>
</table>

**DIXIELAND Sides by POP Artists**

<table>
<thead>
<tr>
<th>Title</th>
<th>78 rpm</th>
<th>45 rpm</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘In the Mood’ and ‘Way Down Yonder In New Orleans’</td>
<td>958</td>
<td>958</td>
</tr>
<tr>
<td>‘Spaghetti Rag’</td>
<td>923</td>
<td>923</td>
</tr>
<tr>
<td>‘That Old Piano Roll Blues’</td>
<td>845</td>
<td>845</td>
</tr>
<tr>
<td>‘How Gently Sweet Afton’ with Red Nichols And His Five Pennies</td>
<td>817</td>
<td>817</td>
</tr>
<tr>
<td>‘Bonaparte’s Retreat’</td>
<td>936</td>
<td>936</td>
</tr>
<tr>
<td>‘That Old Piano Roll Blues’</td>
<td>845</td>
<td>845</td>
</tr>
<tr>
<td>‘Music Of The Rockies’</td>
<td>948</td>
<td>948</td>
</tr>
<tr>
<td>‘Original Dixieland One Step’ and ‘Panama’</td>
<td>949</td>
<td>949</td>
</tr>
<tr>
<td>‘Two-Faced Heart’ and ‘Old Ollie Ollie Ophelia’</td>
<td>924</td>
<td>924</td>
</tr>
<tr>
<td>‘Are You From Dixie’ and ‘Hot Lips’</td>
<td>926</td>
<td>926</td>
</tr>
<tr>
<td>‘Dixieland Band’ and ‘Jamboree Jive’</td>
<td>853</td>
<td>853</td>
</tr>
<tr>
<td>‘Ragtime Cowboy Joe’</td>
<td>710</td>
<td>710</td>
</tr>
<tr>
<td>‘Why Do They Always Say No’ and ‘Dream After Dream After Dream’</td>
<td>963</td>
<td>963</td>
</tr>
</tbody>
</table>

---

**NOTES:**

- All singles issued this year are on 45 and 78.
- Look to Capitol for the greatest in Dixieland music! (on 45, 78, 33 1/3).
### Retail Record Sales

#### BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based on The Billboard's weekly survey of music buying by every important retail area. Survey returns are weighted according to size of market area. Records listed numerically, according to greatest sales. The "N" side of each rank is with a chart.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>ARTIST</th>
<th>SONG</th>
<th>WEEKS</th>
<th>WEEKLY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Beatles</td>
<td>Hey Jude</td>
<td>1</td>
<td>16,000</td>
<td>16,000</td>
</tr>
<tr>
<td>2</td>
<td>The Who</td>
<td>My Generation</td>
<td>2</td>
<td>15,000</td>
<td>30,000</td>
</tr>
<tr>
<td>3</td>
<td>The Rolling Stones</td>
<td>Up With People</td>
<td>3</td>
<td>14,000</td>
<td>42,000</td>
</tr>
<tr>
<td>4</td>
<td>The Beatles</td>
<td>Yesterday</td>
<td>4</td>
<td>13,000</td>
<td>55,000</td>
</tr>
<tr>
<td>5</td>
<td>The Beach Boys</td>
<td>Good Vibrations</td>
<td>5</td>
<td>12,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>

#### CHILDREN'S RECORDS

Records listed are those records selling best in the nation's retail record store. Figures are given for each album's weekly sales. All records are listed according to greatest sales. The "N" side of each rank is with a chart.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>ARTIST</th>
<th>SONG</th>
<th>WEEKS</th>
<th>WEEKLY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Beatles</td>
<td>Hey Jude</td>
<td>1</td>
<td>16,000</td>
<td>16,000</td>
</tr>
<tr>
<td>2</td>
<td>The Who</td>
<td>My Generation</td>
<td>2</td>
<td>15,000</td>
<td>30,000</td>
</tr>
<tr>
<td>3</td>
<td>The Rolling Stones</td>
<td>Up With People</td>
<td>3</td>
<td>14,000</td>
<td>42,000</td>
</tr>
<tr>
<td>4</td>
<td>The Beatles</td>
<td>Yesterday</td>
<td>4</td>
<td>13,000</td>
<td>55,000</td>
</tr>
<tr>
<td>5</td>
<td>The Beach Boys</td>
<td>Good Vibrations</td>
<td>5</td>
<td>12,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>

### Classicals

**Classical Singles**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>ARTIST</th>
<th>SONG</th>
<th>WEEKS</th>
<th>WEEKLY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Elgar</td>
<td>Enigma</td>
<td>1</td>
<td>15,000</td>
<td>15,000</td>
</tr>
<tr>
<td>2</td>
<td>Tchaikovsky</td>
<td>Symphony No. 5</td>
<td>2</td>
<td>14,000</td>
<td>28,000</td>
</tr>
<tr>
<td>3</td>
<td>Brahms</td>
<td>Hungarian Dance No. 1</td>
<td>3</td>
<td>13,000</td>
<td>39,000</td>
</tr>
<tr>
<td>4</td>
<td>Beethoven</td>
<td>Moonlight Sonata</td>
<td>4</td>
<td>12,000</td>
<td>48,000</td>
</tr>
<tr>
<td>5</td>
<td>Schubert</td>
<td>Ave Maria</td>
<td>5</td>
<td>11,000</td>
<td>55,000</td>
</tr>
</tbody>
</table>

**Classical Albums**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>ARTIST</th>
<th>SONG</th>
<th>WEEKS</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mahler</td>
<td>Symphony No. 1</td>
<td>7</td>
<td>10,000</td>
</tr>
<tr>
<td>2</td>
<td>Bruckner</td>
<td>Symphony No. 8</td>
<td>6</td>
<td>9,000</td>
</tr>
<tr>
<td>3</td>
<td>Wagner</td>
<td>Meistersinger Enactment</td>
<td>5</td>
<td>8,000</td>
</tr>
<tr>
<td>4</td>
<td>Verdi</td>
<td>Aida</td>
<td>4</td>
<td>7,000</td>
</tr>
<tr>
<td>5</td>
<td>Mussorgsky</td>
<td>Pictures at an Exhibition</td>
<td>3</td>
<td>6,000</td>
</tr>
</tbody>
</table>

### Pop Albums

<table>
<thead>
<tr>
<th>POSITION</th>
<th>ARTIST</th>
<th>SONG</th>
<th>WEEKS</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Beatles</td>
<td>Revolver</td>
<td>7</td>
<td>15,000</td>
</tr>
<tr>
<td>2</td>
<td>The Rolling Stones</td>
<td>Let It Be</td>
<td>6</td>
<td>14,000</td>
</tr>
<tr>
<td>3</td>
<td>The Bee Gees</td>
<td>Saturday Night Fever</td>
<td>5</td>
<td>13,000</td>
</tr>
<tr>
<td>4</td>
<td>ABBA</td>
<td>Arrival</td>
<td>4</td>
<td>12,000</td>
</tr>
<tr>
<td>5</td>
<td>Elton John</td>
<td>Rocket Man</td>
<td>3</td>
<td>11,000</td>
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### Dealer Doings

**Space Saver**

The problem of space taken up by listening booths is being solved, according to H. S. Thompson, who heads the Thompson Appliance Company, Flo. Thompson has built miniature booths at either end of the store's record counter. The booths are actually three-sided, with glass walls, 14 inches wide and 14 inches deep. In the center of each booth is a tiny jukebox with turntables on the inside of the counter. Customers can listen to their favorite discs without disturbing the shoppers and, at the same time, to have a chance to come over the usual segregated listening booths which take up much more space.

**No Tricks**

"We have no complete solutions," writes the Specialty Record Shop, Richmond, Ind., "and we have no special trick for selling. We use only and all of the following: Take your orders, stock all sales for the show records on the market, offer free advertising to radio stations, and programs and schools. Our best form of advertisement is Slim Swigger, who enters a disc for the next 18 records. We regrade many single sides, especially 'The Billboard.' Most important, the best use our four people who work hard and all the time.

**Switch Displays**

"You can't sell 'em if you don't show 'em," is the motto of Ralph DeValuacs, who operates DeValuac's in Hartford, Conn. Colleco's are changing displays on a regular basis and never leaves display space empty. The advertising is being reorganized, but nothing can replace the sales efficiency of good in-store displays. Rearranging of one display in a public building is backed up with a display of something for the rest of the buyers. This sets the scene in a subtle way.

**Live Display**

No half-way displays for the Record Row Record Shop sales desk. "Smash Hits," local weekly. Ed Johnson, WPUR, actually tremendous business. The store borrowed a live rabbit to set up a window display for Peter Cushing's films. The show bringers are by no means over. The only way to show a film is by showing. The Record Row has a great deal of its success to its radio tie-in.

**Tips and Chatter**

"Limited Artists Shop, San Francisco, is to have its successful personal appearance staged with Dick Contino, Horace Hecht, advertising stars. Paris, the Daughter, of N. D., would like to see Mercury and MGM records included on Turntable counters even at a little extra cost. Richards, Cudahy Record Shop, Cudahy, Wis., comes thru with another window display suggestions. Ed Johnson, WPUR, San Francisco, has the standard 'Hawaiian' display by borrowing a hat from the local hat store. Cudahy, San Francisco, has a new display by borrowing a hat from the local hat store.

**Big Beef**

A note from the De Luxe Music Shop, Chicago, states, "The authorized sale at Capitol by them and the fact that new series of dashing discs in the Chicago area are Capital albums if published. The Capitol albums are being featured at the 1805 store below regular cost valuable clientele who have been following albums in desire to decline below regular cost with the stipulation that the albums will be realeased at a higher price.

**News Notes**

"The Campbell Electric Shop, Boulder City, Nev., have been established by Benjamin Schiff and renamed the Joshua-Tree. The store will stop selling radio and appliances and devote its efforts to records and novelty.

"Bains' Record Shop, Binghamton, N. Y., is changing its name because it is taken over for expansion of the local First National Bank. The department store record label has changed its name to "Philco.""}

**Vox Jox**

Continued from page 206, a minute set for 12 weeks on WIF. Miller early evening show onWFIL. Miller recently participated as a speaker on a radio show at RCA Victor, 'RCA's show, "24 Hours in Peaceville, N. J."

"Kid Swinger, at a near-by WTTM, Trenton, N. J., joined the WTTM staff, where he was in charge of the station's program. The station is now featuring the local Sall Gint Band. Bill Siegleman, who plays in three shows a day, is WPWA in New York, is being inked to work for Western. The Eddie Wilson's "Talkin' to You" record label has changed its name to "After Midnight Toni Talks" all-night girl disk show with Tony Squallo a feature of every call. Bill's "Wall Street Market" with Larry Brown, who returned to the station after a spell in New York, N. J., continues.}

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**Material shown is copyright.**
Capitol's Ray Anthony and His Orchestra open at the New York Statler Hotel's CAFE ROUGE April 3rd! He'll be on the airways of the big city with these great new recordings —

45 78

"WHY" and "LITTLE PEACH FROM EAST ORANGE" .......... F945 . . 945
"WHERE IN THE WORLD" and "CANDY AND CAKE" .... F933 . . 933
"SPAGHETTI RAG" and "SENTIMENTAL ME" ............. F923 . . 923
"COUNT EVERY STAR" ........................................ F859 . . 859

and his latest — a Dixieland number

"IN THE MOOD" and
"WAY DOWN YONDER IN NEW ORLEANS" . . F958 . . 958

— Fast-rising Dean Martin, soon to appear in his second Irma picture "My Friend Irma Goes West" has recorded two new Capitol records that top everything he has yet done on discs —

Order Capitol Record No. 937 "RAIN" (backed by "Zing-A-Zing-A-Boom")
— and No. 948 "MUSKRAT RAMBLE" (backed by "I'm Gonna Paper My Walls With Your Love Letters")

Watch these two records sell and sell and sell!
(also on 45 rpm as Nos. F937 and F948)

Another great novelty number!

Remember "LAURA"? Well wait 'til you hear what Sammy Davis, Jr., does to it!

"LAURA!!!" backed by "INKA DINKA DOO"

(Yes, it's "Laura" But Oh, Oh, Ohh!!)

Two wonderful sides — a record packed with entertainment — every movie fan will want this disc

Order Capitol Record No. 943 (and on 45 rpm—F943)
Wanna be swamped by cash customers?

COLUMBIA RECORDS

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

SUNG BY

Herb Jeffries

paired with

"There goes my heart"

COLUMBIA RECORD 38769
OR 7-INCH LP 1-589

ORDER TODAY

The Billboard

April 1, 1950

MUSIC POPULARITY CHARTS

Juke Box Record Plays

Based on reports received last three days of Week Ending March 24

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the fourteen Juke Box Charts from Los Angeles to New York. This list is based on The Billboard's weekly survey among 3,000 outlets in all sections of the country. Listed under the title of each of the most played records are those available recordings of the same tune. Unless so shown in the chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Charts, Part I.

Position
Record
Artist
Company

10
1. SWAMP GIRL
B. Luke & The Swamps
D. Fisk

8
2. JUKE BOX RECORD PLAYS
P. H. B. & The Juke Box
C. Fisk

7
3. CANDY AND CAKE
M. Gordon

6
4. MACK SPENCE
D. L. Onslow

5
5. IF I KNEW YOU WERE COMING
E. B. Baker

4
6. SING MEDLEY
M. Gordon

3
7. THE SLEEPIEST SONG
D. L. Onslow

2
8. EVERYTHING
M. Gordon

1
9. SWAMP GIRL
B. Luke & The Swamps
D. Fisk

10
10. CANDY AND CAKE
M. Gordon

9
11. EVERYTHING
M. Gordon

8
12. SWAMP GIRL
B. Luke & The Swamps
D. Fisk

7
13. THE SLEEPIEST SONG
D. L. Onslow

6
14. SING MEDLEY
M. Gordon

5
15. IF I KNEW YOU WERE COMING
E. B. Baker

4
16. CANDY AND CAKE
M. Gordon

3
17. EVERYTHING
M. Gordon

2
18. SWAMP GIRL
B. Luke & The Swamps
D. Fisk

1

WARNING!

In utilizing these charts for buying purposes, readers are urged to give particular attention to information listed within the charts. These charts show the results of a weekly survey among 3,000 outlets in all sections of the country, and the information is based on reports received from our own files and from reports of members of the National Association of Music Merchants. Readers are advised that information in charts like these, and the information contained in the next charts, are subject to change, and readers are urged to keep in mind that the data on which these charts are based are subject to change at any time.

If a record has been unexpectedly long run, or if its current position (next week's) promises a sharp drop, readers should buy with caution.
A Happy Tune for Happy Selling!

"STAY WITH THE HAPPY PEOPLE"

JOYFULLY INTERPRETED BY

Margaret WHITING

with Frank DeVol and His Orchestra

backed by "My Foolish Heart"

78 rpm No. 904
45 rpm No. 1931

Capitol
RECORDS
HOLLYWOOD
ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

My Female Face Call
11 1 3. CHATTANOOGA SHOE SHINE BOY... R. Foley... Dec. 4905-B
My San Fernando Rose
11 1 2. LONI DUNN... LONI DUNN... Dec. 4906-B
2. LONI DUNN... LONI DUNN... Dec. 4906-B
New Dance
11 1 4. GEMINI... GEMINI... Dec. 4907-B
5. LETTERS HAVE NO ARMS... J. WALKER... Dec. 4908-B
6. I'M GONNA BE A KING... L. FAYE... Dec. 4909-B
11 2 1. I LOVE YOU YES, YOU... L. FAYE... Oct. 37-1028-B
Folk (Country & Western) Record Section

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records that sold best in stores according to Billboard's surveys of a selected group of retail stores, the majority of whom carry few country and Western records.

POSITION

Record

1. CHATTANOOGA SHOE SHINE BOY... R. Foley... Dec. 4905-B
2. LONI DUNN... LONI DUNN... Dec. 4906-B
3. GEMINI... GEMINI... Dec. 4907-B
4. I'M GONNA BE A KING... L. FAYE... Dec. 4909-B
5. I LOVE YOU YES, YOU... L. FAYE... Oct. 37-1028-B
6. I'M GONNA BE A KING... L. FAYE... Dec. 4909-B
7. I'M GONNA BE A KING... L. FAYE... Dec. 4909-B
8. I'M GONNA BE A KING... L. FAYE... Dec. 4909-B
9. I'M GONNA BE A KING... L. FAYE... Dec. 4909-B
10. I'M GONNA BE A KING... L. FAYE... Dec. 4909-B

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISC JOCKEYS

Disco Jockey Doings: Owen Voigt, WFTY, Front Royal, Va., is doing two weekly half-hour shows with Don Patton and the Swing Boys, featuring vocalist Joe Rogers. Buss Schramm, KDOE, Park- gould, Ark., reports that his 43-minute daily b. show is being expanded to two hours daily... Georgia Sanders, KFVD, Los Angeles, reports that his 13-hour daily b. show is being expanded to two hours daily... Longhorn Joe, of KROW, Oakland, Calif., reports that his 13-hour daily b. show is being expanded to two hours daily... Ed Koba, WTWA, Thompson, Ga., reports that Bob Mahoney has added his station to a one-hour b. show... Jim Vinall, at Kellogg, Idaho, replaced Data Wood at KRTY, Pocatello, Idaho... Sally Statt, WMJL, Philadelphia, and her husband, Jesse Rogers (Magic), have gone into a retail and appliance business in Willow Grove, Pa., through Wayne Johnston, KAMQ, Amityville, N.Y., reports that Leon Rusk (King) is now at KLYN, Amarillo, Texas. Tom McClellan, at WLOS, Asheville, N.C., reports that his station has added two half-hour half-hour shows to its schedule... Jim Strickland, at KMOJ, Los Angeles, has added two half-hour half-hour shows to its schedule... Jim Vinall, at Kellogg, Idaho, has added two half-hour half-hour shows to its schedule...

FOLK TALENT AND TUNES

By Johnny Sigel

Disk Jockey Doings: Owen Voigt, WFTY, Front Royal, Va., is doing two weekly half-hour shows with Don Patton and the Swing Boys, featuring vocalist Joe Rogers. Buss Schramm, KDOE, Park- gould, Ark., reports that his 43-minute daily b. show is being expanded to two hours daily... Georgia Sanders, KFVD, Los Angeles, reports that his 13-hour daily b. show is being expanded to two hours daily... Longhorn Joe, of KROW, Oakland, Calif., reports that his 13-hour daily b. show is being expanded to two hours daily... Ed Koba, WTWA, Thompson, Ga., reports that Bob Mahoney has added his station to a one-hour b. show... Jim Vinall, at Kellogg, Idaho, replaced Data Wood at KRTY, Pocatello, Idaho... Sally Statt, WMJL, Philadelphia, and her husband, Jesse Rogers (Magic), have gone into a retail and appliance business in Willow Grove, Pa., through Wayne Johnston, KAMQ, Amityville, N.Y., reports that Leon Rusk (King) is now at KLYN, Amarillo, Texas. Tom McClellan, at WLOS, Asheville, N.C., reports that his station has added two half-hour half-hour shows to its schedule... Jim Strickland, at KMOJ, Los Angeles, has added two half-hour half-hour shows to its schedule... Jim Vinall, at Kellogg, Idaho, has added two half-hour half-hour shows to its schedule...
THERE'S CLEAR SELLING AHEAD!

"RIVER OF SMOKE"

...A STIRRING BALLAD OF THE BLAST FURNACE

by the composer of "DEAR HEARTS AND GENTLE PEOPLE"

Gordon MacRae

backed by:

"THIS IS HEAVEN TO ME"

TENDER...ROMANTIC...APPEALING!

78 rpm No. 959 * 45 rpm No. F959
GET HEP!
ALADDIN'S 1-2-3
DOUBLE SIDED SMASH HITS
WITH AMERICA'S LEADING BLUES ARTISTS

CHARLES BROWN
I Wonder When My Baby's Coming Home
My Baby's Gone

AMOS MILBURN
Walking Blues
Johnson Rag

LIGHTNIN' HOPKINS
Baby Child
Changing Weather Blues

The Johnny Otis Recording of
"DOUBLE CROSSING BLUES"
featuring LITTLE ESTHER
Savoy 721

NOW... Hop on LITTLE ESTHER'S Newest Hit!

"MISTRUSTIN' BLUES"
and "MISERY"
Savoy 723

"THE TURKEY HOP"
Part 1—Vocal
Part 2—Instrumental

and... Watch These Two Zoom to the Top!

(Paul Williams (Mr. Huddieback)
"What's Happening"
Vocal by Connie Allen
Johnny Otis and The Robins—Savoy 7372

LOOK FOR THE NEW RECORDING BY THE 4 ROBINS
Exclusive Distributor—Embassy Available

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.
Kay STARR in that Dixie Groove
with CAPITOL's sparkling version of
"Bonapartes Retreat"
...it's mad, merry music!

PLUS—A solid smash handling of
"Someday Sweetheart",
with Kay's torch burning brightly!
### Record Reviews

**ARTIST**

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**POPULAR**

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<td>(Raymond Scott's) O. K.</td>
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<td>PETER DONALD</td>
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<tr>
<td>FREDERICK GARDNER-PETER TOYE ORK</td>
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<td>DON CORNELL-MINDBY ORK</td>
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<td>THE FONTAINE SISTERS</td>
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**ARTIST**

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<tr>
<td>EDDIE CONDON'S BAREHOUSE GANG</td>
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<tr>
<td>RAY BLOOM ORK</td>
<td>Signature 32971</td>
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<tr>
<td>COUNT BASIE SEXTET</td>
<td>The Deep River Boys</td>
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<tr>
<td>LARRY MADDI ORK</td>
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FRANKIE LANE
ALREADY ON ITS WAY TO THE TOP!
"SWAMP GIRL"
Mercury 5390—45 RPM 5390X45

NOW A NEW HIT FOR
PATTI PAGE
"I DON'T CARE IF THE SUN DON'T SHINE"
Mercury 5399—45 RPM 5399X45

DOUBLE BARRELED SMASH!
JAN AUGUST
with Jerry Murad's
HARMONICATS
"BEWITCHED"  "BLUE PRELUDE"
Mercury 5399—45 RPM 5399X45

TAKING IT FROM AN OLD PIANO ROLL PIANO MAN
"THE OLD PIANO ROLL BLUES"
Mercury 5400—45 RPM 5400X45

NOT ONE BUT TWO HITS!
Steve Gibson's
RED CAPS
"ARE YOU LONESOME TONIGHT"  "SENTIMENTAL ME"
Mercury 5391
"ROOF OVER MY HEAD"  "NEVER LOVE ANYONE ELSE"
Mercury 5380

ONLY MERCURY HAS THIS COUPLING
TWO TON BAKER
"PETER COTTONTAIL"
"CINDERELLA WORK SONG"
Mercury 5392
ALSO AVAILABLE IN COLOR AND RED SLEEVES

FIRST TIME ON RECORDS!
DAVID LE WINTER
AND HIS WORLD FAMOUS
PUMP ROOM ORCHESTRA
"HAND TO MOUTH BOOGIE"
"TENDERLY"
Mercury 5404—45 RPM 5404X45

THEIR GREATEST RELEASE!
GOLDEN GATE QUARTET
"THERE'S A MAN GOING AROUND TAKING NAMES"
Mercury 5397
"DIDN'T THAT MAN BELIEVE"
Mercury 5398

CONSISTENT PERFORMANCE —
CONSISTENT SELLERS
Jerry Murad's
HARMONICATS
"ON THE ALAMO"  "LEZCHINNA"
Mercury 5389—45 RPM 5389X45

GREAT DIXIELAND MUSIC!
LU WATERS
AND HIS YERMA JAZZ BAND
"DOIN' THE HAMBONE"
Mercury 11025—45 RPM 11025X45

WATCH THE SALES JUMP WITH THIS BOUNCY NEW HIT BY
EDDY HOWARD
AND HIS ORCHESTRA
"PUT ON AN OLD PAIR OF SHOES"
BACKED BY A S-M-O-T-H VERSION OF A BIG PLAGUE SONG
"WILHEMINA"

Mercury 5401
45 RPM 5401X45

Only Mercury has the hits on NON BREAKABLE RECORDS
VIC DAMONE
AMERICA'S YOUNGEST HIT MAKER

"IF WE COULD BE A-L-O-N-E"
COMPLETELY DIFFERENT FROM ANYTHING HE'S EVER DONE

MERCURY 5402

Only Mercury has the hits on NON BREAKABLE RECORDS
VIC DAMONE

"WHERE CAN I GO"

THE HIT SONG FROM ENGLAND

MERCURY 5402

Only Mercury has the hits on non breakable records
Another Original
COYOTE BLUES
BULLET #711
JOHNNY LEE WILLS
AND HIS BOYS
coupled with
BOOGIE-WOOGIE HIGHBALL

Another great
JOHNNY LEE WILLS
Record on Bullet

BULLET RECORDING CO.
421 Broad Street
Nashville 3, Tenn.

Record Reviews
(Continued from page 34)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
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<tbody>
<tr>
<td>JOHNNY LONG</td>
<td>Signature 15075</td>
<td>Abba-Dabba Song</td>
<td>75-76-74-74</td>
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</tbody>
</table>
| | | Swingin' little memorial day is amozing and easy to catch, but lasta real smash winner in this diso.
| BLUE MOON | | Blue Moon | 72-75-72-70 |
| | | This version of the Rodgers-Hart standard is designed for dancing. A pecilous instrumental with a moving beat. |
| JOHNNY LONG | Signature 37148 | Walking at the Wake | 69-72-69-67 |
| | | Footed and rocking tune in a good little dance style with a couple tempo changes. Some unctual whiffy were surfaceless. |
| | | Without Your Love | 60-62-60-58 |
| | | Vocal group folks to sell this ballad. |
| EDDY HOWARD ORK | Mercury 3393 | Camptown Races | 72-73-72-70 |
| | | Public domain standard repackaged "Mack Mab" as backing for the stirring title. Typical Howard style good sound with Howard vocals. |
| | | Daddy's Little Girl | 85-85-85-85 |
| | | Easy sing tune in the February 1959 issue. Still stands to finish in the money. |
| CAB CALLOWAY | London 457 | La Modjdera | 69-69-67-70 |
| | | Cab shoise the big little last in Spanish and English to a strong memory beat. Such is pretty wassy. |
| | | Peru Que Jaleque | 74-76-72-74 |
| | | If Cab hands a man in a similar fashion. Okay for memory lines. Plenty here for the usual go-go dancers the tickets. |
| RALPH SIGWALD- HOKACE HEIDT ORK | Meridian 1032 | God's Country | 66-65-68-66 |
| | | Potently broad-based revivial of the shtick tune more of it's bits and the steady recording doesn't help. |
| | | South | 53-55-55-50 |
| | | The Populars |
| SALTY HOLMES | London 393 | I Found My Mama | 81-82-80-80 |
| | | Taking harmonica novelty, the old side, is effectively handled by Holmes and a gal with a hillbilly sound. Could be big if the novelty doesn't wear off. |
| | | Don't Shed Your Tears After I'm Gone | 67-69-66-68 |
| | | Holmes sings some sentimental country material in a hookah-like fashion here. |
| DANNY KAYE-LEE CORSON EVANS | Chicago 9109 | Confidenially | 71-72-72-70 |
| | | Says only shoise be a matter of the titles but his effort is inaural. Material is in an artist's wade. |
| | | The "I'll Be a Banana"-like title could not catch this ear. \(186\) |
| | | The "I'll Be a Banana"-like title could not catch this ear. (186) The key of the full Frances treatment. |
| | | The Magic Man Song | 71-72-72-70 |
| | | Fine new country title here. Song is a rolling title to be "I'll Be a Banana"-like title. |
| | | Peter Cotton Tail |
| | | Day has strong enough composition on this single but should make a far dent on the charts. |
| | | Sentimental Me |
| AMES BROTHERS | (Ray Ross) Ork | Blue Prelude | 84-85-83-83 |
| | | Handled tab title with a strong, steady beat pattern. Comes out majestically in this deep mood harmonizing version. |
| | | If the song wasn't this could the record. |
| | | Sentimental Me |
| LARRY POTTIE ORK | (Marvin Mans) Johnny Goodfellow | Little Jug | 67-68-67-66 |
| | | The delighting release that makes this time a true title is missing in this unobtrusive broomhead broomhead tip. |
| | | Rain |
| | | Nice treatment, with nominal trumpet and reeds, but this version of the title for heavy different styles, very detectable disk. |

MUSIC

Another Original
COYOTE BLUES
BULLET #711
JOHNNY LEE WILLS
AND HIS BOYS
coupled with
BOOGIE-WOOGIE HIGHBALL

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BULLET RECORDING CO.
421 Broad Street
Nashville 3, Tenn.
Here come the **BIG ONES!**

The **greatest folk singer on records**

**HANK WILLIAMS**

**LONG GONE LONESOME BLUES**

**MY SON CALLS ANOTHER MAN DADDY**

M-G-M Non-Breakable 10645

---

**GEORGE SHEARING QUINTET**

**IN A CHINESE GARDEN**

(Parts I & II)

M-G-M Non-Breakable 10647

---

**BLUE BARRON and his Orchestra**

**ARE YOU LONESOME TONIGHT**

**PENNY WISE AND LOVE FOOLISH**

M-G-M Non-Breakable 10628

---

**DERRY FALLIGANT**

PETER COTTONTAIL

**THE LITTLE WHITE HORSE AND THE MARE**

with The Three Cottonsticks

M-G-M Non-Breakable 10675

---

**HOWARD KEEL**

**YOU KISSED ME**

**A COW AND A PLOUGH AND A FRAU!**

(Both from the musical production "Arms And The Girl")

M-G-M Non-Breakable 10666

---

**MONICA LEWIS**

**PLAYTHING**

**I NEVER KNEW I LOVED YOU**

M-G-M Non-Breakable 10673

---

**RUSS CASE and his Orchestra**

**SYMPHONY OF SPRING**

**WITH MY EYES WIDE OPEN, I'M DREAMING**

M-G-M Non-Breakable 10644

---

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENH AV., NEW YORK 19, N.Y.
**Thoughts on the Track: Why Buck a Trend?**

Be sure you're on the right side of the fence this year. Bucking the trend to break-resistant compounds could prove very expensive. Mave with the trend. Assure yourself of a successful '59 by switching your production and sales efforts to NEF-O-LAC BREAK RESISTANT.

Any of our 5 break-resistant compounds combines the desirable features of high cost compounds with low unit production cost.

**Record Possibilities**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td><em>Why Do You Stay So Wrinkled</em></td>
<td>Laine</td>
<td>Columbia</td>
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<tr>
<td><em>The Horse Told Me</em></td>
<td>Billy &amp; Mama</td>
<td>Capitol</td>
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<tr>
<td><em>You're My Treasure</em></td>
<td>Guy Lombardo</td>
<td>Decca</td>
</tr>
<tr>
<td><em>I Found My Mama</em></td>
<td>Sally Haines</td>
<td>London</td>
</tr>
<tr>
<td><em>I Only Have Eyes For You</em></td>
<td>Nat King Cole</td>
<td>Capitol</td>
</tr>
</tbody>
</table>
SALTY HOLMES
AND HIS TALKING HARMONICA
with Instr. Accomp.

IN THE GREATEST NOVELTY HIT IN YEARS!

THE ORIGINAL RECORD

"I FOUND MY MAMA"

No. 663
75c plain box

LONDON RECORDS
WHY DO THEY ALWAYS SAY "NO"?

Lawrence (Piano Roll) Cook and the Jim Dandies

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by sales rate, airplay, or most heard features of the offer.

WHY DO THEY ALWAYS SAY "NO"?

(Piano Roll) Cook and the Jim Dandies

The "Piano Roll" was designed for revival in this era of revival. This spot-sampling, pulsating percussive feature is the trick. "Say Yes" to a gap, deep, rousing lift with an exultant 4-beat and duet-like trade-off between singer and piano. "Say No" to many of today's "hit" old-time numbers. The Abbey is the original stocking and has the guts and drive which could make a hit for the industry.
MUSIC

THE BILLBOARD

April 1, 1950

PETER COTTONTAIL

THE Rabbit of Distinction

LIKES

GUY LOMBARDO

"CHATTANOOGA SHOE SHINE BOY"

RE RED FOXY

DECCA 42625

NEW VICTOR, COLUMBIA

$12.00 per 1,000

OTHER LABELS

$10.00 per 1,000 - $8.50 per 1,000

LETTERED CATALOG

500 Different Standard and Hill Tones

VEDOX COMPANY

264 10th Ave

New York 19, N. Y.

COMPLETE INVENTORY BUGHT

Another BMI Pin-Up Hit!

PETER COTTONTAIL

Published by Hill and Range

Recorded by

Roy Rogers

Nancy Page

Lena Hardell

Frank Luther

Donny Howard

Jimmy Dorsey

RCA Victor

BROADCAST MUSIC, INC.

Hit Records Are Back

Varnsly Record Corp.

49 W. 36 St.

N. Y. C.
Music As Written

Smith Exits Affiliated; Helfreich Succeeds

Two major changes were made last week in department store chain-office buying offices. George W. Smith left his affiliated post as radio-record TV buyer for a similar position with Associated Merchandising. Replacing Smith at Affiliate was William Helfreich, former radio-record TV buyer for Burmester's, Newark, N. J.

Waring Plays to Full House in Baltimore

First Waring and His Pennsylvanians played to a capacity audience of 2,500 at Baltimore's Lyric Theater Tuesday night (21). The audience at an afternoon show, held at 4 p.m. to permit school children to attend, sold out for 250. Price for full house, $3.82. The matinee tickets sold for $2.25, $2.45, $1.85 and $1.25.

Elton Britt, Rosalie Allen Reunited as Taconic

Owing to their selling strength on RCA Victor Records as a singing duo, Philadelphia-coming Elton Britt and Rosalie Allen as a team, for park, fair, auditorium, club and theater dates, the coming season has organized a bookings for both Western stars and the teaming for appearances is a direct result of the demand created by their records.

Vitor Gets Exclusive on Norse Soprano

Erna Berger, Norwegian coloratura soprano, has been signed to an exclusive RCA Victor recording contract. Miss Berger, who scored at her Metropolitan Opera debut here in the season-opening performance of 'Der Rosenkavalier,' has already cut her first Victor wax. Vitor is also planning to release several sides cut by the singer for the English Gramophone Company.

Fallis, Brito To Judge Balli, "Stairway" Contest

MGM warblers Derry Fallis and Phil Brito were slated to be judges at the Club Charles (Baltimore)'Stairway to Stairway' contest Monday (27) night. The contest is being sponsored by Gimbel Bros., Baltimore distributors for MGM. Sol Handwerger, RCA disk developer, will accompany the singing duo and shepherd them on a 24-hour tour of deejays in the area.

Griffon Diskery Signs Elly Kassman for 33s

Wesley Smith's Griffon diskery has signed pianist Elly Kassman for a 33s series. 'Trends in Contemporary Piano Music,' Volume I, is to be issued in April, April, includes the Stravinsky 'Boccherini' and 'Etudes, Opus 7,' plus the Hindemith 'Piano Sonata No. 2' and the Prokofiev 'Suite for Piano.'

New York:

Walter 'Billy' Daniels, currently at Hollywood's Mocambo night, is scheduled to appear in the Columbia flick, 'When You're Smiling.' Victor diskers Danny Day and Columbia diskers Harry James are involved in a 20th Century-Fox flick tentatively titled 'I'll Get By,' along with June Haver and Gloria De Haven.

Chirp Ruth Brown goes into the Apollo Theater Easter week, for her third appearance there in the past six months. Gel cut an Atlantic disc date Thursday (23) with string-choral backing scored and conducted by Sid Bass. Mindy Carson opens a two-week stay at the Thunderbird Hotel, Las Vegas, March 9. On Waters and His Colorado Rangers, Western disk artists, have been signed to work the Columbia flick, 'Streetcar Ghost Town.' Trombonist-orker Bobby Byrne, a member of the Harvard Music School faculty, has set up a new professional recording studio for the outfit.

The Johnny Bond-Rosemary Calzini orchestra, appearing at the Bon Ton in the French Quarter, City, Mich., returns to the Tammany Supper Club last week in April, for a six-week run. Crew cuts for MGM records.

Harry Sultan's Brice Distributing Company has taken over distributing of Elly Kassman's Sony hit placed in New York City. Former Sultan handled the up-state territory only.

Ex-Jimmy Dorsey thurst, Claude teen, cut her first solo sides for London (23). Frankie Lee and Petie Penn are set for the Paramount Theater beginning May 7. The Discophiles French just issued the complete bock 'St. Matthew's Passion,' issued here by Vox, has been awarded the French Grand Prize du Disque, in the choral division, for 1949. The judging committee is composed of leading critics and dealers.

Juanita Hall has been signed by Long, Warnings Transcriptions. First sides are to be cut in May. Herb Jeffries and Sara Vaughan, Columbia disk artists, are set to film a Universal short.

Rubber Sidney Mills has signed Bill Krenz. 'Breakfast Club's' pianist who writes 'Whispering Rain.' Four sides have been cut. Mills, incidentally, was to leave for Chicago March 28.

Howis Richmond, owner of Cromwell 'Music! Music! Music!' was to leave Monday (27) for a three-week deejay junket thru the South and West Coast, in Hollywood. Chicago. Jimmy Johnson and Pete Penn are set for the Paramount Theater beginning May 7.

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Decca Cops New Menotti Musical

NEW YORK, March 25. — Decca Records this week sealed a deal to do an original cast recording of The Consul, the Giacomo Puccini opera which opened on Broadway two weeks ago to unanimous critical acclaim. Richings & Lort of the Stars, Texas Lil Darlin', Arms and the Man, and the Glenda Farrell, are being booked, all in the cast for the Broadway run. The Consul was written as an opera, and the cast recording currently is trying to figure how much of the work will be included. Menotti's previous Broadway operatic efforts...

Academy's Oscars To Edens-Hayden, Loesser, Copland

HOLLYWOOD, March 25.—Frank Loesser's Baby It's Cold Outside walked away with the Academy Award this year as the best original song. Tune was used in MGM's Neptune's Daughter. Harry Warren was presented with an award for his scoring of The Heiress as the best score in a dramatic film, while Renaldo and the Lice and The Five Pennies walked away with the coveted statue for their scores on the screen, picked as the best musical film score.

The Medium and The Telephone, were waxed by Columbia Records.

Stage Musicals

1941—Finian's Rainbow

A large box with a check by $40,000 signed by Pascual Merlo and songs in the Pacific Coast with a cast that included Dorothy Garland, Tony Anderson, and Jack Offord, Robbins Music Corporation.

1942—Blondie

(available on Pacific Coast record 1779, Columbia and his orchestra.)

1943—Tea for Two

(available on Columbia record 23161, Decca and his orchestra.)

1944—Pajama Game

(available on Victor record 24261, Columbia and his orchestra.)

1945—Pillow Talk

(available on Columbia record 23156, Decca and his orchestra.)

1946—The Music Man

(available on Columbia record 23145, Decca and his orchestra.)

1947—Can-Can

(available on Columbia record 23145, Decca and his orchestra.)
Merchandising Pays Off:
Front, Interior Smartness Augur New Denver Success

By Bob Latimer

DENVER, March 25 — Brilliant color, the division of records and radios into opposite sides of the store, and an all-glass front are features of the new Mel Collier Music Company at 1530 E. 17th Ave.

Opened by Mel Collier, who formerly leased the radio department at Pioneer & First Avenue in Denver, the store is located in the most successful record shops in the West. The entire interior is visible from the outside patio so that a part of the store can be turned into an angle of degrees from inside to outside, regardless of weather.

The entire division is divided lengthwise into two sections by a huge blond wood gondola running the full length of the store. On the right side of the gondola the store is equipped with a three-speed record player, first such in Denver. It has a selling versatility to the record department, according to Collier.

Three Tiers for AM

On the radio side the big gondola contains three tiers of cabinets, radios, with radio-phonograph combination on the floor. Furthermore, the rear is 15 by 18-foot soundproof room for the exclusive display of the AM radio models, in which are specialists. Other lines are in the AM department, on which STromberg-Carlson, Hoffman and Morello.

Another feature of the store is the control scheme, which includes such novelties as a wall of paper telephone, a chair-riser will also on the other side.

Federal Sues Four for 75G

HOLLYWOOD, March 25 — Federal Artists filed a $75,000 damage suit for conspiracy and inducing breach of contract against Eddie Messner, of Aladdin Records; Billy Millard, an executive of Shaw苗er; and William Archer, formerly associated with Federal Artists and now with the American Guild of Musical Composers. The case, brought by Amos Milburn from the Federal fold to protect his interests, charges that the Messner brothers, Shaw and Archer conspired and induced Milburn to break his contract with the agency. Milburn had inquired five-years-past, February 10, 1946. Aladdin, thru Attorney Abe Richman, contended that the singer became dissatisfied with the manner in which he was being handled by Federal and, thru his own brokerage act, canceled that agency. It was further claimed that Milburn had no purpose in carousing in the artist's arrangements with the agency.

Ole Virginy Town Bangs Bingle Opus

NEW YORK, March 25 — Decca Records and Paramount Pictures will team to put front Royal, Va., as the location for the world premiere of "The Wild Bilge's of Ole Virgin Town." Produced by Bing Crosby and a host of other stars and public figures will be present at the premiere. All forwards will be highlighted with the dedication of a new stadium to the "Bing Crosby Fan Club," which will be called Bing Crosby Stadium. The town, which is located some 35 miles from Washington, will play host to an estimated 50,000 persons for the event.

SPA Keeping Weather Eye Out for Rights

MINNEAPOLIS, March 25 — A reduction pension plan for members of the Minneapolis Symphony Orchestra was set here in negotiations between the Minneapolis Symphony Association and the Minneapolis Musicians Union, a local of the Federal Musicians Association (FMA).

The plan will be financed principally by a $25,500 fund built up from the proceeds of benefit concerts given annually since 1940 and supplemented by friends of the orchestra.

Mpls. Symph Members Get Pension Plan

The agreement has been set up one affecting members who are 65 or older in 1950, with three-year terms and those under that age retirement age for both programs is 65.

For those over 80 with 30 years service the orchestra will pay a flat retirement settlement of $1,000 upon reaching age 65. Those in that category with less than 30 years service will receive an annuity based on their proportionate years of service.

The plan is financed principally by $25,500 fund built up from the proceeds of benefit concerts given annually since 1940 and supplemented by friends of the orchestra.

Next year seven members will become eligible, having reached age 67 by then. In 1960 three others, who then will be 66, will be retired under the plan. The plan is not retroactive to include ork members who have reached age 87 by then.

Colbia Sparks Rhythm, Blues

NEW YORK, March 25 — Columbia Records this week started of Columbia's Specialty division. The promotion will be sparked by a special front radio and blues recording division.

The diskery has worked on a dozen Specialty titles for several months. It built its department, comparatively inactive last year under the guidance of Ben Seger. The diskery is being handled by seven key disk jockeys via firm distributors, marking the first time the firm has joined in such an all-out promotion. Special posters and streamers are also being readied for the drive.
Dealers Double on Platters; Retailers Sell 'Em and Cut 'Em

(Continued from page 12)

York Times and the Saturday Review of Literature; some of them are slowly acquiring distribution through jobbers and dealers.

Among this last group are such lines as the recent addition to the Greenwich Music Shop; Westminster, from Westminster Music Shop, and EMI's from the United Music Shop— all in New York. Eteric has been able to obtain a name as Dimitri Mitropoulos for a special modern waxing. Westminster is reported as having sold 10,000 copies of the first 33s to come out this week, EMS, which also makes its debut this week with a 10,000 copy shipment under Jack Schoen and Harry Lew, the of Elea Music Shop, and record department manager of Loy Bros. Department Store, Elizabeth, N. J. The outfit plans to specialize in early works, on 12-inch 33⅓ wax only, and has decided upward of 12 releases per year. An exclusive contract has been signed with the Pro Musica Antwerp, Belgium, for a 29-disk anthology of music from the 11th through 16th centuries. Finale Music, also located on 56th Street, has some recordings been made with the new 33⅓, and several records to be conducted by Thomas Scherman. The Elaine Music Shop is also serving as a handseller of new record with a green record for a new RFB label, which is devoted to similar material. The record has a 33⅓ sides with Dodie Conrad and with the Argentine pianist, Florentino Le Grand.

The Gramophone Shop, one of the

Decisive Hold Up

On Jim Dorsey

Residence Suit

(Continued from page 13)

questions of Dorsey's New York State residence.

Low ε is suing Dorsey for $13,000 on a mortgage in California December 9, 1949. Low ε is alleged to have sold Dorsey $7,500 worth of oranges, and an additional $7,500 on February 1, 1947, on account of which if not paid within 30 days might become due Dorsey under the December, 1949, contract. Low ε is charged that the sale, in the event no money came due to Low ε, who would repay the $13,000 advanced.

Low ε's charge that at the expiration

NATURE OF SUIT

of the warrant of attachment was obtained by Low ε on the ground that Dorsey is a traveling man and that the nature of his business is such that he may be required to be in different cities. Dorsey's affidavit showed that since his marriage he has resided at the Hotel Statler in New York and that within the meaning of Section 603 of the Civil Practice of New York he was considered a resident. The affidavit further stated that he has maintained no residence in California since the death of his father, that due to the nature of his business, Dorsey's residence depended on his place of employment.

Dorsey claimed that if the warrant of attachment was obtained for Low ε, it was impossible for him to pay his bond and that upon the issuance of the warrant of attachment to Low ε, his public will be injured. Dorsey's attorney argues that Dorsey's residence in New York began the issuance of the warrant of attachment and that it was therefore improperly issued.

When Mills Calls

Cap's Wall Falls, Sales Pitch Falls

NEW YORK, March 25—Diskety walls are not immune to a pub ber. Stomach acid has been common to Walter Rivers found when Pub ber Sidney Mills dropped around. You're more likely to find a man like Walter with the name Sidney current ditty; his object was convincing Rivers that it was really true. The effect is not seen in Rivers' office some minutes before Walter, and the man did not considered the possibility never for a moment. He saw Rivers' office and hung it up some days later. A copy of this was regis tered post office and all airmail. In no time, he said, "Can I send you a job now?" Rivers grumbled at Sidney.

"Certainly not," quoth Gallant Mills, "I'm not under the influence of my early morning state, I'll take off a wall now on another call. Send my office a bill for the wall." The bill arrived and Mills compiled in a whisk.

But wouldn't you know? He never did get that sought-for Capitol disk.

Chi A F M Shifts

Policy on Pacts

CHICAGO, March 25—Local 10, Chicago, the International

of Musicians (AFM), last week took steps to protect its members and the public by increasing the number of spots which are suddenly unfolding. In an order sent to all record companies and live music, the AFM headquarters ordered that all record companies be made out by a full amount of the salary to go directly to the musicians. Previously, a record company had to hold out amounts to the AFM order, to give all salary to the musician, from the fact that many spot companies for the agent, but, when business got bad, they told the musicians to keep the wall. As a result, the office, which had to hand in the money, could not possibly let the wall go. The company now left the bag when the floor opened. The order, which is directed at all music users, applies more directly to cocktail lounges, and bars, thus raising the highest mortality rate locally.

ASCAP Coast Huddle

Plans Member Talks

On Consent Decree

NEW YORK, March 28—The West Coast meeting of the American Society of Arrangers and Publishers (ASCAP) will be held Monday (27), at which time the consent decree predicted to be held before the membership. The society's by-laws specify that the annual meeting is held 10 days after the board meeting, and that this year the annual meeting was predicted to be held in New York in mid-April.

On Tuesday, the society's consent decree and the consent decree will be held on the election to the board of directors, and the matter has been discussed by an executive board of directors, and the matter has been discussed by the national councils of the boards of directors.

own Swingmaster label.

One of the most recent hit balances by Jimmy Wood's Fabulous band in Gallatin, Tenn., has passed this month. The label is Dot.

The label means a complete listing. Many indie disc jockeys currently operating, and many have sent it down that phase of their operation to concentrate on production. An equal large number of distributors are also label proprietors, for many of the same reasons.

Below Border

Pacts Urged

By U.S. Office

13 Countries Affected

(Continued from page 16)

tion. With the Inter-American Copyright Convention of 1935, which was signed in 1910, does not cover the mechanical reproduction of sound unless the owner of the music copyright is not in the country where an alleged infringement takes place.

A Brazilian firm, Todamérica Musik, Ltd., sued Radio Corporation of America (RCA), charging an infringement in recording a record. According to the copyright office, 65 countries with a record on the Inter-American Copyright Convention failed to mention mechanical reproduction rights, and that a presidential proclamation is necessary to enable such rights for the owner of a foreign copyright who is not in the country.

So far, the copyright office has not noted any infringement practices, but feels that it is possible if the present situation is not changed, that the average record company in the United States is using in its infancy and so was not included in the language.

Philippine Rights Okay

The Philippine government is being asked to include the South American problem in its lengthy study of proclamations which was made necessary by shifting boundaries after the war. The study is expected to be held before the membership. The society's by-laws specify that the annual meeting is held 10 days after the board meeting, and that this year the annual meeting was predicted to be held in New York in mid-April.

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Proclamations are coming out piecemeal—the last having been effective in 1935, the first being issued jointly by President Truman and Philippine President Sergio Osmeña of the Philippines Republic. This extended copyright protection in each country to the nation of the other. Since the Philippine copyright law was modified by the Philippine Congress in 1935, drafting of a proclamation was relatively easy. Where laws differ, the Congress is the center. Nations whose disk copyright relations with the U.S. were up to date for the preceding year (Brazil, Argentina, Mexico, Colombia, and Peru) are subject to treaty relations with the U.S. Other countries which the State Department has not dealt with are subject to copyright law. The first countries to whom the U.S. offered consular subjects for copyright proclamation included Saudi Arabia, Pakistan, and Egypt. The new proclamation is now in effect with some 30 nations.

A proclamation is made valid by the signatures of the heads of two consular officials, and does not require legislative ratification. In the case of the United States, it is signed by two consular officials, and is not subject to a Senate vote. Copyright proclamation is not necessarily a music copyright, so that the State Department acts as a part of the federal government, rather than limited, proclamations. In some instances, this action is seen as useful in negotiating a proclamation. This is true for countries whose own national proclamation is so low that a U.S. national would gain nothing from having a proclamatory status in that particular country.
NEW YORK, March 25—Harry Fox, publishers' agent and trustee, is deep in negotiations with the Canadian mechanical royalties and various Canadian record companies in an attempt to free mechanical royalty payments for American publishers.

Situation stems from a basic difference between the American and Canadian copyright acts. Prior to the signing of the trade treaty of 1928, the concept of "mechanical" was not recognized in Canada. With the passage of the act, however, mechanical royalties were being collected, but the law states that mechanical rights belong to the composers and publishers.

Therefore an American publisher who hopes to collect Canadian mechanical royalties must, according to the letter of the law, produce an assignment from the writer, or writers, to himself—an assignment which has been executed on or after June 1, 1924. No such assignment was available, and the inquiry was referred to RCA.

Compo, on the other hand, is sticking to the letter of the law. The company will pay the royalties to an American publisher on or after the date the assignment is produced. This process, of course, is entirely legal.

Many other companies, such as Polydor of Canada, Ltd. (Columbia), have not been involved in the Canadian mechanical royalty outlays, holding money in escrow pending the settlement. RCA is now working out a complete picture of the situation, including a list of record companies, publishers, writers, and times involved.

It is hoped, of course, that Canadian composers will all eventually adopt the stand taken by RCA, Ltd.

\[ \text{Mercury Pitches Int'l Disk Deal, Longhair Power} \]

CHICAGO, March 25—Mercury Records is making a concerted pitch to set up international distribution of its disks and at the same time strengthen itself in the Latin American market. It was announced last week by Irwin Steinberg, diskery's treasurer. While the company had previously set up to sell more Mercury wax, it has since discovered that the foreign record distributors cannot pay off easily in foreign coin, so the firm has initiated a reciprocal master leasing agreement.

A reciprocal agreement on masters with the Star Records, of Paris, started the practice. Steinberg turned to the Paris circles of Mercury jazz titles to Blue Star in return for which the French waxier has sent over six dozen classical works, including material by pianist-composer Francis Poulenc and Anton Vyno and Germanma Lourous, pianists, together with material by assorted soloists backed by the L'Orchestre, of Milan. A similar deal has been worked out with the discography of Copenhagen, whereby they will send a series of longhair albums, including works by Voltaire, pianist, and Endre Wolf, violinist, cut with the Danish Radio Symphony.

Other foreign outlets set up thus far include those of the Trutone Company, Johannesburg, South Africa; Colonial Trading Company, Hong Kong; Esquire Records, Sydney, Australia; Orion Development Company, Stockholm, and Radio Centro, Havana.

Steinberg says that Orion is readying a package of longhair and straight instrumental material for processing by Mercury, and other firms are being contacted for masters which might fit the American market. Steinberg has six deals with foreign distributors currently in the works.

Jan August, Gwirzt Settle Legal Hassle

NEW YORK, March 25.—The breach-of-contract suit in New York Supreme Court of Irving County, by pianist Jan August against composer Gwirzt, has been settled. The convenant, who was involved in a dispute over copyrighth, has now been settled. According to papers filed by Gwirzt's attorney, Morris H. Horowitz, the exact terms were not revealed, but it is understood that the composer will pay a substantial amount to the pianist in settlement of their suits.

Gibson Insures Roof Over Head

PHILADELPHIA, March 25.—Having lost out on the first crack at Blue Berry Hill when he was rejected by the American and himself rather than turn it over to Mercury for a record date, Harmon B. Brooks of the Fox, who had been told by the company he had no Redhead Buck's record, got the manuscript for I Want a Roof Over My Head from composer Harvey B. Brooks.

In a new-arrivals-told story, Gibson revealed that he invested $500 of his own money to do his own cutting of the tune, paying all the expenses involved for the cutting of a master. He then submitted the master copy to Mercury, and with the diskery grabbing the cutting, it meant Brooks has no fear of any other company taking the lead away. Merck has remanded Brooks for the tickertape cutting, getting the platter to the counters within a three-week period.

Com'dore Gives LP Heavy Push

NEW YORK, March 25.—Commodore Records, pioneer jazz indie, is making heavy push for its 10-inch LPS on the market and more scheduled for release in the future.

Material is culled from the company's catalog, dating back to the late 1930's, and includes a list of collectors' items. Issued to date are LP's featuring "Wild Bill" Peoples, George Bruns, George Zakes, Muggsy Spanier, Bobby, (Gene of Didierland) and the original Didierland Jazz Band (cut in 1947 with some members of that historic group). Billie Holiday, Eddie Heywood, Edmond Hall plotters and A Jam Session of Commodore disk will be soon.

10-inch LP's each comprise eight selections per recording at $2.55. Pressing is done at Commodore's plant in Youngstown, Ohio, and is also done custom pressing for other indie labels. Disks are shipped direct to wholesale distributors, as well as retailers, with Connais, New York; Chord, Chicago; and Mangold, Baltimore, the principal outlets.

Parade Inks Piastrto To Exclusive Pact

NEW YORK, March 25.—Mischa Piastrto, longhair violinist and conductor of the Longines Symphonette, has been signed to an exclusive recording pact by the new Parade Record Company. Piastrto, who was conductor of the New York Philharmonic for many years before forming his Longines radio group, will cut light classics with a small orchestra.

Piastrto is the second artist to sign with the diskery, which is headed Wolf Wladimir. Organist Fred Crawford was contracted several weeks ago.

Goodman To Set Up Regent Coast Branch

NEW YORK, March 25.—Harry Goodman, co-partner of Regent Music, leaves for the Coast shortly to set up and operate a Hollywood branch. His brother, Gene, and George Davis, co-owners in Regent, is also going.

Goodman plans to stop in Chicago en route to hire a Chicago rep.
**People, Products and Prices**

**Phono and AM-TV Receiver News Digest**

(Continued from page 11)

single-speed phonograph input, a tape recorder changer, $299.90. Model XSP5—Console with 16-inch TV, AM radio and single-speed automatic phonograph, $399.90.

Notes on the Manufacturers

The Stromberg-Carlson annual report for 1949 showed a consolidated income of $479,563, which was virtually the same as the previous year. A regular dividend of 30 cents per share was declared. Price of the model RC-46 Garrard record changer was set at $397.50 last week, and the company was told to be $39.95. Three 16-inch sets are scheduled to be produced. TV models are being released by many manufacturers in preparation for the summer Furniture Mart and in hopes that the expected summer slump will be filled with the new models. Fancy, State and General Electric have already announced new sets, with Zenith and DuMot announced to be expected within 30-day limit.

G.E. Adds Three Portables, One Kitchen Special

General Electric last week announced the addition of three new portable radios and a new clock-radio to the company's line. Available in three models, the units are priced to range from $39.95 to $59.95. Unpriced as yet is the clock-radio which is specially designed for kitchen use and comes in a porcelain white cabinet.

**Indie Record Distribrs Fold In Face of Credit Plague**

(Continued from page 11)

cost of wanted video sets along with the cost of unwanted appliances are said to be cutting capital availability for many dealers. Some dealers feel that TV stock is far more important than the phonograph, and that TV stock is far more important than even the phonograph. Some TV models are being released by many manufacturers in preparation for the summer Furniture Mart and in hopes that the expected summer slump will be filled with the new models. Fancy, State and General Electric have already announced new sets, with Zenith and DuMot announced to be expected within 30-day limit.

The three-speed situation is also being blamed for the dealers' troubles. One distributor points out that a dealer can no longer make a reasonable estimate of the stock necessary on hit records and albums. Whether to order 45's and LP's in addition to 30's or to divide the order among the three speeds is a problem for many dealers. Caused between a fear of losing sales by not having stock or getting stock of excess merchandise, some dealers leave the gambling odds by cutting out all indie record labels or buy on 90-day terms only. The indie manufacturers, however, can rarely afford to give distributors the same 90-day terms.

**RCA Tri-Color Tube Shown at FCC Sesh**

(Continued from page 9)

mediate color-TV standards on the ground that CBS is ready to telecast programs in that system when it appears ready.

Blows were traded on the compatibility issue, with RCA Counsel Joseph Helfer pointing out that CBS brings its system to $259-million color compatible with black-and-white by use of time multiplex in addition to dot matrix, both of which principles are employed by RCA. RCA's claim of public satisfaction with its own black-and-white compatibility is in use for gridding cross-questioning by CBS counsel and by FCC Counsel Harry Plotkin. Meanwhile, RCA publicly got insomnia on the record the disclosure of its showing of the new color tricorder tube, carefully guarding, however, any demonstration of the gadget to RCA's color rival, who apparently won't have a first look unless all late next week in the earliest. Present at recent showing were FCC Commissioners Jones, Sterling and Webster,era and a dozen key aides, including Plotkin.

**GOLDSTEIN SELLS OUT**

**TV as Music Aid Intrigues NAMM D. C. Conference**

(Continued from page 11)

Learning Plus Easier Selling Equate More Profit

The meeting will be presided over by Karl Campbell, head of Campbell Music Company, Washington. If anticipated that NAMM's drive to merge the music and sound industry is not possible. The music program, using a sign, will be shown at the Tuesday luncheon. Assisting Campbell in arrangements for the two-day conference is Hugo Wore Jr., of the Hugo Wore Company, and Robert P. Selle of the Jordan Company, both of Washington.
MIAMI Closes Dismal Year

2d Receivership Hits Miami Copa
As Show Runs On

MIAMI, March 25.—Louie Bandel was named Monday by Circuit Judge Horace C. Rickett against Sunset Hotel Corporation, the original lessee; S. L. Kramer, Miami Station, Inc., general lessee; Marilyn Goodman and Sam Kay, who claimed some interest in the Copa.

The claim was that on January 15, 1949, Murray Weinger's Copa owed Richard A. Richman, N. Y., $15,000, gave each of notes of $57,000, payable $500 annually, with interest at 10 per cent, the interest payable semi-annually.

The petition alleged that if Weinger defaulted in any payment, the entire balance was to become due immediately. The notes were secured by a mortgage on the lease covering Copa City and the land on which it stands. Murray assigned his notes to Richard A. Richman, N. Y., allegedly refused to join in the present suit, and was then named a defendant, if any payments were defaulted.

The petition stated that Weinger defaulted and that the mortgage given as security was foreclosed.

The sales all stopped the receivership. According to Weinger, the Copa is the present operation of the Copa, the current operators being in possession thus the bankruptcy proceedings of last Wednesday.

Weinger told The Billboard that the Copa would wind up the season and close the main room tomorrow (16). Whether the Lounge, with Barry Gray, would close at the time has not yet been decided. If business warrants, it may stay open until the termination of Grant's contract April 15.

Artists Protected

Upon learning of the receivership, J. P. Morgan, the owner, rushed into the Copa to protect its bills (See Copa Receivership on page 55).

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**VAUDEVILLE REVIEWS**

**Capitol, New York**


Current reviews pack plenty of marbles. Buddy Rogers, Margaret O'Brien and should be saved for the heavily publicized Golden Glasses show. Miss O'Brien, now 12 years old, was, after a bit here. Her first vaude show. She's got on straight drawn lines. How her future will be. Miss Rogers has been her film work which she realized. Margaret and her aunt then, working out. Rogers works through the show and in his own instruments. Good Roll. Rogers' show has an okay trombone solo, and a three-piece hit in the middle. The piano bit, while good, lost luster because of a terrible bit. sang up on it. Rogers' finale, in which he does solo on various instruments, included a punning spot. (See, Ken, on page 59.)

**Chicago, Chicago**

Capacity: 2,300. Price range: 50 cents-250 cents. Shows played by Lyle Sargent's orchestra.

House has a potent two-week package in this star-studded vaude line up and the Young Man With a Horn. Standouts are the Ink Spots, who are back in the groove with the film. Kenny Kersey's brother of lead tenor Bill. The Four Tops show off their standard harmonizing, wit Bill carrying the solo load.

The Martin Brothers (2) opened with their standard marionette turn. They embellished their bringing out a pianist-trumpeter duo to wind up with a top offering. Lina Redo. Booking elegance in a white-tasseled gown, exclaimed immediately with the male, her gown on the fobs. She also had a series of south-of-the-borders, standardized with the group, but it was her closer that frustrated them. She did Music in the world and followed with some Cuban dance, a flickering spot that stopped the show.

Dean Murphy has a new routine. Some fine continuity comes together in this Chicago, was used to feel good, the old, got the biggest spots. Johnny Sippel.

**Palomar, Seattle**


The Louis Armstrong All-Star does what it does and does it well. The hop and hopping hop. While the band may not have been the ideal sesame to serve one reads about the quality had the customers right.

Armstrong's ensemble includes, in addition to himself, Jack Teagarden, Hoagy Carmichael, and Van Dyke. Which band is easily organized. In Teagarden and the leader, needs no introduction to the rest. The whole session verse one reads about the music that filled all the numbers. The Horn, Seattle, on page 59.

There's a lot of novelty on the show this week. Some of the quality wasn't too hot there. It opened with Chambers and Blaine in the morning, and started slowly and built thru skillful music to big hands. Boy and girl team did some nice tricks, closing with a fast spin, gal carrying the cabaret in her mouth for a flash finish.

Catherine Harris did a top-notch act in her minstrel show, and was the one for tempo changes. Her back and forward dips, from a too stand and hands pouncing, were good. Two boys work off a multi-wheeled black platform out of which they shot six dummys, and the good, suffered by the lack of voice changes; each, in a different style. It was all right. The fact that the two had most of their singing, did not hurt the show at all.

Ken Whitmer was a solid hit right from his opening. "This'll stink," to his handling of the instrument, ranging from sizzles to sax. His gal (unbilled), who came off good, and the one was strictly for the wild trade which acted up in its customary.

Juanito and Atilla, flute dancers, were inspired performers. Dressed in red, and good-looking kids turned in a swing job, both with beat clips and castanets. Glee Club, Glee Club, hit in the middle with its orner- con- per, having a hit, and was one. (See, N. L., on page 55.)

The house pulled all the stops to make this Chicago, was doubled from the club, all the trimmings suitable for its big stage. The acts were really clean, and the new standard routines are new to most of the patrons. Bing and Bing are particularly effective getting out for their comedy routines. Lead voice these, song takes on a Scotch accent, Perry Como instead of Sinatra and Crosby; outside of that the act is solid.

Toy Wing's ballroom sets are cleverly staged, and the two kids did a good job. The Kanaawwa Trio's Risley act is as good as ever, winning almost any type of engagement, and that's saying something. Toy gives away for a long time, seems effective and attracts quite as heavily with his magic tricks. Florence Ann, Tiny Oriental soprano, seems lost on this stage. Her voice, too, put away for an hour. She was an amazing clear and big voice.

The line is somewhat a compromise in Chinese mandarin outfits, don't have too much to do except fill up the time. The maids and waiters, which thing which had going on. Pie, Under My Skin. Bill Smith.

**Hall & Oates**

BYRON & MARGARET ANN

ENTRANCING DANCING

NOW

COTTIUM ROOM

HOTEL PIERRE, N.Y.C.

IN INTERNATIONAL THEATRICAL CORP.

New York, N.Y.

Management:

**The TALBOTS**

NIGHT CLUBS-VAUDEVILLE

No. 5, Colonnades, N. Y.

March 31

Apr. 1, 1950

JUNE 1950
THE RAGE OF THE AGE!

"Sugar Chile" ROBINSON

BIG ALL OVER

CURRENT THEATRE DATES
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* BUTTERFIELD CIRCUIT - - 5 Weeks
* ORPHEUM, Omaha - - - - -1 Week
* A. H. BLANK THEATRES - - 3 Weeks
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Just Closed
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Carbel, Eiges and Eliaohn
Cadillac Tower, Detroit, Michigan
BOOKING. no exclusive. Estimated budget $1,000.

Gigi Durston in the star spot here may be short on voice but showed enough to justify her new four-figure salary. Playing to a packed house, little Miss Durston won best of show with a tremendous voice display. Best is her handling of the crowd, she has been getting; the thrill demonstrated plenty of charm, glamour and polish to win the crowd. Handicapped by a poor selection of songs and unfamiliarity with a room this size, she got by with her charming manner and fair pipes to win a generous hat off at each number. Miss Durston will learn a lot if she takes a simple page when the boss, Little Jackie Heller, takes the floor. Heller knows the room, the crowd and plays to its every wish, getting a terrific hand after every number. He is selling today better than at any time in his career.

Ames Wraps It Up

Spotted with Heller and Miss Durston is holder comedian Jimmy Ames, who easily wraps up the show for himself. One of the few comics ever to be held over in this room, Ames has the place rocking from the minute he walks on to his close 30 minutes later when he goes thru his hilarious saw routines. Ames has everything in his repertoire, along with comedians and songs, he does a few satirical impressions. Looking a little like Fred Silverlake, he closed this part of his routine with a cracking take-off on Al Jolson. The only thing keeping Ames from the top spots in the country is a good Steen show.

Bunce Lake opened the show with a fast zero turn which got a good reception. Herman Middlemann's sk (5) did their usual excellent job in getting the show. Len Litton.

“Great Artist, A Great Box Office Attraction. Good Luck, Valaida Snow, it won’t be long now.”

HARRY ALTMAN, Town Casino, Buffalo, N. Y.

Currenty Breaking Box Office Records at the

RKO ALHAMBRA

N.Y.C.

TOWN CASINO, Buffalo, N. Y.

LATIN CASINO, Philadelphia, Pa.

RECENT ENGAGEMENTS

Philaadelphia DAILY NEWS.

“TIp OFF”

TIC-TOC CLUB, Montreal (2 weeks-May 5) GLEN CASINO, Buffalo (2 weeks-Jun 19)

TIp OFF Club, Toronto (2 weeks-May 5)

“TIp OFF”

TOWN CASINO for 2 weeks in September

NIGHT CLUB REVIEWS

Chez Paree, Chicago

(Thursday, March 23)

Capacity, 500. Price policy, $1.50 minimum. 10% commission on all. Box office: Harry Reiter, Box 62, Washington, D. C.

Estimated budget this show, $1,000.

This Midwest showcase should continue its above-par grosses, with Tony Martin following recent-breaking Jimmy Durante. Martin, suave as ever, dominated the huge room. The Victor wailer's intimate quality soaked to every table and he got rapt attention. Martin did a series of his recent ditties with Ted, Tookie, the only one that missed fire because it's not for his type of delivery. Closed with his band-singing bit, in which he vocalizes while dancers do.

Armed with a better-than-ever series of stunts told in his insinuative deadpan manner, Joey Bishop got consistent chuckles. He closed with his impersonates. High spot was a straight impression of Charles Laughton, ending in a yock punch line. More ad lib built highs all the way. Betty and Jane Kean are just right for Midwest audiences. Gala pack a punch with their new material. Only dull spot was the additional life story bit. Their Gertrude Nevins Monty Phylo parody were yock grabbers.

Siccardi and Breda started along with a Latin Rhythm, but the second fem stripped to the breast accent into their accented adagio adsiga, the eating stopped. The man's handling of the gal was top. They got a big thrill.

Johnny Sipple.

Copacabana, New York

(Thursday, March 23)

Capacity, 450. Price policy, $1.50 minimum. 10% commission. Box office: R.J. Hendler, Box 62, Washington, D. C.

Estimated budget this show, $1,000.

This was one of those typical old-time Copa precon with names, near-usic and good-time customers you're going to get in the club. Says it has its reservations to fill all night long, the new show is a full house and off okay.

Hedy Sinistra in his first cafe date since the Waldorf was violently nervous and seemingly genuinely touched by his performance. His voice lasted for his first few numbers but then he burst into throat tightening, at least once blowing lines. But he had enough presence to cover up so well the lights added rather than detracted from his performance. The singer started with Tony Joe Be to Manhattan, backed by Skitch Henderson's excellent piano-conducting, followed by Baby, Don't Go Away Mad, and from there it was standards, pop and semi-pop associated with Sinatra in a Columbia label with better all the way. He did a cute version of 'Please Mr. Postman' to the Ball Game, preceded by his full-voiced Old Man River, finishing with his ' verts.

Lorry Storchi has a tough time of it with 30 minutes to take off, but they broke down with standard material, winning to full yocks and good merits.

Good Team: Room NSG

Fred and Shingle, two Negro hoofers, doubling out of Kit McC, Kenneth Seemed to be wasted here. The good old-fashioned dressed lads were in a bit with precision and fanny splits. In a different room they could be great. Here they barely drew attention.

The boy production star, Russ Engel, a handsome youngster, showed a promising set of bar tips. His ad has enough equipment to make it when the break comes his way. The girl production singer, a tiny pretty little Miss, was lost behind the big gal, her voice is pleasant, but was scarcely audible in the noisy room.

Patricia Adair, tiny ballerina, is a boppin' sensation of the Old-Tyme Bird songs might get a new start from this one. His In One Ear was particularly listenable. The way it was done here it showed qualities similar to his work in Baby, It's Cold Outside and Go To Sleep, even 'though the song's best when done for some one. Columbia had a fine setting, Whiskey and Vanity Fair, was another number to draw attention.

The Mike Durose band did its customary sock show. Band Smith.

Silver Frolic, Chicago

(Wednesday, March 23)

Capacity, 500. Price policy, $1.50 minimum. 10% commission. Box office: R.J. Hendler, Box 62, Washington, D. C.

Estimated budget this show, $2,100.

Opening show of new spot, revue, and big one, and which made the site of the old Rio Cabana, is excellent, relying heavily on comedy. Relying on Edinger Kinney, Edinger TV or pic lot, keeps improving. Workers in white hat and white outfit, gal teed off to Redhead, ran to offstage voice getting immediately attached to closed with her standard twigging taps for good hands.

Kay Kenton hit right from her right with her new spot, revue and big one. And which made the site of the old Rio Cabana, is excellent, relying heavily on comedy. Relying on Edinger Kinney, Edinger TV or pic lot, keeps improving. Workers in white hat and white outfit, gal teed off to Redhead, runn to offstage voice getting immediately attached to closed with her standard twigging taps for good hands.

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Para 73G Only Bright Spot  
In Gloomy 303G Stem B0

NEW YORK, March 25 — Stem personnel are still full of the painter's spirit. Take last week for the six consecutive nights they were down to $950,000 from the previous week's $1,350,000. Radio City Music Hall (3,200 seats; average $150) did not catch up with the China Doll show (reviewed this week) and Under My Umbrella.

Roxy (6,000 seats; average $175) did not reach its peak this week with the China Doll show (reviewed this week) and Under My Umbrella.

Caper (average $65) lost $25,000 for Blackbird. Art Rooney's new and Hervey Stone after a first week of $150,000.

The new bill (reviewed this week) has George Pasker's ork, Artie Dario and Yellow Cab Man.

In Gloomy 303G Stem B.

OLYMPIA, MIAMI

(Continued from page 52)

An unbroken string of comedy shows.

It's difficult for a ballroom team to get a break, but the Wellington Consuelo got away nicely. Pair one out of the way, and a steady string of solid acts are due to begin acting solidly, on their way to the hit parade of life. While he could use some new material, the over-all is good. It's something to look forward to. The fidgety, nervous Louis, who used to stand on his head, said: "Johnny, Sippel.

CAPITOL, NEW YORK

(Continued from page 52)

over at the Capitol.

Greg Lawrence impressed as a singer, the best his was the Paxton tune to a medley of pop girls on old time radio. More effective was the Glasgow quartette, playing a chorus followed by another intro and so on. For the last one, Lawrence handed a hand made to "The Road Not Taken," a song by Bob Dylan.

The George Paxton outfit (12) did their best job on the above mentioned medley. "The Ballad of Davy Crockett" was a hit. "That's A Parody" sounded too rough. It was a good opening, but a little on the chilly side. The Yuengling. Bill Smith.

OLYMPIA, MIAMI

(Continued from page 52)

ability to go with the Wiffenpoof Song, Mad Dogs and Englishmen and Riders in the Sky, each with an original title. That highly effective gimmick started with Lawrence's off-stage duties. This show is playing a chorus followed by another intro, and so on. For the last one, Lawrence handed a hand made to "The Road Not Taken," a song by Bob Dylan.

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IN WATER ACT

Unusual Opportunity for Girl

Attraction, size 5' 11" to 6' 4. Unmarried, perfectly able to work, willing to travel. Stays until the end of November.

PAUL SANDER, Room 910, 33 N. LaSalle St., Chicago, Illinois

Price: Financial 6-125
BROADWAY OPENINGS

PROLOGUE TO GLORY

(Opened Thursday, March 27)


GREAT TO BE ALIVE

(Opened Thursday, March 27)


BROADWAY SHOWGLOW

PERFORMANCES THEN AND NOW, 1950

DRAMA

Armour of Light

Source: Fort's

As You Like It

Source: Fort's

Casting Sheik

Source: Fort's

Death of a Salesman

Source: Fort's

Drama of the Century

Source: Fort's

I Know My Love

Source: Fort's

Mister Roberts

Source: Fort's

New I Lay Me Down To

Source: Fort's

The Company of Men

Source: Fort's

The Great White Way

Source: Fort's

The Hollow

Source: Fort's

The Member of the World

Source: Fort's

The Quiet Wave

Source: Fort's

MUSICAL

Air and the Wind

Source: Fort's

Gentlemen Prefer Blondes

Source: Fort's

Show Boat

Source: Fort's

Kiss Me, Kate

Source: Fort's

Last of the Serfs

Source: Fort's

Masque of the Red Death

Source: Fort's

Mister Robert's

Source: Fort's

Ice Shows

WINTER SONGS

SNOWY DAYS

SANDWICH BAGS

SILENT NIGHT

COME UP)

COMING UP WEDNESDAY, MARCH 26

ALL YOU NEED IS LOVE

Source: Fort's

BREAD

Source: Fort's

CLOSING

THE GOOD \n
Source: Fort's

MUSICIANS

Alfredo Rossini

Source: Fort's

Marcia Maedel

Source: Fort's

Samuel Ramey

Source: Fort's

Dennis McDonald

Source: Fort's

3 SHOWMEN UNITE FOR CHERRYBLOSSOM SHOW

WASHINGTON, March 25—Three showmen have teamed up to produce the Cherry Blossom Festival annual musical revue here—Alban Berg, the new Captain in New York's little Broadway; Jack Kaufman of Lowe's Captoli here, and Joel Margolis, managing director of the Captoli. The festival is scheduled for next weekend.

See a written original lyrics for the revue, Musician Seminar. The musical revue was composed by Jack Kaufman. Margolis teamed up with the production and the show is scheduled. The showings of the revue have been scheduled, April 1 and 2. The Cherry Blossom Festival runs right through to April 30 and will take part both days. Miss Mary Show has been set, and Miss Margaret Wilson, 51, will represent the District of Columbia in the festival and will serve as the director and Cherry Blossom Queen.

LEGITIMATE

Communications to 1584 Broadway, New York 19, N. Y.

April 1, 1950

Sides and Asides

City Songbirds Off to Fine Start

The New York City Opera Company got off to a particularly auspicious start when they opened the season at the City Center on March 24. The opening bill, Prokofiev's Love for Three Oranges, brought out the faithful to the packed house at the start and as of course the till showed an advance of better than 150%, better than a week ahead of the troupe's advance take at the opening of its fall start.

The company, a four-and-five-half-hour, thru April 30, with a rep of 13 operas. Turandot is the only new addition to the rep this year, which will be run on Sunday through Tuesday evenings, including a Sunday mat. However, Wednesday performances will be skedded, beginning the following week, and should be a hit. Schedule could be changed, so possible Tuesday dates may be added. Second-week schedule calls for Tales of Hoffman, part I and II, Friday, Saturday, March 25 and 26, and The Marriage of Figaro, Sunday, March 27, 1950.

More Legit-in-Tent in Works

With St. John Terrill resuming a role of his "legit-in-a-tent" at Longacres, and the Arthur Penn play, Halperin following suit with a similar season at Somers, N. Y., now comes a third example of "Detective Story" east to bring the same fare to Norwalk, Conn. Westfilder will call his tent opera Melody Center and" local is the property of James Melton, who has a heart of gold and good, 10,000 in the local society of the "Detective" troupe are backers to the tune of $100 apiece for a 1 per cent interest. Plans call for a middle-week opening, with "The Chocolate Soldier" for the unveiling. So far, "Rose Marie," "The Red Mill" and "The Fortune Teller" are tentatively inked on the 12-week schedule.

Off-Broadway Review

HEARTBREAK HOUSE

(Opened Tuesday, March 29)

BLOOM STREET THEATER

A center stage production presented by Orson Welles and Joseph A. Gregor, Jr., with scripts by Frank Cassava. Hero by Robert Havert, directed by Welles. Produced by John S. Howard. Orchestra leader, Paul Eluard; floor director, Frank Cassava; stage manager, Paul Shucman; press management, Paul Eluard. produced by Orson Welles and Joseph A. Gregor, Jr.

Written during World War I. George Bernard Shaw's Heartbreak House is as applicable theatre in today's world as it was then. It is to its credit that On Stage has released this play which has much to say and has been released is not lost to the public, and has given it to the public.

The show itself is a heartbreak house, as well as the experience of the characters entangled in dreams and illusions, representative of the universe.

Specifically, Ellen Dunne has a difficult role to play, and the character of Mrs. Hushaby is not a role that most people are familiar with. However, in the hands of Mrs. Hushaby, the character comes to life and is transformed into a tormented, brittle, sophisticated flirt who has been broken by family and has developed a talent for breaking hearts. The Captain, Shotover, is the object of the affections of both the town and the law, Randall. All of these undergo the Shavian scalpel, which has been skillfully wielded, and the result is a show that has been left intact.

For the most part, carefully selected players master the script, though there are a few who have not been fully prepared. However, the show is a study in character, and when Shaw's profound thoughts, subtle satire and dramatic scenes are taken into account, the show is an excellent piece of work. The settings by Robert Havert and the direction by Welles are vastly superior to most off-Broadway offerings, giving the entire production a high level of quality.

In sum, On Stage, the most professional off-Broadway group and the most theatrically sound, has added a fine production to its rapidly growing list. To those desirous of seeing good Off-Broadway show, go to The Stage at Bloom Street.
THE GILDED CLOCK

OUT-OF-TOWN OPENINGS

OF ALL THINGS

CENTURY THEATER, HOLLYWOOD


The Englishman is a most promising Company

Routledge production in many a moon. Of All Things is check-full of delightful entertainment. It boasts a score which is original and catchy, at least 40 minutes later, just as the benevolent are. As the clans rejoice, young Apollo, which is chitted, glows like a ceramic pot. the piece has definite position.

The group grew out of the Harvard Theater Workshop, hence most of its members are current Harvard undergraduates. The play offers the offering the best real theater which has seen the vicissitudes of the seasons.

The Playhouse, is a real find. London's Old Vic, in the title role. The company has had its ups and downs, broken a record, but since last fall the show has been offering the offering the best real theater which has seen the vicissitudes of the seasons.

The piece is a real triumph. It is the offering the best real theater which has seen the vicissitudes of the seasons.

Devin's Lear may not quite fit today's taste, but for he is a strong and vigorous king who must show us what characters and action was as the honest, forthright Kent. Thayer David is notable as the loyal, old Gloucester. Albert Marre is Astonishing. Devin's Porter turns in a remarkable performance, as Edgar. Jerry Kelly's role is a comic character tinged with sadness.

The Rocky road to royalty is trav-...
**Magic**

By Bill Sachs

**Gag Pirates Face Lawsuits: Comics Unite to Halt Thefts**

(Continued from page 3)

period when TV gallops it up whole-

Gag Pirates have their hands full at present with the movie sta-

Mandel, can show that Stone's well-

Lifting Alfred

The action against Ramon and

herself. He said that evidence is available to prove that

Levenson

Levenson charged that the bulk of the

and Encyclopedia of Basic Yiddish.

Gag Pirates also made the 

The case of Levenson and 

and his firm, which has been

its original writer, had been 

Levenson was named in

say he had been noted in the suit

An influential critic has con-

outcomel" which was to be pub-

and a number of members

The case of Levenson and 

"A Flexible
test, is not the best

altered.

The case of Levenson and 

at the house, according to 

Hoot, New York, April 14.

Columbia, recently added to all-colored 

Burlesque

By Uno

**Last Hired, First Fired, Negros in Economic Twist**

(Continued from page 4)

are not strong enough to combat Lent, coal strikes and weather. Some op-

They point out that more and

Negroes are either losing their

jobs or getting pay-cuts, find the

problem of making a living just

nearly as hard as ever.

The rule that "the Negro is last to be hired, first to be fired," says op-

in the Negro's case, in that the Negro does not have any solution except to

lay off. The Negroes are actually forced to buy less Negro products

unless the talent is sure-fire. Those whites who are willing to buy

Negro goods are a small group. This thinking would limit bookings to

whites only.

This thinking would limit bookings to

whites only.

**All-American Speed Derby**

Starts Friday, April 14

Beautiful Valley Garden Arena, North Hollywood, Calif.

We are opening a very good track in a well-covered arena. It has a seating capacity of 3,000. We want 12 good teams only. If you want to make a good team, you can. Trouble-makers and agitators, stay away and we will not tolerate them. The

All-American Speed Derby

**Minstrels' Costumes and Accessories**

CIRCULAR FREE

For Kits in North and South with THE COSTUMER

**WANTED**

Exciting Dance and Strips 

For Complete Equipment

**Milton Schuster**

2388 S. Mission Dr., Chicago, Ill.
THE FINAL CURTAIN

ARDELL—Lillian, former vaudeville performer, April 10, New York. She had been seen with her husband, Theodore M. Ardeell, in burlesque and last appeared on Broadway in Tobacco Road, Miss Ardeell is survived by her husband, in Elma, including The Good Earth. Burial was in the Decoration Hill Cemetery, Brooklyn, Conn.

BALDON—Stanley F., 58, founder manager of St. Fnwr WMAT, March 19, in Cleveland. Bil

BOLD—William H., 53, director of the National Zoological Park, Washington, March 18, in that city. He was formerly an animal trainer with the Barmin & Bailey Circus before joining the Zoo in 1921. His widow survives.

BORNSTEIN—Philip, 81, from 1914 to 1924, and producer of the First Unit Sales Company, which operated a chain of movie houses in New Jersey, Maryland, New York and Nursing Home. Prior to entering the movie business he was in business in Newark, N. J., for 25 years, until 1910.

BOUTE—William O., 82, actor, appeared in stage and film, March 18 in New York. While William O. Boute was a member of the French Opera in the 1890s he subbed for a sick child actor in Nobody's Wife. From there he went on to Broadway and played the original Esic in Brooks Atkinson's production of Midsummer Night's Dream. His widow survives. When the Examy Company was formed in Chicago in 1897, she joined the company in 1897, playing lead roles for four years. After an illness she re-entered show biz in 1916 in The Squaw Man and toured for 35 weeks with George Kelly in the vaudeville sketch, Mrs. Waldington's Survivors.

Arthur Hopkins

Arthur Hopkins, Jr., a leading producer and director in the theater for 35 years, died March 25, ex-Watson's Hotel, Yonkers, New York. Hopkins served as a press agent and then a booker of acts in summer amusement parks in New England in his youth, and produced poor Little Rich Girl. His last producing success was The Magnificent Yankee in 1940, but between 1920 and 1940 there were 78 plays, among them John Barrymore's Hamlet, the first and last starring of all three.

Arthur Hopkins wrote several books and four plays, The Fatted Calf, At the Bee Hive, Arthur and Burnley, and his last directorial contributions were Shakespearean plays. Between 1915 and 1930 he produced 17 plays, three of which, Heine King and Burnley, contained starring roles. According to the Daily News, his last directorial efforts were in 1946. Three brothers survive.

Arthur Hopkins, an 87-year-old leading producer and director in the theater for 35 years, died March 25 at his home in Yonkers, New York. Hopkins was born in New York in 1890. He began his career as a press agent and then a booker of acts in summer amusement parks in New England in his youth, and produced poor Little Rich Girl. His last producing success was The Magnificent Yankee in 1940, but between 1920 and 1940 there were 78 plays, among them John Barrymore's Hamlet, the first and last starring of all three.

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THE BUIlding
Slouts Sign Knapp Family; Reverses Itinerary for 1950

VERMONTVILLE, Mich., March 25—Toby and Ora Slout Players Shows, under management of J. S. Knapp, will have completed negotiations to feature the Knapp Family, of Michigan State College, in all of their engagements this summer, 1944 and 1945. Since their last tour, however, the Knapp have added Cannabis Laureus, a well known family of five.

BILBO & Lucile Clermont will be back for their second season, while Klink & Francis Lemmon's Cheshire Group Joins Drive-In Protest Appeal

CHISHIRE, Conn., March 25—Opposition to drive-in developments developed this week when 11 local property owners and the Cheshire Heights Community Club joined in a Connecticut State Superior Court appeal against the Community Commission Edward J. Litchfield, the appeal's attorney, will file his complaint Thursday.

Terming the commissioner's action "in the best interest of the community" and "not fair to the public," the Cheshire group claims it would be directly affected by construction of the drive-in theater, which would be erected on the most valuable property within the town.

Reversal of a Stratford, Conn., Planning Board decision approving location and construction of a two-drive-in theaters last week, has been appealed to the Board of Zoning Appeals here, according to the local public, who are seeking a hearing for the purpose of blocking the proposed drive-in.

HARTFORD, Conn., March 25—The Stratford Board of Zoning Appeals, approving location for two drive-in theaters in Stratford in a recent decision, has been appealed to the Board of Zoning Appeals here, according to the local public, who are seeking a hearing for the purpose of blocking the proposed drive-in.

LG Circuit Leases Zoli's Conn. Spot

HARTFORD, Conn., March 25—Lockwood & Jordan Circuit, has signed a lease with Theodore Zoli, Torrington, Conn., for the operation of a drive-in theater being constructed by Zoli near Torrington. Under terms of the lease, the circuit will construct all the buildings and install the theater equipment. Spot will have a 400-car capacity, with opening slated for May 1.

A circuit official also announced that plans to construct a 750,000 square-foot theater in East Hartford, Conn., have been abandoned due to adverse zoning commission's decision to change the zoning on a 25-acre tract.

Moppet Pix Click

PHILADELPHIA, March 25—First non-theatrical film showing was held over the weekend at the Frederick & Sader Department Store, South Street and 6th Street, for children. The store invited several children in the care of attendance while they were shopping for children.

The free films proved an instant hit with children, and many more customers entered the store. An additional showing of a feature picture was shown, using 16mm prints.

return will mark their fifth season with the show. Others under contract with the Slout and Ora Slout Players include Willi...
Drive-In Building Spurt Goes Ahead In Michigan Spots

DETROIT, March 25 — The continuing spurt of outdoor theater construction in Michigan was marked this week with the announcement of three new projects.

Clark Seeley, of Cass City, Mich., has formed a partnership with Ashman Seeley Seeley Seeley, Jr., and they will operate the Starlite Theater Company. New farm plans to build and operate a drive-in on the former site of the Starlite, on a 13-acre plot on Midland Road, two miles from Bay City. Theater, which will be located at the junction of Midland Road and Lucas Highway, will be equipped with a playground for children. Construction starts June 1. Seeley will manage the property.

The new drive-in planned by Cassie Seeley Seeley Seeley Seeley, Jr., will be located on M-20 at the Bay County line. Seven acres of the 30-acre plot will be a project for the farmers. It will be developed into an enclosed park. It is slated to open June 1 and will have a drive-in on Dixie Highway by May 1.

Retrospection

Topflight Orgs Of Other Years

By C. E. Dubie

IT WAS a chilly morning in December, 1911, when I arrived in St. Louis, Mo., with the Mighty Haag railroad show. The country's showman's team having ended the previous day in Denver, we got off the train in St. Louis to find that Wm. Murphy's Comedians, a popular tent show, was playing a week's stand in St. Louis. Wm. Murphy's company presented a program of vaudeville and minstrel shows, which was composed of the writer.

If memory doesn't fail me, the same Murphy's company was at a popular venue in New York City later with his Minstrels. The crowd was made up of many numbers of tent, dramatic and Tom show, showboys and minstrel shows, but I was at a loose end at a show that did not interest me. At that time a Shreveport theater presented vaude and the Haag circus trouper were admitted free one night each. Among the attractions during the week the previous week were the Chickens who were the best known of all, for they were the hit of town.

I have made an attempt to recall more of the group but I must say that they were very good and that they were the best known of all.

AT LIBERTY

MEBEE HAYNER has been presenting his religious pix to good returns around Pudgie, Ky., with a troupe of Negroes. The show is being given in the Woonsocket, R. I., area, recently set up in New England with French speaking societies. They have an attractive cast and are having a hit. A special note to the New England theaters.

M. J. SOL GLOVER pens from Floyd, Tex., that he has been vacationing there for about 10 days and that he will present a platform show this season. He'll leave his act in Rome and stage Jewett, Ark., recently to have to showman, has a hit in Jewett, Ark., recently. He has been looking religious pix in New England for the past two months to okay results. . . . Eddie Furnish of Sacramento, Calif., writes: "Got a big kick out of the old-time religious show. It's a real treat. When I lived in Philadelphia I was a regular at Frank Furnish's show and afterward always attended Edward Welch's blackface show. The most expensive and big- gest show in this line was Haverly's. In Chicago Haverly was a hit and we packed them in. I have heard of a Negro school that a Negro school in the far Northwest and plan to try a platform show in Oregon this summer. . . ."

CHARLES H. MAY writes from Concord, N. H., that it noted Callahan's recent screen in this show. They are a good show and will feature E. F. Hamann's "Mr. Faust Enters." Later they will play Eastern Centuries this summer. E. T. L. H. was having an interesting season and was playing in the West Coast since being discharged from the army in 1943 with the exception of two years when he went to play summer stock, working in Vancouver and California. He has become one of the finest comic geniuses in show business. Fred Lyle of Hal Moraufs Stock Company, who was in New York, is now in Canada with Ray Snedeker and his California Stock Company. Harry Silver, manager of Kinsey's Comedy Company, and Tom Finn and Uncle Tom's Cabin Theatre, were present on the east coast to date their illusions for the Great Lester at first and for the future. They have been playing on the east coast recently and will date around Rockford, Ill., with their magic and illusion show.

DON TINKHAM is in Fort Worth with a readying a platform show with the name of the show. His show has been operating a school in the United States and Texas. The Bro's are readying a novelty show to play in Western Kentucky and Louisiana territory. Unit will be at New Orleans, Mo., in April. . . . Fates Familiar, who are playing Central Ohio recently, will play East soon. The new Blacker's new playing Pittsburgh spots to fair returns. . . . G. C. Tally writes from Pine Bluff, Ark., that his troupe is playing halls and some school dates in that area but the cold weather has kept them under cover. They are planning a big tour for the spring. They have played the Ruffler, hypnotist, in Boudette, Ark., with good results. Their act is a clean one and his style is good. I plan to spend most of the summer around International Falls, Minn., where I will work a wide area with flesh and music."

S. J. B. GLOVER pens from Floyd, Tex., that he has been vacationing there for about 10 days and that he will present a platform show this season. He'll leave his act in Rome and stage Jewett, Ark., recently to have to showman, has a hit in Jewett, Ark., recently. He has been looking religious pix in New England for the past two months to okay results. . . . Eddie Furnish of Sacramento, Calif., writes: "Got a big kick out of the old-time religious show. It's a real treat. When I lived in Philadelphia I was a regular at Frank Furnish's show and afterward always attended Edward Welch's blackface show. The most expensive and big- gest show in this line was Haverly's. In Chicago Haverly was a hit and we packed them in. I have heard of a Negro school that a Negro school in the far Northwest and plan to try a platform show in Oregon this summer. . . ."

CHARLES H. MAY writes from Concord, N. H., that it noted Callahan's recent screen in this show. They are a good show and will feature E. F. Hamann's "Mr. Faust Enters." Later they will play Eastern Centuries this summer. E. T. L. H. was having an interesting season and was playing in the West Coast since being discharged from the army in 1943 with the exception of two years when he went to play summer stock, working in Vancouver and California. He has become one of the finest comic geniuses in show business. Fred Lyle of Hal Moraufs Stock Company, who was in New York, is now in Canada with Ray Snedeker and his California Stock Company. Harry Silver, manager of Kinsey's Comedy Company, and Tom Finn and Uncle Tom's Cabin Theatre, were present on the east coast to date their illusions for the Great Lester at first and for the future. They have been playing on the east coast recently and will date around Rockford, Ill., with their magic and illusion show.

DON TINKHAM is in Fort Worth with a readying a platform show with the name of the show. His show has been operating a school in the United States and Texas. The Bro's are readying a novelty show to play in Western Kentucky and Louisiana territory. Unit will be at New Orleans, Mo., in April. . . . Fates Familiar, who are playing Central Ohio recently, will play East soon. The new Blacker's new playing Pittsburgh spots to fair returns. . . . G. C. Tally writes from Pine Bluff, Ark., that his troupe is playing halls and some school dates in that area but the cold weather has kept them under cover. They are planning a big tour for the spring. They have played the Ruffler, hypnotist, in Boudette, Ark., with good results. Their act is a clean one and his style is good. I plan to spend most of the summer around International Falls, Minn., where I will work a wide area with flesh and music."

S. J. B. GLOVER pens from Floyd, Tex., that he has been vacationing there for about 10 days and that he will present a platform show this season. He'll leave his act in Rome and stage Jewett, Ark., recently to have to showman, has a hit in Jewett, Ark., recently. He has been looking religious pix in New England for the past two months to okay results. . . . Eddie Furnish of Sacramento, Calif., writes: "Got a big kick out of the old-time religious show. It's a real treat. When I lived in Philadelphia I was a regular at Frank Furnish's show and afterward always attended Edward Welch's blackface show. The most expensive and big- gest show in this line was Haverly's. In Chicago Haverly was a hit and we packed them in. I have heard of a Negro school that a Negro school in the far Northwest and plan to try a platform show in Oregon this summer. . . ."
**North Bounders AGVA Fact**

**Union Guns For Ringling Recognition**

First Confab a Blank

SARASOTA, Fla., March 25.—Negotiations were completed today after Ringling Bros. and Barnum & Bailey Circus execs and representatives of unions whose aid has been sought by Variety Artists (AGVA) failed to come to terms during a meeting here last night.

AGVA’s Vic Conner and Emil Lowe are negotiating with John Ringling North, president, and Art Conceo, general manager of the circus, over union recognition. Both sides said the talks were friendly.

The board also voted to award a contract covering arcade concessions space on the ground floor of the recreation building to Louis Bem & Sons, N. York. They offered $10,000 a year for a five-year contract, it was reported.

A new five-year contract was given to the Ocean Beach Miniature Railroad.

**Ocean Beach Awards Contracts; Sets Up Improvements Program**

NEW LONDON, Conn., March 25.—Ocean Beach Park Board, which supervises the city-owned-and-operated Ocean Beach Park here, has instructed City Manager Edward R. Henkie to invite a contract allowing Captain E. S. Wilcox, of New London, to install a floating pier and run an excursion boat at the fairground.

On a three-year contract with an option to renew for five years, Wilcox will pay the city $1,500 a year to operate a 110-foot excursion boat, which will carry 20 passengers.

The board also voted to award a contract covering arcade concessions space on the ground floor of the recreation building to Louis Bem & Sons, N. York. They offered $10,000 a year for a five-year contract, it was reported.

A new five-year contract was given to the Ocean Beach Miniature Railroad.

**50G Grant To Party Orphans at Circus**

PHILADELPHIA, March 25.—A $50 grant by the late Auguste Glimbe, department store manager, will enable the circus party to be given annually for needy children to become a permanent fixture.

The existing manatee of the Big One here will continue to be Orphans Day, with Arthur Kaufman, proxy of the local Glimbe Bros’ store, playing host.

**Dallas Fair Hikes Summer Promotions to New Peak, Adds Sports and Events**

Skeds Basehall in Cotton Bowl, Giveaways, Free Acts

DALLAS, March 25.—The State Fair of Texas will wheel out heavy promotion guns than at any time in its history to build summer midway business. Starting Saturday, April 8, and continuing thru Labor Day, the here will offer more entertainment than ever before. Its summer schedule is bolstered by two major sporting events, new this year. On April 11 the Dallas Eagles baseball club will play its opening game of the season in the Cotton Bowl, with an attendance of 40,000 the goal. Some turf will be taken up in the fair midway, which will be used solely as a football plant, in order to make the baseball infield.

Pro grid game in the bowl in August with the Detroit Lions and the Washington Redskins is expected to yield a capacity 70,000 turnout because of the drawing power of hometown all-American Deak Walker, Pro-Bowl star in Chicago, and Texas Sammy Baugh, long-known Redskin fixture.

Midway will be opened April 8 with costume contest, with comedy characters to lure the crowd. Exhbit will be an exhibit in Museum of Fine Arts, located in Fairground.

12 Weeks of Free Acts

Midway Superintendent Fred Ten, Jr., is planning on 12 weeks of free acts, sponsored by Pepsi-Cola (See Dallas Fair Hires on page 6).

**Olivecrest Plans More Concessions**

CUBA, N.Y., March 25.—Plans are afoot to increase the number of concessions in Olivecrest Park here, according to William Rasmusson, president and treasurer. Rasmusson named Rice Ball and a Penny Arcade as two ways to expand the number of concessions.

Park opens on a part-time basis May 15 and starts daily operation June 1.

Altho no definite deals have been made, Rasmusson said he plans to add a miniature train and Kiddie Auto on a concession basis.

**Cedar Rapids Fair Past Hallway Bank in 100G Fund Drive**

CEDAR RAPIDS, Ia., March 25.—The bank has been raised to over $100,000 in the capital improvement fund for the fair ground by a fund drive conducted by Hawkeye Downs here, home of All-Jowa Fair, Andrew C. Hanson, manager, announced. He was optimistic that the total would be raised at an early date.

The money, obtained mostly from industrial firms in the area, is to be used for improvements in new buildings and for enlargement and improvement of parking lots and streets.

**Sideline: Side Show Feature**

At the New York and Boston indoor carnivals, thousands of dollars will be spent in the Big Show for costumes inspired by Olympic characters. Other Howdy Doody characters, including Clarabelle, will take part in the parade number, "Dreams Come True."
**The Winner!**

**The New Kiddie Ride**

Awards at most meekly fresh ride at NAAPBAs Convention, Chicago 1949.... Rides & kids... outgrew other kiddie rides at 1949 R.R. Fair. Chicago to operate—3 goblins a day... Can also be used as a sound tool with the two-faced removable sign (furnished) mounted between units.

FLY & HARWOOD, Inc.

---

**Eastwood Bow Gets Assist From Court**

**Detroit, March 25.—An April opening for Eastwood Park here appeared probable this week as the result of a ruling Wednesday (22) by Circuit Judge Allen H. Noe in a suit filed by the two-faced removable sign (furnished) mounted between units.**

---

**Midway for Decatur Event**

**Decatur, Ill., March 25. — A midway will be a feature of the fourth annual B.A.R.-Q of Council 377, Knights of Columbus, on the St. Teresa High School grounds, reports Owen T. (Red) Musman. Tickets for chances on three cars and nine U.S. bonds go on sale May 1. Proceeds go to the K. of C. St. Teresa High School building fund. Liberty benches and Dick Ernest are chairman. The publicity committee has $1,000 to spend on advertising.**

---

**Horan Show for Bangor Fair**

**Bangor, Me., March 25—Bangor State Fair, resuming operations this summer with a new green line to replace one burned out last year, recently signed the Irish Horan Lucky Winners as opening feature. The annual, to be held again at city-owned Bangor Park, will run August 1-12.**

---

**America's most talked-about Kiddie Ride...**

**ALLAN HERSCHELL SKY FIGHTER**

Everyone's talking about the SKY FIGHTER... Allan Herschell's new and exciting Kiddie Ride is approved by all Kiddie Riders at the Canadian Exhibition, Texas State Fair and again at Tampa's the largest amusement ever built for small fry.

Combination of hydraulic system and fluid drive simulates lift, earth and sets them in motion around center with smoothness and speed. Nearest thing to natural air flight ever built.

Kids go wild to operate the realistic "multiple guns" mounted on nose and tail. Guns swing in 60° arc, produce convincing roll-over effect when triggered is pressed.

Write, wire or phone to Charles Allen, Herschell Bros. Inc., 140 C-F, Chicago, Ill., for descriptive literature, production schedule and price.

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**THE TILT-A-WHIRL Ride**

Outstanding for Public Appeal * Stability * Good Quality * Portability * High Class * Earning Power

SELLNER MFG. CO.
Faribault, Minnesota

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**DELUXE KIDDIE RIDES**

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- **PLANE RIDE**
- **AUTO & FIRE ENGINE RIDE**
- **PONY BUGGY RIDE**
- **CHAIR RIDE**
- **LITTLE SKIPPER**

Also manufacturers of Adult and Kiddie Chaparrals, Dream Wagon, Kiddie Rock Rides. Write, wire, phone for literature.

**Selling Corp.**

Marine City, New York

---

**C-RUISING CORPORATION**

Selling Corp. 7th & Murdy Ave., Salem, Ore.
IF IT'S PROFITS YOU WANT

BUY -SKEE-BALL-
REG. U. S. PAT. OFF.

America's Favorite Skill Game

Skee-Ball Has Exclusive Features

Don't be confused by past experiences or illusions or old equipment. The public likes to play on new and modern equipment just as you like to drive a new and modern car. The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised and accepted by the public as the best 5c coin operated bowling game of skill.

IT'S A LEGAL GAME EVERYWHERE

A 15 ALLEY PARK OPERATOR REPORTED $33,000 GROSS RECEIPTS FOR 1949—HIS FIRST OPERATION.

A 6 ALLEY ARCADE OPERATOR GROSSED $2,300 IN LESS THAN 3 WEEKS—"BEST GAME FOR ARCADES ANYWHERE," SAYS HE.

ALWAYS AT TOP RACK PROPRIETOR GROSSED $375.00 IN 18 DAYS OF OPERATION IN PHILA.

IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE—WE'LL SHOW YOU HOW.

PHILADELPHIA TOBOGGAN CO.
130 E. DUVAL STREET, PHILADELPHIA 46, PA.
AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

NEW KIDDIE RIDES!

ACT NOW!

• PONY & CART RIDE
• FIRE ENGINE RIDE
• AIRPLANE RIDE
• ROCKET RIDE
• ELEPHANT RIDE
• SPEED BOAT RIDE
• AUTO RIDE
• MINIATURE TRAINS

KING AMUSEMENT CO. • MT. CLEMENS, MICH.

KIDDIE RIDES
ARRANGE SPACE IN YOUR KIDDIELAND FOR A
• TROLLEY STREET CAR
• JET PLANE RIDE
BISCH-ROCCO AMUSEMENT CO. 5441, COTTAGE GROVE AVE., DOWNTOWN, OHIO 228 CHICAGO, ILL.

SUNSHINE MFG. CO.
 Builders of the famous Electric Sunshine Choo Choo Train, all-weather folding portable boat ride. Balsa Ferry, Wheel, Kiddie Auto Ride, Airplane Ride and the new Sunshine Whistler. Latest ride out, Carnivals, Parks and Kiddielands, we can furnish you with one or a complete set of rides that are all proven money makers.

Wire, write or phone 3291514, 2105 E. Chelton St., Tampa, Fla.

STOCK TICKETS

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THE TOLEDO TICKET COMPANY
111-116 East St., Toledo, Ohio

SPECIAL PRICES

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Out in the Open

Karl H. Streich, president of Nay Avenue Amusement Company, which operates Nay Ave Park in Scranton, Pa., recently purchased a Comet Junior Kiddie Roller Coaster from National Amusement Device Company, Dayton, O. Ride will be ready for the park’s opening in May. The Comet, which also carries adults, will be supplemented to the adult-carrying Dodgem housed in a building adjacent to the Comet location. . . . Mac Matthews, formerly associated with River View Park Trailer Sales, Chicago, has been named field representative for Rollhome Trailer Coach Company, Marshfield, Wis.

Robert P. Trask, director of the division, reports that mid-way control at fair of the Massachusetts Department of Agriculture, is in N. E. Center Hospital, Boston, and expects to remain there for several weeks. The Irish Horan plans to Portland, Or., for the christening of Irish’s grandchildren, Stephen and Ann Horan.

Tex Sherman, who handled the press for the Hamid-Morton Circus star Shrine date and the Dade County Fair in Miami, is preparing to leave Florida soon for New York, N. Y., to handle publicity for the Salt Lake Temple Circus. . . . Jack Reynolds, manager, Wisconsin State Fair, Milwaukee, is a patient at Milwaukwe Hospital where he underwent a spinal operation. Taylor Brown, secretary of the Columbus (Wis.) Fair, is convalescing at the same hospital.

Talent Topics

Black Tops Midway
For Chain of Rocks;
New Kid Ride Added

ST. LOUIS, March 25.—Carl F. Tripp, president of Chain of Rocks Park here, announced that part of the fun spot’s midway will be blacktopped this season. Tripp hopes the work will be completed by opening day, April 2.

Other improvements listed for the park by Tripp include a picnic shelter, new punch booths and the addition of a $4,000 Boat Ride, purchased from the Allan Herschell Company for the Kiddieland.

A TALENT TOPICS

Rodeo Manager Jack Warkentin states it will start with an evening show (25) and follow this all-day performance on Victory Day. A 10-acre parking lot will be available.

3 NEW KIDDIE RIDES
by Eyeley

THE WHALE
MID-O-RAZER

KID-O-PLANE

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36 PASSENGER W H A L E
S W I N G A N D P L A N E
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C L O V E R D A LE, B. C. MARCH 25. —)

Rodeo Manager Jack Warkentin states it will start with an evening show (25) and follow this all-day performance on Victory Day. A 10-acre parking lot will be available.
3000 BINGO
No. 1 cards, heavy white, black sham. 50c. Each. No. 2 cards, double faced. These cards are complete with calling numbers. Each Card, 10c. 125 cards, $1.25. 1,000 cards, $14.00. 11,000 cards, $140.00. All cards for 100 numbers Calling Numbers. The Tow Card (13 cards). No. 1 cards, $1.50. No. 2 cards, $1.75. No. 3 cards, $2.00. 3000 KENO
Made in 20 sets of 100 cards each. Placed in boxes across the cards, not up and down. Light weight cards. For set of 100 cards only $1.00. 100 cards, $1.00. LIGHT WEIGHT BINGO CARDS
White, cream, yellow, and white, pastel colors, and black lettering. Can be obtained at discount. 1,000 sets, $10.00. 479 sets. 2 of 100 sets, $2.00. 100 sets, $1.00. Set Numbered: Bring Bally Ball... $1.00. 500% Jack, Full Bingo tickets of 1 sets. 100% Per 1000 sets, $1.00. 500% Per 1000 sets, $1.00. 1000% Per 1000 sets, $1.00. 1500% Per 1000 sets, $1.00. 2000% Per 1000 sets, $1.00. 3000% Per 1000 sets, $1.00. Card No. 2000 cards, $5.00. Card No. 5000 cards, $10.00. Colorful cards of various numbers. No. 1000, No. Diameter, 3.50. 2000 cards, $10.00. 3000 cards, $15.00. 5000 cards, $25.00. 10000 cards, $50.00. Smallest Edge. Cards only. 3.00

New Chevrolet CARS AND TRUCKS
SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
JOHN BUNDY
REPRESENTATIVE

CHAIRS
Every Type and Variety
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MEN — WOMEN — CHILDREN
CARNIVAL INSTALLATION
LARGE EAT & PLAY
LIBERAL 10-DAY TRIAL OFFER.
PROTECTS YOUR INVESTMENT.
WRITE FOR ILLUSTRATED FOLDER.

TRUNKS
ETRUSCO—GOOD LOOKS
29.95 $8.95
47.95 $12.95
55% with orders
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S A L E
THE SENSATIONAL "VENDCAR" $$$$ PUTS YOU WHERE THE PROFITS ARE $$$$ APPROVED BY NATION'S LEADING SOFT DRINK FIRMS.

IN USE NATIONALITY
SOLD IN 20 STATES
300 LOCATIONS
125,000 cards
300,000,000 cards

$$$$$ FOLLOW THE CROWDS $$$$$
Now for the first time you can have a completely portable vending machine that COMPETE, REFRESH and SELL your drink. Fill the case with your choice. The VENDCAR's sturdy frame is beautifully finished in aircraft quality aluminum and looks attractive and neat on roller bases. Just $88. BEAT THE SEASONAL RUSH — ORDER NOW $88
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A Cluster of Six 40 Watt General Electric Fluorescent Lights This "Super Light" Brings You More Customers—Extra Sales!
Can Be Seen A Mile Away Overall Height 57" Diameter 8¼" Available In White or Colored Lights. In Full Circles or Half Circles To Mount on Walls or Stands.
Buy Direct and SAVE!

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
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MAKE $100.00 A DAY ON CANDY FLOSS
$25.00 Extra Display Stand
SUPER WIZARD CANDY FLOSS MACHINE
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315 W. State St., Nashville 3, Tenn.
GIVE TO THE RUNYON CANCER FUND
MATERIAL PROTECTOR FROM COPYRIGHT
**NSA Ladies' Frolic Contributes $55 To Increase Sunshine Fund**

NEW YORK, March 25—The Donor Luncheon of the National Showmen's Association Ladies' Auxiliary, for the benefit of the Sunshine Fund, was held Saturday (18) at the Hotel Commodore here.

Program opened with an invocation by Rev. Brad Lamb, Associate Pastors, Greenwood United Church of Christ, Syracuse, N.Y., and Rev. W. M. Goodway, First Presbyterian Church of Boston, Mass. Prayer was followed by the singing of the National Hymn, with the audience standing. Rev. Mr. Goodway, who has been an active worker in the auxiliary for nearly 12 years, gave a talk of the founding and organization of the auxiliary 12 years ago. Presentation of awards was made to Mrs. Ross Harri, Mrs. Anna L. Green, and Miss Mary L. M. Goodway, who have been active members of the auxiliary for many years.

### Merchandise Donations

Prices were donated by the following: Victor Gift Shop, two, Betty Bonner and Jeanette Stein; (2rs.); two, and one each from M. M. Yarnell, Mollie Rosenthal, Frances Stasio, Connie Productions, Ethel Shapiro, Vera Zuechi, Ralph Wilson, Lillian Wallenstein, Julia Taffet, Anna Halpin, Blanche Henderson, Margaret McKeve, George Distillation, Lillian Lorozum, and R. B. Marsh-Brong-Rominger, head usher; Mag- nolia Hamid, Broadway Book Shop; Rooster's Restaurant, and the Beauty Salon.

Field trips were donated by Mrs. Ross Harri, Mrs. Lawrence He- mann, and Claire Sabiner, Cash for New York, and other exhibits in the Auxiliary's domain.

### North Ponders AGVA Contract

North Ponders AGVA Contract (Continued from page 61) been established would not cross the road, and the program was announced as "no longer a challenge to anyone, but a challenge to organized labor."" Earlier in the week representatives of the Associated Actors and Artists of America (AYA) fast-tracking campaign, headed by Sally Foch, business agent of the International Association of Stage and Stage Employees, to investigate the dispute. Treasurers and box-office workers, the companies, managers, agents, theatrical agents, ex- hibitors, labor, workers, costume and scenic artists were the crafts represented by the committee.

The group expressed support for the new Exchange of AVCA and concern over the possibility of a placard. AGVA reps here stated that North had received a cablegram from W. C. Howard of the American Society of Variety Artists in London, that all the group members have received orders not to work the circus until North comes to terms with AGVA.

### SESQUI READIES BIDS

(Continued from page 62)

Maximilian V. Heister believes it is a good idea to make the midway, and current planning calls for special events to stimulate business that day.

An ambitious July 4 promotion is slated to be built around the five-day program, June 30 thru July 4. Acts signed for this program include the famous Zambini Brothers, Zucchinis, clairvoyants, and Elvers Johnson and His Funky Ford. One more booking is yet to be made. July 4 fireworks will be presented under the guidance of Art Theatrical Diefenbach Company, Chicago.

Unusual special events planned during summer include pony giveaways. Outstanding rodeo put on by prison will be presented in grandstand oval, performing for first time away from prison.

Ridgemont Auto races run under AAA rules will be presented Wednesday nights by Henry W. Watson.

### New Electric Popper Profit Wise Operators Are Asking About

The New Improved "POLAR PETE" Snow Cone Machine Have You?

MATERIAL PREVIOSLY SUBMITTED

[Image: Material provided by copyright holder]
Joyce Office Inks
Folk Talent Into 3 Pennsy Resorts

PHILADELPHIA, March 25—Jolly Joyce, head of the local talent agency bearing his name, has announced exclusive booking arrangements with four parks. Featuring the stars and hillbilly names, Joyce announced bookings for Radio Park Ranch, Williamsport, Pa.; Circle A Ranch, Medford, N. J.; and Sleepy Hollow Ranch, Quakertown, Pa., with Hollywood and Broadway attractions included.

Radio Park Ranch, operated by Ken Montana, brother of Western star Paty Montana, kicks off May 14 with Lula Belle and Scotty, with Elton Britt and Rosalie Allen set for May 28 and the Three Stooges for July 4. A show scheduled to appear is Montana Slim. Circle A Ranch also gets away May 14 with Jesse Rogers and His Hacks and Lula Belle and Scotty set for June 18. Dates still must be fixed for Grandpa Jones and his Grandchildren, Elton Britt and Rosalie Allen.

Sleepy Hollow Ranch starts May 7 with Pee Wee King. Other bookings include Johnny O'Keene's Ladies, Be Seated show, Texas Jim Robertson, Steve Gibson and the Redcaps and the Hoosier Hot Shots.

Plan 100G Museum
For Ripley Oddities

ST. AUGUSTINE, Fla., March 25—Erection of a museum here at an estimated cost of $150,000 to house the late Robert L. Ripley's collection of oddities was announced recently by John Arthur, president of John Arthur Exhibitions, Inc. of New York, and Robert Hyland, administrator of Ripley's estate.

Arthur said that Edward Douglas, former manager of the Capitol Theater in New York, and Ray Elliott, owner-operator of the Beach Drive-In in St. Augustine here, will be affiliated with him in the project.

Construction of the museum, to be located on a road adjacent to Elliott's open-air theatre, will be started in the near future, with opening date some time late this year, according to Arthur. He said that the building will have a 200-foot basement and be 40 feet in depth.

Arthur added that the six road shows of his org. featuring some of Ripley's oddities, would continue to exist.

Glazier Heads Stampede
Asst. at Ponoka, Alta., PONOGA, Alta., March 23—Sixteen of Central Alberta Stampede Association's three assistant managers are J. Glazier, president; M. E. Granlund, vice-president; and K. M. Granlund, secretary-treasurer. Dates set include: Hand Hills, with F. Courtney director, June 7; Coronation, A. Laird, June 9, 10; Holden, L. Bell, June 13, 14; Cadogan, Vic Marshall, June 21; Hardisty, Pete Germain, June 18, 19; Ponoka, M. E. Granlund, June 28, 29, 30 and July 1; Rimbey, Dick Kinzle, July 3; Leth., Ticknail, July 14, 19; Big Valley, Father O'Heran, July 21; Ber. Village, date not set; Stett., Vic Stuckey, July 6, 7, and Louansa, director not named, June 8.

H. Frizzell Acquitted
In Big Springs Slaying
MIDLAND, Tex., March 25—Herbert E. (Buck) Jones was acquitted in a local court last week on a murder indictment growing out of the slaying last August 4 of Henry (Boe) Jones in the Big Springs, Texas, rodeo arena. It took two hours and five minutes to find Frizzell innocent.

Witnesses at the trial testified that Frizzell was living up to the code of the old West when he shot Jones to death before 2,500 spectators. Defense attorneys described Jones as "pugnacious, hard-drinking bully."

DON'T WAIT... IT MAY BE TOO LATE!
GET YOUR INSURANCE NOW...

From The Man Who Knows Showmen's Insurance Best...

CHAS. A. LENZ

CHUNK-E-NUT PRODUCTS CO.

PEANUTS POPCORN SUPPLIES

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER	BANK THEODOR	ED GERS	RALPH COBB
231 N. Second St.
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WE PRINT BY SILK SCREEN PROCESS
Show Cards and Placards
Submit sketches for estimate. We will give date-line delivery anywhere in
U. S. A., P. O. B.

W. & G. SILK SCREEN COMPANY
300 CHRALICAL BLDG.
DEL. MOINES, IOWA
Bernie Mendelson Fast Stepper
As Youth — That’s No Joke, Son

(Continued from page 53)

up with Sunny Bernet, then representation was a poster painting and sketching, and Ned E. Tord, of Wisconsin. In Luxury Deluxe Company, Milwaukee, to tour the country, visiting shows, that he really began to pile up friends and acquaintances.

The Mendelson-Torti-Bernet trio was one of the greatest ever to hit the road. It brought cheer to the folks, and sometimes the material was to the height of fun, and its fame spread.

Pat Green, then with The Billboard and now with the Figlio-Manum circus, tagged the three touring show suppliers as the "Three Musketeers." The tall end of that title stuck and the management increased when Berni Mendelson joined its membership to a firm that was added to the other two.

Outlawed Quarters
At Bernie cut capers and jackpots on the road, the circus cutters in his act, who were busy, had little time for jackpots. Three times in the O. Henry organization put its quarters.

Business continued to mount. But then came World War II, causing a short circuit, with Berni going in the navy and O. Henry changing over to the manufacture of machine guns. At the outset of the war, O. Henry was active in the manufacture of cot covers and hospital covers. Eventually, however, its production was concentrated largely on ward tents, and the company made more use for visual instruction and enlisting help at army installations.

Bernie spent 21 months in service, became a parachute rigger, and after the war he was chief, and put in service as a carrying aircraft service unit. During the first half of 1945, he immediately plunged into the canvas business.

His most outstanding job with canvas, he believes, was one for Northwestern University in 1949 when college execs decided to hold a musical in Dyche Stadium, Evanston, Ill. The college boys had themselves hankered because no one had come up with a way of covering a portion of the stadium.

Three other canvas houses had been called in, but each said there was no way to do the job. Then O. Henry was summoned. Bernie, in collaboration with an engineer, devised a covering which turned the trick. The students, confined by the football field up and over the top of the stadium'ssecond deck, which was a mile high. One of the parts was that no poles could be set up to block the 60 by 100-foot stage. But this problem Bernie and his collaborating engineer also solved. They set poles to the sides and rear of the stage, using a piece of canvas 120 feet wide at the front that flared to 375 feet at the back. To provide a theater-like atmosphere, sidewalks that followed the slope of the stadium were hung along the sides.

Bernie is one of the most active workers in behalf of the Showmen's League of America and is irrevocably called upon to head committees in charge of SLA's parties. The SLA, however, is but one of many outdoor amusement factories in which he holds membership. In fact, he is a member of practically every club in the country. He also is past commander of the Al Soper, Showmen's League of America Post, American Legion, and a member of Egypt Temple Shrine, Tampa.

Beatty Elephants
Run Amok; Injure Le Roy Spellman

POMONA, Calif., March 25—Elephants of the Clyde Beatty Circus got loose here yesterday (4) while being loaded back to the train and injured Le Roy Spellman, 28, an attendant. Spellman was taken to the hospital with head injuries, and one of the elephants had thrown him to the ground and rolled on him. The elephants were recaptured and police stated the whistle of a passing train startled the animals.
Carnival Routes

2160 Patterson St. Conshohocken 22, O.

(Routes are for current week only when no dates are given. If dates do not appear, routes are for next week.)

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Enthusiasm Marks Annual Meeting Attended by 200; John Collins Named Prexy

N. E. OPERATORS ADOPT BRIGHT NEW LOOK

Members Continue Battle for Excise Tax Cuts

Cleveland, March 25—When Puritas Springs Park goes over for its annual meeting here Sunday (4), a total of $3,000,000 has been spent by President, according to a previous report. Park stays open and dances tonight. Spot will again fire up fireworks and free acts. Park officials are Pearl Gooding Viskov, president; James Gooding, vice-president, Harry R. Wood, general manager; H. D. Danner, general superintendent; Harry Knox, superintendent; and George A. Hohman, Jr., vice-president of the National Park and Recreation Association. Puritas Springs Park will hold a special meeting here Sunday (4), at 2 p.m., to discuss the possibility of changing the name of the park from "Puritas Spring Park" to "Puritas Springs Park." The meeting will be held at the Puritas Springs Park Hotel. Puritas Springs Park, located in the suburb of Cleveland, is a popular resort for Clevelanders during the summer months. The park features a variety of attractions, including a water park, a miniature train, and a dance hall. The name change is proposed in an effort to attract more visitors and boost business at the park. Puritas Springs Park has been in operation for over 50 years and has been a popular destination for Clevelanders and tourists alike. The park's management is committed to providing a great day out for all, and they believe that changing the name will help to achieve this goal. The meeting will be open to the public and will provide an opportunity for park-goers to voice their opinions on the proposed name change. The park's management will take all feedback into consideration as they make their decision. Puritas Springs Park is located at 2500 Puritas Springs Road, Cleveland, Ohio 44106. For more information, visit puritas springspark.com or call 216-576-7700.
World's Largest Designer, Builder, and Manufacturer
Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie
Ferris Wheels, Kiddie Roller Coasters and the Famous
CENTURY FLYER MINIATURE TRAIN
Operating now in more than 100 leading parks in the United
States with gratifying results.
Roller Coaster Chain, Rails and Equipment on Hand.
WRITE FOR INFORMATION TO
NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

NEW BAY SHORE PARK
ON BEAUTIFUL CHESAPEAKE BAY
ONLY 14 MILES FROM BALTIMORE VIA DUAL HIGHWAY
UNDER NEW OWNERSHIP AND MANAGEMENT
BEAUTIFUL BEACH — MODERN BATHHOUSE — NEW DECORATIONS
WANTED
FISH POND, PITCH-TILL-U-WIN, DART-A-LITE, NOVELTIES,
GREYHOUND RACER, SHOOTING GALLERY, FERRIS WHEEL,
BINGO (CASH PRIZES), TRAIN RIDES (UNHOUSE 136'x64'x9')
WIRE OR WRITE
WM. F. SHINNICK, Park Director, 1529 Mansey Blvd., Baltimore, 2, Maryland

RIDES
CONCESSIONS
SHOWS
OPENING JUNE 2
OPENING JUNE 2

MINIATURE STEAM TRAIN
Train pressed next to Center in thing big parks, 1 Train
now in operation.
GROSS $2,500 TO $15,000 A SEASON
Begin and learn, normal steam operations, make real
money in any town over 10,000 population.
Approved in 1950. S. J. Trotter, Steam Trains are
sought for special event and rent free. Needs from
275 to 350, dressed as they are right away or
similar.
OTTAWA AMUSEMENT CO.
146 M. Wabash Ave., Chicago 1, Ill.
Phone Alton 3-6112

HIGH QUALITY
KIDDIE RIDES
ROTO WHIP — SPEED BOATS — PONY CARTS
CALLOPING HORSE CAROUSEL
Illustrated Circulars From

W. F. MANGELS CO., Coney Island 24, N. Y.

LAST CALL
LAST CALL
FOR NEW MILLION DOLLAR PAVILION AND
AMUSEMENT PARK
OPENING MAY 1
Want first class Beach and Park. Type Concessions such as Anthony, Long Range, Novelities,
Hit-Striker, Root Beer, Pernerts, Sco Cane, Beach Wear, Jewelry, Scale, Age, Floss, Nut Shop,
Dexter Machine, Photos, French Fries, or any Class. Straight Concession. West End House, Glass
Thieves, Orvvy, Little Boat, Tilt, Ballroom, Latrine, Roll-Off, Dark Ride, or any flat Major
Ride not conflicting. Space limited, no time to lose. All contact:
SHERMAN HUSTED, Manager Amusement Park, or
EARL HUSTED, Manager Pavilion, Myrtle Beach, S. C.
P.S.: Sorry, Sharp, contact at once if coming. Must be here by April 15.

INDIAN POINT PARK
WANTS
Dodge or Scooter, Ferris Wheel, Whir
other Major, Scooter Roll. Portable
Skating Rink, Shooting Gallery
Park opens May 20
Indian Point Park
152 West 43rd Street
New York City
CH 7-6559

WILL LEASE OR BOOK
ON PERCENTAGE FOR SUMMER STATION OF 1950
Building all enclosed for small animal area
Will also consider mechanical show or what
contact owner at once.

WANT RIDES
For largest vacation park in New England. Major Rides except Motor-Driven in
A-1 condition. Few Concessions open.

GEORGE S. CRIPPEN
BOX 150
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AMERICA'S FINEST
WILLIAM D. PERRY
2541 W. Washington Blvd.
Chicago 18, Ill.

FOUR MAJOR TRAINS
FOR L. C. C. AMUSEMENT PARKS
SOUTH BAY, SAN DIEGO, CALIF.

WANTED
For Summer Season in Park
REYNOLDS PARK
P. O. Box 2135
Winnsboro-Salem, N. C.

WANTED FOR
JOYLAND PARK
By Mr. H. W. B. (For amusement)
(Will open May 15th! 11 Labor Day)
Portable Equipment, great demand for this
season. All types, 1st in quality. Have
Ride Employees. Print Trade Paper. Open
April 28, 1950. Phone "Hammond" 1363.

NORMAN CHAMELLIS. Rocky Mount, N. C.

LAST CALL
FOR SALE—WEST SIDE PARK
5 Concession Buildings, 600 ft. river front, Ideal location.
Exposed, $50,000; selling price, $45,000 cash; $10,000 needed; all cash price, $12,000.
A gold mine for park or showmen. Will consider leading to responsible park man. Get details.
SAFRANEK, Vincennes, N. J. Phone VI-9-5650
N. H. Annuals Face Possible State Aid Cut

Governor Voices Warning

CONCORD, N. H., March 25—Governor Adams warned delegates attending an annual meeting of the New Hampshire Fair Association here Tuesday night (21) that he would be ready to cut the $13,500 appropriation he made for the 1950 fair season. At the meeting, he said that he had no idea what the State could have, or even a dollar, from the State legislature for the 1950 fair season.

Two years ago, Governor Adams said, the legislature voted $10,000 to the Farms and Forestry Department for the fair season. This was cut to $2,500 last year. This year, he said, the legislature will have to decide whether to continue the fair season at all.

5G Grant in '49

Several unsuccessful attempts were made in the 1949 legislature to turn the race track subsidy, which totalled $85,000 last year, over to the State education department to help reduce local school costs.

Cassidy, of Rocher, was elected president of the 22-year-old association. He succeeds Edward W. Burnett of Gilford.

Other officers elected were Harry Blanchard, vice-president, and Robert W. Smith, secretary-treasurer. Directors are Frank A. Bantle, Franklin E. Bantle, Jr., Lester R. Mitchell, Cattayan; Frank E. M. Kimball, Hopkinton; and Warner B. Kimball, Campton.

Several unsuccessful attempts were made in the 1949 legislature to turn the race track subsidy, which totalled $85,000 last year, over to the State education department to help reduce local school costs.

Wis. Confab Draws 64 From 14 Nationals

MAUSTON, Wis., March 25—A total of 74 representatives attended a conference here Thursday (25) of the Association of Fairs held by the Wisconsin State Fair Association.

Wisconsin State Fair, conducted a panel on women’s interests in county fairs, Classification and Handling of Domestic Economics Exhibits, with special emphasis on women’s projects.

Educational Panel

Milo J. Peterson, Department of Agricultural Education, University of Wisconsin, presided at a session on women in the educational programs for county fairs. He was assisted by Dr. Robert J. Martinson, chairman of the department, and Dr. Lillian S. Johnson, a State Fair director.

The panelists were: Dr. Robert J. Martinson, chairman of the department, and Dr. Lillian S. Johnson, a State Fair director.

45G Grandstand For Grand Rapids

GRAND RAPIDS, March 25—A new 45G grandstand, which will seat 2,500 persons, was dedicated here today with ceremonies in connection with the opening of the Grand Rapids fair. The grandstand, which cost $15,000, was dedicated in honor of Mayor A. J. Stoeltz, who was the guest of honor at the dedication.

The grandstand is 100 feet wide and 150 feet long, and has a seating capacity of 2,500. It is constructed of steel and concrete, and is supported by concrete piers. The roof is a steel truss, and the exterior walls are of 12-inch thick concrete. The interior walls are of 8-inch thick concrete.

The grandstand is used for a variety of events, including horse shows, pageants, and concerts. It is also used for outdoor concerts and other events.
A SURE FIRE HIT! • FOR YOUR • CELEBRATION, PARK OR FAIR

BILLY OUTTEN AND HIS TROUPE

COMEDY • THRILLS • BEAUTY
PLUS A FLAMING MINI MACHINE

Geo. M. Horton Agency
PITTSBURGH 29, PA.

NATIONAL SPECTACULAR SHOWS

CLASSIC FILMS, 16MM, 35MM, 70MM

FAMOUS HOME-MOVIE, RING AND STAGE SHOWS

SILENT FILMS, BURLESQUE, COMEDY, CRIME, AEROPLANE, MUSIC

CINEMA SUPPLY CORP.
SOUTH BEND, INDIANA

EAGLE GROVE DIST. JR. FAIR

AUG. 21-22-23

Plenty shade and water. Original Free Cuts Fair. Independant Concessions and Shows wanted.

GERHARD HANSON, Secy.

EAGLE GROVE, IOWA
Record Hung Up at Tee-Off Of Antioch Shrine Show in Dayton; Davenport Directs

Outstanding Acts Stud Two-Hour Program in Coliseum

By Charles Wirk

DAYTON, O., March 25—the Red Fox Club of Antioch Temple Shrine here this year deviated from its policy of presenting its circus under the banner of Polack Bros., by offering an independently produced show under the direction of producer Orrin Davenport. The show is being presented in the Fairgrounds Coliseum twice daily, March 23-April 1, exclusive of Sunday.

Opening with a matinee Thursday afternoon, a 1950-seat auditorium was filled to give the sponsor the largest opening attendance it has had in its eight years of operation. Price scale is set at $1.25 and $1.50, including tax. Advance ticket sale is 25 per cent greater than in 1949.

A. K. (Buck) Waltip, who handled the promotion, stated that it was the

Massimiliano Truzzi

Ink Show

MACON, Ga., March 25—Floyd King and Lucid Cristalini, co-owners of King Bros. Circus, announce the signing of Massimiliano Truzzi, juggler, as one of the new features of the show.

Truzzi is expected here from Sarasota, Fla., within a few days. King Show opens the season here April 6.

Harry Underwood, contract agent, on advance for several additional weeks ahead home because of ill health. James DeForest succeeds him.


Beatty Opens To Turnaways At El Monte

Prep for LA Stand

LOS ANGELES, March 25—The Cycle Beatty Circus got off to a strong 1950 start in near-by El Monte Monday night when the winter quarters of the town proved inadequate and a large crowd jammed the show. 4,000 fans were turned away because the turnstiles were out of order.

El Monte police were called in at the first evening performance. The 3500 fans were turned away at the first evening performance.

Theoretical police at the El Monte show were given a good ake. Late arrival in Uplands delayed the matinee but a strong crowd was on hand. In the morning, a strong crowd was in the area.

The Beatty fans were given a good ake. Late arrival in Uplands delayed the matinee but a strong crowd was on hand. In the morning, a strong crowd was in the area.

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Polack Bros. Eastern

Plenty of rain and ice during the engagement in Akron before the show is doing was expected. However, Mrs. Ally promoted the date. Lots of visitors and fans of the show were in Akron, Ohio. Albert Fleet has a new baby when that is the peak of the show. Ed Raymond and the cast of circus animals were well received by the crowd. Mrs. Termini celebrated his birthday with a party attended by Josephine Bertolino, Vicki, Alex, Ken, and many others. Mrs. Termini and Mr. and Mrs. Natalie, Mr. and Mrs. Earl, and John performed.

Lots of new costumes are appearing. The Scotch band is led by Sidney Heytman, the announcer, and looks at the part. Perfectly done due to his timing and finesse and everyone is happy. Elly Ardelt has rejoined after being away in Montreal. Karen Fink, Ruth Forrest, and John are now a family. Doreen, Mr. and Mrs. Donald, Mr. and Mrs. Dwight Moore and family, Joanne, and Ethel, Ruth, Phil, and Mildred, have moved to Underhill, Roy Wood, Bill Omes, Mary, and Mr. and Mrs. Melba, Mr. and Mrs. Tom, and Mr. and Mrs. Harper, Mr. and Mrs. Guy, Sonny Carter, Sam Werner, and Mr. and Mrs. Dave, Munich, and Mr. and Mrs. Mike, Munich, have moved to Underhill. Amorinetic, Miltie Millite, Carlton Smith, Pete Niels, Mr. and Mrs. Donald, Mr. and Mrs. Dunn, Mr. and Mrs. Charles, Mr. and Mrs. Earnest, Mr. and Mrs. Ray, Mr. and Mrs. Ernest Raymond, Elwell, Mr. and Mrs. Bill, Elwell, Mr. and Mrs. Bing, Bernstein. -IRENE LAFAYETTE.

Hamid-Morton

With heavy kiddle attendance, our date in Morton, Ill., turned out to be very enjoyable. On the last night of the three-day engagement, which was delayed by the show, the Kelly-Miller show left for their new home in Chicago, Ohio. Pia Bialy had the exact date of the show at four o'clock. Mrs. Termini and the cast of circus animals entertained all of the cars girls at her home.

Clown attended received word to appear in Buffalo three days ahead of opening to make a radio and television appearance. Visitors: Leo Melan, Jack Harrison, clown, Berni, and Mr. and Mrs. Brenda, former juggler, now employed in the Wrigley Post Office; Slim McCurry, ex-circus clown. -GEORGE HUBLER.

Wirth's

Every segment of covers was now for the show opening at Sydney, Australia. St. Leon's riding act, Con and Andi with their new and more colorful and acrobats joined the date for the show. Made a 1,500-mile flight over the Tasman Sea in her. The four days required this mode of travel for her appearance arrived by ship, was a sorely needed breather. Norman Rutter took two full-length movies in one day. The two weeks prior to the departure of the caravan, spent on the North Island of New Zealand in wool country. We also spent a weekend in Taumar at the Bay of Plenty.

CALL CALL CALL Mills Bros.' Circus

Polack Bros. Western

The final week in Chicago was a pleasant one. Hubert Carlson was host at a night club party to Count Felix von Goetzen, Dr. and Mrs. Charles Huesner, Miss Kimball, daughter of G. V. Zeilting Radio Corporation; Honey Alfred, Walter Shreyter, Justin and Amaida Loyd, and Joe Estrada. Gala broadcast the week.

A. E. (Jack) Klein returned to the show after playing the Edna Curtis date in Minneapolis. Billy Lorette, noted clown, spent a day on the show recently. The week's vacation saw Harry Dunn take off for St. Louis. Billy Griffin to Fort Branch, Ind. Bobby Kellogg Paul, Vida, Nana Wooldred, to New Jersey; Sherman Brothers, Bellevue, Ky.; and Freeman's Manchurian, Ind.; J. C. and Bernard Zener went to New York. Visitors included Mrs. McVay, mother of Betty Bell; Miss Gertrude Kohi and Norma Kohi, mother and daughter of Eddie Kohi; Mr. and Mrs. Johnnie Van and family; Lyle H. Joe, CPA; Springfield, Ill.; Osborne Sorley; Edna Curtis, Mr. and Mrs. Bond, Danville and daughter, Whitley; and Evelyn Floyd, to New York.

Polack Bros. American

Show followed Nolan's graduation in Yuma and Tucson, Ariz., but judging by excellent patronage enjoyed so far the week, competition can't have been at all. Capt. and Mrs. Harry Clark have been getting their newest addition, a colt born on St. Patrick's Day. Clara and Eugene Hogg hosted the family for a recent visit. I, however, child, Iro, is keeping the backyard in an upright with his antics, and Clara and Eugene are doing likewise to the audiences with their race of the pies.

Peano and Donita Roche are doubling in brass these few weeks, Bologna, Italy, nightly and mad playing the music for the show. Spending the week with the Holgide clan in Tuscany, they are now on contract for a movie, powered by the WAC's, A special movie party, including Dario Zara's assisted film, entitled "A Day in the Life of a Child," is now being produced in Hollywood, Calif. -JOE HODGES HODGGIN.

Gran Circo Americano

Opening in Santo, March 15 to a very large crowd. Biz has continued strong the first week. Don Floyd opened with the show after coming from Jamaica. Joe was playing all of the engagement. He is doing a wire act. The clowns are wearing new outfits for the clown baseball number. New to the menagerie is an emu. Mrs. and Mrs. Bernard are working the ticket office. Jack Gordon has new juggling clubs.

The clowns are wearing new outfits for the clown baseball number. New to the menagerie is an emu. Mrs. and Mrs. Bernard are working the ticket office. Jack Gordon has new juggling clubs.

Lalo Escalante, Elton and Bent Blue; Smithy, box rider, and the writer went deep-sea fishing there. The Polack Bros. financed tours to the upper sea for all their working men. Phil Escalante is one of the programs with an injured shoulder. Ray Humpreys is filling in as a dancer. Johnny and Josephine are returning to the U.S. in a week. Jack will join them after this date when he rounds up the rest of the show and reaps $15,000 to the animals. He is taking along BOB SEIDEN. -JOE HODGES HODGGIN.
Co-owner Robert Morton, of the Humid-Morton Circus, and Mrs. Morton from⠀⠀ốn Tuesday (2) with Omar J. Krayon, Dr. E. L. Cooper, of Wichita, and Police Chief George Strohfeldt, of Wichita, for week's fishing following the Wichita date. Howard Y. Berry and Len Humphries, of the Hamid-Morton show, stopped in Chicago on their way to New York for special circus for the show... Hamid-Morton shipped four elephants for the Kelly-Morton Circus from Wichita... The Miller family, Bill, Mack, Myrtle and Jack will not be with Capell Bros. Circus as previously reported.

Dayton's Shrine Show Gets Off To Record Biz

(Continued from page 74)

Howard Schimmel, George F. Bradford is Illustrative Potentate.

Troupers Honored At Stevens Bow In Hugo, Okla.

The show top is a 59 with three 30's.

Bob Steyer, of Los Angeles; Mrs. Laura Stevens, his mother, from front, Claude Garner, lost superintendent of ring stock; George Strohfeldt, of Wichita, Harold Conner, concessions, including Jimmy O'Brien, paper boy, Rollin Craig, black, superintendent of ring stock.

George Bell has a seven-piece band, including Tommy O'Sullivan, drummer, Robert Yount, trombone; Doc Cleary, banjo, Eugene Bower, clarinet, Chris Breslin, snare drum, and Bill DeArment, bass drum.

Joe Rigsby is in charge of clown, and members of clown alley are Paul Bejano, Jackie Dale, Don Haynes and Pete Sprocket. The performers include the Ricardo Sanchez family, Alfredo, Carmen and Chavel, George Geddes, Dolores Wick, Captain Mack, Kenneth Martin, Bev and Joe Shearer, Mrs. John Sweet and children, Nida, Mary Lou and George, and Tennessee. Oklahoma Shearer has the concert and a baby gorilla on the midway. Les Garner has Judd, small horse, a midway attraction. The show has a pony ride on the midway.

The Program

Display 1 — Lisenbee's 2-Ladders, Tumble, Toss, Clown, Tripple, and Nida Sweet. 2 — Clemons. 3 — Dog acts. 4 — Elephant acts. 5 — Circus comedy. 6 — Brass Band. 7 — Trumpet. 8 — Violin. 9 — Tropicale, and Sacred Harp. 10 — Elephant acts. 11 — Brum, Ando, Bejano and Shearer. 12 — Fine circus acts. 13 — Violin. 14 — Clemons, Clemons, Clemons. 15 — Abruzzi. 16 — Chimes. 17 — Clemons, Clemons. 18 — Clemons, Clemons, Clemons. 19 — Clemons, Clemons, Clemons. 20 — Clemons, Clemons, Clemons. 21 — Clemons, Clemons. 22 — Clemons, Clemons. 23 — Clemons, Clemons, Clemons. 24 — Clemons, Clemons, Clemons.

Vernon Pratt's and Dolly Jacob's show is opening Tuesday for the opening day only.

New Novel

The show, newly painted by Al and , moves on 32 pieces of equipment, including trucks, trailers and house trailers.


WANTED

Combination Billposter

O. C. BUCK SHOWS

Winter Quarters, Troy, N. Y.

WANTED

Calliope Player, Unions, for Mills Bros. Circus

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JAMES ALLEN CRONIN

Your daughter Shirley is looking for you.

Please write her.

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General Delivery, Bowling Green, Ky., new and old business.

WHEN IN BOWLING GREEN:

CALL FOR JOB.

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Advertising Banner Painter

Must be good and fast. Ten months.

JOE SULLIVAN

KING BROS. CIRCUS

WABASH, Ind.
National Orange
Okay for Ferris,
First Time In
SAN BERNARDINO, Calif., March 25—Rose and Larry Ferris, of Ferris
Amusement Company, said that this was the first time in the history of the
Orange Show, reported that it was a success. The Ferrises, who were
money-making rides were the Auto
Skooter and the Skyride (double-
Ferris Wheel). The latter was op-
ated by Curtis and Elmer Velare. Third to the Ferris group the
Kiddieland rides topped Kiddieland.
Up at the end of the midway, a plan
to move them to a spot nearer the
exhibition on Friday (17), the last 10 days and 11 nights of the run
failed to materialize.
While on this date, Ferris flew to
Sacramento to bid on the California State Fair.

Orange Peelings
Dave Friedenbaum, who was at the
National Orange Show in San Bern-
ardino, said that he was taking
out Atomic Bazuka game about
a week ago, and an 18-foot trailer.
Al Weir clowned at the Morton Farmhouse and a book of
dinosaurs was sold.
Jenny Perry put her thoughts of
her trip to the Northwest in a
Motormodel. . . . H. E. Ewart, of H.
E. Ewart Company, rode company,
visited Mr. Ewart's.
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her trip to the Northwest in a
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E. Ewart Company, rode company,
visited Mr. Ewart's.

Lone Star Debuts
On New Macou Lot
T.Fair Turnout
MACON, Ga., March 25—John R.
McSpadden's Lone Star Show got
good start on a new lot at
Hammond and Broadway, Macou.
Opening night (15) found
things in readiness and a fair
turnout. Biz on Saturday was
exceptionally good.

Blue Grass Preps
April 20 Opener; 18 Dates Signed
HATFIELD, Ind., March 25—Equipment is being readied here for
opening of the Blue Grass Shows at Owensboro, Ky., April 20,
according to C. C. Grossurb, owner-
manager.

Wade 2-Unit Bow
Twice Positioned,
Made to Poor Biz
DETROIT, March 25.—After earlier
attempts to open had been held up
two weeks by weather, the W. J.
Wade Shows launched their season
yesterday (18) with its usual
playing-day-and-date to relatively
poor business, W. G. Wade, manager.

Muskogee, Okla., March 25.—Owner Cyril Reynolds and conce-
sionaire, Bill Hardin, reported that the World of Today
Quarter Fires, 25G Loss
WORLD OF TODAY, Boulder, Colo., March 25.—Owner Cyril
Reynolds and concessionaire, Bill Hardin, reported that the World of Today
Quarter Fires at the fairground, this week, sustained a loss estimated at $30,000.
Evidence was produced to show that the fire was started by a spark from
a gasoline lantern that had been stored in the structure.

Max Heller, Organ
Repair Man, Passes At Northfield Home
NORTHFIELD, O., March 25.—Max
Heller, widely known organist and
repair man, passed away last week
at his home here Monday (20). Born
in Bremberg, Germany, in 1878, he
spent his early years with his parents when he was 14 years old.

He was in the organ and calliope
repair business for 81 years and
was also owner of the Calliope
Museum and a comedy turn. Also on the bill were the Johnson Sisters, a duo
act.

SFA Party Gets
Capacity Crowd
SAN FRANCISCO, March 25.—
Annual St. Patrick's Day party at
the new Show Folk of America club
rooms here drew a capacity crowd
Monday (20). Affair featured a
stadium-sized dinner, served by the
women.

Major portion of the entertainment
was provided by the San Francisco
Girls Club who offered Irish jigs and
songs.

Two-hour show, emceed by Fred Wess, featured an
old vaudeville of Harry Dale and Harvey and a
comedy turn. Also on the bill were the
Johnston Sisters, a duo act.

Lotteidge, Cosse
Set by Baker Org; Show Opens April 21
INDIANAPOLIS, March 25.—Tom
Baker of Baker Amusement Org.
Shows, recently arrived here in
quarantine, will set the org for its April 21
opening.

Harry Lottridge, former show owner and the new
manager of the Baker shows, in the
Far East, has been named as
director of publicity and special
events.

Holdovers from last season's staff
include Corvail (Bud) Jackson, assistant manager; Willard J. (Bill)
Gemmill, secretary; Chestor (Che) Pearon, road manager; and Bob
Bush, chief electrician.

Baker announced the org will
institute a 10-week program this year, stressing children's activi-

April 6 Debut Set
For Downriver Org
DETROIT, March 25.—Downriver
Amusement Company opens its sea-
son April 6 at Jefferson Avenue
in suburban River Rouge. Spot, played
three times by the Downriver Org
last season, is across the road from
Dearing's Downriver Amusement Org.,
opened earlier opening was delayed by poor
weather. John D. Allen, manager,
Downriver Org Company for special storage of coal;
Downriver Org Company's lease runs until
April 1.

Four new light towers, an office
and other accessories have been
added. William Postlewaite, gen-
eral manager, returned from Florida.
John and Marie Anderson, also in from
Florida, will have their new Dippy
Doodle on the org this year.
Elmer Ritz, Al Wagner and Jack Baullie... George Richrub, con- 


tinue operator, has been discharged from 


Municipal Hospital, Tampa, 


where he was being treated for a heart ailment. 


Mary Dennis also has been discharged from 


that hospital, 


after undergoing an operation there.


It's prosperity when a manager can live 


30 of his friends to a $10-a-plate show-


er's dinner a week, but hard times when 


he takes them to two or more.


Babe Montana, operator of Broad-


way Amusements, was a birthday 


party in the home of Mr. and 


Mrs. Sal Dimas in Brooklyn recently. 


Guests included Roy Koch, Mr. 


and Mrs. William Rollo, Anthony 


Smith, Joe Lovaglio, Josie Dimas, 


Joseph (Kid Montana) Wise, Nancy 


Montana, Marco Jarimich, Mr. 


and Mrs. Leon Manfredo, Johnny Chiu-


cano, Phyllis Wise, Bill DeSimone, 


Eugene Vetrano, Connie Dimas, Marc 


Coichette, Maryann Park, Jerry Al-


len and Jay Res... 


Archie O. Tay-


lor has booked his October ride with 


Bogle & Reese Shows and will open 


with them at Arma, Kan., April 8.


WE ARE HAPPY TO ANNOUNCE THAT WE 


Have Been Appointed DISTRIBUTORS 


for the 


CHALLENGER 


FLOSS KING 


The machine with the gaff that can cut out 


tall, strong stems, as well as layers in 


the form of 1-16"-lin. cloth, using a 


board at 12-15"-lin. under the press. 


Excellent for home work, small 


farms, and hand cutting. 


Write for our New 16-pg Catalog covering 


all new Mower-making units.


RAY OAKES & SONS, INC. 


1403 W. 44TH ST. PH. 8113 


Lynne, Ill.


Midway of Mirth Shows WANTS 


Second men on rides, must drive tractors. 


Sober only. STOCK CONCESSIONS: Bingo, 


Darts, Scents, American Lefty Camp, any 


other profitable. 


Opening March 29, Madison, Ill. 


Addres: Madison, Ill.


Tivoli Exposition Shows 


Can place first-class Girl Revue. 


We furnish from site, upkeep, and 


promotion for same. 


Show must be clean. Contact 


H. V. PETERSEN 


239 W. 36TH ST., NEW YORK 18, N.Y. 


P.S.: Charles Elders wants Agents for Basket 


Basket and Fireworks business. 


FAX-703-31208.


AL BURGONDEAU 


HARRY BurKE Shows, Baton Rouge, LA


BLUE GRASS SHOWS NOW BOOKING 


SHOWS — BROS. — CONCESSIONS 


FAX 313-421, ORANGE CITY, IOWA


LARRY NASH 


CONTROLLER 


KANSAS CITY, KANSAS 


GEORGIA, MARY 15TH, APRIL 6, 1950. 


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WALKER OSBORN 


CHICAGO INTERSTATE SHOWS 


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CARNIVAL WANTS 


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MISCONCEPTIONS, BINGO TENTS, RIDE TOPS, 


MOTORDOUGNES, SHOW TENTS 


— ANYTHING IN CANVAS— 


ANCHOR TENTS 


ANCHOR SUPPLY CO., INC., EVANSVILLE, INDIANA 


CRESCENT AMUSEMENT WANTS 


Opening Kilgore, Texas, April 3; Tyler, Texas, April 10, then 


into Arkansas, Missouri and Iowa.


CONCESSIONS — Photos, Custard, Novelties, Fries, Sno Bobs, Arcade, Henky Panks that don’t 


roll, Circus Pitch, Snap Cap, Country Snap, Popcorn, Airplane, Shiny Panks, Tumbling 


Pinwheels, Coin-Operated Games, Super Pinwheels, Super Corkscrew, Super Pinwheel, 


Excitation Box, Pinball Machine, Gift Items, Table Games, Coin-Operated, Sli 


Theater, Pool Tables, Face Ride for sale. 


Adhison L. C. McVeyry, Manager, General Agent, 


Jacksonville, Texas, until April 16 then Kilgore.
WANT—WANT—WANT
CONCESSIONS AT FOLLOWING FAIRS:
* AMENDON, IN., JULY 3-8
* BROWNSTOWN, IN., JULY 17-22
* LOGANSPORT, IN., JULY 23-29
* SHELVILLE, KY., JULY 30-Aug. 6
* MONROE, MICH., AUGUST 7-12
* LA PORTE, IN., AUGUST 14-19
* FRANKFORD, IN., AUGUST 20-26

Eats, drinks and legitimate games are available at all above fairs except Brownstown, Ind., where games only are available. Bingo and Shooting Gallery sold at all locations. No Palmerity.

We have several very good game booths for lease or sale. Concessions of all types for many units for carnival dates. Photos open on two units. Bingo and Lead Gallery all said.

ALSO—HAVE EXCLUSIVE OPEN ON GOODING GREATEST SHOWS FOR POPCORN.

PEANUTS, CARMEL CORN AND TAFFY, MUST BE HEAVILY FRAMED IN LARGE TRAILER.

WILL BOOK—
RIDES—Rides with own transportation that do not conflict. Kid Rides all backed.
SHOWS—Want good, clean Shows with own transportation. Especially Grind Shows of merit.

NEW CUSTOM DERBYS
FOR SALE, $2,940.00 EACH
16 WNT-25-FOOT STEEL FRAME TRAILER. SOLID MAHOGANY ROLL-DOWN AYLES. WRITE NOW FOR DETAILS.
JACK DOKE
301 EAST 69TH STREET
LOS ANGELES 2, CALIFORNIA

ROYAL BLUE SHOWS
CAN PLACE—CAN PLACE
For pending NITRO, W. Va., April 11
For pending MIDDLETOWN, Ohio, June 1

ROYAL BLUE SHOWS
OPENING NORTH BIRMINGHAM, ALA., APRIL 30.

Par. Sale—25,000. General Electric Transmitter, price $100.00. 1 complete Bingo Game, 11 cents.
All rights for 12 months. Two Shows per week. Two 12 week engagements.

L. J. HETH SHOWS
OPENING NORTH BIRMINGHAM, ALA., APRIL 30.

Par. Sale—25,000. General Electric Transmitter, price $100.00. 1 complete Bingo Game, 11 cents.
All rights for 12 months. Two Shows per week. Two 12 week engagements.

SUNSET AMUSEMENT COMPANY
OPENING THURSDAY, APRIL 20, EXCELSIOR SPRINGS, MO.
Can place ACADEME, DARE RIDE, AUTO RIDE, BOAT RIDE, LITTLE DIPPER, AIRPLANE RIDE, SHOWS WITH OWN EQUIPMENT. West 1/4 General for CRUSINE and OCTOPUS or MERRY. Must drive semi. Can lose Second Man who drives.
701 N. MAIN STREET, EXCELSIOR SPRINGS, MISSOURI

WANT WANTS WANTS
CONCESSIONS AT FOLLOWING FAIRS:

GET WELL WITH PRELL
SHOW OPENS MIDDLE APRIL—CLOSES MIDDLE DECEMBER
BOOKED SOLID LONG SEASON—18 FAIRS, STARTING
AUGUST 1—14 CELEBRATIONS

GIRL SHOW REVUE
WANTS Dancing Girls to feature.
Address
AL MERCY
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POSING SHOW
WANTS Girls for high class Poster Show. Salary paid.
JERRY BUCK
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SIDE SHOW
AL RENSTON
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Rusklin, Ala.

Professor Valdin wants Colored Entertainers, also Magician and Musicians. Wants Manager to take full charge with working Monkeys in conjunction with our Monarch Speedwagon, F.T. SHOW. Have equipment for same. MIDGET SHOW, UNBORN SHOW, must be new and novel. Want Publicity Man for SPECIAL EVENTS. PATTY FINKERTY wants Pin Store Agents, also capable Agent for Watch Wheel. Julius Oakley, contact Patty Finkerty. Carl (Stash) Lee wants Agents for his Grind Stoves.

WANT WANT WANT
Penny Arcade, Greyhound Races, Rotaries, Age and Scaler, Novelities, Ball Games, Glass Pitch, all kinds of Hanky Panks.
RIDE HELP—All kinds. Drivers preferred: Working Men in all departments. Winter quarters open. All report April 10. Answer all mail.
SAM E. PRELL, Tropical Hotel, Kissimmee, Fla.

J. AND B. SHOWS
Want for Crewe, Va., Nine Days, April 13 to 22
Can place Mug Outfit, or any other Concession that works for stock. Can place French Fries for the season. Would like to book Glass or Fun House, twenty-five per cent of the gross, plus insurance. Can also place Agents for Fun House. Have for sale Penny Arcade, complete with 65 Mathisons, Counters and Jacks. 10 by 50 Top in very good condition, also Photo Gallery. A small A.C. Generator. Can be bought with or without transportation. All equipment in A-1 condition. Can be seen on the show. All replies to:
HAYES AND FLYNN, J. and B. SHOWS
This week, Dayton, Va. All wires to Cleveland, Va.

DOWNRIVER AMUSEMENT CO.
LAST CALL MICHIGAN'S CLEANEST MIDWAY
LAST CALL
13 RIDES—LIGHT PLANTS & TOWERS
WANTS SHOW—13-1 GRIND SHOW, CLOWNS, MONKEY, GIRL SHOWS, CRUISE SHOWS. Can place few more Hanky Panks, Jewelry, Penny Pitch, Seat Beer. RIDE HELP—All kinds. WANTS WANTS. WAYNE H. WARD, 10124 WEST JEFFERSON, RIVER ROUGE, MICH.

NOTICE
The GEORGE W. NELSON SHOWS will follow their usual policy of operation as last year. The show office number is two and three. One shown per week. The following concessions are already contracted and very good offers obtained:

Walt Disney, Mickey Mouse Parade, 12 Trucks, large cast. Walt Disney, Mickey Mouse Speedwagon. Good presentation for Penny Arcade, Fun House. Money of General Cash, due to arrive from you. Want 8-12 weeks in each town. Must be clean and in good taste. Can place few more Hanky Panks, Jewelry, Penny Pitch, Seat Beer. RIDE HELP—All kinds. WANTS WANTS. HARRY HELLER, Gen. Mgr.
BOX 6, CAMPBELL, N. J.
PHONE: WYCOFF 44335-16

Winter Quarters Open for Winter Quarters Open
Heller's Acme Shows
Winter Quarters Open
All Men Come on
Open April 4th—SATURDAYS 3 KENTUCKY, 12 Trucks, 400Men. Very large
ezclosed show. All provisions must be correct and all work performed. Inquire for the best. WANTS WANTS. LOW TIME. ONE CAT. Donald A. Brown, General Manager. ABC & General. magnetism, any kind. WANTS WANTS. Winter. LITTLE DIPPER, AUTO RIDE, BOAT RIDE, LITTLE DIPPER, AIRPLANE RIDE, SHOWS WITH OWN EQUIPMENT. West 1/4 General for CRUSINE and OCTOPUS or MERRY. Must drive semi. Can lose Second Man who drives.

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DOME RIDERS — DOME RIDERS
STRAIGHT AND TRICK RIDERS
MEN AND WOMEN
Can use Three Men and Two Sisters to livestock wall organized and set up
WORLD OF MIRTH SHOWS
Longmont, Thursday
Top salaries in attendance with your energy and workroom. Ballrooms available. Also want experienced riders. Will also enquire directly of any person in your area for admission information. Show to run Six Weeks and is an ideal location for the entire state. Good opportunity for Ball Game and Fish Pond.

DON FRANKLIN SHOWS NO. 2
Booking now for Arizona, Tex., Live Entertainment and Kennel, Tex. FWSFA Conservation Awards also available. Also want experienced riders. Will also enquire directly of any person in your area for admission information. Show to run Six Weeks and is an ideal location for the entire state. Good opportunity for Ball Game and Fish Pond.

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WALTER SPARKS SHOWS
W A N T
W A N T
Wheel Agent and Ogle Spire Agents. Agents for the following: Wisconsin, Iowa, Minnesota, Wisconsin, and Illinois. All offers will be entertained. Also want experienced riders. Will also enquire directly of any person in your area for admission information. Show to run Six Weeks and is an ideal location for the entire state. Good opportunity for Ball Game and Fish Pond.

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FOR SALE
Two Frozen Curtail Cuttles. Built on stainless steel stands and diamond X 7 f lock. These are not over six months old. Love them. They are very popular in all areas. They are very much in demand.

CHARLES GOLDING
1911 S. RIVERSIDE DRIVE
INDIANAPOLIS, INDIANA

Last Call — KEYSTONE EXPOSITION SHOWS — Last Call
OPENING SALUDA, SOUTH CAROLINA, APRIL 1st
We have the best route possible of any show in the United States. Right time, right spot, wide open territory.

KEYSTONE EXPOSITION SHOWS, NINTY SIX, SOUTH CAROLINA

HONESTY IS OUR POLICY!
OPENING APPOINTMENTS AT FAIRGROUNDS
Featuring CAPT. SHIN SONGER and His Famous High Dive Free Attractions
Concession Operas Few more Hankey Panks. Wire or write what you have. Can place Free Post Dealer. Shops can place Hancher, Snakes, Cat, Snake, Meerkats, What is it, Kongs, Glass or Animal Show. Liberal percentage. Riders, horses or offer owned. All replies.

JOHN PORTMEN, Mgr.
BOX 524, ATHENS, ALA.

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York
NEW YORK, March 25—Wednesday night's (22) well-attended meeting was called to order by President Jack Perry, who welcomed Jack Green and Gerald Sheffler after losing his voice. Also on the program were Vice-President Joseph A. Mackee, Secretary Larry Phil Lippert and Chaplain Fred Murray. Colonnier Hoffman is ill.

Harry Kaplan, entertainment committee chairman, reported on the recent barn dance which showed a sizable profit for the shut-in fund.

On the slate are Charles C. (Doc) Morgan, Hackensack Hospital, Hackensack, N. J.; Frank Green, Spencer and Spencer Hospital, Parkersburg, Va., and George Green, Spencer and Spencer Hospital, Parkersburg, Va. Fred Murray, John Nicholas and Dan S. Allen, all at home. True Perkins led acknowledgments of the many gifts sent by the shut-in committee. Recent contributions to the fund came from Sven Peterson, Arthur Compbell, Edward Cohen, Morris Brown and Joe Trosky, Joe Prell, L. James Quinn, Tony Quinn, Charles Warthemer, Max Schleiffer, Lou Savin, Frank Solgan, Frank Copel and Sidney Hahn.

Mail is being held at the club for a number of members. Next regular meeting will be held April 12.

Ladies' Auxiliary
A special business meeting was called to order by President Ethel Shapiro. Committees and official reports were held to a minimum so that plans for the Annual Luncheon could be made. A solid sum of money was turned in for luncheon tickets and on award books for the clock radios to be disposed of at a relief sale.

Regular open social meeting was held Wednesday (22) with President Donald A. Williams, Mrs. William M. Moore, Mrs. Raymond T. Dooley and Mrs. Robert R. Williams as the resorts. Other resorts were present with the exceptions of Robert Ann Brown Loker, Carol Ann Wilder and Ethel Shapiro, treasurer, who is vacationing in Florida.

Shapiro welcomed Fred Aguirre, John Turby, Anne Leslie, William H. Jenn and Maria H. Alpert, Monroe, Mrs. William H. Jenn, and Mary U. Martin, Mrs. Richard C. Martin, and Mr. and Mrs. Charles J. Martin.

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W. G. WADE SHOWS

New Contracting for 1950 Season
RIDES-SHOWS-CONCESSIONS

CAN PLACE

Large, Well-Flashed
FILL IN ARCADE
OPENING APRIL 20

C. P. O. Box 1488
Detroit, Michigan

WILL SACRIFICE

26-foot Aerocar Trailer with International Truck Unit. Luxuriously equipped with air conditioning, radio, gas heat. Fully equipped kitchenette, shower and bath and four beds. Ideal for traveling, living and office space.

BOX D-350
THE BILLBOARD, CINCINNATI 22, OHIO

JOLLY TIME SHOWS
FREE GATE NO FLATS
Opening April 31, 1950, Columbus, Ohio. New—Barrel Train, and Short Range Car, Sling Car, Bowling Alley, Pitch Till You Win, Croquet, Cigar Stand, High Striker, Mechanical Bull and more. Ride non-conflicting with many Concessionaire, worthy New Ride, Open to the Public. This is one of the best routes in Pennsylvania for Handling Rides. If you have Pop Tinker, contact me. All replies.

JOLLY TIME SHOWS
OWNED AND MANAGED
1910 Orange Street
Syracuse, N. Y.

COUNTY FAIR SHOWS
Wanted for 1950 Season
Opening April 24th, Spring Festival on the grounds of A. J. L. Dix, Hed. ELIDE HELP—Always a job for capable men, any time and at any price. BOOK NOW—SHOWS—The back end is needed. CONCESSIONS—Want good Concessionaire that will work to show results. New Rides, New Concessions, New Tents, New Pop. Vender, Basket Ball, Rides, Arcade, Pitch Till You Win, Coin Games, Showers, Buckets, Canoe, Rot in or what have you. Write or wire.

H. H. GRAY
277 N. Webo Ave., Chicago 1, Ill.

KIDDIE RIDES
Will Sell or Rent Fair or Carnival

ED STRASBURG
495 Green Avenue
Columbus, Ohio

HELP WANTED
Ponn Premier Shows
Men to break in for Leading Slim Horse and Camel Truck Man or Man Agent for Candy Apple Stand, break you in if competent. Good Pat Pool Agent. Jimmy Ross, wire us.

BARRY STEVENS
3911 Madison Blvd., Universal City, N. J.

FOR SALE
Custom Built Car Trains, 3 cars, $12,500. 3 cars, $15,500. 6 cars, $26,500. 9 cars, $39,500. All in good condition.

GEO. F. CHARLESWORTH
BOX 1882
WACO, TEXAS

FORREST C. SWISHER

WANT selbers
For Handy Pants, percentage, Hall Games, Lead Generators, etc., wire us. February and April month, these 25 years of age and those who drive from April 1st-30th, 1950, for Paso, Kansas. With Pennsylvania Shows, seen April 15.

NEW YORK GAITES SHOWS
A Carnival of Fun
OPENING MAY 7TH, 1950

With the greatest route in New York State: 3 Firemen's sectional conventions, 2 carousals, 4 old home weeks. 2 Fine plus Fireman's Celebrations.

Want Concessions of all kinds. Good route for Penny Arcade, Shoestring Gallery, etc. West Shows. Will give good deal to one person to take over whole back end.

Walt Disney, Bloopel, Twin, Octopus, Boot and Kiddie Ride Airplane.

ANTHONY SANTINO
106 MADISON STREET — EAST LONG ISLAND, N. Y.

TOMMY SACCHI

STATE FAIR SHOWS
ANTHONY, KANSAS, MARCH 31ST THRU APRIL 1ST
Can place due to disappointing evenings. Any agent can have our attention. Also any show not conflicting. Will book a few more Hanky Pants, privilege $17.50. I positively hold contracts for 12 of the best Fairs in the West, Guernsey, Wyoming, for the Fourth of July. Can always use capable Riemenschneider, top pay. All wires.

SCOTT LAMB
ANTHONY, KANSAS; THEN MEDCINE LODGE AND LIBERAL TO FOLLOW.

F. M. SUTTON SR. PRESENTS
GULF COAST SHOWS
WANT one more Big Ride, either Till, Octopus or Ballroom. Will Tend and Rent. Will give 10% in Tend. Will pay 10%. Will try to keep from Johnny Howard. Will sell exclusive on Photos, Shakes, Medals, etc. Will sell Till and house Rides. Will sell Till and house Rides. Will give rates and where to do and will pay 10%. Can place West Concessions and Till Rides. ADDRESSES:

F. M. SUTTON SR.
FAIRGROUNDS, CARMUTHEL, M.D.

WE OPEN SATURDAY, APRIL 15, IN CARMUTHEL, M.D.

FIDLER'S UNITED SHOWS
NOW SHOWING ST. LOUIS SHOWS

West Shows with own transportation. Also legitimate State Concessions. Ride Help for all Shows. Will work for M. F. D. and B. D. Complete Concessionaire and fully equipped. West Electricity who can handle Caterpillar, Distri and P. E. Sewer. Contact.

SAM FIDLER
2539 N. FLORISSANT ST.
ST. LOUIS, MO.

THE BILLBOARD, CINCINNATI 22, OHIO

KRAUSE AMUSEMENTS
OPENING IN PHILADELPHIA, P.A., APRIL 10—FREE GATE

West Rides not conflicting. West Remain for Mason-Dixman, Perry Wheel, Childline, Diabo Boat, Eight-Stop, Jack Ride, Knockover. West all kinds, Genie, Bandy Pants, Shopper and more. Open to take charge. Frozen Custard present on street in 1950 proposition. Contact.


FOR SALE
MOON ROCKET, excellent condition, with or without transportation. SMITH & SMITH CHAIRPLANE, complete. $5250. 5 place chairplane and double deck. Some busses. 20%0 too. Walt Disney Shows, ticket boxes and neon. Several 1946 and 1947 TRACTORS: 24 and 20-foot SEMI TRAILERS. Dancing Show Arcade Ice. Will post semi trailer, Frisobond, drop frame, equipped with flying crimson, sale, reception room, refrigerator, inventory, blue over top. Used two seasons.

ALL ABOVE PRICED RIGHT FOR QUICK SALE

DICK'S GREATER SHOWS
Box 401, Chowa, N. J.

STAL AMUSEMENTS CO.
Wants for season 1950, morning April 10th. Concessionaire to sign contract. Will sell with or without transportation. Will give 10% in Tend. Will pay 10%. Will try to keep from Johnny Howard. Will sell exclusive on Photos, Shakes, Medals, etc. Will sell Till and house Rides. Will sell Till and house Rides. Will give rates and where to do and will pay 10%. Can place West Concessions and Till Rides. ADDRESSES:

H E MILLER, Mgr.

AMERICAN EAGLE SHOWS
WANT
Advance blank at once. Must have made show 10 years and have reputation in Texas, Arkansas and Indiana. Will book any Shows with or without transportation. Shows from 10% to 15%. Will book Till, Ice, Novelty Shows. Will pay 10%. Will try to keep from Johnny Howard. Will sell exclusive on Photos, Shakes, Medals, etc. Will sell Till and house Rides. Will sell Till and house Rides. Will give rates and where to do and will pay 10%. Can place West Concessions and Till Rides. ADDRESSES:

B N ARNETT, Mgr.
American State Shows, Caldwell, N. M.

WALTER HALE WANTS

680 POST WORTH AVENUE
DALLAS, TEX.

FOR SALE
8 BUCKLEY DIGGERS
Including Octagon Top and Frame, Bower and Lati Hailer. Everything running.

HUB LUEHRS
2409 South 55 St., Minneapolis, Minn.
Telephone: EDMOND 3-110

BLACKIE JETT WANTS
CONCESSION AGENTS
Can place 2 or more Agents Overseas, Exports, Imports.

HUB LUEHRS

WANT
BINGO COUNTERMEN AND CALLER
APPLY.

DAN DONNINO
West Palm Beach, Fl.

GENERAL AGENT
WANTED
Must have car and know Illinois and Indiana Territory.

HERMAN BAAS, Box 156, St. Louis, Mo.
CLUB ACTIVITIES

Caravans, Inc.
P. O. Box 1902, Chicago

CHICAGO, March 25—President Mae Oakes presided at the March 21 meeting of the board of directors. Mrs. Bob Mallory, first vice-president; Claire Openen, second vice-president; Josephine Glick, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer, also on the floor was Josephine Glickman, suffering the after effects of an ulcerated tooth, turned correspondence over to Chaplain Ruth Streibich, who read letters from Past President Jeanette Wait, Trustee, Clark, Sophia Carlos, Pat T. O'Brien and Women's Show's Women's Clubs.

Prizes for the annual benefit party to be held April 1 came from Emily Bailey and Trayla Clark. The sick list includes Frances Berger, Dela Davis, Lillian Glick and Grace Lynn. Eddie Jones attended the meeting, Mrs. Hille Billiken's mother is seriously ill. Lucretia Sherman's husband is home after being hospitalized.

Juno Meeley attended her first meeting. Members welcomed by the chair after long absences were Mrs. Sheridan, Mrs. Rosko, Ann Brum, Betty Little and Elizabeth Jacks. Their Night's award went to Ruth Streibich. Ann Stryker, ways and means committee chairman, said the ramage sale will be held in May. Bazaar meeting, with Mrs. Volney Donivel delivered the new first membership cards, Sochi, arranged by Veronique Potenza and Charlotte Sko-

Michigan Showmen's

ASSOCIATION

3133 Case Ave., Detroit

DETROIT, March 25—President Robert Morrison, who returned from San Francisco, addressed the meeting at a meeting of the board of directors. On the rostrum were First Vice-President Fred Sibler, Trustee Vice-President Orr Baker, Treasurer Louis Rosenthal and Past Presidents Leo Davis, Harry Stahl and Dickstein. Attorney Leonard Simons attended.

Beverly Robbins and Robert Gould are on the sick list. Sam Burd, house committee co-chairman, presented a traveling bag in appreciation of the good job he did during the winter.

William McKeehan has taken over the luncheon at the club for the balance of the year. Victor Johnson is to be announced for the coming season. Mike Tisher, a New York Times, was visited last week. The Ladies Auxiliary reported that its St. Patrick's Day was a success. Mrs. Ann Baker was in charge.

President Morrison announced that the last regular meeting will be held April 10 and invited the Auxiliary to enter the Miss American Legion Post to attend.

REVS. A. SCHMIDT

1112 H St., S.E.
Washington, D.C.

STREET CARNIVAL

Electric Generator

Rotary-powered generator, T300 watts, 100 or 220 volt, single-phase, and one-phase, with all necessary accessories, starting two seconds in week in Oklahoma, Kansas, Colorado and Wyoming. Contact:

LOROW BROS.

WANT
FOR ROYAL AMERICAN SHOWS
Side Show Acts of All Kinds.
Freaks and Working Acts. Want Sword Swallower and any good novelty acts. (Tiny, contact us). Marvin Smith, answer. Also want Ticket Sellers who make second openings. All must be sober and reliable.

All Answer:
LOROW BROS.
c/o Royal American Shows, Tampa, Florida.

AMERICAN UNITED SHOWS, INC.

WANT
Opening April 15
WANT
Legitimate stock concessions of all kinds. SHOWS FUN HOUSE—GLASS HOUSE OR ANY show with their own equipment. SIDE SHOW, with or without own equipment. BILLPOSTER and Special Agent, have good U.P.C. ticket deal. RIDE HELP who can drive sensibly.

UNIT #2
WANT
Opening April 24
WANT
Legitimate Stock Concessions of all kinds.
SHOWS all open; prefer those with their own equipment, 25%.
Will book or lease small Merry-Go-Round. This unit to play two spots a week. Have 12 Fairs and Celebrations booked.

AMERICAN UNITED SHOWS, INC.
P. O. Box 315, Seattle 11, Washington

OPENING APRIL 29TH
We hold contracts for 3 County Faireman’s Conventions—Livingston, Alcoy and Steuben. Loudest Old Home Week and Fireman’s Celebration in Oneida County. 3 Homecoming Celebrations and 3 Seapantsantellas downtown towns. Big 4th of July at Shawano, Wisconsin. New York City Fair last week in August. Route to interested parties. Want Cannon Act or Fire Dive. Will book buy or lease one monocycle Rider. Glass or Funhouse. Monkey or Motor Drome. Small Grind Shows. Dick, planning on you, contact. Due to disappointing, opening for Arcade. Concessions—Bottle Bell Cane. Traveling Truck with 75 kw. EV. Side Shows. Ready, willing, ready to take it over. All answer Hemlock. N. 405 N. 2ND ST. RAY MARSH BRYDON C. M. SINCE 1962 MILE MIAMI, FLORIDA

WANT
12 RIDES
BOGLE & REESE SHOWS, INC.
18 SHOWS
LAST CALL—Opening Arma, Kansas, Saturday, April 8th
Want Covered Agent, sober with car. Can place the following Concessions. Percentage. Prairie, Country Show, Horse, Blanket, Long Range, Banner, Basket Ball, Post Office, Cloth, Pins, Noveltees, Derby Game or any other not conflicting. Have two new 20 by 30 Tons for Girl Show, Pacing Show or what have you.

Write F. C. BOGLE, Box 67, Arma, Kansas

FAIR AMUSEMENT AND BAZAAR CO.

OPENING—SANFORD, N. C. APRIL 3—OPENING LATE
eatly, ready to take it over.

611 Gassett St., Raleigh, N. C., until March 1st. Then Sanford, N. C.

DON FRANKLIN SHOWS #1
CATERPILLAR FOREMAN WANTED—Ideas Model Ride. Place Long Range, Fancy Pitch, Fall Colors, Ready, for show down town in years. All replies. Luling, Texas, this week.

DON FRANKLIN, Jr.

We have our usual route of established Fairs plus new spots.
WINTER QUARTERS

Virginia Greater

SUFFOLK, Va., March 25—As much as the refurbishing of the show at winter quarters here is being done during the inclement weather conditions, the slight setback last week. Bill Sanders, owner of the American Tent & Amusement Company, Norfolk, will announce a visitor and said that he had completed the new show for the Maryland-Mississippi season. He also received an order for a new cookhouse top from Manager Rocco Mauviere while here.

Checking in at quarters recently were Mr. and Mrs. C. J. McDaniel, Mr. and Mrs. Fred Allen. Mcdonovan will operate one of the Girl Shows while Allen will act as mechanic for the show.

Another new man added to the show is Jimmy Thomas, who will operate the Roloplane. Billy Birdsong, of the Birdsong Peanut Company, Suffolk, Va., was a repeat visitor.

Word has been received that the new 30 by 40 trailer and eight plants ordered to be shipped to quarters before the show opens. Arthur Gibson, chief electrician, will trek to Memphis, soon to inspect and receive instructions on the plants.

Mike and Mina, of the midget troupe, celebrated their 40th birthday this week. John M. McDonovan went to a Norfolk cosmetics house recently to get houses and cars from the Girl Show. Pote (Corolina) Green is no longer connected with the show.

Shows open right here and then visit the Eastern Shore of Maryland, Delaware, and Eastern Pennsylvania, Maryland, Virginia and the Carolinas.

Barney Tassell Shows

BARNEY TASSELL SHOWS
FORT LAUDERDALE, FlA., THIS WEEK

GOLD BOND SHOWS

GOLD BOND SHOWS—OPENING APRIL 15TH

WANT WANTS WANTS

CONCESSIONS—Want Fair and Buffalo Bills. Also want Rides and Concessions. Will go exclusive on show. We are also room for Hanky Panky such as Fishpond, Long or Short Shooting Gallery, Sideshow, etc.

MILLS CREAM AND CUSTARD MACHINE

MILLS CREAM AND CUSTARD MACHINE
Mounted on Chevrolet. Also Half Carts and Cat Cars for sale. Will give exclusive rights on show. We also have room for Hanky Panky such as Fishpond, Long or Short Shooting Gallery, Sideshow, etc.

BLANCHEETTE AMUSEMENT CO.
165 HARRISON ST.
PHONE: DEX 12096
PROVIDENCE, ROUGE ISLAND

SIDEWALK—12 weeks—$18 per week

Rides—12 Weeks—$18 per week

WANT WANTS WANTS

RIDE—Can place Little Dipper, Tilt, Whip or any flat Rides.

SHOWS—SHOWS—SHOWS

Want to hear from Side Show. Have 140 foot front, 140 foot long. What can you put out of it? Will get barbecue for sight party. Want Motor License, Grass House, Wild Life Show, Markset Shows, any new or novel Carnival Show with or without equipment. Can place Minstrel Shows. Have complete outfit for Sitting, let me hear from you. This show does not carry a Colored Show. Want to hear from Amusement Agent. Jimmie Faresol, Erie.
RSROA Picks Up 9 More Members

DETROIT, March 25.—Operators of nine rinks have joined the Roller Skating Rink Operators Association of America in recent weeks, according to Fred A. Martin, RSROA secretary. The operators and their rinks are: Elliott M. McPherson, Whirl-A-Way, Ellsworth, Ind.; Blanche Johnson, Lebanon, Ohio; Rollie Rink, Canton, Ohio; Clifton S. Wells and Harry W. Russell, West Lake, Erie, Pa.; Olde's, Zike, Zike's Rink, Sidney, Neb.; Fred E. Dauenbaugh, D. & D. Rollie Bowl, Wenatchee, Wash.; Fred R. Folk and Harry W. Vineland, Green Mill, Riverside Park, Yardley, Pa.; and William A. Wielkopolski, Oneida, N. Y., and Gay Blades New York, tied for second place with $500 each. All three will receive plaques.

Nine-Day Deubach Anniversary Party Sets Big Schedule

DALLAS, March 25.—Deubach Skating Rink here is observing its 30th anniversary with a series of exhibits, events which will continue through April 1. A large layout of prizes in addition to games, contests and special events will be held during the celebration.

Hot on the list of attractions is a sweater contest, offering four pairs of free skating as prizes. Free skating prizes for various periods will go to second and third-place winners and six other contests. Winners will be chosen by the vote of the public, based on the amount of money each patron spends on the rink.

Another event will be an "anniversary contest," which will offer prizes for four skaters who perform the best. The winners will be chosen by a panel of judges, based on their performance.

The show will be presented in two acts, with emphasis on national and international figures. The opening United States number featured Darlene Delaney as a soloist, with Mrs. Eileen Jancak and Mary Ellen Jackson, and the closing United States number featured Darlene Delaney as a soloist, with Mrs. Eileen Jancak and Mary Ellen Jackson.

With a $10,000 prize money... and $5,000 in cash for immediate delivery, ready to be made available. The best link for the money... phone 232-4069, 406 N. St., Baltimore, Md.

GOLD'S PORTABLE RINKS CO.

CURVATURE RINK "COTE" THE PLASTIC RINK SURFACE

PERRY W. GILE, Pres. 1112 W. Clark St., Chicago

FOR SALE (Bargain)

April portable skating club, complete, minus lining, requires only purchase price. Phone 232-4069.

WILLS POINT, Texas (Gen. Del.)

With a 40% discount what can you lose by hearing a call from a LAWSON'S SKATING BOOKS 1101 E. 7th St., Chicago 10, Ill.

RAWSON ASSOCIATES

SKATING RINK TENTS

James Street, Water and Coldwater Bldg., Buffalo, New York. JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

New York, March 25.—Shore Drome's $913 Tons for New York Polo Rink

NEW YORK, March 25.—Shore Drome, operated by Bill Judd and George K. J. Murray, N. J., emerged top rink in the RSROA metropolitan fund raising contest (23) by Victor J. Grover, President of E. D. R. L. of Shore Drome, N. J., in a five-day period, with Grover, George J. Murray, and Grover, George J. Murray, each of Grover, George J. Murray, had shown Shore had turned in $913 with Brown's New Denver Rink.

The operators of Ocean Rink, N. J., and Grover, George J. Murray, each of Grover, George J. Murray, had shown Shore had turned in $913 with Brown's New Denver Rink.

D e b u e a c h, C a m p l e , N. Y., and Grover, George J. Murray, each of Grover, George J. Murray, had shown Shore had turned in $913 with Brown's New Denver Rink.

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Summer Operation Planned by Ludwig Winter

CARROLL, Ind., March 25.—Reporting the best winter business in the history of the Park View Skate Rink here, operator Charles C. Ludwig is making plans to remain open during the summer season, which in the past has been as successful at summer operation as it has in the winter, says his patron can be equally successful for other operators in this area, but points out that operations must be in tune with the season, always outdoor and after the outdoor weather and somewhat different techniques are necessary to lure people into a rink.

T h e n a tional a f f i l i a t e s o f R S R O A d e c l a r e d a n a n n u a l operation of summer operation, Ludwig recommends heavier promotional activity, pointing out that such features as prize skating events, novelties, some occasional opening times and acts by all constitute programs that attract patrons. Among such programs are recommendations that operators keep their buildings as cool as possible, dress their staffs for the season, have plenty of cool drinks and use a stepped-up advertising campaign.

Cannel Skating Club is now rehearsing its annual show for appearances in near-by rinks. About 14 acts will be offered. The show will be seen soon at Kink Grove 13, where E. Anderson is opening a rink.

Flint Park Skatery Stages Annual Show

FLINT, Mich., March 25.—Roller skaters of 1956 were presented for the third annual appearance of the program, under the King saga.

Now Sensational SPORT

HAS 40 SHARES FOR SALE AT A Wonderful Price for a big return on your investment.

WRITE: ROLLER RELAY DERBY, Inc. Box 621 New Market, N. J.

R S R O A in New 20% Tax Pitch

DETROIT, March 25.—The all-out campaign to repeal the admission tax on roller rinks, launched in Washington recently by the RSROA (The Billboard, March 11), continues on the home front thru a nationwide grassroots movement.

Individual appeals to representatives are being made and a general appeal to be addressed by each RSROA member under a plan urged upon them by Fred A. Martin, secretary-treasurer.

Contrary to the familiar pattern of sending a form letter or wire to congressmen, rink men are using a more personal approach, each writing a letter and asking his own position on the matter in his own words—a presentation that will probably be more effective because of its obvious sincerity.

ROLLER RELAY DERBY
New Sensational SPORT

HAS 40 SHARES FOR SALE AT A Wonderful Price for a big return on your investment.

WRITE: ROLLER RELAY DERBY, Inc. Box 621 New Market, N. J.

COMPLETE PORTABLE RINKS

SECTION A B K FLOOR BLOXK

OLD TESTS, BILT BITE FLOORS & RINKS

440 E. Vine, Tyler, Texas

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL

There's a reason. Chicago's strong, can take hard wear, low upkeep cost, easy rolling. Simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements. Write for Catalog and Rink Mgrs., Booklet No. 6 by a successful rink man.

CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

4427 W. LAKE STREET CHICAGO 24, ILLINOIS
I set that we formerly sold. This is gross. Sample 75 f. We guarantee a all we ship on. . day when we remelt.

The greatest lighting Remedy yet.

Gold, Silver & other metal clips for sale. Visit us today!

The original 3-place Pen Set that has a found 2-place Pen Set. It's a mechanical pencil that will tap and expel, and a Ball Point Pen combining two distinct and proven ideas in one beautiful box and a gold embossed $7.50 price label. We offer the same in a new low price of $5.50 per dozen - $1.10 per gross. This is the same pen case that we already sold at $5.90 per gross. Sample 75 f. We guarantee all sets. This is 3 real sets and the best buy in the country.

We FURNISH MATS

SPECIAL
1-Place Pen Set, all metal finish. $6.00 Per Doz. $6.50 Per Gross Sample $1.00.

These Pen Sets also come in the same beautiful leather and gold embossed prices as $10.00.

SPECIAL
Filigree Ball Point Pen and Key Chain with colored stones. $2.00 Per Doz., $2.50 Per Gross.

Top Key Chain Flashlight. all gold finish $2.75 Per Doz.

SPECIAL
Cigarette Lighter and Ball Point Pen combination, beautiful gold finish finish finish, with case and extra cellophane wrapper. Dine on

We ship same day when we receive orders. We ship all over the world.

25% Discount. Minimum order is $1CASH—Balance C. O. D.

HARRIS NOVELTY CO.
1102 ARCH ST., PHILADELPHIA 7, PA.

Phone: MA 7-4949

ACTS, SONGS & PARODIES

A J. PARODIES, SPECIAL SONGS, MATERIAL for any act, 1950 selling free, 10c per st. BOX NO. 109, NEW YORK 10, N.Y.


BANJO NOVELTY—MOTHER MOOD, NEW, tough routines for male voices, eight c. each. W. W. Z. E. No. 9, New York, N. Y.

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BRAIN NOVELTY—HAND NOVELTY, Hand Crafted, No. 1, 2, 6, 10, 15, 20; 50 c. each, W. W. Z. E. No. 9, New York, N. Y.

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WE'RE CLEANING HOUSE!

NATIONALLY ADVERTISED TABLE MODEL RADIOS—Chassis By Stewart-Warner—PRICED TO YOU AT LESS THAN IT COSTS THE MANUFACTURER TO BUILD!

Highly Selected 5-Tube Superheterodyne—Built-In Loop Antenna—PM Speaker—In Beautifully Designed and Ivory Finished Wooden Cabinet. All Radios Guaranteed Perfect for Performance and Cabinet Finish.

NOW LOOK AT THESE AMAZING LOW PRICES:

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412-420 N. Orleans St.
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Men’s and Ladies’ Nationally FAMOUS WATCHES

- ELGIN - BENRUS - GRUEN
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Modern new designs. Reconditioned and re-built, guaranteed for life. Complete Freshen-Up! 9.00

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Modern 1/10 In. R.G.F. rings with imitation diamonds and settings that look like the real things. Included are rings that last one day, whatever. 13 days, etc.

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Prices F.O.R. Indianapolis, plus postage with order. 25% deposit with C.O.D. orders.

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Our very latest pattern 26-6c. Silverware Set, service for 6. Heavy silverplate on highest grade nickel silver base.

Minimum order 12 $5.00

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Take and finishes 10 to 15 each taking 30 to 45 seconds white and black or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-FLASH" direct positive paper. Picture size 5x7". In. Complete shop operates portable photo studio.

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Let me tell you what happened to me:

In 6 weeks I brought my owner over $2,700 in cash sales . . . I was shipped to every state in the country and many foreign ports . . . I was bought by people in every type of business . . . I built up a "super" mailing list for my owner.

BUT MOST IMPORTANT!

I convinced my owner that "it pays to advertise" . . . Especially in The Billboard!

SEE THE FACTS FOR YOURSELF . . .

Send for my story today—then contact your nearest Billboard office to set up a consistent advertising schedule for you.

THE BILLBOARD, 2160 Patterson, Cincinnati 22, Ohio

Gentlemen:

Rush my copy of the amazing story of the TALKING WOLF.

Company Name ..............................................
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Address ..............................................
City .............................................. State

Clip the coupon and return it to THE BILLBOARD NOW!
TWO TOP-NOTCH PREMIUMS!

#300—ALL-PLASTIC RUBY RED COCKTAIL SHAKER SET
Irresistibly eye-appealing, plenty of FLASH, a fast-selling premium.

Per Set .......... $ 2.25
Dos. Lots .......... 24.00
6 Dos. Lots .......... 22.50

#320—SAFETY WATER SET
Durable Plastic consisting of 22 pieces. Durable for all drinks like Iced Tea or Coffee, lemonade, etc. A good summer premium.

Per Set .......... $ 2.00
Dos. Lots .......... 22.80
6 Dos. Lots .......... 21.20

Terms 2% discount. Deposits 25% and balance shipped C.O.D. Wire or Phone at once.

HERDAN DISTRIBUTING CO.
120 W. KENZIE
CHICAGO 10, ILL.

“GOLDEN NYMPH” ELECTRIC CLOCK
Handsomely sculptured figure of a nude bathing girl cast in yellow gold color metal with silver colored metal wave for base. Molded Sessions electric clock movement mounted in silver colored metal case. Full bottom protectors table surface. Overall height 8½ in; width 12 in. Shipping wt. 8 lbs. MA307.

Sample $7.75
6 or more, each $7.50

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Established 1886
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BANG! DOWN GO PRICES... UP GOES QUALITY!
SENSATIONALLY NEW WESTERN HORSE CLOCK

18½” Horse with realistic Western Clock inlaid. Western Trim. All metal, beautiful Model "711 BL" hands, finished lines. JECO Clock movement with U.S. registered.

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Terms 25% With Order, Bal. C.O.D., O. & B. Chicago
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In the Hunt for Quality

365 Fifth Ave., New York 1, N. Y.

Red and White Stone Combination, $1.95, 36S.

MERCHANDISE 93
from fox trot to bolero. (tenor doubt «

available for summer location. 1017 pi, ilth

weilts», rumba, fox trot, pas: have been

billboard, 1564 broadway, n. llll

nerve

nicely packaged item. for even
time ly priced right for immediate

want. summer location: real, hotel. shim

men, v. aria came c 10

at liberty - advertisement

agents and managers

all-around, fast-stepping, experienced.

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billboard, 1664 broadway, n. y. 6

bands and managers

colored band for night clubs, cock-

tail, intimate, social, stage, four-piece, now

Pittsburgh, minnesota, and ohie.

ohio, cleveland, a. p. reading, pa.

small dance band - 12 or 14-piece

waste summer location: resort, hotel, club.

from fox Trot to polka, dance dashing and

June. december 19, dear, atlanta, o. 6

3-pc. knife set

only 57c each

minimum 3 pc. lamps: 89c each

planetarium show. available in all

prices right for intermediate pie pieces, etc.

steel mirror finishes. many other

silver, copper, brass, and colors.

valve, star, and special orders.

at liberty - advertisement

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lamp instruction wants position.

southeast towns. instructor, 6 x 8 mission

envelopes only.

carpenter-middle aged couple, per-

mittee work. do not want to work

full time.

disc jockey - wants job on some radio

station. 27 years old, married, 5'11
tall, blond, chippewa.

chicago's most exciting female in

beauty contest, 24, 5 ft. 3 in.,

blonde, dancer, singer, actress.

for your empty seat.

brown, blonde, 14, 5 ft. 7 in., no ex-

perience. worked with secret service

through los angeles, arizona, and

everywhere: available immediately.

singer, 15 years experience.

do not want to work.

hypnotist desires job night clubs,

private parties, personal instruction or what

have 15 years experience. do what
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situation wanted: punch-board man

with 8 years experience. will get destination.

vendom host - female impersonator,

photographer, to do any work.

vendom host: good looking, 5 ft. 10 in.,

boulevard, new york, n. y.

musicians

at liberty - drummer, play 3 or 4 beat

24th street, n. e.

available immediately - accordion,

359 west 53rd street.

instructor, 5 ft. 7 in., dark hair.

available immediately - drummer,

drum set, reed, wood winter, rock, jazz.

write for information.

at liberty - vocalist, alto, tenor,

clarinet, alto, tenor saxophone.

vendom host: 5 years experience.

at liberty - vocalist.

vendom host: 5 years experience.

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Cincinnati 22, Ohio

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Baker, Eliza, M. Baker, all Johannesburg.

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Barrett, George, L. Barrett, all Johannesburg.

Beales, Jack, T. Beales, all Johannesburg.
Blackwell, T. Blackwell, all Johannesburg.

Brock, Eliza Martin, Brock, all Johannesburg.

Buckley, J. M. Buckley, all Johannesburg.
Butterworth, John, Butterworth, all Johannesburg.

Carr, E. Carr, all Johannesburg.
Chapman, H. C. Chapman, all Johannesburg.

Cherry, E. W. Cherry, all Johannesburg.
Christensen, W. H. Christensen, all Johannesburg.

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Edison, W. Edison, all Johannesburg.
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Gillies, W. Gillies, all Johannesburg.

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Harvey, W. Harvey, all Johannesburg.

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Kemp, W. Kemp, all Johannesburg.
Kingsley, W. Kingsley, all Johannesburg.

Lang, W. W. Lang, all Johannesburg.
Leake, W. Leake, all Johannesburg.

Little, W. Little, all Johannesburg.
Lock, W. Lock, all Johannesburg.

Macdonald, W. Macdonald, all Johannesburg.
Morgan, W. Morgan, all Johannesburg.

Moseley, W. Moseley, all Johannesburg.
Murry, W. Murry, all Johannesburg.

Nicol, W. Nicol, all Johannesburg.
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Patterson, W. W. Patterson, all Johannesburg.
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Quinn, W. Quinn, all Johannesburg.
Robertson, W. Robertson, all Johannesburg.

Smith, W. Smith, all Johannesburg.
Taylor, W. Taylor, all Johannesburg.

Wallis, W. Wallis, all Johannesburg.
Whitney, W. Whitney, all Johannesburg.

Wright, W. Wright, all Johannesburg.
Young, W. Young, all Johannesburg.

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Genuine Swiss 2 Button Chronograph
Guaranteed New $3.75
(See Letter List on page 102)

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ORDER NOW!
New York:

If American recognition of Spain is ratified, it will create a new outlet for the novelty-merchandise firm. Henry Maso, of Barcelona, Spain, states that his amusement company bank is being used to import concession merchandise since 1939, and that he is looking forward to doing business with American firms.

"Have you seen "Goofy Eggs," the egg that won't stand still? "Clever Novelties handles it. At the recent Toy Show, M. L. Kosten, manager of J. K. Stevens Sales Company, showed the firm's exhibit, "Evil Spirits of Firearms, 1600-1860." Macy's appears to be well aware of hot novelties. The store has a demonstrator doing big business with the false spectacles and beak number. The store also is pushing the sale for 94 cents of Rubicon's telescopic gold color ball pen. Speaking of the latter item, Temple Manufacturing has entered the market with a pen set named "Electric Rainbow." This set is offered by Princess Eve Products, Sterl-Art Novelty. Introducing "Sterl-Write" and Jay-Ell Products has presented "Cute," written is offered by a 10-cent retail by Tarrson Company. A tremendous seller in 1949, "Frey Company is offering a 4-in-1 combination screwdriver to retail at 40 cents.

Commonwealth Plastics' Gay '90s Whistle has whirling beads inside an old-fashioned bike wheel—10-cent number; also at 10 cents, the Fire Chief Whistle, which has a horn on a siren whistle with engine wheels of revolving beads. Jack Soder, of Electro-Products, is enthusiastic about a 20-cent number, Putty-Puss.

It's a rubber, balloon-shaped bag filled with modeling clay. The painted face on the bag can be molded into a variety of humorous characters. Carnival men have been offered The Billboard for a GOOFY EYES watch that ticks. Have they seen "Rugby Egg," Jack's 25-cent retailed win Corporation figures a tie-in with the project to move its mechanical "Waltzing Cinderella Prince." The figures are carved in authentic Wood costumes.

Marlboro Products' premium distribution does not stop at fancy quarters at 39 West 23rd Street. Paving the way for smaller premiums, keylights and lighter costs, a new 4-inch diameter battery has been designed to fit two cigarettes into one penlight. The batteries, to retail at 10 cents each, are offered by General Day Baccy. "Trans-World is offering an 80-X magnifying power microscope at a low price. It's imported and billed as "not a toy." A 25-cent pocket microscope is sold for a customer of Microscope & Lens Company. Dave Jacoby, of Mills Sales, is ill with a virus infection. His "Mop Top Mouse" is a 35-cent retailer by Tarrson Company.

Eric M. Bauer is displaying Levy Hardware picture brasses. A resembling a giant pencil, Baboo's Jifty Pencil. Pencil Box is a 55-cent retailer. Feature of this is a built-in multiplication device operated by turning the yellow pencil point. Ten yen puzzle, a dollar item, is still selling well for Novelty Products. A toy is featuring action window displays of the Pirate Chest Mystery Boxes.

Norms Originals is presenting "Strumbo!" in an ebony-colored container with a simulated diamond imperial crown, the perfume retail at $2.50. Mann and Keith Ward, of Topstone Rubber Toys, are offering full-length rubber molds of B.C. Cap's Dog Patch characters. Such favorites as Lil' Abrar and Lil' Hex are older and differ in character, "Whiskey Bobbies," according to Ben Schwartz, of Par Beverages, is molded of bottles of liquid with humorous labels similar to well-known brands of whiskey. They retail for 25 cents.

Fressner has presented "Jubilee," a dollar cigarette-sized ball pen. It opens into a full-sized pen.

Allison Manufacturing has T-shirts with baseball embroidery on the front, in assorted sizes and various sizes of lettering, retail. Also, McLean Specialties has its Sanitop Pour Cap, 16-cent item, a pouring pitcher of any milk bottle. Made of plastic, it snaps on all standard bottles. A necklace and earring set by Simon & Goldsmith is on the market. Dave Marmaroch, of Miracles Novelty, is selling a glass dish and butter knife set, a 15-cent retailer. A 15-cent retailer, Port French porcelain ashtrays to retail for 40 cents. "Avon Pen Products is now at 21 Downtown Street.

National Baby Week will be April 25-May 5. With slogan, "Give your baby the right start in life," food and retail clothing stores will back up national advertising. Novelty operators may want to tie in with the program. "Plasticrink" have appeared in the novelty trade. They're plastic point-of-purchase die-cut displays, which adhere to windows without purchase of adhesive. Clayton Corporation says they can be used in new, reamplified, and reamplified indefinitely.

At the recent Variety Club Show, of Royal Plastic Products, visited with buyers while Sevenson, artist, displayed her tech.

(See Merchandise Topics on page 100)
Pipes for Pitchmen

By Bill Baker

BETTY BESHER... continues to work Glossco at the downtown Los Angeles Woolworth store to good returns.

The pitchman doesn't buck up until he's sure.

BENNY ACKERMAN... well known pipe purveyor, is working the W. T. Grant store, Los Angeles, to rebuild his long green comfort.

Shumann is assisting Ackerman.

It's spring and winter playtime is over.

ROBERT HALLIE... is working a screen layout which he will take on a tour of California and Arizona... offers this summer.

Anybody suffering from road fever?

DORIS RAMUSSEN... is working Car-Bo-Tet at the Woolworth dime store in downtown Los Angeles... does any good.

You are still worrying about the things that worried you yesterday?

BILL HORN... is still in pitch circles, is with the army fair base at Lackland, San Antonio. He's a private in the 374th Training Squadron. He says he'd like to see pipes from Doc and Harry, pottery king, and Charley Hagen, formerly with Doc. The successful pitchman takes his good days against the bad.

DOC HOWARD... continues to get the lure with heroic scope, which he is pitching in the basement of the W. T. Woolworth store in downtown Los Angeles... plays the part which he is doing in a living.

BERNIE DUNN... is still working wipe-up in Newberry's downtown Los Angeles store to report

fair returns.

Once your items click, you'll have no difficulty keeping your cool.

JAMES (KID) CARRIGAN... is reported to be getting some good orders for a number of Los Angeles locations.

He works in all kinds of weather and usually winds up with the best part of his life.

JIM BROWN... cards from Trenton, N. J., that conditions over there were worse than I've ever seen them. He'd advise pitchers to give this city a wider berth. I'm pitching for the town's largest department store for the eastern trade. But business is good, prospects are bright and the crowds are lighter.

A pitchman constantly bucks odds that discourage the average trade.

THE SAGAN TWINS... Mary and Madaline, have gone in for big bands in a big way and are using all the warehouse selling power of a building at Hilly Bolly Bolder, their estate located between Little Rock and Benton, Ark. Currently in their fifth week at McLeans' store in Little Rock, the two girls are branching out by establishing figure stands in Memphis and Hot Springs. They will soon open the newest McLeans store in Kansas City, Mo., about the middle of May, but by then it has been enough for them to open the Little Rock store for the management to tend to the galleries' engagements.

The Sagan twins are hosting a primer on a primer, which played the auditorium.

With the national Shrine convention set for Los Angeles, many troupes and entertainers are already looking around for room and prominent street corners from which to survey their masses.

GEORGE H. BROOKS... blasts the following from Hot Springs:

"Have been working with the Oaklaw Real. Track here for the past two weeks after coming up from New Orleans. I was supposed to have gone to work for Gus Zervas in the Baton Rouge, La., store and rodeo, but became ill and was forced to leave Baton Rouge for this spot. A trooper came in here on St. Patrick's Day and asked me if the license fee for novelty peddlers and pitchers at next year's Mardi Gras in New Orleans is $50. He says it will be broken down like this: City license, $25.00, state license, $10.00 and the state license, $10.00."}

"Most of Pitchmen's sharper operators are praying for an early spring."
STIMULATE
SALES with this
EXCEPTIONAL CLOCK!

Sessions Electric—hand decorated
in finely detailed three-tone finish
including exquisite gold hand ap-
plique. Available in four eye-appeal-
ing color combinations including
CHINESE RED hand trimmed in
antique gold, HELIOTROPE hand
trimmed in antique gold, ONYX
BLUE hand trimmed in antique gold
and ANTIQUE GOLD hand trimmed
in silver.

IMMEDIATE DELIVERY!
Write or Wire Your Order Today!

RE A Manufacturing Co.
506-508 Commerce St.
Phil a. 6, Pa.

Immediate Shipment
ANY QUANTITY

F U N - N O S E

Hard-Plastic Flash Colored Nose Complete
With Lensless Director’s Spect Frame

SAMPLES 3 for $1 Postpaid
Terms F.O. B. L. A.
25% with order, Balance
Specify how to ship.

RODELL PLASTIC ENGINEERING
11917 Vose St. • $1 7 -S703 • NO. HOLLYWOOD, CALIF.

FRISCO PETE
600 WEST LANE ST.
CHICAGO 6, ILLINOIS

FOR SAME DAY SERVICE . . CALL FRANKLIN 2-2567

IDENTS

$7.20

Sample Assortments, $2.00
25% DEPOSIT REQUIRED
ON ALL C.O.D. ORDERS

Pick Herculean PICNIC CASES
A perfect premium. Gay, colorful steel clad picnic
cases completely equipped with plates, knives and
utensils. Send for folder showing complete line.
GENERAL FIBRE PRODUCTS CO., FOUNDERY 7, MASS.

GOOD QUALITY
MR. BEAK
(Schnoz On)
PLASTIC SPECTACLE AND HAWK NOSE
No. X223

NOW $3.60

Mr. Bug
PLASTIC BUGS
PLASTIC INSECTS
ANIMALS REPRODUCED &
PARTLY PLASTIC

MR. BUG

FLASH?

Sample set $1.00

$2.00

Try this joke on your next dinner guests

GOLDENS MAGIC WAND

Fly or Reel in Ice Cubes
Grey Sore Finger to "Make Big To Fit Little Finger", 2 Da. in Display
Box

Bloodож Amputated Finger
2.00 Da.

Rabbit Monkey /w Section Cup.
2.80 Da.

Squid Live Rubber Snakers
(New!)
2.80 Da.

Zacchus I Best Grade Rose Glasses
12.00 Da.

Competitive (Good Grade)

Glasses
2.60 Da.

New Pocket Ash Tray
1.00 Da.

Rubber Beak Tooth Rabbit
.40 Da.

Best Grade Color Change Imitation
(Botted)
7.20 Da.

WRITE FOR OUR LIST OF HUNDRED OF WORTH-WHILE MAGIC AND NOVELTY STORE ITEMS, WE ME, A FULL LINE OF LARGER STANDARD MAGIC EFFECTS.

HARRIS NOVELTY CO.
1102 ARCH STREET
PENNSAUKEN, N. J.

GOOD QUALITY

CAMERA LIGHTER

WITH COMPASS

Designed to look exactly like a miniature camera
with compass on front. Blue metal body with
black, crinkle finish and polished metal trim.
Tripped and release can be removed for use as
a pocket lighter. Each in box.

No. X83782

$14.40

NEW SPRING CATALOG
NOW GOING TO PRESS. WATCH FOR AVAILABLE
DATE OR WRITE FOR DETAILS

NEW NOVELTIES DAILY. WATCH FOR OUR ADS!!

35% deposit required on all orders

N. SHURE CO.
200 W. ADAMS STREET
CHICAGO 6, ILLINOIS

F. O. B.

H A R R I S  N O V E L T Y  C O .

$1.80 Do.

2.80 Do.

2.80 Do.

7.

H. W. COLOMBO
PASADENA 1, CALIFORNIA
STERY JEWELERS
447 Travis St.
Houston, Texas

MERCHANDISE TOPICS

(Continued from page 97)

nique. The hand-painted plastic tableware, which comes with a plastic bag, becomes a part of the material and therefore cannot rub off. . . .

Sylvia devastating the Pea-

Boo pencil with the counter display #12, for Goodness.

DETROIT

J. R. Stephens is bringing out a simplified roller camera available in a host of colors: white, ash grey, blue and red. They are new plastic aprons offered by Thomas West, as special orders. They come in a complete range of colors and designs to meet the need for bar, restaurant,|and madams, etc., and are aimed at eliminating expense and inconvenience of linen rental or laundering. . .

there are new electric items for the

THE WEEK! In 1949, General Motors Corporation reported the greatest yearly net profit ever earned by an American corporation—$555,434,232. This profit represents an 11.8% increase over the previous year of sales for nov-|ulty merchants to shoot for.

 detector, in a victim of a severe attack of asthma but manages to return to work and continues his work with the Boys for the Northeast Optimists Club . . .

The Fred Silber Company, job-

is selling 50% of its line of tobacco, candy and its popular malts, as well as concentrate on items for the carnival and park fields.

West Coast:

M. Whitney Monette will soon

leave his Los Angeles home to go to San Francisco on business to see his brother, Ollie and Lloyd, and cover fairs and celebrations . . .

All Corner, of Associated Merchants, Los Angeles, reports that Silber's present is featuring the Drinkers' Nose . . .

Claude M. Frasier and John H. Hauser, of Zanes, Ohio, can tell some funny stories of how the nose and glasses got originated. Fraizer, who had an old theatrical nose piece, loaned it to Steiner, who made one like it. They have teamed up to turn out novelty items . . .

H. Gethman, of G. & H. Silber, is working on a Senorita bottle opener, aimed for the convention promotion trade . . .

George St. Pierre, of Hollywood Magic Company, has opened a new store in the city . . .

Ben Goldfarb, of Acme Novelty Company, Los Angeles, anticipates a big season with carnival merchandise . .

Charles Carter, of Minut Manufacturing Company, Burbank, Calif, is at work on some items made from the rubber material used in lizards . . .

Lee Wallace, of Wallace-Blada Novelty Company, Los Angeles, is getting himself and his suburban Los Angeles going on nov-
elities.

Ben Berman and Irving Wasserman have opened the Berman-Rug Company, Los Angeles. They carry a complete line of items for picture shows and amusement parks . . .

Martin Ibrahim, of Hollywood Novelty Company, Los Angeles, has moved his Normandie Sales to a new Merchandise House in Los Angeles, and stays out of the way of the drumming up sales. He is assisting in the handling of the products behind the counter . . .

Philip. . . .

Jack Stanley plans to intro-

duce a new novelty board item . . .

William Edelman, of Kordaway Company, is pushing the Hermann novelty line. He is ironing out the cord of the way . . .

Edward and Lee Golden are getting into the summer swing with joke items. They recently took additional warehouse space in the market . . .

R. L. Bergel, who operates as Bargel of Hollywood Inc., is featuring a purse-size perfume bottle. He is selling a money-maker with perfumers. He carries a complete line of perfumes.

N. E. OPS OPTIMISTIC

(Continued from page 76)

was named first vice-president, and Lawrence Stone, Paragon Park, Nan-

tucket Beach, Mass., was named sec-

Charles W. Alexander, of the How-

dard Johnson's chain of resto-

nent operators, said his firm operated on a $2 to $5 per cent gross profit. Labor costs fluctuated between 25 to 23 per cent and approximately 5% fluctuated on the 25% to 30% seasonal increases. The net should be between 14 and 17 per cent on a year-around basis. There are 240 Johnson restaurants, operating 365 days a year, which gross $8,500,000 annually.

The franchisees involve agreement on location and franchise fee, complete architectural and equipment supervision and the training in uniform operations, and operating supervision including the installation of an accounting system.

Good Year Predicted

E. C. Johnson, president of the

General Motors Corporation, pre-

dicted a "pretty fair" year ahead. He criticized federal administration policy but said that business and consumer confidence and thrift would prevail.

N. A. NAPABPB secretary, advised operators to increase their public liability insurance coverage. He said that $10,000-$20,000 coverage was no longer adequate. Henry Bowen, Whalen Park, Fitchburg, Mass., reported that the State legislature had failed to pass a representative in Congress favored tax reduction scheme and that a few have come out for elimination.

Other speakers included Gov. Paul A. Dever; C. A. Sperlich, representative of the Boston & Maine Railroad; Melvin B. Summerfield, of the Boston & Maine, and Paul Haney, manager, Rocky Point, Warwick, R.I.

The program committee was headed by John Collins, assisted by John J. Dineen, Louis Shotsky, Victor Sharef, Wallace S. C. Jones and George H. Hamid.

COLE ROUTE SET

(Continued from page 74)

The plan was successfully executed this week, which indicates that Oken and Johnson, since and now, are the key to the key held. One of his great advantages is that he is able to buy in large quantities, thereby reducing expenses. This is especially true in the case of the new line of novelty items which have been added to the regular stock. The business is growing rapidly and is expected to continue.

Wirtz To Route 11

Plans to book Cole Bros. into ball-
parks and stadiums rather than using top at major stops makes stadium experience important. Therefore, the staff of Wirtz has been set up for operation of the stadium shows which will fit well into the operation.

Wirtz will do the routing. Jack (Abe) Elkin, a key to the planning of the 1940 Cole show, will be with the crew and will assist the Cole employees who are being contacted.

Month Behind Ringling

Spokesman for the Ringling Bros. reported that if the show would play Chicago the same time Ringling was there, Wirtz said he expects Cole Bros. to be behind Ringling in the East. Opinion has been that the Cole Bros. must have their first competition for Ringling and that New York might be designed as entries for Cole Bros. The Wirtz Bros. will tour the Norris block of Madison Square Garden which could be vital in swing-

ing the Garden circuit contract, according to Wirtz, starting in 1951. Ringling's Garden opens after this season.

Wirtz said Cole would play Eastern dates later than Ringling in order to get ballparks and stadiums. Tickets for Cole will be scaled so that every man in the circus, he said. In New York, he indicated Cole tickets will cost less than half the Ringling

Chronograph

$3.50 Each

COMPLETE WITH STAINLESS STEEL BAND

Written One Year

Jewelry Case

Steel Writing Instruments

Rhinestones

Inlay Trays

Wristwatches

Crown Patent (120088)

(Extra)

Calander Watch-Addl.

Rhinestones on

249.00

3.95

2.95

2.95

$3.95

Edward Co.

1828 S. California Ave.

Chicago, Ill.

Clean Up

With Plastic Rayon Towels

Grabs, face & hand cloth right out in cold water. There are no flaps or folds. It is practical and economical. Plastic Rayon Towels are frictionless, absorbent, non-abrasive. Wipe Away Products are easy to use, durable and practical for any job. They also produce a lot of静电.

Clean Up

100 West Nineteenth

Kansas City, Mo.

SLUM

Giveaway Items for Adults and

Children

1000 Pieces for $6.75

Assorted Items, Novelties

Satisfaction Guaranteed or Money Refunded

D. Robbins & Co.

Since 1897

800 Wool Nimitt St.

Kansas City, Mo.
SALESBOARDS

Walter McNamara, production head of the McNamara Company, Chicago, reported last week that the firm now has in preparation a new 1020-hole die-cutting pay-out ticket board, Hor- san. The number has a 90-hole jackpot which completely punches out 11 features in a 15-second period. The board is a 2500-hole number with a 30-hole jackpot. All will be set for shipment in a few weeks. Walter states that the boards were designed following reports from fieldmen indicating a strong demand for numbers of such type. He also announced McNamara was working on a dime hit-in-and-take-board with a board hit and and-take-award and numerous cash awards consolation. This will be a 504-hole definite profit board. When the tip of new names hit the market, Walter states the three most prevalent requests for board types from operators will be covered.

Reports from Gardner & Company, Chicago, still continue to relay news of high production and sales levels. Most of the credit is due to plain hard work and road-pounding by the firm's sales force, according to Sales Manager Irwin Feitler. One of the boards in the top sales bracket is the "Pretty Seals" ticket board. Featuring a single jackpot of 125 die-cut seals, pickup is fast and eye-appeal. Also being released is a dime play board, "Two-Ten." This is an 800-hole number with a 30-hole jackpot. Both will be set for shipment in a few weeks. Walter Puze, of the McNamara Company, Chicago, 1700 E. 1000 S. W., has been kept in substantial production to fill orders, according to Young.

Joseph Berkowitz, president, and Henny Gutenstern, sales manager, Universal Manufacturing Company, Kansas City, and Bee Jay Products, Chicago, have left the Kansas City office on an extensive sales and goodwill trip through Missouri, Illinois, Kentucky, Tennessee, Alabama, Georgia, North Carolina, Maryland, Pennsylvania, New York, Ohio and Indiana. With the boys on the 15-day trip will be many new deals, most of them in baseball play. Stressed is the newest idea, Color Bingo deals in both definite pay-out and 60-60 jackpot pay-out. Both deals offer three or more bingo numbers in each of the four color sections.

Cam Sales Company, Peoria, Ill., reports operator reaction to its new four-color sectional play, Bingo Ticket "on the sales beam." Phil A. Sax says the different colored tickets, in each of the four sections, are in bright reds, greens, yellows and blues, with divider disks for each section. Last ticket pulled in each color section opens the seal. Firm plans to add other like ticketing and to change over to 100 per cent production of this type in the near future.

Werts Novelty Company, Inc., Muneca, Ind., is keeping its production facilities working in high gear. Ralph Young, recently named general manager, is counting on a good demand for Baseball numbers and has stressed out-of-such items over others. Meanwhile, the firm's varied line of deals, tip books, jackpot books and cards games is being kept in substantial production to fill orders, according to Young.

ST. PAUL SHINE

(Continued from page 74)
Saturday morning (18) this year.
Gross, after taxes, was $66,928.61 as against $69,935.61 a year ago. John Harrow reported. He expressed that this represents money which came thru the door during circus week and for tickets and all other sales.

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7½-Cent Coinage Merry-Go-Round

P-R Program In Hartford In High Gear

Ops Police Own Units

HARTFORD, Conn., March 25.—A voluntary “policing” policy on the part of Hartford police commissioners to prevent youngsters under 16 from playing pinball machines has begun to pay off in extensive public relations, according to Abe Fish, of General Armament Corp., Hartford.

Fish, who is president of the Connecticut State Coin Association, Inc., says that “this policy by the independent board is making sure that youngsters under 16 don’t play pinball machines has been making a lot of good news for the coin machine industry in Connecticut.”

“It’s like the proverb that too many people think the coin machine trade is out to get money and they come in here is nobody’s concern. That’s not so. We’re in business, sure. But we’re in business at the same time to be on good terms with other business men and also with the buying public.”

Check Locations

That’s why Fish and his fellow commissioners have adopted a policy of specifically requesting storekeepers and other persons who operate pinball machine locations to make sure that children under 16 do not play pinball machines. “The police department, of course, has its own checkers,” he continued, “but we’re following up on this by asking the location owners themselves to run the machines.”

If a child is seen playing a 50-cent piece in his pocket, play a dime in the machine, Fish said, “The coin machine took all his money.”

“We’re looking for long-range public relations and the only way to cultivate long-range public relations is to work with existing police agencies and make sure that youngsters do not play machines.”

Bally May School To Follow ACMMA Show, Convention

CHICAGO, March 25.—Operators and representives who plan to attend the All-Industry Coin Machine Show at the Hotel Sherman here May 22-24 will also be able to attend the May Bally School for Servemen, Bob Bretherick, vice president in charge of the classes, announced this week.

The school was originally scheduled earlier in the month, he stated, but, because of the large number of operators and servicemen who plan to come to the May show, we are able to extend the school one more week and follow right after the show. The school will be held May 25, 26, 27, Thursdays, and will be open to veteran operators, Friday, console games, and Saturday, shuffle games.

At the same time it was announced that the April session of the school will be held during the third week of the month, one week later than scheduled, Classes start Monday, April 17, and conclude April 19.

Brief and Important

Late Digest of Coin Machine News

Craig Vending Moves to Danvers

The Craig Vending Machine Company has moved its offices from New Bedford, Mass., to 90 Norton Street, Danvers, Mass., headquarters of Craig Machine, Inc. The firm’s cream vendors are still being manufactured in New Bedford.

California County Okays Pin Games

The County Board of Supervisors, Bakersfield, Calif., last week okayed the return of pinball machines by licensing 198 games.

New Social Security Measure Would Cover Self-Employed Op

WASHINGTON, March 25.—The Senate Finance Committee wound up open hearings on the omnibus Social Security bill yesterday (24) and is now facing several weeks of executive sessions, with all signs pointing to a subsequent committee decision to extend benefits to self-employed coin machine operators on any variations.

In two months of hearings the committee had given little testimony against the provisions of the approved measure to include under Social Security all self-employed persons. Some classes such as doctors and engineers Operators are not specifically mentioned in the bill, but those who work for themselves would be included, along with most other self-employed persons under the broad terms of the measure.

Some Changes Possible

It is possible the Senate group will change the percentage of taxes or the wages to be covered with respect to the self-employment pension plan when they go to the polls next November. A measure to lift the present $1,000 a year benefit from the county level to the state level would have won a place on the general ballot when proponents filed a petition of 11,236 names with the secretary of state’s office.

License fees and a percentage of the returns would be placed in a welfare fund to finance aged and blind persons who are self-employed.

The plan is sponsored by chairman Allen, of the “Ham ‘n’ Eggs” pension plan which failed to be voted into law in the last ’30s. Allen and four other backers would be named as members of a commission to license and supervise revenue resulting from the license. The commission would have $10,000 per year.

In addition to Allen the backers of the proposal are Cliff Kahan, Superior; Glen S. Wilson, Los Angeles, and Roy G. Wens, Los Angeles.

ACMMA Show Directory

CHICAGO, March 25.—With over 90 per cent of the exhibit space for the 1950 All-Industry Exposition at the Hotel Sherman Chicago, May 22-24, sold out, the American Coin Machine Manufacturers Association (ACMMA), sponsor of the show, is preparing a directory of exhibitors, President Herb Jones announced Friday (24)

The deadline for listings in the directory is April 4. The directory will include the exhibitors’ trade names and description of equipment to be displayed and show booths numbers. Jones expresses that those with show contracts signed not later than April 4 will be listed.

In addition to distribution at the ACMMA show, the directory will be included in a mailing in advance of the show formally inviting all coinmen to attend.

Senate Heats Pros-Cons of Minting Bill

COIN-OP MACHINES

Tough Going

WASHINGTON, March 25.—Objections to this week’s predicted “tough going” for the proposal to mint fractional coins.

The subcommittee of the Senate Banking and Currency Committee has so far set several days on testimony gathered at this week by hearings before the full committee.

An off-record pull showed fractional coin legislation had less than an even chance of being recommended by the Senate Finance Committee to the Senate at all.

Universal Skeds New Twin Bowler For Deliveries

Universal Industries is making deliveries on Super Twin Bowler, featuring twin scoring and returnable plan, Vice President Bill Ryan announced Friday (24).

Playfield on the new Universal product is 9 by 2 feet. It can be played by one or two persons. When two participate, each deposits a dime in the game’s new drop chute.

Scoring on the new Universal game mirrored after regulation bowling. (See Universal Skeds on page 125)

NCMDA Elects 2 New Members

CHICAGO, March 25—Irv Blumenfeld, executive secretary of the National Coin Machine Distributors’ Association (NCMDA), announced the election of two new members.

They are the Red Distibuting Company, Allston, Mass., headed by Si Red, and Williams Distributing Company, Memphis, headed by Bud Williams.

Under the constitution of the distributor group, all prospective members must be voted favorably by all regular members.
Keeney Intros
Penny Loader
At NATD Show

CHICAGO, March 25—J. H. Keeney & Co. will exhibit the company's first trade showing of its newly developed penny loading machine at the National Association of Merchandising Executives (NATD) convention at the Palmer House, at Dearborn and Wabash avenues. Keeney will have Booths 96 and 97 at the NATD and will demonstrate its de luxe electric cigarette vending machine.

The penny packaging machine is operated by inserting a penny in a slot of 14 by 14 inches. It has handles for loading cigarettes and is constructed of chromium plated steel. The penny loader operates only when pennies are accepted, and it is virtually noiseless. It can be set to operate two or more units at the same time in the pack. It is a straight loader. Vice-President John Conroe points out that the new loader is invaluable as a labor-saving device.

Cleveland, March 25—Knie
nagers at General Electric's lamp department have come up with an experimental coin-operated bus

General Electric Experiments
With Coin-Op Sun-Heat Unit

T He model is housed in a steel case with a coin drop at the top of the cabinet. A heat and a sun lamp are mounted in the side by side with a table and a folding chair. When the customer inserts a coin, the machine will quit if there is no salesperson on duty. The model, which is the first of its kind to be developed, will be marketed at a regular price of $8.50. The machine, which is designed to be used with sun lamps, allows for the purchase of both. The machine is designed to be used with sun lamps, allowing for the purchase of both.

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General Electric Experiments
With Coin-Op Sun-Heat Unit

The penny packaging machine is operated by inserting a penny in a slot of 14 by 14 inches. It has handles for loading cigarettes and is constructed of chromium plated steel. The penny loader operates only when pennies are accepted, and it is virtually noiseless. It can be set to operate two or more units at the same time in the pack. It is a straight loader. Vice-President John Conroe points out that the new loader is invaluable as a labor-saving device.

Cleveland, March 25—Knie
nagers at General Electric's lamp department have come up with an experimental coin-operated bus

General Electric Experiments
With Coin-Op Sun-Heat Unit

The model is housed in a steel case with a coin drop at the top of the cabinet. A heat and a sun lamp are mounted in the side by side with a table and a folding chair. When the customer inserts a coin, the machine will quit if there is no salesperson on duty. The model, which is the first of its kind to be developed, will be marketed at a regular price of $8.50. The machine, which is designed to be used with sun lamps, allows for the purchase of both. The machine is designed to be used with sun lamps, allowing for the purchase of both.

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Commerce Dept. Analyzes Postwar Cig Sales Market

WASHINGTON, March 25.—Commerce Department's analysis of monthly reports on cigarette sales contains several items of interest to vending operators. A study of the industry's postwar statistics discloses a definite pattern in the nation's smoking habits. Top August has been in each of the last three years, while December has been the low months in 1947 and 1948 and the second low in 1948.

There has been a great range between the high and the low months. Last year for example, 6,000,000 m.cigarettes, or 300,000 packs, were smoked in August than between the top August and the low.

February. The range in 1947 was slightly more than 8,000,000. The decrease in the difference between the high and the low months indicates that the public may be spreading its smoking more evenly throughout the year.

While August has been a heavy smoking month, July has been no better than average in any of the last three years and actually was 4,000,000 cigarettes behind the 1948 average last year. Altho July has proved to be a weak month, the sales statistics show that, in general, the summer has been the best for cigarette sales, with fall close behind. Spring has been third in line, with winter the worst of the year.

Over the three postwar years, the general pattern has been that January sales started off strong, but dropped sharply in February. The average for the entire year, February slipped slightly from the previous month and sales then picked up in March, April, May and June. July experienced a big drop in sales, while August coming along to lead the year. Sales slipped off again in September, only to show an increase in October. November then dropped off to be followed by December as the low month.

TE MCO Builds More Sno-Cones

DALLAS, March 25.—Texas Engineering and Manufacturing Company, Inc. (TEMC0), has signed a contract to manufacture 260 Sno-Cone vending machines for Multiple Products Corporation here, it was announced this week by Dr. E. L. Howard, executive vice-president of the former concern.

Sno-Cone unit vends a shaved ice confection which bears the same name. TEMCO has built Sno-Cone machines for Multiple Products in 1948 and has delivered 500 units to date. New order will be delivered in April and May so that the equipment will be available for summer locations.

Dixie Cup Earnings Up

EASTON, Pa., March 25—Dixie Cup Company earnings and sales establishment records for the fiscal year, ending February, 1949, were published recently by President C. E. Davidson to the stockholders. Gross billings of $25-355,000 represented an 18 per cent increase over 1948, and net income amounted to $1,655,643, or 57.9 per cent over the previous year. Earnings in 1948 totaled $1,805,000, or $6.70 per common share.

Reviewing the company's expansion during 1949, Division pointed to the plant opened in Canada and a large warehouse adjoining the Easton factory. Capital expenditures in both Canada and the United States during 1949 amounted to $2,162,250.
Senate Heats Pros - Cons of Minting Bill

Coin-Op Machines Cited

(Continued from page 102)

A Berle in Biz

LOS ANGELES, March 25—

Phil Berle, KNBH-TV producer and brother of Milton Berle, is negotiating with Al Silberman, owner of Badger Sales, for a comprehensive milk vending operation. Silberman is working on a deal to get up Berle with Dairi-Mart four selection machines which offer milk, buttermilk, chocolate milk and an orange drink in a special container.

Hires Strike Ends After Six Months

BRIDGEPORT, Conn., March 25—

A six-month-old strike at the Hires Root Beer Bottling plant in Orange has ended with the signing of a one-year contract between the company and Local No. 40, CIO Brewery, Soft Drink and Distillery Workers' Union. James J. Simonelli, business agent of the local, announced this week.

Terms of settlement provide for a union shop, time and a half after eight hours, eight paid holidays, one week's vacation after one year of employment and two weeks after three years, and a $10 base pay plus commission of 3 cents for each can sold and 2 cents for each case picked up.

The contract, the first the local has negotiated, will expire March 1, 1961.

You can save on vending machines now that you've got your head together. Funding, financing, etc.

AMERICAD - DISTRIBUTORS OF MAJOR BRANDS

1414 Knightbridge Avenue
Los Angeles 15, Calif.

CHANGING JOBS? CALL US TODAY

Karl Guggenheim, Inc.
33 Union Sq. New York 3, N. Y.

KARL GUGGENHEIM, INC.

FOR SALE

In new "Brander" case unit with wall type Handy Candy Machines, affordable to any size bar. 10 cents, 15 cents, 20 cents, 25 cents. All sizes, 24 hours or 12 hours a day. Also, vending equipment.

FLOYD S. VAN CONANT

1417 White St.

Pom Cape, Mass.
Two Experts Paint Bright Picture for Future Vending Biz

SAN FRANCISCO, March 25 — Two nationally known authorities in marketing, Malcolm P. McNair, professor at the Harvard Graduate School of Business Administration, and Victor Lobov, head of the Better Business Bureau, recently concluded a rosy future for automatic vending.

Dr. McNair, in writing for Stores, a department store publication, stated: "Take a look at the supermarket for a moment. Without knowing anything about department store types of merchandise, as for instance in the field of housewares. Then figure out what they are giving the customer in the way of satisfactions, conveniences and prices that you are not giving, and see how you can take a leaf out of that book. I think you can get far greater productivity out of your own employees behind the scenes in preparing merchandise for effective selling or automatic vending than you can from people out in front supposed to exercise alleged salesmanship on an irregular flow of customers.

"elow in the Journal of Marketing pointed out that, currently, annual sales of cigarettes, candy and gum were estimated at well over $3,000,000. "Marketing experts," he pointed out, "estimate that within 10 years there will be $3,000,-

New Eppy Charm

NEW YORK, March 25 — A miniature plastic knife that can be vended thru bulk machines was added this week to the line of charms manufactured by Samuel Ropy & Company. The knife, in a colored plastic case, one inch long, has metal blade. The knife is said to cut, open and close "like a real scout knife." It lists at $1.00.

For Coffee Vending

IT'S
KOFEEM KING

A PRODUCT OF
FUTURAMIC MACHINES, INC.
BRONX, NEW YORK

For the hottest line in character charms
CHARMS

"Pop" Corr SEZ AUTOMATIC VENDORS

New or reconditioned low prices—factory guarantee. Immediate delivery.

AUTO-VEND, INC.

D-ZERT
A product designed for use in refrigerated cabinets or coolers to prevent condensation inside.

Mid-Continent Dairy Prod.

断裂的代码
CABINET STAND
FOR MODEL 49

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern

CABINET STAND
FOR MODEL 49

NAMAgainst
7½-Cent Coin
At This Time
Sees No Public Demand
CHICAGO, March 25.—As hearings on proposals to mint fractional coins continued in Washington (see report on first Coin Machine page), the National Automatic Merchandising Association (NAMA) went on record as opposing the new coin at this time.

C. S. Darling, executive director of NAMA, registered the vending machine association’s opposition to fractional coins in a letter addressed to Sen. Burnet Maybank, chairman of the Senate Banking and Currency Committee. Copies of the letter were sent to each senator on the committee, with the request that the statement be read into the record.

Darling’s Three Points
Darling listed three points:
1. If an additional United States coin or coin of less value were to be minted, the impact on automatic merchandising would be tremendous.
2. National Automatic Merchandising Association, representing the manufacturers of merchandising and service vending machines, the operators of such machines, and the manufacturers of the products sold in such machines, has taken no position for or against a new coin or coins.
3. We have not been convinced that the public demand or the public need for a new coin or coins is sufficient to warrant giving the matter serious consideration at this time.

In that speech Mr. Mathen charged he had asked NAMA, as well as the vending machine manufacturers to make a national survey of their membership to determine industry sentiment on the addition of 2½¢ and 7½¢-cent coins. Neither association made such a survey, Mr. Mathen charged.

At the same meeting, after hearing Mr. McFadden’s statement, what fractional coins would be accomplished, NAMA members unanimously approved the proposals.

Utley on New Coin
CHICAGO, March 25.—Clifton Utley, NBC-TV news commentator, took time out on his Wednesday (22) evening telecast to comment on the news that 2½¢ and 7½¢ fractional coins had started in Washington.

Looking at the matter lightly, Utley carried the ball for Mrs. Thomas Ross, secretary of the treasury, who gave her views to the committee on that day. Utley said Mrs. Ross pointed out many reasons why no new coin should be minted. She noted that change would be required in cash registers and business records, and concluded with the comment that women’s purses would be even more confused with the additional coins.

He pointed out that soft drink dispensers would be the more and explained their reasons.

Larger New Tru-Adé
Vender Sales Mgr., Plans 100% Coverage
CHICAGO, March 25.—Tru-Adé Inc. has announced the appointment of J. M. Lanzer as manager of venders and cooler sales this week, revealed plans for 100% dealer participation in vender operations during the next year and a half.

Richard K. Law, director of advertising, stated the firm’s 189 franchised territories would incorporate cooler sales aids on the bottle line more extensively, while new franchises would specify that bottle vendors be used as a supplementary sales outlet.

Current Tru-Adé has a working agreement with several manufacturers of bottle vendors to supply equipment to its color scheme. However, the firm’s earlier plans to use cup vendors (initially developed in 1966 when it sponsored development of an experimental cup unit) have not been resumed.

Lanzer is currently touring the country, visiting bottlers and discussing use of vendors as a Tru-Adé sales stimulant.

Sked Dairy Meet
CHICAGO, March 25.—Directors of key dairy council units were met June 23-28 at the Edgewater Beach Hotel here to review the industry’s educational program structure to functional and consumer groups. Members of the board of directors of dairy councils throughout the nation are being invited to attend. Dairy company executives, who would like to sit in, are also invited.

WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
629A ARMSTRONG STREET, MORRIS, ILL.
Supplies In Brief

Candy Sales Drop 2%

WASHINGTON, March 25.—January dollar sales of confectionery and chocolate manufacturers were down 2 per cent from December, the Commerce Department's bureau of census reported. The decline was attributed mainly to the usual seasonal slump in sales of manufacturers-retailers, Commerce said. Sales of manufacturers-wholesalers remained steady, while those of chocolate manufacturers increased 23 per cent.

The average price per pound of confectionery and chocolate products in January was substantially lower than last year, according to Commerce's findings, based on reports from manufacturers. Dollar sales of these manufacturers declined 8 per cent, compared with an 8 per cent increase in pounds sold. There was no appreciable change in the value of candy bar goods in January, as compared with January of 1949, but the poundage of bars was up 2 per cent said this year over the previous year, the report stated.

Cocoa Prices Up

WASHINGTON, March 25.—Cocoa prices in January, averaged 27.3 cents in January, marking the highest level in more than a year, Commerce Department reported this month. Reversing the general downward trend of 1949, January prices averaged 27 cents more than the monthly average for last year, according to Commerce statistics.

Bar, Bulk Biz Off

WASHINGTON, March 25.—A decline in bar and bulk candy sales was noted in January, 1950, over the 1949 month was reported by the Bureau of Census. Based on reports from bar and bulk goods manufacturers, it was indicated that bar sales were down 7 per cent and bulk business increased in pounds sold.

Viet's Famous Model V

NOW...

equipped with

VICTOR'S NEW PLASTIC GLOBE
at
NO EXTRA CHARGE

80% Greater Capacity

The Model V—made to order for a great deal since its first day on the market—has been the subject of thousands of successful transactions.

See Your Victor Distributors.

VICTOR VENDING CORP.
3011-13 W. Grand Ave. CHICAGO 26, ILL.

THE MIGHTY SENSATIONAL
NEW COUNTER GAME...
ATOM

10c Play
WRITE FOR PRICES

SMALL AS A MIME
PROFITS BIG AS A GIANT!
Cigarette Sales Monster. Line up 3 of a kind, with a carton of cigarettes. The best money maker you ever had. Don't take our word for it.

Available in 1 or combination 1-3-6-9. Cigarette Fit in Box. Weight: 6 lb. Size: 3½x3½x3½.

GROSTECH TOOL & MFG. CO.
126 N. Union Ave. CHICAGO 8, ILL.
Phone: Randolph 6-2097

Northwest Bows Lighter Shiner With $169 List

MINNEAPOLIS, March 25.—Shinemaster, a new lightweight shoe-shining unit manufactured by Northwest Engineering & Manufacturing, Inc., Minneapolis, is opening California offices at Los Angeles. It was announced here by Angus Grant, firm secretary.

George Van Doren, firm president, is opening the West Coast offices to serve as distributor and operator of the unit which sells at $169. Grant and Van Doren's brother, Fred, firm treasurer, will remain in the Twin Cities where the production work is being supervised by Fred.

Salesman has been 18 months in development, according to Grant. It is 35 inches high, 16 inches wide and 18 inches deep, with a shipping weight of 103 pounds. It's a 5-cent per shoe machine.

Sprays on Wax

Feature of the unit is that it sprays a homogenized liquid wax on shoes for shining purposes. Grant said the special preparation was developed for the company by a Minneapolis chemist, and it is so constituted that it does not clog the machinery.

In addition to manufacturing the machine, Northwest also has 30 units in top spots throughout Twin Cities, Grant said. Factory representatives for the firm are stationed in all sections of the country.

Chicago has 150 units, and shipments of units are going out weekly to all parts of the country, company secretary said. Thus far Northwest has five factory representatives on its rolls and is giving consideration to adding several others before long.

Automatic Canteen Names Frank Coninx Purchasing Director

CHICAGO, March 25.—Automatic Canteen Company of America announced the appointment this week of Frank L. Coninx as director of purchasing. Before joining Canteen's accounting department in 1938, Coninx was a bank statistician.

Prior to his new appointment, Coninx filled the post of assistant candy bar purchasing which he had held since joining Canteen in 1945 after serving four years in the navy.

33 Candy Firms To Show at NCWA Meet

NEW YORK, March 25.—National Candy Wholesalers' Association, Inc. (NCWA), announcing advance plans for the 1950 candy exposition to be held in conjunction with the fifth annual NCWA convention at the Commodore Hotel here May 31-June 3, this week reported 33 candy manufacturers will exhibit.

Firms contracted for display space are: Hershey Chocolate Corp.; Walter Baker Chocolate & Cocoa; James O. Welch Co.; Swissian's Licorice Co.; the R. L. Albert Co.; the P. L. Albert Co.; the T. M. Sangster Co.; the Miss Morris Chocolate; Fred W. Amend Co.; Reed Candy Co.; the Thomas & Sons Co.; the Thompson & Sons Co.; the A. D. Richardson Co.; Paul F. Reich Co.; the Charms Co.; Henry Heide, Inc.; Howard D. Johnson Co., etc.

The President of NCWA, J. J. Brach & Sons; Chase Candy Co.; L. G. Abner & Co.; Tasty Food Products, Inc.; De De, Inc.; the Philadelphia Wholesale Candy Co.; the Cincinnati Candy Co., Inc.; the Cordis Co. & Leaf Brands; the Milko Cone & Baking Co., Inc.; the Swift Candy Co.; the Quaker City Chocolate & Confectionery Co.; the Majestic Confectionery Co.; the Moolah Candy Co.; the Dufour & Sons Co., Inc.; the Mrs. Miller's Candy Co., Inc.; the Charles Trim Co., Inc.; the T. W. Phillips Co., Inc.; the W. H. Eells & Co., Inc.; the New England Confectionery Co., Inc.; the Joseph O. Bliss Co., Inc.; the Mrs. Miller's Candy Co., Inc.; the Paradise Candy Co., Inc.; the H. W. B. Confectionery Co., Inc.

Additional exhibitors will be announced later, NCWA officials said.
Coverage in Chicago Fades as Locations Drop Video Sets In Favor of Music Machine

Seek Summer Placements To Augment Regular Juice Stands

CHICAGO, March 25.—With the start of the major league baseball season a month away, this year's spring game attendance is expected to grow in groves over the past few years when television took a heavy toll of afternoon and evening play hours. This year, it has been noted, many local taverns and restaurants are setting up special video sets on unspecified days to do business. The dimming public interest in television and that practically all locations removed their sets when they moved was not helped by the fact that radio broadcasts in most locations were never considered as being competitive with the jive box as television, and that practically all locations removed their sets when they moved. In many instances, reports of removal of the sets has not been brought about by a reduction of the sets' use.

Indicative of most major league cities is the situation here. The National League Chicago Cubs will maintain their "no night baseball" policy again this year and will play all home games in the afternoon. The White Sox, in the American League, will schedule 28 night contests, and the balance of their home schedule during the day.

The diminishing television coverage of sporting events here is not expected to receive too great a hit—though Chicago baseball fans have been noted for their patronage to Chicago parks and stadiums. The clubs there will continue to attract crowds who will play the Chi boys. It is believed (See Chi's TV Coverage on page 112)

Denver Ops To Ask Locations For % changes

DENVER, March 24.—Facing what they term a "business crisis," a group of Denver's major music machine operators have agreed to request the owners of small establishments to accept less than the standard 90 percent of sales. The operators have, in many instances, already cut off payments to 25 percent and prop to discontinue payments altogether, on a local basis. The payment is, in many cases, the difference between a profit and a loss.

One operator said he had already told owners of several small restaurants and bars that costs made it impossible to give them any portion of the receipts. He added he would rather have the machines in his warehouse than seeing them go on a loss. A local basis.

The operators estimated that a third of the 1,500 machines on location in Denver are being operated on a loss and will have to be pulled unless payments are cut.

Operators say Denver is just beginning to experience the business drop that hit the coast cities a year ago. They claim they know that they will have to cut business operations if they expect to reflect in their profits.

Merchandise Clinics:

"Operator's Contest Idea Pays Off Help in Dividends, Firm In Increased Juice Box Grosses"

DETROIT, March 25.—Sound money-building ideas may be where they are now expected close to Chicago, in the Detroit area or in the surrounding home of the Michigan and Ohio Valley Association. According to James A. Passanante, head of Gaycoin Distributors, some juke boxes operators are planning a 10-day contest to provide a possible guide for operations.

One of the suggestions concerned personal policies, such as arrangements of working hours, increasing the efficiency of work time, and increasing the amount of free time. The plants that would continuously stimulate maximum employee output. The idea that passed the contest was a contest during which Passanante presented his contract home with the objective of securing ideas on improvement of the business operation. Several members came up with good ideas.

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Award Prices

The prize winners were announced and given the award at a symposium meeting at the Hotel St. Clair, at which the advertising was held. First prize of $50 went to John Rich¬mond, service manager; second prize, $10, to Murl Deal, office secretary.

Third ended in a tie, with $5 awards to Steve Brancione and P. Lott. The winner was the design of a new type of juke box, which the winners were scheduled to function in a limited space, and to play in one position only. Lott's box held the spanking new 1250 which was changed from North Tonawanda by the first one to play.

Free Media on the web at 11 p.m. C.S.T.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in recent issues of The Billboard are:

MACY'S, VARSITY PREEM NEW LABEL. The two firms will combine on the debut of the new disk, strictly for LP (Music Department). CAP LEVELS GUNS ON "LET'S GO TO CHURCH." The diskery plans an all-out drive on the recording for pre-Easter sales (Music Department). DEALERS DOUBLE ON DISKS. Many retailers have turned to cutting their own platters, making available music not generally recorded (Music Department). KAPP TO ISSUE CORONA LABEL. Paul Kapp to make his debut into the record business with old masters on the new label (Music Department). FREE RECORDS EXPANDING OPERATIONS. The Texas diskery is developing its entry into the pop and hillbilly fields (Music Department).

And other informative news stories as well as the Hall of Fame stories, which are sure to delight the many readers of this section.
In 1666, the Law of Gravitation was suggested to Sir Isaac Newton by the fall of an apple in his garden in Woolsthorpe, England.

Gravity! Gravity doesn't change with temperature or geography or time—it is one force on this earth that is always constant and unvarying. The AMI tone arm and needle ride the record grooves by gravity!

AMI MODEL "C" HAS:
Single Tone Arm, Single Needle, Horizontal Turntable, GRAVITY RIDE

AMI Incorporated

General Offices and Factory:
1500 Union Ave., S.E.,
Grand Rapids 2, Mich.
Sales Office:
127 N. Dearborn St.,
Chicago 2, Ill.
Senate Hears Minting Bill Pros-Cons; Coin Machs. Cited

(Continued from page 128)

position to the legislation, pointing out that changeover of coin-operated equipment would be prohibitively costly, Bailey said that the cost in additional capital outlays to independent phone companies alone would run between $3,000,000 and $4,000,000.

Baker, Joseph Strahlman, Seneca, Kan., stated the issuance of new coins would help all business, particularly those retailing small items. Approval of the bill was also expressed by Claude McClintic, a dairy president, who said school children are being overcharged for milk because of lack of a fractional coin. A bottle that costs only 5.5 cents has to be sold for 6 cents, he stated. The same thing applies to coffee because the price has no "single coin spot to land on between a nickel and a dime," McClintic said.

Boilier's Dilemma

Richard Corcoran, president of the So-Grape Company, said that bunches are caught in a squeeze between soaring costs and a reluctance to abandon a nickel price. He said that with a 7½-cent industry which he said is shrinking could again begin to expand and materially increase beverage sales volume above present levels.

Conover, besides heading So-Grape, is first vice-president of National Brands Soft Drink Institute which he said is an association of soft drinkers, with franchise licensing agreements with about 2,000 bottlers, nearly a third of the nation's 6,500 bottlers. Conover cited a report to the special Senate Small Business Committee in which hardship to bottlers was described as the result of bottler being "weeded" to a 5-cent price on drinks.

Conover said the bottling industry would be certain to expand if a 7½-cent coin was added. He stated that the result would be a growth in the national economy because money would be "spent for additional foods and services.

Mitchell Cox, sales promoter for Pepsi-Cola, said that bottlers have faced "fear" under the nickel price and needed the intermediate coin to feed them. He voiced fear that a coin would not result in prices being dropped to dimes.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, March 23, 1935.—At the first annual meeting of the Minnesota State Vending Operators Association (MSOGA) in Minneapolis, J. D. Leary, president, greeted the 50 attending members with the announcement that membership would grow to over 100 by the end of the year. At another annual meeting of the Automatic Merchandisers Association of Michigan at Detroit, President Frederick E. Turner received a letter from the publisher of the organization that Automatic Merchandisers Association of Michigan would be prohibited to the legislation, pointing out that the proposal was a short commercial suggesting listening "buy more candy" from the vendors located at "practically every theater in the city." Additional institutional vending machine equipment were also being considered.


O. D. Jennings & Company was turning out quantums of its In-a-Bag Penny Machine, using glassine bags, stocked in the base of the machine. The same model was also being organized by the National Association of Coin-Operated Machine Operators (NACOMM). They said that not over 80 per cent of the manufacturers were actually supporting the work the committee had undertaken.

The annual Pacific Coast Coin Machine Show, set for August, was expected to host displays of 180 or more manufacturers. To be held in the auditorium of the Ambassador Hotel, adjoining the Coconut Grove, it was to be staged Sept. 9, 10, 11.

7½-CENT COIN

(Continued from page 121)

number of operators around the country have tried raising their rates to a dime per play, Renner said, but the public refused to accept such a rate increase. Renner added that he believes that the public will pay 7½ cents to hear a record if a coin of that denomination is issued.

"High Costs To Stay"

The operator declared that if he saw any possibility that costs of doing business would drop somewhere near prewar levels, then he would have no objections to being high like high costs are here to stay," he added.

Renner said that the subcommittee "We cannot long continue to operate on the nickel price, and we cannot raise the price at 7½." He continued saying, "Let's get together on the nickel—7½-cent coin."

OPERATOR'S CONTEST

(Continued from page 121)

Further test the So-Grape, Bachelor and Loti parted off agents, running one with the usual scrambled titles, and the other with the hits placed according to appeal. The result was the actual increase in play on a typical location that grossed under $4 per week to $10 per week.

Tying in with this arrangement of records was the use of special

Chi's TV Coverage Pales as Locations Top Off Video Sets

(Continued from page 119)

Of 1,500 locations which still have any tele, 108 still show no action on the sets. Chi Promotions

Meanwhile there is a program, unorganized but gaining momentum here, to promote juice box play during the remaining summer months. One of the leading items is a promotion by Country Music which offers paid advertising spots in the juke boxes. Ads are spaced with intervals and should the juke be operable, will put it in action on the given time periods.

Also included in the agenda of several operators is the aggressive search for summer locations which they can open as soon as possible.

In its position than they were a year ago, these operators feel able to go back and pay the expense of moving equipment into spots in the resort areas and then shift it back to its original site come fall.

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(Continued from page 119)

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In its position than they were a year ago, these operators feel able to go back and pay the expense of moving equipment into spots in the resort areas and then shift it back to its original site come fall.
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 is guaranteed redeemable for FIFTY in cash or SIXTY cents worth of PFANSTIEHL Needles at your distributor or the PFANSTIEHL Company! But you gotta act... this offer expires May 15, 1950.

LOOK! YOU GET 4-COUNT THEM—FOUR EXTRAS FOR THE PRICE OF ONE

1 EXTRA LONG NEEDLE LIFE
2 EXTRA KINDNESS TO RECORDS
3 EXTRA QUALITY MUSIC
4 EXTRA CASH BONUS BONDS

But that's not all. PFANSTIEHL Needles are tipped with Patented M47B precious metal alloy. It's the modern miracle of powdered metallurgy that gives you tips that won't chip, crack or break off... and that means FEWER SERVICE CALLS! So if you're gonna be buying needles soon, you just can't afford not to SWITCH TO PFANSTIEHL!

BUT WHAT'S THAT MISTER? YOU SAY YOU WANT MORE FOR YOUR MONEY?

Well then, this is what I'm gonna do! I'm gonna tell you about PFAN-TONE, the new, low-priced, quality Needle. It's made by the same skilled craftsmen that make regular PFANSTIEHL Needles, but they've cut costs and corners to cut prices way down... 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
ASLI Champs Compete May 20-21

Nationwide Play Follows State Events

$17,270 in Kitty

UNION CITY, N. J., March 25.—With the appearance of the American Shuffleboard League Inc. (ASLI), the organization has set May 20-21 as the date of its coast-to-coast championship tournament. The contest, bringing together all winners of at least 13 State tournaments, is to be held in Peoria, Ill., ASLI officials announced this week.

Membership dues to date have brought in $17,270 to the ASLI treasury. The non-profit group has each marked all dues payments (players pay $2 a year) for prize money to go to State and national winners, according to Ken Poulsen, field director.

How membership dues are handled was presented the American Shuffleboard Company absorbing all administrative and general expenses connected with the four new tournaments. This is expected to amount to about $10,000 and includes salaries for officials, printing costs, traveling expenses, etc. The tab to be paid by American, the cost of the trophies which will be awarded winners, valued at about $1,700.

Officials made it clear that prize money on hand represents ASLI members $9,270 and $7,270, respectively.

Under ASLI by-laws, 85 per cent of all dues payments are returned to the State and local level. Fifteen per cent goes to swell the national prize money fund, which is set aside in the following order of pre-eminence: National events, National membership, ASLI national events, and ASLI national membership.

The number of members nationwide was informed as 7,000, and the cost of membership was lowered to $2.

Bands Hitting Jackpot in Club and Hospital Locations; Ops Playing Role in Trend

Competitive Angle, Easy Service, Important Factors

CHICAGO, March 25.—Shuffleboards are growing in popularity as a social activity equipment in connection with nightclubs and hospitals, with operators reporting increasing numbers of institutional patrons in various locations, a spot survey revealed this week. Most placements are being made on a rental basis, or with possilities in locations where there is already an established game, there is the indication that the market is moving toward a permanent installation. A new type of shuffleboard is being used in the area of Chicago, which is a popular institution. The new type of shuffleboard is being used in the area of Chicago, which is a popular institution. The new type of shuffleboard is being used in the area of Chicago, which is a popular institution. The new type of shuffleboard is being used in the area of Chicago, which is a popular institution.

Shuffleboards are being played in hospitals and nightclubs, with the operators reporting increasing numbers of institutional patrons in various locations. A spot survey revealed this week that the market is moving toward a permanent installation.

Schneller Sets New Conversion

PHILADELPHIA, March 25.—Nate Schneller, Inc., firm specializing in the conversion of shuffleboards, has received the latest product this week, a change-over from Humpdy Dumpy called Irvworks. The Schneller unit was said to have been tested successfully in this area.

Sporting a new, multi-colored backg--

Vets Shuffle

NORTHERN, L. I., N. Y., March 25—N. J. Pierce, chief, special services at the Veterans Administration here, is buying a series of regulation shuffleboards for the latest product this week. He is using the new unit to be set up in the area of the American Coin Machine Manufacturing Company in Chicago, where the conversion is being done. The Schneller unit was said to have been tested successfully in this area.

The American Coin Machine Manufacturing Company in Chicago, where the conversion is being done, has received the latest product this week. He is using the new unit to be set up in the area of the American Coin Machine Manufacturing Company in Chicago. The new unit was said to have been tested successfully in this area.

The conversion incorporates the following features: Two bang bumpers, rebound countertops, a set of flipper lighting, and a stop of the playing field. The conversion is being done.

Operators shipping Humpdy Dumpy to the Schneller plant here, are now setting immediate delivery on the new conversion, according to Len nie Schneller, executive. He listed the cost of the complete shuffleboard at $74.50.

Purveyor to Show at ACMA; 11th Shuffle Company Signed

CHICAGO, March 25.—As the American Coin Machine Manufacturers' Association (ACMA) convention approaches next week, the Purveyor to play a role in the conversion of shuffleboards at the ACMA convention, as well as the maker of Shuffle Board, a complete kit for converting a shuffleboard to shuffle game play. The purveyor makes a complete line of shuffleboards and accessories, exhibiting supplies, one of the old line manufacturers of coin equipment, is a maker of Shuffle Board, a complete kit for converting a shuffleboard to shuffle game play. The purveyor makes a complete line of shuffleboards and accessories, exhibiting supplies, one of the old line manufacturers of coin equipment, is a maker of Shuffle Board, a complete kit for converting a shuffleboard to shuffle game play. The purveyor makes a complete line of shuffleboards and accessories, exhibiting supplies, one of the old line manufacturers of coin equipment, is a maker of Shuffle Board, a complete kit for converting a shuffleboard to shuffle game play. The purveyor makes a complete line of shuffleboards and accessories, exhibiting supplies, one of the old line manufacturers of coin equipment, is a maker of Shuffle Board, a complete kit for converting a shuffleboard to shuffle game play.
March 26-21—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.

March 28—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Wallingford, Hartford, Conn.

March 30—Michigan Self-Service Laundry Association (MSSLA), regular meeting, Fort Wayne, Ind.

April 3—Illinois Amusement Association (AAA), monthly meeting, 250 N. Madison Street, Rockford, Ill.

April 4—Coin Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore, Md.

April 4 and 18—Music Operators’ Association of Indiana, (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

April 5—Coin Machine Operators of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

April 6—Washington Music Guild, Inc. (WMG), monthly meeting, Washington, D.C.

April 11 and 25—Amusement Machine Association of Philadelphia (AMAPA), regular monthly meetings, Broadway Hotel, Philadelphia.

April 13—Michigan Automatic Photographers Association, Inc. (MAPOA), monthly meeting, Micronesia Building, Detroit.

April 13—Coin Machine Operators Association (CMOA), monthly meeting, Phillips Novelty Company, Washington, D.C.

April 20-22—National Penal Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual convention, Springfield, Mis.

April 25—Western Vendor Machine Operators’ Association (WVMOA), semi-monthly meeting, Los Angeles.

May 22-24—American Coin Machine Manufacturers’ Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

May 24—Ticket and Novelty Industries’ annual convention and exhibit, Sheraton Hotel, Chicago.

May 29—National Confectioners Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 5—National Coin Manufacturers’ Association (NCMA), annual convention, exposition, Stevens Hotel, Chicago.

Change of Address

Canada Dry Ginger Ale, Inc., moved from 100 East 42nd Street to 1400 Park Avenue, New York, N. Y.

Futurematic Machines, Inc., moved from 20 East 35th Street to 2203 Westchester Avenue, New York, N. Y.

Personal Services

The Paul E. Belk Company, Bloomington, Ill., appointed Harold Z. Walsh as general sales manager.

Cotman Manufacturing Company, Madison, Wis., appointed Frank Doyle as sales manager.

Sam Moss, head of Moss Vending, was elected secretary of the Amusement Machines Association of Philadelphia.

Towne Manufacturing Company, Shreveport, La., announced Otto G. Schweng, vice-president in charge of research, as a member of the board of directors; Henry Falu became assistant to the director of industrial relations and charge of plant protection and safety.

Purchases


Distributors

Lehigh Foundries, Easton, Pa., appointed James V. Cherry, 351 Avenue Avenue, Chicago, N. J., to cover the Northern New York, Eastern New York, Long Island, and New England areas.


Trade Directory

New Equipment

ABC Bowler Shuffleboard, Inc., 1200 Walnut Street, New York, N. Y.

Boling Alley—Shuffleball—Chicago Coin Machine Company, Chicago.

Dryball—Single Shuffleboard, Inc., 246 W. 32nd Street, Chicago.

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BOARDS HIT JACKPOT

(Continued from opposite page)

either purchased the board outright or arranged for its permanent installation via an operator.

These clubs, to a great extent depend upon their social activities for their existence, have found the game of shuffleboard to be a very popular and have formed inter-club leagues or sponsored tours. The segment of large players can no longer be considered. The club is well satisfied with the players as a whole. In line with the club placements, the various clubs have arranged for permanent installation via an operator.

One of the major reasons advanced for the popularity of the clubroom is the maintenance of the board which can be handled by club personnel.

ASLI CHAMPS

(Continued from opposite page)

According to a schedule still to be announced. Trophies will be awarded winners all along the line, from the local to the semi-national event.

Pennington and Jamesfield further details, including a breakdown of State-by-State prize money, would be announced soon.
New York:

Virtanen Berger, president of the Cigarette Distributors, Inc., went to Chicago last week to listen to his board of directors and to meet with the leaders of the National Association of Tobacco Distributors, according to the Chicago Tribune. He continues to work on a new pricing policy for cigarette dealers in the United States, which will be announced next month. Berger also discussed the possibility of a merger between the Cigarette Distributors and the National Association of Tobacco Distributors.

Detroit:

The Lipps, owners of the Lipps Company, have decided to sell their business to the Detroit Gum Company. The Lipps Company produces chewing gum, while the Gumm Company produces chewing tobacco. The acquisition of the Lipps Company will allow the Gumm Company to expand its product line and increase its market share.

Indianapolis:

The Citizens Bank of Indiana, MOA, held its regular monthly meeting on Monday (26) at the Citizens Bank Building. The meeting was attended by many members of the bank, including the president, John F. Jenkins, and the vice president, Robert R. Snell. A motion was made and discussed to increase the membership of the bank by inviting more of the local businesses to join MOA. No definite decision was made on this matter. The meeting was adjourned for further discussion at the next meeting April 3.

Cincinnati:

Midland Music Distributors, Inc., received its first shipment of the new Midland Music phonograph. The phonograph is a high-quality model with a built-in amplifier and a record player. The company is planning to distribute the phonograph to other dealers in the near future.

Cleveland:

W. A. Jenkins, president of Atlas Manufacturing & Sales Corporation, held a meeting with the key executives of the company last week. The meeting was to discuss the future plans of the company, including the expansion of production facilities and the introduction of new products.

Philadelphia:

Bill Olsen, manager of the Philadelphia Coin Machine Company, attended the recent meeting of the Pennsylvania Coin Distributors Association. Olsen discussed the current state of the coin machine industry in Pennsylvania and the challenges faced by the distributors.

Chicago:

Victor Shay, president of the Chicago Coin Corporation, is back in town after a short trip to Washington. Shay attended the recent meeting of the National Legislative Conference. Both Shay and Grant Shay are receiving commendations from the coin machine field for their public relations efforts.

Matteriel protége du copyright
San Francisco:

George A. Miller, back from Chicago, where he was elected for the third time as national chairman and treasurer of the Music Operators of America.

Arthur Unger, of Arthur Unger Company, is very bullish on popcorn sales. An expanding population and the bay area has meant more patronage of theaters and this means more popcorn consumption.

La Fish, who has been along Golden Gate Avenue the past 20 years, is now in charge of rebuilding used sets at Jack Dolan's. Dolan is in the Northwest where a new market for pinball games has opened.

Tony Mulkdale dropped into the Viking Specialty Company which he heads up while he is in San Francisco. Tony, who has opened a coin phonograph on the peninsula for the past 15 years, says competition is getting quite keen. Many new operators, he thinks, who spend large amounts for the latest in coin phonograph installations will never recapture their investment because they have not anticipated the making-money possibilities of their location. As he puts it, "You aren't warranted in spending more on equipment than the station is worth to you in potential revenue."

Mrs. Church, with the E. T. Mapes Distributing Company, reports that G. M. Phillips phonograph routes have been sold to George Humphreys. A new company, the, has been getting a good play.

Ed Nielsen, at Capitol Records, maintains that the area bay is listening public's demand for records is greater than in other places in the country. Probably one of the reasons for the difference he thinks is that San Francisco has become (See San Francisco on page 122)

Washington:

Something new has been added to the amusement at the Rock Creek Park Zoo concession. Harry Leach, who runs the concession, reports that his latest acquisition is an Exercycle purchased recently from Exercycle of Philadelphia. It's the same type of machine President Truman uses to whisk his waistline. Patrons at the zoo who wish to hold out can get similar results. The machine provides a one-minute ride for 5 cents. Leach reports the Exercycle is proving popular with the teen-age crowd and adults. It is a cross between a bicycle and a rowboat.

Leonard Abrams, of Leonard Music, Inc., has joined the excitement at Washington to Florida. Abrams is enjoying his vacation at Miami Beach.

The Amusement Arcade at 419 Ninth Street N.W. is featuring a couple of new pinball machines, 21 and South Pacific. James Chappell, who runs the Arcade, reports the new machines seem to be the most popular in the shop, judging by the number of patrons playing them.

Here's a report on the music front from Jim Schwartz, Schwartz Brothers. Eileen Barton's waxing of "I Know You're Coming I'll Bake a Cake," is doing extremely well right now, thanks to the plugs she's been getting from radio disc jockeys. Music operators are flocking to Schwartz to get the record, "Swamp Girl." Looking to the immediate future, Schwartz predicts that "Journey's End," which Dinah Washington is singing on the vocal is going to be very big. Before his shipment of this new platter, Schwartz says he sold several thousand of it.

That coin-operated hair dryer distributed by the Washington Coin Machine Company is proving popular with the patrons of beauty salons (See Washington on page 122)

NASCO
money-maker!

MORE APPEAL THAN GAMES THAT COST TRIPLE!

UNITED SHUFFLE ALLIES

(USED) $149.50

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AMUSEMENT SALES CORP. OF GA.
214-216 West Congress Street

Buck Georgia

Phones 6-0461-6-6422

nate Schneller, inc.

1427 N. Broad St.
Philadelphia 22, Pa.

Money-makers, Real Case Machines

GET ON OUR MAILING LIST FOR FUTURE CONVERSION OF "YANKS"
Shuffle Alley Conversion
FOR CHICAGO BOWLER
Made to fit, and work properly. No wiring, no soldering, plug in. Colorfully lighted sign.
Also made for Bally, Keesey, U. D. Crane, Williams.
Price: $16.50
1/2 Deposit Required
ROYAL MUSIC CO.
24 Park St. Webster, Mass.

ALBUM REVIEWS
(Continued from page 44)

WALT DISNEY SONGS—Happy Jack
Smith-Frank Delius (O-107)
65
FREEBIE—Farewell to Arms (O-108)
75
Uncle Remus—Duck Out for Me! Storks
Carlton (O-88)

SIF KJELDESEN—Doves in the Snow
(Sonora 12-464)

E. BLOCK: SACRED SERVICE—Laudes
Philharmonic Orch. O. Block, cond. (1-129)

NATSHOP: SYMPHONY NO. 101 in G
J. L. M. H. (The Philadelphia Symphony
Guaranteed Vinyl Chicago, Holger, Josten
E. M. L. H.): The Philadelphia Orch.,
Tape Max Smirnoff.

Nobisant: André: Serenade to the Memory of a
Mamaison: Symphony No. 2 in G

MASON: ANDANTE (O-108)

CHOPIN: RONDO WANDER PLAYS CHOPIN
WALTZES—House Wurlitzer O-108 (1-129)

The value of several scales comes on a long,
playing disk which is unbreakable. While long length
placemats are not as good as those in a simple selection the
master usually needs a rest between dances. At any rate,
more of the same may be played without break, and the selection
can be varied to suit the program of songs, as it is not
so easy to get lost. Bandmasters, with pictures, magazines,
and programs find the discos excellent for JUKE BOXES.

JUKE BOXES
When you buy from Runyon
YOU BUY THE BEST

SPECIAL SALE!
AMERICAN
Model A
$45.00

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IN ORIG. CARRIAGE MECHANICAL.

1/2 Deposit—Balance C. O. D.
ORDER TODAY!
WE SPECIALIZE IN ALL TYPES OF MUSIC MACHINES FOR EXPORT

NEW UNITED TWIN
WRITE FOR PRICE
NEW UNITED SUPER
WRITE FOR PRICE
NEW UNITED TWIN & PINS
WRITE FOR PRICE
NEW WILLIAMS SINGLE AND WILLIAMS
Street
25 USED BALLY SHUFFLE BOWLERS
WRITE FOR PRICE

K. C. VENDING CO.
JACK KAUFMAN, Proprietor
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Pin Game Design Engineer
To head game division, Salary—based on results. Nationally known Chicago manufacturer offers you a chance of a lifetime, providing you have a proven record of sales, you will be given the trained confidential contact with fast growing work history — com-

mmendation received—age.

Arcade Owners, Attention!
PROMPT DELIVERIES SPRING RELEASES
X-Box Machines
• Shuffle Alleys
• Shuffle Machines
• Camelot
• Arcade Equipment

Write for Prices and 10 Page, 75 ilus., Catalog

ARE YOU NEW?
MIREN
877-1st Ave. 5th floor

Clos Outs
Kenser 3 Way Bowls, 9, 10, 30.
$115.50

D. Bowls, 3. 9, 13, 20.
$19.50

Mills Black Cherry, 9, 11, 30.
$19.50

Black Trophy, 30.
$19.50

Jackie Wooden Nickel.
$19.50

Black Gold.
$19.50

Basketball, 30.
$15.50

Cash Out Equipment.
$19.50

CENTURY DISTRIBUTORS
401 W. Oaler
Seattle Wash. 7308

The Billboard
April 1, 1950

Record Reviews
(Continued from page 118)

ARTIST
THE MARY JOHNSON
SON DAVIS GOSPEL SINGERS
Latin American
SPECIALS
RELIGIOUS
THE MARY JOHNSON
SON DAVIS GOSPEL SINGERS
Latin American

LABEL AND NO.
JENNINGS SILVER Chief, 171.
JENNINGS SILVER Chief, 231.
JENNINGS SILVER Chief, 109.
JENNINGS SILVER Chief, 111.
JENNINGS SILVER Chief, 83.
JENNINGS SILVER Chief, 129.
JENNINGS SILVER Chief, 101.
JENNINGS SILVER Chief, 100.
JENNINGS SILVER Chief, 189.
JENNINGS SILVER Chief, 185.

TUNES
RELIGIOUS
RELIGIOUS

COMMENT
Suggested for the regular, 21"-inch set.
Suggested for the regular, 21"-inch set.
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Suggested for the regular, 21"-inch set.
Suggested for the regular, 21"-inch set.

when you buy from Runyon...
Wurlitzer feels that the prime purpose of a phonograph is to make money for the operator. Excessive record costs defeat that purpose. We hold that 48 tunes on 24 records is enough to satisfy the public, enough to stimulate maximum play and, at the same time, keep record costs within reason.

It doesn't follow that two or three times as many selections on the phonograph will produce two or three times more earnings. Playmeters have proven that with 24 selections—75% of the income comes from 25% to 30% of the records.

The first Wurlitzer Twelve Fifteens to go on location are backing up our beliefs. They're proving that you don't need a box car number of records to fill a big capacity cash box.

**Wurlitzer**

**Twelve Fifty**

Plays 48 Tunes on 24 Records
**IMMEDIATE SHIPMENT**

**BUCKLEY**

**CRISS CROSS**

**JACKPOT BELLE**

5¢ 10¢ or 25¢

**WRITE FOR PRICES**

**FOR MUSIC OPERATORS**

**BUCKLEY**

**WALL and BAR BOXES**

AVAILABLE IN

20-24-32

**RECORD SELECTIONS**

**BUCKLEY MANUFACTURING CO.**

4223 W. LAKE ST.

CHICAGO 24, ILL.

---

**COINMEN YOU KNOW**

**Chicago**

(Continued from page 116)

to draw volume orders from all parts of the country.

Over at Nation Wide Novelties Chicago office is flourishing under increased production and scheduled deliveries of Shuffle Pool. Since the game was originally invented several improvements have been made in both the play of the game and its service. The current model of the coin game is now giving a top performance on location.

John Conroy believes Keeney's new penny packer for areas where odd penny prices are the rule on cigarettes, will prove a valuable accessory to cons around the country. Quiet in operation, the unit operates electrically. Dreamy, Williams' new five-ball game, is getting a strong reception in all parts of the country, Vice-President Sam Stern reports. Fully recovered from a recent appendectomy, Stern expects spring business to be a vast improvement over a year ago in all segments of the trade.

At First Distributors, Joe Kline and Vally Finke report they are still burning the midnight oil in an effort to turn around business whichFLICT realized the extra value of his partner last week when income tax deadline time approached. Finke, a certified public accountant, came to the rescue and made out his partner's return in the nick of time. Kline and Finke say they are pleased with the orders for both Keeney products from their Indiana territory.

Jack Nelson, Bally sales manager, states that Speed Bowler is going along the same break, with orders piling up from all parts of the country. Among the recent visitors is Keeney, Ray Mack and Herb Jones were Delaporte's Rex Coin Machine Distributing Company. A host of salesmen, Harry Hooper, Fort Worth Amusement Company, Fort Worth redemptionists, Redd Redemption Company, Allston, Mass., and Miss Bauman, of the Jack Rosenfeld Company, St. Louis. The owner of the Rosenfeld firm, Jack Rosenfeld, is re-examining his long silent but is expected to be in top shape soon. Earl Moloney is back from a three-week vacation in Florida, Sleigh West Coast district manager of Bally, recently completed his last big selling jobs when he met the fabulously rich F. R. Jones, of San Francisco, Salt Lake City and Denver, to ride in Sleigh's private plane from Denver to Chicago. He even has taken a turn at the controls as the plane passed over the Bally plant in its approach to the Chicago Municipal airport.

**San Francisco**

(Continued from page 117)

a sort of melting pot for people from the Southern States. Becomes dependent on taste you have such a conscious effort that national public demand doesn't necessarily hold out here. Capitol's three top pop tunes last week were the McRae Stafford version of "Beyond the Sun SET" the Broken Down Mary Go Round with Whiting and Jimmy Wakely and Jo Stafford's rendition of "Somebodies." Phil Barker, at H. R. Bosford, distributors of Columbia records, reports that 7,000 of the Mary Martin, Arrangement of Godfrey arrangement of "To Sleep," sold the past week, making top tune. Second place was a toss up between "Enjoy Yourself." with Doris Day, and "Candy and Cake," sung by Artie Shaw. The Westerners in the top three spots were "Love Song in 32 Bars" by Johnny Bond; "Love and Lost" by Shelly Dickens, and Ray Smith's version of "Daddy's Little Girl."
Year after year after year
more and more and more people
buy The Billboard
to bring its advertisers
greater and greater profits!

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

FOULK TALENT AND TUNES

(Continued from page 30)

Barn Dance... Joe Milso, WCPS, Clearfield, Pa., is doing a weekly record column for the local paper. His Saturday p.m. show is now extended to three hours. John Edwards, KBAO, reports excellent reaction to the first release by Blind Ollie Glover on Pha-

mous label. Number is "I Lost My Heart."

Artists' Activities: Dudo Martina, KYA, San Francisco, for-

merly with Victor, has been inked by Murray Nash of Mercury. Malcolm and His Rhythm Gang have been heard at the Bal-


toon formerly a pop music ballroom, and are now working it as a country music territory. Jimmy Scott (Oscar) who will produce his own movie, "Trail of the Hawk," soon. His 7-year-old daughter, Sandra, will enter the professional children's school in Hollywood in April. At the Highland in records, the Henderson Stewart band, now has Meri Lindsay and Glenn Duncan under contract... Eddie Dean (Mercury) is the new musical lead in "The Masquerade of Gunsmoke Pass." Boudelaux Bryant, Southern contact man for Nat Tanners, the retailer, reports that Tony Dowdy (Mercury) WRIA, Jacksonvillle, Fla., has been to plug his platters... Faisy Montana (Victor) has dropped her daily show over KTHS, Hot Springs, but is still working Saturday nights on the "Louisiana Hayride," KJGI. Jimmy Black (Capi-

tol) is assisting Hal Brand, of the Hotel Thunderbird, Las Vegas, Nev., in lining up Western and h. t. talent for the "Heldorado," starting May 1... Phyllis Brown, who duets with Bob Flannery on his latest Capitol spinning, is a 13-year-vocalist with WLS, Chicago... Marie Travia (Capitol) is now working out of Washington, fea-


tured with Grandpas Jones (King).

Cotton Carrier reports that WSB, Atlanta, has not dropped its folk music cast as previously reported. The station dropped its biggest Saturday night live show, but daily shows remain. Carrier is now head of the h. t. talent department there... A representative of the station includes the Smith Brothers, Harpo Kidwell, Boots Woodall, Mel Taylor and Paul Woodall, "Chow and a Hawks," KUHS, a Saturday night feature at KWKH, Shreveport, La., is airing on a 21-station web... Zeke Clements (MGM), of KWKG, has been sold on a series of his advertised shows, to a Pacific oil company to star work... Reggis Ward, Louisiana songpinner, has his new tune, "The Heart Myself Touched," in yesterday's recording. First disc is a 4 Star item by T Tex Tyler, who is co-writer... George Allen, formerly of WDAE, Tampa, has moved to WDBK, Tampa's new station, where he will head the music department... The WSM troupe, which will include Roy Acuff and His Smoky Mountain Boys and Hank Williams, left March 15 for a 10-day tour of Northern and All AAF bases... Marty Landau, op of the Riverside Ranche, Los Angeles rustic music dancel, reports that T Tex Tyler and his band close the spot April 2, after which the 4 Star recorder goes on a two-month one-nighter junket. Tex Williams (Capitol) returns to the Ranche April 4... Spade Cooley (Victor) has returned to his ballroom bandstand and is back to his fighting weight... Warren Roberts, WEAS, Decatur, Ga., reports that his station is lining up a formidable live talent cast, having added Wanda Mainer (King) and his Mountaineers, the HARMON' Quartet (Vic-

tor), Wes Holley and his Melody Rangers and Paul Bennett and his Stano Mountain Boys. Jack Holden, formerly with the Holden Brothers, of Renovo Valley, Ky., will emcee the show... Jimmy White is auditioning a few new to try on several forthcoming Capitol sides. He also will continue to cut with Margaret Whiting.

Red Foley and Jack Stepp and Harry Stoner of WSM, Nash-

ville, writers of "Chattanooga Shoe Shining Song," were guests at a fete Saturday (4) in Chattanooga, where Mayor Hugh Wasson pre-

sented them with the key to the city. Red judged a shoe-shining contest at Fourth and Grand. While Grand is men-

tioned in the lyrics of the ditty, there is no such street in Chattanooga, so Mayor Wasson declared that another Fourth and Grand making the lyric authentic. . . . Bobby Gregory, ex-MGM, is the first h. t. signed by Admin. Over-the-air shipping, sales manager of Bullet, reports that the Nashville firm will go 45 with its "Pete Cottol chall" release by Johnny Lee Willis. Bullet has inked Jimmy Work, KDKA, and cut four sides with the Holden Brothers, of Renovo Valley, Ky., to emcee the show... KYR, sales chief of Apollo, is starting a music mouse for the Bill and Country label, Apollo's rustic subsidiary. He has taken over some old masters by Smilin' Eddie Hill, Johnny and Jack and Someridee. He also will cut a series of white gospel artists.

Scotty Wiseman, of Lula Belle and Scotty (London), reports that the trio duo may sell itself out of the local market. Smart duet schedule of personal coming up... Curley Ciderline, local touring unit, backed the Waxman on their London outing. Cold-


cut records the group includes the leader's son, Jimmy Janes, and Jack Little's guitar... Blue Ribbon, the new label operated by Chalmers, Staunton, IL, pubbers, has signed Frank Korn, Pueblo, Colo., the Tiny Trio, now working at the Parkmoor Club, Louisville, and Jennie and Mack Sanders, KMA, Shenandoah, la... The Bitter (Capitol) is handling the Louisiana Musi-


cipal currently and selling into too much flood water. He's work-


ing with Slim Andrews, WRIA-KE, Slim's country cousin, and will travel... Mike Prine of Roosevelt Lounge, Detroit, has Rene Johnson, ex-MGM, and Red Heron, ex-King fiddler with Cowboy Cepah.

Marty Landau, Riverside Ranche, Los Angeles, stopped in Chicago where the Midwest tour for "Midnight at the Eclipse," his mother, Mrs. Sara Landau, who celebrated her 91st birthday March 6.

Please address all communications to Johnny Siegel, The Billboard.

164 W. Randolph St., Chicago 1, Ill.
Parkway Buys New Quarters In Baltimore

BALTIMORE, March 25—Parkway Machine Corporation announced here this week that it has purchased a new building with over 12,000 square feet and a large adjoining parking lot at 701-733 Emser Street, Irv Koren, president of Parkway, disclosed the purchase.

Effective Monday (20), Parkway consolidated its old establishment on North Avenue with the downtown organization, now operating as the A & A Coin Machine Company. Unleamed consolidation of the two firms will enable Parkway to give better service to vending and amusement machine operators.

Parkway handles a line of venders games, and Koren said that the firm's distributing activities would be stepped up as a result of the move to larger quarters.

Kendrick Forms Vendors Supply Firm in Dallas

DALLAS, March 25—W. R. (Dick) Kendrick who was sales manager of the SuperVend Corporation before its recent sale, has formed Vendors Supply Corporation as a distributor's outlet here for merchandise vending manufacturers.

Kendrick Supply will act as a distributor for the SuperVend Sales Corporation, Chicago, handling firm's three-cent-cup machines, and he expects to announce other lines shortly.

Prior to becoming general sales manager for the SuperVend Corporation, Kendrick was vice-president of the First National Bank in Waco, Tex. Before that, Kendrick was with the Coca-Cola Company for approximately seven years, serving last as manager of the Waco, Tex., Coca-Cola Bottling Company.

Jennings Falls, Breaks Shoulder

CHICAGO, March 25—O. D. Jennings, president of O. D. Jennings & Company, coin machine manufacturer, fell on the ice Sunday (12) and suffered a broken shoulder. Jennings was confined to his home since the accident but expects to resume his daily visits to the factory next week.

Permo Promosh

CHICAGO, March 25—Goll S. Carter, vice-president in charge of sales, Permo, Inc, this week mailed out to the music operators, who attended the NCA convention in Chicago recently, a special brochure souvenir of the event. It includes a series of photos which were taken in the Permo suite and in the various exhibits of the show.

Also mailed out by the needle firm were 9 by 12 glossy photos to persons appearing in the various pictures.

Among those repped in the brochure were Norma Greff; John Collins, S. D.; John Yankton, S. D.; Jim Greenstein, Minneapolis district; Louis Jacobs, Jacobs Novelty, Steven Point, Wis. Artists represented included Ed Hardy, Arnold, James Walker, Wayne King, Red Foley, Hank Thompson, Tennessee Ernie Ford others.


* Base and Bowling Pins Illuminated

ONLY
\$20.00

COMPLETE UNIT
F.O.B., Chicago
Immediate Delivery

** Made in U.S. Only.**

- LITE-A-PIN ★
- CLEAR VIEW
- GLAS
- NO LOST PUCKS!
- NO TUNNELS TO GO THROUGH!
- NOW THE PLAYER CAN SEE THE PUCK FROM START TO FINISH!
- NO 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 shuffler 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

M & T SALES CO.
Manufacturers
CHICAGO 47, ILL.

SUPEROIR SECURITY!

Yes, Chicago ACE Locks do provide superior security... really keep your equipment and coal boxes safe and sound! Here's why—

- 7 pin-tumbler ACE locks now.
- A safe 6,000 key changes.
- ACE reusable key and keyway dis- eases unauthorized duplication and use.
- Registered key changes for your private use.
- Made of tough steel to resist abuse, Using jobber or for-secure ACE Locks or write for free folder B.

CHICAGO LOCK CO.
2024 N. Rogers Ave., Chicago 14, Ill.

SPECIAL CLOSEOUT

SHUFFLE GAMES

LOOK LIKE NEW -- READY FOR LOCATION

10 Daily Shuffle Bowlers (191st) $199.50 EA.
7 Kansas Pin Bolier (191st) $199.50 EA.
4 Chicago Coin Bowling Alley—1 or 2 Play $199.50 EA.
1/3 Deposit, Balance C. O. D.

WIRE OR WRITE

SUPREME NOVELTY CO.
1353 Central Ave., Cincinnatti, Ohio.

FOR SALE

USED UNITED SHUFFLE ALLEYS
A-1 Condition
Just Like New—With Lite-A-Pin
$179.50

CHICILLOTTAMIE CO.
Chillicothe, Illinois

UNITED SHUFFLE ALLEYS
(USED)
$149.50

1-22-24-26 West Congress Street
Savannah, Ga.
Phone 4-6641-4-6642

The Billboard
April 1, 1950

COIN MACHINES

125
Commerce Department Sees
CM Exports Holding in ’50

WASHINGTON, March 25—Trade
restrictions will keep coin machine
exports in 1950 at around the 1948-
49 levels, but of the leading coin
machine buyers, only the Philippine
Republic is likely to add new restric-
tions, according to an analysis of the
Commerce Department.

Venezuela, Cuba, Japan, Guata-
mala, and Honduras—all high on the
coin machine list—are in a reason-
ably good financial position and
should continue to provide an ex-
celent market in 1950. The Philippine
Republic, however, is running low
on dollar balances now that the end
light of the once sizable flow of
funds from the U. S. for war-
damage claims and Army pay. Ac-
cording to the Commerce Depart-
ment, the Republic has already taken
a series of steps to curtail drastically
the import of luxury and nonessen-
tial items.

Strong S Position

The chief reason why Venezuela
and Cuba are usually high on Com-
merce Department’s coin machine
buyer list is that both nations are in
a sufficiently strong dollar position to
continue free of both exchange
control and strictly applied import
licensure systems. Venezuela has put
in effect restrictions on imports
which are also produced in that
country but has not included coin
machines.

Whatever slack is left by exchange
controls by the Philippines may be
taken up by Japan, which has been
moving up in recent months as a
choice coin machine customer. Japa-
ne exports have been increasing, and
this directly reflects what Japan
may buy since imports are pro-
grammed quarterly in accordance with

So. Automatic Buys Bldg.
In Cincy; To Open in April

CINCINNATI, March 25.—Joe
Weinberger, Southern Automatic
Music Company, completed negoti-
ations last week to purchase a new
building here, not in Louisville, as
was reported last week.

The Cincinnati headquarters
will be located at Court Street and
Broadway. Firm will take over early
next month.

UNIVERSAL SKEDS
(Continued from page 101)

As a result all the key scoring plays
of bowling, including net sales and
spills, are an integral part of the
game. When two play Super Twin
Bowler, scoring alternate from play-
er to player by frame. Each patron
is allotted 10 scoring frames. In the
Universal game, one strike constitutes
a frame. In the instance where no
strike is made in a frame two shots
complete a frame.

Universal’s retractable pin set-up
works as follows: Player aims a puck
at the 10 pins which are aligned in
traditional bowling formation. Puck
actually slides under the pins which
fold back as if they had been directly
contacted. This retraction of pins
well as the resulting change in score
on the backglass is instantaneous.

Ryan points out that although the
Super Twin Bowler gives the patron a
feeling of full amusement for time,
it takes but an average of 45 seconds
to play a game. He adds that the
infected mechanism on the game was
designed for accessibility and easy
service.

Universal Match Earnings

NEW YORK, March 25—Universal
Match Corporation reports net sales
of $12,108,046 last year, against 1947-
6,960,763 in 1946. Net income in 1949
was $174,394. Net loss was
sustained in 1948.

FOR 43 YEARS . . .
the foremost name in
coin machines . . . for
amusement and profit

O. D. JENNINGS & CO.
4507-29 W. LAKE ST., CHICAGO 24, Ill.

HOT RODS, $169.50
ONE BALLS
Circus ... $85.50
Candy & Gum ... $65.50
Apple, Oranges ... $65.50
Balls ... $65.50
FIVE BALLS
Candy Dime ... $125.00
Booster Choc ... $85.00
Choco. Cider ... $65.00

GENERAL DISTRIBUTING CO.
1235 N. Broadway Ave.
New Orleans, La.

FOR SALE
PANORAMS
Complete Line of Ball, Pin & Bottle Machines—New, Used, Parts
For Sale. We Buy Your (Used) Machines.
IMPERIAL ENTERPRISE, INC.
5010 Fifth St.
Brooklyn 6, N. Y.

LEGAL EVERYWHERE!
DOUBLE DOUBLE
(Belgian Type Coin-Operated Foot Table)
Made of solid maple—Non-warp
material for playing field—Live rubber.
Removable legs with inset contours. Size 6’ x 2’.

DISTRIBUTORS WANTED
EDELCO MFG. & SALES CO.
1428 Franklin St.
Davenport, Ia.
Phone: Woodward 5-5248

COIN-OP NATION
Gentleman...$15.50
Lots of 3 or More...$13.50

SUNSET CIGARETTE
FOR SALES PROGRAM
CIGARETTE PAPER
For Sale by the Case or Half Case.

MERIDIAN / MARLON
Non-Coin Operated
For Sales Program

Mercy
Cigarette Paper
Tobacco Packed
$15.50 each

Liberty
Cigarette Paper
Tobacco Packed
$15.50 each

For Sale
Miss America
Cigarette Paper
Tobacco Packed
$15.50 each

FOR SALE
FREE 1950 CATALOG
WRITE FOR FREE

COIN MACHINES
Ship to any part of the world.
We Are Now Delivering
Genco’s South Pacific
3810 W. Fulton St.
Chicago 44, Ill.

ANN BLOMO ... $151.00
ANN BLOMO . . . $151.00
ANN BLOMO . . . $151.00
ANN HIDEAWAY, 1949 Model . . . $50.00
DING-A-ROLS . . . . $95.00
PRO SCORES . . . . . . $35.00
1/3 Deposit, Balance C.O.D.

KERTMAN SALES CORP.
20 WINDSOR ST., ROCHESTER, N. Y.

48
Superior in Looks! Superior in Operation!

These outstanding machines are built to give long-term service — they're practical moneymakers for smart operators who will snap them up in a hurry. To insure getting the best quality phonographs available at the prices, send your order in immediately.

### USED EQUIPMENT

**Phonographs**
- Rockola "452", $149.50
- Socony WM 2 W, WON 3, $15.00
- Wurlitzer "350", $5.00
- Packard Wall Beacon, $10.00
- Standard Box 122, $100.00
- Scoburg Model "14", $269.50
- California Style phonograph
- Shattuck, $200.00
- O. F. Pool Table, $195.00
- Rockola $8, $175.00
- Shattuck, $175.00
- Exhibitor Dan, $98.00
- A. B. T. Challenge, $24.00
- Quo-vertis, Model "B", $25.00
- Consoles and Slots
- Single Box Buttons, $109.00
- "Blue Focal", $65.00
- "Blue Focal", $65.00
- Phone-Wire-Write
- Wurlitzer WM 2 W, WON 3, $15.00
- Wurlitzer "350", $5.00
- Packard Wall Beacon, $10.00
- Standard Box 122, $100.00
- Scoburg Model "14", $269.50
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- Single Box Buttons, $109.00
- "Blue Focal", $65.00
- "Blue Focal", $65.00
- Phone-Wire-Write

**Arcade Equipment**
- Socony WM 2 W, WON 3, $15.00
- Wurlitzer "350", $5.00
- Packard Wall Beacon, $10.00
- Standard Box 122, $100.00
- Scoburg Model "14", $269.50
- California Style phonograph
- Shattuck, $200.00
- O. F. Pool Table, $195.00
- Rockola $8, $175.00
- Shattuck, $175.00
- Exhibitor Dan, $98.00
- A. B. T. Challenge, $24.00
- Quo-vertis, Model "B", $25.00
- Consoles and Slots
- Single Box Buttons, $109.00
- "Blue Focal", $65.00
- "Blue Focal", $65.00
- Phone-Wire-Write

**First Class Equipment**
- Reconditioned and Graduated for immediate installation
- "452", $149.50
- Socony WM 2 W, WON 3, $15.00
- Wurlitzer "350", $5.00
- Packard Wall Beacon, $10.00
- Standard Box 122, $100.00
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- Quo-vertis, Model "B", $25.00
- Consoles and Slots
- Single Box Buttons, $109.00
- "Blue Focal", $65.00
- "Blue Focal", $65.00
- Phone-Wire-Write

**New Shuffling Games**
- No coin operated 15 or 30 cent machines.
- Model "1342", $149.50
- Socony WM 2 W, WON 3, $15.00
- Wurlitzer "350", $5.00
- Packard Wall Beacon, $10.00
- Standard Box 122, $100.00
- Scoburg Model "14", $269.50
- California Style phonograph
- Shattuck, $200.00
- O. F. Pool Table, $195.00
- Rockola $8, $175.00
- Shattuck, $175.00
- Exhibitor Dan, $98.00
- A. B. T. Challenge, $24.00
- Quo-vertis, Model "B", $25.00
- Consoles and Slots
- Single Box Buttons, $109.00
- "Blue Focal", $65.00
- "Blue Focal", $65.00
- Phone-Wire-Write

**Factory Representatives Wanted**

Manufacturers looking for several aggressive representatives to sell established coin operated amusement machines. A consistent money maker with Operators. Arcades. Amusement Park Operators for the past five years. Experience desirable but not essential. Present line no obstacles. Leads will be furnished and direct correspondence will be given by the factory in completing sales. Write now, giving full details. All replies will be held in strict confidence.

Box 517, The Billboard, 1564 Broadway, New York 19, N. Y.
TAKING THE NATION BY STORM!

Nation Wide's ORIGINAL SENSATION

SHUFFLE POOL

LOADED WITH FAST-PLAYING, FUN-FILLED FEATURES WHICH DEFY DUPLICATION

- Scoring 1 or 2 players
- Size Approximately 2 ft. x 8 ft.
- Automatically Registers Each Player's Score
- Easy to Service, All Mechanism in Head
- 1 Player—10c 2 Players—20c
- High Score Feature Automatically Registers Consecutive Hits
- 100% Skill Game
- Gets Double Earnings

Nation Wide NOVELTIES, INC.
4615-17 S. State Street
Chicago 19, Illinois
Phone Kenwood 6-3623

EVANS' BANG TAILS

More Frequent Payouts!

7-Coin Head—7 Plays—
7 Players... A Winner Every Time!
- Fast play—Profitable Returns—Brilliant Flash and Player Appeal
- Automatic Awards—from 3 to 1 to 50 to 1.
  Twin Jackpots. One In Reserve
- Trouble-Free Mechanism—"Machine Gun" Action Single Coin Payout—All AC Operation—Continuous Bell Coin Conveyor and Many Other Features.

AUTOMATIC AWARD MODELS—REPLAY MODELS
CHECK SEPARATOR MODELS—5c or 25c
ORDER BANG TAILS FROM YOUR DISTRIBUTOR
OR WRITE FACTORY DIRECT

H. C. EVANS & CO.
1528 W. Adams St.
Chicago 7, Illinois
SEE EVANS' CONSTELLATION AD ON PAGE 112
**Shuffle-lane**  
**Shuffleboard Game**

SHUFFLEBOARD'S BIGGEST NAME GIVES YOU...  
THE WORLD'S FINEST SHUFFLE-GAME

A Dozen Striking Features

- **1. Two money-saving models:** Deluxe E - 14.95 Super Deluxe 19.95
- **2. Automatic scoring:** Instantly totaling scores, points, difficulties.
- **3. Three player instruments:** When a player wins the third frame, whether by bowling, real, or a combination of the two.
- **4. Separate level control:** Real shuffleboard players, real shuffleboard tech.
- **5. More entice or attract game players at or at least 50.
- **6. Legal anywhere.

Every Price Guaranteed

- **One Halls**
- **Phone**
- **Phonograph**

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.50</td>
<td>Citations Gold for Specialty Games</td>
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<tr>
<td>2.00</td>
<td>Speedway for Specialty Games</td>
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<tr>
<td>2.50</td>
<td>Bermuda for Specialty Games</td>
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<tr>
<td>3.00</td>
<td>Catalina for Specialty Games</td>
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<td>4.00</td>
<td>Thrill for Specialty Games</td>
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<tr>
<td>5.00</td>
<td>Advance Rolls for Specialty Games</td>
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<tr>
<td>6.00</td>
<td>Sanda Roll for Specialty Games</td>
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<tr>
<td>7.00</td>
<td>Chicago Coin Bermuda for Specialty Games</td>
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<tr>
<td>8.00</td>
<td>All-Star Vultures for Specialty Games</td>
</tr>
<tr>
<td>9.00</td>
<td>Glider (Soda) for Specialty Games</td>
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</tbody>
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**QUALITY USED GAMES AT SPECIAL PRICES!**

- **Texas Action**
- **Trading Winds**
- **Mardi Gras**
- **Nobby Widow**
- **Catalina**
- **Thrill**
- **Advance Rolls**
- **Sand Rolls**
- **Chicago Coin Bermuda**
- **All-Star Vultures**
- **Glider (Soda)**

**ROYAL PRODUCTS, INC.**

- **BOY BAZZON Manufacturers**
- **AL SEERING**

PM W. IRVING PK., CHICAGO 13, ILLINOIS

**SHUFFLE-MITE**

THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME!  
It's New! Amazing! America's No. 1 Money Maker!

Shuffle-Mite Eliminates Supervision  
on Part of Location and Assures  
"Paid Play" at All Times

**QUALITY USED GAMES AT SPECIAL PRICES!**

- **Texas Action**
- **Trading Winds**
- **Mardi Gras**
- **Nobby Widow**
- **Catalina**
- **Thrill**
- **Advance Rolls**
- **Sand Rolls**
- **Chicago Coin Bermuda**
- **All-Star Vultures**
- **Glider (Soda)**

All Games Cleaned and Checked! Specify Second Choice

Exclusively Distributed by STEUBO Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

<table>
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<tr>
<th>Model</th>
<th>Description</th>
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<td>3.00</td>
<td>All-Star Vultures Roll Arounders</td>
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<tr>
<td>4.00</td>
<td>Glider (Soda) Roll Arounders</td>
</tr>
</tbody>
</table>

**CONTACT US BEFORE YOU BUY**

WE CARRY ALL TYPE COIN MACHINES

Williamsport Amusement Company  
233 W. 3rd Street, Williamsport, Pa.  
Phone 2-3326—2-1648

"Central Pennsylvania's Largest Distributors"

**NOTE:** The content includes various advertisements and promotions related to shuffleboard games, coin machines, and other products and promotions, indicating a focus on leisure and entertainment.
Biggest Hit of the Year!

MILLS' NEW 1950 BELLS

MILLS' NEW VEST POCKET BELL
MILLS' NEW QT
"21" BELL
GUARANTEED RECONDITIONED MACHINES

GUARANTEED RECONDITIONED MILLS BELLS

EVERY MINUTE OF THE DAY!

PLASTIC PIN KITS . . . . $15.50 EA.

PLASTIC PIN KITS

COIN RADIOS

Write—Wire—Phone Your Distributor NOW!
Mills Bells operating in clubs are like a great heart pumping monies into service, patriotic, fraternal and civic clubs' charitable funds. Over 75% of the clubs that have Mills Bells are donating the proceeds from them to orphanages, hospitals, cancer clinics, blind institutions, crippled children's wards and many, many other worthy causes. It is impossible to estimate the millions of dollars that are channeled yearly to these worthy organizations through the use of Mills Bells; it is a proud, honorable, and beneficial job they do.

The other 25% of the clubs use the revenue from Mills Bells for their building funds, either to pay off the mortgage or to improve the club property. It is the "painless" way to receive revenue from members. They enjoy the fun and relaxation the Bells offer, and at the same time their club is able to defray the necessary expenses that come with the maintenance of the club. Members like the spirit of camaraderie that Mills Bells bring to their clubroom.
CONVERT YOUR SHUFFLE BOARDS into immediate BIG MONEY MAKERS... RIGHT NOW with the smartest and the most REAL miniature Bowling performance of today.

1 to 5 CAN PLAY
10c 20c 30c 40c 50c

Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Your return also provided! You then have a NEW POPULAR GAME on your LOCATION... to EARN BIGGER and BETTER for you than ever before.

AT ALL EXHIBIT DISTRIBUTORS
EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET - CHICAGO 24, ILL.

DALE GUN OPERATORS
TRIPLE YOUR COLLECTIONS WITH MOVING TARGETS
COMPLETELY WIRED WITH NEW MOTOR for only $19.50
MONEY BACK GUARANTEE
Not necessary to ship machine. Forward only mechanism (drawer) located in bottom of cabinet. It will be returned to you within 24 hours.

UNIVERSAL ALLEY

NEW SHUFFLE ALLEYS
AUTOMATIC SCORING

<table>
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<tr>
<th>SLOTS—SAFES</th>
<th>ARCADE EQUIPMENT</th>
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<td>SPECIALS</td>
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<td>New and Used</td>
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Write • Wire • Phone • ADAMS 7254
CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST.
COLUMBUS 15, OHIO

MECHANIC WANTED
Must be tops in One Balls, Pin Games and Arcade. Permanent position and good future if qualified. Write what salary expected. Must have good habits and furnish references. Family man preferred.
Box D-368, 9/6 Billboard, Cincinnati 22, Ohio, for more particulars.

100 %
RETURN PRIVILEGE WITHIN 10 DAYS IF NOT SATISFIED WITH OUR RECONDITIONED EQUIPMENT

DAVID ROSEN
85 N. BROAD STREET PHILADELPHIA, 23, PA
Phone: Stevens 2-2903

LOOK!!
50 STATIONS OF A, M, I WIRE MUSIC—COMPLETE
850.00 Per Station, F. O. B. Albany. Terms: 1/2 Down with Order.
MELODIES, INC.
11 N. Pearl St., NEW HAVEN, N. Y.
(Phone: 4-3915)

READY FOR LOCATION
Seven Days F.P. One Ball Victory Bowler. 3.50 each. Best 35% deposit.
L. S. COPELAND
1995 CARONOFLET ST., NEW ORLEANS 5, LA.
YOUR DREAM COMES TRUE in

Williams

Dreamy

A Real 5-BALL GAME
with Greater Than Ever Appeal!

- MODERN PLAYFIELD DESIGN—New Layout! Different Action! Faster Play!
- TILT RESET Special-When-Lit ROLLOVERS

THUMPER BUMPERS
FLIPPERS
POINT SCORING
HIGH SCORING

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

TRIMOUNT—NEW ENGLAND HEADQUARTERS
for ALL TYPES of BOWLING GAMES Now Featuring
WILLIAMS 9½ Foot BOWLER
that's really PRICED RIGHT

Also available:
UNITED, CHICAGO COIN, BALLY AND UNIVERSAL BOWLING GAMES

we also have a large assortment of
USED ALLEYS COMPLETELY SHIPPED. Write for complete lists and prices.
EXCLUSIVE STEERING, WILLIAMS AND GOTTIEB DISTRIBUTORS

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, $10.

Name .................................................. □ $10 enclosed
Address .................................................. □ Bill me
City .................................................. Zone .................................. State ..................................

T H E  B I L L B O A R D

COIN MACHINES

COIN MACHINES
Are you looking for something new in a shuffle?
If you want the newest—then ask your distributor for Chicago Coin's latest!

Are you looking for something new in a shuffle?
If you want the newest—then ask your distributor for Chicago Coin's latest!

READY FOR LOCATIONS!

SEEBURGS
E. S. ENVY
REGAL
B. C. 8800 Hitone
B. C. 8100
B. C. 8800 Hitone
B200 Conversion
148M
147S
Vogue
Rex
Classic
Colonel
Casino

WURLITZERS
41 Counter Model
100
1017 Hideaway
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850
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ROCK-OLAS
Super 39 Counter Model
1422
1426
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IN STOCK: Daily Speed Bowler, Brinkin BFRBOP, Gottlieb Bowlsite, Keeney ASC Bowler, Genie South Pacific

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WANTED: Will pay cash or accept trade—Daily Speeders and One Balls. All late Five Balls. Wurlitzer 1307 and 3000. Used United, Bally, Chicago Coin Shuffle Type Machines.
Reconditioned
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UNITED SHUFFLE ALLEY
$187.50

GOTTLIEB
BOWLETT
ALL PARTS
for United Shuffle Alley
in STOCK

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PATENT NO. 2,192,596
WITH
TWIN SCORING FEATURE
(AUTHENTIC BOWLING SCORING)

ONE OR TWO PLAYERS
ONE PLAYER 10c—TWO PLAYERS 20c
FASCINATING ANIMATION
LIGHTED UPRIGHT BOWLING PINS
ENTIRE PLAYFIELD HINGED FOR EASY ACCESS
TWO SIZES: 8 FT. OR 9½ FT. LENGTHS
EACH 2 FT. WIDE
NEW FLASHY CABINET DESIGN
TWIN FEATURE
BOTH PLAYERS SCORES TOTALLY AUTOMATICALLY
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LIGHT-UP BACK GLASS
EXCELLENT FOR COMPETITIVE PLAY
SMOOTH, QUIET OPERATION
AUTOMATIC PUCK RETURN
LOCKED IN AFTER EACH GAME

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NEW HIGH-SPEED TOTALIZER CUTS PLAYING TIME IN HALF
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Bally SPEED BOWLER
NEALLEST SHUFFLE-BOWLING SENSATION!

NEW TOTALIZER REGISTERS SCORES TWICE AS FAST
AS ORDINARY SHUFFLE-BOWLING GAMES

Entire Mechanism Located in Back-Box

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Animated Upright PINS ACTUALLY DISAPPEAR
as roll-overs are hit...automatically reset

2 SIZES
9½ FT. LONG
8 FT. LONG (FOR CROWDED SPOTS)
BOTH 2 FT. WIDE

SLUG-REJECTOR COIN-CHUTE
Same as on Famous Bally One-Balls and Consoles

CHAMPION KENTUCKY CLOVER-BELL SPOT-BELL

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER...plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, DOUBLES EARNING POWER...plus new, animated upright pins that actually flip out of sight as roll-overs are hit...plus SLUG-REJECTOR. Drop Coin-Chute used on Bally consoles and one-ball games...plus new simplified mechanism all conveniently located in back-box. For biggest bowling profits order SPEED-BOWLER now.

Choice of two sizes:
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A gold-mine either way!

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BEAUTIFULLY DESIGNED CABINET
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FAST! LESS THAN ONE
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QUICK PROFITS!
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Can be serviced on location by removing back door

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SINGLE HEAD MULTIPLE COIN
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MYSTERY TYPE ADVANCING ODDS!
First console with the
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