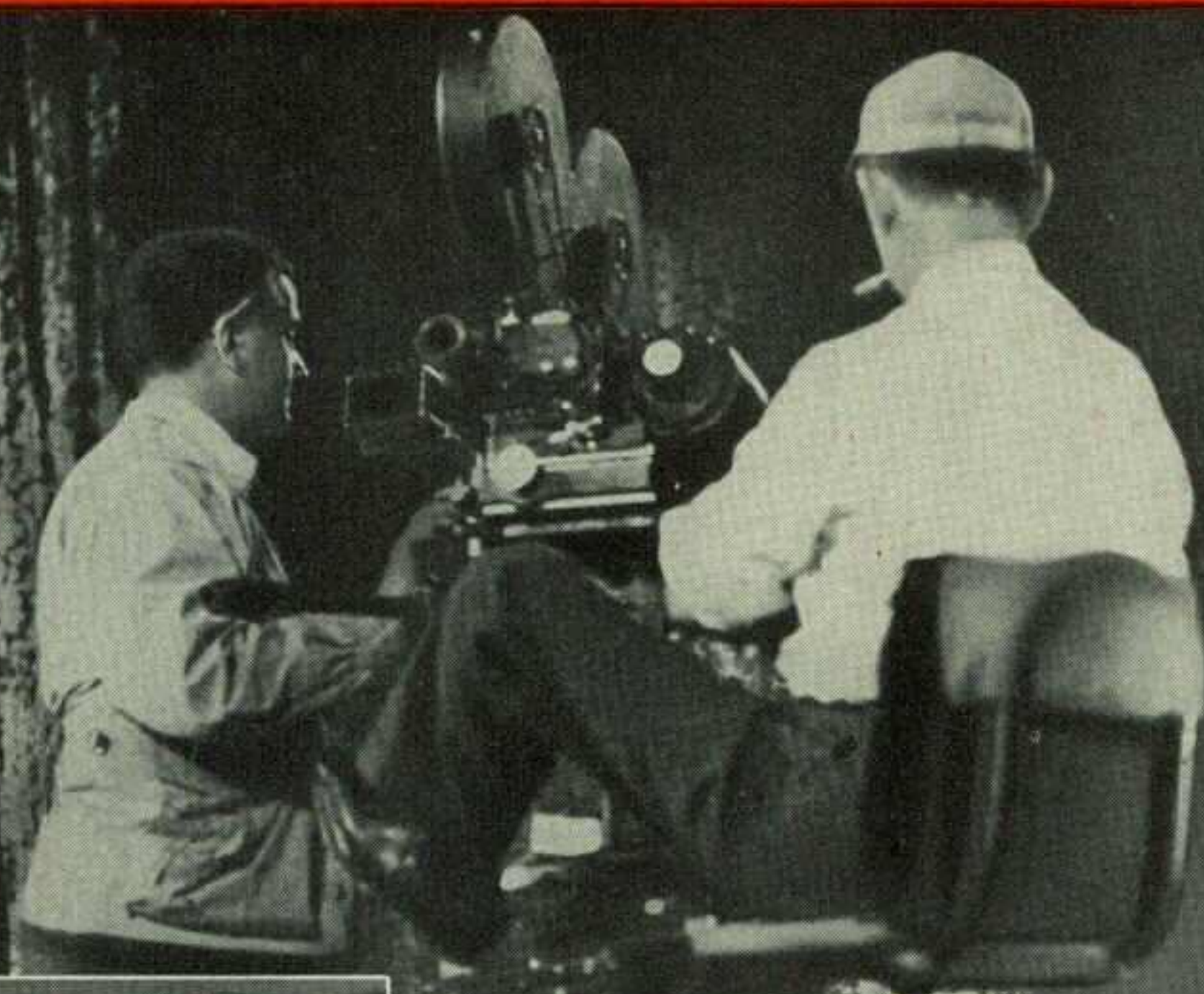


The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JUNE 4, 1949



The genial looking gent before the sound camera is Lawrence Welk, whose Champagne Music crew is really going places. Recently, the Welk ork has (1) signed for a weekly coast-to-coast half-hour ainer over ABC for Miller High Life Beer, beginning Wednesday, June 1, 9:30-10 p.m. EST; (2) inked a term recording pact with Mercury Records (his recent waxings "Hurry, Hurry, Hurry," "Hollywood Square Dance" and "Weddin' Day" are moving fast; (3) made a short for 20th Century-Fox (a scene from which is pictured above) which is scheduled for release to some 1500 theaters in this country and to pic houses in 15 to 17 foreign nations; (4) taken over the bandstand in the Hotel Roosevelt Grill for the third successive spring season. The inset at the left shows Welk at work at the Roosevelt, and the pleased grin, no doubt, owes to the warm welcome the patrons have shown him since he followed Guy Lombardo into the spot. Welk is managed by Gabbe, Lutz and Heller.

AL MORGAN

The Dynamo Of Piano and Song!

UNIVERSAL RECORDING ARTIST

OWN TELEVISION SHOW →

The AL MORGAN Show

FROM HELSING'S VODVIL LOUNGE

WGN-TV Channel 9

Sponsored by
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8:30 to 9 P.M. Every
Wednesday Night



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Wichita
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Cleveland
- GLENN RENDEZVOUS
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5th RETURN
ENGAGEMENT
(Held over until July)
HELSEING'S
VODVIL LOUNGE, Chicago
*For the longest run of any
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OPERATORS! MUSIC DEALERS!
BE SURE YOU HEAR THESE
TERRIFIC UNIVERSAL RECORDS

"JEALOUS HEART" "TURNABOUT"

UNIVERSAL RECORDS U-148



"I COULDN'T BELIEVE MY EYES"
"JUST A LITTLE STREET WHERE OLD
FRIENDS MEET"

UNIVERSAL RECORDS U-147

Direction - FRANK (TWEET) HOGAN
203 N. Wabash Ave. Chicago I, ILL.

PETRILLO'S YEAR-END LOOK

N. Y. Area Outdoor Funspots Up Ballyhoo; Heavy Pitch Via Press, TV and Posters

Ops Not Waiting for Biz Omens, Go Right Ahead

By Ted Wolfram

NEW YORK, May 28.—Amusement parks in the New York area appear to be going all out this season in publicizing their funspots. Practically all are splurging on display ads in newspapers and making extensive use of billboards, car and bus cards covering wide territory. In addition several parks have novel tie-ins with

commercial firms and are getting more plugs via radio and television. A. Joseph Geist has obtained the services of Walter Kaner Associates to publicize his Rockaway's Playland, at Rockaway Beach, and Ed Rosen, of the Kraner staff, has put over a large number of radio, video and commercial tie-ins which have helped hypo early season business at this spot.

In addition to signing for 16 weeks on Martin Bloch's *Make Believe Ballroom*, airing over WNEW, the park has been publicized via Arthur Godfrey's radio and video programs, in which electrically operated miniature park rides were used. The pint-size ride idea, on a bigger scale, was also used in the *Our Children's World* exhibition at Grand Central Palace, thru a tie-in deal with two sporting goods stores. The same idea was used in the *Howdy Duddy* video shows over WNBT during the week of May 16.

A promotion tie-up was recently completed with two major laundry chains, Unit System Laundry Corporation, of Brooklyn and Queens, and Lidc Laundry Corporation, of Nassau. In the deal, Rockaway's Playland plugs appear on 75,000 shirt bands, 50,000 garment-coat guards, and in 50,000 copies of the laundry house organ, *Unit System*. (See N. Y. FUNSPOTS on page 64)

AFRA Studies ET Library Sale Problem

NEW YORK, May 28.—The American Federation of Radio Artists (AFRA) is considering taking action against transcription companies which peddle their libraries to stations on a commercial basis. Open-end transcription producers have complained that commercial use of libraries, which are supposedly made only to serve as sustaining material, is a violation of the union's e.t. code.

The open-end packagers also state that they pay higher rates to the union than firms that make libraries. (See AFRA Considers on page 10)

Post Office Stops "Stop Music"

Calls Theater Pkg. Lottery; Cancels Dates

Ads in Papers Cause Trouble

NEW YORK, May 28.—A surprise move by the Post Office Department killed all dates for the *Stop the Music* package which has been playing theaters, concerts and one-nighters for the past seven or eight months, and in doing so has forced the cancellation of about 40 days already set.

The Post Office Department entered the picture via a charge of the use of the mails to promote a lottery, the first ruling of which hit the package some weeks ago in Milwaukee. Subsequently, another postmaster, this time in Ohio, made the same ruling and the Post Office Department in Washington stepped in.

The decision was that ads in news- (See POSTAL DEPT. on page 43)

No (Stuffed) Bull

BRIDGEPORT, Conn., May 28.—This city will have to do without the stuffed remains of P. T. Barnum's elephant Jumbo for exhibition in connection with the Barnum celebration which will be staged in June. Dr. Leonard Carmichael, president of Tufts College, Medford, Mass., said it would be impossible to move the exhibit because taxidermists say it might fall apart. Also, moving the stuffed animal would necessitate cutting a hole in the wall of the college's Barnum Museum of Natural History.

Vauders Eye 1st Wk. Palace Gross of 29G

NEW YORK, May 28.—The first full week of the Palace's new vaude operation brought a gross slightly in (See TRADE EYES on page 43)

57G Blow

NEW YORK, May 28.—A \$57,500 damage action was filed against Curley Fox and the Grand Ole Opry Company in U. S. District Court yesterday (27) in behalf of Donald Shehorn, a minor, and Fred Shehorn, his guardian.

The complaint charges that Fox, the agent and controller of Grand Ole Opry, on or about August 7, 1947, in violation of employment law employed Donald Shehorn to do certain work in connection with the show in Winona, Mo. The boy was engaged to help erect and place seats in a tent. The tent was blown down and the boy injured.

The plaintiff asks for \$50,000 for the boy and \$7,500 for the guardian.

All Hell May Break in Stem Ticket Scandal

Murtagh Promises Cleanup

NEW YORK, May 28.—The theater's method of distributing ducats to ticket brokers is in for drastic revision, according to Commissioner of Investigation John M. Murtagh, who said yesterday (27): "The industry will be given quite a shake-up" (See All Hell on page 48)

Analyzes Pix, Radio, Disks For AFM Meet

"Take" From Ether 24 Mil

NEW YORK, May 28.—The annual report of American Federation of Musicians (AFM) President James C. Petrillo, which will be presented at the forthcoming 52d annual AFM convention, will show that American and Canadian musicians earned \$24,242,584 in the radio industry in 1947 and that American tootlers working in theaters and in movie studios combined to earn a total of \$10,687,234.71 in 1948. The AFM convention will be held in San Francisco during the week beginning June 6.

The report offers no figures for other types of musician employment. It explains that the 1948 record ban prevented the listing of record and transcription employment for the year, while it is well near impossible to reach a figure for the amount of ballroom, taproom, nitery and dance work which tootlers obtained thru the year.

Petrillo's annual missive to the membership reports that the pre-ban record and transcription fund contained \$1,764,003.41 on January 1, 1949. At this date, \$416,007.49 had yet to be disbursed to a number of AFM locals for 1948. The record and transcription fund has been replaced under the terms of the December, (See Petrillo Reviews on page 18)

ASCAP Grabs Juke Box Fee; Fight Impends

NEW YORK, May 28.—An apparently successful attempt by the American Society of Composers, Authors & Publishers (ASCAP) to get performance right fees for music played thru a coin-operated phonograph has been reported here by Sidney H. Levine, attorney for the Music Operators of America (MOA).

Levine disclosed here this week that a restaurant owner in Madison, Wis., paid such a performance fee to an ASCAP representative in his city, after being advised by a local attorney that legal fees required to contest the ASCAP request in court would amount to several times the ASCAP fee asked.

Levine said he has urged Dan Demitros, the restaurant owner, thru the Wisconsin Phonograph Operators' Association (WPOA), to cancel the agreement with ASCAP. He holds that the copyright law does not cover juke box play. It was indicated that MOA might offer financial and legal backing to any court fight that might develop as a result of the cancellation.

According to Levine, Demitros, proprietor of Dec's Nob Hill, in Madison, had first consulted with Curkeet & Curkeet, law firm of that city. Later, (See Wisconsin Location, page 113)

20 Top Video Shows To Lam For Summer

Will Viewers Lay Off, Too?

NEW YORK, May 28.—At least 20 of the leading video shows will fade from the networks during the summer, some to disappear permanently and others lamming on a hiatus basis. As a result, industry spokesmen are concerned lest the shows' departures be reflected in a sizable summer drop in TV viewing, as well as a cut in current receiver sale momentum.

Of the 20 shows scrambling (see list on page 12), eight are in C. E. Hooper's latest list of 10 top-rated programs, and others are quite close to the leaders. These eight include Milton Berle, Arthur Godfrey's two shows; *Toast of the Town*, *Suspense*, *The Goldbergs* and the *Admiral Revue*. Other front runners taking the hot weather powder include *Kukla*, (See TV TOPPERS' on page 12)

AFM Leads Showbiz War on Tax

Union Confab Next Week To Map Strategy

Locals of 41 States Line Up

WASHINGTON, May 28.—Paul J. Schwarz, head of Local 161, American Federation of Musicians (AFM), will disclose to the AFM convention in San Francisco starting June 6 that AFM's 20 per cent tax committee has received resolutions calling for repeal of the cabaret tax from locals in all but seven of the States.

The resolutions were asked of all AFM locals by the union's cabaret tax committee, of which Schwarz is chairman, in a follow-up of a circular letter sent to locals by AFM President James C. Petrillo on February 2. Resolutions have been received by the tax committee from at least one and as many as a dozen locals in 41 of the 48 states.

United Front

Schwarz will report to the convention on the progress of the united front against the federal levy, which now includes representatives of such varied groups as liquor sellers, ballroom operators, communications workers, transportation associations. (See AFM Leading Showbiz, page 21)

Mills Music To Go to Air Plugs

NEW YORK, May 28.—Sidney Mills, of Mills Music, beginning the first week in July, will contact radio stations between New York and Milwaukee to work out time deals plugging Mills' educational and band music. Mills considers the venture an experimental one for promoting this type of music.

Programs will be quarter-hour or half-hour in duration, with the local disk jockey handling. The program may be transcribed.

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The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1949 by The Billboard Publishing Company.

Chi Billboard In New Office

CHICAGO, May 30. — The Chicago office of *The Billboard* is now at 188 West Randolph Street, across the street from the Bismarck Hotel. The offices occupy the 30th floor. Telephone number remains the same, CEntral 6-8761. Former quarters were at 155 North Clark Street.

Godfrey, Hope, Bing In D.C. Charity Show

WASHINGTON, May 28. — *The Washington Post* is expecting top crowds next week-end (4-5) for its annual charity event, the Celebrities Golf Tournament, featuring a golf match between Bing Crosby and Bob Hope. An added attraction this year will be the Arthur Godfrey show at the National Armory June 4.

Along with Crosby, Hope and Godfrey, a flock of names from the sports world will be on hand to participate in the golf tourney. Lefty Grove, Dizzy Dean, A. B. (Happy) Chandler and a dozen pro golfers are slated to scoot over the 18-hole course of the Army-Navy Country Club. Mrs. Perle Mesta, who handled arrangements for President Truman's gala inaugural concert and ball, is in charge of rounding up big-name federal officials for the tournament.

BMI in Court To Seek Fees From Nitery

DETROIT, May 28.—First legal action to be taken in this territory by Broadcast Music, Inc. (BMI) in its long-range program to get license fees from night clubs was filed Monday (23) in Federal District Court against the Bowery Night Club, Inc., and Frank Barbaro, operator of the spot.

The suit follows several months of notices and warnings to the Bowery, and persistent refusal to take out a BMI license, according to George W. Trendle Jr., Detroit licensing agent for BMI. The actual tunes on whose use the suit is based, *Hi, Neighbor*, *Hut Sut Song* and *Perfidia*, were checked last November, and formal notice was served by registered mail.

The case is considered unusual in that the suit is for only \$750, which is the amount of the BMI maximum license in the case of a large spot like the Bowery, with about 1,100 capacity. The implication of the decision to stick to the precise amount of the license is that BMI intends to insist upon its license scale but is not, at this time, seeking punitive damages in the case of spots failing to sign up.

About 50 night clubs and other places using music in Detroit have signed up with BMI so far, out of an estimated potential of 300, Trendle stated. The campaign to sign up licensees in the Detroit area was started last August.

Coin Machine Sales in April Over '48; Other Showbiz Off

WASHINGTON, May 28. — April was a poor month for the amusement industry, according to excise figures released by the Bureau of Internal Revenue this week. Of six levies on entertainment and related enterprises, only the coin machine tax showed an increase in receipts over April, 1948.

The biggest slump percentagewise was registered by the disk levy. Collections were off \$351,244, or about 33 per cent. Admissions receipts declined \$4,829,989, while collections from the cabaret tax dropped \$1,053,237 from April, 1948.

Tax receipts of the sale of radios, phonos and parts sagged \$1,712,354 and the collections from the liquor levy were off \$3,971,709. Coin ma-

chine collections were up from the previous April by \$18,841.

Excise tax collections:

	April, 1949	April, 1948
Liquor	\$160,969,495	\$164,941,204
Admissions	26,424,850	31,254,849
Radio, Phonos, Parts	4,002,056	5,714,410
Cabarets, Roof Gardens	3,589,490	4,642,727
Disks	605,662	957,106
Coin Machines	277,284	258,443

LOPEZ STEPS IT UP

NEW YORK, May 28.—Busy maestro Vincent Lopez has added another half-hour radio broadcast and two 15-minute television shows to his heavy schedule. Total now is seven half-hour shots weekly over the National Broadcasting Company (NBC), and five 15-minute shows for DuMont TV. Lopez recently opened an office to handle club bookings.

NUMBER ONE

ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits
RIDERS IN THE SKY

No. 1 Sheet Music Seller
AGAIN

No. 1 Most Played on Disk Jockey Shows
RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411

No. 1 Disk via Dealer Sales
RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411

No. 1 Disk in the Nation's Juke Boxes
RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411

No. 1 Most Played Juke Box Folk Record
LOVESICK BLUES, Hank Williams and His Drifting Cowboys, MGM 10352

No. 1 Best Selling Retail Folk Record
LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352

No. 1 Most Played Juke Box Race Record
HUCKLEBUCK, P. Williams, Savoy 683

No. 1 Best Selling Retail Race Record
TROUBLE BLUES, C. Brown, Aladdin 3024

No. 1 Sheet Music Seller in England
LAVENDER BLUE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 40 in Music Section.

Review

HOWDY, MR. ICE OF 1950

(Opened Thursday, May 26)

CENTER THEATER

Ice Revue. Staged by Catherine Littlefield. Sets by Bruno Maine. Costumes by Grace Huston, Billy Livingston and Katherine Kuhn. Choreography by Catherine Littlefield. Skating direction by May Judels. Musical director, David Mendoza. Lyrics and music by Al Stillman and Alan Moran. Musical arrangements by Paul Van Loan. Production director, William H. Burke. Company manager, John Berger. Stage manager, Burton McEvelly. Press representative, S. J. Brody. Presented by Sonja Henie and Arthur M. Wirtz.

PRINCIPLES: Skippy Baxter, Eileen Beigh, Harrison Thomson, Jinx Clark, Cissy Trenholm, the Bruises, the Prestons, Freddie Trenkler, Sid Krofft, Vaughn Pipes, Howard Brand, Trixie, Eddie Berry, Buster Grace, John Kasper, Buck Pennington, Art Erickson, John Walsh and Paul Castle.

VOCALISTS: Nola Fairbanks, Dick Craig, Fred Martell and Bill Douglas.

THE ENSEMBLE: Margaret Barry, Peggy Bauer, Josephine Belluccia, Dorothy Bergman, Evelyn Biderman, Ann Boykin, Bernice Deane, Helen Dutcher, Pat Harrington, Gloria Haupt, Lynne Immes, Joan King, Pat Lesaire, Ann Liff, Marjorie Munn, Marvette Mosie, Doris Nelson, Priscilla Paulson, Gerri Richardson, Leta Rolontz, Theresa Rothacker, Betty Smith, Jean Sturgeon, Eileen Thompson, Catherine Webber, Stanley Belliveau, Fred Brennan, Gerry Decker, Nicholas Dantos, Ralph Evans, Kurt Fischman, Peter Fernandez, Louis Glessman, Ray Henderson, Dan Hurley, John Kasmarik, James Kelly, Gary Kerman, Ed McDonald, F. Meyer, Kenneth Parker, James Partridge, Gus Patrick, Stephen Sloka, William Taft, James Toth, Dan Touhey, William Waldren, W. Wellenborn.

The new edition of the Sonja Henie-Arthur Wirtz ice extravaganza is aptly titled *Howdy, Mr. Ice of 1950*. It will doubtless be around the Center well into next year. It is a hell of a buy at a \$2.40 top in the local entertainment market.

Following the usual pattern of H. and W. stage blade-spectacles, which seem destined to light the Center ad infinitum, the new show holds over some of the best features of its predecessor—plus more than sufficient new acts and routines, set and costume face lifting—to impress as an over-all brand new production. The 1950 edition preems as more than up to standard—a fast, colorful blade revue offering a balanced diet of individual ice virtuosity, comedy and (See *Howdy, Mr. Ice of 1950*, page 48)

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
Lawrence W. Gatto Secy.

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Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes
Vend, the monthly magazine of automatic merchandising
Turnover, the monthly magazine for radio, television, record and phonograph dealers


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NAB'S DRIVE FOR MEMBERS

Cantor & Pabst Break; "Riley" For AM-TV Deal

HOLLYWOOD, May 28. — Pabst Beer, thru Warwick & Legler, this week purchased the Screen Directors' Guild show from National Broadcasting Company (NBC) as summer replacement for Eddie Cantor, following on the heels of last week's break with Cantor (*The Billboard*, May 28) and subsequent acquisition of *Life of Riley* in a dual AM-TV deal. Bankroller will rename the summer show *Screen Directors' Playhouse* and kick off for 14 weeks beginning July 1. Regular fall airer will be a two-way programming deal, with William Bendix doing the air show from Hollywood and the tele counterpart originating from New York with a separate cast.

Playhouse is an NBC-built and controlled package, which will be produced under network supervision. Howard Wiley will produce for NBC with scripts by Richard Simmons and Milton Geiger and music by Henry Russell. Sales price of the summer version was \$4,000, which is considerably less than actual cost of the show. Net's thinking was to snare a bankroller during summer months even at a loss thus cutting its overhead on the show and getting sponsorship prestige. Same stanza when peddled in the fall, will have a \$10,000 price tag.

Shake-up, which came as a result of Cantor's refusal to do a weekly tele show in addition to his regular radio airer, climaxed several months of negotiation between Cantor and Pabst. When a dead end was reached Saturday (28) Cantor and Pabst called the deal off and parted friends. Cantor's plans for next season are unsettled, with the comic slated to take a long vacation at conclusion of current season.

"Dragnet" Kicks Off NBC Program Drive

HOLLYWOOD, May 28.—The long-awaited new programming drive on which National Broadcasting Company (NBC) has been laboring since the net lost a batch of top shows to Columbia Broadcasting System (CBS), will be unveiled June 3 when the skein kicks off *Dragnet*, a new thriller-diller featuring Jack (Pat Novak for Hire) Webb in the title role. *Dragnet* is the first summer show built here to web specifications to take to the air and promises to be a forerunner of a rash of new stanzas which the net will kick off during the next two months. Show will inherit the 10-10:30 p.m. (EST) time slot, currently held by *Life of Riley*. *Riley*, purchased this week by Pabst Beer to replace Eddie Cantor, will shift to a new slot next fall.

Dragnet was groomed for net airing by Coast NBC Program Director Homer Canfield and will be written by Bob Ryf with William Rousseau producing and Karl Gruener as director. A documentary mystery show, airer is to be based upon actual police cases, with Los Angeles Police Department acting as technical advisor. Web spokesman said that all airers to kick off during next two months will be groomed for fall sale, no "fill-ins" to be considered. Net is expected to follow up the *Dragnet* preem with several other new airers within three weeks, hoping to have at least six new stanzas airborne by the end of June.

NAB Alone Can Serve Tele, AM, FM, Says Judge Miller

The National Association of Broadcasters (NAB), within recent weeks, has been subjected to two extreme pressures—unprecedented criticism and a number of important and widely publicized resignations.

A principal criticism and one of the main reasons for some of the resignations has been the charge that the NAB cannot serve two masters—sound broadcasting and television. What the NAB management believes on these points has not been reported, and accordingly, *The Billboard* asked NAB's president, Judge Justin Miller, for an exposition of the NAB's theories in its intentions in serving both fields. His exclusive statement follows. Only minor deletions, due to the pressure of space, have been made, and none in any way alters the burden of Judge Miller's views.

"In NAB's book, radio and television are both forms of broadcasting. The NAB's by-laws so define it, and the association's operation has proceeded upon that assumption. . . . The NAB has not yet come up with a sure-cure . . . for getting television out of the red and into the black. Presumably, we must depend upon the genius of American industry to do that. But it is significant that the NAB already has done more on a trade association level with respect to television than has any other group or all of them put together, as is indicated by the following list of specifics:

"1. The NAB—and NAB alone—has produced an authoritative study of the over-all television picture; the methods and costs of getting into television, and the requirements for staying in; a study that covers in detail licensing, construction, methods and costs, program sources, revenue sources and other problems.

"2. The NAB's department of employer-employee relations has produced the first and only authoritative analysis and report of employment and wage scales in television.

"3. The NAB's research department . . . maintains a current file of television stations in the United States—information which is revised daily . . . carefully reviews the trade press and business papers to screen and collate information on television . . . and collects and keeps in its library file, for available reference, studies made by other agencies.

"4. The NAB's Broadcast Advertising Bureau (BAB) has begun the development of a standard rate card and a standard contract . . . to simplify the time buyers' job in purchasing television. It has begun, also, to build a reservoir of television sales success stories. In addition, the Bureau has already outlined the following projects:

"A. Information exchange among television station sales executives, in response to a request made by representatives of more than 20 television stations who met in Chicago during the recent NAB convention.

"B. A new edition of the NAB's booklet on dealer-co-operative advertising, now being prepared, will have a section listing advertisers who make funds available to their local dealers for the purchase of television advertising.

"C. A sales presentation on slides which can be used by salesmen with a prepared sales talk.

"5. The NAB's legal department has been active for months in television—in specific cases involving copyright, censorship, taxation, property rights, sports television broadcasts, cabaret taxes, depreciation standards and taxes on television advertising. Each of these is a dollar-and-cents matter. The NAB is pioneering in defending the broadcaster in television against undue or unlawful transgressions. Defenses in this area . . . are bulwarks, too, against unfair practices against sound broadcasters, for precedents concerning one medium can be used against another.

"6. The NAB's engineering department is working constantly at (See NAB ALONE on page 7)

Thornburgh Picked To Head Up WCAU

NEW YORK, May 28.—Donald W. Thornburgh, Columbia Broadcasting System (CBS) veepee in charge of the Western division for the last 13 years, was selected this week to be prexy of WCAU-AM-FM-TV, Philadelphia, as of August 1. In succeeding Leon Levy, who resigned several months ago but who will stay with the station until his successor takes over, Thornburgh cuts his direct tie with the network. However, WCAU is a CBS affiliate.

The web as yet hasn't chosen an exec to succeed Thornburgh and probably won't until CBS Prexy Frank Stanton returns from Europe. However, among the possibilities are Kelly Smith, veepee and director of station administration at CBS; Arthur Hull Hayes, veepee and director of the net's San Francisco office and Jack Van Volkenberg, veepee and director of TV operations for the web.

When Thornburgh arrived on the CBS Coast scene back in 1936, only two programs were being originated from the film capital. Now between

Set July 10 Debut For 'H'w'd Calling'

HOLLYWOOD, May 28.—Kick-off date of National Broadcasting Company's (NBC) super giveaway stanza, *Hollywood Calling*, has been set for July 10, net revealed this week. Slotted for a full hour on Sundays at 6:30-7:30 p.m. (EST), show will be partially bankrolled by Gruen Watches, with additional bankrollers reportedly close to signing.

Web Hollywood programmers are currently ironing out format wrinkles and auditioning talent with test platters skedded to be waxed here every Sunday until the show is airborne. Emsee's berth will go to either screen actor George Murphy or Walter O'Keefe, who have each waxed test runs for the web. Auditions cut hereafter will include actual phone calls which the net will make to various points thruout the country.

30 and 40 shows are broadcast from Hollywood to the CBS network.

Mull Biggest Recruit Push In 10 Years

Losses Exceed Gains

WASHINGTON, May 28.—The biggest membership drive by the National Association of Broadcasters (NAB) in 10 years will be proposed when the NAB's board of directors' membership subcommittee convenes here June 6. A strong likelihood is seen that the board subcommittee, headed by Gilmore Nunn, WLAF, Lexington, Ky., will endorse the proposal for submission to the board of directors at its meeting July 11-13 at Wentworth-by-the-Sea, N. H.

The NAB's first full-scale membership crusade in a decade will be urged as the result of a number of factors. One is the economical situation in the industry which has brought about a steady flow of turn-backs of construction permits and broadcast licenses in AM, FM and television. Another key factor is the growing rivalry among the three major broadcast trade organizations—the FM Association (FMA), the Television Broadcasters' Association (TBA) and the NAB.

NAB's Decline

The NAB's membership subcommittee will get the latest report on NAB membership from C. E. Arney, secretary of the association, who is now drafting the document which is expected to show a decline since the last formal report showing a membership of 1,832. The NAB has experienced a loss of at least one station member a month since its inception, but the loss has usually been offset by recruits. In the last several months, it is learned, the losses have been somewhat greater than the gains. In terms of dues, the NAB's budget may show a net decline estimated between \$5,000 and \$7,000, which NAB-ers do not consider as serious when compared with the over-all \$770,000 budget, but which, nevertheless, could become a "serious trend" if allowed to continue. The proposal urging the new membership drive will be pointed toward not only recruiting as many as possible from among over 800 stations which are not in the NAB but also toward encouraging present members to stay in the fold. The NAB's board will be asked in the proposal to continue pointing toward a three-way role—in AM, TV and FM.

The membership issue is certain to be directly related to the crucial questions of reorganization and economy which the board will be facing at its July meeting. The newly created Broadcast Advertising Bureau (BAB), which next week will establish headquarters at the Broadcast Measurement Bureau's (BMB) offices in New York, is seen unlikely to suffer budget curtailment, but the economy pinch may hit elsewhere in the NAB. This will be an important consideration when the financial committee meets on the eve of the NAB board session's opening. It is anticipated that by that time A. D. (Jess) Willard, executive vice-president of the NAB, will have reached a decision on the proffer of a transfer to become chief of television activities in NAB. Members of the NAB board, in a poll of their opinions on whether Willard would be acceptable for this post, gave strong approval.

On the NAB membership issue, officials of the trade association are (See NAB Members Drive, page 12)

FCC Brushes Aside Richards Defenders' Red Herring Move

WASHINGTON, May 28.—With the Federal Communications Commission (FCC) still mulling a decision on G. A. Richards' application for a trusteeship transfer, the commission is engaged in a steady exchange of correspondence on the case in which Richards has been accused by some ex-employees at KMPC, Los Angeles, of having ordered news slanting in programs. Swelling the total inflow of mail to over 300, the FCC has received three score pieces of mail in the month since Richards applied for transfer of his interests to a trusteeship in stations KMPC, WGAR in Detroit and WJR in Cleveland (The Billboard, April 23).

The majority of mail continues to oppose Richards. In the correspondence supporting Richards are indorsements from additional automobile industrialists in Michigan and a lengthy document from Jacoby & Gibbons, of Los Angeles, self-described as engaged in "anti-subversive public relations." This firm sent to each of the FCC commissioners a 24-page bound report alleging that a list of individuals and organizations urging the FCC to revoke Richards' license contains "the names of many important Communists, Stalinists, fellow travelers or Communist sympathizers." In a reply to this report, FCC Secretary T. J. Slowie stated that while the Jacoby & Gibbons report makes charges against several persons and organizations that have voiced criticism of Richards since the FCC entered the KMPC case, the report makes no charges against the Radio News Club and ex-KMPC-ers, original formal complainants on whose complaints the FCC began its inquiry into Richards' stations.

Slowie's answer disclosed that FCC General Counsel Benedict Cottone on his March trip to Los Angeles on the KMPC case had already explained this to the firm of Jacoby & Gibbons at a conference. Slowie's reply follows in part:

"As you know, many organizations and individuals have written the commission in formal or informal fashion. However, as was pointed out by Mr. Cottone at the conference

with you and your associates in Los Angeles March 23, 1949, the allegations which led the commission to authorize the present investigation were presented to the commission by the complaint of the Radio News Club, and all other complaints contained in the public docket are subsequent in time to the Radio News Club allegations and were apparently precipitated by those allegations."

The FCC secretary continued: "The commission, of course, will be pleased to receive any information bearing on the credibility of any of the persons who have made allegations in these proceedings."

Vice-Chairman Paul A. Walker, of the FCC, directed a similar answer to a woman who had complained that one of the organizations opposing Richards' license renewal since the original complaints were filed "is simply the tool of Communists and fellow travelers." Walker reminded the woman that she made no such charges against the Radio News Club or former KMPC employees whose formal complaints evoked the FCC's study of the Richards case.

Fisher Exits Swift For Job With Y&R

CHICAGO, May 28.—Bill Fisher, radio-television director of Swift & Company the past three years, will join the local Young & Rubicam (Y&R) office as assistant radio-TV director June 13. Hiring of Fisher and Glen Church as assistants to Phil Bowman, head of Y&R's radio-video department, indicates expansion in these two media by the agency here.

As radio-TV director of Swift, Fisher handled *Breakfast Club*, *Sky King*, *Meet the Meeks*, the Lanny Ross Show and *Archie Andrews*.

Bowman said Y&R's Purity Bakers show on WENR-TV is expected to go network shortly. Other clients, he said, were interested in using radio and television for the first time.

Y&R's local office has been inactive in radio and television. New activity is expected to give Chicago another important agency operation in the two media.

Reynolds Mulls Summer Hiatuses

NEW YORK, May 28.—The R. J. Reynolds Tobacco Company is considering a recommendation from William Esty & Company, its advertising agency, that all its radio shows take hiatuses this summer. The agency feels the need to start pinching dollars, since it has gone over its radio budget for the year.

As a result, chances are that all the programs, with the exception of the Bob Hawk show will take the summer off. Hawk, who is on the Columbia Broadcasting System (CBS) network facilities Mondays from 10:30 to 11 p.m., has a strong rating, and during the summer it generally goes even higher.

However, Jimmy Durante, the *Screen Guild Players*, Vaughn Monroe and the *Grand Ol' Opry* will have plenty of time to rest, if the agency recommendations are accepted. The *Screen Guild Players* is in an especially weak position, even for fall renewal, because of its high cost.

Meat Group Eyes "Life With Luigi"

NEW YORK, May 28.—The American Meat Institute has indicated an interest in purchasing the Columbia Broadcasting System (CBS) package, *Life With Luigi*. The Cy Howard creation is on CBS Sunday evening 10 to 10:30 following *Our Miss Brooks*.

However, it has been indicated that moving the program into the Wednesday evening line-up in the fall to follow Bing Crosby would substantially enhance the possibility of a sale. CBS now has this time earmarked for Burns and Allen.

NBC Building Series For Faye Emerson

NEW YORK, May 28.—The National Broadcasting Company (NBC) is building a new series starring Faye Emerson, actress wife of Elliott Roosevelt. An audition was cut this week, the series being a situation comedy.

Other shows in the NBC hopper include segs built around comic Hank Ladd, an adaptation of *Chicken Every Sunday* and *My Good Wife*, the latter with John Conte.

B'bank KWIK Folds With Debt Over 75G

HOLLYWOOD, May 28.—Bur-bank's indie station, KWIK, became Southern California's first postwar radio casualty when creditors appointed attorney Leslie S. Bowden as trustee of the bankrupt radio property. Papers were filed under Chapter XI of the bankruptcy act, listing liabilities as well over \$75,000. Outlet will be placed on the sales block in the near future, and is being operated meanwhile by Norman Manning, whom Bowden named general manager.

Station was originally launched in 1947 by a group of Hollywood showbiz personalities, including agent Sam Kerner, comedian Billy Gray, radio-tele prod Don Forbes and other traders. Group operated the indie for approximately a year, bowing out in a resale deal which resulted in the current bankruptcy.

Benny Topper

WASHINGTON, May 28.—A leading feature of the Treasury Department's current bond drive is a movie short starring Jack Benny and Rochester which is to be shown in 15,000 theaters during the campaign. Benny plays five persons in the film, himself, his son, his father, his grandfather and great-grandfather.

SHORT SCANNINGS

Three new scripters have joined the DuMont writing staff at WABD, New York. **Mort Frankel** is scripting "Magic Cottage"; **M. C. Brock**, "Captain Video," and **Charles Spear**, "Flight to Rhythm." . . . **Harry S. Ackerman**, veepee and director of network programs, Hollywood, for the Columbia Broadcasting System (CBS) will supervise CBS-TV network shows originating on the West Coast. . . . **Screen Gems, Inc.**, a subsidiary of the Columbia Pictures Corporation has added a TV department to produce films and commercial spot announcements for video. **Ralph Cohn** and **Jules Bricken** are in charge.

Maj. Barney Oldfield has been transferred to headquarters, U. S. Army—Pacific, in Honolulu, after completion of assignment as a student at the Command and General Staff College, Fort Leavenworth, Kan. . . . **Jerry Danzig**, assistant to **Charles Underhill**, program director on CBS-TV, will return to the web, Tuesday (31), after a brief vacation. . . . **Howard Cordery**, executive producer at the American Broadcasting Company (ABC), has resigned to head the TV packaging at **John Nasht and Associates**.

"Cartoon Teletales," the Sunday evening TV show on ABC marked its first birthday on the medium, May 29. . . . **Don Giesy**, DuMont network flack, is writing a weekly TV column for New York's newspaper *The Public Guardian*. . . . **The Tophatters**, instrumentalists and novelty singers, are weekly regulars at DuMont's "Doorway to Fame" show. . . . **Parker Fennelly** is the star of a new package, "The Incredible Mr. Buchanan." . . . **Bob Bright** has left WPIX, New York, to join ABC's TV network as an assistant art director.

Betty Tevis joins WINS, New York indie radio operation, as publicity head, after handling the same job for WLW-T. . . . At WLW-T **Milton F. Allison**, sales manager, and **Walter Callahan**, of the sales staff, both resigned. . . . **Fort Pitt Brewing Company**, of Pittsburgh, is sponsoring a five-minute news show, the amateur fights and the wrestling over WDTV, Pittsburgh. **Batten, Barton, Durstine & Osborn** is the agency. Thru the same agency the **Minnesota Mining & Manufacturing Company**, St. Paul, is paying the bills for the "Kitchen Club" seen over WLW-T. . . . **Hudson Motor Car Company** is the sponsor of the 10-minute "Telenews"—INS daily newsreel over WJBK-TV. . . . **Roy Rector** is a new addition to Oklahoma City's WKY-TV staff.

Allison, Callahan Out of WLW-T

CINCINNATI, May 28.—The old one-two punch hit WLW-T's sales department here Wednesday when **Milton F. (Chick) Allison**, sales manager, resigned, and was followed soon after by **Walter Callahan**, member of the station's sales staff. Both were WLW vets.

Allison's resignation came after station management opined that WLW-T might benefit with a change in sales manager. Callahan hollered "I quit" shortly thereafter when he suggested to WLW-T brass that he would be the logical man to succeed Allison, and the WLW-T management failed to agree.

When queried on the Allison and Callahan resignations, **Robert E. Dunville**, vice-president and general manager of WLW and WLW-T, stated that they had no particular significance to station operation. "The resignations do not mean a major shake-up in station personnel," said Dunville, "nor a change in policy. It's one of those things that happen. We have the highest regard for both men, and the whole thing came off in friendly fashion."

Allison, promotion manager of WLW from 1940 to 1944, returned here a year and a half ago from WPEN, Philadelphia, to take the WLW-T sales manager post. Callahan was a member of the WCPO sales staff before joining WSAI here in 1937. Later he served with WLW in administrative and sales capacities in Cincinnati and Chicago.

In the meantime **Bill McCluskey**, WLW-T sales rep, is doubling at Allison's post, with **Marshall Terry** in charge of the department until the vacancies are filled.

B.R.'s Eye "Witches"; MBS May Cuff Show

NEW YORK, May 28.—Sponsor interest is strong in *The Witches Tale*, the old hag-ridden thriller, which was such a successful radio property in the 1930's. The show is being considered for network sponsorship, with the Mutual Broadcasting System on hand to give it a sustaining ride, if the clients don't materialize.

The program left the air in 1938 because **Alonso Dean Cole**, its originator, wanted a rest. If and when it returns, Cole will direct and write, but supervision of the package will be by **Charles Michaelson** who is peddling the show.

CBS To Bring Back Markle as Megger

NEW YORK, May 28.—**Fletcher Markle** will return to Columbia Broadcasting System (CBS) as a staff director next fall. Markle now handles megging chores on *Ford Theater*, which bows out of its CBS Friday evening spot after its July 1 broadcast and will not return in the fall.

Markle was brought to the web after his success in Canadian radio and is under contract to the network. CBS has no plans for him at the moment.

\$\$ Spurned!

NEW YORK, May 28.—WOR here, could, if it wanted to, develop a new source of advertising revenue. Since the station started construction of its TV tower in the Palisades, across the Hudson, it has been besieged by advertisers who want to spot a sign on the structure. The tower dominates the Jersey side of the Hudson.

WOR is nixing all offers, tho, and will settle for its own call letters and nothing else.

WOR STUDIES SALES SITCH

Connie Bennett Sought for CBS Summer Show

NEW YORK, May 28.—Constance Bennett is the newest possibility for a summer replacement show on Columbia Broadcasting System (CBS). If Miss Bennett is signed, her show will replace Erskine Johnson, who was to emcee *Make Believe Town*, a program about Hollywood. She will be featured in the same sort of show first arranged for Johnson.

Another 15-minute stanza was being prepped to star Meredith Willson, but that idea has been dropped. Meanwhile, many of the other CBS hot weather shows have been definitely set. *Earn Your Vacation*, a quiz program for teachers starring J. C. Flippen, gets under way Sunday (5), in the 9 to 9:30 p.m. spot, replacing Helen Hayes; *Young Love*, the situation-comedy featuring Jimmy Lydon and Janet Waldo, begins Monday from 8:30 to 9 p.m., July 5 as a filler for Arthur Godfrey's *Talent Scouts*, and *Yours Truly, Johnny Dollar*, a mystery sustainer recently dropped, which makes its comeback to the web on July 7 in the 8 to 8:30 p.m. slot, replaces *The F.B.I. in Peace and War*.

AFRA, Lang-Worth Fuss to Arbitration?

NEW YORK, May 28.—The American Federation of Radio Artists (AFRA) this week decided to ask for arbitration in a case involving Lang-Worth Radio Features, Inc. The issue centers around AFRA's claim that the firm had selections from its library, specifically Fred Waring and his ork, fed by WNBC, New York, to the National Broadcasting Company (NBC) network several weeks ago.

AFRA claims that such an action is a violation of the transcription code in that only open end transcriptions can be replayed, not library selections. Lang-Worth disputes this claim, and the matter is to go before the American Arbitration Association.

Another AFRA arbitration, this time against Harry S. Goodman, has been postponed until the transcription producer's attorney returns here. The union is suing Goodman for repeat fees on Christmas shopping jingles. He contends that the transcription code gives him six months of grace to have his waxes played. Since, because of the nature of the jingles, he can only play them once a year, he feels he should be given an equivalent time by way of making provision for his case.

Hullinger to Coast ABC as Hall Leaves

HOLLYWOOD, May 28.—Relining of ranks at American Broadcasting Company (ABC) here saw the exit of Bob Hall as head of the net's Western division publicity department, with Ned Hullinger moving in as chief of the flackery.

Hall's departure comes after five years with the web. He had served the last three as head of the press department, replacing Milt Samuels in that post when Samuels became director of Young & Rubicam's Coast publicity and public relations.

Hullinger originally joined the flackery as trade press contact and recently was moved from the press department to sales promotion under Norman Nelson.

NAB Alone Can Serve Tele, AM, FM, Says Judge Miller

(Continued from page 5)

treaty conferences, at plenary sessions and with the FCC to protect the allocations which make it possible for television to develop its full potentialities in America. . . . Within the last few days, NAB recommendations to reduce present restrictions and drastically to improve proposed new limiting criteria for broadcasting tower height have been informally agreed to by FCC and aviation interests. In this one respect the NAB will have saved to many broadcasters—including television—far more than annual NAB dues.

"7. In the area of government relations, during the last month NAB precipitated governmental action which assured continued informal compliance by Cuba with the NARBA agreement, pending the upcoming NARBA conference in Montreal. . . . In this same area, NAB's work in combatting the FCC's Blue Book philosophy, and in establishing the principle that advertising . . . is a service in the public interest, has laid firm foundations for the eventual achievement of 'operation black ink' by television. Equally important to television is the NAB's work in preserving broadcasting as a free medium of communication and resisting efforts to straitjacket it into a pattern of public utility regulation by government . . . similar to controls which have brought railroads and power companies almost to the point of confiscation.

"8. Similarly, the NAB's work in the fields of legislation, standards of practice, public relations, standards of education and personnel training has been comprehensive of the whole broadcasting field and equally important to television as to AM and FM. . . . Television is only on the threshold of its travail. It will need increasingly the good will and the many contacts for increasing good will, which the NAB has been building.

"As of this date, 53 per cent of the revenue of this non-profit association—the NAB—comes from sound broadcasters who, also, are in television or have indicated their plans to go into it thru applying for licenses. We consider it our obligation to serve them diligently, as well as those who do not anticipate activity in the field for several months or even years to come. If we do not build this solid foundation now, those who contemplate television as a natural development of their media enterprises in the distant future would be justified in considering us derelict in our duties. The fact is this: television broadcasting, whatever the dimensions it assumes, should be and will be built, owned and operated largely by the broadcasters who have built sound radio. This association believes in that premise and its staff will continue to serve the membership on that basis. "What the specifics of NAB's future work in television may be remains to be determined. This determination will be made from time to time by its board of directors, acting as representatives of the membership which elects them. . . . The board has directed that a full-time top-level man be assigned to television, and that will soon be done. His duties will include the discovery of television broadcasters' needs and—so far as possible—satisfying those needs; the reconciling—so far as possible—of conflicts, between television and the other broadcasting techniques. . . . The answer to the question whether the NAB can serve both radio and television lies, therefore, in what has been done, what is being done and what is projected to be done. But the answer lies, also, in the crisp statement of Benjamin Franklin, when men were hesitating to sign the Declaration of Independence: 'We must all hang together, or assuredly, we shall all hang separately.' That is the essence of the trade association concept in American industrial life. There are those, who after the manner of jackals, would like nothing better than to see us split and divided, ready to pick us off singly and in small groups.

"There are many motives and many reasons which activate such trends of deterioration. The great cyclical movements of booms and depressions always affect the membership of trade associations and of labor and professional organizations as well. Timid, short-range thinking people are inclined to abandon the ship when the sailing gets rough. Those with axes to grind find opportunity for their endeavors when the leaders show signs of jitters. "The NAB—its directors, its management and its staff—have no doubt of the propriety of trade association activity and service for all broadcasters in one operation—television, FM and AM alike. We are confident that steady leadership will keep us on our course and present a solid front to those who would weaken or destroy us."

FCC Nixes Yankee Outlets' Lease-Sale

WASHINGTON, May 28.—Continuing its ban on the seller retaining an interest in a station, the Federal Communications Commission (FCC) this week nixed the lease-sale arrangement of the Yankee Network to transfer WAAB, Worcester, Mass., and WMTW, Portland, Me., to Radio Enterprises, Inc.

The commission said the transaction, which would permit the Yankee net to share in the profits above \$12,000 annually over a five-year period, "offers the opportunity to persuade, coerce or control the les-

Heinemann Gets CBS TV Story Editor Post

NEW YORK, May 28.—Arthur Heinemann this week replaced Eileen Lange as story editor of the Columbia Broadcasting System's TV operation. Miss Lange left because of a difference of opinion with CBS over story policy.

Heinemann was formerly a story editor at Columbia Pictures until the film firm discontinued its Eastern story department.

The FCC stated the opportunity would be there despite the disavowals made by the Yankee web.

Station Seeks New Ways To Hype Income

Decrease Prompts Action

NEW YORK, May 28.—A decision to re-examine and re-evaluate its entire sales structure has been made by WOR here, Theodore Streibert, president of the station, revealed this week. The move was occasioned by the growing pressure on AM business—not as a result of television, Streibert declared—but in line with tightening business conditions reflected in declining grosses throughout all of radio. The WOR move is particularly significant, since it marks an attempt by the top grossing radio station in the country to cope with a problem which is being felt far more by smaller stations and by stations in smaller markets.

What WOR wants to find out is whether its sales procedures are the most efficient possible under existing circumstances. Should, for example, the station have a larger sales staff, and if so, how much larger? And if the staff is larger, will the increased revenue warrant the increased expense? Conversely, would a reduction in sales staff be economically sound?

Station Breaks

The station will also endeavor to learn whether there are any sales procedures it can use which it doesn't now. One line of thinking is the possibility of developing new packaged sales, such as the step the station took recently when it inaugurated a policy of selling advertisers a guaranteed minimum number of station breaks. This deal, for a minimum of \$1,000 weekly, gives accounts the station breaks available each week, bringing in additional revenue and at the same time giving advertisers choice spots.

WOR's own slight decrease in business this year is partly responsible for the decision to give its sales picture the o. o. Another is a marked desire by advertisers to minimize talent buys in preference for spots and participations in preference to buying complete programs. One of the steps the station will take is to study sales methods used by competitive media, especially those with the tougher sales problems.

"Travelers" Hops From ABC to NBC

CHICAGO, May 28.—Tommy Bartlett's *Welcome Travelers* program, heard on the American Broadcasting Company (ABC) for the past two years, will move to the National Broadcasting Company (NBC) July 11, it became known here this week. The show will be bankrolled on NBC by the ABC sponsor, Procter & Gamble. Moving of the program will represent a time sales loss of about \$1,000,000 for ABC.

The show currently is heard from 11 to 11:30 a.m. Monday thru Friday. On NBC the show will replace the Fred Waring program and will be heard the same days from 9 to 9:30 a.m. Waring's present sponsors, the American Meat Institute and the Minnesota Valley Canning Company, are expected to back his show at a new time in the fall.

Replacement on ABC for *Travelers* has not been set.

Agency on the account is Compton Advertising, Inc.

the butcher,



the baker,



the candlestick-maker



-and
the
Lincoln-
Mercury
Division
of the
Ford
Motor
Company

As any child with a television set can tell you — new and important sponsors are cropping up every day on the CBS Television Network.

And for good reasons:

CBS-TV advertisers have the largest average audience of all the networks.

CBS-TV advertisers have 5 of the 10 largest-audience programs in Television — four of them CBS package programs.

CBS-TV advertisers have scored the highest sponsor-identification in Television.

That's why value-conscious advertisers* of soap and soup and motor oil, of appliances and cigarettes, tea and paper towels... indeed the whole gamut of modern business is now on **CBS-TV**

*To date the list of CBS-TV Network Advertisers and programs includes: Ballantine, *Tournament of Champions*; Barbasol, *Weekly News Review*; Electric Auto-Lite, *Suspense*; Ford Dealers, *Thru the Crystal Ball*; Ford Motor Company, *Ford Theater*; General Foods, *The Goldbergs*; General Electric, *Fred Waring Show*; Gillette Safety Razor, *Kentucky Derby*, *Breakfast and Belmont*; Gulf Oil, *We, the People*; Liggett & Myers Tob., *Godfrey & His Friends*; Lincoln-Mercury, *Toast of the Town*; Thomas Lipton, Inc., *Talent Scouts*; Popsicles, *Lucky Pup*; Oldsmobile, *CBS News*; Philip Morris Co., Ltd., *Preview*; Philips Packing Co., *Lucky Pup*; Pioneer Scientific Corp., *Masters of Magic*; Scott Towel Co., *Dione Lucas*; U.S. Rubber, *Lucky Pup*; Westinghouse, *Studio One*; Whitehall Phar. Co., *Mary Kay & Johnny*; Wine Advisory Board, *Dione Lucas*.

TV Needs 6,000,000 Sets To Hit Break-Even Point

CHICAGO, May 28.—Present television stations will not reach the break-even point until there are 6,000,000 receivers in American homes, H. C. Bonfig, vice-president of the Zenith Radio Corporation, said this week at a meeting of the Chicago Television Council.

In explaining Zenith's Phonevision system and declaring it the only method by which top movies and other major shows could be transmitted profitably, Bonfig stated: "Even with the mediocre programs now being supplied a television entertainment, I believe it will take at least 6,000,000 television receivers to permit the average station now on the air to approach a break-even point, and far more than that number will be needed to support the additional stations that will go on the air directly after the un-freeze and the opening of the ultra highs."

Bonfig also said, "I question how many of the present television broadcasters can survive the losses they must sustain for the next three years under the present system. The concern of the entire television industry should be: Where are we going to get our programs, and who is going to supply them?"

Before showing a film explaining the Zenith Phonevision system, which uses telephone lines for transmission of impulses that make perfect a garbled telecast picture, Bonfig said, "Phonevisor sets television free from the limitations of advertising sponsorship, but at the same time retains and increases the benefits to television that advertising sponsorship will bring. By broadening the scope of television programming and service, Phonevision eliminates any possible argument that could be advanced for government operation of this great and costly new medium. Phonevision provides for television the happy combination of low-cost mass entertainment that can be paid for by ad-

vertisers, and fine, costly entertainment for both mass and minority audiences that can be financed only by a box office."

Box office would be payment for telephone impulses received in the home.

To meet the cost of costly movies, the film stated, there was a potential market of 25,000,000 telephone homes. Home market was also indicated by fact that 47,000,000 Americans attend movies only once every three weeks.

After the film showing, Bonfig said that Zenith would conduct its first public Phonevision experiment here in about three months. He said eight major movie producers had already agreed to supply films which would be telecast, via Phonevision, into about 500 homes here. Homes selected, he stated, would represent a statistical cross-section of this area.

Altho a spokesman for the Illinois Bell Telephone Company said a few months ago that Phonevision would have to use special, leased wires, Bonfig said regular phone lines definitely would be used. This would eliminate prohibitive, leased wire costs.

Union's Charges Vs. WTAL Aired

ATLANTA, May 28.—The American Federation of Radio Artists (AFRA) and the International Brotherhood of Electrical Workers (IBEW) concluded testimony yesterday (27) in a hearing held before Hamilton Gardner, trial examiner of the National Labor Relations Board (NLRB) on charges filed by the unions that WATL, Atlanta, refused to bargain.

One of the witnesses was G. C. Livingston, formerly an exec at WATL, who said that James W. Woodruff, owner of the station, told him he didn't want a union there, Livingston should not hire any union employees and should get rid of employees who were union men. Livingston claimed he was the manager of WATL, but Woodruff stated he was only the chief engineer and manager of construction. About a dozen WATL employees are involved in the dispute.

WGAY Asks Use Of Mex. Channel

WASHINGTON, May 28.—WGAY, Silver Spring, Md., is claiming to be the first day-timer to file for full-time since what it calls the "expiration" of the agreement with Mexico to protect certain Mexican channels at night. The station filed yesterday (27) for full operation on 1050 kc.

WGAY declared that the "gentlemen's agreement" with Mexico ran out at the same time as the North American Regional Broadcasting Agreement (NARBA) March 29. The Federal Communications Commission (FCC), however, has yet to say that the unwritten Mexican priority agreement expired with the written NARBA pact.

Under the terms of the agreement

AFRA Considers Crackdown On ET Library Peddling

(Continued from page 3)

In order to be able to sell their shows on a commercial basis, their contention is that, if they pay higher rates, they should get protection from the union.

AFRA execs are not sure what

Ware Hits Obrist As FM 'Laggard,' Asks FCC To Act

WASHINGTON, May 28.—The Federal Communications Commission (FCC) is facing a new demand for a probe of FM "laggards"—this time in a letter from William Ware, president of FM Association (FMA), in which Ware challenges a statement by Edward Obrist, general manager of WPEN and WPEN-FM, that "few if any metropolitan operators are interested in FM, since their big going concern problems are in AM problems." Filing with the commission a copy of a letter sent to Obrist this week, Ware criticized Obrist's assertion as "a self-admission that you (Obrist) are not interested in FM."

"And," continued Ware, "if you are not, how can you honestly operate WPEN-FM so that the best interests of the public are serviced, as required by the FCC? I am sending a copy of this letter to the commissioners in hope that they, too, will realize the significance of my question."

"I understand that few if any remaining channels are available in the Philadelphia area. If you are not a firm believer in FM, why don't you turn in your permit? My feeling is that there is no room for laggards in FM, and it is my belief that the FCC should investigate all such disinterested persons, such as you may be, as to their qualifications to operate an FM station."

WOR Engineer Staff Ankles From NABET

NEW YORK, May 28.—The WOR chapter of the National Association of Broadcast Engineers and Technicians (NABET), Tuesday (24), voted to disaffiliate itself from the parent union and formed an independent group called the Technical Employees Union (TEU). The TEU now is petitioning the National Labor Relations Board (NLRB) for an official election to decide which union is the official representative of the engineers at the station.

The execs at NABET deny knowledge of the rebellion, members of the WOR unit claimed the move was made because the NABET was committed to a pattern of getting them small raises. They state that in the recent NABET negotiations with American Broadcasting Company (ABC) and National Broadcasting Company (NBC), the engineering union came up with practically no gains for the engineers working at these stations. That fact, Oliver Harper, attorney for the insurgents stated, made it imperative for the NABET to keep the hikes for the WOR engineers low, so that the men working at ABC and NBC would not be dissatisfied.

It has also been learned that WOR offered its engineers a 2½ per cent raise which they overwhelmingly rejected. The NABET states its negotiating sessions with WOR execs were temporarily recessed for the holidays and will begin soon before a federal conciliator.

with Mexico, 120 U. S. daytime stations were prohibited for airing at night, with their frequencies reserved for the neighboring nation.

CBS May Scan Autry Rodeo at Garden Dates

NEW YORK, May 28.—Indications were given this week that the appearance of Gene Autry and the rodeo at Madison Square Garden from September 28 thru October 23 will be televised over the Columbia Broadcasting System's (CBS) TV network. The Wrigley Chewing Gum Company, his present radio sponsor, will pay the bills. This will be the second successive year that the rodeo will be seen on TV, 1946 having been the first.

Only four sessions of the rodeo were on TV last year, but it is planned to increase the number of video showings from the Garden. The feeling among rodeo execs is that TV helped increase patronage. However, the Garden last season did not charge for the TV rights and Autry spent last week here to try to ascertain if the sporting corporation will do the same in 1949. Autry plans to handle the Wrigley commercials from the rodeo himself.

The cowboy, however, has no plans for a TV program of his own next fall. He intends to stick to his radio and film chores until the medium progresses still further commercially and the pickin's grow fatter in the video patch.

Audition Disk Cut For "Broncho Billy"

HOLLYWOOD, May 28.—Audition platter for a new radio series based on the life of Bronco Billy Anderson was waxed in Hollywood by Maxine Anderson, daughter of the famed Western performer, last week. Show is called *Broncho Billy*, with film-radio actor Don Harvey in the title role. Half-hour format will feature a rodeo background with exploitation tie-ups planned with top Western rodeo outfits.

Stanza is written by Jerry Brewer and produced by Karl Schullinger with Barton Yarborough and Tommy Cook set for supporting roles. Miss Anderson, former Biow agency exec here, is a Hollywood rep for Bernie Schubert Productions.

WHAY Makes Debut In New Britain, Conn.

NEW BRITAIN, Conn., May 28.—Latest station to start operations in the Connecticut area is WHAY, 5,000-watt, 910-kilocycle independent broadcaster here. Studios and offices are at 22 Grove Hill.

Station is owned and operated by Central Connecticut Broadcasting Company of New Britain, of which Larry Edwardson, formerly sales manager of WNBC, New Britain, is president. Assistant general manager of the new outlet is Fred E. Belber, former a.m. of WLCR, Torrington, Conn.

Broadcasting hours are from 6:30 a.m. to midnight. The station is not connected with any national web.

"Lujack" Replaces "Jack Armstrong"

CHICAGO, May 28.—The *Adventures of Johnny Lujack*, starring the famed football player, will be the summer replacement for *Jack Armstrong* on the American Broadcasting Company network, it was announced this week. Lujack program, beginning June 6, will be heard in the slot occupied by *Armstrong* on Monday, Wednesday and Friday, 5:30 to 6 p.m.

Armstrong will return to the air next fall sponsored by General Mills. Lujack show, billed as an adventure program "dealing with the principles of right versus wrong," is a Creighton-Andre Agency package.

Oklahoma Awaits Tele Debut June 6

OKLAHOMA CITY, May 28.—T-Day for television in Oklahoma is June 6. H-Hour is 7 p.m., when E. K. Gaylord, head of the Oklahoma Publishing Company's WKY (NBC), will push a button inaugurating service. Gaylord's *Oklahoma City Times* and *Daily Oklahoman* have done a fine job of promotion for the station the last few months. One reporter spent a week in New York sending back glowing reports on programs, designed to send Oklahomans dashing to radio stores to buy the expensive models now on display. Sales have been only so-so, however.

It has been estimated that Oklahoma City dealers have stocked 3,000 sets. During the past three months of advertising, they have perhaps sold 15 per cent of this stock. People are waiting for a look at June 6 production.

Stories in the company's two papers have stressed that all top-flight TV shows will be available here thru video films. Station officials however, have yet to sign a contract for a name show. It is hoped that the first chapter of the *Crusade in Europe* show will be available for the big first night.

Program planning still hasn't jelled. WKY-AM's early morning hillbilly show is slated for TV try-outs. There will be a puppet act for kids in addition to cartoon films already purchased. Station plans four hours on air a day, 6 p.m. to 10, except Sunday.

WKY has the TV field to itself here. The station has signed for the University of Oklahoma football games played at Norman, 20 miles south. Also packed are wrestling matches and all attractions at the Municipal Auditorium.

DuMont Snares Right to Games Of Notre Dame

NEW YORK, May 28.—DuMont this week came up with a prize catch when it snared tele rights to the Notre Dame football games at a price estimated around \$75,000. The deal gives DuMont the right to kinescope the games for repeat transmissions, both on the air and in theaters. RCA Victor had been pitching for the games and apparently was outpriced at the last moment.

The games include Indiana, Tulane, North Carolina (in New York), Iowa and Southern California. It is believed that both *The Chicago Tribune* and Paramount are hoisting part of the tab for the sked, since WGN-TV (*Tribune*) and WBKB (Paramount) will alternate originations.

KLAC, KLAC-TV Sales Divorced

HOLLYWOOD, May 28.—KLAC and KLAC-TV have set up separate radio and tele sales orgs, according to station topper Don Fedderson. Fedderson named Bob Klein video sales manager, with Maury Gresham upped to radio sales chief. Dave Lundy remains general sales manager of both properties as well as KYA, San Francisco. All three stations are owned by Dorothy Thackrey and managed by Fedderson.

Move is in the interests of better sales efficiency, and will eliminate employee integration which heretofore meant divided sales pitches by station time peddlers. KLAC is first local outfit with a TV adjunct to divorce the selling end of dual operation.

H'w'd TV Men Prep Segs for Eastern Bow-Ins Via Kine

HOLLYWOOD, May 28.—Video toppers here are currently polishing programs for their Eastern kinescope bow in the fall. At Columbia Broadcasting System (CBS) two shows have been definitely set for the kine eye, Jack Benny and Ed Wynn, with strong possibility favoring tele transcription of *Amos 'n' Andy* and *Lum 'n' Abner*. Harry Ackerman, CBS veepee in charge of AM-TV Hollywood web shows, told *The Billboard* that three or four non-star show packages, currently in the teevee hopper here, are definitely slanted for Eastern eyeing. Jack Benny will face the video cameras on a fortnightly sked while the Wynn show will be weekly.

At National Broadcasting Company (NBC) kine equipment has been installed and is ready for action, but shows to head eastward haven't as yet been named. Web will make audition reels of its available tele shows and submit them to Eastern sponsors. Shows to be kined include *Western Caravan*, *Nocturne*, *Designed for Women*, *Judy Splinters*, *Square Dance* and *Phil Gordon*.

KTLA (Paramount) will make film, *Armchair Detective*, *Spade Cooley* and *Time for Beany* for the Eastern mart. *Armchair* has already been sold to a Boston outlet to start June 8 (station call letters could not be learned at press time). At American Broadcasting Company (ABC) plans are still awaiting kick-off of KECA-TV. However, *Bride and Groom* is expected to be the first of the net's Hollywood shows to be kined (*The Billboard*, May 28).

KLAC-TV is expected to make full use of the Warner Bros. tele recording equipment, but shows to be shot eastward haven't as yet been disclosed.

NBC's Switch on Programs: 3 Execs Would Share Burden

NEW YORK, May 28.—The National Broadcasting Company (NBC) has dropped the idea of reorganizing its tele program department so that specific producers would have charge of specific parts of the weekly schedule and is instead considering a plan whereby three program execs would handle operations. These would, of course, report to Program Director Norman Blackburn.

The current NBC plan would have three top producers, one in charge of operations, one in charge of production and one in charge of program procurement and talent. The present job filled by Warren Wade, national production chief, will probably be eliminated, with Wade likely to become head of a production unit of his own. One of the reasons for eliminating this job is that Wade currently fills some of the assignments to be parcelled out among the

three producers to be assigned to the various departmental functions.

In addition, NBC envisions a staff of five top producers to be responsible for most of the web's offerings. In some circles it is felt that NBC's approach, as outlined, parallels the Hollywood system of unit production. The web's original theory of dealing out days of the week to three top producers was dropped as unworkable.

Cap Romances Boyd For TV Pix Tie-Up

HOLLYWOOD, May 28.—Unless a hitch develops, Capitol Records will lasso Bill (*Hopalong Cassidy*) Boyd for a series of video films. As revealed earlier by *The Billboard*, Capitol has inked Boyd to a recording pact for kidisks. In line with its step into the video film production field, Cap is currently huddling with Boyd for a teevee film pact.

Diskery remained mum on this, but it is understood the inking point is near on a deal whereby Boyd will close a long-term contract with Cap's teevee film division. According to numerous surveys Boyd's *Hopalong Cassidy* character today holds a prime position on the nation's video screens.

Under terms of the pact, Capitol will get Boyd's telecine services on an exclusive basis, but will leave him free to continue making his theatrical oat flickers.

Once papers are inked, Boyd will become the first to face Cap's vidfilm cameras. Close tie-up will be effected between film and wax to allow Boyd to gain full promotional benefit in the two media.

KFMB-TV Rebeams 6 Hrs. of KTLA Segs

HOLLYWOOD, May 28.—San Diego's KFMB-TV will retransmit approximately six hours per week of KTLA's programs. As reported earlier (*The Billboard*, May 28), KFMB-TV owner-operator Jack Gross had closed a deal with KTLA's Klaus Landsberg whereby the San Diego TV outlet will be permitted to pick-up off the air KTLA shows for rebeaming in the San Diego area.

First shows to be networked on a regular basis via this system are *Meet Me in Hollywood*, *Magazine of the Week*, *Your Old Buddy*, *Hollywood Opportunity* and *Time for Beany*. All are sustaining.

look — it can be done almost with PENNIES!

SAY YOUR ADVERTISING appropriation is just "small stuff". You're kind of leery about radio because you think of it in terms of "big" shows.

That's nonsense.

Here at WOR we have personality powerhouses who are "big", but not in cost. For instance, take Martha Deane, a prize-winning, sales-making phenomenon. You can get this woman for \$600.00 a week, daytime on WOR. She can charm a majority of 29,000,000 people in 14-states. Maybe she can do for you what she did for a recent sponsor: Jumped his sales 200% above the same period during the previous year in the brief time of 7-weeks.

You can buy 5 spot announcements for \$500.00. Twenty-one of these recently sent 5,000 customers into one WOR sponsor's 10 retail stores.

That's buying! That's the power of WOR!

How would you like WOR to sell your, or your client's wares that way for so little?

The place is

WOR

—the station that sells more at less cost than any high-powered station anywhere



mutual

TV TOPPERS' SUMMER LAM

Does It Mean Viewers Will Lay Off, Too?

20 Shows To Vacation

(Continued from page 3)

Fran and Ollie; Friday night boxing, sponsored by Gillette, and *Studio One* (Westinghouse).

Two Problems Posed

The vacancies resulting from the schedule changes are producing two problems, one for new stations and one for the networks. The new outlets, at least four of which are slated to go on the air within a month, will be starting service at a time when the top audience getting shows are off. The anticipated drop in viewing, as well as set sales, may in turn retard these outlets in getting going on their own markets.

The four stations scheduled for debuts soon are WGAL-TV, Lancaster, Pa.; WKY-TV, Oklahoma City; WHAM-TV, Rochester, N. Y., and WILM-TV, Wilmington, Del. The fact that WKY-TV is not on the coaxial cable, as are the others, is not of moment, since kinescopes of the top shows will not be available either.

To the networks, the summer doldrums represent a double problem—those of loss of commercial revenue, plus the problem of filling in. This hits Columbia (CBS) especially, with that web losing 11 shows, so far. Revenue losses are considerable.

This summer situation in video is virtually an exact parallel of early day conditions in radio, when virtually all top shows took powder. While radio has bolstered its summer listening terrifically, video has a far haul in that direction.

Ford To Telecast

"Edward, My Son"

NEW YORK, May 28.—One of the rare instances where a legit play of the current season has been released for television developed this week when *Ford Theater* signed to telecast *Edward, My Son* June 24. It'll be the program's last airer of the current season.

Robert Morley, who co-authored the show and starred in both its New York and London productions, is flying from Britain to handle the same role, with Ian Hunter, also from the Broadway run, to repeat in video.

The film version of the same yarn, with Spencer Tracy, is due in at the Music Hall shortly.

NAB MEMBERS DRIVE

(Continued from page 5)

convinced that a drive for recruits is necessary to head off any increase in the withdrawal rate. A spokesman pointed out that only one resignation in the last few months was attributed directly to dissatisfaction with the NAB itself—that of WPEN, Philadelphia. Other recent resignations included KPRC, Houston; WWJ, Detroit, and WOAI, San Antonio, all National Broadcasting Company affiliates.

TV Summer Scramblers

NEW YORK, May 28.—Following is a list of the video commercials currently airing on the networks and due to cancel or hiatus for the summer: (See story this page.)

CBS Programs

Program	Sponsor
<i>Studio One</i>	Westinghouse; 13-week hiatus.
<i>Fred Waring</i>	General Electric; 13-week hiatus.
<i>Arthur Godfrey's Friends</i>	Chesterfield; four-week vacation, with Robert Q. Lewis subbing as emcee.
<i>Arthur Godfrey's Talent Scouts</i>	Lipton Tea; nine-week hiatus.
<i>Toast of the Town</i>	Lincoln-Mercury; 13-week hiatus.
<i>The Goldberg</i>	Sanka; eight-week hiatus.
<i>Suspense</i>	Autolite; nine-week hiatus.
<i>Mary Kaye and Johnny</i>	Whitehall; four-week hiatus.
<i>Ford Ballet Series</i>	Off next month; return unlikely.
<i>Ford Theater</i>	Off after June until September.
<i>Week in Review</i>	Barbasol; eight-week hiatus.

NBC Programs

Milton Berle	Texaco; off at end of June; time filled for summer only by Olsen and Johnson for Buick; Berle's return for Texaco still being negotiated.
Admiral Revue (NBC and DuMont)	Admiral; slated to return to NBC only in the fall.
<i>Gulf Show</i> , with Bob Smith	Gulf Oil; return not set.
<i>Kukla, Fran and Ollie</i>	RCA Victor; hiatus.
Boxing	Gillette; slated to return in the fall pending settlement of fight managers' strike.
<i>Author Meets Critic</i>	General Foods; hiatus.
<i>Leave It to the Girls</i>	General Foods; return not set.
Benny Rubin	Bonafide Mills; return not set.
<i>Arrow Show</i>	Cluett, Peabody; folds permanently June 2.

FCC Paves Way for Color TV Along With B-W, Stratovision

WASHINGTON, May 28.—The Federal Communications Commission (FCC) this week paved the way for a system of television whereby black and white, color and stratovision services will be available simultaneously. To do so, the FCC finally declared that, in addition to the present spectrum (very-high-frequencies-VHF), it would open up another part of the radio spectrum—ultra-high-frequencies (UHF).

UHF will be used for a triple purpose. One will be to give cities which now cannot have VHF stations, because of limited channels available, black and white UHF stations. Another will be to permit colorcasts and a third will be for stratovision service. Most of the UHF black and white stations will go to areas which now cannot have VHF operations because of interference factors.

FCC proposes that the upper half of the UHF range be left vacant for stratovision, polycasting and high definition color and monochrome. The lower UHF portion is to be used for both color and black and white under the standards now existing. Use of either monochrome or color by a telecaster in either the

UHF or VHF bands would be optional. FCC stressed that its proposed open-door policy toward color is predicated upon the assumption that color is feasible in a band width of 6 mcs. which would permit sets (See *FCC Paves Way* on page 16)

TV 'Ford Theater,' At 27¢ a Week, Will Be a Topper

NEW YORK, May 28.—When the TV version of *Ford Theater* starts its weekly schedule in January, 1950, it will shape up as one of the most expensive programs in tele, and probably the most expensive dramatic offering in the field. Time and talent budget will run between \$27,000 and \$29,000 weekly, with the greater part of \$20,000 allotted to production costs and the rest to time and promotion.

The weekly schedule will also be responsible for a terrific expansion in the Kenyon & Eckhardt video staff, since the agency will add a second production crew to handle the show, with each crew to be on the air on alternate weeks. A total of about 15 persons will be required for each unit. A single crew will handle the bi-weekly schedule of the series when it returns in the fall.

Announcement by Ford this week that it was pulling out of AM occasioned considerable talk that the

'Examiner' Out At KTSL; Legal Eagles Squawk

HOLLYWOOD, May 28.—Pressure by the local Attorneys' Club, California Supreme Court and the American Bar Association forced the Don Lee tele station, KTSL, to cancel its *Television Examiner* forum show which used prominent attorneys and simulated trial procedure. Show was presented in co-operation with *The Los Angeles Examiner* and featured discussions of current events in trial form with legal eagles arguing issues before a panel of studio-selected jurors.

Attorney's Club objected on the grounds that California Supreme Court rulings prohibit lawyers from giving advice via radio, newspapers or other informational media. American Bar Association edicts hold radio appearances of lawyers to be free advertising in violation of the org's code of ethics. Despite the fact that lawyers appearing on the series worked for free, the station axed the show rather than incur wrath of the groups.

Long-Drawn Fight Over TV May Be NY's Only Boxing

NEW YORK, May 28.—The current stalemated dispute between the Madison Square Garden Corporation and the New York Boxing Managers' Guild (NYBMG) over video rights to the events held in the arena is a struggle to establish the principle that fighters and their managers have a right to collect on every source of income on the fights they participate in. Altho the hassle has already resulted in the cancellation of bouts between Bill Graham and Kid Gavilan, the NYBMG, backed by managers and fighters in practically every State in the Union, realizes it has the chance to get a substantial portion of TV, radio and other rights that the promoters generally cash in on.

The dispute is down to the point where the NYBMG, thru its attorney, Arthur Garfield Hayes, is seeking to eliminate a clause in the New York State Athletic Commission contract pertaining to radio and video. This clause gives boxing promoters the exclusive rights to radio and TV. Hayes contends that such a clause gives the Garden the right to decide how much money the fighters get and beyond that whether the bout is to be televised. The last consideration is the most important, as the fighters feel that TV does result in lower gate receipts which affects their cut of the receipts adversely.

For example, they say that a gate of 110G was expected in the Charley Fusari-Vince Foster fight last week and the actual take was about 70G. Obviously, they claim \$200 or \$300 given for video rights cannot compensate for the lack of attendance.

In the welterweight title bout which was to be held between Robinson and Gavilan, about 55 per cent of the radio and TV rights were offered to the fighters, but they refused because they did not want the fights televised.

Since the dispute is a serious one with much at stake, insiders believe it will be some time before it is settled.

move was far too premature in view of the present state of video and its limited circulation.

SPECIAL PRINTED ROLL or MACHINE	100,000 FOR \$30.00	TICKETS	RESERVED SEAT PAD STRIP COUPON BOOKS WAITER CHECKS PARKING & LAUNDERETTE TAGS ALL FORMS OF TRANSPORTATION TICKETS	STOCK ROLL TICKETS
				One Roll... \$1.45 Five Rolls... 4.15 Ten Rolls... 6.90 Fifty Rolls... 25.50 Rolls, 2,000 Each Double Coupons Double Price. No C. O. D. Orders Accepted.
ELLIOTT TICKET CO.				409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chic. 1001 CHESTNUT ST., Phila.

Market Melodies

Reviewed Tuesday (24), 2-4 p.m. Style—Miscellaneous. Sponsored co-operatively, Hills Bros. Company for Dromedary Food Products, Snow Crop Marketers, Inc., for Snow Crop Frozen Foods, Taylor-Reed Corporation for Q-T Cake Frosting. Producer, Arthur B. Modell; associate producers, Charles Harbruck, Milton Roberts; director, Bob Doyle; writer, Bruce Brandt; Emsees, Anne Russell, Walter Herlihy. Cast: Catherine Willingbrook, Dorothy Davenport, Noble Sissle, Billy Banks, Elaine Ellis. Guests, Mark Woods (president of ABC), Murray B. Grabhorn (vice-president of ABC and manager of WJZ-TV), Lansing P. Shield (president of Grand Union Company).

The American Broadcasting Company's (ABC) new two-hour video daytime show should get itself a substantial number of female tele-viewers. The program's lack of pretentiousness and the fact that it doesn't demand too much in the way of concentration—included are several 10-minute record sessions—is a strong point in its favor. In addition, it offers interesting information on preparing food, on fashions, on gadgets for the home and on numerous other subjects appealing to women.

The initial stanza got underway with visits from Murray Grabhorn, ABC veepee; Mark Woods, ABC prexy, and Lansing P. Shields, prexy of the Grand Union Stores, one of the firms co-operatively sponsoring the show. Both radio execs made the usual congratulatory remarks, but Shields, who has an excellent sense of humor, made his personality felt. He should be invited back.

Buffet Supper

The camera then focused on a beautifully prepared buffet table of choice dishes and an excellent transition was made to the TV kitchen where the audience was shown how to prepare the very same food. Home Economist Catherine Willingbrook was a bit stiff while imparting her knowledge. She was assisted by female emcee, Anne Russell.

After an interval for phono records, fashions were presented. Four shapely models exhibited 10 dresses. The comments by Fashion Expert Elaine Ellis were pertinent and told of the clothes' double-duty features, price range and washable qualities.

The last section of the program, approximately an hour, was devoted to interviews with women who explained the uses of the gadgets they were hawking. Mrs. Olson, the female half of a hobby shop, was extremely good TV material, as she gave the salient features of a handbag with a compartment for cigarettes, a bag to hold a breast pocket handkerchief in place, a tie holder, etc.

Gadgets for Insomniacs

Dorothy Davenport performed the same function with a bunch of wacky gadgets for insomnia sufferers. Such items as a lullaphone, a non-skid pillow, a robot safety smoker, a bite-size cracker for eating in bed without making crumbs and a snore cup were shown to what must have been an incredulous audience.

In addition to Miss Russell, Walter Herlihy was on hand to help with the emseing chores. Herlihy is the affable type, but his habit of mumbling made him difficult to hear. He



Designates Radio Review

Radio and Television Program Reviews



Designates Television Review

Studio One

Reviewed Wednesday (May 25), 10-11 p.m. Style—Drama. Sponsored by Westinghouse Electric Corporation, thru McCann-Erickson, Inc. Via CBS-TV, New York. Producer, Worthington (Tony) Miner; director, George Zachary; adaptations, Tony Miner; production, "Flowers From a Stranger." Cast: Felicia Montealegre, John Conte, Yul Brynner, Adelaide Klein.

By and large, Studio One, as a CBS sustainer, set a high mark for dramatic TV presentation and that record continues unimpaired now that the show is aired under the auspices of Westinghouse. And on this show (25) a rare combination dovetailed into one of the sock dramatic shows video has yet to air, translating Dorothy Carouso's psychological drama, *Flowers From a Stranger*, into tense, terse and compelling adult drama. It was a sock job of suspense and character conflict, given a whopping good production and adaptation by Tony Miner and graphic, fluid and imaginative direction by George Zachary. This is one they can repeat on kine any time.

Flowers also served to present an actress of considerable charm and talent. She is Felicia Montealegre, currently understudy to Leora Dana in the legit *Mad Woman of Chaillet*, who turned in a beautifully rounded portrayal of the psychiatrist's wife, troubled by the childhood memories of her mother's murder and who senses, but is unable to convince her husband, that a visiting medic—who killed the mother—is in turn now trying to eradicate the daughter.

Suspense Terrific

Even the *Flowers* telegraphed its payoff, it achieved terrific suspense, heightened by a capital bit by Adelaide Klein, as a psychotic who, under the hypnotic influence of the wrong doc, tries to murder Lorna (Miss Montealegre). Yul Brynner played the psychiatrist whose compulsion has driven him to trail the daughter of the woman he loved, but who in the denouement is unable to execute his drive. In the earlier sequences Brynner was overly stilted and verged on the pompous; in the final scene his portrayal of the inner conflict and tortures which have tormented him for years was exciting and, happily, free of over-playing. Miss Montealegre, who screens with a delicate beauty, also excelled in this scene, changing, with the release afforded her thru the realization that she now

(See STUDIO ONE on page 14)

also read news dispatches, but tried to give the impression he was culling them from a newspaper when his deception was obvious. Miss Russell is the program's greatest asset. She is a natural for the medium with her good looks, relaxed manner and intelligent way of getting the most from her guests.

There was an attempt to furnish live entertainment by Noble Sissle. Of his two performers, only Raymond Calhoun, an eccentric loose-jointed dancer, was worth the time. Billy Banks, a singer, grimaced and mugged until he looked as tho he had a chronic facial twitch.

The commercials for a variety of sponsors were well done and did not beat the audience to death with repetition. For the most part, the camera work was adequate. However, the dancer did not get the benefit of strong lens work. This is a department of the show that can stand improvement. Leon Morse.

Thru the Crystal Ball

Reviewed Monday (May 23), 9-9:30 p.m. Style—Drama. Sponsored by Ford Dealers of America thru J. Walter Thompson, Inc. Via WNBT, New York. Producer-director, Paul Belanger; sets Lawrence Goldwasser; writer, Ed Rue; costumes, George Bockman; choreographer, Pauline Koner. Cast: Bambi Linn (Alice), Arthur Treacher (Cheshire cat), Kate Frieglich (rabbit), Lovinia Neilson (Duchess), Beverly Bozeman (Queen of Hearts), J. C. McCord, Alexis Rotov, Nelle Fisher, Duncan Noble and others.

Quite likely this show is ahead of its time; video will have to do something of an educational job before regular ballet can be offered with any degree of commercial success. Nevertheless, Ford and J. Walter Thompson rate a deep bow for offering an adult, out-of-the-ordinary series—ballet interpretations of literary classics. Chances are it won't jibe with the commercial demands of many of the dealers in whose behalf it is aired, but it's the sort of show which could quite conceivably do more good in the long run than one of a more commercial nature, even tho the latter might have a wider appeal.

The particular program caught, *Alice in Wonderland*, had the special virtue of having a story ideally suited for choreographic interpretation, and a fast moving and deft production took advantage of the possibilities. Outstanding scenes were the Cheshire cat (Arthur Treacher) and queen's croquet game; the effect in which the body of the cat was wiped out, leaving just the famous smile, would have delighted, perhaps, even Lewis Carroll. The one drawback was an overabundance of long shots, making the figures too diminutive for visual satisfaction.

Bambi Linn completely captured the spirit of the story, while excellent support was given by Nelle Fisher as the dormouse, Beverly Bozeman, the queen, Treacher—in fact the entire cast. Paul Belanger's direction was first rate. Jerry Franken.

Lincoln Park Zoo

Reviewed Sunday (22), 6-6:30 p.m. Presented sustaining by WNMQ, Chicago. Produced and directed by Reinald Werrenrath Jr. Permanent cast: Jim Hurlbut, interviewer, and R. Marlin Perkins, zoo director.

WNMQ's newest public service show, this program direct from Chicago's Lincoln Zoo is a success because of its educational and entertainment content. Its entertainment is provided by interviews with children, and their reactions to zoo exhibits.

Its educational force is supplied by R. Marlin Perkins's zoological demonstrations and discussions. Top points of the program were Perkins's demonstrative explanations of the living habits of Hampshires and opossums. Actions of the two animals on Perkins's desk provided excellent visual material.

Tour of fox quarters outside was hurt by camera shots thru bars. As a result, the animals were barely seen most of the time. General camera work was faulty because of cameramen's unfamiliarity with the location and animal habits. Subsequent programs should show marked improvement.

Best point about this program is that it ought to appeal to an audience cross-section—young and old alike. It's a television natural. Altho it is an unsponsored public service program, there is no reason why it should not be bankrolled. Cy Wagner.

The Clock

Reviewed Monday (May 23), 8:30-9 p.m. Style—Drama. Sustaining via NBC-TV, New York. Producer-director, Fred Coe. Cast: Helen Carew (Aunt Emmy), Charlotte Keane (Lucy).

Not even the efforts of one of the National Broadcasting Company's (NBC) top producers, Fred Coe, can get the net's new video series, *The Clock*, ticking in, order. In its two offerings to date, elemental story material has bogged the show irretrievably, reaching its clammy hands into every phase, especially the acting. The show caught Monday (23) was a humdrum affair about a gal visiting an elderly aunt out in the country and suspecting the aunt of doing in a traveling necktie drummer. Complications arise when the gal gets a phone call that an inmate of a nearby loony bin has lammed; when auntie, for no discernible reason, neatly launders a bloody ax blade ("A chicken," she says); and when the hired hand disappears for a while. It took a fast few minutes out of the half hour to spot the gal as the psychotic but no accounting was ever made for the itinerant cravat peddler; his ties couldn't have been that bad.

Pedestrian Time

Coe mixes his studio and film shots for maximum scope and fluidity, altho the quality of the outside shots was consistently poor. Performances were strictly in line with the pedestrian script. The title of the series, incidentally, stems from the omnipresence of time, the show opening and closing with the voice of the clock (Larry Semon) telling viewers that as time ticks away, all sorts of things happen to humanity. Don't they, tho?

Jerry Franken.

Tom Glazer's Ballad Box

Sustaining Via ABC

Saturday, 4-4:15 p.m.

Producer, Tom Glazer; director, Bob Harlan; and featuring songs by Tom Glazer.

Current Hooperating for the program (Started March 26).....None
Current Hooperating of shows of this type (Sustaining).....None
Current Hooperating of program following (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: Sustaining.....None
CBS: Sustaining.....None
MBS: Sustaining.....None

This program makes for easy listening. There is nothing pretentious or earthshaking about a ballad singer, but there is something to be said for someone who sings simple tunes not connected with Tin Pan Alley but derivative of many of the solid values in life. Glazer has a voice that does more than justice to all the material he sings. He registered with *On a Foggy Mountain Top*, *Blow the Man Down* and *Go Tell Aunt Nancy*, a cute song about a child whose goose has died. As a special feature the singer writes lyrics once each month around the most interesting story submitted to him by a listener.

The present program is passable. However, by the use of some special angle it could become much more commercial. Glazer should try to come up with an idea to do the trick. Leon Morse.

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Hail the Champ

Reviewed Friday, 7-7:30 p.m. Style—Audience participation. Sponsored by Powerhouse Candy thru Franklin Bruck Agency, via KLAC-TV, Hollywood. Producers, Maury Gresham and Maurice Morton. Writer, Maurice Morton. Director, Joe Landis. Cast: Herb Allen, emcee, plus guests.

Simplicity of production and informality in presentation makes *Hail the Champ* a first-rate children's show and represents a light concoction of the best elements of standard participation shows, with heavy accent on visual appeal. Format calls for competitive stunts, with boys and girls squared off in several sections. Emcee Herb Allen, who handles kids with deftness and personality, explains stunts to be attempted and outlines prizes which winners will receive.

Show caught, for example, had gals cutting out dress designs during a given time, with finished products adorning the figures of doting parents brought into the show. Lads on same show had to make a "stew" using live animals. Kids enjoy the stunts immensely and come up with plenty of spontaneous, laugh-provoking moves. Fact that loot is attractive to all youngsters (a handsome bike is top prize) spurs them to strive to make stunts play well.

Bankroller is generously rewarded for his dough with frequent plugs for Powerhouse candy, delivered by Allen and actor Harry Patterson, who later represents candymaker's mythical Roger Wilco. Pitch to home lookers centers on mail pull gimmick whereby youngsters must answer a simple limerick on the back of the candy wrapper.

Contest winner is chosen on the following week's show by drawing replies from a large wire basket. Designed to sustain interest and afford home audience a crack at the loot, home-pull gimmick should prove a powerful Powerhouse stimulant.

There is nothing radically new or different on the show. Nevertheless, it is well done. Bankroller is testing the show in the local market, with plans to syndicate idea in other video markets. Judging by first effort, *Champ* looks like a winner.

Alan Fischler.

Nocturne

Reviewed Sunday (17) 8:40-9 p.m. Style—Musical. Sustaining over KNBH (NBC), Hollywood. Producer-director, John Gaunt. Cast: Lucille Norman, William Roberts. Music by Thomas Mancini's orchestra.

Nocturne has been gaining popularity in local video competition, and justly so. Stanza is class show, aimed at a mature audience, and produced with dignity and thought. Talent used is top-notch and the blending of tunes and vocalists achieves a pleasant mixture of easy listening and looking. On show caught, *Nocturne* deviated from its usual format of light opera and pop selections to present an all-religious program in keeping with Easter season. Soprano Lucille Norman and William Roberts, young, talented

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Stand By for Crime

Reviewed Saturday (7), 7-7:30 p.m. Presented sustaining by American Broadcasting Company. Originated by WENR-TV, Chicago. Produced and directed by Greg Garrison; written by Jane Ashman; assistant producer, Dick Wyatt; stage manager, Grover Allen. Cast: Geraldine Kay, Myron Wallace, George Cisar, Maury Copeland, Sid Breese, Andy Christian.

After a short hiatus, this viewer-participation mystery show returned to the air with a presentation which had many weaknesses. Principal fault was an incongruous script which called for stilted scenes and an implausible murder solution. During the first scene the aura of incongruity became apparent. Myron Wallace, playing the newly created lead of Lt. Anthony Kidd, super sleuth, was shown opening a package containing arrows which had been dipped in a rare South American poison. As the story unfolded, it became clear that this poison was known to and used by the murderer, but it never was fully explained why the package was mailed to Kidd, or how he immediately knew it contained a murder instrument.

After a conversation between Kidd and his assistant, Sgt. Kramer, explaining a plan whereby viewers in the East and Midwest could win prizes by phoning the solution of the crime near the end of the program, the show segued into a new scene in the murder story.

As the crime unfolded before the cameras, implausible scenes followed in quick succession. Maury Copeland did an excellent job with the poorly written lines as he portrayed the role of a scientific explorer recently returned from the Amazon region with rare drug formulas. Preceding the murder, the story unveiled conflicts based on marital infidelity, avarice and jealousy. Other roles—Geraldine Kay as the explorer's wife, Sid Breese as his employer, and Andy Christian as the murderer who had been on the South American junket—suffered equally from poor lines. Their acting was so poor it magnified the inferior writing.

The script needs some topnotch writing to give a basically sound program idea the treatment it deserves. If good writing is obtained, it obviously follows that it must be supported by competent acting.

Cy Wagner.

baritone, shared vocal honors, backed by the famed Mitchell Boys' Choir. Both Miss Norman and Roberts are fine tele material, rating high in the voice department and easy on the eyes. Miss Norman, familiar to radio audiences, handles herself well on tele, showing considerable stage presence and the ability to deliver her vocals with a minimum of facial distortion and a vast amount of charm and salesmanship. Roberts has the looks and voice to go far in the new art.

Nocturne's claim to recognition, however, is due to production superiority. No announcer or narrator is used, substituting instead a variety of effects using title card to intro each number. For example, one hymn was introduced by superimposing the title against a shot of a harpist as the musical segue was completed. Another shot superimposed cloud formations on title card, a third title card was blended with a shot of organ pipes.

Over-all effect is one of infinite smoothness and quiet enjoyment. It is a relief to watch tastefully presented musical selections without the usual hackneyed pre-performance announcements. It is a case of letting the music speak for itself—and well done it is.

Camera work, settings and lighting are fine. Musical background by Thomas Mancini's ork (with emphasis on strings) is in keeping with the mood of the show.

Alan Fischler.

Blind Date

Reviewed Thursday (May 26), 7:30-8 p.m. Style—Audience participation. Sustaining via WJZ-TV, New York. Producer, Bernard L. Shubert; director, Fred Carr; music, conducted by Glen Osser; announcer, Walter Herlihy. Emcee, Arlene Francis; guest, William Eythe.

A natural for TV, *Blind Date* shapes up as an entertaining, smooth-running video show with good commercial possibilities and lots of sex appeal. Considerable credit for this successful transition from radio to television goes to emcee Arlene Francis, whose warm personality, facile expressions and rapid-fire delivery spark the show. A seasoned legit actress, Miss Francis obviously knows her way around a video set. She's also very telegenic, but her patter could be more subtle. Some of her introductory remarks last Thursday were of the "runaway" variety (i.e., "She's no contractor, but wait'll you see her build.").

The program's six-year-old format is virtually intact. Six boys from rival colleges (it used to be service men) vie for the privilege of taking three glamour-models to the Stork Club for a spree. Gals give nod to lads who pitch best line over the phone. This stunt gains considerable stature on TV, since audiences can view both sides of the conversation (couple is separated by a partition) and thus fully appreciate the boys' pleasure when they finally meet their dates.

Real Peaches

Gals were real beauties and their smart, bare-shouldered evening gowns should score fashion-wise with fem audiences. Another strong fem draw was the shrewd choice of contestants, callow but comely. Unfortunately the youngsters didn't talk as well as they looked, and the dual dialogs were pretty deadly. There were times when Miss Francis really had to work to keep things moving along at a spontaneous clip.

The camera was kind to the girls, but on the whole the filming was unimaginative. The partition apparently made it difficult to keep both participants in focus.

The show's greatest weakness was its indecisive finish. After introducing actor Bill Eythe, Miss Francis suddenly grabbed his arm and pranced off stage, leaving the rest to get off by themselves. The models managed to look determinedly cheerful, but the boys were plainly bewildered. The haperon, incidentally, looked younger than most of the dates. *June Bundy.*

STUDIO ONE

(Continued from page 13)

knows what has been haunting her, from a timid, frightened woman to one secure in her newly found adjustment. John Conte, top billed, was okay as Lorna's husband, but failed to be incisive enough to give credibility to his doubts of the dread she senses but cannot prove; a classic instance of "Physician, heal thyself." Quite possibly this stemmed from the original story itself, and the adaptation, which of necessity had to oversimplify the psychiatric problems involved.

Westinghouse commercials focussed on the company's washing machine, with Nancy Sheridan doing a convincing and realistic job as a housewife raving about her laundering equipment. Greater reality could be added were the commercials placed in some more realistic atmosphere, rather than against a white background, and if Miss Sheridan could play to another human being—say a friend—rather than to the somewhat chill "responses" of a latter day mechanical affair.

But if Tony Miner and George Zachary maintain this level, and if their casts do likewise, Westinghouse really has a buy in *Studio One*.

Jerry Franken.

You and Alcoholism

Reviewed Sunday, 1:15-1:30 p.m. Style—Recorded interviews, followed by discussion. Sponsored by Boston Committee for Education on Alcoholism. Produced by Mrs. Susan Anthony McAvoy. Announcer, Phil Welsh. Via WORL, Boston.

The frank discussion of this sensitive subject and the clever showmanship with which it is presented, still within the bounds of good taste, are a rare thing in these days of radio whoopla, half-truths and phony dramatics. And the value of this public service program has already been attested by the number of people who have heard it and then gone to the sponsors, the Boston Committee for Education on Alcoholism, for advice and information.

The time for the program, 15 minutes at a good Sunday listening hour, for 13 weeks has been donated by WORL. Programs are prepared by Mrs. Susan Anthony McAvoy, of the Boston Committee. During the week and in privacy, an unrecovered alcoholic tells his or her story in a brief recorded interview. This is played on the program. There follows an interview by Mrs. McAvoy with an expert into whose field the alcoholic of the week seems to fall. In other words, an effort to integrate the program is made. Such experts as Dr. Robert Fleming, psychiatrist of the Peter Bent Brigham Hospital and Harvard Medical School; Prof. Robert Bales, formerly of the Yale Clinic, and Judge Elijah Adlow, a legal eagle on alcoholic cases, have taken part.

On the program heard, the recorded interview was with "Sally," a frequent inmate of the Framingham Women's Reformatory for the past 11 years. She told of treatment and help given, and she severely criticized shortages of help at the reformatory, the fact that patients could no longer earn money outside and were denied help from certain quarters.

The sensational aspects of this would be important only to one who had followed the Boston papers in recent weeks during the hearings in which the Commissioner of Correction tried to oust Dr. Miriam Van Waters as head of Framingham. Dr. Van Waters was fully vindicated and went back to her job, but under restrictions which severely limited her work. The inmate, "Sally," fully supported her.

Dr. Van Waters on Hand

To cap this, Mrs. McAvoy's guest was Dr. Van Waters herself, who threw some hefty punches at Massachusetts' outmoded penal system, particularly in regard to the treatment of alcoholics. It made for a hard-hitting, direct-to-the-point program of a kind seldom encountered in today's often namby-pamby radio forums and discussions.

These programs are done ad lib. The service of the program and the Boston committee does not end here. It follows thru on every alcoholic it encounters, with social, economic and medical aid. The intelligence with which the whole service, from the Committee thru the program to the patient itself, is laid out, should be a lesson to radio and to public service organizations as well.

Bill Riley.

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NO PANIC OVER TV COLOR

Sale of Sets May Slow Down Due to Public Confusion, But Obsolescence Danger Is Nil

Present Sets Adaptable and Change Is Far Off

CHICAGO, May 28.—This week's announcement of the Federal Communications Commission (FCC) about UHF, VHF and color telecasting brought forth varying opinions from video set manufacturers, some of whom felt that the commission's declaration would have no effect at all on set sales, while others believed it would create a temporary "slow-down" of sales because consumers would be "confused."

E. F. McDonald Jr., president of the Zenith Radio Corporation, greeted the announcement as "the best thing that could have happened for the television industry and the public." He emphasized that every Zenith set sold to the public has "built-in provision against obsolescence" and that the use of converters for UHF reception "will not prove satisfactory."

The Allen B. DuMont Laboratories also greeted the FCC announcement with open arms, while Kenneth C. Price, secretary of the Association of Electronic Parts and Equipment Manufacturers said: "This FCC ruling of UHF affords the green light for expansion and resourceful employment of the industry's initiative. As to color television, the public will take into consideration that, while the way is clear for development of color, much remains to be done before it becomes commercially feasible. The public is not going to wait for the development of color to buy receivers."

Richard O'Connor, president of Magnavox, also took the stand that the FCC announcement should have a stimulating effect upon set sales, and stressed that color TV was still a far way off. He stated that Magnavox sets will not use converters for UHF reception but will use tuners.

On the other hand, one top manufacturer, who would not be quoted, agreed that UHF talk would have little effect on set sales, but said it was unfortunate that color had to be mentioned in the government agency's announcement because, "that's very far away—it will only serve to confuse the public."

Percy L. Schoenen, executive v.-p. of Olympic Radio & Television, felt that the commission's statement was still a bit premature, since the average consumer would read into the FCC statement many facts that are not there. He cited as an example the fact that there are no TV stations and no equipment available for UHF, which requires greater power. "All we know about UHF is based on laboratory experience at the most ideal

conditions for telecasting." Schoenen felt that there would be a temporary "slow-down" of sales but that the manufacturers and dealers would be able to acquaint the public with the true picture.

A Tele-Tone spokesman stated that a properly designed converter "would probably do the trick," but that both UHF and color TV would be a long time in coming.

RCA Victor still stands by the recent statements of Executive V.-P. J. G. Wilson and J. B. Elliott, vicepres in charge of consumer products—UHF sets will not be available for a long time but RCA would be ready for that and any other eventuality.

\$350,000 Zenith FM Drive

CHICAGO, May 28.—One of the largest advertising campaigns ever to stimulate sales of an FM only receiver is being started by the Zenith Radio Corporation in newspapers and national magazines. The \$350,000 campaign, to be launched in June, will plug Zenith's new table model, the Major, which will retail for \$39.95.

H. C. Bonfig, vice-president in charge of sales, said the price was the lowest ever quoted on a genuine Armstrong FM receiver. He added, "The set is three times as sensitive as the FM receivers Zenith has been building since the war."

Slightly over \$100,000 will go into national magazine advertising and about \$250,000 for space in newspapers. A spokesman for Zenith said radio stations are not being used because the company feels the non-FM market can be reached chiefly thru other media. He explained that FM stations would not be used because their audience already have FM sets. Also some FM stations have objected to this policy, the Frequency Modulation Association has backed the campaign, the spokesman added.

Bonfig said that Zenith was expanding FM promotion because "FM has become firmly established as the outstanding aural broadcasting medium in much of the country."

\$810,066,000 in 1947

WASHINGTON, May 28.—Among the \$810,066,000 worth of receivers shipped by radio manufacturers in 1947 were 10,410,000 AM's, 75,000 FM's, and 153,000 TV sets, the Census Bureau reported this week on the basis of returns from the manufacturers census of 1947.

Also shipped were 317,000 spring-powered phonos and 345,000 electric phonos. Record player mechanisms for installation in combos totaled 551,000.

Radio-phono combos shipped amounted to 1,450,000 table models and 1,083,000 consoles. AM-FM sets totaled 882,000 in 1947, according to the Census Bureau.

Manufacturers in the industry employed an average total of 142,478 production workers in 1947, an increase of 213 per cent over an earlier census in 1939. The number of radio makers in the field increased from 305 in 1939 to 857 in 1947.

New York with 231 led the States in the number of manufacturers in the radio industry. Second was Illinois with 179, followed by New Jersey with 86.

How They're Selling Them

THE general advertising picture changed very little during the week despite such key factors as the introduction of the RCA Victor Model 9-T-240, Ansley's New York introduction of "life size television" and the acknowledged need for promotion to bolster phonograph record sales. The amount of advertising space used appeared to be falling off and once more, little or no record ads were seen.

BEFORE YOU GO VACATIONING, store suggests you go "value-hunting" in their sale of portable radios and phonos in limited quantities. Savings "up to 50 per cent" on table radios, portables, phonos, home recorders and table combos.—Lyon & Healy, Chicago.

MANUFACTURER'S LIQUIDATION OF 1948 Farnsworth radio-phono combinations; \$23,000 worth being sold for \$10,600. "Limited quantity—135 in all." Some sets offered had FM radio, all had automatic record changers.—Mandels, Chicago.

THE SPECIAL "TEXAS UNLIMITED" edition of the Dallas Morning News brought out the definite fact that radio-record-television advertising took a back seat in the merchants promotional drive. Despite a 442-page issue, only three ads in the radio-phono-TV field caught the readers' eye. Sanger Bros. ran a full page in color on RCA Victor 45-r.p.m. disks and players, RCA Victor Model 9-T-240 TV set was plugged by the Good Housekeeping Shop and Rick Furniture Company devoted nearly a half page to Admiral 6V12 table model radio-phono and 5R10 midjet radio.

"BOUNCE PROOF AUTO RADIO" HEAD-lines a half page ad for the new Motorola set at \$39.95 "complete with speaker, control head and mounting bracket." Ad also contains a large mail order coupon.—Times Square Stores, New York.

"TOP 10 COMEDY STARS ON REC-ords!" Twenty thousand albums in "greatest sale in years," featuring the shows of Jack Benny, Eddie Cantor, Burns and Allen, Amos 'n' Andy, Fibber McGee, Edgar Bergen, Ed (Archie) Gardner. Albums originally sold for \$4.50, now reduced to "amazing low price" of \$1 per album. Made before "actual audience to give that three-dimensional quality which makes for truly top entertainment." Mail order coupon included in ad.—Sifton's Jewelers, Los Angeles.

"REDUCED TO ROCK BOTTOM," TV chassis only offered for sale by large chain. Three Hallicrafters sets were offered at following prices: 10-inch tube size at \$179.50, 12-inch tube size at \$199.50 and 15-inch tube size at \$259.59.—Davega, New York.

NOVEL APPROACH TO THE AMERICAN love of a good time was used by a five-column ad to suggest that "maybe you need a new Crosley outlook on life." Cartoon and other art treatments were used to make an eye-catching insertion, suggesting the enjoyment of a television set. Extensive text was used, based on the fun theme—"unending pleasure for young and old," with the key selling message—"Just for FUN, visit the friendly" dealer. The Spectator model at \$329.95 was shown in a large cut, with price prominently displayed.—Good Housekeeping Shops, Detroit.

New Products and Prices

The latest product and price announcements further bear out the fact that altho the 10-inch set market has "broken," there is still great price disparity in other tube size groups. Air King's new Model A2015 is priced at \$479.95, while Crosley's Model 9-409M is set at \$579.95. Both sets have 12½-inch picture tubes, AM-FM radio and three-speed record changer.

Other announcements: Air King's 16-inch console will list at \$499.95. . . . John Meck Industries is turning out a seven-inch table model for \$149.90. . . . General Electric announced a \$30 price cut on self-charging portable radios. . . . The new Sparton portable radio will retail at \$34.95 and feature a two-tone plastic case. . . . The set is a.c.-d.c. and battery. . . . Stromberg-Carlson's 10-inch model is listed at \$279.50, \$18650 less than the lowest price on any previous Stromberg-Carlson TV set. . . . \$34.95 is the suggested list for RCA Victor's three-way portable model O-BX-5. . . . General Electric will start delivery this week on a new clock-radio receiver that turns the radio on and off automatically. . . . List prices in the East will be \$36.95 for the white plastic model and \$34.95 for the rosewood plastic set. . . . The new Tele-Tone 16-inch table model TV receiver is priced at \$499.95.

Manufacturers' Notes

The new offices and plant of the Jewel Radio Corporation are at 10-40 45th Avenue, Long Island City, New York. . . . The Televista Corporation has moved to 12-10 44th Avenue, Long Island City. . . . First-quarter report from Magnavox showed a decline from the same period in 1948. . . . Sales dropped about \$3,000,000 and profits were down somewhat less than \$1,000,000. . . . Admiral, according to trade observers, is in the No. 2 merchandising position in the TV industry and not far off the No. 1 spot. . . . Andrea Radio Corporation will trade-show new 12½-inch, 15½-inch and 16-inch tube models to dealers and the press June 7 and 8 at New York's Waldorf-Astoria Hotel.

FCC Paves Way to Color

(Continued from page 12)

to receive color and black and white with "relatively minor modifications."

First comments tradewise and from Capitol Hill on the FCC's latest move to end the video stalemate are favorable, altho FCC Commissioner Frieda Hennock dissented from the Commission's public notice on the plans for further proceedings, insisting that it would tend toward "confusion." Chairman Edwin C. Johnson, of the Senate Interstate Commerce Committee, who has been sharply critical of FCC, hailed the Commission's public notice, saying: "I am tremendously enthusiastic about the plan." He added that the Commission is to be commended for working out a proposal that appears to protect both present and future television set owners and television broadcasters.

Coincident with announcing the proposal, the FCC moved back the date for the lifting of the freeze to "late fall." This is necessary, said FCC, because of the close relationship of the following four objectives outlined by the Commission:

1. "Lifting the freeze on the present VHF band."
2. "Providing a substantial number of UHF channels for commercial television."
3. "Affording an opportunity for the submission of proposals looking toward the optional use of 6-megacycle color in all channels in such a way as to permit reception on an ordinary television receiver with relatively minor modifications."
4. "Adopting a nationwide assignment plan covering commercial operation in both bands."

The possibility of TV set-sellers being afforded markets for both color receivers and attachments for permitting color reception on present TV receivers resulted from the Commission's action.

As a result of numerous experiments in the field, FCC has decided that it may be feasible to telecast color in the same band width as is provided for black and white. If this theory is followed thru by FCC action, it should result in greatly increased sales for dealers, both in converters and in dual color-monochrome sets.

TV Tube Sales Soar

WASHINGTON, May 28.—Sales of television receiver tubes in the first quarter of this year soared 71 per cent in value over the previous quarter and 382 per cent above the values of sales in the first quarter of 1948, the Radio Manufacturers' Association (RMA) has announced. Cathode ray tube sales totaled 686,620 units valued at \$21,971,869 in the first quarter of 1949.

Meanwhile, reflecting a drop in radio receivers, April sales of radio receiving tubes fell below March's, the RMA reported. April sales totaled 13,593,164 tubes, as compared with 14,505,349 in March.

ASCAP, JD CONFAB ON WRITERS

Performance Value Hiked In New Plan

Would Amend 1941 Rule

By Ben Atlas

WASHINGTON, May 28.—In a day-long conference here yesterday (27) representatives of the American Society of Composers, Authors and Publishers (ASCAP) and the Justice Department moved a step closer toward an amendment to the ASCAP consent decree of 1941. The amendment, if finally effected, is certain to give writers an improved break thru recognition of the number of performances of their work.

The conference here resulted in some clarification of the issue, it was learned, and both ASCAP and Justice Department officials are in the talking-stage of a revenue-spread formula that definitely recognizes writers' performances. A Justice Department spokesman told *The Billboard* that the issue requires "further exploration," with one of the major problems involving the exact percentage weight to be assigned for performances in determining the distribution of the amounts of yearly ASCAP revenue to writers.

ASCAP Delegation

The ASCAP delegation which conferred at the Justice Department yesterday was headed by ASCAP Prexy Fred E. Ahlert and included Herman Finkelstein, ASCAP attorney; Oscar Hammerstein, Judge Robert Patterson, Otto Harbach, Walter Kramer, Wolfie Gilbert and Paul Cunningham. The ASCAP spokesmen demonstrated willingness to talk along the lines of a revenue formula giving the performance factor substantial weight in the over-all revenue-return blueprint. This was described by one Justice spokesman as "signal progress" inasmuch as it has put the negotiating parties on a definite course.

The latest meeting is considered the most important of its kind for ASCAP, since the Justice Department earlier this year revealed it would review provisions of the ASCAP consent decree in order to determine whether any amendment or amendments would be necessary. The Washington session is taking place in a brief lull in ASCAP's negotiations with television. ASCAP, with its hands full of problems, apparently has no intention to delay in resolving its pending issues. This is considered to be a remarkable stride in the Society's public relations, and apparently it is having a wholesome effect for ASCAP, so far as the Justice Department is concerned.

Hammond Plans Mercury Tour

NEW YORK, May 28.—John Hammond, veepee of Mercury Records in charge of the diskery's New York offices, this week said that in the future he will spend a considerable portion of his time on the road barnstorming for the diskery's product. It is recalled that major diskery top brass went out on the road last year during the traditional summer slump period, and it is expected that they'll be at it again this year with Hammond showing the way at the moment.

RCA Plans Super-Speed Delivery on 45 R.P.M. Hits

NEW YORK, May 28.—RCA Victor has blueprinted a plan designed to give dealers extremely rapid delivery of hit disks so that the dealer can cash in when the demand for current hits is at peak level. The plan, called the "45 Triple S Delivery System" (super speed shipment), will apply only to shipments of current hits on 45 r.p.m. records. The reason is that the system is made possible because of the light weight, size and unbreakable quality of the new Victor disks. Being experimental in nature, the plan will first be restricted to the East Coast.

The Triple S System will operate as follows: Twice each day (about mid-day and the end of the business day) Eastern RCA distribs will wire to the Victor plant in Camden all orders for current hits on 45 r.p.m. placed by dealers during the morning or afternoon of that day. Orders will be immediately processed, the records drawn from stock or pressed and shipped via air express. When possible, the disks will be flown direct to the dealer. In other instances they will be sent to the distributor for reshipment to the dealer via the fastest possible transportation. RCA estimates that in many instances delivery will be made well within 24 hours after orders are placed. In

virtually all instances, delivery will be made within 48 hours.

Activating Presses

To put the plan into operation quickly, Victor engineers are activating a battery of 45 r.p.m. presses in the Camden plant.

Diskeries have always tried to solve the problem of getting hits into dealers' hands while the demand is high, but heretofore the methods have generally depended upon strategic placement and adequate stocking of distribution points. Air shipment has occasionally been used but usually as an emergency measure. Victor's plan, if it clears the experimental period, will mark the first use of air shipment of current hits on an economically sound basis.

Int. Copyright Problems Up To Be Weighed

Experts in N. Y. Confab

NEW YORK, May 28.—The country's leading copyright experts will meet here at the Bar Association's offices Wednesday (1) to exchange views on problems of international copyright. The meeting, under the aegis of attorney John Schulman, will be a kind of informal caucus prior to the attendance of an unofficial American delegation at the forthcoming United Nations Educational, Social and Cultural Organization (UNESCO) Committee of Experts on Copyright meeting in Paris July 4. Schulman and Dr. Luther Evans, librarian of Congress, will attend the Paris powwow as private individuals acting in an off-the-cuff advisory capacity.

In addition to Schulman and Evans, others skeddled to attend the New York meeting on Wednesday are Sam Bas; Warner, U. S. register of copyrights; Arthur Fisher, assistant U. S. register of copyrights, Federal District Judge Charles E. Wyzanski, and attorneys Sidney Kaye, representing Broadcast Music, Inc.; Herman Finkelstein, American Society of Composers, Authors and Publishers; Sidney Wattenberg, Music Publishers' Protective Association, and Robert Myers, National Broadcasting Company.

45's & LP's Listed

Beginning with this issue, *The Billboard's* listing of Advance Record Releases will include the numbers of 45 r.p.m. and LP (33 1/3) pressings as well as those of the conventional 78 r.p.m. releases.

SEE NEXT WEEK'S ISSUE FOR THE RESULTS OF THE POPULARITY SECTION (PART I) OF THE BILLBOARD'S ELEVENTH ANNUAL COLLEGE POLL.

Performance Basis Income Aired in Talks

Look to Society Plan

By Jerry Wexler

NEW YORK, May 28.—The essential goal of the American Society of Composers, Authors and Publishers' (ASCAP) delegation to Washington (see other story this page) is understood to be a tempering of the Justice Department's desire to put the allocation of songwriter income on some kind of performance basis. The grapevine has it that the government, in seeking for a criterion, is pointing toward the ASCAP publisher system, whereby 55 per cent of pubbers' income from the Society is based on performances. The ASCAP reps who met with the Justice Department yesterday are said to represent that school of thought in the Society which believes in keeping performance quotient as low as possible in figuring writer income. This attitude is representative of the old-line members, who feel that the institution of a system predicated on a big performance percentage might cause too radical a dislocation in the current alignment of writers in ASCAP.

It is expected, however, that for the sake of pleasant relations with Uncle Sam, this group will ultimately accede to some performance system of payment. As indicated in an exclusive story (*The Billboard*, April 16), the ASCAP writers' classification committee, at the suggestion of the government, has been preparing a plan incorporating such a feature, and others which they hope will sit right with the Justice Department. The performance figure they are reported to have prepared falls between 15 and 25 per cent. Also in the plan is an "automatic" promotion-demotion feature and a special allowance for classical and standard performances.

However, with the prospect of an amendment of the consent decree and with ASCAP facing the cartel suit, and the Leibel decision, which has cut off theater revenue to the Society to the tune of some \$1,500,000 annually, the old guard cannot be expected to be overly argumentative about what the Justice Department thinks should be the proper performance percentage for songwriters.

Young Writers' Desire

It is known that a clique of younger tunesmith is hot for a fast revision of the system of writer payments which would put maximum emphasis on performance. It is also known that this cadre has communicated its views on the matter to the Justice Department. This group may also be expected to follow up yesterday's visit by the Ahlert-Hammerstein-Harbach group with representations of their own to try to counter the pitch for a low performance basis with a pitch for the opposing view.

Another group with its own ideas on writer payments that has been in touch with the Justice Department is the Screen Composers' Association (*The Billboard*, May 7). The film tunesmiths claim that they haven't been receiving their fair share of performance moneys and would like theater revenue, when and if ASCAP again licenses theaters, to be marked for them.

Petrillo Reviews Year for AFM

Analyzes Pix, Radio, Disks, Other Fields

Confab Opens June 6

(Continued from page 3)

1948 agreement between AFM and the record companies with a fund which is now being administered publicly by Samuel Rosenbaum. The exact operation of this new fund and the terms of both the trustee (Rosenbaum) agreement and the labor agreement made between the AFM and the diskeries is detailed in the report. It also includes a blow-by-blow history of the recording situation from the inception of the ban thru the charges filed by the transcription companies with the National Labor Relations Board to the end of the ban.

20% Tax Fight

Spotted in the Petrillo report is a reference to the union's activity in fighting the 20 per cent cabaret tax. The AFM has been actively partaking in the general showbiz battle to have the tax eliminated as a result of a resolution which was adopted at last year's Asbury Park, N. J., convention. The AFM prexy also delves into the history of the Supreme Court reversal of the Form B contract for dance band work. This decision had the effect of making traveling band leaders—and not the operators—the employers of dance band tootlers, and consequently responsible for tax deductions. The union has since drawn up a new Form B contract.

Employment

A breakdown of the significant figures in the employment report follows:

(The report of employment in the radio industry is for the year 1947. The 1948 figures are in the process of being compiled and will be presented in the 1950 convention report.)

Radio income for musicians in 1947 totaled \$24,242,584, of which \$14,013,431 was earned by 2,675 staff men employed in 422 stations in the United States. Canadian staffers made \$769,889 during the year. Musicians hired by sponsors or agencies on American and Canadian commercial shows accounted for the balance, \$9,459,264. In the United States, 2,230 staff musicians had year-round employment in 188 stations, earning \$11,110,457.

In the United States and Canada 318 theaters with capacities in excess of 500 employed musicians during 1948. However, only 64 of these theaters used musicians on a 52-week basis. The total theater income for musicians was \$6,430,778.60, shared by 3,445 musicians. Dramatic and musical shows employed 1,506 men; vaude and presentation houses, 1,139; opera and ballet, 629; burlesque, 154, with 17 organists rounding out the list.

Movie earnings for 1948 totaled \$4,256,456.11, spread among 5,791 musicians. The chief beneficiaries were the 339 contract musicians in Hollywood, whose yearly minimum guarantees averaged \$6,916. These contract musicians totaled \$2,729,902.38. Non-contract musicians in Hollywood to the number of 3,725 grossed an additional \$1,437,661.83. In New York studios, eight major flickeries employed 1,727 musicians during the year, who grossed \$88,891.90.

The annual conclave, which last (See Petrillo Reviews on page 47)

Focus on Hohokus

NEW YORK, May 28.—The folks in Hohokus got in on some rare hokus pocus when Art Grobart, Decca promotional man, and Arnold Shaw, Leeds Music flack, invaded that peaceful New Jersey town one afternoon last week. Those eminent emissaries from Tin Pan Alley dropped in on the president of the Chamber of Commerce in his Hohokus hardware store. Finding the radio tuned in to WNEW, Shaw immediately phoned that station's program director, Ted Cott, and asked him to put on the Andrews Sisters' new Decca platter of *Hohokus, N. J.*, a tune penned by Al Stillman, Ray Block and Paul McGrane. The report is that, when the prominent citizen heard the tune, he went wild with ecstasy, ran out into the street and called in most of the town's inhabitants to listen.

The current focus on Hohokus has revealed that Martin Block once lived in the town.

Modern & Starr Dress Beef; To Cut New Platter

HOLLYWOOD, May 28.—Beef between thrush Kay Starr and Modern Records over alleged unauthorized release of two Starr etchings was settled this week following confabs between the platter and Miss Starr's attorney, Charles Katz. Squabble, which arose when disk jockey Don Otis banned the record because of "bad taste" (with other jockeys following suit), broke wide open last week when platter pilot Gene Norman continued to play the disk until served with a "cease and desist" order (The Billboard, May 28).

Modern's exec, Saul Bihari, said he had agreed to pay Miss Starr an advance royalty of \$750 against a flat percentage of 2 cents per record. Moreover, he will eliminate the word "hell" in the lyrics (basis of Otis's objections) and press a new version.

Sides in question included *Good for Nothin' Joe* and *Ain't Misbehavin'*, which the canary performed during Just Jazz concerts promoted by Norman in the area several years ago. Norman sold the masters to Modern, claiming to have received an okay from Miss Starr. However, Berle Adams, thrush's manager, refused to okay release of the masters by Modern. Altho still under contract to Adams, Miss Starr is "not seeing eye to eye" with Adams, and Norman claims she gave his a verbal okay to peddle the platters.

Meanwhile, Modern stopped pressing the platter but continued to distribute unedited pressings. Diskery said the controversy has created considerable trade interest and hypood sales.

Noro Morales Inked by MCA

NEW YORK, May 28.—Noro Morales has signed a term management pact with Music Corporation of America (MCA). The Latin orkster formerly was under the management of Associated Booking Corporation.

He went with MCA following expiration of his contract with his former affiliation. Morales thus joins his former boss and top Latin box office attraction, Xavier Cugat, under the MCA banner.

ASCAP Ponders Allocation Of TV Coin, Special Rights

NEW YORK, May 28.—Music men are already wondering how the American Society of Composers, Authors and Publishers (ASCAP) will allocate TV income once the pact is signed and money starts trickling in. Questions which immediately come to mind are: (1) Will there be a separate jackpot for television money, and (2) how will the Society evaluate the different types of TV performances.

Current thinking is that the TV money will go into the general ASCAP pool. The Society's philosophy is traditionally opposed to segregation of funds. Reasoning here is that if TV income were segregated, pressure from members would force segregation of income from other sources. Film tunesters, for instance, have long argued that they would get a better financial break if the Society diverted film income from the general ASCAP pot. ASCAP has held to the point, however, that accession to the demands of film tunesters would lead to segregation of radio income, night club income, etc.

Hillbilly Logs

Hillbilly publishers, incidentally, have claimed that the Society's method of logging performances on the major networks did not present a true picture of hillbilly performances around the country. ASCAP met this complaint by logging, in addition to the networks, some 25 indie radio outlets.

Perhaps more troublesome than the matter of segregation, however, is a formula for classifying or evaluating the different types of TV performances. One segment of the music trade believes ASCAP will easily adapt to TV its present system of

evaluating radio plugs. This system allocates one-twentieth of a point for the performance of a theme song, whether commercial or sustaining; one-fiftieth of a point for a theme song of an arrangement of a public domain tune; one point for a night commercial; three-quarters of a point for any other commercial; one-half point for any sustaining performance, and six points for performance of a symphonic work. Recorded uses are equal to live.

Tradesters point out, however, that the above system, if applied to TV, would not take into consideration the different types of performances possible on the sight and sound medium. For instance, a performance could be given considerable production, scenery, and perhaps would be used in conjunction with script or story line. In the latter instance it would fall under the true dramatic-music category, and would presumably be worth more money than a simple sight and sound use.

The clue to the entire problem, of course, might be implicit in the contract which will probably be signed by ASCAP and the telecasters. This pact will probably be a compromise in that a redefinition of dramatic rights would presumably broaden the category of those uses which could fall under a general license. In other words, the ASCAP-TV pact would narrow that category which could be classed as dramatic music, and this simplification could then be mirrored in a classification set-up.

Arnold To Make Two Pix for Col

HOLLYWOOD, May 28.—Columbia Pictures is again seeking to cash in on the disk popularity of artists when it forges its cameras on Eddy Arnold June 6. Arnold, one of the top sellers in the disk biz, will make two films, *Hoedown* and *Feudin' Rhythm*. Tunes for the Arnold starrers have not been set by Jonie Taps, Columbia's music exec. However, according to Arnold's manager, Tom Parker, the sagebrush troubador will endeavor to record as many of the tunes heard in the film as would prove practical.

Columbia's box-office success with *Make Believe Ballroom* is directing studio's thinking in favor of cashing in on the platter and juke box following of artists, since films would be playing to ready-made audiences.

Oliver Leaves Cap; Replaced by Duncan

HOLLYWOOD, May 28.—George Oliver, Capitol Records advertising manager, will resign his post to go into business for himself. He will be replaced by Art Duncan, Cap's ad production head. Oliver will be part owner of the Ajax Bayston Corporation, a distrib-dealer of Servel for Southern California.

Pleasure Beach Opens

BRIDGEPORT, Conn., May 28.—Pleasure Beach Ballroom, municipally-operated hall here, opened for the season Saturday (21), with Louis Prima the opening name attraction Sunday (22). The same policy as in previous seasons will prevail, with name bands on Sundays and holidays and territorial bands during the week. Jack Still will handle the house band again.

Monroe Frowns On Spike Jones' 'Riders' Release

HOLLYWOOD, May 28.—Vaughn Monroe has frowned upon RCA Victor's plans to release a Spike Jones version of *Riders in the Sky*, resulting in the diskery temporarily holding up issuing the zany platter. Monroe refused to okay release of the Jones cutting, but did so without hearing the record. Copies of the Jones disk are currently en route to Monroe, with Victor hoping it will get the green light once Monroe has heard the Jones version.

Crooner (Ouch!) Bobby Cuts Two

NEW YORK, May 28.—Altho veteran comic Bobby Clark has his share of show business records to his credit, he never made any records of the wax variety—until he cut two sides recently for Victor.

The tunes, from the *As the Girls Go* musical, are the title song, and *Father's Day*, sung by Clark in a dreamy voice guaranteed not to turn Crosby or Como pale with apprehension. The 22-man pit band and a 16-voice chorus from the show back Clark on the record.

Victor has sent out some 1,000 viny copies of the disk to jockeys, enclosing an invitation from Producer Mike Todd to come see the show and drop backstage to chat with the budding crooner.

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(A Cowboy Legend)
CARELESS HANDS
Both Vocal with Rhythm Acc. THE SONG SPINNERS

VOCALION 55011 "A"—YOU'RE ADORABLE
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(From M-G-M Picture "Neptune's Daughter")
Both Vocal with Inst. Acc. HARRY BABBITT and the ALLEN SISTERS
HARRY BABBITT and SUE ALLEN

VOCALION 55007 A WONDERFUL GUY
(From Musical Production "South Pacific")
DON'T CRY, CRY BABY
Waltz VC by Lee Leslie
FT VC by Johnny April
IKE CARPENTER And His Orchestra

VOCALION 55004 FOREVER AND EVER
EVERYWHERE YOU GO
Waltz VC
FT VC both by The Jesters
ROY ROSS And His Orchestra

VOCALION 55005 MERRY-GO-ROUND WALTZ
(Adapted From A Theme by Juventino Rosas)
BLUE SKIRT WALTZ
Both Waltz VC by The Jesters
ROY ROSS And His Orchestra

VOCALION 55002 NEED YOU
FIVE FOOT TWO, EYES OF BLUE
(Has Anybody Seen My Girl?)
Both FT VC by The Holmes Men
ALAN HOLMES And His Orchestra

COUNTRY

VOCALION 55006 LOVESICK BLUES
I'M BITIN' MY FINGERNAILS AND THINKING OF YOU
Both Singing with String Band
MERVIN SHINER

VOCALION 55008 DON'T ROB ANOTHER MAN'S CASTLE
CANDY KISSES
Both Singing with Inst. Acc. JIMMY SELPH

SEPIA

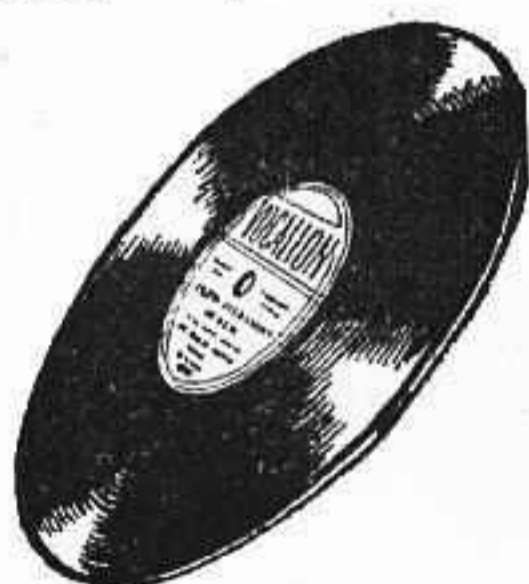
VOCALION 55009 THE HUCKLE-BUCK
CLOSE YOUR EYES
FT VC by Kenny White
FT VC by Jimmy Anderson
ANDY KIRK And His Clouds of Joy

VOCALION 55010 DRINKING WINE, SPO-DEE-O-DEE
DRINKING WINE
LITTLE GIRL, DON'T CRY
FT VC by Kenny White
FT VC by Jimmy Anderson
ANDY KIRK And His Clouds of Joy

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ASCAP, Nets Compromising

NAB Group To Study TV Pact Effects

May Okay Nets' Results

NEW YORK, May 28.—The TV music committee of the National Association of Broadcasters (NAB) convenes Tuesday morning (31) to consider the negotiations between the networks and the American Society of Composers, Authors and Publishers (ASCAP). The committee's angle will be this: How does the proposed pact affect the entire TV industry. The negotiations have been proceeding between networks and ASCAP, the NAB's committee is still very much in the picture. Network-NAB rapport is noticeable, and at this point it is considered possible that the TV committee will endorse the networks' handling of the negotiations. It is believed that another series of network-ASCAP meetings will be held very shortly after the Tuesday NAB session.

It was learned that considerable progress—at least from the telecasters' point of view—was made in the matter of redefining dramatic rights. Telecasters indicated, for instance, that "intermediate" rights, such as performances which involved more than a simple sight and sound presentation but which nevertheless did not advance the story line, would be thrown into the general licensing pact. Doubt remained, however, as to whether ASCAP could conclude a pact redefining dramatic rights without ratifying same with the membership. Late this week there were two views. First, that ASCAP, to cover itself, would refer such a proposed redefinition to its members for ratification; second, that ratification might not be necessary in the event the ASCAP board felt it was on sound enough ground. One publisher raised another point, namely, that any redefinition would have legal angles too. That is, it would have to coincide with interpretation of the Copyright Act.

In any event, it was believed that extension of the present deadline beyond June 15 might very possibly be granted by ASCAP. Telecasters felt that networks and ASCAP might conceivably agree by June 15, but in the event the deal required ratification by writers and publishers, an extension would obviously be necessary. Also the music problems entailed in kinescope programs, including a two-week time lag before a production is presented, would seem to make mandatory some form of extension of the music license.

Williams Oater To H'wood Bowl

HOLLYWOOD, May 28.—Hollywood Bowl will switch from longhair to Western music for the first time in its history when it presents Tex Williams' *Western Caravan* July 30. Altho oatermen have appeared in the Bowl before, Williams' show marks the first time such an attraction has been included as a part of the regular concert season.

Bowl director Karl Wecker said the step was taken in an effort to satisfy all music tastes and, since Western music was indigenous to this locality, it should be included among symphonies and light classics usually presented by the Bowl.

Okie-Doke

NEW YORK, May 28.—Gov. Roy Turner, of Oklahoma, will turn song-plugger for one week in July. It's his own song he'll be plugging. Turner penned both words and music to *My Memory Trail*, a ballad which Vincent Lopez will introduce on the air next week. Joe Davis's Beacon Music is publishing. Governor Turner, who had three songs published back in 1946, will vacation here for a week, during which he will make personal appearances with several bands on radio and television.

Turner is owner of the 10,000-acre ranch on which the entire film, *Tulsa*, was shot.

New Plastic Disk Perfected

HOLLYWOOD, May 28.—Perfection of a new, unbreakable plastic record was announced this week by Harry Bloom, head of National Record Manufacturing Company, of Los Angeles. Ten-inch pressings will cost diskers 16 cents each, which Bloom claims is 30 per cent cheaper than competing pressing of a similar quality.

To be marketed as Niteo Flex records, disks will be highly flexible and guaranteed unbreakable, boasting long-playing qualities on vinylite at a lower cost. Bloom's plant is currently handling West Coast pressing for indie labels including Mercury.

Long Inks Pact For King Disks

NEW YORK, May 28.—Maestro Johnny Long has been signed to record for King Records. The pact is for one year. Long previously was a Signature Records artist. The deal was set by Johnny O'Connor, acting for Long, and Sid Nathan, of King. O'Connor also set the Demarco Sisters for one session of four sides on King. The sisters will cut in June.

RCA's Foreign Tongue Disk Biz Shows Marked Increase in '49

NEW YORK, May 28.—RCA Victor's foreign language disk business this year to date is running substantially ahead of the same period in 1948, according to Victor International topper, Alex Bard. The biggest increase percentagewise was during April. This optimistic note, at a time when most diskers are crying the blues, is the result of a number of factors including the opening or reopening of talent and tune sources and rapid pin-point coverage of the various foreign language markets thruout the U. S.

Foreign groups have not been caught up in the general market confusion over 33 $\frac{1}{3}$ and 45 r.p.m.s, and to some of these nationals the purchase of disks is considered a necessity rather than a luxury. This feeling is especially strong among Latins, Poles and Greeks. Actually, the biggest increases have been felt in the German, Greek and Latin categories, followed closely by Italian.

The boost in Latin-American sales here is considered notable by Bard, especially in view of the emergence of several powerful indie Latin

Both Sides Jockey for Pact Terms

Face Drama Poser

WASHINGTON, May 28.—Music pact negotiations for the American Society of Composers, Authors and Publishers (ASCAP) and television networks are jockeying for position preparatory to what may be a final showdown, which spokesmen for both sides continue to hope may bring a settlement even tho there is likely to be some tough wrangling behind closed doors. Amid some talk that the TV cuffo music deadline may have to be extended again beyond the June 15 deadline if a pact isn't agreed on before then, the key issue still remaining to be settled is the one involving music-dramatic rights (*The Billboard*, May 21).

It is expected that both sides will be in a mood to yield something toward a compromise on this issue. Whether there will be enough give for effecting a satisfactory compromise is a matter that will get some clarification at sessions next week. The question is how much ASCAP will veer from its original insistence on imposing special licenses for special uses of music. TV representatives are sharply opposed to ASCAP's requirement for executing special licenses and charging special fees in each case when TV music performances are made in costume, accompanied by dialog, certain types of scenery or dance routines.

Network spokesmen who will continue to confer with ASCAP-ers are sticking to a policy of reporting all developments to the National Association of Broadcasters' (NAB) special television music committee, which had dropped negotiations earlier this month when ASCAP proposed that the matter be settled by an arbitration board. With little over two weeks remaining before the current cuffo deadline ends, efforts by both factions to negotiate a deal will be stepped up immediately after the holiday week-end.

Marks' Next No. 1 Plug Is a Tune Done 28 Years Ago

NEW YORK, May 28.—E. B. Marks Music has waited 28 years to land the tune scheduled for its next No. 1 plug. The tune *Who'll Be the Next One To Cry Over You?* was written by the late Johnny Black. It was a big hit 28 years ago, at which time Marks was assigned the selling rights by a small publisher who became inactive after the hit ran its course. Several years ago, another ancient tune, *Paper Doll*, by the same writer enjoyed a tremendous revival via a Mills Brothers disk, and Marks went looking for more Black material, but couldn't locate anyone to make a deal with.

This month the original copyright finally expired, and Black's widow has been able to assign the renewal rights to Marks.

Victor To Hype Indie Operations Via Race Disks

HOLLYWOOD, May 28.—RCA Victor will stimulate indie label operations by recording and distributing race artists on a regional basis. Should a disk or an artist become a hit Victor would be in a position to rush it into national release. By the same token, if an artist proves worthless in the area where he is supposed to be popular, he would be dropped. This will allow Victor a measure of regional experimentation without the usual expense of full scale national releasing.

As of now, the West Coast will be the only area where Victor will follow this policy. Walt Heebner, Victor's Coast artist-repertoire chief, will sign and record any race artist or tune he desires independently of label's Camden headquarters. System goes into operations immediately, with Heebner inking his first race artist, George Bledsoe. Diskery feels Coast region in particular should prove a fertile ground for unearthing tunes with national potentialities since this was the birthplace of *Cement Mixer*; *Open the Door, Richard*; *Huggin' and Chalkin'*, among numerous yesteryear best sellers.

On run-of-the-mill selections, plan will allow Victor to better tailor its race product for Coast tastes. Unless a big hit is unearthed via this system, diskery will be satisfying Coast race demands which heretofore had only the indies to turn to. In numerous instances, disks popular in Harlem have not necessarily found an equal demand on L.A.'s Central Avenue.

Kavelin Enters Robert Music

NEW YORK, May 28.—Al Kavelin, for the past four years Bourne Music's rep in Chicago, has bought into Bobby Mellin's Robert Music, an American Society of Composers, Authors and Publishers (ASCAP) affiliate. Kavelin will assume the general and professional managership of the firm next week, with offices in Hollywood. A New York contact man will be hired soon.

While Mellin retains a controlling interest in Robert, he indicated that the reason for letting Kavelin in is that he wants to devote his full time to his Broadcast Music, Inc., (BMI) firm, Mellin Music.

Included in the Robert catalog is *Moon of Manakoora* and other standards and two new tunes, *Rue De Romance* and *You're Breaking My Heart*.

Dick and Oscar in Good-Will Stunt to Press for ASCAP

WASHINGTON, May 28.—One of the smoothest good-will stunts witnessed in the nation's capital in many a moon was performed in behalf of the American Society of Composers, Authors and Publishers (ASCAP) by the inimitable team of Richard Rodgers and Oscar Hammerstein II at a National Press Club luncheon here this week (24). With ASCAP Prexy Fred E. Ahlert using the occasion to plug ASCAP's "ideals," the Rodgers-Hammerstein team gave a highly palatable sample of their talent to a big audience that included a representative segment of the Washington press corps and an array of capital dignitaries such as Attorney General Tom Clark, Secretary of the Treasury John Wesley Snyder and Librarian of Congress Luther Harris Evans, whose bailiwick includes the U. S. Copyright Office.

Billed as just another in the regular series of National Press Club luncheons at which such bigwigs as President Carlos Socarras, of Cuba, have spoken, the ASCAP event turned out to be something unusual. It gave Hammerstein a chance to tell some good stories about himself, show business and ASCAP. It gave Rodgers a chance to play the piano in accompanying the singing of some hits from *Oklahoma* and *South Pacific*. It gave Ahlert a chance to deliver a 20-minute talk on the theme of "Why ASCAP?" The answers given by Ahlert were summed up in his wind-up: "I sincerely believe that the growing richness of the permanent repertory of American music and the widening public appreciation are due in no small part to the fostering and safeguarding of the musical talent of America by the American Society of Composers, Authors and Publishers."

Altho the tail-end of National Press

Club luncheons is always reserved for a question-and-answer period in which the press gets a chance to interview the guest speakers, Ahlert waved aside this practice, without bothering to read some of the handwritten questions sent to the speakers' table. All of the questions dealt with ASCAP's current music TV negotiations and the court problems with Justice Department. The Rodgers-Hammerstein show kept a light, entertaining note from beginning to end except for several variations on the theme of ASCAP's usefulness. The performance was considered a skilled one not only entertainment wise but also from the public relations angle. In that respect it should be mentioned that the National Press Club appearance was arranged by ASCAP's Washington press representative, Arthur J. Newmyer & Associates, with a goodly number of that firm's crew on deck to see that all went smoothly.

AFM Leading Showbiz War On 20% Tax

Locals of 41 States Line Up

(Continued from page 4)

American Guild of Variety Artists (AGVA) and operators of parks and pools.

The united front is working to bring about congressional approval of a complete repeal of the levy, or, as an alternative, a reduction of the tax to the pre-war rate of 5 per cent.

Keynotes of the AFM drive to be sounded at the convention by Schwarz is that the tax is a "penalty on the use of live musicians." Schwarz will call for additional AFM support of the drive and request all locals which have not passed anti-tax resolutions to do so at once.

In writing to heads of locals asking for the resolutions, Schwarz also asked for "complete reports" on conditions affecting employment in their areas, with particular reference to the effect of the tax on employment of musicians.

First congressional action toward repealing or lowering the tax will have to come from the House Ways and Means Committee, which has a number of pending bills for reduction or abolition of the levy, as well as more than 150 measures for reducing other excises. The group, however, is still working on Social Security bills and its position on excises has yet to be expressed officially.

Varsity Aims at New Markets

NEW YORK, May 28. — Varsity Records, Eli Oberstein's cheap-priced, direct sales waxworks, is aiming at new merchandising outlets. The firm has uncovered a number of small drugstore chains, electric appliance shops and other unrelated retail businesses to handle sales.

The diskery has supplemented its field staff to total 10 men. John Havrilla was added in the Cleveland territory, Lew Crampton put on in Detroit, Marshall Pitler joins for Pittsburgh and a man is being hired for the Chicago region.

The diskery claims that its \$1.99 four-disk album of songs from *South Pacific* already has sold over 20,000 sets with more than half of these peddled in the New York area.

Goodman Set For Palladium, London, in July

NEW YORK, May 28.—Benny Goodman this week was set for a two-week date at the Palladium Theater in London beginning July 18. Goodman will play the theater under a set-up similar to the Duke Ellington engagement at the house last summer, when the Duke performed without hand but with a couple of singers and entertainers from within his crew.

B. G. will take six persons from his band with him. These will include pianist-singer Buddy Greco, comic Herky Styles, dance team Nicks and Taylor, a girl singer and possibly tenor saxist Wardell Gray. Gray still is questionable and his use depends on whether the British Musicians Union (BMU) will let him be classified as an act for the show, as it has allowed for Goodman.

Goodman intends putting on his regular Benny Goodman show theater presentation. He means to draw on the top crust of British musicians and on the Palladium house band, the Skyrockets under Paul Fenoulhet, to cut the arrangements called for by his show. Goodman's bid to take at least his sextet into the theater was nixed by the BMU.

From the Palladium, Goodman may make a one-week tour of the British provinces and then he will go to the Continent, where he will be joined by either his full ork or the remainder of his sextet for a tour thru Scandinavia and the Lowland Countries. The British deal was set for Goodman thru the Lew Grade Agency. His own agency, the Associated Booking Corporation, is attempting to set up the Continental tour direct.

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... Sold 10,000 in a single
day in PHILLY alone.

"CAN'T
UNDERSTAND
IT"
Mercury 5282 by



Gene
Williams

and his Orchestra

Published by
BREGMAN, VOCCO & CONN, INC.
1619 Broadway New York 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending May 27

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

- | This Week | Last Week |
|--|-----------|
| <p>1. RIDERS IN THE SKY
By Stan Jones
Published by Mayfair (ASCAP)
Records available: B Crosby-K. Darby Singers Decca 24618 D Pailliant-H. Winterhalter Ork. MGM 10404; B. Ives, Columbia 38445, Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-608; F. Willing & His Riders of the Purple Sage, Capitol 57-49164; S. Jones & His Death Valley Rangers, Mercury 5220; Sons of the Pioneers, Victor 21-0065; E. McCurdy, Monogram 134; Wingy Manone, Kem 2700.
(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | 1 |
| <p>2. FOREVER AND EVER
By Frank Winler-Malla Rosa
Published by Robbins (ASCAP)
Records available: H. Carroll & the Carolers, Mercury 5252, Perry Como-M. Ayres, Victor 20-3347; Russ Morgan Ork. Decca 24569 D Shore-H Zimmerman Ork Columbia 38410, M. Whiting, Capitol 57-629, P. Reed Dance-Tone 312, Fran Allison, Rondo 185.
Electrical transcription libraries: Larry Clinton, Lang-Worth, Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard</p> | 2 |
| <p>3. AGAIN
By Newman and Cochran
Published by Robbins (ASCAP)
From 20th Century-Fox film, "Road House."
Records available: V. Damone-G. Osser Ork, Mercury 5261, D. Day-The Mellomen, Columbia 38467, T. Dorsey-M. Lutes, Victor 20-3427, Joe Graydon-G. Jenkins Ork, Decca 24602, A. Mooney Ork MGM 10398, M. Scott-The Paulette Sisters, Spolite 516, M. Torme Capitol 57-629, L. Rucker & C. McLin Combo, Aristocrat 10001
Electrical transcription libraries: Linda Stevens-Rene Durant, Standard; Manhattan Madcaps NBC Thesaurus.</p> | 3 |
| <p>4. CRUISING DOWN THE RIVER
By Beadell and Tollerton
Published by Henry Spitzer (ASCAP)
Records available: B. Barron Ork, MGM 10346, Jack Smith-The Clark Sisters, Capitol 57-629, Frankie Carle, Columbia 38411, B. Carroll Mercury 5249, R. Morgan, Decca 24568, The Three Suns, Victor 20-3349, N. Alexander, Monogram 111, Primo Scala London 256; Ames Brothers, Coral 80035, The Riders-The Hi Tonians Hi-Tone 104, The Paulette Sisters, Spolite 505; L. Mont's Tu-Tones, Double Feature DF 2010; Danny Majewski, Harmonia H 1215.
Electrical transcription libraries: Blue Barron, Lang-Worth, Vincent Lopez, NBC Thesaurus, Buddy Weed, Associated; Russ Morgan Ork. World; Lawrence Welk, Standard</p> | 4 |
| <p>5. "A"—YOUR'RE ADORABLE
By Kaye, Wise and Lippman
Published by Laurel (ASCAP)
Records available: P. Como-Fontane Sisters, Victor 20-3381, L. Foline Ork, Decca 24570; J. Pace-G. Ellis Ork, Keystone 1600; R. Paige-The New Yorkers, Spolite 510; I. Pastor Ork, Columbia 38449, P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork, Capitol 57-629, A. Vincent-J. Carroll Ork, Mercury 5253, Buddy Kaye Quintet, MGM 10310
Electrical transcription libraries: Bob Eberly-Mack Stewart Quartet, World; Vic Damone, Associated; Sweetwood Serenaders, NBC Thesaurus.</p> | 5 |
| <p>6. SOME ENCHANTED EVENING
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific"
Records available: Perry Como-M. Ayres Ork Victor 20-3402; B. Crosby-J. B. Trotter Ork, Decca 24609; J. Laurenz-J. Carroll Ork, Mercury 5278; Frank Sinatra, Columbia 38446; J. Stafford-P. Weston Ork, Capitol 57-544; H. Winterhalter Ork, MGM 10399; P. Weston Ork, Capitol 57-629.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; The Music of Manhattan; NBC Thesaurus; Elliot Lawrence, Associated; Shes Fields, Lang-Worth.</p> | 7 |
| <p>7. CARELESS HANDS
By Carl Sigman and Bob Hilliard
Published by Melrose (ASCAP)
Records available: Bob & Jean, Decca 24563, E. Dean, Mercury 6170; J. Desmond, MGM 10349; S. Kaye Ork, Victor 20-4321; J. Laurenz, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 21-007; L. McArthur, Columbia 20546; A. Smith, MGM 10380, M. Torme, Capitol 57-629; P. Paige-The New Yorkers, Spolite 507; J. Price Rich-R. Tone 443; P. Reed, Dance-Tone 110; B. Crosby-K. Darby Singers, Decca 24618; M. Smith-H. Heldt Ork, Magnolia MS 1002; Bing Crosby-K. Darby Singers Decca 24615; Ted Ritter, Capitol 57-49155; J. Denis & His Ranchers, London 429.
Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World; Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus.</p> | 6 |
| <p>8. I DON'T SEE ME IN YOUR EYES ANYMORE
By Bennie Benjamin and George Weiss
Published by Laurel (ASCAP)
Records available: B. Clark-E. Hagen Ork, Columbia 38408; P. Como M. Ayres Ork, Victor 20-3347, H. Forrest, MGM 10373; J. Garner Ork-T. Reardon, Capitol 57-629; K. Kallen-M. Miller Ork, Mercury 5265; V. Lynn-S. Browne-B. Farnon Ork, London 403; J. Pace-G. Ellis Ork, Keystone 1500; The Stardusters-G. Jenkins Ork, Decca 24576.
Electrical transcription libraries: Kaye Armen, Associated; Vincent Lopez, NBC Thesaurus.</p> | 9 |
| <p>9. BALI HA'I
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway Musical, "South Pacific."
Records available: P. Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. B. Trotter Ork, Decca 24609; P. Lee-D. Barbour Ork, Capitol 57-543; P. Sinatra, Columbia 38446; A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, 10399; P. Weston Ork, Capitol 57-629.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; Sweetwood Serenaders, NBC Thesaurus.</p> | 10 |
| <p>10. A WONDERFUL GUY
By Rodgers and Hammerstein
Published by Williamson (ASCAP)
From the Broadway musical, "South Pacific."
Records available: S. Fields Ork, MGM 10423; E. Knight, Decca 24640; D. Shore, Columbia 38460; F. Warren-H. Rene Ork, Victor 20-3403; M. Whiting-P. DeVol Ork, Capitol 57-542.
Electrical transcription libraries: Monica Lewis, World.</p> | |

More new ones join the 45 RPM Parade

They're ALL out on 78 RPM too!

• Yes, and practically all RCA Victor releases are going to keep coming this way—on both 45 rpm and 78 rpm!

RETAILERS: People are plenty curious about new 45 rpm titles! So put all these where they can be seen and selected . . . their 7-inch size and their lightness give you a real break on display! Handier to get out and put away, too!

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

- | | |
|--|--------------------|
| Angels Never Leave Heaven | TONY MARTIN |
| My Heart Beats Faster | 20-3454 (47-2918*) |
| Everytime I Meet You | PERRY COMO |
| Two Little New Little Blue Little Eyes | 20-3455 (47-2919*) |
| Maybe It's Because | CLAUDE THORNHILL |
| Life Begins When You're In Love | 20-3456 (47-2920*) |
| Swedish Suite | DIZZY GILLESPIE |
| I Should Care | 20-3457 (47-2921*) |

SPOT LIGHT SERIES

- | | |
|--------------------------|--------------------|
| Dixie | JANE PICKENS |
| I Only Have Eyes For You | 20-3458 (47-2922*) |

POP SPECIALTY

- | | |
|------------------------|--------------------|
| Fatman's Polka | SIX FAT DUTCHMEN |
| Skål, Skål, Skål—Waltz | 20-3453 (48-0053*) |

FOLK

- | | |
|-------------------------------------|--------------------|
| Marriage Vow | HANK SNOW |
| The Star Spangled Waltz | 21-0062 (48-0056*) |
| Please Daddy Forgive | SHORTY LONG |
| The Morning After (We Said Goodbye) | 21-0063 (48-0057*) |

- | | |
|------------------|--------------------|
| Keep Walkin' | ERNIE LEE |
| Pray, Pray, Pray | 21-0064 (48-0058*) |

RHYTHM

- | | |
|--------------|--------------------|
| Do It Now | JESSE STONE |
| Cole Slaw | 22-0026 (50-0010*) |
| Adams' Alley | ILLINOIS JACQUET |
| Black Velvet | 22-0027 (50-0011*) |

DEALERS! Are you ringing in those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

PERRY COMO

TONY MARTIN

ON 45 RPM THIS WEEK

CLAUDE THORNHILL

DIZZY GILLESPIE

ILLINOIS JACQUET

SHORTY LONG

ON 45 RPM THIS WEEK

JANE PICKENS

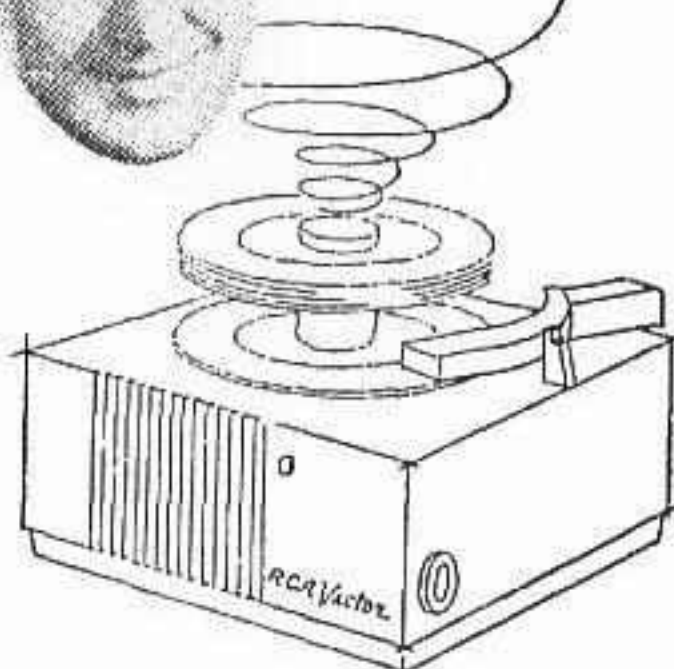
H. LOEFFELMACHER AND THE SIX FAT DUTCHMEN

ON 45 RPM THIS WEEK

HANK SNOW

JESSE STONE

ERNIE LEE



CLIMBING FAST!

- BILL LAWRENCE
A Million Miles Away
If I Could Be With You 20-3428
- PHIL HARRIS
The General's Horse 20-3442
- SONS OF THE PIONEERS
Riders In The Sky 21-0065
- DIZZY GILLESPIE
Swedish Suite 20-3457
- I Should Care

THE CERTAIN SEVEN

(Best-sellers that no dealer can afford to be without)

- 20-3411=47-2902* Riders in the Sky Vaughn Monroe
- 20-3347=47-2892* Forever and Ever Perry Como
- 20-3381=47-2889* "A" You're Adorable Perry Como
- 20-3402=47-2896* Some Enchanted Evening Perry Como
- 21-0002=48-0042* Don't Rob Another Man's Castle Eddy Arnold
- 21-0051 The Echo of Your Footsteps Eddy Arnold
- 12160 Jalousie Boston Pops Orch.
- * Now available on 45 R.P.M.

The stars who make the hits are on



RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

CARAVAN introduces its...

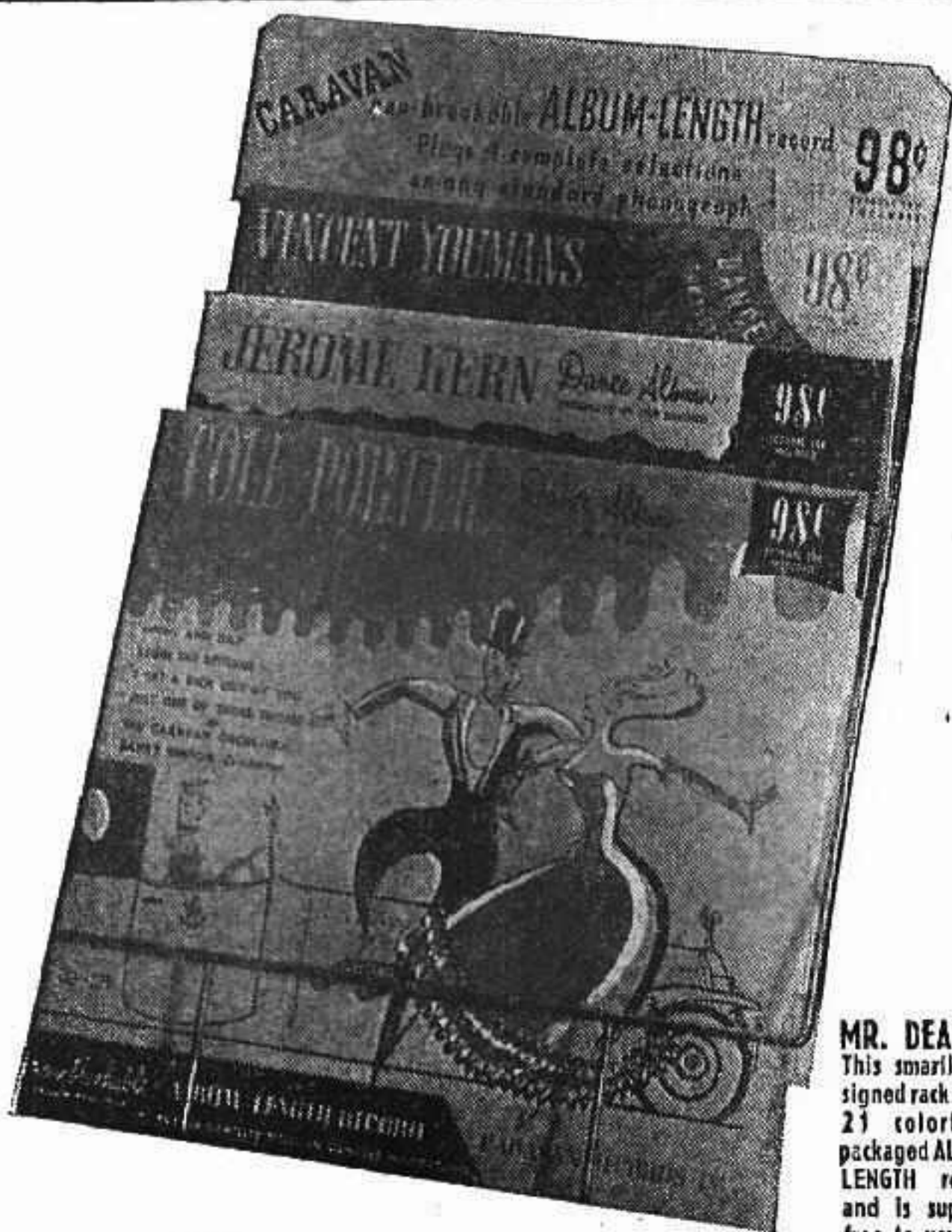
Non-Breakable ALBUM-LENGTH Record

4 FULL-LENGTH TUNES ON ONE 10" RECORD PLAYS ON ALL STANDARD PHONOGRAPHS

- 4 full-length tunes — 2 on each side.
- 10 minutes of music.
- Individual, colorful, sales-producing packaging.
- Vinyl plastic assures highest fidelity reproduction.
- Only 98c list, Federal Tax included.

HERE'S WONDERFUL VALUE!

Caravan brings you the ALBUM-LENGTH record... four complete selections 10 minutes of playing time... a handsomely packaged single non-breakable 10" record that fits any record player, with any needle. It's made possible by new technical methods that get more grooves to the inch with strong, durable VINYL plastic. The perennially popular music of Jerome Kern, Cole Porter, Vincent Youmans on separate ALBUM-LENGTH records... the music your customers want on records and can't easily find. It's superbly danceable music... melodic arrangements to meet every taste played by Barry Winton and the Caravan Orchestra composed of some of the nation's biggest-name musicians. EACH single record is an ALBUM in itself! The complete record and smart package sells for just 98¢... that's value without comparison!



MR. DEALER:
This smartly designed rack holds 21 colorfully-packaged ALBUM-LENGTH records and is supplied free to you.

IMMEDIATELY AVAILABLE

- **CL-101 COLE PORTER DANCE ALBUM**
 - 1. Night and Day
 - 2. Begin the Beguine
 - 3. Just One of Those Things
 - 4. I Get a Kick Out of You
- **CL-102 JEROME KERN DANCE ALBUM**
 - 1. Make Believe
 - 2. All the Things You Are
 - 3. Smoke Gets in Your Eyes
 - 4. Why Do I Love You?
- **CL-103 VINCENT YOUMANS DANCE ALBUM**
 - 1. Tea for Two
 - 2. Hallelujah
 - 3. Time on My Hands
 - 4. Sometimes I'm Happy

SEE YOUR CARAVAN DISTRIBUTOR NOW FOR DETAILS OF THIS PROFIT BUILDING PLAN

CARAVAN RECORDS, INC.

113 West 57th Street

New York 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending May 27



BEST-SELLING SHEET MUSIC

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

POSITION	Weeks Last to date	This Week	Song	Publisher
8	3	1	AGAIN (F) (R)	Robbins
6	5	2	RIDERS IN THE SKY (R)	Mayfair
13	2	3	FOREVER AND EVER (R)	Robbins
17	1	4	CRUISING DOWN THE RIVER (R)	Spitzer
11	4	5	"A" YOU'RE ADORABLE (R)	Laurel
6	7	6	SOME ENCHANTED EVENING (M) (R)	Williamson
5	11	7	BALI HA'I (M) (R)	Williamson
10	6	8	CARELESS HANDS (R)	Melrose
4	12	9	CANDY KISSES (R)	Hill & Range
3	15	10	A WONDERFUL GUY (M) (R)	Williamson
9	8	11	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
13	14	12	SUNFLOWER (R)	Famous
9	10	13	SOMEONE LIKE YOU (F) (R)	Harms, Inc.
18	9	14	RED ROSES FOR A BLUE LADY (R)	Mills
24	13	15	FAR AWAY PLACES (R)	Laurel

ENGLAND'S TOP TWENTY

POSITION	Weeks Last to date	This Week	Song	English	American
8	2	1	LAVENDER BLUE (Dilly Dilly)	Sun	Santly-Joy
12	1	2	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
3	7	3	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
13	4	4	FAR AWAY PLACES	Leeds	Laurel
11	3	5	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
9	11	6	WEDDING OF LILI MARLENE	Box and Cox	*
9	5	7	IN A SHADY NOOK BY A BABBLING BROOK	Keith Prowse	Stassy
10	9	8	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Retnick
14	6	9	ON THE FIVE FORTY FIVE	Strauss Miller	Shapiro-Bernstein
5	11	10	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
24	13	10	CUCKOO WALTZ	Keith Prowse	Criterion
15	14	12	IT'S MAGIC	Campbell-Connelly	Witmark
8	8	13	HOW CAN YOU BUY KILLARNEY	Peter Maurice	Peter Maurice
4	9	14	STRAWBERRY MOON	Edward Kassar	*
2	15	15	BEHIND THE CLOUDS	Feldman	*
2	20	16	TILL ALL OUR DREAMS COME TRUE	Lawrence Wright	*
22	16	16	HEART OF LOCH LOMOND	Unit	Chappell
1	—	18	ALMOST LIKE BEING IN LOVE	Keith Prowse	Sam Fox
2	18	18	CANDY KISSES	Chappell	Hill & Range
33	—	18	BUTTONS AND BOWS	Victoria	Famous
1	—	18	IT HAPPENED IN ADANO	Peter Maurice	*

*Publisher not available as The Billboard goes to press.

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Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10.

Name \$10 enclosed

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City Zone... State... 6/4

**GOT 'EM?
GET 'EM!**

Baby, it's Hot!

From 30th to 13th in
Retail Sales in One Week*
—and Just Getting Started!

"BABY IT'S COLD OUTSIDE"

Margaret Whiting and Johnny Mercer

RECORD No. 57-567

first out!
best out!

**THE SLICKEST,
TRICKIEST DUET
...YET!**

* "Best-Selling Popular Retail Records"
—The Billboard, May 21, 1949



**RECORD BUYERS
AGREE...**

TORMÉ IS TERRIFIC!



**Don't Miss
MEL'S HITS
ALL on their
way UP!**

"The Four Winds and the Seven Seas"
Over: "It's Too Late Now"
RECORD No. 57-671

"You're Getting to be a Habit With Me"
Over: "There Isn't Any Special Reason"
RECORD No. 57-591

"Again"
Over: "Blue Moon"
RECORD No. 15428

"Careless Hands"
RECORD No. 15379

**PHONE OR
WIRE YOUR NEAREST
DISTRIBUTOR TODAY!**

first...
BOUQUET OF ROSES
then...
CANDY KISSES
and now...
ROOM FULL OF ROSES

DICK HAYMES

DECCA 24632

EDDY HOWARD

MERCURY 5296

SAMMY KAYE

VICTOR 20-3441

GEORGE MORGAN

COLUMBIA RECORD TO BE RELEASED LATER

SANDY SIMS

CORAL 60067

SONS OF THE PIONEERS

VICTOR 21-0065

**PAUL WESTON &
THE STARLIGHTERS**

CAPITOL 57-617

★ All records listed in alphabetical order.

Words and Music by
TIM SPENCER

Room Full Of Roses

CHORUS

If I sent a rose to - you for ev - 'ry time you made me blue,
 You'd have a ROOM FULL OF ROS - ES,
 If I sent a
 rose of white for ev - 'ry time I cried all night, You'd have a ROOM FULL OF

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By special arrangement with
TIM SPENCER MUSIC, INC.

Professional Staff

HOLLYWOOD

Jack Perrin, Gen. Prof. Mgr.

Pete Kameron

CHICAGO

Chick Kardale

NEW YORK

Jack Shiffman

Wally Schuster

HILL AND RANGE SONGS, INC. BEVERLY HILLS, CALIF.



Just Released!
 "I'm in the Mood for Love"
 "The Monkey Song"
 MARY KAYE TRIO
 38495 (1-230)*

Just Released!
 "Lovers' Gold"
 "Till My Ship Comes In"
 DINAH SHORE
 38509 (1-254)*

"Baby, It's Cold Outside"
 "My One and Only Highland Fling"
 DINAH SHORE & BUDDY CLARK
 38463 (1-200)*

"Riders in the Sky"
 1. Wayfaring Stranger
 2. Woolie Boogie Bee
 BURL IVES
 38445 (1-175)*

"I Love You"
 "Sweet and Lovely"
 KAY KYSER
 38479 (1-217)*

"Everywhere You Go"
 "Again"
 DORIS DAY
 38467 (1-211)*

"A Wonderful Guy"
 "Younger Than Springtime"
 DINAH SHORE
 38460 (1-197)*

"Some Enchanted Evening"
 "Bali Ha'i"
 FRANK SINATRA
 38446 (1-174)*



*Columbia, "Masterworks" and ©D Trademarks, Reg. U. S. Pat. Off. Marcas Registradas, © Trademark

The Billboard MUSIC POPULARITY CHARTS
Juke Box Record Plays
 PART V
 Based on reports received last three days of Week Ending May 27

MOST-PLAYED JUKE BOX RECORDS

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

POSITION		Weeks Last This		Week (Week)		TITLE		ARTIST		RECORDING	
8	2	1	2	3	4	5	6	7	8	9	10
8	2	1	2	3	4	5	6	7	8	9	10
12	1	2	3	4	5	6	7	8	9	10	11
15	3	4	5	6	7	8	9	10	11	12	13
6	8	4	5	6	7	8	9	10	11	12	13
9	4	5	6	7	8	9	10	11	12	13	14
8	7	6	7	8	9	10	11	12	13	14	15
10	8	7	8	9	10	11	12	13	14	15	16
9	6	8	9	10	11	12	13	14	15	16	17
7	13	9	10	11	12	13	14	15	16	17	18
2	25	10	11	12	13	14	15	16	17	18	19
4	17	11	12	13	14	15	16	17	18	19	20
18	9	12	13	14	15	16	17	18	19	20	21
10	17	12	13	14	15	16	17	18	19	20	21
4	14	14	15	16	17	18	19	20	21	22	23
9	10	15	16	17	18	19	20	21	22	23	24
11	18	16	17	18	19	20	21	22	23	24	25
1	—	17	18	19	20	21	22	23	24	25	26
17	11	18	19	20	21	22	23	24	25	26	27
8	12	18	19	20	21	22	23	24	25	26	27
3	19	20	21	22	23	24	25	26	27	28	29
4	27	21	22	23	24	25	26	27	28	29	30
8	22	22	23	24	25	26	27	28	29	30	31
21	18	23	24	25	26	27	28	29	30	31	32
1	—	23	24	25	26	27	28	29	30	31	32
1	—	23	24	25	26	27	28	29	30	31	32
1	—	26	27	28	29	30	31	32	33	34	35
2	28	27	28	29	30	31	32	33	34	35	36
1	—	27	28	29	30	31	32	33	34	35	36
18	20	29	30	31	32	33	34	35	36	37	38
2	—	29	30	31	32	33	34	35	36	37	38

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

These Top Artists... and These Top Labels...
 combine to make This Haunting Ballad
The Next Top Song!!!



"LOVER'S GOLD"

Music and Lyrics by
 BOB MERRILL and MORTY NEVINS

Published by
OXFORD MUSIC CORPORATION

George Joy, President

1619 Broadway • New York 19, N. Y.

Jack Perry Chicago Jack Fay Boston Phil Kahl Hollywood

The Billboard
MUSIC POPULARITY CHARTS
 PART VI
Folk Record Section
 Based on reports received last three days of Week Ending May 27

Billboard
 TRADE SERVICE FEATURE

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Weeks	Last	This	Record	Artist	Label	
	to date	Week	Week				
14	2	1	1	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352-BMI	
3	8	2	1	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plowboy	V 21-0051	
15	1	3	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	V 21-0002-BMI	
9	4	4	1	I'M BITING MY FINGER-NAILS	E. Tubb-Andrews Sisters-Texas Troubadors	D 24592-BMI	
10	3	5	1	TENNESSEE BORDER	R. Foley	D 46151-BMI	
11	7	6	1	CANDY KISSES	G. Morgan	Co 20547-BMI	
9	4	7	1	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Co 20547-BMI	
2	14	7	1	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plowboy	V 21-0051	
31	6	9	1	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	D 46136-BMI	
2	-	10	1	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Co 12394-F-ASCAP	
4	9	11	1	I WISH I HAD A NICKEL	J. Wakely and Cowboy Band	Ca 57-40153	
4	14	11	1	RAINBOW IN MY HEART	G. Morgan	Co 20563	
2	-	11	1	RIDERS IN THE SKY	B. Ives	Co 38445-ASCAP	
8	-	14	1	CANDY KISSES	R. Foley	D 46151-BMI	
3	-	15	1	TAKE AN OLD COLD	"TATER"	J. Dickens	Co 20548
2	-	15	1	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401	

WARNING!

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

FOLK TALENT AND TUNES

By Johnny Sippel

Sunset Valley, folk music park, just outside of West Bend, Wis., has been opened by Erwin E. Rush and Richard Hafemann. Acts will be booked by the WLS Talent Bureau. . . . Curley Myers, formerly with the WLW Buccaneers, has opened Shady Acres Park near Frankfort, Ind. . . . Merle Travis (Capitol) and wife, Judy Hayden, are expectant parents. . . . The Fiddlin' Linvilles, who operate a Cincinnati lounge which features folk music, have parted company with King Records. . . . Jerry Behrens, formerly with the Renfro Valley Gang, Renfro Valley, Ky., has joined WLEX, Lexington, Ky. . . . Brad Malone and the Circle M Ranch Boys and Girls are airing from WGTM, Wilson, N. C., twice daily. Personnel includes Kitty Hinton, yodels and bass; Curly Mullikin, accordion; Connie Mullikin, guitar; Karl Pullin, trick fiddle and guitar, plus the leader's emcee and vocals. . . . Art Gunn, Arizona Cowboy of WPDQ, Jacksonville, Fla., has signed with Wrangler Records. . . . Slim Bland, former guitarist and vocalist with "Hayloft Hoedown," WFIL, Philadelphia, is working at WPWA, Chester, Pa., with the Four Western Aces. Bill Haley, group's leader, reports that they will re-open their Radio Park soon.

Johnnie Bailes, of the Bailes Bros. (Columbia and King) became the father of a son, John David, April 7. Group is doing six shows per week over KWKH, Shreveport, La., including the big "Louisiana Hayride." Johnnie is doing five d. j. shows weekly. . . . Chuck Brady and Betty Jean, of KFEQ, St. Joseph, Mo., are working out a series of regular stands for the entire week in their radio coverage area. Betty Jean has become square dance caller with the group. . . . "Hillbilly Music Festival" at WKLV, Blackstone, Va., will be held June 18, with seven MBS stations in Virginia carrying the show. After a festival luncheon at noon, a parade of over 100 floats will move to Blackstone Stadium, where the music will begin at 2:30 p.m. Tony Wren, King Records' Richmond salesman, has been appointed festival's program director by Ed Silverman, manager of WKLV. Thus far, Clyde Moody (King), the Country Cousins and Bill and Arlene, WRVA, Richmond; Midway Ramblers, WFLO, Farmville, Va.; Dixie Ramblers and the Rhythm Rangers, WSVS, Crewe, Va., and Sunshine Playboys, Farmer Boys and Farmerettes, Plantation Kids and Sunshine Quintette, of WKLV, will attend. A hillbilly queen and champion fiddler will be selected. Show, second annual affair of a series, is produced to provide funds for a community park and swim pool.

Romeo and Vernon Brinkley are working at WATL and WAGA-TV, Atlanta, in between tours in that sector. . . . Tex Miller's Pals of the Plains, formerly with WGBG, Greensboro, N. C., have moved to WCOG in the same city. Combo has signed with Rocket Records. Personnel includes Russel Bolen, lead guitar, fiddle and mandolin; Frances Harris, bass and guitar; Rusty Webster, rhythm guitar, bass and vocals, plus the leader's guitar. . . . Hank Williams (MGM) has broken up his unit and will do a single at KWKH, Shreveport, La. . . . Bill Bender, Colorado folk singer, has started work at WVOM, Ann Arbor, Mich. . . . Big Slim, who jumped from WWVA, Wheeling, W. Va., to WPIT, Pittsburgh, recently, reports that the Pittsburgh station is beginning a Saturday afternoon jamboree, which will

(Continued on page 37)

DAILY DOUBLE
 A TIP STRAIGHT FROM
 THE DISC-JOCKEYS THESE
 RECORDS ARE SURE WIN-
 NERS FOR THE . . .

**JUKE
 BOX
 SWEEPSTAKES**

**JIMMY
 DICKENS**

"COUNTRY BOY"
 (Written by FELICE & BOUDLEAUX BRYANT ascap)

Columbia 20585

**DAVE
 LANDERS**

"BEFORE YOU CALL"
 (Written by BRED ROSE ascap)

"IS THERE ANY NEED TO WORRY"
 (Written by JEAN BRANCH and HAROLD BUSKIRK bmi)

MGM 10427

TIP: PLACE YOUR ORDER AT ONCE WITH
 YOUR RECORD DISTRIBUTOR. WE DO NOT
 SELL RECORDS. SHEET MUSIC AVAILABLE.

Acuff-Rose
 PUBLICATIONS

2510 Franklin Road
 Nashville, Tenn.

ETNA RECORDS

THE PEAK OF PLEASURE

EVERY RECORD A HIT

Nicola Paoone
THE TELEPHONE NO RING!
I LOVE MY NINA
#1269

THE BIG PROFESSOR
WOMEN, WOMEN
#1501

THE LADY WITH THE
KITTY CAT
I LOVE ALL THE WOMEN
#1502

LATEST SENSATION HIT by

Frank Clifford

TONY, THE ICE MAN
THE SUBWAY SONG
#1503

ETNA RECORDS

55 WEST 42ND ST. NEW YORK 18, N. Y.

*A Tribute
to the memory of
KATHY FISCUS*

**KING
788**

THE DEATH OF LITTLE KATHY FISCUS

Backed by
A BUNDLE OF KISSES
Written and sung by
JIMMIE OSBORNE

Excerpt from a letter received from David H. Fiscus, the father . . .

"I feel that it (the record) is satisfactory from the standpoint of Mrs. Fiscus and myself, and we hereby give King Records Incorporated our permission to go ahead with it.

. . . We would not accept anything ourselves and if any monies are available from the sale of this record for any purpose, we would appreciate them being sent to the Children's Hospital in Los Angeles to be applied to the Kathy Fiscus Memorial Fund there."



GIVE TO THE
RUNYON CANCER FUND

The Billboard MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Based on reports received last three days of Week Ending May 27

BEST-SELLING RETAIL FOLK RECORDS

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

Weeks to date	Last Week	This Week	POSITION	RECORD	ARTIST	COMPANY
13	1	1	1	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
4	5	2	2	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plowboy	V 21-0051
3	3	3	3	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plowboy	V 21-0051
14	2	4	4	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	V 21-0002—BMI
7	6	5	5	I'M BITING MY FINGER-NAILS	E. Tubb-Andrews Sisters-Texas Troubadors	D 24592—BMI
15	4	6	6	CANDY KISSES	George Morgan	Co 20547—BMI
10	9	7	7	TENNESSEE BORDER	R. Foley	D 46151—BMI
3	—	8	8	RIDERS IN THE SKY	V. Monroe Ork	V 20-3411—ASCAP
5	13	9	9	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Co 12394-F—ASCAP
8	—	10	10	CANDY KISSES	R. Foley	D 46151—BMI
3	15	11	11	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401
35	12	12	12	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	D 46136—BMI
6	14	13	13	TAKE AN OLD COLD	J. Dickens	Co 20548
12	10	14	14	PLEASEN DON'T LET ME LOVE YOU	G. Morgan	Co 20547—BMI
1	—	14	14	PANHANDLE RAG	L. McAuliffe & His Western Swing Band	Co 20546

WARNING!

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ADVANCE FOLK RECORD RELEASES

- A Broken Heart**
J. Wakely (Go Your) Coral 64011
- A Dog and His Love for Me**
B. Hall (I Love) Talent 725
- A Letter Asking for My Broken Heart**
Sleepy Hollow Ranch Gang (Texas Lil) V 21-0070-48-0065
- A Package of Lies Tied in Blue**
Texas Jim Lewis (I Didn't) Exclusive 104X
- Alabama**
The Blue Sky Boys (You've Branded) V 21-0075-48-0072
- Arkansas Traveler**
S. Cooley (The Gal) V 21-0068-48-0063
- Automatic Woman**
Sons of the Soil (Why Am) Mer 6170
- Baby Blue Eyes**
J. Eanes (You Better) Cap 57-40174
- Be Careful**
D. Branam & The Brandy Mountain Boys (Maple on) Superior 126
- Blue Mexico Skies**
C. Moody (Over the) King 782
- Byrd's Boogie**
J. Byrd (Moonland) Mer 6198
- Cowgirl Ann**
B. Gegory & His Cactus Cowboys (I Miss) Manor 1183
- Cracker Boogie**
A. (Guitar Boogie) Smith (One Little) MGM 10441
- Don't Ever Fall in Love With a Cowboy**
D. Evans (Nothin' in) V 21-0076-48-0073
- Dora**
Cousin Ford Lewis (Hillbilly Gal) 4 Star 1312
- Down Home Boogie**
Delmore Bros. (Weary Day) King 784
- Everybody Wants My Picture**
Cowboy Dixon (My Love) Talent 727
- Get Along Blues**
M. Travis (That's All) Cap 57-40171
- Go Your Way and I'll Go Mine**
J. Wakely (A Broken) Coral 64011
- Good Luck to You**
The Seven Rows Brothers (Polk County) Talent 732
- Hawaiian Hotel**
Jenks (Tex) Carman (There's a) 4 Star 1303
- Heaven's My Home**
C. Story (Keep on) Mer 6199
- Hillbilly Gal**
Cousin Ford Lewis (Dora) 4 Star 1312
- Hillbilly Wolf**
B. Strickland & His Hillbilly Kings (When You Know) Sylvan 354
- Home Sweet Home**
P. Hunter & The Dude Ranchers (Take an) 4 Star 1314
- I Didn't Raise My Boy to Be a Billy**
Texas Jim Lewis (A Package) Exclusive 104X
- I Know What It Means to Be Lonesome**
P. Cassell (Why Don't) Coral 64010
- I Love You All the Time**
B. Hall (A Dog) Talent 725
- I Miss You All the Time**
B. Gregory & His Cactus Cowboys (Cowgirl Ann) Manor 1183
- I'll Be Yours**
R. Erickson & His Dude Ranch Boys (Promise Me) Jewel T-7003
- I'll Gladly Take You Back Again**
Mel & Stan (The Kentucky Twins) (I've Lost) Cap 57-40173
- It's Nobody's Fault But Your Own**
J. Rogers & His Forty-Niners (The Drunkard's) Apollo 209
- I've Lost All**
Mel & Stan (The Kentucky Twins) (I'll Gladly) Cap 57-40173
- Keep on the Firing Line**
C. Story (Heaven's My) Mer 6199
- Keep Your Motor Hot**
B. Nichols-The Melody Rangers (Who Puts) MGM 10440
- Maple on the Hill**
D. Branam & The Brandy Mountain Boys (Be Careful) Superior 126
- Mended One Broken Heart**
J. Hicks (Why Be) Talent 737
- Moonlight**
J. Byrd (Byrd's Boogie) Mer 6198
- My Little Girl**
C. Stone Ork (Strummin' on) CO 37-40170
- My Love Again**
Cowboy Dixon (Everybody Wants) Talent 727
- Nite-Spot**
D. Michael Ork (Silly Boy) Manor 1184
- No Use to Be Apart**
B. Walker (Why Did) Talent 726
- Nothin' in My Letter Box**
D. Evans (Don't Ever) V-21-0076-48-0073
- On the Wrong Side of the Track**
J. Skinner (You've Been) Radio Artist 246
- One Little, Two Little, Three Little Times**
A. (Guitar Boogie) Smith (Cracker Boogie) MGM 10441
- Over the Hill**
C. Moody (Blue Mexico) King 782
- Please Believe in Me**
"T" Texas Tyler (Soft Lips) 4 Star 1331
- Polk County Two-Step**
The Seven Rows Brothers (Good Luck) Talent 732
- Promise Me**
R. Erickson & His Dude Ranch Boys (I'll Be) Jewel T-7003

Hottest
TWO RECORDS
IN THE
COUNTRY

IMPERIAL

RECORD NO. 5045

Dick Lewis
And His All Stars

ONE RED BEAN

BACKED BY

JOSEPHINE

RECORD NO. 5046

Johnson Trio

SQUARE BEAR

BACKED BY

FAT DADDY BLUES

IMPERIAL RECORD CO. INC.

137 N. WESTERN AVE.
LOS ANGELES 4, CALIF.

PICK THE NUMBERS...that are paying off!
NATIONAL NUMBERS:

- 9073—THE RAVENS' "RICKY'S BLUES"
"THE HOUSE I LIVE IN (That's America to Me)"
- 9076—BILLY ECKSTINE'S "I ONLY HAVE EYES FOR YOU"
"BLUES"
- 9078—WINI BROWN'S "IF LOVE IS TROUBLE"
"HE'S GOOD ENOUGH FOR ME"
- 9072—T. J. FOWLER'S "RED HOT BLUES"
"HARMONY GRITS"
- 9077—CHARLIE VENTURA'S "DEED I DO"
"PENNIES FROM HEAVEN"

ORDER FROM YOUR NEAREST DISTRIBUTOR
of NATIONAL DISC SALES • 1841 BROADWAY, N. Y. 23, N. Y.

SPECIAL RELEASE!!!

A SONG ABOUT THE STORY THAT GRIPPED THE NATION FOR 3 DAYS
The Story of Little Kathy Fiscus trapped in the Well in San Marino, Calif.

"THE SAN MARINO TRAGEDY"

B/W
"CAPITOL LETTERS"

BY
SHORTY MORRIS

ON
RICH-R-TONE #451

MILLNER RECORD SALES CO.

110 NORTH 18TH ST.
ST. LOUIS, MO.
(Phone: Central 5681)

1704 MAIN ST.
KANSAS CITY, MO.
(Phone: Harrison 6940)

FIRST AND ORIGINAL VERSION

"I WISH I HAD A WISHBONE"

CASTLE #1315

BACKED BY

"DIDJA' EVER STOP TO THINK"

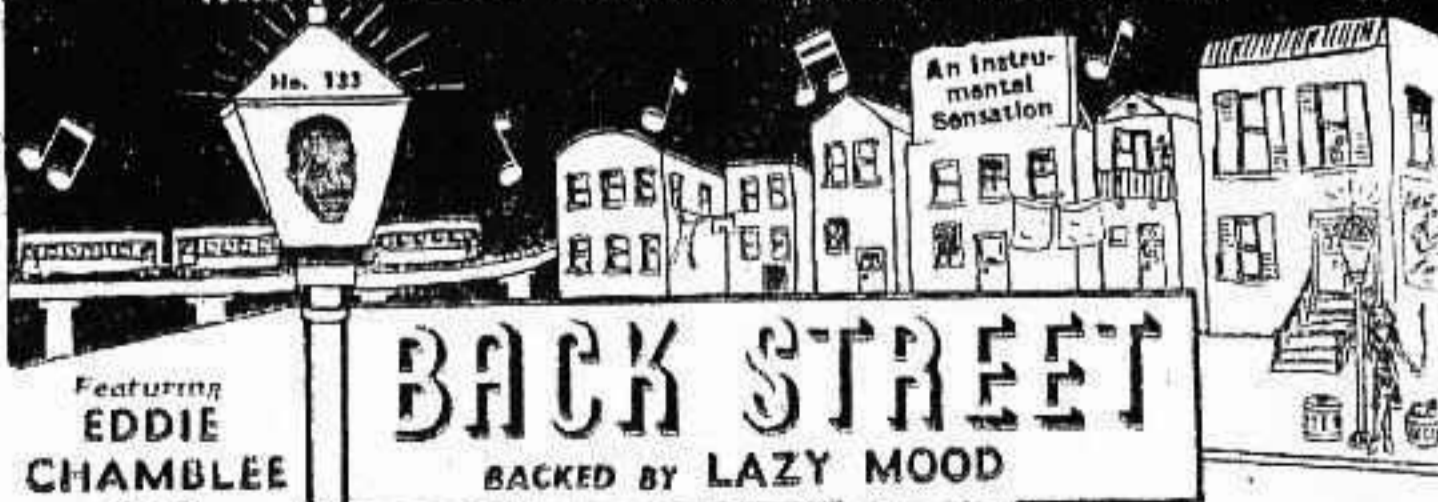


BY
LESLEY GREY

"QUEEN OF THE CASTLE"

ORDER NOW OR YOU'LL "WISH YOU HAD WISHBONE"

You Too Will Clap Your Hands
When You Hear This New MIRACLE RECORD HIT



Featuring
EDDIE CHAMBLEE
Tenor

BACK STREET

BACKED BY LAZY MOOD

MIRACLE Record Company • 500 E. 63rd St., Chicago 37, Ill.

BEST RECORDS IN '49

- D-11221 "TO MAKE YOU MINE" By Jon and Sonda Steals
- D-11217 "YOUR TEARS CAME TOO LATE"
- D-11218 "DOWNHEARTED"

By Al Trace and His Flame Throwers (Bob Vincent, Vocalist)

DAMON RECORDING STUDIOS, INC.

1221 BALTIMORE

VICTOR 2585

KANSAS CITY, MO.

Billboard MUSIC POPULARITY CHARTS

PART VII

Race Records

Based on reports received last three days of Week Ending May 27

Billboard TRADE SERVICE FEATURE!

BEST-SELLING RETAIL RACE RECORDS

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

Weeks Last 100 to Date	Last Week	This Week	Record	Artist	Label
7	3	1	1. TROUBLE BLUES Honey, Keep Your Mind on Me	C. Brown	Aladdin 3024—BMI
16	1	2	2. HUCKLEBUCK Hoppin' John	P. Williams	Savoy 683—ASCAP
7	6	3	3. HOLD ME, BABY Jitterbug Parade	A. Milburn	Aladdin 3023
5	2	4	4. LITTLE GIRL, DON'T CRY Mooney	B. M. Jackson and His Buffalo Beareats	King 4288
8	5	5	5. DRINKIN' WINE, SPO-DEE-O-DEE Blue Mixture	"Stick" McGhee	Atlantic 873
10	8	6	6. AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
8	8	7	7. D'NATURAL BLUES Little Girl, Don't Cry	L. Millinder	Ork V 20-3351
5	11	8	8. TELL ME SO Deacon Jones	The Orioles	Jubilee 5005—BMI
3	10	9	9. HOBO BLUES Hoogie Boogie	J. L. Hooker	Modern 663
5	13	10	10. HUCKLEBUCK Sympathetic Blues	R. Milton	Specialty 328—ASCAP
9	—	11	11. ROCKIN' AT MIDNIGHT Judgment Day	R. Brown-His Mighty, Mighty Men	Deluxe 3212
7	13	12	12. CLOSE YOUR EYES Candle Glow	H. Lance	Sittin' In 514—ASCAP
4	11	13	13. BACK STREET Lazy Mood	E. Chamblee	Miracle 133
6	—	13	13. HUCKLEBUCK DADDY Sugar Baby	J. Preston	Gotham G-175
1	—	15	15. COLE SLAW Every Man to His Own Profession	L. Jordan's Tympany Five	D 24633—ASCAP

WARNING!

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MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks Last 100 to Date	Last Week	This Week	Record	Artist	Label
17	1	1	1. HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
7	3	2	2. TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
8	2	3	3. DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
7	7	4	4. HOLD ME, BABY	A. Milburn	Aladdin 3023
6	4	5	5. LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Beareats	King 4288
6	5	6	6. TELL ME SO	The Orioles	Jubilee 5005—BMI
4	12	7	7. HOBO BLUES	J. L. Hooker	Modern 663
4	—	8	8. HUCKLEBUCK DADDY	J. Preston	Gotham G-175
1	—	9	9. POT LIKKER	T. Rhodes	King 4287
5	8	10	10. D'NATURAL BLUES	L. Millinder	Ork V 20-3351
3	—	11	11. BACK STREET	E. Chamblee	Miracle 133
11	6	12	12. ROCKIN' AT MIDNIGHT	R. Brown	Deluxe 3212
17	—	12	12. BOOGIE CHILLEN	J. L. Hooker	Modern 627
2	—	12	12. CONFESSION BLUES	Maxine Trio	Downbeat 171
2	—	12	12. HUCKLEBUCK	R. Milton	Specialty 328—ASCAP
3	—	12	12. HOOGIE BOOGIE	J. L. Hooker	Modern 663

ADVANCE RACE RECORD RELEASES

- Achin' Heart Boogie
C. Bivens (Unhappy Woman) Exclusive 102X
- After Hours Boogie
Pee Wee Crayton (Why Did I) 4 Star 1304
- Bir Baritone
J. Liggins & His Honeydrippers (Miss You) Exclusive 102X
- Boogie Barn Dance
J. Akers-A. Winter Trio (Boogie Barn) Highway 3456
- Boogie 88
A. Winter Trio (Boogie Barn) Highway 3456
- California Hop
Deacon McNeely & His Blue Jays (Sunday Dinner) Savoy 698
- Communications
S. Galliard Trio (Serenade to) MGM 10442
- Dancin' the Bop
S. Williams Ork (Oolie Baby) Plymouth 1050
- Edgar's Boogie
E. Hayes & His Stardusters (Sunday Mornin') Exclusive 106X
- Gee
M. Scott (Google Woogie) Exclusive 103X
- Google Woogie
M. Scott (Gee) Exclusive 103X
- Happy Days
H. Singer Sextette (Swanee River) Savoy 697
- Hot Dog
C. Powell & The Five Blue Flames (Last Saturday) Col 30162
- Hungara
E. Brooks Trio (Take Me) Modern 20-676
- I Love You So
Pee Wee Crayton (The Bop) Modern 20-675
- I Send My Regards
J. Grisson (In the) MGM 10445
- Ice Man
B. Mitchell (Song of) Blue 101
- If I Ever Cry (You'll Never Know)
B. Hull Jones (You've Got) Cap 57-70011
- I'm the Guy
The Four Tunes (I'm the) Last! Victor 22-0037-50-0016
- In the Middle of the Night
J. Grisson (I Send) MGM 10445
- Last Saturday Night
C. Powell & The Five Blue Flames (Hot Dog) Col 30162
- Let 'Em Roll
C. Williams Ork (Savin' and) Mer 8143
- Look What You Are Today
J. Gillum (Take One) V 22-0033-50-0017
- Lost Woman Blues
Sonny Boy Davis (Rattlesnake Blues) Talent 804
- Miss You
J. Liggins & His Honeydrippers (Bir Baritone) Exclusive 102X
- More Than Anything
J. Alexander-A. Haber & His Jazzmen (One in) Milton 5361
- My Last Affair
The Four Tunes (I'm the) Victor 22-0037-50-0016
- One in Three
A. Haber & His Jazzmen (More Than) Milton 5261
- Oolie Baby Gee
S. Williams Ork-L. Anderson (Dancin' the) Plymouth 1050
- Rattlesnake Blues
Sonny Boy Davis (Lost Woman) Talent 804
- Elders in the Sky
"Wingy" Manone & His Go-Group (The Round) Kem 2700
- Rocky Mountain Blues
J. Taylor (West Coast) Blue 103

Only
Mercury
has
the
HITS
on
Non-
Breakable

3 SMASH HITS THAT SHOULD BE ON EVERY JUKE BOX AND DEALERS COUNTER ALL OVER THE NATION!

Frankie Laine
"GEORGIA"



BILLBOARD PICKS . . . "Georgia" one of Laine's very best!
VARIETY . . . "Georgia" clicks!
DAILY VARIETY . . . "Georgia" Terrific! No one else need bother etching it!

It's on Non-Breakable Mercury 5293

P.S. "BE-BOP SPOKEN HERE" Looks like smash hit! MERCURY RECORD NO. 5301



Tailor made for
Eddy Howard
"Room Full Of Roses"

BACKED BY
"YES, YES, IN YOUR EYES"

It's on Non-Breakable Mercury 5296

Here is the greatest record he ever made

Vic Damone


"You're Breaking My Heart"

BACKED BY THE SMASH HIT
"FOUR WINDS AND SEVEN SEAS"

It's on Non-Breakable Mercury 5271



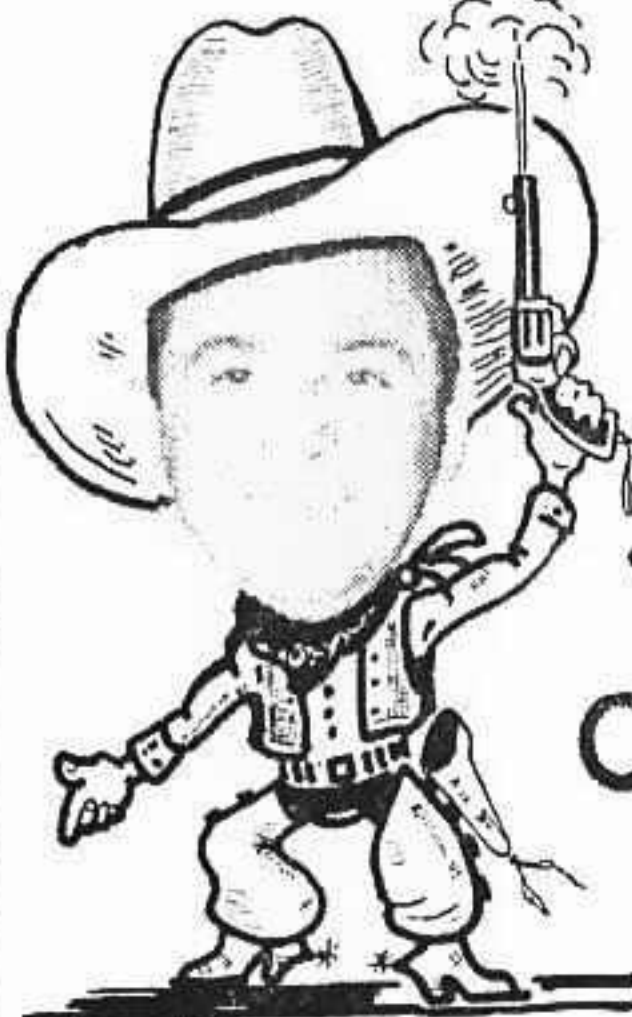

REMEMBER Only Mercury has the hits on Non-Breakable
THREE TO FOUR TIMES THE PLAY OF SHELLAC RECORDS

"Another Bullseye"  *By the Writers of*
"Red Roses for A Blue Lady"

THE BEST DRESSED COWBOY IN THE WEST
FLIPOVER

"I LOVE AN OLD FASHIONED POLKA"

Written and Sung
By
SID TEPPER
and
ROY BRODSKY
Dance Tone Record #1132

"YOU'RE HEARTLESS"
FLIPOVER

"RAIN OR SHINE"
 1133

"GLORIA"

Carroll's
 LATEST RELEASE

SELECT TERRITORY OPEN TO RATED DISTRIBUTORS. JUKE BOX OPERATORS CONTACT DIRECT IF NO DISTRIBUTOR IN YOUR LOCALITY. FREE SAMPLE RECORD TO LEGITIMATE OPERATORS.

Dance-Tone Record Co.
 1 BOULEVARD REVERE 51, MASS.



The Billboard MUSIC POPULARITY CHARTS
Record Reviews PART VIII

Based on reports received last three days of Week Ending May 27

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

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

The Categories
 Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY RETAILER OPERATOR

POPULAR
BUDDY JOHNSON ORK
 (Decca 24641)
Somebody's Knockin' 83--83--83--83
 Ella Johnson pipes a slow ballad in languorous, note-bending style, with the band providing a sock accompaniment in back. Could catch on.
If I Ever Find You, Baby 72--72--72--72
 Buddy warbles a rhythmic trifle pleasantly enough, but nothing special happens.

DAVID ROSE ORK
 (MGM 20139)
Decays Do Come True 73--76--73--70
 (Bob Carroll)
 Pretty Rose melody fitted with one of Leo Robin's weaker lyrics delivered first by the large string complement and then by Carroll's warm burly tones.
Orpheus Takes a Holiday 74--80--75--68
 Jocks will spin this series of themes from the classic as adapted for three minutes of Rose string-heavy cleffing.

DANNY KAYE (Male Chorus & Ork-G. Jenkins, Dir.)
 (Decca 24637)
There Is Nothin' Like a Dame 72--74--72--70
 Kaye and the chorus do a lively job with the "South Pacific" production number—but commerciality of the performance is low owing to the stagey, complicated nature of the song.
Honey Bun 87--87--87--87
 Somehow, this gay ditty from "South Pacific" hasn't caused much stir yet. Here, Kaye does an enthusiastic, zestful job that could hoist the number to a par of public acceptance with the other ditties in the show.

KATE SMITH
 (Jack Miller Ork)
 (MGM 10439)
A Million Miles Away 77--79--77--75
 A fine vehicle for the Smith lungs and she caresses it warmly for one of her best sides in ages.
I Promise 68--68--68--68
 Kate sings pleasantly enough with this waltz.

GENE KRUPA ORK
 (Columbia 38496)
Bambina Mia 66--66--66--66
 Bill Black handles the lyric of this new ballad adequately while the Krupa crew cuts a nice sound.
Dear Old Southland 76--80--76--72
 A smart arrangement of the standard in jump time spots some wonderful trombone and alto solo work.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY RETAILER OPERATOR

POPULAR
SID TEPPER-ROY BRODSKY
 (Dance-Tone 1132)
The Best Dressed Cowboy in the West 70--70--70--70
 The tune with the team for a snappy demonstration of their own humorous cowboy novelty. The melody is especially catchy—and very reminiscent of a little v. d. item titled "Nellie Gray."
I Love an Old Fashioned Polka 68--68--68--68
 Duo do another of their songs, this one a gay, promising polka. Their rendition isn't the strong one to bring out the best in the song, but it shows the possibilities.

RAY GILBERT-THE REGALAIRES
 (Columbia 38498)
Lorabelle Lee 75--75--75--75
 Gilbert, co-author of the sprightly, old-fashioned, sweetheart ditty, and a few group combine for a light, airy rendition that just suits the tune.
Send Me a Man, Amen 65--65--65--65
 This novelty, also a Gilbert tune, will make a good material piece for thrushes who specialize in humorous stuff, but it's incongruous when a man sings it, as Gilbert does here.

DON PABLO ORK
 (Rondo R-145)
The Walter Thornton Rumba 54--54--52--56
 Rumba dedicated to the model specialist is danceable and little more.
Serenade to a Flower 72--75--70--70
 Melodic little waltz instrumental bearing a retentive strain could catch some coin here and there.

AL MORGAN ORK
 (Universal U-148)
Jealous Heart 69--70--67--70
 Clified treatment of a country type ballad rendered by Morgan, who sounds a bit like Eddy Howard.
Turnabout 45--45--40--50
 Not much either in the song or the performance.

BENAY VENUTA
 (Harold Mooney Ork)
 (Mercury 5300)
Be My Little Baby Bumblebee 80--80--80--80
 Cute as a pin is this sparkling string of an attractive oldie with Benay and ensemble vocal spotted.
He's a Devil 80--80--80--80
 Another oldie draws the gay '90's treatment with honky-tonk piano bouncing away all the way while Benay and ensemble holler the vocal.

(Continued on page 120)

Billboard MUSIC POPULARITY CHARTS

PART IX
TRADE SERVICE FEATURE

Record Possibilities

Based on reports received last three days of Week Ending May 27

THE BILLBOARD PICKS:

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

YOU'RE BREAKING MY HEART.....Vic Damone.....Mercury 5211
Damone, who returned to wax contention with his "Again" etching, may have another winner in this adaptation of an Italian song. It's in the same groove as the warbler's first biggie, "I Have But One Heart," with Damone singing it in both English and Italian with tasteful Glenn Osser orking. Flip is the promising "Four Winds and the Seven Seas" ballad.

THERE'S YES! YES! IN YOUR EYES... Blue Barron Ork.....MGM 10417
Spritely revival of an ancient bounce ditty by Joe Santly and Cliff Friend is handed one of those rousing ensemble vocal shouts which is the vogue of the day. Could do a hefty juke biz.

THERE'S YES! YES! IN YOUR EYES ROOM FULL OF ROSES.....Eddy Howard Ork.....Mercury 5296
Eddy Howard has another potent pairing with his rendition of the Santly-Friend oldie (see Blue Barron above) falling into his usual silken smooth rhythm pattern with the trio offering the maestro vocal support. He also does a fine job with the promising country-styled ballad at a neat, bouncy dance tempo.

IT HAPPENS EVERY SPRING MAYBE IT'S BECAUSE.....Dick Haymes with Gordon Jenkins Ork.....Decca 24650
Magnificent singing by Haymes sells this pairing. He's relaxed and sings softly in his most effective fashion for the "It Happens" title tune and is joined by the Tattlers vocal group for a moody rendition of "Maybe," done much in the style employed for the smash rendition of "Little White Lies." Gordon Jenkins' orking is largely responsible for the effectiveness of the etching.

FOUR WINDS AND THE SEVEN SEAS IT'S TOO LATE NOW.....Mel Torme with Frank DeVol Ork.....Capitol 57-571
Torme, who has done extremely well with his initial couple of Capitol recordings, here has fashioned his best to date. He pipes the pretty "Four Winds" in front of a highly imaginative background for results which should stir plenty jukebox play as well as bring a good portion of the sales on the song to Capitol. The reverse is done lightly and politely in the Fog's "Careless Hands" groove. It's the same tune which Evelyn Knight got started on Decca.

THE DISK JOCKEYS PICK:

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

1. HUCKLEBUCK.....Tommy Dorsey.....Victor 20-3427
2. HUCKLEBUCK.....Frank Sinatra.....Columbia 38486
3. BABY, IT'S COLD OUTSIDE.....Laura Leslie-Don Cornell.....Victor 20-3448
4. BELLS IN HER EARRINGS.....The Stardusters.....Decca 24630
5. CHEEK TO CHEEK.....Ziggy Elman.....MGM 10421
6. GEORGIA ON MY MIND.....Frankie Laine.....Mercury 5293
7. LOVER'S GOLD.....Gordon MacCrae.....Capitol 57-628
8. ROOM FULL OF ROSES.....Sammy Kaye.....Victor 20-3441
9. I'M NOT TOO SURE OF MY AMOUR.....Ray McKinley.....Victor 20-3436
10. WHO DO YOU KNOW IN HEAVEN?.....Dick James.....London 399

THE RETAILERS PICK:

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

1. ROOM FULL OF ROSES.....Sammy Kaye.....Victor 20-3441
2. IT'S TOO LATE NOW.....Evelyn Knight.....Decca 24636
3. LOVER'S GOLD.....Ella Fitzgerald.....Decca 24646
4. FOUR WINDS AND SEVEN SEAS.....Sammy Kaye.....Victor 20-3459
5. BABY, IT'S COLD OUTSIDE.....Ella Fitzgerald-Louis Jordan.....Decca 24644
6. ROOM FULL OF ROSES.....Dick Haymes.....Decca 24632

THE OPERATORS PICK:

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

1. ROOM FULL OF ROSES.....Sammy Kaye.....Victor 20-3441
2. BABY, IT'S COLD OUTSIDE.....Louis Jordan and Ella Fitzgerald.....Decca 24644
3. ROOM FULL OF ROSES.....Dick Haymes.....Decca 24632
4. IT'S TOO LATE NOW.....Evelyn Knight.....Decca 24636
5. FOUR WINDS AND THE SEVEN SEAS.....Sammy Kaye.....Victor 20-3459
6. BABY, IT'S COLD OUTSIDE.....Don Cornell and Laura Leslie.....Victor 20-3448

FOLK TALENT AND TUNES

(Continued from page 32)

utilize guest artists. Slim has organized a square dance band. . . . Tennessee and Smitty Smith have left WSB, Atlanta, where they worked with the Sunshine Boys. Replacements are J. D. Sumner, bass, and Horace Floyd, tenor. . . . Carl Story (Mercury), Wade Mainer (King), the Puffenbarger family, with Little Robert and Lowell Blanchard, emcee from WNOX, Knoxville, play a jamboree at Asheville, N. C., June 14.

Joe Isbell, former WSB, Atlanta, yodeler, returns to Bismarck Hotel's Swiss Chalet, Chicago, June 10 for another extended stay. . . . Harold Vinneault, blues singer, now working with Golden Prairie Cowboys at CKMR, New Castle, N. B., reports that the group will record for Victor soon. Unit has numerous barn dance dates set for the summer. . . . Tennessee Haymakers (DC) have split up with Dub Howington, guitar, Jimmie Dean, accordion, and Herbie (Toothless) Jones, guitar and bass, working at the Dixie Pig, Washington bistro. Roy Howington, Chuck Frazier, guitar, and Jack Midkiff, bass, are touring with Hawkshaw Hawkins (King). . . . Elton Britt and Rosalie Allen recently cut duet sides for Victor. Miss Allen is conducting a hillbilly and Western amateur contest in conjunction with her disk jockey shows over WOV, New York. . . . Eddy Arnold will guest on the Spike Jones web show June 4.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Many thanks to.

"JACK THE BELLBOY"
Station
W. J. B. K
DETROIT



FOR SPINNING AND REVIVING THE ALL TIME POPULAR



"THE WALTZ OF THE BELLS"



Sympathy

PHIL REED
AT THE
Hammond

VOCAL BY
GENE JONES

※ 1134.



Dance-Tone Record Co.
1 BOULEVARD REVERE 51, MASS.

Billboard MUSIC POPULARITY CHARTS PART X

Advance Information

Based on reports received last three days of Week Ending May 27

ADVANCE RECORD RELEASES

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

POPULAR

- A Pair of Wooden Shoes
E Raye Quintet (The Love) MGM 10443
A Rose Was a Rose
D Drew (Bargain Day) MGM 10449
A Tenor Plays the Blues
Von Streeter & His Wig Poppers (Land-
Hills) Scoop S-9900
Afraid To Fall in Love
J Jensen Ork-B Morris (I Ain't) Coda
5000
Ah! Le Petit Vin Blanc
M. Laurence (Rosalin-Da Waltz) Cap
57-645
Ain't Misbehavin'
K. Starr (Good for Nothing) Modern
30-680
Alabama
J. Corvo & The Gem Blazers (Hobokus.
N. J.) Gem 1585
Alta En El Rancho Grande
J. Savitt Ork (720 In) Brunswick 80106
Amarillo
J. Graydon-4 Hits & a Miss (In the)
Coral 60066
Annette
D. Drake Ork (Mama's Gone) Cap 37-646
Auf Wiederseh'n
J. Laurens (That Wonderful) Mer 5303
Baby, It's Cold Outside
L & P. Loesser (Make a) Mer 5307
Bargain Day
D. Drew (A Rose) MGM 10449
Beautiful Carnation
D. Kuanna & His Islanders (He Manao)
Cap 37-647-34-647
B-Bop Spoken Here
P. Laine-C. Fischer Ork (Nevertheless)
Mer 5304
Be the Good Lord Willing
W. King Ork (Rue De Romance)
V 20-3471-47-2933
Brand New Dolly
J. Costa (Sant' Ste.) MGM 10448
Check to Check
A. Ray Ork (Strummin' on) Cap 57-644
Chit'lins
Von Streeter & His Wig Poppers (Hog's
Knuckles) Scoop C-9001
Dark Eyes
H. (Red) Allen Ork (Red Jump) Bruns-
wick 80110
Dites Moi
J. Sablon (Paris Wakes) V 20-3473-47-2935
47-2935
Don't Dilly Dally
L. Welch (Weddin' Day) Mer 5307
Don't Never Hurt Your Mother
D. Allen (No, No, No, No) Laurel SLS
7000-8000
Don't Save Your Kisses for Tomorrow
P. Michels (I Oughta) Castle 1403
Ecuador
S. Kenton Ork (Journey to) Cap 57-631
Fantastic
Four Knights (The Crystal) Coral 80072
Five Foot Two, Eyes of Blue
M. Thal & Miss Bones (The Sheik) Mod-
ern 30-678
Get Me One of Those
J. Dee Ork (Take It) Regent 158
Good for Nothing Joe
K. Starr (Ain't Misbehavin') Modern
20-680
Having the Time of My Life
B. Harris Trio (Window Shopping) Pru-
dentia P-101
Be Manao No' La Oe
D. Kuanna & His Islanders (Beautiful
Carnation) Cap 37-647-34-647
Hell's Bells
A. Kassel Ork (His Excellency) Mer 5298
His Excellency of the American Society of
Little Pink Toes
A. Kassel Ork (Hell's Bells) Mer 5298
Hog's Knuckles
Von Streeter & His Wig Poppers (Chit-
lins) Scoop S-9901
Hobokus, N. J.
J. Corvo & The Gem Blazers (Alabama)
Gem 1586
Homework
F. Warren (You Can) V 20-3466-47-2929
47-2929
I Ain't Got Nothin' But the Blues
W. Herman Ork (I Must) Coral 60055
I Ain't Happy, Pappy
Six Hot Pretzels (When the) Pla-Mor 500
I Ain'ta Gonna Tell
J. Jensen Ork-B. Morris-B. Barry
(Afraid to) Coda 8090
I Get a Little Older Every Day
L. Charney-E. Beal Quintet (Magical
Moments) Spinet 1001
I Never See Maggie Alone
K. Roberts (Wedding Bells) Coral 64012
I Oughta Know Better
P. Michels (Don't Save) Castle 1403
If I Could Be With You
J. Teagarden Ork (My Melancholy)
Regent 159
If You Could Only Learn to Love Me
B. Lawrence (Little Fish) V 20-3470-
47-2932
I'll Have a New Life
Chuck Wagon Gang (Looking for) Col
20587
I'm a Little Cuckoo
The Pontane Sisters-P. Cavanaugh Trio
(The Turtle) V 20-3463-47-2925
I'm in the Mood for Love
M. Kaye Trio (The Monkey) Col 38495-
1-230

- I'm Going Around and Around
R. Koury (When the) Castle 1401
I'm in the Mood for Love
L. Armstrong (You Are) Brunswick 80107
I'm Oh, So Lonesome Tonight
K. Starr-P. DeVol Ork (It's Time) Cap
57-639
In a Shady Nook by a Babbling Brook
A. Mooney Ork (Twenty-Four Hours)
MGM 10446
In the Good Old Summertime Album-
J. Garland (2-10")
MGM L-11
I Don't Care MGM 50026
Meet Me Tonight in Dreamland .
MGM 50025
Play That Barber Shop Chord . .
MGM 50026
Put Your Arms Around Me, Honey .
MGM 50025
In the Spring of the Year
J. Graydon-4 Hits & a Miss (Amarillo)
Coral 60068
It Happens Every Spring
A. Lund (Look At) MGM 1044
It Happens Every Spring
F. Martin Ork (Weddin' Day) V 20-3465-
47-2928
It Looked So Good in de Window
Z. Valent-V. Monroe Ork (The Tele-
phone) V 20-3472-47-2934
It Must Be Jelly 'Cause Jam Don't Shake
Like That
W. Herman Ork (I Ain't) Coral 60056
It's So Peaceful in the Country
M. Bailey-The Delta Rhythm Boys
(Lover, Come) Brunswick 801 & 80100
It's the First Time
K. Starr-P. DeVol Ork (I'm Oh) Cap
57-639
I've Saved It All for You
Bobby Worth-Buddy Worth Trio (Two
Lips) Jewel S-3004
Journey to Brazil
S. Kenton Ork (Ecuador) Cap 57-631
June Night
C. Edwards (Singing In) Mer 5300
Just One Way To Say I Love You
P. Como-M. Ayres Ork (Let's Take)
V 20-3469-47-2931
Knock Wood Polka
W. Bumelic Ork (We're Gonna) Mer 2086
Land O'Lakes Sweetheart
L. Duchow & His Red Raven Ork (Mil-
waukee Polka) V 20-3473-46-0070
Landslide
Von Streeter & His Wig Poppers (A
Tenor) Scoop S-9900
Let's Take an Old-Fashioned Walk
P. Como-M. Ayres Ork (Just One) V
20-3469-47-2931
Little Fish in a Big Pond
B. Lawrence (If You) V 20-3470-47-2932
Little Pink and White Lady
Highway Serenaders-J. Lennon (Only
You) Highway 3455
Lora-Belle Lee
J. Finn Ork (Twilight) MGM 10447
Love Will Find a Way
J. Tarto & His Bardies (Pyramid Polka)
Mer 2085
Lover, Come Back to Me
M. Bailey (It's So) Brunswick 80103
Lover's Gold
L. Green Ork (There's Yes) V 20-3464-
47-2927
Lover's Gold
D. Shore-H. Winterhalter Ork (Wait-
Till) Col 38509-1-294
Magical Moments
L. Charney-E. Beal Quintet (I Get)
Spinet 1001
Make a Miracle
L & P. Loesser (Baby, It's) Mer 5307
Mama's Gone Goodbye
D. Drake Ork (Annette) Cap 37-646
Milwaukee Polka
L. Duchow & His Red Raven Ork (Land
O) V 20-3474-48-0070
My Borrta
J. Laurens (Roseanna) Mer 5303
My Girl Friend Mabel
La Motta Bros. Ork (Who Got) Manor
1186
My Melancholy Baby
J. Teagarden Ork (If I) Regent 159
Nevertheless
F. Laine-F. Fischer's Ork (Ba Bop
Spoken) Mer 5301
No Dice Polka
W. Solek Ork (Shut the) Harmonia
H-1703
No, No, No, Not That
April Stevens (Don't Never) Laurel SLS
7000-8000
Nobody's Sweetheart Now
Little Sans & Lee (Red Head) Apollo 1148
Oh, My Darling
E. Oliver Ork-Smith Twins (Song of,
Jewel) GN 10, 006
Only You
Highway Serenaders-J. Lennon (Little
Pink) Highway 3455
Paris Wakes Up and Smiles
J. Sablon (Dites Moi) V 20-3473-47-2935
Pyramid Polka
J. Tarto & His Bardies (Love Will) Mer
2085
Sad
Little Sans & Lee (Nobody's Sweetheart)
Apollo 1148

(Continued on page 119)

Billboard MUSIC POPULARITY CHARTS PART XI

Album Reviews

Based on reports received last three days of Week Ending May 27

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS

Table with 2 columns: Rating (70-100, 80-89, 70-79, 40-69, 0-39) and Description (100 points—the maximum, tops, excellent, good, satisfactory, poor)

THE CATEGORIES

Table with 2 columns: Category (1. Production idea, 2. "Name Value", 3. Caliber of Material, 4. Manufacturers' Distribution Power, 5. Exploitation Aids, 6. Interpretation, 7. Record Quality, 8. Manufacturers' Production Efficiency, 9. Packaging) and Max. Pts. (15, 15, 15, 10, 10, 35, 5, 5, 10)

TONY PARENTI'S RAGPICKERS 68

ALBUM—RALPH SUTTON—GEORGE WETTLING (3-10") Circle S-21
Catact Rag; The Entertainers Rag; Nonsense Rag; Redhead Rag; The Lily Rag; Crawfish Crawl. Disregarding such classifications as "modern," "primitive," "bebop," or what have you, the question is "good or bad jazz?" In the case of this album—it's good. The musicians play with fine intensity, a driving pulse, variety and integration. Although the musical form is from a bygone era, the participants show the influence of modern jazzmen—for example, clarinetist Parenti throws an occasional tribute to B. Goodman, and some modern chord changes are used. Generally, however, a certain period charm is created here that should appeal to buyers beyond the limits of the Dixieland and New Orleans cliches. Cover is in fine taste and Harriet Janis's liner notes make interesting reading.

BURL IVES (VOL. 3)—BURL IVES 70

(4-10") Decca A-711
Rodger Young; Foggy, Foggy, Dew; Big Rock Candy Mountain; Blue Tail Fly; I'm Goin' Down the Road; I'm Thinking Tonight of My Blue Eyes; It Makes No Difference Now; Old Uncle Ned; On the Grand Canyon Line. This collection, composed mainly of reissues, does not represent Ives at his best, but in view of his more recent pop success, should enjoy a lively sale. The pure folk charm of some selections has been dissipated by the use of city jazz instrumentation, or by a chorus, and a couple of the selections were done with more relish by Burl on earlier cuttings. Cover and notes are adequate.

SQUARE DANCE FIDDLEING' ALBUM—CLAYTON McMICHEN 78

(3-10") Decca A-705
Turkey in the Straw; Old Hen Cackle; Fiddler's Dream; Old Joe Clark; Pretty Little Widdler; Shortenin' Bread; Fire in the Mountain; Ida Red; Sally Goodin; Soldier's Joy; Arkansas Traveler; Mississippi Sawyer; Sourwood Mountain; Peter Went a Fishin'; Sugar in the Gourd; Devil's Dream; Rickett's Hornpipe; Fisher's Hornpipe. Square dancing is due for one of its biggest seasons and this collection should fill the bill for most groups. The fiddler is accompanied by banjo or guitar or both, and he generates some powerful music. For rhythmic precision this man can't be topped, and the gusto he puts into his playing makes for top enjoyment. There are no calls, which should make the set more suitable to instruction groups. Alan Lomax's liner notes are highly entertaining.

BOB WILBER AND HIS JAZZ BAND 66

(3-10") Circle S-24
Coal Black Shine; Sweet Georgia Brown; When the Saints Go Marching In; The Mooche; Limehouse Blues; Zig Zag. This is an album of jazz sliced by a mixture of old and new masters of the Dixieland school. It sounds surprisingly fresh and spirited coming in the midst of the pop age. This is not free-wheeling Dixieland in the traditional fashion. Rather there are evidences of arrangements and organization in these sides. Standing out in the group is the excellent growl trumpet-voicing of Henry Goodwin while the leader, young Bob Wilber, draws most of the solo work on his clarinet and soprano sax. Collectors of old school music will want this while boys could take a listen just for a lesson in relaxation. Bud Blach's liner notes would want you to believe that Bob Wilber is today's jazz.

MERCURY MINIATURE PLAY-HOUSE 63

(20-7") Mercury
Complete line of miniature kiddie romances packed in a display box. Titles are in five groups: "Christmas Carols," "Singing Games," "Mother Goose," "Lullabies," "Rounds and Roundelays. Most successful by far are the "Mother Goose Songs" and the "Singing Games," latter groups performed by Gilbert Mack, Anne Vincent and the Mother Goose Singers. Here the words are clear, and the productions lively. But here also the titles meet with stiff competition from other lines that have stronger merchandising points. Other groupings feature Jean Richie with her dulcimer, and the Ding Dong Bell Singers. Words are not as clear, and productions are dull. The titles—folk songs mostly—are not common, but are also over the heads of most miniature disk fanciers. Physically, this line will encounter tough sledding. Packages for all titles are the same, as are the labels, while there are a number of 25-cent lines on the market now that feature a wide variety of colorful sleeves, and individual art work for each label to help pre-school tots identify their favorites. Also other productions are more elaborate, and more life-like. Some of the disks are bumpy, and the edges haven't been smoothed off.

SPRIT OF LIBERTY MARCHES 75

—AMERICAN LEGION BAND OF HOLLYWOOD, CALIF.—JOE COLLING, director (4-10") Decca A-713
Hail to the Spirit of Liberty; Liberty Bell; National Emblem March; General Pershing March; American Patrol; Parade of the Legionnaires; The Jolly Coppersmith; You're a Grand Old Flag. Here's a rousing set of American marches which are played with such zest and cleanliness as to make this package a pleasurable excursion into the realm of patriotic music. It's not often that marching music can satisfy, entertain and rouse the patriotic spirit all at one throw. For the coming Decoration and Independence Day holidays, a package like this one should find a moderately brisk market. Perfect for army p.a. systems.

NEW PORTRAITS OF OLD MASTERS ALBUM—SYLVIA MARLOWE 58

(4-10") Decca A-622
Toy Counter; The Village Blacksmith; Cuckoo-Cuckoo; 18th Century Barrelhouse; Dance of the Spanish Onion; My Dog Has Fleas; Mr. Mozart Meanders; Haydn Setks. There's little doubt that Miss Marlowe is one of the better harpsichordists around. But her idea of jaxing up some charming 18th century pieces is misdirected. What she plays isn't for the jazz fans, and most harpsichord fans will prefer the pieces in their original form. In fact, the original rhythms are more compelling, too. At best this may be described as "novelty," and it's pretty pedestrian at that.

SYMPHONIC SONGS ALBUM—RISE STEVENS-MORRIS STO. LOFF, director (4-10") Columbia MM-836

Tonight We Love; Full Moon and Empty Arms; Strange Music; Since First I Met Thee; Our Love; The Lamp Is Low; As Years Go By; Moon Love. Rise Stevens, the popular Metopera mezzo-soprano, tackles the pop versions and lyrics set to themes borrowed from the classics written by Beethoven, Tchaikovsky, Brahms and others. It makes one helluva fine commercial idea and the result should sell a potful of albums (and LP records) when these are released on LP for a lot of months to come. The work, under the baton of movie studio conductor Morris Stoloff, tries to retain the guts of the original works while Miss Stevens thrashes the corned pop lyrics amiably.

RCA To Urge Clearance Sale On Retailers

Month-a-Year Price Cuts

CHICAGO, May 28.—RCA Victor, drawing a parallel with merchandising practices in other industries, is alerting dealers to the desirability of an annual record clearance sale in order to move surplus stock. In a letter signed by George Koch, local Victor sales manager, it was stated that a periodic annual clearance was needed and that, until further notice, a one-month sale would be recommended during the second quarter of the year. The purpose, according to the letter would be to clear inventory so that the dealer could start anew in the fall. The Chi Victor sale would start May 31 and end July 2.

It was learned that Victor's philosophy is on a national level, with the suggested idea of a sale to be sent to dealers throught the country.

List Prices Unchanged

"We are not making any changes in the suggested list prices of RCA Victor records," the letter stated. "It is our opinion that the sale should embrace all RCA Victor records (with the exception of all records released since January 1, 1949)."

The letter suggested that 10-inch red seal (RS) disks be sold for 49 cents each or two for 95 cents, while 12-inch RS go for 59 cents each or two for \$1.15, based on the purchase price of 70 per cent off list. Kidisk albums might be sold for three for the price of one at 80 per cent off regular list. Masterpiece pop and miscellaneous albums might go at three for one, with mark-offs from 50 to 70 per cent off regular list. Pop, hillbilly and race records, which went for 12 cents per copy, might be sold at six for \$1, while those at 21 cents list would go for 35 cents each. International series platters might sell for 35 cents each or three for \$1, based on a net cost of 21 cents each.

Sale List

The attached sale list carried 99 10-inch RS disks (70 per cent off list); 117 12-inch RS (70 per cent off); 39 assorted RS, RS viny and show tune albums (60 per cent off); 153 miscellaneous albums (70 per cent off); 59 different albums, including kidisks (80 per cent off); 555 international and foreign series disks (21 cents each); 60 international and foreign disks (50 cents each); 58 assorted pop, h.b. and race disks (21 cents each); 500 assorted pop, h.b. and race (12 cents each).

In Chicago, the Victor move met some opposition on the part of the local independent record retailers' associations, which banded together in an effort to halt the projected clearance sale. Reps of the associations told Walter Norton, Victor distrib exec, that they were opposed to the projected Victor "dumping." Norton said the clearance sale was a new type of merchandising which had been used successfully in parallel industries, and he felt that dealers wanted this type of inventory clearance.

Aronson Managing MGM on West Coast

HOLLYWOOD, May 28. — MGM Records has placed Irving Aronson in temporary command of its Coast operation, to replace ailing Jesse Kaye. Aronson, on Metro pix music payroll, will handle artists and rep duties until Kaye is sufficiently recovered to resume berth. Kaye is currently on the mend, following serious illness which forced him out of action several weeks ago.

Billy Eckstine Hitting Top; Year's Gross May Reach 500G

NEW YORK, May 28.—Instigated by a series of fast-moving wax works, singer Billy Eckstine's gross income for the year may hit the half-million dollar mark, according to trade estimates. For many years recognized as a top singer by sthetes, Eckstine in the past few months has succeeded in breaking thru race barriers in many portions of the nation to establish himself as a hot box-office item.

Last week the singer earned over \$4,000 in salary and bonuses at the Town Casino, Buffalo. Eckstine spent the three weeks previous at the Paramount Theater here, where he caused more than a mild box-office stir and was awarded a \$3,000 bonus by the management as well as a formal offer to headline the theater's Christmas show this year. Eckstine and Charlie Barnet's band are currently jamming Bop City nightly in the first week of a three-weeker at the Broadway jazz bistro.

Hit Wax Responsible

The underlying success factor is Eckstine's string of hit wax on the MGM label now, and earlier on National platters. MGM execs credit Eckstine as the firm's most consistent disk seller. *Bewildered*, the disk most immediately responsible for his boom, has topped the 300,000 mark in sales, while the remainder of the Eckstine wax catalog has been selling a minimum of 150,000 copies. *Caravan* sold over 175,000 in its first month, according to publisher royalties paid up to the month of March.

Eckstine's disk income for the year should hit around the \$100,000 mark, including both his fresh MGM and his old National catalog items. His personal manager, Milton Ebbins, estimates that Eckstine will have played about three months of one-nighters, including a one-month concert tour tentatively slated for September, which will earn for him about \$200,000. In theaters, with his price up as a result of the Paramount sock, the singer is expected to gross about \$90,000 for the year. He is skedded for the Chicago Theater, Chicago, for a two-week date at \$12,500 per, with Eckstine required to buy a \$3,500 accompanying show. The artist, booked thru the William Morris Agency, figures

to gross around \$50,000 for night club appearances, with dates set for the Chez Paree, Chicago; the Casbah, Hollywood, and probably the Bowery in Detroit.

Eckstine should skirt the \$500,000 mark for the year with income for the first flick which he will make on the MGM lot as a result of a contract completed two weeks ago and from a miscellany of odd incomes from his songwriting efforts and from his endorsement and co-ownership of a shirt and bow-tie business bearing the "Mr. B" tag.

Jones Sues AMI To Break Pact

HOLLYWOOD, May 28. — Stan Jones, composer of *Riders in the Sky*, this week-end filed suit to break his publishing pact with American Music, Inc. (AMI), alleging that the pubbery, owned by S. C. Cross, had failed to live up to contractual commitments. Suit, filed Friday (27) in Los Angeles Superior Court by attorney Jerry Rolston, seeks to rescind two separate publishing agreements with American Music involving five tunes. Deals were signed December 5, 1948, and January 21, 1949, long before *Riders* zoomed Jones to fame.

Jones charged American Music with misrepresentation, claiming he was promised placement of his tunes with Decca and RCA Victor within two weeks after the pact was signed, but pubber never delivered. He also alleged that the publisher assured him of an American Society of Composers, Authors and Publishers (ASCAP) affiliation, whereas the tunes were assigned to a Broadcast Music, Inc. (BMI) catalog. Moreover, Jones charges that his tunes were never properly exploited nor did the contract assure him of a publication date. Thus, the tunesmith argues, the pact is void because of no promise of activity on part of the pubber.

Jones recently inked a management deal with William Morris Agency and is currently negotiating to place other original cleffings with top publishing houses.

Music—As Written

New York:


Reco-Art, sound recording company, Philadelphia, is moving to larger quarters at 1305 Market Street. The new studio is 51 by 23 feet, with latest acoustic and recording equipment. . . . **The Loumel Morgan Trio** cut four sides for the new Manhattan label in New York last week. . . . **Billy Kyle**, jazz pianist, has a new trio at Cliff's Melody Room, atop Bowman's in Harlem. . . . **Alice Dixon**, chirp formerly with Jimmie Lunceford, is doing a single at Wells' Uptown. . . . **Francis E. Stern**, president of Stern & Company, of Hartford, Conn., Columbia Records distrib for Connecticut and Western Massachusetts, has completed a seven-month cross-country trek. He says the future of record business looks okay. . . . **Chirp Jackie Cain** left the **Charlie Ventura** combo due to illness. She has been replaced by **Betty Bennett** and **Beverly Brooks**. . . . **Alec Wilder** has cleffed the music for four kidisks on Walt Disney subjects, to be produced by Little Golden Record. **Peter Donald** will narrate.

"Moon of Manakura," **Frank Loesser** oldie, which was reported as set to go into the cleffer's new Frank Music firm, actually remains with Bobby Mellin's Robert Pubbery for five years before the copyright can revert to Loesser. . . . The Billboard Record Possibilities last week credited **Tony Alamo** for a vocal which **Dan Cornell** actually did on "Room Full of Roses." . . . **Dizzy Gillespie**, **Dinah Washington** and the **Ravens** are slated for the Click Club in Philadelphia for two weeks, beginning June 17, with the same package due to follow up with a date at Bop City, here.

Chicago:

Warren Ketter, flack chief for Tower Records, ankleed the diskery to join **Dave Garroway**, WMAQ, disk jockey as promotion man. . . . **Cy Stern**, assistant to **Art Talmadge**, Mercury promotion chief, is leaving the firm and currently mulling several other deals in the music field. . . . **Larry Fotine** inked with World Transcriptions. . . . **Jackie Cain** has been replaced with **Charlie Ventura's** bopsters by **Betty Bradley**. . . . **Betty Clarke** leaving **Blue Barron** ork to await the stork. . . . **4 Star**, the Coast label, releasing its folk dance sides on the new four-and-a-half-minute platters a la Decca's "Once in Love With Amy" by **Ray Bolger**. . . . **Glen Wallich**, Capitol prexy, and **Bob Thiele**, Signature and Hi-Tone boss, in town looking over distrib set-ups.

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The Billboard
MUSIC POPULARITY CHARTS
PART XII
TRADE SERVICE FEATURE

The Honor Roll of Popular Songwriters

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NO. 21—IRVING BERLIN (PART II)

By Jack Burton

Thirty-eight years have elapsed since Irving Berlin entered Tin Pan Alley's Hall of Fame to the stirring strains of *Alexander's Ragtime Band*. With each new decade he has won fresh laurels, not alone in the pop song field but as the author-composer of both stage and film musicals that have established astounding box-office records. What makes these achievements all the more incredible is the fact that Berlin, by his own admission, is a "musical ignoramus." He can play and compose only in the key of F sharp and must have an amanuensis to transcribe the notes on paper after he has worked out a tune on his celebrated "Buick," a piano that changes the key mechanically by the simple flip of a lever.

This Cinderella man of music, however, has suffered heartaches along his road to fame—heartaches that changed him from a writer of syncopated tunes that tickled the risibilities and the feet of millions into a true sentimentalist whose ballads have left a deep and lasting impression on the hearts of the world. In 1912 he married Dorothy Goetz, sister of E. Roy Goetz, the theatrical producer, and six months later Mrs. Berlin died of typhoid contracted on a honeymoon in Havana. Berlin was overwhelmed with grief. No longer could he write the rousing songs to which the nation danced. He sought relief from his sorrow at the keyboard of his piano and wrote *When I Lost You* as a tribute to his wife. The public made it a million-copy seller just as it had done 10 years before with Carrie Jacob Bond's *Just A-Wearyin' for You*.

Two years later, after time had gradually assuaged his grief, this troubadour from the sidewalks of the Bowery who had risen to musical heights in less than a decade wrote the complete score for *Watch Your*

Step. This, the first of his many Broadway successes, was a revue built solely around ragtime music, a theatrical innovation. Then, following a hitch in the army during World War I, he founded the music publishing house of Irving Berlin, Inc., and also glorified with the magic of his melodies the *Ziegfeld Follies*, which heretofore had been glorifying feminine pulchritude to the strains of mostly second-rate tunes.

But there are no four-wheel brakes on the ambitions of Irving Berlin. Having written for the theater and starred in the theater, he decided in 1920 to build a theater of his own. He endowed it with the warm, restful charm which marks his melodies, christened it *The Music Box*, and staged here his annual *Music Box Revues*, which testified not only to his genius for musical composition but to his talent for theatrical production as well.

Then in 1925, when he was wooing Ellin Mackay, Irving Berlin poured his heart into a group of ballads as poignant and tender as any of the love sonnets Elizabeth Barrett Browning ever wrote. Of course, he won the girl even though her name was in the *Social Register*, for what woman could say "no" to a song like *All Alone* or *Always*? But winning over her father, head of Postal Telegraph, was an even greater achievement for a little guy who had no social background or family crest.

The Crash

The stock market crash of 1929 hit Irving Berlin hard. The "grizzly bear," which "everybody was doin'" in one of his early songs, turned around and did Irving Berlin, but good. For a time he was panic-stricken just as he had been one winter night when as a boy a loading crane had knocked him into the icy

waters of the East River. The struggle to reach the deck called for the use of two hands, but he made it with one. He clutched four copper cents in the other, and that was too precious a fortune to be discarded even in a battle to survive. Now the same poverty-bred courage and determination enabled him to retrieve a lost fortune. Again Irving Berlin "made the dock," but this time his hands were filled with bankrolls. He wrote the scores for the three most successful shows of the depression years of 1930, 1931 and 1940, and also struck gold in California with the music for three films that netted him approximately \$1,000,000 in royalties.

But it was during the embattled years of World War II that Irving Berlin gained his greatest stature—not as a songwriter but as a 100 proof bottled-in-bond patriot; for when the war clouds gathered on the American horizon in 1941, he went to work exclusively for Uncle Sam. He wrote songs for war bond drives, for the Red Cross, to stimulate all-out factory production. And he did it for free—for love of country. Then, following the attack on Pearl Harbor, he volunteered his services to the Army Relief Fund. *This Is the Army* was the glorious result, this G. I. musical show netting \$2,000,000 on a coast-to-coast tour and adding another \$3,000,000 to the fund when filmed.

But *This Is the Army* was more than a money-maker. It brought the priceless solace of laughter and song to the battle-weary and wounded in all the American theaters of operation. And Irving Berlin tramped with the show to Europe and the scattered islands of the far Pacific, making personal appearances in hundreds of combat zones, rest camps and field hospitals and giving unstintingly of his time, talent and physical strength. In this way, he paid his debt to the land of his adoption, but he would be the last to admit that the books have been balanced.

In fact, the patriotism of Irving

Berlin didn't cool off when G. I. Joe exchanged his battle dress for a bronze service button. Only last December, he gave up spending the Christmas holidays at home with his three daughters in order to join Bob Hope, Jinx Falkenburg and Tex McCrary on a flight to Germany where 10 shows were staged for personnel of the Berlin Airlift and 15 personal appearances were made at clubs, hospital and flight bases in five days.

Today Irving Berlin has nothing to fear from the wolf that scratched a half-century ago at the door of 330 Cherry Street. For example, his royalties during the three-year run of *Annie, Get Your Gun* averaged \$4,500 weekly; his publishing house made close to \$500,000 on the score; and he shared in the split of \$650,000 that Hollywood paid Rodgers and Hammerstein, the producers, for the movie rights to this production. But this writer of 800 song hits is a sorely troubled man, deeply concerned about his future.

"I've never been in a tougher spot than I am right now," he told Ward Morehouse of the *New York Sun*. "It's easy to do a movie, a package job like *Blue Skies* or *Easter Parade*, but I can't always be sure of being able to write the score of an *Annie, Get Your Gun*."

Work To Do

"I'm only 61 and I feel there's a great deal of work still to do. The toughest thing about success is that you've got to keep on being a success. Talent is only the starting point in this business. You've got to keep on working that talent. And some day I'll reach for it—and it won't be there."

Probably Irving Berlin is right, but the world is skeptical. It has sung and heard his songs for so long that people have a feeling he will keep on writing them forever. But this much is certain: His *White Christmas* and *Easter Parade* will live as long as children believe in Santa Claus and feminine finery and early spring flowers proclaim the end of Lent.

IRVING BERLIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Stage Musicals

1914—WATCH YOUR STEP

A revue with Irene and Vernon Castle, Frank Tinney, Sallie Fisher, Elizabeth Murray, Charles King and Elizabeth Brice.

OFFICE HOURS
WHAT IS LOVE
MINSTREL PARADE
AROUND THE TOWN
THEY FOLLOW ME
PLAY A SIMPLE MELODY
SYNCPATED WALK
METROPOLITAN NIGHTS
I LOVE TO HAVE THE BOYS AROUND ME
SETTLE DOWN IN A ONE-HORSE TOWN
CHATTER CHATTER
MOVE OVER
SHOW ME HOW TO DO THE FOX TROT
LOOK AT THEM DOING IT

1915—STOP! LOOK! LISTEN!

A revue with Gaby Deslys, Blossom Seeley, Frank Lator, Doyle and Dixon, Harry Fox, Joseph Santley, Marion Davies, Florence Tempest, Marion Sunshine and Harry Pfler.

BLOW YOUR HORN
GIVE US A CHANCE
I LOVE TO DANCE
AND FATHER WANTED ME TO LEARN A TRADE
THE GIRL ON THE MAGAZINE
I LOVE A PIANO
THE HULA-HULA
WHEN I'M OUT WITH YOU
TAKE OFF A LITTLE BIT
TEACH ME HOW TO LOVE
THE LAW MUST BE OBEYED
WHEN I GET BACK TO THE U. S. A.
STOP! LOOK! LISTEN!
I'M COMING HOME WITH A SKATE ON EVERYTHING IN AMERICA IS RAG-TIME CRAZY

1916—THE CENTURY GIRL

A revue written in collaboration with Victor Herbert in which Hazel Dawn, Sam Bernard, Irving Fisher, John Slavin, Leon Errol, Elaine Janis, Doyle and Dixon, Van and Schenck; Frank Tinney, Lillian Tashman and Florence Walton and Maurice appeared.

THE MUSIC LESSON
YOU'VE GOT ME DOING IT TOO
THE BROADWAY CHICKEN WALK
ALICE IN WONDERLAND
IT TAKES AN IRISHMAN TO MAKE LOVE
ON THE TRAIN OF A WEDDING GOWN

1917—DANCE AND GROW THIN

A midnight revue with Van and Schenck, Irving Fisher, Leon Errol, Harry Kelly, Gertrude Hoffman and Joe Jackson.

WAY DOWN SOUTH
MARY BROWN
BIRDIE
CINDERELLA LOST HER SLIPPER
LETTER BOXES
DANCE AND GROW THIN

1918—YIP YIP YAPHANK

A revue presented by a cast of soldiers from Camp Upton in which Sgt. Irving Berlin sang "Oh, How I Hate To Get Up In the Morning" for the first time and lightweight champion Benny Leonard, the camp boxing instructor, appeared in an exhibition bout. This revue served as the pattern for the more pretentious "This Is the Army," written and staged by Irving Berlin as his contribution to World War II.

HELLO, HELLO, HELLO
BEVO
WHAT A DIFFERENCE A UNIFORM WILL MAKE
MANDY
(Available on Decca record 24010 in

Album A-1919, Ted Straeter's Orchestra.)

DING DONG
SOLDIER BOY
OH, HOW I HATE TO GET UP IN THE MORNING
(Available on Decca record 24004 in Album A-1918, Ray Benson Orchestra.)
THE Y. M. C. A.
WE'RE ON OUR WAY TO FRANCE

1918—COHAN REVUE OF 1918

Written in collaboration with George M. Cohan for a production in which Irving Fisher, Nora Bayes, Fred Santley and Charles Winninger were featured.

POLLY, PRETTY POLLY (POLLY WITH A PAST)
SHOW ME THE WAY
A MAN IS ONLY A MAN
KING OF BROADWAY
THE WEDDING OF WORDS AND MUSIC
DOWN WHERE THE JACK O' LANTERNS GROW
A BAD CHINAMAN FROM SHANGHAI

1919—ZIEGFELD FOLLIES OF 1919

With a cast that included Eddie Dowling, Johnny and Ray Dooley, Delyle Alda, Marilyn Miller, Bert Williams, Eddie Cantor, Van and Schenck, John Steel and the Fairbanks Twins.

MANDY
THE NEAR FUTURE
HAREM LIFE
I'M THE GUY WHO GUARDS THE HAREM
SYNCPATED COCKTAIL
A PRETTY GIRL IS LIKE A MELODY
(Available on the following records: Decca 24020 in Album A-1920, Bob Grant's Orchestra; Decca 24321, Ethel Smith at the console; Columbia 35633 in Set C-27, Eddie South's Orchestra; Columbia 36396 in Set C-75, Sonny Kendis and Stork Club Orchestra; RCA Victor

P(20-1898) in Album P-159, Wayne King's Orchestra; Columbia 4267-M, Andre Kostelanetz and his orchestra; Columbia 36164, Alec Templeton; RCA Victor 26664, Kenny Baker with orchestra; RCA Victor P(27658) in Album P-91, Joe Reichman, pianist.)

PROHIBITION
YOU CANNOT MAKE YOUR SHIMMY SHAKE ON TEA
I WANT TO SEE A MINSTREL SHOW
WE MADE THE DOUGHNUTS OVER THERE
MY TAMBOURINE GIRL
"YOU'D BE SURPRISED"
(Available on Decca record 23987 in Album A-564, Eddie Cantor.)

1920—ZIEGFELD FOLLIES OF 1920

With a cast that included Charles Winninger, Ray Dooley, John Steel, Delyle Alda, Van and Schenck, Fanny Brice, W. C. Fields, Bernard Granville, Carl Randall and Art Hickman's orchestra. Irving Berlin contributed the following songs to a composite score:

GIRL OF MY DREAMS
THE LEG OF NATIONS
TELL ME, LITTLE GYPSY
(Available on the following Decca records: 2694 in Album A-70, Paul Whiteman's Orchestra; Decca 24015 in Album A-1920, Nat Brandywine Orchestra.)

BELLS
SYNCPATED VAMP
1921—THE MUSIC BOX REVUE
Which rang up the first curtain at the new Music Box Theater with a cast that included Irving Berlin, Willie Collier, Sam Bernard, Joe Santley, Irv Sawyer, Wilda Bennett, Florence Moots, Paul Frawley and Emma Haig.
DANCING THE SEASONS AWAY
BEHIND THE FAN
IN A COZY KITCHENETTE APARTMENT
Copyrighted material

MY BEN ALI HACCIN GIRL
MY LITTLE BOOK OF POETRY
SAY IT WITH MUSIC

(Available on the following records:
Decca 24420 in Album A-654, Dick
Haymes and Carmen Cavallaro; Colum-
bia 36450 in Set C-78, Al Goodman's
Orchestra.)

EVERYBODY STEP
I'M A DUMB BELL
SCHOOL HOUSE BLUES
THEY CALL IT DANCING
THE LEGEND OF THE PEARLS

1822—THE MUSIC BOX REVUE OF 1922

A production in which William Gaxton
made his musical comedy debut in a
cast that included Grace LeRue, Char-
lotte Greenwood, John Seel, the Par-
banks Twins and Clark and McCullough.

TAKE A LITTLE WIFE
DANCE YOUR TROUBLES AWAY
PORCELAIN MAID
THREE CHEERS FOR THE RED, WHITE
AND BLUE
DADDY LONG LEGS
CRINOLINE DAYS

(Available on the following records:
Decca 24020 in Album A-1922, Bob
Grant's Orchestra; Decca 2694 in Al-
bum A-70, Paul Whiteman's Orchestra.)

PACK UP YOUR SINS AND GO TO THE
DEVIL
WILL SHE COME FROM THE EAST?
MY DIAMOND HORSESHOE OF GIRLS
TOO MANY BOYS
BRING ON THE PEPPER
LADY OF THE EVENING

(Available on the following records:
Decca 24423 in Album A-654, Dick
Haymes and Carmen Cavallaro; Decca
2690 in Album A-70, Paul Whiteman's
Orchestra; Decca 24020 in Album A-
1922, Bob Grant's Orchestra; Columbia
36449 in Set C-78, Al Goodman's Or-
chestra; RCA Victor Album G-28, Ray-
mond P. Age, Paul Laval and His Wood-
windy Tea.)

1823—THE MUSIC BOX REVUE OF 1923

A production in which Robert Benchley
made his first stage appearance, giving
his "Treasurer's Report," in a cast that
included Frank Tinney, Joseph Santley,
John Steel, Phil Baker, Solly Ward,
Florence Moore, Grace Moore, Ivy Saw-
yer; Florence O'Denishawn and the
Brox Sisters.

WHEN YOU WALKED OUT SOMEBODY
ELSE WALKED RIGHT IN
TELL ME A BEDTIME STORY
YOUR HAT AND MY HAT
AN ORANGE GROVE IN CALIFORNIA
MAID OF MESH
CLIMBING THE SCALE
LITTLE BUTTERFLY
LEARN TO DO THE STRUT
WALTZ OF LONG AGO

1824—THE MUSIC BOX REVUE OF 1924

With a cast that included Clark & Mc-
Cullough, Oscar Shaw, Carl Randall,
Tamara, Fanny Brice, Grace Moore,
Claire Luce and the Brox Sisters.

WHERE IS MY LITTLE OLD NEW YORK?
SIXTEEN, SWEET SIXTEEN
TOKIO BLUES
A COUPLE OF SENSELESS CENSORS
DON'T SEND ME BACK
WHO

TELL HER IN SPRINGTIME
WILD CATS
UNLUCKY IN LOVE
LISTENING
THE CALL OF THE SOUTH
BANDANNA BALL
COME ALONG WITH ALICE
I WANT TO BE A BALLET DANCER
ROCK-A-BYE BABY
IN THE SHADE OF A SHELTERING TREE

1825—THE COCOANUTS

A revue with Janet Velle, Frances Wil-
liams and the Four Marx Brothers;
Julius (Groucho), Herbert (Zeppo),
Arthur (Harpo) and Leonard (Chico).
FAMILY REPUTATION
LUCKY BOY
WHY AM I A HIT WITH THE LADIES?
A LITTLE BUNGALOO
FLORIDA BY THE SEA
MONKEY DOODLE-DOO
FIVE O'CLOCK TEA
THEY'RE BLAMING THE CHARLESTON
WE SHOULD CARE
MINSTREL DAYS
THE TALE OF A SHIRT

1827—THE ZIEGFELD FOLLIES OF 1927

With a cast that included Eddie Can-
tor, Harry McNaughton, Franklyn
Bauer, Dan Healy, Claire Luce, Ruth
Etting, Frances Upton, Irene Delroy
and the Brox Sisters.

SHAKING THE BLUES AWAY
I WANT TO BE GLORIFIED
RIBBONS AND BOWS
MAYBE IT'S YOU
RAINBOW OF GIRLS
IT'S UP TO THE BAND
JIMMY

THE JUNGLE JINGLE
LEARN TO SING A LOVE SONG
TICKLIN' THE IVORIES

1832—FACE THE MUSIC

A revue with Mary Boland, J. Harold
Murray, Hugh O'Connell and Katherine
Carrington.

LET'S HAVE ANOTHER CUP OF COFFEE
ON A ROOF IN MANHATTAN
SOFT LIGHTS AND SWEET MUSIC
(Available on Decca record 24602 in
Album A-1932, Carmen Cavallaro.)

I'LL SAY IT'S SPINACH
MANHATTAN MADNESS
LUNCHING AT THE AUTOMAT
YOU MUST BE BORN WITH IT
TORCH SONG
MY BEAUTIFUL RHINESTONE GIRL
DEAR OLD CRINOLINE DAYS
I DON'T WANT TO BE MARRIED

1833—AS THOUSANDS CHEER

A revue with Marilyn Miller, Helen
Broderick, Clifton Webb, Ethel Waters,
Hal Forde, J. Harold Murray and Ham-
tree Harrington.

HOW'S CHANCES
HEAT WAVE
(Available on the following records:
Decca 24425 in Album A-650, Andrews
Sisters; Capitol 15200, Margaret Whit-
ney and the Crew Chiefs.)

SONGWRITERS
COMING UP!

June 11 Issue
CHRIS SMITH

AL PIANTADOSI
CUSTAV LUDERS
THEODORE MORSE
EGBERT VAN ALSTYNE
SILVIO HEIN
JULIAN EDWARDS
A. BLADWIN SLOANE
KARL HOSCHNA
WILLIAM C. HANDY
HARRY CARROLL
WALTER DONALDSON
GEORGE W. MEYER
JIMMY MONACO
HARRY TIERNY

... And Other

LONELY HEART
TO BE OR NOT TO BE
EASTER PARADE

*The melody for this song was used by
Berlin in 1917 for a number that
flopped, "Smile and Show Your Dim-
ple."

(Available on the following records:
Decca 23819 in Album A-534, Bing
Crosby; Decca 23817, Guy Lombardo
and His Royal Canadians; Decca 24004
in Album A-1933, Charles Baum's Or-
chestra; Decca 24321, Ethel Smith at
console; Columbia 35705 in Set C-32,
Eddie Duchin; Columbia 36545, Harry
James; Columbia 4292-M, Andre Koste-
lanetz and his orchestra; RCA Victor
20-2142, Perry Como; RCA Victor 27811,
Sammy Kaye and the Kayettes; RCA
Victor 20-1558, Sammy Kaye and the
Kayettes; Capitol 15034, Andy Russell
and Paul Weston Orchestra.)

WE'LL ALL BE IN HEAVEN WHEN
THE DOLLAR GOES TO HELL
SUPPERTIME
OUR WEDDING DAY
THE FUNNIES

I'VE GOT HARLEM ON MY MIND
NOT FOR ALL THE RICE IN CHINA

1940—LOUISIANA PURCHASE

A musical comedy with Victor Moore,
William Gaxton, Irene Bordoni, Vera
Zorina and Carol Bruce.

SEX MARCHES ON
LOUISIANA PURCHASE
OUTSIDE OF THAT I LOVE YOU
IT'S A LOVELY DAY TOMORROW
(Available in RCA Victor Album M-935.)

YOU'RE LONELY AND I'M LONELY
(Available on Decca record 23151, Mary
Martin with orchestra.)
TONIGHT AT THE MARDI GRAS
LATINS KNOW HOW
WHAT CHANCE HAVE I WITH LOVE?
THE LORD DONE FIXED UP MY SOUL
FOOLS FALL IN LOVE
OLD MAN'S DARLING, YOUNG MAN'S
SLAVE
YOU CAN'T BRUSH ME OFF
DANCE WITH ME

1942—THIS IS THE ARMY

A revue with an all-soldier cast, writ-
ten by James McCall and directed by
Sgt. Ezra ("Henry Aldrich") Stone.

THIS IS THE ARMY, MR. JONES
(Available on Columbia record 36667.)
I'M GETTING TIRED SO I CAN SLEEP
(Available on the following records:
Decca 18422, Kenny Baker; Decca 18475
in Album A-340, Private Stuart Church-
ill and Soldier Octet; Columbia 36658.)

MY SERGEANT AND I
I LEFT MY HEART AT THE STAGE
DOOR CANTEEN
(Available on the following records:
Decca 18422, Kenny Baker; Decca 18474
in Album A-340, Cpl. Earl Oxford and
Soldier Chorus; Decca 24312 in Album
A-1942, Bob Grant's Orchestra; Colum-
bia 36620.)

THE ARMY'S MADE A MAN OUT OF
ME
MANDY
LADIES OF THE CHORUS
THAT RUSSIAN WINTER
(Available on Capitol record 128, Ray
McKinley and his orchestra.)

WHAT THE WELL-DRESSED MAN IN
HARLEM WILL WEAR
HOW ABOUT A CHEER FO THE NAVY?
AMERICAN EAGLES
WITH MY HEAD IN THE CLOUDS
A SOLDIER'S DREAM
OH HOW I HATE TO GET UP IN THE
MORNING

THIS TIME (IS THE LAST TIME)
(Selections from "This Is the Army")
are available in Decca Album A-340
with Irving Berlin, Stuart Churchill,
Ezra Stone, Phillip Truex, Julie Oshins,
Earl Oxford, James Cross and Robert
Shanley: "I Left My Heart at the
Stage Door Canteen," "The Army's
Made a Man Out of Me," "I'm Getting
Tired So I Can Sleep," "American
Eagles," "What the Well-Dressed Man
in Harlem Will Wear," "Oh How I Hate
To Get Up in the Morning," "How
About a Cheer for the Navy?"

1948—ANNIE GET YOUR GUN

A musical comedy by Herbert and Doro-
thy Fields starring Ethel Merman as
Annie Oakley and with Ray Middleton
as Frank Butler, William O'Neal as
Buffalo Bill and Harry Bellaver as
Chief Sitting Bull. This Richard Rod-
gers-Oscar Hammerstein production
was to have been composed by Jerome
Kern but following his death, Irving
Berlin was commissioned to write the
score. "Annie Get Your Gun" ran for
1,147 performances on Broadway, a re-
cord that put it in fourth place among
the longest run musicals. When it
closed on February 12, 1949, the road
company was still on tour in this coun-
try while there were two companies
playing it in England and one in Aus-
tralia with productions scheduled to
open shortly in Sweden, Denmark and
South Africa.

COLONEL BUFFALO BILL

I'M A BOLD BAD MAN
DOIN' WHAT COMES NATUR'LLY
(Available on following records: Decca
18872, Jimmy Dorsey; Decca 23584 in
Album A-468, Ethel Merman; RCA Vic-
tor 30-1378, Freddy Martin's Orchestra,
Glenn Hughes and the Martin Men.)

THE GIRL THAT I MARRY
(Available on the following records:
Decca 23780, Dick Haymes; Decca 23589
in Album A-468, Ray Middleton.)

YOU CAN'T GET A MAN WITH A GUN
THERE'S NO BUSINESS LIKE SHOW
BUSINESS
(Available on the following records:
Decca 40039, Bing Crosby, Dick Haymes
and Andrew Sisters; Decca 23589 in
Album A-468, "Annie Get Your Gun"
chorus and orchestra.)

MOONSHINE LULLABY
I'LL SHARE IT ALL WITH YOU
BALLYHOO
MY DEFENSES ARE DOWN
I'M AN INDIAN TOO
I GOT LOST IN HIS ARMS
(Available on the following records:
Decca 18861, Leo Reisman's Orchestra;
Decca 23587 in Album A-468, Ethel Mer-
man and chorus.)

WHO DO YOU LOVE I HOPE
(Available on Capitol record 271, Andy
Russell with Paul Weston's Orchestra.)

I GOT THE SUN IN THE MORNIN'
(Available on the following records:
Decca 18861, Leo Reisman's Orchestra;
Decca 23587 in Album A-468, Ethel Mer-
man and chorus.)

ANYTHING YOU CAN DO
(Available on Decca record 40039 in
Album A-628, Bing Crosby, Dick Haymes
and Andrews Sisters.)

THEY SAY IT'S WONDERFUL
(Available on the following records:
Capitol 352, Andy Russell with Paul
Weston's Orchestra; Decca 18829, Bing
Crosby; Decca 23586 in Album A-468,
Ethel Merman and Ray Middleton;
Decca 18846 in Album A-468, Ethel Mer-
man; RCA Victor 20-1857, Perry Como
and Russ Case Orchestra.)

(Selections from "Annie Get Your Gun"
are available in the following albums:
RCA Victor C-38, Al Goodman's Or-
chestra, Audrey Marsh and Maxine
Carroll, sopranos; Jimmy Carroll and
Earl Oxford, tenors; the Mullen Sisters
and the Guild Choristers; "They Say
It's Wonderful," "I Got Lost in His
Arms," "You Can't Get a Man With a
Gun," "Doin' What Comes Natur'ly,"
"The Girl That I Marry," "Who Do
You Love I Hope," "Moonshine Lul-
laby," "I Got the Sun in the Mornin'."
DECCA A-468 with Ethel Merman, Ray
Middleton and cast of "Annie Get Your
Gun"; "Doin' What Comes Natur'ly,"
"Moonshine Lullaby," "You Can't Get
a Man With a Gun," "I'm an Indian
Too," "They Say It's Wonderful,"
"Anything You Can Do," "I Got Lost
in His Arms," "I Got the Sun in the
Mornin'," "The Girl That I Marry,"
"My Defenses Are Down," "Who Do
You Love I Hope," "There's No Busi-
ness Like Show Business.")

1949—MISS LIBERTY

Book by Robert Sherwood, and pre-
sented by a cast headed by Eddie Al-
bert, Allyn McLerie, Mary McCarthy,
Charles Dingle, Philip Bourneuf, Ethel
Griffles and Herbert Berghof. This
musical comedy, which has its New
York premiere on July 7 after a tryout
run in Philadelphia, marks the debut
as a librettist of Robert Sherwood,
winner of more Pulitzer prizes than
any other writer in the theater and
former literary adviser to President
Franklin D. Roosevelt. Titles cannot
be released until the show is out, but
all the leading labels will make re-
cordings of the production numbers.

FILM MUSICALS

1930—MAMMY
TO MY MAMMY
A Warner Bros. picture starring Al
Jolson.

ACROSS THE TABLE LOOKING AT YOU
LET ME SING AND I'M HAPPY
(Available on Decca record 24296, Al
Jolson with orchestra.)
KNIGHTS OF THE ROAD
1930—PUTTIN' ON THE RITZ
A United Artists' picture starring Harry
Richman.

WITH YOU
ALICE IN WONDERLAND
PUTTIN' ON THE RITZ
(Available on Decca record 24231 in
Album A-633, Harry Richman.)

1935—TOP HAT
A RKO picture co-starring Ginger
Rogers and Fred Astaire.
THE PICCOLINO
TOP HAT, WHITE TIE AND TAILS
ISN'T THIS A LOVELY DAY TO BE
CAUGHT IN THE RAIN?
(Available on Decca record 24075 in
Album A-1935, Nat Brandwynne Or-
chestra.)

CHEEK TO CHEEK
(Available on the following records:
Decca 24075 in Album A-1935, Nat
Brandwynne Orchestra; Decca 24421 in
(Continued on next page)

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MELANCHOLY BABY
2031—OL' MAN RIVER
SOME OF THESE DAYS
2069—MALAGUENA
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- TEX BENEKERCA Victor
- TWO TON BAKERMercury

MILLER MUSIC CORPORATION

(Continued from page 41)

Album A-854, Dick Haymes and Carmen Cavallaro; Capitol 20135 in Album BD-63, Buddy Cole.)

1936—**FOLLOW THE FLEET**
A RKO picture co-starring Ginger Rogers and Fred Astaire.
I'M PUTTING ALL MY EGGS IN ONE BASKET

WE SAW THE SEA
LET'S FACE THE MUSIC AND DANCE
LET YOURSELF GO
BUT WHERE ARE YOU?
I'D RATHER LEAD A BAND
GET THEE BEHIND ME SATAN

1937—**ON THE AVENUE**
A 20th Century-Fox film featuring Dick Powell, Madeleine Carroll, Alice Faye and the Ritz Brothers.
HE AIN'T GOT RHYTHM
I'VE GOT MY LOVE TO KEEP ME WARM

(Available on the following records: Columbia 38324, Les Brown; Decca 24550, Mills Brothers; RCA Victor 20-3302, Ray Noble's Orchestra; Capitol 15330, The Starlighters; MGM 10348, Art Lund with Johnny Thompson's Orchestra; Decca 24083, Ray Ross Orchestra.)
THIS YEAR'S KISSES
THE GIRL ON THE POLICE GAZETTE
SLUMMING ON PARK AVENUE
YOU'RE LAUGHING AT ME

1938—**ALEXANDER'S RAGTIME BAND**
A 20th Century-Fox film with Tyrone Power, Alice Faye, Don Ameche, Jack Haley and Ethel Merman.
NOW IT CAN BE TOLD
(Available on Decca record 25093, Bing Crosby.)
MY WALKING STICK

1938—**CAREFREE**
A RKO film co-starring Ginger Rogers and Fred Astaire.
CHANGE PARTNERS
I USED TO BE COLOR BLIND
THE YAM
THE NIGHT IS FILLED WITH MUSIC

1939—**SECOND FIDDLE**
A 20th Century-Fox film with Tyrone Power, Sonja Henie, Rudy Vallee, Edna May Oliver and Mary Healy.
I POURED MY HEART INTO A SONG
WHEN WINTER COMES
AN OLD-FASHIONED TUNE ALWAYS IS NEW
I'M SORRY FOR MYSELF
BACK TO BACK
THE SONG OF THE METRONOME

1942—**HOLIDAY INN**
A Paramount picture co-starring Bing Crosby and Fred Astaire and featuring Marjorie Reynolds.
BE CAREFUL IT'S MY HEART
(Available on the following records: Columbia 36616; Columbia 36618; Capitol 114, Connie Haines with Gordon Jenkins' Orchestra.)
*WHITE CHRISTMAS
*This won the Oscar as the best film song of 1942.

(Available on the following records: Capitol 124, Gordon Jenkins' Orchestra with Bob Carroll; Capitol 319, Jo Stafford, Lyn Murray Singers and Paul Weston's Orchestra; Decca 24500, Fred Waring's Pennsylvanians; Decca 24313, Bob Grant's Orchestra; Decca 23778, Bing Crosby and Ken Darby Singers; Decca 23738, Guy Lombardo and His Royal Canadians; Decca 23374, Jascha Heifetz, violinist; Decca 24143, Jesse Crawford, organ; Decca 24140, Ink Spot; Decca 24141, Carmen Cavallaro and his piano; Decca 24142, Ethel Smith at console; Columbia 36649, Charles Spivak's Orchestra; Columbia 37955, Harry James; Columbia 37152, Frank Sinatra and chorus; RCA Victor 27916, Fred Martin's Orchestra; RCA Victor 45-0049, Dinah Shore; Capitol 15206, Wesley Tuttle and string band; Capitol 15202, Gordon Jenkins' Orchestra with Bob Carroll; Capitol 15200, Jo Stafford, Lyn Murray Singers and Paul Weston's Orchestra.)

ABRAHAM
(Available on RCA Victor record 27946, Fred Martin's Orchestra.)
YOU'RE EASY TO DANCE WITH
LET'S START THE NEW YEAR RIGHT
PLENTY TO BE THANKFUL FOR
(Available on Decca record 23819 in Album A-534, Bing Crosby.)
I'LL CAPTURE YOUR HEART SINGING

HAPPY HOLIDAY
SONG OF FREEDOM
I CAN'T TELL A LIE
SAY IT WITH FIRECRACKERS

1943—**THIS IS THE ARMY**
A Warner Bros. filming of the stage production of the same name with the original all-soldier cast and Hollywood stars.

1946—**BLUE SKIES**
A MGM picture starring Bing Crosby, Bob Hope and Joan Caulfield.
YOU KEEP COMING BACK LIKE A SONG
(Available on the following records: Capitol 297, Jo Stafford with Paul Weston's Orchestra; RCA Victor 20-1947, Dennis Day with Russ Case Orchestra.)
GETTING NOWHERE (GOING AROUND IN CIRCLES)
SERENADE TO AN OLD-FASHIONED GIRL

A COUPLE OF SONG AND DANCE MEN ("Blue Skies" selections are available in Decca Album A-481 with Bing Crosby, Fred Astaire, Trudy Erwin and John Scott Trotter Orchestra; "Blue Skies," "C-u-b-a," "You Keep Coming Back Like a Song," "Getting Nowhere," "Serenade to an Old-Fashioned Girl," "Everybody Step" "All by Myself," "I've My Captain Working for Me Now," "A Couple of Song and Dance Men," and "Puttin' on the Ritz.")

1948—**EASTER PARADE**
A Metro-Goldwyn-Mayer picture with Judy Garland, Fred Astaire, Peter Lawford and Ann Miller.
A FELLA WITH AN UMBRELLA
(Available on the following records: Decca 24433, Bing Crosby; Decca 24434, Guy Lombardo and His Royal Canadians; Capitol 15092, Skitch Henderson and his orchestra.)
IT ONLY HAPPENS WHEN I DANCE WITH YOU
(Available on the following records: Decca 24434, Guy Lombardo and His Royal Canadians; Capitol 15086, Andy Russell and Paul Weston's Orchestra.)
BETTER LUCK NEXT TIME
(Available on the following records: Decca 24435, Guy Lombardo and His Royal Canadians; Capitol 15084, Jo Stafford with Paul Weston's Orchestra.)
STEPPING OUT WITH MY BABY
(Available on the following records: Decca 24435, Guy Lombardo and His Royal Canadians; Capitol 15091, Gordon MacRae with orchestra.)
A COUPLE OF SWELLS
DRUM CRAZY
HAPPY EASTER
*EASTER PARADE
*The melody for this song was used by Berlin in 1917 for a number that topped, "Smile and Show Your Dimple."

Irving Berlin Albums

RCA Victor P-59. Songs of Irving Berlin by Wayne King and his orchestra, Nancy Evans and Earl Randall, soloists. "Always," "Blue Skies," "All Alone," "Say It With Music," "Remember," "A Pretty Girl Is Like a Melody," "What'll I Do?" "Alexander's Ragtime Band."
Decca A-70. Irving Berlin's Songs by Paul Whiteman's Orchestra, Joan Edwards and Clark Dennis, soloists. "Say It With Music," "Lady of the Evening," "All Alone," "Remember," "How Deep Is the Ocean?" "Russian Lullaby," "Crimoline Days," "Tell Me Little Gypsy."
Decca A-686. Irving Berlin's Songs by the Andrew Sisters with Vic Schoon's Orchestra. "Alexander's Ragtime Band," "I Want to Go Back to Michigan," "Heat Wave," "When the Midnight Choo-Choo Leaves for Alabama," "Some Sunny Day," "How Many Times?"
Decca A-654. Songs of Irving Berlin by Dick Haymes with Carmen Cavallaro at his piano. "Say It With Music," "The Song Is Ended," "Cheek to Cheek," "Say It Isn't So," "Soft Lights and Sweet Music," "The Girl on the Magazine Cover," "All Alone," "Lady of the Evening."
Columbia G-78. Music of Irving Berlin by Al Goodman and his orchestra. "Alexander's Ragtime Band," "Lady of the Evening," "Say It With Music," "Remember," "Blue Skies," "Say It Isn't So," "All Alone," "Always."

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . Eileen O'Connell, WMGM, lectured on kidisks, demonstrating on a portable turntable, at the "Our Children's World" Exposition at Grand Central Palace last week. . . Fran Warren, Johnny Desmond, Gene Williams and Nat Cole were on hand for the opening of Barry Kaye's new platter show at WPAT recently. . . Newest Mr. and Mrs. team hereabouts is the Judy and Mike McCarthy duo at WINS. . . On Wednesday (1), Jack Eigen, WINS, and Al Jarvis, KLAC, Hollywood, begin a weekly exchange of the latest news in their respective areas by means of transcribed reports. . . Six WNEW jocks pool their talents in the new "Disk Jockey Jury" at that station Sunday p.m.'s. They are Martin Block, Jerry Marshall, Art Ford, Bert Wayne and the Gene Rayburn-Dee Finch team.

CONNECTICUTTINGS . . . Bill Calvert, WCCC, Hartford, has added the "Italian Life" and "French-American" music shows to his sked. . . Henry Stohl has left WHT, Hartford, to enter television school. . . Joe Girard, WCCC, recently played host to visiting firemen Judy Valentine, the "Kiss Me, Sweet" thrush; her husband, deejay Sherm Feller, of WEEL, Boston, and Jack and Joan Conn. of the New York music pubbery, Bregman, Vocco & Conn. . . Ted Konopola, WCCC, starred in a three-night presentation of "Liliom," put on by the local little theater group. . . George Monaghan, New Britain, has added an hour to his "Here's Monaghan" morning sked.

RCA's Foreign Tongue Disk Biz Zooms in 1949

(Continued from page 20)

these too proved a hypo. The now-constant arrival of new masters cut by His Master's Voice (HMV) in Greece has stimulated that field, altho there has never actually been a let-up in the Greek market. The Italian field has for several years been dominated by Columbia's great crooner, Carlo Buti, but Victor's sales have taken a tremendous jump since Italian HMV sent over masters by the popular tenor, Gino Bechi. Bechi had been known here thru imported films and disks, but has only recently been available on domestically pressed popular-priced international disks.

In the Polish field, style and material, rather than particular artists, are considered responsible for an increase. In this grouping, too, emphasis for many years was on standards, with the main appeal to the immigrants or old-timers. Today, according to Bard, Victor is aiming at the youngsters.

One tenor, Michael O'Duffy, has revived interest in Victor's Irish catalog. Most of the Irish sides are cut by HMV in England, but O'Duffy is now in this country, and has a weekly network show to boost his own disk sales.

In French disk sales, Maurice Chevalier is Victor's leader, with new disks arriving frequently from Paris. Actually, there has been little or no increase in this category, tho occasionally a hit tune such as *La Mer* or *Mademoiselle Hortensia* will cause a minor flurry. French-Canadian, however, has picked up in the New England States with the release of sides by Fernando Soucy and his trio. This Canadian hillbilly group sells nearly 10 per cent of its disks on this side of the border.

Scandinavian releases, most of which are now pressed from imported Swedish masters, enjoy a steady sale, and haven't jumped noticeably despite the availability of authentic material.

Victor is currently working out arrangements with Japanese Victor for the exchange of masters. There is a fair-sized market for Japanese language disks on the West Coast and in Hawaii.

Harry James Washed Out

NEW LONDON, Conn., May 28.—A severe rainstorm Sunday (22) night wrecked business for Harry James' band at Ocean Beach Park Ballroom. Only 800 paid admissions showed up.

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POSTAL DEPT. STOPS "MUSIC"

AGVA Confab May Be Last; Org May Quit

Anti-Barto Forces Aligned

By Bill Smith

NEW YORK, May 28.—The forthcoming convention of the American Guild of Variety Artists (AGVA) in Chicago the week of June 6 may well be the last one it will hold if present developments indicate a trend of rank and file thinking.

For one thing, AGVA under its present leadership headed by Dewey Barto, is on the verge of financial extinction, according to well placed insiders who see the books. Dues collections are down about 30 per cent and expenses have risen in about the same proportion. The legal expenses involved in recent court actions have also bitten a huge chunk out of AGVA's treasury.

Leadership Under Fire

But the big beef among the rank and file isn't over the financial position. It is over the alleged lack of positive leadership in the higher echelon. Members say the constitution is being misinterpreted either accidentally or deliberately, with Barto being the fountainhead from whom all decisions stem.

Determined efforts are being made by the Barto and the anti-Barto forces to muster enough votes in the convention to hold control or gain it. For example, Milton Berle has been approached to become a candidate for office to oppose Henry Dunn, current AGVA treasurer. Dunn has been charged with assuming duties and issuing orders outside his post. His recent arrangement with the Variety Clubs of America regarding benefits is already being denounced by the Theater Authority (TA) as a "stupid blunder" in which Dunn is supposed to have exceeded the authority he was given. A blow-off in TA's meeting June 2 is expected.

Back in Four A's Lap?

Basically, however, AGVA's shaky financial condition may throw it back into the hands of the Associated Actors and Artistes of America (Four A's) as a bankrupt union incapable of running its own affairs.

The problem of the American Federation of Musicians (AFM) vs. (See AGVA Confab on page 45)

AGVA Rep-Actor Role for Eddie Rio

HOLLYWOOD, May 28.—Members of the American Guild of Variety Artists (AGVA) here are asking, "How come?"

According to AGVA's rules, no employee of the union is permitted to take a job as a performer while on its payroll. Eddie Rio, Western regional AGVA rep, however, is now doing a two-week date at the Los Angeles Police Show. He started the job May 12 and claims that the commitment was made three months before he took over the AGVA job.

Rio over the AGVA board gave him the okay, and also that he has prior approval to write special material for a forthcoming flicker.

AGVA national said that Rio had such approval and that it was one of the conditions under which he took on the AGVA job.

Trade Eyes Palace Gross As Test of Policy Change

(Continued from page 3)

excess of \$29,000, a figure that is being watched closely by theater men all over the country.

Working against top competition on Broadway at Warner's Strand, Loew's Capitol, Paramount's flag-house and 20th Fox's Roxy, all of which have been floundering with recent shows and spending figures for flesh far in excess of what the Palace has available, the gross comes as something to ponder. Some of the theater brass in the competing chains and many indie ops are now wondering if a policy of a flock of standard acts—no names—might be the answer to falling grosses. They ask if the Palace with its 1,700 seats scaled to a 95-cent top—\$1.20 week-ends—can make that kind of dough, why can't they give it a try?

Other theater men who regard the gross with interest want to wait until the Palace has about seven or eight shows under its belt before trying anything new. That many theater men are tired of paying big salaries for top names they claim don't draw is a recognized factor. All along, however, they've felt they had to use the biggies in order to do business and meet competition. Changes in

policies were something of which most theaters stayed clear. If there were to be any change, they wanted somebody else to do it.

The Palace has done it, and now it's becoming the barometer for the industry. The nut is said to be around \$20,000. People say that even if the Palace take leveled off to around \$21,000 to \$23,000 and the budget were kept in control, the house would still be ahead at the end of the year.

Vaude Returns To Oriental in Chi for 1 Week

CHICAGO, May 28.—The Oriental Theater, local Essaness Loop vauder, will take a one-week flier at old-time vaude policy a la Palace, New York, exclusive June 2. Charley Hogan, exclusive house booker, reports that the eight-act bill will be utilized merely as a test run.

Bill includes the Sensationalists, roller skate team; Stagg McMahon, harmonicists; Billy Rayes, comedy juggling; Ross Wyse Jr. and Peggy Womack, comedy; June Christy, jazz chirp; Joe Termini, novelty act, and the Orantos, perch act. Gus Van, also slated for the week's experiment, will be doubling as president of the American Guild of Variety Artists (AGVA) which holds its convention here starting June 5.

Strand To Drop Flesh for July

NEW YORK, May 28.—The Strand will drop its stagershow for about a month, starting about July 8, when it brings in its flicker, *Fountain Head*.

The plan to eliminate flesh with a big picture isn't new to the Warner operation. In the past when it had various double-feature reissues or major pix it also kept its stage dark.

The current show with Bobby Byrne will probably be a two-weeker, followed by Phil Spitalny, and then Red Ingle.

N. Y. House Caught In AGVA-AFM Row Will Remain Dark

NEW YORK, May 28.—The RKO Regent, which dropped its Tuesday night stagershow because of a battle between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA), probably will stay dark until the beef is settled.

AGVA's Jimmy Lyons said the quarrel is between RKO and AFM. In the meantime, however, he has collected the salaries of acts who were at the theater ready and willing to play but didn't go on because band walked out.

Lee Norman, the emcee and band leader around whom the argument is based, also received an AGVA check for \$17.50, even tho he didn't work that night.

The band was originally pulled when Local 802, AFM, ruled that Norman, an 802-er, had no right to hold an AGVA card. It demanded AGVA return Norman's \$50 membership fee.

Calls Theater Pkg. Lottery; Dates Nixed

Ads Involve Papers

(Continued from page 3)

papers announcing the *Stop the Music* theater show were in violation of the federal lottery laws. Furthermore, these publications go thru the mails so any newspaper which runs such ads may lose its mailing privileges.

Calvin W. Hassell, assistant solicitor of the Post Office Department, said the policy was set as a result of queries from postmasters in several cities where the show had been playing. In each case the postmaster was told to warn papers carrying the ads that they were in violation of the lottery laws. If the warning was disregarded, the post office was ready to suspend their mailing privileges, Hassell said.

It was pointed out that the theater giveaway meets the three-point test of a lottery in the opinion of the post office—consideration, chance and prize. The chance is the method of selection of contestants, the prize is the award offered winners and the consideration is the price of admission.

Court Decision

Hassell added that owners of the show had argued that no consideration was involved because the patron got the opportunity to participate in addition to the regular theater entertainment at no extra cost. The post office discounted this argument based on a Supreme Court decision of 40 years ago. In that case, said Hassell, persons buying certain bonds were given the chance to participate in a lottery for prizes. The court ruled then that even tho these bonds were paid off the "consideration" was still present.

The theater company of *Stop the Music* has been handled by the Music Corporation of America since its inception at the Capitol, New York, some seven months ago. At that time the show's format had to be changed because of fears that lottery laws were violated.

Subsequently the show played other houses in different cities with varied success. It was being submitted for figures that ranged from \$8,500 with a split, to \$10,000 and a split. Its next date is set for Paramount's Great Lakes, Buffalo, to preem Thursday (2). All other dates, including the Steel Pier, Atlantic City, set for June 12, have been canceled.

Bojangles Is Out From Under (\$500)

NEW YORK, May 28.—The \$500 fine levied against Bill Robinson by American Guild of Variety Artists (AGVA) for doing a cuffs guest shot on the West Coast has been suspended by the union's national board.

The ruling was that any subsequent offense would call for immediate invoking of the fine.

Robinson is AGVA's first vice-president.

After closing a six-week engagement at Meadow Grove, Sioux City, Ia., May 29, the Tom McDermott Duo opened at the Wonder Bar, Austin, Minn., June 1 for an indefinite stay.

Slapsy Maxie's Bows Out After Burly Lays Egg

HOLLYWOOD, May 28.—Slapsy Maxie's, long a top Hollywood nitery, last week gave up trying and folded permanently. Owners Sy and Charles Devore, who took over the spot from Sammy Lewis in October, 1947, called it quits after the club's recently launched burlesque policy failed to draw. It appeared certain that no further attempts to reopen would be made, with the spot reverting to creditors and the landlord of the Wilshire Boulevard building.

Cast of burly was paid off for one week's salary from a cash bond posted with the American Guild of Variety Artists (AGVA), but performers can claim a second week's salary under the terms of the firm two-week contract.

It is understood that a group of new backers had offered to take over the club with the Devores to receive a percentage of the gross take but relinquishing all control. An AGVA spokesman said he had not been approached on such a deal, but would nix the offer since AGVA cannot waive contract commitments, even tho the move would reopen a shuttered room and provide work for union members.

Enter Father Divine; Exit Philly Nitery

PHILADELPHIA, May 28.—Father Divine's purchase of the seven-story 150-room Hotel Tracy last week means the shuttering of a key nabe nitery. In paying \$200,000 for the property, Divine stipulated that the hotel's Burgundy Room, which featured a week-end shows, be closed and all liquor be removed from the premises.

Earlier in the year Father Divine bought the Lorraine Hotel just outside the downtown sector. That deal closed down a choice musical bar spot to the trade.

Chez Paree, Chicago

Wednesday, May 25)

Capacity, 500. Price policy, \$3.50 and \$5 minimum. Shows at 8:30, 12 and 2. Production, Dorothy Durben, publicity, Bob Curley. Estimated budget this show, \$7,400. Estimated budget last show, \$7,700.

House continues its line of strong names, with Tony Martin on deck for this show. Martin has switched his course again. Last time around he showed a trend toward the mannerisms of Harry Richman, now he's back to his original style, a welcome switch. His pianist, Hal Borne, has composed a Manhattan Tower-like ditty, *Tenement Symphony in Four Flats*, that is a perfect Martin nitery vehicle. Martin greatly enhanced one number by playing three swell choruses on a clarinet. Bit paces his stint nicely.

Pan Merriman does a good opening job, with an acro dance exhibition and a top-grade hand-walking stint. Rated good mitts.

Gene Baylos, back after a three-year absence, is a more relaxed and casual comic. While the new eclat is a boost, he's too casual at times, forgetting the terrific response he garnered from clever timing and use of those huge brown eyes. Spent the first seven minutes telling good original stories, then switched to a hearing aid bit that broke up the house. His encore, a double-talk bit on a house giveaway, is excellent fodder and nets healthy reaction.

Manner and Mignon, commercial ballroom terping, are perfect for this spot. There's plenty of startling aerial work, which nabbed consistent hands, but it's their delivery and well-portrayed dances, such as the George M. Cohan medley and a changing tempo *I Wonder* that makes their work distinctive.

Dorothy Durben has two good line productions, best of which was her *Cavalcade of Brides*, in which chorines, garbed in authentic historically famous wedding gown replicas, paraded. Lou Diamond's band did an excellent show backing job.

Johnny Sippel.

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NIGHT CLUB REVIEWS

Charley Foy's Supper Club,
Sherman Oaks, Calif.

(Tuesday, May 24)

Capacity, 300. Price policy, no minimum, no cover. Owner-operator, Charley Foy. Shows at 9:30 and 11:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$3,000. Estimated budget last show, \$3,000.

Following a new policy of featuring top names, Charley Foy had an overflow crowd on hand to welcome Ben Blue. With Blue at his best and an above-average supporting bill, show adds up to top drawer nitery fare.

In addition to being a great pantomime artist, Blue has developed his delivery and banter to a new high which brings hefty yocks for glib asides, ad libs and dead-pan monolog. Material is basically the same, altho several new blackout routines are added to good advantage. Limited by the small stage, Blue was unable to do his usual terp cavorting, restricting his 40-minute turn to patter, panto and skits. Funniest routines were a mock courtroom scene, phony mentalist act and hillbilly burlesque. Stooze Sid Fields works smoothly with Blue in the blackouts. Inoffensive blue material is still evident.

Bill's surprise hit is a 21-year-old Negro billed as Uncle Willie. Discovered by Foy in Dallas, pint-sized lad is an accomplished hooper, singer, comedian and record pantomimist. A skilled mugger, his take-off on Jolson singing *Mammy* is one of funniest bits seen in a long time. Crowd took to him enthusiastically.

Remainder of show features regulars, including Foy, Sammy Wolf and thrush Roberta Lee, who doubles as stooze for Blue and teams with Foy on several musical numbers. Chirping is relaxed and listenable and she sells well. Wolf, the stooze-of-all-trades, keeps things jumping with his burly humor.

Abbey Browne's 'combo provides music, with Margaret Padula filling in at the 88 during intermission.

Alan Fischler.

Latin Quarter, Boston

(Tuesday, May 24)

Capacity, 425. Price policy, \$3 minimum. Owner-operator, Michael Redstone. Manager, Carl Newman. Publicity, Anne L. Pulchino. Booking policy, thru William Morris. Average show budget, \$10,000.

The line-up for this last show of the season, with hot ivory-man Maurice Rocco topping a couple acts and three production numbers, is a fair bargain for the warm weather. Business has been only middling; but then, the clubs can't compete with warm weather and the ball clubs, while the amusement business in general hereabouts is sliding fast.

Maurice Rocco, for those who like some showy keyboard work and don't mind only occasionally intelligible singing, is okay. He works hard thru several groups of standards, fussed up in flashy arrangements. In ordinary times he's a good second act. Here he tops the bill in an off-season and does all right.

Three production numbers for the show, with 12 girls, are staged by Wally Wanger. The motions the girls go thru are rather vapid; but all are attractive and make a nice showing. Rudy Korhler does the dance routines. Backing up the show is the fair to middling band of Dave Lester. But the relief trio of Party Leonard is a corker, offering some firm rhythm and skillful arrangements for a limited combo.

Other acts include Mat Riley (no relation to the undersigned) who sings well in the Irish tenor manner, and the Emerald Sisters in some corny knockabout acrobatics. The Latin Quarter, the town's only real club, closes June 4 for the summer. Reopening is scheduled for early September.

Bill Riley.

Beverly Hills Country Club,
Newport, Ky.

(Friday, May 27)

Capacity, 700; lounge, 100. Price policy: Dinner from \$2.50; drinks from 75 cents; minimum, \$3; Saturdays and holidays, \$4. Operator Beverly Hills Company, Sam Tucker managing director; Barney Giatt, manager, Sam Silverstein and Dotty White, advertising and publicity; Buster Keim, choreographer. Booker, Frank Sennes, Cleveland, exclusive. Estimated budget this show, \$4,400; previous show, same.

This plush spot, catering to the cream trade within 100-mile radius, continues to attract a normal flow of the better spenders, with no squawks on the way business has been holding since the opening of the new season. Current layout doesn't boast any outstanding names but it does sport a wealth of talent. Result is as pleasant an hour and 15-minute show you'll want to look at.

Lindsay Lovelies (6) ring up the curtain with a colorful Latin routine which has Jackie Cummins warbling *Manana*, and Bill Gameos and Phil Penzo wrapping it all up with a solid brand of terping. The gals and two boys, well drilled and garbed, acquit themselves admirably in another lively trick to the *Sabre Dance* about midway in the show.

The Skating Macks, roller turn owned by the vaude vets, Ernest and LaRue Mack, has Joe Fields and three attractive fems—Terry Tarantino, Pam Fields and Flo Sieling—contributing a whiz-bang, whirlwind skate session that makes for a good opener. Turn is well dressed and flashes a good assortment of roller dazzlers. Best is a double swivel by two of the gals, while supported by their two partners. Act loses some effectiveness here by working on the floor rather than on its raised platform. Well received.

Paul Gray, comic-emsee, is the droll type with a slightly different delivery that grows on one in a hurry. He was at a disadvantage at this show, what with most of the patrons dining or just moving in, but he clicked solidly nevertheless. Some of his early bon mots bounced over the infield, but once the mob sharpened up to his smart material, he was home free. The ork lads liked him from the start, and that's always a good sign. Scored handily.

Luba Malina, ravishing Russian in a stunning blue gown, kicked 'em in the pants with one of the finest array of song specials this ornate room has heard in some time. A tip of the hat is due her writers, Eli Bass and Bobby Kroll, for a swell job on the brand-new material. Did six numbers, best of which was her *True to You in My Fashion*, and it kept her on a trifle too long. Should ditch her last ditty, *Andre Gromicko*, which clicks but lacks a sock finish. Miss Malina's pipes are ideal suited to her material which runs in the com-

(See Beverly Hills on opp. page)

Clover Club, Portland, Ore.

(Friday, May 20)

Capacity, 225. Price policy, 50 cents to \$1.50 admission. Shows at 10 and 1. Owners, Bill O'Hara and Swede Ferguson. Exclusive booker, Bill Daniels. Estimated budget this show \$1,400.

New York's Connie Sawyer has localized her comedy-song act and has won what sparse crowds remain of Portland's night life. Sharing the two weeks' billing with her is comedian Roscoe Ates, who came on as an old cowhand and wound up playing violin request numbers, which surprised the audience.

Miss Sawyer followed the ex-movie actor. She particularly enthralled her audience with songs which depicted circumstances of day-to-day Portland living, such as shopping in the basement of local department stores.

The Clover Club is making a definite bid for what is left of Portland night club biz by seeking the very best its budget can afford.

Don Hammitt.

Carnival, New York

(Thursday, May 26)

Capacity, 665. Price policy, \$1.50 admission plus \$1 location charge. Operator, Harold Minsky. Booking, non-exclusive. Publicity, Jack Tierman. Estimated budget this show, \$5,000.

The first big time cafe show in New York operating on a general admission basis, with exception of Bop City, didn't pan out too well either at the gate or on the floor. At show time (second show), the house was only half full.

The show itself has many ingredients, most of which are based on hoke and sex, with a great deal of flash thrown in. The trouble was that these ingredients weren't put together for any continuity.

The line (18) looked and danced good and did some interesting numbers. The Mme. Kamerova choreography was good; the lyrics of special numbers by Hughie Prince made good listening. It was between these that the lulls and ineptitudes of production appeared.

The team of Tony Raft and Murray Briscoe did two skits to a house that was virtually a jury. The burly bits will probably go okay with week-end trade. With a Broadway mob out front, it just became a staring contest.

A solid act like Prof. Lamberti, who is usually sure-fire, had a tough time following Raft and Briscoe. But after sweating about five minutes, Lamberti finally got them. Spotting him in the middle, where there's weakness, would give Lamberti a better chance.

The provocative terps of Corinne and Tito Valdez made them the best sight act on the bill. They had three spots, topping them all with a dance in which the gal showed plenty of skin.

Rosanne came in with a trunkful of notices but failed to live up to them. The acro dancer, a chunky brunette, showed a series of fair butterflies and walk-overs, but either her spot was cut or her notices outranked her ability. Reception was tepid.

Leo De Lyon's falsettos and voice changes created a flurry. The boy worked hard, and even tho his material has now been seen in two Stem theaters, he got some fine laughs.

Nevada Strips

The only stripper on the bill was Nevada Smith's modified peel, which got just so-so reactions.

The boy production singer, Ralph Young, and the girl production singer, Muriel King, did good jobs in their limited roles. Steve Condos contributed his excellent hoofing and a hot trumpet. Marty Gould's ork cut the show in good fashion.

Admission charge of \$1.50 is novel on the Stem. But what may hurt is the additional location charge of \$1, plus tax, which brings the first bite up to \$3. The opportunities for captains to become "partners" via this location gimmick are too apparent to need comment. Bill Smith.

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ORIENTAL THEATER

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New York City

Mayfair Room, Blackstone Hotel, Chicago
(Thursday, May 26)

Capacity, 325. Price policy, \$1 cover and a \$2 minimum. Headwaiter, Emile Hollner. Publicity, Evelyn Nelson. Shows at 9:15 and 11:30. Estimated budget last show, \$6,500. Estimated budget this show, \$5,000.

Lena Horne's worked locally several times, but this performance tops everything in the past. The intimacy of this swank hostelry room makes it possible to catch the facial grimaces and little rhythmic body mannerisms that make la Horne a dramatic seller of songs. Her powerhouse interpretations of Bewitched, 'Deed I Do and The Lady Is a Tramp practically held the audience spellbound. For contrast, she did sparkling renditions of Beale Street Blues and Honeysuckle Rose, with her own trio, Luther Henderson Jr., piano; Joe Benjamin, bass, and Chico Hamilton, drums, contributing fine backing. In fact, Miss Horne is singing so well with the trio that MGM Records would do well to cut sides of the selections she worked here. To assure proper lighting, she is paying for a special electrician on the job, whose focusing of heavy light across her face and shoulders makes for wonderful staging. The mits she received puts her in the same class here with Kay Thompson and Peter Lind Hayes and Mary Healy.

Dick La Salle's ork contributed the usual good dance music. Ork, which will complete a seven-month run here at the summer closing following la Horne's run, supplied closing crescendoes for her. *Johnny Sippel.*

BEVERLY HILLS

(Continued from opposite page)
edy vein, and she sells like mad every minute she's on. Crowd liked her immensely.

Deke Moffitt and his ork (13), prime faves here, acquit themselves in their usual noble fashion on both show and dance chores. Buddy Trover Trio continues in the cocktail lounge. *Bill Sachs.*

Stem Dips to 324G, Tho Palace Adds 29G; Roxy, 65

NEW YORK, May 28.—A terrific \$29,000 collected by the Palace in its first week as a vaude-pic operation brought total Stem takes to \$324,000 against the previous week's \$343,000. Had the other houses held up, the over-all take would have been something to point to. As it was the Palace take was the bright spot.

Radio City Music Hall (6200 seats) slipped to \$118,000 for its deucer with the Stratton Story and stagershow after a big \$126,000 preem.

Roxy (6,000 seats) exited with

Va. Beach LQ Opens June 19

NEW YORK, May 28.—The Latin Quarter, Virginia Beach, Va., reopens for the season June 19 under new ownership. The spot was bought last January by Jim Dietz from Louis Ethridge.

The talent policy will call for single attractions plus a line. The first act in will be Vic Damone, to be followed by Frances Langford.

2 Performers Die In Pa. Auto Crash

TITUSVILLE, Pa., May 28.—Mrs. Viola Russi, 28, nitery dancer, and Maurice Cross, 73, magician and comedy juggler, who played theaters and night clubs in this country since 1914 under the names of Maurice Prince and Count Maurici, died in a local hospital early Monday (23) from injuries sustained when the car in which they were riding collided with a truck. Mrs. Russi's husband and dance partner, Charles, 42, was seriously injured in the crash.

The three were en route from Franklin, Pa., to Corry, Pa., to fill a night club engagement when the accident occurred late Sunday near Titusville. The Russis made their home in Cincinnati. Cross, who came to this country from his native Lublin, Poland, in 1914, had made Detroit his home.

New Tax Will Hike D. C. Tabs by 2%

WASHINGTON, May 28.—The new District of Columbia sales tax passed by the Senate last week after approval by the House will hike most nitery tabs 2 per cent, plus whatever portion of the doubled liquor tax operators decide to pass on to the public.

Date for the inauguration of the sales levy will be either July 1 or August 1, depending upon the results of a joint House-Senate conference set up to iron out minor differences in the two versions of the sales tax bill. The confab this week will also decide whether exemption for meals will end at \$1 or \$1.50. All tabs for food and drink above the designated amount will be subject to the 2 per cent fee.

Canton Mardi Gras Burns; Acts Bonded

NEW YORK, May 28.—The Mardi Gras, Canton, O., nitery, burned to the ground Tuesday (24) from what fire department officials termed as faulty wiring.

Joanne Jordan, Sammy Morris and a line of girls, burned out of jobs, had already worked a week on a two-week and option deal and claimed they weren't paid for the week. The American Guild of Variety Artists (AGVA), however, said it had a bond up to cover the salaries out of which the claimants will be paid.

\$65,000 after an \$89,000 opening for Dick Haymes, Dick Buckley and Forbidden Street. The new show (reviewed in this issue) has Al Bernie, the Berry Brothers, Viola Layne and Beautiful Blonde From Bashful Bend.

Capitol (4,627 seats) hit the cellar with a freezing \$21,000 for its second and last week with Sun Comes Up, Jackie Miles, Grace Barrie and Glen Gray's ork. The new show (caught for this issue) has Eddy Howard's ork, Marilyn Maxwell, Clifford Guest, Chill Wills and Tulsa.

Para Takes 55G

Paramount (3,654 seats) did an okay \$55,000 for a second and final stanza with the Victor Lombardo band, Peter Lorre, the Pied Pipers and Streets of Laredo. The new show (reviewed in this issue) has Janet Blair, Jan Murray, the Blackburn Twins, Bobby Sherwood's band and Monhandled.

Strand (2,700 seats) exited with a fairish \$36,000 for its third and final frame with the Ted Lewis show plus Flamingo Road. The new show (reviewed in this section) has Bobby Byrne's ork, Alan Dale, Eugenie Baird and The Younger Brothers.

The Palace (1,700 seats) took in \$29,000 for its first full week, virtually a recent day record for the house. The old bill had eight acts plus a first-run flicker. The new show has eight new acts (reviewed in this issue) and Slightly French.

MCA Post Ankled By Mickey Aldrich

NEW YORK, May 28.—Mickey Aldrich has resigned from Music Corporation of America (MCA) after joining the office a couple of months ago.

Aldrich, formerly a booker with the Eddie Sherman office, joined MCA as assistant to Harry Romm in the theater department. He replaced Jack Edwards, who quit to go with Matty Rosen. Aldrich has no immediate plans.

AGVA CONFAB

(Continued from page 43)
AGVA is another nut the boys will try to crack. Up to now whenever AGVA tangled with AFM it has run away. Last week Barto, hearing that James C. Petrillo, AFM prexy, was in Cleveland, hopped a plane to see him. Somebody got the wires crossed, because Petrillo either refused to see Barto or left town before Barto got there. There was no meeting. Rank and file of AGVA are now beginning to think that maybe they'd be better off in the AFM camp than to stick with a moribund org that promises much but does nothing.

Bleats From All Sides

Complaints by rank and file aren't limited to any section of the country. They are nation-wide. They come from the West Coast, the Midwest and the East. Most of these are sparked by the growth of unemployment among performers who want AGVA to do "something about this."

Up to now AGVA's "doing something about this" was to put a rubber stamp across all its letters reading, "repeal the 20 per cent tax." It has made claims it would help to revive vaude. But insiders charge it has done nothing. Speeches have been made about joining the AFM in getting theaters to bring vaude back. But so far none of these speeches has been implemented by action.

These are some of the problems the Chi convention will handle. No one knows what the answers will be. But everybody is agreed that fireworks and a blaze that will put the heat under the administration will almost certainly be set off.

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Capitol, New York

(Thursday, May 26)

Capacity, 4,000. Prices, 70 cents-\$1.50. Number of shows, four daily; five week-ends. Chain by A. C. S. Piermont. Show played by table band of 11.

Chill Wills, the homespun movie comic, summed up the new show in an ad-lib crack to headlining orkster Eddy Howard in which he referred to the show as "the cantata which we glued together." It's just another routine hand-vaude show with a few individual highlights coming in the form of movie star Marilyn Maxwell's changes, ventriloquist Clifford Guest's clever act and Howard's saccharine-line vocalizing.

It's a loosely packed presentation which kicks off with Howard's rascally *Ragtime Cowboy Joe* and segues into the acro-terping and attractive Winter Sisters' pleasing act. Wills follows with a hearty plug for his latest flick epic, *Tulsa*, the current pick here. He also threw off an amusing homespun story, a couple of songs in an unaffected manner and won the dinner audience, at the show tonight.

Maxwell Ahead

Miss Maxwell's tight-fitting black gown and exaggerated use of hands and body had her way out in front before she started making like a thrush. She scored with *A Wonderful Guy* and won the audience completely by removing her shoes to come down to orkster Howard's size for a dueting of *Baby, It's Cold Outside*.

The Howard ork follows with a rather confused but amusing production built around *Golden Sands of Hawaii*, Arthur Godfrey masks, bandsmen sporting hula skirts and the Howard Trio. Ventriloquist Guest, a fine standard act, won many guffaws and plenty applause for his clever and well-paced stint.

Howard closes the show with a trio of his Mercury-recorded tunes, warbling pleasantly and effectively in his warm and distinctive tenor. His live reed, five brass, three rhythm ork sliced an effective show.

Hal Webman.

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VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, May 25)

Capacity, 3,654. Prices, 55 cents-\$1.50. Five shows daily. Circuit booker, Harry Levine. Show played by Bobby Sherwood's ork.

The current show has its moments, the most of these are too few and too far between. The high point is the act cooked up by Janet Blair and the Blackburn Twins. Little happens ahead of them, and after them whatever is supposed to happen just doesn't jell.

The two Blackburn lads get their good sound results from their mirror dance cashing in on their resemblance. Miss Blair does a fair singing job with two numbers. It was when the both acts worked together that they did a smash job. They started it off with the gal warbling a hoked up *Fine Romance* while making passes at both boys. Their next was *Baby, It's Cold Outside*, the Frank Loesser novelty, in which the Blackburns' looks made switcheroos a natural. The number got yocks and almost stopped the show.

Jan Murray on Twice

Jan Murray worked in two spots, first as an emcee bringing on Miss Blair and later in his own spot closing the show. His first entrance took the edge off his later act, with results that hurt him. This time around Murray has some new material, one longish dramatic-comic thing built around *Champion*. The number has possibilities, tho not enough laughs. Apparently Murray doesn't trust this number too much, because in addition he used his old stuff. The latter is sure-fire, but it made for an over-long stay during which ennui crept in. Murray also did a bit with Bobby Sherwood; a bit that depended on impressions. The initial impact of Murray as a knock-kneed cowboy was funny, but when it was dragged out it simply became a bore.

Paul Sydell's act with his balancing pups was good sight stuff, tho it needed better staging. Sydell worked everything front and center, which would've been okay with a pit band. Here, with the band on-stage, the bass drum acted as a drop against which the dogs barely showed up when he balanced them in the air.

The band (14) cut a good show, with Sherwood, looking properly youthful, fronting in good style. The lad did a couple of songs; *Riders in the Sky* was his best.

Flicker, *Manhandled*.

Bill Smith.

Roxy, New York

(Friday, May 27)

Capacity, 4,000. Prices, 60 cents-\$1.50. Five shows daily. House booker, Sam Rauch Show played by Paul Ash's house band.

Apparently the philosophy behind the current stagershow at the Roxy is, "With Grable on the screen, why give 'em too much on the boards?"

Show consists of an orderly, mildly diverting procession of acts which maintains audience interest without arousing great enthusiasm.

First half of the bill is the ice show based on Victor Herbert's *Mlle. Modiste*, whose decor is a stylized pastel-and-plumes Parisian hat shop of the can-can era. Arnold Shoda's graceful dancing on skates drew the heaviest mitt, with appreciation also displayed for his partner, Jean Arlen. Part of these proceedings had six ladies in evening gowns upstage augmenting playing fiddles to Paul Ash's ork work. Background, with faves like *Kiss Me Again*, included vocal contributions by the H. Leopold Spitalny Choral Ensemble and soprano Audrey Dearden, who worked against loud ork and choral balance.

Viola Layne

In the off-ice part of the show, the liveliest entertainment was provided by impressionist Viola Layne, a comely gal, who did a series of imitations with verve and charm. Her Ethel

RKO Palace, New York

(Thursday, May 26)

Capacity, 1,700. Prices, 50 cents-\$1.20. Number of shows, four daily. House booker, Dan Friendly. Show played by Don Albert's house band.

The pace set for last week's preem is maintained in the new show. It opens fast, moves with spirit and closes with flash plus an unbilled "surprise" act, Tess (Aunt Jemima) Gardella.

The enthusiasm of the opening show has carried over. Street lines stretched around to 47th Street and inside they were standing six deep waiting for seats. The standout was Steve Evans, next to closing, whose drunk act and laugh bits fractured them. The Palace policy doesn't permit show stopping, but if it did Evans came close to it.

Mack, Russ and Evans, three men (one a dwarf), working in the six spot, did a bang-up job. The team's comi-acro stuff, with the little guy doing the knockabout stuff, pulled some great hands. The act moved fast and made an excellent impression.

The bill teed off with the Victoria Troupe, a five person bicycle act (four girls; one man) going thru some interesting two and unicycle routines. The boy carried the understanding burden, once carrying the four gals in pyramid fashion around the stage while they all blew thru pennant covered trumpets. Earlier in the act, the troupe used horns, accordions and saxes while on unicycles for good sight and ear effects.

Jack Parker, a blondish youngster did a clever job with Indian clubs and ball tosses. A blackboard prop, on which he had various slogans, was used to get laughs for various tricks. He came off in good style to pleasant hands.

Ballard Too Smart

Kaye Ballard, the only thrush on the bill, didn't do too well. The main fault was her material. Miss Ballard is a fine comedienne. She's proved it before in night clubs, but her material is a little too smart for a family trade.

The Three Arnauts got laughs and hands for their chair-fiddling bits and their bird talk act. The gal dressed up the act, and the two boys worked well and smoothly.

Tommy Dix belted out a series of standards and pops, winding up with his usual *Buckle Down Winsocki*. Oddly enough the latter, a Dix trademark, got a big hand on the downbeat, indicating his association with it is better known than generally realized. Dix finished way ahead.

Yvonne, Clavel and Farrar, two girls in black and a boy in white tails, showed a fine dancing act. Two girls worked in unison, while the boy handled them in smart fashion.

The "surprise" act, Tess Gardella, came on in Aunt Jemima make-up to give out with a couple of old torcheroos. After her first number she shed her make-up on stage to finish up in a black sequined gown. The audience apparently liked her, tho her voice has seen better days.

The new flicker, *Slightly French*, with Dorothy Lamour and Don Ameche, may help the b. o. The mob, however, was there for the flesh.

Bill Smith.

Merman, Shirley Temple and Rose Murphy bits were high for verisimilitude and dash, and her Mae West closing, at once tongue-in-cheek and oozing sex, scored strong.

Gaston Palmer, a portly gent with a French accent, did a juggling bit that was routine in scope but enlivened by humor and self-effacing, deliberate bungling of 'he tricks.

The Berry Brothers' standard dance act was cut short due to time requirements on opening day.

Pic, *Beautiful Blonde From Bashful Bend*.

Jerry Wexler.

Strand, New York

(Friday, May 27)

Capacity, 2,000 seats. Price range, 75 cents-\$1.50. Four shows daily, five Saturdays. House bookers, Harry Mayer-Milton Berger. Show played by Bobby Byrne's orchestra.

Altho it doesn't rate billing, singer Alan Dale's Fan Club is by far the best act at the Strand. Solidly entrenched in the first two rows (apparently for all five shows), Al's gals screamed, sighed, giggled and screeched while their hero was on. The rest of the time they heckled the other acts by anticipating the comic's punch lines and berating the band leader for switching his book. Dale must be a popular guy backstage.

In spite of this handicap, the singer came thru with a surprisingly effective performance. He has a pleasing voice, sells well, and makes love to the mike in acceptable crooner-fashion. Opening with *Night and Day*, he followed with a sprightly change of pace on *Darktown Strutters' Ball*, and killed the girls with his big disk hit, *Oh, Marie*. Regular patrons liked it, too.

Byrne's Ork Scores

Bobby Byrne and his ork registered solidly with numbers ranging from jump to the classics. The band has a smoothly integrated woodwind section and a truly outstanding flutist. Trombonist Byrne scored by doubling on the harp for two solos. He also handled the emcee chores in sincere fashion.

Chirp Eugenie Baird's best asset is a sensational figure. Wearing a tight, white sequin gown, she made a firm impression as a showman and singer. She seems to prefer coy novelty material, but she was at her best with the ballad, *Some Enchanted Evening*.

Comic Lenny Bruce and an eccentric dance duo, Lloyd and Susan Willis, round out the new bill. Bruce started off cold but warmed up the audience with his impression of a Bavarian mimic doing standard Hollywood impersonations. The dancers have a slick little act and drew a good hand.

The bill is pleasant enough, tho neither it nor the flicker, *The Younger Brothers*, has any marquee punch.

June Bundy.

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Magic

By Bill Sachs

MAURICE CROSS, magician and comedy juggler, fatally injured when the car in which he was riding struck a truck near Titusville, Pa., May 21, had toured for 54 years, May 21, had toured for 54 years as a professional magician. Born in Lubin, Poland, in 1876, he went to London in 1894, remaining there until 1910. In 1914 he migrated to America, opening at Hammerstein's, New York, under the name of **Maurice Prince**. In recent years he worked niteries under the name of **Count Maurici**. Further details in Night Club-Vaudeville section, this issue. . . . **McDonald Birch** and wife, **Mabel Sperry**, have concluded their season and, as you read this, will be heading for their summer home, Birchwood, at Malta, O., after taking in the International Brotherhood of Magicians' Convention in Chicago. The Birches have had two gala parties tossed in their honor recently. The Omaha Assembly, Society of American Magicians, entertained them at the Fontenelle Hotel there recently, and at Sioux City, Ia., the local IBM Ring gave them a dinner at the Mayfair Hotel, followed by a



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Schmidts Plan 380G Funspot in Newport

CINCINNATI, May 28.—Pete Schmidt and his son, Glenn Schmidt, former operators of Beverly Hills Country Club and Glenn Rendezvous, Newport, Ky., have announced plans to build a \$380,000 sports center in Newport.

Structure will house 20 bowling alleys, a restaurant seating 200, and a cocktail lounge. Work is slated to begin late in June.

party at the home of C. R. Tracy. . . . **Ralph Kahn**, 16-year-old amateur magician, who disappeared from his Milwaukee home February 16, 1948, and for whom a nationwide search was being made, returned home safely May 22. . . . **Princess Zeella** and **Dr. Chanda**, mental-magic turn, after winding up Florida theater dates, are working theaters, clubs and parks in Pennsylvania, with similar dates in Maryland, New Jersey and New York slated to follow. . . . **Jack Herbert** was in Cincinnati Monday of last week (23) for a single date for the Crosley Division of Avco Corporation at Hotel Sinton. He departed Tuesday for single club and convention dates in St. Paul, Cleveland, Chicago and St. Louis. . . . That's a nifty, smart, four-page herald **Bert Allerton** is flooding the better circles with to announce his availability for private parties and conventions. . . . **Harry Bardell**, who formerly did a magic turn with **Harry Otto** and also at one time with **Mysterious Smith** for two seasons, is now doing a juggling act in niteries. . . . **George A. Searls**, mentalist, has returned to Buffalo to open at Glen Park Casino for **Harry Altman**.

CARD MONDOR's spook opra, "Den of Living Nightmares," during its recent engagement at the Fox Theater, Tucson, Ariz., enjoyed a surprise visit from **Harry Blackstone** and his son, **Harry Jr.** According to Mondor, Blackstone has shed some weight but is showing an improvement in health. At the Fox Theater, Phoenix, Ariz., recently, the Mondor showfolks had as visitors **Bert Easley**, who now operates a magic shop in Phoenix, and **Larry Weeks**, comedy juggler, who was en route to the SAM convention in Denver after concluding a 30-week hospital tour. The Mondor unit, which recently concluded a swing of Fox houses on the Coast features **Card Mondor** as **Dr. Draculas**, with **Donna Hayes**, 6 feet 4 inches of blonde "hex appeal." Assistants are **Don Brinsade**, **Stan Williams** and **Helen Darnell**. Dick Newton is handling the advance. . . . **Dell O'Dell** and **Charles Carrer** closed Saturday (28) at the Shoreham Hotel, Washington, and hit out for the IBM convention in Chicago, where they are set for the Headliners' Show at the Eighth Street Theater Thursday (2). **Dell** and **Charley** open June 10 at the Pastime Club, Des Moines. . . . **Prince Julian**, after 26 months at Club Piccadilly, Baltimore, is taking a course in dramatic art at the Geller Theater Workshop, Los Angeles. He is keeping his hand in by working an occasional private club date or children's party in the vicinity. . . . **Robert Sherman** (Sherms) and **Hardeen Jr.** played a three-day engagement at Klein Memorial municipal playhouse in Bridgeport, Conn., May 13-15, under billing of "Houdini Lives Again." **Sally Shaw**, **Shirley Shulman**, **Evelyn Walker**, **Terry Fulton**, **Hattie Klein**, **Alice Murphy**, **Patient Buck**, **Josephine Elaine**, **Lee Corey** and **Rose Marie Pistley**, all local girls, rounded out the magical presentation. Ducats for the show in the 1,480-seat playhouse were tabbed from \$1.20 to \$2.40, but the report fails to tell how the show fared on the three days. . . . **George Ewald**, vent, en route east, stopped off in Phoenix, Ariz., recently for a visit with **Peggy Austini** magicienne, and a stop-off at **Bert Easley's** magic shop there.

Burlesque

By UNO

INEZ CLAIRE and **Lavodis** are featured in **Robert D. Bigg's** new stock show at the Follies, Los Angeles, where other principals are **Billy Ainsley** and **Skip Haynes**, comics; **Leon DeVoe**, straight; **Linda Merril**, **Bon Bonne**, **Doreen**, **Michael Laney** and **Lorraine (Bozo) Lord**. Producer is **Georgie Hunt**. . . . **Eddie Lloyd** and **Harry White** moved into the Roxy, Montreal, May 27 for four weeks. . . . **Harry Kane**, vocalist, newly teamed with **Larry Alpert** for a singing comedy act, starts July 1 for his 14th summer at the Parkston Country Club, Livingston Manor, N. Y., thru **Harry Cutler**. . . . **Larry Norman**, singing straight, formerly with the **Lou Ascol** road unit, has opened at the Avenue, Detroit, for an indefinite engagement. . . . **Dolly Dawson**, who has changed to **Helen Irwin**, her real name, and **Sammy Smith** bowed in June 3 for two weeks at the Chanticleer Club, Baltimore, thru **Dave Cohn**. . . . **Moe Costello**, former burly theater pilot, is now managing **Jack Kirkland's** comedy, "Mr. Adam", which opened at the Royale, New York, May 25.

SALLY LANE and her monkey, **Fifi**, are headlining the "Paradise Revue" with the **James J. Kirkland Shows**. . . . **Globe Atlantic City**, re-opens with summer burly stock June 17, with **Bill Henrique** as producer; **Yvette**, dancer; and **Billy Hagan**, principal comic. All three shifted from the recently shuttered **Troc** in Philadelphia. . . . **Sparky Kaye**, **Irving Selig**, **Al Baker** and **Jo Ann Malone** were principals in the white half of the black and white show which wound up the season for the Hudson, Union City, N. J., June 4. . . . **Frank Engel**, partnered with **Frank Bryan** in the operation of the Casino, Boston, and **Dawn DeLees** (Mrs. Engel) are back from a four-week vacation in Miami Beach, Fla. The Casino has switched to summer stock from Midwest Cir-

PETRILLO REVIEWS

(Continued from page 18)

year was overshadowed by the gloom of the Taft-Hartley Act and which buzzed with the Petrillo declaration of a ban on recording, this year may assume a more militant cloak. Since Petrillo and the AFM were recognized as being an influencing factor in garnering Midwestern labor votes for President Truman on the grounds of the Taft-Hartley (T-H) repeal plank, it is believed that T-H, which has been kicked around but not yet repealed, will come up for additional AFM castigation. One significant showbiz question, it is expected, will center around kinescope scales for musicians. But some feel that Petrillo has safely inked a five-year recording pact—that the AFM proxy will revive his long-standing fight against canned music on the air and juke boxes.

cuit roadshows. . . . **Bobby Vail**, comic, opens June 13 in summer dramatic stock at Deer Lake Park, Pa. . . . **Billy (Boob) Reed** and **Jimmie** and **Jean Cavanaugh** are with **Raynell's** Girl Show on the **Cetlin & Wilson Shows**. . . . **Tina Nix** becomes a new principal at the Roxy, Cleveland, June 10. . . . **Eddie Chester**, emcee, is playing a return date at **Ernie's Greenwich Village** nitery, Manhattan. . . . **Amy (Winkler) Fong** is working clubs in and around Boston. . . . **Jo Ann Michaels**, **Benny Moore**, **Johnny Mahoney** and **Harry Clexx** are new at the Burbank, Los Angeles. . . . **Johnny Head**, straight at the Avenue, Detroit, was guest of honor recently at a party attended by the cast at the Envoy Bar there to celebrate his birthday and wedding anniversary. . . . **Fanny Thatcher**, **Jeannette Dupree**, **Vera Walton**, **Engenie LaBlanc**, **Mrs. Al K. Hall** and **Mary Conway**, all ex-burly features, were among those attending the return of vaudeville May 19 at the Palace, New York.

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THE SWITCH IS TO WISCONSIN! See Page 85

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Photo Finish In Tight Crits Race

Chapman's First With 82.5; Atkinson and Coleman Trail

NEW YORK, May 28.—John Chapman, aisle-pundit for *The New York Daily News*, is the tape breaker in the 1948-1949 Stem critics' race for legit. Chapman came thru with a whirlwind finish from third place at the three-quarter mark last January (*The Billboard* clocks a legit finish from May 1 to the following April 30) to nose out *The New York Times* drama expert, Brooks Atkinson, by one point. The final tabulation includes 64 productions which unveiled on Broadway during the past season which were charted as successes or failures according to the length of their stays. *The Billboard's* mini-critics' accuracy average is 100 per cent. Critical accuracy averages are based on preem-night right or wrong opinions as to their success or failure potentials.

Chapman sat in judgment on 63 of 68 openings and was wrong only 11 times for a final average of 82.5 per cent. Atkinson, who was tied with the winner for third place at the first of the year, followed thru for a neck-and-neck finish with a score of 81.4. *The Times* aisle squatter judged 59 offerings out of the possible 64 and chalked up a similar 11 misses.

Home-stretch stumblings wrought radical changes in the pundits' finish-line order. Howard Barnes, *The New York Herald Tribune's* legit reviewer, who had been leading the field with a fat 85.2 average, dropped to fourth place with a final total of 79.0. Barnes sat in on 57 productions and erred on 12 of them. Robert Coleman, of *The New York Daily Mirror*, looked to be a strong second slot finisher, but only made third place by a fraction of a point over *The Tribune's* expert.

Morehouse, Sixth

Ward Morehouse, of *The Sun*, failed to redeem his earlier season setbacks. "Twice a tape breaker in the critics' sweepstakes during the past five years, *The Sun's* expert has had tough going during the past season. Last January found him in fifth slot even with the Chapman-Atkinson tie. His final score has dropped nearly five points below his average of 80.0 at that time. Due to out-of-town assignments, Morehouse was able to catch only 53 of the openings and was right in his prognostications on 40 of them for a total of 75.5.

On the other hand, Richard Watts Jr., *The New York Post Home News*, held steadily to his place at the three-quarter mark to take fifth place from Morehouse by an eyelash of three-tenths of a point. Watts' final tally was 75.8, based on 62 shows caught and 15 wrong guesses.

Back in January Robert Garland (*New York Journal-American*) and (See Photo Finish on opp. page)

HOWDY, MR. ICE OF 1950

(Continued from page 4)
eye-filling production numbers to satisfy the most exacting fan.

Practically the whole first stanza has been reroutined, with such eminent bladesters as Skippy Baxter, Eileen Seigh, Cissy Trenholm, Jinx Clark and John Walsh in virtuoso slots. Mickee and Paul Preston contribute another of their excellent acrobatic duos. Eddie Berry and Arthur Erickson pair for a good drunk-and-cop sequence. The knockabout comedy trio, the Bruises, Monty Stott, Feoffe Stevens and Sid Spalding, are again at their inimitable didoes with mops and pails and a sock high spot is the puppeteering of a completely new addition, Sid Krofft.

The show's second half retains the splendid ice ballet, *The Sleeping Beauty*, again featuring Harrison Thomson and Jinx Clark; the calypso production number, this time spotting John Walsh in place of Rudy Richards; the *Cradle of Jazz* sequence, with Buck Pennington in the top slot; and the big production circus finale. Also held over is the *Bluebird* pas de deux of Baxter and Eileen Seigh, which in this reporter's opinion is about the last word in skating perfection. Trixie, the juggler, remains to astonish the customers, and a sock innovation is the inclusion of Vaughn Pipes's and Howard Brand's badminton duel on skates. On the comedy side, the top clown of them all, Freddie Trenkler, adds a refurbished act with an intro that should give a bow to Marie Powers and *The Medium*. Trenkler will be with the show only thru Monday (30), when he leaves for Europe and a summer vacation.

Once more salutes must be offered the staging of Catherine Littlefield, the backgrounds of Bruno Maine and the body-draping of Grace Huston, Billy Livingston and Katherine Kuhn. One of the new production numbers is the mirror ballet, with its magnificent costumes borrowed from last

Silo Circuit

Interplayers into rehearsal May 30 with *Out of the Picture*, by Louis McNeice, late June opener of their summer season in Carnegie concert hall.

The New Moon is the opener of the St. Louis Municipal Opera's 31st successive season, which gets under way June 9.

Let Us Be Gay, with Kay Francis and Joel Ashley, skeds the opening spot at the 56-year-old Lake Whalom (Fitchburg, Mass.) Playhouse June 13.

The Robin Hood (Arden, Del.) Theater opens a 12-week season June 14 with *O, Mistress Mine*. Windsor Lewis is directing.

John P. Samuels skeds to re-light the Keene (New Hampshire) Summer Theater June 27 with *For Love or Money*. Equity troupe includes Louise Winter, Louis Edmons, Will Sandy, Madeleine Turrell and Justine Johnston. Elsing Parke is directing.

Buster Keaton will be guest star for the Berkshire (Stockbridge, Mass.) Playhouse's opener, *Three Men on a Horse*, June 20. Berkshire skeds an 11-week season.

George and Lewis open their Riverhead (L. I.) Summer Theater June 27 with *Personal Appearance*. Edward Ludlam will direct.

Joining strawhatter ranks this summer is the famous Artists Country Playhouse, located in Fayetteville, N. Y., high school auditorium, just outside Syracuse. Troupe has already lined up an eight-week schedule, teeing off with Paul Lukas in *The Play's the Thing* July 4.

Elizabeth Bergner has been signed by Richard Aldrich to gueststar in *Amphitryon* 38 at Falmouth (Mass.) Playhouse for week of July 18.

season's Henie Hollywood Ice Revue. Its stage effectiveness more than deserves its former arena acclaim.

If fault may be found with the new production, it stems from giving somewhat too much. Preem night clocked a curtain-to-curtain span from 8:40 to almost 11:30. However, with Trenkler's act to be omitted and possibly a knifing out of a pretty dull sailor sequence, *In Every Port*, the running time may be scaled to its right proportions. As is, *Howdy, Mr. Ice of 1950* will pack another mammoth H. and W. coinsack. Again, it's a top buy at the tariff.

Bob Francis.

All Hell May Break in Stem Ticket Scandal

Murtagh Promises Cleanup

(Continued from page 3)
before we're thru." This came after a hectic week in which Murtagh suspended one broker, sought to suspend another and subpoenaed the books and records of nine private clubs dealing with tic brokers.

By today action had slowed down against brokers as Murtagh and his assistants digested the ugly facts they had uncovered in the last several weeks. Nevertheless it was apparent that this was just the lull before a hell of a gale, when it was learned that the commissioner intended to shelve many more brokers before he was thru.

On the hopeful side from legit's point of view was a meeting yesterday of the newly organized Committee of Theatrical Producers (CPT) at the offices of the League of New York Theaters to put more teeth into the ticket code authority. This code consists of regulations designed to curb ticket abuses. The code, tho always a possible stick to beat erring ticket brokers over the conk, has seldom been used, because of lack of evidence. This deficiency may be remedied by Murtagh, and the theater may have the chance to clean its own house.

Broadway Opening

MR. ADAM

(Opened Wednesday, May 26)

ROYALE THEATER

A comedy by Jack Kirkland, based on Pat Frank's novel. Staged by Jack Kirkland. Setting by Phil Raiguel. Company manager, Maurice Costello. Stage manager, Forrest Taylor Jr. Press representative, Maurice Turet. Presented by Jack Kirkland.

Mary Ellen Adam.....Ellsabeth Fraser
Mrs. Brundage.....Ethel Laird
Homer Adam.....James Dobson
Steve Smith.....Frank Albertson
Joe.....George Ramsey
Colonel Phelps-Smythe.....Howard Freeman
Sergeant Carlson.....John James
Sergeant Donetti.....Robert Gray
Nate Gabelman.....Ted Thorpe
Percy Klutz.....Emory Parnell
Zane Ziller.....Maxine Simon
Obadiah Latch.....Oliver Blake

This reporter hasn't read Pat Frank's novel, *Mr. Adam*. But if it bears any resemblance to the play which Jack Kirkland has derived from it, this reporter doesn't want to Kirkland's "satirical comedy," which teed off last March in San Francisco and has been heading East via Detroit and Chicago, unveils a worse package of leering, bedroom innuendo and downright bad taste than has made a bid for Stem consideration in a long, long time.

In case anyone is interested in its content, young Mr. Homer Adam discovers that he is the only man left with unimpaired sexual powers, after a nuclear energy explosion has destroyed global male virility. Since the human race is otherwise obviously doomed, Adama immediately becomes international big business in the stud market. The government and the army take him over. Alas, the lad loves his sexy wife and she loves him, which presents complications and splendid opportunities for distressing bouidoir antics. Injected into this unwholesome notion is a so-

(See Mr. Adam on opp. page)

Reminder: Donaldson Awards

All ballots for the Sixth Annual Donaldson Awards must be mailed on or before June 12. It is essential that you vote as early as possible in order that last-minute tabulation congestion may be avoided. It is not necessary to vote in all categories. A partial ballot is acceptable. Please co-operate.

As announced in *The Billboard* May 23, *Good-bye, My Fancy* and *The Silver Whistle* were omitted from the listing of "First Plays" in the eligibility booklet. Both are eligible for honors in that category.

New York Drama Critics' Accuracy Averages

May 1, 1948, to April 30, 1949

(Complete Season)

	Shows Caught	Right	Wrong or No Opinion	Accuracy Percentage
John Chapman (<i>News</i>)	63	52	11	82.5
Brooks Atkinson (<i>Times</i>)	59	48	11	81.4
Robert Coleman (<i>Mirror</i>)	64	51	13	79.7
Howard Barnes (<i>Herald Tribune</i>)	57	45	12	79.0
Richard Watts Jr. (<i>Post</i>)	62	47	15	75.8
Ward Morehouse (<i>Sun</i>)	53	40	13	75.5
William Hawkins (<i>World-Telegram</i>)	63	46	17	73.0
Robert Garland (<i>Journal-American</i>)	64	46	18	71.9
John Lardner (<i>Star</i>)	38	27	11	71.1

(Note: Not included in this tabulation are productions with fixed or limited runs of less than 100 performances.)

Out-of-Town Opening

CABALGATA

(Opened Monday, May 16)

BILTMORE THEATER,
LOS ANGELES

A Spanish revue presented by S. Hurok. Produced and directed by Daniel Cordoba. Musical director, Ramon Bastida. Choreography by Daniel Cordoba. Settings by Luis Marquez. Costumes designed by Daniel Cordoba. Musical arrangements and orchestration by Ramon Bastida. Company manager, William Severns. Press representative, Bill Tostevin. Stage manager, Miquel Del Castillo.

DANCERS: Carmen Vazquez, Jose Toledano, Pilar Calvo, Sebastian Castro, Pepita Marco, Paco Fernandez, Aurea Reyes, Martin Caro, Floriana Alba, Julio Toledo, Sara Heredia, Fernando Vargas, Violeta Castellon, Celia Lopez, Elba Ocalza, Andres Aguirre, Gustavo Garzon, Maria Castillo, Catalina Marquez, Elena Biestra, Carlos Castro, Guillermo Marin, Ricardo Sole, Conchita Escobar, Terena Martinez, Aurora Vazquez, Gustavo Delgado, Fernando Marti, Jose Valois, Luisa Garcia, Carolina Mendez, Armonia Villar, Raul Izquierdo and Rene Ochoa.

SINGERS: Miguel Herrero, Rosa de Avila, Enrique Barrera, Victor Torres and Rafael Hernan. **PIANIST:** Jose Cortez. **GUITARS:** Manuel Medina, Paco Millet and Rafael Molero.

Touched with the flash and fire of Old Spain, *Cabalgata* unfolds as a breathtaking panorama of dance and song. This dazzling all-Spanish musical revue is well within the Hurok tradition. Its dancers are brilliant, its vocalists are excellent, the settings are superb and the wardrobe is as extravagant as has been seen here in many a year and Hurok spared little expense in wrapping it up. Local opening marks its first American presentation. For the past eight years, *Cabalgata* has toured Spain and 12 Latin-American countries.

Each of its 18 exciting scenes authentically reflects the folk lore and spirit of Spain. Among the dancers, Carmen Vazquez is the most noteworthy. Fire and zest of her dances keeps audience on seat's edge throughout and brings a wild ovation. The flamenco dances of Pilar Calvo, as well as the energetic work of Jose Toledano and Fernando Vargas, along with the other principals, intrigues patrons and results in long and loud cheers.

Of the vocalists, Roca de Avila and Enrique Barrera vied as favorites. Pianist Jose Cortez revealed an impressive command of the Steinway in his performance of de Falla's *Five Dances*. His crisp and clean-cut technique brought down the house and proved a show stopper. If his pianistic capabilities go deeper than the superficial show pieces performed here, Hurok may have a contender for concert stage laurels. He would do well to allow Cortez a second appearance during the revue's later scenes, especially since Cortez is proving to be so well liked by audiences.

Cabalgata's high place does not hide the fact that the revue would welcome a slight trimming to shorten its 2½-hour running time. Since the lyrics are all in a foreign tongue, non-linguists may tire a bit if too much is offered. This, of course, in no way should be interpreted to mean that non-Spanish speaking persons cannot thoroughly enjoy the revue. Basically, the universality of music and the dance transcends national borders and language restrictions and allows all a full measure of enjoyment. One need not know Spanish to derive pleasure from Ramon Bastida's excellent orchestra arrangements and direction or from Daniel Cordoba's choreography, costumes and production-direction. *Lee Zhito.*

Off-Broadway Opening

ME, THE SLEEPER

(Saturday, May 14)

MASTER'S INSTITUTE, NEW YORK

A drama by Jack Balch. Staged by Joe Kramm. Lighting, Ralph Alsang. Stage manager, Joseph Kapfer. Presented by the Invitational Series of The Experimental Theater.

Betrina Margaret Draper
Luddy Robert Pastene
Blake Tom Reynolds
Smetager Jerry Bynder
Mary Isabel Bonner
Jimmy Bobby Nick
Joe Jonathan Luens
Luddy as a Boy Bobby Nick
Mrs. Riff Mary Elizabeth Aurelius
Mr. Riff Billy M. Greene

It is unfortunate when an idea as valuable as the Invitational Series of the Experimental Theater (ET) starts to disintegrate. ET's latest presentation, *Me, the Sleeper*, is a boring, immature piece of work that is not fit for public unveiling.

Jack Balch, the scripter, has a certain poetic talent, but his play smacks of a breast-beating effort gaited better for library shelves than acted for a critical eye. The play has no semblance of structure and makes no progression.

It is an alleged psychological study of the disintegrating mind of a veteran. Practically everything is told in terms of flashbacks. However, a pewsitter never finds out what the vet's real problem is, why he broke off with the girl he loved so much, what caused his breakdown and a multitude of other facts that might have given the proceedings some sense.

Good Production

In the face of this material, the production was unusually good. Robert Pastene, playing a difficult, wordy part, showed great talent for making tough mood transitions. Margaret Draper made a capable and comely girl friend. Isabel Bonner was the overwrought wife. Tom Reynolds was a convincing detective and Jonathan Harris was the vet's persistent conscience. Joe Kramm's direction was good, but unavailing.

Is it the purpose of the Invitational Series to unveil plays for the public and the trade, or only for scripters? If it is the latter, this production may be justified. However, if it aims to showcase actors, directors and a production, the group will have to come up with better scripts and supervise them more closely or it will lose those of its audience who still are loyal.

Leon Morse.

PHOTO FINISH

(Continued from opposite page)

William Hawkins (*New York World-Telegram*) were running a dead heat for the seventh slot. The home-stretch spurt has put over *The World-Telegram's* drama pewsitter for a seventh place finish with an average of 73.0 per cent. Garland wound up eighth with a score of 71.9. Hawkins was a member of 63 initial play congregations and was off the beam 17 times. Garland sat in on all 64, but had one more error on his tally sheet.

Star Drops Out

Bringing up the field was the newest member of the nine-old-men clan, or rather it should be stated ex-member. John Lardner took over the drama saddle of *The Star* last September and set himself a good pace for a three-quarter average of 81.8. However, a few weeks thereafter *The Star* suspended publication and Lardner's record can only be tabbed on the basis of the 38 productions which he had an opportunity to judge. He went astray on 11 of these and finished in ninth and last position with a score of 71.1.

Looking over the whole record (see box score on page 48), this season's scoring is exceedingly close. An additional error either way could have reversed the winner and runner-up positions. And the same is even more apparent all the way down the line with practically photo finishes between Coleman and Barnes, Watts and Morehouse, and Garland and Lardner. The over-all shows only a difference of less than 12 points between the winner and tail-ender. In all, the 1948-1949 critics' sweepstakes adds up to a singularly tight race.

A new tally for 1949-1950 is already under way, including productions which opened on the Stem subsequent to last April 30. Another critic, Arthur Pollock, has joined the nine-old-men ranks. Pollock has accepted the chair of applied drama criticism for the recently launched *Compass*. *The Billboard* will publish details of the aisle experts' running form as the new season gets under way.

New Stem Producers

NEW YORK, May 28.—A new production firm, Contemporary Plays, Inc., this week opened offices at 113 West 42d Street. The firm is headed by John Feldman and Erich Juhn. Maximilian Shulz is director and associate producer. Several plays are under consideration for fall production.

BROADWAY SHOWLOG

Performances Thru
May 28, 1949

DRAMAS	Opened	Perfs.
Anne of a Thousand Days..... (Shubert)	12- 8, '48	198
A Streetcar Named Desire..... (Barrymore)	12- 3, '47	591
At War With the Army... (Booth)	3- 8, '49	95
Born Yesterday..... (Henry Miller)	2-24, '46	1,392
Death of a Salesman.... (Morosco)	2-16, '49	124
Detective Story..... (Hudson)	3-22, '49	70
Diamond Lil..... (Coronet)	2- 5, '49	85
Edward, My Son..... (Martin Beck)	9-29, '48	270
Goodbye My Fancy..... (Fulton)	11-17, '48	221
Life With Mother..... (Empire)	10-28, '48	253
Madwoman of Chailloi... (Belasco)	12-27, '48	176
Master Roberts..... (Alvin)	2-13, '48	496
Two Blind Mice..... (Cort)	8- 2, '49	101
MUSICALS		
Along Fifth Avenue..... (Imperial)	1-13, '49	166
As the Girls Go..... (Winter Garden)	11-13, '49	225
High Button Shoes..... (Broadway)	10- 9, '47	641
Kiss Me, Kate..... (Century)	12-30, '48	170
Lend an Ear..... (Broadhurst)	12-16, '48	188
South Pacific..... (Majestic)	4- 7, '49	60
Where's Charley?..... (St. James)	10-11, '48	264
OPENED		
Mr. Adam..... (Royale)	5-23, '49	5
Howdy, Mr. Ice of 1950 (Center)	5-26, '49	4
CLOSED		
Love Life..... (46th Street)	10- 7, '48	268
Man and Superman... (City Center)	5-16, '49	36
Mr. Adam..... (Royale)	5-25, '49	5
Big Knife, The..... (National)	2-24, '49	105
Silver Whistle, The... (Biltmore)	11- 4, '48	216
The Traitor..... (48th Street)	2-31, '49	68

MR. ADAM

(Continued from opposite page)

cial message of good cheer, wherein the lad agrees to play ball with the politicians and give up his ever-loving wife, provided that national boundaries, armies, etc., are abolished in favor of a brave new world starting from scratch. This pleasant, if silly, proposition naturally creates an impasse. But Messrs. Frank and Kirkland have the answer for that. It seems that a noisome character, obviously a sprig of the Jukes family, likewise has retained his propagational prowess. How did he do it? Why, via a diet of acorns! So Kirkland leaves our government about to corner the acorn market and the lad and his ever-loving wife to the contemplation of those joint connubial interests which seemingly have almost exclusively occupied their minds since the rise of the curtain.

Principally concerned in these proceedings, which rest on a shaky foundation of labored farce and tepid burlesque, are James Dobson, Elisabeth Fraser and Frank Albertson. All three do what they may with fairly insufferable material. Howard Freeman and Emory Parnell represent army brass stupidity and bureaucratic piracy, which a pewsitter may suppose is where the "satirical" slant of the comedy is supposed to come in. Oliver Blake is more than sufficiently noxious as the dimwit who thrives on acorns. There are some other characters involved, including a pregnant secretary with a trick pencil—which is evidently to be considered riotous.

Kirkland's direction of his own script is adequate and Phil Raiguel's set of a barn-turned-living room is effectively simple and gaited for traveling. That's what Mr. Adam ought to do—and the sooner the better.

Bob Francis.

Insure Your Vote

Each year for the past five years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Sixth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard,
Donaldson Awards Committee
1564 Broadway,
New York 19, New York.

Please forward ballot and eligibility list for the Sixth Annual Donaldson Awards.

Name

Address at which mail will be sure to reach you in May

.....
.....

NOTE: If you will be working in a Broadway theater in May, don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

ROUTES Dramatic and Musical

Allegro (Great Northern) Chicago.
Born Yesterday (Colonial) Boston.
Erigoon (Auditorium) Denver.
Finian's Rainbow (Hanna) Cleveland.
Harvey (Curran) San Francisco.
High Button Shoes (Royal Alexandra) Toronto.
Ivive U. S. A. (Shubert) Chicago.
Lunt & Fontanne (Davidson) Milwaukee.
Present Laughter (Cass) Detroit.
Red Shoes (Selwyn) Chicago.

New England Drive-Ins Grow Despite Regulation Threats

HARTFORD, Conn., May 28.—Threats of regulations on operations in the drive-in theater field in the form of two bills now pending in New England State legislatures has not held up extensive construction plans for the spots throughout the area, it was revealed this week.

In New Hampshire, a bill that would give power to towns to regulate the location and operation of drive-in theaters has been introduced in the State Legislature.

Pending before Connecticut's State Legislature is a measure that would prohibit the construction of drive-in theaters along State aid or trunk line highways. Rep. Warren Cressy, Danbury, who introduced the bill, said at a recent public hearing that drive-in theaters caused dangerous traffic conditions. New Hampshire measure is sponsored by Senator Doris M. Spolter, Hamstead.

At Scarborough, Me., the Lockwood & Gordon Theater Circuit is building a \$200,000 drive-in, with planned capacity for 850 cars. Opening is set for June 10.

In Bloomfield, Conn., the Town Board of Zoning Appeals voted to

engage private counsel to represent it in the pending action brought against the board by Bloomfield taxpayers for granting authority to Philip W. Maher to build and operate a drive-in in Bloomfield.

Western Massachusetts is perhaps the busiest New England area insofar as drive-in construction is concerned. Several projects are under way, and more drive-in theaters are being planned.

Until several years ago, the area had less than half a dozen drive-in theaters. At present there are 11 such spots in operation in that sector.

E. M. Loew's Theater Circuit, which operates three drive-ins in Connecticut, has plans for a 600-car capacity theater on the road between Springfield and Holyoke, Mass. Carl H. Nilman, of Buckland, who owns the Northfield, Mass., Drive-In, is building another one at Charlemont, Mass. James Savers, who operates the Pine Island Drive-In at Manchester, N. H., started construction some months ago on a 500-car capacity spot on the highway between Dover and Rochester, N. H.

Rep Ripples

JAMES R. WARREN has 16mm. pix in the Ludlow, Vt., sector. . . .

H. G. (Skip) Talley pens from Lewiston, Idaho that he's mulling a dance show to be presented from a platform during the summer. He has a tent stored in Cottonwood, Idaho, but will not use it during the season. Talley recently concluded a successful school season. . . .

Carl Linwood, who has been vacationing in Phoenix, Ariz., will have a flesh pie trick in Safford, Ariz. He plans to set up an entertainment bureau for the fall with headquarters in Phoenix. . . .

Carol Players, four-person trick, are booking dates in Pennsylvania resort towns. . . .

Frank Nihan, who has pix in Essex County, Massachusetts, will go into Northern New Hampshire and Vermont for the summer. He also plans to add flesh. Nihan is a former stock and rep performer. . . .

Al F. Bailey has 16mm. pix in the Boulder, Mont., sector and will add flesh soon. . . .

Arthur E. Johnson has been showing 16mm. pix around Duluth, Minn., to good returns. . . .

Jack E. Tyler has left Lubbock, Tex., with his museum show for Sedalia, Mo., with the idea of moving toward Southeastern Idaho, which he has played for a number of years. . . .

Ernest D. Des Chenes left Ottawa, Ont., for Valleyfield, Quebec, with his summer flesh show. Des Chenes has been playing Ontario dates under auspices with a hypnotic and illusion presentation and will work the attraction into his summer hall offerings. . . .

Northampton Players will book eight weeks of sponsor dates with E. F. Hannan's "Tough Guy." . . .

Gordon R. Allen recently finished six months of religious pix in the Northern New York to good returns. He's currently framing a small flesh trick for a Western Canadian tour. . . .

Costa's Show is playing Manitoba to reported good business. . . .

F. D. Bennett is readying a small flesh trick at Emporia, Kan. . . .

Taylor's Tent Show, flesh and pix, is playing spots around Tallahassee, Fla.

16mm. Pix Good

Farm Sales Lure

READING, Pa., May 28.—Use of 16-mm. nontheatrical films to attract patronage to a rural commercial establishment has been tested successfully in this area. A farm implement sales firm at near-by New Berlinville, Pa., to attract both city folk and the farmers to a special two-day sale, ran a two-night film as a come-on.

Display newspaper advertisements in the local newspaper announced the shows. Residents with names in the A to M class were invited to bring their families the first night, with the N to Z families invited the second night.

North Haven, Conn., May 28.—John Ricciuti has been named assistant manager of the New Haven Drive-In Theater here. He formerly worked for Eagle-Lion Films, motion picture distributors.

NORTH HAVEN, Conn., May 28.—John Ricciuti has been named assistant manager of the New Haven Drive-In Theater here. He formerly worked for Eagle-Lion Films, motion picture distributors.

SELINSGROVE, Pa., May 28.—M. L. Spiegelmeyer, prominent Pennsylvania motion picture theater owner, is the latest movie exhibitor to turn to outdoor theater operations. He has taken over the operation of the Nuway Drive-In near here.

FRANKFORT, Ky., May 28.—Secretary of state has issued a charter to J. B. Johnson Enterprises, Inc., Lexington, which proposes to operate drive-in theaters, motels and restaurants. Authorized capital stock is \$200,000, with J. B. Johnson, James E. Head, Everett Marshall and Ray Toepfer as incorporators.

Plunkett Scores Solidly on Tour Of Texas Stands

DIMMITT, Tex., May 28.—Plunkett's Stage Show, currently in its 15th week in established Texas territory, has been playing to good business, with the chief rise in receipts showing up over the past four weeks, Kennedy Swain reported during the org's local stand. Swain says that the season thus far has been one of the most successful in show's history.

Show plays two more weeks in Texas before heading into Oklahoma, with stands in Kansas, Nebraska and Colorado slated to follow before it returns to Texas. Org is carrying 33 people, Swain says, and is transported on six trucks, 12 trailers and seven private cars.

Fuzz Plunkett has added his Monkey Fire Department to his list of animal acts. He recently took delivery on a 20 by 40-foot animal tent in which to house them. Jerrie Plunkett's swing backs are proving a hit, as is Pat and Larry Plunkett's work on the trampoline.

Recent visitors included Jack and Priscilla Leopard and daughter, Linda; Ben Davenport, owner, Dailey Bros. Circus, and Jerri Wurtzel. During the show's stand in Fraan, Tex., Charlene Plunkett and Bob Wager chartered a plane to Gonzales, Tex., to witness the Dailey opening and returned in time for the night performance.

Jewell-Harris Org To Cathey, Lucas

DALLAS, May 28.—Buck Cathey, local booker, and Joe Lucas, Houston night club operator, have joined forces and will take over the Jewell-Harris rep-tent attraction here. New combo will open with burlesque at the Jewell-Harris org's Beckley Avenue site. Current plans call for a policy of three shows per night, sans pix.

Cast includes Joe Seidler, comic; Dolores Cooper, straights and magic; Chuck and Vivian Wingo, dancers; Chuck Rodman, band leader and a chorus.

IDEAL PIX ELECTS OFFICERS

CINCINNATI, May 28.—Ideal Pictures Corporation, large distributor of 16mm. pix, and which recently became a subsidiary of Esquire, Inc., has named A. L. Blinder, president of the organization. Ellsworth C. Dent and Paul Focht were elected vice-presidents. Focht continues as general manager, with Lester Petchat as treasurer. Don Moller is secretary and David A. Smart chairman of the board.

TWO MORE FOR NEW ENGLAND

HARTFORD, Conn., May 28.—Two more outdoor theaters have opened for business in New England. They are the 700-car capacity Post Drive-In Theater, East Haven, Conn., operated by Phil Cahill and Joseph Dolgin, of Hartford, and the 900-car capacity Fort Warren Drive-In Theater, Castleton, Vt., which is operated by F. Chase Hathaway.

VERMONT STILL HOSPITALIZED

OTEEEN, N. C., May 28.—E. V. Balger, known in rep and tent show circles as Slim Vermont, is in Veterans' Hospital here recovering from an illness that has had him bedfast for several months. During a recent USO show, Vermont renewed acquaintances with Joe E. Brown, flicker star, and both posed for a photograph snapped by a photographer from The Asheville (N. C.) Times.

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Perfect Sound Westerns, McCoy, Steele, Maynard, Fred Scott, at \$35.00. Programs rented, \$7.50. Pair of Holmes, reconditioned, \$875.00. Shipping Cases, 2000 ft. capacity, at \$4.00 each. Silent Features, \$15.00. Shorts, \$3.50. Poster Supplies. Free Lists. SIMPSON FILMS, 155 High, Dayton 3, Ohio.

FOR ROADSHOW MEN!!

Now available—10-minute short, "NEW YORK" 35 and 16mm. Highly entertaining. Eloquent, narrated. Important scenes of Greatest City and its many wonders. Phenomenal out of town TV rights available. Write

METROPOLITAN FILM DISTRIBUTORS
430 Ninth Ave. New York 19, N. Y.

BRUNK'S COMEDIANS Want

Workingmen, prefer one who can tie half hitch. Drinkers and bellyachers, lay off. Other useful, reputable people, answer.

May 30, Holly, Colo.; June 6, Lamar.

SUMMER CLEARANCE

Send for lists 16mm. Sound Films for outright sale. Priced to sell quick. This advertisement appears this issue only.

FILM CLASSIC EXCHANGE
FREDONIA, N. Y.

Slout Players Get \$\$ at First Illinois Date

WATERLOO, Ill., May 28.—Slout Players Tent Show, making its first appearance of the season in Illinois, chalked up a satisfactory engagement here May 16-21. Tent was set up in a good location and drew its share of business despite competition from a pageant near-by and the night games played by the St. Louis Cardinals and Browns.

The first birthday party this season was held after the show while org was in Owensville, Mo., with Ralph Blackwell the honored guest. Personnel gifted him with a pen and pencil set.

Show has become a hotbed for candid camera addicts, three members of the cast having been hit by the bug, which results in numerous good pictures of the outfit, scenes from the show and pictures of members of the cast. Many members of the show availed themselves of the proximity of St. Louis to take in the ball games, do their shopping and visit with members of the Royal American Shows.

Drive-In for Dent, O.

DENT, O., May 28.—A new drive-in theater, with a 650-car capacity, will be constructed on State Route 52 here, it was announced this week. Spot will be operated by Auto-In Theater Company, which operates another drive-in in Price Hill, Cincinnati suburb. Plans call for a screen tower 70-feet high and in-car speakers equipped with heaters. Included in the plans are a picnic area, pony track and children's playground. Theater will be managed by Jerome J. Kunz.

Billy Terrell Recovering

NEW ORLEANS, May 28.—Billy Terrell, former owner-manager of rep and tent shows bearing his name, is in Oschner Clinic here recovering from a heart attack. Terrell, who owns two theaters and other interests in Louisiana, makes his home in Roseland, La.

EAST GREENBUSH, N. Y., May 28.—David J. Willig, who owns a number of drive-in theaters in Massachusetts and Connecticut, has reopened the Auto-Vision Drive-In Theater here for its fourth season.

THE FINAL CURTAIN

ASTRAY—Pilar Millan, 70, noted Spanish actress, May 22 in Madrid.

BEACH—Harry A., 73, former sales manager for the old Victor Talking Machine Company in Camden, N. J., May 18 at the home of his daughter in Marion, Pa. He was also sales manager of Stromberg-Carlson, Rochester, N. Y. Two sons also survive. Burial May 21 in Elmira, N. Y.

BELLEY—Napoleone, 63, former well-known tumbler, May 1 in Viareggio, Italy, of injuries sustained in an auto accident. He was the uncle of Lucy and Danilo, of the Zoppe-Zavatta aerialist troupe in this country.

BERGSTROM—Frank, 65, formerly a member of the Half a Ton of Harmony quartet, May 15 in Redding, Calif. Burial in Redding.

BOOTH—Charles G., 51, author and screen writer, May 22 at his home in Beverly Hills, Calif. Two years ago he won an Academy Award for the best original screen story, *The House on 92d Street*. Other credits include *The General Died at Dawn* and *Johanny Angel*. Survived by his widow, Lillian, and a son.

BORR—Leo, 28, commercial photographer and son of band leader Mischa Borr, May 18 in New York. His widow and mother also survive.

BRAUNSDORF—Virginia, 25, daughter of Eugene Braunsdorf, bass player with the Detroit Symphony Orchestra, May 21 in Detroit.

CHRISTIE—George, 76, veteran legit character actor, May 20 at Toms River, N. J. From his debut as a member of George Holland's Theater Company in 1894, he joined Richard Mansfield, then appearing in *Cyrano, A Parisian Romance* and *Dr. Jekyll and Mr. Hyde*. Christie's next engagement was in *The Only Way*. Other plays in which he appeared include *On the Quiet*, *When Knighthood Was in Flower*, *Mayor of Magdala*, *Barbara Frietche*, *Greenwich Village Follies*, *A Free Soul*, *We, the People*, *They Shall Not Die* and *Seven Keys to Baldpate*. He supported such stars as Mansfield, Julia Marlowe, Ina Claire and Raymond Massey. A brother, Albert E., survives.

COLEMAN—Rosanna Clair, 17, daughter of Mr. and Mrs. Clifford Coleman, owners of the Stateside Shows, May 23 in Methodist Hospital, Indianapolis. Services and burial in Worthington, Ind.

CROSS—Maurice, 73, magician and comedy juggler, a native of Lubin, Poland, who had toured in this country and abroad for 54 years, killed near Titusville, Pa., May 22, when the car in which he was riding collided with a truck. Viola Russi, dancer, was killed in the same crash, and her husband was seriously injured. Cross came to America in 1914 and appeared in theaters and niteries as Maurice Prince and Count Maurici. He made his home in Detroit.

DAVIS—Owen Jr., 42, National Broadcasting Company television producer, May 21 on Long Island Sound, New York. Son of the Pulitzer prize playwright, he was an actor before becoming a television exec. He disappeared from a sloop after it ran aground during a midnight cruise.

DONIGAN—Peter J., 79, scene designer, recently in Wilmette, Ill. He did the settings for the original production in 1903 of *Wizard of Oz* and also designed for the Chicago Opera Company and Ravine Park. Two sons survive.

DOUD—Mrs. F. L., mother of Mrs. Glenn Edwards, who is associated with the Smith Amusement Company, May 10 in Silverdale, Wash.

GILLMARTIN—Mary, 44, pianist, suddenly May 22 in Detroit, where she has been working in cocktail lounges. Survived by her husband and daughter.

GREY—Marian, 74, distinguished actress in Great Britain, the United States and Australia, May 25 in Newark, N. J. Born in London, she played for many years in England and Australia before coming to the United States with her husband, Walter Bingham, actor. Among the foreign productions in which she appeared were *Hamlet*, *Othello* and several Oscar Wilde plays. In the U. S. she appeared in *So This Is London*,

The Money Lender and *Of Mice and Men*, among others. She also toured the country with Forbes-Robertson in a Shakespearean repertoire.

HAVARD—Michel, 88, French symphony orchestra conductor May 16 at his home in Santa Monica, Calif.

HOLLINGER—Eddie, secretary of the Rosen Shows, May 27 in Norton, Va.

HOLT—James, 21, in a midjet car crash at the Bakersfield (Calif.) Speedway May 22. No known survivors.

HUNTER—Arthur T., 77, first president of the Regina Exhibition Association, at his home in Regina, Sask., May 10 of a heart ailment. Burial in Regina.

KIBLER—Ambrose, chief engineer of WNEC, Macon, Ga., FM-AM station, May 22 in that city of injuries received a few days earlier in a car accident. His widow, a daughter and two sons survive.

LARENZO—Charles (Charles L. West), concessionaire for many years with various carnivals, May 21 of a heart attack at his home in East Point, Ga. Survived by his widow, Ethel.

MAGUIRE—William M. (Mack), 54, carnival trouper, May 22 in Bay Pines, Fla. Survived by two sisters and a brother. Burial in National Cemetery, Arlington, Va.

MANN—Klaus, 42, son of the novelist, Thomas Mann, and lecturer, novelist and playwright, May 21 in Stockholm. Besides writing numerous novels, he made many lecture tours of the United States, some jointly with his sister, Erika. He also leaves his parents.

METZGER—Charles R., 55, member of the staff of the Motion Picture Production Code Administration, in Hollywood May 24. He was former director of the Associated Theater Owners of Indiana. Survived by his mother and three daughters. Interment in Indianapolis.

In Loving Memory
of my husband
V. L. (FRANK) MOULTON
who passed away June 4, 1944
BEE

MURRAY—David, 50, dancer, May 18 in New York. He and his wife, Hilda, appeared with Olsen and Johnson, Fanchon and Marco and in television. His widow survives.

NOLAN—Henry J., 40, assistant controller of the McCann-Erickson Advertising Agency, May 25 in New York. He had been with the agency 25 years. His widow, son, mother and three sisters survive.

NORIEGA—Alonso Sordo, 48, Mexican radio sports announcer, May 20 in Mexico City. He founded and operated Station XEX and often announced on United States webs. His widow, two sons and daughter survive.

PAYNE—Frank Charles, 86, long associated with theatrical business, May 19 in Long Beach, Calif. At one time he was the drama critic for *The Indianapolis Star* and formerly edited a theatrical weekly. He was the brother-in-law of the late poet, James Whitcomb Riley.

PENDLETON—Frank, 67, president of Local 47, American Federation of Musicians, of a heart attack in Los Angeles May 23. Pendleton had been active in union affairs since 1902. For many years he played in local theaters and was a member of the band on Catalina Island. Survived by his widow, Viola; a son, Gene, and two daughters.

POLAH—Andre, conductor and violin professor, May 19 in Syracuse. He had been guest conductor for many symphonies and was the regular baton for the Syracuse Civic Orchestra. His widow survives.

Burial in Syracuse.

QUINLAN—Agnes Clune, pianist May 21, in Joseph Price Memorial Hospital, Philadelphia. She had toured as a recitalist and appeared as soloist with the Philadelphia Orchestra, and organized and directed the Piano Ensemble of the Matinee Musical Club in Philadelphia. Burial in Holy Sepulchre Cemetery, Philadelphia, May 24.

RENARD—Rosita, 55, Chilean pianist, May 24 in Santiago, Chile. Besides making many concert tours in Germany, Canada, the United States and Latin-American countries, playing with the New York Philharmonic and many other famous orchestras, she made many recordings, particularly with the Brunswick label.

RIPLEY—Mrs. Charles M., founder of the Schenectady Civic Playhouse, May 21 in Boston. A monologist and dramatic reader, she directed many of the theater's productions. Her husband, son and sister, Mrs. Floyd Walter, veepee of Station WROW, survive.

ROSS—Arthur H., 38, National Broadcasting Company television set designer, May 22 in New York.

RUSSI—Mrs. Viola, 28, Cincinnati night club dancer, May 23 in Titusville, Pa., of injuries sustained in an auto accident the day before. Her husband, Charles, with whom she had teamed in a dance act for 10 years, was seriously injured, and Maurice Cross, 73, magician, was also killed. They were en route to Corry, Pa., for an engagement. Besides her husband, she leaves her mother, Mrs. Helen Gray, Cincinnati; two children, Candace and Charles Jr., Cincinnati; a sister, Mrs. Magdeline Kinziebrue, and two brothers, Joseph and George Gary, Cleveland. Services and burial in Cleveland May 26.

SAMPLE—William, 45, employee of the Cetlin & Wilson Shows, killed May 16 in Philadelphia when one of the shows' wagons passed over him while he lay asleep on the lot.

SCHRICKEL—Otto, 65, for 33 years a member of the Cincinnati Symphony Orchestra before his retirement in 1933, May 26 in Deaconess Hospital, Cincinnati. Survived by his widow, Charlotte, and a daughter, Mrs. Kathryn Teuschler. Crematory services in Cincinnati May 30.

SENTELL—John M., 78, president of the Louisiana State Fair Association, Shreveport, May 16 in that city. Burial in Forest Park Cemetery, Shreveport, May 16.

SILBERMAN—Henry, 71, founder and former president of Continental Distributing Company, Milwaukee, May 7 in that city of a heart attack. Survived by six sons, Bill, Harry, Frank, Irv, Morry and Lou, and two daughters, Mrs. Gertrude Margolis and Mrs. Judith Milden. (Further details in General Outdoor Department.)

SINSHEIMER—Arthur, 62, radio editor and program director, May 24 in Brooklyn. He first joined the *Dry Goods Economist* as radio editor and in 1931 went to the Peck Advertising Agency as radio director, the post which he held until his retirement last year. Sinsheimer was the founder and first president of the Radio Executives' Club of New York. His widow, mother and two daughters survive.

SPRINGBETT—Herbert E. Sr., 58, electrician, recently in Wilmington, Del. He was first a billposter for 10 years with the old Lyceum Theater, Wilmington, and had been electrician at the Playhouse Theater there since its opening. A member of Local 284, International Alliance of Theatrical Stage Employees, for 31 years, he was president of the organization last year. He was also on the staff of the Warner Theater, Wilmington. Survived by his widow, two sons, Franklin and Herbert; a daughter, Amy, and a sister.

STREET—Opal, well-known newspaper woman, at her Los Angeles home May 23. For many years she

wrote a column for *The Los Angeles Times*.

STROHBACH—William, 57, associate motion picture producer, May 24 at his Hollywood home. He went to Hollywood in 1911 as assistant to Mack Sennett. Later he was with Paramount, RKO, Universal and Monogram. Survived by his widow, Lotus; a son, daughter and a brother. Interment at Forest Lawn, Hollywood.

VALENTINE—Joseph A., 46, movie cameraman, May 18 at his home in Los Angeles. He won an Oscar this year for filming *Joan of Arc*.

VINCENT—Helene, 55, retired vaude performer, May 13 in New York. She was a member of the song and dance team of Vincent and Miller which toured the circuit for many years. When she retired from the stage 14 years ago, she went into welfare work in New York. A sister survives.

WARING—Lewis E., 77, chairman of the New Jersey Racing Commission and president of the United Hunts Racing Association, May 20 in New York. He had been with the association for 20 years and was named to the commission in 1947. His widow, son, three brothers and four sisters survive.

WEFT—Eugene, 65, songwriter, May 26 in New York. Born in New Orleans, he toured the vaude circuits for many years as a singer and pianist. Among the many songs he wrote are *Broadway Rose* and *Roll On, Mississippi, Roll On*. A sister survives.

WHITMER—Howard (Buck), 45, the American Racing Association 1948 champion big car driver, killed May 22 in a speedway crash at Chico, Calif. Survived by a brother.

WILLIAMS—Raymond R., 71, secretary of the Central Wisconsin Fair, Marshfield, since 1913, May 12 in that city. One of the oldest fair executives in Wisconsin, Williams had served as a director of the Wisconsin Association of Fairs in 1925-1926 and 1944-1945. He was also editor of a weekly and daily newspaper in Marshfield at one time. Survived by his widow, Jessica, and three daughters, Mrs. Karl J. Deckert, San Jose, Calif.; Rae, Marshfield, and Jessamy, Chicago. Burial in Hillside Cemetery, Marshfield, May 16.

WILLIAMS—Sidney, 71, novelist and former literary and dramatic critic on Boston and Philadelphia papers, May 24 in Norristown, Pa. His sister survives.

WISE—Mrs. Jessie Moore, composer of semi-classical songs, May 17 in New York. Since 1935 she had written over 100 songs, including *The Night Has a Thousand Eyes* and *Enchantment*. Her husband, William H.; a daughter and a sister survive.

ZWINAK—John V., 47, art director for the Kudner Advertising Agency, May 22 in New York. He had also worked for the Ward Wheelock and the Young & Rubicam agencies.

Robert L. Ripley

Robert L. Ripley, 55, world-famous cartoonist who created "Believe It or Not" and a collector extraordinary, died of a heart attack May 27 in Harkness Pavilion, New York.

His activities carried him into many branches of showbiz, and his syndicated newspaper cartoon feature expanded into books, films, radio, television, fairs and theater. The tag, "Believe It or Not," was first used in a sports feature in *The New York Globe* in 1921 and subsequently became known at the New York and the Chicago world's fairs with his *Believe It or Not Odditorium*.

On the airwaves, he was first heard on the National Broadcasting Company in 1931 and continued until 1938, returning to the air in 1947 for two more years. In January Ripley made his debut on NBC television.

His sister, Mrs. Ethel Davis, and a brother, Douglas, survive.

PONTCHARTRAIN AWAY FAST

New Orleans Funspot Gets Weather, Record Opening

Beach extended, outdoor stage relocated, new kiddieland extended—Batt steps up publicity, continues stress on free acts—to push learn-to-swim drive

NEW ORLEANS, May 28.—Harry J. Batt, president-general manager of Pontchartrain Beach here, isn't making any predictions but he thinks this year may be Pontchartrain's biggest season. Indications, even this early, are he may be correct. First, opening day, May 1, the funspot set a new attendance record of nearly 100,000. Batt says that was 25 per cent ahead of last season. Since that time, crowds have held, and spending, while not as free as the war years, still is good. Sunday night (22), another record was tied. From opening day thru Sunday night, Pontchartrain and New Orleans hadn't had a drop of rain. This is the first time in Batt's 20 years at Pontchartrain that so much time has elapsed in May without rain.

Innovations Plenty

Visitors to the playland this year are finding plenty in the way of innovations. First there is the new, enlarged bathing beach, extended from 900 feet to 2,400 feet at a cost of \$72,000 to the New Orleans levee board, from which Batt leases the beach. It now extends 400 feet from the seawall instead of 100 feet, providing an area for thousands more bathers.

This added area enabled Batt to move his free act stage out of the midway area and to the center of the beach. This, in turn, provided him with space for his new kiddieland. The massive stage has been constructed atop the lifeguard headquarters, built of monolithic concrete and constructed along nautical lines. The lifeguard headquarters, stage, etc., cost \$52,000. The structure provides dressing rooms for life guards and performers, complete with toilet and shower facilities, and a beach check room.

New Sound System

Purchased, altho not received yet, is a new \$3,500 RCA sound system for the lifeguard headquarters. This paraphernalia, says Batt, in addition to being used as a public address system for free acts and special events on the stage, will enable the chief lifeguard to communicate on an interphone set-up with his guards stationed along the beach.

Long a believer in free acts, Batt started the season with Selden the Stratosphere Man, in for three weeks, ending Saturday (21). Winnifred Colleano, heel and toe trapeze, is the current attraction, opening Sunday (22). She will be followed by Excess Baggage, dog act, and the Great Arturo and Hedy, four-person wire act. Other acts will be inked later.

With his larger area, Batt plans to install a beach umbrella concession. Because the beach belongs to the city, there is no charge for its use. Batt's only income is a 25 cents per person charge for using the bathhouse and rental of suits and towels. However, visitors may come out in their own suits and bring their own towels and do not have to use the bathhouse, Batt points out. He believes addition of an umbrella concession will be popular with the folks who loll on the beach.

Takes Over Beach

Up to this year, Pontchartrain Beach, excluding the rides and midway concessions, which are owned by Batt and his associates, was operated by Pontchartrain, New Orleans page 65)

San Diego Gives Ken Baker Unit Estimated 6,500

SAN DIEGO, Calif., May 28.—Despite the handicap of playing in the rain, the Ken Baker Thrill Circus pulled an estimated 6,500 to Balboa Stadium here Saturday (14). Altho the show went off without a hitch, speeds were cut due to the sloppy track.

Unit, produced and staged by Ken and Doty Baker, started fast and kept up the pace. Ice crash by Bob Niles, who recently got much publicity in metropolitan dailies with his parachute jump of Oakland Bay Bridge, was a feature.

Other high lights were a roll-over (See San Diego Gives on page 79)

Chi Billboard In New Office

CHICAGO, May 30.—The Chicago office of *The Billboard* is now at 188 West Randolph Street, across the street from the Bismarck Hotel. Offices occupy the 30th floor. Telephone number remains the same, Central 6-8761. Former quarters were in the Ashland Block, 155 North Clark Street.

Chi R.R. Fair Adds Features To Gold Gulch

Courtney Sets Law-Outlaw

CHICAGO, May 28.—John F. Courtney, long identified with outdoor show business, will present a law and outlaw show in the Gold Gulch area of the Chicago Railroad Fair opening June 25 and continuing thru October 25.

Courtney's unit, featuring paper mache figures of old-time Western characters, will have a 25-cent admission price. Doyle Morris, manager of the Gold Gulch area, announces.

Funhouse Set

Funhouse, operated by M. & R. Enterprises, also has been set for the same section. Ceiling price for the (See CHI R.R. FAIR on page 79)

Purcell Named Johnny Jones General Rep

Lockett To Be Office Mgr.

BRADFORD, Pa., May 28.—Pat Purcell, former outdoor editor of *The Billboard* has been named general representative of the Johnny J. Jones Exposition, it was announced here by Morris Lipsky, general manager, and Buddy Paddock, business manager.

Purcell will take over about June 23, when he completes a series of Middle West promotions for Ward Beam's World's Champion Auto Daredevils. Ralph G. Lockett, who has been general representative for five years, has taken over the Jones office wagon and will continue as railroad contractor.

Was With Roller Show

Purcell recently completed a two-year stretch as general representative of *Skating Vanities*, roller show now touring Europe. Previous to World War II, Purcell was general manager of the Jimmie Lynch Death Dodgers, and had worked on many metropolitan daily newspapers from Coast to Coast.

The Jones show experienced a winner in its annual spring date at Johnstown, Pa. (May 16-21), despite some inclement weather which hurt Friday and Saturday (20-21). Business was off approximately 15 per cent from the big one of last year, but this was attributed directly to the two days of cold and rainy weather.

Get in Big Matinee

The Saturday matinee proved a success with the grounds loaded with children from the 12:30 p.m. until the bicycle giveaway at 6. The 9-cent kiddie price proved popular with every ride going at capacity all the way while the grind shows, juice, grab and novelty stands reported excellent receipts.

New Bill Nixes Taxes On ESE State Bldgs.

WEST SPRINGFIELD, Mass., May 28.—A bill to exempt from taxation buildings at Eastern State Exposition owned by New England States has been passed by the Massachusetts Legislature, and Gov. Paul A. Dever is expected to receive the bill for signature next week.

Sale of products associated with two States participating in the annual exposition raised the question of adequacy of the present law exempting them from taxation. With the approval of West Springfield assessors—who originally had taxed the States and then granted them abatements—the bill was filed in the General Court to clarify the situation.

Charter Issued Del. Firm

DOVER, Del., May 28.—United States Exposition Company has been chartered with the corporation department of the secretary of State's office here to deal in entertainment. Its capital is 500 shares with no par value and the principal office is the Corporation Trust Company.

Our Readers Write:

Hit Newspaper Crack at Circus Music, Hoosier Nix on Calliopes

CHICAGO, May 28.—"Ya gonna let the guy get away with stuff like that?"

That's the poser tossed at *The Billboard* by Ted G. Meyer, Columbia, Mo., circus fan, referring to a story by Paul Jones, published first in *The Philadelphia Bulletin* and reprinted May 20 in *The Kansas City Star*. Jones lumped circus bands with German bands and bull fight bands as "the world's worst."

"Nobody expects riggers and roustabouts who have to double in brass to be sharp performers," Jones's article stated. The main idea, Jones wrote, is to make a lot of noise and "if the acrobats can depend on a ruffle of drums just before take-off on a death-defying leap everybody's satisfied."

Come Now, Mr. Jones

Everybody that is, except, Circus Fan Meyers and countless others, Mr. Jones, is our reply, sparked by Meyers' challenge.

As for letting Jones "get away with that stuff," our suggestion is that Meyers and others who choose, drop Jones a line, urging him to attend the Ringling-Barnum Circus and hear the band led by Merle Evans. And, if Mr. Jones can't squeeze that

into his schedule, then at least he might be urged to listen to recordings made by Evans and the R-B band. They've been selling quite well, which, of course, is proof that circus bands give with good music.

Dr. Bolander on Calliopes

A letter from Dr. F. A. Bolander, once of the circus, who lives at Sterling, Ill., in no uncertain terms takes issue with Indianapolis city fathers who recently refused to permit the use of a steam calliope by Cole Bros. Circus.

"Since getting out of the business, I've retired to a 'life in one spot,' but the shrill cry of a calliope is still music to me," pens Dr. Bolander.

"We'll admit that the American circus is not perfect, that there's plenty of room for improvement, but there's plenty of room for improvement in the average American city as well. In spite of its shortcomings, the circus is still America's best entertainment value," Dr. Bolander insists.

"It seems to me that a city police chief and a mayor would have more to do than bother themselves as to whether a circus uses its steam calliope for an hour's ballyhoo."

Close-Ups:

E. J. Casey Parlayed Pension, Job Loss Into Canadian Show

By Herb Dotten

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

A CANADIAN pension for his World War I wounds and a depression lay-off as a Winnipeg bus driver combined in a two-way parlay in 1933 to put E. J. Casey into the carnival business as the operator of one ride, a Merry-Go-Round. And now Casey, as modest a man as you'll meet, reluctantly talks about his rise in outdoor show business. With \$900 of his pension money, Casey built an organization which currently embraces 14 rides, 7 shows, concessions and 25 pieces of rolling stock, appraised recently at \$180,000. His operational procedure is unmatched by any show on the North American Continent.

Splitting his equipment into as many as three units, Casey has "hacked" his way into Northern Canada, where in many spots hard to reach the folks wait, so the story goes, for Santa Claus in winter and Casey in summer.

To do this, he has trucked his equipment as far north as the roads were passable, then shifted to railway flats and box cars. On other occasions he has moved by barge.

One of the northernmost points Casey plays is Sherridon, Man., 850 miles north of Winnipeg. To get there, the show moves by truck 180 miles from Sherridon, then shifts to railroad flats and box cars.

Some of the spots are so far North it isn't necessary to light up in July and August until 9:30 p.m. To make Red Lake, Ont., gold mining center, Casey formerly moved on five scows over three lake levels. The last two years, however, the trip that required three days was made by trucks in six hours, thanks to a corduroy highway.

Amusement hungry patrons in such remote spots go all-out for the rides, shows and concessions. Sometimes they ride the Ferris Wheel as many as 12 times, Casey points out.

Born May 24, 1894, in Belleville, Ont., Casey was 25 when discharged from the Canadian Army in 1919, a wounded veteran. He saw action both in France and in Russia. During a battle in Cambrai, France, he was buried by a shell, suffering five broken ribs, one of which penetrated his lung.

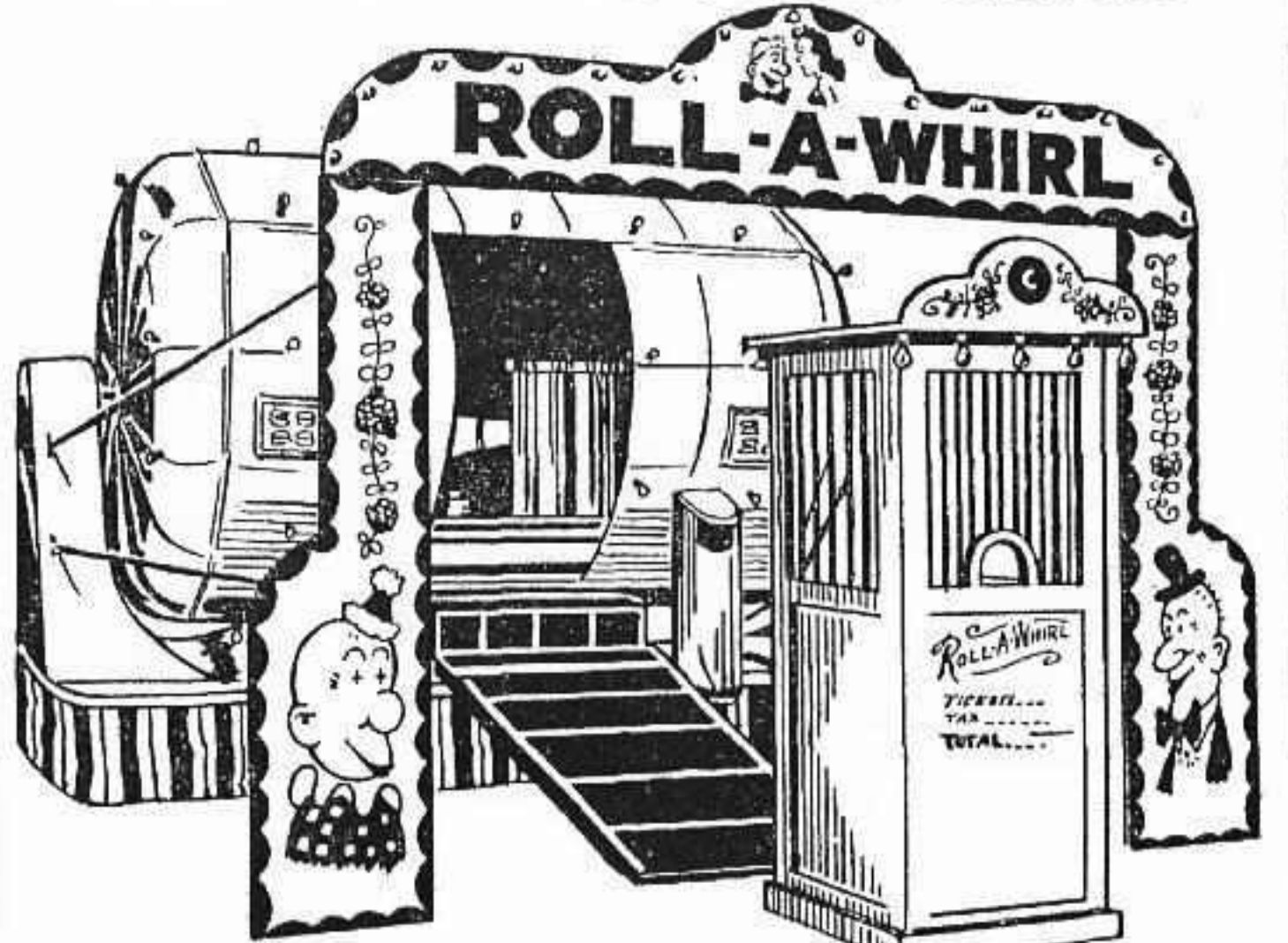
Anxious to get out of service following the armistice, Casey signed the customary form stating he was in good health, but shortly after his discharge,

(See E. J. CASEY on page 80)



E. J. CASEY

SENSATIONAL NEW MONEY MAKER



THE ROLL-A-WHIRL

AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

The Roll-a-Whirl is built on and made a part of a two-wheel trailer and can be transported behind a passenger car as easily as a medium weight house trailer.

Requires no help for setting up or tearing down. Constructed of steel and aluminum throughout. It makes a nice flash in the midway because of the streamlined construction and the numerous colored lights on the hull.

Ride is powered with two high quality capacitor type 110 volt Century Electric Motors.

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

Complete with ticket box, sign, heavy duty rubber covered lead wire, light bulbs, automobile controls for the electric brakes.

Trailer is equipped with Atwood hitch, Hammer blow, safety engineered axle and springs, Warner electric brakes; R.C.A. public address system, which includes pick-up mike amplifier and speaker. All bearings are heavy duty Seal Master. Firestone 6-ply Champion DeLuxe tires.

N. L. HODDEN, CONTACT US

Write for pictorial catalog. Send your order in NOW! We can still deliver some rides early this season. Wire or phone TODAY

PRICE COMPLETE, \$3,450.00

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THE ROLL-A-WHIRL CO.

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NEW KIDDIE RIDES!

ACT NOW!

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TERMS ARRANGED
IMMEDIATE DELIVERY
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The TILT-A-WHIRL Ride

Outstanding for

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- * Super-Safe
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- * Self Loading
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EASY TO FILL UP...OPERATE...SET UP AND TRANSPORT!
C-Cruise can be set up to suit your customers
Write for details

C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon

KIDDIE AIRPLANE RIDE

- * Plenty of flash and appeal
- * Terrific earning power
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Also manufacturers of Adult and Kiddie Chairplanes, Ocean Wave, Kiddie Boat Ride. Write, wire, phone for literature.

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Springville, New York

WILLIAMS LOW SLUNG SAFETY TRAINS

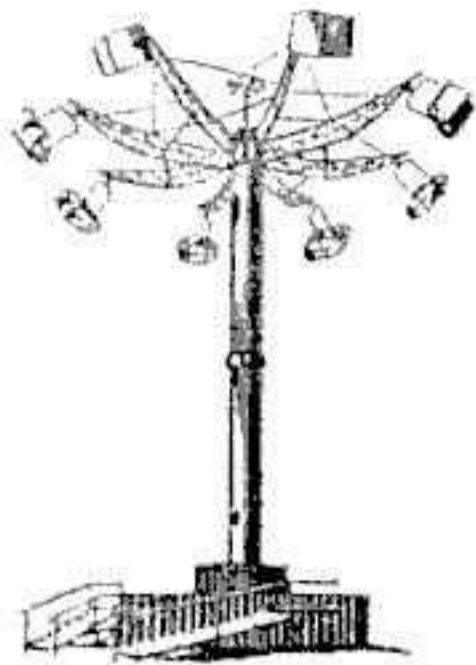
Write for illustrated circulars and prices.

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The **HI-BALL** Ride Is Tops



52 Ft. High • Fast Loading
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BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

WRITE FOR CATALOG, ETC.

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NEW IMPROVED CHAIRPLANES

24 Seats, Le Roi Engines, Portable Steel Tubing Fences for Rides.

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Out in the Open

John Carney, promoter of the annual July Fourth Celebration, Lowell, Mass., was in New York for several days last week to confer with Arthur E. Campfield, head of the tent firm bearing his name, and Frank Bergen and Bucky Allen, of the World of Mirth Shows at Elizabeth, N. J. Carney reports that nearly all of the available celebration space has been sold, mainly to concessionaires who have operated there in the past. Carl (Red) Barlow will be back with his concessions. . . . Omer J. Kenyon, general representative of the Hamid-Morton Circus, recently was credited in print by Paul M. Bruun, amusement editor and columnist of The Florida Sun, Miami, for having introduced him to show business. They recently met in Miami for the first time in many years. . . . Richmond Cox, World of Mirth Shows press agent, visited The Billboard New York offices Thursday (26). . . . Gerald Snellens, World of Mirth's general agent, who was profiled in these pages last week, reports that the yarn brought telephoned comment from Chicago, Cleveland, Pittsburgh and New York by mid-week. . . . Ross Manning, owner of the shows bearing his name, was in New York for several days last week for a session with his dentist. . . . Walter C. Stebins head of Small Car Enterprises with headquarters at Madison Square Garden, New York, will catch the Decoration Day speed classic at Indianapolis while on a three-week business trip. . . . Stanley Watton caught the Ringling show in Philadelphia Thursday (25).

Tom Arnold, top-ranking British producer, caught the Ringling circus in Philadelphia and signed the Alzanas, high wire act, for his 1949 Christmas holiday circus which will run five weeks at the Harringay Arena, London. . . . The Chambertys, serio-comic casting act, have been inked for the Police Circus at Montreal Stadium, June 10-19, by the Hamid office. . . . The Victoria Troup, European bike act, returned from Europe recently and landed a spot on the second vaude bill at New York's Palace Theater. . . . Fred C. Murray signed a contract last week at Elizabeth, N. J., to furnish a big fireworks display at a municipally sponsored festival skedded for mid-summer.

Keith T. Crowe, owner of Tudor Enterprises, Vancouver, B. C., has been named manager of attractions for the White City Amusement Company, Ltd., amusement park being built at Whalley, B. C., near Vancouver. He's currently lining up free acts. Crowe is to marry Florence Carolina Crowe, non-pro of North Vancouver, July 23. . . . Dr. Joseph M. Ganey, circus fan, and Leo B. Reagan, city councilor, of New London, Conn., assisted C. W. Pickett, Big Show contracting agent, in securing the National Guard camp site at adjacent Niantic, Conn., for the New London date.

Robert E. Restall, of Globe of Death note, is building a new ride to be known as the Yo-Yo and plans to introduce it at the 1949 Canadian National Exhibition, Toronto. Ride is being constructed at Restall's Hamilton, Ont., headquarters and is designed for 24 passengers, with 12 seats representing Yo-Yo's. These seats will hang from elevated arms on steel cables in such a manner as to be power driven, up and down. While the ride is in motion the passengers will handle the controls. . . . Stanley and Helen Boswell, owners of Boswell Bros.' Circus, with

winter quarters in Johannesburg, South Africa, are due to arrive July 20 at San Francisco on a combination business and pleasure tour of the world. Coming by way of Durban, Singapore, Kobe and Hong Kong, they plan to visit Canada, as well as the U. S. and then head for South America. The trip represents the Boswells' first vacation in about 12 years, as their circus operates year 'round and up until recently they had not been able to find anyone who could relieve them of managerial duties.

A BIG ELI for 1950

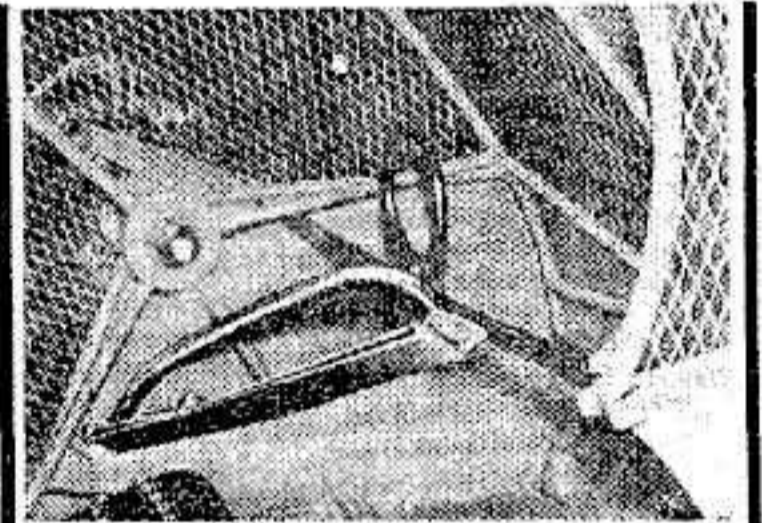
To be assured of having a BIG ELI Wheel in your Park or on your Midway for next year now is the time to be considering it.



We have all of the orders for wheels that can be filled this year. Orders are now being placed for 1950 delivery. Do not delay. To be sure of a money-getting BIG ELI Wheel inquire now.

Write for Price List A-60 which contains complete specifications and terms of purchase. Hundreds of satisfied owners are proof that a BIG ELI Wheel is a fine investment.

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RIDE OWNERS are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt, now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



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- OCTOPUS
 - ROCK-O-PLANE
 - ROLLOPLANE
 - FLY-O-PLANE
- Engineered and sturdy built for parks. Write for descriptive circulars.

EYERLY AIRCRAFT CO.
SALEM, OREGON

Olympic Draws Big Crowd at Bow Date

IRVINGTON, N. J., May 28.—Olympic Park, after a successful opening Saturday (21), is all set for a big Decoration Day holiday weekend. The park's big swim pool will open today and tho the weather forecast for the week-end is favorable, owner Henry Guenther has his fingers crossed.

Last Saturday's opening was favored by sunny and mild weather and drew a good crowd. Grandstand reserves and free bleacher seats for the circus arena were crowded for the park's opening circus bill. Acts appearing were the Torelli Sisters, dogs and ponies; Kric and Kroe, comics; William Kerrigan, horizontal bars, and the Torinas, high thrill act. Joe Basile's band provided the music.

Sunday (22) was washed out by steady rain, and weather continued unfavorable most of the week.

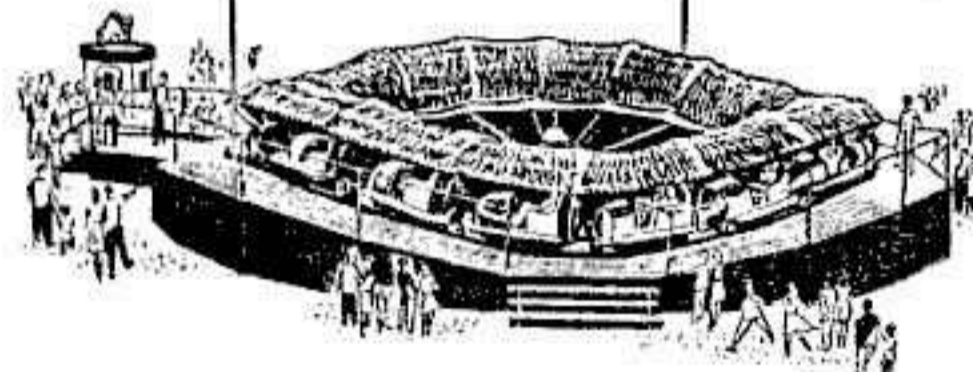
Special events set for the week-end at Olympic are patriotic band concerts by Joe Basile's band and the first appearance this season of Bubbles Ricardo, park vocalist. Fireworks will wind up the celebration Monday (30) night.

New bill opening at the circus arena Monday (30) has the Silver Condors, high act; Smoky, equine movie star; Connie Sherer, contortionist, and the Del Mars, hand-to-hand balancers.

37 Annuals for Connecticut

HARTFORD, Conn., May 28.—Thirty-seven fairs will be staged in Connecticut this year, according to the State Farms and Market Department. The season starts with Windham County 4-H Fair, August 13, and ends with Riverton Fair, October 12.

THE CATERPILLAR
STILL SETTING NEW RECORDS!



One of the most consistent money-making rides of all times! Many owners have grossed over \$5,000 in a single week. Completely streamlined, with modern lighting effects and 18 gleaming stainless steel cars. Carries 36 adult passengers or 54 children. Peak loading time approximately 60 seconds. Compact . . . easily carried in one 28 ft. and one 30 ft. trailer. Write today for further information.

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ALLAN HERSHELL COMPANY, Inc.
NORTH TONAWANDA, NEW YORK

World's largest manufacturers of amusement rides

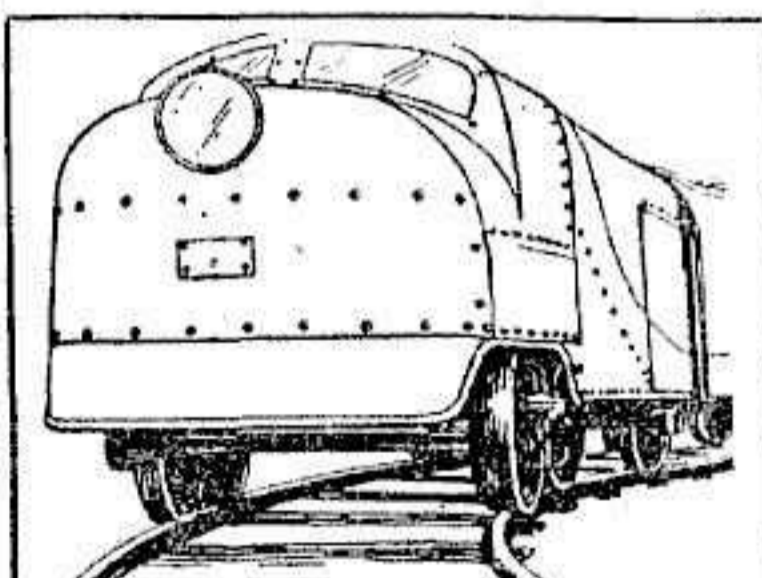
THE NEW HOBBY KIDDIE RIDE

- Beautiful—Compact—Portable
- Power Unit Equipped for One-Man Handling
- Delivered and Set Up for Less Than Freight
- Terms

The **JORDAN ENTERPRISES, INC.**
LAPEER, MICHIGAN



GIVE TO THE DAMON RUNYON CANCER FUND



BOWERS
1949 STREAMLINER

Setting the pace for the Kid Rides again this season

—YOU STILL HAVE TIME—

- Order Now • Immediate Delivery • One Man Operation • Sets Up in 30 Min. • Precision Built • Regulation 8 Lb. Rail • Will Get Top Money Wherever Shown • Price \$1,500, Complete With Fence, Ticket Box.

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Box 297 Russell's Point, Ohio

Have Site for Midget Class A **MOTORCYCLE SHORT TRACK**

Can get in regular weekly circuit. Need Partner with about \$10,000 to develop same. Own land on 101 Highway, 1 1/2 miles Tlaxianna, Mexico.

HAL ORD
Imperial Beach, Calif.

Henry Silberman, 71, Dies of Heart Attack

MILWAUKEE, May 28.—Henry Silberman, 71, founder and former president of Continental Distributing Company, Milwaukee, died May 7 of a heart attack. Affectionately known as "The Old Man," Silberman was known thruout the country by many outdoor show people.

Born in Russia in 1876, he came to this country in 1903 and started as a vender at fairs and celebrations. In 1910 he returned to Russia to bring his wife and family back to Milwaukee. He started in the jobbing business in 1916 as H. Silberman & Sons Company, which was subsequently changed to Silberman Novelty Company, then to Continental Premium Mart, and finally to the present name.

Silberman was active in civic affairs in this city. He was among the first to recognize the merchandising possibilities of bingo and promoted the game in the Midwest at carnivals and fairs.

During the war, Silberman helped organize and develop the Specialty Manufacturing Company, Milwaukee, operated by his son, Bill, currently one of the largest bottlers of miniature bottles for advertising. He assisted another son, Harry, in taking over the Morlite Lamp Manufacturing Company, Milwaukee.

Besides Harry and Bill, he is survived by four other sons, Frank, Irv, Morry and Lou and two daughters, Mrs. Gertrude Margolis and Mrs. Judith Milde.

Old Home Week Skedded For East Liverpool, O.

EAST LIVERPOOL, O., May 28.—Old Home Week here, August 8-13, sponsored by the Fraternal Order of Police and other civic and fraternal groups, is expected to draw from Ohio, Pennsylvania and West Virginia.

The event, which is to be made an annual, will feature three parades, street dancing and a queen coronation.

Officers include Allan McKeever chairman; William T. McIntire, general chairman; Lieut. George B. Kidd, secretary; Michael E. Winters Jr., treasurer, and C. E. Ward, concessions, rides and shows.

Wildwood Nixes Fortune Tellers, Chance Games

WILDWOOD, N. J., May 28.—Fortune tellers and all games of chance will be taboo on the Boardwalk at this South Jersey resort this summer. R. Leonard Byrne, city clerk, said this week that mercantile licenses will not be issued to such establishments.

Byrne made it known that where an application is made for a new license, that a careful study would first be made to ascertain what type of amusement or concession is to be operated. He also warned operators not to attempt to open any ride, game or stand before a mercantile license is first obtained.

Talent Topics

Recent bookings by Ernie Young, Chicago, include Winnebago County Fair, Oshkosh, Wis., week of August 29, Emil and Evelyn, teeter board; George Cortello, dog act; Novak and Fay, comedy; the Novellos, ladders; Farias Duo, roly-poly; Bozo Harrell, clown; Ala Naito, wire-walker; "Super Circus," WENR-TV show, Sunday, May 29; Two Jeffries, bars and traps, and the Launier Twins, acro; Dallas, July 4 Celebration, Pee J. Ringen, bicycle act, and Miss Victory, double cannon act; Omaha American Legion July 4 Celebration, Hustrei Troupe, the Great Orion and Torina and Eric; Westview Park, Pittsburgh, two weeks ending July 7, Flying Lavells.

Young's bookings for Tom Pack's Nashville, Shrine-sponsored Circus, which opens June 6, include Pack's Baby Elephants; Professor Kellar, wild animals; Wallendas; Blomberg's Liberty horses; Lind and Linda, high act; Bobbie Steele's high school horses; Jack Meyand, bicycle act; Two Winlows, bicycle act; the Flying Harolds; Zacchins, trampoline and flying act; Robert Cirse & Company; Miss Victory, double cannon act; Henderson Trio; La Tosca; Gertrude Meck, high act; Blomberg's Ponies; John Tiebor's Seals; Bob White, announcer, and Jack Cervone, music director. Show will be augmented, starting June 30 in St. Louis, by the Six Marcas, teeter board; Yacopi Troupe, teeter board, and the White Horse Troupe. . . . Joe Madden, "the Clown Door Greeter," now on the Olsen and Johnson show in the Chicago Stadium, celebrated his 59th birthday and his 45th year in show-biz Sunday (22).

Frenchy Hindman, Don Seward and Leo Schultz have signed as drivers for the Ken Baker Thrill Circus.

. . . Line-up of acts inked for the San Diego County Fair at Del Mar, Calif., June 24-July 4, include Alvarez Family, Captian Petross, Liberty Horses; Coriell Brothers, high wire; the Diacoffs, cyclists; Winston's performing seals; Three D's, horizontal bar; the Great Romero, sway pole, and Bozo Pizo and Bernie Griggs, clowns. John H. Billsbury has signed as ringmaster. . . . Bill and Bette Gerard, the Three B Puppeteers played the Mother Lode Fair and Horse Show, Sonora, Calif., May 27-30. . . . Jack E. Lewis is playing affairs and special events with his act, Cy Perkins Kountry Stoar. . . . Jimmy Kaaro, fancy roper and trick rider with Cole Bros.' Circus last season, joined King Bros.' Circus at Mason City, Ia.

The Craddock's, slap-stick acro trio, are back in Paris, their home town, as a feature of "Skating Vanities of 1949," which has packed the big Palais des Sports twice daily during its two-week run. The boys are sons of Francois Fratellini, noted clown, who is featured at the Cirque Medrano, Paris. Boy Foy, unicyclist, also is with the American roller-skate revue, which will play Zurich, Switzerland, and Wembley Stadium, London.

Weather, Biz Off For Biller Bros.

DANBURY, Conn., May 28.—Biller Bros. hit intermittent rain in the afternoon and cool weather at night here Tuesday (24), drawing a light matinee and near-capacity night turnout.

Oneonta, N. Y., played Saturday (21) in good weather, yielded a fair matinee but light night house. Cool weather cut biz the previous day at Ithaca. Stand Thursday (19) at Elmira was marred by threatening weather. Show chalked up a light matinee and fair night house.

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Angels Camp Finale Draws 5,000 Paid

ANGELS CAMP, Calif., May 28.—Sunday (15), final day of the Calaveras County Fair and Frog Jubilee pulled an estimated paid gate of 5,000. Attendance figures for the three-day run were not available but execs indicated total would hit an all-time high for the 13-year-old event.

The \$200 prize went to a group of local school boys whose entry leaped 12 feet, 6 inches in the frog-jumping competition. Exhibition space almost doubled 1948, a new \$135,000 building being used for the first time.

A rodeo was staged Saturday (14) by the Christen brothers.

Brigantine, N. J., Sets Tax

BRIGANTINE, N. J., May 28.—An ordinance establishing a system of mercantile licenses has been adopted for the first time by the city commission. The ordinance provides an annual license fee for every type of business and amusement. In addition, it provides that no license will be granted to any theater, exhibition or amusement until the electrical inspector and the building inspector certify that the applicant has complied with all regulations. The fine for violating the ordinance was set at \$100.

Swift Current Adds Barn

SWIFT CURRENT, Sask., May 28.—A new stock barn is being built at the fairgrounds to give the agricultural society three, enough to house all livestock classes at this year's exhibition. Buildings and booths are being moved to enlarge the midway area for Crescent Shows. Ferris Wheel, kiddie car, boat and airplane rides owned by the Kinetic Club have been sold to the Rosetown, Sask., board of Trade.

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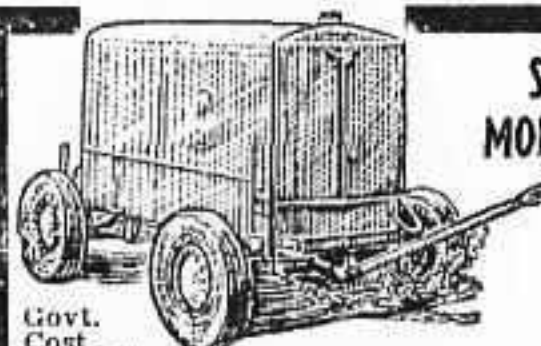


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Outstanding Kiddielands:

Denver's Elitch Gardens' 5-Cent Ride Price Policy Huge Success; Gurtlers Add Rides and Features

(This is the first of a series of articles on outstanding Kiddielands.)

By Hank Hurley

DENVER, May 28.—A year ago the Gurtlers—Arnold Sr. and Jr., and John—established a small Kiddieland in Elitch Gardens here. After a year's operation, their reaction is: "We're going to town." First year's operation was even more successful than they had dreamed. Moreover, the Kiddieland's '49 opening week-end, Saturday and Sunday (21-22), more than doubled its take of the corresponding days a year ago. John and Arnold Jr., the latter better known as Bud, took over the project as their baby and have done a great job with it, even to designing several small buildings on the grounds.

Spotting the Kiddieland in a well-shaded and beautifully landscaped location, the Gurtlers started out with four rides, a Mangel's Roto Whip, Alan Herschell's Kiddie Auto, a Lucas Boat Ride and a Bisch-Rocco Jet Ride. At the close of the year, the Kiddieland was such a big success that John and Bud started planning for '49.

First they purchased three new rides, one a replacement. They are Traver's Horse and Buggy Ride, Scheff's Boat Ride and National Amusement Device's Kiddie Ferris Wheel. Subsequently, they ordered a Lucas Bus Ride, which is expected to arrive any day.

Prescribe Boat Changes

The Scheff Boat Ride was built especially for the Gurtlers, who wanted four steering wheels, instead of two, and two bells, instead on one, on each boat.

All kiddie rides go for 5 cents.

This spring the Gurtlers set out to doll up the location, today Elitch's Kiddieland is considered one of the best in the country, both from a ride and ornamental standpoint.

It has two attractive entrances. The main one, an arch carrying huge peppermint stick decorations, is well lighted with neon. On week-ends, Teddy Melhone, former Ringling-Barnum clown, welcomes the moppets at the main entrance. Using a variety of costumes, Melhone mixes with the kiddies and adds considerably to the spot's lure.

Plexiglass Blocks Score

Varied-colored lights are strung from tree to tree and these, plus much neoned rides, provide an abundance of flash. Added appeal is provided by special kiddie music aired over the p.-a. system.

Spotted in the best possible locations are five plexiglass kiddie blocks designed and made by Tom Cooper, Denver. Mounted on concrete foundations, 12 inches off the ground, the blocks vary in size, some being four-foot square, some three and some two. Sand-blasted surface of each is painted in a variety of colors and large alphabetical letters are carried

Senate Committee Ponders Future of Freedom Train

WASHINGTON, May 28.—Future of the Freedom Train is being decided in meetings of a subgroup of the Senate Appropriations Committee.

Sidetracked January 20 for lack of funds, the Freedom Train has been kept ready to roll in the hope the Senate will furnish money for its operation. The House refused to appropriate funds.

In March the House and Senate passed a bill authorizing operation of the train by the National Archives, and \$2,000,000 for expenses. The House later killed appropriation in a recent agency funds bill.

On its earlier trips around the country bearing historic American documents, the train was paid for by a group of philanthropists who withdrew their support in January.

Buck Whitmer Killed in Big Car Race at Chico, California

CHICO, Calif., May 28. — Buck Whitmer, 1948 American Racing Association (ARA) champ, was killed Sunday (22) in the feature big car race at the district fair here.

Whitmer's three-quarter type racer crashed thru the fence in a dust cloud kicked up by other cars. Pinky Hill was fatally injured in the fair races here last year.

on all sides. Blocks at night are illuminated from the inside by 150-watt lights.

Buildings Pack Appeal

The Musical Balloon Building, designed by Bud Gurtler, is built like the Crooked House of nursery rhyme fame. This houses a kiddie fish pond and provides a spot to sell balloons and kiddie novelties. Also located in the building is a record player used for playing kiddie disks. Sound is piped thruout the area and comes from speakers installed in large bird houses hung from the trees.

A Dutch Mill ticket booth, complete with an electrically powered wind mill, is attractively painted in blue and yellow.

Install Wishing Well

A Wishing Well, which appears certain to give Elitch's some national publicity, is now under construction. John Gurtler, who fathered the idea, has agreed that all the money it yields will be given over to the Kiwanis's underprivileged kiddie fund.

A woman attendant, attired in an attractive uniform, is in constant attendance at the Kiddieland.

An estimated \$30,000 this year was spent on new rides, buildings and improvements. One food and drink concession building is tagged The Doll House. Designed by Bud and John, it houses the popcorn and soft drink concessions.

Rose, Simons Join Jimmie Lynch Org; Auto Polo Clicking

AKRON, May 28.—Jimmy Rose, former press agent for Johnny J. Jones Exposition, and Red Simons, formerly with the Barnes-Carruthers Des Moines office, have been added to Jimmie Lynch's Death Dodgers staff.

Rose is on the press staff along with Bill Reed, Ben Smith and Leo Overland. Simons will work with E. J. Floyd and Bill Skinner, bill-posters.

Lynch's org played to capacity in the new Rubber City Speedway here Friday (13). The following night show played Sportsman Park, Bedford, O., and Sunday (15) played two shows at the new Raceway, Cincinnati.

Earl Newberry and Jimmie Van Cise, Lynch managers, said auto polo, under direction of Jinx Hoagland, is a click and will be retained for the season.

Jimmie Lynch, recuperating at his Texarkana, Tex., home, will join June 1.

James Holt, Midget Driver, Killed at Bakersfield, Calif.

BAKERSFIELD, Calif., May 28.—James Holt, Fresno, was killed during the feature 40-lap midget race here recently at the speedway.

His car tangled with one driven by Earl O'Farrell, who was hospitalized for an arm injury. A crowd of 5,000 witnessed the crash.

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Turns to Giveaways To Hold Up Midget Auto Race Crowds

LOS ANGELES, May 28.—To bolster midget auto race attendance against further decline, giveaways are to be introduced at Gilmore Stadium, most successful in this area. Racing promoters must go all-out, promotion-wise, or will wind up losers, Gene Doyle, Gilmore manager and veteran promoter, maintains. The public is looking for the best buy, and the days of turnaway crowds are over unless an added inducement is offered, Doyle insists.

First of the Gilmore giveaway prizes will be a Plymouth, June 3. Race programs, printed with numbers, will be used as the basis for determining winners, with the proviso that the number-holder must be in the stands when the number is announced.

Gilmore's opening race meeting Thursday (12) drew 10,500 paid admissions, a drop of 10 per cent from the '48 opener, but it continues Gilmore as the top midget track of the area.

Fairfield, Conn., Seeking Bids for Beach Units in '50

FAIRFIELD, Conn., May 28.—Bids for concession space at this town's three beaches will be sought next year, Edward A. Tyler, park commission chairman, announces. Because it is too late for action this year, incumbent concessionaires will be permitted to operate as in the past.

However, concession operators at Sasco Beach, Jennings Beach and Southport Beach, have agreed to submit detailed financial records, including gross receipts and expenditures, to the park commission so that it will have an idea of the value of its offerings. Samuel Rotolo, who operates a mobile unit, also will make a report.

Lamont, Castang Play S. F.

SAN FRANCISCO, May 28.—Lamont's Cockatoos and Ruben Castang's chimp act opened season engagements in the zoo here Sunday (22) to big crowds in the elephant house, which seats 800 people. The bookings mark the first time such attractions have been brought to the zoo. Two shows weekdays and three on Saturdays and Sundays will be offered.

Martin's Acts Play Harlacker's Dates

BOSTON, May 28.—Talent for several J. C. Harlacker promotions again will be furnished by Al Martin, head of the talent agency bearing his name.

Martin has inked the Ortons, aerialists; Ben Yost Ambassadors, vocal group, and Hollywood Starlets for Harlacker dates in Waterbury, Conn., June 9-11, and New Britain, Conn., June 16-18. For his doings at Braves Field here June 22-24, Harlacker will present the Ortons; Johnson and Owen, comedy bar; Schaller Bros., trampoline; Nelson Sisters, trapeze; Hollywood Starlets and Yost Ambassadors. All are penny sale dates.

Kiwanis Circus, New Bedford, to be staged by Harlacker the week of June 27, will have Johnson and Owens, Gautier's Steeplechase, Nelson Sisters, Hollywood Starlets, Walter Dare Walsh, Kay and Karol and Yost Ambassadors.

Martin reports that his carnival bookings are beginning to pick up. Some show ops, apparently remembering the lengthy spell of bad weather encountered last spring, were reluctant to invest in crowd lures until they felt reasonably sure that they would be able to present them in fair weather.

Ed Carroll's Riverside Park, Agawam, Mass., also booked by Martin, will use free acts weekly for the remainder of the season beginning tomorrow (29). The Rooneys have the first contract.

Woodside Replaces Free Acts With TV

PHILADELPHIA, May 28.—With the start of daily operations Monday (23), Woodside Park substituted television for week-end free shows featuring musical attractions in Sylvan Hall. A giant television screen has been installed in the 2,000-seat auditorium for nightly shows.

Willow Grove has added a kiddieland. The spot will continue its free Sunday vaudeville show, traditional here, with Frankie Schluth emceeing the offering. Clarence Fuhrman's ork is back for Saturday night dancing in Casino Ballroom.

Pleasure Beach Preems; All Bldgs. Refurbished

BRIDGEPORT, Conn., May 28.—Municipally operated Pleasure Beach Park opened its season Saturday (21). Altho no new rides have been added, all buildings have been reconditioned and painted.

The ballroom again will operate with name bands on Sundays and holidays, and territorial bands during the week. John C. Molloy is park manager.

Business Shows Increase At Meyers Lake, Canton, O.

CANTON, O., May 28.—Meyers Lake Park here opened a week early, and Manager Carl Sinclair reports biz well ahead of last year. A new ride, a Rocket Ship, has been installed.

Funspot features local bands Saturdays and name bands Sundays. So far local orks have been outdrawing names.

Early Sked for Steel Pier

ATLANTIC CITY, May 28.—Because good weather has lured thousands of visitors shoreward this month, George A. Hamid has decided to begin daily operation at his Steel Pier with the June 4-5 week-end. Heretofore daily operations began in late June. Sam Donahue's ork, with Buddy Baer as stage headliner, will be featured over the week-end. Buddy Williams, coming in June 6, is among the 16 name handsmen who will play the pier this summer.

Excursion Liners Deb Regular Runs In New York Area

NEW YORK, May 28.—Excursion liner runs to the Jersey Coast and Hudson River resorts got going Friday (27) when the S. S. Chauncey Depew, of the Sandy Hook Line, started daily sailings from downtown New York to Atlantic Highlands, N. J., where bus connections can be made for many of the Coast resorts. On June 17 the S. S. Sandy Hook will join the Depew on the run.

Excursion runs of the Hudson River Day Line get under way today, with the Steamer Alexander Hamilton making the first trip from New York to Poughkeepsie. Other three liners of the Day Line fleet will be added to the run the end of June.

The Meseck Line starts its daily runs from Jersey City and lower Manhattan to Playland, Rye, N. Y., today, with the liner Americana. On June 26 the Meseck liner, John A. Meseck, will start its runs from Jersey City and New York to Playland and Bridgeport, Conn.

Wilson Adds New Liner

The Wilson Line begins its excursion runs to Rockaway Beach on Monday, when its new liner, S. S. Liberty Belle, will make a round trip from Yonkers, N. Y., to Rockaway Beach. Daily service between Jersey City, New York and Rockaway Beach by the Liberty Belle will start June 18, but special trips over the same route are skedded for June 5, June 11 and June 12.

The Keansburg Steamship Company, with two vessels, City of Keansburg and City of New York, will start regular service with three round trips daily, between New York and Keansburg, N. Y. (beach resort) June 10. City of Keansburg went into service on the run this week.

Apparently New Yorkers are in for plenty of moonlight sails as four lines, Hudson River Day Line, Sandy Hook Line, Keansburg Line and Sutton Line, have cruises up the Hudson or down New York Bay skedded for tonight, and the Meseck Line will join up later. Dancing and entertainment will be provided.

Morrisons Cove Memorial Park, Martinsburg, Pa., will sponsor its annual picnic (29th) June 30-July 5, with Melvin G. Hartman as secretary. It is estimated that 35,000 will attend.

Hunt Pulls 'Em at Dover, N. J.

DOVER, N. J., May 28.—Hunt Bros. had a full house for the night show here Saturday (21), after a strong matinee.

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| DIXIE CUPS | SYRUP |
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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Lamar, Colo.
All-American Midway: Springdale, Ark.
Alleghany Expo.: Frostburg, Md.; Johnstown, Pa., 6-11.
American Beauty: Fort Madison, Ia.; Washington 6-11.
American Eagle: Sesser, Ill.
American Expo.: Waynesburg, Pa.
American Funland: Hollis, Okla.
American Midway: Electra, Tex.
American United: Sunnyside, Wash.
A. M. P., No. 2: Ansted, W. Va.
Avery's Modern: Howell, Mich.
Badger State: St. Cloud, Minn., 1-5.
Baker United: Crawfordsville, Ind.
Barker's, Gerald: Leon, N. Y., 2-4; Sinclairville 9-11.
B. & C. Lancaster, N. Y.
Bean's Attrs.: Windber, Pa.; Masontown 6-11.
Bee's Old Reliable: Campbellsville, Ky.; Richmond 6-11.
Beeson, Tex. Am.: Stella, Mo.
Bernard & Barry: North Bay, Ont., Can.; Timmins 6-11.
B. & H. Pickens, S. C.
Big Four Am. Co.: South Elgin, Ill.
Big State Am. Co.: Andrews, Tex.
Blue Grass: Martinsville, Ind.
Boyle & Reese: California, Mo.
Bohn & Sons United: Kensington, Kan., 30-June 1; Republican City, Neb., 2-4; Orleans 6-8.
Boone Valley: Independence, Ia., 2-4; Clemons 6-8; Nora Springs 10-11.
Borderland: Bremond, Tex.
Buck, O. C.: Kingston, N. Y.
Burdick's Greater: Throckmorton, Tex.
Bullock Am. Co.: Scarbro, W. Va.
Burke, Harry: Lake Arthur, La.
California: Red Bluff, Calif., 1-5.
Capell Bros.: Bartlesville, Okla.
Capital City: Chillicothe, O.
Carr, Lawrence, No. 1: Salem, Mass.
Carr, Lawrence, No. 2: Needham, Mass.; Middleboro 6-11.
Casey, E. J., No. 1: Winnipeg, Man., Can., 1-11.
Casey, E. J., No. 2: Winnipeg, Man., Can., 1-11.
Cattlet Greater: Odessa, Mo.
Cavalcade of Amusements: Peoria, Ill., 1-11.
C. & B. Am.: Parma, Mo.
Centennial Greater: Santa Clara, Calif.
Central States: Grand Island, Neb.; Hastings 6-11.
Ciffin & Wilson: Uniontown, Pa.
Chanes, Jimmie: Portland, Ind.
Cherokee Am. Co.: Osawatomie, Kan.; Sabetha 6-11.
Clifford's United: Reno, Nev., 1-5; Susanville, Calif., 7-12.
Coleman Bros.: Webster, Mass.
Collins, Wm. T.: Breckenridge, Minn.; Fargo, N. D., 6-11.
Collins Bros. United: Holdrege, Neb.
Columbia: Millinocket, Me.
Community Fair: Gardena, Calif., 1-5; South Gate 8-12.
Continental: Massena, N. Y.
County Fair: Gordon, Neb.
Craig, Harry: Odessa, Tex.
Crescent Am. Co.: Okmulgee, Okla.
Crescent: Calgary, Alta., Can.; Camrose 6-8; Wetaskiwin 9-11.
Crystal Expo.: Abingdon, Va.
Cumberland Valley: South Pittsburg, Tenn.
Curl, W. S.: Waverly, O.
Del-Mar: Berlin, Pa.
De Luxe: Newington, Conn.; East Hartford 6-11.
Denton, Johnny J.: Bristol, Va.
Dick's Greater: Wheatland, Pa.
Dickson United: Panama, Okla.
Dixeland: Gleason, Tenn.
Dobson's United: Prescott, Wis., 3-5; South St. Paul, Minn., 10-16.
Dodson's Imperial: Kankakee, Ill.
Douglas Greater: Salem, Ore.
Down River Am. Co.: Dearborn, Mich.
Drago Am.: Bunker Hill, Ind.
Drew, James H.: Marmet, W. Va.
Dumont: Anbridge, Pa.
Dupree & Keeler United: Fowler, Colo.; Ordway 7-12.
Dyer's Greater: Plat River, Mo.; Fredericktown 6-11.
Eastern Am.: Willon, Me.
Eddie's Expo.: Butler, Pa.; California 6-11.
Eddy Bros.: Louisville, Ky.
Evans United: Slater, Mo.
Ferris, Carl D.: Warren, Pa.
Fidler's United: Joliet, Ill.; South Beloit 6-11.
Fleming, Mad Cady: Cedarhurst, Ga.
Florida Am. Co.: Bridgeport, Ill.
Francis, John: Galesburg, Ill.
Franklin, Don: Weatherford, Tex.; Stamford 6-11.
Frear United: Nebraska City, Neb.
Gaiety: Batavia, N. Y.
Garden State (Fair): Collegeville, Pa.
Gem City: (63d & Cicero Ave.) Chicago, Ill.
Gentsch, J. A.: Clarksdale, Miss.
Georgia Am. Co.: Gainesville, Ga.
Gold Bond: Wisconsin Rapids, Wis.
Golden Rule: Riverside, N. J.; Darby, Pa., 6-11.
Golden Gate: Magnolia, Ky.
Golden West: (Fair) Jackson, Calif., 1-6.
Gooding Am. Co., No. 1: Nelsonville, O.
Gooding Am. Co.: (83d & Woodland Ave.) Cleveland, O.
Gooding: Willard, O.

Gooding Am.: Follansbee, W. Va.
Gooding Greater: Portsmouth, O.
Graceland Greater: Lincoln, Ill.
Gra-Loy: Kendallville, Ind.; Warsaw 6-11.
Grand Union: Fairview, Okla.
Granite State: Orono, Me.
Great Plains: Atwood, Kan.
Greater Rainbow: Ravenna, Neb., 30-June 1; Edgar 3-4; Wymore 6-11.
Great Sutton: Sterling, Ill.
Groves Greater: Lake Charles, La.
Gulf Coast: Chillicothe, Mo.
Hale's: Grinnell, Ia.
Hannum, Morris: Freeland, Pa.; Coplay 6-11.
Happy Attrs.: Akron, O.; Mentor 6-11.
Happy Holiday: Minerva, O.; Toledo 6-11.
Happyland: Port Huron, Mich.
Harry's Greater: Switchback, W. Va.
Hartsock Bros.: Meredosia, Ill.
Hawkeye State: Vincent, Ia.
Heart of Texas: Odessa, Tex.
Heller's Acme: Riverdale, N. J.
Hennies Bros.: Toledo, O., 30-June 1; Fort Wayne, Ind., 2-11.
Henson, J. L.: Gideon, Mo.; Morehouse 6-11.
Heth, L. J.: Owensboro, Ky.
Hiawatha: Allegan, Mich.
Hill's Greater: Cheyenne, Wyo.; Greeley, Colo., 6-11.
Home State: Boone, Ia.; Sioux Falls, S. D., 6-11.
Howard Bros.: Urbana, O.
Imperial: Rantoul, Ill.
Inland: Winona, Mo.
International: Russell, Kan.
Jack Greater: Richmond, Va.
J. & B.: Capitol Heights, Md.
Johnny's United: Madison, Ind.
Jolly Time: Claris Summit, Pa.; Nescopeck 6-11.
Jones Greater: Buckhannon, W. Va.
Jones, Johnny J., Expo.: North Tonawanda, N. Y.
Joyland Midway Attrs.: Van Dyke, Detroit, Mich.
Karras, Gus: Bethany, Mo.; Hiawatha, Kan., 6-11.
Kaus, W. C.: Fairmont, W. Va.
Keeler Modernistic: Exmore, Va., 2-11.
Keystone Attrs.: Trevorton, Pa.; Mifflinburg 6-11.
Keystone Expo.: Cherryville, N. C.
Kirkwood, Joseph J.: Binghamton, N. Y.
Lamb, L. B.: Pana, Ill.
Lane, Sammy: Shelbina, Mo.; New London 6-11.
Lankford's Overland: Pridgen, Ga.
Lawrence Greater: Albion, Mich.; Lansing 6-11.
L. & C.: Atlanta, Ga.
Lee Am. Co.: Lanett, Ala.
Lee United: Adrian, Mich.
Lewis, Ted: Northvale, N. J.; Lebanon, Pa., 6-11.
Lone Star: Elwood, Ind.; Shelbyville 6-11.
Lone Star Am.: Dumas, Tex.; Springer, N. M., 6-12.
Luddox Bros.: Mineola, Kan.
Magic Empire: Brazil, Ind.
Manning, Ross: Manchester, Conn.
Marion Greater: Kings Mountain, N. C.
Marks, John H.: Oil City, Pa.
McKee, John: Vincennes, Ind.
Meeker: Lewiston, Idaho; Spokane, Wash., 6-11.
Merriam's Midway: Nevada, Ia.; Mantilla 6-8; Panora 9-11.
Merry Midway: Frankton, Ind.
Merryland: Tekonsha, Mich.
Midway of Mirth: Winchester, Ill.
Midway Expo.: Fort Morgan, Colo.; Sidney, Neb., 6-11.
Midwestern Expo.: (Fair) Golden City, Mo., 2-4; Villisca, Ia., 6-11.
Mighty Hoosier State: Greensburg, Ind.; Covington 6-11.
Mighty Page: Neon, Ky.; Hazard 6-11.
Model: Burlington, Ia.
Model Shows of Canada: Cornwall, Ont., Can.
Moore's Modern: Chanute, Kan.
Motor State: Eaton Rapids, Mich.
Mound City, No. 2: Owensville, Mo.
Nelson, George W.: Albia, Ia.; Tamata 6-8; Zearing 9-11.
Nessler's: Nokomis, Ill.
New England Am. Co.: Northampton, Mass.; Auburn 6-11.
Northern Expo.: Brookings, S. D.
Ohio Valley: Fostoria, O., 30-June 1; Garrett, Ind., 4-11.
Omar's Palace: Belleville, Kan.
Ontario Enterprises: Carthage, N. Y.
Pacific Blue Diamond: Westport, Wash., 2-4; Woodland 9-11.
Pacific Northwest: Priest River, Idaho.
Page Bros.: Russellville, Ky.
Palmetto Expo.: Troy, S. C.
Peerless Celebration Am.: East Raintelle, W. Va.
Penn Premier: Dover, N. J.; Stroudsburg, Pa., 6-11.
Peppers All-State: Hinton, W. Va.
Perry, Jack J.: York, Pa.
Pike Am.: Syracuse, Kan.; Walsenburg, Colo., 6-12.
Pickard, No. 2: Tulelake, Calif., 1-5.
Pioneer: Towanda, Pa.
Playland: Clare, Mich.
Playtime Am., No. 1: Bristol, R. I.
Playtime Am., No. 2: Quincy, Mass.; Wakefield 6-11.
Powelson Greater: Crestline, O.; Defiance 6-11.
Purvis: Courtland, Va.; Stony Creek 6-11.
Queen City, Van, W. Va.
Rafferty, James M.: Mt. Olive, N. C.
Reid, King: Bennington, Vt.
Robinson Greater: Marshalltown, Ia., 30-June 1; Postville 3-5.
Rockwell, Mike: Medicine Lodge, Kan.
Rogers Bros.: Sauk Centre, Minn., 2-5; Benson 6-8; Wheaton 10-12.
Rogers Greater: Frankfort, Ind.; Elwood 6-11.
Rose City: Groesbeck, Tex.; Franklin 6-11.
Rosen, H. B.: Richlands, Va.
Royal American: (Grand & LaCiede Sts.) St. Louis, Mo.; Davenport, Ia., 8-19.
Royal Crown: Zanesville, O.; Canton 6-11.
Royal Empire: Bellevue, Mich.
Royal Expo.: Oak Ridge, Tenn.
Schafer's Just for Fun: Gonzales, Tex.
Scotty's United: Jewell, Ia., and Union, Ia.
Shorter's: Wells, Minn., 30-June 1.
Shugart & Son: Cooper, Tex.
Slebrand Bros.: Salt Lake City, Utah; Idaho Falls, Idaho, 6-12.
Silver Slipper: Burkesville, Ky.; Albany 6-11.
Silver Star Attrs.: Tiffin, O.
Smith, Allen: Ravenna, N. Y.
Smith Am. Co.: Canadian, Tex.

Smith's Funland: Barnesville, O.; Ripley, W. Va., 6-11.
Smith, George Clyde: Houtzdale, Pa.
Snapp Greater: Columbia, Mo.
Southern Valley: Peachontas, Ark.
Sparks, J. A.: Bradshaw, W. Va.
Strader, M. A.: North Platte, Neb.
Standard Shows: Powell, Wyo.
Star Am. Co.: Parkin, Ark.
Starlight Am. Co.: Palfurrias, Tex.
Starr, Joe: Seneca, Mo.
State Fair Shows on Parade: Hooker, Okla.; Guymon 6-11.
Stephens, C. A.: Baileyville, W. Va.
Strates, James E.: Norwich, Conn.; New Britain 6-11.
Stumbo, Fred R.: Mt. Vernon, Mo.; Jerico Springs 6-11.
Sunset Am. Co.: Fort Dodge, Ia.; Ames 6-11.
Tatham Bros.: Havana, Ill.
Thomas: Valparaiso, Ind.
Tidwell, T. J.: Midland, Tex.
Tinsley, Johnny T.: (Pryor St.) Atlanta, Ga.
Tip Top: Appleton, Wis., 2-5.
Tivoli Expo.: Rock Falls, Ill.; Dixon 6-11.
Turner Bros.: Ottawa, Ill.; Belvidere 6-11.
Twentieth Century: Junction City, Kan.
Twin State: Boynton, Va.; Danville 6-11.
United Expo.: Pampa, Tex.
United Liberty (Ottawa Ave. & Irving Park Blvd.): Chicago, Ill., 1-12.
United States: Mazonka, W. Va.
Utah Expo.: Rock Springs, Wyo.; Logan, Utah 6-11.
Veterans Expo.: Atlanta, Ga.
Veterans United: Saltix, Ia., 30-June 1; Schaller 9-11.
Victory Expo.: Greeley, Colo.
Virginia Greater: Rahway, N. J.
Vogt's Southern: Crowell, Tex.
Wade, W. G.: Springfield, O.; Lima 6-11.
Wade, W. G., No. 2: Pontiac, Mich., 30-June 1.
Wallace Bros. of Canada: Ottawa, Ont., Can.; Winnipeg, Man., 6-11.
Wallace Bros.: Danville, Ill.; Chicago Heights 6-11.
Wallace, I. K.: Frostburg, Md.; Midland 6-11.
Wallace & Murray: Parkersburg, W. Va.
Weaver, L. O.: Afton, Ia.; Iowa Falls 6-11.
White, Art: Koppel, Pa.
White Star Attrs.: Mechanicsburg, O.; Washington Court House 6-11.
White's Eldes: Caryville, Tenn.
Wilson Famous: Galva, Ill.; Rochelle 6-11.
Wolf Greater: Austin, Minn.; Mankato 6-11.
Wolfe Am.: Petersburg, W. Va.; Rowlesburg 6-11.
World of Mirth: Plainfield, N. J.
World of Pleasure: Muskegon, Mich.
World of Today: Kansas City, Mo.
Ziegler: Everett, Wash.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Chico, Calif., 31; Redding June 1; Ashland, Ore., 2; Medford 3; Roseburg 4; Albany 5; Salem 6; Eugene 7; McMinnville 8; Portland 9-12.
Billie Bros.: Fall River, Mass., 31; New Bedford June 1; Framingham 2; Fitchburg 3; Keene, N. H., 4; Manchester 6.
Clyde Bros.: Peoria, Ill., 5-7.

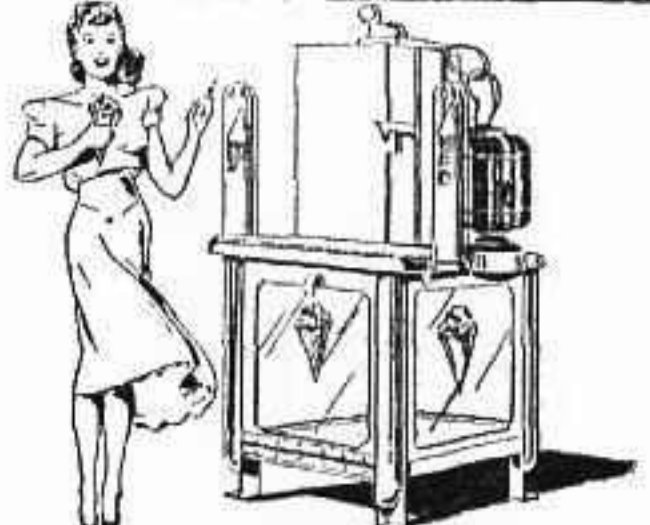
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Cotton Candy Machine Ribbon, \$21.00 Per Do.
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Popcorn, Peanut, Snowball, Cotton Candy,
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Machines. New and used.

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We ship by rail or truck, no order too small nor large.

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FLORENT'NE ART STATUARY CO.

Cole Bros.: Sunbury, Pa., 31; Lewistown June 1; Huntingdon 2; Johnstown 3; Clearfield 4; Elmira, N. Y., 6; Cortland 7; Norwich 8; Utica 9.

Daley Bros.: Sarnia, Ont., Can., 31; Kitchener June 1; Guelph 2; Orillia 3; Pary Sound 4.

Dales: Middletown, N. Y., 1; Dover, N. J., 2; Hackettstown 3; Bangor, Pa., 4.

Davenport, Orrin: Saskatoon, Sask., Can., 30-June 4.

Davies, Ayres & Kathryn: Hebron, Ill., 1; Belmont 2; Elmhurst 3-4; Riverside 5-6; McHenry 10; Algonquin 11.

Gainesville Community: Corpus Christi, Tex., 3-4; Garland 9-11.

Could, Jay: Eldora, Ia., 31-June 1; Northfield, Minn., 3-4; Worthington 6-8; Ida Grove, Ia., 9-11.

Hunt Bros.: Haverstraw, N. Y., 2; Newburgh 3; Kingston 4.

Kay Bros.: Greencastle, Pa., 6; Waynesboro 7; Gettysburg 8.

Kelly-Morris: Oglesby, Ill., 31; Marselles June 1; Peru 2.

Kelly, Al G., & Miller Bros.: Smith Center, Kan., 31; Beloit June 1; Superior, Neb., 2; Fairbury 3; Beatrice 4.

King Bros.: Emmetsburg, Ia., 31; Pipestone, Minn., June 1; Watertown, S. D., 2; Redfield 3; Aberdeen 4; Jamestown, N. D., 6.

Knogor, Roy, Theater Circus: Slater, Mo., 1; Marshall 2; Booneville 3-4; Springfield 8-9; Webb City 10-11.

Mills Bros.: Tuscola, Ill., 31; Taylorville June 1; Litchfield 2; Staunton 3; Alton 4; Jacksonville 6; Springfield 7; Clinton 8; Pontiac 9; Ottawa 10; Princeton 11.

Pawling, John: Norwalk, O., 2.

Polack Bros. (Eastern): (Stadium) Corpus Christi, Tex., 31-June 2; (Tingley Field) Albuquerque, N. M., 6-7; (Adams College Gym) Alamosa, Colo., 9-11.

Polack Bros. (Western): Stockton, Calif., 31-June 6; (Fairgrounds) Merced 8-9; (Stadium) Modesto 10-11.

Ringling Bros. and Barnum & Bailey: Pittston, Pa., 31; Easton June 1; Wilmington, Del., 2; Baltimore, Md., 3-4; Altoona, Pa., 6; Harrisburg 7; Hagerstown, Md., 8; York, Pa., 9; Upper Darby 10-11.

Robbins Bros.: St. Catharines, Ont., Can., 31; Welland June 1; Brantford 2; Simcoe 3; Tillsonburg 4; St. Thomas 6; Stratford 7; Galt 8; Oakville 9; Barrie 10; Orillia 11.

Rogers Bros.: Henderson, N. C., 31; South Boston, Va., June 1; Martinsville 2; Salem 3; Covington 4; Lexington 6.

Rough Riders Rodeo & Wild West: Jackson, Tenn.

Roy's One-Ring: McComb, O., 31; Leipsic June 1; Rawson 2; Bettsville 3; Republic 4.

Selles Bros.: West Jefferson, O., 31; London June 1; South Charleston 2; Clifton 3; Enon 4; Tipp City 6-7.

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 27.

The complete List of Fair Dates was published in the issue dated May 28. The next complete list will be published in issue to be dated July 9. Set each issue of The Billboard for corrections and additions.

ALABAMA
Athens—Limestone Co. Fair. Sept. 28-Oct. 1. Steele McGrew.
Mobile-Prichard—Mobile Co. Fair & Expo. Oct. 28-Nov. 6. W. F. Chastain, Prichard.
Oxford—Cahoon Co. Fair. Aug. 23-27. A. B. Mathews Jr., Anniston, Ala.

ARKANSAS
Benton—Saline Co. Fair Assn. Sept. 14-17. Milton W. Scott.
Marvell—Farmers Community Fair. Oct. 3-8. W. Sam Cooke.
Mena—Polk Co. Fair Assn. Sept. 15-17. Mrs. Fred C. Embry.
Wynne—Cross Co. Fair Assn. Sept. 1-3. W. B. Proctor.

COLORADO
Littleton—Arapahoe Co. Fair Assn. Aug. 12-14. Forrest F. Hammes.

GEORGIA
McDonough—Henry Co. Fair. Oct. 17-23. Murphy Massey.
Sparta—Hancock Co. Fair. Oct. 3-8. J. David Dyer.
Statesboro—Bulloch Co. Fair. Sept. 19-24. Rufus G. Brannen.

KANSAS
Alma—Wabatonsee Co. 4-H Fair. Aug. 25-27. Albert J. Pecinovsky.

MAINE
Topsham—Topsham Fair. Oct. 10-15. Emery W. Booker, Brunswick, Me.

MARYLAND
Bel Air—Harford Co. Fair Assn. Sept. 28-30. A. G. Ensor, Forest Hill, Md.
Cumberland—Cumberland Fair Assn. Aug. 29-Sept. 3. Clifton W. White.
Upper Marlboro—Southern Md. Fair Assn. Oct. 10-15. John W. Farrell, 917 Baltimore Life Bldg., Baltimore.

MICHIGAN
Bay City—Bay Co. Fair. Aug. 22-28. Webster H. Gansser.
Harrison—Clare Co. Agrl. Soc. Sept. 14-17. Ray Harold, Gladwin, Mich.

MISSISSIPPI
Charleston—Tallahatchie Co. Fair Assn. Week of Oct. 17. Marlin Stewart.
Macon—Noxubee Co. Fair. Aug. 8-13. T. B. Boggess.
West Point—Clay Co. Fair Assn. Sept. 28-Oct. 1. T. F. Akers.

MISSOURI
Ava—Douglas Co. Fair. Sept. 22-24. Ray Royce.
Carroll—Carroll Co. Fair. Aug. 11-13. Eva Chaney.
Cass—Jasper Co. Agrl. Expo. Aug. 10-12. J. C. Gibbons.
Ionia—Ionia Community Fair. Sept. 9-10. Theodore Howe.
Senath—Am. Legion Dunklin Co. Fair. Sept. 26-Oct. 1. Wilburn Harkey.

NEBRASKA
Bartlett—Wheeler Co. Fair & Rodeo. Aug. 6-7. H. F. Thomas.

NORTH CAROLINA
Sanford—Lee Co. Agrl. Fair. Sept. 28-Oct. 1. W. H. Ray.
Troy—Am. Legion Montgomery Co. Fair. Sept. 12-17. R. D. Crawford.

OKLAHOMA
Cherokee—Alfalfa Co. Free Fair. Sept. 14-17. Wayne A. Eakin.
Sapulpa—Creek Co. District Fair. Sept. 5-10. Sam Sheehan.

TEXAS
Goliad—Goliad Bi-Centennial. Oct. 26-27. Bob Persons.
Johnson City—Blanco Co. Fair & Rodeo. Aug. 12-13. George Byars.
Mount Pleasant—Titus Co. Fair & Dairy Show. Aug. 23-27. W. L. Means.

VIRGINIA
Tasley—Tasley Fair. Aug. 16-20. J. Edgar Thomas, Accomac, Va.

WEST VIRGINIA
Bellington—Beijingon Festival & Fair. Sept. 15-17. Donald E. Wilmoth.
Petersburg—Tri-Co. Co-op. Fair Assn. Sept. 14-16. J. Justin Barger.

CANADA
MANITOBA
Carberry—Carberry Agrl. Soc. July 14-15. H. L. Dempsey.
(See Fair Dates on page 66)

Stebbins Gets Exec Post at Langhorne

NEW YORK, May 28.—Bob and Jack Nilon, operators of Langhorne Speedway, mile racing oval on Route 1 between Trenton, N. J., and Philadelphia, announced Thursday (26) that Walter C. Stebbins, New York, has been named associate promoter for all events.

First event to be promoted by Stebbins will be the 150-mile midget championship on Sunday, June 12. Stebbins is general manager of Small Car Enterprises.

Stebbins' entire personnel will be on hand for the June 12 meet with Lamie Crovat acting as racing director. Crovat has been associated with Stebbins for 14 years.

Sharonville Kiwanis Club Inks Diamond Horseshoe

SHARONVILLE, O., May 28. — Diamond Horseshoe Rodeo, under management of Col. Amos Selby, Ennis, Mont., has been contracted to present matinee and night performances at the Cincinnati Race Bowl,

Gooding Detroit Contract Holds

DETROIT, May 28.—Gooding Amusement Company definitely will be on the midway at this year's Michigan State Fair here as a result of a show-down this week between James D. Friel, new fair manager, who proposed a switch to another show, and the State fair board, which prior to his appointment, had contracted the Gooding org. The board was unanimous in its opposition to a switch.

Friel maintained that the Gooding show lacked flash. Lester Schrader Centerville, a member of the fair board, said the Gooding org "may not be as flashy as some but it doesn't have any gyp shows and the whole thing is clean."

July 16-17, under auspices of the local Kiwanis Club.

Proceeds from the event will go for child welfare work, Clark McGrew, sponsoring committee's general chairman, said. Boy Scout and 4-H Club officials are co-operating in the project.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Ameri-Congo Animal Expedition: Clayton, Ga., 1-2; Hiawassee 3-4; Blairsville 6-7; Blue Ridge 8-9; McCaysville 10-11.

Miller's, Irvin C., Brown-Skin Models (Palace) Memphis, Tenn., 1-4.

Mont, Toby & Ora, Players: Mascoutah, Ill., 1-4; Grayville 7-11.

Coming Events

ALABAMA
Samson—Lions Club Celebration, June 27-July 6. G. W. Parker.

ARKANSAS
Fayetteville—Horse Show, June 24-26. Lorraine Williams.

CALIFORNIA
Fontana—Fontana Days, June 10-11. H. D. Andress.
Los Angeles—L. A. Nat'l Horse Show, May 31-June 5. Allen Ross, Burbank, Calif.

COLORADO
Glenwood Springs—Strawberry Day, June 18. C. W. McFadden.

CONNECTICUT
New Haven—Southern N. E. Hotel-Restaurant Show in Arena, June 1-3.

FLORIDA
Miami and Coral Gables—Royal Poinciana Festival, June 8-11. Mrs. Herbert O. Vance, Coral Gables.

IDAHO
Emmett—Cherry Festival, June 20-25. American Legion.

ILLINOIS
Benton—Veterans Homecoming, June 29-July 1. Jim Pritchard.
Chicago—Confectionery Industries Expo, June 6-9. Arthur L. Stang.
Cottage Hill—Homecoming, June 24-26. Jos. C. Law, Veterans Foreign Wars.
Du Quoin—Lions' Carnival, June 15-18. G. H. Kent and D. A. Purdy.

INDIANA
Bloomfield—Chamber of Commerce Celebration, June 29-July 4.
Charlesto—Lions Celebration, June 20-26. R. S. Cartwright.
Corydon—Veterans' Home-Coming, June 2-4. Clyde Cromwell.
Jasper—Am Legion Street Carnival, June 26-July 2. George J. Kreitelm.

KENTUCKY
Flemingsburg—Horse Show, June 30-July 2. O. W. McIntyre.

MASSACHUSETTS
Norwood—Elks' Carnival, June 15-18. W. J. Dalton.
(See Coming Events on page 78)

Palisades Promosh Ties In With Heart Fund Drive
NEW YORK, May 28.—The Palisades Park, overlooking the Hudson opposite Midtown Manhattan, starts off its Decoration Day week-end this afternoon with the opening of a model home, at which Danny Thomas, comedian; Vic Damone, crooner, and Monica Lewis, from the floorshow at Bill Miller's Riviera night spot, will assist. Proceeds go to the Mark Hellinger Heart Fund.

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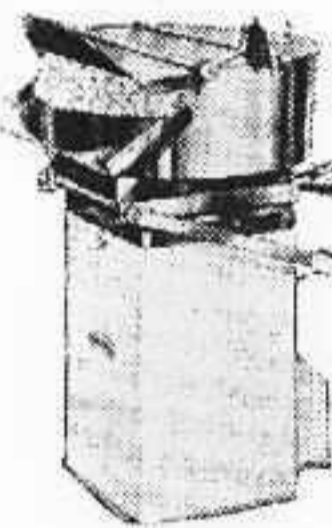
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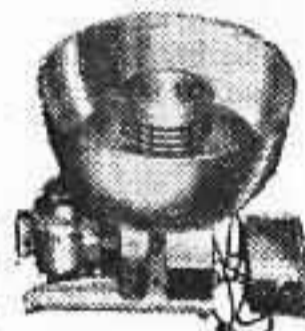
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British Mull 400G Spot for Jamaica

LONDON, May 28.—British interests are seeking capital with which to construct a large sports stadium and amusement park in Kingston, Jamaica, leading tourist center of the British West Indies. Promoters are angling for from \$300,000 to \$400,000 to launch the project.

This is the second big outdoor amusement project skedded for the British Isles in the Caribbean area off the Florida coast, as the Bullin interests are constructing a \$4,000,000 vacation village on the island of Grand Bahama, which will be ready to house 1,000 vacationists this summer and double that number next year.

Day at the Circus

By Will H. Locke

Clyde Beatty Circus played Tulare, Calif., May 20, and I enjoyed the day with my old friend Joe Applegate. We had not seen each other for 34 years—not since the season of 1915 when he was a character actor with a one-nighter playing Sioux City, Ia., at the old Grand Theater, and I was with the Morgan Wallace Stock at the Majestic.

Joe is superintendent of canvas with the circus, has three assistants and many workmen. He is a picturesque character with his great beard, rugged, dynamic, executive ability and pleasing personality. He is affectionately called Uncle Joe by everybody on the show. His men like him and work for him.

The lot was alongside the Santa Fe tracks and I was with Joe from the time the outfit was unloaded, set up, and until it was wrapped up and loaded after the night performance. In all my experience I have never seen a set-up, performance, tear-down and load, with such harmony, precision and speed. And thruout the strenuous work by that big crew of workmen. I did not hear a curse-word or an obscene expression.

I can't think of words that are capable of expressing the quality of the show in its entirety. Everything about it is excellent. Clyde Beatty's act in the steel cage with a dozen lions and tigers is amazingly wonderful. His fine personality, ease and grace with which he controls those beasts and makes them do his bidding is nothing short of miraculous. And yet, he does not try to hog the show, and numerous acts are made outstanding.

I enjoyed the day and many of the old traditions of the show business of my early life were brought to mind—traditions that I had seen ignored by some shows. All the wardrobe of clowns and other performers was immaculately clean. In true form to the old traditions, among the many women performers, there was not a bare leg. All wore tights. I heard some people who were sitting near me in the reserved seat section comment on it in very complimentary terms.

I had breakfast and dinner with Joe in the cook tent. The cleanliness, excellent food and courteous service

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Ear Muff Routine

MOSS, Norway, May 28.—Capt. Jimmy Jamison, American high diver now on tour of Scandinavia, pulled a new one in performer testimonials when he had eye-witnesses testify to the conditions under which he executed a couple of his plunges at the amusement park in Bergen. Jamison did a high dive in a heavy snowstorm Saturday evening (7) and another plunge the next day in a slight snow.

An affidavit certifying the feats was signed by Hans J. Lund, owner-manager of the park; John Hartley, manager of the Hartley Sisters, trapeze act, and Erling Olstad, unidentified, but apparently one of the acts appearing at the park.

was most enjoyable.

A good word to Vic Robbins and his band that was on the job every minute of the time.

Business here (Tulare) was good both matinee and night.

An orchid to Clyde Beatty. He can well be proud of his show.

Reidsville, N. C., Light, Rocky Mt. Strong for Rogers

REIDSVILLE, N. C., May 28.—Rogers Bros. pulled light crowds here Tuesday (24) in a stand sponsored by the Junior Chamber of Commerce. Rocky Mount, N. C., drew strong ones for matinee and night shows. Lash LaRue, Western performer, stood out in the show. Concert was light. Org got two strong houses in Tarboro, N. C., Thursday (19), with Lash LaRue again in the show.

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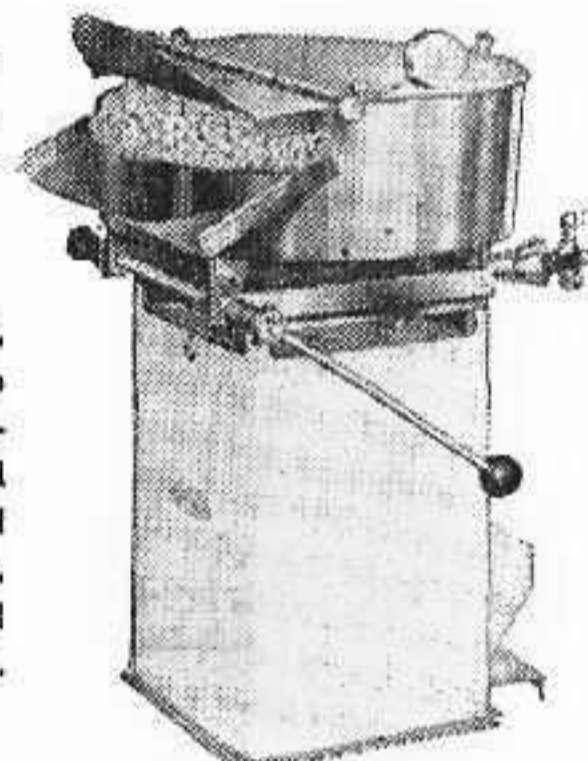
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Top Bracket Philly Gross For Ringling

Clausen's Bear Act Joins

PHILADELPHIA, May 28.—With all of its skedded performances playing to near-capacity or turnaway crowds, the Ringling circus will wind up its week's stand here tonight with one of the biggest grosses ever corralled at this lucrative spot. The Big Show, with five weeks of arena playing and two weeks under canvas already wrapped up, has yet to play a blank this season.

Good biz was partially assured here when Ellis A. Gimbel, local department store head and philanthropist, had as his guests at the opening Monday matinee (23) an estimated 10,000 children. In the past 35 years Gimbel has treated an estimated quarter-million moppets.

At the same matinee Frank Palumbo, local restaurateur and night club op, played host to some 5,000 underprivileged kiddies. Palumbo has been staging his parties for 22 years.

This is a good Side Show spot, and the Red White-managed unit played to hefty crowds. Weather thruout the week was mostly fair, altho rain cut into crowds on two occasions.

Groups From A. C.

In a promotional tie-up with the Boardwalk Travel Bureau, the show staged two Atlantic City days and one night party. Special busses were used (See Philly Big for R-B on page 96)

Beatty Gets Good Grosses in Trek Thru California

VALLEJO, Calif., May 28.—Clyde Beatty Circus has been getting more good than fair stands in its trek thru California. Stand here Tuesday (24) yielded a turnaway at night and a three-quarters matinee. Richmond, played the previous day, also accounted for a night turnaway and a three-quarters matinee.

Tulare yielded good grosses, both afternoon and night. San Jose, Watsonville, Palo Alto and Fresno also were good. Redwood City and San Mateo netted fair houses. Strong co-operation by local schools provided (See Beatty Clicking on page 97)

Blow-Down Threat Cancels Kelly-Morris Performance

MONMOUTH, Ill., May 28.—Kelly & Morris had a light matinee here Monday (23). A special late afternoon show for two boys' clubs was stopped when a blow-down threatened. Night house was held to a dribble by bad weather. Org played Kewanee, Ill., Saturday (21), under sponsorship of the VFW, to a full house at the matinee, but was rained out at night.

Wyoming, Ill., Friday (20) brought a light showing, due to lack of publicity and school graduation competition. Stand in Minonk, Ill., Thursday (19) was poor as a result of cold and rain. Wednesday (18) in Chenoa, Ill., brought a strong night house after a weak matinee.

H-M Inks Hartford, Conn.

HARTFORD, Conn., May 28.—Hamid-Morton Circus will show here a full week, beginning Monday, June 20, in the 4,100-seat outdoor stadium. This stand follows the June 13-18 outdoor showing skedded for Richmond, Va., under police auspices.

Headed for Western Canada, King Bros. Moves Into Iowa

CLINTON, Ia., May 28.—Bound for Western Canada by way of the Dakotas, King Bros.' Circus this week moved swiftly from Illinois into Iowa. Its Western Canadian route, it was reported, will be confined to small-sized communities likely to be passed up by Dailey Bros.' Circus in its invasion of that territory.

First Iowa stand here Wednesday (25) pulled a light matinee in the face of threatening weather and a fair night turnout.

Sterling, Ill., played the previous day, yielded two capacity houses. The La Salle, Ill., matinee Monday (23) was canceled, but an overflow crowd was registered at night.

Show was greeted Sunday (22) at Joliet by a muddy lot, and this hurt the matinee turnout. Night crowd, tho, was good. Circus moved into Joliet from Michigan City, Ind., which was played Saturday (21) under threatening weather. Despite this the matinee was fair and a good house followed at night.

Personnel and program follows:
Staff: Floyd King, Lucille Cristiani, owners; Lucille Cristiani, manager; Floyd King, general agent; Arnold Mailey, treasurer; M. M. Fleming, contracting agent; Howard Y. Bary, legal adjuster; Chester Gregory, Slide Show manager; J. C. Rosenheim, manager Wild West

Billings, Mont., Big For Seal Despite Rain

MANHATTAN, Mont., May 28.—Seal Bros. was hit hard by rain here Saturday (21), drawing light matinee and evening crowds. Billings, Mont., date, Thursday (19) pulled an overflow night house and a strong matinee in spite of a heavy rain.

Show day and dated Burl Ives, folk singer, on the Billings stand.

Wet Alva, Okla., Lot Gives Kelly-Miller Fair Turnouts

ALVA, Okla., May 28.—Al G. Kelly-Miller Bros. drew fair houses here Tuesday (24), playing the municipal airport showgrounds. Show followed heavy rain and had trouble with a wet lot. Draw in Canadian, Tex., Saturday (21) was light. Friday (20) stand in Perryton, Tex., pulled a full night house after a strong matinee.

Org had competition on the Perryton stand from a high school commencement, a tri-State cattle show and a carnival.

Selles Racks Up Full One

PICKERINGTON, O., May 28.—Selles Bros. hit good weather here Wednesday (18), and pulled a full one at night. No matinee was given.

Show; Jess Bradley, press agent; Art Stires, manager advance car No. 1; E. P. Gilmore, manager advance car No. 2; C. H. Shepperd, 24-hour man; Pete Sudowski, chief mechanic; J. J. McIntyre, mechanic.

Mogador Cristiani, superintendent of inside tickets; R. W. Wilberly, boss canvassman; Walter Rice, light superintendent; Tige Hale, band leader; Ray Newson, boss props; John (Ray) Pugh, elephant superintendent; Paul Delaney, concession superintendent; J. L. Wright, carpenter; Ettore Paclni, superintendent of ring stock; Don Beale, superintendent of front door; Vicki King, assistant on front door; H. D. Pinson, transportation superintendent; Bill Lipso, lot superintendent; Freddie Cunnestrell, Tommy Junedas, reserved seat tickets; Ruth Cristiani, tax box; Mary Cristiani, wardrobe department; Joe McNair, chief usher; Buck Lucas, superintendent of Wild West Show; David Budd, timekeeper-cashier, candy stand; Napoleon Reed, cookhouse steward; Charles Floyd, Paul Asbury, Eugene Boling, Wilson Mullins.

Concessions: B. W. Huddleson, apples; Dean Pearson, popcorn; Fat Pffe, grab joint; Mike Artowski, snowballs; Robert Morton, outside novelties; H. Williams, inside novelties; Danny Craig, stock man; Frank Collins, No. 1 stand; Harry Cusella, candy floss; Jimmy Lee (See King for Canada on page 96)

Building Cramps Ward Bros. Bill In Dallas Stand

DALLAS, May 28.—George Pughe and Archie Gayer, owners of Ward Bros.' Indoor Circus, put together a strong line-up for their bow here Monday night (23). While the crowd lacked in numbers, it made up for this in enthusiasm, and Pughe and Gayer were confident attendance would increase.

Housed in the Automobile and Aviation Building at State Fair Park, and presented in two rings, the show, when caught opening night, had a few kinks, such as only one admission gate and a too-long program. But these were remedied the second night.

Sway Pole Outdoors

Because of the low ceiling, high acts were at a decided disadvantage, particularly the Wallenda troupe, high wire; the Eldonas, flying act and Joe Bebe Siegrist, high act. Miss Rietta, sway pole, member of the Wallenda troupe, was forced to put her rigging outdoors and it was offered more as a free act (See Bldg. Cramps Ward on page 96)

Weather, Weak Advance Hit Beers-Barnes at Le Roy, Ill.

LE ROY, Ill., May 28.—Harrassed by cold and a wet lot and hit by late billing and no newspaper publicity, Beers-Barnes drew light crowds here Thursday (19).

Org Tuesday (17) pulled a full house in Gibson City, Ill.

Cole Bros. Hit By Rain, Cold In Ohio Jaunt

Youngstown Gives Good Biz

CANTON, O., May 28.—Rain, muddy lots and cold weather this week continued to plague Cole Bros.' Circus in its jaunt thru Ohio.

The weather here was cool and cloudy, but the top was a capacity one at night and three-quarters at the matinee. Youngstown yielded two full houses despite hard rain. Warren accounted for a full night house and a three-quarters matinee.

Week-end stand Saturday-Sunday (21-22) at Akron was hard hit by weather. Saturday was chilly and Sunday brought a heavy all-day rain. Saturday provided a so-so night crowd and Sunday supplied two full houses despite the rains.

Temperature in Mansfield Friday (20) skidded to 47 degrees, yet the show drew a fair matinee and a better night turnout. Tiffin, played the previous day, yielded poor houses due to rain, with a storm breaking as the matinee opened and continuing thru the night show.

Jackson, Mich., Boy Scout Show Cuts Dailey Biz

JACKSON, Mich., May 28.—Dailey Bros.' Circus ran into cool weather and amateur circus opposition here Saturday (21) and drew two light houses. A Boy Scout circus, participated in by some 2,000 Scouts, was held the same night. Fact that Mills Bros. had been in here two days prior to Dailey also hurt.

Battle Creek, Mich., played the previous day, netted a three-quarter matinee and a good night house, despite low temperatures.

Jap Talent Returns For German Dates

BREMEN, May 28.—One of the first Japanese troupes to join a German circus since the war is the Five Sawadas, who joined Emil Wacker's Circus Apollo, on tour in Western Germany, late this month.

The Sawadas—well known in Europe prior to the war, were in Berlin when that city was occupied by the Russian army in 1945. The Russians immediately deported them to China by a roundabout route which took them thru Russia and Siberia.

At the end of the war, and after many tribulations, the Sawadas were advised by a daughter living in Switzerland that she was trying to arrange for their return to Germany with the assistance of Emil Wacker, owner of the Circus Apollo.

After a year of unraveling red tape the Sawadas finally received permission to return to Germany and arrived here May 20. Their long trek, from Berlin to China and return, took four years and exceeded in distance a trip around the globe.

Jeanette, Pa., Show Cut By Pawling When Wind Hits

JEANETTE, Pa., May 28.—John Pawling Circus had a light night house here Thursday (19) and had to cut the show for fear of a blow-down. The lot, a baseball field, was soggy.

McKeesport, Pa., Saturday (14) was better, with a full night crowd after a strong matinee.



WHEN COLE BROS.' CIRCUS played Lexington, Ky., Charles Dickerson, center, clarinetist with the Lexington Symphony Orchestra and city editor of The Herald-Leader, joined the band for the day. Pictured with Dickerson are Frank Tonar, left, and Frank Sullivan.

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**DALES CIRCUS
WANTS**

Side Show Manager account illness of Leon Bennett; Inside Man who does Punch, Magic; Novelty Acts or anything suitable for well-organized Side Show. Tax Carter, wire. Middletown, N. Y., June 1; Dover, N. J., 2; Hackensack, N. J., 3; Bangor, Pa., 4.

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HUNT BROS.' CIRCUS Wants

Union Baritone, union Calliope Player; Norman Handley, wire. Combination Billers. Must join on wire. Also want Clowns.
Haverstraw, N. Y., Thursday, June 2; Newburgh, Friday; Kingston, Saturday.

ATTENTION**PAUL DAVIS**

Get in touch with JACK BURLSEN, Head Porter with Ringling Bros. and Barnum & Bailey Circus, or come on. Easton, Pa., June 1; Wilmington, Del., 2; Baltimore, Md., 3-4; or per route.

David and Goliath:

**Cole Org Challenges Big Bertha;
Girds for Battle in Three Towns**

HARRISBURG, Pa., May 28.—Cole Bros.' Circus, which will show here Decoration Day (30), one week before Ringling Bros.' circus, inked in for June 7, this week flung a challenge for supremacy at the Big One, thru its chief tub-thumper, F. Beverly Kelley, who used the medium of a lengthy by-lined article in *The Harrisburg Evening News*.

Said Kelley, after recounting memorable circus battles of old: "In these less vitriolic days of circus competition, the big shows emphasize principally their own attractions and pay less attention to the alleged shortcomings of their rivals except by implication. But the apparent dismay of the Ringling outfit at discovering a fast-stepping crowd big enough to exercise the old-fashioned American practice of exhibiting where it chooses has caused the old-timers to put aside their memory albums, get up out of the rocking chair and adjust their spectacles in preparation for a real, old-fashioned circus battle for supremacy the like of which hasn't taken place since the American Circus Corporation fought the Ringlings 30 years ago.

Three Battle Sites

"The current scuffle between the two biggest circuses in the world has three rounds scheduled already: Here and in Elmira and Albany where the Cole Bros. plays. The circus precedes the Ringling show by a week or two or three. Prominent on the Cole roster are several former top executives of the Ringling show, and the new owners of the Cole organization have rebuilt and refurbished the show since purchasing it last December.

"That the Cole Bros.' Circus might have its sights trained on the Madison Square Garden dates which the Ringling show plays every springtime is

believed by observers to be beyond the rumor stage. The Cole people have bought a large tract of land at Miami on which to build a zoological garden and winter quarters to rival that of the Ringlings who winter at Sarasota across the State.

Patrons Decide Winner

"In any circus scuffle, the pay-off takes place at the main gate, so interested parties are waiting to see which of the competitors does the biggest business when the big tops go up and the bands start playing," Kelley concluded.

That Big Bertha has already taken cognizance of the ambitions of Cole Bros.' new management is evidenced by the use of "wait" paper and ads by the Big One in several communities to date, altho several weeks separated the appearance of the two shows.

Top bracket Ringling personnel are inclined to view the ambitious Cole org as an upstart and voice sympathy when discussing the future of the challenger.

**Dales Shuffles Pa. Route,
Passes Up Mahanoy City**

TAMAQUA, Pa., May 28.—Dales org had strong matinee and night houses here Tuesday (24). Show was set to play Shenandoah, Pa., Friday (20), and Mahanoy City, Saturday (21). Bad weather blew Friday, and Mahanoy City was passed up to play Shenandoah Saturday. Lot was soft, but crowds were strong.

Org drew a straw matinee house in Mount Carmel, Pa., Thursday (19), but rain cut the night show down to about half.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Wading Bird, Ky.

Dear Editor:

This show doesn't figure its money by the day, week or month. It's on the season. The boss believes that the law of averages will take care of it. For every rainy day we'll have five fair ones, which makes the odds five to one. The past week was one of odds and averages. On Tuesday at Roundump, Tenn., a burg noted for its hefty inhabitants, we packed the top at both the matinee and night performances. We can seat 1,500, or 3,000 at both performances. Yet we sold only 1,500 tickets on the day, because each customer occupied two seats (18 inches per seat) or 36 inches. The odds there were two for one against us.

At Shortening, Tenn., Wednesday, a town inhabited entirely by midgets, we played to two packed houses and seated two customers on each 18 inches of seat space. That was the odds two for one in our favor. For the two shows we had 6,000 paid admissions, which wiped out the previous day's lost average. One requirement of a general agent ahead of this circus is that he can accurately clock the widths of patrons. Agent Les Burroughs spends hours on main drags with a yardstick in hand checking with widths and odds as natives stroll by. When the average favors the 36-inch widths, we double the price of grandstand seats, because each patron is a two-seater. We control the seating capacity with lithograph passes that read, "According to the laws of weights and measures, holder of this ticket is entitled to occupy only 18 inches of seating space. When more space is required by the holder, this ticket is only good

with an added paid admission." During straw-houses we get 10 persons more per bale with thin people than we do for the hefty.

Rain all night left the lot here five feet under water. The boss saw a floating island swirl by in a river that passed thru the burg. Our canvassmen grabbed it as it was passing and anchored it to the bank. Thru the aid of a pontoon bridge the show was moved onto the island. We opened promptly at matinee hour. The towners, all hefty souls, arrived on the island in droves.

The long side of our grandstand sections were loaded first. That caused the island to tilt. Our ushers quickly switched them to the short side to balance the load. As more customers arrived, overloading the island, it dropped two feet below the water line. The boss ordered all empty wagons pulled off of the lot to relieve the load. That brought it back up to the surface. Then more customers arrived to put the lot under water six inches. Again the boss thought quickly and had our six-ton elephant, Crumbwell, taken ashore. That brought it up four inches and left us two inches under the water level.

There was only one more out to save the day. Rain checks were issued and instead of two shows, five were given to handle the crowds and keep the lot above water. That set a new record in circus biz. We played to five water-level houses made up of two-seater or 36-inches-in-width patrons or a grand total of 3,000 patrons (600 per show) or 108,000 inches of seat space with no one pratted out.

**Richmond Yields
Full Ones to Mills;
Rain Hits 3 Spots**

RICHMOND, Ind., May 28.—Mills Bros. got two full ones here Thursday (26). Huntington, Ind., stand, Tuesday (24), sponsored by Lions Club, was fair, with heavy wind and rain holding down attendance.

Org had a strong matinee Saturday (21) in Auburn, Ind., but rain killed the night show. Jackson, Mich., Thursday (15) stand was kept light by rain.

**Under the
Marquee**

On May 15, members of the Jorgen M. Christiansen Tent of the CFA spent the day on the lot of the Clyde Beatty Circus in San Mateo, Calif., having dinner on the show and attending the evening performance in a body. . . . Sam Freed has finished his six weeks of working on the Spring Festival for the Eagles in Amsterdam, N. Y., and will return to trade papers. . . . King Bros. will be in Williston, N. D., June 11 on Bruegger's field. . . . Elmer Simpson and Pat O'Grady saw the Kelly-Miller show in Canadian, Tex., May 21. . . . King Baile and Dave Coleman attended Beers-Barnes in Covington, Ind., May 12, visiting the management and Si and Nellie Kitchie. They also saw Ayers and Katherine Davies Circus at Casey, Ill., visiting with Ayers Davies, Captain Christie and Johnny Pyle. Billy has left South America, going to Dakar, Africa, and then will go to Casablanca.

Not many understand the ins and outs of laying out a route, but everybody knows a better one.

The PTA Show in Pasadena, Calif., was a success. Johnnie Strong had kiddie rides there; Mauley his Punch and Magic show; Ralph Goodlove, his midget cow and pony in a truck walk-thru show, and Currie had his pony rides. Harlow Wach has revamped his Wild Life Show. He has been under care of a physician for kidney trouble. . . . Clarence C. Parker, clown, has been released from hospital. He had a stomach ailment. Bill Dedrick, recently finished paintings for the World Wonderland Animal Exhibit. . . . Les Ulrich, CFA director, caught Biller Bros. in Danbury, Conn., May 24. . . . Wild Life Show, managed by Jack Maynard and son, has been getting good business in one-day stands thru Western North Carolina and Eastern Tennessee, Jim Brown cards.

Hot Spot

NEW YORK, May 28.—Umberto Schichholz-Bedini, European representative of the Ringling circus, is convinced that American executives are really busy personages. He was summoned from Philadelphia to New York for a conference with the Big Show's prexy, John Ringling North, and found himself obliged to discuss business in a Turkish bath. Schichholz-Bedini is returning to his headquarters in Paris.

**WANTED
2 PHONEMEN**

Red hot deal. North Carolina State-wide firemen's convention booked. Convention held Carolina Beach August 15th, 16th, 17th and 18th. Six weeks' work on beach from June 15th to August 1st. Other deals to follow all in North Carolina. Must be neatly dressed and able to give character references.
Call or wire MR. CRABTREE
c/o Chamber of Commerce
Carolina Beach, N. C.
P.S.: Mr. Massay, contact. Deal jus' starting.

Ringling-Barnum

Red Stallion of the Rockies got a big play in Washington. Everyone enjoyed Justino Loyal's work in the film.

First day in Philly the big top was packed with kids for the Gimbel and Palumbo day. Two hospital shows were given.

Many took advantage of the Sunday off to visit New York. Curtiss Genders celebrated his birthday. Grace Killian also celebrated a birthday. Skee Matausch was showing her family around. Randy Concello joined the Saro-Circo Club.

Visitors: Mr. and Mrs. Hammil, Luke and Iggy Waring, Fr. Kaiser, Ed Kennedy, Jim McHugh, Willie Lish, Henry Franks and Joe Menchen, CFA.

Backyard scenes: Shoeshine stand now has new canopy, radio and fast service. New wardrobe top in Philly. McCarthy and the boys keeping the flats looking like new. Clowns knocking themselves out for the Gimbel Day kids.—MARY JANE MILLER.

Dailey Bros.

Baseball game between the two dressing rooms was called off on account of rain. Bill Reid, chef in Red Rumbell's privilege car, prepares tasty night snacks.

Hank Snaker, band leader, has added pop tunes to his program. Jimmy Johnson, drums; Junior Smith, trombone, and William Milligan, bass, joined the band. George (Diane) Searll, fat man, joined the Side Show. Larry Davis has deserted the bulls for a candy butcher stint.

The Tiger Bill Snyders were entertained by Ora White and Mrs. Isabelle Burch.

Visitors: Mr. and Mrs. Glen Townsend, Mr. and Mrs. Paul M. Lewis, Red Rumbell's daughter, Marion, and party; Alice and Kathy Walsh, Doris Calder, Betty Kortz, Dora Edmundson, Bill Stock, F. B. Sayr, Art Mitchell, Mrs. L. M. Clark, Mr. and Mrs. Henry Schwalm, Mr. McIntosh, Mr. and Mrs. Jack Mills, Mr. and Mrs. C. W. Chapman, Donald Jors, Mr. and Mrs. Henry Parker and family, Mr. and Mrs. Courtright, Billie Culp, Mr. and Mrs. Tommy Comstock, Cleo Miller and Nate Leon.—HAZEL KING.

Robbins Bros.

We are getting so used to the Pennsylvania mountains that Skinny Goes's band can play *Coming Around the Mountain* in its sleep. Charlie Raimer left at Oil City, Pa. The Brownie Silverlake family joined in Meadville, doing clowning and other acts. Gladys Gillem, so accustomed to shooting at lions, shot Jargo in the pants, sending him to the hospital for first aid.

Visitors: Gus and Casey Augspurg, Harry Mason, James M. Cole and Ted Collins. Myrna Silverlake celebrated her 19th birthday. Bill Woodcock is turning out a good job of announcing. Alice Orton is doing concert and ushering besides making big show acts.

The Side Show is pulling a good share of the business. Everybody is well pleased with the meals turned out by the cookhouse. We now have 11 children on the show.—JIM CONLEY.

Mills Bros.

Show's home town, South Euclid, O., turned out strong for the performance there. Since that date there is no more doubt that Hoot Black is the best dressed man on the show.

Eddie Doyle, Buffalo Ben, Arizona Jack, Jack LaPearl, the Cathalis Troupe, the Huntleys with Burma, Bert Wallace, Merle Cook, Jimmy De Cobb and Alex Brock entertained convalescents at St. Vincent Hospital, Cleveland.

Eileen McGovern is back on the job after several days off with an injured hand. The Valencianos bought a DeSoto automobile during the Cleveland date.

Pete Mardo visited in Akron, and C. J. Smith, CFA, clowning on the show for three days.—JACK LAPEARL.

Dressing Room Gossip

Clyde Beatty

The warm weather has brought out the sunbathers. The big top is a beehive of practicing between shows. The train and big top crews are working fast, giving everybody plenty of time between shows.

Floyd Lee and Raymond (Congo) Miles are doing a good job on lighting the show. Highlight of the week was the parade in Tulare, Calif. It brought back memories to the old-timers of the long ones in Cincinnati and Albany.

Louie Velarde Sr. and Don Montgomery celebrated birthdays recently. Parley and Ernestine Baer motored to Bakersfield to spend the day. Dave Cayuga, one of the musicians who were hospitalized for burns, is back on the show. The others in the accident are reported doing well.

Everybody is looking forward to the two-day stand in Reno. Jimmy McGee will probably win the cookhouse flag this season.

Visitors from the Polack show included Freddie and Mickey Freeman, Billy Griffin, Jimmy Baker, Harry Dann, Bobby Kellogg, Don Petroff, Carlos and Etta Carreon, Slivers and Joe Madison and Chai and Somay.

Other visitors: Vic Robbins' brother, Bill; Don Beeler; Cliff Daniels, with his mother and sister; Arnold (Ole) Olson, Francis Stillman, Billy Earle, Lotus Murphy, Jan Lee and Mr. and Mrs. K. E. Simmons.—LAURENCE CROSS.

Hamid-Morton

Athos took a fall in New Haven, Conn., during his act, breaking his wrist and injuring his nose. He stayed in New Haven, where he is under doctor's care.

Everybody was busy getting ready for the trip into Canada. All the animals had to have rabies shots. During the five free days, the Linons and the Norbertys went to New York to buy camera equipment.

June and Mike Romas, Peaches and Simmonds, Caldonia, Pat and Sherry were guests of Monroe and Grant in South Sutton, N. H. The Weldes, Picard and his seals, the Eriksons Conchita, the Loof Rios, the Hartzells and Billy Bushbaum enjoyed a few days outing at Lakeside Camp.

Visitors in New Haven included Mr. and Mrs. Pallenberg, Mr. and Mrs. Johnny Gibson and Mrs. Castle.—CONCHITA.

Ayres and Kathryn Davies

Mr. Davies, owner; Walter Raudenbush, boss canvasser; Johnny Pringle, the Christs and Harry Rawls visited the King show Sunday (22). Corky, Johnny and Pop Frazier, Ollie Heerdink, Betty Tilton, Billy Tilton, Billy Kelley and Lucille Frazier visited a Chicago theater the same night.

Pringle is promoting all the spare rope he can to stake out Toni. Johnny Frazier is strutting his stuff these days with his new pony ride.

Visitors: Mrs. Harry Rawls, Mr. and Mrs. Harry Primmer and Raymond Duke. Corky Frazier persuaded billposter Duke to do a day's turn in clown alley.—LUCILLE FRAZIER.

Cole Bros.

Con Colleano spent a day in the hospital in Newark, O., with a high fever. Dorita Konyot's husband was hospitalized with a stomach ailment. Ray Marlowe suffered a fracture below the knee in an accident on the railroad track, but last week-end rejoined the show. Josephine Scrano left suddenly because of illness in her family.

Pat Scott's cover trick is a big hit. Maggie Wise is the attractive cashier in the pie car. Mac McGrath is our efficient trainmaster. Sambiasi's ladder act is now in Ring 1.

Visitors: Sonny Moore and company, Buddy Richards, and June Russell and her aunt.—SALLIE MARLOWE.

Polack Bros. Western

Visitors of the Clyde Beatty Circus in Richmond, Calif., were Slivers and Jo Madison, the Boginos, Billy Griffin, Harry Dann, Bobby Kellogg, Jimmy Baker, Mr. and Mrs. Barton and Freddie and Ethel Freeman. Old friends on the Beatty show included Laughing George Davis, Shorty Sylvester and his wife, Abe Goldstein, Laurence Cross, Bobby Kay, Lou Walton, Eddie Grady, the LaForms, Houston and Tiny Glass.

The Sherman brothers played a super market in San Francisco. Besides doing her own high wire act, Vickie Berosini is in the little aerial number and is lending plenty of oomph to the Gudsov dog act. Justus Edwards learned his brother is ill, and he may leave the show for a while.

Otto Griebbling comes to the building every day in Hollywood sports clothes, with a camera and binoculars slung over his shoulders.

Visitors: Reuben Castang, Mr. and Mrs. A. E. Waltrip, Milly Keathley's daughter, Joyce; Spot Wells, Nick Gallucci, Mr. and Mrs. Harry Chipman, Norma Talmadge, Larry (Bozo) Valli, Danny McAvoy, Gus Lind, Frank Whitbeck, B. P. Martin, Jodie Bill, Jimmy Baker, Mrs. Eddie Ward's sister, Ann Larkin; Louise Goebel, Slivers Madison's sister, Madison Hopes; Ernest Minton and Capt. Anthony Greenhaw.

Barney (Soldier) Lonsdorf, boss property man, has in his hard-working gang, Tommy Byers, Frank Dougherty, Leo Gamble, Carl Barnett, Elmer Thomas, Leon Brewer and Al Presthold.—FREDDIE FREEMAN.

Polack Bros. Eastern

Nate and Marsha Lewis escaped uninjured en route from Midland, Tex., to Waco, when their truck and trailer were smashed. A blow-out caused the accident. Bill Green subbed as announcer during Lewis's absence.

Dime and Connie Wilson became the parents of a boy during the Waco stand.

Fragments: Dennis Stevens dancing with Mary Gardner. Clara Delbosq and Nita Borza wearing identical dresses. Claire Levine practicing every morning. Henry Kyes's new music for the Sikorskas. Frank Hogan rushing from the seal truck to the dressing room with the baseball scores. Mrs. Randow Sr., enjoying her new trailer. Americo, Pepi and Charley Borza taking life easy. Irene Laferty catching her first fish at the Yates home. Bobby Harrison and his crew setting records on tear-down nights. Promotor Willis Alley with his camera. Frieda Wiswell's banana cake getting space in the newspapers. Betty Brasno in her bathing suit washing cars.

Visitors: Dwight Moore's brother, Sid, with his wife and family; Chet Wilson, Howard and Wanda Bell, Jake Mosely and Johnny McMillan.—BILLY BARTON.

Garden Bros.

Fifi made the cover and also had an illustrated story in the Sunday *Montreal Standard*. Bob Carr celebrated his 41st birthday anniversary in Walkerton, Ont. Ernie Bruce is wowing both crowds and show personnel with his Indian music for the elephants coach number. Art McCall suffered a sprained ankle at Walkerton and Yvette Whaling had a bad fall. Both are back in the program.—BILL DOWNIE.

Dales

Fire brigade, Shamokin, Pa., hosted about 20 of our folks at a party. Leo and Louis Dales, and Norma Dales and son, Michael, visited Baltimore. Owner-manager M. J. (Mickey) Dales returned from a trip.

Boy Scouts from two counties were guests at Shenandoah, Pa. They camped next to the lot. Cotton Gresham and Little Iaro Hoffman on the sick list.

Visitors: Eldon Johnson, Mr. and Mrs. D. A. Clark, Red Jackson, of Jim Eskew Rodeo, and Mayor C. A. Lord of Pottsville, Pa. Mayor Lord had local orphans as guests.

Birthdays celebrated by J. E. (Fat) Byers and Ray Moser.

Name Henry Thetard Prexy Of Circus Club of France

PARIS, May 28.—Henry Thetard, circus-music hall press agent and author of the fast-selling *History of the Circus*, has been named active president of the recently organized Club du Cirque (Circus Club), which has its headquarters in Paris but is international in scope.

New club already has correspondents in London, Brussels, Madrid, Amsterdam, Berlin and Hamburg and will publish a club journal covering circus activities in Europe. Club roster includes persons active in the circus field as well as circus fans.

Young Bull to Kelly-Morris

CHILLICOTHE, Ill., May 28.—Jewell, baby elephant, arrived on the Kelly & Morris Circus this week after a plane flight from Bangkok, India, to New York where Bill Morris took delivery on the bull. Co-owners Morris and Pat Kelly are enjoying good business, reports agent Bob Beck, with full houses and straws commonplace.

Ameri-Congo Thrives in Ga.

DAWSONVILLE, Ga., May 28.—Ameri-Congo Animal Expedition is pulling good biz on Sunday dates thru Georgia, with Jasper topping the list. Feature is Leo Cogozzo's Monkey Circus. Owner Howard Ingram is visiting in Indiana, and Agent Charles Bartlett is on a booking trip. Org has new canvas on order.

Wind, Rain Hit Clyde

HUTCHINSON, Kan., May 28.—Clyde Bros. hit bad weather here Friday-Sunday (20-22), on a stand sponsored by the police department. High winds and rain stopped the show temporarily Friday and held matinee and evening houses down to about half capacity.

ELASTIC NET OPERA HOSE
Suntan, Black or White, \$4.95.
Elastic Net Tights, \$7.50. Cotton
Leotards or Tights, \$4.50. Other
Items. Free Folder.
E. ROWE
P. O. BOX 233 RADIO CITY STA.
NEW YORK 19, N. Y.

METAL SPANGLES
All sizes and colors. Chainette
Fringes. All colors. Rhinestones
and Settings. Ostrich Plumes and
Fringes.
C. GUYETTE
446 W 45th ST. New York 19
Phone: Circle 6-4137

WANT CIRCUS ACTS
For small Circus. Dog Act, small Lion Act. Will
lease Elephant with transportation. Wild West
Concert. Beverly Harnet, write. Show opens
June 9. State lowest.
W. M. KETROW
Green Castle, Pa.

SIEBRAND BROS.' CIRCUS AND CARNIVAL
WANT CIRCUS ACTS
Ground or Aerial. We furnish meals and gas. Week stands.
Route: Salt Lake City, Utah, May 30 to June 4; Idaho Falls, Idaho, June 6 to 12. Wire or write
P. W. SIEBRAND

N. Y. FUNSPOTS UP BALLYHOO

Strong Pitch By All Units

Ops not waiting for biz
omens before allotting
more \$\$ in bid for crowds

(Continued from page 3)

News. Imprints are also being used on bills and envelopes of both firms. Park p.-a. system plugs and ticket bonus are given in exchange.

Contests Get Coverage

Another major tie-up was arranged with Universal-International Pictures and the Criterion Theater, of New York, in the erection of a *The Lady Gambles* booth on the park's midway, during the premiere of that film at the New York house, with all proceeds going to the New York Heart Campaign. Forty thousand contribution receipts were printed by Universal-International plugging Playland, with the Criterion providing a \$200 ensemble to the lady winner. The contest drew picture and press coverage.

Jack and Irving Rosenthal's Palisades Park, whose publicity is handled by the Bert Nevins office, has come up with several radio tie-ins and is currently plugging a new song, *Amusement Park Waltz*, written by Irving Rosenthal's wife, Gladys Shelley, recordings of which will be out this month and in the hands of disk jockeys shortly.

Henry Guenther's Olympic Park, at Irvington, N. J., has little competition in the heavily populated Newark section but the park, never the less, advertises quite extensively in the Newark papers, via billboards over a wide area and by window cards.

Excursions Help

Playland, at Rye, N. Y., is operated by Westchester County, but is definitely publicity-minded. The park not only uses display space in the Westchester papers but also buys considerable space in New York dailies. Tie-in with the Mesack Line, which runs daily excursions from Jersey City, N. J., and New York to the park, gives its additional publicity and heavy patronage.

Most of Coney Island's publicity is turned out by the Coney Island Chamber of Commerce and consists largely of car and window cards, the latter plugging fireworks displays and special events. However, Coney's only amusement park, Frank and George Tilyou's big Steeplechase Park, is a consistent advertiser, sticking largely to newspaper display ads. The Tilyous have signed up Louise Condak as publicity chief this season and have been getting considerable free plugging in the New York dailies.

John G. Ward, operator of a group of rides fronting on Coney Island's Boardwalk, has a tie-in with Pepsi-Cola which is being exploited via big display ads in New York papers. Purchasers of a carton of six Pepsi-Colas at 30 cents receive a coupon worth 41 cents at Ward's funspot. Each coupon, plus 25 cents—and 5-cents tax for those over 12 years—is good for any five rides. Normal charge for the rides thru combination ticket, is 68 cents. The deal runs thru September 6.

Drambours Plug for Biz

Seaside Park, the Drambour brothers funspot at Rockaway Beach, has also joined the limelight seekers this season. The Drambours, working on a modest scale since creation of their park a few years ago, have hopped

CONEY ISLAND, N. Y.

By UNO

Frank and George Tilyou, with the help of guest film stars Dan Dailey and Marilyn Maxwell, ushered in the 53d season for Steeplechase Park May 21. Newest of the park's 37 rides is the Gay Busses for kiddies from J. L. Lucas Company, Los Angeles. Also new is a fourth video set for patrons of the huge swimming pool and handball court. The three others serve as a free attraction in the former large ballroom. New publicity aid to Frank Tilyou is Louise Condak, from Haverhill, Mass., where she did publicity work and conducted her own program for Station WHAV. Jimmie Onerato continues as general manager; Harold Nisnoff, chief photog, and Angelo Brienza, midjet clown, principal electric rod welder at the Funhouse. Sunny but chilly weather attended the opener, and Sunday (22) found no crowds because of constant rain. As many as 60,000 electric lights are used for illumination.

Latest Luna Park fire (May 15), an annual affair since the big one of 1946 proved a patronage loss to some near-by ops and a boon to others, drew a Sunday crowd from the Bowery to Surf. Bad for Kyrimes rides but good for Rosen's freaks. Another loser was Abe Seskin, who had a lot of photo equipment stored in the destroyed administration building.

John G. Ward has completed a novel arrangement with Walter S. Mack, prexy, and Al Goertz, publicity director of the Pepsi-Cola people, that may lead to similar tie-ups. For a price of 30 cents, which includes a nickel deposit, the purchaser of a carton of six bottles of Pepsi receives a coupon good for rides on the Whip, Carousel, Air-o-Bat, Thriller and Spinner, plus two kiddie rides all located in Ward's Funland on the Boardwalk, near West 12th. Previous cost of a combo

Byer Gets Permit To Operate Train At Long Beach Pier

LONG BEACH, Calif., May 28.—Park Commission here okayed construction of a miniature railroad adjoining the inside edge of Rainbow Pier. Ernest Byer, project promoter, offered the city 25 per cent of the net revenue for the permit. His investment will be about \$30,000, it was reported.

Rails will be mounted on the rocks of the breakwater on the inside of the pier, according to present plans. Train is steam-powered, with seats suitable for adults.

Round trip fare will be 25 cents. In petitioning the commission, Byer pointed out a mini train in Griffith Park, Los Angeles, paid that city \$17,000 in 1948.

the bandwagon this year and have been using ad space in the New York dailies to plug their funspot, which occupies a well situated site on Rockaway's shore drive.

The definite upsurge in publicity for outdoor amusement spots this season does not stem from a slump in business, as practically all of the hyped ballyhoo campaigns were launched prior to opening dates. Rain and chilly weather have prevailed so far this spring and there have been few opportunities to judge what business will be like at the outdoor funspots when weather is favorable.

ticket was 60 cents for children and 74 cents for adults. New deal started Monday (23). Entrance to Funland is thru a newly converted movie house, 250 capacity, that last season tenanted the *Globe of Death*. Ten minutes of movies precede the rides.

Many Islanders attended funeral services for Ida Newman Sunday (15). Among these were Mary Cox, a relative; Mrs. Bertha Kirsch, mother of the Kirsch restaurant boys, and Mr. and Mrs. Billig. Louis Newman, deceased husband, operated an eatery in the '90s and was associated with Sam Wagner in a freakery.

Willie Richman Enterprises takes in many sites and business deals. Richman, who got his Coney start years ago as a frozen custard operator, is partnered with Karl Klarnet in first, a bar and grill on Surf and West Eighth and along that avenue for several hundred feet in a machine gun gallery, a motorcycle show directed by Speedy Babbs and a Penny Arcade. Individually owned and operated are four units of Electro-Freeze custard machines on the Bowery, Corner Stillwell, piloted by son Bernie, and three more on the opposite side of Surf near West Eighth, managed by Lester Goldstein. Blanche Richman is office director.

Pleasureland, a walk-thru (Bowery to Surf) one-story, Arcade structure, erected season before last, reverts to its original operator, Phil Gould, managing director of the Whirlwind Amusement Company, with the exit of Jack Semel, who took over the middle of last season. Spot features among its mazes of coin machines, 40 Skeeball alleys, 24 (Scientific Pokerinos; Pronto Pups, property of the All Five Corporation, located on the Surf side; a penny pitch operated by Ann Merino, on the Bowery side; 14 units of Greyhound Racers, 15 new Soda Mats and voice recording and photo booths. Ernest Topper is master mechanic.

Shorts: Another of the Bonsignore Luna front stores is to be occupied by the George Brothers, Al and George, who will operate a group of Tic-Tac-Toe automatic coin machine game tables from the factory of Stanley Gersh. . . . Carrie Adams is the new Aunt Jemima featured in the Palace of Wonders bally. . . . Party of Coney biggies headed by Charles Feltman, Chris Feucht and William Meinch, enjoyed a burly show at the Hudson, Union City, N. J., recently. . . . Sandv Schell, ex- (See Coney Island on opp. page)

Cincy Coney Skeds Eight Name Bands

CINCINNATI, May 28. — Eight name bands have signed for Moonlite Gardens of Coney Island here by Edward L. Schott, president and general manager, with Larry Clinton's orchestra scheduled to open the name band season June 3 with a one-night stand.

Others slated to follow are the orchestras of Elliot Lawrence, Skitch Henderson, Vaughn Monroe, Johnny Long, Ray McKinley, Ray Anthony and Tony Pastor. Clyde Trask's local crew plays in the ballroom when name bands are not scheduled.

Current free attraction at the park are the Four Carrolls, aerialists, who perform twice daily over the mall at 4 and 9 p.m. Duke Patterson, clown, is appearing in Land of Oz, the park's kiddieland, which has a 5-cent policy.

Hitzelberger Hyps Flackery To Build Play

Lack of \$\$, Weather Hurts

DALLAS, May 28.—While rainy days and cold nights have plagued State Fair Park here so far this season, "business hasn't been disheartening," W. H. Hitzelberger, vice-president-general manager, said this week. Spot opened two weeks earlier than usual this year. Weather first week-end was okay and attendance for the initial two days was estimated at 60,000.

Dallas, like other cities its size throught the country, is experiencing a tightening up in the money department. This, coupled with losses suffered in surrounding towns from floods, has hit spending for entertainment. To offset this drop, the funspot has gone heavy for newspaper and radio publicity in Dallas and extended its flack, via both mediums, to 100 miles.

Fred Tennant, midway superintendent, came up with an idea three weeks ago which has hyped mid-week attendance. Tennant started square dance contests on the midway. These are held every Wednesday, from 8 to 10 p.m. So successful were the first three that Hitzelberger is contemplating setting aside two nights a week for the contests.

Last year July 4 went by unnoticed by State Fair Park management, in that nothing special was done. This year, however, special emphasis will be centered on a show in Cotton Bowl. Fireworks will be held nightly July 2-4, with Art Briese, Thearle-Duffield Fireworks Company, Chicago, in charge. The Edmundo Zaccini cannon act and the Peejay Ringens, bicycle high act, already have been signed, and several other acts may be added. It will be the first time that acts have been used July 4, altho fireworks, always a crowd-getter in Texas, have been featured for years. Pyro budget this year has been upped. Charles Yaeger, funspot's flacker, has started promotion on the July 4 Cotton Bowl show.

Two Kid Rides Added

Two new kiddie rides have been added to the \$75,000 Kiddieland. These are a Bulger Ride and the Dragon Ride, the latter manufactured by the Frank Hrubetz Company, Salem, Ore.

This year a ticket stunt is being tried out in connection with Dallas schools. More than 100,000 ride tickets, four to a student, were passed out with the compliments of the State Fair. Tickets are good any time during the season.

Jack Ruback's Monkey Town Show opened on the midway for 10 days at the season's outset and was followed by Bill Haymes's Circus Side Show, with 14 pit acts, which is doing a good business.

Midget auto racing starts June 1 on (See Hitzelberger Hypo on page 82)

Chrysler Corp. To Re-Design Detroit Zoo's Minny Railway

DETROIT, May 28.—Chrysler Corporation's offer to re-design the remaining three units of the Detroit Zoo's miniature railway, after streamlining one engine and one train, has been accepted by zoo officials.

The railroad, 13 years old, grossed \$45,000 last year. Net profit was \$28,000.

Hazlett, Mich., Spot Reports Biz Up 10%; Pretzel Ride Added

HAZLETT, Mich., May 28.—Lake Lansing Park, which had been operating week-ends since Easter, opened Friday (20) on a full-scale basis. Biz up to that time was about 10 per cent ahead of last year, according to owner-manager Roger E. Haney.

Good weather on the early week-ends accounted for the increase. Per capita spending has been holding up well, Haney also pointed out.

A new Pretzel ride and an enlarged Penny Arcade have been added since last year. Considerable remodeling has been done. The Merry-Go-Round has been redecorated.

Free act policy, plus frequent fireworks displays, will be started Decoration Day. Acts are booked in on a one-week basis, with King Reynolds, tight rope, as the opener, to be followed by Sport Mathews, high pole, booked thru the Charles Zemater Agency, Chicago.

All attractions except the roller rink, which is leased to Mr. and Mrs. F. W. Gardner, are operated by the management. Until last year, the rink site was used as a night club.

Mrs. Roger Haney assists her husband in the park's management, serving as secretary-treasurer, and their son, Conrad G. Haney, handles public relations. A four-page pictorial brochure has been circulated to promote family trade.

CONEY ISLAND

(Continued from opposite page)
ork leader who presided in Steeplechase's former ballroom and who has been afflicted with rheumatic legs, has a new job in the park, inside ticket seller.

Wrestling to be renewed Tuesday nights and boxing, Mondays, at the Velodrome and will be televised over WPIX and sponsored by Sunset Appliance Stores, Inc., Prof. James A. Bostwick has been issuing horoscopes on the Island 30 years. Succeeded his dad, Professor Alfred, who came to Coney in 1889. . . . Charles Turcano and his six-piece ork with Jean Brydon, magician, supplied dance music and entertainment at the last Chamber of Commerce dinner-dance at the Towers Hotel, Brooklyn. . . . Coney's beach this season will be manned by 92 lifeguards, 8 lieutenants and 6 chiefs. . . . City has appropriated \$190,000 toward strengthening Steeplechase Pier, weakened by winter storms. . . . C. W. (Doc) Foster, long identified on Coney in a lecturing capacity for attractions and who passed away recently leaving a widow, Eleanor, and a son and daughter, was formerly with the original Barnum & Bailey Circus and after that for 25 years with the Ringling-Barnum Circus.

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MARGOLIS

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Pontchartrain, New Orleans, Gets Weather and Record Opening

(Continued from page 52)
erated by the levee board. Last season, however, the board asked Batt to take over. Included in the deal is operation of the bathhouse, accommodating 4,100 bathers. Built at a cost of \$250,000 in 1941, the building is equipped with all-tile showers and rest rooms, vapor-proof lighting and individual steel lockers. Building is of monolithic construction and has a runway directly from the dressing rooms to the beach.

Construction of a new diving board will get underway shortly. The board, embodying all the latest, will cost \$5,000. Batt says he may add an excursion boat this year.

Pontchartrain is an after-dark swimming spot, too. Lighting, has been greatly strengthened by Batt, with two large towers furnishing 168,000 power watts.

New Kid Spot

In the space formerly occupied by the stage is Pontchartrain's new Kiddieland. Already in action are three Allan Herschell rides, Kiddie Boat, Kiddie Auto and pony and buggy ride, the last named one of two built by the North Tonawanda, N. Y., firm. The other was built for Patty Conklin, Canadian showman. Under construction and expected to be ready this week-end is the framework for the kiddie Roller Coaster, purchased from National Amusement Device Company, Dayton, O. Charley Paige, the Dayton firm's engineer, was on hand last week supervising. Batt plans two more rides later. An attractive entrance arch, with cut-out lettering, will be ready this week-end.

A new roof has been installed on the Sidewalk Cafe and Beach Terrace restaurant. Batt placed his free act area and stage on the beach so that diners can see shows. A check showed business zoomed before and after show time.

Swim Campaign

Starting the first week in June, when schools close, Pontchartrain Beach will start a learn-to-swim campaign for boys and girls 6 to 16 years. It will be under direction of William Green, head of the Red Cross safety drive, and each week, Gar Moore, Batt's public relations director, will provide a sports celebrity.

Because of the safety angle and because it is free for kids, local papers already are carrying plenty of plugs and once it is under way, Moore hopes plenty of pictures will be used.

To hypo publicity, Batt this year hired Frances Bryson, former feature writer on *The Times-Picayune*, as Moore's assistant. Pontchartrain will continue its use of radio, spot has two programs of its own, one a man on the street affair—and newspaper advertising. In addition, Moore is again publishing *Breezy Brevities*, a tabloid, carrying news and pictures of Pontchartrain. Publication was discontinued during 1947 and 1948. Paper is handed out at the beach and in various New Orleans stores.

City Park Concessions

In addition to Pontchartrain, Batt this year took over management of concessions and installed rides in City Park. To date he has a miniature train, purchased from the Miniature Train & Railroad Company, Rensselaer, Ind.; a custom-built Kiddie Boat ride; Tilt-a-Whirl, purchased from Sellner Manufacturing Company, Faribault, Minn., and a Merry-Go-Round, built years ago by the Nunally-Johnson org of New York, with hand-carved fixtures.

The rides are located in the middle of a huge picnic area. Picnic bookings are strong. Batt showed a city list of picnics, for instance, from Tuesday (24) to Tuesday, June 7, which he expects to be attended by more than 10,000 persons, the greater percentage being school children.

Batt has named Albert Glaser as manager of his City Park interests.

Staff at Pontchartrain Beach includes Richard J. Batt, secretary-treasurer; Frank Kramer, ride manager and maintenance superintendent; Bill Wagnon, assistant maintenance superintendent; W. Edward Soles, games manager; James D. Duffy, storeroom manager; Grady Lloyd, boss carpenter; Nagel Smith and Leslie North, in charge of Penny Arcade; Gar Moore, director of public relations, Frances Bryson, assistant; Mrs. Roy O'Keefe, office manager; G. Emmett Jones, emcee; Mrs. L. Early, Harry Batt's secretary, and Joe Johnson, in charge of the Beach Terrace restaurant.

Sked Plans for A. C. Garden Pier Revamp

ATLANTIC CITY, May 28.—The first step toward converting Garden Pier, the Boardwalk's No. 1 eyesore, into an attractive civic center was taken this week when the city commission adopted a resolution calling for demolition of the pier's theater, ballroom and most of the stores. Specifications were drawn up for removal of the buildings and to put in their stead sun rooms, a glass concert shell and rest rooms.

Plans call for only a few of the one-story stores in front of the pier to be left standing. These will be converted into comfort stations, a reading room and a seashore museum to be maintained by the Atlantic County Historical Society. A fence will be erected in back of the first group of stores so that demolition work may proceed during the summer. Turnstiles will be placed on the front of the pier and a 10-cent admission charged.

Construction work will not be started until after demolition work is completed. Thus an appropriation for the new buildings may not be made until 1950—the funds to come from the resort's luxury tax.

Jones Beach Bows; Units Refurbished

NEW YORK, May 28.—State-operated Jones Beach on Long Island's south shore has had its annual facelifting and opens today.

The resort boasts 2,413 acres of land and water-ways, including 10 miles of sand beach. This year the parking lot has been enlarged, providing for 16,000 cars. In addition to surf bathing, Jones Beach has two large salt-water pools and still-water bathing on Zack's Bay. Bath houses and equipment have been renovated, along with the roller rink, dance floors, archery range, Marine dining room and other recreational facilities.

New Swim Pool for Bronx

NEW YORK, May 28.—Shoreham Beach Club, new swim and tan resort, opens today on the site of the old Clason Point Bathing and Amusement Park on Long Island Sound in the Bronx. Shoreham offers a modern pool, kiddie wading pool and all the usual shore recreational facilities in an attractively landscaped setting, plus dancing to name bands, water ballets and open-air entertainment. Streamlining of the new spot reportedly cost \$3,000,000.

Detroit Spots Get Wk.-End Drenching; Jeff'son Beach Bows

DETROIT, May 28.—Detroit area parks generally were washed out last week-end. Rain, which started Thursday (19) with a cloudburst that cut off telephone communications for 24 hours, prevailed until Monday (23).

Sole break was provided Saturday afternoon (21). Walled Lake got in a fair matinee, but Edgewater, not open then, missed the chance.

Area parks, even when favored by weather, reported biz about 20 per cent off from that earlier in the season. The drop-off was attributed to the Ford strike.

Jefferson Beach, last of the parks to open on full-time schedule, bowed Friday (20) in rain. New feature is a Pony Cart ride. Funspot's bath house is due to open Decoration Day.

Eastwood Gardens' outdoor ballroom opened Friday night (27), with Jerry Wald's ork as the attraction. Spot's pool opened a week ago.

New freak animal show, owned and operated by Henry Hall, opened Friday (20) at Edgewater in a quonset building. Walled Lake operates afternoons and evenings, except Monday night.

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INDIANA HIKES ADVANCE SALE

Lifts Limit To 275,000

Increase stems from annual's longer run, changed economic conditions

INDIANAPOLIS, May 28.—Indiana State Fair's outstanding advance sale of front-gate tickets, held for many years to 250,000 reduced-priced duets, this year is being lifted to 275,000.

Sellouts have marked the pre-opening sales in the past, with pressure to increase the number mounting each year. A combination of factors, chiefly the change in the general economic picture and the extension of the fair's run from eight to nine days this year, caused the fair board to hike the number. Execs are confident that all advance sale tickets will be disposed of before the fair's opening.

Add Two Night Shows

These tickets again will be priced at 35 cents as against the 60-cent rate prevailing during the fair's operation. The 35-cent price gives the annual 25 cents after taxes. Before the imposition of the federal amusement tax, the annual's regular price was 50 cents, with advance sale duets priced at 25 cents. Farm bureaus, other agricultural agencies and a State chain of drugstores comprise the principal outlets for advance sale tickets.

Lengthening of the fair's run this year by one day adds to the grandstand and Coliseum attraction program. In recent years a thrill show has been presented two performances, Saturday night and Sunday afternoon. This year Jack Kochman's unit, holder of the thrill show contract, will give three performances, Friday and Saturday nights and the Sunday afternoon.

The Coliseum will have two additional night programs, with Spike Jones and his musical aggregation contracted for three performances, starting opening night, Thursday, September 1. Saturday night, September 3, the Hoosier Radio Round-Up will be presented as an added feature. In the past few years the Round-Up was the sole Saturday night attraction. The Spike Jones program will have a price scale of \$1 to \$2.20.

Sked Show for Scouts

In recent years the annual has opened on a Friday. This year a paid gate will be on Thursday and the three-day 4-H program will start then. The night grandstand program will be devoted to a Boy Scout jamboree, with the fair providing free entertainment for Scouts. Acts for this show are being booked thru Kay Kaiser, this city.

Special features billed for the fair include the appearance Sunday, September 4, of an estimated 250 sets of twins who will be here for a three-day convention of the International Association of Twins.

Among plant improvements to be made is construction of an additional ticket booth at the grandstand entrance.

Hillsdale Building Burns

HILLSDALE, Mich., May 28.—Fire of undetermined origin destroyed the sheep-farm building at Hillsdale County Fairgrounds here Tuesday night (17). Harry B. Kelley, secretary, said the loss was covered by insurance and that rebuilding would start immediately.

Rich Bill Defeated; New Calif. Plant Virtually Assured

SACRAMENTO, May 28.—Sen. W. P. Rich has announced he will not press his fight to nullify a 1947 legislative action which approved \$2,000,000 for a new California State Fair site. Rich spearheaded a movement to quash negotiations for the new grounds, contending the present site is adequate.

Senate voted 20 to 18 for the bill introduced by Senator Rich. The measure lost by one vote as it takes 21 votes for passage.

Assemblyman John B. Cooke introduced a measure denying fair directors the right to sell the present fairgrounds. Sen. Earl Desmond, who led the fight two years ago for the new fair site, said he is confident that even tho the Cooke measure passes the House it will not muster enough votes for passage in the Senate.

Unless some unforeseen development arises, the State is practically assured of a new State fair plan.

Set Louisville Plant Improvements; Plan Added Parking Space

LOUISVILLE, May 28.—Kentucky State Fairgrounds is to undergo major reconditioning before the '49 event, according to Manager George E. Lambert. Poultry building is to be floored with concrete and used for the women's department, 4-H Club activities and the University of Kentucky Extension Department displays. Poultry will be exhibited in the mule and jack barn, which is to be wired for lighting.

Ed Brooks, fairgrounds engineer, has started work on relocation of the main entrance 300 feet in front of the present location. This will permit parking of about 2,000 more automobiles inside the grounds and also will provide an extra exit. Erection of 1,650 feet of fencing, which will enclose the grounds, is also under way. Other work includes repairing roads and overhauling and repainting buildings.

Knoxville Premiums Upped to Peak 35 C

KNOXVILLE, May 28.—Premium money for Tennessee Valley Agricultural and Industrial Fair, September 12-17, has been upped to \$35,000, Secretary Pat F. Kerr announced. Total, the highest in history, is derived largely from \$75,000 appropriated by the General Assembly for aid to fairs.

The annual's dates were moved up from the last week in September, to which it had held for 30 years. Ernie Young's Revue and nightly fireworks have been signed. Midway contract has not been awarded.

Saskatoon Adds to Parking Area, Constructs Washrooms

SASKATOON, Sask., May 28.—Work at the fairgrounds here includes the building of new washrooms; a fill-in to make a new parking area for 700 cars; hard surfacing for some distance inside the main gate and a new jockey house.

Barns have been renovated to accommodate 300 horses. It is expected the area in front of the parimutuel wickets will be extended.

Regina Spending 58G for Plant Improvements

REGINA, Sask., May 28.—Regina Exhibition will spend \$58,000 improving and enlarging facilities at the fairgrounds.

Largest item is \$7,000 for the construction of permanent concession booths near the grandstand. Large sum is expected to be spent next year for the same purpose. Booths will have running water and sewage disposal facilities.

Building program includes a \$12,000 home at the grounds for Manager T. H. McLeod, to be built over two years, and a \$3,500 radio station for use of Station CKCK during fairs.

Repairs to the junior activities buildings will cost \$5,500.

Roadway, grandstand and ground maintenance and improvements are planned.

The exhibition will provide office facilities for headquarters for five provincial livestock associations, with McLeod serving as secretary-treasurer for all. Headquarters have been in the Provincial Department of Agriculture but the government has asked the associations to move.

The exhibition will sponsor a three-day twilight harness racing program starting June 1. Purse totals \$3,750.

FAIR DATES

(Continued from page 59)

Dauphin—Dauphin Agri. Soc. July 19-20. D. J. Whyte.
 Deloraine—Deloraine Agri. Soc. June 22-23. A. Ready.
 Melita—Arthur Agri. Soc. June 30-July 1. W. S. McCreath.
 Morris—Morris Agri. Soc. July 5-6. J. C. Friese.
 Russell—Russell Agri. Soc. July 21-22. J. A. Burgess.
 Swan River—Swan River Agri. Soc. July 28-29.

QUEBEC

Amqui—Matapedia Agri. Soc. Aug. 20-31. J. E. Beaulieu.
 Aylmer—Gatineau Co. Agri. Soc., Div. A. Sept. 8-10. R. K. Edey.
 Bedford—Missisquoi Agri. Soc. Sept. 1-3. Paul Omer Roy.
 Brome—Brome Co. Agri. Soc. Sept. 5-7. George A. McClay, Knowlton, Que.
 Chicoutimi—Chicoutimi Agri. Soc. June 28-July 3. Marcel Tremblay.
 Cookshire—Compton Co. Agri. Soc., No. 1. Aug. 22-24. W. S. J. Hodgman, Birchtou, Que.
 Drummondville—Drummond Agri. Soc. Aug. 5-7. J. H. Charpentier, L'Avenir, Que.
 Gentilly—Nicolet Co. Agri. Soc., Div. B. Aug. 16-17. Roger Houde.
 Huntingdon—Huntingdon Agri. Soc., Div. A. Sept. 7-9. John Small.
 Inverness—Megantic Agri. Soc., Div. A. Aug. 31-Sept. 1. C. W. McVetty.
 Isle-Verte—Riviere-du-Loup Agri. Soc. Aug. 23-25. J. M. Marquis.
 Laprairie—Laprairie Agri. Soc. Aug. 23-24. Raoul Lussier, St. Philippe, Que.
 Lotbiniere—Lotbiniere Agri. Soc. Aug. 16-17. Joseph Bedard, Ste. Croix, Que.
 Maniwaki—Gatineau Co. Agri. Soc., Div. B. Sept. 12-14. Mme. Palina Joannis.
 Marbleton—Wolfe Agri. Soc., No. 1. Aug. 15-17. Raymond Thibodeau.
 Montmagny—Montmagny Agri. Soc. Aug. 18-21. Paul Carignan.
 Papineauville—Papineau Agri. Soc. Sept. 8-10. J. N. Prappler, Plaisance, Que.
 Quyon—Pontiac Agri. Soc., Div. C. Sept. 15-17. Gervase O'Reilly.
 Rimouski—Rimouski Agri. Soc. Aug. 23-27. G. Hupp.
 Saint-Alexandre—Therville Agri. Soc. Sept. 9-10. Jean Brault.
 Saint-Bruno—Chambly Agri. Soc. Aug. 31-Sept. 2. Albert Bernard.
 Saint-Casimir—Portneuf Agri. Soc., Div. B. Aug. 15-17. J. A. Foley, St. Thurbie, Que.
 Saint-Hyacinthe—St. Hyacinthe Fair, Aug. 8-11. Ph. Granger.
 Saint-Jean—St. Jean Agri. Soc. Sept. 4-6. J. R. St. Arnaud.
 Saint-Leonard—Nicolet Agri. Soc., Div. A. Aug. 9-10. Lorenzo St. Arnaud, St. Veneslas.
 Saint-Liboire—Bagot Agri. Soc. Aug. 6-7. Hilaire L'Heureux.
 Saint-Romuald—Lewis Agri. Soc. Sept. 1-2. T. Carrier, Pintendre, Que.
 Saint-Scholastique—Deux-Montagnes Agri. Soc. Sept. 12-15. J. L. Beaudet.
 Saint-Victoire—Richelieu Agri. Soc. Aug. 26-27. J. U. Girouard, St. Ours, Que.
 Waterloo—Shefford Co. Agri. Soc. Aug. 12-14. Charles H. Lefebvre.

Calgary Stampede Awards \$1,100,000 Coliseum Contract

CALGARY, Alta., May 28.—Bird Construction Company, Regina, Sask., has signed a contract for slightly more than \$1,100,000 to build the 6,650-seat Calgary Coliseum for the Calgary Exhibition and Stampede, Ltd. Work will start immediately on the fireproof hockey arena and livestock ring. Original plans had called for a \$750,000 building.

Building, 400 by 210 feet, is expected to be completed by August 31, 1950. There will be no inside supporting columns. Plans are to have room for 2,200 standees behind the last row of seats.

2 Grandstand Shows Nightly Scheduled By Edmonton Annual

EDMONTON, Alta., May 28.—Two grandstand performances will be presented each night at the Edmonton Exhibition here July 18-23, the directors decided at a recent meeting.

A proposal of the Edmonton Chamber of Commerce for a \$75,000 air show to be held in connection with the fair was rejected.

The board learned that city council had approved its request that no carnival be permitted to operate in Edmonton for one month prior to the fair's opening.

Frank Wirth Given Bloomsburg Contract

NEW YORK, May 28.—Frank Wirth, head of the talent agency bearing his name, this week announced that he was awarded the Bloomsburg (Pa.) Fair grandstand contract following a meeting of the board of directors there Friday night (20). The contract was held last year by the George A. Hamid Company.

A revue, acts and band are covered by the contract. Dates for the annual are September 28 thru October 1. Wirth will also supply the grandstand show at the York (Pa.) Interstate Fair.

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 June 17—Vallejo, Calif. June 18-19—San Francisco, Calif.

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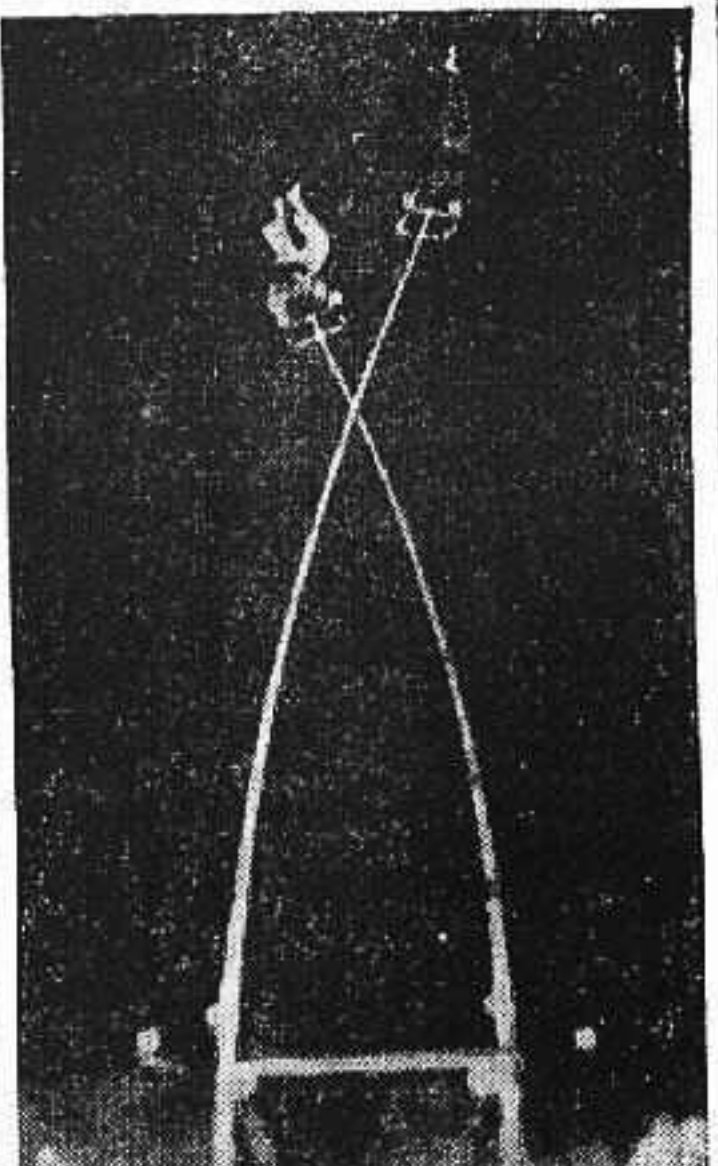
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WOM BIZ BREAKS 1948 TAKES

New Shows Flash Added

Bum weather fails to hold down potent earning power — Al McKee ride supt.

By Jim McElough

PROVIDENCE, R. I., May 28.—Even with the weather planning it right for the season, the third on its route, Frank Bennett's World of Mirth Shows has been racking up grosses which say just the season's take to date is probably ahead of last year. While business has been good, favorable weather would have assured even higher grosses, and with this in mind show execs and personnel are looking for a tolerably good year.

The one even knowledge that managers could not be so plentiful as in the past has been borne out, but indications are that there will be enough to go around, especially for address suits working for less than a buck. The mammoth midway, with a powerful back end shaping up, packs tremendous earning capacity, and it is hard to conceive of a patron failing to spend himself out if he was seriously concerned with the entertainment offered in the first place.

Keep Nut Down

The office nut has been held to a minimum for these times in the face of the industry trend to ink costly name talent. Bergen and Concession Manager Bernard (Bucky) Allen have long mulled signing a name feature. Within the past week they chilled on one top-notch offer only after negotiations had reached the signing stage. They are still interested in inking a crowd-luring personality for fairs, but there will be no action on this until Bergen and Allen are completely sold on an available act and, in turn, get the nod from the men running the animals played by the shows.

Meanwhile a refurbishing program is going full blast. Shows will get to their next Jersey date, Plainfield, New Brunswick and Perth Amboy, by having the equipment hauled over the highways—a ruse worked out to combat rail-roading problems during the war years. The shows' train is in Rahway and the shop crews will be located there for the next month. New Midget and Minstrel show fronts are being constructed by Eddie Rider. Edgar B. Gayle Jr., painter, has made considerable progress in redecorating show fronts and wagons. Scenic designs are being used on most units and if the program is carried thru the shows' fronts and rolling stock will be resplendent.

Al McKee Ride Boss

Al McKee, who has been off the road for a number of years and was (See World of Mirth on page 77)

John T. Tinsley's Atlanta Biz Rises 10% Over Last Year

ATLANTA, May 28.—John T. Tinsley Shows recorded an increase in business in each of its first four weeks here with the total about 10 per cent ahead of last year, according to Tinsley. E. W. (Wimpy) Schnepel joined recently with his Penny Arcade and Kiddie Whip.

During the stay here, Mr. and Mrs. Tinsley made a flying trip to Greenville, S. C., org's winter quarters, to look after their hotel interests. Tommy Thompson also visited his (See Tinsley Line-Up on page 78)



MOORE'S MODERN SHOWS were caught in a flood at Kingfisher (Okla.) Fairgrounds and lost the entire week ending May 21. Water rose so rapidly that all equipment could not be taken down in time. Last of the equipment, shown above, was not removed until Saturday (21). Some 75 city blocks were under water, adding to the difficulty of removing show equipment.

Two Click Dates Create Rosy Season Outlook for Manning

PEEKSKILL, N. Y., May 28.—With a month of activity behind him, Ross Manning, owner-operator of the shows bearing his name, is bubbling with enthusiasm. Two of his stands, including the date here ending Saturday (21), have been in the click category—as good, if not better, than any previously noted on his office books.

The business tagged to date indicates that the season's success will hinge primarily on the weather, Ross says. His views are similar to those of other ops who acknowledge the lack of fat pockets swelled by overtime wages, but who are still happy in the experience that most folks can spend a buck without batting an eye.

Low Prices Appeal

Prices are important this season and patrons can be saved if an ace note will now give them five rides as against the plush year's four or even three. A nine-cent matinee makes it possible for moppets to try all of the rides—Merry-Go-Round, Ferris Wheel, Octopus, Spitfire, Chairplane and a couple of kid units—and still have change from a buck to rush a grab joint or a show.

The young fry jammed the soggy

lot here by 1 p.m. Saturday and kept all ride units operating at capacity right into the night session when some 3,000 adults paid to fill the grounds. The youngsters were lined 30 to 40 deep in front of all major rides thruout the afternoon and the rehashing, altho impossible to estimate, must have involved a big percentage.

Wednesday and Friday nights (18 and 20) were marred by rain. Even so a few patrons braved the elements and a lot that had been turned into a quagmire. The in-town location, broken in last year by Vivona Bros., is a honey, except for size. All of the org's rolling stock—15 tractors and (See Manning Clicks on page 78)

Two Fairs Added By Royal Crown; Marietta Okay

MARIETTA, O., May 28.—Following successful week's engagements in Covington, Ky., May 9-14, and Cambridge, O., May 16-21, Eddie Young's Royal Crown Shows opened on schedule here Monday night (23) under Veterans of Foreign Wars Post despite a heavy downpour of rain. Both attendance and grosses were good at opening and Bob Fisher's Fearless Flyers proved popular. Free act is said to be the first presented here by a carnival in several years.

Shows' officials announced during the engagement that the org has been contracted to provide the midway attractions at Lawrenceburg, Tenn., Fair and Horse Show and North Alabama State Fair at Florence, giving the shows a total of 15 fair dates to be played this season. First one is the Logansport, Ind., Fair, July 24-30.

Sponsoring committee here is active and co-operative. Dolly Young, public relations director, entertained Mayor Renick and Chief of Police Elliott at a steak dinner in Floyd Melton's cookhouse. The officials were lavish in their praise of the eatery's set-up.

Jimmy Hurd has taken over management of the Side Show. The King Cotton Club has been top money—(See Royal Adds Fairs on page 78)

Weather Delays Hennies Toledo Opening by Day

TOLEDO, May 28.—Rain here Sunday (22) caused Hennies Bros.' Shows to delay unloading, and shows missed their scheduled opening Monday night (23) but were ready Tuesday (24) when the lot was in good shape. Cold, however, held the turnout down to 3,000. Wednesday (25) also was cold and attendance was about the same.

Previous stand at Hammond, Ind., closed on a strong note, with the matinee the best of the season. The engagement was rated fair, particularly in view of a washout Thursday, always a big day in the spot, and cold Friday, which invariably has been one of the best days in the past.

Org closes here Wednesday, June 1, and then will move to Fort Wayne, Ind., opening there Friday, June 3.

Strates Inks Midway Zone At Syracuse

Revival Date Looms Big

PROVIDENCE, R. I., May 28.—James E. Strates, general manager of the shows bearing his name, announced here Thursday (26) that he had been awarded the midway contract for New York State Fair, Syracuse.

The Strates Shows played Syracuse in 1940 and 1941. Contracts were signed for the shows' appearance there in 1942, but due to a war-time emergency edict the annual was canceled.

The fair, slated for Labor Day week, will be the first staged since before the war. Should the big business that was registered when other State fairs made a comeback after the war be a barometer for the New York event, then it would probably pan out the biggest on record. Strates also said that in view of his fair route he plans to add more and stronger attractions. Already signed is Kara Kum, Hindu magician, backed by an Oriental troupe, who will be presented behind a modernistic wagon front. The ride department will be augmented with late model devices, Strates said.

Rain Hits Quinn At Lansing; Add One Day to Stand

LANSING, Mich., May 28.—Heavy rain pelted John Quinn's World of Pleasure Shows here Thursday (19) and again Saturday night (21), scheduled closing for the stand at South Logan Street. In an effort to regain those losses, the engagement was extended thru Sunday (22). Thursday (19), Dailey Bros.' Circus was spotted opposite the show, but the circus, too, was virtually rained out.

Out since April 18, when it bowed at Wyandotte for a two and a half week stand that was intended as little more than a break-in, the org had its first important date at Battle Creek, an eight-day engagement sponsored by the 40 & 8 Battle Creek's business was slightly over (World of Pleasure Staff, page 77)

Visual Aid

ELIZABETH, N. J., May 28.—Bernard (Bucky) Allen, World of Mirth Shows concession manager, whose stores have always presented a pleasing and appealing picture, set a new standard for flashing a joint this week when he loaded one unit with a half-dozen portable Tele-Tone video sets. The reception here was excellent and probably will continue to be at future spots, most of which are within the range of television stations. The sets, needing only an electrical outlet to operate, are a powerful lure. Units not needed for merchandising are located in both Allen's office and the entertaining wagon, and work to big audiences, particularly on rainy nights.

RAS St. Louis Stand Hit by Bad Weather

Gross Off About 10%

ST. LOUIS, May 2f.—Despite bad weather Carl Sedlmayr's Royal American Shows, which moved in here Wednesday (18) for a 19-day stand, closing Sunday night, June 5, at Grand and Laclede, is doing okay business everything considered.

Thru Friday night (27) biz was off about 10 per cent from last year, Sedlmayr said. However, with a weather break over the holiday week-end and the rest of the stand, '48 figures may be equaled.

Weather behaved opening night but rain and cold have been the rule since. Saturday night (20) was ruined by rain. Sunday (21), weather was good and more than 22,000 paid admissions were registered.

Show has St. Louis well billed and newspaper editorial space is gratifying. Gypsy Rose Lee cracked *The St. Louis Post-Dispatch* Friday (20) with a three-quarter page layout.

Org moves from here to Davenport, Ia., for its final still date before moving into Canada for the A fair circuit.

Visitors have included Bernie Mendelson, O. Henry Tent & Awning Company, Chicago; J. C. McCaffery, general agent of Hennies Bros.; Lou Dufour, motion picture representative; Eddie Young, owner of Royal Crown Shows; John Bundy, Standard Chevrolet Company; Gene Cummins, John Fabric Tractor Company; Matt Dawson, Acme Premium Company; Charles Oliver, Mound City Shows; Johnny Bales, owner of the shows bearing his name; John Maher, Maher's Mighty Midway; Dee Lang, former carnival owner; and Frankie Taylor, of Taylor Enterprises.

Notes: Royal American will stage a benefit for the International Association of Showmen here Wednesday night, June 1. Euby Cobb, vice-president and secretary of the club, is chairman of the event, working with Sedlmayr and Bob Lohmar, RAS general agent. . . . Life magazine will carry a spread on RAS in a forthcoming issue. . . . Charles Fogle, manager of the RAS Fun-house, entered a hospital here today for an eye operation. . . . Harry Julius, Penny Arcade owner, who underwent a serious operation last winter, is getting along okay. . . . Patterson and Jackson, 300-pound comics, joined Leon Claxton's *Harlem in Havana* here and are proving a big hit.

Harry Craig Shows

WANT

Organized Jig Show with Band. E. N. Pellman wants Working Acts for Side Show. Will book Fun House, Monkey Show, Dark Ride, Boat Ride and Train. Want Truck Mechanic and Sound Car Man. Address: Odessa, Tex., this week.

THE SWITCH IS TO WISCONSIN!

See Page 85

Veterans Exposition Shows

"Playing the Crum of the South" 4 more Atlanta colored lots, then the tobacco markets. Will book few more Hunky Panks. Good opportunity for Arcade, Fun House. Can place any Ride or Show not conflicting. Book, buy or lease Kiddie Rides. Can use reliable Ride Help. No drunks. John "Pop" Miller, contact. All replies this week: P. O. "BUD" POINT, Glenn St., Atlanta, Ga.

Ferrari, Bergen, Teacher, Pupil Stage Reunion

ELIZABETH, N. J., May 28.—Capt. Joseph Ferrari, 82-year-old retired showman, who with his brother once had the nation virtually to himself for routing of their carnival orgs, was on hand here Thursday night (26) to greet a former honor roll pupil, Frank Bergen, owner-manager of the World of Mirth Shows.

The captain, who has the appearance and vitality of a man at least 20 years younger, retired from the biz 30 years ago at the age of 52. Bergen, an old-timer in his own right by virtue of more than 40 years of top-bracket activity, broke into the biz selling the public on spending to see Minnie Ha Ha, a human oddity featured by Ferrari.

At their reunion here the captain recalled that Bergen was a homesick kid, and scared, too, when he first faced the public, and opined that he would have made a bee-line for his Staten Island home if he had the fare. Ferrari now resides on Staten Island.

Despite his age, Ferrari was unconcerned with the ankle-deep mud which covered most of the lot, and he remained thru checking-in.

When Bergen, with the eagerness of a pupil who feels he has done right by his teacher, asked how he liked the show, the captain replied, "It's mighty big—mighty big." Neither went into a comparison of the hand-carved, gold-leafed fronts of old and today's streamlined, chromium-neon-stainless steel eye-catchers. There just might have been a difference of opinion there.

Elie N. Lagasse, 52, Dies of Heart Attack

HAVERHILL, Mass., May 28.—Elie N. Lagasse, 52, owner of the Lagasse Amusement Company, New England carnival org, succumbed to a heart attack Thursday (26) morning at Hudson, Mass., where he was attending to business of one of his units playing near-by Marlboro.

Lagasse, a former shoe worker, began his carnival career in 1924 and steadily expanded his interests until he controlled five carnival units and a number of New England fairs.

As a result of Christmas lighting displays staged as a civic gesture in his home town of Haverhill, Mass., Lagasse was called upon to provide similar displays in other towns and eventually developed the side-line into a profitable business. In a similar manner he gained renown for his direction of elaborate parades.

Lagasse was a member of the National Showmen's Association, Miami Showmen's Association, American Carnivals Association and several veterans, fraternal and civic organizations.

Survivors include his widow; two daughters, Alice E. and Marie L. and five brothers, Henry, Ovilla, Alphonse, Edward and George.

Services will be held at 7 a.m. Monday (30) at Coneau Funeral Home, Haverhill, followed by 8 a.m. mass at St. Joseph's Church. Burial will be in St. Joseph's Cemetery, Haverhill.

Hold Farm Worker in Fatal Stabbing of Dudley Employee

PLAINVIEW, Tex., May 28.—Murder charges were filed here Tuesday (24) against Juan Jiminez, 23, farm worker, following the fatal stabbing here last week of Dennis Lee Penwell, 47, employee of the D. S. Dudley Shows. Penwell was a native of Oklahoma City.

According to witnesses, Penwell walked into the carnival cookhouse during an argument between Jiminez and another carnival employee, and the stabbing followed.

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WANT Fun House Now.

Concessionaires—All types of Grind Stores, Ball Games, Balloon Game, Penny Pitch, Glass Pitch, Fish Pond, Duck Pond, Pitch-Till-You-Win and any other type of concessions. Concessionaires joining now will get choice locations at our great list of fairs.

Specialty Girls—Must be good looking and able to dance for Big Review.
Colored Talent for Jig Show.

WANT any type of Grind Show, Mechanical Show, War Relic Show.
RIDE OWNERS—If you have Rides, we have the Fairs
Contact us immediately

RIDE HELP—Can always place good Ride Help, Foremen, Second Men; prefer those who can drive semis. We pay highest salaries and give largest bonuses.

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SAM E. PRELL, PRELL'S BROADWAY SHOWS
Stonewall Jackson Hotel, Clarksburg, W. Va., until June 4;
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On the Streets and Other Choice Spots

MAJOR RIDES—Flying Scooter, Caterpillar or any Ride not conflicting. Fun House (Norman Smith, contact us). Show with own transportation.
CONCESSIONS THAT WORK FOR STOCK (No Mitt Camps).
Address: Ottawa, Ill., May 29 thru June 5; Belvidere, Ill., June 6 thru 16.
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Want legitimate Grind Concessions only. No Wheels or Coupon Stores. Eats, Drinks, Pop, Corn, Custard. Low footage. Get your season bank roll. Will book Rides and Shows of all kinds.

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J. A. SPARKS SHOWS

WANT WANT WANT

Good proposition for capable Fun House Operator, salary and percentage. Want 5-in-1 or 10-in-1 with own equipment and transportation, small percentage to office. Want Cook House that caters to show people. Want capable Ride Foremen for Tilt-a-Whirl and Ferris Wheel; semi drivers given preference. Wives as Ticket Sellers, Frank Cartwright, Dude Belcher, George Holly and Jack Gore, contact Bert Edwards or Dick Fennoil. Will book any Grind Show, Illusion, Walk Through, Iron Lung, Monkey Show. Will frame Swinger for sober Agents. Will book a few more Hunky Panks, Long Range Gallery, String Game. Sell X on Jewelry, Custard and Novelties. All replies to

J. A. SPARKS, Owner—E. H. BROOME, Business Mgr.
BRADSHAW, W. VA., THIS WEEK, AND THEN PER ROUTE.

GOLD BOND SHOWS

WANT CONCESSIONS—Photo, Ball Games, Short Range, Bowling Alley, Ill-Striker, Fish Pond, String Game, Add-Em Up Darts, Pitch-Till-U-Win, Huckly-Buck, Hoop-La, Penny Pitch, Airplanes, Bumper Custard, French Fries Snow Cones. WANT SHOWS—Monkey, Animal, Wild Life, Mechanical, Motor Drome, Snake, Hillbilly, Mickey Mouse, Illusion, Want Slide Show Help. WANT Second Men on Merry Go-Round, Wheel, Octopus, Loop.

FOR SALE—Arcade 50 ft front, 40x80 top. Plenty of machines. Finest Arcade on road with truck and trailer. No phone calls, please; wires only. All replies:

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Can place now for entire season Pan, Rat, Age, Weight, Bingo, Popcorn, Cookhouse, High Striker, Diggers, Novelties, Jewelry and other Hunky Panks. Shows with own outfit. Ride Help, come on. Have 20 Celebrations starting June—Santa Clara, Calif., June 1-5; Placerville, June 8-12; Jackson, Kit Carson Days June 14-19. Biggest 4th of July Celebration. Charlie Walpert no longer connected with Show.

R. W. BROWN—M. McCLOSKEY

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Must be sober, to stay on good Railroad Show playing "airs starting in July.
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The complete deal only \$110.00. Write us now for complete circular. Act quick, get ready for spring.

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\$27.50 Umbrella Tent, 9x9 ft., with poles.
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WOLF GREATER SHOWS
Austin, Minn., May 30-June 5; Mankato, Minn., June 6-11; then as per route.

MIDWAY CONFAB

Robert Overstreet, secretary, and George Hamdin, of Lone Star Shows, visitors to The Billboard's Cincinnati office recently. . . Arthur Rosenthal, blood pressure machine specialist, Sunday (22) closed his cigarette shooting gallery with the World of Pleasure Shows at Lansing, Mich., and moved to Detroit, where he makes his home.

High snack stand privileges make overcharging legal.

Ewing Griffin, CFA and ex-sheriff at Jackson, Tenn., writes that he recently enjoyed a visit with Walter B. Fox whom he had not seen in 10 years. They first met in 1922 when Fox was general agent of the Zeidman & Pollie Shows. Both are collectors of old-time circus photos. . . Ernest Kelly, Mobile, Ala., concessionaire, who has been with Buckeye State Shows, Wallace Bros. and Groves Greater, cards from Foley, Ala., that he is with Alabama Amusement Company.

Perhaps its because all of us make so many promises that they're rated so low.

James A. (Doc) Burns operator of the Side Show on Dumont Shows, has the following personnel: Lucky Daily, front talker; Archie Pierce, inside lecturer; Allen Thomas, alligator boy; Marie Breese, mentalist; Mickey Emerson, spider girl; Bill (Bobo) Moody, pin cushion; Sweet Adeline, fat girl; Wally Beale, fire-eater; Tex Allen and Slim Smith, tickets; Jimmy (Jo Ann) Fay, annex. . . Paul Broderick, carnival trouper, is confined in Cook County Hospital, Chicago, where he is being treated for tuberculosis.

Fellow who is clear in an office wagon is the one who has the pep to do a good job.

Joe Frederick, owner of the new Motor State Shows, canceled a projected stand at Corunna, Mich., last week, when the Royal Empire Shows moved in. . . Belle Frayne has joined Lee's United Shows with a drink concession. Husband Arthur Frayne is the shows' general agent. . . John Cunningham, owner-man-

ager of Cunningham Exposition Shows, recently underwent an operation for removal of gall bladder in St. Joseph's Hospital, Parkersburg, W. Va. . . Mrs. Dennis O'Leary and son joined United Liberty Shows in La Salle, Ill., with three concessions. Dennis O'Leary is in Knoxville, recovering from a heart ailment.

Managers often say that business conditions are satisfactory—but never say to whom.

J. R. (Bob) Strayer, former operator of the J. R. Strayer Shows, and now in the restaurant business at Biloxi, Miss., kept open house for members of the John R. Ward Shows during their recent engagement there. . . Friends of Mary Kline, whose death was recently announced in the Final Curtain, were deeply shocked to learn of her passing. She had been a patient at the Hamburg, Pa., T. B. Sanatorium until about six months before her death at the home of her sister, Nan Rosenthal, in Philadelphia.

Case of the men in a Vermont jail for debts is a warning for most of us to switch our routes.

Kansas City Notes: Lem Harrington has entered General Hospital for a major operation. . . World of Today Shows, Monday (30), moved onto the lot in North Kansas City vacated the previous week by Frear's United Shows. . . Toney Martone's Jayhawk Amusement Company continues to play here. Shows have been getting bad weather breaks since opening the season. . . Sunset Amusement Company scored a fair week's biz at Atchison, Kan. . . Fairyland Park opens officially Decoration Day.

Quick repair job on a midway takes but 20 minutes after spending three hours borrowing the tools.

Personnel of Carl J. Lauther's Side Show on Gooding Greater Shows includes Lauther, owner - operator; Raleigh (Brandy) Brandenburg, front manager-talker; Tex Conroy, inside manager-emcee; Billy Lauther, Lee

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Manager Mission Beach Amusement Center, San Diego 8, Calif.

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Large Variety
JULY 2, 3, 4, 1949
14th Annual Civic Celebration
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Write for contract, state type of concession.
N. A. REIMER, Chairman
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WANT TO BUY

BIG HOG for Show purposes. Must be BIG and healthy. Will pay good price for a good hog. FOR SALE—2 Light Plants 10kw. 110 or 220 AC current each. These plants are guaranteed as good as new, used very little. Will sell with small down payment. Also have 2 Show Tops 20x30, Poles and Sidewall, only up three weeks. Will sell cheap—\$100.00 each. \$25.00 deposit—\$75.00 C.O.D.

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Prefer organized Show or Independent Fairs and Celebrations. Wire

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JOHN CHAPMAN
GOODING GREATER SHOWS
Portsmouth, Ohio, May 30-June 4

BILL CHALKIOS WANTS

All People working for me before, wire me. Fred and Marie West, answer. Also want Griddle Man. Vester P. White, answer.

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For three bona fide events—Alexandria and South Whitley, Indiana, weeks of June 20th and June 27th. On the Streets. Also Big 3-Day Annual Celebration, Walton, Ind., July 2-3-4. Fireworks, free acts, bands, special events. Address: E. G. BLESSINGER, c/o Center Township Assessor's Office, Muncie, Ind. Phone 29219.

FOR RENT
5 ACRE SHOW LOT
OUT OF CITY LIMITS.
C. R. RICHARDSON
200 W. Kansas Ave. Arkansas City, Kansas
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JOE STARR SHOWS WANT

Miniature Train, Boat Ride. Good proposition for party with Kiddie Rides for Kiddie Land. Need Midget and Fun House. Can place a few more Stock Concessions. Want good used 50-kw. transformer. Must be cheap for cash. Agent for Swinger. **JOE STARR, Mgr.; H. E. BENSON, Gen. Agt., Seneca, Mo., May 30th thru June 4th.**

Hayford, tickets; Cheater, chimp; Mrs. C. J. Lauther, miracle girl; Vivian Pretty, electric chair; Prince Clifford, iron tongue; Pee Wee, nail board and glass dance; Peggy Wall, horse's mane; Juan Hernandez, knife thrower; J. Conroy, shooting act; Madam Ramonta, astrology. Annex has Josephine Thompson, four-legged girl, with Billy Fisher on tickets. Geoffrey Sargent is electrician; Tommy Cobb, chef, and Dick Radcliff, assistant. . . . Jack (Humpy) Cochrane, who has been confined to his mother's home at 901 Fulton Avenue, Hannibal, Mo., for the past seven weeks, reports that his condition is about the same. He says he'd like to read letters from friends.

Maybe concessions, when crawling, were discussed more moderately—but that was before agents learned to talk.

Line-up of Linda Lopez's "Freaks From Three World's Fairs" attraction on Tivoli Exposition Shows includes Jimmie Farmer, manager and front talker; Lucky Lane and Joe Goocock, tickets; Clara Ryan, bally and illusions; Frenchy La Duke, iron tongue Talla, gorilla girl; Odell Farmer, knife thrower and sharpshooter; Lynn and Pinky, mentalists; Talla, electric chair; Vernell Cartwright, fire and hanging act; Curtis Bottomley, alligator boy; Louise Logsdon, annex No. 1, and Linda Lopez, annex No. 2. . . . Mrs. Matthew

J. Riley, of the Matthew J. Riley Enterprises, enjoyed a visit from Mr. and Mrs. Frank Bergen, of World of Pleasure Shows, when that org played Chester, Pa. The Bergens were on the Riley Shows a number of years ago and numerous jackpots were cut up. Bucky Allen also visited Mrs. Riley, the widow of Matthew J. (Squire) Riley. . . . Ray Rayette, annex attraction on the Side Show with Prell's Broadway Shows, visited Bertha Bert and Madeline Hannigan, on the Johnny J. Jones Exposition when the org played Washington. . . . Capt. Ted Brown, Motordrome rider and manager, and Robert (Slim) Curtis, skeleton and fat show operator, are operating a Funhouse on the Silver Slipper Shows.

Midway decorations are on such a gaudy scale nowadays that a drop back to the level of 1948 would be considered a bad slump.

Concessionaires with the Grand American Shows include: Cookhouse, Fern Grossclose, owner; Blackie Mortice, griddle; Helen Trichie, waitress. Grossclose's other concessions include guess your age, Con C. Minser, agent; penny pitch, Johnny Costello and Tommy Davis, agents. Mr. and Mrs. Tom Brewer have candy apples, popcorn and carmel corn; Nada Wolf, jewelry box ball game; Ralph Wolf, candy floss; Earl and Marie Wagner have balloon darts, with Phyllis Wagner as agent, shooting gallery and slum spindle; Pierce & Son have the glass pitch, with Mrs. Don C. Pierce in charge; rat game, Don C. Pierce assisted by Hulett Jones; pitch-till-you-win, Mrs. Clyde C. Pierce; curiosity shop, Clyde Pierce; lead gallery, Mr. and Mrs. L. R. Nigg; razzle dazzle, Luella and Tom Mooney; over and under and rolldown, Stash and Frances Mindshall; pan game and pea pool, Henry Kuplien, with Curley Reid and Otis Ripley, agents; hit and miss cat rack, Mrs. Curley Reid; set stand, Harold Porter Jr., Elmer C. Smith; swinger, Harold A. Porter; razzle dazzle, Mr. McMann; Johnny Combs; cork gallery, Marjorie Graha, agent; jewelry spindle, George H. Harris; ice cream, cones and sandwiches, C. D. Renn; high striker, Louise Buckholz; cigarette gallery, M. L. Mennenger; fish pond, Marie and Harold Freeman; novelties, Mrs. Bud Clarke; digger and whirligig, Andy Allan, assisted by Otis Roderick; short range lead gallery, Raymond Lewiston; Evelyn and Beverly Buckholz, assistants on tickets.

Popular song among concessionaires. "Gone are the days."

Rosa Mack (Baby Dumpling), well known in burlesque and last year the Girl Show feature on the Johnny J. Jones Exposition, with her husband, Walter Chagnon, musician, has been operating concessions at Ohio drive-in theaters for her dad, Al Grant, well known in the tent show and theater concessions field. Mr. and Mrs. Chagnon are celebrating the arrival of a daughter, Bonita, born at Community Hospital, Geneva, O., May 19. . . . Jack and Virginia Barnes, of Twin City Shows, while en route to Wayne, Neb., stopped off in Council Bluffs, Ia., to visit Jewell and Odie Cannon at the amusement park there. Jewell is Merry-Go-Round foreman, and they have frozen custard and a shooting gallery. Others in the park include Mr. and Mrs. Jimmie Beyers, rides Slim and Lois Griffith, concessions, Dad Beyers, Funhouse, and Mr. and Mrs. Bobby Jacobs. . . . Alamo Exposition Shows have been contracted to provide the midway attractions for the third consecutive year at the Waco, Tex., Exposition. . . . Mrs. Betty Huffman recently rejoined her husband in the cookhouse on the Mad Cody Fleming Shows after visiting her mother. Ride ticket sellers on the Fleming org are Ann Ward, Daisy Mercer, Doris Welch, Molly Blount, Grace Fleming Dorothy Sorrow, Ethel Anderson and Vela Hewitt.

CONCESSIONAIRES AND OPERATORS

GET BIG MONEY WITH MYCO
FAST MOVING ITEMS

LARGE FLASHY PLUSH BEARS & FAWNS

Buy at Factory Prices & Save Money.

28 Inch Assl. Color Bears	\$2.75 ea.	\$30.00 doz.
33 Inch Assl. Color Bears	3.25 ea.	36.00 doz.
Large Assl. Color Fawns	3.25 ea.	36.00 doz.
10 Inch Stuffed Dolls. Good Intermediate		4.50 doz.
Spotted Clown Dolls		15.00 doz.

25% Deposit, Balance C. O. D.

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It is with great sorrow that we announce
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HENRY SILBERMAN

Our Dear Father and Founder of the
CONTINENTAL DISTRIBUTING COMPANY
on Saturday, the Seventh of May,
Nineteen Hundred and Forty Nine
HARRY SILBERMAN IRV SILBERMAN MORRY SILBERMAN LOU SILBERMAN

FLASH UP FOR YOUR FAIR DATES

NEW NAVY SURPLUS PENNANTS 24"x42"

RED, WHITE AND BLUE BUNTING, HEMMED WITH 42" ROPE—RING AND SNAP HOOK

PACKED IN ORIGINAL BOXES—100 to a BOX
\$30.00 per 100 F. O. B. LOS ANGELES
Send \$40c for Sample Shipped Postpaid

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W.G. WADE

Shows

LIMA, OHIO, JUNE 6-11

WANTED—Glass House and Walk-Thru Show. Legitimate Concessions of all kinds.

W. G. WADE SHOWS
Springfield, O., all this week; Muncie, Ind., follows Lima.

100TH ANNIVERSARY CELEBRATION

CALIFORNIA, PA., JUNE 6-11

Want Wheels that work for stock, Photo Gallery, Bumper.
Answer to Butler, Pa., May 30-June 4.

EDDIE'S EXPO SHOWS

NOTICE!
Information wanted as to whereabouts of

JOE CUSSON

Experienced Wheel Operator. Probably now working on some Carnival.

HOUSE OF STAPLETON
3509 14TH ST. DETROIT, MICH.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000	\$27.00
10,000	\$ 9.00
20,000	11.00
50,000	17.00



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of nationally famous beverages

New, fast-selling miniatures—faithful reproductions of 40 famous brands—are reasonably priced for many uses—for collectors, novelties, minor prizes, souvenirs, give-aways.

Write for complete catalog



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SPECIALTY MANUFACTURING COMPANY
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ORDER A SAMPLE GROSS
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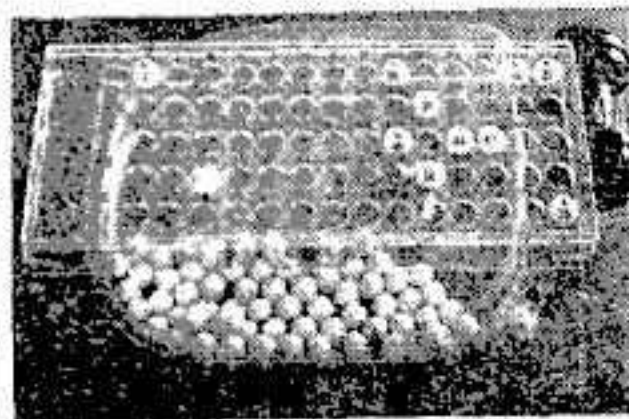
30 by 50 Side Show Top, excellent condition; sword box, escape cabinet, etc. Mermaid Show, complete; tank, banners, etc. Want Photos, Clothes Pin or any Concession not conflicting with what we have.

Starlight Amusements
Falfurrias, Texas, May 29th to June 5th

THE NEW LOOK

**BINGO BLOWER OF TOMORROW
HERE TODAY**

It's New—Portable—Fast—Efficient
Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.

**BINGO**

Supplies and equipment.

Write Today for Complete Particulars.

V. E. SUPPLY CO.

282 W. Market St. Akron 3, Ohio

FOR SALE

1 10x10 Concession Tent, blue.
3 Star Dart Boards, Guns, etc.
Game is used with rubber darts
1 Roll-down, practically new. Make offer.
Address: MRS. MARION LAMERSON
30 Grove Ave. Verona, New Jersey

WANTED

Street Concession, Shows (Grind), Ohio State Fair Standards for Sesqui-Centennial Celebration, Sept. 2, 3 & 5, Greenfield, Ohio.

LEROY BRIZIUS

Chairman

CARNIVAL WANTED

Aug. 20-21 for our Heart O' Hills Celebration. At least 4 or 5 Rides, 10 or 12 Concessions. Can run 2 1/2 days.

J. P. EISENTRAUT, Mgr.

HILL CITY, SOUTH DAKOTA

FROM THE LOTS**Larry Nolan**

ELLIS, Kan., May 28.—Mrs. Nolan left for New Mexico to visit her sister who is ill. E. J. Robling replaced her as bingo manager. George Gallo, billposter, left for the West Coast. Scott Lamb took delivery on a Dodge truck.

Richard Bishop is handling the Rolloplane while on furlough from the army. Sammy Apple, Eddie Murray and Mr. and Mrs. Windy Johnson are recent additions. Bob Bennington took charge of the recreation tent.

Gene Walsh continues to be the first to have his ride up and ready. The Wheel crew is adding lights under the direction of Chuck Lancaster. Andy Reed is in charge of the kiddie rides. Marie Lamb and Johnny Sauer report good grosses on the race horse game.

Joe Devine and Ken Luin are busy with their stores. Jess and Maxine Logston's cookhouse is the shows' jackpot center. E. G. McWilliams' Girl Show has been topping the back-end. Professor Wright has the Side Show.

Mr. and Mrs. Ray Davis, with two ball games, and Charles and Lela Scott, with diggers, are doing well.

Hill's Greater

LARAMIE, Wyo., May 28.—Recent stand in the ball park at Raton, N. M., under auspices of the VFW, was a red one.

H. P. and C. O. Hill continue to add fluorescent lights to the rides.

Bingo, operated by Bill Cowan and his brother, has been getting a strong play. Bill Dusen joined with his midget cow, little horse and big dog show. Mr. Blakey, with his midway cafe, joined after a 1,100-mile jump. Other recent arrivals include Mr. Bluestine, novelties, and J. Miller, jewelry.

H. P. Hill was out for a few days due to illness. Mrs. Tom Evans was a patient in St. Mary Hospital, Pueblo, Colo.

Rogers Bros.

FERGUS FALLS, Minn., May 28.—Org opened here May 19. Weather was good and all concessions were well satisfied. These include long range, George Glayd; balloon darts, hit and miss, add-em-up darts, James Tomlinson; cork gallery, bowling alley, gun darts, August Grapentin; string game, Virginia Chaulsett; mitt camp, Mae Evans; bottles, Bill Pagel; cookhouse, Floyd Drake; bingo, Pearl Connelly; photos, Bus Whiteside; moving ball game, Reinhold Retzlaff; short range and high striker, Bob Raugust; cat rack, ball game, Ole Leftdahl; dippy roll and candy floss, Jack Beelaw; novelties, Scotty Cole; popcorn, Phil Lee; ice cream and hot dogs, Muggs Townsend; scales, Shorty Weir; diggers, Paul Evans; bumper, pitch-till-you-win, Frank Drescher; country store, glass pitch, E. H. Bergman; spindle, Freida Rogers, fishpond and six cats, E. Alexander.

Rides: Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Chairplane, kiddie ride. Doc Crosley is scheduled to join with a Girl Show and bear circus.—PAT ROGERS.

20th Century

GRAND ISLAND, Neb., May 28.—Show moved in here from Manhattan, Kan., where weather and biz were the best. Stand here, auspiced by the Izaak Walton League, was hit almost daily by rain but night weather held good. Saturday matinee was good, with a bicycle giveaway bringing good results.

Dave Reese, bingo operator, bought an Octopus, and Owen Jones bought a train. Jones also is expecting delivery of a Little Dipper.

Philip Kallail joined as special agent and publicity director and assistant to Frank Gaskins. Fred Hamilton, mechanic, has all trucks in good running order.

All rides and show fronts were newly decorated before the April 1 opening in Fort Smith, Ark.

Red and Marie Brunk continue to serve the best in their midway cafe. Co-owner E. D. McCrary returned from taking his Shrine degree and was presented with a diamond pin by members of the show.—FRANK GASKINS.

Twin City

TYNDALL, S. D., May 28.—Stand in Wayne, Neb., was hit by rain and cold. Show caught the tail-end of a hurricane that hit near-by Sioux City, but only two concessions were damaged. Mr. and Mrs. Art Benson, Girl Show, and Kid Simmons, Athletic Show, got a good play in the college town.

Owners George Crable and Sam Wells purchased a Ford tractor for the Ferris Wheel trailer. Mrs. George Crable hosted show personnel in Karl Leland bingo stand at a birthday party for her son, Sammy.

Visitors: Mr. and Mrs. H. Wells and sons, Mr. and Mrs. Joe McKinley and Mr. and Mrs. Ed Johnson and daughter. Mr. and Mrs. Clara Xander visited relatives in Omaha.—VIRGINIA BARNES.

WANT

TALKER, INSIDE MAN, GOOD ANNEX ATTRACTION (no sex), Useful Side Show People. Long season on Pacific Coast.

A. J. BUDD

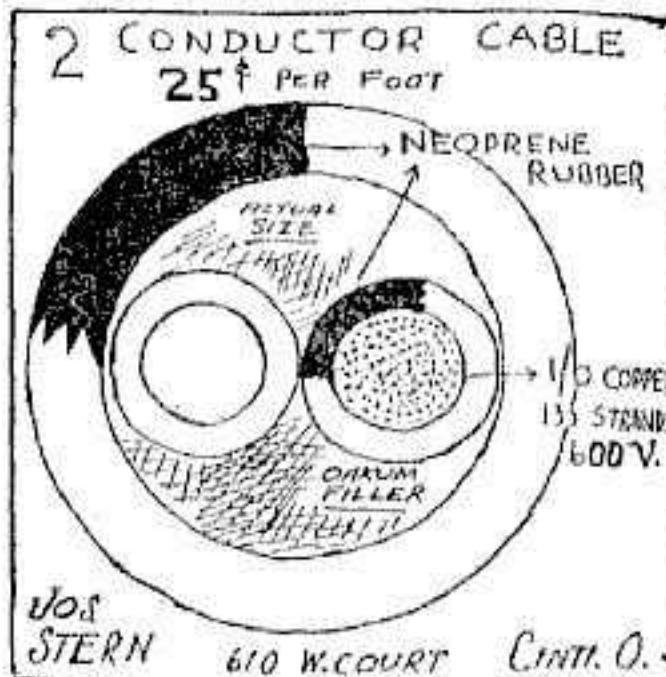
1815 Powell St. San Francisco 11, Calif.

WANTED

Rodeo, Thrill Show, Aerial Acts, or what have you for July 4th & 5th? Largest Celebration in Illinois. Draws over 35,000 daily. Write or wire

LOYD BRUCE, Comm.

American Legion, Olney, Ill.

WANTED**INSURANCE**

IDA E. COHEN

175 W JACKSON BLVD.

CHICAGO, ILLINOIS

TRUCK AND TRAILER FOR SALE

Trailer opens up three ways, approximately 10 feet by 8, suitable for Grab or Frozen Custard. No reasonable offer will be refused.

For information write

GUS AVROS

716 G St., N. W. Washington, D. C.

**WANTED
LARGE CARNIVAL**

3 Day Celebration with Strong Auspices

JULY 2-3-4

Contact at once

DUKE WILCOX

c/o Hatfield Speedway Hatfield, Pa.

RIDE BARGAINS AND WANTED

EBL #5, \$6950; late '47 Flying Jenny, 30 ft. new top, Le Roi motor \$1000. Kid Ferris Wheel and Kid Boat Ride, like new condition. Will buy or trade for Tilt, Octopus, Big Merry-Go-Round, Ride-O, factory-built Auto Ride, Blue Goose or other good Kid Ride.

F. SHAFER

Mesker Park, Evansville, Ind. Phone 457E

**RIDES WANTED
ANNUAL COUNTY FAIR**

AUGUST 10-11. EXCELLENT SPOT.

A. W. BODAMER, Chairman

Prairie Howe, Mo.

**MAKE BIG MONEY With
DELUXE BLOOD PRESSURE**
The Greatest Recording Machine on Earth. BIG FOR FAIRS, CELEBRATIONS AND INDOORS. Weight 10 lbs. Size 38 1/2" x 11 1/2" at base. \$125.00. 1/3 Down, Balance C. O. D. ARTHUR ROSENTHAL, 4404 4th, Detroit 1, Mich.

CARNIVAL WANTED

July 3-8. Incl. at Owensville, Mo.

CONTACT: EDGAR EICHLER, COMDR.

V.F.W. #6133, Owensville, Mo.

WANTED

Sober, reliable Agents for Balloon Concession, Eight weeks in Chicago, followed by a good route of Fairs in Middle West and South.

SAM WEINER

c/o Paradise Arms Hotel Chicago, Ill.

WANTED

Two Count Store Agents, one Clothes Pin Store Agent. Full season's work every day. All Street Celebrations. Can also use a few more Slum Stores that do not conflict.

ROYAL UNITED SHOWS

129 North 4th St. Minneapolis, Minn.

RIDES FOR SALE

1947 Fly-o-Plane, like new, with factory safety 24-Car Caterpillar, A-1 condition. Rides now in operation. Priced to sell.

GRIFFEN AMUSEMENT PARK

Jacksonville Beach, Florida

WANTED

For Volunteer Fire Company's Fair

June 29 to July 9

Ferris Wheel and Kiddie Ride Contact

DANIEL MORRIS JR.

15 High Street Malvern, Penna.

WANTED

Merry-Go-Round and two Rides for the Perrinton Annual Homecoming, July 29 & 30. Write:

WAYNE ANDREWS

PERRINTON, MICH.

**NOW IN MONEY SPOTS OF WEST VIRGINIA**

Will place X on Custard, Photos, High Striker, Diggers, Long Range Lead Gallery; also place French Fries, Bowling Alley, Heart-Shape Pitch, Blower, Razzle, Skillo, Roll Down or any Coupon or Point Stores. **HANKY PANKS, WHAT HAVE YOU?** Will make special proposition to Fun House, Snake Show, Wild Life, Unborn or Side Shows. Downtown Petersburg, W. Va., this week; Rowlesburg, W. Va., June 6 to 11.

DON'T WAIT, WIRE NOW—BEN WOLFE
DON'T WRITE—

WANT AGENTS

Capable Six Cats Agents and Pea Pool Dealer. Answers to HARRY "IRISH" VAUGHN. Also want capable Ball Game and Balloon Dart and Fish Pond Agents to join at once. Answers to HARRY RUBIN.

ROYAL CROWN SHOWS

Zanesville, Ohio, this week; Canton, Ohio, to follow.

KEYSTONE ATTRACTIONS, INC.

Want for Trevorton, Pa., and Balance of Season.

CONCESSIONS—Guess Your Age and Weight, Duck and Fish Pond, Long Range Gallery, Arcade, Pitch-Till-You-Win, Blankets, Grocery and others not conflicting. American Mitt Camps, no calves. John Pin Fold, come on. SHOWS—Snake and Five-in-One.

MEL SOBER, Mgr.

Trevorton, Pa., May 30-June 4th

YOU CAN SAVE IN CHICAGO

1949 27' Tandem Axel, Electric Brakes, Hot Water Heater, Electric Refrigerator, Butane Cook Stove, Deluxe Model, \$2395.00. 35 Trailers to chose from, 12' to 35' models. Trade Terms Parts

Notice: Selling all show props, list on request.

Riverview Park Trailer Sales

2817 W. Irvington Park Road MAC MATTHEWS Chicago 18, Ill.

Virginia Greater

HAMMONTON, N. J., May 28.—Show moved in here from Runnemede, N. J., after a hectic week of battling the weather and poor business. Weather here has been ideal and the location, about two blocks from the heart of town, made it easy to draw people. The Exchange Club and Chairman Joseph Friedland were highly co-operative. Newspapers contributed plenty of good publicity.

Bob Coleman's bingo clicked here and the other concessions had no complaint. Rides also got money. Viola Pazers' waffle and ice cream concession, nicely framed on a trailer, has been getting a good play since joining last week. Tony Buzzella and his assistant, Jonesy Jr., are keeping busy with candy apples and popcorn. George Berman delivered a new semi here—the third added to the show's fleet in the past two weeks. Arnold Nelson, of Happy Arnold's crew, is pinch-hitting as a truck mechanic, overhauling several of the road units.

Mr. and Mrs. Chet Klinetop rejoined the how here with a bumper concession. He was formerly the Whip foreman. Jerry Girard, a frequent visitor to the Garden State race track, is picking a winner now and then. Dick Richards, Girl Show op, has closed with this show. Recent visitors included Ben Allen, Posters, Inc., and Al Burt and partner who were pushing novelties and found a few purchasers among the personnel. Mrs. Dick Killinger is to undergo an operation.—H. W. ARNOLD.

United Liberty

LaSALLE, Ill., May 28.—This org, owned and managed by Ken Murry, has 10 rides, 5 shows and 50 concessions. Show is playing here under the VFW and will move into Chicago for four weeks under civic clubs, then play celebrations and fairs. Org did not open Monday due to King Bros. Circus being here. The Murrays and show personnel were guests of Mr. and Mrs. Floyd King and Mr. Williams. King played to a full night house.

Wednesday night the United personnel was entertained by the ride boys at a local tavern. The following attended: Don and Pansy DeVault, Mr. and Mrs. Jim Murry, Carl the mechanic, Mr. and Mrs. John Short, James Walter, D. T. Duke, Smoky Richardson, Betty Simmons, Walter Osman, Nat Sr. and Jr. Osman, Lyle Harmon, Mr. and Mrs. Kemper, Eddie Stewart, Mr. and Mrs. Parido, Bob Johnson, Bob Lee, Micky McBride, Bobbie Burt, Mrs. F. Schemnowski, A. Jelly, A. W. Cowles, I. T. Augustus, Harry Black, Otto Kayser, wife and son David. Show is giving daily parade on streets with calliope, Whittie Nielson and wife being in charge. Col. H. G. Coffey, veteran showman, is on the lot at all times. With the Girl and Posing show are Nat Osman and son and Bob Lee.

Gaiety

ROCHESTER, N. Y., May 28.—Opening night here was big and business continued exceptionally good all week. Rides and shows grossed more than last year. Al Roxall had a big week, as did Manager Sartello's cookhouse. On Thursday and Friday nights, closing time for the org was 2:30 a.m.—MERLE BISSELL.

WANTS Joe Lemke WANTS

PLAYING FAIRS FROM JUNE 28 TO NOV.

First class Talker who is capable of handling front of Side Show. Have beautiful Mitt Camp for outstanding Mentalist. Inexperience cause of this ad. Also place good Magician who pitches.

JOE LEMKE

GEN. DEL. GILBERT, MINN.

Prell's Broadway

CLARKSBURG, Va., May 28.—Looks like satisfactory stand here despite spotty weather conditions. Last week's run at Beckley, W. Va., under similar conditions, turned out okay.

Joining at Beckley, for the season, was John Garrett with his cookhouse, replacing Mother Glynn, who left to join the Peppers show. Garrett made a jump of nearly 1,000 miles to join the show and has one of the finest framed cookhouses on the road. Also joining in Beckley was Jimmie Cassidy (the Glass King), bringing in three concessions. Edward Hackett came on with two concessions and expects to frame two more for the fair season. Taylor, who has three stores on the show, has built two more for the trip into Long Island.

Rejoining Professor Vadalia was Walter Baker, who will again act as talker and manage the Plantation Show. Joining the Freak Show was Norma Hastings, four-legged girl. Jerry and Alicia Buck celebrated their wedding anniversary and many parties are being given them by folks on the show. A welcome return to the fold will be Agnes Grosso, who is expected to join at the next stand after a serious illness.

General Agent Allan Travers has inked the new Wayne County Fair, to be run under new management. This makes the fair list of the Prell shows fully complete.

Joe Prell, who was called to New York by the illness of his wife, is expected back at the next stand. Owner Sam E. Prell, Business Manager Patty Finnerty and Harry Finnegan, of the Finnegan brothers, form a record-busting pinochle brigade.—ALLAN A. TRAVERS.

Carl Bohn & Sons United

HOISINGTON, Kan., May 28.—Show is playing its first celebration, biz starting slow and picking up during the week. Personnel: Carl Bohn, owner-manager; Mrs. Mary Bohn, secretary-treasurer; Mary Helen Davis, assistant secretary; Eddie Davis, general agent and legal adjuster; A. L. Curry, electrician; Roy Cofer, ride superintendent.

Concessions: Candy floss, Warren Fields; ball games, Mrs. Lybyer and Miss Johnson; A. L. Curry, three; shooting gallery, Floyd Stockdale; cigarette shooting gallery, Martha Bailey; penny pitch, Johnnie Johnson; clothespin, Jackie Bohn; mitt camp, Green and Johnson; nail joint, John Mason, Al Beard, Dinger Jack; saddle shop, Red Gather, Joe Thomas; skillos, Arlie Lybyer, Frank Johnson, Charlie Bailey, William Hare, Tex Fagg, Dusty Rhoades, Junior Mintz; rolldown, G. Green; over and under, Mrs. Mason; beat the dealer, Johnson.

Ray Martin and wife joined with their Merry-Go-Round, Octopus and shooting gallery. Jackie Bohn will join when school closes. Following took delivery on new cars: Lybyer and Rhoades, Fords; Thomas and Mintz, and the Masons, Kaisers. Org has four major and two kiddie rides.—MRS. E. J. DAVIS.

Lawrence Carr No. 2

ANDOVER, Mass., May 28.—Business has been good here. Personnel includes Mrs. Lawrence Carr, manager; James Dawson, assistant; John Pulsa, electrician; Tom Robinson, lot man; Teddy Ellis, ride superintendent; Merry-Go-Round, Smiley Robinson; Ferris Wheel, Rusty Miller; Chairplane, Lazy Sam; Jimmy Bowkeens, cat rack, milk bottles and plush; Kiddie Whip, Ray Mazzera, foreman; John Cats, lead gallery; Mrs. Tom Robinson, pitch-till-you-win; the Louis Maggios, balloon dart and novelty; Mr. and Mrs. Jim Deary, popcorn, candy apples and candy floss; Jack Durkin, lamp, radio and grocery stores; Art Herbst, French fries; Ziggy V. Sabotha, cookhouse, mail and The Billboard sales agent. Visitors were George Tobin, Zake St. Onge and John Lemonnie. Org presents fireworks every Friday.—ZIGGY V. SABOTHA.

ROLAND E. CHAMPAGNE
OWNER-OPERATOR

RALPH JACOBS
GENERAL MANAGER & BUSINESS AGENT

★★★★ Presents ★★★★★

CONTINENTAL SHOWS

IN REVIEW

Not the Largest—But Positively

THE FINEST

8 RIDES — 3 SHOWS

Massena, N. Y., May 30-June 4

RIDES: Want Tilt-a-Whirl, Rocket, Caterpillar or Rides not conflicting; own transportation.

SHOWS: Want Motor Drome, excellent territory; Snake Show, Fun House, Glass House, Illusion Show, Monkey Show, Wild Life, or any other worthwhile Show.

CONCESSIONS: Want attractive and clean Custard, Want Capable and Reliable Grind Store Agents and Wheelies—Wire Ralph Jacobs. Want Percentage Games with Hanky Panks, Photo Gallery, Slum Bowling Alley, Snow Cone, Basket Ball, Hanky Panks of all kinds. "Beautiful Spots!"

GIRLS: For Posing, Girl Shows and Stella, Contact or Wire Fred Perkins immediately.

Massena, N. Y., this week; then as per route.

PIONEER SHOWS
high class midway attractions

DANVILLE, N. Y., JUNE 6-11

Followed by TRI-COUNTY FIREMEN'S CONVENTION, JUNE 13 TO 18, COUDERSPORT, PA.

Parades and Special Events Nightly. 68 Fire Companies Participating.

Want legitimate Merchandise Concessions—Penny Arcade, Novelties, Photos, Rotaries, Diggers, RIDE HELP—Foreman on Whip, Second Men on all Rides. SHOWS with own equipment, Motor Drome, Illusion, Mechanical, Unborn, Wild Life, Crime, Side Show, Glass House, Fun House, Snake, any Show not conflicting. FOR SALE—20x20 Marquee, \$100.00. CAN PLACE—Small Cookhouse and Grab Outfit. Sensational Free Act.

MICKEY PERCELL

Towanda, Pa., May 30-June 4

CENTRAL STATES SHOWS

"BUSINESS IS GOOD"

WANT— Side Show Operator who can furnish Acts, Fun House, Midgets, Iron Lung, Mechanical Show, Motor Drome or Grind Shows. Doc Ward, if at liberty wire.

CAN PLACE— Stock Concessions. No Grind Stores or Mitt Camps.

WANT— Second Men on C-Cruise and Wheel.

WE SHOW THE FOLLOWING FAIRS AND CELEBRATIONS

O'Neill, Neb., 75th Anniversary, July 2-3-4; Linn, Kan., Celebration, July 21-22-23; Jewel, Kan., Celebration, July 25-26-27; Lincoln, Kan., Celebration, July 28-29-30; Phillipsburg, Kan., Rodeo, Aug. 7 to 6; Burwell, Nebraska's Big Rodeo, Aug. 9 to 13; Norton, Kan., Fair, Aug. 15 to 20; Abilene, Kan., Fair, Aug. 22 to 27; Lexington, Neb., Fair, Aug. 30 to Sept. 3; Hoisington, Kan., Labor Day, Sept. 5; Hillsboro, Kan., Fair, Sept. 6 to 10; Pawhuska, Okla., Fair, Sept. 12 to 16; Chickasha, Okla., Fair, Sept. 19 to 24.

—MORE SOUTHERN FAIRS TO FOLLOW—

W. W. MOSER, Mgr.

Wire Grand Island, Neb., now; Hastings, Neb., June 6-11.

MID-WESTERN EXPOSITION

"America's Sho' Beautiful"

WANT For our first FAIR at Golden City, Mo., this week, on the streets, followed by choice 1 and 3-day Celebrations thru IOWA and NEBRASKA, 28 CELEBRATIONS—Long season in Texas. **RIDES**—Kiddie Autos, Pony Track, Octopus, Tilt, Fun House, Loooper, Drome and Caterpillar. **SHOWS**—Animal, Monkey, Mechanical, Wild Life, Side Show and Girl Show People, come on. Have tops and fronts complete; also place Snake Show Operator, preferably GEEK. Choice territory for shows. **CONCESSIONS**—Pop Corn, Floss, Snow Cones, Custard, Palmistry, Long Range Gallery, Photos, Age and Weight, Fish Ponds, any 10¢ Grind Stores. Agents for Slum and P. C. Buckets. Office owned. Jack Rooney wants talent for Athletic Show. E. L. Bates, wire; have opening for Rides. Low percentage. Please—no agitators—if you can't stand prosperity with an aggressive and producing show. **DON'T!**
OCTAVIO PEDRERO Gen. Representative Golden City, Mo., Fair now; followed by Villisca, Iowa, next week.
TED WOODWARD Owner and Gen. Manager
HARRY BURKE Publicity and Promotions. **DON'T MARK TIME IN '49.**

WANT KEYSTONE EXPOSITION SHOWS WANT

CHERRYVILLE, N. C., MAY 30 TO JUNE 4TH.
AMERICAN LEGION SPRING FESTIVAL—FIRST SHOW IN OVER 16 YEARS.
MILLS WORKING STEADY, LARGE PAY DAYS.
CONCESSIONS—Photo, Age and Scales, Novelties, Jewelry and Hanky Panks. Good opening for Bingo, American Palmistry, Candy Floss, Penny Pitch. **SHOWS**—Monkey, Unborn, Illusion, Fun House, Fat Show and other Grind Shows of merit. Can use Ride Help. Bob Mahan can use Pea Pool Dealer and two Workers for Pan Game. Red Shearer, Blackie Holt and Dolly Dimples, contact office. No gate, no racket. All wires and mail to:
KEYSTONE EXPOSITION SHOWS, CHERRYVILLE, N. C., Then Per Route.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

Now booking Concessions and eating stands for Indiana's Largest 4th of July Celebration, starting June 29 through July 4th, Linton, Indiana. Positively NO FLATS.

Hanky Panks now \$17.50. For Linton \$50.00, thereafter \$17.50 for balance of season. No X. Come on. This is for line concessions only. SHOWS—Have opening for Fun House, Arcade, Mechanical and Motor Drome. Must have own equipment and transportation for same. 15% on still dates and 25% on celebrations and fairs. I stake my lot on Friday for the next week. If you care to book send small deposit and front footage. Wire—don't phone. All replies to

W. R. GEREN, Owner
MIGHTY HOOSIER STATE SHOWS
Greensburg, Indiana, this week

June 6-11, Downtown, D.A.V., Covington, Ky.; June 13-18, Fire Dept., Lawrenceburg, Indiana; June 20-26, F.O.P., Bedford, Indiana; June 29-July 4, Greater Linton Club's 40th Year Celebration, Linton, Ind.

Silver Slipper Shows

RIDES SHOWS CONCESSIONS FREE ACTS

WANT WANT WANT
Now booking for the great FALMOUTH, KY., 4th of July Celebration and balance of season; have 8 bona fide Fairs contracted.
CONCESSIONS—Will give X on Diggers, Novelties, Photo, Jewelry and Bingo; excellent opportunity for right people (Ernie Collins, wife again). Also want High Striker, Fish Pond, Bumper, String Game, Cork Gallery. We carry no Flat Stores or Grift. RIDES—Will book Kiddie Auto Ride for 4th of July and balance of season. 25% to office. WILL BUY W. Figures for our Crime Show, must be in good shape and priced right. Arthur Carroll wants Agents for Stum Skillo, Ball Games and Swinger. All wires and replies to
WILLIAM O. HAMMONTREE, General Manager
Burkesville, Ky., this week; Albany, Ky., next week.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Want at once: Balloon Darts, Fish Pond, Duck Pond, Pitch-Till-Win, Cigarette Shooting Gallery, Candy Floss, Dart Wheel, Ball Games, Age and Scales, Bowling Alley, Penny Arcade. Want Truck Mechanic. Want Wild Life, Monkey Show or any Grind Show. Want Girl Show Manager with two or more Gids.

RAHWAY, NEW JERSEY, This Week.

SHOWMEN, ATTENTION

IF YOU WANT TO MAKE MONEY, HERE IS YOUR OPPORTUNITY. HAVE TWO OUTSTANDING STILL DATES AND 18 OF THE BEST FAIRS IN THE MIDDLE WEST. WANT SHOWS WITH OWN EQUIPMENT AND TRANSPORTATION—Circus Side Show, Wild Life, Mickey Mouse, Midgets, Snake, Monkey or any Show of merit. Also Girl Show with 5 Girls. Tickets if I know you only.

All Replies to: **WILLIAM T. COLLINS SHOWS**
BRECKENRIDGE, MINN., This Week.

WANTED AT ONCE SIDE SHOW ACTS

Sword Swallower, Mental Act, Torture Act, Tattooer, Freaks, Bally Acts, Bagpiper. We have our Features. Skeets Hubbard, Walter De Lenz, come on.

JIMMY HURD — JULIUS KUEHNEL
c/o Royal Crown Shows Zanesville, Ohio, this week

WANT— T. J. TIDWELL SHOWS —WANT

Can place Cook House and Grab, Scales, Guess Your Age, Long Range Shooting Gallery. Can use two good Grind Store Agents. Brownie Bishop wants Agent for Store. Have 20x50 top, 60-ft. banner line. Will book Life Show for same or any other that don't conflict. Can use people who are capable in all departments. Midland, Texas, Rodeo this week; then North to Wheat Country.

T. J. TIDWELL
MIDLAND, TEXAS

FROM THE LOTS

Keystone Attractions

NEWTON HAMILTON, Pa., May 28.—Shows registered winners at Milton and Milesburg, Pa., but business here was poor. Staff includes Mel Sober, president-general manager; H. L. (Peck) Martz, secretary; Hugh Gross, treasurer; Fred Sassman, lot superintendent; Bob Walker, ride foreman and electrician.

Rides are Merry-Go-Round, John and Richard Cole; Ferris Wheel, Doc Cook; Chairplane, Bob Walker; kiddie train and swings, Peck Martz; kiddie autos, Wild Bill Varger. Shows are *Girls Revue*, Mr. and Mrs. Larry Rapp; *Animal*, Bob Graham, and *Illusion*, Dick Palametter.

Concession line-up includes Mr. and Mrs. Fred Sassaman, cookhouse, candy floss and pea pool; Bill Shadle, string game, pan game and hoop-la; Peachy Wagner high striker; Bob Walker, cigarette gallery; Mr. and Mrs. George Usher, blower stand; Bill Seigler, candy apples; Peck Martz, popcorn; Mr. and Mrs. Savidge, chocolate milk shakes; Doc Cook, milk bottles and cat rack; Wild Bill Varger, penny pitch; Dick Palametter, bucket stand; Harry Kemp, short range gallery and beat the dealer; Mr. and Mrs. John K. Cole, color game; Mr. and Mrs. Hugh Gross, French fries; Mr. and Mrs. Charles Schumacher, ice cream sandwiches, and Mel Sober, pitch-till-you-win.

Shows are booked in Pennsylvania until Labor Day when they will head into Maryland and Virginia. Recent visitors included Mr. and Mrs. George (Shorty) Wolf, Russell Allison and John Meyers and committee from Mt. Union, Pa., and Dave Baker and committee from Yeagertown, Pa.

Lawrence Carr No. 1

MANSFIELD, Mass., May 28.—Org opened here, auspices of the Amvets, to good attendance but spending was off. Danielson topped last year. Recent visitors were John Terry, C. A. Stephens Shows legal adjuster, and John Downing and wife, en route to join their show. Mrs. Marian Carr, manager of the No. 2 unit, visited here. Her org has caught three red ones in a row. Bill Domer received a painful bite from a monk in the Monkey Show. Katie McDonald's pan game is clicking. Manager Lawrence Carr arranged for fireworks display last night. The Tilt-a-Whirl continues to top the rides. Charlie Ames is doing well with his grocery wheel.—TEDDY RAYMOND.

Continental

WHITESBORO, N. Y., May 28.—New trucks arrived here and shows' stand was marked by exceptionally good weather and business. Engagement at Amsterdam, N. Y., exceeded the good opening at Kingston, N. Y. The latter town showed an increase of 25 per cent over last year's opener.

All concessions, rides and shows did well at Kingston and Owner Roland Champagne staged several free matinees for local orphans and Girl Scouts in addition to contributing a cash donation to the city's children's welfare work.—IRENE CHAMPAGNE.

Johnny's United

HUNTINGBURG, Ind., May 28.—A heavy windstorm hit shows Saturday (21) at Gallatin, Tenn., after closing. Several concessions lost equipment. Org was ready for opening here Monday (23), however.

Mrs. Portemont Sr. was rushed to the hospital with a stroke, but is expected back on the shows soon. Ride boys have new uniforms with their names and shows' tag on the back. Norman Rady built a new four-way concession, making his 3-1 popcorn larger. Doc Warner was clawed by his lion in the 5-in-1. He is recovering.—M. PORTEMONT.

W. S. Curl

NEWCOMERSTOWN, O., May 28.—Short move in here from Massillon, O., was made in good time and shows opened on Main Street under auspices of World War II Veterans Association. First three nights were fair, while Thursday, pay day, was marred by intermittent rains. Friday turned up cold but all rides and concessions reported good business. Saturday's matinee was a red one, while plenty of spending prevailed that night.

The Ride-a-Minute and Tilt-a-Whirl are topping rides, with the Merry-Go-Round a close third. Miss Harding's name is Jeddj and not Teddy as recently reported. Among midway visitors were Leonard (Happy) Powelson, Don Wagner, advance man, returned here from a paper-posting trek.—W. T. (BILL) HOPKINS.

Willis & Myers

MACON, Ga., May 28.—Org moved back to Smith and Mitchell streets, East Macon, for a return date on its seventh week of its local engagement. After a slow start business picked up the last three days to turn the week into a profit-maker.

Eddie and Jackie, sons of Mr. and Mrs. W. H. Myers, have recovered from an illness that kept them under doctor's care for several days. Manager C. M. Willis returned from a booking trip to the tobacco belt.

Madame Walker's *Harlem Steppers Colored Revue*, with five-piece band, joined here. Concession revenue continues to top ride and show receipts on Macon lots.

BILLPOSTER WANTED FIDLER'S UNITED SHOWS

Join on Wire

Must have paid-up union card. That is absolutely essential. Must do all-around billing, including billposting, lithographing and tack. Also able to drive new panel truck. Salary union scale. We furnish plenty of paper. If you cannot post, don't answer. Contact

R. J. COUSINS
Eau Claire Hotel, Eau Claire, Wis.

FOR SALE

One 1947 eight-tub Flying Scooter, same as new, with 1947 twenty-eight foot Superior Semi built for Ride. Two-ton Diamond T Tractor, perfect. This outfit cost \$17,000.00 in 1947, now for cash \$8,500.00 complete. Operating here on Show. Come and get it.

W. C. BRINKMAN

MIGHTY HOOSIER STATE SHOWS

Greensburg, Ind., week May 30; Covington, Ky., week June 6.

AMERICAN LEGION CELEBRATION

MIDLAND, MD., WEEK OF JUNE 6TH

Want Shows and Concessions, Write or wire

I. K. WALLACE
Frostburg, Md.

WANT

Will book or buy Merry-Go-Round or Wheel. Want Bingo Caller for new outfit. Athletic Show People. One or two small Grind Shows. Some Concessions open. For sale—New 28' House Trailer or trade for Rides. '49 model.

DICKSON UNITED SHOWS
Panama, Okla.

WANTED

First class Carnival for big Labor Day Celebration, September 3rd, 4th and 5th. Carnival will come in September 2nd. Sponsored by Cornell Lions Club, Cornell American Legion, and three Local Unions of Pulp & Sulphite Workers, Cornell, Wisconsin. For further details write
CHARLES E. STICKLER
Adjutant, Cornell American Legion
Cornell, Wisconsin

Marks

CONNELLSVILLE, Pa., May 28.—Org made the 214-mile move from Lebanon, Pa., in fast time and without mishap, arriving here at 4 p.m. Sunday (22). Despite rain and cold, last half of the Lebanon stand provided biz that topped expectations.

Kid matinee, Saturday (14), closing day at Lebanon, drew a huge turnout. Hadji Adji, a T. W. (Slim) Kelley Side Show attraction, was used in street ballyhoo and also was the guest star on Station WLBR's Uncle Jerry kid program.

Recent visitors included Marshall Green, general agent for the Marcus Hannon Shows; George (Bert) Miller, Cetlin & Wilson Shows, and Lon B. Ramsdell, manager of Blackstone the magician.

Show personnel placed a large floral tribute on the grave of the late Mrs. Margie Cetlin at Mount Lebanon Cemetery.

T. A. (Red) Schulz, veteran main gate superintendent, is hospitalized at Lebanon. Bobby Annex, annex attraction in Slim Kelley's Side Show, states that biz is excellent.

Tommy Heath, chief electrician, who has been with the org 23 years, claims top seniority honors. Al Palmer, main entrance ticket seller, and Red Schulz, main gate, have been with the show 20 years, and Art Ross, chief Diesel engineer, has been on for five years.—VALTER D. NEALAND.

Midway of Mirth

VANDALIA, Mo., May 28.—The Tilt-a-Whirl, new this season, leads rides, with Spitfire a close second. Jimmie Rogers is general utility man.

Mrs. Robert Doty, W. B. Reece and Mrs. Reece celebrated birthdays this month. Mr. and Mrs. Cealy Seals left to join Stephens Shows in Iowa, but will rejoin this org in Arkansas next fall.

Mrs. Esther Speroni gave a party in honor of Mrs. Jackie Tankersley. Guests included Mrs. Cealy Seals, Mrs. W. B. Reece, Mrs. Curley Wrey, Mrs. Joe Wherry, Mrs. John Delaney, Mrs. Robert Doty, Mrs. W. H. Ellis, Mrs. Jimmie Rogers, Mrs. Lelah Graber, Mrs. Charles Meyers and Mrs. B. C. Hines. Visitors included Lee Moss, Mr. and Mrs. Joe Mack and Becky Mack.—ROSIE DAVIS.

Veterans United

FORT DODGE, Ia., May 28.—Business has been good here despite inclement weather. Mr. and Mrs. Jack McDonald celebrated their wedding anniversary May 11. Joe Lemke joined here with his 10-in-1 show. Peggy Jenkins, Bob Evans and Bill Davis made a flying trip to Minneapolis last Sunday. Charles Carroll and Jack McDonald, co-owners, bought Octopus from Paul F. Ebersole. Howard Kumalee has taken on the sound equipment for the season. Ebersole has received his new bingo top of royal blue and his wife is framing a jewelry joint. Visitors: Rube Liebman, L. O. Weaver, Ken Davis, Mona and John Miles.—NEVA LANKE.

Grand Union

WATONGA, Okla., May 28.—Org moved here from Stillwater, Okla., where biz was good altho it rained every day except Saturday. Arkansas Fat took delivery on a new house trailer and also bought a new Pontiac. The new kiddie ride is clicking. Joan Bunch, daughter of one of the co-owners of the show, Bob Bunch, will join soon. She has been attending Oklahoma A. & M. College, Stillwater, Okla. Jimmie Lane's Bronze Revue has topped the midway since joining in Drumright, Okla. Show has 25 performers. Cowboy Hendricks has the cookhouse. Spec Howard is framing a Girl Show.—PAT W. PAXTON.

Your SEARCH has ended... Here's a best-by-test Type 1 Carbon of high intensity, white flame, for your 60" Searchlights at a mere fraction of its original cost. Manufactured by National Carbon Co. Packed in original containers. Each set consists of one Positive 16mm. x 22" and one Negative 11mm. x 12". There are 25 sets to a metal container; factory packed 20 containers to a wood case. Stock up NOW! ...a \$17.50 value as low as \$2.50 per container.

\$4.00
Per container when ordered in case lots.

\$2.50
Per container when ordered in 10 case lots.

First orders... shipped FIRST!
Terms: Net Cash F. O. B. Los Angeles

R. M. B. CORPORATION
Wholesale Distributors
1505 E. First Street, Los Angeles

WANT RIDES, SHOWS AND CONCESSIONS FOR GROVE, OKLA.

Week of June 5; South West City, Mo., June 20; Grandby, Mo., Reunion & Rodeo, June 27; Centennial Celebration, July 3rd and 4th, Pineville, Mo., on the Square.

HAGENSICK'S RIDES
PINEVILLE, MO.

MOTOR STATE SHOWS

WANT HANKY PANKS — Hi-Striker, Darts, Photos, etc.

ARCADE HELP. Foremen for new Tilt and Merry-Go-Round, Eaton Rapids, Mich., May 30-June 4.

JOE FREDERICK, Mgr.

FIDLER'S UNITED SHOWS

PLAYING THE CREAM OF MONEY TOWNS—WANT AT ONCE

Sound car, must be well flashed for front gate and downtown bally. State salary. Full season. Want Athletic Show Manager. Girl Show, with or without own equipment. Must have wardrobe and own P.A. set. Attention, Ride Help: We own 15 Rides, need Foreman and Second Men. Come on, good salary and treatment. Can place legitimate Stock Concessions of all kinds. No flats. Excellent opportunity for Arcade. Billposter to join on wire for our Number Two Show opening. Must have paid-up union card, positively do all around billing, also drive. Must get paper up. Contact:

R. J. COUSINS, General Agent
Joliet, Ill., this week; South Beloit, Ill., next week.

HELLER'S ACME SHOWS

Want Candy Floss, Guess Your Age and Weight, Coca-Cola Bottles, Bumpers. Want Whip, Spitfire and Merry-Go Round Foremen and Second Men. Also Dart Balloons and P.C. Agents. Shows—What have you? For Sale—Two 75 Kw. Transformers on Reo Truck. Kiddie Auto Ride and Kiddie Rocket, priced to sell.

All Address: Riverdale, N. J., this week. Phone: Wyckoff 4-0333-M.

PEERLESS CELEBRATION AMUSEMENTS

CLEAN, DEPENDABLE—OUR ROUTE SECOND TO NONE

Want for Firemen's Celebration, Kingwood, W. Va., June 13 to 18. Shows for real show spots. Good Girl Show, Ten-in-One, Acts, Monkey, Snake, Animal, Fun House. One more Ride—Tilt, Octopus, Holloplane or Flat Ride. Concessions not conflicting. What have you? Remember, we play the Broad Top Coal Miners' Eight-Day Picnic, June 27 to July 4. Get set now. All address or wire:

WM. J. MESPELT, EAST RAINELLE, W. VA., THIS WEEK.

WANT — DEL-MAR SHOWS — WANT

Grab, Custard, Age and Scales, French Fries, Basketball, Huckley Buck; all Hanky Panks open. Shows—Fun House, Side Show, Girl Show. RIDES—Will book Octopus, Dark Ride, Wheel, Merry-Go-Round, Caterpillar, with own transportation. Edward Evershore wants Agents for Ball Games. We are now booking Rides and Concessions for STRUTHERS HOME-COMING. We have it all, there will be no independent Midway. Write, wire

AL DELFLORE—DEL-MAR SHOWS
Berlin, Penna, May 30th-June 4th

CALIFORNIA 49'er CENTENNIAL CELEBRATION

PISMO BEACH, CALIFORNIA
JUNE 20-26, 1949

CAN USE RIDES, SHOWS, CONCESSIONS, EXHIBITS, FREE ACTS. NO GAMBLING OR GRIND STORES, JEWELRY, PITCHMEN, POPCORN, FLOSS, CANDY APPLES, PHOTOS, ETC. WILL HAVE PARADES, FREE STREET DANCE, HORSE SHOW, EXHIBITS, KIDDIE PARADE, PET SHOW, QUEEN CONTEST. CONSERVATIVE ESTIMATED ATTENDANCE 60,000. CAN PLACE AGENTS HERE FOR SEASON IN PARK.

WRITE, WIRE OR PHONE 131.

B. FRANK THOMPSON
Centennial Director, formerly of Menlo Park Centennial, San Francisco Portola Celebration.

JOE EXLER
Manager Concessions

P. S.: CAN PLACE YOU FOR LARGE 4TH OF JULY CELEBRATION TO FOLLOW

TED LEWIS SHOWS

Want for Lebanon, Pa., June 6-11, and Other Celebrations to Follow

SHOWS—2 Girl Shows; Ferenzie, contact me. Snake Show, Fun House or Grind Show CONCESSIONS—Bingo; Ross, Jones, Weiss, contact me. Open for French Fries, Candy Floss and Hanky Panks. RIDE HELP—Foremen and Second Men on all Rides; those who know and drive semi. Northvale, N. J., this week. All address:

TED LEWIS SHOWS
12-37 ROSEWOOD ST. FA 4-2794-W FAIR LAWN, N. J.

DO NOT BE MISLED

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Are Now Playing the Atlanta, Ga., Lots—Sponsored by the Atlanta Boys' Club

CONCESSIONAIRES—Get with the show with an established reputation that plays proven territory. We always have room for legitimate Merchandise Concessions. Can place Long Range and Short Range Galleries, Custard and Hanky Panks of all kinds, also Nut Bars. SHOWMEN—Can place any high-class show not conflicting with what we have. No Girl Shows

All Address:

JOHNNY T. TINSLEY SHOWS
Atlanta, Ga., this week. Location: Atlanta Boys' Club, 402 Pryor Street, S. W.
P.S.: We hold contracts for ten of the best Southern Fairs beginning Sept. 12th. (Now booking Shows and Concessions for these dates.)

WANT — MIDWAY EXPOSITION SHOWS — WANT

For proven route. Ft. Morgan, Colo., now; Sidney, Nebraska, follows, then Buffalo Bill Rodeo, North Platte, Nebr.; Brush, Colo., for 4th.

Some Stock Concessions open. No X on Celebrations. Want capable Athletic Show Manager for North Platte. Have front, top, ring; furnish Talent and get a bank roll here. Good deal for Fun House Operator, percentage or salary. Sober, reliable Ride Help on all Rides. Must drive semi. Wire, do not phone.

J. R. LEERIGHT, Mgr.

SUNSET AMUSEMENT CO.

WILL PLACE

Flashy Girl Show and Athletic Show with own equipment and give the exclusive. Can place Arcade and Fun House with Flash. Can use experienced Octopus and C Cruise Foreman. Must be capable driver. Concessions open. Pennants, Basketball, Snow Cone, Ball Games, Slum Concessions.

FORT DODGE, IOWA, this week; AMES, IOWA, next.

PENN PREMIER SHOWS

WANT

CONCESSIONS—Can place Age, High-Striker, Palmistry, Jewelry, Novelties and any legitimate Concession. AGENTS—Blinky Bernstein can place Agents for Coupon Stores and Blower. Opening for 1 capable Skills Agent. SHOWS—Can place Penny Arcade or Glass House. Al Renton can place Side Show Act. RIDES—Can place Live Pony, Boat or Fly-o-Plane.

HELP—Can Place Foreman for Chairplane, General Ride Help on all rides. Top salary, come on.

TALKERS—Can place Talkers for Fun House and Peep Show. Good proposition. Address all mail and wires to

Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows
Dover, N. J., this week; Stroudsburg, Pa., next week.

Remember, our fairs start the last week in July, solid until November.

LAWRENCE CARR SHOWS

New England's Finest

WANT

Count Store Agents for only Count Store on Show, also Frozen Custard, Shooting Gallery, Block Pitch, String Games, Basketball, Coke Bottles, any Slum Concession not conflicting. All Shows open except Monkey. Liberal percentage.

LAWRENCE CARR

Salem, Mass., or per route

FOR SALE—FOR SALE

King Pony Kart Ride, used seven weeks, like new, with or without transportation, 1947 Studebaker stake, Pretzel Dark Ride, factory built, used 16 weeks, good as new, with a lot of extras and improvements, 32 foot Gramm Trailer and 1945 International Tractor, Flyoplane, very good condition, new Wings, Ticket Box, all safeties, 30 foot Nabors Trailer 1947 International K. & 7 25 ton Power Winch, plenty of extra parts, Allis-Chalmers Engine. With W. C. Wade Shows #2 Unit, Pontiac, Mich., until June 5th. Will take half down to reliable parties.

B. H. BRITT

DETROIT LELAND HOTEL, DETROIT, MICH.

JIMMIE CHANOS SHOW WANTS

Legitimate Concessions of all kinds, String Game, Basketball, Pitch-Till-You-Win, Fish Pond, Bumper or any other legitimate Concession. Want Ride Help who drive semis, Merry-Go-Round, Ferris Wheel and Flying Scooters. Shows with own outfit. Want Man to take charge of Athletic Show. Want Girls for Girl Show. This Show has no gate, no racket and no gypsies.

All replies to **JIMMIE CHANOS, Portland, Ind.**

BEAMS Attractions

Community Celebration, Masontown, Pa., next week.

Want capable Concession Agents for Ball Games and other office-owned Concessions. Prefer couples with experience. Caller for Bingo. Can use sober, experienced Ride Help. Motor Drome can use another Trick Rider. Write or wire

M. A. BEAM, Windber, Pa. Show here this week

FLY-O-PLANE FOR SALE

USED ONLY 2½ months—will sacrifice for \$8,500

WILLIAM T. McNALLY

465 Quincy Shore Blvd.

Quincy, Mass.

BILL HAMES SHOWS, INC.

WANTS

WANTS

Foremen for Looper, Caterpillar, Pretzel, Little Dipper. Can also use Help on about 15 Rides. Must be sober. Want Man to operate Wagon Fun House. Want organized Minstrel Show. Can place Shows of merit with own outfits. Can place a few legitimate Concessions. Would like to hear from Help of all kinds for Rides and Train Show. We play the cream of Texas Celebrations and Fairs. Address:

BILL HAMES SHOWS, INC., P. O. BOX 1377, FT. WORTH, TEXAS.

NEW ENGLAND AMUSEMENT CO. WANTS

Capable Ride Foremen on all Rides. Especially want good Jenny Man. Salary: All you are worth. Join immediately. Can place set of Diggers starting June 27. Phil Cook, write. All replies to Northampton, Mass., now; Auburn, Mass., June 6 to 11.

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, May 28. — Chairman Ned Terri and Co-Chairman Jack Duffield, of the ways and means committee, announced the arrival of the Buick.

Harry Simonds, Jack Hawthorne, Walter F. Driver and Isaac Chapple caught King Bros.' Circus in Joliet, Ill. Hawthorne, Joe Streibich, Hy Neitlich, Lou Keller, Mel Harris, Ed Sopenar and Bill Carsky visited Lawrence Greater Shows in Michigan City.

Bill Hetlich returned from a vacation. Bobbie Cohn is now located in Houston. Ed and May Sopenar returned from an Eastern trip.

Fitzie Brown reported Mrs. Brown will be in Timberlawn Sanitarium for several weeks longer. Rudy Singer is still in Michael Reese Hospital. Billy Blencoe is up and around again.

Visitors: Jack Hawthorne, Charles Levine, Jack Krutt, Charles H. Hall, Max Brantman, Oliver Barnes, Ed Sopenar, William Meyers, William Hetlich, James Campbell, Ep Glosser and Jack Rose.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, May 28.—Three huge turkeys and four 25-pound hams were cut up at the party given Wednesday (25) by the club for personnel of the Royal American Shows.

Luncheon was served by George Regan, while Dave Keiffer and Floyd Hesse dispensed refreshments. Robert Mackey and Meyer Katz served as waiters.

A large Royal American representation, led by the shows' owner, Carl Sedlmayr, was on hand. Among those present were:

Mr. and Mrs. Euby Cobb, Mr. and Mrs. Leo Lang, Mr. and Mrs. George Regan, Mr. and Mrs. William (Red) McCoy, Mr. and Mrs. Carl Sedlmayr Jr., Mrs. Lee Belmont, Floyd Hesse, Alice and Lorraine Belmont, Maury Kranzberg, Gypsy Rose Lee, Julio deDiego, Herbert Pickard, Dr. and Mrs. Conrad Mallee, Mrs. Leva Vellios, Teresa and Arlene Sidenberg, Mary Frances Grimm, Roscoe Griffin, Ralph Hoffman, Dan O'Connor, Tom Cowan, J. P. Murphy, John Roth, John Sweeney, Mr. and Mrs. Charles Chaney, Ray Foster, George Jacobson, John H. Jones, Emil Christen, Mary Singleton, Vera Hancock, Mr. and Mrs. Fred Howey, Mr. and Mrs. W. Chain, Mr. and Mrs. George Hercha, Emery Ball, Mr. and Mrs. Earl Maddox, Mr. and Mrs. Paul Kleider, Mel Hickman, Sammy Aldridge, Red Beau Burchett, Grover DeBard, Ross Stevens, Mr. and Mrs. Richard Punch, John Liberty, Henry Hartman, John R. Martin, R. Rose, Robert P. Streigel, Mrs. Billie Cooper, Heavy Vaughn, Robert Lohmar, Meyer Cohen, Mr. and Mrs. P. Mausepa, M. Prystanski, Tommy Thomas, E. R. Young, Donald Zimmerman, Roy Burres, Robert Barton, Gene Lurtz, Frances Deemer, Max Schaffer, Hubert Schloss, Ray Lamir and Carl Johnson.

National Showmen's Association

1564 Broadway, New York

Ladies' Auxiliary

NEW YORK, May 28.—Acting President Anita Goldie has appointed the following summer emergency committee: Sylvia Stern, chairman; Ethel Shapiro, Fredi Coleman and Ruth Robins. Ruth Herman was unable to serve on the committee as she will be out of town.

Secretary Fay Goldman and Gene Winsor have returned to their homes after being hospitalized thru illness. Drop Evelyn Blakely a card at 533 Rigsby Avenue, San Antonio, where she is recuperating from an auto accident.

Bess Hamid has moved into her new home in Atlantic City. Mildred Ford is vocalizing at the Silver Rail in Utica, N. Y. Vi Lawrence will be in town shortly after a long absence. Anita Goldie's husband, Johnny Karonohi Pineapple, has been made a Shriner.

WANT WANT WANT

For 26 Fairs and Celebrations in Western Kans., Neb., Wyo., and Colorado. Account of disappointment will book the following: Popcorn, Apples, Snow Cones, Bingo, Grab or small Cookhouse, Diggers, Hanky Panks, \$15.50. Girls for Girl Show—Will book any Grind Show or 10-in-1. Johnnie Howard, good proposition. Ride Help on Merry-Go-Round, Octopus, Mix-Up. Foreman for Ferris Wheel, top wages. Wire or phone

CARL BOHN AND SONS UNITED SHOWS

Carl Bohn, owner-manager; Eddie Davis, Bus. Mgr. Kensington, Kan., May 30-June 1; Republican City, Nebr., June 2, 3, 4; Orleans, Nebr., June 6, 7, 8.

Eastern Amusement Co.

WANTS

Two Kiddie Rides. Shows: Pit, Snake, Big House, Midget, or what have you? Can use few Hanky Panks. Good route, small jumps. Have Norway, Maine, Firemen's Celebration. Come on.

M. S. EARL

Wilton, Maine, this week

COL. "SPEEDY" BABBS

Has excellent proposition for Globe Rider. All season here in Coney Island, no up or downs. On road for late fall Fairs, then Indoor Circus dates, winter and spring. Eddie Fillmore, write.

1301 Surf Ave., Brooklyn 24, N. Y.

FOR SALE

Mills 2½ Gallon Automatic Electric Freezer, makes Custard, Malt or Ice Cream, used three times, cost \$16.00, take \$6.00 quick sale. Will ship. Bumper Game, almost new, green top, portable frame, nice bumper, some stock, cheap. Nice Penny Pitch Portable Frame, 12x12 nice board, stand and bumper, cheap.

WEBER CROUCH

R.R. 10, Box 333 Indianapolis 44, Ind.

18 FAIRS

L. B. LAMB SHOWS

18 FAIRS

WANT—Custard, American Mitt Camp, String Game, Darts, Fish Pond, Cork Gallery, Coke Bottles, Basket Ball or any Hanky Panks. NO RAISE AT FAIRS. SHOWS—MINSTREL SHOW or Producer-Mgr. with People. We have complete outfit, including beautiful 80 foot panel front built on semi, all ready to go. Want Snake Show, Monkey Show, Wild Life or other Grind Shows. Doc Thomas or Viola Ayers, wire at once. GIRLS for FLORIDA FLAMES REVUE, salary out of office.

Wire L. B. LAMB, PANA, ILL.

FAIRS START JULY 4—END NOV. 13.

HENNIES BROS.' SHOWS

WANT FOR SIDE SHOW

ANNEX ATTRACTIONS — ALSO ACTS

(No Half and Half Considered)

Forrest Lewis, Rex Amerleo, Christine Holly, answer.

Address: AMOS WEBB, Mgr.

Pt. Wayne, Ind., until June 11; then Kenosha, Wis., week June 18.

L. & C. SHOWS

WANT

Legitimate Concessions of all kinds, especially Shooting Gallery, Photo Gallery, Pitch-Till-You-Win. Atlanta lots, Frazer & Love Sts., this week. Ten more weeks in Atlanta. This Show has eight Florida Fairs booked. Contact

FRED CANTRELL, Gen. Mgr.

Jefferson Hotel, Atlanta, Ga., or above address.

World of Mirth Biz Tops '48; New Shows and Flash Added

(Continued from page 68)

last located at Old Orchard Beach, Me., is the ride superintendent. A new Tilt-a-Whirl and Pretzel are already in the ride line-up and a new kiddie unit is due in soon from the Allan Herschell Company. An Octopus, Ridee-O and Chairplane have not yet been unloaded from wagons because of small lots and because still date biz does not warrant their use.

A change in the light tower set-up is being mulled by Bergen. The structural steel towers were each shortened by a section during the war when help was short. While the six towers are now being trimmed with vari-colored fluorescent tubing they are skedged for replacement or rebuilding.

New Unit Managers

Nat Mercer, off the burly-night club circuits, has the Girl Show. The unit sports an attractive front with a balcony and awning. Jimmie Simpson, last with the John H. Marks Shows, is to join this week to take over the Minstrel Show which opened the season with an Irwin C. Miller unit. Bob Edwards, who was last with this org before the war and has since made Middle West routes, is back with his Posing Show. Hermine's Midgets will join in about two weeks, considerably earlier than usual. Mainstays on hand include Glenn Porter, with his Side Show; L. Harvey (Doc) McCann's Motordrome, and the Mack's Monkey Show.

Bucky Allen's concession line-up is sparkling in new paint and fresh canvas. The fluorescent lighted pylons used to decorate the line-up last year at fairs will be added to, but probably not used before fairs except at the choicer spots where the necessary ground space is available.

Allen's units have all been going full blast and there are no complaints on grosses to date. Notable was the operation of bingo here for the first time. The Jones unit worked nightly until well past midnight.

New Cookhouse

Ted Williams's cookhouse, a new addition this season, with fresh tablecloths for the serving of dinner each night, has lost little show trade to off-the-lot establishments. Unit, which is being used extensively for partying by show execs, will be located alongside Allen's new entertaining wagon. The latter is heated and has electrical refrigeration and television, and is the first unit on the shows ever designed exclusively for entertaining.

Altho this is the 12th consecutive year that the org has played here on the Bayway lot it has yet to get in a full week of good weather. Shows have had a close-out contract all of this time, but because of rain has never been able to gauge the full strength of date which, judging from the split week biz it has managed to corral at best, would be tremendous.

Shows moved on here in mud that swallowed some wagons up to the hubs. More rain Thursday (26) turned the back end of the lot into a lagoon and the front end into a swamp. Even so, when the skies cleared, folks came out in droves.

Chester Cross Up

Last week, at Chester, Pa., the shows broke in a new lot on MacDade Boulevard which was said to be ideal. The gate was said to have been about \$4,000 ahead of last year, accountable in part to better weather.

Wilmington, Del., first stand of the season, was also ahead of last year, even tho the shows were forced outside the city line when the Cetlin & Wilson Shows sewed up all available

city lots, even tho it had no city license and by-passed the date which had been inked to coincide with that of the World of Mirth. Both the Wilmington and Chester dates were signed for 1950, Bergen said.

Muddy lots have taxed the lot crew under the direction of Harry Hauck, but the show train, bossed by Al Moody, has been making excellent time, Bergen said.

Dada King, concession secretary, reports nearing his goal of signing 50 new members for the National Showmen's Association, which entitles him to a gold life membership card.

World of Pleasure Staff, Attractions

(Continued from page 68)

'48, when the org played the same lot.

New to the shows' line-up this year are a Little Dipper and an Allan Herschell boat ride. Twelve rides, 7 shows and 54 concessions are carried. Personnel follows:

Staff

John Quinn, owner-manager; Josephine Quinn, secretary-treasurer; John Moran, superintendent; Jack Lampton, general representative; H. A. Burdge, billposter; Bob Goode, electrician; O. B. Bauer, carpenter; Bill Dunn, mechanic; J. A. Ward, scenic artist; John Brown, porter; Frances Moran, front gate cashier and The Billboard agent.

Rides

Merry-Go-Round, Buss Wheatley, foreman; Jack Wheatley, assistant; Al Vanderweg, ticket seller; Kiddle Boat, Charles Crisfield, manager; Vera Whalon, tickets; Kiddle Autos and Train, Robert Murdock, H. Barnes, foreman; L. Rounds, tickets; Twin Ferris Wheels, O. B. Bauer, foreman; Tex O'Brien, H. Colby, assistants; Bill Thatcher, tickets; Tilt-A-Whirl, Sam Gregory, foreman; John Arthur, Mike Pauley, helpers; Mrs. Paulin Dunn, tickets; Caterpillar, Earl Wheatley, foreman; John Vanderweg, Sam Switzer, helpers; Betty Wheatley, tickets; Little Dipper, Harry Whalon, foreman; R. Remington, helper; Mrs. Crisfield, tickets; Rolloplane, Tex Morey, foreman; H. Mills, helper; Vera Sa'ows, tickets; Octopus, W. Tishor, foreman; William Rounds, assistant; R. Wheatley, tickets.

Shows

Funhouse, P. H. Towns, owner; Chuck Diggins, Dorothy Diggins, Dorothy Towns, assistants; Monkey, Harry Fee, owner; John Thorpe, trainer; Mrs. Beatrice Fee, secretary; Flaming Youth, Irene Henley, owner; Eva Lee Reyes, Shirley Hawkins, Frances Ming Toy, Mary Del Guidice, cast; Snake, P. (Sallor Katz) Henley, owner; Side Show, Mark Williams, owner; Leonard Ward, front; Larry Trade, ticket seller; Florence Massie, inside lecturer; Major Fox, midget; Harry Fink, annex; Freddie Strunk, armless boy; Peggy Jean, cowboy yodeler; Oddi, mentalist.

Concessions

Mr. and Mrs. Jerry Fish, jewelry; Harry Rudloff, candy floss; Matilda Rice, agent; Gil Cohen, French fries and ice cream; Mr. and Charles Donnelly, agents; Joe Ryan, short range shooting gallery; Clifford Hogan, agent; William and Marie McLaughlin, photo gallery; John Taylor, cigarette shooting gallery; Bert and Verna Dowland, balloon darts; Homer Simons, blower; Gertie Barr, mitt camp; Mrs. Alice Stevenson, cigarette shooting gallery; Curley Stevenson, blanket and grocery wheel; Horace Atwell, agent; R. A. Nathanson, roll-down; Eddie Gold and Mack Brandt, agents; Jimmy Carroll, balloon dart; Clark Jordan, agent; Jean McLaughlin, penny pitch; P. H. Towns, short range gallery; R. A. Ashbrook, agent.

W. O. King, Derby Racer, William Barkoot, agent; Irish Cassidy, Big Six, Mac McIntyre, agent; Mr. and Mrs. Lewis Riffle, cat store; W. O. King, shooting gallery; Waille Batchelor, agent; Pete Phostl, clothes pins; Bob Mulvey, agent; Mike Demko, toy wheel; Frank Graden and Fred Murray, agents; George Ankrin Jr., hat store; Petty Cohen, popcorn; Lena Bauer, agent; V. Sins, novelties; H. Brum, hi-striker.

Dan Leslie; Art Rosenthal, cigarette shooting gallery; Betty Mulvey, color game; Bob Leslie, cat rack; W. H. Rice, bingo; Fred Randall, caller; Billie Rice, checker; Louise Randall, Marie Kennedy, and Ernie Abbott, counter; John C. Bryson and William E. Casey, cookhouse and grab joint; John Biggs, griddle man; George Kent and Henry Nasom, waiters; Charles Bonner, grab joint; Bob Anderson, chef; John Schultz and John Rogers, dishwashers.

Morris Glinea (5)—agents—Dixie Ryan, huckle buck; Bill Ryan, cigarette shooting gallery; Gus Poulos, balloon darts; Willie Lee Sell, pitch-tilt-you-win; Morris Glinea, bear hoopla; Joe Sparks (11)—agents—E. V. Harrison, fishpond; Mr. and Mrs. Ward Usewick, duckpond; Glendon R. Geddes, slum joint; Mrs. Glen Geddes, art pitch; Mrs. Woody Moseley, balloon darts; Mr. and Mrs. V. H. Garrett, cigarette shooting gallery; Mrs. B. S. White, block pitch; R. S. White, slum set joint; Mac Moseley, hoopla; Charlie Burdick, Under and Over; Woodrow Moseley, pea pool.



WANT — WANT — WANT

SHOWS: Motor Drome, Fun House, Illusion, Snake, Penny Arcade, Wild Life, Glass House, Mechanical Show, Iron Lung.

RIDES: Octopus, Caterpillar, Pretzel.

CONCESSIONS: Palmistry, Shooting Gallery, Ball Game, Coca-Cola Bottles, Fish Pond, Blower, Age, Weight, Basket Ball, French Fries, Darts, String, Cane, Photos, Novelities, Bumper Sets, High Striker, Country Store, All Stock Concessions Open, Percentage.

HELP: Useful Ride Help Who Can Drive Semi-Trucks. Publicity Man for Kiddie Matinees.

L. M. HIGGS WANTS 6-CAT & BUCKET AGENTS	GOOD OPENING FOR PENNY ARCADE AND MOTORDROME, CANDY APPLES, SNOW BALLS, FLOSS	B. C. CUNNINGHAM WANTS SOBER AGENTS
--	--	--

ALL REPLIES

E. E. FARROW, Mgr.

Danville, Ill., Week May 30; Then Chicago Heights.



COPLAY, PENNA., JUNE 6 TO 11

RIDES—Can place one Flat Ride.

CONCESSIONS—Photos, Jewelry, Novelities, Long Range, Bowling Alley, Age and Scale, Diggers and Hanky Panks of all kinds.

SHOWS—Monkey, Snake, Wild Life, Iron Lung, Motordrome, Mechanical City.

ARCADE HELP. Experienced Ride Men who drive semis. Freeland, Pa., this week; Coplay, Pa., June 6 to 11.



WANT

WANT

Experienced Ride Foreman, must be sober, reliable and drive trucks. Guy Walters, Norman Winchester, contact Whitey Dixon. Shows—Want Wild Life, Side Show, Fun House. Want Frozen Custard Man to take full charge of outfit in on winnings. Rides—Will book Caterpillar, Octopus, Dark Ride and Pony Ride. Bill Cowan wants capable Ham and Bacon Wheel Operator. Address:

C. O. or H. P. HILL

Cheyenne, Wyo., this week; Greeley, Colo., next week.

P.S.: Will also book legitimate Concessions of all kinds except the "Exclusives."

ARCADE EQUIPMENT FOR SALE

110 ONE AND FIVE CENT MACHINES, \$1,000.00 CASH

All in good condition and now operating. Reason for selling: Lease expires. Same can be seen at 101 North Broadway, St. Louis, Mo. Come look them over or write:

DEE LANG, 101 North Broadway, St. Louis 2, Mo.

4th July Celebration and Old Home Week

Livingston Manor, N. Y., July 4-9.

Can place Concessions, Shows, also Rides that do not conflict.

W. S. MALARKEY

Clifford St. Binghamton, N. Y.

American Carnivals Association, Inc.

B. Max Cohen

ROCHESTER, N. Y., May 28.—Paul Buley, Ohio Valley Shows, died recently.

Membership cards were issued to the personnel of the W. G. Wade Shows and Clarence St. Germaine.

Information on U. S. lottery laws is on file in the office.

Tax calendar includes: May 31, excise tax returns for April; June 15, corporate, individual and partnership income tax returns due for fiscal year ending March 31; payment of estimated tax installment; withholding taxes due for May, if amount exceeds \$100; June 30, excise taxes due for May, 1949.

White Star Attractions

Want for Washington C. H., Ohio, June 4-11. Want stock blazers, jewelry, Novelties, Custard, Clothes Pin Patch, Bowling Alley, Lawn Patch, Hoop-La, String Game, Fish Pond, small Cookhouse or any other use confining to RIDE HELP for Jenny, Wheel and Spillure. SHOWS—Munkes, Snake of Wild Life. All replies to

A. O. COFFMAN

Mechanicsburg, Ohio, this week

W. Va. Spots Give Prell Org Good Biz

CLARKSBURG, W. Va., May 28.—Prell's Broadway Shows came in here after playing profitable stands at Beckley and Lynchburg, W. Va.

While the shows had to buck three days of rain in Lynchburg the week of May 9, this stand—an annual stop for Prell—was 15 per cent ahead of last year. Monday (9) and Tuesday (10) were rained out.

Only strenuous work on the part of Charlie Gutterman and Abe Prell in putting the lot into usable condition Wednesday (11), when rain let up in late afternoon, enabled shows to play to a good-sized turnout at night.

Starting Thursday (12) attendance zoomed, with a gate of over 11,000 paid admissions for the last three days of the Lynchburg stand. Saturday (14) proved the pay-off, with 7,600 people on the lot.

Top gross in Lynchburg went to Professor Vadalia's revue, while top rides were the Caterpillar, Tilt-a-Whirl and High-Ball.

Figures for Prell's stand at Beckley, W. Va., week of May 16 had not been tabulated, but attendance was high and business good.

Tinsley Line-Up

(Continued from page 68)

family in Greenville. Mrs. Gordon Crandall and Mrs. Bella Berger went to New York.

Mrs. Leo Fecteau, accompanied by Terry and Jerry Fecteau, visited her husband here, and all are expected to remain for the balance of the season.

Frequent visitors here are Mr. and Mrs. Bernie Shapiro, Southern Poster Printing Company, and Mr. and Mrs. Al Williams, retired troupers.

Personnel line-up follows:

Staff

Johnny T. Tinsley, owner; Mayo Tinsley, secretary-treasurer; H. Sawyer Thompson, manager; Gordon Randall, ride superintendent; Bob Brockway, chief electrician; William R. Hicks, concession manager; Jack Hopper, mechanic; Red Hutchinson, mallman and The Billboard sales agent; Virgil Colson, front gate and towers; Black Lanier, assistant; Betty Brockway, front gate tickets.

Rides

Merry-Go-Round, Ota Harbin, foreman; Buddy Smith, clutch; Frank Mayo, tickets; James Mingle, platforms; Ferris Wheel, Bob Everling, foreman; Jack Simeone, Bob Carroll, J. C. Billingsley, Rollopiane, Russell Law, foreman; Bob Lester, Fly-o-Plane, Leon Daly, foreman; H. H. (Ball Head) Smith, clutch; Forest Jackson, Spud Overton, tubs. Caterpillar, Ralph Lanford, foreman; Snowball Fair, clutch; Buddy Delano, Sam Crutchfield, platform. Loper, Joe Gaskel, foreman; Slim Tracy, clutch; Jack Freeman, Bob Kirby, platform. Kiddle Auto Ride, Jack Hopper; Betty McGuire, tickets. Kiddle Whip, E. W. (Wimple) Schepel, Jimmie Harris.

Shows

Motorrome, Speedy Mullins, manager; Helen Major, Speedy Mullins, Bob York, riders; Ben Benjamin, tickets; Happy Long, talker; Pickles, mechanic, Funhouse, Charles Champion, manager; Mrs. Champion, tickets. Big Snake, Pop Hewitt, manager; Naomi Hewitt, lecturer; El Higgins, tickets. Iron Lung, J. C. Chipley, Side Show, Spike King, manager and talker; Sid Thomas, second openings; Jake Thomas, Will Cox, tickets; platform acts, Boola-Boola, electric chair, pin cushion, snake illusion, Brester. No annex. Penny Arcade, E. W. (Wimple) Schepel, manager; Snooky Lee, Jimmie Harris, Frank Harris.

Concessions

Karl (Hunkle) Kerenski, manager, Herman Colombe, griddle John Temple, Pat McKee, waiters, cookhouse; Mr. and Mrs. E. C. Weber and son, photos, candy floss; L. C. Scott, snowball; Mr. and Mrs. Red Mason, ice cream; H. H. Guillette, high striker; Jim Neville, cats; Pee Wee Winslow, White Jones, coke bottles; Mr. and Mrs. Tuller, popcorn, candy apples; Mr. and Mrs. Cole, pitch-till-you-win; Mr. and Mrs. Water, 2; Mr. and Mrs. Griffin, 4, Red Hutchinson, Mrs. Hemingway, Sam Carver, agents; Mr. and Mrs. French Crawford, cane rack; Mac McCaslin, 2, Mrs. Mollie McCaslin, Johnny Black, agents; Mr. and Mrs. Spain, 2, E. A. Rigans, Lena Cornell, Jim Perdue, agents; John Scott, 2, Sam Angott, agent.

Clinton Hutchinson, 1; Odell McCowan, 1; Don Prentice, 5, Mrs. Prentice, Marcia Brockway, Fred Johnson, White Nickson, Mr. and Mrs. Mitchell, agents; E. W. Griffin, 2, O. H. Scott, 2, Tuney Cole, C. C. McGriff, Mrs. McGriff, agents; Mr. Moore, spot the spot; Danny Breedlove, milk bottles; Mrs. Bob Everling, 2, Belle Jennings, Sam Brady, agents. Free act, Sid Alcidos, Gladys Alcidos, Leo Alcidos; Paul Shinego, rigger.

Baker Sets July 4 Cele

WARSAW, Ind., May 28.—Baker United Shows has been signed to provide midway attractions for the Junior Chamber of Commerce July 4 celebration to be held on the fairgrounds July 1-4.

MANNING CLICKS

(Continued from page 68)

trailers—as well as all other equipment unnecessary for showing, were cached in near-by thickets.

Notable Publicity

Manning scored a notable publicity break here when his partying of several hundred orphans resulted in front page and inside art totaling nearly a page in *The Peckskill Star*. The previous stand at Newburgh, N. Y., was good, despite some bad weather and predating by other orgs. Prior to that the shows tabbed a big week in Roselle, N. J. All shows, rides and concessions are splitting the dough.

Attractions here included a Girl Show, Posing Show, Pit Show, Side Show and a giant horse, the property of L. Harvey Cann, of the World of Mirth Shows.

Manning is heading into Connecticut and from there goes into familiar Maine territory.

Portland VFW Inks Douglas

PORTLAND, Ore., May 28.—Douglas Greater Shows has been booked to play here June 13-18 for the third year under the sponsorship of the VFW.

ROYAL ADDS FAIRS

(Continued from page 68)

getter among shows, with Vanities of 1949, managed by Joe Scorotino, running a close second. Manager E. L. (Eddie) Young has recovered from a recent eye operation.

Johnny J. Cousins, in charge of shows' advertising, is doing a good job on radio and press. Harry (Irish) Gaughn recently added two more concessions. Irish is marking his third year as concession manager here.

Following the local stand, shows move into Zanesville, O., where they appear for a week under auspices of the Elks' Crippled Children's Fund.

W. E. Jack, formerly with Arthur's Imperial Exposition, Max Goodman's Wonder Shows of America, John R. Ward's Shows, Cole Bros.' Circus and others, is recovering from injuries received when he was struck by an automobile last September while posting bills for the Imperial Exposition. Jack types from R. R. No. 1, Cleves, O., where he is recovering, that he expects to be back on the road in July and August. He reports that he has undergone three operations as a result of the accident.

COMING EVENTS

(Continued from page 59)

MISSOURI

Jerico Springs—Annual Celebration, June 4-11, J. P. Thornton

Maitland—Bluegrass Festival, Am. Legion, June 29-July 2, Dale A. Marlon

NEW JERSEY

Hamburg—Firemen's Carnival, June 13-18, Leslie H. Vail

NEW YORK

Springwater—Vol. Firemen's Carnival-Convention, June 28-July 1, Edward M. Holmes

OHIO

Bolivar—Am. Legion Home-Coming, June 8-11, George Marlow, Canton, O.

Georgetown—Am. Legion Horse Show-Carnival, June 3-5, M. W. Mignery, Jack Prost

Navarre—Vol. Fire Dept. Home-Coming, June 21-25, George Marlow, Canton, O.

Silverton—Firemen's Festival, June 21-25, Howard A. Newman

Washington C. H.—Am. Legion Carnival, June 6-11, Clarence Hackett

West Unity—Am. Legion Home-Coming, June 24-25, M. C. Harker

OREGON

Lebanon—Strawberry Festival, June 3-4, Ralph Reeves

Portland—Rose Festival, June 8-12, L. W. Mallett, 290 Multnomah Hotel

Union—Livestock Show, June 9-11, Tony D. Smith

PENNSYLVANIA

Cherry Tree—Vol. Fire Co. Celebration, June 20-25, Kenneth Oaks

Collegeville—Firemen's Fair, May 25-June 4, Ray Ramsey, R. D. 1, Norristown, Pa.

Coudersport—Tri-Co. Firemen's Celebration, Second week in June, Randall F. Raup

Greensburg—Mil. Order Purple Heart Celebration, June 20-25, Frank Cantella

Mount Pleasant—Golden Anniversary, June 27-July 2, Ken Crusan

Sharpville—Celebration, June 26-July 4, H. H. Riley

SOUTH DAKOTA

Arlington—Kingbrook Nights, June 16-17, Guy Abbott

Lake Andes—Fish Day, June 10, Jesse Adams

Pierre—Days of '81, June 24-25, George G. Simpson

TEXAS

Yoakum—Tomato Tom-Tom, June 9-11, Don Teas

UTAH

North Salt Lake City—Pat Stock Show, June 8-10, William D. Backman

Spanish Fork—Junior Livestock Show, June 10-14

WASHINGTON

Dayton—Dayton Days, June 4-5, H. N. Woolson

WEST VIRGINIA

Buckhannon—Strawberry Festival, June 2-4, Richard H. Ralston

WISCONSIN

Cassville—Twins Picnic, June 24-25, Ross W. Dumbleton

Cedarburg—Firemen's Celebration, June 25-26, Palmer Schneider

Chetek—Gold Strike of '49, June 17-19, R. W. Christiansen

CANADA

Montreal, Que.—Police Circus in Royal Park, June 10-19, Armand Morin

Winnipeg, Man.—75th Anniversary Celebration, June 6-11

THE ROUGH RIDERS RODEO

AND

WILD WEST SHOW

Permanent Address: General Delivery, San Antonio, Texas

Fair Secretaries and Civic Committees, especially in Ohio, Indiana, Michigan and adjoining States, we have some open dates in your territory

Need few more Animal Acts, Rodeo, Bull Fighting, Clowns and general Rodeo Help

General Delivery, Jackson, Tenn., June 2-3-4-5

Eastern Headquarters: 605 Davenport Road, Knoxville, Tenn.

VICTORY EXPOSITION SHOWS

WANT WANT WANT

Shows—Side Show, Animal Show, Mechanical Show, Monkey Show or any worth-while attraction. RIDES—Will book Pony Ride. CONCESSIONS—Penny Arcade, Diggers, Photo, Teepee, Custard, Jewelry. A few Hunky Punks open. HELP—Foreman for Tilt-a-Whirl, Help on Wheel and Scooter. Address:

ALVIN VANDIKE, Mgr., Greeley, Colo., this week.

ROGERS GREATER SHOWS

WANT Ride Help and Truck Drivers of all kinds.

WANT Grind Shows of all description.

Bull Martin wants to hear from Stony McStafford, Mary, Pauline, Alva and Nell, come on.

Bill Lambert wants Percentage Dealers on Color Game. Address

H. V. ROGERS

Frankfort, Ind., May 30-June 4; Elwood, Ind., June 6-11.

WANT COOKHOUSE WAITERS

For Tables and Counter. Must be fast and sober. Wire Floyd Mellen or come on at once. WANTED—experienced GRINDERS for Fun House and Glass House; Man and Wife preferred. Both shows are mounted on trailer panel front. Semi drivers given preference. Postcard to Munkes. VALCEIN CLARK WANTS Agents for Pitch-Till-U-Win and String Game

E. L. YOUNG, ROYAL CROWN SHOWS

ZANESVILLE, OHIO, THIS WEEK

JAMES E. STRATES SHOWS

Want for Bunker Hill Week, Boston, Mass., Six Big Days, June 13th to 17th. Free Cats.

Legitimate Concessions that work strictly for stock. Can also place Lunch Stands, Novelty Hats, Ice Cream, Jewelry and Novelties. No exclusive on legitimate Concessions. Can't get a fair deal great Shows for this spot.

Norwich, Conn., this week; New Britain, Conn., June 6th to 11th.

SRADER SHOWS

WANT

SHOWS—WE DO NOT CARRY ATHLETIC SHOW. Want Mechanical, Wild Life, Snake, Fun House, Animal Show or any other clean Show with own outfit. CONCESSIONS—WANT COOK HOUSE, J. P. Taylor, wire if not placed. Legitimate Concessions that work for stock except Country Store, Add-Up-Darts, Long Range Gallery and Cigarette Gallery.

M. A. SRADER SHOWS, North Platte, Neb., May 29 to June 4.

First show in with a railroad pay day, all other dates to follow are payroll towns & celebrations.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Ctarr De Belle

Footlight, Ma.
May 28, 1949.

Dear Editor:

The guy who cracked, "The world is a stage and everyone's an actor," must have had some carnival experience—and we'll prove the point. Our actors don't act a part, they act the part. We never judge a male actor's ability by what he can do on a stage. We do so by the way he can swing a 14-pound sledge. When an actor reaches the top rung on this show, he's hanging the neon on the light tower ladder.

Hollywood works on the same idea as the midway does. Acting doesn't count. All a gal has to do to become a starlet is to win a beauty contest. We don't hold 'em down to that. She may be bow-legged and buck-toothed, but under the blue lights, art is art. Furthermore, they don't have to look like the gals pictured on the banners. There just aren't such good looking gals. Our revue producer knows the score. He teaches our gals the principals of acting with, "Never walk onto the stage with a mouthful of snuff." Our ads that read, "Girls wanted for top revue. Experience unnecessary," prove that the object is more matrimony than musical.

Almost everybody has hidden talents. Like a good route, it's discovered suddenly. Last year a canvasman drove a three-foot wooden stake into the ground in two minutes. The boss made him the world's champion stake driver and equipped his act with a silver sledge and stake, but he

blew with the props. Any youngster on this show can become a wrestler or an acrobat if he owns a clean pair of shorts.

Early this spring, Cynthia Beardstraw gave up her career as an apple-knocker in Arkansas to go on the stage. She joined in Outcurve, Mo., on a Saturday night. In the berth car on Sunday she yodeled a whooping cough ballad of her native hills. She was accompanied by our geek playing a musical jug. They formed the Sweatband Duo and became a hit of the show.

Once the boss ran an ad in a farm journal for actors and help. Sheetwriters hustling the rag promised subscribers a stage career. That was a cheaper premium than giving a map. We had so many spit, whistle and whittle actors that we had to build a No. 2 show. Before the unit could be built the pumpkin balers got homesick and blew back to their farms.

In midway shows acting and talent do not mix. Anybody can present an attraction if they know the score. Human pincushions, fire eaters and glass dancers are made over night. Dancers and models are always on the limb. Any train crew can double in a colored revue. When you build up a name in this biz it's good only on lots. They swap factory whistles for turntable music to be under the lights. If you can shuffle the right foot once and tap the left foot twice you're set for life. Midway acting is a 50-50 proposition every year—six months an actor and six to get a job to buy a new front. What the hell, Sachs, what the hell. I can't find my book on magic and feel the yen coming on. Rave on, McBeth, rave on.

Man Mount'n Dean Turns Press Agent For Fleming Shows

CUMMING, Ga., May 28.—Man Mountain Dean, former wrestler, has joined the Mad Cody Fleming Shows here this week as press agent.

J. C. McLean, former show agent and until recently the owner of a trailer sales business at Bradenton, Fla., also is a recent addition to the staff, taking over the contracting duties formerly handled by owner Fleming. Altho with it a comparatively short time, McLean has signed up a number of dates.

Business for the show thus far has been off from last year. Waycross, Ga., hard hit by factory shutdowns, was 54 per cent under '48, while Brunswick, Ga., was down 20 per cent. Marietta, Ga., was almost up to last year.

Ride business has slumped, and prices for rides were shaved to as low as 7 cents on some in an effort to lure customers. Captain Howies' big snakes have been clicking. Org carries one other show, a Funhouse, 10 rides and 31 concessions.

Staff includes Paisley Davis, special agent; Jack McCarty, foreman; Dutch Schilling, lot superintendent; Grace Fleming, secretary, and Ginger Schilling, *The Billboard* agent and mail.

Ward Pickings Slim On Trek Thru Miss.

BILOXI, Miss., May 28.—Located outside city limits because of a ban on carnivals by Mayor G. B. Cousins, the John R. Ward Shows registered poor business here for the May 16-21 stand despite good publicity from press and radio. The Ward battery of searchlights drew few patrons at night, and those who did come seemed to be affected by a dollar shortage, officials said.

The previous stand at Gulfport,

San Diego Gives Ken Baker Unit Estimated 6,500

(Continued from page 52)

by Reckless Dick Getty; a head-on collision by Wild Mack McComb and Getty; a bus jump by Dave Arnold, who alternates in this stunt with Leo Schultz, and precision driving by Dave Arnold, Earl McComb, Frenchy Hindman and Dick Getty.

Publicity Stunt Clicks

Track finally dried sufficiently so Lucky Green could do his motorcycle jump. Between stunts Mary Lou Hudson held attention with a high act. Board wall and barrel crashes were by Don Seward. Show carries three clowns, Bernie Griggs, Don (Little Bozo) Tizzo and Kermit Floyd. Other personnel includes Jerry Broderson, ramp superintendent; Jack Hutchens, advance man, and Opal Broderson, program concessionaire.

As a publicity stunt for the show's appearance at the San Fernando Valley Fiesta, San Fernando (21-22), Baker had gallows built for Dave Arnold on the town's main street. Arnold hung by his neck for three minutes when stairs were pulled from under his feet. Gag created enough interest to get coverage from L. A. dailies.

San Fernando Disappoints

The San Fernando date, however, was a disappointment due to reported lack of co-ordination between fiesta officials who neglected to have the grounds adequately policed with result that as many went over the fence as came thru the turnstiles.

As a result of heavy bookings, Baker is readying a second unit. Dates signed last week include Contra Costa Stadium, Walnut Creek, June 10; Palm Beach Speedway, Watsonville; Wyoming State Fair, Douglas, September 2-3, and Arkansas Valley Fair, Rocky Ford, Colo., August 30-September 1.

Chi R.R. Fair Adds Features

(Continued from page 52)

attraction is 30 cents, Morris says. It will carry a Western motif.

M. & R. Enterprises also will have the shooting gallery, with Bloom Photographers operating a picture gallery in connection with an old-time saloon, to be operated by Consolidated Concessions, Inc. Soft drinks only will be sold.

80 Units in Arcade

Penny Arcade, to be operated in the same section by A. R. Tigerman, will include 80 machines, with penny and nickel chutes.

Other Gold Gulch features include an Opry House, operated by Edward Ratticker in association with J. C. Morrison, presenting old-time melodramas at 50 cents; a gold field, free attraction offered by the fair; a nickelodeon, to be operated by the fair at 10 cents per person; a pony ride, operated by Sam Heuberger; a bank constructed as a free attraction by a Chicago bank, and a courthouse built by the Burlington Railroad, which will include an old-time newspaper print shop. Newspapers, with visitors' names printed in headlines, and "wanted" posters, similarly treated, will be sold.

All concessions will be operated by Chicagoans.

Miss., opening stand for the show, was likewise poor and the organization did not make expenses, altho weather was good.

George Harr, last year with the Imperial Shows, is Ward general manager. The Ward line-up has seven rides and six shows. Joe Carr is legal adjuster.

JOE DECKER COOKHOUSE WANTS

Sober, reliable, experienced Cook House Help, Counterman, Short Order Cook, Couple for French Fries, Grab Outfit.

JOE DECKER

Care Marks Shows
This week at Oil City, Pa.

LOOK—ACT QUICK FOR RENT

Myrtle Beach, S. C.

Building 100 ft. by 22 ft.

Opposite New Pavilion

Suitable for Arcade or Games and Bingo.

Notify

LOUIS ACHILLES

Myrtle Beach, S. C.

WANTED

Class Pitch, Huckly Buck, Balloon Part, Buckets, Cigarette Gallery and Ball Game Agents. Can place Bingo Caller for relief work. Also Countermen.

ALSO CAN PLACE GIRL SHOWS AND PENNY ARCADE

Play top-notch Fairs.

All wires to

FRANCIS McGUIRE

390 Arcade Bldg. St. Louis 7, Mo.

F. T. Eaves & Henry Wilson WANT

Roll Down and Razzle Agents, also Outside Help for downtown Bristol, Sammy Scatton, contact or come in. All replies to

EAVES OR WILSON

Care J. J. Denton Shows Bristol, Virginia

PURVIS SHOWS WANT

For Firemen's Spring Festival, Stony Creek, Va., and balance of season: Small Cook House or Grab, Pop Corn, Candy Apples, Palmistry, Photo and Stock Concessions that work for 10c. Have our own 3 Rides playing the money spots of Virginia. Ephram Johnson, Miller Johnson, Edith Rles, Hatchie Hileman, get in touch. All wires CCH Purvis as per route. Courtland, Va., May 30-June 4; Stony Creek, Va., June 6-11.

Graceland Greater Shows WANT RIDE HELP

Can place several capable Foremen. Help on all Rides. Address:

HARRY ALKON, Mgr.

Lincoln, Ill., this week; then per route.

OHIO VALLEY SHOWS

Want Basket Ball, Ball Game, Stock Concessions, Want Inside and Outside Lecturer for Athletic Show, Want Side Show or Grind Show with own equipment. Wire

ROXIE HARRIS

Garrett, Indiana

WANTED AT ONCE

Percentage Dealers for Beat the Dealer and Color Game. Address:

LARKIE SAVAGE

c/o ROGERS GREATER SHOWS Frankfort, Ind., May 30-June 4

GOLDEN GATE SHOWS

Magnolia, Ky., May 30 till June 4. Want Diggers, Pan Game, Bingo, Mitt Camp, Pop Corn, Sno Cone, Candy Apples, Cotton Candy, Penny Pitch, Fish Pond, Bumper, Cig Gallery, any Stock Concession, Ball Games. Office wants Agents, Kid Rides. FRANK OWENS, Mgr.

State Fair Shows on Parade

Can use a few Hanky Panks, Glass Pitch, Penny Pitch, American Palmistry, Cigarette Gallery, Lead Gallery. Will book Shows of merit. Hooker, Oklahoma, May 30th through June 4th; then Guyton, June 6th to 11th. Address correspondence:

ROY EDSALL, Manager

R. W. ROCCO BOONE VALLEY SHOWS WANTS AGENTS

One for Razzle Dazzle and Roll Down. All Street Celebrations and Fairs until Sept. 17. No Still Dates. Routes—All Iowa—Chariton, May 30-31; Independence, June 2-3-4; Clemons, June 6-7-8; Nora Springs, June 10-11; Belmond, June 14-15, and many more to follow. Only Grind Stores on Midway. (Carl Herrick, lost your address, get in touch with me. P.S.: Positively no drunks.

WANT GRIND STORE AGENTS

Only one outfit of a kind on show. Want Razzle, Roll Down, Pin Store, Bucket and Swinger Agents. No Junkies or drunks. Place capable Hanky Pank Agents. Fairs start June 20th. Blackie McPeak, Scotty "Red" Reynolds, Kelly, Pin Store Bob and others, come on or wire.

NIG O'CONNELL

Care Bee's Old Reliable Shows, Campbellsville, Ky., this week; Richmond next.

WANTED

A-1 Truck Mechanic with tools to take care of 20 trucks. Pay you what you are worth. Lee Spain, get in touch with me. Join on wire.

PEPPERS ALL STATE SHOWS

Hinton, West Va.

WANTED

Girl Show Manager with not less than 3 girls. Will furnish complete outfit without wardrobe. Join on wire.

PEPPERS ALL STATE SHOWS

Hinton, W. Va.

WANT CONCESSIONS

Photo, Basket Ball, Hanky Panks of all kinds that don't conflict with what we have. Show that is booked solid and moves.

GUST KARRAS GREATER SHOWS

Bethany Mo., this week; Hiawatha, Kan., next week.

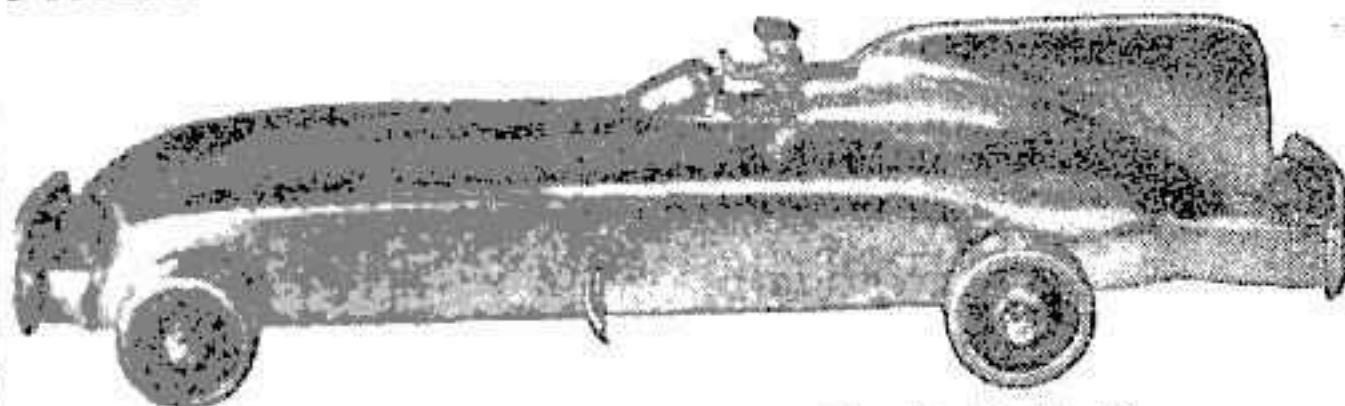
WANTED

Bingo Caller for Park. Cash and Merchandise Games; living quarters furnished. Must have reference. All replies by mail.

BOB BUFFINGTON

MIGHTY PAGE SHOWS Neon, Ky., this week; then per route.

GET MORE FLASH — MORE ACTION with EVANS' STREAMLINED THUNDERBOLT BUMP RACER



The Finest! None Better Has Ever Been Offered to the Trade!

Precision built, quality made for a lifetime of service. Brightly nickel-plated for outstanding finish and top attraction value! Ball-bearing wheels. No overhead wires. Indestructible. Weight, 18 lbs. Complete with bumper post. Send for details.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

WANTED

For Lowell, Mass., 4th of July Celebration

JUNE 30 TO JULY 5 INCLUSIVE

Can place two Straight Wheel Agents. Want Semi Truck Driver, must also assist with Concessions. Have some space left for legitimate Concessions such as Hanky Panks, etc. POSITIVELY NO GRIFF. Bob Parker, contact me. Following Agents contracted, please check with me by mail: Al Schulz, Jimmy Fitz, Teddy Blake and others. All Help must be in Lowell June 27th, set up June 28th. Everybody address by air mail:

CARL H. BARLOW

Stevens Hotel, Miami Beach, Fla., until June 10th; after that 2128 36th Place, S. E., Washington, D. C., until June 20th.

OLD HOME WEEK, INC.

East Liverpool

AUGUST 8 TO 13, 1949

America's Pottery City — Downtown

Want Rides, Shows and Concessions

Twenty Civic and Fraternal Organizations have pledged co-operation and full support. This will become an annual event. Drawing power of 250,000 people—Every Day a Pay Day. Three Parades—Street Dance—Queen Coronation. Be first to get in on this annual event. Ferris Wheel, Jenny, Tilt, Roll-o-Plane, Moon Rocket, Looper, Spitfire or any new Ride. Will give deal to Ride Owner who can juice and pot this event. High Class Revue, Mechanical City, Monkey Show, Fun House, Glass House, Motor Drome that will click. Shows must have good framed fronts, no bags. Grab sold, legitimate Concessions, Ball Games, Penny Pitch, Coke Bottle, Hanky Panks, Shooting Gallery, Short-Long, Percentage, Pea Pool, High Striker, Penny Arcade, Bingo, Jewelry, Mug, Soda Cone, Pop Corn, Floss, Apples, Peanuts, Custard, French Fries, Novelties. All Rides, Shows, Concessions must be tops with flash. Sorry, no flaties, cooch or gyps on this one. Write, wire or phone

C. E. WARD

535 HIGH AVE., N. W.

Phone 53548

CANTON 3, OHIO

Member Ohio United Showmen's Association

C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
WANT FOR 18 FAIRS AND CELEBRATIONS—18

Can place now and balance of season. Concessions of all kinds, Hanky Panks or any Stock Concessions. SHOWS with own outfits and transportation. Have special proposition for Side Show. Also place Funhouse, Motordrome, Snake, Unborn, Iron Lung, Mechanical or any good Grind or Bally Shows. HELP: Can place first class Foreman for #5 Wheel, also Foreman and Second Man for new Tilt-a-Whirl; must know your business and have chauffeur's license. Drunks don't last here.

All Address C. C. GROSCURTH, Blue Grass Shows
MARTINSVILLE, INDIANA

WANT

BOSS CANVASMAN

and Man to handle Front of Cotton Club Revue. All panel 100 foot front. Must be experienced and can un and down some in fast time, as well as take good care of same. No drunks tolerated. Both Men to also sell tickets on same. Top salaries and bonus. Reply (or come on) to

E. L. YOUNG, MGR., ROYAL CROWN SHOWS

Zanesville, Ohio, this week; Canton next week.

MATTHEW J. RILEY ENTERPRISES

WANT

Custard and Concessions for June 13-18, Veterans' Celebration, Philadelphia; June 20-25, Firemen's Fair, 19th and Cheltenham Ave., City Line; July 6-16, Big Celebration Chalf Field, Philadelphia; July 18-23, Wyndmoor, Pa., Fair, with others to follow.

MRS. MATTHEW J. RILEY

CLINTON HOTEL, PHILADELPHIA, PA.

E. J. Casey Parlayed Pension, Job Loss Into Canadian Show

(Continued from page 53)

he suffered a breakdown and was hospitalized a year in Manitoba Sanitarium, Minnett, Man.

Regaining his health, Casey sought outdoor work. He started as a Winnipeg bus driver. Summer spelled slack time and layoffs and it was during one of these periods that he received his first taste of show business as a concessionaire in Winnipeg's long-since abandoned River Park. Subsequently, he became owner and operator of six concessions. Come winter each year, tho, he returned to his bus job.

In '33, out of a job, due to the depression, Casey's army pension came thru. He paid off the mortgage on his home and bought the Merry-Go-Round. At first he worked it and some concessions in and around Winnipeg.

Plows Back Profits

He prospered modestly and put his winnings into more equipment. Slowly, solidly, he built. He added more rides, spread out his playing area, and by '47 operated three units, routed over 15,000 miles, a rugged trek, in Northern Canada.

Practically all the spots were virgin territory to carnivals. In '47 he played more than 120 stands, a large number of them split. This year he will operate two units, scheduled for more than 80 engagements.

World War II Helped

World War II also gave Casey a big break. It paved the way for him to supply midway attractions over the Western Canadian B Fair Circuit. A government ruling precluded any full-scale railroad show from supplying the circuit. Casey obtained permission to move equipment provided he could get it into three box cars attached to a regular train.

He squeezed three rides, three shows and some concessions into the cars in '43 to play the circuit and reaped a substantial profit. The following year he crammed in four rides and three shows and registered another big profit. Playing the Western Canadian Class C Circuit the same years with a Ferris Wheel and a Merry-Go-Round, his net was huge in view of the small overhead.

Keeps Key People

At the war's end, the Western Canadian B Circuit midway contract went to a railroad show, but Casey then had resources to expand. He added rides and rolling stock and built a modern winter quarters in Winnipeg.

Not a little of Casey's success is attributed by him to his key men, Art Curtis, Jack Baillie, his son-in-law, and Bob Kerslake. The three have been with him 12 to 15 years.

Casey has three daughters and a son. They are Mrs. Baillie, David, now in the Royal Canadian Navy, and Cecilia and Helen. Another son, Ted, was shot down in '42 while flying with the Canadian Air Forces in a bombing mission over Germany. He affectionately refers to Cecilia and Helen as the B babies of the family because they were born during the years Casey played the Western Canadian B Circuit.

Modesty Marks Casey

Casey is known for his modesty. Until '38, he called his shows the E. J. Shows, the initials of his first two names, Edgar James. Then, prompted by queries of what the "E. J." represented, he tacked his last name to the title.

Apart from his success in the carnival field, Casey is known for his courage. He was awarded the British Military Medal for bravery in action, and, as a result, is entitled to attach "M.M." to his name.

He has been the victim of four hold-ups, but in each case he battled it out with his assailants. Once he shot a hold-up man with the latter's

own gun. On another occasion he subdued two would-be robbers, but not before they clubbed him and broke his wrist. Still another time he disarmed a knife-waving assailant.

During the war years he plunged into various fund-raising drives by Canadian agencies and assisted in raising some \$400,000.

Casey is a charter member of the International War Veterans Alliance, and a member of Showmen's League of America, Knights of Columbus, Canadian Amusement Association, Elks and American Legion.

MOTORDROME MONKEY SHOW

Wanted for GREELEY SPUD RODEO (WEST'S TOP 4TH)

CHEYENNE FRONTIER DAYS (DADDY OF 'EM ALL)

COLORADO STATE FAIR (COLORADO'S BIGGIE)

SKI-HI STAMPEDE (NO PUNKINS HERE)

Plus seven other outstanding fairs and celebrations!

WRITE OR WIRE TODAY!

FORSYTHE & DOWIS RIDES, INC.
801 North Sixth Street
Sterling, Colorado

RANEY SHOWS

MINNESOTA'S FINEST MIDWAY

23 — FAIRS — 23

SHOWS—WANTED—SHOWS

Wild Life, Mechanical, Hillbilly, Fun House, Motordrome. Will look Penny Arcade.

NOTICE

AGENTS—WANTED—AGENTS

Jack Sheean wants Agents for Count Store, Clothes Pin, Swinger, Buckets. Can place Lady Agent on Bear Hoop-La.

Gilbert, Minn., Centennial Celebration, June 1-7; Hibbing, Minn., June 9-15.

CARNIVAL WANTED!

Annual Legion Sponsored, four or five days middle of July. Contact

JARVIS L. BROWN

426 12th St.

Rochelle, Ill.

WANTED AT ONCE

For Hall of Science, World of Mirth Shows, Front Man Lecturer for Unborn Show.

DOC R. GARFIELD

c/o World of Mirth Shows, Plainfield, N. J.

Frozen Custard Trailer FOR SALE

Used less than three weeks, 15 ft. over all, glassed in, has solid shutters, to go over the glass so the trailer can be securely closed at night and while traveling. Equipment consists of freezer that will handle either custard or ice cream. Large electric storage cabinet included. This outfit cost over \$3200.00; our price now only \$1750.00. KING AMUSEMENT CO., 82 Orchard St., Mt. Clemens, Mich.

WANTED

Merry-Go-Round and Ferris Wheel for the

SCIO STREET FAIR

Held on August 25-26-27. Sponsored by the AMERICAN LEGION, and the SCIO FIRE DEPT., Scio, Ohio

FOR SALE

Candy Apple and Floss Trailer, Double Head Machine, Aluminum body, size 6 1/2 by 8 feet, used one season. Can have X on Show with long season and 9 Fairs. Price, \$500.00.

WM. MASTRALIA

c/o C. A. Stephens Shows, Bailaville, W. Va. week May 30; then per route.

New Del Monte Gardens Debut Attracts 2,000

MONTEREY, Calif., May 28.—Heralded by a half-page ad in *The Monterey Peninsula Herald*, more than 2,000 people attended the May 29 debut of the new Del Monte Gardens here, formerly Del Monte Roller-drome, the combination roller rink, dance hall and sports arena operated by Bay Cities Recreation Company and managed by Paul J. Gilbert. The firm, which operates a chain of bowling alleys in Northern California, has placed W. S. Van Winkle at the arena as general manager.

With seating facilities for 1,500 people around the 75 by 197-foot skating floor, the management is leaning toward the spectator aspect of roller skating. The old Del Monte hockey team is being reorganized and it is planned to offer a regular schedule of games. The building also is to be used for boxing and wrestling matches and traveling attractions.

The new rink is modern in every respect, said Gilbert. Among new features are a sprinkling system throughout the building, a soundproof 25 by 89-foot rumpus room with soda fountain, coin machines and a juke box, clubrooms and three dressing rooms equipped with showers, three sets of spotlights, equipment salesroom and an electric organ booth that is reached from the balcony over a catwalk. Interior of the rink is done in pastel shades. A parking lot accommodating 250 cars has two entrances, each from a different highway.

A number of California rink operators attended the opening, including Mr. and Mrs. Don Bromley, Salinas; Manuel Lopez, Pacific Grove; Anthony Callahan, Watsonville; Mrs. Zela Thayers, Sonoma; Larry Conlee, Irvington; Mr. and Mrs. Vi Swanson, Oakland; Mr. and Mrs. Peace, Oakland, and George Girnus, Merced.

City and civic officials took part in dedication ceremonies, broadcast over Station KDON, Monterey, which preceded a 14-act skating show produced by Gilbert. The show featured some of Del Monte's skaters who will compete in the California championship of the United States Amateur Roller Skating Association, scheduled for May 28 and 29 at the new rink.

La Mar Williams is the rink professional and Paul Bracy is organist.

School Desirable But Impracticable, Says Fred Martin

DETROIT, May 28.—Plans under discussion at a recent (Pennsylvania) meeting of Roller Skating Rink Operators' Association (RSROA) leaders for a national school for rink operators were termed desirable but impracticable this week by Fred A. Martin, secretary-treasurer of the RSROA.

"Such a school would be one of the grandest things that ever happened in roller skating," Martin said, "but I do not believe that it is feasible, because you cannot tell rink men what to do with their money. I know rink men from personal contact, from all over the nation, and do not see how it can be accomplished."

Martin said that he had given much thought to such a project for several years but could not see any practical way to bring it about.

"Skate Box Revue" At Great Leopard In Click Showings

CHESTER, Pa., May 28.—Dance and figure skating clubs of Jack W. Coopersmith's Great Leopard Roller Rink here recently staged a two-night showing of *Skate Box Revue of 1949*, an amateur presentation that was an artistic and box-office success. Proceeds went to the clubs for the advancement of the roller sport. Emma Ellis, Great Leopard pro, directed the show which had musical scores prepared by Bud Butterfield, rink organist.

Officially opened by Chester's Mayor Ralph M. Swartz, the three-part show of 25 acts was emceed by Tom Harvey. An attractive, slick-paper program, carried pictures of skaters in the cast.

An overture by Butterfield opened the show. Succeeding numbers included *Winter Wonderland*, Linda Langford, Albert Renshaw, Karen Grady, Doree Prutzman and James Shaw; *Military Capers*, the Rollerettes and Doris Prutzman; *Two of a Kind*, Doris Eggert and Ted Rensky; *Premiere Dansuese*, J. Shaw; *Society Blues*, Junior Rollerettes and Junior Roller-cadets; *Stormy Weather*, Tom Brinker; *Two Hepcats From the South*, Genevieve Morris and Barbara Blake; *Country Polka*, Senior Rollerettes and Senior Roller-cadets; *Peach of a Pair*, Patricia McAnall; *April Showers*, Juvenile and Junior Rollerettes and Eileen Folger, Vinnie Godshall, Robert Smith, Mary Monoco and Shirley Smith; *Dancing School*, Kenneth Geer, "Harry-ette" Geer, Marie Woyton and Rollerettes; *Indian Fantasy*, Shirley McAllister and Senior Rollerettes; *Texas Cowboy*, Chick Gillespie; *Manhattan Holiday*, Dorothy Jackson, Harry Geer, Albert Birl, Doris Prutzman, Marylyn Caswell, Robert Smith, Daniel Glavis and Beatrice Shirey; *Lovely Hula Hands*, Thelma McCoy; *Begin the Beguine*, Patricia Schnell; *In a Persian Market*, Senior Rollerettes, Tiny Johnson, M. Yenko, W. Wasyluk, R. Leoni, K. Geer and Shirley McAllister; *Gypsy Czardas*, Emma Ellis; *Scotch Lassie*, Alva Steckel; *Trip to South America*, Constance Dunlap, L. Grecco, A. Birl, Tom Brinker, Allen Buckalew, Buddy Fisher and Howard McElroy; *Rhapsody in Blue*, Shirley Franks; *Swing Waltz*, Senior Rollerettes and Roller-cadets, and the finale.

Syd Conn, who sold his roller rink interests in Connecticut several years ago, continues to maintain interest in amusements by participating in amateur theatricals. He recently danced in a show, *Yenta's Follies*, presented by the Mr. and Mrs. Club of Emanuel Synagogue, Hartford, Conn. Conn is now in the real estate business.

Video "Roller Follies" Wins Plaudits of Fans, Press in Showing at Eastern Parkway

Brown Promises Star National Pro, Amateur Acts

NEW YORK, May 28.—Metropolitan video fans, according to general comment and letters to WPIX and the skating press, were virtually 100 per cent favorably impressed with *Roller Follies*, the amateur extravaganza telecast Sunday night (22), from Eastern Parkway Rink, Brooklyn. What is more, channel officials who viewed the show with the cold eyes of non-skaters gave it their nods of approval, too.

The production, which ran a full hour from 10 p.m. to 11, was the second from Eastern Parkway and the first under a contract recently signed for a full series of roller shows by Victor J. Brown, representing the Roller Skating Rink Operators' Association; Emil Lence of the rink, and WPIX people. It was the first revue, however, since Lence installed a \$7,500 lighting system especially for television purposes.

Roller Follies was entirely a production of the Queens Club of Elm-

hurst, L. I.—Queens professionals Clifford and Mildred Wilkins directed; Queens operator Nat Steinberg was emcee; Queens organist Nick Monty supplied the musical background, and the amateur cast was comprised altogether of stars and champions who belong to the Queens Club. Headliner was Patricia Carroll, World Congress ladies' title. Show consisted of 13 numbers and utilized large costumed choruses in three productions which featured navy, Dutch and Central Park themes.

Production from the WPIX end was supervised by Ray Barrett, sports and special events director, with camera direction by Jack Murphy and over-all direction by Jack Lawrence. Guest commentators were skate scribe Bill Love and Vic Brown, who was introduced as "a founder of the RSROA."

Brown told the TV audience that when in the series of roller shows is resumed in the fall, steller amateur and professional acts will be brought to Eastern Parkway from all over the United States.

Hartf'd Show Raises Funds for Contests

HARTFORD, Conn., May 28.—Richland Figure Skating Club Tuesday and Wednesday (24 and 25) presented its ninth annual production of *Roller Follies* in Hartford Skating Palace, the revue combining the talents of 75 amateur skaters.

Many of the participating skaters hold State and regional titles, with their ages ranging from 5 to 20 years. Edward McLaughlin, rink pro, staged the show.

Proceeds from both performances were donated to the club competition fund for the advancement of amateur skating and to defray expenses of local champions who will compete in regional and national championships in the near future.

Martin Preps for Nationals

DETROIT, May 28.—Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, flew to Washington this week-end to make final arrangements for the national championships and association convention, to be held there July 11-16. From there he flies to Worcester, Mass., to catch the Northeastern regional meet at Webster Square Arena, May 30-June 1, then to Milwaukee for the Great Lakes regional at Pallomar Roller Rink, May 30-June 2.

Canton RSROA Show Has Capacity Gate

CANTON, O., May 28.—A standing-room-only crowd turned out May 20 to view *Skaters on Parade of 1949* at Mr. and Mrs. William Scholle's Skateland on Stark County Fairgrounds here for the benefit of the Roller Skating Rink Operators' Association, reports William Flinn. To be an annual event, the show was the first RSROA-sanctioned presentation ever offered in Canton.

Directed by Larry Swartz, Skateland professional, the 100 skaters who took part in the show, in rehearsal for the past eight weeks, offered 13 numbers in free style, comedy and precision skating. Costumes were prepared by the amateurs and their parents.

Featured were Jimmy Goss, 20 months old, and Karen Matecki, 19 years old. Owner Scholle served as emcee and Mell Miller, Skateland organist, supplied the music. A visitor was Jack Dalton, co-owner of Cleveland Rollercade.

Canton skaters eligible for entry in the Great Lakes regional contests of the RSROA in Milwaukee, May 30-June 2, include Glenn Dryden and Bob White. In the Ohio championships, April 19-21, Dryden finished second in juvenile Boys Class A speed skating and White placed second in juvenile boys Class B.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

FOR SALE

50x110 Tent, portable, used 7 months; 125 pr. Chicago Clamp Skates, 75 pr. rental Shoe Skates, R.C.A. Amplifier, Record Changer, 6x12 ft. Trailer Skate Room, Sectional Hard Northern Mich. Maple Floor, Anchor Top. A really fine rink now operating at West Frankfort, Ill.

\$6,500.00 Cash

No terms. No propositions. We are selling to liquidate a corporation.

CARROLL GREEN
Dimmick Hotel West Frankfort, Ill.

ROLLER RINK

Steel building, maple floor, 10,000 ft. floor, complete equipment, new.

R. R. JONES
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RSROA Coast Regional Has Heavy Patronage, Entries

DETROIT, May 28.—Pacific Coast regional championships of the Roller Skating Rink Operators' Association drew a representative turnout of rink operators to the Rollerdrome at Culver City, Calif., highlighted by an informal operators' dinner Tuesday evening (17). Hosts for the championships were Mr. and Mrs. A. E. Baker and H. Goldman, operators of the Rollerdrome, with Louis and Harriet Carlson, professionals.

"The events brought forward the largest attendance of patronage and contestants in the history of Pacific Coast skating," said Fred A. Martin, secretary-treasurer of the RSROA, who flew to the competitions. "With skaters from British Columbia, Washington, Oregon, Idaho, Arizona and California, the caliber of skating proved high."

Martin complimented the competition management upon excellent timing, keyed by a three-hour telecast over Station KAVH, and specifically named Frank Allbright, rink technician, for a well-planned seating and lighting arrangement, and organist Carl Osterloh for a musical

program that "made it almost impossible for any skater to get out of line." Osterloh handled the dual keyboards of a Wurlitzer and a Hammond organ at the same time.

Among operators and skating leaders attending were: Mr. and Mrs. Charles W. Young, Richmond; Mr. and Mrs. L. LaSalle, Lawndale; Mr. and Mrs. Charles V. Harlow, Long Beach; Kess Hudgens, Marysville; Mr. and Mrs. Manuel M. Lopez, Pacific Grove; Ralph M. Scott, Oakland; Mr. and Mrs. Don H. Bromley, Salinas; M. M. Shattuck, San Francisco; Paul T. Agsten, San Diego; Mr. and Mrs. Edward W. Stollery, San Mateo; Eric W. Kunzel, Santa Ana; E. V. Henderson, Phoenix, Ariz.; Robert H. Mills, New Westminster, B. C.; Fred J. Bergin and Arthur Russell, Fresno; Frank Holtzclaw, Boise, Idaho; Mervin L. Tiegs, Nampa, Idaho; James M. Holland, Pocatello, Idaho; Mr. and Mrs. William T. Brown, Danny McNiece and Pat Patton, Portland, Ore.; Mr. and Mrs. Robert Bollinger, Portland; Ellis C. Everill, Salt Lake City; William C. Eddie, Burlington, Wash.; Silvio Brolio, Everett, Wash.; Ted C. and Lillian Bruland, Ferndale, Wash.; Joe Nazzaro, Seattle; Mr. and Mrs. Roger W. Adams, Tacoma, Wash.; Rolly Matson, Oakland, and Chris Jeffries and Mrs. Hazel Latourette, Portland, Ore.

Park Circle Rings Down Curtain With Show, Gate of 700

BROOKLYN, May 30.—Approximately 700 fans witnessed Park Circle Rink's annual pre-closing Junior Club Revue, Saturday afternoon, May 21. Coached by Margaret (Ma) Cioni, it featured fully-costumed military, ballet and other group numbers as well as routines by kiddy stars like Bonnie Davis, Betty Klein, Ken Schaeffer and Gary Schulman. Also on the program were these acts by senior club members: Pairs, Arno Saffier and Ingrid Teigland, and Peter Gullo and Grace D'Andrea; fours, Bob Cawley, Paul Bauman, Gloria McCarthy and Merry Ann McSweeney.

Prior to its end-of-the-season closing Sunday (29), Park Circle presented a four-night celebration, Thursday thru Sunday, with nightly special events and exhibitions by champions.

Tulsa Arena Wins Nod From Visitors

DETROIT, May 28.—Arena Roller Rink, the new \$300,000 spot opened April 15 by John C. Mullins and Leslie O. Mitchell in Tulsa, Okla. (*The Billboard*, May 7), is called one of the finest rinks in its area by those who have visited the enterprise.

In addition to its 90 by 190-foot floor, the Arena has an auxiliary 30 by 40-foot rink for beginners. About 400 theater-type chairs have been installed for spectators, with additional space for a large number of chairs. The check room is equipped to handle 1,000 customers, while the skateroom stock includes 600 clamp and 500 shoe-type skates. A 35-foot refreshment counter and special supply sales room are part of the operation.

Regular skating classes are being conducted at the Arena, which is affiliated with the Roller Skating Rink Operators' Association. Frank Rhees is Hammond organist.

Roller Rumbblings

Bill Henning, well known in roller skating in and around Chicago, is in Hines (Ill.) Hospital for a throat operation. He would like to receive letters from friends.

Forest Steelman is erecting a new roller rink at Charles City, Ia., at a cost of over \$25,000. The building will be of concrete blocks.

Mrs. Anna C. Brill, organist at Edgewater Park Roller Rink, Detroit, is author of a new book, *Easy Organ Methods*. Publisher is Willis Music Company, Cincinnati.

Ocala Skaters Make Strides for Champa

OCALA, Fla., May 28.—Local skaters are making rapid strides under the professional direction of Armond Champa at William Lane's Ocala Skating Arena, reports Mrs. Grace Lane, who predicts that before long the kids will be competing in State and national meets.

Champa has completed five skating classes at Ocala, and plans to resume the program in September. Recently he took five of his skaters to the Southern regional of the Roller Skating Rink Operators' Association and plans to take six of them to the nationals for a look at the competitors.

At the recent final children's class the rink threw a party for the kids, featuring games and refreshments. Another party was staged for the senior skating class from 7:30 to 10 p.m., a highlight being a flirtation waltz demonstration by Juanita Gasikin and Champa. From 10 to midnight the rink offered square dancing.

Mrs. Lane notes that the rink has been visited by skaters from Gainesville, Daytona, Jacksonville and Tampa, Fla., in recent months.

AOW May Party Postcard Tests Prove Power of Good Mail List

ELIZABETH, N. J., May 28.—William Schmitz, general manager of the America on Wheels chain of rinks, recently proved the effectiveness of direct mail advertising lists for rinks in connection with the second annual May festivals held at each of the AOW arenas.

Instead of the usual procedure of sending postal cards to everyone on the mailing list of each rink, telling about the forthcoming festival, AOW refrained from sending cards from two of its rinks.

Attendance results illustrated the value of a good mailing list. In the cases of arenas from which cards were sent, attendance figures were

substantially higher than the draw by the rinks which sent no cards.

In the AOW Southern division, which includes National Arena, Washington, and Alexandria (Va.) Arena, the festivals were held May 18. The following Wednesday the remainder of the rinks in New York and New Jersey held their parties.

Principal attraction at the rinks were giant Maypoles, decorated with a variety of colored streamers, while interiors of the rinks were decorated in appropriate colors. Programing consisted of Maypole dances on skates and games for which prizes were offered. Prizes included novelty jewelry and leatherette skate cases with mirrors and plastic linings.

Summer Outlook OK For Lansing Drome

LANSING, Mich., May 28.—The Lake Lansing Park Rollerdrome near here is starting its second season of operation with a new maple floor, recently installed, and prospects of good summer business. Spot is operated by Mr. and Mrs. F. W. Gardner, who opened it a year ago, after being flooded out at the Lansing Rollerdrome, located downtown, where they had been in business for 11 years. The downtown rink has been taken over by the State for official purposes.

The rink is operating six nights a week, together with Sunday matinees, during the summer. During the winter it operated four nights. A schedule of school picnics at the park means practically a daily matinee for the next two weeks, Gardner reports.

Light lunches, soft drinks and ice cream are served at the rink bar.

Bob Cosselman is Hammond organist. Others on the rink staff include Jean Arenroth, fountain; Glen Owen, skateroom, and Earl Landfair, floor man.

Business to date has shown a good increase over the first season, Gardner said. The rink was formerly operated as a night club, and had to build a new clientele following conversion.

3 Gotham Skateries Hold Special Events

NEW YORK, May 28.—Among successful events recently conducted at metropolitan roller dromes were the following:

Bay Ridge, Brooklyn, had its annual RSROA Night party Thursday (19). Features included exhibitions by rink champions and the awarding of proficiency medals to clubsters who had earned them.

Eastern Parkway, Brooklyn, staged its second annual barn dance Friday (20). No special costumes were required, but program included all standard yokel party gimmicks such as mock marriages, prizes for most married girls, and special country-style games. Also scheduled was a 14-Step contest, open to all RSROA amateurs, and exhibitions by rink and visiting stars.

Bay Ridge, Brooklyn, skated finals of its junior graceful skating contest Saturday (21). Teams competing were winners of eliminations held on three consecutive preceding Saturdays.

Margaret Wallace Marries

NEW YORK, May 28.—*Skating Vanities* star Margaret Wallace, former World Congress and RSROA national champion and skating partner of Norman Latin, was married Wednesday (18) at the Paris City Hall to George Swift, assistant manager of the roller extravaganza, less than two months after she had announced her engagement to Anthony Mostkiewicz, a Park Circle amateur. *Vanities* is currently making a European tour.

Mineola Holds Amateur Show

MINEOLA, N. Y., May 28.—Mineola Roller Rink held its annual amateur night Wednesday (25), operator Earl Van Horn offering \$150 in cash prizes to winners of the variety contest. To the first-place winner went \$75, with \$50 and \$25, respectively, going to the runner-ups. The contest featured singers, dancers, monologists, jugglers, etc. Skaters who give exhibitions for cash prizes automatically turn professional.

HITZELBERGER HYPES

(Continued from page 64)
the quarter-mile track. Motorcyclist racing will be presented Sunday afternoons, starting June 5.

Hitzelberger is confident that once the right weather comes along, gross and attendance figures will zoom.

Roller Rink Equipment

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50x25 1 1/2 in Rock Maple Portable Floor, 300 Prs. Richardson Clamp Skates, 1 50-Watt R C A Public Address System (equipped 6 Speakers, 2 Mikes), 1 Electric Coca-Cola Cooler, 1 Electric Grill, 1 Neon Sign, 4 Exhaust Fans, 18 in.; 1 Safe; 1 seven-section Boiler complete with 4 Blower Fans, Oil Burner and Piping; Radiation 2800 ft., 25 Light Fixtures. Everything in excellent condition

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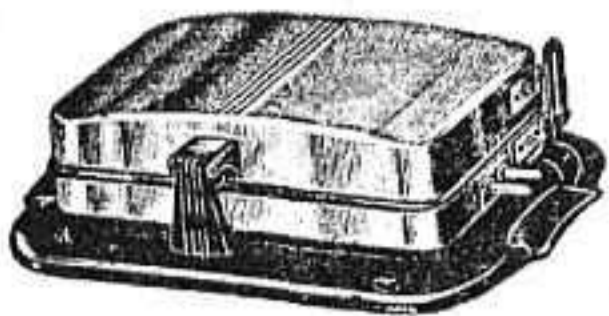
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(Continued on page 84)

Advertisement for Honey Belle doll, featuring a large illustration of the doll and text describing its features and price.

Advertisement for New Look Hula doll, featuring a large illustration of the doll and text describing its features and price.

Advertisement for Fan Blade Co., featuring a large illustration of a fan blade and text describing the company's products and services.

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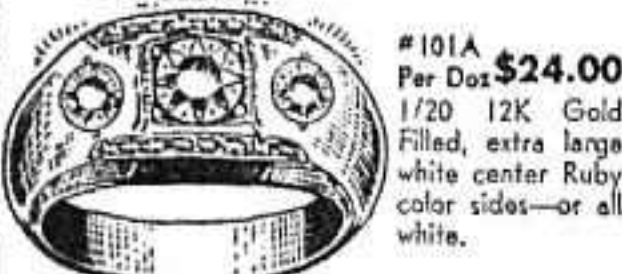
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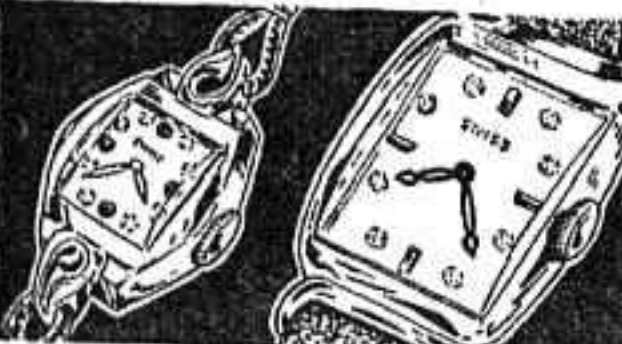
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*ELGIN *WALTHAM GRUEN BENRUS BULOVA

EACH WATCH IN EXCELLENT CONDITION *7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included. 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.



Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Send for Catalog.



IMPORTERS • EXPORTERS 182 S. MAIN STREET MEMPHIS, TENN.

AGENTS & DISTRIBUTORS

(Continued from page 83)

SELL RESTAURANTS, LUNCH ROOMS, STAINLESS Steel Tableware; full or spare time; lowest prices; steady repeat business; no stock to carry; we deliver; good commission. Write: Carlton Cutlery, LB 3620 Mdse. Mart, Dept. BB, Chicago 54.

STOP—WANT TO MAKE MONEY ALL YEAR round selling a complete line Wool Uniforms, Shirts, Caps, Ties, Badges, 2000 Emblems, Personal Initialed Buckles, Belts and hundreds of other easy-to-sell items; sales kit furnished; please write today. Hook-Fast Co., Box 480 BB, Roanoke, Va. np

"SWEET 16"—IMPROVED, IMMEDIATE DELIVERY; sample, \$1; doz., \$7.20. Mussatto, 2223 N. Madison, Peoria 3, Ill. Je4

WANTED—SALESMEN, DISTRIBUTORS, JOBBERS; handle outstanding, fast selling jewelry item direct from factory. Write: John W. Pickering Co., 180 N. Main, Attleboro, Mass. Je25

WHO KNOWS NEIGHBOR COULD BE SLOPPY Joe's Greasy Mug? Yet rates are high among souvenirs, fresh from derbytown, one lousy greenback samples eight, five bucks gets whale of a hundred. Ken Miller, Box 1257, Louisville, Ky.

YEAR'S SALARY IN 120 DAYS—DETAILS. N. Cassis, 1326 B Grant St., Charleston, W. Va. Je11

53 DOZEN PLASTIC APRONS—OTHER QUICK-selling quality buys, including matching Tablecloth-Apron Sets, \$12 dozen; sample set, \$1.25; free catalog. Jole Fashions, 2518 E. 119 St., New York, N. Y. Je25

3,000 DOZEN DUPONT RAYON PANTIES ON hand; newest fitting and color design; sizes large, medium, small, \$5.50 dozen; these are exactly the same quality and stock number that retail for \$2 per pair; we guarantee it; order C.O.D. Tennessee Rayon Division, 79 Shallowford Warehouse, Chattanooga 3, Tenn.

5,000 DOZEN DUPONT NYLON, REJECTS, 51 and 54 gauge, assorted sizes and colors; individually packed in newest design envelopes, with three pairs to box; \$1.50 dozen; this is our neatest display; order C.O.D. from this ad. Tennessee Nylon Division, 79 Shallowford Warehouse, Chattanooga 4, Tenn.

ANIMALS, BIRDS, PETS

BABY RHESUS MONKEYS, MOUNTAIN LIONS, Kangaroos, Coati Mundia, Agoutis, Giant Jungle Rats, Jaguarondi, Spider Monkeys, Pacas, Boa Constrictors, \$15; Snake Dens, \$15, \$25, \$35. Chase Wild Animal Farm, Egypt, Mass. Je4

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. Je11

PLENTY SNAKES ALL KINDS—ALSO BOAS, Horned Toads, Armadillos, Alligators, Prairie Dogs, Monkeys, Badgers, Peafowl, Owls, Gila Monsters, Mice, Rats, Giant Jungle Rats, Agoutis, Opomossus, Raccoons, Ringtail Cats, Guinea Pigs, Hamsters, Deodorized Skunks, Bankans, Pigeons, White Doves, Coati Mundia, Squirrels, wire Western Union. Otto Martin Locke, New Braunfels, Tex. Phone: 141. Je25

RINGTAIL MONKEYS, SPIDER MONKEYS, Marmosettes, King Vultures, Ocelots, Kinkajous, Jungle Rats, etc.; immediate shipment; arriving in June, very large African Baboons, also Mandrill Baboons. Don Compton, Box 93, Mt. Vernon, Ill. Je11

WANT TO BUY—PAIR OF PIGMY Marmoset Monkeys. Richard Skobel, 5454 Easton, St. Louis, Mo. Je11

BUSINESS OPPORTUNITIES

AN ANIMAL FREAK—EXCELLENT COUNTY Fair Attraction; will sell or lease. Jerry Miller, Box 193, Ottoville, O. Je25

ANALYZE HANDWRITING FOR PROFITS!!! Complete outfit, \$1; profits, \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971 Philadelphia. Je25

\$\$\$—MAILING "FAMILY RECORD BOOKS" to brides to be; sample, details, 25c. Bellows, 425 Liberty, Schenectady 5, N. Y.

EVERY BUSINESS MAN NEEDS AN ATLAS Cash Record System; keep your records accurately, neatly and complete; nothing else needed; send \$2.98 for your copy today. Atlas Record Supply, 112 Fullerton St., Pittsburgh 19, Pa. Je11

FIRST STEPS IN MAIL ORDER TELLS HOW to start a mail order business the right way; will save you hundreds of dollars in costly mistakes; send 25c for this 35-page book now. Ralph A. Long 208 W. Broad St., Tamaqua 6, Pa. Je11

FOR RENT—CAROLINA BEACH, N. C.: TEN stands suitable lunch, bingo, games, beach wear; new building; center amusements; hottest location; rent start \$650 season. Contact Sidney Abrams, Conway, S. C. Je4

FREE WHERE-TO-BUY-IT INFORMATION—Most products, materials or equipment; state wants. Donald Kelly, AW-9544 Whitecomb, Detroit 27, Mich. Jy30

GET ADVERTISING, PRINTING AND OTHER things without money! By swapping; details free! Paragon, 69-B Sumner, Brooklyn 6, N. Y.

HAVE 50 CASES CHINESE FIRECRACKERS left, 8 bundles per case, first \$825 takes them. H. Taulton, 1925 Shaftesbury, Dayton, O. Je11

HOW WOULD YOU LIKE TO EARN SEVERAL hundred dollars extra "on the side" selling by mail; noted specialists new book tells all about it; only 25c, just cost; satisfaction guaranteed. Lawson Co., Box 1302-E2, Detroit 31, Mich. Je11

NEW ELECTRIC MACHINE BAKES GREASE-less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3605 South 15th, Minneapolis 7, Minn. au27

OPERATORS WANTED—BRAND NEW picture Postcard Machine, this is the latest development in automatic vending; thousands of top notch locations; ties in very nicely with candy, nut, gum or stamp machine operation; full or part time. Stamp Machine Operators Supply Co., 312 Ashbury Ave., Evanston, Ill. Je4

PHOTO STUDIO—WELL ESTABLISHED BEST location with living quarters; also smile a minute photo machine complete; sell all or part. 618 S. 18th St., Omaha, Neb. Je11

PUSH CARD OPERATORS WHO WANT TO make \$200 a week without investing a penny. Contact Mammoth Sales, 1311 Widener Bldg., Philadelphia 7, Pa. Je11

RICH FIELD—YOUR 24-WORD ADV. IN 50 Southwest weekly newspapers, \$3.95; proof furnished. Pennbaker Advertising, 141B, San Marcos, Tex.

SELL DELICIOUS SNOWBALLS—TREMENDOUS profits; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co., Route 3, Dept. B-19, Jacksonville, Fla. Ju4

SUREFIRE PROFIT MAKERS—FREE DETAILS. Rennolet, 1022B 9th St., Rock Island, Ill. Ju11

TESTED MONEY-MAKERS—68 PAGE BOOK, 25 cents, postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. Je11

WANT A PAYING MAIL ORDER BUSINESS? My plans are among the best; write me personal. A. S. Spencer, Mokena A, Ill.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 98 in this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Satin Bras, 75c; Satin Bally Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestoned G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Guyette, 346 W. 45th St., New York 19. Tel.: Circle 6-4137.

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories; free list (assortments, 35). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. Je25

HEADQUARTERS FOR CLOWNS AND MIN-arel Goods; circulars free. The Costumer, 238 State St., Schenectady, N. Y. au13

SINCE 1869—COSTUME BARGAINS, CHORUS. dollar up; principals, three up; no catalog; state wants. Guttentberg, 9 W. 18th St., New York 11, N. Y. au6

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set. 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. Ju25

JUMBO-GIANT POPCORN MACHINE, SACRIFICE; new, used only for testing. Kanickljon, Inc., 370 Ninth St., Jersey City, N. J.

SHORT RANGE SHOOTING GALLERY, FACTORY made; guns if desired. Fisher's Pony Ranch, Rt. 2, Avoka, Minn.

SUNPUPT POPCORN VENDORS \$57.50: LONG-Eakins Rotary, chromium plated, Roaster Drum, \$175; Peanut Blower, \$35; Copper Kettles, Popping Kettles, Gasoline Burners, Bottled Gas Equipment Peanut Roasters. Northside Co., Indianola, Iowa. Jy2

2 GIANT 41 CREATOR POPCORN KETTLES—One \$125, very clean; other \$75, fairly good. Food Supply Co., Winona, Minn.

10 BUCKLEY DIGGERS PLUS TRAILER—A-1 mechanical condition outside and inside, appearance perfect; new chrome axles, etc.; mounted in 12'x6' aluminum trailer painted red; fluorescent lights, corner jacks, small dual tires, removable hitch, spring door locks; you are ready for business in 15 minutes; trailer new, built by Calumet Coach Company and used only 30 days; reason for selling, cannot book same with my other concessions on this show; complete outfit, \$2500 cash; inspection invited; can be seen at 7114 W. 34th St., Berwyn, Ill. Phone: Stanley 800W. Walter G. LaVahn.

FOR SALE—SECOND-HAND SHOW PROPERTY

A BEAUTIFUL RED AND GREEN BABY Q Merry-Go-Round Side Wall; can be used as concession side wall, good; cash, \$75; don't wire or phone, write only to: Mr. C. F. Gifford, Noble, Okla.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arca, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., N. Y. 19. np. Ju25

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. Ju18

FOR SALE OR SWAP—SEEBURG GUNS, \$75. or swap for Ten Strikes or Total Rolls; also gun parts; Rifle, \$25; Rifle and Gun Stand, \$30; Motors, \$15; Amplifier, \$20; Trigger Assembly, \$12. Victory Coin Mach., 4059 Sheridan, Chicago Ill. LA-5-6346. Je4

FOR SALE—CUSTOM BUILT 10 PASSENGER Sleeper Bus; Semitrailer and Tractor; excellent condition thruout. Contact: Jimmy Caton, Hastings, Neb. Je11

FOR SALE—TWO CONCERT GRIND ORGANS; two forty inch Coach Lamps. Dave McCann Antique Shop, St. Marys, O.

FOR SALE—1947 ADDISON BUILT TRAIN; new clutch and motor, complete track, ticket box, transportation trailer, \$2500. S. W. Johns, 728 N. 7th, Enid, Okla.

LONG RANGE SHOOTING GALLERY, \$250; Photo Booth, 2 1/2 x 3, never used, \$175. Leo Suggs, Box 431, Norfolk, Va.

POWERS 6-B PROJECTOR WITH SOUND head and amplifier, \$125, or trade for sound portable or small kiddie ride. Breakbill, Republic, Mo.

ROUND TOP TENT—40x60 WITH SIDE WALL; first \$350 gets it. H. A. Phillips, 5717 W. Washington Blvd., Los Angeles 18, Calif.

SHOOTING GALLERY—15-SHELL LOADING Tubes, 75c dozen; \$6, 100; deposit on C. O. D.'s. H. B. Sherbahn, Wayne, Neb.

SHORT RANGE TARGETS—20 KINDS, MANY new ones; free samples. W. Wooley, 115 Donald, Peoria, Ill. np

SKY FLYER GLIDER PLANES—FOUR FOOT wing spread at \$50 per gross. Metting, 322 Walnut Ave., Trenton, N. J.

STAR POPCORN MACHINES—ALL MODELS; Popcorn Supplies. Central Popcorn Supply Co., 45 Arch St., New Britain, Conn. Je25

BORDER NOVELTY CO. CLOSEOUTS—OVERSTOCKED

- ROULETTE WHEEL, POCKET SIZE, Gross \$30.00
Ball Pen Key Chains, Gold Color, now, gross 33.00
Weaver, Presto, Sirafood \$1.00 Ball Pens, Doz. 4.00
Queen Filigreed Ball Pen Key Chain, Boxed; also Lighters, \$1.00 Retail, Doz. 4.00
Moore \$1.25 Automatic Metal Pencils, Doz. 4.00
Donald Duck and Falcon \$3.00 Cameras, Doz. 9.00
Sharpshooter \$6.00 Cameras, Doz. 21.00
Alarm Clocks, Electric, \$5.95 Ref. Doz. 30.00
Batter Up & Football Fuzzies, 39c. Gross 12.00
Philmore Crystal Radio, \$1.95 Ref. Doz. 6.00
John Bowl Toilet Pipes, 50c Ref. Doz. 1.50
Temple Portable Radio With Batteries, \$21.95, Each. 10.00
Slum Rakes, Hoes, Shovels. 10 Gross for 5.00
Cape Paper & Streamers, Gross. 7.80
Plastic Chessmen, \$1.25 Ref. Doz. 5.00
Comic Buttons, 4 in. Metal, Gr. 6.00
Elmo the Clown, \$1.00 Ref. Doz. 4.00
Donkey, Elephant, Barking Dog Push-Up Toy, \$1 Ref. Doz. 3.50
Men's Combs, Large, 25c Ref. Gr. 4.00
Beaded Key Chain, Bulk, Per 100. 9.00
Roll Caps (5 Gross Case), Case 12.50
Mechanical Train With Track Set, \$1.50 Boxed, Doz. 4.80
Miniature Pipe Cigarette Holder (5 Gross Case), Case 15.00
Humanitone Plastic Whistles, 15c Retail, Gross 6.00
4x9" Assorted Pennants, Per 100. 4.00
35c American Songster Rubber Birds, Gross 12.00
Aluminum Tube Balloon Sticks, 10 Gross 10.00
Balloon Squawkers, 10 Gross 10.00
4 Nickels to Dimes Trick, Our Own Make, 4 Pieces, Doz. 9.00
Rubber Alligators, Doz. 6.60
Starlet Portfolios in Book Form, Doz. 6.00
Starlet Portfolios in Book Form, (\$40.00 Per 100) 4.80
Artists & Models Photos, Doz. 4.80
Hollywood Glamor Girl Photos, Doz. 4.80
Parisian Beauty Queen Photos, Doz. 6.00
Parisian Beauty Queen Photos, (\$40.00 Per 100) 4.20
Art Pix Portfolios in Black Cover, Doz. 4.20
Art Pix Portfolios in Black Cover, (30c Ea. in 1000 Lots) 7.20
Sweet 16, Doz. 2.75
Key Chain Photo Knives, Doz. 2.75
Peek-A-Boo Key Chain, Gross 8.50
Blonde in Bath Tub, Doz. 3.60
All Photos 12 to Package.
Jobbers Write for Quantity Prices NO SAMPLES, NO ORDERS LESS THAN \$10.00. Orders shipped same day received. We ship to Canada, Philippines, etc.

50% Deposit with orders, balance C. O. D.

BORDER NOVELTY CO.

5 W. Jefferson Ave. Detroit 26, Mich.

SLUM GIVEAWAYS

ALL USABLE ITEMS TOYS — GIFTS — NOVELTIES FOR CHILDREN, ADULTS Some items retail up to 25c ea.

3000 PCS. \$25.00 LOT

LUCKY PRIZE BOXES

Assorted Novelties of All Kinds 5c Items \$4.50 Gr. 10c Items 7.00 Gr. 25c Items 12.50 Gr. 50c Items 24.00 Gr. \$1.00 Items 40.00 Gr.

JEWELRY 100,000 Pcs. (Mostly Boxed)

PINS • NECKLACES • BRACELETS EARRING • IDENTS • ETC. Retail Value Up to \$5.00 Ea. 1,000 Pcs. Ass. 15c Ea. 500 Pcs. Ass. 20c Ea. 100 Pcs. Ass. 25c Ea.

Satisfaction guaranteed or money refunded. 25% deposit, balance C. O. D. MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N. Y.

JAPANESE XMAS TREE LIGHT BULBS

C-6 and C-7 1/2, highest quality, for sale at lowest prices to set manufacturers and distributors in large quantities only.

LESCO PRODUCTS CO.

3010 S. Annabelle Detroit 25, Mich.

START YOUR OWN GOLD RUSH 1849-1949

CENTENNIAL GOLD RUSH TABLECLOTH. RICH-LOOKING, SIMULATED 14K gold leaf design on heavy plastic. Eye catching on display features. Makes \$1.50 PROFIT on EACH SALE. Gift boxed. Large size 54"x70", \$18.00 per dozen. Send balance C.O.D. Immediate shipment. Send \$2.00 for Prepaid Sample. TEX STYLE, INC. 917 Main St., Cincinnati 2, Ohio.



WISCONSIN DeLuxe Company

Announces a New Prize Candy

and a Sensational Customer Contest

NEW THEATRE DEAL
Candy Pitch on the Screen Everybody Buys!

1. Each box contains fresh, mixed, flavoured wrapped candies that will keep!
2. 10 Sensational "Ballys" with each case!
3. Every box a real prize—no paper—no junk—no lead pencils—no "5ths"—no discards—no broken merchandise!

Theaters, auditoriums, fairs, circuses, walk-a-thons and carnivals anxious to at long last give the "LUCKERS" a break, will appreciate what Wisconsin will do in creating a NEW CORPORATION to produce and distribute a box of candy containing a PREMIUM which will PROTECT a business which has THRIVED for many years despite shoddy, haphazard and "don't give a damn" production methods. Too many fairs, grandstands and theatres are now CLOSED to prize candy because of this deplorable situation. But HOORAY!—The Day of dried up candy and broken lead pencils is OVER—FOREVER! THE SWITCH IS TO WISCONSIN!

NEW CIRCUS DEAL
Transcribed Candy Announcements

EVERY BOX A CONTEST CHANCE FOR THE BUYER!
WE PAY CONTEST PRIZES

Will you pay a cent or two more to give patrons a real value? Candy they can eat and enjoy—gifts they will not hurl away in anger and disgust—will you pay a cent or two more to make 'em buy more—pay more?

TENT AND MED SHOWS
WRITE FOR OUR SPECIAL COUPON DEALS.

PITCHMEN!
WRITE FOR LIST OF "GUARANTEED" ITEMS.

SHOWMEN!
WE'LL MAKE UP A SPECIAL BOX FOR YOU PICTURING YOUR STAR—BALLING YOUR SHOW!

PROMOTERS!
WE ARE READY FOR TELEVISION.

First order brings announcement of separate contest for the trade only to discover the "World's Champion Candy Pitchman!"



NO 1—ACTUAL SIZE
4 1/2" x 1 1/2" x 6 1/2"



NO 2—ACTUAL SIZE
6" x 2" x 9"

PITCHMEN: Note contest, BACKED BY THE COMPANY, making every box you sell of real value in addition to the prize! We give the contest prizes! What a pitch you can make! You cash in on the big radio give-away shows... you're in step with the times!

WISCONSIN DELUXE COMPANY
MILWAUKEE, WIS.

Presents



THE WISCONSIN CANDY CORP.

1724 W. VLIET ST.

PHONE: DIVISION 4-1155

"COMPETITION IS THE LIFE BLOOD OF ANY BUSINESS"

— INTRODUCTORY ORDER BLANK —

Wisconsin Candy Corp.
1724 W. Vliet St.
Milwaukee, Wis.

Ship me — cases "What's My Name" No. 1 at \$6.00 per case of 100 boxes. Give me all details concerning your new "Give-away" items, transcription and movie pitches. Also send me the script of your new pitch so that I can cash in on the contest idea. It is understood that for every four cases I order, one will contain all full pack cigarette cases.

Ship me — cases "What's My Name" No. 11 at \$8.00 per case of 100 boxes. It is understood that for every four cases I order, one case will contain all-genuine pens!

NAME _____

ADDRESS _____

Terms: 25% with order, bal. C. O. D. unless credit established with The Wisconsin DeLuxe Co.

**JOBBER!
DISTRIBUTORS!**

Our Regular **\$720**
PER DOZ.

**ART-PIX
PORTFOLIO
NOW ONLY**



\$4.50
PER DOZ. SETS
100 SETS \$35.00
SAMPLE SET \$1.00
Actual 4" x 5"

Glossy Photos of
Gorgeous Strippers!

- 12 Photos to a set
- Over 150 dazzling, alluring Hollywood Model!
- Complete Strip—Nothing held Back!
- Sell on sight—Big repeat Sale

**HOTTEST ART PHOTOS
EVER OFFERED!**

**ART PHOTO
KNIVES**

Gorgeous selection of Hollywood lovelies in daring poses. Actual photos preserved under the plastic handle. Bead chain keyholder attached. Attractive display card included with each dozen.

Per Doz **\$3.00**
GROSS \$33.00

**ORIGINAL
PEEK-A-BOO
KEY CHAIN**

This sensational novelty at a NEW low price! Most glamorous models in America in blazing full color! Telescoping viewing piece on bead key chain.

9.00 GROSS
10 Gross Lots—Gross \$8.50

**NEW!
Hotter Than King Tuff
Mysterious, Magnetic Trick!**

**BLONDE
IN THE
BATHTUB!**

Per Dozen **\$3.00**
\$42.00 Per Gross

All Prices
F.O.B. Detroit

GEM SALES CO.
533 WOODWARD AVENUE
DETROIT 26, MICHIGAN
One of America's Leading
Wholesale Distributors
50% Deposit with Order, Balance C.O.D.

**FOR SALE—SECOND-
HAND SHOW PROPERTY**

(Continued from page 84)

THEATER SEATS—MANY RECONDITIONED. 1500 Folding Chairs, Tents, Blues, Film Projectors, Lone Star Film Company, Dallas, Tex. je11

WANTED USED TILT-A-WHIRL. WRITE OR wire A. Marquette, 13870 Gratiot, Detroit, Mich.

18 FOOT EVANS HIGH STRIKER. SMALL Guess Your Weight Scale, Grabbag Jewelry, Unger Supply, 506 S. Canal St., Chicago, Ill.

22 FT. DIE STOCK MASONITE PLAYING Field, like new, \$95; 20 ft. and 22 ft. Shuffleboards, complete, \$295. Green Bay Shuffleboard Co., 1279 Main St., Green Bay, Wis. Phone: Adams 5682, Howard 5117.

\$100 BUILDS 12 PASSENGER KIDDIE CHAIR- plane; tested plans, \$5; Major Chairplane (15 passenger, 16 foot tower) Plans, \$10; free plan catalog. Brill, 228-B N. University, Peoria, Ill.

1949 CRYSTAL COACH SENIOR CONCESSION Trailer; equipped with Star Jumbo Giant Popper, 4 hole Savage Ice Cream Freezer, Dickerson Grill, 72 doz. Hot Dog and Bun Steamer, Electric Coke Case and Divided Sink; all equipment operates on bottled or city gas and electric; beautifully decorated; entire cost of trailer, \$4100; will sacrifice for \$3600 cash. M. Cordero, 21345 S. Figueroa, Torrance, Calif. Phone: 2321.

**INSTRUCTIONS
BOOKS & CARTOONS**

TRUMAN'S CHALK TALK IDEAS—PROFES- sional, clever, surprising, entertaining ideas; only \$1; satisfaction guaranteed Truman Perryville 2, O. je11

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Gag Pictures; catalog, 10¢ Balda. The Lightning Cartoonist, Oshkosh, Wis je11

MAGICAL APPARATUS

AAAAA—MAGICIANS; 2 HEADED NICKELS, \$1 each, heads or tails; discount to jobbers and dealers. Jet Motivation, 13 Harrison Place, Clifton, N. J. je11

AAAAA WHOLESALE TRICK CATALOG, 10¢— "World's Largest Line." (Pitchmen's Headquarters); fast-selling specialties. Arlane Mfg. Co., 4482-B Germantown, Philadelphia. je25

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure specifications, price Nelson Enterprises, 336 S High St. Columbus, Ohio. ju2

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35¢. Ireland, B-109 North Dearborn, Chicago 2.

NEW 1949 CATALOG—MIND-READING MEN- talism, Spirit Effects, Horoscopes, Forecasts Crystals, Palmistry, Graphology, Books, 164-page illustrated catalog, 30¢; wholesale Nelson Enterprises, 336 S High St. Columbus Ohio. ju2

NEW—WALKING VENT. FIGURE. FEATURE for any vent. artist; full size comedy boy, Elmer Snelde, completely dressed Western; cost, \$100; sacrifice, \$50 C.O.D. \$20, subject to examination. H. K. Lewis, Station A, Box 36, Elsinore, Calif.

SELLING OUT—16 GROSS SVENGALI TRICK Cards, \$18 per gross in gross lots only; 25¢ deposit. Danny Bramer, 420 W. Broadway, San Diego, Calif. je11

USED MAGIC FOR SALE OR TRADE—AB- bott's Dagger Cabinet, \$15. B. Wooley, 115 Donald, Peoria, Ill.

400-PAGE CATALOG OF 2,000 TRICKS— Pocket, parlor, stage; world's finest magic; send \$1 for catalog (refunded first \$5 order) Kanter's, B-1311 Walnut, Philadelphia 7. je25

MISCELLANEOUS

A HOLLYWOOD ADDRESS FOR PRESTIGE and Privacy; mail forwarded daily; low rates; confidential; reliable; free details. D. Kellogg, 6711 Sunset Blvd., Hollywood 28, Calif. je11

ELECTRIC CABLE—3 WIRE, #6, TYPE 8, 600V extra flexible; 150 ft. on tubular steel reels, 60 amp connectors each end; new: \$39.50 per reel; 1/3 deposit C.O.D. orders. W R Dorsett, Route 6, Macon, Ga. je11

HANG YOURSELF! COMIC SKETCH FROM your photograph; picture returned; state hobby or profession. Send \$1 and photo to N. C. Hibbard, 6106 S. C St., Tacoma 8, Wash.

PLAYING CARDS—1000 COMPLETE DECK AS- sortment (used) 3¢ a deck; send \$30, you own lot. Merchandise Dist., 19 E. 16th St., N.Y. C.

SIDEWALL—WATERPROOF AND MILDEW proofed, complete with grommets and rone Green or Khaki, approximate 8 oz., 6x100", \$54.56; 7x100", \$63.04; 8x100", \$71.52; 9x100", \$80.10; 10x100", \$88.48; made in any length at above rate per running foot; 25¢ deposit; satisfaction guaranteed. Michigan Salvage, 417 W Jefferson, Detroit 26, Mich Phone: CADillac 5691. je11

"TIRES"—SAVE 1/3; NEW, RUGGED ALL purpose airplane tires; 10 inches to 56 inches high; complete wheel assemblies attach easily to your axles; free details; write card today Airplane Tire Co., Box 1201-K, Tulare 19, Calif. je11

VOLTAGE BOOSTER—WILL HANDLE 1500 watt load, operates on 115 volt AC circuit with 10% and 20% boost; weight, 18 lbs.; low priced and efficient; \$15 each; deposit on C.O.D. orders. W. R. Dorsett, Route 6, Macon, Ga. je11

**MUSICAL INSTRUMENTS,
ACCESSORIES**

FOR SALE—1736 STRADIVARIUS VIOLIN, made in Germany. 2817 Pearson Ave., Birmingham 11, Ala.

FOR SALE—MARIMBA, DEAGIN No. 350, perfect condition, \$75. Wire "Marimba," 417 S. Church St., Salisbury, N. C.

HAMMOND NOVACHORD, GOOD CONDITION; will deliver anywhere in U. S. A., \$750. Jess Hotchkiss, Box 257, Route #1, Wasco, Calif. je11

PERSONALS

A HOLLYWOOD ADDRESS FOR PRESTIGE and Privacy; mail forwarded daily; low rates; confidential; reliable; free details. Donna Kellogg, 6711 Sunset Blvd., Hollywood 28, Calif. je11

**PHOTO SUPPLIES
DEVELOPING-PRINTING**

COMIC FOREGROUNDS, BACKGROUNDS IN stock; quick service; photo novelties, photo supplies Miller Supplies, 1535 Franklin St. Louis. je29

COMPLETE LINE OF DIRECT POSITIVE SUP- plies; write for price list. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. je25

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements; real bargains. P. D. Q. Camera Co. 1161 N. Cleveland Ave., Chicago 10, Ill. np je25

DIRECT POSITIVE PHOTOGRAPHERS WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frame-Backgrounds; Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths etc.; free information and prices; we are old and reliable since 1903 P. D. Q. Camera Co., 1161 N. Cleveland Ave. Chicago 10, Ill. np je25

FOR SALE—POST WAR PHOTOMATIC, USED 18 months; permanent location; good condition, \$60 of good stock; price, \$600 cash; can be seen at: Dale L. DeMoss, R.F.D. 5, Grafton, W. Va.

OBTAIN BARGAINS LIST—NEW, USED, Quick Finish Photo Cameras, Cabinets, Portables, American Stamp, 4301 Rossmoyne, Houston, Tex. np

PHOTOMOUNTS SAVE MONEY BUY DI- rect from manufacturer; prices lowest; 2x3 Folders, \$2 100 or \$17 1,000; good quality; other sizes, free samples; manufacturers since 1925. Penn Photomounts, 335 Woodland Ave., Glen Olden, Pa. ly16

PRINTING

ACTORS, SHOWGIRLS, OTHERS—PRESS CLIP- ping; made to your order; any quantity; send us material you want printed along with newspaper clipping showing layout desired; we supply you with printed news stories about yourself or friends; photos, mats or engravings can be used with your layout; tell us what you want. Riko Enterprises, Leader Bldg. Caldwell, Ohio.

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid; samples. Dieckover Printing, 5233 Cleveland, Kansas City 4, Mo. jy30

AUTO BUMPER SIGNS—22x7" FOLDOVER style, red or blue on white, 100, \$10; 250, \$20; 4th July, Auto Races, Rodco Cuts; fast service. Solihdays Colorprint, Knox, Ind.

BEST MIMEOGRAPHING! SONGS, SCRIPTS Diagrams; any copy super reasonable; free data. Topical Emprise, 1527 Highland Bldg., Louisville 4, Ky. je25

JULY 4 CELEBRATION SPECIAL DESIGN Red, White and Blue Window Cards, 14x22, nonbending; first 100, \$6.50; additional hundreds, \$8. Tribune Showprint, Fowler, Ind. je28

NOW! LOWER PRICES! FLASHY 14x22 WIN- dow Cards, \$6.50 hundred; write for illustrated folder. Tribune Showprint, Fowler, Ind. je25

POSTERS WITH BRIGHT GLOW COLORS, AT- tractive, outstanding; prompt service. J. P. Burger & Co., 1813 Columbus Road, Cleveland 13, O. je11

PRINTING—FREE SAMPLES AND PRICE LIST; we guarantee our work, you must be satisfied. Wilson Printing Co., Montezuma, Ind.

RUBBER STAMPS, 3 OR 4 LINE, \$1 POST- paid; Pads, 50¢ Smallwood, 2715 Vine, Cincinnati 19, O. je11

3 LINE POCKET STAMP, \$1. STAMPIT CO., 189 Jefferson, Memphis, Tenn.

100 8 1/2 x 11 LETTERHEADS, 100 ENVELOPES, printed on a good grade of bond paper for only \$2; four or five lines of copy; other bargains. Berger Printing, 112 Fullerton St., Pittsburgh 18, Pa.

100 LARGE ENVELOPES AND 100 8 1/2 x 11 LET- terheads, \$1.90 prepaid; 100 Cards, Bill Heads or Statements, 75¢; 200 each, \$1.25. Crown Print, Adelphi, O.

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. je14

SALESMEN WANTED

ALL MEN OVER 40—MAKE A FORTUNE! NO investment; sell sales-promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements: car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard) ju25

MAKE \$7 HOURLY—REPRESENT OLD ESTAB- lished advertising book match manufacturer; D'Ancona lithograph glamour girls; new and different; all merchants prospects; commissions advanced; outfit free. Chicago Match Co., Libertyville 12, Ill. np

(Continued on page 88)

CORRECTION, PLEASE!

Ad in May 28th issue should have included—
"OFFER GOOD for LIMITED TIME ONLY"

WHEN ORDERING, ORDER MODEL "S"

SUNBEAM List price \$23.50

ELECTRIC Your Price \$15.67 ea.

SHAVERS 3 or More \$14.57 ea.

25% Deposit, Balance C. O. D.

ALL-AMERICAN SALES

1526 W. 79th St. CHICAGO, ILL.

**Sun
Glasses**

Aviator type with
sweat bar—case
Dox. \$9.00
Gross \$99.00
Each 90¢

**Navy
Wallets**

All around zipper.
Grain leather.
Dox. \$7.25
Gross \$72.00

**Insect
Repellent**

Regular 49¢ Value
Case of 108 1 oz.
Bottle, 7¢

**Pneumatic
Life
Preservers**

"Mae Wests"
Cost U. S. \$9.40 Ea.
Dox. \$15.00
Each \$2.00

**Sun
Glasses**

20/20 Safety Lenses.
Life Guarantee.
Sample \$1.50
Dox. Lots, Ea. \$1.35
100 Lots, Ea. \$1.20
250 Lots, Ea. \$1.10

20% cash with order, balance C. O. D.

Army Goods Distributors

1207 Farnam St. Omaha, Nebr.

**"Pal"
Hunting
Knives**

with sheath
Parkerized.
Dox. \$9.00
Gross \$99.00
Each \$1.00

**Plastic
Cigarette
Cases**

1 Doz. Display
Gross \$9.00
Dox. \$1.00

**Bolo
Knives**

w/Sheaths
Dox. \$15.00
Gross \$150.00

**Traveling
Checker
Boards**

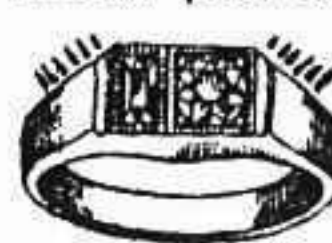
Complete
Dox. \$7.00
Gross \$75.00
Each \$1.00

Pipes

"Values to \$5"
P-X Surplus
Each Boxed
Dox. \$9.75
Gross \$105.00

**RING HUSTLERS — COUPON SALES
14K GOLD PLATE**

BIGGEST \$1.00 & \$2.00 FLASH

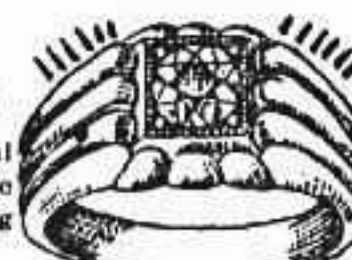


No. 600
\$24.00 Gross

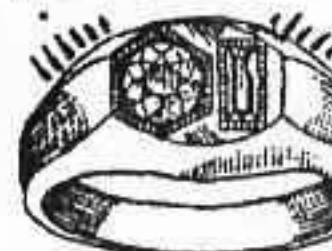
Ladies' Flashy
White Stone and
Ruby Color
Baguette.

No. 508
\$28.50 Gross

Gents' — A real
Flashy White
Stone and a big
seller.



No. 505
\$26.50 Gross



Gents' Round
White Brilliant
Stone and Ruby
Red Baguette

14K Gold
Plate



Also in Silver
Plate
Engagement No.
510 \$31.50
Gross
Wedding No.
512 \$19.50
Gross

Seven Samples plus Literature "How To
Conduct a Successful Coupon Sale,"
postpaid, \$1.50.

HARRY MAHREN RING CO.

303 5th Ave. New York 16, N. Y.



ATTENTION, DEALERS

Stock this Sharp-Edge knife set. The lowest priced cleaver set on the market. Housewares clamor for it. ALSO AVAILABLE at same price the Miracle-Edge 5-piece cutlery set with the serrated edge — the edge that's always sharp. All stainless steel. Sample set: \$2.25 prepaid; per doz., \$24.00. F. O. B. Chicago.

Write for further information on other outstanding products.
EARL PRODUCTS CO., Dept. B
701 N. Sangamon St. Chicago 22, Ill.

"NEW LOOK" BALLOONS

Another Outstanding Lee-Tex Creation!

Miles ahead of ordinary mottling

More FLASH than you've ever seen

Beautiful all-over coloring

Priced for Profit

You can get these from jobbers wherever you travel. They all have them.

LEE-TEX THE BALLOON PEOPLE

LEE-TEX RUBBER PRODUCTS CORPORATION • 2762-92 North Clybourn Avenue, Chicago 14, Illinois
321 Jackson Street, Los Angeles 12, California

No. 15 "New Look" Kat Head Balloon. A whopper in size, and in value. Saucy Kat Head imprint. With the Lee-Tex New Look it's the hottest, liveliest number you can find. Don't miss it.

No. 9 Round "New Look" Balloons. You've got to see these, to realize how much flash, how much zip Lee-Tex has packed into the popular round balloon. There's never been anything like it. See for yourself; see your jobber.

WE GUARANTEE YOU CAN'T BEAT These LOW PRICES ON WESTERN METAL HORSES!

IN GOLD OR BRONZE FINISH

Either finish at the same low prices

SIZE	PRICE
2 1/2"	\$ 2.40 per doz.
3 1/2"	3.60 " "
4 1/2"	4.80 " "
5 1/2"	8.00 " "
6 1/2"	11.40 " "
7 1/4"	15.00 " "
8"	19.20 " "
10"	28.00 " "

When ordering, please give size and mention finish desired

Established over 25 years... you can buy with confidence. Order today! Order shipped immediately. Terms: 25% Deposit—Balance C. O. D., unless rated. Orders under \$10.00 must be paid in full.

CRYSTAL CRAFT, INC. 34 EXCHANGE PLACE JERSEY CITY 2, N. J.

CIRCUS, CARNIVAL, SEASHORE AND PARKS

Patrotic Stars, Red, White and Blue #9 Balloon, Gross	\$ 6.50	Bobo Dancing Clown and Balloon with Loud Whistle, Gross	\$24.00
Mottle Cat, red box #14 size, Gross	7.00	Bamboo Fans, large size and folding fans, Per gross	7.20
Jumbo Mottle Cat, blows up app. 3 feet, Gross	12.00	Comic Buttons, 2 1/2 inches, Per 100	6.00
Squeakie Mickey Mouse and Funny Bunnies, Inflates 15 inches, \$2.50 dozen, Gross	27.00	Comic Buttons, 4 inch, Per 100	8.00
#9 High Quality Balloon, Gross	2.25	Comic Buttons, nice size, Per 1,000	10.00
#15 Mottle Cat, called the "New Look", Gross	7.50	Plastic Walking Kangaroo with Baby in Pouch, \$2.50 dozen; gross	27.00
Dart Balloons, fresh rubber, Gross	.75	Silly-Willy Clown and Horn, Gross	15.00
#9 Print Balloons, assorted pictures, Gross	3.50	Farmers' Straw Hats, ladies' and men's, Dozen	5.00
#9 Mottle Round Balloon, Gross	4.75	Gary Cooper Hand Painted and Water Proof Cowboy Hats, Dozen	6.00
Green Wiggle Snakes, Gross	8.00	Propellor Beanie Hats, closeout, Gross	12.00
Imported Feather Dolls, complete with high hat and cane, 6 1/2" high, \$24.00 gross; 8" high, gross	30.00	Animal Pinwheels, new number, Gross	9.00
Swords, complete with belt, Dozen	3.00	Plastic Dog Head Kiddy Cane with Whistle, 27 inches long, Gross	10.00
Imported Fur Monkey with High Hat, Gross	14.00	Imported Miniature Straw Hats, Gross	12.00
Jumbo Fur Monkey, Gross	27.00	Baseball, Worth, Dozen	2.25
Jumbo Fox Tails, white, with comic Tops, Dozen	4.00	Imported Blowouts with Feather, Gross	3.00
Sliding Metal Trombones, Gross	21.00	Bow Pin Flag, Gross	1.25
50 Lb. Box Confetti, Box	4.00	Plastic Parasols, Dozen	3.50
Jumbo Cigars, 8 in the box, Box	1.75	PLUSH TOYS	
Lucky Rabbits Feet with Key Chain, Per 100	3.00	30 Inch Bear, fine quality plush, Dozen	\$33.00
Jumbo Rabbit Feet, Per 100	4.50	30 Inch Plastic Face Doll, plush, Dozen	\$6.00
Comic Felt Hat Bands, long length, Per 100	1.50	'Gibson Girl' Boudoir Dolls, 33 inches, Dozen	42.00
Red Balloon Sticks, 24 inches, in five gross lots, Gross	.50	Beautiful Plush Monkey and Bear, 15 inches, Dozen	12.00
U. S. Make Flying Birds with Sticks and Whistle, Gross	8.00	Hawaiian Lels, Gross	2.50
3 Piece Gold Top Fountain Pen Set with price tag, individually boxed, Dozen	8.00	Large size, Gross	6.00
Filigree Ball Point Pen with Key Chain, \$2.75 dozen, Gross	30.00	Cowboy Gun and Holster with Plastic Gun and Belt, Gross	24.00
Musical Spinning Metal Tops, sells on sight, Gross	14.00	Indian Headresses complete with Feathers, Gross	24.00
Telescope Key Chains, Gross	10.00	Baseball Bats, 13 inches long, Gross	15.00
Peek-a-Boo Key Chains, Gross	8.50	Baseball and Bat combined for Badge-board Buttons, Gross sets	2.00
Combination Purse and Wallet, complete with Key Chain, Coin Holder and Bill Holder, Dozen	5.00	HATS	
Rodeo and Fair Pennants, felt, 12x30 inches, Per 100	12.00	Spanish Hats, regular size, Gross	\$27.00
Maple Walking Canes for parades and conventions, Gross	36.00	Mexican Cholo Hats, Gross	24.00
Lancaster Batons, Gross	14.00	Cowboy Hats, white and red, Gross	33.00
Lancaster Swagger Sticks, Gross	8.50	Fireman Hats, felt, Gross	20.00
Long Lash Whips, best quality, Gross	12.00	Pinked Hats with Feathers, felt, Gross	10.00
Coolie Hats, imported, \$22.50 gross; large size, gross	36.00	Felt Derbies with Feathers, Gross	12.00
Large Imported Parasols, 27" spread, Dozen	2.50	Comic Alpine Hats, Gross	15.00
		Rubber Lizards, the Original Rubber Lizard, Dozen	5.00
		The Original King Tut, Dozen	3.00
		Imported Rubber Daggers, Gross	8.00
		Squirt Rings, Gross	14.00
		Electric Bow Ties with Battery, Dozen	7.00
		Jumping Frog, each on card, Gross	8.00
		Two-Bladed Toothpick Knives, Gross	5.00
		Walking Turtles, Gross	5.00
		Barking Dogs, Gross	12.00
		Newest Sensation—Rubber False Faces, full size, with rubber cord, six different kind, Immediate delivery, Dozen	2.25
		50 Yard Roll of Ribbon, any color, Roll	1.00

25% Deposit, Money Order or Cash.

HARRIS NOVELTY CO.
1102 ARCH ST. Phone: MARKET 7-9848 PHILADELPHIA 7, PA.

THE FASTEST AND LATEST SELLING NOVELTIES ON THE MARKET

BRIDE & GROOM (the novelty of the year)	Doz. \$12.00, Gr. \$108.00
NEW "SWEET 16," 100% mechanical improvement	Doz. 7.20
"LIZZIE" the Lizard, looks real, wiggles and shakes	Doz. 5.50
Art-Pix Portfolios (12 subjects to folder)	Doz. 4.80
"BLONDIE" in Bathtub, she always pops out	Doz. 3.60
ESQUIRE COINS, HEADS and TAILS	Doz. 1.00
"Pee Wee" Squirt Camera with picture	Doz. 4.80

25% Cash With Order, Balance C. O. D.
Send \$4.00 for set of above samples. No C. O. D.'s under \$5.00.

JAX SALES CORP. 406 CANAL STREET NEW ORLEANS, LA.

SENSATIONAL LOW PRICES

Newest Design! Fast Seller!
Over 500 Styles in Men's and Ladies' Gold Filled and Sterling Silver. Immediate Delivery. Send for Illustrated Circular and Compare Prices. For Resale Only.

U. S. RING COMPANY 105 Nassau St. New York 7, N. Y.

"THE SIGN OF THE TIMES"
FLUOR-ITE
 Non-Electric Fluorescent Plastic Signs

- ★ GLOWS LIKE NEON
- ★ REFLECTS & MAGNIFIES COLORS IN DAY OR ARTIFICIAL LIGHT
- Light and day . . . indoors and out . . . every sign made to order . . . saleable to every kind and size business from the General Electric Co. to a hot dog stand.
- All of our Salesmen are hitting the JACKPOT with average weekly earnings of \$187.32 per man!
- GET IN ON THE GROUND FLOOR OF THIS "QUICK DOLLAR"! We pay the highest commission in the sign game. YOU KEEP HALF OF THE GROSS FROM YOUR SALES! Be the first in your territory and get an exclusive, with the privilege of employing sub-agents.
- PHONE! WIRE! or WRITE! FOR BEST SALES PROPOSITION IN YEARS . . . BETTER YET, SEND SECURITY DEPOSIT OF \$10 FOR SALESMAN'S SAMPLES AND OUTFIT AND GET STARTED AT ONCE! SECURITY DEPOSIT GUARANTEED REFUNDABLE ON RETURN OF SAMPLES.

FLUOR-ITE SIGN COMPANY
 631 D Street, N. W. Phone: Washington 4, D. C. Sterling 1479
 NOTICE TO OUR DEALERS!
 Inquiries from your territory will be referred to you!

MILLS SALES CO.
 Cut-Rate WHOLESALERS Since 1916
 907 BROADWAY, New York 3, N. Y.

UP NORTH IT'S CONCESSIONAIRES SALESMEN — AUCTIONEERS LARGE BUYERS

WHAT ARE WE BID!
 Visit either of our establishments We have over

\$100,000.00

worth of goods that we want to CLOSE OUT. Come prepared to buy quantities and we assure you that YOUR VISIT WILL BE WORTHWHILE. . . . No catalogs or lists. . . . If you cannot call, send payments \$100 and up stating kinds of goods desired, such as . . . Toys, Gifts, Novelties, Hosiery, Notions, Sundries, etc. . . . and we will give you an assortment accordingly.

DOWN SOUTH IT'S

GLOBE TRADING CO., Inc.
 Cut-Rate Wholesale Distributors
 69 West FLAGLER St., Miami 32, Florida

NEW NOVELTY SENSATION



BOUNCING BIRD

A natural for all Concessionaires! For automobiles, bikes, wagons, motorcycles, etc. High tension spring keeps bird in motion, colorful plastic body and feathers. Suction cup attaches bird firmly to any flat object, 6 inches overall.

\$1.75 Doz. \$18.00 Gross
 25% with order, balance C.O.D.

STAR MERCHANDISE CO.
 24 So. Wells St., Dept. 3, Chicago 6, Ill.

SURE SHOT DICE BOX
 Sold Only for Amusement Purposes
 Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken. An amazing trick!
 Sample, \$1.00.
 Wholesale, \$6.00 per doz. Remit Full Amount. We Pay Postage.
DEALERS! Write for wholesale prices of FAST SELLING tricks and jokes.
D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS, THE best not the cheapest; no disappointments. Nieman Studios 1236 S. Halsted St., Chicago, CA-6-2544. ju11

SIDE SHOW BANNERS—8x10 FEET, \$37.75; artistic, painted on good cloth; complete with leather straps and rings; quick service; also other banners made; banners for rent. W. Courtney, Barboursville, W. Va. Phone: 4301. je11

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; Illustrated catalog free. Mill Zels, 728 Lesley, Rockford, Ill. je25

TATTOOING MACHINES, DESIGNS, COLORS. Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 63d St., Los Angeles 3. jv16

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2
 Remittance in full must accompany all ads for publication in this column. No charge accounts
Forms Close Thursday for the Following Week's Issue

ANIMAL TRAINER WANTED—ELEPHANT Man who can break, also Chimpanzee and Cat Trainers; permanent work. World Jungle Compound, Thousand Oaks, Calif. je11

ATTRACTIVE GIRL VOCALIST — MIXER and rhaps preferred; immediate opening. Carroll's, 135 Blandina St., Utica, N. Y. Phone: 4-2471. ju4

BARDEX MEDICINE SHOW WANTS ASSISTANT Manager; must be sober, clean cut and able to follow instructions; write, stating qualifications, salary and photo, etc. Dr. Milton Bartok, General Delivery, Shamokin, Pa.

BLACKFACE—FAMILIAR WITH MEDICINE show acts, or learn up bits, skits; don't write, wire, phone. Gene Weir, 628 So. Dakota Ave., Sioux Falls, S. D. 382 or 3090.

COMMERCIAL PIANO, LEAD TENOR, TWO-Beat Drummer, First Trumpet; locations; singers preferred; salary seventy. Box C-350. Billboard, Cincinnati, O.

COMEDIAN AND HILTBILLYS—FOR PLAT-form med show; this week, Tipton, Pa. Jerry Frantz.

EXPERIENCED RIGGING MAN FOR HIGH aerial act. Address: Aerial Act, Lot #15, Forest Trailer Park, Park Ridge, Ill.

GIRL VOCALIST FOR PERMANENT CON-tract with Midwest's leading dance orchestra. Send photo and recording to Lee Williams, Sheandoah, Ia. je1

HAMMOND ORGANIST—EXPERIENCED, YEAH round position in large R. I. roller rink. Sholes Hills Grove Country Club, 2100 Post Rd., Hills Grove, R. I. ju11

MECHANIC AND SERVICE MAN FOR PHONO-graph and Pin Ball route; central Florida; prefer middle age; state experience and salary expected. Box C-347, Billboard, Cincinnati, O.

PELICAN BLACK, PELICAN BLACK—THE real genuine German made Black from Hanover, Germany; the finest, brightest, deepest, most brilliant, easiest working; the magic word and pride of the old masters in the profession; this is the first shipment from Germany since before the war; white this limited supply lasts, \$12 A-30 Oz. German Quart. Joe Darpel, Suite 222, Hotel Victoria, Norfolk, Va.

WANTED TO BUY

ELABORATE 18 FEET WIDE BY 10 FEET high long range Shooting Gallery for .22 caliber rifles; send description and photo. R. Brunelli, 6450 Milwaukee, Chicago.

EXHIBIT ROTARY MERCHANDISER—PUSHER type; will pay highest prices. White Way Arcade, Inc., 627 10th Ave., New York 19, N. Y. Plaza 7-5660.

WANT TO BUY—OLD CREATOR STEAM EN-gine complete with popper or peanut roaster in running condition, also #41 Model Creator Machines; also interested in buying other concession equipment, popcorn machines and peanut roasters; write make, condition and lowest price wanted. Box 671, Portsmouth, N. H.

MUSICIANS FOR FINE DANCE ORCHESTRAS, work steady guaranteed salaries; write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. ju1

ORGANIST FOR HAMMOND ELECTRIC—IN-strument furnished, with established and prominent dance band. Box C-344, c/o The Billboard, Cincinnati, O. ju11

PIANO, DOUBLING ACCORDION; TENOR SAX, doubling clarinet; drummer, all rhythms; must sing, learn bits; single, under 30. Write Musician, 2254 W. Market St., Pottsville, Pa.

TWO CAPABLE ADVERTISING PROMOTERS for Merchants' Adver. Show, with own transportation. Van De Luke Shows, P. O. Box 151, Gainesville, Tex.

WANTED—MANUFACTURER AND SALES Force for automobile and household simple gadgets; patent pending. Dr. Roberts, Cross City, Fla. je25

WANTED IMMEDIATELY—ENTERTAINING Pianists doing vocals, for Southwest territory; send photos, publicity; Acts, Bands, contact. McConkey Music Corp., Kirby Bldg., Dallas, Tex. je11

WANTED — LEAD TENOR MEN, STEADY work guaranteed salary. Wire or write Jack Cole 807 4th St., Savannah, Ill. Other musicians write ju11

WANTED—MANUFACTURER AND MARKET-ing men for simple automobile and house gadgets, patent pending. Dr. Roberts, Cross City, Fla. ju11

WANTED—YOUNG DRUMMER, DOUBLE ON Vibes or Xylophone for location, \$50. City Club, Carroll, Iowa.

WANTED—CLEAN, COMPETENT, RELIABLE Musicians for replacements on top territory band; established sixteen years. Jimmy Caton, Hastings, Neb. je11

(Continued on page 90)

PEEK-A-BOOS



With key chains with the latest pictures, new and sensational. Nine different models in each dozen.
 Minimum Order, 4 Dozen. \$ 4.00
 One Gross 8.50
 Two Piece Telescope Key Chains.
 Special Price, Gross 10.00
 Sweet Sixteen with Sixteen Full and New
 Cutie Poses, Dozen 7.00

All these have the newest and latest pictures. Immediate delivery. Money order, certified check or cash with all orders.

Phone Number: Market 7-9848

HARRIS NOVELTY CO.
 1102 Arch Street Philadelphia 7, Pa.
 Jobbers and distributors, write or phone us

GET BIG 1949 CATALOG
 WRITE FOR COPY AND INCLUDE PERMANENT ADDRESS OR ROUTE FOR WEEK OF JUNE 13. STATE BUSINESS.

SPECIALS IN THE MEANTIME

MA 1 White Metal Band Rings, Gro. \$.60	MA 16 Plastic Thimbles, Gro. \$.75
MA 2 Gift Band Rings, Gro. 1.40	MA 17 Plastic Crosses, Gro.40
MA 3 Cigarette Holders, bulk, Gro. 1.95	MA 18 Stone Set Rings Checko. Gro.90
MA 4 Men's Pocket Combs, Gro. 1.00	MA 19 Imported Fur Monkeys, Small, Gro. 9.00
MA 5 Plastic Spoons, Gro. 2.75	MA 20 Imported Fur Monkeys, Large, Gro. 16.00
MA 6 Finger Traps, 6 in. Gro. 1.25	MA 21 Min. Charm Knives, Gro.75
MA 7 Finger Traps, 3 in. Gro.90	MA 22 "Polly Peel" Strip Tease Cards, Gro. 6.00
MA 8 Dart Balloons #4, Gro.85	MA 23 Peek-a-Boo Telescopes (no chains), Gro. 9.00
MA 9 Weighted Darts (Jap), 7 in. Gro. 4.75	MA 24 Peek-a-Boo Telescopes (w/ chains), Gro. 10.50
MA 10 Weighted Darts (US), 7 in. Doz. 1.25	MA 25 Crazy Clao Mystifying (won't stay put), 2 doz. in display box. Box 7.20
MA 11 Swiss Bird Warblers, Gro. 1.00	
MA 12 Comic Hat Bands, Per 1000. 10.00	
MA 13 Comic Buttons, 54 lines, Per 100 12.50	
MA 14 Jap Lies, Gro. 2.25	
MA 15 Small Coolie Hats, Gro. 22.50	

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

Men's Nationally Famous WRIST WATCHES

- ELGIN
- BENRUS
- GRUEN
- WALTHAM

\$9.45



Rhinestone Dials, \$2 additional.
 10 Kf. Yellow R.G.P. cases, modern new designs. Re-conditioned & rebuilt, guaranteed like new.

BIGGEST JUNE BRIDE'S ITEM
 Ladies' Rhinestone Case Swiss Watches



Looks like real diamonds. High grade Swiss movements guaranteed like new. Rhinestone dials and silk cord band. 7 Jewel. \$9.95
 17-Jewel Gold filled Mesh, Link or Expansion Band, \$1.75 add.

LADIES' & MEN'S FAST SELLING SIMULATED DIAMOND RINGS



Look like real diamonds. Beautiful settings increase sales and profits. Rings up to \$27.50 value. All 14 Kt. R. G. P. heavy mountings.
 Dozen Assorted Special \$12.95

Boxes \$1 doz. additional
 25% with order — balance C. O. D. Wholesale Only! None Sold Retail!
 Write for Our New 1949 Catalog.
 Quantity Prices To Big Users
JOSEPH BROS.
 59 E. MADISON ST., DEPT. B-4 CHICAGO 3, ILL.

MORRIS MANDELL
 announces that the

BIG 6 WHEEL
 AND OTHER CARNIVAL WHEELS are ready for delivery

SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
 26 East 13th St. (Dept. B) New York 3, N. Y.
 Phone ORegon 3-5912

DETROIT VISITORS
 Your buying trip is not complete until you see

FRED SILBER CO.
 22007 Woodward, Ferndale, Detroit, Mich.
 Largest Assortment of Stuffed Toys, Novelties and Supplies, and Complete Line of BINGO Merchandise. No Catalogs.

NEW CATALOG NOW READY!

SLUM

Sun Glasses \$.30	Crickets \$.98	Tube Whistles \$.98
Comic Masks35	Spring Clothes Pins .. .89	Finger Traps 1.35
Wedding Rings65	Warblers85	Lead Pencils 1.95
Plastic Thimbles75	Pocket Combs98	Bangle Bracelets 2.25
Plastic Crosses75		Blow-Outs 2.75

NOVELTIES

12 In. Paper Parasols, Doz. \$2.00 \$22.50	18 In. Paper Parasols, Doz. \$8.40 \$96.00	Paper Snakes \$ 5.95
15 In. Paper Parasols, Doz. \$4.00 45.00	6 In. Fur Monks, Doz. 80¢ 9.00	Min. Straw Hats, Doz. 80¢ 9.00
17 In. Paper Parasols, Doz. \$6.50 75.00	Fur Monks, Doz. \$1.65 18.60	Stapled Fly Birds 7.95
		Taped Fly Birds 9.60
		Imported Fly Birds 10.50
		Rubber Daggers 7.50

GLASSWARE

Miniature Mugs \$3.25	S & P Shakers \$4.50	Decorated Pitchers \$3.75
Ash Trays 3.75	Nappies 4.50	Colored Vases 2.00
Juice Glasses 2.95	Ruby Tumblers 9.00	Pink Trays 1.90
Whiskey Glasses 2.95	Decorated Tumblers 8.00	Ruby Pitchers 3.75
12 Oz. Tumbler 3.75		

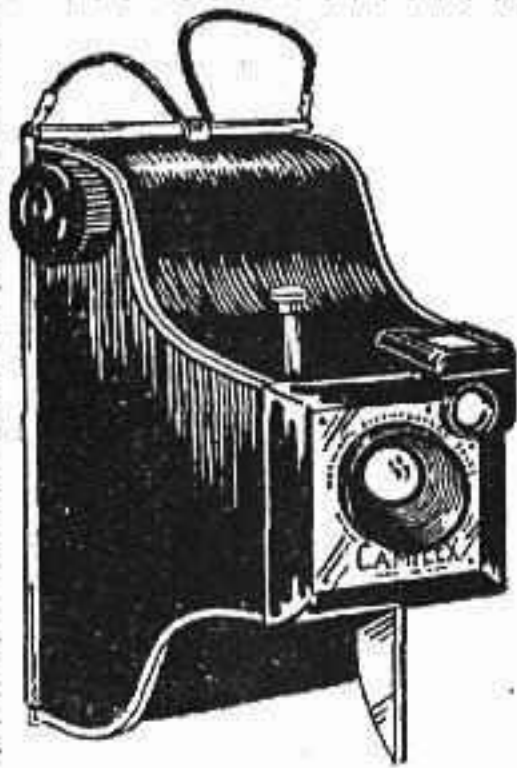
CONCESSION SUPPLIES

Daisy Cork Guns, Ea. \$5.50	Hoop-La Rings, 4 in. to 7 in. Doz. \$.70	Weighted Darts, Doz. \$1.20
Cork Gun Corks, 1000 2.75	Worth Base Ball, Doz. 2.25	Dart Balloons, Gr.90
Aluminum Bottles, Ea. 1.10	Latex Base Ball, Doz. 2.40	Knife & Cane Rack Rings, 100 4.50
Wood Bottles, Ea.65		

25% deposit with C. O. D. orders. Add transportation charges to prices. Free Apron with \$25.00 order.

KIPP BROS.

Wholesalers Since 1880
240-242 SOUTH MERIDIAN STREET
INDIANAPOLIS 4, INDIANA



HURRY--LIMITED QUANTITY ONLY!

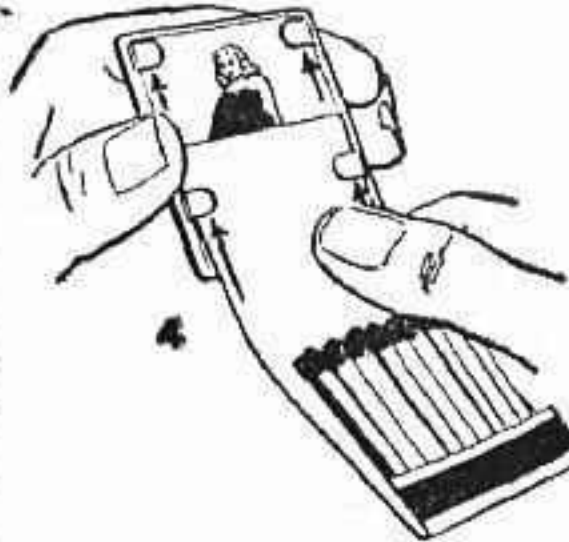
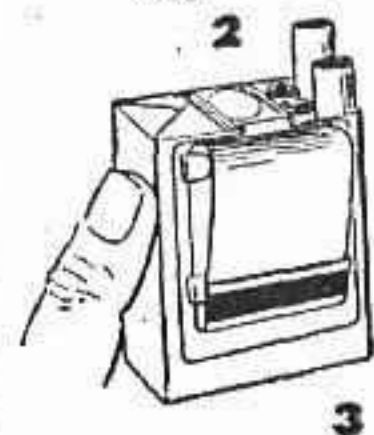
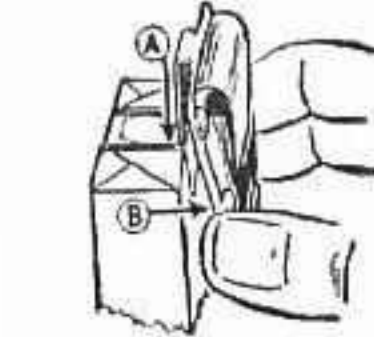
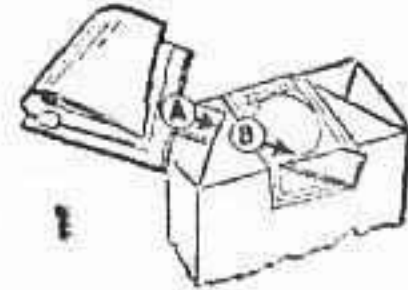
CAMFLEX CAMERA

\$1.00 Ea. in Lots of 12
Sample \$1.50
F. O. B. Ferndale, Mich.; 1/3 Dep., Bal. C. O. D.

- All-Metal Body
- Reflex Finder
- Ground & Polished Lenses
- Built-in Sunshade & Portrait Attachment
- Uses 620 Film 2 1/4 x 2 1/4" Picture Size

FRED SILBER CO.

22007 Woodward Ave., Ferndale (Detroit, Mich.)



EIGHTY MILLION SMOKERS (80,000,000) WANT

RAY'S CIGO-MATCH CLIP

NEW — JUST OUT — HOT!
THE FASTEST SELLER OF THE YEAR!
A "MUST HAVE" For All Smokers—
BIG DEMAND

CIGAR STORES—NOVELTY STORES—
CONCESSIONAIRES—PREMIUMS—ADVERTISING

Eliminates the wild search thru pockets or purse for matches. They are always right there—attached to the cigarettes.

Plate of clip protects package of cigarettes. Matches can be replaced without removing plate from package. The Clips are very attractive and come in an assortment of colors. Made of durable aluminum alloy—weigh only 1/5 of an ounce—a negligible weight in pocket or purse. Quickly and easily attached to cigarette package. Use tongue of Clip to make slit in package (thru center of Revenue stamp) as shown in figure 1-B. Insert tongue between cigarettes and package (see figure 2-A). Press lightly and Clip is held in place by point on tongue which perforates package. Instruction sheet with each Clip.

An intriguing surprise—beautiful works of art exposed simply by sliding the match book cover.

Advertising Feature: 1/2 x 1 1/2" space at bottom of Clip may be used for advertising message.

Packed—3 dozen to the carton, with display cover.

Patented—Price Protected at 50c.

Samples—50c each. Dealers' Price—\$10.80 per box of 3 dozen. Jobbers' Price—\$34.56 per gross.

Terms: Orders for \$10.80 or less, kindly remit in full. Over \$10.80—25% with order, balance C. O. D. Full payment with order, we prepay postage in U. S.

PLEASE—DO NOT ASK FOR FREE SAMPLES

WESTERN SALES & SERVICE CO.

SOLE DISTRIBUTORS

94 NATOMA ST., DEPT. 12, SAN FRANCISCO 5, CALIF.



PRANCING HORSE LAMP

NO. 5310

2.10 ea.

In gross lots per dozen, \$28.80

No less sold

Semi-porcelain horse. Assorted colors. 12" satin-sheen collar shade. Height 16".

New 1949

"LIVE MERCHANDISE"

CATALOG

SEND FOR YOUR COPY TODAY. Contains hundreds of new items including Lamps, Clocks, Appliances, Aluminumware, Glassware, Blankets, Smokers, Slum, Cans, Imported Merchandise, NOVELTIES, etc.

IMPORTANT: NATURE OF BUSINESS MUST BE STATED.

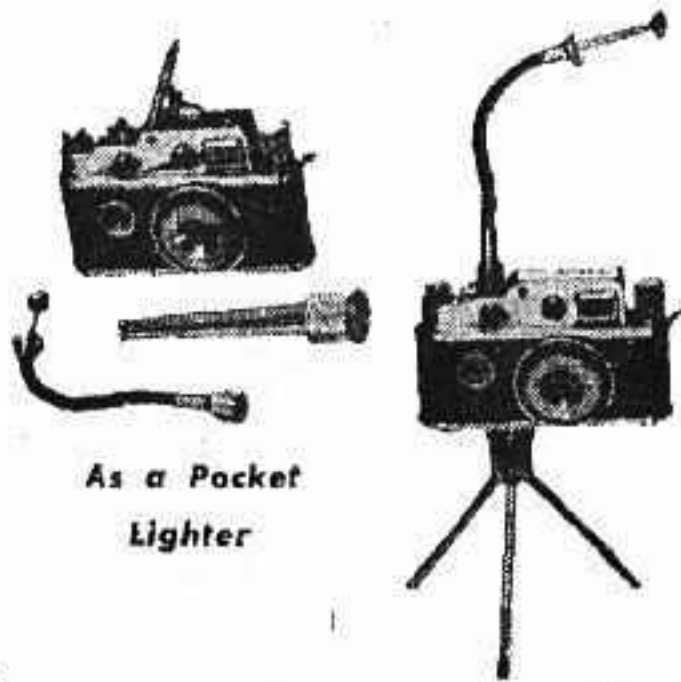
CONTINENTAL DISTRIBUTING COMPANY

822 NORTH THIRD ST. MILWAUKEE 3, WIS.

NEW LIGHTER THAT LOOKS LIKE A CAMERA

BE FIRST IN YOUR TERRITORY

Tripod and Plunger can be removed for use as a pocket lighter. This amazing new cigarette lighter even fools camera fans. Beautifully machined, sturdily constructed in black or handsome chrome finish. Wind-breaker and extra flint space. Sensational for Salesboard Operators, Concessionaires, Jewelry and Gift Stores. Price \$36.00 Dozen. Sample \$3.25 Prepaid. 25% Deposit, Balance C. O. D. Shipped prepaid upon full payment. Orders shipped same day.



As a Pocket Lighter

As a Table Lighter

Wire, Phone or Write

GOLDEN GATE MERCHANDISE CO.

830 Market St. Phone Yukon 2-5755 San Francisco 2, Cal.



CREW HAT OPERATORS

We have the best Crew Hats made in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight.

PRICES

Plain white top with colored brims .. \$57.00 Gr.	Kiddie Felt Crew Hats \$24.00 Gr.
Two-Tone combination tops 60.00 Gr.	We have baby sizes if you want them.
Crew Hats, Flocked special with any seashore, park, carnival or fair .. 72.00 Gr.	Laced Cowboy Hats, beautifully laced with cord in all bright colors. \$8.00 dozen 93.00 Gr.
Felt Crew Hats, nice bright colors .. 28.00 Gr.	Baseball Caps in heavy twill and gabardine, with or without eyelets 54.00 Gr.
Yacht Caps with any name, minimum order 2 gross lots 33.00 Gr.	

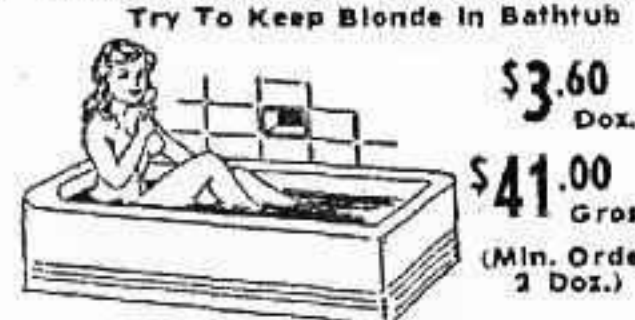
Immediate Delivery. 25% Deposit, Money Order or Cash, Balance C. O. D.

HARRIS NOVELTY CO.

1102 ARCH ST. Phone No.: Market 7-9848 PHILADELPHIA 7, PA.

BLONDE IN BATHTUB

Try To Keep Blonde in Bathtub

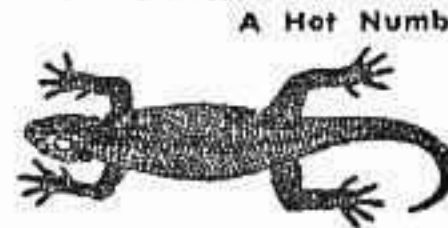


\$3.60 Doz.

\$41.00 Gross (Min. Order 2 Doz.)

9" CRAWLING RUBBER LIZARD

A Hot Number



\$5.40 Doz.

\$60.00 Gross (Min. Order 1 Doz.)

Crazy Cleo \$ 2.60	2 Doz. \$ 28.80
The New Twin (2) Drinking Birds on Fountain 15.00	2 Doz. 172.00
The "New Look of 1949" Strip Tease Card 1.50	2 Doz. 14.40
Sweet "16" Viewers 7.20	1 Doz. 85.25
Magnetic Fighting Cocks 1.35	3 Doz. 14.40
Toreador & Bull (Magnetic Bull Fight) 1.50	4 Doz. 16.00
Magnetic Frisky Dogs .. 1.35	4 Doz. 14.40
12 Assorted Figurines, Magnetic 1.35	3 Doz. 14.40
12 Assorted Animals .. 1.35	3 Doz. 14.40

ALL MINIMUM ORDERS MUST INCLUDE 25c EXTRA FOR POSTAGE. ALL ORDERS OVER MINIMUM, TERMS F. O. B., N. Y.

Jobbers: Write 1/3 Deposit, Balance C.O.D.

12 W. 27th St. New York 1, N. Y.

Tel.: MU 3-2324

PRITT NOVELTY CO.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In



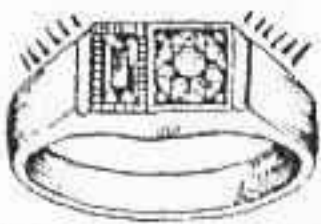
ACME PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

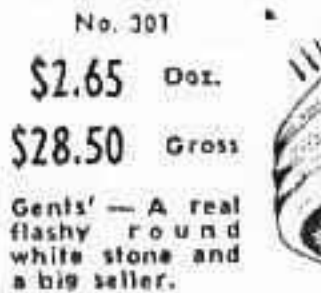
GIVE TO THE DAMON RUNYON CANCER FUND

PRICES REDUCED

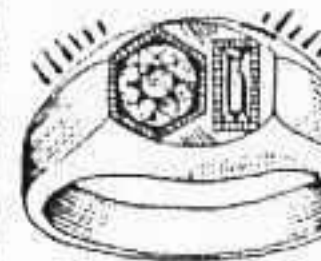
FLASHY-14K Gold Plate CASH IN ON THESE MONEY MAKERS



No. 227 \$2.25 Doz. \$24.50 Gross Ladies' 2-stone cocktail, flashy white stone & ruby color baguette.



No. 301 \$2.65 Doz. \$28.50 Gross Gents' - A real flashy round white stone and a big seller.



No. 705 \$2.65 Doz. \$28.50 Gross Gents' 2-stone cocktail. Brilliant round white stone and ruby red baguette.

Deposit on all C. O. D. orders. State your business. Above 3 samples postpaid \$1.00.

PROVIDENCE RING CO. 49 WESTMINSTER ST. PROVIDENCE, R. I.



AMAZING! MYSTIFYING! SALES SENSATION! NEW DISAPPEARING COIN TRICK

This trick is amazing, yet anyone can do it after reading the instructions enclosed with each individually boxed unit. You've been wanting something different in novelties. Well, here it is! Price per dozen individually boxed trick. \$5.40

Send \$1.00 for sample order of one trick. Jobbers' confidential prices on request. Sales representatives wanted to sell item exclusively in various territories.

FASCINATING "BUSY BIDDY" TOY CHICKEN

Lays 5 eggs when pressed. Must be seen to be appreciated. Hottest seller today. We can deliver NOW. No one else can back up that statement.

Write us for other Specialties 25% Dep. with Order, Bal. C.O.D. KEYSTONE SALES 720 W. Madison St. Chicago, Ill.

ALL PLUSH JUMBO BAMBI

#B-118 30" high as illustrated. High luster plush. Well constructed. Assorted colors. \$37.50 Doz. Samples Postpaid, \$4.00 Ea.

Order by number. 33% Deposit, Balance C. O. D. Jerry Gottlieb, Inc. ASBURY PARK NEW JERSEY

CARNIVAL WHEELS

24"-30"-36" sizes Stands - Lay down charts SEND FOR FREE CATALOG CARDINAL MFG. CORP. Manufacturers of Carnival Wheels and Supplies 430 KEAP STREET, BROOKLYN 11, N. Y. Evergreen 7-5027

AT LIBERTY-ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

TALENT SCOUT AVAILABLE-WASHINGTON area for radio, video, nightclubs, talent shows, etc. Harry Traub, 2743 N. Lorcom Lane, Arlington, Va., Chestnut 6319. je1

WANTED FOR FALL SEASON IN SCHOOL assemblies, high class Marionette Show. Temple Greystoke, agent, Columbus, Ga. je1

BANDS AND ORCHESTRAS

ROY SANDERS SOCIETEERS-8 TO 11 MEN union, commercial style band desires reliable agent. 1017 N. 9th St., Reading, Pa. je1

CIRCUS AND CARNIVAL

EXPERIENCED BILL POSTER-FOR CIRCUS or plant. August Bollens, 929 W. Calif. St., Oklahoma City 4, Okla. je1

LARGE COOKHOUSE, GRAB AND SNOWBALL. -Positive catering to show folks; wanted to book June first; prefer gift show. W. L. Borrer, Clute, Tex., Western Union, Freeport, Tex. je1

MISCELLANEOUS

EXPERT REPAIR MAN WANTS POSITION with large operator; ten years experience with Wurlitzer juke boxes, pin games, etc.; owns complete test equipment, machine tools, etc.; fully experienced machinist and electrician; state salary offer in reply. F. R. Schroeder, Zwingle, Ia. je1

MALE ACTRESS-NEW, SPECTACULAR, DIFFERENT; work in Greater Manhattan wanted; available Sept. 15; female impersonation of all kinds. Write: La Moza, Box C-349, Billboard, Cincinnati, O. je1

MUSICAL DIRECTOR FOR SUMMER STOCK. light opera, symphonic, etc.; contact immediately; kindly give all particulars. Conductor, 1215 54th St., Brooklyn, New York. je1

MUSICIANS

AT LIBERTY-PIANIST, FEMALE, BLONDE, in middle thirties, attractive; excellent wardrobe, unlimited repertoire; prefers Western engagement; also Solovox. M. M. Leshner, 6815 N. Overhill Ave., Chicago 31, Ill. je1

ALTO, TENOR SAX, CLARINET, FLUTE-Read anything, some fake; sober; union; 21 years old, available from June 10. Seymour Bass, Noah Hall, Oberlin, O. je4

AT LIBERTY-TENOR, CLARINET, VOCALS; experienced, good tone, single, sober. John Anderson, Box 303, Peabody College, Nashville, Tenn. je1

AT LIBERTY AFTER JUNE 3-TENOR CLAR., experienced, reliable, read, jam, combo cocktail unit or band location only; write or wire. Pep Johnson, Box 223, N. Campus, Norman, Okla. je1

AT LIBERTY-LEAD ALTO, TENOR, CLARINET available June 15th. Pat Buiger, 1220 N. Dale, Oklahoma City, Okla. Phone: 3-8505. je1

AVAILABLE JUNE 3D-TRUMPET, PREFER resort location; cut or no notice. Milton Abramson, 23 W. Knapp, Rice Lake, Wis. je11

BASS PLAYER-AVAILABLE JUNE 12; ALL round experience; double section Violin; neat appearance, conscientious; interested only responsible leader offering steady work; Local 802 member. Barbee, c/o Trio Dragon Grill, Corpus Christi, Tex. je1

DRUMMER-UNION, COLLEGE, AGE 18, FIVE years large and small bands; good beat and flash; prefer road band in adjoining states until after Labor Day, or club. James Beebe, 229 Lawn Ridge, Creve Coeur, Ill. je1

DRUMMER-UNION, DESIRES SUMMER Location in hotel or night club; prefer small combos. Musician, 102 Rauber St., Rochester, N. Y. je1

DRUMMER, ALSO GIRL VOCALIST; DRUMMER cut anything or no notice; Girl is tops. Buddy Del Mar, Winslip Gardens, Macon, Ga. Ph: Ivy-907-R. je11

DRUMMER-ALL ESSENTIALS, AGE 27, want location in West; cut or no notice; available June 4th. Mission Motor Lodge, No. 104, Salt Lake City. je1

GIRL PIANIST FOR HOTEL LOUNGE ONLY-Min. salary, \$100 wk. plus room, union tax, your agent's comm. and one way transportation from Chicago; will send photos and clippings; no vocals, no accompanying, and no compulsory mixing. Box 289, Billboard, 188 W. Randolph, Chicago. je1

ELECTRIC SPANISH GUITARIST-WESTERN Entertainer; vocals, experienced MC, solo and trio work, also twin with other instruments; desire permanent connection with A1 group, radio and personals only; recently featured top Miami Beach station; state all in first. Hal Clark, 2445 NW 38 St., Miami, Fla. Phone: 785744. je4

HAMMOND ORGANIST WITH ORGAN, Chinese; exp. male; photo; "tops" for your tavern, grille. 4342 N. Western, Chicago. Jul1

LEAD ALTO, TENOR (JAZZ) CLARINET, flute, name band experience, any chair in section; available after June 10. John Hutter, 702 Schurz Ave., Madison, Wis. je1

LEAD ALTO AND PIANO MAN-IMMEDIATELY; cut or no notice; excellent combo work. Fred Burgl, c/o Beaver Beach, Utica, S. Dak. je11

MARIMBA-IDEAL FOR CLUBS OR FOR ADDING class to band; can also play vibes; experienced; prefer Chicago or vicinity. J. T. Tule, 5201 Ellis, Chicago, Ill. je4

ORGANIST-RINK EXPERIENCED, EXCELLENT references, available, or will negotiate for good future opening; write details. Organist, Box C-345, Billboard, Cincinnati, O. Jul1

PIANO-READ FAKE, ETC.; UNION, Dependable; shows. Box C-341, Billboard, Cincinnati, O. je4

STRING BASSIST-COMMERCIAL; READ well; good tone; worked large bands recently; desire location; work combos; wire, write. Monk Moninger, Western Union, or Gen. Del., Defiance, O. je1

TENOR CLAR., DOUBLE ALTO; PREFER tenor band location, consider others; reliable references. Contact Ralph Hockaday, Palmer Hotel, Grand Island, Neb. je1

TENOR, CLAR., ALTO-SIX YEARS' EXPERIENCE commercial, tone, intonation, blend, read, solo; some vocal; single, 21, clean cut, sober, reliable, union; preference, location near Mich.; others or travel acceptable; available June 6; immediate response. Musician, 1543 Pine Ave., Grand Rapids, Mich. je1

TENOR SAX, CLARINET, VOCAL, AVAILABLE after June 2; prefer commercial band, but will travel; conservatory student, age 21; read, fake. Phil Harvey, 2200 Prospect Ave., care Y.M.C.A., #923, Cleveland, O. je1

TROMBONE DOUBLING TRUMPET-AVAILABLE on short notice; name band experience, also combos; cut or no notice. Sandy Brandt, 905 Belmont Rd., Grand Forks, N. Dak. je1

TRUMPET-LEAD OR SECOND; READ, FAKE; show experience, 8 years; travel any where. Box C-348, Billboard, Cincinnati, O. je1

TRUMPET-LEAD OR 2D; AVAILABLE IMMEDIATELY, anywhere; thoroughly experienced; read anything. Phone NEVins 8-5680 or write. Trumpet, 1237 Atlantic Ave., Brooklyn, N. Y. je1

TRUMPET-EXPERIENCED COMMERCIAL, jazz; fake, shows, rumbas; will travel; state all details in first letter. S. Sayres, Chelsea Hotel, Chicago. je1

PARKS AND FAIRS

BALLOON ASCENSIONS-PARACHUTE JUMPING; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer 1041 S. Dennison, Indianapolis 21, Ind. je25

OUTSTANDING PLATFORM TRAPEZE ACT-Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. je1

PRODUCING CLOWN-AT LIBERTY JUNE 18 with plenty to offer anything needing clown. Roy Barrett, Hamid-Morton Circus, Richmond, Va. je4

SENSATIONAL HIGH FIRE DIVE-OLD ESTABLISHED standard attraction; never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. je25

THE LEHMBECK SISTERS AND CO.-A creation of acrobats and balancers; parks, celebrations; 4 people act. 2015 Oliver St., Fort Wayne 5, Ind. je1

VAUDEVILLE ARTISTS

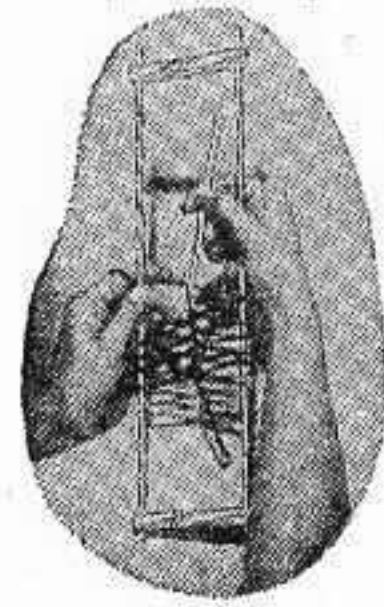
COLORED-SINGER, EMCEE, PRODUCER FOR night club, vaudeville or minstrel; appearance, personality, wardrobe A-1; ballads and swing numbers; photo on request. Ellzey, 216 N. Prieur St., New Orleans, La. je1

MOOSE, EAGLES, LEGION, ELKS LODGES-Contact Bob Tomlinson, one man, one hour show; versatile entertainer; accordion, pianist, juggling, rope twirling, dancing, Punch-Judy, ventriloquism, magician. 182 N. State, Chicago, Ill. Dearborn 2-2735. je1

DEMONSTRATORS WANTED

We would like to contact demonstrators who are interested in advertising and selling our brand-new item. It is a crochet loom that can be demonstrated at fairs, department stores, and is an all-year item. We are manufacturers and are in a position to give you an attractive offer. Write us for additional information or send one dollar for a Mo-Derne Loom, with crochet hook and instructions.

MO-DERNE MFG. CO. Box 194, Racine, Wisc.



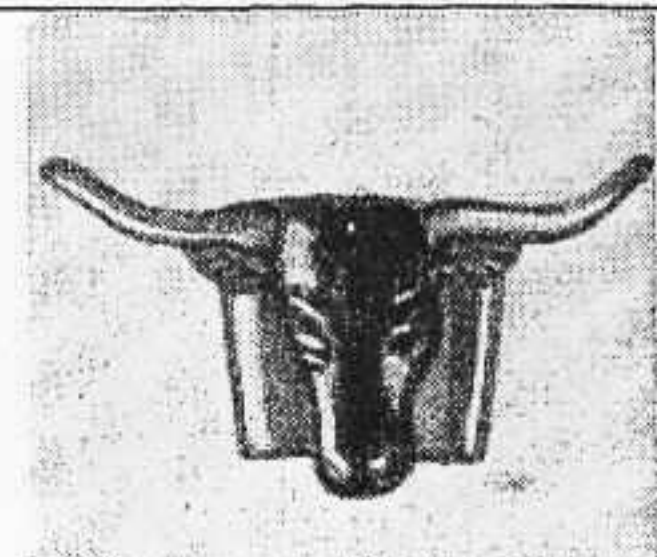
DRESS UP YOUR CONCESSION with MINIATURE CHARACTER DOLLS (A Rachello Creation)



Doll is 7" Tall - Human Hair - Stands Alone! Beautiful satin costume with heavy lace trimming. 3 Costumes-White, blue, pink, green, red. Individually boxed with cellophane protective lining. Can be displayed in box without soiling doll. \$12.00 Doz. Sample \$1.50

25% Deposit, Balance C.O.D. Postpaid Jobbers: Write for prices!

Sigrido Doll Mfg. Co. 309 Fifth Ave. NEW YORK 16



WESTERN SCARF SLIDES HEAVILY SILVER-PLATED

\$24.00 Gr. SAMPLE ASSORTMENT OF SIX HANDSOME STYLES-\$1.00

Minimum Order Accepted 3 Doz. DIRECT MFG. CO. P. O. BOX 632 PAWTUCKET, R. I.

Hits for Engravers . . .

Get Top Money-Top Quality-Top Profits MASSIVE & HEAVY IDENTs * STAINLESS STEEL EXPANSION BRACELETS * NICKEL SILVER SIGNET RINGS *



NS 445 \$2.25 Doz. NS 300 \$2.50 Doz. NS 131 \$3.00 Doz. \$24.00 Gr. \$27.00 Gr. \$30.00 Gr.

25% Deposit With Order, Balance C. O. D. SEND \$3.00 FOR COMPLETE SAMPLE LINE AND LOWEST PRICES . . . YOU BE THE JUDGE.

THE SALPRO CO. 3824 W. Arthington St. CHICAGO 24, ILL.

Sensational Value-Tremendous Profits-

Sells on sight. Three Piece Sets, four (4) popular colors-maroon, black, blue and gray-gold finished Caps, Military Clips, long lasting Ball Pen, custom built Hooded Fountain Pen with 14K Gold Plated Point; Propel Repeel Mechanical Pencil, attractively gift boxed. Terrific advertising specialty item! Sample set, \$1.00; dozen lots, 80¢ per set; gross lots, 70¢ per set.

25% deposit with order-balance C.O.D. HUBBARD PRODUCTS CO.-Dept. B61 2554 Hubbard St. Brooklyn 23, N. Y.

PENNANTS & NOVELTIES

4x9" @ \$25.00 M 7x15" @ 63.75 M 9x24" @ 110.00 M Novelty Assortment \$5.00 (Shipments in three weeks)

UNIVERSAL FELT & SUPPLY CO. 55 Eddy St. Providence 3, R. I.

CHINESE FIRECRACKERS

80/16 (1280 1 1/2 in. Firecrackers, \$2.25. Cash with order, F. O. B. Joplin, Mo. Write for prices in case low.

HURST-JONES FIREWORKS BOX 376, JOPLIN, MO.

IMPORTED MERCHANDISE

For Streetmen & Specialty Workers

ALL PROVEN WINNERS

IMMEDIATE DELIVERY

Mechanical Bird Cage	\$69.00 Gr.	TWILL CREW HATS	\$52.80 Gr.
Cowboy on Horse	81.00 Gr.	Felt Crew Hats	30.00 Gr.
Crawling Baby	81.00 Gr.	Kiddies' Beanie Hats	24.00 Gr.
ITCHY DOG	42.00 Gr.	Laced Edge Cowboy Hats	99.00 Gr.
Boy & Dog	75.00 Gr.	Gabardine Crew Hats, Flocked	87.00 Gr.
Mechanical Seal	45.00 Gr.	Twill Crew Hats, Flocked	69.00 Gr.
Dancing Couple	45.00 Gr.	#14 Kat Mottle Balloons	7.00 Gr.
Cat & Ball	42.00 Gr.	#9 Kat Mottle Balloons	5.00 Gr.
Boy on Bicycle	42.00 Gr.	#9 Animal Print	4.50 Gr.
Hula Dancer	42.00 Gr.	#9 Spec. Mottle	4.25 Gr.
Crawling Turtle	42.00 Gr.	#9 Circular Stripes	7.00 Gr.
Mechanical Mice	24.00 Gr.	#9 Plain Balloons	2.00 Gr.
Mechanical Penguin	18.00 Gr.	#7 Plain Balloons	1.75 Gr.
Small Jap Monkey	8.40 Gr.	#4 Dart Balloons	.90 Gr.
Medium Jap Monkey	16.30 Gr.	Reed Sticks	.60 Gr.
Large Coolie Hats	33.00 Gr.	Bugs Bunny Toss Up, w/feet	14.00 Gr.
Small Coolie Hats	25.50 Gr.	Mickey Mouse Toss Up, w/feet	14.00 Gr.
Small China Fur Dogs	15.00 Gr.	SHMOO TOSSUPS	16.20 Gr.
Large China Fur Dogs	43.50 Gr.	70L Gene Autry & Roy Rogers	10.00 C.
JAP OPERA GLASSES	45.00 Gr.	assembled with White Horse	20.00 C.
Jap Dangling Spiders	9.00 Gr.	70L G.A. & R.R. Gold Horse Badge	39.00 C.
Jap Dangling Duck	9.00 Gr.	Accordions	21.60 Gr.
Jap Dangling Skeleton	8.40 Gr.	TROMBONES	21.60 Gr.
Jap Sword with Strap	30.00 Gr.	Feather Dress	8.50 Gr.
China Paper Snakes	5.50 Gr.	5" Plain Cello Doll	9.00 Gr.
Jap Rubber Dagger	9.00 Gr.	6" Plain Cello Doll	12.50 Gr.
15" Jap Paper Parasol	13.50 Gr.	7" Plain Cello Doll	13.50 Gr.
18" Jap Paper Parasol	15.00 Gr.	4" Feather Doll	9.00 Gr.
20" Jap Paper Parasol	15.00 Gr.	7" Feather Doll	19.80 Gr.
27" Jap Paper Parasol	45.00 Gr.	8" Feather Doll	24.00 Gr.
33" Jap Paper Parasol	60.00 Gr.	9" Feather Doll	30.00 Gr.
5" Cuddle Doll	18.00 Gr.	12" Cuddle Doll	9.60 Gr.
9" Cuddle Doll	63.00 Gr.		
10" Cuddle Doll	78.00 Gr.		

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THREE HEAVY IDENTITS THAT SELL
Thick Airplane Metal Plates, Heavy and Extra-Heavy Chains, Beautiful Polished White Finish

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JEWELERS, PREMIUM BUYERS, PROMOTION DEALERS. We offer a LIMITED QUANTITY JUST TO GAIN NEW CUSTOMERS throughout the Country. GENTS' Heavy 10K and 14K Solid GOLD ONYX Rings with Genuine fine size high quality DIAMOND and Solid Gold Raised Removable Screw-Back Initials of your choice. Price \$6.75 each. Ladies' Styles with fine FULL CUT DIAMOND only \$5.75 each. Other SPECIALS: High quality, fully guaranteed 7 Jewel Swiss Alarm Pocket Watches, Luminous Dial, Open Stand Model; very latest smaller style, import just arrived. Price \$6.75 each. Heavy Sterling Silver Child SPOON and FORK SET, \$1.45 set; Sterling Baby Rattle, \$1.75; all finely boxed. Minimum order 6 units or assortment of 6. All single sample orders, 50¢ extra. Remit with order and we ship PREPAID, or 25% deposit, balance C. O. D. Catalogue sent with order.
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Bingo and Premium Merchandise

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14 KT. R.G.P. RINGS

FR-12 \$12 doz.
3670 \$15 doz.
FR-5 \$15 doz.
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Beautiful Colors on Black Porcelain Bases.
Imported the First Time Since 1939.

Animals from 1 to 2" high. WORKS OF ART in every detail. Bases 2 1/2 x 2 1/2". BEAUTIFUL COLORS OF ANIMAL GROUPS CONTRASTING SPLENDIDLY FROM BLACK BASES.

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To sell this and other recent importations to storekeepers.

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One sample set sent upon receipt of \$1.00. All 4 sets sent on receipt of \$3.50, to be refunded as soon as orders for one gross have been received. LIBERAL COMMISSION. Re-Orders Are Heavy, on which salesman get full commission.

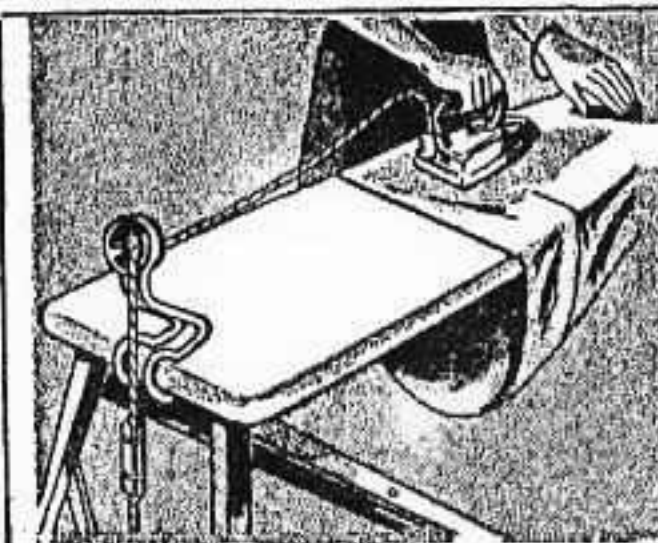
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Chickens • Ducks
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\$7.50 Per Doz. Sets
(4 pcs. per set)

Packed equally-assorted among all 4 designs.

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New Item

WATSON IRON-CORD GUIDE

FITS ANY IRON. Clips on board, prevents tangled cord. Easier, faster ironing. LASTS A LIFETIME. Samples \$1.25. Attractive discount in gross lots.

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AT LOWEST PRICES IN U. S.

LARGEST STOCK OF RUBBER PLAYBALLS IN THE COUNTRY

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ALL PLUSH. Assorted Colors. A staple in every toy department. Quality of design and workmanship has kept this pup ahead of all other plush animals.

Item 4921. 10 1/2" by 8" 12 to carton. 8 lbs. \$16.00 DOZ.

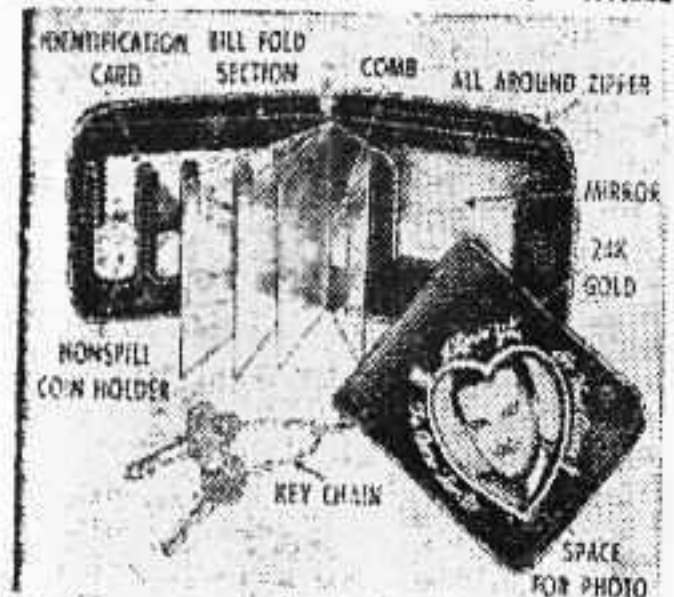
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Individually Pliofilmed. 25% with all orders, balance C. O. D. All Orders Shipped Same Day Received.



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OVER 100% PROFIT YOURS! Sell stores and direct. Highest quality \$1.00 to \$1.49 retail value—direct from manufacturer. Your low cost \$4.75 per doz., \$6.35 per doz. in 3 doz. lots, \$6.00 per doz. in 6 doz. lots, \$5.40 per doz. in gross lots. Single sample, 65c.

SPECIAL! SHMOO BALLOONS IN 2 SIZES—Exactly as featured in L'Pl Abner comic strip. Rapid 10c sellers. Inflate to 15" high. Your cost only 69.20 per gross. Each balloon separately cellophane-packed with feet. Giant Shmoos—1 1/2" seller, inflates to 23" high, \$16.00 per gross. Send 25% deposit, balance C.O.D.

WRITE TODAY FOR FREE ILLUSTRATED NEW CATALOG of hand painted Wallets, 2-in-1 "Shop-Hand" Bag, Dolls, Watches, Ball Point Pens, Imported Toys, Sun Glasses, Cameras, Novelties.

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Laced Brim—Adjustable Chin Cord. Sensational seller at Parks, Beaches, Rodeos, etc.

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SCHATTUR NOVELTY CO. 142 Park Row New York City

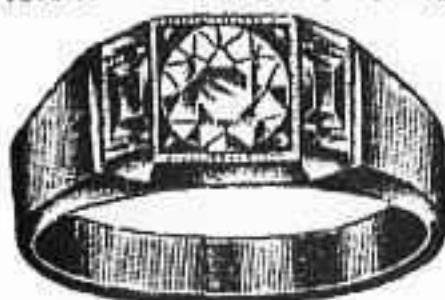
FIREWORKS JULY 4th SPECIAL OFFER ONLY \$3.60 Chinese Flash Firecrackers, Extra Samples and complete Wholesale Catalog. APPROX. RETAIL VAL. \$7.20 YOUR COST ONLY...\$3.60 TERMS: CASH. Send P. O. Money Order or Bank Draft. No C. O. D. Dolls, etc.—Liquidation Sale WRITE FOR LIST. NO CATALOG. STANDARD SPECIALTY COMPANY Oostburg, Wisconsin

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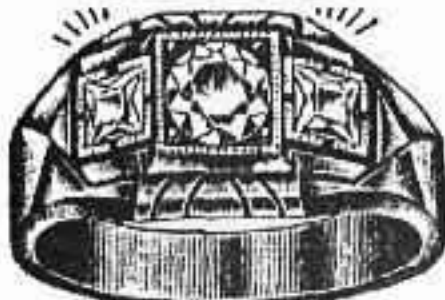
ORIENTAL DESIGN RUGS \$29.50 Each Attn: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Wholesaler. Imported Glowing Oriental reproduction extra-heavy 9 by 12 room-size RUGS! Perfect Quality, Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, \$2.95 up. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. AGENTS WANTED LO-US TRADING CO. Dept. P-5, 20 W. 27th St., New York 1, N. Y.

All Extra Heavy Mountings

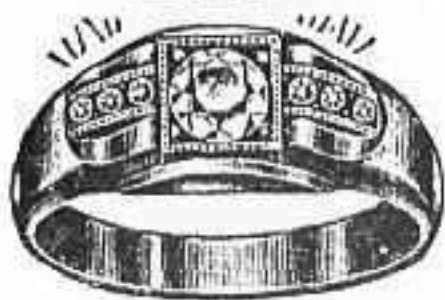
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1/20 12K Gold Filled. Large white center. Red sides. Without side stones. #B1010 \$14.00 Doz.



#B1037 PER DOZ. \$20.00
1/20 12K Gold Filled. White center. Ruby red sides or all white.



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1/20 12K Gold Filled. White center, ruby color sides.

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\$1.25 Ea. in Doz. Lots
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Rugged construction. Feature new 20/20 safety lenses. In 22K plate gold or chrome finish with Mother of Pearl brow rest. Send \$1.50 for sample.
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OREGON BEAVER STATE
SOUTH CAROLINA PALMETTO STATE

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(I'm with it since 1907)
Originator of the ALL-ALUMINUM IDENT.
\$2.50 Doz., \$25 Gr.

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Have worked stores with jewelry joints myself for years and know your needs.
LOWEST PRICES AVAILABLE
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Direct From Factory Retail Ea.

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3 Doz. Bango Repeater Guns79
8 Gross Roll Caps, 5¢ retail, value \$124.44; your cost, \$62.00. Chinese Crackers, 80 20's, \$3.00 bid.; 80 14's, \$2.50; Case Lots 8 Bids., 10% off. 2 in. Salutes, per M \$6.90 3 in., \$8.60; 5 in., \$21.60. Silvertube, \$2.00 Gr. #8 Sparklers, \$6.00 Gr. #10, \$12.00 Gr. Cash with order.

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Whips...

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Cowboy Hats	3.00 Dz.	Jocko Monkeys	9.00 Dz.
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U can place blonde in tub refuses to stay for others
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A sudden spray
Mechanically perfect
Fits in vest pocket
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Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo

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10 Doz. or More—\$3.50 Per Doz.

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- 2-in-1 Combination Pocket Watch, Alarm Clock
- Ideal for traveling
- Back opens to form stand for night use
- Radium dial and hands—black or white dial

SELLS ON SIGHT—ORDER TODAY!
\$6.00 Minimum order, 3 watches.
EA. Sample, \$6.50
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Bring clean, filtered air into your home. Removable hair filter, 10x20x2 inches thick. Purifies the air of smoke, dust and soot. Pollen content eliminated. A relief to hay fever victims. Dealers and distributors, write for particulars.

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\$3.60 per doz.
Minimum order 3 dozen.
Check or money order only.

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Biggest Profit Makers in WATCH History

Rhinestone DIAL WATCH
In 14K Gold Plated Case
\$4.25

- Brand New—Not Reconditioned
- Written 1-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
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Genuine Swiss 2 PUSH-BUTTON CHRONOGRAPH
\$4.00 WITH A JEWELLED MOVEMENT!

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
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GENUINE DIAMONDS \$98.00 PER CARAT* COMPLETE
IN 14K YELLOW GOLD SETTINGS!

MEN'S OR LADIES' STYLES • FULL TOTAL WEIGHT GUARANTEED • DIAMONDS ARE PINK WHITE WITH SLIGHT VISIBLE IMPERFECTIONS • 7 DAY MONEY-BACK GUARANTEE • 3-DIAMOND DESIGN ONLY—NO SOLITAIRE!

UP TO 300% PROFIT ON EACH SALE!

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IMPORTED SWISS STOP CHRONOGRAPH
with 2 Push Buttons
In Lots \$3.85 of 100

In lots of 6 \$3.95
Samples \$5.45 ea.
Handsome Ventilated Plastic

Band, 10¢ extra. Assorted attractive Dials, Large Sweep Hand, Radium Hands and Numbers.
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BELT BUCKLE



ZINC-ALUMINUM ALLOY
CHROME & GOLD PLATED
FITS ANY BELT
UP TO 1 INCH
\$4.80 in Dozen Lots.
\$4.20 in Dozen Gross Lots.
Sample 50c.
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Chinese Firecrackers
1 Bundle or 1280 1 1/2" Crackers \$3.50
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Latex Rubber
NO. K10—PER GROSS.....\$1.25
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1 Bundle 1280 1 1/2" Crackers\$3.00
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7 Bundle 2600 1 1/2" Lady Crackers5.00
100% Profit—Cash With Order.

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(Continued from page 93)

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Sharp, Mrs. Max Thompson, Russell W.
Sheehan, Chas. Timmer, Natt
Shelden, Mrs. Pat Tinkelpaugh,
Shelton, Marvin Richard A.
Shoemaker, Dorothy F.

Shuman, Jimmie Titus, Vicky
Sikes, O. L. Tobell, Allen
Singleton, James D. Toler, Clyde H.
Slaten, Mrs. Adrian Tom, Geo.
G. Troy, Clyde D.
Tudor, Mrs. Harry E.

Simons, C. A. Chuck Valier, Buddy
Sivak, Joseph M. Varner, Mrs. Mabel
Slaton, Junia Vaughn, Mona
Slavin, Claude Vincent, Alfred L.
Smiley, Zina Voise, Harold
Smith, Chas. Walker, Basil
Bradley
Smith, Edward D. Wallace "Magician"
Smith, Harold Ward, Curly
Smith, Harry Ward, Mrs. Judy
Smith, John L. Wardwell, Ed.
Snedeker, H. Ray Ward, Travis
Snoden, Bobby Warne, John
Sparton Bros. Circus Watson, Eddie
Spencer, Chuck Weatherly, Tommy
Spoon, Tommie Webb, Laran Tex
Staber, Faye Weens, Fred
Stack, Richard C. Weiser, Norman
Stacks, E. R. Wellborn, Thomas
Stamford, Ivan White, Dave
Stark, Michael Whyte, Margaret
Stanley, E. Ann
Steiner, C. S. Jr. Whyte, Peggy
Stevens, Walter Williams, Mrs. Billie
Stevens, Virgil Williams, Dixie Lee
Stewart, F. E. Williams, Mrs. Rose
Stewart, Speedy Williams, Ted
Street, Jim Willis, C. M.
Storer, James Will, Claude
Strayhorn, Joe L. Will, Teddie
Studyvin, Harry Wilson, Alexander
Stump, Bertie (Frog Girl) Winniman, Morris
Winters, Wm.

Stotts, Pee Wee Wise, J. A. Jr.
Sullivan, Thomas Wolecott, Wm.
Suttie, Peter Woll, Bill
Sutherland, Millie Wood, Lowell
Sutherland, Pat Joseph Jr.
Swift, H. L. Zellimine, Frank
Sylvin, W. Zeld, Mrs. Jean
Takkas, Geo.

MAIL ON HAND AT CHICAGO OFFICE
155 No. Clark St.,
Chicago 1, Ill.

Terrill, Tom von Felsinger, John
Tiner, William D. Walter, Clarence
Gown Willkoita, Bernard
Thompson, John Williams, Victor
Trennell, Sally or Wolf, William
J. E. Young, Raymond
Verder, W. A.

Chi Billboard In New Office
CHICAGO, May 30.—
The Chicago office of The Billboard is now at 188 West Randolph Street, across the street from the Bismarck Hotel. Offices occupy the 30th floor. Telephone number remains the same, Central 6-8761. All mail to be forwarded thru the Chicago office should be addressed care The Billboard, 188 W. Randolph Street, Chicago 1.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

Allen, Al King, Ethyle
Allen, Frank Kopf, John
Attila & Co. Krooner, R. A.
(Living Target) Kyle, Chas.
Bach, Bob Lash, John
Ballew, Karl Le Due, Joe
Barbour, N. E. Lewis, Vincent
Beardsley, Whiter Lewis, Claude Allen
Birdseye, Marion Lirermore, Norman
Blumberg, Philip Lipton, Danny
Brisson, Dan Lombard, Linda
Burke, George Lorraine, Blanche
Byrnes, William Lynch, Jerry
Lyons, Bayne
Chief Big Buffalo Macaleer, Norman
Chimento, Mary Marquis, Isabel
Cooper, Jane McGarry, Kirby
Crawford, Doc
Crowder, James
Cutlip, Mary
Day, Darlene
de Lys, Donnette
deVries, Anna
Dougherty, Duke
Dowling, Harry
Duane, Victoria
Eichen, Saul
Farrell, Anthony
Brady

Briggs, B. V.
Brown, Royal T.
Brown, Howard F.
Bryer, Mae
Buchanan, Arlie
Cain, Frankie
Carrigan, Chief
Carter, Ruth S.
Clark, Ray G.
Claybrook, Miss Marie
Cofor, Buford Len
Cohen, Milton
Cole, Brownie
Comfort, John H.
Crawford, Italia
Crawford, Kenneth
Crumley, R. M.
Darrel, Mr. & Mrs. Joe

Adams, Mr. and Mrs. Cundy
Adams, Mrs. W. J.
Allen, Ireland O.
Alvino, Sabino
Alvino, S. T.
Americo
Arnold, Wayne W.
Atterbury, Bob
Ayres, Lewis H.
Beach, Harry M.
Barnett, Adam Patti
Baysinger, Mrs. Mabel P.
Becker, L. J.
Bell, Vern M.
Binford, Joe
Blair, Harry H.
Bourke, Leon H.
Brady, Mrs. John
Bradley, George & Roma
Briggs, B. V.
Brown, Royal T.
Brown, Howard F.
Bryer, Mae
Buchanan, Arlie
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Cohen, Milton
Cole, Brownie
Comfort, John H.
Crawford, Italia
Crawford, Kenneth
Crumley, R. M.
Darrel, Mr. & Mrs. Joe

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.

Adams, Mr. and Mrs. Cundy
Adams, Mrs. W. J.
Allen, Ireland O.
Alvino, Sabino
Alvino, S. T.
Americo
Arnold, Wayne W.
Atterbury, Bob
Ayres, Lewis H.
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Cohen, Milton
Cole, Brownie
Comfort, John H.
Crawford, Italia
Crawford, Kenneth
Crumley, R. M.
Darrel, Mr. & Mrs. Joe

Hughes, Mrs. Willie
Hunt, Harry "Kid"
Hyland, Mrs. Richard
Joblinske, Wiltour A.
James, Joseph O.
Johnson, J. E.
Johnson, Raymond
Jumptani, Johnney
Kerns, Mary
Kiely, John
Knapp, Mrs. G. W.
Kraenkel, Ervin O.
Krouse, John G.
Lamb, Lloyd R.
Lankton, Paul H.
Lantz, Mrs. Johny
Lavelle, Frank X.
Lee, Chas N.
Leitner, Carl
Lemke, Joe
Lewis, Mel
Liebno, Mrs. Herbert
Litts, G. F.
MacDonald, Mack
MacEachern, Gwyneth G.
McAbe, A. K.
McAllen, Mr. & Mrs. Gen.
McConnell, Mr. & Mrs. Walter
McGregor, H. G.
McKnight, Miss Katherine
Madison, Mr. & Mrs. Harry
Majyski, Polly Jo
Males, J. G.
Mann, Ivan
Marba, C.
Marshall, W. G.
Marshall, Willie A. Jr.
Marshfield, Miss Jean
Martin, A. W.
May, William Jr.
Maynor, Fred
Miller, Jimmie
Moorehead, Mr. & Mrs. Merle
Murray, Mr. & Mrs. Jack
O'Brien, James E.
O'Dell, Jess
Paluga, Ruth May
Paris, Forrest O.
Patrick, T. W.
Pierce, Wendell R.
Pincer, Robert
Pink, William
Pope, Freddie
Prist, Mrs. Frank
Randall, Daniel F.
Rapp, Larry
Reid, Ruth
Reid, Mr. & Mrs. Gurley
Ringlin, Mrs. George K.
Ripple, Otis
Robn, T. (Strawberry)
Robinson, Ralph
Roth, Fred
Schneckoith, Harry
Selitz, E. D.
Servis, Edward E.
Shipley, Mrs. L. L.
Shryell, Fred
Sidener, Miss Betty
Small, Charles H.
Smith, Norman
Smith, Thos. B.
Stanley, Mrs. Florence
Stanley, Joseph E.
Star, Hedy Jo.
Steinfeldt, Mrs. W. J.
Stevens, Dorothy J.
Stevens, George
Studyvin, Harvey
Sturm, Edward
Sutton, Neil
Tabert, C. D.
Taylor, Mr. & Mrs. Jim
Thompson, C. C.
Travis, Joe
Vivona, Mariano
Walra, Jack
Walburn, Althea
Walton, Raymond
Warner, Lonha
Weinstein, Louis
Weiss, Harry
Wells, Benj. L.
West & Pleiss
Whisman, Mrs. Virginia
Wiburg, John J.
Williams, Hubert H.
Williams, Mr. & Mrs. Walter
Wood, James L.
Wyrick, Miss Virginia
Zimmerman, C. C.

DIRECT From Manufacturer
Sensational Value
Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE
70¢ Per Set
1 Free with ea. doz. Sample Set \$1.00.



These Pens Sell Like Wildfire!
Combination ball pen and lighter.
40¢ Ea.
Two-color pen writes in red and blue.
30¢ Ea.
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

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H. EPSTEIN
27 East 22nd St.
New York 10, N. Y.

FOR IMMEDIATE DELIVERY
HIGHLY POLISHED • ELECTRO PLATED
IDENTIFICATION BRACELETS
from \$14.40 Gross and Up
PINS • GUARD PINS • FOBETTES
from \$9.00 Gross and Up
WRITE FOR CATALOG NOW
(STATE BUSINESS)
25% Deposit With Order, Balance C. O. D.
SEND \$5.00 FOR SAMPLE ASSORTMENT

'Frisco Pete' 604 W. LAKE ST.
CHICAGO 6, ILL.

6000 Smash Hits
In 388 Page Wholesale Book
Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢ bring you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.

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SOUVENIR PENNANTS
For Parks, Beaches, Carnivals, Celebrations, Games, Conventions, Resorts, Picnics, etc. Made of good grade felt with screened lettering and design.

4x9" 3 1/2 cts. 8x24" 10 cts.
5x12" 5 1/2 cts. 9x27" 13 cts.
7x18" 8 1/2 cts. 12x30" 15 cts.
Add \$2.00 for orders less than 250. 50% deposit, balance C.O.D., F.O.B. Cold Spring.

H. A. WALES CO., INC.
Cold Spring-on-the-Hudson, New York

We Specialize In CARNIVAL PLASTER
Small, medium and large lacquer finished and unsealed. North of Baltimore, Route 111 to Hereford, turn left on Route 137 six miles. See sign.

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TERRIFIC BARGAINS! SUMMER CANDY OR CHOCOLATES
Direct From the Factory
Gorgeous, Big, Beautiful, Flashy 1-Lb. Boxes—With or Without Bathing Beauties—\$7.20 Doz., 24 to Case (Case Lots Only).
FAMOUS JUMBO MINI PATTIES, Chocolate or Summer Coating. 36¢ Doz., 24 Doz. to Case. 1/2 Cash on C. O. D.'s. We pay Frt. on 10-Case orders Sample—Candy \$1. Box Patties 50¢.

Barbara Fritchie Chocolates, Frederick, Md.

BINGO
Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

ARMY SURPLUS FOLDING CHAIRS
IMMEDIATE DELIVERY
ADIRONDACK CHAIR CO.
MU 3-1385
1140 Broadway, N. Y. 1, N. Y.
near 26th Street



MEXICAN JUMPING BEANS
New crop of lively beans now being harvested. Shipments made in late May or early June. Orders filled in order received. If crop not sufficient to fill all orders, money refunded. Postpaid anywhere in U. S.

100. \$1.00
500. 4.00
1,000. 7.50

SUNLAND NOVELTY CO.
P. O. BOX 719 EL PASO, TEX.

BEST BUYS IN IDENTENTS

Aluminum	White or Gold Plate
\$18.00 Gross	\$24.60 Gross
\$1.65 Dozen	\$7.25 Dozen

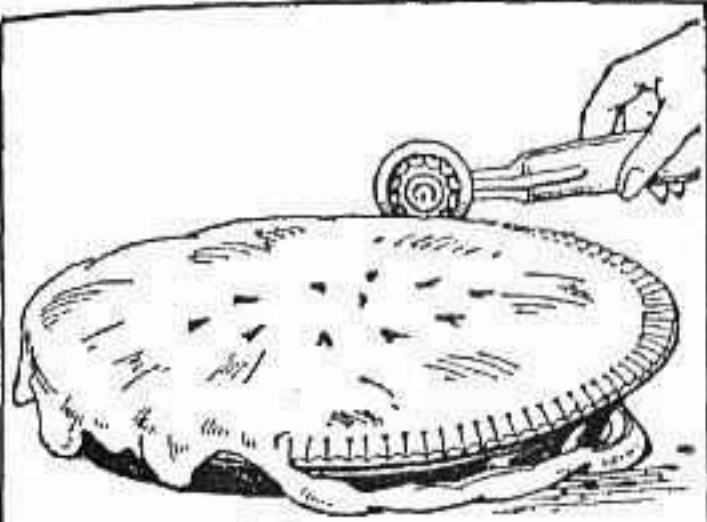
Complete sample line, 16 Nos., prepaid or shipped C. O. D. \$3.85
25% deposit on all orders.

SLOAN JEWELRY CO.
41 Fulton St. N. Y. C. 7, N. Y.

WESTERN HORSES
SPECIAL 10 1/4—\$24.00 DOZ.
CASH WITH ORDER

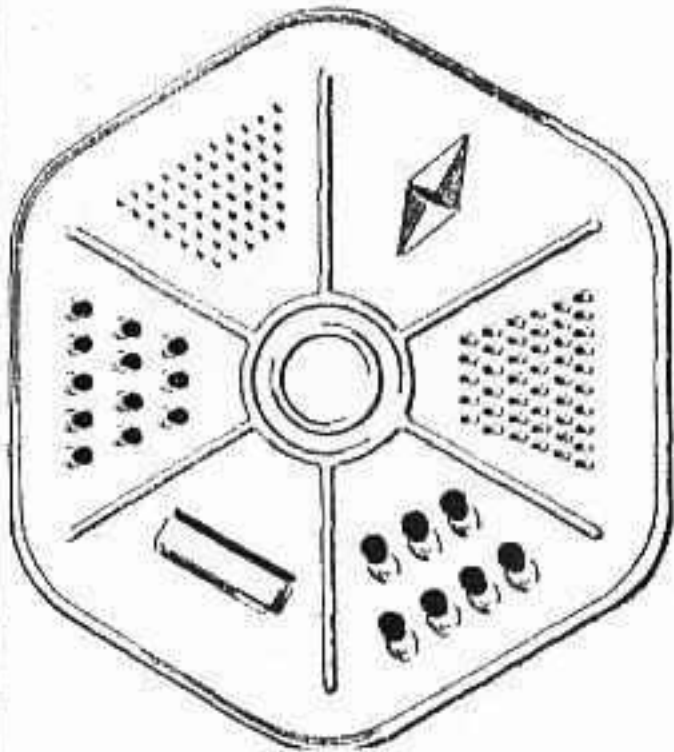
Other sizes at greatly reduced prices. All beautiful 2-tone Bronze Finish Highlighted Horses. No rejects or seconds. Money back if not 100 per cent satisfied. We started these horses and will finish them up. Nobody will beat our prices. No post cards answered. Note to our patrons: Write! You will save plenty.

C. GAMEISER
288 West 88th St. N. Y. C. 24



THE NEW AND IMPROVED PIE CRIMPER

If you are looking for something new this year, this is it.



This 6-in-1 grater is getting big money. The only one with the French fry cutter. Send \$1 for samples and price list of both.

RALPH LE FEBVRE

Box 31, Columbia Heights Branch
Minneapolis, Minnesota

JEWELRY WORKERS

The hottest selling item that ever came out of Old Mexico. Necklace and Bracelet to match, filigree work, like spun silver, set with ruby red, emerald green, white, lavender, topaz and other sets. This year you will need something different; take the word of an old operator, this is it. If you miss this you have missed the boat. Send \$10.00 for samples and quantity prices.

LOWREY

e/o Hoover's Cabin Camp Greeley, Colo.

FIREWORKS

ATTENTION, DEALERS AND JOBBERS

For Lowest Prices write Today for complete Price List

MID-WEST FIREWORKS
114 W SECOND ST. SEDALIA, MO.

1" x 36" Hawaiian Leis

Silky smooth in 8 bright colors, \$3.25 Gro. 5 Gr. Post Paid—Money Order in Advance. Shipping same day.

POLACHEK BROTHERS
Import and Wholesale
4909 Detroit Ave. Cleveland 2, O.

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Manufacturing Pharmacists, Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. Spring St. Columbus 15, Ohio
Dept. X

CARNIVAL JOBBERS

Imported 10" Dancing Fur Monkeys, \$14.40 gross. Monkey Trees, \$3.80 per doz. Good give-away Bingo—Bazaar—hot numbers! Samples of one dozen only.

L & K PRODUCTS
7202 70 Ave., Brooklyn, N. Y. BE 6-3454

Pipes for Pitchmen

By Bill Baker

BOB ROACH... card worker, is back in Chicago after spending the winter on the West Coast.

Get up to date. There's no percentage in living in the past.

REPORTS FROM... Fort Worth indicate that Tip and Lill Hallstrom were caught in the flood there recently and lost practically everything they had stored in a trailer park.

One of the worth-while things that grows while you're selling it is a reputation for good items and cleanliness.

THEY TELL US... that about the only lot still going in Chicago is the one on Monroe Street. Of course, Maxwell Street still can be worked on Sundays.

Plug your stuff if you would assure yourself of that thin dime. You won't collect even a thin dime if you don't.

FOLLOWING... a week's vacation in Cullman, Ala., Harry Maier headed back into Kentucky.

The lure of the road has brought many pitchmen back with it after they had announced their retirement from the business last fall.

HOBSON BENSON... arrived in the Windy City last week from Los Angeles and is headed for New York and Coney Island. While in Chi he worked Maxwell Street with his sketch act. He advises all members of the tripe and keister fraternity to keep away from Los Angeles because he says it's no good.

The pitchman who was forever telling his wife that he was going to town to hunt a horse book became highly indignant when she handed him a copy of "Black Beauty" for his birthday.

JACK HARRISON... known in pitch circles as Happy Bud Harrison, is en route to Havana. Following a brief stay there he will open his med show in Waycross, Ga., and plans to play the South most of the summer.

G. V. BROWNFIELD... veteran pitcher, is still in Georgetown Hospital, Washington, recovering from a serious illness. He'd like to read letters from friends. "YEARS OF EXPERIENCE... by rated pitchmen have demonstrated to the country's millions their ability to introduce, sell and stimulate the desire of many thousands of prospects for newer and better products," advises V. L. Torres from Chicago. "The pitchman's unerring gab," Torres con-

(See Pipes on page 96)

SPECIAL!! MERCHANDISE FOR STREETMEN & SPECIALTY WORKERS

Bow Flags, new stock	1.00 Gr.	Parasols, U. S., Plastic	\$39.00 Gr.
Jap Fur Monkey, 6 1/2"	8.00 Gr.	Backscratchers, Bamboo	18.00 Gr.
Jap Fur Monkey, 8", all white	12.00 Gr.	Backscratchers, Plastic	21.00 Gr.
U. S. Fur Monkey #400	24.00 Gr.	Plastic Dancing Horse, Gold or Blue Silver, Very Flashy	21.00 Gr.
Cowboy Hats	33.00 Gr.	Large Crawling Baby	4.50 Dz.
Spanish Hats	27.00 Gr.	#14 Mottled Cat Balloons	7.00 Gr.
Mexican Hats	24.00 Gr.	#14 Asst. Color Cat Balloons	4.75 Gr.
Fire Hats	19.00 Gr.	#11 Round, Heavy for Gas	3.00 Gr.
Western Felt Hats, good seconds	4.00 Dz.	#9 Round, Heavy for Gas	2.50 Gr.
Feather Backs, bright colors	7.50 Gr.	#4 Round, for Dart Game	.75 Gr.
Feather Dolls, 4"	8.40 Gr.	Shmoo Balloons, for Gas	8.50 Gr.
Feather Dolls, 7"	18.00 Gr.	#10 Mickey Mouse	6.50 Gr.
Feather Dolls, 7" Hi Hat & Cane	22.00 Gr.	#12 Mickey Mouse	12.00 Gr.
Feather Dolls, 9"	30.00 Gr.	#10 Nose & Ears Balloon	7.50 Gr.
Feather Dolls, 10"	33.00 Gr.	Reed Sticks, 24"	.60 Gr.
Trombones	21.00 Gr.	Plastic Gun, Belt & Holster	19.00 Gr.
Trumpets, Plastic, w. Handle	24.00 Gr.	Knife, Belt & Holster	18.00 Gr.
Trumpets, Metal, w. Handle	9.00 Gr.	Saber & Sheath, ea. in Cello Bag	35.00 Gr.
Lash Whips, 27"	10.00 Gr.	Flying Birds, Best Made	7.00 Gr.
Whistle Whips, 27", Tippi	14.00 Gr.	Baseball Bats, 18"	18.00 Gr.
Lancaster Bats, RWB & Bell	13.50 Gr.	Baseball Caps, All Teams	4.00 Dz.
Jap Crooked Handle Canes	22.50 M.	Baseball Pennants, All Teams, per 100	12.50
Jumbo "Rabbit" Feet Key Chain	35.00 M.	Baseball Buttons, 50L, All Teams, Per 100	2.00
Parasols, Jap, 17"	13.50 Gr.	B.B. Picture Buttons, 70L, Wide Selection, per 100	8.00
Parasols, Jap, 27"	42.00 Gr.		
Parasols, Jap, 33"	60.00 Gr.		
Parasols, U. S., Paper, 18"	18.00 Gr.		

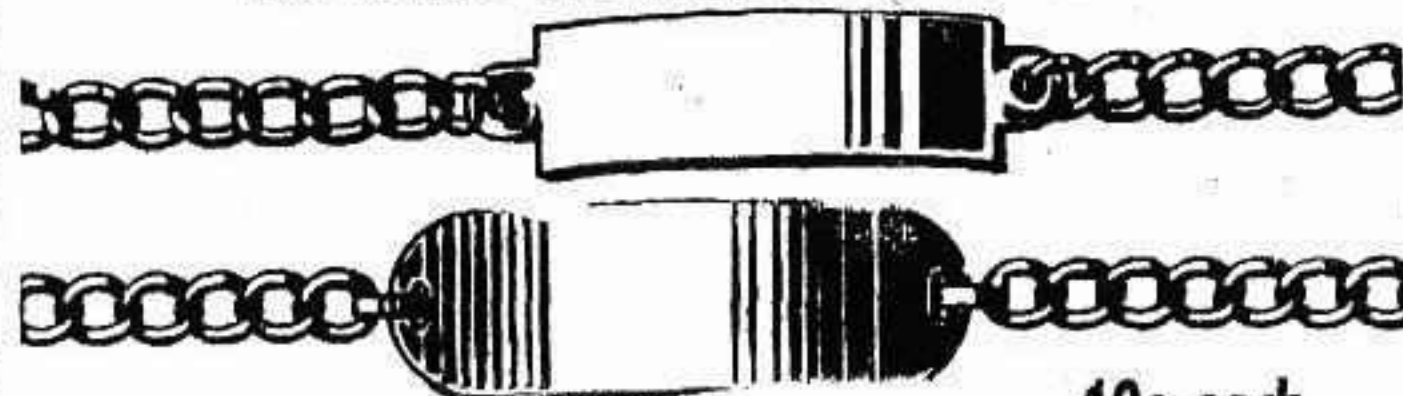
Western Felt Hats, \$40 a Gross, Laced Brim, Adjustable Chin Cord

WE TAKE ORDERS FOR BUTTONS AND PENNANTS
25% Deposit With Order, Balance C.O.D. Same Day Service.

CHARLES SHEAR • 150 Park Row • New York 7, N. Y.

Notice—Engravers & Demonstrators

NOW OCCUPYING OUR NEW BUILDING WITH LARGER MANUFACTURING SPACE
NEW CATALOG WITH PRICES REDUCED NOW READY



These Ident. Bracelets 8 1/2 Inches Long, 10c each

Dexter Engraving Jewelry Company

191 SOUTH STREET

PROVIDENCE 3, R. I.

HANDLE COINS? You'll Want A PALM COIN WRAPPER!

COUNTS and Wraps ONLY

Pennies, Nickels or Dimes \$3.95

Quickly, accurately, in the standard size rolls of

50 PENNIES
40 NICKELS (\$2.00)
50 DIMES (\$5.00)

No hand-counting necessary.

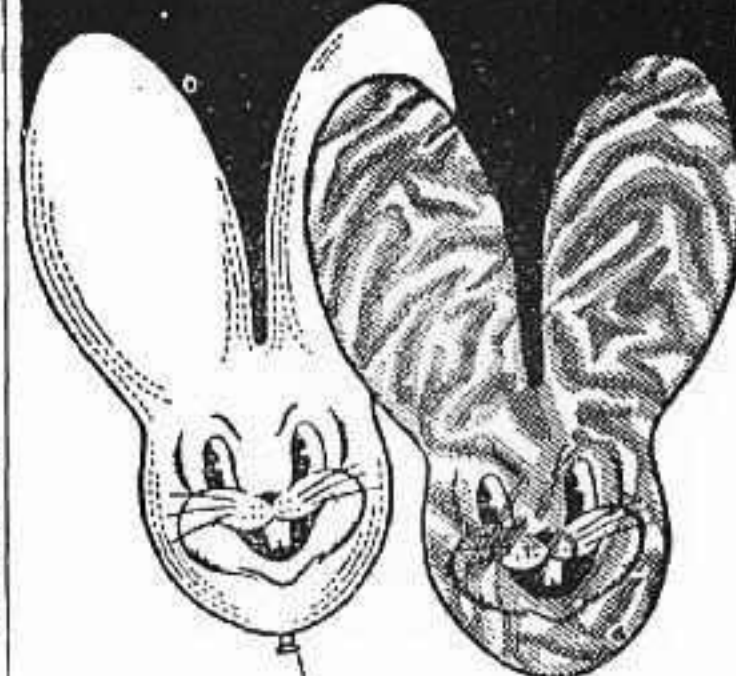
Compact, lightweight, only 6x2x1 3/4". Generous supply of printed wrappers for each denomination included.

ORDER TODAY—Postpaid, or C. O. D. plus postage.

Palm Coin Wrapper, Box 6312-L, Chicago 80, Ill.



OAK-HYTEX RABBIT HEAD BALLOONS



Another new novelty by the Leader — Big No. 10 Peter Rabbit Head with extra large inflatable ears. Buy from your jobber, in Assorted Colors, at

\$9.25 per gross

or in popular Mottled Style at

\$10.00 per gross

Plus Shipping Charges

Sold Thru Jobbers Only



The OAK RUBBER CO.
RAVENNA, OHIO.

IMMEDIATE SHIPMENT

ON ALL OAK PRODUCTS
25% Dep. with order, bal. C. O. D.
Catalog free upon request.

M. K. BRODY

1116 S. Halsted St. Chicago, Ill.

Authorized Distributor For

OAK RUBBER CO. PRODUCTS

25% Dep. With Order, Bal. C. O. D.

ACE CARNIVAL SUPPLY CO.

5617 S. Halsted Chicago 21, Ill.

Wholesale Distributors

ALL OAK BALLOONS AND TOYS

Price List on Request.
Circus and Carnival Goods.

HARRY KELNER & SON

50 BOWERY NEW YORK 13, N. Y.

TO GET A FREE CHANGE APRON
MAIL YOUR BALLOON ORDERS TO

LEVIN BROS.

TERRE HAUTE, IND.

OAK HYTEX DISTRIBUTORS

IMMEDIATE SHIPMENTS

On OAK Products.
25% with C.O.D. orders.

KIPP BROTHERS

240-42 S. Meridian St., Indianapolis 4, Ind.

PICO NOVELTY CO.

Distributors for Oak-Hytex Balloons and Rubber Toys

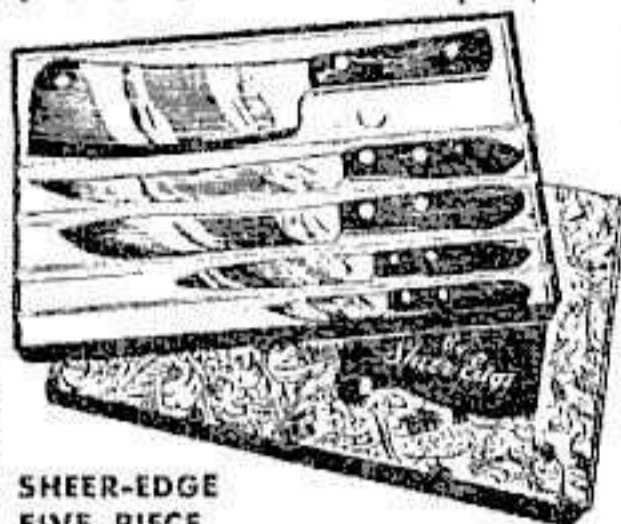
424 So. Los Angeles St., Los Angeles 14, Calif.

HERE'S REAL VALUE!



CUTLERY by SHEER-EDGE

16 Pc. Stainless Steel Tableware
 finely ground, firmly fastened to genuine plastic catalin handles. 4 Stainless Steel Steak Knives. 4 Stainless Steel Forks. 4 Stainless Steel Teaspoons. 4 Stainless Steel Tablespoons. In gold filament type box, transparent acetate cover. Red ivory handles. Ideal for premium and promotional deals.
\$42.00 DOZ. SETS Sample \$4.50



SHEER-EDGE FIVE PIECE

STAINLESS STEEL KITCHEN KNIVES
 Keen, well-balanced, finely ground, firmly fastened to cocobolo handles with heavy brass compression rivets. Heavy carbon steel household cleaver. Slicer—8" blade. Butcher Knife—7" blade. Paring Knife—3" blade. Cleaver. All in handsome gift box.

\$24.00 DOZ. SETS \$2.25 Sample
 25% With Order—Balance C. O. D.

BERG SALES CO.
 119 S. Wells St. Chicago, Ill. 309 Hennepin Ave. Minneapolis, Minn.

tinues, "is the unseen force that leads people into retail stores to buy the very products they have seen demonstrated by the knights of the traditional tripe and keister fraternity." Torres makes it short and sweet by saying, "Let us change the lethargic disease known as spring fever for a hustling case of spring fever. Hit the spots where pitching when properly applied never fails and always pays."

The weak link in any profession is a lack of initiative in developing new ideas to increase receipts. Have you taken stock of your demonstration lately?

ED (FATSO) KORNRUMPF . . .
 is still wondering how New England Jack Murray retired on a 25-cent poultry sheet.

FREDDIE KRAUSE . . .
 has returned to Chicago from the West Coast where his new item is reported to be going strong.

There are many handy trinkets commonly seen in the cities that are not known in the country towns. Why not try some of them?

BERNIE DUNN . . .
 is still working wipe-on to good business in the downtown Los Angeles Kress store.

GEORGE HESS . . .
 and Frenchy rambled into Indianapolis last week from Chicago to work kitchen gadgets at the annual Decoration Day 500-mile Speedway Race.

The pitchman who was born with a rabbit foot in his hand usually lous-off about his clever technique in doing his job right. When things go wrong he blames it on bad breaks.

HAPPY CAMPBELL . . .
 has leased his novelty spot on Monroe Street, Chicago, in favor of operating a fruit stand.

PHILLY BIG FOR R-B

(Continued from page 61)
 to transport patrons from the seashore resort to matinees on Wednesday (25) and today and for the night show Thursday (26). Guardian-chaperones were provided for unescorted children. A single charge of \$4.95 for children and \$5.95 for adults covered all costs, including round-trip bus fare and ticket for the reserved Atlantic City sections in the big top grandstands.

Walter Claussen's bear act joined here. One bear, accompanied by 12-year-old Herta Claussen and her mother, Maria, arrived aboard the Egyptian freighter, Mohamed El Kebir, several weeks ago. Claussen arrived Sunday (15) by air from Cairo with another bear.

The big top was given, and successfully passed, a blow torch test here. Press chief Roland Butler and Allen Lester handled flacking. The former is also directing the campaign against Cole Bros, which will pre-date the Big Show in Harrisburg, Pa., by about one week.

BLDG. CRAMPS WARD

(Continued from page 61)
 than as part of the show. Probably a better idea would have been to put both Miss Rietta and Joe and Bebe Siegrist outdoors and used the acts as a big finale.

In addition to these acts, Paghe and Gayer had such performers in the line-up as Bill Blomberg, dogs, ponies and horses; the Heerdinks, horizontal bar; the Harrison Duo, bicycle; the Noble Trio, parallel bar; Bozo Harrell and Company, comedy acros, and the Tom Packs elephants, worked by Mac and Peggy McDonald.

Members of clown alley are Jack and Ruby Landrus, Whitey Harris; George Geiger, member of the Wallenda troupe, and Bozo Harrell.

Gayer at Mike

Gayer did the announcing, Cal Hix was equestrian director and Phil Kries boss property man. Kries, member of the Wallenda troupe until his fall last January in Shreveport, is still on the injured list, altho he hopes to be back in action before fall.

Show line-up, as caught opening night, follows:

Display 1—Nine-gal web. 2—Blomberg's ponies. 3—Clowns. 4—The Heerdinks, horizontal bar. 5—Aerial and iron jaw. 6—Clown reducing number. 7—Baby elephants. 8—The Harrison Duo, bicycle. 9—Blomberg's dancing horses. 10—Clowns. 11—The E'donas, flying act, featuring Eldon and Jean Day and Bill Snyder. 12—Clown freeracker gag. 13—The Wallenda troupe, unsupported ladders. 14—Clown car. 15—Blomberg's dogs and ponies. 16—Joe and Bebe Siegrist, high act. 17—Elephants. 18—The Heerdinks, roly-poly; Bill Irwin, table rock; Joe Geiger, juggling. 19—Wallyette Sisters, acros. 20—The Nobel trio, featuring Bob Barnum, Nobel and Kitty Case. 21—Blomberg's horses. 22—Bozo Harrell and Company, comedy balance. 23—The Wallendas, high wire.

KING FOR CANADA

(Continued from page 61)
 Kernan, Sonny Collins, Jerry Collins, Whittie Haver, seat butchers.

Band: Clarence De Arment, W. N. Hanley, Leo E. Lambert, Sylvester Larion, Lawrence M. O'Neil, Warren E. Raatz, Ernest L. Thompson, R. J. Frances.

Side Show: Teddy Milligan, inside lecturer—Punch and Judy; Tommy and Sandra Thompson, knife act; Tommy Thompson, sword swallower; Joe Eagan, bag puncher; Dottie Milligan, snakes; Yolanda, Estalla, Hawaiians; Romona and Carmen Pogalas, dancers; Captain Defong, animal fighter; Phillip Pulton, accordionist; Tom Jason, drums-bagelets; Phyllis Darling, Billy Dick, dancers; R. V. Lewis, F. B. Wood, Eddie Daley, Joe Miggs, Claude Posner, Tom Moss, Hooks Tilford, minstrel; Shufflin', Billy Freeman, comen.

Program: Display 1—Spec. 2—Tom Parria, Happy Davis, Bagonght, trampolines. 3—Riding act, Ring 1, Hortans Cristiani; Ring 2, June Cristiani; Ring 3, Corcalta Cristiani. 4—Clowns. 5—La Louisa, Davido Cristiani, perch. 6—Ring 1, elephants, John Pugh; Ring 2, pony drill, Oscar Cristiani; Ring 3, elephants, Jane King. 7—Fred Canestrelli, unsupported ladders. 8—Clowns. 9—Hortans, Belmonte, Mogadore, Lucio, Oscar and Davido Cristiani, teeterboard. 10—Concert announcement. 11—Sylvia Gregory, Eddie Hendricks, Jane King, wire act. 12—Dogs and ponies, Ring 1, Faith King, Buck Lucas; Ring 3, Carl and Ella Linderman. 13—Aerial ballet, Ring 1, Marion and June Cristiani; Ring 2, La Louisa; Ring 3, Corcalta Cristiani, Jane King. 14—La Louisa, traps. 15—Oscar Cristiani, Lucio Cristiani, Bagonght, clown fight. 16—Fred Canestrelli, juggling. 17—Clowns. 18—Cristiani riding act. 19—Second concert announcement. 20—Sylvia Gregory, iron jaw. 21—Trained zebra, worked by Buck Lucas. 22—Tom Parria, Happy Davis, Pete, Mogadore, Lucio, Belmonte and Oscar Cristiani, leaps. 23—Monkey races, flat races, Roman standing races.

Wild West and concert: Faith King, Buck Lucas, Larry Duane, Dee Duane, Walt Kinsey; clowns: Bill Nippo, Happy Davis, Eddie Harris, Charles Brawley, Bagonght, Fred Yale, Roland Tutler, Frank Cradden; announcer Jack Duffy.

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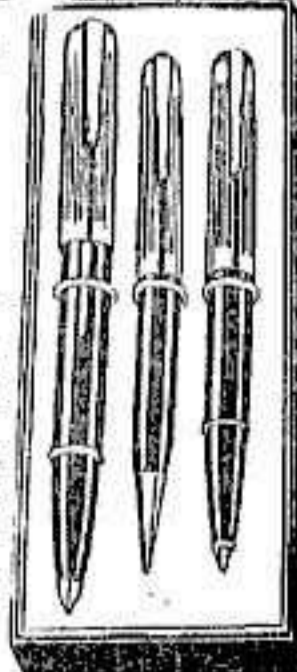
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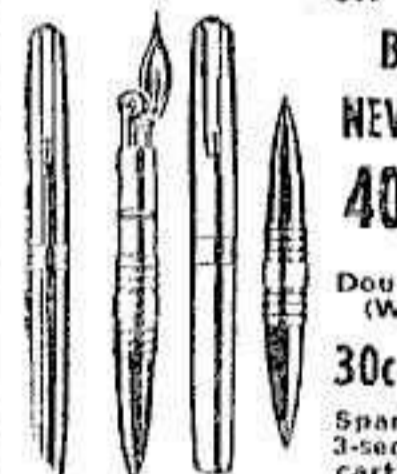
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SALESBOARD SIDELIGHTS

Mort Secore, Secore & Secore, Chicago, reports firm's pellet board, Put n' Take, is "leading the pack" of Secore favorites. The board offers players a "three-play price" range, a dime, 15 or 25 cents, depending upon what color pellet the player punches. The new dime play coin board, Kop-a-Kopper, is showing good initial acceptance, and Mort says six additional numbers will be released shortly. They will include coin and straight number boards, and be nickel and dime play. **Irwin Secore,** in opening his summer cottage in Lakeside, Mich., recently suffered an infected foot. He spent several days at home but is back at his office.

Gardner & Company, Chicago, tells of the good level of sales on its die-cut seal jack pot line, which include all forms of play. Die-cut straight merchandise boards are also in vogue, officials state. Current plans call for breaking away from traditional board play by using novel ticket arrangements and radically different jack pot play. All new additions will fit into all types of territories successfully, it was stressed. Firm's early-bird vacationist, **Sales Manager Charles Leedy,** has been contacting customers during his "time-off"; **Maurie Kaye** is now out on a Northeastern tour after his Midwest trip.

Harlich Manufacturing Company, Chicago, is set to release a new

board of the "super-surprise" type, according to **Sales Manager Sam Feldman.** Details on the number, already in production, are being held under wraps until it has been liberally sprinkled thruout the trade. **Manny Gutterman,** sales director, took off on a two-week Eastern trip last week.

Roy Galentine, Crown Products, South Bend, Ind., passes along word that firm's Illinois representative, **Robert Gerharz,** is doing a better-than-good job. Gerharz reports Crown's Pick a Fin and Pick a Ten boards especially are moving without let-up in his territory. Company's home office head, **Miss E. Holderman,** is busy meeting order demands of local operators, Roy adds.

Joseph Berkowitz, general manager of Universal Manufacturing Company, Kansas City, and Bee-Jay Products, Inc., Chicago, announces that the new stock and showrooms for both firms in Chicago are turning out to be "what the doctor ordered" for bettered presentation and deliveries in the Windy City area. In charge of **Bernard Kite,** as sales supervisor for Universal and Bee-Jay in the Chicago district, the new quarters offer added convenience in servicing customers.

Nat Rake, of the Rake Coin Machine Exchange, Philadelphia, reports increased activity in the firm's salesboards departments. New numbers are coming in all the time, he says, and the staff is kept busy filling orders.

Ray Mertz, heading Ray Mertz & Company, Chicago, reports activity in the special made-to-order push card field is encouraging. Company offers customers a swift delivery service, and credits its array of automatic machinery with making flash deliveries possible. Production equipment eliminates practically all hand work previously needed in push card manufacture, Mertz declares.

Thomas A. Walsh Manufacturing Company, Omaha, is finding moving day approaching at an accelerated pace with the end of May. **D. L. Gruhn,** however, has not released the final details of "when and

where," but the complete shifting of plant and offices will be a major undertaking, he says. Meanwhile, business continues good on the Walsh front. Firm's chief, **Thomas A. Walsh,** remains one of the busiest boardmen in the trade as he scoots about the country.

BEATTY CLICKING

(Continued from page 61)
good matinees at Modesto, Visalia and Bakersfield, with straws at night. Beatty announced that he has ordered all new canvas which is to arrive before the show leaves California.

PUSH CARDS
All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner immediate shipment from stock.
FREE CATALOG—Write
W. H. BRADY CO. MFRS.
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PLEASE!
Don't say we didn't tell you to get rid of your old fashioned punch boards, as the . . .
New Revolutionary BEST BOARDS Are Now BEING DELIVERED THE BEST MFG. CO.



Play Color is a deal we now have, legal anywhere, no gambling allowed. They spend their money to see this patented cabinet operate. Tickets are 900 printed with a black, blue or yellow ball on them also 94 red ball tickets and 6 green ball tickets. Just conversation if you pay prizes on any of the tickets.

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POSITIVE TWENTIES
THREE SEALS PAY THREE
25¢ 20 15 20 4 20 25¢
\$3.00 \$2.00 \$1.00
EACH WINNING TICKET REPEATS TWICE

100	111
200	222
300	333
400	444
500	555
600	666
700	777
800	888
900	999
1000	1111

ORDER AS:
NO. 720 POSITIVE TWENTIES
6 NOS. ON A TICKET --- 25¢ PLAY
EXTRA THICK
DEF. PROFIT \$71.00

SIX NOS. ON EACH TICKET

26 SEALS GO HIT THOSE TENS 26 SEALS GO
THREE \$10.00 WINNERS
\$10.00 \$5.00 \$2.00 \$1.00 \$0.50
EACH WINNING TICKET REPEATS TWICE

111	111
222	222
333	333
444	444
555	555
666	666
777	777
888	888
999	999

ORDER AS:
NO. 720 HIT THOSE TENS
6 NOS. ON A TICKET --- 10¢ PLAY
EXTRA THICK
AV. PROFIT \$33.73
MAX. PROFIT 59.00

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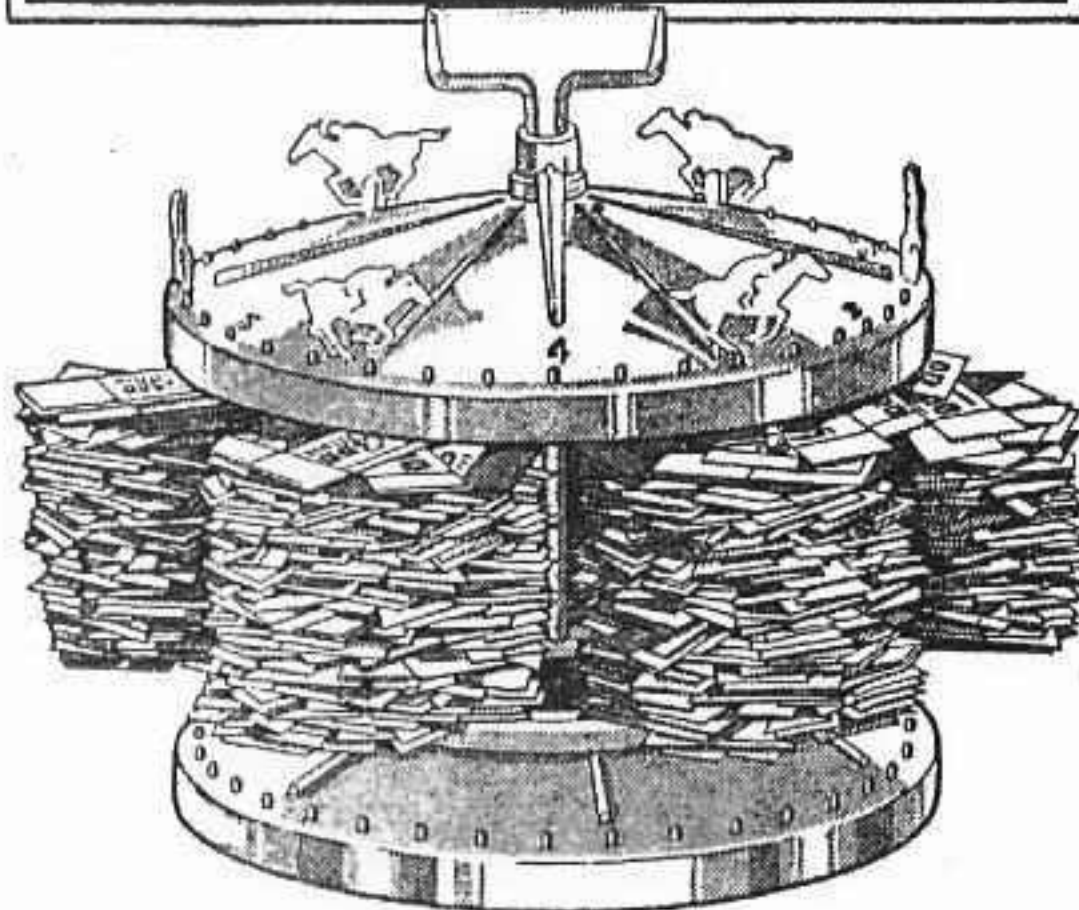
5c **RED WHITE BLUE** **5c**

RED - WHITE - BLUE

This Deal Contains 90 Winners Pays Out About 80% To The Player All Colors Inside The Tickets

RED	All Numbers in Red Shields Ending in 0	EACH RECEIVE 50c	60 WINNERS
WHITE	All Numbers in White Shields Ending in 55	EACH RECEIVE 3.00	6 WINNERS
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1200	25c	Texas Charley Thick	102.98
80L	5c	Fully Packed Thick Girl Board	28.25
98L	5c	It's the Knot Thick Girl Board	28.25
1000	5c	Barely Speaking Thick Girl Board	28.25
1000	5c	Glovely Lady Thick Girl Board	28.25
1200	5c	Pick a Cherry Thick Girl Board	28.25
300	25c	Pin & Sawbuck Thick 5 Nos to Ticket	9.15
220	25c	Kwik Pin Giant Hold 4 for 25c	8.75

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Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postal, 6416 N. Newgard Ave., Chicago. jy23

A-1 BARGAINS—300 SANITARY MACHINES, \$7 each; Popcorn, Gum, Peanut, Stamp Machines. U. S. P., 100 Grand, Waterbury 5, Conn.

ARCADE MACHINES—CLEAN, TOP CONDI- tion; list 27 machines, \$900; will sell separate. Remington Automatics, sacrifice. Pops Arcade, Anniston, Ala.

ATTENTION—WE HAVE 4 (ONLY) 5c HOT Popcorn Vendors; salesman's demonstrators; condition like new; these are \$124.50 value; your price, \$87.50. Write: Electro-Serve, Dept. ESA, Peoria, Ill. je4

CHICAGO COIN PISTOL, \$230; MERCURY ATH- letic Scales, deluxe model, \$75; machines used one month; A-1 condition. Tibbets, 502-10th Ave., Menomonee, Wis.

CIGARETTE MACHINES NOW CAN BE CON- verted to vend king size with our complete kits of parts; further details on request; all necessary parts supplied in one complete unit; no special tools required; installation time within one hour; some can be done on location; machines bought, sold, repaired, all makes and models. Central Vending, 3967 Parrish St., Philadelphia 4, Pa.

CIGARETTE AND CIGAR VENDORS—USED bargains guaranteed; many Nationals. Kelnar Vendors Co., 3730 Division St., Chicago 5, Ill. np

COIN OPERATED HOSPITAL RADIOS WITH pillow speakers; 30, only six months old, regular \$59.50, closeout, \$25 each. Western Music Company, Rochester, Minn. je11

DIGGERS—ERIE HAND OPERATED, EXHIBIT Merchantmen, Mutoscopes, Electro-Holts, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—TRACK ODDS, \$175; BUCKLEY Long Shots, \$295. One Balls, Dark Horse, Record Time, Blue Grass, Sport Special, \$30. Music Machine Co., Brunswick, Ga.

FOR SALE—EXHIBIT MERCHANTMEN DIG- ger ready for location; \$65 crated F. O. B. J&L Music, Caro, Mich.

FOR SALE—ONE BALLY BOWLER, LIKE new, \$225; Wurl-a-Ball, made by Lynco Mfg. Co., like new, \$299.50; 10, 12, 14-Foot Bang-a-Fittys, \$75 each; Flash Bowlers, \$125 each; other good used Skee Balls, \$25 and up. King-Pin Equipment Co., 826 Mills St., Kalamazoo 21, Mich. ju11

FOR SALE—POPCORN SEZ VENDERS; WE still have some Popcorn Sez Vendors for sale at \$40 each in good condition, and one Emerson Bros. One Man Popcorn Factory, capacity 100 pounds per hour, at \$600; some Popcorn Sez Warmers at \$20. Fox Popcorn Co., Box 88, East Des Moines, Iowa.

LIKE NEW—40 ALL-AMERICAN ELECTRIC Shoe Shine Machines, were \$295, now \$190 each, f.o.b., entire lot or individually, 5 and 10 cent coin chutes. Record Music Co., 6121 E. Washington St., Indianapolis, Ind. ju11

NEW COIN-SEPARATORS, \$47.50; WRITE FOR descriptive literature; separates 1,200 coins per minute. Ironwood Coin Separator Co., 203 W. Aurora St., Ironwood, Mich. ju4

PANORAM FILMS, PROJECTORS, AMPLI- fiers, Bar Boxes, Miscellaneous Parts; write for your Panoram needs. Jack Parr, 13 Everett, E. Orange, N. J. je18

PERFECT RECONDITIONED SHIPMAN 3-COL. Stamp Machine, \$20; Pikes Peak, \$17.50; Gottlieb Three-Way Grips, \$17.50; Gottlieb One-Way Grip, \$12.50; Pop-Ups, \$9.50; Rowe 1c Tab Gum Machines, \$9.50; Holly Single Grips, \$9.50; Advance Ball Gum Machines, \$7.50; Advance Peanut Machines, \$7.50; Victor, like new, cabinet type, \$10; Chrome 5c Cash Tray Almond Machine, \$5; A. B. T. Challengers, \$25; like new, Cad Venders with 2,000 Cards, \$17.50; Spinnett Peanut Machine, filled, \$5; Star or Sun Peanut Machine, filled, \$4; like new Pitchem, \$24.50; like new Atlas De Luxe, \$11; like new Victor Universal, \$11; Advance Single Stamp Machine, \$12.50; Four-Way, Four 1c Slots Peanut or small goods vender, \$7.50; reconditioned Imps, \$10; like new Mercury, 1c, \$17.50; like new American Eagles, \$17.50; Advance 5c Sanitary Napkin Vender, \$12.50; Advance Nestles Chocolate 5c Machine, \$12.50; DuValls Free Play, \$15; Silver King Grip View, \$24; 1c Target Ball Gum Machine, \$12.50; like new Gruening's Test Quest, \$24.50. Third with order, balance C. O. D. or 5% discount for full cash with orders \$10 or more. T. O. Thomas, 1572 Jefferson, Paducah, Ky.

PHOTOMATICS—AM GOING OUT OF BUSI- ness, sell as is or recondition. Rasphury, 112 Henry, River Rouge, Mich.

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

STAMP FOLDERS DIRECT FROM MANUFAC- turer; low, low price; immediate delivery; write for prices and samples. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

SUN-PUFFT. HAWKEYE DIME HOT POPCORN Vendors, \$57.50; Shipman Duplex Stamp Vender, \$12.50; Penny match Venders, \$3; Four Column 1c Shipman Candy Bar Venders, \$12.50 Northside Co., Indianapolis, Iowa. je4

WANTED TO BUY—5c COUNTER GAMES such as Boosters and other coin operated dice games, Pocket Pool, Skill Draw and any other games of this type; send complete description and prices to: O. K. Specialty Co., Box 3224, Istrouma P.O., Baton Rouge, La.

1c MASTER VENDERS, 20 FOR \$100; 1c OR 5c Cash Trays, 10 for \$25; 1c Star Venders, 75 for \$200; all clean and ready to go. Jack Teal, 436 E. 63d St., Long Beach 5, Calif.

2 REVCO ICE CREAM CUP MACHINES—\$150 each; Advances 5c Belacteria candy bar machines, \$15 each; Advance Model D ball gum machines, just off location, \$4 each; Columbus finish, \$4 each; Victory postage stamp machines, like new, \$12.50 each; 1c Jergens Lotion machines, \$7.50 each; Groutchen Camera Chief picture machines, \$12.50 each. Devices Novelty Sales Co., 447 Milwaukee Ave., Chicago 10, Ill. keonroe 6-7525. je11

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NEW MONEY MAKING BOARDS

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STOP IN TO SEE US

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FOR FAST JAR PLAY

Try DRAW A CARD

OPERATOR PRICES. WRITE FOR CIRCULAR

CROWN PRODUCTS

BOX 802 - SOUTH BEND, IND.

TEE-OFF ON SUMMER SEASON

System Amuse. In Production on Shufflepin Games

LOS ANGELES, May 28.—First 50 Shufflepins, the new coin-operated bowling game manufactured by Bud Parr, of System Amusement Exchange, are off the production line. Firm also manufactures Olympic shuffleboards.

Game has been on test in Los Angeles for some time and Parr reports that collections average \$10 to \$30 per location.

Board is 12 feet long and has a masonite type playing field. The game is played with shuffleboard pucks and is set up so one to four players can participate. Scoring is the same as in bowling. Each player uses two disks for each frame.

Instead of pins 10 amber lights, flush with the far end of the board and controlled by 22 roll-over switches, are used. When a puck slides over the switches the lights automatically go out. Each light dimmed counts as one score. A strike is made when all 10 lights are extinguished by a player using only two pucks.

Ten frames for a dime constitutes the game.

After each play the pucks are returned thru a slot beneath the playing field by means of a belt. The player's end of the board is upholstered in green leather. The far end of the board has a lighted glass picturing Olympic Shufflepin and a man and woman playing the game. Above the glass is a two-foot canvas canopy.

Pin Games Back On Oklahoma's Stops Need Tag

OKLAHOMA CITY, May 28.—Now that pinball games have been legalized by the Oklahoma State Legislature, city officials here issued a warning that all games must be licensed. The warning came from city clerk Earle M. Simon as operators began placing pinballs on location.

Simon said that last autumn, just before pinballs were ordered removed from locations, some 600 games were in operation. At least that many games are expected to be placed in operation now that the State has authorized their use.

Warned Simon, "Each owner or operator must be sure that a license tag is placed on the machines before they are put into use. The State law also provides that no machine may be placed within 300 feet of a public school."

New Wrinkle

LAS VEGAS, Nev., May 28.—Something new has been added to the bell parade here. Called the Roto-Lette, a machine installed in the Hotel El Rancho Vegas features a new method of determining winners. Instead of reels and reel symbols, it issues printed messages informing the player of winnings. At the drop of a coin, the machine delivers a "reading" which may include "Better Luck Next Time," "Keep Trying," "Try Again," "You'll Get Lucky Soon" or "You Win \$10" (or various other amounts). There is a \$500 jackpot.

Ops Ready Arcades, Outdoor Locations for Tourist Rush On Decoration Day Wk.-End

Economic Conditions in Slow But Steady Improvement

CHICAGO, May 28.—With conditions showing slow but certain signs of improvement in the industry, the summer season officially gets under way this week-end at most resorts thruout the country. While manufacturers of amusement equipment have been finding the going rough since last November, there were signs of increased activity, with Oklahoma giving the green light to pin games and South Carolina expected to follow suit. Shuffleboard, expected to hit the skids during the summer, is getting a shot in the arm from regional tourneys, and the formation of midsummer leagues is already under way in most cities where the game is popular. Arcades have been refurbished and are ready for the outdoor season.

Decoration Day week-end will also open the summer season for vendors, with outdoor equipment due to make its appearance in such locations as gas stations, open-air theaters, parks, pools and beaches.

Study Areas

Among the territories especially looking forward to increased business between now and the Labor Day week-end are the Dakotas, where warm weather means open roads and hordes of visitors, the resort areas in Minnesota and Wisconsin, with hundreds of fishing and summer camp locations, and the East and West coasts.

Operators covering areas basically inhabited by farmers will find vacationers holding up their grosses for the next five months. They also are looking forward to the fall when the crops will be in and the farmers will again have some free time. With government aid, farmers appear to be headed for a new record production and operators again look for a healthy winter season.

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Calendar for Coinmen

June 3-4—National Automatic Merchandising Association (NAMA), Regions A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City. Region A, New Jersey and Pennsylvania; Paul I. Berkley, chairman. Region 3, Virginia, Maryland, Delaware and District of Columbia; Aaron Goldman, chairman.

June 5-9—National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

June 8—Arkansas Music Operators' Association (AMOA), meeting and banquet, Marion Hotel, Little Rock.

June 19-24—International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.

June 26-29—National Candy Wholesalers' Association (NCWA), annual convention and exhibit, Stevens Hotel, Chicago.

June 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, *The Billboard*, 183 W. Randolph Street, Chicago 1, for listing in this calendar.)

Government To Hypo Export Reports for Coin Machines

WASHINGTON, May 28.—Predicting that foreign trade in coin machines will take a big spurt when the exchange situation eases, Commerce Department's Office of International Trade (OIT) is planning to step up its reporting service in the next few months on news and information regarding the coin machine outlook abroad.

Officials disclosed to *The Billboard* this week that in the near future the Foreign Service in scores of countries will be asked to report information to OIT on coin machine prospects, any changes in laws regarding machines and other pertinent data.

Periodic Reports

The material will be compiled by the office equipment desk of OIT and periodic reports issued. Names of

importers interested in acquiring coin equipment will be included.

It was stated that the restrictions on trade in effect in many nations suffering a shortage of exchange is the only thing holding back a big increase in export opportunities for U. S. firms. OIT feels that the exchange issue will be eased by many of the nations within the next year, the normal trade relations among all countries is distant.

State Department's Foreign Service works closely with OIT in all matters relating to foreign trade matters. In the past, however, OIT has made no special effort to gather data on coin machines. With the recent rapid domestic strides made by the industry, OIT feels that it is time to correct this condition.

Crabb Manufacturing Expands Production Facilities in Howell

DETROIT, May 28.—With the recent enlargement of its plant near Howell, Mich., the Crabb Manufacturing Company has increased production facilities for the Astro-Scope. New addition includes complete machine shop facilities, provisions for oil heating of the plant and a number of special devices to speed production.

Machines now completed in the plant at Howell, with the addition of a spray booth, welding equipment, and other units, make possible the handling of all operations. Cabinets were formerly made elsewhere. Crabb moved the plant here recently after being located for a number of years in Chicago.

Universal Sets Reps To Cover Iowa, Kan.

CHICAGO, May 28.—Two new distributors have been appointed by Universal Industries, Inc., according to that firm's Mel Binks.

Consolidated Distributing Company 1910 Grand Avenue, Kansas City, Mo., will handle Kansas. Atlas Music Company, 221 Ninth Street, Des Moines, will cover Iowa.

Chi Billboard

In New Office

CHICAGO, May 30.—The Chicago office of *The Billboard* is now at 188 West Randolph Street, across the street from the Bismarck Hotel. Offices occupy the 30th floor. Telephone number remains the same, Central 6-8761. Former quarters were at 155 North Clark Street.

Tax Collections Continue Up

WASHINGTON, May 28.—Collections from the coin machine tax continued to increase in April, Internal Revenue Bureau reported this week. Receipts were \$277,283 as compared with \$258,442 in April, 1948. For the first 10 months of the 1949 fiscal year collections were \$18,575,626, an increase of \$1,436,356 over the same period in the preceding year.

Manufacturers Deliver the Milk

Venders Beginning To Roll Off Production Lines; See Selective Units Dominating

Prices Range From \$170-\$635; Output Seen Increasing

By Fred Amann

CHICAGO, May 28. — Activity along the milk vender front has taken on a definite "delivery" pattern during the past month with production now under way at four firms and plans for production crystallizing at four other plants. Remaining three companies in the field report no production plans for their units. Availability of a bulk, cup type unit in quantity brings to three the types of dispensing methods now offered; bottle, carton, and bulk. Prices on equipment immediately available range from \$170 for a manual reach-in bantam size machine to \$635 for an automatic bulk vender.

The two companies in full produc-

Sunstan Company Changes Name to Automatic Industries

KING OF PRUSSIA, Pa., May 28. — The Stan Manufacturing Company, makers and distributors of Sunstan machines, suntan lotion dispensers, has changed its name to Automatic Industries, Inc., it was announced by Harry Avrigan Jr., president. A certificate of incorporation for the new company was issued this week by the Pennsylvania Secretary of State.

Avrigan continues as president of the new corporation, sharing interest with Stanley E. Rines, of New Hampshire, original partner in the Stan operation. The new name, explained Avrigan, is in keeping with the company's expansion program. He intimated that in addition to the Sunstan machines, several new automatic vending devices are being planned by the new corporation.

tion offer a selective non-automatic bottle-carton machine in two models and a single flavor bulk cup vender. Other equipment in, or near the production stage, is of the dual purpose bottle-carton type. All are selective. (See *Mfrs. Deliver* on page 104)

Vender Benefits Stressed At Nat'l Sales Mgrs.' Meet

CHICAGO, May 28. — Automatic merchandising facts, figures and future in the nation's economy were detailed in one of the feature addresses before the 14th annual convention of the National Federation of Sales Executives (NFSE) at the Stevens Hotel here this week (23-25). Titled *Automatic Merchandising—the Key to Plus Sales*, the address, delivered by G. R. Schreiber, Coin Machine Editor of *The Billboard* and editor of *Vend*, was keyed to the "more sales" theme of the three-day meet.

Participating in the Editor's Panel Tuesday (24), Schreiber traced the early beginnings of the vending industry, highlighting it as a proven practical, efficient method of distribution. During 1948, vendors sold manufactured goods with a total retail value estimated at \$1,000,000,000, and by 1955 this form of merchandising will account for an annual gross of \$3,000,000,000, according to U. S. Department of Commerce predictions, Schreiber stated.

All types of goods can be exposed to a plus market thru the medium of the vender, as has been proved by all-

Keeney Appoints Distributor for Missouri, Kansas

CHICAGO, May 28. — John Conroe, vice-president of J. H. Keeney & Company, announced the appointment this week of W. B. Enterprises, Kansas City, Mo., as distributor for its full line of equipment. Firm, headed by W. B. White, will cover the Western half of Missouri and the Eastern half of Kansas.

Conroe also reported that Keeney has placed additional Super Bells in production, and that its cigarette division was also in full production with another 1,000 units set for assembly.

Court Blocks AFL Union in Picket Case

Decision Up to NLRB

NEW YORK, May 28. — The National Labor Relations Board (NLRB) this week secured a temporary injunction to prohibit further picketing of locations housing cigarette vendors placed by the Montoya Trading Corporation, 459 West 48th Street. The decision, handed down by Justice Murray Hulbert, of U. S. District Court Wednesday (25), forbids such picketing by members of the Confectionery & Tobacco Jobbers Employees' Union, Local 1175, American Federation of Labor (AFL), until the NLRB renders a final decision on the complaint brought by the operator.

Montoya Trading, organized last February, now has about 50 cigarette vendors on location. Max Schiffman, secretary-treasurer of the firm, claimed that picketing by Local 1175 had made serious inroads on his business and had caused him to lose several locations. He said his servicemen belong to the Coin Machine Employees' Union, Local 254, CIO.

John J. Cuneo, NLRB attorney who handled the case for the board, explained that the secondary boycott provisions of the Taft-Hartley law were the issues in the controversy. Louis P. Goldberg, attorney representing Local 1175 in the action, said he would urge the NLRB to expedite its consideration of the dispute. If the board's final decision is unfavorable to his client, Goldberg said he would appeal the case to the U. S. Circuit Court of Appeals.

5,000 To Attend NCA Confab; 110 Exhibitors Set

CHICAGO, May 28. — Over 5,000 persons are expected to attend the five-day National Confectioners' Association (NCA) convention at the Stevens Hotel here June 5-9, executive chairman David P. O'Conner announced this week. It will be NCA's 66th annual meeting and the 23d Confectionery Industries Exposition. The latter is held in conjunction with the confectioners' gathering.

Exhibits will be set up by 110 candy suppliers and equipment manufacturers, and will occupy the hotel's exhibition hall and mezzanine floor. Newest developments in processing, wrapping and packaging candy will be highlighted.

Among the displays will be wrapping machines which, by automatic sealing devices, turn out an airtight package keeping the candy product fresh from production line to consumer. Candies improved in taste, texture and food value thru the addition of new agricultural ingredients such as yeast and soy protein and dry milk products will also be included in the displays. These candies will be shown by the Department of Agriculture, and are the result of a cooperative research project by NCA and the government.

Other displays will include coconuts with coconut candy pieces, brazil nuts, California almond confections, glace and drained fruits, new formulas for package, bulk, bar and penny candies.

Stoner Debuts \$99.50 Vender

102 Bars in Six Columns; Bases Extra

First Deliveries June 6

AURORA, Ill., May 28. — A new low-priced Univendor is in production at the Stoner Manufacturing Corporation here, Clarence Adelberg, vice-president, announced this week. The six-column 102-bar capacity vender lists at \$99.50, making it the least expensive Univendor placed on the market since 1942. Bases for the model list at \$9 and \$12.50.

Savings in production costs made possible the lower price, Adelberg said. Altho the mechanism is identical with that used in other Stoner models, the Model 102 is constructed

Jit Not a Jit

PHILADELPHIA, May 28. — The directions stated that for 15 cents, out would come five 3-cent stamps. A man fished out a dime and a nickel and dropped them into the chute. But nothing happened.

Consulting the superintendent of the branch post office, who disclosed the happening, the vending machine patron was told he probably put in a Monticello nickel—the Jefferson nickel. "They're a little lighter than the buffalo nickel," it was explained, "and sometimes they don't work in this particular machine."

A buffalo nickel was dropped in. It worked.

without the nickel, dime and 20-cent combination, without chrome trim and without the "empty" indicator. (See *Stoner Debuts* on page 103)

Okay One-Cent Per Pack Levy On Cigs in D. C.

WASHINGTON, May 28. — As a result of a compromise on the new D. C. sales tax reached this week in a joint conference of House and Senate members, a new cigarette tax of 1 cent per pack goes into effect August 1. Cigarette sales, however, were exempted from the regular 2 per cent sales levy.

During the 1950 fiscal year legislators expect the ciggie tax to bring in \$800,000 to the D. C. treasury, which figures out to estimated sales of 80,000,000 packs of cigarettes during that period.

For the first time a license will be required to operate cigarette vendors. Exact amount of the fee is left to the discretion of the D. C. commissioners but is not to exceed \$5 for each machine.

Revamp Badger Sales Offices, Adding Venders

LOS ANGELES, May 28.—Extensive remodeling to take care of an expanded bulk vending department is under way at Badger Sales. One half of the music machine display room will be added to the new department, William R. Happel Jr. announced. Jack Leonard, who has headed up the parts division of Badger Sales, will supervise the bulk vending salesroom.

A full supply of bulk vending items such as candies, nuts and charms will be carried in new-type "see at a glance" showcase. Goods will be displayed in bins below eye level, with price tags that can be changed daily in line with market fluctuations.

The new room will be large enough to display 100 vending machines. Northwestern equipment will be featured, Happel said.

In line with the expansion program, the sales department will be increased to take care of the new business.

Greyhound Bus To Use Stamp Folder Advertising Plugs

BOSTON, May 28.—The latest convert to stamp folder advertising here is the Greyhound Bus Company, which recently closed a deal with a local stamp machine operating firm. The wide distribution of the folders among all segments of the population has apparently prompted the bus company to have its sales message printed on the folders. Plugging the line's all-expense tours and chartered busses, the folders are supplied by the Flatto Manufacturing Company, of New York City.

ABC Vending Corp. Reports Earnings

NEW YORK, May 28.—ABC Vending Corporation has reported a net income of \$1,176,515 for 1948, compared with \$917,058 in 1947. Sales in 1948 totaled \$28,203,111 against \$24,891,633 in the preceding year.

Officials state sales volume has been stimulated by the addition of new sales locations, principally in drive-in theaters and the Shubert group of legitimate theaters. Installation of coin-operated soft drink venders was expanded considerably last year, and current plans include use of the latest type cup equipment in the New York metropolitan area. ABC spent \$782,169 on new equipment and improvements during 1948.

Current assets are listed at \$4,051,959 and liabilities \$2,559,003.

Form Tobacco Tax Research Council

RICHMOND, Va., May 28.—Joseph Kolodny, managing director of the National Association of Tobacco Distributors, was elected president of the National Tobacco Tax Research Council (NTTRC) at a meeting here Wednesday (25) to formalize the existence of the new organization. The function of NTTRC is to gather statistical data "which will serve to demonstrate that the tobacco industry and everyone identified with it, from the grower to the ultimate consumer, is burdened with unconscionably oppressive rates of taxation," according to the group's stated aims.

The NTTRC will shortly establish permanent offices here.

Ven Corp. Debuts New Tailgate Loader

LOS ANGELES, May 28.—The Ven Corporation here has introduced a tailgate loading platform allowing a one-man crew to deliver any vender that can be rolled or pushed into loading position. Firm officials state the unit is hand operated, has a 600-pound capacity and can be installed on either open body pick-ups or panel trucks.

When not in use, the loader platform folds up much as the ordinary tailgate. Too, it can be used to carry an extra machine when left in the open position.

Rudd-Melikian Adds Plant, Office Space

PHILADELPHIA, May 28.—Rudd-Melikian, Inc., announced the expansion of production and office facilities this week as firm occupied 15,000 additional square feet of space on two floors in a building adjoining the main plant here.

K. C. Melikian, vice-president, also revealed the firm will introduce three new products within the next six months.

NO COST! NO OBLIGATION!

Let us arrange a

FREE DEMONSTRATION to prove the unique advantages of The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR



- ★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL
- ★ ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY itself. Only a single motor, one relay and two solenoids.
- ★ SUPER CHANGE MAKER (OPTIONAL)—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- ★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.
- ★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.
- ★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.

On Display at All Keeney Distributors

Write for your FREE DEMONSTRATION Don't Delay!

J. H. Keeney & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Cuts Service Time in Half

\$17.55

SAMPLE Write for Quantity Discount.

Other Popular Northwestern Vendors, \$10.35 and Up.

BADGER BULK VENDOR CONFECTIONS

Finest Quality—Lowest Price Prompt Attention Given All Mail Orders

Minimum Order Shipped—25 Pounds

Almonds (Teeney) Vacuum Packed—5 lb. Tins, 600 ct. 60¢ lb.

Almonds (Vacuum Packed)—5 lb. Tins, 400 ct. 65¢ lb.

Blanched—Virginias—roasted and salted 32¢ lb.

Boston Baked Beans (BBBs) 24¢ lb.

Parboiled Corn (Cornnuts)—Delicious. 25¢ lb.

Pistachio Nuts—Red 65¢ and 88¢ lb.

Rainbow Mix (Candy Coated Peanuts). 25¢ lb.

Spanish—New Crop, Salted—GOOD. 25¢ lb.

Gum—Bubble Base, 140 count 27¢ lb.

Write for Circulars and Price List.

BADGER SALES CO., Inc.

2251 W. Pico Blvd. Los Angeles 6, Calif.

CHARMS

NEW BEAUTIFUL COLOR PLATING GOLD FINISH ALPHABET CHARMS

AMAZING LOW PRICES

PENNY KING CO.

415 Neptune St. Pittsburgh 20, Pa.

THE "CHALLENGER"

THREE MACHINES IN ONE \$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO. 549 W. Washington St., Chicago 6, Illinois

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.

Write now for lowest prices and samples of our metal and plastic charms, stone and cameo rings, wedding rings, knives, jacks, briloons, skulls, etc.

BECKER VENDING SERVICE—BRILLIANT WISCONSIN

Headquarters for Advance 21-F Machines

Factory Distributor J. SCHOBACH 1647 Bedford Ave. Brooklyn 25, N. Y.

WHY PAY MORE?

\$10 DOWN
\$860 per month
for just 10 months
BUYS A HAMILTON

\$89.50 F.O.B TOLEDO

Profits soar... operating costs are cut with Hamilton Coin-Operated Scales. They require no attention... are guaranteed for life against mechanical failure. Lowest priced scale on the market meeting requirements of all state departments of weights and measures. Discounts on quantity orders. Mail the coupon today.

HAMILTON SCALE COMPANY
Dept. H, 214 Oliver Street, Toledo, Ohio



HAMILTON SCALE COMPANY
Dept. H, 214 Oliver Street, Toledo, Ohio

- Enclosed is our check for \$10. Ship scale immediately.
- Check for \$89.50 enclosed. Ship scale immediately F.O.B. Toledo.
- Send more information on the Hamilton PW Scale.

NAME _____
STREET _____
CITY _____ STATE _____





**AMAZING
PROFIT
AT SMALL
COST!
VICTOR'S
NEW
HOT
POP
NON-COIN OPERATED
POPCORN
VENDOR**

\$47⁵⁰
F.O.B.
CHICAGO

Approved by Underwriters
Write today for free profit charts and colored circular describing new and very profitable form of operating that is sweeping the country.

HOT-POP is now on display at all VICTOR Distributors

VICTOR VENDING CORP

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

ALL VICTOR MACHINES

Recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 20 weekly payments. Write for details.
ROY TORR
Lansdowne, Pa.



ATTENTION—25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship.
ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

- NATIONAL ELECTRIC, 9 Col.\$275.00
- ROWE CRUSADER, 8 & 10 Col. 149.50
- UNEEDA, 8 Cols., 510 Pack Cap. 139.50
- National 9-50, 350 Pack Cap. 97.50
- National 7-50, 270 Pack Cap. 82.50
- National 9-30, 270 Pack Cap. 75.00
- National, 6 Col., 150 Pack Cap. 32.50
- Rowe President, 10 Col., 475 Pack Cap. 119.50
- Rowe Royal, 10 Col., 400 Pack Cap. ... 100.00
- Uneeda Model 500, 15 Col. 85.00
- DuGrenier, 9 Cols., Model W, 270 Pack Cap. 62.50
- Special! 4 Col. VENDOR, 80 Pack Cap. 20.00

CIGAR VENDOR, 50 CAP.\$ 15.00

CANDY MACHINES

- National 9-18\$100.00
- ROWE, 8 COL. 85.00
- U-Select-It 35.00
- Advance Candy Machines 27.50
- Shipman Candy Vendor 22.50
- ROWE 5 COL. 1 1/2 GUM VENDOR 15.00

SPECIAL \$75.00
Uneeda Candy Vendor
102 bar capacity. Floor model.
COUNTER MODEL, \$65.00



SPECIAL
UNEEDA MODEL A CIGARETTE MACHINE
9 Col., 270 Pack Cap. \$75.00
8 Col., 240 Pack Cap. 67.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

State Tax Calendar

- Alabama**
June 10—Tobacco stamp and use tax report and payment due. Tobacco Wholesalers and jobbers' report due.
June 15—Income tax second installment due.
June 20—Sales tax report and payment due.
- Arizona**
June 15—Gross income report and payment due. Income tax second installment due. Phoenix business privilege tax report and payment due.
- Arkansas**
June 20—Gross receipts tax report and payment due.
- California**
June 15—Use fuel tax report and payment due.
- Colorado**
June 14—Sales tax report and payment due. Use tax report and payment due.
June 15—Denver sales tax report and payment due.
- Delaware**
June 1—Merchants' license tax report and payment due.
- Florida**
June 10—Agents and wholesalers' cigarette tax report due.
- Georgia**
June 10—Cigar and cigarette wholesale dealers' report due.
June 15—Income tax second installment due.
- Idaho**
June 15—Cigarette wholesalers' drop shipment report due.
- Illinois**
June 15—Cigarette tax return due. Sales tax report and payment due.
- Indiana**
June 10—Cigarette distributors' interstate business report due.
June 15—Cigarette distributors' drop shipment report due.
- Iowa**
June 30—Cigarette distributors and wholesalers' fee due.
- Kansas**
June 20—Property tax second installment due. Sales tax report and payment due.
- Kentucky**
June 20—Cigarette wholesalers' report due.
June 30—Amusement and entertainment report and tax due.
- Louisiana**
June 1—Soft drink tax report due. Tobacco tax report due.
June 15—Soft drink tax report due. Tobacco tax report due.
June 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.
- Maryland**
June 15—Sales and use tax report and payment due.
- Massachusetts**
June 20—Cigarette tax report and payment due.
- Michigan**
June 6—Property tax return due (last day).
June 15—Use tax report and payment due.
June 20—Cigarette tax report and payment due.
June 30—Cigarette distributors' license expires.
- Minnesota**
June 15—Income tax (over \$30) second installment due.
June 20—Cigarette tax and report due.
June 30—Cigarette distributors' and sub-jobbers' licenses expire.
- Mississippi**
June 15—Income tax second installment due. Sales tax report and payment due. Use tax report and payment due.
- Missouri**
June 25—Use fuel tax report and payment due.
June 20—Income tax second installment due. Soft drink manufacturers' report and payment due.
- Montana**
June 15—Income (corporation license) tax due.
- Nebraska**
June 10—Cigarette distributors' report due.
- Nevada**
June 6—Property tax quarterly installment due.
- New Jersey**
June 20—Cigarette distributors' tax report and payment due.
- North Carolina**
June 1—License tax due.
June 15—Use tax report and payment due.
- North Dakota**
June 10—Cigarette distributors' report due.
June 15—Income tax second installment due.
- Ohio**
June 10—Cigarette wholesalers' report due.
June 15—Cigarette use tax and report due. Toledo estimated income tax second installment due; amended tax declaration due.
- Oklahoma**
June 10—Cigarette wholesalers, retailers and vending machine owners' reports due.
June 15—Income tax second installment due. Sales tax report and payment due. Tobacco wholesalers, jobbers and warehousemen's reports due.
June 20—Use tax report and payment due.
- Pennsylvania**
June 10—Soft drink tax report due.
June 15—Philadelphia income tax withholding return and payment due.
- Rhode Island**
June 20—Sales and use tax return and payment due.
- South Dakota**
June 30—Property tax return due (last day).
- Tennessee**
June 20—Sales and use tax report and payment due.
- Utah**
June 30—Cigarette license expires.
- Vermont**
June 15—Personal income tax second installment due.
- Washington**
June 15—Wholesalers' cigarette drop shipment report due.
- West Virginia**
June 15—Cigarette use tax report and payment due. Sales tax report and payment due.
- Wisconsin**
June 10—Cigarette wholesalers' and manufacturers' report due.
- Wyoming**
June 15—Sales tax report and payment due. Use tax report and payment due.

California Vending Almonds

Per Lb. Gate Lott
F.O.B. Los Angeles 65c
5 LB vacuum tins. 80c Per Lb.
to a case. 400 count. 600 Count

We Manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your
ACORN BULK VENDORS
MERCHANDISE

from . . .
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TRY & BEAT OUR PRICES OR QUALITY ORDER YOUR PISTACHIOS FROM US TODAY AND SAVE OR SEND FOR OUR SAMPLES
 Not only you save money when you buy our famous "SUN BRAND" PISTACHIOS but you will sell more of them because we have been importing and roasting them for over 20 years. Compare the size, color and flavor with any other brand and you will decide on "SUN BRAND" EXTRA JUMBO SIZE, RED, 30 count per oz. 70¢ per lb. JUMBO SIZE, RED, 34 count per oz. 66¢ per lb. SPECIAL BLEND SIZE, RED, 40 count per oz. 58¢ per lb. LARGE SIZE, RED, 45 count per oz. 46¢ per lb. White, salted, instead of red, deduct 12¢ per lb. Minimum order 200 lbs., otherwise add 2¢ per lb. Packed in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton. **SELL MORE, EARN MORE, BUY "SUN BRAND" AMERICAN PISTACHIO CORP.** Importers, Packers at this address for over 15 years. 111 Reade St., Dept. 15, New York 13, N. Y.

Stoner Debuts \$99.50 Vender

(Continued from page 100)
 The new machine will come in only one color, probably a hammered red, to trim costs further.

Discusses Features

These features, Adelberg pointed out, are expensive items in production and their elimination on the Model 102 enables Stoner to pass along saving to operators. The Model 120 Univendor, which remains in production and lists at \$125, will continue to feature these refinements, however.

Commenting on the new model, Adelberg said, "We are getting down to the bare Univendor, similar to the one we had before the war." The last 102-bar capacity machine Stoner put out in 1942 bore a list price of \$72.50 without base and did not include such refinements as the hinged door and stainless steel delivery tray.

The manufacturing company's sales organization received official notice of the inexpensive model Tuesday (24) and was told that first shipments would be made June 6.

All other machines in the Stoner line will continue in production.

Fla. Judge Smiles On Vender Charms

ST. PETERSBURG, Fla., May 28.—Charged with operating penny gum venders as gaming devices, Florida Distributors, Tampa, was acquitted by Justice Edward Silk here last week.

Deputy A. Brannen, who preferred the charges, claimed the venders were gaming devices because "they dispensed trinkets as well as gum." Justice Silk ruled that for each penny placed in the machine, the customer got merchandise valued at 1 cent, either in gum or a "trinket."

BOOST PROFITS TO NEW HIGHS

With the NEW NORTHWESTERN MODEL 49

Cuts Costs and Servicing Time in Half Less Than 25

\$17.55

Less Than 100

\$17.25

Specify 1c or 5c. Write for Circular and Price List on Complete Northwestern Line.

RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Philadelphia 23, Pa.



A MONEY-MAKER ON EVERY LOCATION!
Northwestern DUAL VENDER
 1c AND 5c OR 5c AND 10c
 Less Than 25 \$45.00
 Less Than 100 \$44.50
 100 or More \$44.00
 Write, Wire, Phone
NORTHWESTERN SALES & SERVICE CO.
 Authorized Northwestern Distributor
 4105 16th Ave., Brooklyn 4, N. Y.
 Phone: Gedney 8-3600

LEAF RAIN-BLO
 The original colored Bubble Ball Gum
EMPTIES MACHINES FASTER!
 LEAF GUM CO., Chicago 22, Ill.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Each 1c or 5c MODEL
 Lots of 5 \$8.75
 Lots of 25 \$7.75
 Nut and Charm Vendors hold 6 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit. Balance O. O. D.
BLOYD MFG. CO.
 VALLEY STATION N.Y.

RECONDITIONED CIGARRETTES MACHINES
 PX, 10 Col., Like New \$99.50
 NATIONAL 9-A's \$99.50
 NATIONAL 9-30's \$99.50
DEPOSIT WITH ALL ORDERS
AMERICAN DISTRIBUTORS
 1349 5th Ave., Pittsburgh, Pa.

For Sale at a Discount
 150 Silver King Hunter Gum Ball Machines
 30 on location and 100 new and never uncrated. Will sell all or part.
SNACK SANDWICH CO.
 1344 N. Liberty St. Winston-Salem, N. C.

Seacoast Named Distrib by Oak

NEWARK, May 28.—Dave Stern, head of Seacoast Distributors, reported here this week that he has been named to handle the Acorn bulk merchandiser vender, a product of the Oak Manufacturing Company, of Los Angeles. Selling for \$13.95 to operators, the Acorn machine can vend ball gum, charms, candy or nuts.

Stern's territory is New Jersey.

Pre-Confab Interest High in ABCB Show; Set Vender Displays

WASHINGTON, May 28.—American Bottlers of Carbonated Beverages (ABCB) officials have announced that with over 200 exhibitors reserving space for the 1949 convention in Detroit November 14-17, more than 90 per cent of the available exhibit area has already been sold.

Among exhibitors scheduled to show vending equipment are General Vending Machine Corporation; Ideal Dispenser Company; Mills Industries, Inc.; Nash Kelvinator Corporation; National Rejectors, Inc.; Progress Refrigerator Company; S. & S. Products Company, Inc., and Searles Welding & Manufacturing Company.

VENDER BENEFITS

(Continued from page 100)
 sales executives cannot afford to overlook the vending machine market as a method of distribution any more than they can afford to ignore over-the-counter sales. That vending is not exclusively a nickel and dime business is proven by the success of nylon hosiery sales thru machines at \$1 and \$1.25, he said, and indicates that more expensive manufactured goods can be practically sold thru venders.

"The sales manager who is convinced that he is already reaching every available market for his goods may find cause to revise his thinking when he considers the vending machine," Schreiber stated. Concluding, he pointed out two basic questions which sales executives should ask themselves before reaching any decision regarding the vending machine as a method of distribution: 1. Are there unexplored markets for my product . . . markets that cannot be tapped with ordinary selling methods? 2. Would people buy more of my manufactured goods if those goods were made more accessible more convenient?

for **BIGGER PROFITS** per vender **THAN YOU'VE EVER HAD BEFORE—**

Northwestern
 MODEL **49**

ENTIRELY DIFFERENT from any other VENDING MACHINE!

New Sani-Carry Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man . . . bringing servicing costs down to new lows . . . boosting profits to new highs. Equally important, by checking merchandise in returned globes against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. *Wire, phone or write for details.*

THE NORTHWESTERN CORPORATION
 818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS
 Recommended and sold on Time Payment. 20 weeks to pay.
 Write for details.

RAIN-BLO BUBBLE BALL GUM Packed 25 Lbs. to Carton	3/4th 170c
	140c 210c
25 to 475 lbs.	27c lb. 29c lb.
500 lbs. or over	26c lb. 28c lb.

Free gift paid on 150 lbs. or over FULL CASH WITH ORDER

NEW CHARMS
 President Buttons — Pictures & Dates of Office of the 32 Presidents of the U. S.— Washington to Truman \$7.50 Per M
 Metal Jingle Bells. 1/2"—in brilliant colors— red, blue, green, gold & silver. \$7.50 Per M

ROY TORR, Lansdowne, Pa.

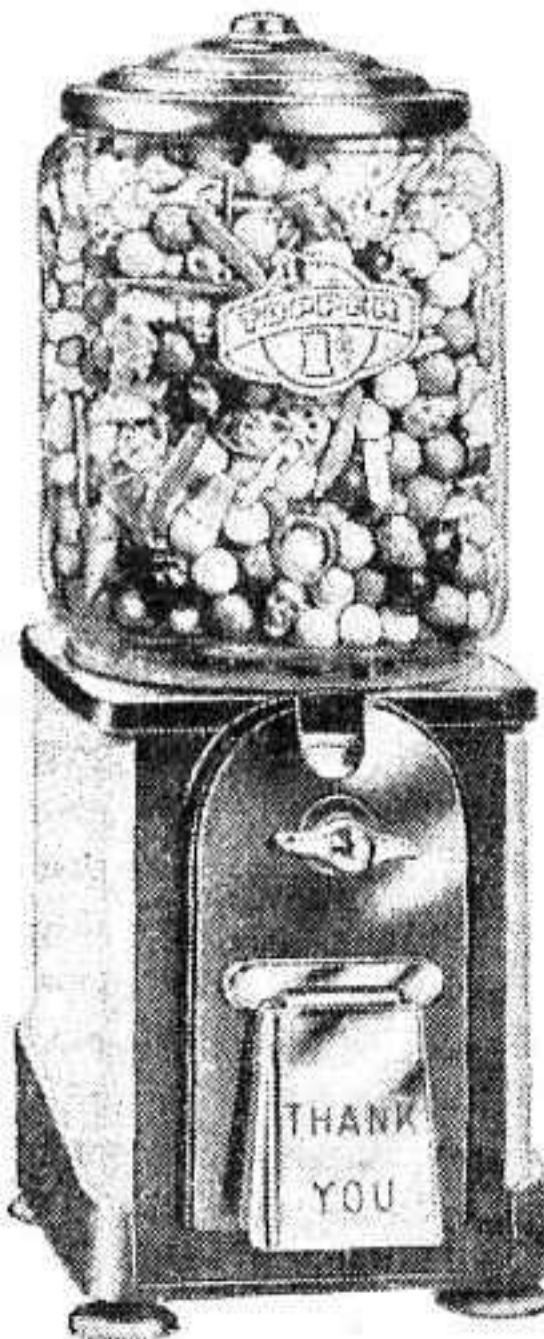
MODEL V



UNIVERSAL



TOPPER



CONTACT YOUR JOBBER OR WRITE
VICTOR VENDING CORP.
5701 W. GRAND AVE. CHICAGO 39, ILL.

Mfrs. Deliver Milk; Venders Roll Off Production Lines

(Continued from page 100)
Two machines are manual reach-in units and one is fully automatic. By the end of June, the two manufacturers now getting their production lines under way with pilot runs, report they will be in near-capacity production. Their equipment will be priced from \$335 for a manual selective unit to "under \$500" for an automatic selective unit.

Manufacturer Pic

From the manufacturers' point of view, the current milk vender field shapes up as follows, as indicated by firm-by-firm reports:

Artkraft Manufacturing Corporation, Lima, O., which announced completion of tools and dies for a non-carbonated liquid vender (aimed at the milk market) earlier this year (*The Billboard*, January 22), has not completed plans for vender production at this date. Reports are that all vender activity has been shelved for an indefinite period.

Cedar Hill Farms, Inc., Cincinnati, newest entry in the milk vender ranks, is in production on an eight-flavor, automatic bottle-carton machine to sell for under \$500. George Huheey, sales manager, states the unit is being turned out at the rate of 10 a day, with 20 per day set for early scheduling. Capacity is 80 bottles or cartons in the eight vending racks, with storage space for 300. Machine, called the Dari-Mart, is being sold direct to the operator. It is manufactured for Cedar Hill Farms (which is a dairy) by the Cincinnati Metalcraft Corporation.

City Milk

City Milk Vending Equipment Corporation, Maspeth, N. Y., an operating company which has developed an automatic, selective vender, reports the unit is not in production. Everett J. Newcomer, firm official, states that information on the machine, production, construction and price-wise, will not be made public until July 15 or early August.

Crown Implement Company, Chicago, which has been experimenting with test models of the Big Four bottle-carton vender, announces that initial test models of a simplified version of the unit will be in operation within the next two weeks. Future production plans will hinge on machine's acceptance and operation on these test installations. Former model, with 96 bottles or cartons in vending position and 120 in storage compartment, was priced at \$595. New unit has same capacity, and will be pegged at approximately the same price.

Ex-Cello Corporation, Detroit, reports thru assistant sales manager George Hoffman that definite production plans will be released within 30 to 60 days on their carton milk vender. At present, test models are in operation in the Ex-Cello plant.

Frosted Food O'Mat, Inc., Oakland, Calif., has announced that it is developing a vender suitable for vending milk in containers. Other than that it will be called Milk O'Mat, President J. L. Harrison had released no details.

Ideal Production

Ideal Dispenser Company, Inc., Bloomington, Ill., is producing an average of 200 dairy unit a week, in two reach-in models, according to firm's William M. Kelley. Machines are priced at \$170 f.o.b. for the model 35-M Bantam (24 bottles or carton in vending position; 28 in pre-cool) and \$285 and \$295 for the model 300-M, depending on whether the unit vends glass or paper containers. Larger machine has up to 112 vending capacity; up to 220 pre-cool capacity. Sales program is being expanded and an increase in production is scheduled in the near future.

Milk - O - Mat Corporation, New York, states that production, commencing this month, will be 500 units per month on its bulk single flavor milk vender. Priced at \$595 f.o.b.

plus \$30 each for the stainless steel (40 quart) container, machine vends 213 6-ounce drinks per loading. President Maurice Schack announces that sales and distribution are conducted on a national scale from firm's New York headquarters. Total price of the machine (\$615 with one milk container) has been reduced from the previous list of \$795 carried earlier this year. Machine operates on a nickel.

O. D. Jennings & Company, Chicago, has no plans for early production on its bottle-carton vender. John Ryan, vice-president, stated this week that postwar models of firm's prewar automatic unit, produced to date as test models only, are still in the "future" plans of the company.

Searles Welding & Manufacturing Company, Chicago, announced first "outside Chicago" deliveries on its Kalva 3-Way 49er milk vender. W. G. Ashton, general manager, reports that firm will produce 125 Kalva units during June, with 25-a-day output to be reached sometime during July. Priced at \$335, the unit has 72 bottle-carton vending capacity, with 100 in pre-cool. Machine offers three flavors, is of the semi-automatic delivery type. Lifting of top cover moves container into lift-out delivery position. Use of three separate coin mechanisms permits multiple price (5, 10-cents, etc.) operation. Firm is readying an all-carton two-flavor vender for August production; it will have a 112 carton vending capacity with no pre-cool space. Price will be comparable to the Kalva unit. Sales are currently being made on a direct basis, with the possibility that distributors will be set up later.

Selector Products Company, St. Louis, announcing a milk vender late last year, could not be reached by mail or phone for comment. Details of proposed machine were not made public with original announcement and to all appearances it has never reached the production stage.

P. Trent To Resign Post With Leaf Gum

CHICAGO, May 28.—P. R. Trent, director of sales and advertising for Leaf Gum Company, announced his resignation as of the first week of July.

Retiring from the confectionery industry, Trent will devote himself to several business interests on the West Coast. He and his family will make their home in Santa Barbara, Calif.

Steady-Steady Profits



ALKUNO

5c GUM VENDOR
MODEL 200-G-3M

Can be attached to other Larger Machines.

Metal Cabinet and Base.

CAPACITY: 200 PACKS.

Ht. on Base, 54"x14".

Wt. on Base, 48 Lbs.

Price \$59.00

Base 12.00

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum & Candy Vendors.

ALKUNO & CO.

408 Concord Ave.
NEW YORK 34, N. Y.
Melrose 5-7757

NOW HI-HO'S
BASEBALL PLAYER CHARMS
90% Luminous
BASEBALL SEASON COMING
THIS WILL BE A WINNER
\$1.50 Gr.
Positively No Samples.

Write E. LaRue, Sales Mgr.
540-542 Hayes St.
LEON "HI-HO" SILVER San Francisco, Calif.

ALPHABETO
CHARMS
SELL MORE
CANDY, GUM, NUTS!

Complete alphabet and 10 numerals available in bulk in bright colors and metal plated. Popular for initialing baseball caps, beannies, etc. Exceptionally low prices. Write for samples.

PAUL A. PRICE CO.
220 Broadway New York 7, N. Y.

Flash! New Three-Star Set
★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

WRITE FOR OUR FREE ILLUSTRATED CATALOG

Rush Your Order Today
VICTOR'S
AMAZING NEW
TOPPER

1 to 5 Cases
\$43.00 Per Case
(\$10.75 Per Mach.)

6 to 11 Cases
\$42.00 Per Case
(\$10.50 Per Mach.)

12 to 24 Cases
\$41.00 Per Case
(\$10.25 Per Mach.)

25 Cases or More
\$40.00 Per Case
(\$10.00 Per Mach.)
Prompt Delivery

VICTOR'S NEW
MONEY MAKER
"HOT-POP"
POP CORN
MACHINE
Non-Coin Operated

OPERATOR
MAKES
\$4.20 Per
Week
On Sale of 2 Lbs.

WRITE FOR
DETAILS
YOU COLLECT
PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D.

VEEDCO SALES COMPANY
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

VEEDCO SALES COMPANY
FINANCES ALL MACHINES FOR RESPONSIBLE OPERATORS
LIBERAL ALLOWANCES ON TRADE-INS



VICTOR'S AMAZING NEW TOPPER

4 Toppers to a case, \$43.00 Per Case (\$10.75 Per Mach.)

1/8 140 Count COLORED BUBBLE BALL GUM
25 lb. cartons
26c LB.
170 & 210
27c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER

PISTACHIOS
25 Lb. Carton Large, 72c lb. Small, 49c lb. Full Cash With Order.

Plastic Charms
\$2.50 Per 1000

SPECIAL INTRODUCTORY OFFER
4 Toppers PLUS 25 170 Ball Gum PLUS 1000 Charms, all for ONLY **\$51.25**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

Supplies in Brief

Cuban Tobacco Crisis

HAVANA, May 28.—The decline of Cuba's tobacco industry has reached a crisis. Since last February, when the payment agreements expired, the Spanish market has been closed to Cuban cigars. The closing of the Spanish market caused unemployment of 3,000 workers.

Furthermore, the Great Britain market has been entirely lost since the war. The Committee for Rehabilitation of the Cuban tobacco industry has appealed to the President urging certain measures which could be achieved on a reciprocal basis, since the British need the Cuban market for their textiles and other products.

The importance of this trade for Cuba's second industry is demonstrated in the statistics of the Tobacco Commission. Of 53,000,000 cigars Cuba exported last year, 37,000,000 went to Spain, 10,000,000 to the United States and only 6,000,000 to other countries.

Peanut Suits

WASHINGTON, May 28. — The peanut bar muncher of the next decade may be wearing a peanut suit, according to the Department of Agriculture. The Agricultural Research Administration is now conducting experiments on the way to keep fabrics made out of peanut shells from deteriorating in dampness.

Propose Fla. City Cig Tax

TALLAHASSEE, May 28.—Cigarette machines operating in Chipley, Fla., may be adversely affected by House Bill 1093 which proposes that the city be given the power to levy a license tax on the sale of cigarettes.

The bill was introduced last week by Rep. Amos O. Hudson, of Washington County, who said the amount of the tax would be determined by the city officials "without respect to the amount of any State or county tax on cigarettes."

ADVANCE DUPLEX-E SANITARY VENDOR

Made of high grade steel... finished in gray enamel... easy loading... positive delivery... display front window shows napkins... famous Advance coin defector assures a minimum of slugs... returns coin when machine is empty... separate cash box... 5c, 10c or 25c coin mechanisms... 3 1/2" high; 4 1/2" wide; 4 1/2 to 6" deep... weight about 22 lbs... capacity 24 cylindrical packages... wall or stand mounting... mirror attachment available.

IMMEDIATE DELIVERY ORDER TODAY
SAMPLE, \$19.50
2 TO 11... \$15.85 ea.
Write for quantity prices on Listo Sanitary Naps. 1/3 dep., bal. C. O. D., F. O. B. N. Y.

J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.



ABT CHALLENGERS

USED—GOOD CONDITION

\$19.50

OTHER USED MACHINE BARGAINS

5 Col. 1c Penny & Bulk Candy Machines	\$ 9.95
3 Col. 1c Peanut & Bulk Candy Machines	8.95
5c Asco Hot Nut Machines	15.00
Gottlieb Grip Scales	10.00
Northwestern 1c-5c Deluxe	15.00
Northwestern Model 39	8.50
5/8" Ball Gum, 25 Lb. Ctns.	27c lb.

SPECIAL! BRAND NEW!
1c Cigarette Real Penny Pack Counter Game **\$12.50** Ea.

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

So Much for So Little!

ACORN

1c or 5c All Purpose Bulk Merchandiser
Holds 5 to 6 lbs. of any type of bulk merchandise — Ball Gum (any size), Candies, Charms, Almonds, Peanuts, Pistachios, etc. Completely die cast for precision operation. Baked enamel finish in Grey Hammeroid, Red, Yellow, Blue, Green or any two of these colors.

\$13.95 Ea. Quantity Discounts Available

SEACOAST DISTRIBUTORS, INC.
415 Frelinghuysen Ave. Newark 3, N. J.

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90

COPPER AND SILVER PLATED CHARMS

Series #1, 1,000	\$4.50
Series #2, 1,000	5.75
Gold Plated "Georgia" Pins, 1 Gross	3.95
Gold Plated "Beauregard" in Capsules, 100	5.95
Silver Wedding Rings, 1,000	5.50
Gold Wedding Rings, 1,000	8.95
Cameo Rings, 1 Gross	2.50
Sassy Wise Crack Buttons, 1,000	6.50
Gold Plated Basket Balls, 1 Gross	3.75

We are factory distributors for all leading makes of VENDING MACHINES.

PARKWAY MACHINE CORPORATION
623 West North Ave. Baltimore 17, Md.

GIVE TO THE RUNYON CANCER FUND

Plenty Juice

WASHINGTON, May 28.—When fruit juice vendors hit their peak there will be plenty of juices available, according to latest statistics from Agriculture Department.

With the growing public acceptance of both canned and frozen fruit juices, both have been put out in increased volume. Juice stocks on hand at the beginning of May totaled 56,402,000 pounds, more than double the amount on hand last May and 12 per cent above the level of April 1, 1949.

Orange juice remains in top spot and is expected to hold that position in view of the heavy sales of the frozen variety. Citrus blends are also going well, and the perennial grape juice is maintaining its popularity.

J. Nelson Sets Victor Popcorn Unit Promotion

CHICAGO, May 28.—Jack Nelson Company, during a sales meeting Tuesday (24), initiated a program of expanded sales coverage on its line of manual popcorn dispensers. Jack Nelson Sr. announced that as distributor for Victor Vending Machine Company's Hot Pop unit, his firm would stress placement of the non-coin equipment as a one-unit location piece and as supplementary equipment to coin-operated venders. Both can profitably operate in certain types of locations, Nelson stated.

C-Eight Increases F. A. B.'s Territory

NEW YORK, May 28.—The territory assigned the F. A. B. Distributing Company, Atlanta, for sale of the C-Eight Electro cigarette vender has been increased to include Alabama and Central and Eastern Tennessee, it was announced by Lew Jaffa, vice-president of the Eastern Electric Vending Machine Corporation, who returned here this week from a Southern sales trip.

The Atlanta outlet, headed by F. A. Blalock, already has sales rights for the merchandiser in Georgia, North Carolina, South Carolina and Florida, west of the Tallahassee.

CIGARETTE MACHINE ROUTE WANTED

Large or small—must be in N. Y. C. area. Information confidential. Give number of machines and price in first letter.

BOX 419
The Billboard, 1564 Broadway, N. Y. C. 19

Here's STEADY PROFITS of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

2 MACHINES IN 1

TELLS FORTUNE & WEIGHT FULLY AUTOMATIC! NO TROUBLE!

- No knobs to turn!
- No handles to pull!
- The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. \$169.50 FOB factory. Monthly terms as low as \$10.

Shipped to you for only \$25 deposit

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

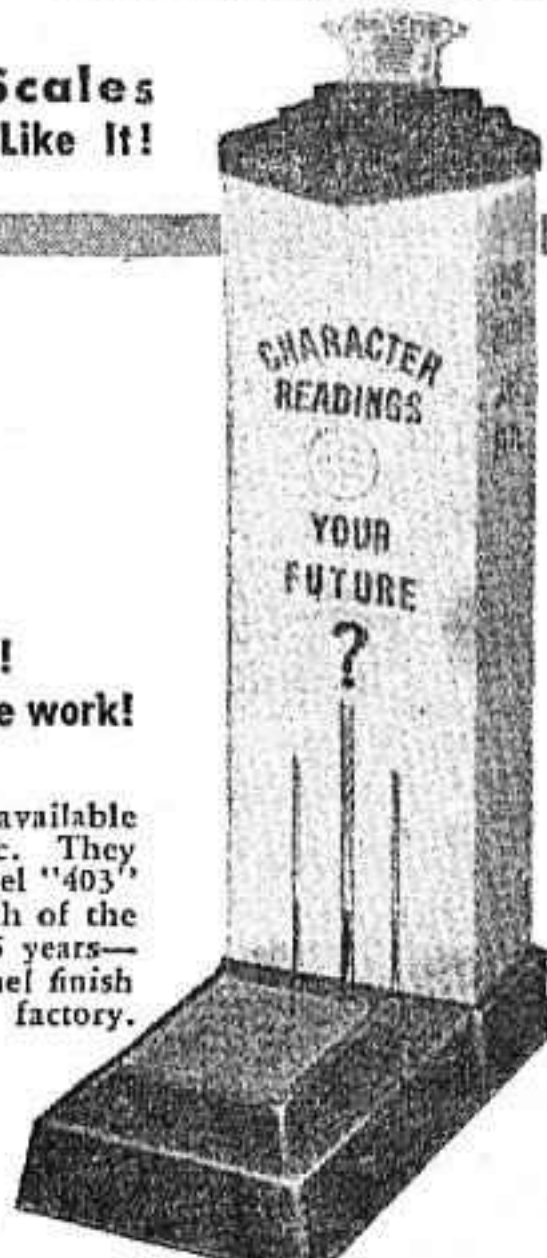
Check one of the following:

Attached find check for \$25 deposit on one Model 403 scale. Ship at once.

Please send me further details at once.

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

MAIL THIS COUPON TODAY for further details for immediate delivery



TWO VICTOR WINNERS



TOPPER
Vends Ball Gum and Charms like magic. Also vends all other kinds of bulk merchandise. Packed 4 to the case.

\$43.00 PER CASE

Contact us for prices in quantities

JACK NELSON & CO.
2320 Milwaukee Ave. Chicago 47, Ill.



HOT-POP POPCORN VENDOR
(NON-COIN OPERATED)

\$47.50

Vends 44 10c portions each filling. Big profit maker at low cost. \$10 deposit, balance C. O. D.

**A NEW
PRODUCTION
OF THE
NATIONAL
FAVORITE
READY FOR DELIVERY**



Operators say
'POP' CORN SEZ

AUTOMATIC VENDORS ARE

TOPS

**IN QUALITY,
IN SALES,
IN \$\$\$ PROFITS!**

DISTRIBUTORS!

**Investigate Our New,
Profitable Plan!**

**MAIL COUPON FOR
COMPLETE INFORMATION**

Auto-Vend, Inc.

5210 Bonita
Dallas 6, Texas

Please send full information on 'Pop'
Corn Sez Automatic Vendors.

Name _____

Address _____

City _____ State _____

Trade Directory

New Equipment

Black Diamond (console)—H. C. Evans & Company, Chicago.

Dari-Mart (8 flavor milk-soft drink vender)—Cedar Hill Farms, Cincinnati.

Don Shoeshiner—Don Manufacturing Corporation, San Francisco.

Koffee King (coffee vender)—Futuramic Machines, Inc., New York.

Hair dryer (coin-operated)—Consolidated Productions, Detroit.

Maryland (five-ball)—Williams Manufacturing Company, Chicago.

Penny unit to collect Pennsylvania's 1-cent drink tax—National Rejectors, New York.

Scoreboards (shuffleboard)—J. H. Keeney & Company, Inc., Chicago.

Spot-Bell (console)—Bally Manufacturing Company, Chicago.

Super Hockey (five-ball)—Chicago Coin Machine Company, Chicago.

Telescope (shuffleboard scorers)—H. & L. Manufacturing Company, Los Angeles.

V-23 (bottle vender)—Vendo Company, Kansas City, Mo.

Weights (shuffleboard)—Stone Propeller & Manufacturing Company, Inc., Wichita, Kan.

Personnel

John S. Conroe—named vice-president and general manager of J. H. Keeney & Company, Chicago.

Edgar F. George—appointed personnel manager of Sterling Vending Company, Belleville, N. J.

Robert C. Hill—resigned as manager of the National Confectioners' Association Washington office to join W. R. Grace & Company, New York, in an executive capacity in its Washington office.

Robert A. Hoagland—appointed vice-president and general sales manager of Mills Industries, Inc., Chicago.

Fred H. Osborne—appointed director of engineering at the Rudolph Wurlitzer plant in North Tonawanda, N. Y.

Robert M. Waggener—appointed vice-president in charge of sales and service of Lyco Industries, Inc., Chicago. John Stewart was named assistant sales manager.

New Addresses

American Shuffleboard Sales Company, 1157 Post Street, San Francisco.

Electric Deodorizer Corporation plant office, 236 Lafayette Avenue, Lindhurst, N. J.

Kostakes Novelty Company, 209 East Park Avenue, Charlotte, N. C.

Purchases

J. H. Keeney & Company, Chicago, purchased full production and sales rights of American Scoreboard Company. With this sale, the American Scoreboard office and plant at 3017 Sheffield Avenue, Chicago, was discontinued.

Distributors

AMI, Inc., Chicago, appointed Jack Mitnick Eastern regional representative.

Aireon Manufacturing Company, Kansas City, Kan., named the Coronet Distributing Company of Charleston to handle the Aireon line in the West Virginia territory.

Chicago Coin Machine Company, Chicago, appointed the following: The J. Rosenfeld Company, St. Louis, for the Central and Southern Illinois, Eastern Missouri and Western Kentucky territories; Williams Novelty Company, Houston, the Houston area.

Consolidated Productions, Detroit, appointed the Washington Novelty Company, Washington, to distribute the Penguin hair dryer unit in the District and Telecoin, New York, for the New York area.

Futuramic Machines, Inc., New York, named George J. Young to cover the Eastern Seaboard, Jack G.

Chalcraft for the Southeast, Neil Deimling and Ralph Rigdon for the Central States and Aubrey Stampler for the West. Lee Doble will be salesman-at-large. Fred Benedikt will cover the New York area.

O. D. Jennings Company, Chicago, appointed Texas Consolidated Distributors for the Texas area, excluding El Paso; Texas Consolidated includes three distributing firms, Walbox Sales, Dallas; Coin Machine Sales, Houston, and Pan American Sales, San Antonio. Also appointed was the William Novelty Company, Houston.

The Stan Manufacturing Company, King of Prussia, Pa., franchised its Sunstan machines to distributors and operators on an exclusive area basis: All-Coin Amusement Company, Miami Beach, will cover the Florida territory. Resort areas in Eastern Pennsylvania, Southern New Jersey and Maryland are already franchised.

Wilcox-Gay Corporation appointed the following: Atlantic-Pennsylvania Corporation, Philadelphia; Atlas Distributors, Boston; Roy McGinnis Company, Baltimore; Monroe Coin Machine Company, Cleveland; J. H. Winfield & Company, Buffalo; Empire Coin Machine Exchange, Chicago, and the Southern Automatic Music Company in Louisville, Indianapolis and Ft. Wayne, Ind., Lexington, Cincinnati and Dayton, O.

General Electric Assigned Patents on Vending Device

WASHINGTON, May 28.—Maurice F. Davis, Syracuse, has obtained a patent for a vending machine conveyor and dispensing system.

Assigned to the General Electric Company, New York, by Davis, the unit is comprised of a reciprocally mounted pusher, a conveyor for moving a series of articles successively past the pusher, and a motor to actuate the mechanism. Deposit of coin effects movement of the pusher to eject an article from the conveyor; it then returns to original position, meanwhile moving the conveyor to bring another article into vending position.

The patent number is 2,470,474.

Charter New S. C. Firm

COLUMBIA, S. C., May 28.—Secretary of State has issued a charter to Ellis Amusement Corporation, of Columbia, to sell and rent coin-operated amusement machines. Authorized capital stock is \$2,000. S. T. Gemale is president.

New Cig Tax

ENTERPRISE, Ala., May 28.—A tax of 2 cents on every package of cigarettes sold in the city will become effective June 15.

See-Saw

LAS VEGAS, Nev., May 28.—Now they want it . . . now they don't, seems to be the theme song for would-be concessionaires at the Clark County, Nevada, airport. Concessions, including bell machines, were granted by the county commissioners to Sammy Taylor of Las Vegas, but he has since declined them.

Recently the last remaining bid was accepted and Frank Gusewelle, former county commissioner, will handle the concessions, a bar, cocktail lounge, fountain and food, and the bell machines from which the county will derive 70 per cent of the net profit after taxes and license fees are deducted.

Another in the great family of Electro Distributors . . .

**F. A. B. DISTRIBUTING
COMPANY, INC.**
304 IVY STREET, N. E.
ATLANTA 3, GA.

Distributors of Electro in Georgia, Alabama, Central and Eastern Tennessee, South Carolina and Florida West of Tallahassee.



America's
Finest
All-
Electric
Cigarette
Vending
Machine

**EASTERN ELECTRIC
VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 10, N.Y.
A PRODUCT OF C-B LABORATORIES

From Little Acorns
Mighty Incomes Grow!

ACORN

1¢ or 5¢ All Purpose
Bulk Merchandiser.
You'll gather plenty
of "coconuts" with
this mighty little
Acorn Bulk Merchandiser
because it vends
any type of merchandise
from Ball Gum to
Cherms to Nuts and
holds 5 to 6 lbs. of one
filling. Many features
including highly polished,
easy to clean
merchandise chute
plus a choice of color
to fit any location!



\$13.95 ea. Available
Quantity Discounts

READING NOVELTY CO.
117 PENN STREET READING, PA.

Manufacturer of
**HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE**

SOLICITES INQUIRIES FROM
QUANTITY BUYERS ONLY

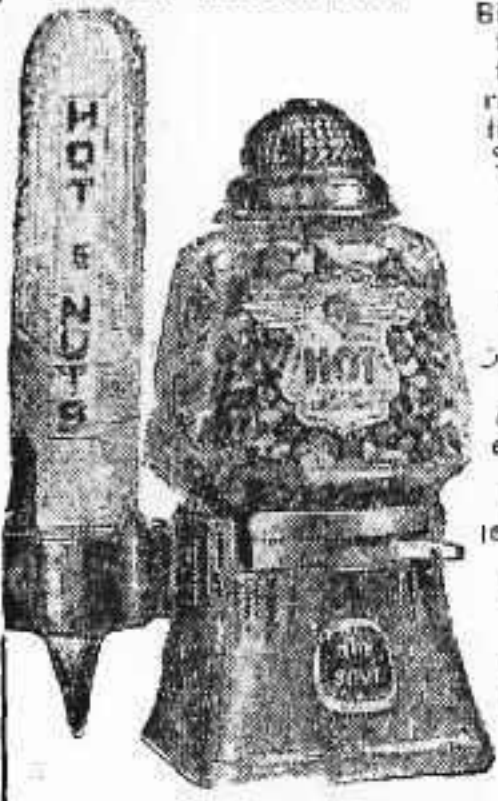
BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

if you want the finest
in reconditioned cigarette
machines—all makes and
models—you want to get
on our mailing list for
weekly specials. Send your
name and address to . . .

STEINER MANUFACTURING CO.
322 Atlantic Avenue Brooklyn, N. Y.
Phone: Triangla 3-0835

"SILVER KINGS"

Nut and Ball Gum, Candy—Charms Vendors, 1¢-5¢, U. S. and Foreign Coins, "Hot Nut" Vendors



Bigger Profits from locations are a natural with the all new Silver King Hot Nut or "Charm King" Ball Gum Vendor designed for sales compelling eye appeal. Flashing ruby red jeweled top.

\$29.95

OTHERS LOW AS \$10.55 in Quantities

At All the Best Dealers—or Write
SILVER-KING CORP.

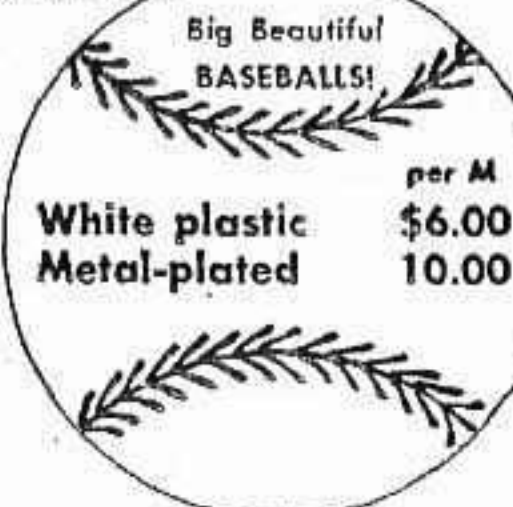
622 Diversey Parkway Chicago, Ill.

ALL SILVER KING MODELS

Recommended and sold on Time Payment, 20 weeks to pay. Write for details.

ROY TORR
Lansdowne, Pa.

NO PEANUT-SIZE THESE! **5/8"** in diameter



Big Beautiful BASEBALLS!
White plastic \$6.00 per M
Metal-plated 10.00

SAMUEL EPPY & CO., INC.
113-08 101st Ave., Richmond Hill 19, Long Island, N. Y.

America's Largest Charm Manufacturer

REAL LOW PRICES U-SELECT-IT

CANDY MACHINES

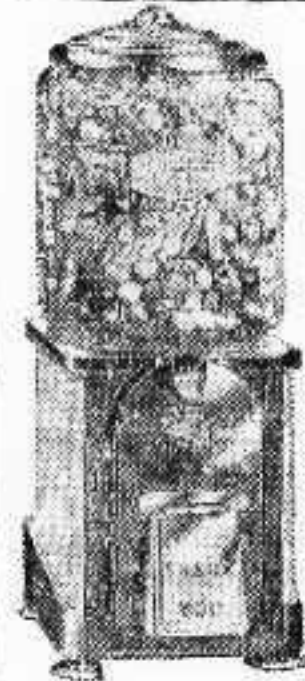
72-Bar Capacity, Each \$27.50
Uneeda 5 Column with Base \$50.00

Cigarette Machines

DU GRENIER / COL 5 \$40.00
DU GRENIER VD, / Col 45.00
DU GRENIER W, / Col 45.00
DU GRENIER CHAMPION 50.00
UNEEDA MONARCH, 8 Col., Like New 70.00
UNEEDA 8 Col. 40.00
NATIONAL 9-30 50.00
ROWE ARISTOCRAT, 4 Col Half Deposit 22.50

HARRIS VENDING

2711 N. Park Ave Philadelphia Pa
Phone: BA 7-0666



TOPPER

Vends Ball Gum and Charms like magic. Also vends all other kinds of bulk merchandise. Packed 4 to the case.

\$43.00 PER CASE

Contact us for Quantity Prices—Get on our mailing list.

ART GRAEFF CO.
1232 Broadway Toledo 9, Ohio

CHARMS

Plated, Autographed Baseballs \$8.00
Plated, Large, Ass't Charms 6.50
Silver Mix Charms 7.00
Small Color Plated Charms 4.75

DEPOSIT WITH ALL ORDERS
AMERICAN DISTRIBUTORS
1349 5th Ave. Pittsburgh, Pa.

United Intros Pinch Hitter, Baseball Game

CHICAGO, May 28.—United Manufacturing Company is now in production and making deliveries on its new five-ball novelty game, Pinch Hitter. It was announced this week by Len Durant, firm president, and Billy DeSelm, sales manager. The new game, timed to break as the 1949 baseball season got underway full blast, features three special kicker bumpers with extra score features, replay scoring possibilities on every ball from the first to the fifth, and six ways to score replays. Game also marks the first time in a year that United has used animation on the backboard.

Playfield is laid out so that various pockets register doubles, triples and home runs, while several roll-overs which are lettered from A thru F, register singles, but also serve another purpose. When A and B are lit, roll-overs count five runs. C and D, when both are lit, also count five runs when contacted. The addition of E and F registers five replays.

Ten hits are needed to score a run, with a high score of 99 runs possible. Running lengthwise thru the center of the playfield is a numbered sequence from 1 to 10 registering each hit, starting over when a run is scored.

An animated diamond, at the bottom center of the board, revolves with each hit around the required number of bases. On the backboard, runners also move with each hit, thus showing the exact status of the game at all times.

Utilizing the bumper and flipper set-up which has been featured in previous United games, Pinch Hitter allows for a ball to be driven to the top of the playfield after it has coursed two-thirds of the way down the board. The possibilities of scoring replays from the first ball on thru the completion of play provides for special player interest and appeal.

Steichen Joins Stoner Mfg. Co.

AURORA, Ill., May 28.—Paul Steichen, who has represented the Paul F. Beich Candy Company in Wisconsin and Minnesota for the past two years, will join the sales organization of the Stoner Manufacturing Corporation June 1. Announcement of Steichen's appointment was made by Clarence Adelberg, vice-president of Stoner.

Steichen will cover Indiana, Michigan and Kentucky, a territory left vacant the past seven weeks following the death of Tom Smith, who had covered that area for Stoner since the war's end. Stoner left the post open for nearly two months, turning over sales commissions from the three States to Smith's widow.

Born in Dwight, Ill., Steichen is a graduate of Milwaukee's Marquette University. He served in the army as a combat navigator with the Eighth Air Force, later became public relations officer for the Army Air Forces Convalescent Hospital at Pawling, N. Y.

Leaving the army in November, 1945, Steichen joined the staff of the National Automatic Merchandising Association where he first edited the association's house organ and later headed up field activities.

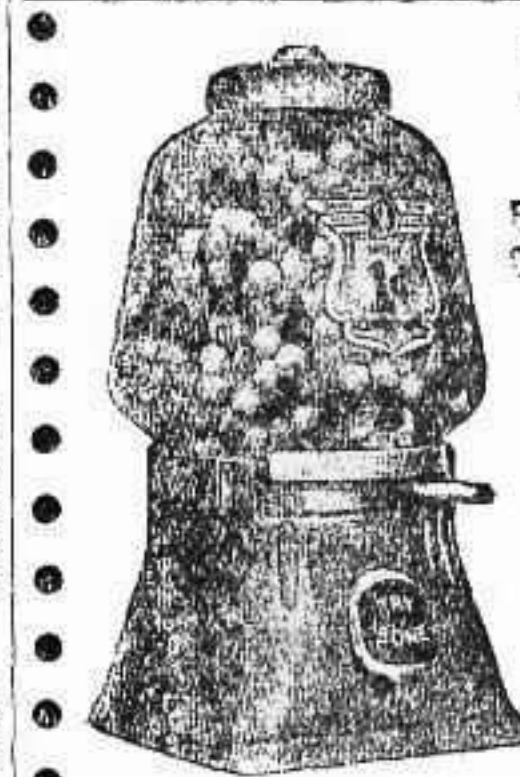
OK New Vender Firm

DOVER, Del., May 28.—Variety Corner, Inc., of Delaware has been chartered to deal in vending machines. New company's capital is \$100,000. Principal office is located in this city.

Cup Units Lauded By Movie Magazine

NEW YORK, May 28.—In a column devoted to sales of soft drinks in theaters, *The Exhibitor* in a recent issue announced tests had proved the "automatic cup machines have outsold the manual operation from two to one to four to one."

Continuing, the column stated that experience had shown cup venders, installed in a convenient lobby location and properly serviced, "should sell one drink for every two and one-half to three patrons entering the theaters when a 5-cent price is charged, and one drink for every eight to 10 patrons when a dime price is charged."



SILVER KINGS
Fisher 1¢ or 5¢ Candy and Nut Also CHARM KINGS

Sample \$13.95

2 to 5, \$12.50
6 to 11, \$11.55
12 to 49, \$11.05
50 or more, \$10.55

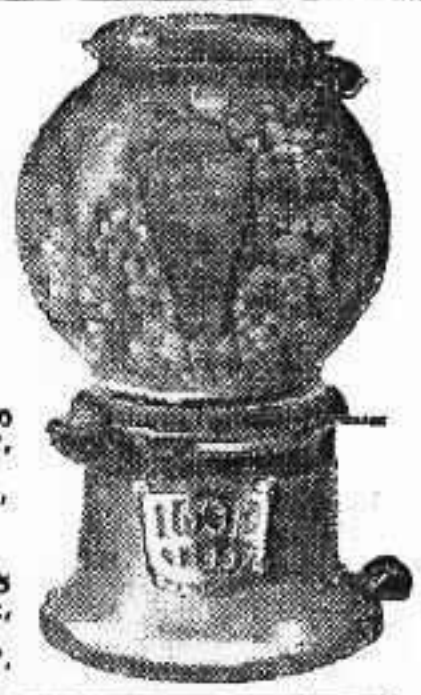
COLUMBUS VENDORS

Star Performer LOCATION PROVED for PROFIT DEPENDABILITY

MODEL 46Z—1¢

Sample, \$13.00
Lots Under 12, \$12.00
Lots 12 to 47, \$11.50

MODEL 46ZB—5¢
Sample, \$13.75
Lots Under 12, \$12.75
Lots 12 to 47, \$12.25



WE TAKE TRADE-INS—LIBERAL ALLOWANCE

LEAF BUBBLE GUM (The Original) SOLD AT FACTORY PRICES. 5/8", 26c Lb., 170 Ct., or 210 Ct., 27c Lb. IMMEDIATE DELIVERY.

New ABT All Electric SKILL GUN

10 or more, \$54.00 ea. Stands, \$7.50 ea. Write for Jobbers Prices

NEW COUNTER GAMES

ABT Model F Targets \$42.50
Gottlieb Grip Scales 24.50
Steeplechase, 1¢ 25.00
S. K. Target Kings, 1¢ 45.00
Imp, 1¢ or 5¢ 16.50
S. K. Hunter, 1¢ 45.00
Electric Shockers 18.75
Whirl-a-Ball 19.50

USED COUNTER GAMES

Marvel 1¢ Token \$22.50
American Eagle, 1¢ 19.50
Vest Pocket, 5¢ 44.50
Imp, 1¢ 14.50
Yankee, 1¢ 4.95
Pikes Peak 24.50
Kicker & Catcher 24.50
A.B.T. Challenger, 1¢ 19.50

USED SLOTS

SPECIALS!

Mills Orig. Golden Falls, 5¢-25¢ \$119.50
Mills Q T 5¢ 49.50
Mills Q T 25¢ 35.00

MILLS VEST POCKET BELL



Size: 8"x8"x8"
A 5¢ Pocket Slot with Automatic Payout System. Awards from 3 to 20 nickels. Operators' price \$65.00
Reconditioned, \$44.50

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

No other Ball Gum Vendor like it!



Operator usually nets UP to 75¢ out of every \$1 the "Hunter" takes in!

It's A "Gold Mine"

It's easy to understand why Look. No coin return. No gum dispensed unless the player wants it. And how many do when they're playing a game of skill which the "Hunter" is. So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

New Angle—Gets the Money

SILVER KING CORP.

622 DIVERSEY PKWY. CHICAGO 14, ILLINOIS

ALL SILVER KING MODELS

Recommended and sold on Time Payment, 20 weeks to pay. Write for details.

ROY TORR, Lansdowne, Pa.

200 Compete in 4-State Tourney

Illinois, Indiana, Michigan, Wisconsin Players in Rush To Beat May 27 Deadline

Cash, Material Prizes Hit \$15,000; Plan Other Meets

CHICAGO, May 28.—More than 200 men and women had filed applications to play in the Four-State Standard Shuffleboard Championship Tournament here June 16-19 as the deadline passed at midnight Friday (27). Warren Olson, tourney manager, reported that entries had been received from all four States represented in the tournament area, and that a minimum of 200 players would be approved for the competition. More than \$15,000 in cash and prizes will be awarded during the four-day meet.

Olson revealed that prize money would be awarded as follows: Men's singles, \$2,500; doubles, \$2,100, and teams, \$5,000. Singles prizes in the women's division will total \$1,250; doubles, \$1,050, and teams, \$2,500. These cash awards of \$14,400 will be augmented by material prizes and trophies, bringing the total to more than the previously announced \$15,000.

Areas Represented

Players eligible for the tournament are those in recognized leagues in Illinois, Indiana, Michigan and Wisconsin. Singles players pay a \$3 entry fee; doubles, \$5, and team, \$15 for six regular players and two alternates. The players, double-entries and teams were required to include the fees with their applications.

Officials of the Standard Shuffleboard Congress of America (SSCA) said all play will be conducted on

Purveyor Intros New Unit; Hype All Production

CHICAGO, May 28. — Purveyor Shuffleboard Company this week unveiled its new Sportsman model, and, according to Herb Perkins, firm official, initial shipments of the boards were made to distributors thruout the country. New de luxe model has been priced low, Perkins reported, and while the Sportsman features a maple playfield, masonite tops are available if desired.

With the new board scheduled to be on display in most distributor headquarters this week, Perkins said the firm is stepping up its production schedule in order to make immediate deliveries on all orders, including those for Nu-Lite, the fluorescent lighting fixture listing at \$19.50 for a set of two and the all-electric scoreboard.

Indianapolis League In Victory Banquet

INDIANAPOLIS, May 28.—Rock-Ola shuffleboard players in League 2 held their victory banquet Wednesday night at the Turf Bar here. A trophy was awarded as first prize and individual trophies fashioned as shuffleboard pucks were given to the 10 players on the championship team. Hoffa's Silver Cafe Team won the grand trophy.

regulation tournament shuffleboards manufactured by Rock-Ola especially for the meet. The Chicago Coliseum, site of the matches, will be opened to the public during the four-day contest, with spectators paying a \$1 ad- (See 200 Contestants on page 110)

City Survey:

Twin Cities Shuffleboards Enter Leveling-Off Period

MINNEAPOLIS, May 28.—Depending upon which distributor you're talking to, the shuffleboard situation in Minneapolis and St. Paul is "as good as ever," or "static" or "falling off."

With upward of 500 boards in operation in the Twin Cities, the game has moved along to the point where it is a recognized money maker for the 50-odd operators. The average gross in this territory varies from \$15 to \$40 per week.

From Lieberman Music Company in Minneapolis and LaBeau Novelty Sales Company in St. Paul, Rock-Ola distributors in this area, comes word that the boards continue to be as "hot as ever." They admit that they're having no difficulty these days making deliveries to operators because the factories are caught up on production and coming thru with units on a regular basis.

At Mayflower Distributing Company and Midwest Coin Machine Distributors the word is that the boards are "holding their own in fair shape." Hy-G Music Company, Minneapolis, is of the opinion that the interest has fallen off but attributes this principally to the approach of the summer season. This firm looks forward to a resurgence of business in the fall.

Park Board Interest

Despite this view, the Minneapolis Park Board, for example, is evincing considerable interest in shuffleboards and is pondering the advisability of installing units in about a half dozen park pavilions. From Minnesota's summer resort area have come inquiries concerning the game, and many big boards undoubtedly will be

Marvel To Celebrate Birthday In June; Air Freight Scorers

CHICAGO, May 28.—The Marvel Manufacturing Company here will celebrate its first anniversary in the scoreboard field in June, Ted Rubenstein, firm president, announced this week. Among the first to enter this phase of the business, the firm is now making an over-the-top scoring unit and a wall model, and, due to the heavy demand for both, has stepped up its work week to 48 hours in order to assure deliveries. Rubenstein also reported that because of the increasing demand for the shuffleboard and

Fire Damages Aljo Mfg. Headquarters

TERRE HAUTE, Ind., May 28.—The Aljo Manufacturing Company, makers of a 96-inch miniature shuffleboard and electric scoreboards for Mero Industries, Chicago, recently suffered damage from fire and water. Fire broke out at the plant on Wabash Avenue in the early evening, and while the damage by flame was small, the loss caused by water was extensive, G. W. Shake, firm official, reported.

Manufacturing of the firm's board, which is merchandised directly to operators, and the electric scoreboards, will continue during repairs.

ving with the fish at some resort.

There are no out-and-out shuffleboard parlors in the Twin Cities. One such unit did open, Shuffle Inn at Plymouth Avenue, between Knox and Logan avenues in Minneapolis, but since its opening ping-pong tables, a lunch counter and pin games have been added.

Emphasize Boards

Several spots have been placing emphasis on shuffleboards in their establishments. These include such places as Minneapolis Rifle Sport and the Playland, arcades in Minneapolis, and the Capitol Tavern in St. Paul. Such spots take in from \$50 to \$100 a week in gross revenue.

The largest shuffleboard operator in the Twin Cities is Joe Perkins, who has some 45 boards in operation in Minneapolis. Paul Atkinson, with a dozen boards, has the largest St. Paul operation. Both, incidentally, are former coin machine operators now concentrating exclusively on shuffleboard.

"This is a fascinating business," Perkins points out. "It draws from the entire family, from dad down to the youngsters. I find it to be a fine morale builder and the old American sporting blood comes out in this game just as it does in other sports."

Men like Perkins and Atkinson have service divisions caring for their locations, keeping the boards in condition and generally overseeing installations. The commission usually is 60 per cent for the operator and 40 per cent for the location, with everyone satisfied with the results.

Few locations in the Twin Cities (See Twin Cities on page 111)

horse collar and baseball scorers in such areas as Texas, Florida and California, firm is now air-freighting its shipments to distribution points in these States.

The over-the-top scorer is double-faced, and is centered above the board so that players at either end can readily see it. Scoring for shuffleboard runs from 15 to 21 points, while horse collar and baseball scoring ranges from 1 to 51 points.

Rubenstein announced that Marvel's policy of building quality prod-

Mero Forming More Leagues For Fall Play

All Board Types Okayed

CHICAGO, May 28.—Col. L. Lewis, Mero Industries executive, this week announced the firm is now in the process of setting up its own leagues, and while most of the play will start in the fall, there is a possibility at least one league will hold a mid-summer tournament. Lewis said Peter Rozgus, who handled league organization this spring, will be in charge of the new set-up, which will operate as the Mero Industries Shuffleboard Leagues.

While Mero is specializing in the all-steel boards, with stainless steel playfield, it was said league locations will not be confined to this type of equipment.

New Quarters

At the same time it was reported Mero has completed revamping its showrooms here. The newly-designed offices and showrooms were finished this week, and operators will be able to see the new Mero shuffleboard line and scoreboards in the new setting starting next week.

Lewis, who is now specializing in sales for Mero, has been spending his time opening up new areas. He reported shuffleboard interest is now showing up in new Wisconsin cities and Southern Illinois. St. Louis continues to be one of the most active centers for the game in the country.

Jersey Nitery Adds Shuffleboard Room With Tele, Venders

WEST COLLINGSWOOD, N. J., May 28.—The popularity of shuffleboards in South Jersey communities prompted Chubby Stafford to launch a Sportsmen's Bar adjoining his Chubby's Tropical Room here. While top recording names provide entertainment, currently featuring Savannah Churchill, the adjoining Sportsmen's Bar is dedicated entirely to automatic coin devices, with a large television screen for added entertainment.

Half the large room is taken up by three American shuffleboards and, according to Eddie Stafford, manager, the shuffleboards made an instant hit with the patrons. "That the shuffleboards bring in patrons," said Stafford, "was apparent from the very beginning. They are as big an attraction for the Sportsmen's Bar as the recording stars are to the next-door Tropical Room."

In addition to the three shuffleboards, there is a Chicago Coin Pistol machine and other coin-operated amusement machines will be added from time to time. Also the walls of the Sportsmen's Bar are lined with half dozen penny and nickel nut and gum and two cigarette vending machines.

ucts, while keeping the price at the lowest possible figure would continue.

He also said that the firm is expanding its distributorship set-up, and that several territories, which up to this time have been handled by the factory, would soon be turned over to regular distributing outlets.

PUCK PATTER

Columbia, S. C.:

Carolina Music Company here, only shuffleboard distributor in Central South Carolina, reports the game is still growing in popularity in the area. As yet, however, no team plays have been developed.

Locations in bowling alleys, which are being tried in a number of cities, have been deemed inadvisable here, but resort locations are expected to provide good business for the games.

Since pinballs were banned in the State, shuffleboard has proved a bonanza for the coin machine operators.

Chicago:

Al Sebring, head of A. G. Sebring, relays the information that operators are again reporting an increase in shuffleboard play after grosses dropped slightly two past weeks. His firm handles both maple and die-stock playfields as well as complete shuffleboard tables. . . . The masonite strike is still on, with no indication that talks between firm and the union representatives will be resumed for another week. . . . Herman Klebba, South Side operator, says that location owners are telling him that shuffleboard play is helping to keep juke boxes going and is also drawing tavern patrons away from tele sets.

Terry McCabe, captain of the team which won the championship of National Shuffleboard of Chicago League 1, is another leading player who believes that left-handed players have a slight advantage in competition. . . . Orville Adams, operator in Michigan's upper peninsula, was making the rounds of plants for new boards and scoring units. . . . Jim McFall, American Shuffleboard sales, is pushing plans to get all leagues organized. He says that

early organization of teams and constant promotion during the summer will insure peak interest by the time league play gets under way. This fall his firm expects to have league play on large boards and also on the 12-footers. His brother, Dan, is a partner in the firm and his wife, Barbara, is secretary.

John Conroe, J. H. Keeney Company vice-president, last week welcomed a number of visitors who went thru the plant and viewed the new Keeney coin-scoreboard. Among the callers were Charles Gillard and Nick Wurtz, Nation-wide Novelties, and Jim McFall, American Shuffleboard Sales, Chicago. Conroe states that interest in the new scoreboard is increasing as more units are placed on location and board makers have a chance to observe it in action.

Art Weinand, Rock-Ola vice-president in charge of sales, having recovered following an operation, left on a two-week trip during which he'll survey the shuffleboard picture around the country. . . . Col. L. Lewis, Mero Industries exec, returned from a two-week trip thru Wisconsin, Southern Illinois and Missouri. He reports a growing interest in the firm's new all-steel board. . . . Herb Perkins, Purveyor, has received much favorable response to the firm's new board, Sportsman, which was unveiled this week.

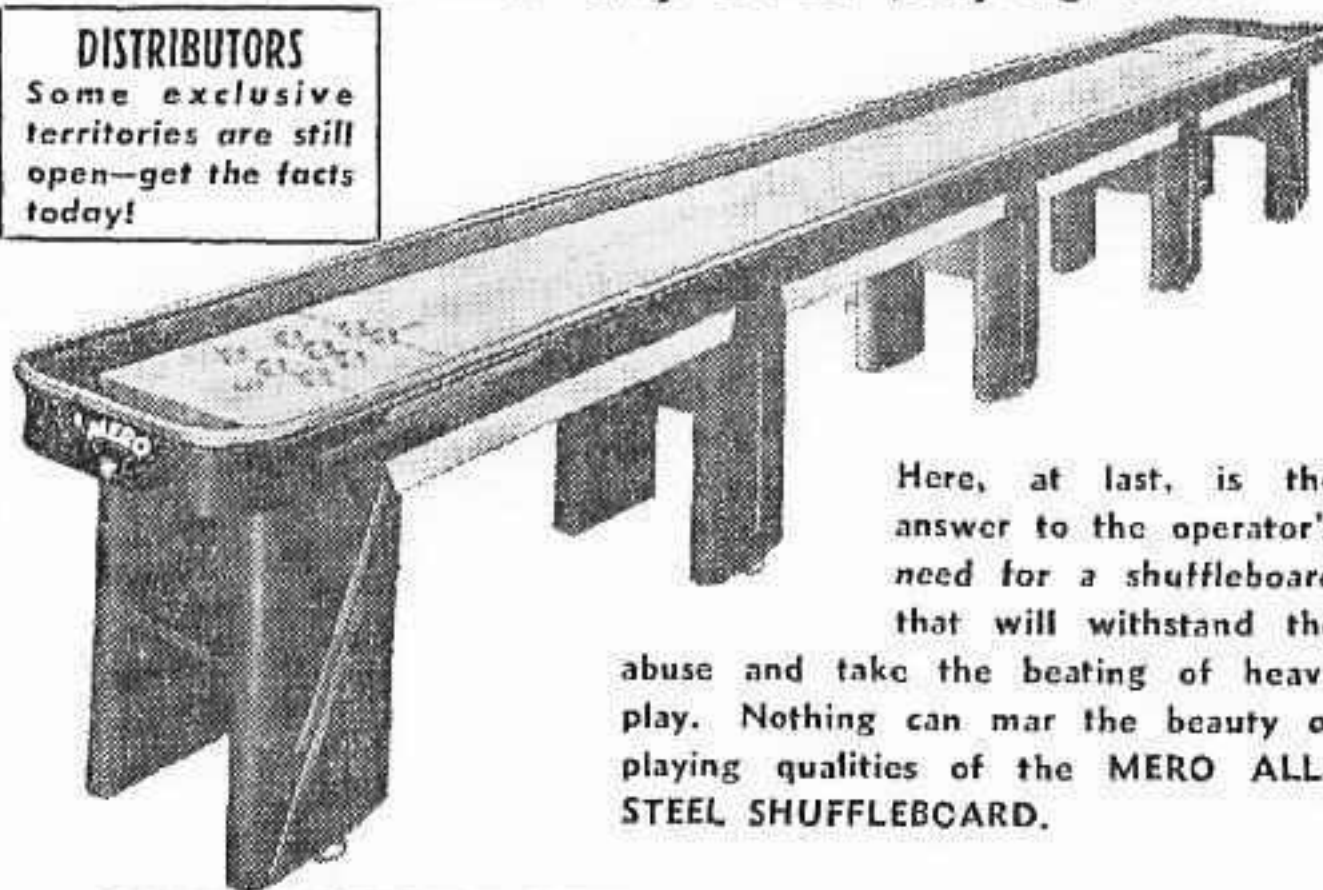
Ted Rubenstein, at T & M Sales, says he is kept so busy these days answering two telephones that he has to lunch in his office. Rubenstein was one of the first to come out with a scoring unit for shuffleboards. . . . Another Chicago firm, Mid-State, headed by Bruno Kosek, likewise reports board business holding up well.

(See Puck Patter on page 112)

MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!

DISTRIBUTORS
Some exclusive territories are still open—get the facts today!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.



MERO MANUAL or COIN OPERATED ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against embarrassing questions when making collection. **\$119.50** To Operators



ABT COIN BOX

\$30.00 additional
Complete with remote control buttons.

- Instant acting scoring at both ends of board.
- Automatic counter registers accurate number of plays.
- Mirror front—multi-colored lighted ends.
- Solid maple and walnut finished cabinets.
- Collect from metered cash box.

MERO INDUSTRIES

MERO BUILDING
1332 W. 69th ST., CHICAGO 36, ILL.
Phone: HUDson 3-2387

THE BOARD EXPERIENCE BUILT!!!

“World's Truest - - - Fastest”

PENN'S Black Beauty SHUFFLEBOARD

THE LOWDOWN...

TELL YOU WHAT WE'RE GOING TO DO

Right here and now we are going to transport you backstage of the Shuffleboard scene.

Penn Shuffleboard Company manufactured laminated maple play tops for the past 21 years. We still do, in fact.

Before releasing our Black Beauty Cosolite play top shuffleboard we subjected it to the following tests:

August 1, 1947. A Black Beauty top was placed exposed on the roof of our plant. It was at the mercy of all the elements, especially excessive heat and rain. After thirty days' exposure it was brought in, set up, waxed and found to be as true, fast and capable of accurate performance as before being put to the test.

January 2, 1948. The identical top was placed in a basement directly over the pipes of a steam heating system for a thirty-day period. During the day it was exposed to steam and abnormal heat from the pipes. At night the basement temperature often dropped to sub zero.

This cosolite top, when again set up, responded to the January experiment every bit as well as to the one conducted in August.

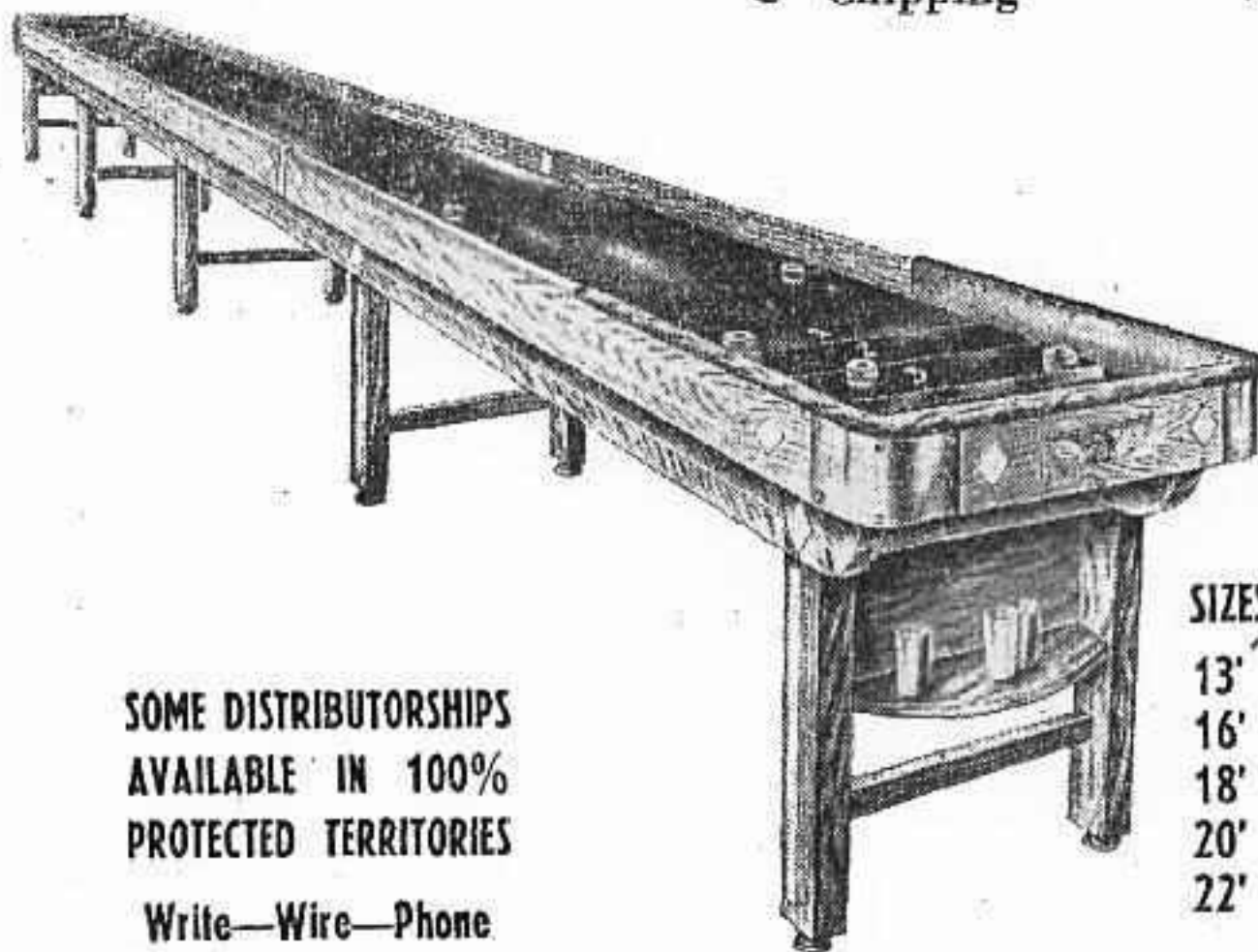
The finest maple, fabricated by the most skilled artisans, could never come close to passing such record trials.

Signed: "MR. SHUFFLEBOARD"
Jackson Downs

ADJUSTABLE "EBONIZED-COSOLITE" PLAY FIELD

Designed To Eliminate:

- Warping
- Splitting
- Resurfacing
- Chipping



SOME DISTRIBUTORSHIPS AVAILABLE IN 100% PROTECTED TERRITORIES

Write—Wire—Phone

SIZES
13' 4"
16'
18'
20'
22'

PENN SHUFFLEBOARD CO.

DIVISION OF
COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.
PHONE 2940

Cabinet Makers Since 1888



SAVE! SAVE! SAVE!
\$150.00 ON 100% HARD WOOD "DELUXE"
SHUFFLEBOARDS



BUY DIRECT!
 Save Salesman's Commission

100% top grade hard wood cabinets with finest maple wood tops at a price lower than ordinary shuffleboards of inferior wood and finishes. Glued, screwed and braced throughout.

- * MAPLE WOOD TOPS, 3/4" strips. Air and kiln dried.
- * MASONITE or FORMICA TOPS—16 to 22 ft.
- * Sturdy—10 large hard wood legs.

We can't be beat for price and quality. Be sure to see us before buying.

IMMEDIATE DELIVERY
 Electric Scoreboards, Pucks, Wax, Score Sheets at Lowest Prices

PHONE OR WRITE TODAY

SHUFFLEBOARD Specialists
 1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.



THE STANDARD SHUFFLEBOARD Congress of America held a press preview recently, and Jeanne Wilson (left), National AAU swimming champion, teamed up with Pat O'Sullivan, a Chicago sports columnist, to try her hand at the game. The Rock-Ola boards which were used at the preview are the same that will be featured at the Four-State Tournament to be held in June at the Coliseum in Chicago.

SHUFFLEBOARDS

20-FOOT
 MAPLE TOP
 SHUFFLEBOARD
 with DELUXE cabinet

\$315

COMPLETE WITH ACCESSORIES

22-FOOT
 SHUFFLEBOARD
 BLACK MASONITE
 DIE STOCK with
 DELUXE cabinet

\$295

COMPLETE WITH ACCESSORIES

A REAL BUY!
OVERTOP AND WALL MODEL
 Electric SCOREBOARDS Writel

MID-STATE COMPANY 2369 MILWAUKEE AVE.
 CHICAGO 47, ILL.
 Dickens 2-3444

Shuffleboard Aid To Handicapped

NEW YORK, May 23.—A middle-aged man, who gets around on a dolly following the amputation of both legs at the hip, is one of the top-seeded players in a unique shuffleboard tournament now under way here. Other players are victims of infantile paralysis, cerebral palsy and diseases or accidents which have incapacitated them for vigorous sports.

The tournament is taking place at the Federation of the Handicapped, 241 West 23d Street. Ever since Paul Kotler, general manager of the National Shuffleboard Company, donated a regulation board to the Federation about two months ago, the game has been the most popular recreational feature offered the hundreds of handicapped persons who enjoy its facilities.

The federation, which offers rehabilitation guidance, job training and employment opportunities to disabled persons in the metropolitan area without charge, is supported en-

200 Contestants In 4-State Meet

(Continued from page 103)

mission fee. They will be entitled to either sit in the stands, or observe the play at closer range from the floor. Actual playing area will be roped off to assure the best possible playing conditions for the competitors.

With the Four-State Tournament surpassing the SSCA's expectations as far as entries and interest is concerned, plans are already being discussed for other regional matches, leading to a national championship lay-off either late this year or next spring.

tirely by voluntary contributions. But, said Milton Cohen, general manager, "Our greatest task is to make these people feel effective socially, despite their physical handicaps. Training them to earn their living and finding them jobs is only part of our function. We have found shuffleboard one of the best means of getting them to participate in group activities."

YOU WILL EARN MORE WITH

PERMA-TOP

SHUFFLEBOARD

WORLD'S FASTEST SELLING

WITH COLORED PLAYING FIELD OF DIE STOCK MASONITE

WRITE—WIRE—PHONE
 Ask for Full Color Circular

IN CHICAGO 457 E. 33rd St. Duane 6-4343
IN ST. LOUIS 408 De Balliviere Ave. Rosedale 6899



KING PIN EQUIPMENT COMPANY uses a special truck-trailer arrangement to ship its boards to locations. By using a smaller truck and a trailer, as pictured above, the company has found it can send seven complete shuffleboards out on the same trip, thus saving time and money.

SEBRING { SPECIAL SHUFFLEBOARDS
 SUPER SHUFFLEBOARDS
 DELUXE SHUFFLEBOARDS

THE FINEST AT ANY PRICE
 Choice of 9, 16, 18, 20 or 22 Ft. Sizes
 All prices F. O. B. Chicago uncrated, if crating is necessary \$25.00 additional. Terms: one-half certified deposit, balance C. O. D.

A. G. SEBRING CORPORATION 2300 W. ARMITAGE CHICAGO 47, ILL.

City Survey:

Twin Cities Shuffleboards Enter Leveling-Off Period

(Continued from page 108)
 area own their own shuffleboards. The way this game started out in the Twin Cities distributors were almost resigned to the fact that they would have to sell their big boards directly to locations. Operators were cool to the newcomer. But the more locations tried to operate them the more they realized it was quite impossible to keep the big units in shape. Distributors went to work on operators to convince them to get into the shuffleboard business. Perkins and Atkinson, who had gone out of the coin machine business, got a "working over" from a couple of jobbers and gave the big boards a whirl.

"I'm certainly not sorry I'm in it," Atkinson said. "This is a clean business and there's money to be made in it."

Some operators say the best paying spots are the neighborhood 3.2 beer taverns. These places draw family groups and there is always the good-

natured competition to bring on added play.

Little Promotion

There has been little promotion on shuffleboards in this territory, but there is talk of sponsoring a Twin City tournament, probably in July or August. Perkins is vitally interested in such an endeavor and he is getting help from Harold Liberman and Jonas Bessler, of Liberman Music Company.

Recently shuffleboards were installed in a location at Larpentour and Lexington avenues in St. Paul and the owners bought a co-operative advertisement in *The St. Paul Pioneer Press* Sunday rotogravure section. This was the only such promotion undertaken in this area.

Licenses

Starting June 1 shuffleboards will be licensed in St. Paul. Where the boards go into a location already paying for juke boxes or pin games, the fee will be \$5 per board. Where they go into a parlor as initial equipment, the fee will be \$50 for the first board and \$5 for each additional unit.

Minneapolis dug up an 1893 city ordinance to license shuffleboards. The ordinance, incidentally, licensed a shuffleboard game 56 years ago. The rate of license is \$34 per board yearly.

One distributor said he would like to see more operators go into the business on a large scale, with investments of up to \$25,000.

"If we can get those kind of operations going here, there is little doubt that the shuffleboard business will be one of the mainstays of our industry," he said.

PURVEYOR'S SPORTSMAN

THE QUALITY SHUFFLEBOARD

DISTRIBUTORS WRITE-WIRE

- ★ Modern Design
- ★ Greater Appeal
- ★ Bigger Profits
- ★ Lasting Quality



"CLAMP-ON" LIGHTS

\$19.50 Ea. \$35.00 Set

A deluxe Fluorescent fixture designed for better locations. Highly polished chrome uprights. Clamps on side of board.

SCOREBOARDS

We have high scoring and Shuffleboard scoreboards. Write us before you buy, satisfaction guaranteed.

- BOWLING PIN SETS.....\$15.00
- PUCKS.....12.00
- SCORE SHEETS.....5.00
- 1,000 Sheets, 10 Pads
- WAX-T SQUARES, POLISHES, ETC.

A deluxe Shuffleboard at a down-to-earth low price. In a class by itself, the "Sportsman" attracts greater play, adds to the beauty of your better locations, yet is priced low enough to install in all locations. Choice of MAPLE or MASONITE playing fields.

PURVEYOR SHUFFLEBOARD COMPANY

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Shuffleboard Bargains
9 FT. SHUFFLEBOARDS
 Maple Hardwood Top. Original Cost \$199.50.
 Slightly Used
\$79.50
 Complete With Pucks
 1/2 Cash—Balance C. O. D.
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NATION-WIDE SHUFFLEBOARD THE NATION'S CHOICE

Getting Big Play Everywhere!
 Standard and DeLuxe Models

NATION-WIDE SHUFFLEBOARD

Choice of Finest Maple or Masonite Playing Fields

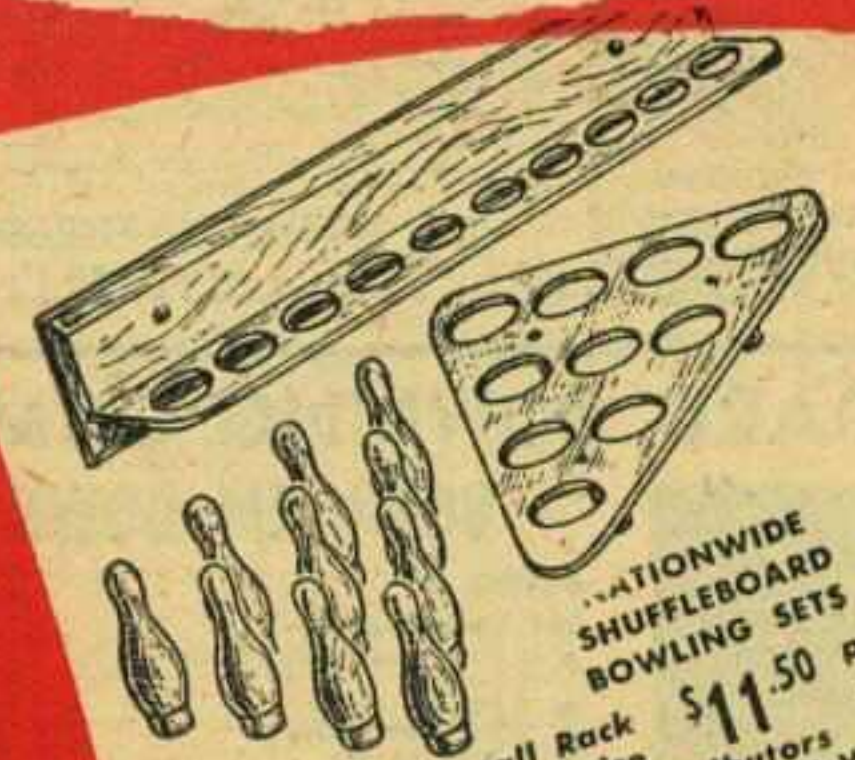


Smart, modern design cabinet that blends with the finest interiors. Made of finest woods, beautifully finished by our own expert cabinet makers. Built to compete with the best, priced to sell for less. Get our deal!

EVERYTHING YOU NEED FOR YOUR SHUFFLEBOARD OPERATION
 ★ WAX ★ WEIGHTS ★ LIGHTS ★ SCORE PADS ★ T-SQUARES ★ SIGNS

NATION-WIDE NOVELTIES, INC.

4615-17 S. State Street Chicago 9, Illinois
 Phones: KEnwood 6-3623 or KEnwood 6-2630



NATION-WIDE SHUFFLEBOARD BOWLING SETS
\$11.50 per set
 Complete with wall Rack
 10 Pins—Rack—list price
 Large Discount to Distributors
 Pins, 5 inches high, made of finest hard Maple, smoothly finished, weigh 1/4 lb. each. Pins will not jump the table. Set includes 10 pins, smartly finished wall rack and rack-up form.



NATION-WIDE Electric SCORE BOARDS

The secret to a profitable Shuffleboard Operation is a guaranteed accurate scoreboard. Here is a product of America's foremost coin-operated device manufacturer made specifically for Shuffleboard operators.

A TESTED, PROVEN MONEY MAKER!

**MONARCH
"SHUFFLETTE"**

Reg. U. S. Pat. Off.
Pat. Pending



LOCATIONS
WAITING
FOR JUST
THIS GAME!

**WORLD'S FINEST 8 FT.
REBOUND BOARD**

featuring
Long-life Solid Hard Maple Top,
Colorful Electric Score Board,
Ultra-Modern Design.

REAL SKILL PLAY—

fast rebound action! Quality built throughout. Playing field has inlaid walnut marker, rubber-cushioned separator, extra-heavy live rubber rebound on back and sides. 2 players, 20¢, 15 points. Also available as a non-coin operated model without Score Board. Prompt delivery. Write for information.

BETTER BY EVERY TEST!

MONARCH DELUXE SHUFFLEBOARDS

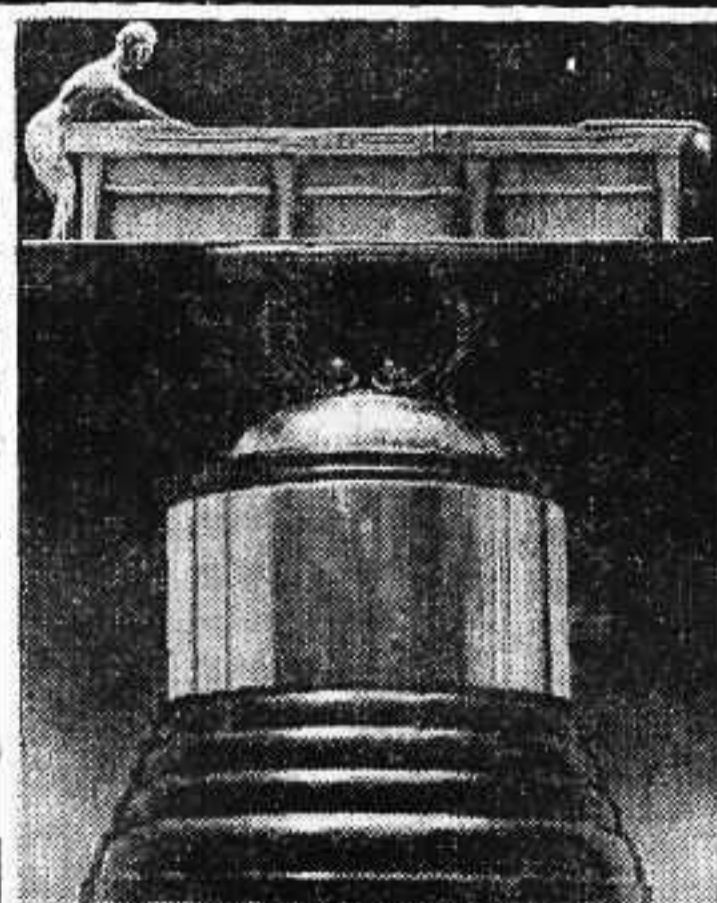
• Solid maple, alcohol-resistant Tops • 22-ft. Boards also with Walnut inserts • Easily, quickly installed • Special piano-type legs for strength • Boards complete with necessary supplies for immediate operation, including Electric Window Flasher Sign! Built-in Fluorescent Lighting, ready to plug in, with safe Greenfield cable, available at slight extra charge. Also available, Automatic Leg Levelers, self-adjusting to all floor conditions.

NOW DELIVERING: 18 Ft. & 22 Ft. Regulation Models. Write for complete information

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1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434



**WORLD'S ONLY GENUINE
SHUFFLEBOARD TROPHY**

Made by America's Finest
Craftsmen in True Trophy
Tradition.

\$4.30 WHOLESALE

ALL METAL TROPHY AND
CAP WITH BAKELITE BASE

Send for Brochure Listing
Illustrations With Prices.

**JOBBER'S DISCOUNTS
AVAILABLE IN QUANTITIES**

NATIONAL SELECT SALES CO.

7520 MELROSE AVE.
LOS ANGELES 46, CALIF.

A NASSCO PRODUCT

**YOUR ANSWER TO A
LOW PRICED, FOOL PROOF
ELECTRIC SCOREBOARD**

\$49.50 WHOLESALE

20" by 15" Wide

YOUR OWN NAME AND COLOR

DISTRIBUTORS, CONTACT US

NATIONAL SELECT SALES CO.

7520 MELROSE AVE.
LOS ANGELES 46, CALIF.



PUCK PATTEN

(Continued from page 109)

Los Angeles:

Jerry Weis, of the Manhattan Shuffleboard Company, has returned from a trip thru the State of Washington where he placed 20 boards. He reports biz to be on the upswing in the Northwest. . . . **Mary Sims**, local rep for Western Shuffleboard Company, has received a shipment of boards in her Pico Street headquarters. Now she can start catching up on deliveries.

Art Crane is busy with Genco's new coin-operated scoring unit that can be used for either shuffleboard or horse collar. . . . **Dave Gould**, of the American Shuffleboard Sales, is in Las Vegas on a combination pleasure and business trip. . . . **William R. Happel Jr.**, of Badger Sales, is showing the new tournament size Rock-Ola shuffleboard.

Jack Millsbaugh has taken a load of his Western Shuffleboards to the Midwest. **Mary Sims**, of the local office reports he's lining up distributors there. . . . **R. E. Smith**, Pacific Shuffleboard Company, has returned from Reno where he ran into snow-storm in the mountains. He lined up a new distributor in Reno for his Moderne De Luxe Shuffleboard. He's been pushing Kats Wax for his boards. Business on the Star Electro Score is good, he reports.

Ed Wilkes, Paul A. Laymon Company, reports a sudden upswing in shuffleboard business, which is good news for the trade. . . . **Dave Gould**, of the American Shuffleboard Sales Company, says location owners should learn to remove powdered wax from boards every night. And above all, he warns, never cover a playing surface unless wax has been removed. Otherwise, it will pit the field.

New York:

Jackson Downs, promotion manager of Penn Shuffleboard, was a visitor here recently reporting that production at the firm's West Chester, Pa., plant is booming following the return of Penn's prexy, **Paul J. Cosgrove**, from a sales trip to the West Coast. During the trip Cosgrove looked in at Penn distribs in Texas, Oklahoma, Utah, Montana, Wisconsin, California, Oregon and Washington. . . . **Joe Kaufman** and **Bernie Lipshitz**, of U. S. Shuffle-

board Exchange, report plenty of re-orders on the Shuf-L-Bowl package they manufacture and distribute. They also claim that plans to run a school detailing their methods of board refinishing are temporarily shelved. They may soon announce a new sales plan for their recently developed resurfacing machine.

Detroit:

Joseph Brilliant, Brilliant Music Company, distributor for Rock-Ola shuffleboards, is flying to the West Coast May 31 with his wife for a month's vacation, and will inspect the shuffleboard situation while there. . . . **Paul Heaton**, Monroe Music operator, has gone into the shuffleboard field. . . . **Leslie Paulus**, of Bayport, Mich., who has operated a sizable diversified route of games in up-State locations, is adding shuffleboards to his locations.

Indianapolis:

The Rock-Ola Standard Shuffleboard League 2, Indianapolis, Wednesday night (18) completed its schedule of matched games. . . . The local league is busy getting teams ready for the shuffleboard tournament set for June 16-19 at the Coliseum in Chicago. . . . Shuffleboard operators here report collections, after the usual seasonal slight decline, are holding favorably steady.

Entries in the four-State Standard Shuffleboard Tournament from Muncie, Ind., and Indianapolis, have been forwarded to the Standard Shuffleboard Congress for certification. . . . Unusual interest has developed in (See Indianapolis on page 116)

SPECIAL CLEARANCE ON SHORT RECONDITIONED SHUFFLEBOARDS

16 Ft. National \$169.50 EA.
14 Ft. Brunswick
3x10 National 3-Cushion Rebound ENTIRE LOT
3x10 American 3-Cushion Rebound \$599.50 f.o.b. N. Y.

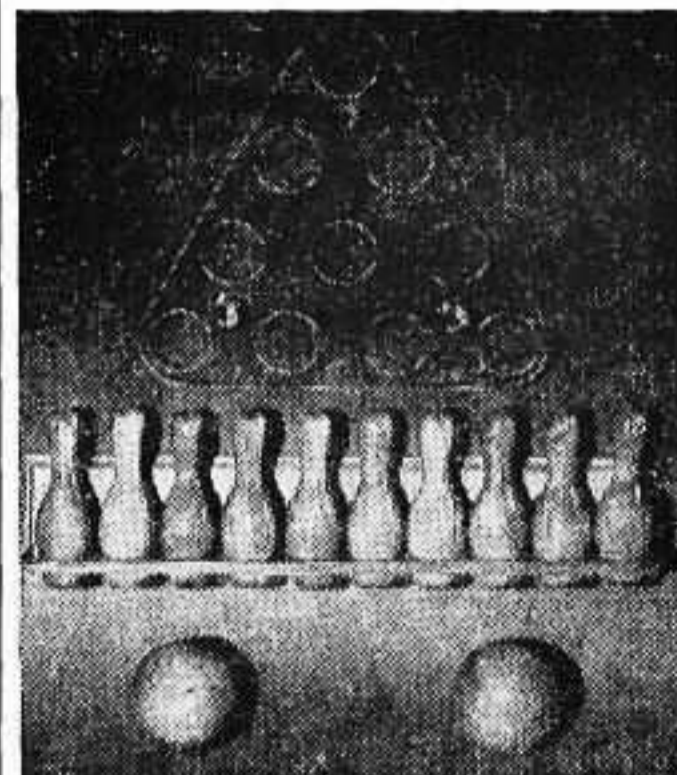
NATIONALS AND AMERICANS USED SHUFFLEBOARDS

14 TO 28 FT., \$299.50 f.o.b. N. Y.

Fast Moisture Proof Wax, Lb. Can \$.35
Highly Polished Steel Weights, Set 12.00
Scorepads, Numbered, 50 Sheets to Pad .35
Quantity Prices on Request.
1/2 Dep., Bal. C.O.D., F.O.B. N. Y.

U. S. SHUFFLEBOARD EXCHANGE
60 E. 42ND ST. NEW YORK 17, N. Y.

**SHUFFLEBOARD BOWLING GAME
BOWL-'EM DOWN**



MODEL B
Set Consists of:
• 10 5" Pins of Fine Finish Maple
• 1 Plastic Rack
• 2 Bowling Balls
• 1 Pad Holder
• 1 Score Pad
• 2 Signs
• 1 Wall Rack
Per Complete Set \$17.00

MODEL A
Set Consists of:
• 10 5" Pins
• 1 Rack
• 1 Pad Holder
• 1 Score Pad
• 1 Wall Rack
Complete Set \$7.50

Jobbers and Distributors: Write, Wire or Phone for Prices
BOWLING PIN SETS AVAILABLE WITHOUT BALLS
1/2 Deposit, Balance C. O. D.

MINIATURE BOWLING PIN CO.
1115 WEST 31ST ST. CHICAGO 8, ILLINOIS

**WANTED! WANTED!
SHUFFLEBOARDS**

WILL PAY CASH FOR ANY QUANTITY
22 Footers Preferred
STATE QUANTITY, MAKE AND PRICE IN FIRST LETTER
BELL SALES CO.

500 WEST ST. CLAIR AVENUE CLEVELAND, OHIO

OPERATORS TALK COMMISSIONS

WMGT to Study Proposed D. C. Sales Tax Bill

Appoint Special Committee

WASHINGTON, May 28.—A thorough survey of the possible effect of a proposed District of Columbia sales tax on the coin machine industry is being undertaken by the Washington Music Guild (WMG). The sales tax is expected to be passed by Congress.

A committee to undertake the survey was authorized at the May meeting of the organization. WMG also decided to donate a juke box a month to any boys' club, boys' and girls' receiving home, or other agency combating juvenile delinquency. Previously the WMG had limited its gifts to Police Boys Clubs.

Eastern Coin Men Hold Testimonial For Jack Mitnick

NEW YORK, May 28.—More than 100 Eastern music machine men and coin machine industry leaders gathered here Monday night (23) at the Hotel New Yorker to celebrate the recent appointment of Jack Mitnick as Eastern regional representative for AMI, Inc. And 81 stayed to attend a testimonial dinner, hosted by Barney Sugarman and Abe Green, local AMI distributors, to mark the appointment.

Mitnick, whose new association with AMI caps a 29-year career in the coin machine business (*The Billboard*, May 21), heard several dozen impromptu speeches following the dinner. Speakers told of their high regard for Mitnick as an important figure in the industry, with frequent references to his salesmanship.

Many Speakers

Those who spoke included Bill Goetz, of Capitol; Al Denver and Sid Levine, of the Automatic Music Operators' Association; Barney Blatt, Boston AMI distributor; Dave Rosen, of Philadelphia; Dave Stern, of Seacoast; Bert Lane and Harry Pearl, of Bert Lane, Inc.; Jim Sherry, of Sherry Music; Charlie Aronson, of Brooklyn Amusement; Harry and Sam Wishansky, of Atlas Music; Humbert Betti, of Union City, N. J.; Eddie Correstan and Leo Spiegel, of Palisades Amusement; Al Bodkin, of Forest Hills Automatic; Sam Bushnell, of Standard Factors.

Also Otto Friedman, of Red Circle Music; Johnny Fuller, of Universal Vending; Teddy Rubenstein, of Paramount Amusement; H. F. Dennison, of Dennison Sales; Joe Hahnan, of Gordon Amusement; Larry Serlin, of County Enterprises; Willie Levey, of Holtzman & Levey; Milton Green, of American Vending; Arthur and Al Herman, of Boro Automatic; Charlie Sax, of Union Automatic; Stan Feldman, of Triboro Music; Perry Wachtel and Ben Smith, of De Perri Advertising; Bill Gersh, of The Cash Box. Mike Munves, Joe Kochansky, Max Schwartz, Al Layne, Joe Green, Nat Goros, Jim Noonan and George Briggs.

In acknowledging the talks and the presentation of a pen and clock set, Mitnick pledged that, after 29 years, he was "still in the picture to help the operator."

"I have attended many similar affairs in the past," he said, "but this is the first time I have been so honored."

Clyde Port Assumes Sales Post at Jones

SALT LAKE CITY, May 28.—Clyde Port, formerly sales manager for the J. P. Seeburg Corporation's industrial-commercial division, has joined the sales staff of the R. F. Jones Company. The announcement of Port's affiliation with the distributing firm was made by R. F.



CLYDE PORT

Jones, president. The Jones Company maintains offices in San Francisco, Denver and Salt Lake City.

Port joined the Seeburg Corporation as manager of field service sales and engineering. He was promoted to sales manager of the industrial-commercial division when Seeburg introduced its Select-o-Matic "200" library.

Prior to his work with Seeburg, Port was with the Northern States Power Company of Minnesota. During the war he was a radio-radar engineer with the Bureau of Ships, U. S. Navy.

50-50 Split Dominates; Is Seen as Financial Suicide Unless Rates Are Revamped

Majority Feel Divvy Schedules Could Be Changed

By Dick Schreiber

CHICAGO, May 28.—"In any business there are operating or overhead expenses. In phonographs the operator assumes the burden of supplying modern equipment, new records and service. The location takes only the expense of a light bill and the mental torture of listening to a popular hit a thousand times. That mental torture is worth a great deal—but certainly not over 40 per cent of the 'take.'" With that comment, one of the 561 music operators participating in *The Billboard's* survey of the automatic phonograph business, summed up the opinion held by the majority. All but 14.9 per cent completed that section of the questionnaire devoted to commission arrangements. Of the group

Wisconsin Location Pays ASCAP License For Juke Box Music

(Continued from page 3)

thru correspondence with E. A. Conforti, executive secretary of the Wisconsin Restaurant Association and also of WPOA, the matter came to the attention of Levine. By that time, however, Demitors had already signed the ASCAP agreement.

Levine explained that federal court decisions in this area in 1944 had labeled as illegal similar attempts by ASCAP to negotiate license arrangements with locations housing only automatic music. And, he pointed out, Demitors' establishment uses no live music. "It is positively an illegal agreement," said Levine. "They (ASCAP) have no moral or legal right to exact performance fees for juke box play. We will take whatever steps the law allows to see that this agreement is canceled and that no similar agreements are concluded."

(This is the second in a series of articles based on a comprehensive survey of the music machine operating business. The survey was conducted by *The Billboard* among 4,562 operating firms. Of the total group receiving questionnaires, 561 operators responded. This article outlines operator's ideas on commission arrangements. The third in the series will appear next week.)

responding, most (435 firms) admitted that all or part of their equipment is put on location with a 50-50 division of receipts. But nearly half of the operators pointed out that they use two or more types of commission payments, and more than half agreed that commission schedules in their territories could be changed.

The survey leaves no doubt that (See Operators Talk on page 114)

Wurlitzer Shows Heavy Loss

Kertman Sales New AMI NY Sub-Distrib

GRAND RAPIDS, Mich., May 28.—Joe Hanna, Hanna Distributing Company, Utica, N. Y., representative for AMI in that area, has appointed the Kertman Sales Company, Rochester, N. Y., as sub-distributor for the music machines in Monroe County, New York, it was announced this week by John Haddock, AMI president.

Appointment of Kertman Sales as a sub-distributor was made to assure complete coverage of upper New York State.

One-Day Reprieve

INDIANAPOLIS, May 28.—Tavern owners who invested their money in expensive television sets are unhappy over the Decoration Day situation. WFBM will inaugurate its telecasting that day of the 500-mile race. But there won't be crowds in the taverns watching video screens. Decoration Day is a legal holiday, and taverns must remain closed.

Annual Meet Set for June 7 In Cincinnati

Reports Unveil Litigation

NORTH TONAWANDA, N. Y., May 28.—The Rudolph Wurlitzer Company this week issued its annual re-

Annual meeting of the shareholders of the Rudolph Wurlitzer Company is scheduled to be held Tuesday June 7, at the company's principal office, 121 East Fourth Street, Cincinnati, for the election of directors, consideration of the annual statements and reports of officers and for the transaction of such other business as may properly come before the meeting.

port, revealing that all departments had operated at a profit except the (See Wurlitzer Shows on page 115)

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:
PETRILLO REVIEWS YEAR FOR AFM. May revive fight against canned music on the air and on juke boxes.
RCA TO URGE CLEARANCE SALES. Diskery to encourage dealers to sell out surplus via annual clearance sales.
NATIONAL RECORD MANUFACTURING COMPANY HAS NEW DISK. Firm announces the perfection of a new unbreakable plastic record.
MONROE NIXES JONES'S "RIDERS." Orkster's reaction to the comedy version of *Riders in the Sky* will hold up release of disk.
 And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Operators Talk Commissions; 50-50 Split Dominates Meet

(Continued from page 113)
 operators disapprove of 50-50 arrangements despite the fact that competitive reasons force most of them into paying such commissions on all or part of their route. But the survey also disclosed operators are making some headway, changing commission arrangements through out their routes or in certain stops. At this time 42.9 per cent of the operators reported they are using two or more commission arrangements—most of them combining the 50-50 split with some form of first or front money agreement.

Of the operator group answering the commission question, 153 (32 per cent) said they were using two different commission arrangements, 36 firms said they used three types of arrangements, six firms said they have four different arrangements and nine firms disclosed they use five varying methods.

(A breakdown showing the commission arrangements used by this operator group appears in table form with this feature.)

In response to the question, "Do

you think the commission schedule could be changed in your territory?"—52.3 per cent of 477 operators replied in the affirmative, while 47 per cent said they did not believe such a change was possible. Less than 1 per cent of the group wrote in that they were doubtful.

Attitude Changes

This represents a marked change in attitude on the part of music operators. Surveys conducted by *The Billboard* over the past three years have repeatedly shown operators thought the commission schedule could not be changed. But the increasing use of first and front money deals, especially with new model equipment, has apparently convinced the average operator that commission arrangements can be adjusted if the sales approach is built on a solid presentation of costs involved.

Operator opinion on commissions is unified only on one point—that the 50-50 arrangement, except in the route's best stops, is financial suicide. Beyond that, operators differ widely as to the best commission arrange-

Operators Speak on Commissions

The 561 operators participating in *The Billboard's* survey of the music machine business were asked a number of specific questions involving commission arrangements. Here is a breakdown of the more important answers:

ON OUR MUSIC ROUTE WE PAY THE FOLLOWING COMMISSION:

	Percentage of firms responding
1. 60% to location, 40% to operator.....	2.4
2. 50% to location, 50% to operator.....	50.7
3. 40% to location, 60% to operator.....	16.8
4. 50%-50% with front or first money to operator.....	19.2
5. Other commission arrangements.....	10.9

TOTAL: 100

(The 2.4 per cent who pay more than 50 per cent to the location pointed out that these represented their top spots. In many cases, the same locations were also tops for games which the same operator owns. Other commission arrangements consisted of varying kinds of front money deals and guarantees.)

IF YOUR COMMISSION SCHEDULE COULD BE CHANGED, WHICH ARRANGEMENT WOULD BE MOST SATISFACTORY?

	Percentage of firms responding
1. 60% to location, 40% to operator.....	9.3
2. 50% to location, 50% to operator.....	1.2
3. 40% to location, 60% to operator.....	37.6
4. 50%-50% with front money to operator.....	41.4
5. Other commission arrangements.....	10.5

TOTAL: 100

(No explanation could be gathered from the questionnaires for the 9.3 per cent of this group who said they favored giving the location more than half of each machine's earnings.)

ment. Because most of the music operating firms also have pinball or other games, this fact must be taken into consideration.

Typical Comment

Here is a typical comment from an operator who runs both games and music. "This territory is operating one-ball machines and this affects our commissions tremendously. For example, we have one location which has given us a high weekly average on one-balls for the past two years. We installed a new model phonograph in that location on a 50-50 commission. Our phonograph take in that location in 1948 amounted to \$233—an average of \$4.23 weekly.

"The one-balls make this a profitable stop, so we do not argue about the music commission. This situation puts our phonograph business in a position where it may be difficult to compare it with the average operation."

This illustration, while it may not be an average situation, is fairly common among phonograph owners in territories where all types of games are operated.

Front Money

Most popular form of commission arrangement, according to operators, is the front money deal with a 50-50 division. Second most popular arrangement is the 60-40 split—60 per cent to the operator, 40 per cent to the location. Of the operators answering the commission questions, 41.4 per cent favored the front money deal and 37.6 per cent favored the 60-40 division.

(A complete analysis of operator preferences on commission arrangements will be found in table accompanying this feature.)

Those operators who are using the 60-40 arrangement widely on their routes say that they sell service rather than commissions. Many of them point out that they will simply leave a location go if that location demands more than 40 per cent of the gross.

A Kansas operator summed up that attitude this way: "My route is 75 miles long, and if I have a service call at the end of the route I have a total mileage of 150 miles. I think it no more than fair for operators out in these small towns to have 60-40 basis.

"I have had locations on a 60-40 basis and the locations were well pleased until some other operator came along and offered them 50-50. There are a few operators in this part of the country giving locations

60 per cent (of course, these are the best locations), but I will not give over 40 per cent on music to any location. I have lost a few for that reason. I change from four to six records each week and check each machine weekly. This cuts down service calls, a fact my locations really appreciate."

Sliding Scale

Only one operator out of the entire group suggested that music concerns should consider the so-called sliding scale commission. The sliding scale, which sets up a varying rate of commission depending on the gross of each machine, is widely used in the vending machine business.

"I believe," the operator wrote, "that we should have a sliding scale so if the location has more than \$40 it would be entitled to a 50-50 basis. But if the location goes below \$40, it would be entitled to 40 per cent, and if the gross is below \$25 in two weeks it should be allowed only 33 1/3 per cent.

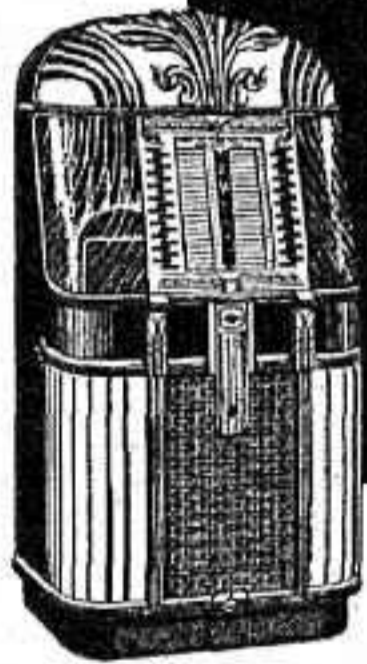
"The sliding scale," this operator continued, "will build up the poor locations since all of them will want 50-50 and will want to get over the \$40 mark even if they have to jar loose a nickel or a dime of their own now and then."

Principal difficulty with changing commissions (which every operator agrees ought to be done if music machines are to be run profitably), lies in the average operator's fear of what competitors are going to offer. Comments which accompanied the questionnaire answers clearly pointed up this fact. But they also pointed up the fact that operators are putting more emphasis on service and on merchandising.

Music Biz Good Biz

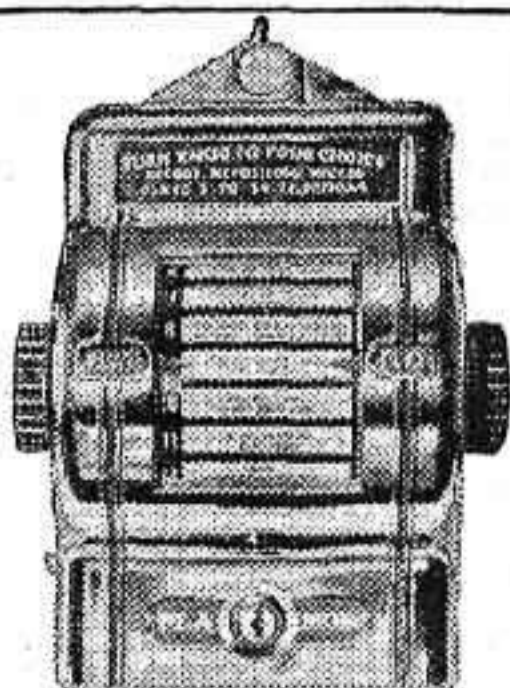
Arthur K. Strahan, Mohawk Music Service, Greenfield, Mass., summed up this feeling as follows: "The music business is a good business, but there are too many operators who give away their profit (which is small enough) to the locations. I would rather pay less commission and give better service, better records and newer equipment.

"A little selling on the part of the operator (selling backed by service) would go a long way toward making the location realize that he benefits all around by giving the operator an extra break so that the operator in turn can better his service to the patrons. The trouble is 99 per cent of the operators and locations do not know what the word service really means."



AMI Incorporated

127 NORTH DEARBORN STREET CHICAGO 2, ILL.



PACKARD (PLA-MOR)

Yesterday's Today's Tomorrow's **FINEST WALL BOX**

Engineered **RIGHT!**
 Styled **RIGHT!**
 Priced **RIGHT!**

See Your Nearest Coin Machine Distributor or Send Your Orders Direct to—

PACKARD MANUFACTURING CORP.
 Noble at Market St. Indianapolis, Indiana

Wurlitzer Shows Heavy Loss; Annual Meet June 7 in Cincy

(Continued from page 113)

coin-operated phonograph department. The report showed a net loss of \$1,956,956.64 after expenses, interest on bank loans, taxes, depreciation, amortization, tax benefits and special year-end inventory, accounts receivable, adjustments and reserves. No part of the loss was charged to the Reserve for Contingencies, which remains at \$1,000,000.

Net profit for the preceding year of the company was \$1,458,367.49.

While many of the reasons for the heavy loss sustained in the phonograph phase of the business were explained in a special report issued by R. C. Roling, president, earlier this year, other factors were brought to light in the annual report. Basically, however, these factors have to do with matters peculiar to the Wurlitzer organization, rather than to the industry as a whole.

Cut Inventory

Roling in his report revealed that during the year a substantial reduction was made in the phonograph inventory, resulting in consolidating inventories March 31, 1949, of \$6,693,611.08, as compared with \$8,303,124.43 the previous year, or an actual reduction of \$1,609,513.35. Further reductions in inventory were anticipated by Roling during the coming year.

In order to completely brief stockholders on the conditions in the coin-operated phonograph field, their effects on company operations, and other matters pertinent to this phase of the firm's activities, Roling in his report stated:

Explain Reverses

"Since 1935 (except for the war years) the manufacture and sale of coin-operated phonographs has been an important part of the company's business. During the past year the entire coin-operated phonograph industry suffered severe reverses, and, to the best of our knowledge, all manufacturers of coin-operated phonographs operated at a loss. Losses, however, were not confined to manufacturers alone, but affected all levels of the industry, including manufacturing, distributing, financing and operating. The problems confronting the company during the year were so complex that it would be impossible in this letter to fully cover all the reasons for the loss in the Coin-Operated Phonograph Department. Some of the reasons were that following the war a number of new manufacturers entered the field and were later forced to liquidate inventories, which flooded the market with distress merchandise. Ever since phonographs have been manufactured the price of music has been maintained at 5 cents per play, whereas all of the

various costs of producing that music have increased greatly. The introduction of television in some sections of the country, and other forms of entertainment, also affected the business. A number of other conditions developed during the year, and to the extent that they were within the control of the company they were corrected as promptly as practicable. All of these factors, and others, resulted in reduced sales and the closing down of the Coin-Operated Phonograph Department for a period of months until field and factory inventories of finished merchandise could be liquidated. Production of coin-operated phonographs was resumed last fall and we expect to continue our leadership in this industry.

Legal Situation

"The company has a number of matters in litigation arising directly or indirectly from recent difficulties experienced in the Coin-Operated Phonograph Department of the company's business. This litigation includes an action against the company by Coin Machine Acceptance Corporation (CMAC) in the United States District Court, Northern District of Illinois, Eastern Division, seeking the recovery of the sum of approximately \$585,000. The company is advised by its counsel and by special counsel engaged to handle the matter that there are available to it a number of legal defenses, some of which are of a character to defeat the recovery of substantial portions of the amount claimed. The company has denied liability and asserted its defenses, the establishment of which depends upon disputed issues of fact and law.

Sue Ex-Officer

"This litigation also includes a suit brought by the company against a former officer of the company for the recovery of profits believed to have been realized by the defendant in the course of transactions which constituted a breach of his trust as such corporate officer and a breach of his employment contract. The defendant has filed a counterclaim in this proceeding, in which he seeks to recover the sum of \$250,000 by way of damages for alleged breach by the company of his employment contract. This counterclaim is regarded as having no foundation in law or in fact, and as having been asserted to harass the company, and to impede its action for accounting and recovery of profits.

"Negotiations are in progress for settlement of the company's claims against another former officer of the company for the recovery of profits believed to have been realized by such officer in transactions in breach of trust. If these claims are not settled to the satisfaction of the company, a suit to enforce the claims will be brought.

Other Litigation

"The remaining litigation consists almost exclusively of actions initiated by the company for the recovery of the purchase price of phonograph equipment sold and delivered, for the appointment of receivers and for other equitable relief intended to result in the application of assets of the defendants to the payment of the company's claims. In two of these actions counterclaims have been filed against the company, one for approximately \$376,000, and one for \$1,000,000, based upon losses alleged to have been sustained, and payments alleged to have been made, and for which the company is alleged to be liable. These counterclaims are regarded as having no foundation in fact or in law, and as having been asserted to harass the company and to impede its effort to recover the

purchase price of merchandise."

A number of important administrative changes took place during the year, Roling reported.

Rembert R. Wurlitzer, vice-president and manager of the Rare Old Violin Department for many years, resigned to enter the violin business.

M. G. Hammergren, vice-president and director of sales of the North Tonawanda, New York Division, resigned.

Carl E. Johnson, vice-president-director and manager of the North

Tonawanda, New York, Division, resigned.

R. C. Haimbaugh, director of engineering of the North Tonawanda, New York Division, was elected a vice-president and promoted to manager of the North Tonawanda Division.

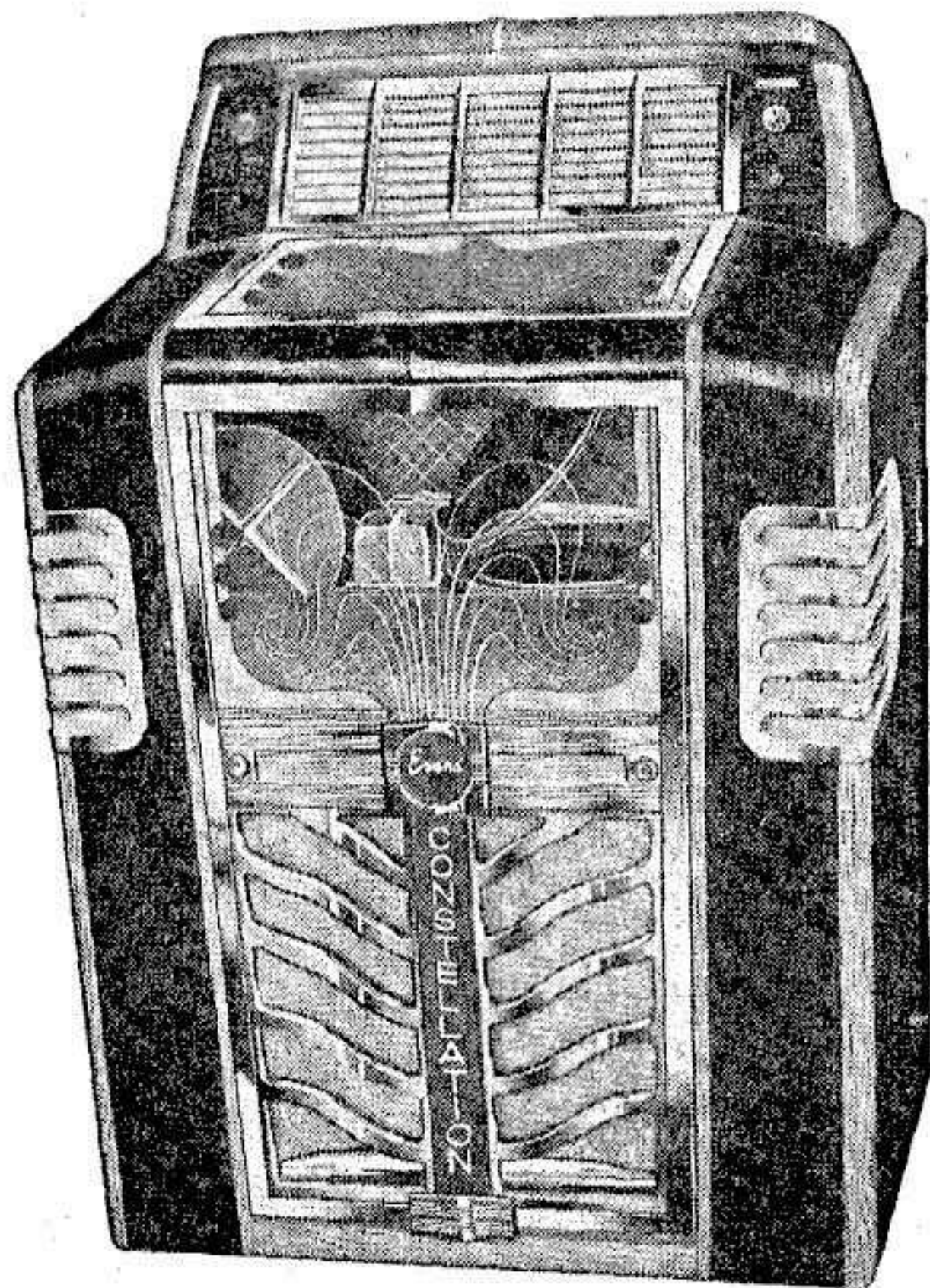
Ralph E. Walline, comptroller, was elected a vice-president.

Rudolph H. Wurlitzer, a son of the founder of the company, died May 27, 1948. He retired May 14, 1942, after 50 years of service.

"We'll stake our reputations on

EVANS'

CONSTELLATION



Strong words, to be sure. But of all the proof of claims regarding Constellation performance, reliability, quality and earnings potential, there is hardly greater substantiation than the deep confidence with which Evans' Distributors offer "America's Brilliantly New Phonograph."

In showrooms throughout the nation, Evans' Distributors proudly stand by—and behind—Constellation. And why not? 100% back of each man and each instrument is Evans' 57-year record of manufacturing success in the field of entertainment devices.

This, together with an impressive record of location response to a truly fine phonograph, merits your confidence in Evans' Constellation and in your Evans Distributor. See him today.

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 128

WIN

It's a sure bet—the money you'll make installing TRADIO and TRADIOETTE in public locations. Orders pouring in from our operators for these famous, pioneer coin-operated radios keep our factory going day and night. GET YOUR SHARE OF THE HEAVY SUMMER BUSINESS.

You can't lose! You need no experience! Drop a penny postcard for the full story. Do it now! Forget it and you may regret it. Write—right away.

TRADIO ASBURY PARK NEW JERSEY

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 26)

Song	Publisher	Heard in N. Y.	Heard in Chi.	Heard in Calif.	Add. Srv. Tot	Add.									
						SI	SV	CI	CV	SI	SV	CI	CV	SI	SV
Everywhere You Go	Lombardo	1	3	0	4	3	3	6	4	3	0	4	12	107	
Five Foot Two	Feist	6	6	1	5	6	7	6	7	1	7	1	5	15	160
Forever and Ever	Robbins	7	6	0	3	3	8	4	6	2	8	0	4	122	
Heavin' a Wonderful Wish (Sorrowful Jones)	Paramount	4	10	0	3	4	9	1	3	5	4	0	2	94	
How It Lies	E. H. Morris	1	3	0	7	2	6	0	3	0	1	0	5	95	
I Don't See Me in Your Eyes Anymore	Laurel	2	8	1	7	0	5	1	6	4	5	0	2	122	
If You Stub Your Toe on the Moon (Connecticut Yankee)	Mayfair	4	13	1	4	4	6	0	2	9	12	0	2	114	
I'll String Along With You	Witmark	5	4	1	1	4	2	2	3	8	1	1	1	63	
It's a Big Wide Wonderful World	BMI	5	6	0	5	3	3	2	5	2	2	0	4	98	
Johnny, Get Your Girl	Bourne	0	4	0	3	1	5	2	2	1	4	0	2	70	
Kiss Me Sweet	Advanced	3	8	0	5	3	19	1	7	1	4	0	5	147	
Maybe It's Because (Along 8th Ave.)	Bragman-Vocco-Conn	3	11	0	4	2	4	1	4	1	0	0	2	79	
My One and Only Highland Fling (Barkleys of Broadway)	Harry Wren	2	8	0	2	1	7	0	4	4	4	0	2	77	
Red Roses for a Blue Lady	Mills	1	0	1	3	4	2	4	3	1	2	1	3	68	
Riders in the Sky	E. H. Morris	0	10	0	12	1	4	1	9	0	4	0	8	176	
So In Love (Kiss Me, Kate)	T. B. Harms	2	6	1	4	4	5	2	5	7	9	1	3	116	
Some Enchanted Evening (South Pacific)	Williamson	3	14	1	8	1	6	2	9	5	9	1	7	183	
Someone Like You (My Dream is Yours)	Harms, Inc.	0	3	2	3	1	5	6	5	2	5	1	3	114	
Someone To Love	Warren Publ.	3	7	3	1	7	4	4	1	5	6	2	1	94	
The Little Old Church Near Lal-Oxford (Boston Square)		4	4	0	3	1	2	0	3	2	5	0	3	66	
While the Angelus Was Ringing	Melody Lane	1	5	0	5	3	3	1	5	3	0	1	1	82	

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 26)

Weeks in Store	Position Last Week	This Week	Title	Artist	Label	Position
						Week
3	11	11	AGAIN	D. Day-The Mellomen	Co 38467	ASCAP
3	14	12	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston	Ork...Ca 57-567; 54-582	ASCAP
6	20	13	SOME ENCHANTED EVENING	P. Como-M. Ayres	Ork...V 20-3402	ASCAP
2	10	14	RIDERS IN THE SKY	P. Lee	Ca 57-608	ASCAP
7	17	15	FOREVER AND EVER	D. Shore-H. Zimmerman	Ork...Co 38410	ASCAP
18	3	16	CRUISING DOWN THE RIVER	Blue Barron	Ork...MGM 10346	ASCAP
5	19	17	"A" YOU'RE ADORABLE	T. Pastor	Ork...Co 38449	ASCAP
1	—	18	RIDERS IN THE SKY	B. Crosby-K. Darby Singers	D 24618	ASCAP
1	—	19	AGAIN	T. Dorsey	Ork...M. Lutes...V 20-3427	ASCAP
12	22	20	CRUISING DOWN THE RIVER	F. Carle	Ork...M. Hughes...Co 38411	ASCAP
12	16	21	THE HOT CANARY	P. Weston-P. Nero	Ca 15373	ASCAP
14	13	22	CRUISING DOWN THE RIVER	R. Morgan	Ork...D 24568	ASCAP
4	25	23	BALI HA'I	P. Lee-D. Barbour	Ork...Ca 57-543; 54-547	ASCAP
14	—	24	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol	Ork...Ca 15372	ASCAP
1	—	25	BLACK COFFEE	S. Vaughn	Co 38462 (E. Fitzgerald, D 24646; G. Bell-T. Napoleon Trio, Manor 1178)	
2	—	26	SOME ENCHANTED EVENING	J. Stafford-P. Weston	Ork...Ca 57-544	ASCAP
11	13	27	"A" YOU'RE ADORABLE	Jo Stafford-G. MacRae-P. Weston	Ork...Ca 15393	ASCAP
2	—	27	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins	Ork-The Stardusters...D 24576	ASCAP
2	21	29	RIDERS IN THE SKY	B. Ives	Co 38445	ASCAP
3	17	30	IF YOU STUB YOUR TOE ON THE MOON	T. Martin	V 20-3383	ASCAP (P. Reed, Dance-Tone 321; King Cole Trio, Ca 15418; B. Crosby-The Rhythmades, D 24524; P. Sinatra & The P. Moore Four, Co 38417)
2	—	30	AGAIN	A. Mooney	Ork...MGM 10398	ASCAP

For the Finest in Record Reproduction Use the New G. E. Magnetic High Fidelity **LIGHTWEIGHT PICKUP** With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

\$14.95
Wurlitzer, Seeburg, Rock-Ola, AMI
Elec. Cancel \$4 extra
Also other makes
ADVANCE MUSIC CO.
1806 Grand
Kansas City Mo

A & M Music Co. Donates Juke Box To Fire Heroine

CHICAGO, May 28.—A juke box played a part in the final chapter in the building and furnishing of Roberta Mason's dream house in Des Plaines here Monday (23) when the A & M Music Company installed a phonograph in the recreation room. Roberta is the 14-year-old heroine who rescued four younger children in the family from their blazing home last February. The juke box climaxed a long list of donations.

Adolph Raymond, head of A & M Music, contacted Roberta three months ago while she was still in the hospital, made the offer of the juke box and received the enthusiastic thanks of the youngster.

The machine, with coin chutes removed and replaced by a plastic panel, will be serviced by Raymond without cost to the Masons. Latest

Music Helps Sales Soar for Owner of Ga. Appliance Shop

CHAMBLEE, Ga., May 28.—Using an electric-eye system to start recorded music playing and vari-colored spotlights to accentuate his merchandise display, local business man Thurman McCoy has won widespread attention with his sales promotion ideas.

His firm, McCoy's Electronics, Inc., sells electric appliances, and has a rising sales chart to show the results of the installation of such attention-getting devices. An automobile turning onto the company's property breaks the electric-eye beam and starts a series of electronic reactions, consisting of favorite juke box tunes, commercials and spotlighting of appliances in show windows.

hit records will be furnished by A & M periodically.

Indianapolis:

(Continued from page 112)

inter-city shuffleboard meets. Most recent one was that of Muncie playing Indianapolis, with a score of 8 to 1 in favor of Muncie. This might well lead to an all Indiana State championship tournament.

USED PHONOGRAPHS AND ACCESSORIES WANTED

Also Wurlitzer Bar Box Model 2140

Give quantity available, condition and lowest price in first letter. Contact

A & M MUSIC COMPANY
7716 W. North Ave. Chicago 35, Ill.
Phone: TUXedo 9-8181

WHY PAY MORE? JUKE BOX TUBES

STANDARD BRANDS—BRAND NEW			
2A3	\$.99	6L6CA	\$.87
2D21	1.18	6SC7	.66
5U4C	.59	6SL7	.59
5V4G	.86	6SL7GT	.69
5Y3GT/C	.38	6SN7GT	.64
5Z3	.59	6X5GT	.59
6AL5	.69	70L7GT	1.24
6C4	.19	80	.45
6J5	.49	83	.79
6J7GT	.79	2050	.83
		2051	\$.49

ELECTRONIC RESEARCH LABORATORIES
1021 Callowhill St. Philadelphia 23, Pa.

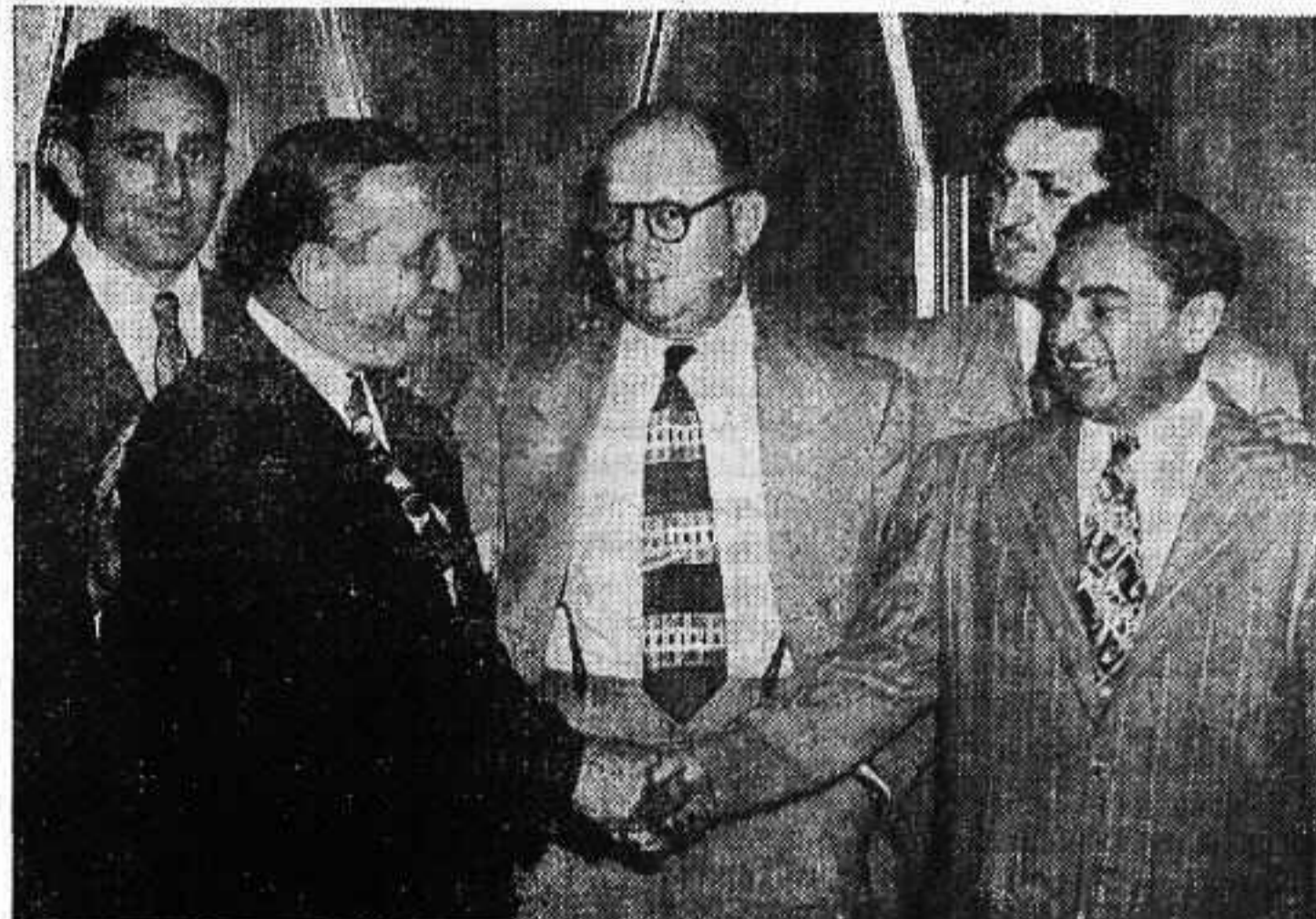
LIGHTWEIGHT PICKUPS
For All Wurlitzer and Seeburg Perfect Tone—Easy on Records

Nothing to change—just plug it in.
JACOBS MANUFACTURING CO., INC.
Stevens Point Wisconsin
Sole Canadian Distributor
ST THOMAS COIN SALES LTD
St. Thomas Ontario, Canada

FOR SALE
Guaranteed A-1 Phonographs

46-S Seeburg	\$324.00
46-M Seeburg	330.00
48-M Seeburg	525.00

FRANK SWARTZ SALES COMPANY
515-A 4th Ave. South, Nashville 10, Tenn.
Phone: 4-8571



COIN MACHINE LEADERS gathered in New York last week to pay homage to Jack Mitnick, veteran of 29 years in the industry. Pictured from left to right are Abe Green, Runyon Sales, Newark; Mitnick; Barney Blatt, AMI distributor in Boston; David Rosen, representing the firm in Philadelphia, and Barney Sugarman, another AMI distributor and head of Runyon Sales.

West Side Novelty Company
547 Swallow St. Edinburg, Pa.
Phone: Kingston 7-3041

Cordially invites all operators of Northeastern Pennsylvania to attend the showing of the New Evans' Constellation Phonograph.

Time: June 13, 1949
Place: Lakeway Hotel
443 Union Street
Luzerne, Pennsylvania
Please Respond

COINMEN YOU KNOW

Chicago:

Billy DeSelm, sales manager of United Manufacturing, reports the firm's current entry, Aquacade, is going strong, and op reports from over the country have all been excellent. Billy, who moved his family into a new house a few weeks ago, hasn't been able to spend much time at home due to the pile-up of work at the shop. **Frank Bannister**, Bannister and Bannister, Indianapolis, dropped in to say hello to Billy, **Lyn Durant**, president, **Herb Oettinger** and **Ray Riehl** last week while in Chi on business.

A. Garrick Alex, president of the Vendall Company, came up with the report last week that business is on the upgrade. Orders for the Vendall candy machines are not only increasing, but are invariably larger. . . . **Adolph Raymond**, head of A. & M. Music, is placing his "outdoor" equipment in golf course spots, and similar summer locations. With his rental file kept up to date, he is finding call-backs on prospects paying off in increased business.

Electronic Devices, Inc., is getting set to spot a large number of its coin telescope units, Terrestrialscope, along the lake front when the Railroad Fair reopens this year. Success of the scopes last summer prompted Electronic president **A. A. Stiger** to double the number of units for the 1949 season. . . . **Fred Hebel**, FHC Corporation head, announces that July 15 should see the first completed units of the firm's eight-flavor, \$695 ice cream bar vender. Initial output will be about 10 units a day, he said.

Albert Cole, president of Cole Products Corporation, and son, Dick, who is a vice-president of the concern, are now working out of the company's new general sales and executive headquarters in downtown Chicago. Dick reports the Colespa cup machine which was introed at the convention, is in full production and shipments are going out to all parts of the country on schedule. Factory remains on the South Side here.

Twin Cities:

Harold Lieberman, head of Lieberman Music Company, Wurlitzer reps in this area, took a week-end off and went to Wisconsin with his family on a fishing trip. But the fish weren't biting, reported his sales manager, **Jonas Bessler**, and Lieberman came back somewhat disappointed but rested. . . . **Matt Engel**, of Mayflower Distributing Company, reports business good. He says music, pin games and shuffleboards are moving along at a good pace.

H. L. Turner, service instructor for the Wurlitzer phonograph factory at North Tonawanda, N. Y., conducted a school for operators recently at Lieberman Music Company. General Sales Manager **Jonas Bessler** said the classes were well attended and will result in increased juke box sales. . . . **Jack Karter**, of Midwest Coin Machine, St. Paul, is enthused with the way his Trans-Vue television units are catching on. Karter said he is making a few installations each week, and that interest in the equipment is growing steadily.

EXPERIENCED PHONOGRAPH AND PIN BALL ROUTE MAN AND MECHANIC

Desires connection with established operator. Ten years' experience, married, reliable, sober worker. Furnish good references, go anywhere. Contact **N. J. COOPER**
4025 Roanoke Ave. Meridian, Miss.

Wanted

HOLLYCRANES

Used or New. Write.

ARCADIAN AMUSEMENT CO.

1208 Carondelet St.

New Orleans, La.

Detroit:

Frank Stankiewicz Jr. and **Sylvester Adamski** have dissolved their partnership in the Ace Music Company. Adamski has taken over a tavern here, while Stankiewicz and his wife, Isabelle, have started the Ace Music route. Mrs. Stankiewicz reports they are handling the operation single-handed. . . . **Hollo S. Vest** is opening a new firm known as the Wayne Record Distributors.

Barney Greenberg, head of Atlas Music Company, flew in from his home in California for a two-week visit at the office here, and is spending much of his time conferring with Manager **Ben Newmark**. . . . **Sylvia Rosner** has rejoined the staff of the Edleco Manufacturing & Sales Company. She was formerly on the staff of the Edelman Amusematics Company.

Sheldon and Blanche Look, newcomers to the coin machine business, purchased the route of the T. A. Novelty Company, local music firm, and are renaming it the Sheldon Look Music Company. **Thomas Agmey**, former owner of T. A., is retiring from the music field. . . . **Mrs. Al Schutter**, wife of a music operator, is reported seriously ill. . . . **Victor De Schryver**, of the Marquette Music Company, and **Linden F. Bush** have assumed control of the Bush Music Company, 3770 Woodward Avenue. **Michael O'Connor**, former third partner, has joined the publicity staff of the Detroit Community Chest.

Hartford, Conn.:

Isadore Goldman, general manager of State Music Distributing Corporation, Hartford, attended the Ainsley Television trade showing in New York. . . . **John Colucci**, partner in the Mattatuck Music Company, Waterbury, Conn., was in Hartford on business. The firm distributes Seeburg and Aireon juke boxes. Colucci announced that he has added distribution of RCA Victor, Farnsworth and Ainsley television sets to the concern's business. He's a brother of **Ralph Colucci**, owner of the State Music Distributing Corporation, Hartford.

Berens tells about the two Massachusetts record store owners who asked if "South Pacific," the Broadway musical, was the title of a new MGM movie! . . . **Doris Pronovost**, manager of the Record Shops, the downtown Hartford retail record stores owned by **Ralph Colucci**, spent a week-end in New York, attending a wedding anniversary.

A certificate of incorporation was filed for Jumbo Ice Cream Company, 120 Cedar Street, New Haven, Conn., listing amount paid in cash, \$10,000; president, **Dominic Caccaro**, and secretary and treasurer, **Anthony Bombacie**, both of New Haven. Music by Wire, Inc., of 93 Main Street, Torrington, Conn., also filed a certificate of incorporation. Amount paid in cash was listed at \$2,000; president-treasurer, **Albert E. Rubens**, Hartford, Conn.; vice-president, **Robert B. Gaetti**, and secretary, **Gerald A. Rubens**, both of Torrington; directors, same as the officers, plus **Arthur J. Rubens**, **Philip Davidson** and **Sascha Rubenstein**.

Ocean City, N. J.:

Group of business men at this South Jersey resort called upon city commissioners requesting the installation of automatic parking meters in the resort's central shopping district. The solons have already investigated the relative merits of several types of coin meters. With the adoption of parking meters here, every resort in the South Jersey area will have meters—Ventnor and Wildwood having already installed them.

Los Angeles:

J. B. Goodman, prominent vender, is currently in Imperial Valley on business. . . . **Robert McNaughton** another bulk vender, returned from a visit to 29 Palms. . . . **William Sparrow** was down from Santa Barbara recently. . . . **Perry Irwin**, Ventura coinman, was making the rounds. . . . **Norman Christ** and wife were down from Lompoc. Another recent visitor was **Clyde Truss**, Oceanside.

Phil Robinson reports he's receiving plenty of inquiries on Chicago Coin's new coin-operated Score Guard which has some new features for shuffleboards which should appeal to operators. . . . **R. C. Jones Jr.** was in town from his Inyokern headquarters at the Naval Ordnance station. . . . **Clyde Denlinger** is getting things ready for the expected summer business at Balboa.

Ray R. Powers, of the Ray Powers Company, returned to his northern base in Sacramento, following huddles with **Nels Nelson**, head of the local office. . . . **Aubrey Stemler**, of Stemler Distributors, received his first shipment of the new Koffee King, coin-operated coffee vender. It arrived by plane. He's now busy lining up distributors and jobbers for the 11 Western States. . . . **M. V. Connor**, Downey coinman, was in town seeing the sights. Another visitor was operator **Harold Sharkey**.

W. E. Happel, of Badger Sales, donned his Naval Reserve uniform for a two-week cruise in Pacific waters and set sail last week from San Diego. . . . A recent visitor to Pico Street was **K. W. McIntire**, Tujunga coinman. . . . **Clyde Dindlinger** was up from Laguna Beach where he's getting set for the summer season. Another out of townner was **W. E. Irwin** who hails from the desert outpost of Needles.

Washington:

Clark's Vending Machines in North Arlington, Va., will soon have hot nut venders in all the army posts around Washington, according to the plans of owner **Clark W. Hamm**. The machines are now being installed in the North and South posts of Fort Myer. The company soon hopes to have other concessions at Fort Myer, too. Each encampment will take about 50 venders. All units on location have been selling out every week so far. Clark finds the hot nut machines are especially popular in the Washington area because the toasting assures freshness in a damp climate. Incidentally, his vending operations of the last two years are an outgrowth of his wholesale nut business.

It looks like parking meters may be on their way out in near-by Hyattsville, Md. The city council had voted to keep the toll boxes despite opposition from merchants who claimed they were driving customers elsewhere. The office holders agreed to stand for re-election on their action. In the May election, however, all but one of the present councilmen, **Harry A. Styne**, were defeated. The county council in neighboring Montgomery County, Maryland, is considering legislation to establish a department of inspection and licensing. According to the proposed measure a director would be appointed by the county manager at a fixed salary to supervise regulation and enforcement of all permits and licenses, zoning, weights and measures, and building inspection. He would be in charge of permits and licenses for entertainments, places of amusements, benefit performances, hucksters, refuse collections, buildings, and weights and measures. Juke boxes and vending machines would be included. Un- (See WASHINGTON on page 118)

New York:

Murray and Bill Wiener, of Pollak Engineering, are displaying Alco-Deree's candy vender and shoe shiner in their Avenue showroom, thru an arrangement with **Hal Meeks**, local Alco-Deree distrib.

John Shea, associated with Coffee Bar, Ltd., Ontario, Can., visited here last week. His firm is to manufacture the Bert Mills coffee machine, under a license arrangement, for use by Canadian ops. While here, Shea checked performance of the vender with a local operator.

Bill Rabkin, International Mutoscope president, now in the height of the summer trade rush, due to the pressure of seasonal work, he has temporarily shelved further work on the firm's book vender. But work on the merchandiser is scheduled to resume in a month or so, with deliveries to begin in the fall. Meanwhile, Muto sales manager, **Herb Klein**, is visiting the trade in the South.

Jack Mitnick, newly named rep for AMI, left Wednesday (25) to visit juke distrib in Ohio and Michigan. His leaving followed by two days a testimonial dinner given Mitnick by **Barney Sugarman** and **Abe Green**, of Runyon Sales. The affair at the Hotel New Yorker was attended by more than 100 coinmen (see separate story). **Morris Rood**, also of Runyon, acted as a one-man reception committee. **Bill Goetz**, of Capitol, and one of the many guests, provided a running commentary during the festivities.

Philadelphia:

Smart promotion on the part of **Sam Rogove**, of Eastern Sales & Engineering Corporation, linked the company's new Kenro ice cream vender with the start of the Diamond Jubilee celebration at the Philadelphia Zoo. A Kenro machine was donated to the zoo, and Pandora, a baby chimp, dropped the first dime into the machine. And with the aid of professional models, received the first serving of ice cream. Newspaper cameramen recorded the goings-on, resulting in some nice picture breaks in the local press for the Kenro machine.

Jack Beresin, Berlo Vending Company chief, was named second assistant to the Chief Barker at the Variety Club's International Convention in San Francisco. . . . **Harry Rosen**, who heads the record department at David Rosen's machine and record distributing firm, entertained the town's radio disk jockeys at the opening of **Savannah Churchill** in Chubby's at West Collingswood, N. J., near by. . . . **Paul Knowles** is the new manager of the record department at **Raymond Rosen & Company**, local Victor distributors, with **Ed Pinsky** moving to another department at the distributing organization in an executive capacity. . . . **Jackie Lee**, pianist at **Lee Guber's Rendezvous**, attracting wide attention with his stunt of playing along with the jukebox records in the room.

ATTENTION

- 1949 Model Mills Three Bells Write
- 5 BATTING PRACTICE Machines, equipped with hardware, cloth on the inside of the glasses, in good condition, Ea. \$50.00
- 14 Prewar Seeburg Remote Control Wall Boxes, 5¢ play. Ea. 10.00
- 1 Williams All-Star Table, perfect condition 150.00

LEE NOVELTY COMPANY

1004 Spring St. Shreveport, La.
Phones: 2-4505 and 3-3625

BARGAINS

All Clean, Complete, Ready for Location

- 11 BALLY TRIPLE BELLS @\$310.00
- 10 BALLY DELUXE DRAW BELLS, 5c, @ 185.00
- 10 BALLY DRAW BELLS, RED BUTTON, 5c, @ 145.00
- 11 BALLY RESERVE BELLS, 5c, @ 310.00
- 5 BALLY RESERVE BELLS, 5c, Conv., @ 225.00
- 15 KEENEY BONUS SUPER BELLS, 5c, @ 175.00
- 15 KEENEY TWIN BONUS SUPER BELLS, 5/25c and 5/5c, @ 325.00
- 8 QUIZZERS, 5c, FP, '48 Model, @ 210.00
- 3 EVANS RACERS, (Comb. FP/PO), @ 275.00
- 1 A. B. T. 6-GUN RIFLE RANGE, Complete with Guns, Compressor, Counter, Targets, Extra Animals, Guns, etc., @ 300.00
- 1 TENT, 12' Wide, 42' Long, 10 1/2' High, Complete with All Frames, Canvas, Ropes, etc., suitable for use with above Rifle Range (used only 2 seasons), @ 200.00

(Both of Above—Tent and Range—for \$425.00)

1/3 deposit with order, balance C. O. D.

WANTED FOR CASH

- 15 JENNINGS CHALLENGER TIC-TAC-TOE, 5/25c, @\$325.00
- 10 JENNINGS CHALLENGER (Chrome Rails), 5/5c, @ 225.00
- 10 JENNINGS CHALLENGER (Chrome Rails), 5/25c, @ 225.00
- 20 EVANS WINTERBOOK, 5c, W/JP, Original, @ 285.00
- 5 EVANS GALLOPING DOMINOES, 5c, W/JP, Post-War Only, @ 150.00
- 10 BALLY LEXINGTON, 5c, P. O., 350.00

Phone or Wire Quantity, Condition and Lowest Price

4409 Baltimore Ave.
Bladensburg, Md.



Phone
Warfield 3000

COINMEN YOU KNOW

Washington:

(Continued from page 117)
der the present set-up coin machines licenses are handled thru the county clerk's office.

Automatic Fountains, Inc., moved its office and warehouse from 6105 Blair Road in Northwest Washington to River Road at the Baltimore & Ohio Railroad crossing in Bethesda, Md. According to C. Raynor Riggs, the new brick structure, with 2500 square feet of floor space, is much roomier than Automatic's old headquarters. Transportation is also better, he said.

Counterfeit nickels have been showing up in juke boxes and vending machines in Bethesda. Poorly cast, the slugs are immediately recognizable.

Washington police report that \$600 in coins was recently stolen from console machines at the Non-Commissioned Officers Club at Walter Reed Army Hospital.

June 2 has been set by the county commissioners for a referendum to legalize console machines in near-by Prince Georges County, Md. The following annual license fees are provided: Class A, machines which do not pay awards, \$25; Class B, pinball and claw machines which pay awards, \$50; Class C, console machines which pay awards, \$75; Class D, operators' licenses for persons who own and operate on their own premises not more than one Class A or Class B machine, \$25, and for two Class C's, \$50 each.

The Bethesda (Md.) Chamber of Commerce has asked the Montgomery County Council to set aside surplus from local parking meters to purchase and maintain off-street parking lots in the business district. With all the meters paid for, about \$6,000 has accrued, the chamber said.



WE HAVE PARTS FOR ALL MODELS

Strikes N' Spares Electric Pin Setting Bowling Alley. Write for price.
Also have ten latest model games with chrome plated steel spring pins, light ball, new cables, new iron grill and new converted mechanism. Look and play like new. Thoroughly reconditioned. Ready for location. Write for price.

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2320 Milwaukee Ave. CHICAGO, ILL.

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- 147M Seeburg Conv. 1948\$449.50
- Wurlitzer 950B 99.50
- Wurlitzer 850 125.00
- Wurlitzer 24 35.00

ARCADE

- 3 Baiting Practice, Ea.\$ 44.50
- 1 Shoot the Bartender Gun 55.00
- 1 Genco Bank Roll Alley, 12 ft. 34.50
- 2 Tropicana Roll Downs 44.50
- Williams All Stars 165.00
- Hyroll 125.00
- Wurlitzer 750 175.00
- Wurlitzer 1015 325.00

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OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

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At Reduced Price

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- 4 Floor Stands for Vendo Coin Changers.....@ 12.50 each

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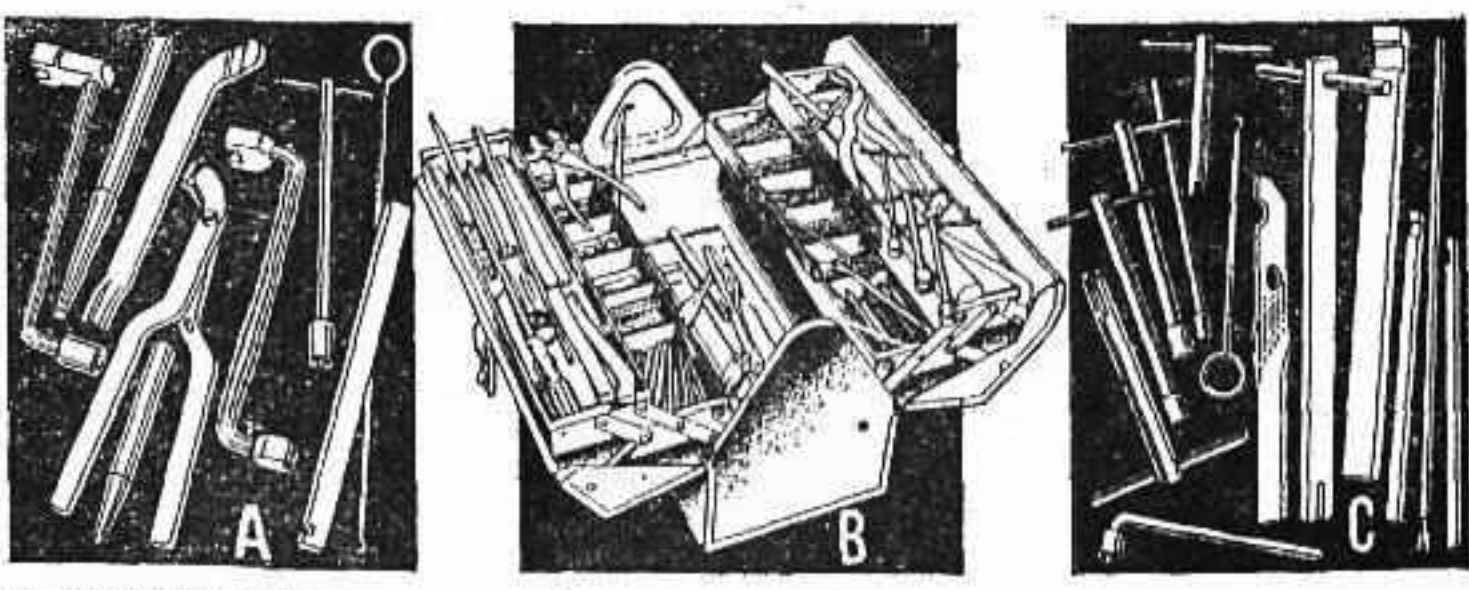
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- B** DELUXE "Slot" TOOL CHEST endorsed by Mills. Compact-Sturdy-Handy—Offers the repairman an excellent assortment of parts, selected and specially designed tools. Complete Only \$75.00
- C** THIRTEEN ESSENTIAL "Slot" TOOLS for "On The Spot" adjustments on the Mills Machines. Only \$24.95
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Appearance and Operation Like New.
Write for Complete Information.
AUTHORIZED DISTRIBUTORS for NEW MILLS BELLS.

It's The Play That Counts — "Slot" Tools Soon Cancel Small Initial Cost

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Central Service SALES COMPANY
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Wild Lemon (5 or 25) NEW 275.00
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Bangtails (perfect condition) 75.00
Keeney Super Bonus (10 or 25¢) 199.50
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Pinch Hitter NEW WRITE
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READY FOR LOCATION

Crossfire \$32.50
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Hawaii
Havana
Money
Mystery
Silver
Streak
Bally-Hop \$27.50
Gold Ball
Play Boy
Shooting Stars

Jennings Chief, 5¢ \$49.50
Mills Blue Front, 5¢ 69.50
Mills Blue Front, 25¢ 49.50
Mellon Bell, 5¢ 79.50
Jennings Silver Chief, 5¢ \$69.50
Mills Brown Front, 5¢ 79.50
Mills Brown Front, 10¢ 79.50
Gold Chrome, 5¢ 115.00

Hollycrane WRITE \$329.00
Wurlitzer Model #1015 \$329.00
Wurlitzer Model #800 150.00
Seeburg Classic, RC Hideaway 99.50
Seeburg Envoy, RC Hideaway 99.50
Seeburg 8800 (Cut Down) 99.50
1/2 Deposit With Order.

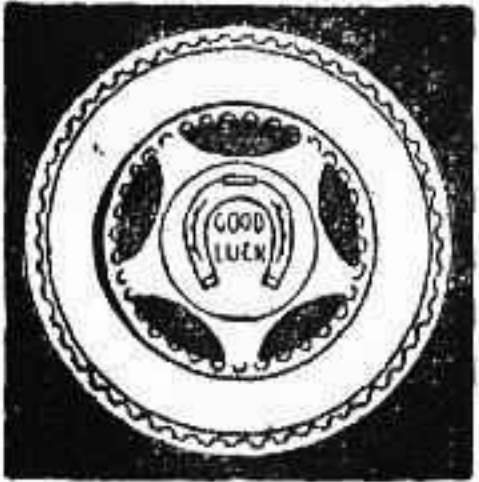
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- 3 Daval Free Plays. Ea. \$ 15.50
3 American Eagle. Ea. 15.50
9 Seeburg '47 3-Wire Wall Boxes. Ea. 34.50
5 Seeburg Prewar 3-Wire Wall Boxes. Ea. 15.50
8 Packard 30-Wire Wall Boxes. Ea. 15.50
5 Wurlitzer 1015's Phonos. (1946) 323.50
3 Rock-Ola 1422 Phonos. (1946) 222.50
65 Mills Brown, Blue & Chrome Slots. Ea. 67.50

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CINCINNATI 14, OHIO
PHONES MAIN 0477 & 8751

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Plain or Colored
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America's Finest COIN TELESCOPE



\$790 TIME PAY PLAN
American Telescope Co.
EVANSVILLE 8, INDIANA

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 38)

Red Jump
H. (Red) Allen Ork (Dark Eyes) Brunswick 80110
Room Full of Roses
E. Howard (Yes, Yes) Mer 5296
Rosalina Waltz
M. Laurence (Ah! Le) Cap 57-645
Roseanna
J. Laurence (My Berrilla) Mer 5302
Rue De Romance
W. King Ork (Be the) V 20-3471-47-2933
Sault Ste. Marie
J. Costa (Brand New) MGM 10448
729 in the Book
J. Savitt Ork (Alla Eu) Brunswick 80108
Shut the Door
W. Solek Ork (No Dice) Harmonia H-1708
Singing in the Rain
C. Edward's (June Night) Mer 5300
Singing the Blues With Jack Teagarden
Al'um (3-10")
Jack Teagarden Ork Brunswick BP-1
Black and Blue Brunswick 80111
Blue River Brunswick 80113
Blues Have Got Me Brunswick 80113
Lonely Blues Brunswick 80112
Nobody Knows the Trouble I've Seen Brunswick 80112
St. James Infirmary Brunswick 80111
Song of India
M. Thal-Miss Bones (Whispering) Modern 20-679
Song of the Cock and the Bull
E. Oliver Ork-G. Clark (Oh, My) Jewel GN 10,006
Strummin' on the Old Banjo
A. Rey Ork-The Blue Reys (Check to) Cap 57-644
Take It Easy, Arthur
J. Dee Ork (Get Me) Regent 158
Take Me Out to the Ball Game and the Band Played On
K. Griffin (The Skaters) Rondo R 197
Teddy Bears' Picnic
A. Stephens (Time for) V 20-3468-48-0068
That Wonderful Girl of Mine
J. Laurence (Auf Wiedersehn) Mer 5303
The Crystal Gazer
Four Knights (Fantastic) Coral 60072
Look at Me
A. Lund (It Happens) MGM 10444
The Lord Will Make a Way Somehow
The LePevre Trio (I've Got) Bibletone 7018
The Love Nest
B. Kaye Quintet (A Pair) MGM 10443
The Monkey Song
M. Kaye Trio (I'm In) Col 38495-1-230
The Shirk of Araby
M. Thal & Miss Bones (Five Foot) Modern 20-678

The Skaters Waltz
K. Griffin (Take Me) Rondo R 197
The Telephone No Ring
Z. Talent-V. Monroe Ork (It Looked) V 20-3472-47-2934
The Turtle Song
The Pontane Sisters-P. Cavanaugh Trio (I'm a) V 20-3463-47-2926
There's Yes! Yes! in Your Eyes
L. Green Ork (Lover's Gold) V 20-3464-47-2927
Time for Your Lullaby
E. Young (Teddy Bears') V 20-3468-48-0066
Ting-a-Ling
K. Griffin (You Didn't) Rondo 198
Twenty-Four Hours of Sunshine
A. Mooney Ork (In a) MGM 10446
Twilight
J. Fina Ork (Lora-Belle Lee) MGM 10447
Two Lips
Bobby Worth-Buddy Worth Trio (I've Saved) Jewel S-3004
Wait Till We Get Married
D. Shore-H. Zimmerman Ork (Lover's Gold) Col 38509-1-254
Waltz of Happiness
B. Smeage & His 8 Aces (Wish I) Prudentia P-102
Weddin' Day
L. Weik (Don't Dilly) Mer 5297
Wedding Bells
K. Roberts (I Never) Coral 64012
Weddin' Day
F. Martin Ork (It Happens) V 20-3465-47-2928
We're Gonna Have Some Fun Tonight
W. Bunchik Ork (Knock Wood) Mer 2086
When the Band Plays in the Park
R. Koury (I'm Going) Castle 1401
When the Band Plays on the Corner
Six Hot Pretzels (I Ain't) Pla-Mor 500
Whispering
M. Thal & Miss Bones (Song of) Modern 20-679
Who Got De Key?
La Motta Bros. Ork (My Girl) Manor 1186
Window Shopping for My Dream House
B. Harris Trio (Having the) Prudentia P-101
Wish I Was a Millionaire
B. Smeage & His 8 Aces (Waltz of) Prudentia P-102
Yes, Yes, in Your Eyes
E. Howard Ork (Room Full) Mer 5296
You Are My Lucky Star
L. Armstrong (I'm In) Brunswick 80107
You Can Have Him
F. Warren (Home Work) V 20-3466-47-2929
You Didn't Want Me When You Had Me
K. Griffin (Ting-a-Ling) Rondo R 196

HOT JAZZ

A Good Man Is Hard To Find
M. Spanier (Washington and) Jazz Ltd. 401
Adams' Alley
I. Jacquet Ork (Black Velvet) V 22-0027
Applejack Boogie
D. Daniel's Ork (The Real) Superior 702
Barney Google
C. Ventura's Bop for the People (Smoke Gets) V 20-3467-47-2930
Be-Bop Blues
G. Crosse & His Good Humor Six (Give It) Cap 57-70008
Be-Bop Spoken Here
C. Barnett Ork (Gloomy Sunday) Cap 57-640
Black Velvet
I. Jacquet Ork (Adams' Alley) V 22-0027
Bobby Sox Bop
J. Lee's Band (Club Raven) Gold Star 658
Bop-Salad
H. Hughes Ork (Panic In) Manor 1182
Careless Love
S. Bechet & Others (Maryland, My) Jazz Ltd. 201
Cobb's Corner
A. Cobb Ork (Pay It) Apollo 792
Club Raven
J. Lee's Band (Bobby Sox) Gold Star 658
Deed I Do
C. Ventura Ork (Pennies From) National 9077
Dynamo
D. Gillespie Ork (When I) Monogram 120
East Side, West Side
C. Barnett Ork (My Old) Monogram 131
Egyptian Fantasy
S. Bechet & Others (Maple Leaf) Jazz Ltd 101
Give It Up
G. Crosse & His Good Humor Six (Be-Bop Blues) Cap 57-70008
Gloomy Sunday
C. Barnett Ork (Be-Bop Spoken) Cap 57-643
Harlem Hop
A. McCoy's Music (Mac's Boogie) Superior 705
Humph
Thejonious Monk Sextet (Mysterious) Blue Note 560
Mac's Boogie
A. McCoy's Music (Harlem Hop) Superior 705
Harmony Grits
T. J. Fowler Ork (Red Hot) National 9072
Maple Leaf Rag
D. Ewell-W. Gordon-S. Thal (Egyptian Fantasy) Jazz Ltd 101
Maryland, My Maryland
S. Bechet & Others (Careless Love) Jazz Ltd. 201
My Old Flame
C. Barnett Ork (East Side) Monogram 131
Mysterious
T. Monk Quartet (Humph) Blue Note 560
Panic in Puerto Rico
H. Hughes Ork (Bop-Salad) Manor 1182
Red Hot Blues
T. J. Fowler Ork (Harmony Grits) National 9072

Tony Parent's Ragpickers Album-R. Sutton-G. Wetling (3-10")
Circle S-21
Cataract Rag Circle J-1054
Crawfish Crawl Circle J-1056
Nonsense Rag Circle J-1055
Redhead Rag Circle J-1055
The Entertainer Rag Circle J-1054
The Lily Rag Circle J-1056
Passport
C. Parker Ork (Visa) Mer 11022
Pay It No Mind
A. Cobb Ork (Cobb's Corner) Apollo 792
Pennies From Heaven
C. Ventura Ork (Deed I) National 9077
St. Louis Piano Album (3-10")
Circle S-20
Carolina in the Morning Circle J-1052
Dillpickles Circle J-1053
St. Louis Blue Circle J-1053
Whitewash Man Circle J-1052
Soft Winds
J. McShann Ork (Someone To) Downbeat 205
Smoke Gets in Your Eyes
C. Ventura's Bop for the People (Barney Google) V 20-3467-47-2930
Someone To Watch Over Me
J. McShann Ork (Soft Winds) Downbeat 205
The King, Parts I & II
S. Lewis Ork Mer 8144
The Real McCoy Blues
A. McCoy's Music (Applejack Boogie) Superior 702
Visa
C. Parker Ork (Passport) Mer 11022
Washington and Lee Swing
M. Spanier & Others (A Good) Jazz Ltd. 401
Bob Wilbur and Jazz Band Album (3-10")
Circle S-24
Coal Black Shine Circle J-1062
Limehouse Blues Circle J-1064
Sweet Georgia Brown Circle J-1062
The Mooche Circle J-1063
When the Saints Go Marching In Circle J-1063
Zig Zag Circle J-1064
When I Grow Too Old To Dream
D. Gillespie Ork (Dynamo) Monogram 126

RELIGIOUS

A Great Camp Meetin'
V. H. Ellis (Me 'n) Bibletone 9010
Beautiful Home
Price Bros. Quartet (I Want) Cap 37-40177
Budded on Earth To Bloom in Heaven
K. & M. Carson (Don't Sell) Cap 57-40175
Community Church Yard
The Red Teague Trio (Heaven Is) Bible-tone 5011
The Alphabet Song
J. Smith (One, Two) (1-7") Cap 05-30082
Yankee Doodle
T. Rittler (She'll Be) (1-7") Cap 05-30084

(Continued on page 128)

SHOOT THE BEAR RAY GUN
Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 deposit with order.
NOW At New Low Price \$109.50

SPECIALS
Autoscope Photomatic \$225.00
Keeney Submarine \$9.50
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Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts.
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CLEARANCE SALE
New Bally Hi Boy, 5c-10c-25c \$295.00
New Bally Heavy Hitter 75.00
Stand Extra 12.50
Spot Life Amusement Piece, Originally \$399.50, special 79.50
Chicago Coin Goatee 75.00
3 New Atomic Bombers 125.00
1 New Evans Super Bomber 245.00
1 New Evans Bat-A-Score, f.p. WRITE Used Evans Bat-A-Score, f.p. 200.00
6 Like New Keeney Gold Nugget, 5c-5c, used one month only 345.00
5 Victory Specials, chrome rail 64.50
2 Keeney Big Parlay, f.p. comb. 50.00
Williams All Stars, like new 119.50
Mills Post War 3 Bells, 5c-10c-25c 150.00
Bakers Paces, late 1948 model 275.00
New 1948 Camera Chiefs 14.95
4 Seeburg Guns, reconverted, repaired 35.00
Javana, Spellbounda, Kilroys, Smarty, Fast Balls, all with flippers, each 25.00
Keeney 3-Way, 5c-10c-25c 400.00
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K. C. NOVELTY CO.
419 Market St. Philadelphia 6, Pa.
Market 7-6391 or 7-4641

Robinhood Converted to Coney Island \$99.50
Coney Island Glass 15.00
Crown Jewels Glass 15.00
and for Humpty Dumpty
LEHIGH SPECIALTY CO.
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Completely Reconditioned and Repainted-\$99.00 Ea.
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RECONDITIONED
EQUIPMENT
IN THE NATION

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in **BEAUTIFUL SHAPE, READY FOR LOCATION**

TROPICANA, w/f	\$ 39.50
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MAJOR LEAGUE	49.50
BERMUDA	59.50
CATALINA	64.50
SPINBALL	64.50
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JAMBOREE	99.50
CONTACT, w/f	99.50
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MERRY WIDOW	114.50
SCREWBALL	119.50
SALLY	119.50
SPEEDWAY	124.50
PUDDIN' HEAD	129.50
RAINBOW	129.50
BABY FACE	149.50
RAMONA	159.50
PITCH 'EM & BAT 'EM, Like New	195.00

CONSOLES

MILLS 4 BELLS, 5¢-5¢-5¢-5¢	\$ 79.50
GOLD NUGGET, 5¢-5¢, Like New	249.50
KEENEY BONUS SUPER BELL, 5¢-25¢	329.50
KEENEY BONUS SUPER BELL, 5¢-10¢-25¢	495.00
EVANS RACES, Late Model	295.00
NEW ARROW BELLS	WRITE

WANTED Keeneey Bonus Super Bells 5¢
STATE PRICE AND QUANTITY

1/3 Deposit With Order, Balance C.O.D.

Scott-Crosse Co.

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PLASTICS
For Late Model
PHONOS
At Special
LOW PRICES

WURLITZER 1015	
SIDE PLASTICS . . .	\$5.95 Ea
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SEEBURG '46, '47, '48
WHITE DOMES . . . \$18.95 Ea

AMI PLASTICS ALSO AVAILABLE
1/3 With Order, Bal. C. O. D.
Write, Wire, Phone Today!

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New York 18, N. Y. : Newark 7, N. J.
L'ongacre 4-1880 : Bi'gelow 3-8777

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ADVISE QUANTITY YOU WANT

SPECIAL!!!
WURLITZER 1015's, LIKE
NEW—\$345.00 EA.
Ready for Your Location

SEACOAST DISTRIBUTORS, INC.
415 Frelinghuysen Ave., Newark 5, N. J.
Phone: Bi'gelow 3-3524

Record Reviews

(Continued from page 36)

RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO
COMMENT



POPULAR

AL MORGAN ORK
(Universal U-147)
It's Just a Little Street 76--78--71--78
Morgan pulls an Eddy Howard-type vocal and sound with a fine oldie in an appealing twin-tempo clefting.
I Couldn't Believe My Eyes 49--49--48--51
The competition needn't worry about this side.

THE SOPHISTICATES
(A-1 813)
That Jingle Jangle Feeling 47--47--45--50
Weak rendition of a bright but undistinguished rhythm opus.

The Walter Thornton Rumba 51--51--50--52
Danceable, spirited rendition of the rumba which is dedicated to the model agency op.

HELEN LEE-DICK STYLE ORK
(Bullet 1076)
Red Head 78--78--70--76
Nicely handled treatment of the Johnny Bond version of this song with Miss Lee playing second fiddle to the ork ensemble.

Don't Have To Tell Nobody 68--68--68--68
Miss Lee is a bit wobbly in her otherwise pleasant reading of a pretty ballad which is worthy of more attention.

HELEN LEE-DICK STYLE ORK
(Bullet 1077)
Gotta Love You Till I Die 80--80--78--82
Song with plenty on the ball is handled mechanically but attractively by Style's ork with Miss Lee thrashing in good fashion.

Cabaret 67--67--67--66
Miss Lee sings one chorus well and then tries to recite one and dampens what should have been well enough.

TWO TON BAKER
(Mercury 5292)
My Little Pup With the Patent Leather Nose 72--75--75--65
Novelty which will probably have more appeal for kids than for the adult trade. It's downright infectious and spiritedly done by Baker.

The Beautiful Blonde From Bashful Bend 68--68--67--68
The usually exuberant Baker seems uncomfortable with this bouncy title picture.

WILLIE BUMCHIC ORK
(Mercury 2084)
Corn 71--69--69--75
Best and most honest title of the year—to date. Nothing but loud and corny razzmatazz with rickety-tick paving the square way.

Tillie 80--78--78--84
Spritely drinking song-polka which is both amusing and spirited enough to collect nickels in most tavern boxes.

HELEN FORREST (Hugo Winterhalter Ork)
(MGM 10430)
Is It Too Late? 78--81--77--75
Thrush gets off her usual sincere, highly musical treatment on this attractive new ballad. A quality job.

My Mistake 76--79--75--73
Another grade A vocal, and another listenable new ballad.

ARTIST
TUNES
LABEL AND NO
COMMENT



POPULAR

JOHN J. ANTHONY
(MGM 8-5)
Ten Commandments of Wedded Bliss 80--ns--80--ns
Everything else has reached wax at one time or another so why not John J. Anthony? Anthony's big radio following will probably buy potfuls of this single disk (unbreakable) in an envelope, tho it's slobber-wash of the first water and gooey as a marshmallow sundae with whipped cream.

WOODY HERMAN ORK
(Capitol 57-816)
Early Autumn 81--84--81--78
Beautiful Ralph Burns' composition sets a perfect mood and spots tasteful Stan Getz, tenor and Terry Gibbs vibes.

Keeper of the Flame 79--82--82--72
Another Herd up-tempo excursion loaded with fine solos by all of the ork's star sidemen. Great for the Herd's followers and modern jazz collectors.

THE GREAT GATES
(Selective 8-103)
Late After Hours 80--80--79--81
Lots of rhythm, a honking tenor sax and spirited performers overcome a rather ordinary set of lyrics. Could catch some handfuls of nickels.

Home Town Boy 55--55--55--55
Spirit and the tenor are present again but the song is too much—that is, it's nothing at all.

NICK LUCAS
(Capitol 57-607)
Don't Call Me Sweetheart Anymore 65--64--64--66
The old-time troubador tries a "You Call Everybody Darling" follow-up here, complete with shuffle chorus. Pleasant-enough stuff, but nothing to get excited about.

Bye Bye Blackbird 66--67--65--67
Another oldie from the "Four Leaf Clover" era, but the guitarist-warbler does it straight. Some group whistling is the extreme of the production.

VIC DAMONE (Glenn Osser Ork)
(Mercury 5271)
You're Breaking My Heart 88--89--87--87
Damone is in top form for this fine song which he does in English and Italian in his "I Have But One Heart" style. Should be a winner for the kid.

Four Winds and Seven Seas 87--88--87--86
Da Moan sings out strongly on this very promising new tune and places himself very much in the running for the dough which seems to be heading for the song.

BLUE BARRON ORK
I Had My Heart Set on You 71--70--70--71
Much production on not very much song—it's so much like "Careless Hands" it'll scare the law's punisher. But it's an infectious melody and may win a coin here and there.

There's Yes! Yes! in Your Eyes 86--86--85--86
Blue drags out a real oldie for reincarnation in an overproduced side. But the tune is retentive and could happen.

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

ARTIST	RATINGS			COMMENT
	OVER-ALL	DISK JOCKEY	DEALER	

POPULAR
HOAGY CARMICHAEL (Decca 24631)
I've Been Hit 67--69--67--65
Hoagy applies his informal, talky song style to a bouncy Babe Russin ballad. No great shakes.
Ten to One It's Tennessee 63--64--63--62
Hoagy does a cheerful, tuneless job with a possum-and-magnolia formula ditty.

GLORIA CARROLL (Pat Sands's Ork) (Dance-Tone 1133)
You're Heartless 68--68--68--68
New Pepper-Brodsky ballad registers, but thrush doesn't rise to the tune's potential in a pedestrian rendition.
Rain or Shine 62--62--62--62
Nothing special here.

ELLIOT LAWRENCE ORK (Columbia 38497)
Elevation 68--70--68--66
With this side, Lawrence joins the bop clique. It's a pretty well executed modern clefting which marks a complete about-face in style for the young maestro.
Gigolette 67--68--66--66
A lberemin is used here in a noble effort to find a new sound but the song wasn't worth the trouble and the voice-instrument is out of tune.

JACK KILTY (Buddy Weed Ork) (MGM 10425)
Weddin' Day 81--83--80--80
Pluffy treatment of the feathery new plug ditty emphasizes the song and total simplicity minus affectations.
You Told a Lie 78--78--77--80
A recent and satisfying addition to the host of shuffle novelties is amably performed by Kilty with vocal ensemble aid.

THE STARLIGHTERS (Paul Weston Ork) (Capitol 57-617)
Room Full of Roses 72--75--70--70
The group makes a rhythm item out of a most promising ballad. The tune's still there but it just doesn't seem suited for the treatment.
Weddin' Day 81--83--80--80
Catchy plug ditty grows on you more with each listening. This is good coverage for the label.

BILLIE HOLIDAY (Decca 24638)
My Man 72--74--72--70
Some tunes are ideally suited to this great stylist, and this torcher is one of 'em. In the trio accompaniment Bobby Tucker's sensitive piano stands out.
Porgy 73--76--73--70
Simple, but heart-rending Gershwin tune from "Porgy and Bess" is a happy revival. Rendition is poignant, and again, the Tucker accompaniment is tops.

STANLEY FRITTS-THE KORN KOBBLERS (MGM 10432)
San 85--85--83--86
The Kobblers crack thru with shirttail stomp treatment of the Dixie standard that will appeal to the general audience for satire and to two-beat fans for nostalgia. Could rock the boxes.
The Goodnight Song 73--73--73--73
Kobblers depart from the pots-and-pans routine for a serious ballad effort—and come up with a smooth, easy rendition of a likely slow ditty.

ARTIST	RATINGS			COMMENT
	OVER-ALL	DISK JOCKEY	DEALER	

POPULAR
AL GRANT (Leon Marian Ork) (King 15005)
Lover's Gold 86--87--86--86
First record out on what looks like a big tune in the "Nature Boy" vein. Grant sings with the best of 'em, and the clefting is imaginative.
This Day Is Mine 82--83--82--82
(Dewey Bergman Ork)
A thoroly pleasing side that may eventually match the flip if the tune shows life.

DANNY KAYE-THE REGALAIRES (Decca 24623)
Candy Kisses 71--72--70--70
Danny does the folk hit pleasantly enough, but lacks the stylistic punch to give it pop coin pull.
Thank You 71--72--70--70
Typical shuffle-rhythm ditty, with old-timey flavor, and unison group singing. Agahn Danny is competent, but this isn't the kind of stuff the Kaye fans dote on.

LOUIS JORDAN (His Tympany Five) (Decca 24633)
Cole Slaw 84--84--84--85
Jordan's sock version of the current rhythm rage should come off with big, if not top money.
Every Man to His Own Profession 82--82--81--82
The words here turn out to be only mildly amusing, but rhythmically this is Jordan at his best. Band really rocks.

DOREEN LUNDY (Matt Heft Ork) (MGM 10431)
A Kiss and a Rose 70--70--70--70
Quiet bolero tempo rendition of a first-rate new ballad. Pleasant, but uninspired.
You Darlin' 68--68--68--68
Good-enough run thru of an oldie that had an unsuccessful revival try last year and isn't likely to crash thru on the strength of this side.

RACE
FLOYD DIXON TRIO (Modern 20-864)
That'll Get It 81--80--80--83
Sounds like lots more than a trio on this side. Whatever it is there's plenty of steam, heat and coin-catching potential in this up-tempo blues.
Till I Grow Old 85--85--85--86
Excellent blues ballad is warbled in Charles Brown style by Dixon. Spots good rhythm and a big-toned tenor solo.

JIMMIE LEE'S BAND (Gold Star 658)
Club Raven 60--60--60--60
Warbler shouts a slow blues in front of a smooth ork backing. Not much feeling emerges.
Bobby Sox Bop 62--62--60--64
No hop here, but a novelty vocal to an up-tempo hoogle-woogle band jumper. Instrumental portion drives, but the lyric vitiates the performance.

ST. LOUIS JIMMY (Sunnyland Slim Ork) (Mercury 8137)
I'll Never Be Satisfied 72--72--70--74
Good side for the Southern juke boxes. Jimmy's vocal is abetted by a fine, mood-setting backing.
Shame on You, Baby 74--74--72--76
Good blues for the Southern boxes paced by a fine vocal by Jimmy and a dirty tenor solo.
(Continued on page 122)



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Record Reviews

(Continued from page 121)

RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO
COMMENT



RACE

BILL DAVIS
(Mercury 8138)
Yes, You Know I Love You 68--68--68--68
Davis sings a bit like Fats Waller and plays a lot of organ on a song of minor.
Oobie Yoobie Boogie 58--58--58--58
Davis tries to be the Lionel Hampton band on one organ and succeeds in making a lot of noise to his own rather chugging boogie beat.

BLUE LU BARKER
(Danny Barker's Band)
(Capitol 57-70007)
Now You're Down in the Alley 65--65--63--67
Lyric is little more than a string of names of traditional dance steps, and the Miss Barker pipes with all her usual gay insouciance, the feather-weight material holds her performance down.

Trombone Man Blues 80--ns--80--80
Effective mood blues job with a double-entendre lyric. Thrush sells the number insouciantly, backed by sustained chords and a fine tram chorus.

LIGHTNIN' HOPKINS
(Gold Star 656)
Unsuccessful Blues 68--68--66--70
Southern market blues in feelingfully executed.
Rollin' Woman Blues 56--55--55--59
Muddled and unorganized blues side with hybrid styling.

BIG BILL BROONZY
(Mercury 8139)
Mindin' My Own Business 72--70--70--75
Fine shout of a Southern market blues by a top exponent.
Keep Your Hands off Her 80--80--80--80
Excellent bright blues shout by Broonzy which should clean up in the South and has enough on the ball to catch coin elsewhere.

WILLIE BRYANT AND HIS ALL STARS
(Apollo 408)
Algiers Blues 84--85--83--82
Blues shouter Bob Range chants a story about "the conjur man," with the effervescent Mr. Bryant interpolating fly commentaries. A clever record—could take hold.
Because Your Baby Is on Your Mind 73--73--73--73
Bryant sings an easy blues in his pleasant, easy-going manner.

THE FOUR BLUES
(Apollo 1145)
The Vegetable Song 65--65--65--65
Song's funny—a succession of outrageous puns on various vegs. But the group does it dead serious, making for an incongruous, humorless job.
Re-Bop-De Boom-Rip Bam 50--50--50--50
Utterly inconsequential nonsense song isn't worth the trouble.

MURIEL ADAMS
(Laurence "88" Keys Quartet)
(Apollo 1146)
I'll Take It Slow 67--67--67--67
Gal sings pretty, but her diction and projection are below par.
Rain in Lover's Lane 67--67--67--67
Same story—with more clarity and forthrightness, this chick could be heard from.

ARTIST
TUNES
LABEL AND NO
COMMENT



RACE

THE FOUR JACKS
(Allen 21000)
I Challenge Your Kiss 84--83--85--85
Despite vibratoish warbling by the soloist, this shapes up as one of the strongest race ballads in some weeks. Easy tempo and mellow group feeling help.
Swing Low, Sweet Chariot 70--72--70--68
Jazzed-up version of the spiritual is less effective, but has plenty of spirit.

WILD BILL MOORE
(Modern 20-674)
Bright Light Blues 83--83--82--85
Medium tempo instrumental blues with an implacable bass beat that drives compellingly under piano and sax solos. A natural for the boxes.
Rock and Roll 83--83--82--85
Another frenetic installment in the pounding "good rocking" series. A potent platter of its kind.

JOHN LEE HOOKER
(Modern 20-663)
Hoogie Boogie 85--85--84--86
Sock deep South glitzy picking with a powerful beat. Augurs action across the board.
Hobo Blues 83--83--83--83
Hooker chants a mean blues, with more of that hypnotic, rhythmic guttaring.

JIMMY WITHERSPOON
(Buddy Floyd Ork)
(Modern 20-665)
Take Me Back, Baby 81--81--80--82
Kicking off with an insinuating tenor solo this side propels a tremendous beat for Jimmy's shout and later for guitar and more tenor solo work.
Jump Children 84--85--84--84
Even a greater winner potential lies in this formula blues. It resembles "Good Rockin' Tonight" from the fine shout to the big booming beat.

FOLK

"LITTLE" JIMMY DICKENS
(Columbia 20585)
Country Boy 81--82--81--81
Up-and-comin' warbler expresses his taste for the unsophisticated life. Good down-to-earth humor, plus fine steel guitar.
I'm Fading Fast With the Time 80--80--80--79
Man puts a lot of heart into a throbber. Guitar and fiddle passages are in the best hill style.

COWBOY COPAS
(King 787)
A Package of Lies Tied in Blue 83--83--83--83
Cowboy delivers a poignant lost-love lament in heart-felt style. Should register with folk buyers.
It's Wrong To Love You Like I Do 84--84--84--84
Same idea as "One Has My Name," but with plenty strength of its own.

DAVE LANDERS
(MGM 10427)
Before You Call 72--77--70--70
Singer does a good-natured spoofing of the hillbilly favorites, with pleasing imitations of Eddy Arnold, Ernest Tub's, etc.
Is There Any Need To Worry 65--66--65--64
Nice voice, but short on the proper hillbilly feel-

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ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
MUSIC
DANCE
OPERATOR

FOLK
JIMMIE OSBORNE
(King 788)
The Death of Little Kathy Fiscus 83--83--85--81
Real Americana here. In brief, well-chosen lyrics, Osborne tells the tragic story and sums up the nation's feeling for the little girl. Should hit the home folks right in the heart.

A Bundle of Kisses 76--77--75--75
Pine ditty follows pretty close on the heels of "Candy Kisses," to which it's a first cousin.

STAN JONES AND HIS DEATH VALLEY RANGERS
(Mercury 5320)
Riders in the Sky 78--81--78--75
Jones, the composer of the meteoric range song, sings a fervent rendition of his tune, with steady-beat guitar, echoed vocal group in back, etc. Will get plenty play, but won't press earlier versions.

I Wish I Could Call You My Sweetheart 72--74--72--70
Western pop, played in shuffle rhythm, and sung pleasantly by Jones.

JIMMIE (TEX) WATSON-THE MELODY RANGERS
(Mercury 6193)
How Did You Know? 58--58--58--58
Dull warbling here.

I Can't Get You Out of My Heart 60--60--60--60
Not much improvement.

ART GIBSON AND HIS MOUNTAIN MELODY BOYS
(Mercury 6194)
Everybody's Sweetheart 69--69--66--72
Jazzy rendition of a country novelty ditty. Gibson sings it engagingly, with solo getoffs between vocal passages.

I'm Backin' Up 68--68--65--70
Same treatment of this bluesy moaner.

WILMA LEE AND STONEY COOPER (Climch Mountain Clan)
(Columbia 20586)
Will Roy (The Crippled Boy) 72--72--71--73
Thrash sobs a tearjerker in real mountain style, accompanied by authentic string work.

He Will Save Your Soul 69--69--70--67
Quartet does a hillbilly religious song in close harmony. Spirited job.

ERNEST TUBB (Decca 46162)
Mean Mama Blues 85--85--85--85
A straight-from-the-heart country blues warble by the easy-chanting Tubb, with an electric guitar playing effective obbligato. Earmarked for action.

Yesterday's Tears 83--83--83--83
Tubb's direct, personal projection of this torcher, clefied by himself, will insure plenty of play for this side.

REX ALLEN-THE ARIZONA WRANGLERS
(Mercury 6192)
Cottage in the Clouds 67--70--66--66
Allen sings handsomely on this song, which qualifies more as pop than country fare.

Afrad 83--83--83--83
Vocal is appealingly straightforward and sincere; tune a simple, tentative hill ballad. String backing is top drawer. Pine folk fare on all counts.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
MUSIC
DANCE
OPERATOR

FOLK
BUD HOBBS (MGM 10420)
Broken Fences and Broken Dreams 67--67--67--67
Appealing ditty gets a straightforward vocal and ork rendition.
Too Proud To Cry 67--67--67--67
Like flip.

RELIGIOUS
GOLDEN GATE QUARTET (Columbia 30160)
Toll the Bell Easy 78--78--78--78
The Gates are in their usual excellent form and propel a fine beat for their wonderful harmonies in an original spiritual of quality.

Fare You Well, Fare You Well 79--79--79--80
The drive and rhythm of this group is amazing and the foursome's consistency is still another source of surprise. Add another good side to the Gates' catalog.

MAHALIA JACKSON (Apollo 207)
I Have a Friend 80--80--85--75
Deep emotion, a voice that has quality and power, and top phrasing on this church spiritual—or, standard—for Miss Jackson.

There's Not a Friend Like Jesus 77--77--82--72
More of the same.

GOLDEN GATE QUARTET (Mercury 8142)
John Saw 84--84--84--84
The Gates set a remarkable beat for this excellent spiritual in addition to singing it well both individually and as a group. Superb recording.

Lord, I Am Tired and Want to Go Home 70--70--70--70
Could have been another fine Gates' side but it is doubtful that the gospel buyers will care for the rumba-styled passage.

THE MEMPHIS GOSPEL SINGERS (DeLuxe 3221)
My Life Is in His Hands 72--74--74--68
Group gets off a fervent, impressive poly-rhythmic arrangement of a fast spiritual.

I'm Happy in the Service of the Lord 63--64--64--60
Slow spiritual doesn't have the flip's punch.

ELDER BECK & HIS RELIGION IN RHYTHM (Gotham G-606)
You Got To Move 71--72--72--70
The elder sings one of his persuasive sermons in rhythm, with hand-clapping and answering shouts. Single-string electric guitar solos excitingly in back all the way.

He Knows How Much I Can Bear 67--68--70--62
Beck sings a convincing slow hymn with a haunting, blues quality.

THE SILVERAIRES (Gotham G-608)
End of My Journey 85--86--86--84
Slow spiritual impressively warbled by a fine quartet, with the lead tenor carrying the ball splendidly. Rest of combo backs him with deep, resonant organ-toned chords.

I've Got a Home in That Rock 84--86--86--83
Quartet knocks out a terrific rhythm job on an up-tempo spiritual.

(Continued on page 126)

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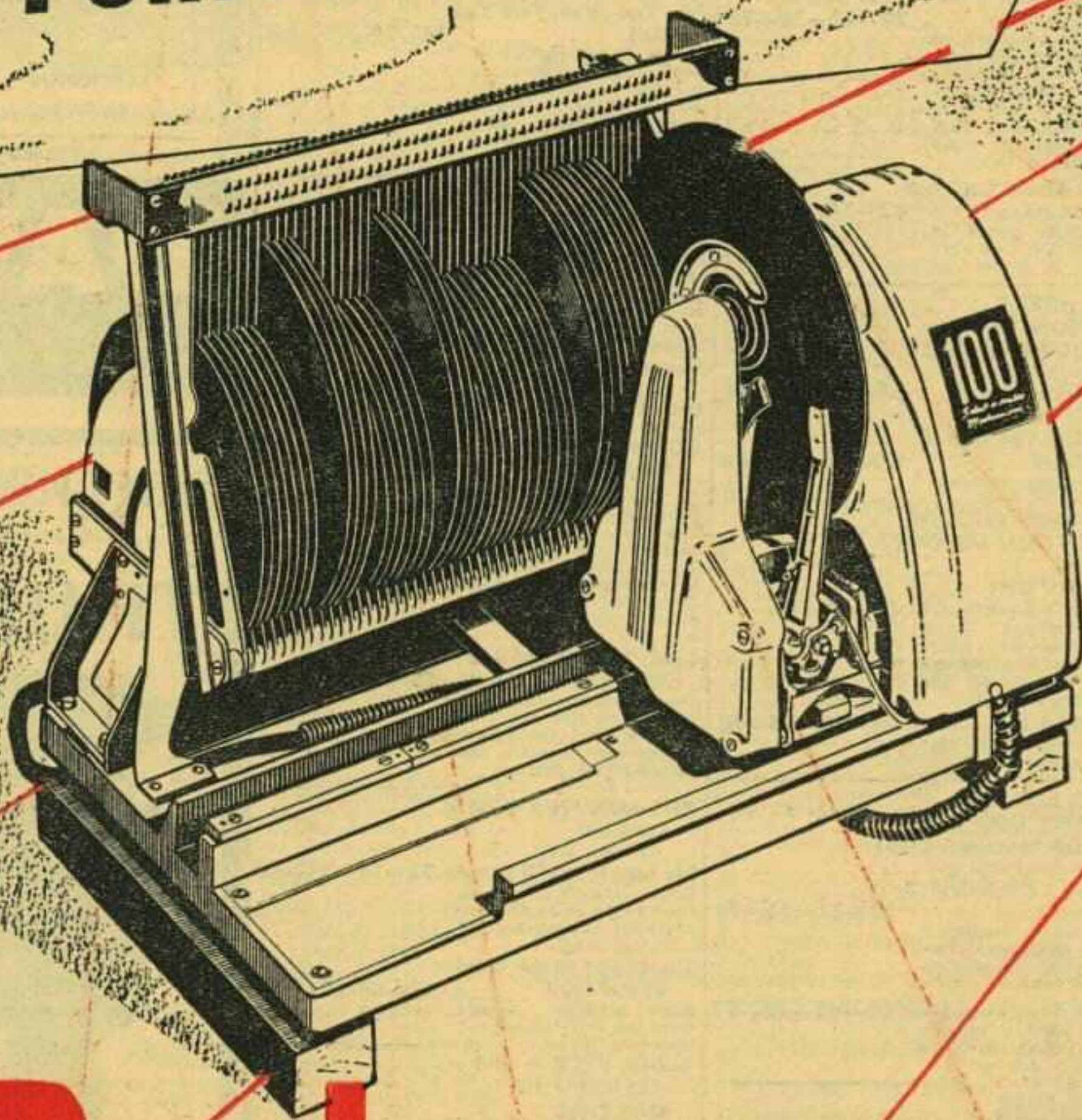
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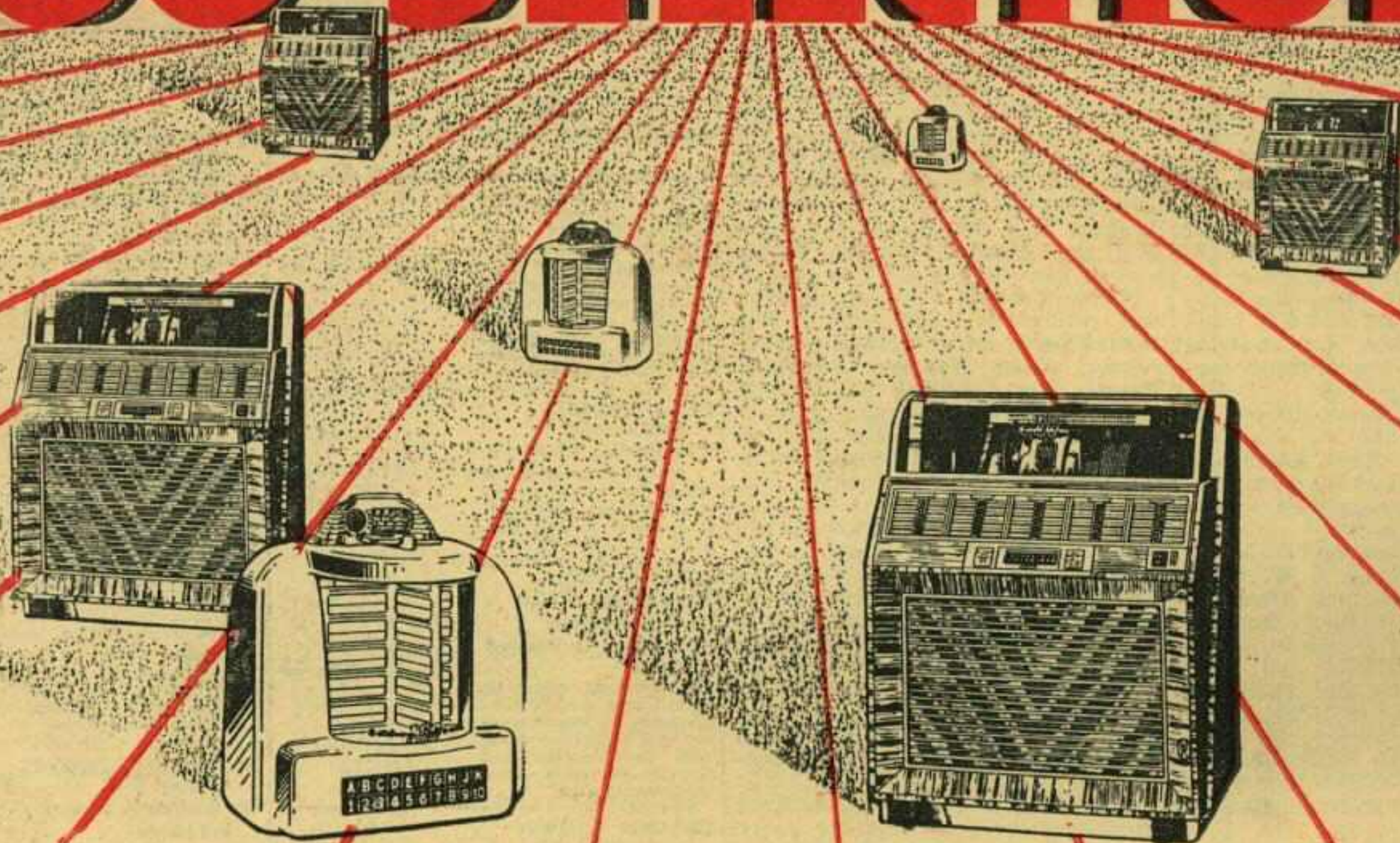
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latest hit tunes. But today, it's a fact that your business no longer depends on the all too-short life span of a few "popular" numbers—with Select-O-Matic "100" Music Systems there is "music for everyone."

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The Select-O-Matic principle of playing recorded music on discs represents the basis upon which the J. P. Seeburg Corporation will design and manufacture its products in the years ahead.

1. **DECEMBER, 1947** — The Select-O-Matic "200" Library was introduced to the industrial-commercial field.
2. **DECEMBER, 1948** — The Select-O-Matic "100" was presented to the coin-operated phonograph industry.
3. **COMING** — The Select-O-Matic principle in varying record capacities will be made available for home use, representing another step in the product development of J. P. Seeburg Corporation.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, May 26, 1934.—Samuel Strahl, president of the Western Pennsylvania Operators Association (WPOA), brought the organization's campaign for placement of pin games in Pittsburgh to a successful conclusion. Amusement operators were granted a license plan by city authorities, and before the week was out, leading makes of pin games were in most of the business establishments in the city.

At a meeting of the WPOA, Strahl was re-elected president; K. L. Williamson, secretary; Fred Ludin, treasurer, and Edward Foster, vice-president. Association membership numbered 40 operators.

Dave Gottlieb, after a visit to the Rock-Ola factory, began to remodel his own plant to use the progressive assembly system found in use at Rock-Ola. He went on record as being impressed by the Rock-Ola method of production, and was frank in crediting his rival with evolving the most advanced ideas in manufacture of amusement games. . . . Scientific Machine Corporation, Brooklyn, began production of its first pin game, Lighthouse. Firm, headed by Max Levine and Fred Hailparn, had been building coin-operated equipment for several years.

Among the new vending firm incorporations was that by I. W. Coan, Raymond R. Hayes, and Albert B. Lidy. Named the Chicago Rushour Company, firm was set up to manufacture, buy, distribute and lease automatic merchandising machines. Rushour machines had been on the market for a number of years and consisted of candy and cigarette venders. Coan had also experimented with ice cream and frozen confection venders.

Stoner Manufacturing Corporation had about completed rebuilding its plant in Aurora, Ill., after a fire destroyed its facilities May 9, 1934.

10 Years Ago This Week

CHICAGO, May 27, 1939.—Detroit merchants banded together and besieged the city council with protests that the ban on pinball games would be unfair on three counts; to the merchant (location owner), operator and to the public. Result, council refused to act on requests by a minority group that the games be banned. It was estimated that there were 2,000 pin games in Detroit, paying the \$2 license fee.

According to a "Fifty Years Ago" column printed in *The Detroit Free Press* electric scales were operating there in 1839. The column read: "Electric weighing machines are the latest fad in leading Detroit hotels. To obtain a weight reading, the patron stepped on the scale platform, dropped in a nickel, and a printed card was ejected with his weight scribed thereon."

Kellogg Vending Company, Cincinnati, entered its fourth year of production on its Serve-Ur-Self popcorn vender. Sales Manager Charles J. Warren, who invented the machine, said the vender was going good in theaters, subways, etc. First machines were turned out in California before the firm moved to Cincinnati. . . . Rock-Ola Manufacturing Company initiated a new payment plan for operators who purchased its Lo-Boy scale.

Coming up on the juke box hit parade was *I Never Knew Heaven Could Speak*, with the to-be-famous *My Last Good-Bye* receiving initial attention as a "possible" comer. Top nickel nabber of the day was *Beer Barrel Polka*, with *Three Little Fishes* and *Wishing* also on top of the platter heap.

D. Robbins & Company, Brooklyn, introduced its Profit-Sharing pencil vender. President Dave Robbins said the unit operated for a nickel as a straight merchandiser or it could be used as a trade stimulator.

Record Reviews

(Continued from page 123)

RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT



RELIGIOUS

(Prof) JAMES E. HINES
(De Luxe 3179)
Look for Me in Heaven 80--82--80--78
Hines' big bary tones leads a chorus thru a gospel chant of much spirit and rhythm.
Yes! God Is Real 83--84--84--81
Excellent material is handled wonderfully well by Hines and his group, squeezing every bit of feeling, spirit and rhythm out of the gospel piece.

LENA PHILLIPS
(MGM 10429)
I'm Striving To Make It to the Promised Land 62--61--64--60
Spirit, but not much accomplishment, as thrush, a member of Rev. Kelsey's congregation, solos a spiritual in an uneven church recording.

Rev. Kelsey & His Congregation
The Storm Is Passing Over 72--72--74--70
The Reverend warms up to his work with a fire-breathing sermon, breaking into a rocking hymn, with handclapping and fervent responses from the congregation.

GOLDEN CROWN QUARTET
(Score 5008)
A Soldier's Plea 69--69--70--68
Group does okay with a slow spiritual.
Run for a Long Time 74--74--76--72
Rousing, exciting and vibrant harmony on a fast spiritual.

THE SOUL-STIRRERS
(Aladdin 2027)
Lord Jesus 69--69--70--68
Capable harmonizing of a slow spiritual.
Glory-Glory 69--69--73--65
Group doubles tempo after a slow first chorus for a lively spiritual job.

BROWN'S FERRY FOUR
(King 785)
I've Made a Covenant With My Lord 64--65--68--60
Country sacred singers get off a lovely, well-harmonized hymn job here.
I'll Fly Away 61--62--65--55
Somewhat repetitious.

THE TRUMPETEERS
(Score 5006)
Get Away Jordan 77--80--78--72
Jubilee group pronounces clearly and generates a powerful beat on this rhythmic spiritual chant.
I Want To Die Easy 70--73--73--66
The lads take this one slow, hymn style, with pleasant harmony.

SPIRITUAL FIVE
(Score 5007)
Saviour Don't Pass Me By 78--83--83--68
What this group lacks musically, it more than makes up in intense feeling. Strong authentic stuff for the religious folks.
Precious Lord 78--83--82--68
Powerful devotional stuff.

MARIE KNIGHT-SAM PRICE TRIO
(Decca 48102)
Up in My Heavenly Home 79--80--80--77
Thrush projects powerfully on a moderately-paced prayer meeting devotional chant.
I Can't Forget It, Can You? 77--78--78--76
This shout is taken at a joggler pace, with Marie Knight giving considerable impact to some ordinary material.

ARTIST
TUNES
LABEL AND NO.
COMMENT



RELIGIOUS

BILL MONROE & THE BLUE GRASS QUARTET
(Columbia 29576)
The Old Cross Road 74--74--75--72
Monroe harmonizes with Lester Flatt in this authentic sacred song from the hill country.
Remember the Cross 75--77--77--72
More of the same, with sparkling mandolin and guitar. Should register with Southern buyers.

LATIN AMERICAN

RAGUL Y JUAN
(DeLuxe 203)
Adios Palomita (cancion) 68--68--68--68
This is typical Tex-Mex fare, related to Mexican rancheras, but closer to our own cowboy music. Principal sale should be in Texas and Southern California.
Carmelita Polka 68--66--68--70
Tex-Mex polka in an instrumental featuring accordion with guitars. Good folk flavor here.

MARIACHES TIGERES
(DeLuxe 204)
De Alamos A San Francisco (schottische) 66--66--65--68
Instrumental is mostly Western, with a bit of old-time Latin flavor. Should get some play on South-West jukes.
El Sinaloense (hua pango) 69--68--68--70
More real Mexican flavor in this side. Group chanting and orking have colorful outdoor quality.

PUPI CAMPO ORK
(Seeco 4118)
Cuando Te Vea (guaracha) 81--82--80--80
Strong dance side due to a great rhythm section. Campo and group shout up plenty of excitement.
Earl Wilson Mambo 71--70--72--70
Rhythm is brilliant here too, but melodically the side falls flat.

AVELINA LANDIN
(Victor 23-1226)
Por Que Has Cambiado (bolero) 76--77--76--73
The Mexican chanteuse takes this one in strict dance tempo. She sings the pleasing melody with richness and intensity.
Quiereme Pero Quiereme (bolero-mambo) 77--78--77--77
The Latin Dinah Shore puts a load of feeling and subtle rhythmic quality into a number that's good to listen or dance to.

PEDRO VARGAS
(Victor 23-1225)
Cuando El Amor Llegue (porro son) 83--83--83--83
The master cut these sides in Argentina. This one has a light, typically Latin folk flavor.
La Culpa De Todo (bolero ritmico) 85--85--85--85
An equally attractive tune is given a more rhythmic pop treatment.

JUAN ARVIZU
(Victor 23-1233)
Ya Lo Ves (bolero) 80--80--80--80
Recorded in Venezuela. What this Latin favorite lacks in voice he makes up in style and romantic intensity. Here he even recites a bit. Constant tempo is okay for dancing.
Nada, Nada (guaracha) 78--78--78--78
Great dance side here, the Arvizu is less effective at brighter tempo.

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40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

HOT JAZZ

GENE AMMONS ORK
(Mercury 8123)

Harold, the Fox 65--69--65--61
Small combo bops a fast blues, with Ammons delivering an okay tenor solo and a pianist contributing a small but shining solo passage.

Jeet Jet 69--73--70--64
In purer bop vein, boys move thru a souped-up version of what may have been "Blue Skies." Drives and feeling a-plenty, with a superb bass booting all the way.

ARNETT COBB ORK
(Apollo 792)

Cobb's Corner 77--82--76--72
Live, leaping jazz here, in a swinging middle-of-the-road bop style. Cobb's tenor-go builds excitingly, with the band punching to a sock climax in back.

Pay It No Mind 73--76--73--70
Relaxed riffer kicks off with a bop figure, and soloists take turns, with horn, tram and Cobb's tenor shining. Nice side, despite fusion of straight jump solos and bop riffs.

GEORGE SHEARING QUINTETTE
(MGM 10426)

September in the Rain 82--84--83--78
Shearing continues to amaze with his myriad ideas and remarkable pianistic technique. He's supported by an able and moving rhythm section.

Bop, Look and Listen 80--84--80--75
Fine arrangement of an original based on "Sweet Eloise" spots more superb and tasteful Shearing and some neat Margie Hyams' vibes licks.

INTERNATIONAL

HARMONY BELLS ORK
(J. Conway & The Wayfarers)
(Dana 2042)

Blue Skirt Waltz 79--78--80--80
This quality waxing of the waltz hit could pick up a sizable hunk of juke coin.

Tell Me Maybe, Baby, Polka 81--83--81--80
Catchy polka has a strong lyric that gets full production by the virile vocal group.

FRANK MONTECASSINO QUARTET
(Capitol 57-53300)

Telephoning 79--78--78--80
Orking here is typical stuff, with accordion and clarinet dominant. The offering is a lively, melodious polka.

Kissed Lips 80--80--80--80
Instrumental is a mar-surka. Swingy, melodious tune is perfect for dancers.

JOHNNY VADNAL ORK
(Victor 20-3431)

Wolf—Polka 62--62--60--64
Nice use of femme voices for instruments in this accordion polka with little exciting happening.

Forest Waltz 60--60--58--62
Cleanly played waltz tho tune and arrangement are quite ordinary.

VAUGHN HORTON
(His Polka Debs)
(Columbia 12406-F)

Swiss Lullaby 83--84--84--82
Waltzy Horton original could make a dent in the pop market. Girl group sings mighty sweetly.

Double Eagle Polka 76--78--75--75
Rousing American-type polka is sung and played with spirit. Includes a portion of the famous march.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

INTERNATIONAL

CHESTER BUDNY ORK
(Bravo 8-5509)

Sweet Heart of Mine 44--42--44--44
Poor vocal duet hurts an otherwise rousing polka.

Katy's Polka 40--38--40--40
Straight instrumental in good polka tempo overshadowed by so-so recording.

DAVE TARRAS (Abe Ellstein Ork)
(Banner B-556)

The Wedding Sher 64--63--63--65
Fair fare for the Jewish pabes in the freilach vein.

Tzivele's Bulgar 65--65--65--65
Just a notch better in execution of another instrumental with a similar theme.

THE JAMAICA KING
(Calypso Pirates)
(Banner B-567)

Thank You, Mr. Kinsey 72--N5--70--73
Cute calypso double-entendre built around the singer's apparent admiration for the Kinsey Report.

Mister Kinsey, Why Don't You Question Me? 64--64--62--66
The Jamaica King asks for it in not terribly certain terms.

SPIKE HASKELL & THE JOLLY MILLERS
(Capitol 57-580)

Lover's Polka 77--76--76--78
Staccatto brass band instrumental lacks melodic interest, but tempo and type are perfect for dancers.

Musicians' Waltz 70--70--68--72
Another typical brass band waltz that should do its biggest biz in the Mid-West.

JANIA
(Capitol 57-55300)

W Pielgrzymiej Szcie Walz 78--78--78--77
Chirp delivers a sentimental Polish-language waltz in sweet soprano tones. Strict tempo is okay for dancing too.

Za Ebru Fala Walz 78--79--78--78
The Eber River receives the dedication in another, more melodious waltz.

SOKACH-HABAT POLKA ORK
(Decca 45072)

Whose Girl Are You? 76--75--76--78
Waltz tune continues to show promise, but this version lacks the impact of some earlier cuttings.

Socialaires Polka 82--82--82--82
Band here could double for Yankovic. Typical Slovak polka instrumental should enjoy a lively run.

STANISLAU MROZCEK
(Regent 152)

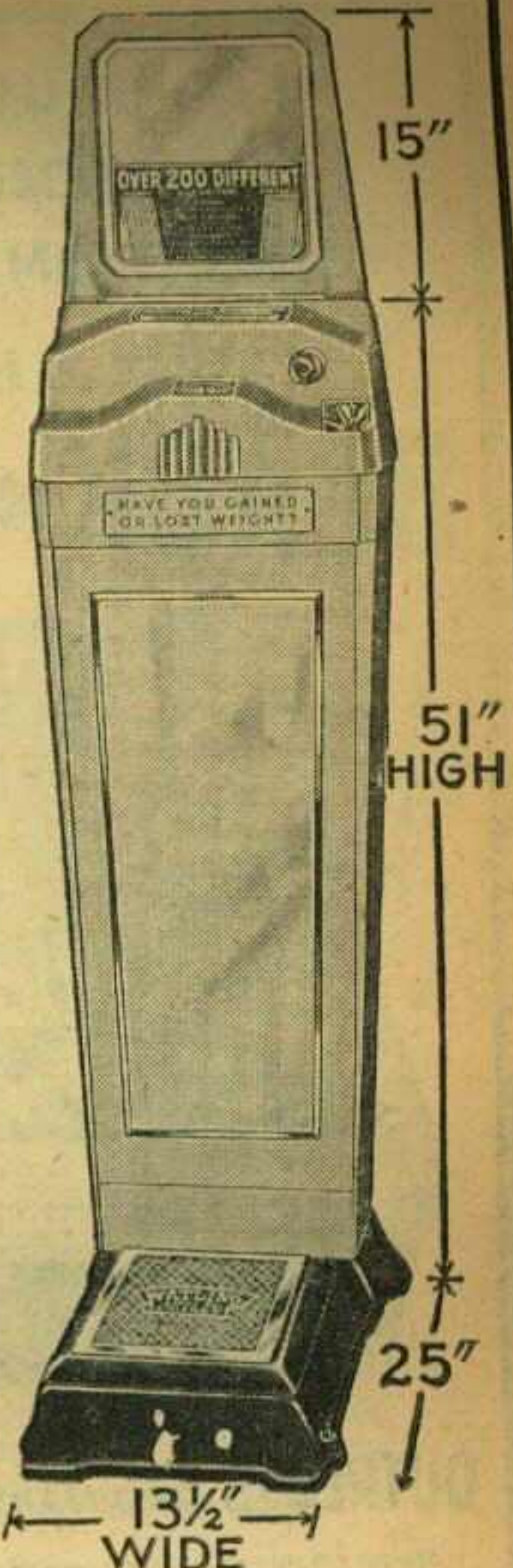
Accordion Polka 73--73--70--75
Capable polka ork, including a marimba, does a smooth job with the standard, of which there has never been a dearth of recordings.

Polka to the Left 79--80--78--78
Pretty classy sounding band for this Polish type polka, but the beat is there, and—after all—what's wrong with playing in tune?

FRANK MESSINA ORK
(Cora 60060)

Pioneer Polka 60--60--58--62
Ordinary polka played in an ordinary way by accordion, fiddle, clarinet, guitar and rhythm group.

Pelican Polka 60--60--58--62
Ditto.



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ADVANCE RECORD RELEASES

(Continued from page 119)

LATIN-AMERICAN

- A La Mala
D. Tuxpam (Amlos Pensamientos) De Luxe 201
- Adios Palomita
Ragul y Juan (Carmelita Polka) De Luxe 203
- Alre Africano
Pecundo y Su Ritmo (Ecos De) Victor 23-1234
- Amor Perdido
M. L. Landin (Hay Que) Victor 25-1241
- Aqui Entre Nosotros
D. Santos Conjunto (Pero Que) Victor 23-1250
- Ascension
Los Conquistadores (Jesus Cadena) Victor 23-1247
- Asi No Se Gana
Grupo Tropical (Nos Vamos) Victor 23-1252
- Callen Ese Cornetin
B. More (Se Acaba) V 23-1235
- Carmelita Polka
Ragul y Pedro (Adios Palomita) De Luxe 203
- Cuando Te Ves
P. Campo Ork (Earl Wilson) Seeco 4118
- Question De Gusto
B. Gonzalez Conjunto (Por Haberte) Victor 23-1246
- De Alamos a San Francisco
Marlaches Tigres (El Sinaloense) De Luxe 204
- Derecho Viejo
C. Palmieri (Un Viejo) Alba 1021
- Earl Wilson Mambo
P. Campo Ork (Cuando Te) Seeco 4118
- Echale Candela
Conjunto Matamoros (Huele Asi) Victor 23-1245
- Ecos De La Selva
Pecundo y Su Ritmo (Aaire Africano) V 23-1234
- El Canaveral
Los Tres Vaqueros (El Cuerno) Victor 23-1255
- El Cuerno Tamauhuaca
Los Tres Vaqueros (El Canaveral) Victor 23-1255
- El Sinaloense
Marlaches Tigres (De Alamos) De Luxe 204
- Eterna Ilusion
M. Silva (Mi Cinturita) Victor 23-1249
- Fiesta Serenade
C. Palmieri (Pennsylvania Rumba) Alba 1020
- Grottesca
Quartettoreina (Titina) Victor 25-7113
- Hay Que Saber Perder
M. L. Landin (Amor Perdido) Victor 23-1241
- Huele Asi
Conjunto Matamoros (Echale Candela) Victor 23-1245
- Jesus Cadena
Los Conquistadores (Ascension) Victor 23-1247
- La Comparaa
P. K. Prado (Pachuca) Victor 23-1243
- La Cuerda Floja
Hermanos Bellisario Ork (Pregunta De) Victor 23-1248
- Malos Pensamientos
D. Tuxpam (A La) De Luxe 201
- Mi Cinturita
M. Silva (Eterna Ilusion) Victor 23-1249
- Monterrey Polka
Ragul y Pedro (Ni Si) De Luxe 202
- Nada Espero & Casualidad
F. Fernandez (Viston) Victor 23-1242
- Nada, Nada
J. Arvizu (Ya Lo) V 23-1233
- Ni Si, Ni No
Ragul y Pedro (Monterrey Polka) De Luxe 202
- Nos Vamos a La Capital
Grupo Tropical (Asi No) Victor 23-1252
- Ocamandle
F. Sanchez (Tumbador) Victor 23-1254
- Pachuca
P. Prado (La Comparaa) Victor 23-1243
- Palo Caguelran
R. Alvarez Conjunto (Te Necesito) Victor 23-1253
- Pennsylvania Rhumba
C. Palmieri (Fiesta Serenade) Alba 1020
- Pero Que Bronca
D. Santos Conjunto (Aqui Entre) Victor 23-1250
- Porque
E. Peguero (Si Perdi) Victor 23-1251
- Pregunta De Amor
Hermanos Bellisario Ork (La Cuerda) Victor 23-1248
- Por Haberte Amedo
B. Gonzalez Conjunto (Question De) Victor 23-1246
- Reina De Las Aguas
Conjunto Afro-Cubano (Saludo a) Victor 23-1244
- Saludo a Change
Conjunto Afro-Cubano (Reina De) Victor 23-1244
- Se Acaba El Mundo
B. More (Callen Ese) V 23-1235
- Si Perdi Tu Amor
E. Peguero (Porque) Victor 23-1251
- Te Necesito
R. Alvarez Conjunto (Palo Caguelran) Victor 23-1253
- Titina
Quartetto Reina (Grottesca) Victor 25-7113
- Tumbador
F. Sanchez (Ocamandle) Victor 23-1254
- Un Viejo Amor
C. Palmieri (Derecho Viejo) Alba 1021
- Viston & Desco
F. Fernandez (Nada Espero) Victor 23-1242
- Ya Lo Ves
J. Arvizu (Nada, Nada) V 23-1233

INTERNATIONAL

- Hand in Hand With Jesus
The Homeland Harmony Quartet (Take a) Bibletone 6013
- Heaven's Joy Awaits
V. B. Ellis (There Is) Bibletone 9012
- Help Me Lord To Stand
The Le Fevre Trio (Old Gospel) Bibletone 6020
- I Ain't Got Time
J. & M. Carson (When God) Cap 57-40158
- I Have a Friend
M. Jackson (There's Not) Apollo 207
- I'm Goin' Up When I Die
The Le Fevre Trio (Wonderful Salvation) Bibletone 7019
- I'm Happy in the Service of the Lord
The Memphis Gospel Singers (My Love) Deluxe 3221
- I'm Striving To Make It to the Promised Land
L. Phillips (The Storm) MGM 10429
- I've In His Care
The Red Teague Trio (Life's Railway) Bibletone 5012
- Leaning on the Everlasting Arm
The Homeland Harmony Quartet (Roll on) Bibletone 6013
- Life's Railway to Heaven
The Red Teague Trio (I've In) Bibletone 5012
- Look For Me in Heaven
J. E. Hines (Yes! God) Deluxe 3179
- Meeting in the Air
V. B. Ellis (There Is) Bibletone 9012
- My Life Is in His Hands
The Memphis Gospel Singers (I'm Happy) Deluxe 3221
- Old Gospel Ship
The Le Fevre Trio (Help Me) Bibletone 6020
- Roll on Jordan
The Homeland Harmony Quartet (Leaning on) Bibletone 6012
- Take a Moment and Live
The Homeland Harmony (Hand in) Bibletone 6013
- The Storm Is Passing Over
Rev. Kelsey & His Congregation (I'm Striving) MGM 10429
- There is Nothing Like a Friend
V. B. Ellis (Heaven's Joy) Bibletone 9012
- There's Not a Friend Like Jesus
M. Jackson (I Have) Apollo 207
- When God Dips His Pen of Love in My Heart
J. & M. Carson (I Ain't) Cap 57-40158
- Wonderful Salvation
The Le Fevre Trio (I'm Goin') Bibletone 7019
- Yes! God Is Real
J. E. Hines (Look for) Deluxe 3179
- You Gotta Get Right
The Red Teague Trio (Gospel Plow) Bibletone 5013

CLASSICAL

- At the Well
M. Cotlow (10") (Sleep, Now) V 10-1467
- Bizet: Symphony No. 1 in C Major Album—The London Philharmonic Ork-L. Munch, Cond. (4-12")
- English Decca EDA 111
- Cilea: Adriana Lecouvreur: Act 1: Io Son L'Umile Ancella—L. Albanese-RCA Victor Ork-D. Marzolo, Cond. (12") (Mozart: Don Giovanni) V 12-0658
- Debussy: Fetes Galantes, Parts I & II—G. Souzay (12")
- English Decca K 2171
- Familiar Themes From the Operas Album—S. Dupre, Dir. (3-12")
- Capitol ECD 2004
- Barber of Seville . . . Cap 89-20175
- Carmen . . . Cap 89-20176
- Faust . . . Cap 89-20175
- La Boheme . . . Cap 89-20174
- La Traviata . . . Cap 89-20176
- Rigoletto . . . Cap 89-20174
- Faure: Ballade for Piano & Orchestra, Op. 19 Album—K. Long-The National Symphony Ork-B. Neel, Cond. (4-12")
- English Decca EDA 112
- Faure: Impromptu No. 2, in F Minor, Op. 31—A. Brailowsky (12")
- (Ravel: Jeux) V 12-0794
- Goldmark: The Queen of Sheba: Ballet Music, Parts I & II (12")
- Boston "Pops" Ork-A. Pledler, Cond. . . . V 12-0796
- Liszt: Mephisto Waltz Album—C. Curzon (2-12")
- English Decca EDA 113
- Mendelssohn: Symphony No. 3 in A Minor, Op. 56 Album—Chicago Symphony Ork-A. Rodzinski, Cond. (4-12")
- V DM 1285
- Mozart: Concerto No. 24 in C Minor Album—K. Long-The Concertgebouw Ork of Amsterdam-E. Van Beinum, Cond. (4-12")
- English Decca EDA 110
- Mozart: Don Giovanni: Act 1: Balli, O Bel Masetto—L. Albanese-RCA Victor Ork-D. Marzolo, Don (12")
- (Cilea: Adriana) V 12-0658
- Mozart: Rondo—The First Piano Quartet (Wagner: Magic) (12")
- V 12-0766
- Mozart: Sonata No. 8, in C, K. 296 & Minuet Album—J. Heifetz (2-12")
- V DM 1290
- Oh, Promise Me—J. Peerce (Romberg: Serenade) (12")
- V 12-0795
- Ravel: Jeux D'eau—A. Brailowsky (12")
- (Faure: Impromptu) V 12-0794
- Ravel: La Valse Album—I. Orchestre De La Societe Des Concerts Du Conservatoire Paris-E. Ansermet, Cond. (2-12")
- English Decca EDA 114
- Romberg: Serenade—J. Peerce (Oh, Promise) (12")
- V 12-0795
- Scriabin: Poeme D'Extase, Op. 54 Album—San Francisco Symphony Ork-P. Monteux, Cond. V DM 1270

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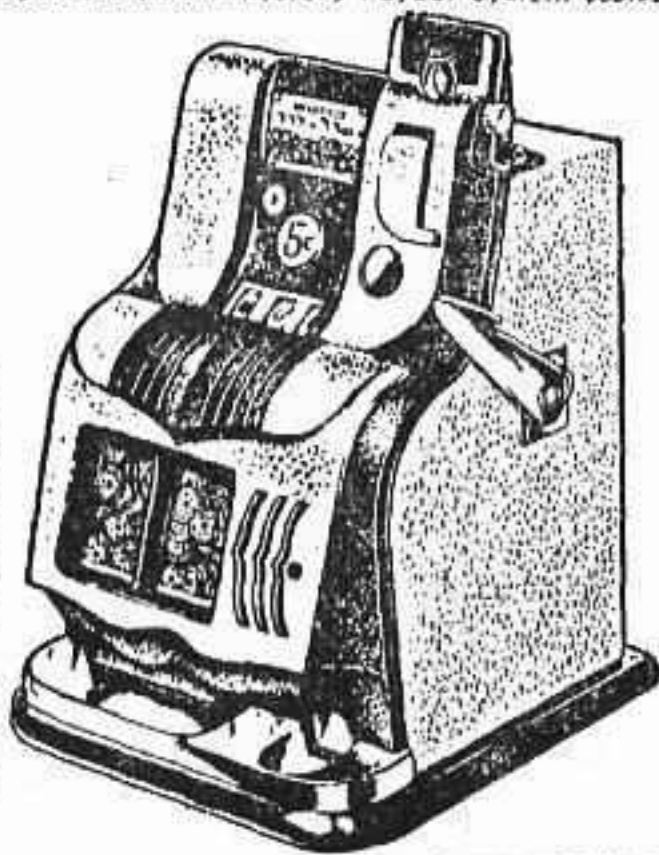
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Spares 'N Strikes	169	Killroy	19
Singapore Console, R. D.	17	Maisie	19
Bally Hi Roll	99	Cyclone	19
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		Hawaii	19
		Tally Ho	29
		Co-Ed	29
		Broncho	29
		Mexico	29
		Sea Isle	29
		Honey	34
		Bonanza	49
		Cover Girl	49
		Manhattan	49
		Stormy	59
		Sonny	59
		Caribbean	59
		Melody	69
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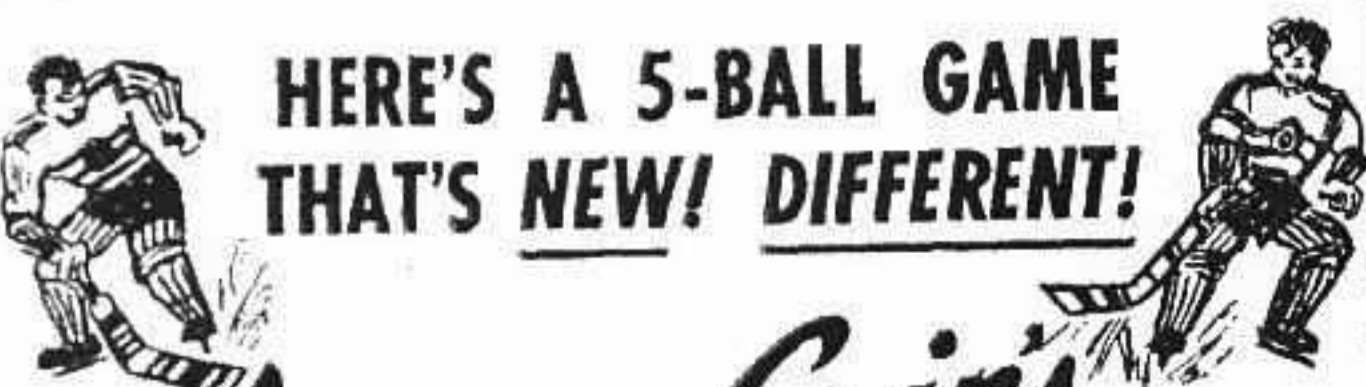
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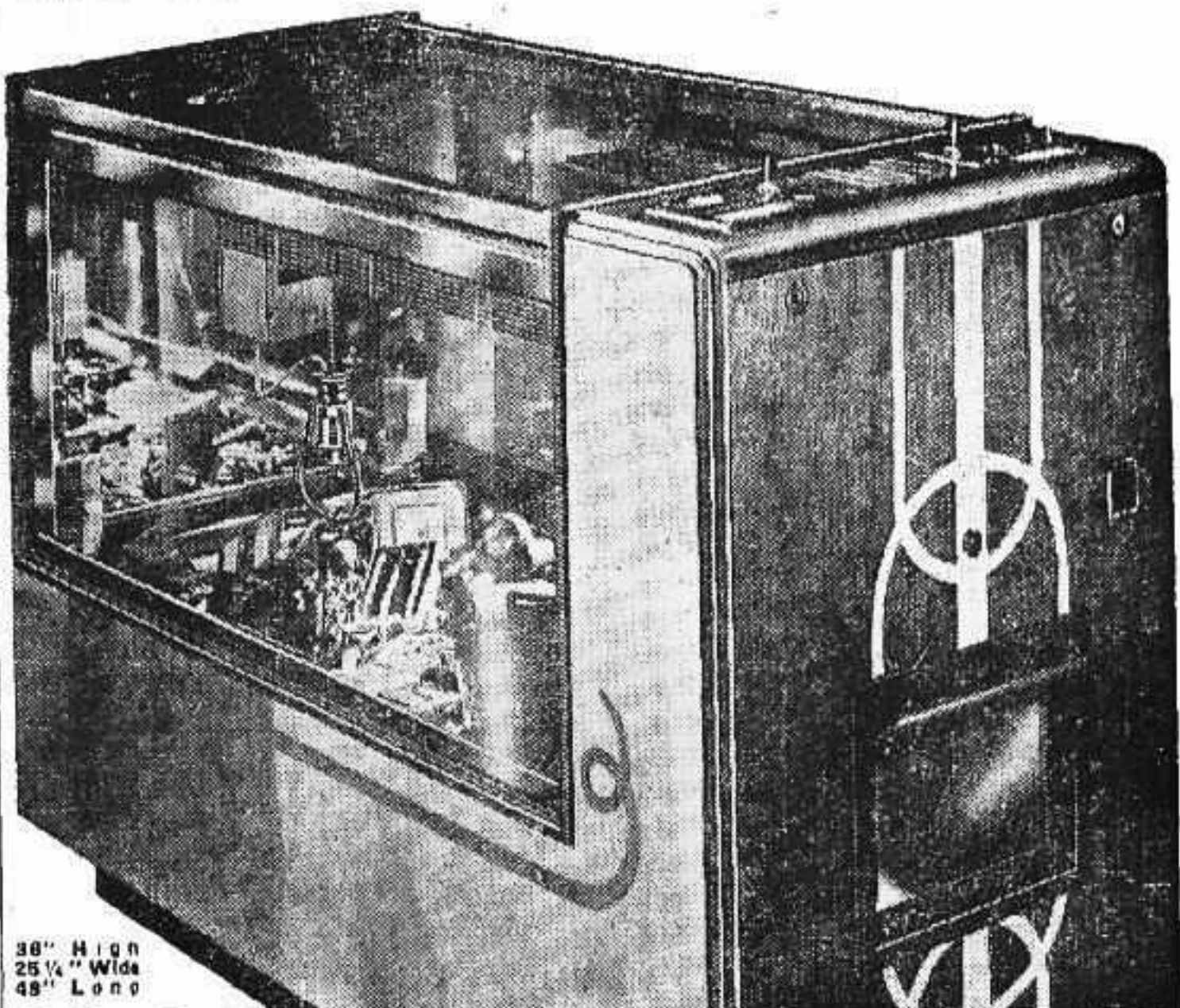
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- 10 1/2 Jennings Bronze Chief 85.00
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1/3
Deposit.
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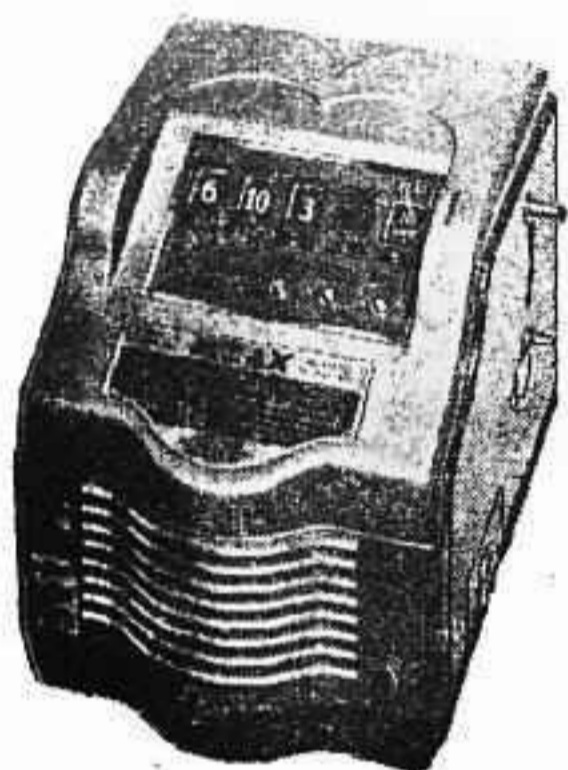
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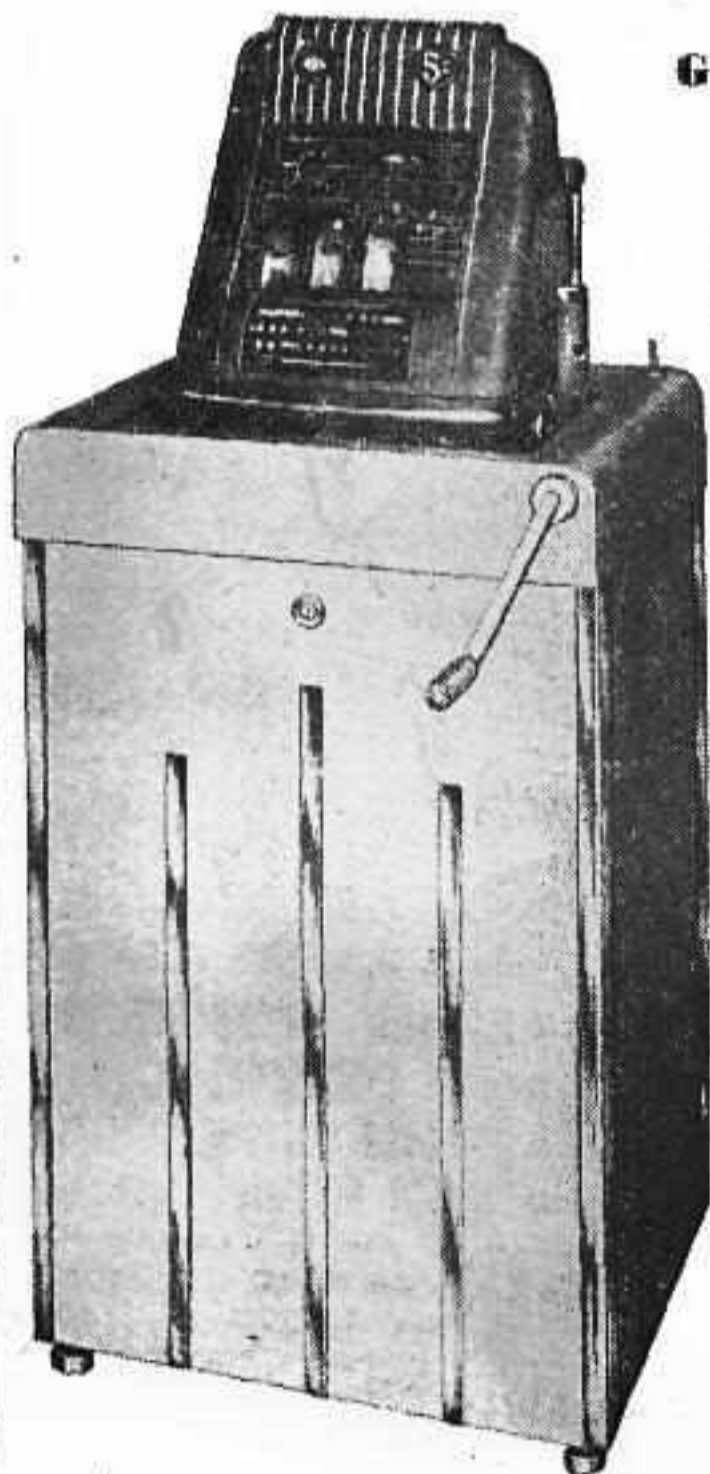
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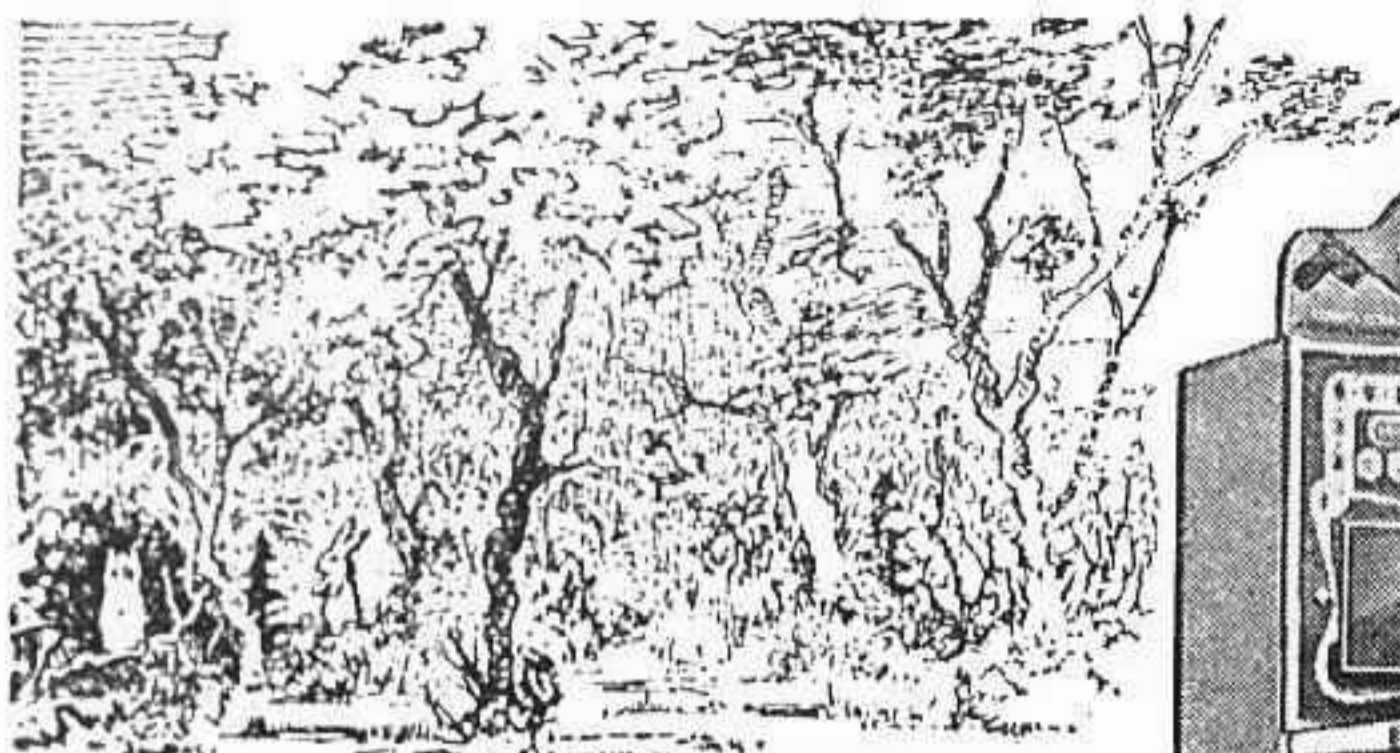
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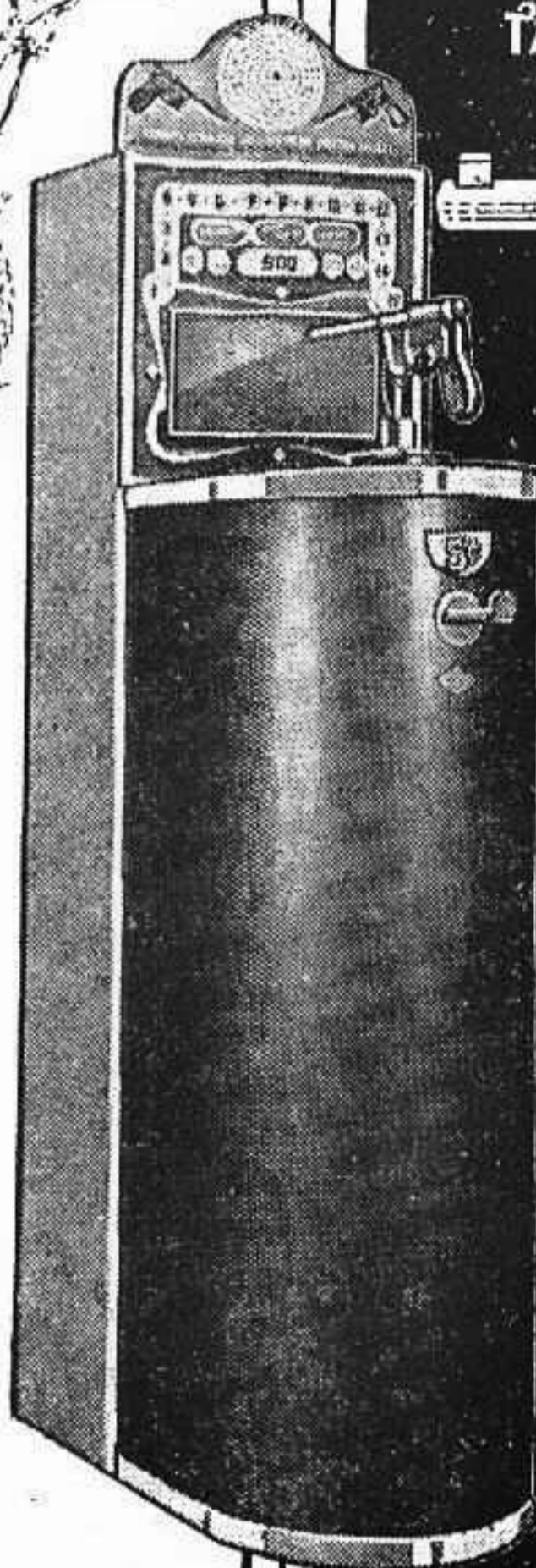
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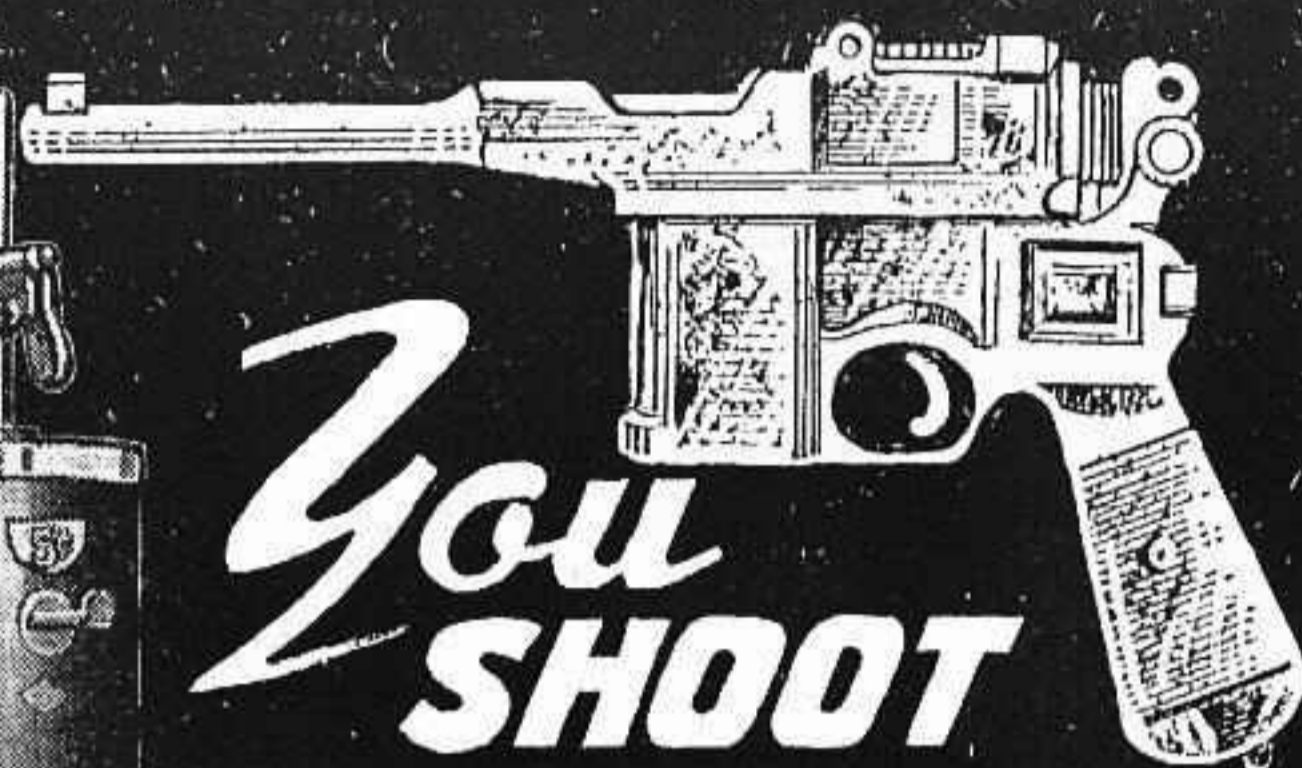
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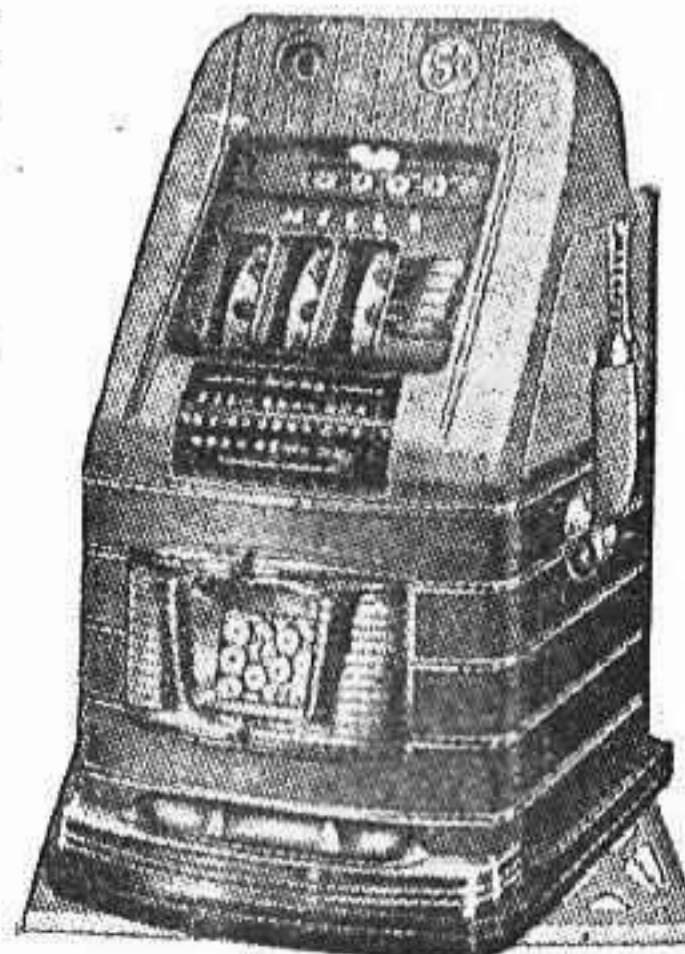
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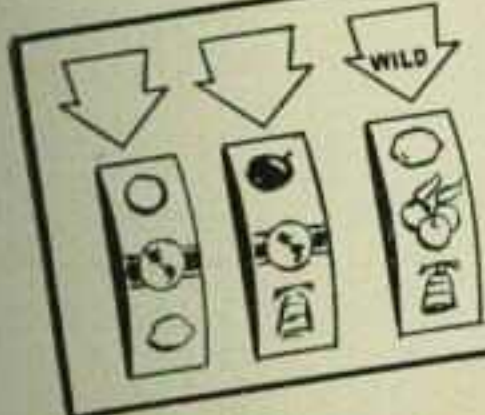
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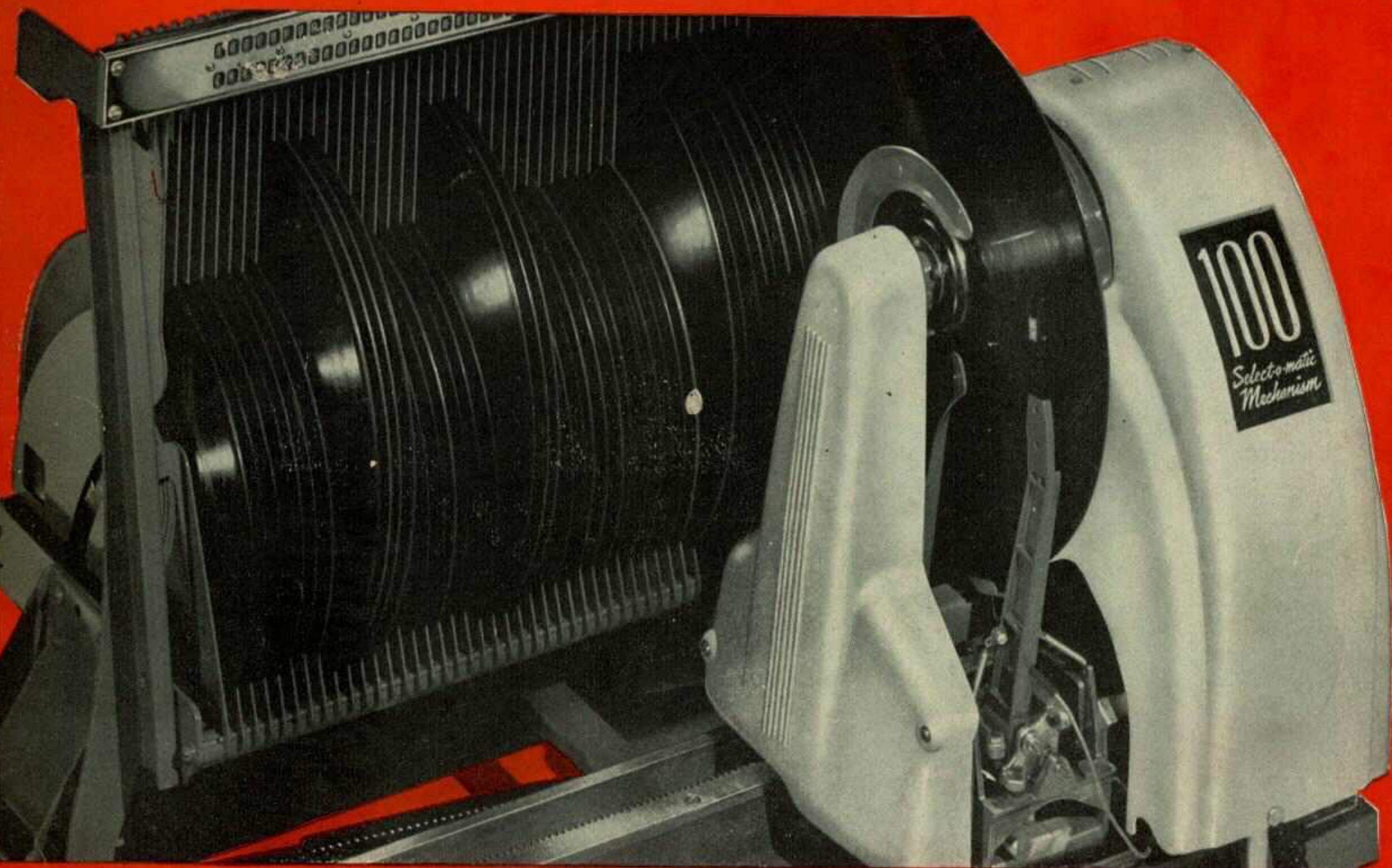
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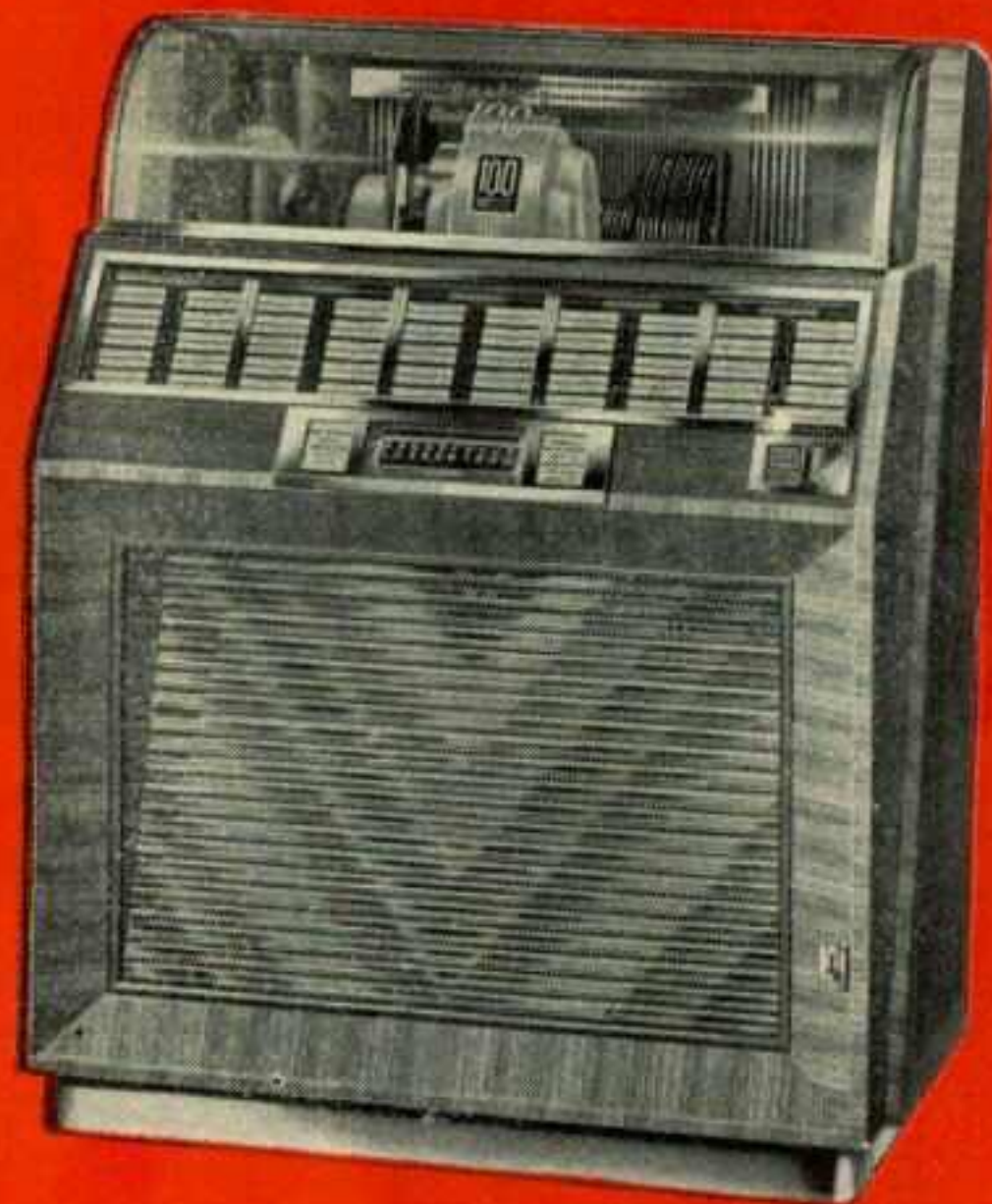
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