

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

FEBRUARY 4, 1950



Judy Canova is on a Merry-Go-Round these days. She's on the National Broadcasting Company's coast-to-coast Saturday night Colgate-Palmolive-Peet show and she's been one of the biggest box-office attractions at fairs, running up record takes at such major ones as New York State, Iowa State, Kentucky State, Mississippi Valley and New Jersey State. In March she will headline a troupe of 45 entertainers on a tour thru Oklahoma, Texas, Louisiana and Utah. The show is being produced by William H. King, Miss Canova's personal manager. Plans are now being shaped for a starring part in a feature film produced by a major studio. Above she's shown trying out the Merry-Go-Round at the El Cajon County Fair in California.



Box Office
there's a **PUNCH** *in the*

Judy Canova Show

**WITH A COMPLETE
SUPPORTING CAST OF
45 PEOPLE**



AN ALL STAR CAST!
Plenty of Comedy • Gorgeous
Girls • Beautiful Scenery
Enchanting Music
IT HAS EVERYTHING



SPECIAL EQUIPMENT!
Our Own Lights and
Scenery Plus A Mammoth
Portable Stage
(Where Needed)



For Dates Contact: WILLIAM H. KING 2025 North Argyle Avenue
Hollywood 28, California

AFM PRESSURE ON CONGRESS

Outlook for Cut in Taxes On Showbiz Remains Bright Despite Snub by President

Sentiment in Congress Is Strong for Excise Slashes

WASHINGTON, Jan. 28.—As the House Ways and Means Committee prepares to launch excise tax hearings next week, general congressional sentiment continues strongly in favor of including showbiz levies in the tax cut, even tho President Truman omitted mentioning the admissions, cabaret, receivers and disk taxes among the excise cuts he recommended in his message to Congress

early this week. Hearings may run as long as two months.

The tentative hearing schedule of the House Ways and Means Committee calls for public hearings to begin Thursday (2) with testimony from Treasury Secretary John W. Snyder. The Treasury boss is slated to be followed by Treasury department and Internal Revenue Bureau

For trade reactions to Truman's message, see the various departments of this issue.

tax experts and later by representatives desiring excise cuts, State tax experts, and union and consumer groups.

Once the House Ways and Means Committee hearings get under way, representatives of showbiz groups which have been clamoring for excise relief will have their chance to flock to Capitol Hill to present their testimony. Nearly every segment of the entertainment world is strongly lined up in favor of slashes. Organized groups which are likely to offer excise repeal testimony at the upcoming hearings include the National Association of Broadcasters (NAB), Radio Manufacturers' Association (RMA), Theater Owners of America (TOA), American Federation of Musicians (AFM), 20 Per Cent Cabaret Tax Committee, National Association of Amusement Parks Pools and Beaches (NAAPPB), International Alliance of Stagehand Employees (IATSE), Ballroom Operators of America (BOA). (See Outlook for Cut on page 59)

Sacks Berth Cues New RCA Talent Slant

Coup Points Up Cold War

By Paul Ackerman

NEW YORK, Jan. 28.—The cold war between RCA Victor and Columbia Records—and in a larger sense between the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS)—took a major step forward this week when Manie Sacks, vice-president and director of Columbia Records, resigned that post to become director of artists relations at RCA Victor. He will function in a similar capacity at NBC. (RCA's Talent Philosophy, page 14)

Danzigers Sign Haymes for "Dip"

HOLLYWOOD, Jan. 28. — Dick Haymes was signed by the Danziger brothers (United Artists release) to take the lead in their film, *St. Benny, the Dip*. He will report to New York, where pic will be filmed February 27. In order to meet the pic commitment, Haymes will start to tape two *Club 15* shows per day Monday (30) until he leaves for Gotham.

This will be Haymes's first pic since he did *One Touch of Venus* a year ago. He left 20th Century-Fox two years ago. Doubling up on air-shows has allowed the Modernaires, co-featured with Haymes on *Club 15*, to ink a two-week Chicago Theater stand starting March 3. Modernaires will receive \$3,000 per week guarantee, their top money to date.

Seeks Return Of Form B To Relieve Orks

Would Shift SS to Ballroom

CHICAGO, Jan. 28. James C. Petrillo and his American Federation of Musicians (AFM) have been trying to switch responsibility for payment of Social Security and withholding taxes from band leaders to ballroom operators since last summer. For the past eight months reps of the musicians' org have been contacting congressional biggies in attempts to force thru a portion of the controversial Social Security amendments' bill, which would return to the Form B contract.

Form B is the original contract worked up by reps of the AFM and the Internal Revenue Department, which placed responsibility for payment of Social Security and withholding stipends upon the ballroom operator. Following a two-and-a-half year court battle by the National Ballroom Operators' Association (NBOA), the U. S. Supreme Court ruled in August, 1947, that band leaders were the employers and, therefore, responsible for payment of all Social Security and withholding taxes.

Thus far, the AFM efforts have assisted thru the House a bill (HR 6000) which was passed by that body October 5, 1949. Two clauses in this Social Security amendment bill have attracted the attention of the entire music business. The first provision is found twice in two different portions of the bill. This provision (Section 210 (K) (2)) under which responsibility for the payment of Social Security and withholding taxes for bandmen would be returned to the ballroom op. reads:

"The term 'employee' means—
"1. (2) Any individual, who, under the usual common-law rules applicable in determining the employer-employee relationship, has the status of an employee. For purposes of this paragraph, if an individual (either alone or as a member of a group) performs service for any other person under a written contract expressly reciting that such person shall have control over the performance of such service and that such individual is an employee, such individual with respect to such service shall, regardless of any modification not in writing, be deemed an employee of such person (or, if such person is an agent or employee with respect to the execution of such contract, the employee of the principal or such person.)"

Further proof that the above provision (See AFM PRESSURE on page 15)

Rank and File AGVA Fights TVA Proposal

Conflict Over Kine Shows

NEW YORK, Jan. 28.—There is a movement among the rank and file of small performers, members of the American Guild of Variety Artists (AGVA), to set aside the results of huddles held by the wages and working conditions committee of the newly set up Television Authority (TVA), on the charge that it has not taken sufficiently into consideration the problems of the variety act who gets occasional TV shots.

The basic conflict is in the hand. (See AGVA Acts Protest on page 50)

ABC's "4x5" Plug Sales Pitch

2 Bankrollers, 4 Ads a Day, 5 Times a Wk.

It's "Drumfire in Depth"

By Sam Chase

NEW YORK, Jan. 28.—The American Broadcasting Company (ABC) this week began showing agencies and advertisers a new sales plan, called 4 by 5, designed to deliver 20 selling impressions per week for the same cost which usually delivers five. The deal calls for dispersal of pitches over four different 15-minute daytime programs, each airing across the board. Two sponsors each paying the equivalent of one 30-minute show across the board, will exchange time for advertising messages, rotating on regular commercial pitches. (See ABC's "Mr. 4x5" on page 5)

Shoestring Barn Dance Idea Builds to 100G Biz for Fair

By Jim McHugh

RICHMOND, Va., Jan. 28. — A weekly barn dance which began as a penny ante gamble four months ago on the grounds of the Atlantic Rural Exposition has turned into a prodigious winner, with a \$100,000-plus admissions gross virtually assured for the calendar year.

Other than the half share of earnings accruing to the annual, the Saturday night shindigs are especially valuable in that they are familiarizing thousands of area rural and urban dwellers with the location of the fair plant, a job which has not been satisfactorily accomplished since the annual was revived on the isolated Strawberry Hill location following the war.

J. A. Mitchell, manager of the fair, hit on the idea of using the main exhibition building for barn dances after the fair, which climaxed outdoor activities at the fair plant. Whacky

Red Murphy, star and producer of the Yokel Festival, which includes a lengthy stage presentation, took over the talent side after making a guest appearance at the second show and crowds and dollars have been pyramiding each week, with the end not yet in sight.

4,000 Average Gate

Average attendance is above the 4,000 mark, Mitchell said. The initial doings drew about 1,000, but in four weeks' time the weekly attendance was approximating the present average figure. The growth of the doings is especially remarkable in view of the fact that promotion was limited to the scant use of newspaper ad copy and without the use of the all-powerful radio media, undoubtedly the best builder-upper for hillbilly troupes.

Partners Mitchell and Murphy have (See Shoestring Barn Dance, page 72)

In This Issue

Barbershop	56	Music Machines	99
Carnival	76	Music Pop Charts	22
Circus	67	Night Clubs	50
Classified Ads	86	Parks and Pools	70
Coin Machines	92	Pipes for Pitchmen	94
Fairs & Expositions	78	Radio-Television	5
Final Curtain	58	Repertoire	57
General Outdoor	59	Rinks and Skaters	85
Honor Roll of Hits	22	Roadshow Films	87
Legitimate	51	Routes	86
Letter List	92	Salesboards	96
Magic	56	Shuffleboards	112
Merchandise	88	Vaudeville	50
Music	14	Vending Machines	106

The Billboard Mag. 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 1950 by The Billboard Publishing Company.

Sesqui Picks Pilot; Can Get Him?

Field Narrows To 1, To Head Freedom Fair

Truman Urged To Speak

WASHINGTON, Jan. 23.—To inject new life into plans for the already deferred 1951 Freedom Fair, President Truman is being urged to make a personal appearance at the February meeting of the National Capital Sesquicentennial Commission which will deliberate on choice of a manager of the fair. Truman, who is commission chairman, is reported willing to appear long enough to deliver a pep talk at the meeting's opening unless conflicting engagements intervene. The session will be staged at the White House if he can be on hand.

The Sesqui commission is hearing a choice for the fair's managerial post (*The Billboard*, January 23), and sesqui officials are hopeful that a selection can be voted on at the upcoming meeting. Prospects for the post have narrowed down to a single candidate whose identity is being carefully guarded by sesqui officials because of uncertainty as to whether he will be available. This candidate is described as having had considerable experience in staging expositions and is well-known in the amusement world. If chosen, he will be given full responsibility for running the Freedom Fair, directly answerable to Carter Barron, executive vice-chairman of the sesqui commission. This will mean that Edward Boykin, exec director of the commis- (*See Sesqui Picks Pilot on page 59*)

George Evans, Stem Flack, Dies at 48

NEW YORK, Jan. 23.—George B. Evans, the showbiz flack, died of a heart attack at his home in the Bronx Thursday (26).

Evans worked publicity on Broadway for a decade. He was best known for his development of Frank Sinatra, who was a virtual unknown singing at the Rialto niter in New York when Evans latched on. The subsequent build-up is regarded by many in the business as an outstanding exploitation job.

Sinatra and Evans split up about a year ago, but soon renewed their business relationship. Sinatra, who was to have opened yesterday at the Shamrock Hotel in Houston, delayed the opening to fly East for services.

Evans first achieved success with his press handling of Roger Wolfe Kahn. Subsequently, he represented Russ Columbo, Rudy Vallee, Gertrude Berg, B. A. Rolfe, Joe E. Brown, Dinah Shore, Jo Stafford, the late Glenn Miller and Gertrude Niesen. At the time of his death, he represented, among others, Montgomery Clift, Kitty Kallen, Margaret O'Brien, Lena Horne, Peter Lind Hayes and Sinatra. The Copacabana, New York, was another of his clients.

Stella Lopez Sues Cab Firm

NEW YORK, Jan. 23.—Stella Lopez, fem rumba band leader, who's billed as "Queen of the Rhumbas," was injured on the way to her job at the Rainbow Inn a few weeks ago when her cab stopped suddenly. Her attorney, Jack Astor, has filed suit against the cab company, offering against the evidence a doctor's letter that states the injury causes a "limitation of motion."

White House TV

WASHINGTON, Jan. 23.—TV reception in almost every room of the White House will be made possible by a new communications system to be installed in the mansion now undergoing extensive remodeling. Under the wiring plan, approved by the Commission on Renovation of the White House, facilities will be installed so that TV and radio sets can be plugged in practically anywhere in the mansion for programs from practically anywhere in the country, carried over special wires. Screens would be tuned in by a special dial arrangement connected with a central control system. The communications system also provides for inter-com, a public address set-up and piped-in music. Blair House, now occupied by the President during the White House renovation, has TV and radio, including a color TV set.

Bethlehem Slaps 10% Tax on Admissions

BETHLEHEM, Pa., Jan. 23.—An amusement admissions tax of 10 per cent has been adopted by the city. Effective February 1, it is expected to yield revenue of at least \$30,000.

Permits must be taken out, at a minimum fee, by all persons or corporations operating places of amusement, including theaters, operatic performances, stage shows, concerts, dances, carnivals, fairs, circuses and all sports events to which admission is charged. No type of amusement enterprise is exempted. Returns of taxes must be made each month, but special arrangements are to be set up in cases where entertainment is only seasonal or occasional, as in parks and stadiums.

Widespread Payola Hurting Disk Jockey Shows, Arnold Warns Programers' Clinic

Cott and Burton Up With Some Good Ideas

NEW YORK, Jan. 23.—"Program directors let disk jockeys get away with murder," Murray Arnold, program director of WIP, Philadelphia, told a group of fellow radioites during the 11th annual Program Directors and Librarians' Clinic conducted here by Broadcast Music, Inc. (BMI), this week (23-24). Citing payolas as a common practice, Arnold said that platter spinners are deluged with "gifts, cash and dates . . . if you know what I mean," from record manufacturers and song pluggers anxious to push their numbers, and their programs suffer accordingly. Therefore, Arnold opined, the jockeys shouldn't have complete control of disk programming for their shows.

As evidence in support of his payola charge, Arnold told the group that recently a small record manufacturer, who has been buying time on the station, threatened to withdraw his business unless his disks were given a bigger play, explaining, "I could split that \$225 a week between your five jockeys and get more plays than I do now. That's what I do on three other stations." In the same vein, the Philly director said

Hillbillies Hit West Canada

PHILADELPHIA, Jan. 23.—Western folk singers particularly those of recording stature, are finding fertile pickings in Canada until the grass grows green again in these parts. The Jolly Joyce Agency here, with a large stable of Western attractions, has sold three RCA Victor names for lucrative north-of-the-border tours. Bill Ray, head of International Radio Stations, is promoting the treks.

Texas Jim Robertson goes up from February 13 to 25 to take in the New Westminster and Vancouver territory, locating at a radio station for daily airings and one-nighting it in the evening in neighboring towns. Elton Britt is set for a two-week tour starting April 2. Also in April, for a two-to-four-week jaunt, Wilf Carter (Montana Slim) will cover the British Columbia area, working out of Parkeston, and then go on to Newfoundland.

CBS Makes Low-Cost Kines, Hunts Sponsor

NEW YORK, Jan. 23.—The Columbia Broadcasting System (CBS) this week made kines of three low budget TV shows for submission to potential sponsors. The programs are *What's My Line?*, *Beat the Clock* and *What's the Word?* The first show will have a panel quiz contestants on their occupations; the second, the old radio giveaway, and the third a quiz on words.

Not only will the low cost of the programs make it possible to pitch them to more advertisers, but CBS-TV by programming them will be able to get more variety into a schedule heavy with drama. The first two programs are owned by Mark Goodson and Bill Todman and the third by CBS.

Cops Called Off, Baltimore Firemen Helpless at Shows

BALTIMORE, Jan. 23.—A recent order by Police Commissioner Beverly Ober which forbids city policemen to enforce fire regulations in theaters and sports arenas is plaguing the Board of Fire Commissioners.

Firemen, and ashers employed by the Coliseum, a sports arena, have declared themselves unable to keep spectators from crowding the exits and aisles at the Monroe Street structure.

Fire Capt. J. Howard Gress reported Thursday (19) that during a basketball game 300 spectators created a fire hazard by smoking and blocking the exits and aisles.

Patrolmen stationed outside, acting in accordance with Commissioner Ober's ruling, refused to enter the building, Fire Lieut. John H. Kilmore said.

Samuel Schneider, speaking for the Arena Realty Company, owner of the Coliseum, said the firm's contracts specify that show producers and sports promoters using the building shall provide attendants.

Meanwhile the Board of Fire Commissioners is considering a proposal that would require the Coliseum's owners to detail uniformed ushers as a special police to enforce fire regulations.

PALDA ADDS NEW LABEL

PHILADELPHIA, Jan. 23.—Dave Miller, head of the Palda Record Company, added another new record label to the many already coming off his stamping machines. The new label will be known as the Essex, launching with four sides, with songs all taken from the local Myers Music Company catalog. With Wayne Lynn getting support for his singing from Ernie Dvator's orchestra, one two-some takes in *I'm Not To Blame* and *Waiting*. Companion Essex couplet has Thorn Schwartz and the 4G's for *Baby, Baby* and *Madness*.

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. Gallo, Secy.

Editors
Roger S. Littleford Jr., Editor in Chief
G. R. Schneider, Coin Machine Editor
Herb Dorian, Outdoor Editor
William J. Sachs, Executive News Editor
Dick Armstrong, Executive News Editor
New York

Managers and Divisions
E. W. Evans, Gen. Manager Cincinnati
Main Office & Printing Division
2130 Patterson St., Cincinnati 22, Ohio
Phone: DUnbar 6450
W. D. Littleford, Gen. Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800
M. L. Reuter, Gen. Manager Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CENtral 8-8781
Sam Abbott, Gen. Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-3831
F. B. Joerling, Gen. Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 9443
C. J. Latscha, Advertising Director
K. Kemper, Advertising Mgr., New York
M. L. Reuter, Advertising Mgr., Chicago
B. A. Bruns, Circulation Manager
Main Advertising, Circulation & Printing Office
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUnbar 6450

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.

19

ABC'S 'MR. 4x5' SALES PITCH

ABC-TV Soon To Light Up 2 More Nights

NEW YORK, Jan. 28.—Ability of the American Broadcasting Company (ABC) to sell TV shows on the basis of its facilities story is enabling the web to plan early reopening of Monday and Tuesday nights, now dark. Opening gun was the sale to Procter & Gamble this week of the 7:30 p.m. Tuesday time for *Beulah*, 30-minute adaptation of the bankroller's AM stanza, to kick off in the fall. The show will be filmed in Hollywood. Radio version airs over the Columbia Broadcasting System (CBS) and was set thru Dancer-Fitzgerald-Sample.

With *Beulah* leading the way, ABC is expected to begin filling in other Tuesday time periods fairly soon. The web has open studio time left only on Wednesdays and Fridays. Altho it has some sustaining time remaining on Sunday nights, it can't originate any shows here because of studio and/or cable conflicts.

Hattie McDaniel, the AM lead, will also do the TV lead.

Equity Sets Play Series for ABC

NEW YORK, Jan. 28.—A new dramatic series for radio was set this week by Actors' Equity, to be aired over the American Broadcasting Company (ABC). The deal was set thru the Music Corporation of America (MCA), with an audition stanza to be cut within the next couple of weeks. The web is understood to have a client set up for the 30-minute weekly series.

Bert Lytell will host the series, with top name legit thespians featured each week. A portion of the proceeds will be earmarked for the Equity welfare fund. The price is about \$7,500. Equity participated in a TV series, sold to *Philo* thru MCA, some time ago.

Gruen Hunts Cincy Agency

NEW YORK, Jan. 28.—The Gruen Watch Company this week was shopping for a new advertising agency at its home office in Cincinnati, tho its billings still are retained by the Grey Advertising Agency of New York. Execs of the watch firm feel that they might be better serviced by having an agency in Cincy, where the contact could be much closer.

However, no decision has been made yet on a shift. The account may remain with Grey if other arrangements cannot be found.

Wendie Barrie Quits ABC-TV for NBC

NEW YORK, Jan. 28.—Wendie Barrie this week decided to shift her video network affiliation from the American Broadcasting Company (ABC) to the National Broadcasting Company (NBC). Beginning February 21 she will star in two 15-minute programs on NBC-TV from 7:30 to 7:45 Tuesday and Thursday evenings.

ABC made a counter-proposal, but Miss Barrie decided in favor of NBC. She'll own the package.

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

ABC Sells Two Quarter-Hours of "Stop Music," AM

Continuing its hectic sales pace of the past few weeks, the American Broadcasting Company (ABC) last week sold two quarter-hour segments of the AM version of "Stop the Music" to Sterling Drugs and Trimount Clothes. Sterling will take over the first 15 minutes, and Trimount moves into the second period. Speidel and Old Gold continue to hold down the third and fourth segs, respectively. The Sterling deal is effective with the March 5 show, while Trimount starts March 26. Sales involve total gross time billings of better than \$20,000 weekly.

Toni May Buy CBS-TV 9-9:30 Spot for Net Show

The Toni Home Permanent Wave Company is expected to buy the Wednesday evening 9 to 9:30 slot from the Columbia Broadcasting System (CBS) for a new network video show. It is not known what the TV program is and the date that it will start, altho programing is expected to begin late in February or early in March. Foote, Cone & Belding is the agency.

Chevrolet To Drop "Winner" After February 18 Show

Chevrolet Dealers of New York last week canceled "Winner Take All," effective after its February 18 telecast. The giveaway program is on WCBS-TV Saturday evenings 9:30 to 10. The package is owned by Mark Goodson and Bill Todman.

Altes Beer Buys 1,600 WXYZ Announcements

The Altes Brewing Company, of Detroit, thru McCann-Erickson, has purchased a total of 1,040 five-second spot announcements and 560 chain-break announcements on WXYZ, Detroit, James Riddell, station manager, discloses. The 1,600 announcements are to be aired between February 13 and December 31.

Ford Renews TV of Kyser's "College" for 26 Weeks

The Ford Dealers' Association last week renewed Kay Kyser's TV "College of Musical Knowledge" for another 26 weeks. This means that taking into account the expected summer hiatus, the variety-quizz show will be on video until the end of 1950. The program is on the National Broadcasting Company (NBC)-TV web Thursday from 9 to 10 p.m. J. Walter Thompson is the agency.

NBC-TV Buys "Small Talk," "I'm Dancing" From Finley

Larry Finley last week sold two TV programs, "Small Talk" and "Look, I'm Dancing," to the National Broadcasting Company (NBC). The first stars Al Gannaway and will have moppets discuss the headlines; the second will have Tony Capps offer dance instruction, with the music of Ted Fio Rito.

CBS Angles for Indianapolis Races on TV

The Indianapolis 500-mile Decoration Day auto racing classic is expected to be presented to video viewers this year. The Columbia Broadcasting System (CBS)-TV has already asked execs of the speedway to set a price for TV rights because several car companies have indicated an interest in bankrolling the event. The auto classic is presented on AM every year over the Mutual Broadcasting System (MBS).

WOR May Have "Tea at the Colony"

WOR-Mutual is reported virtually set on a new audience participation program, "Tea at the Colony" auditioned last week as a five-time half-hour show. It will originate at the Colony Restaurant, the long-gone Park Avenue crib, with a daily recipe included as a feature, the recipe to be given by Gene Cavallero, who runs the joint. The show will use alternate emcees and directors: Maggi McNelis and Julian Gerard emceeing Monday, Wednesday and Friday, and Beverly Paterno and John Tillman the other days. Directors will be Nate Rudich and Arthur Hanna, with Mal Boyd and Mike Jablons producers. Packagers of the show are PRB, Inc. (Mary Pickford, Buddy Rodgers and Boyd).

NBC Symphony Junket Gives Network's House Ork Pains

NEW YORK, Jan. 28.—The booking of a six-week coast-to-coast concert tour of the NBC Symphony under the baton of Arturo Toscanini is giving the National Broadcasting Company (NBC) a headache insofar as its house orchestra is concerned. Involved is not only the NBC house staff but the make-up on at least two NBC commercials, the International Harvester and Cities Service shows.

The symph tour is being made under auspices of RCA Victor and the orchestra's full complement of 65 men will go on the road for six weeks with

an average of three stands a week. It so happens, tho, that these 65 musicians also make up the full NBC house group; a number of units within them serve on many NBC sustainers and in addition, men from the symph make up virtually the entire orchestras for both Harvester and Cities Service.

As a result, NBC must now build an entire new house orchestra, since its contract with the musicians specifies a house group of 65, and Frank Black and Paul Lavalle, Harvester and Cities Service conductors, must also shape up new crews for the six-week period.

2 Bankrollers, 4 Plugs Daily, 5 Times a Wk.

It's "Drumfire in Depth"

(Continued from page 3)

and brief 30-second plugs at the conclusion of each show.

The programs involved are the last 15 minutes each of *Modern Romances*, at 11:15 a.m.; *Buddy Rogers' Pick a Date* 2:45 p.m.; *Hannibal Cobb* 3:45 p.m.; and *The Kirkwoods*, at 4:45 p.m. This spreads over the entire afternoon, and provides a variety of shows.

The modus operandi calls for each sponsor to get 2½ minutes of advertising on two of the four shows each day, and a 30-second plug on the other two shows. The two bankrollers would swap shows each day. Cross-plugging plans also go both vertically and horizontally: The big plug on each show will also push the next day's episode of that program, while the small plug will pitch the next program upcoming the same day on which this plug is in effect. Thus, 4 by 5 means four plugs daily, five times per week.

Cost per sponsor for the full ABC network of 275 stations runs about the same as for the purchase of time (See ABC "Mr. 4x5" on page 10)

Borden Plans Local Level Sales Pitch

NEW YORK, Jan. 28.—The Borden Company, now represented on the air with *County Fair* may shortly switch its entire radio advertising pattern into a local level, daytime operation. The milk product account has a daytime disk jockey show, featuring a top radio name, in mind.

What's holding up the deal now is approval of the star's present sponsor, to whom he is under exclusive contract. A decision is slated within the next week or so. If it goes thru, Borden's will use an open-end recorded series enabling local announcements.

The fate of *County Fair* depends largely on developments within the next few weeks, altho the chances are the show will run for another four months or so. Borden has had *Fair* almost five years.

Manie Sacks & NBC

The announcement of the appointment of Manie Sacks as director of artists relations for both the National Broadcasting Company and RCA Victor has led to general misconception within radio ranks. The average interpretation is that Sacks, at RCA-NBC, was to duplicate his artist and repertory chores which heretofore he fulfilled at Columbia Records. He is not.

The fact of the matter is that by doubling for both RCA Victor and NBC, in AM and TV, Sacks fills a need long felt by NBC. It is for a talent-hep exec, on a high level, with a close relationship with star caliber performers. That's Sacks.

For full details see Music Department, this issue.

This One



MOOD PROGRAMMING ON TV

Must Pursue Cyclical and Varied Skeds

Tele Impact Stronger

NEW YORK, Jan. 28.—Television, unlike radio, will be unable to adopt the theory of mood or block programming, according to the considered opinion of top TV program execs. Where, for example, radio may string together six dramatic programs (as the Columbia Broadcasting System (CBS) network does Thursday night in radio), the maximum tolerance point for programs of the same nature is now regarded, in video as problematical.

The reason advanced by program execs is the fact that video by its greater impact on both the visual and aural senses, reaches the exhaustion point sooner. The result, it is claimed, is that in contrast to sequential booking in radio, TV will have to pursue either cyclical or diversified booking policies. Cyclical program involves like program types reappearing at definite regular intervals.

TV program execs also point to the fact that movie houses showing double features always use complementary programming. This formula does not apply to grind houses as the Rialto Theater here, where they specialize in horror films.

Sponsors Aware

Sponsors, too, are aware of the fact that similar programs slotted close together will hurt their audience potential. The Philco Corporation complained vociferously when the Colgate Theater was put in front of its *Philco Playhouse* on Sunday evenings.

However, by judicious scheduling, two different dramatic programs can offer a wide variety of entertainment. The Monday evening schedule of CBS-TV has been pointed out as an example of ideal slotting. From 8-11 p.m. the web offers *The Silver Theater*, *Talent Scouts*, *Candid Camera*, *The Goldbergs* and *Studio One*. The three of the programs can be considered drama, *Silver Theater* and *Studio One* televise heavier dramatic themes with an hour and a half break between them, and *The Goldbergs* is a situation-comedy. On Friday CBS-TV has *Mama*, *Man Against Crime* and *Ford Theater* from 8-10 p.m. However, even within this block of drama there is generally some diversity. *Mama* is light; *Man Against Crime*, a mystery, and *Ford Theater* tackles a variety of drama.

NBC Inks Skulnick For 1-a-Month Test

NEW YORK, Jan. 28.—Menasha Skulnick, veteran Yiddish stage, vaude and radio comic, this week was pacted by the National Broadcasting Company (NBC) to be featured in a new TV show. The preem will be February 20, on a one-shot trial basis, but if the show clicks it will stay put on a one-a-month sked in the 9:30 p.m. slot. The new Robert Montgomery dramatic series for American Tobacco will fill alternate weeks at that time, with the NBC-TV opera series taking a third week.

The situation comedy is in the scripting stage. Tentative titles include *Menasha's Place* and *Menasha's Tavern*.

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

Schubert To Cut "Malone" Kine Test on Coast

Bernard L. Schubert, radio and TV packager, is heading for a three-week spell in Hollywood, starting this week. While on the Coast, he will cut a kine sample adaptation of "Amazing Mr. Malone," his radio whodunit. Gene Raymond will play the title role. The Schubert office is setting two other kine auditions in New York, adaptations of "Topper" and of "My Sister Eileen."

Atlantic City Hotel Owner Would Buy WMID

Richard Endicott, hotel owner in Atlantic City, revealed last week that he is seeking to purchase WMID there. He is asking the Federal Communications Commission for permission to buy a two-thirds interest in the station, offering to pay \$50,000 for the shares held by Earl Johnson and Charles H. Singer. David H. Freedman is owner of the other third interest, which he will retain if the deal is sanctioned.

Everyone Ankles From Post to Post in Philly Shifts

Philadelphia AM-TV personnel shifts this week included the following appointments: Harold L. Simonds, as local sales manager of WFIL; Don Frost, formerly with Friedenburt Agency, to WCAU-TV sales staff; Dr. Edgar B. Cale, University of Pennsylvania professor, named civic advisor to WIP; John (Chick) Kelly exits WCAU-TV sales to take promotion director post at WPTZ; Sam Stewart upped from WPTZ traffic manager to the station's commercial department, while Edward Altman, of studio operations, moves into the traffic spot. Philly's agency field also acquired two new firms this week, with radio writer-producer Lee Stewart and Harry Bortnick, ex-ad manager of Raymond Rosen & Company, both setting up their own radio and TV outfits.

Colorado Broadcasters Elect Board, Okay Constitution

The Colorado Broadcasters' Association (CBA) held an organizational meeting Wednesday (24) at Colorado Springs to elect a board of directors and approve a constitution. The association, made up of representatives from 26 Colorado radio stations, approved the following board appointments: Rex Howell, KFXJ, Grand Junction and KELN, president; Robert D. Ellis, KGHF, Pueblo, vice-president; Al Meyer, KMYR, Denver, secretary-treasurer; Doug Kahle, KCOL, Fort Collins; Ed L. Allen, WGIW, Alamosa. By-laws for the CBA, which were approved in general by the delegates, were drawn up by a committee consisting of Howell, Ellis, Meyer and James Russell, KVOR, Colorado Springs.

RMA Announces International Demonstration on U. S. TV

An international demonstration of U. S. television will be held in this country March 27-April 7, the Radio Manufacturers' Association (RMA) announced last week. The demonstration will be for the benefit of a group of European technicians who have been considering global TV standards.

Following the U. S. showings the European group will visit TV exhibitions at Paris; Eindhoven, Netherlands, and London later in the spring. Recommended by the RMA to the State Department as members of the committee to arrange the demonstrations were RMA chief, Raymond Cosgrove; Larry Hardy, Philco; Allen DuMont, president of DuMont Laboratories; Karl Phillippi, General Electric; J. B. Elliot, Radio Corporation of America (RCA), and V. S. Nameyeff, Raytheon.

CBS Sponsorless Friday Nites But Sells 5 Daytime 1/2 Hours

NEW YORK, Jan. 28.—The Columbia Broadcasting System (CBS) this week had two programs canceled, but made up for its losses when the Colgate-Palmolive-Peet Company purchased the 4-4:30 p.m. time period across the board. The two shows lost are *Leave It to Joan*, now sponsored by Roi-Tan cigars, after March 3, and the *Prudential Family of Stars*, which is bankrolled by the Prudential Life Insurance, and does its last sponsored show February 6.

However, the cancellation of the first program and other shifts have cracked the CBS Friday night schedule wide open. *The Goldbergs* will air on Saturdays, 8:30-9 p.m., beginning February 4 instead of Fridays, 8-8:30 p.m., and *My Favorite Husband* moves into the open Prudential slot Sundays, 6-6:30 starting March 5. The Lucille Ball situation comedy is now Fridays, 9-9:30 p.m.

This means that Friday evening, starting at 8 p.m., is completely open. CBS as yet has not decided what to schedule, but there are indications that web program execs are brain-

trusting a few new packages. Harry Ackerman, Hollywood program head, will arrive in New York Tuesday (31) for confabs on Coast possibilities. Among CBS personalities considered for new shows are Garry Moore, who is having his afternoon program cut in half by the Colgate purchase, and Alan Young, a new CBS property.

Hypes Saturday Sked

But the reslotting will also mean that CBS will now present a strengthened Saturday night line-up. Beginning at 8:30 and lasting until 11, the web will offer *The Goldbergs*, *Gangbusters*, the new Arthur Godfrey digest show and *Sing It Again*. It is hoped by the net that putting Godfrey before *Sing It Again* will help sell the 10 to 10:30 portion of the giveaway. General Foods gets a continuous time buy by airing *The Goldbergs* and *Gangbusters* back-to-back.

It is virtually certain that Colgate will buy *Strike It Rich* for the across-the-board afternoon time. The program is now under option to the William Esty Agency which handles some of this sponsor's billings.

Miller & Jones Feud Rages on Color TV Sitch

WASHINGTON, Jan. 28.—A running fight on color TV between President Justin Miller, of the National Association of Broadcasters (NAB), and Commissioner Robert Jones, of the Federal Communications Commission (FCC), reached a high pitch this week when Miller retorted to a stinging rebuke from Jones on a statement made earlier by Miller. Jones started off the latest phase in a speech last week hinting at anti-trust action against color TV stallers. Miller promptly wrote Jones a short note challenging what he called the commissioner's view of forcing production before lab work is done.

Jones answered this note with a (See Miller & Jones on page 10)

TV 'Amos, Andy' Has Negro Cast

HOLLYWOOD, Jan. 28.—An all-Negro cast will portray the principal roles in Columbia Broadcasting System's tele version of *Amos 'n' Andy*. Test film will be shot in mid-March, with Jerry Fairbanks handling the lensing. Names of individuals cast were not revealed, but according to CBS Program Veepee Harry Ackerman, persons are not in the name bracket. Leads come from Detroit and New York, and were selected on the basis of appearance and how closely their voices resemble air-show's principals. Web decided against using burnt-cork covered white thespis because tele show would lose realism.

Radio's *Amos 'n' Andy*, Freeman Gosden and Charles Correll, are sitting in with writers in preparing initial scripts. According to present plans, show will be televised as a weekly 30-minute seg. Net is studying film vs. kine costs and at present is favoring filming the show. Fairbanks will probably be inked for the shooting.

Anguish Cuts 'Poke Pix for Video Segs

HOLLYWOOD, Jan. 28.—To pattern Western feature films for tele's 30-minute segs, Toby Anguish will cut his 400 old cowboy pix into three installments. Anguish, whose Television Pictures Distributing Corporation handles the lion's share of video movies, feels serialization will be boon to tele stations.

Odd running time of feature pix tends to throw stations off their regular hourly skeds. Furthermore, life of pix will be tripled via cutting up. Anguish will trim each film at an exciting part in the story to retain interest in the following episode, in a manner similar to theatrical film serials. Cutting up plan will not affect the *Hopalong Cassidy* series at this time since keen interest in the pic has outweighed time sked disruption. However, after interest has dimmed, *Hoppy* will undergo the knife as well.

Anguish intends to have some of the actors appearing in the oldies do additional footage, rounding out the 30-minute set. He will retain the same prices for his films after the serialization, getting as much as \$250 per pic.

WOV's Weil Calls on NAB To Revamp Operations To Get More for the \$ Spent

Says Things Are Better. But Plenty More's Needed

NEW YORK, Jan. 28.—A call for the National Association of Broadcasters (NAB) to revamp its operations along more economical and business-like procedures was issued this week by Ralph Weil, general manager of WOVI, New York. Weil's criticisms of current NAB policies were framed in a letter sent to NAB President Judge Justin Mill.

Weil said his letter was prompted by numerous inquiries as to WOVI's intentions of remaining an NAB member. These inquiries, in turn, stemmed from the recent resignation from NAB of WNEW, New York. Both stations are non-network operations. Weil declared that, for the time being, WOVI was remaining in the NAB, but that it had doubts as to the future.

NAB, Weil declared, has "in the past year or so shown a certain record of accomplishment" and he listed specific assistance given in connection with customs charges on importing news shows recorded on tape and the high price of magnetic recording tape. This, he said, showed that "as far as we are concerned the NAB at last has begun to show real potentialities."

Thoughtlessness Alleged

On the other hand, Weil noted, he could not see justification for NAB executives being "thoughtless" insofar as expenses are concerned. He specifically referred to holding NAB

board meetings in "remote resort spots" which supposedly involve costs of some \$5,000 for transportation for NAB department heads. (Note: The upcoming NAB board meeting is in New Mexico.)

The Broadcast Advertising Bureau (BAB), Weil said, should be reviewed with respect to its expenditures—the bureau is an NAB-supported agency operating on a limited budget and designed as to be self-sustaining. Weil criticized expensive printing jobs undertaken by BAB and demanded that the agency get to "first things first" and dispense with frills.

Member Stations' Problems

Weil also charged NAB personnel with a lack of sympathy toward problems of member stations. "... Some NAB personnel," he wrote, "tend to take a cavalier attitude toward broadcasting problems of which they happen to know little. This business of broadcasting is a highly complex one and it should be the point of view even of the NAB experts that not even they know all the answers."

Weil concluded by noting that he did not feel now was the time to leave NAB, since the industry "needs a strong, unified trade organization. Should the time come when we think that the NAB is beyond hope as the organization the industry needs, we will pull out. But that time is not yet."

NAB Board To Weigh Ideas For Streamlining Structure

WASHINGTON, Jan. 28.—The National Association of Broadcasters' (NAB) board of directors will weigh a new batch of streamlined proposals which came forth Monday and Tuesday (23-24) at closed-door discussions by the board's structure and finance committees. The board, which meets February 8-10 in Chandler, Ariz., is expected to ponder the possibility of trimming costs from several of the NAB's departments as suggested this week by several members of the structure and finance committees.

A key factor in the required economies is a net loss of 182 station members by the NAB last year. Turnovers in NAB's membership last year are described by NAB nabobs as representing "a normal rate considering the economic situation facing radio, particularly FM radio." Nevertheless, the reduction also represents a strain on the NAB's purse, and the associa-

tion will have to find ways to conform fiscally.

In 1949, canceled, deleted or defaulted membership included 86 AM stations and 133 FM's, while gains of 23 TV stations and 4 associate members (networks) were shown. The NAB had 1,763 members at the start of the year, compared with 1,950 a year earlier.

Centralization Poser

The Broadcast Advertising Bureau (BAB) came thru this week's meetings intact, with recommendations slated to reach the board urging continuing the BAB on its present budget. With the BAB centered in New York, the question of just how far the NAB will continue centralization in Washington is headed for a stormy discussion at the board meeting in the wake of this week's committee sessions. Some high NAB-ers feel that NAB's activities should be scaled down considerably in Washington, with chief emphasis on legislative and public relations work. However, middle-of-roaders generally favor a minor streamlining of the organizational set-up and merely chopping off enough of the pay roll to conform to reduced revenue. Others favor raising the dues structure to avoid drastic streamlining.

Independent (unaffiliated) members of the NAB are readying to re-examine their position in the organization, with the unaffiliates' committee scheduled to meet here next Thursday and Friday (2-3). Ted Cott, chairman of the committee, will make one of his last official appearances in that capacity at the upcoming meeting inasmuch as WNEW, which Cott serves as vicepres, has resigned from the NAB, effective in March. The indies' committee will lay plans next week for "independents' day" at the NAB convention, which will be held in Chicago April 12-15.

CBS and Young In 5-Year Pact

NEW YORK, Jan. 28.—The Columbia Broadcasting System (CBS) this week signed Alan Young to a five-year pact for his radio and television services. The deal was made mainly on the strength of a kind of a new video program starring the comic. Several sponsors have already indicated an interest in putting the program on TV with General Foods at the moment leading the pack.

Young will work from Hollywood, meaning that his TV show would regularly be presented on kine. CBS will undoubtedly go to work building a radio program for the comic, either as a summer replacement or for insertion into the regular web schedule.

You are cordially invited . . .

to the
**Annual Exhibit
of entries
in The Billboard's
12th Annual
Radio
and Television
Promotion
Competition**

Time: 3:00 to 5 P.M.

**Place: LE PERROQUET SUITE,
THE WALDORF-ASTORIA**

Date: Tuesday, February 14th, 1950

Please Note: This will be the ONLY exhibit of entries in this year's Promotion Competition.

MCA, Morris Nix Acts Bid For Chi NBC Variety Tele

CHICAGO, Jan. 28.—Music Corporation of America and the William Morris office have turned thumbs down on submitting talent for the planned Chi-originated National Broadcasting Company (NBC)-TV web variety program. Both offices objected to the system under which Jack Russell of the Mutual Entertainment office, will book all talent for the show, which will use about \$10,000 worth of talent weekly.

Russell said that practically all independent agents and talent managers in the country had agreed to submit talent thru him under an arrangement which calls for no splitting of fees, and that the only negative response came from MCA and William Morris.

Despite the nixing by the two big offices, NBC intends to go thru with its plan to have Russell act as a clearing house, Jules Herbueaux, head of TV for NBC here, said. So far, he added, some good talent had been located thru the indies and he is not concerned with the opposition from MCA and William Morris. It is also known that if personal managers submit acts in the MCA or William Morris stables, they will be used, regardless of the policies of the two major offices.

NEW YORK, Jan. 28.—National Broadcasting Company (NBC) this week advised its television affiliates of modifications in its plan for a 2½-hour Saturday programing deal. The NBC proposal, as originally outlined, drew a complaint from the DuMont TV web, which charged the NBC plan was monopolistic. The Federal Communications Commission (FCC) has not yet acted on the DuMont beef.

Originally, NBC asked the stations

to commit themselves firmly for the 2½-hour program and said it would not undertake the venture unless 15 stations guaranteed acceptance. Under the new pitch, NBC is permitting any station, in a city where there are less than three stations, to take the program on virtually any basis. This means the affiliates will be able to stagger the show or carry it on alternate weeks to permit local pub-serv airings.

For Small Ad Men

NBC based its decision to revamp its Saturday night stance after a series of agency presentations outlining the idea was made this week. Designed to enable small budget advertisers to get into tele, agency reaction was receptive enough to get the network to keep the thing rolling. The first hour of the show will come from Chicago, with Ted Mills directing, and the remaining 90 minutes from New York, Max Liebman directing.

The NBC changes, however, still did not satisfy DuMont. Even with the modifications, Mortimer Loewi, director of the DuMont net, said he thought the plan "constitutes an attempt to secure a monopoly and would tend to prevent competition in such markets. . . ."

SAN FRANCISCO, Jan. 28.—KSNB is working out a plan to broadcast big league baseball this year. Permission of the two major leagues is required, but the home club, in this case the Seals, need not be consulted. The station will take advantage of a recent ruling of the United States attorney general's office which tossed out home club territorial rights against any encroachments.

Bennett To Use D.J. Show in Race for Iowa Governorship

DES MOINES, Jan. 28.—Myron J. Bennett, former Des Moines disk jockey who used the air waves to get elected to the Des Moines Safety Commission, has announced he will seek the Democratic nomination for Governor in Iowa next June. Bennett, known on the air as M. J. B., plans to go on the air again in an effort to get votes in the governor's race. He is considering a disk type of show filled with political plugs over 15 Iowa radio stations this spring.

Bennett has had a stormy career as Des Moines Safety Commissioner and recently was discharged by Station KSO Conspiracy charges were also filed against him in connection with his city post and he was suspended from office, but the charges were dropped.

He has been associated with a number of radio stations, some in Des Moines and one in St. Louis.

WNBQ Sells 7 Segs To Near Black Ink

CHICAGO, Jan. 28.—Seven new shows, totaling about five and a half hours weekly have been sold in the past 10 days by WNBQ, National Broadcasting Company (NBC)-TV station here. Chick Showerman, NBC vice-president here, estimated that sales totaled between \$2,000 and \$3,000 weekly for time and put the station much nearer to black-ledger operation, which it hopes to attain before the end of 1950.

New shows are *Who Said That?* sponsored by the local John T. Shayne clothing store; a new husband and wife show featuring Mr. and Mrs. Clint Youle, to be sponsored by the Electric Association of Chicago, beginning February 5; a new half-hour kid story-telling show to be sponsored, starting February 15, by Schoenberger & Sons, food org, a half-hour weekly sport show to be sponsored by Miller High Life Beer, starting February 15; a weekly feature film to be sponsored by the Chicagoland Studebaker dealers, starting February 5; *Zoo Parade*, live show from the Lincoln Park Zoo, to be sponsored Sunday evenings, starting within a couple of weeks by the Jewel food stores, and another feature film sponsored Saturday nights by Hauser Nash Sales.

In addition station also sold a series of 260 spots to Sears-Roebuck and signed 26 and 52-week renewals on two other shows.

TFC Has 6 Pix Set For Nat'l Release

HOLLYWOOD, January 28.—Tee-vee Film Company (TFC) has six shows available for immediate release via syndicate-regional or national sponsorship basis. Firm lists the following:

Veronica half-hour situation comedy series starring Ruth Brady; Erskine Johnson's 15-minute *Hollywood Reel*, available for 43 markets (already sponsored in 14 markets by Star Kist Tuna); *Gigi and Jock*, a half-hour children's program, making use of unusual puppets created in France; *See It and Believe It*, 15 minutes of film shot thruout the world, of animals; *Short Shorts*, five minutes of film, based on 300 short short stories, and TFC's most recent acquisition, Leo Guild's *Wizard of Odds*, half-hour special TV presentation of the newspaper column feature, available live or on film.

Prepping for readiness within four to six weeks are video shows based on properties owned by TFC, including a half-hour show based on the L. Frank Baum *Ozz* books; a series based on *Crime Club* stories, and another tentatively titled *Hollywood Dateline*.

Industry To Aid FCC on M'opoly

WASHINGTON, Jan. 28.—The Federal Communications Commission (FCC) is planning to call in the broadcast industry to help it decide what it should do in monopoly cases. The agency this week set a hearing February 13 for presentation of testimony to aid the FCC to formulate a clear policy on licensees mixed up in anti-trust actions.

At stake in the proceedings are the numerous radio and TV holdings and applications of the motion picture companies named by the Supreme Court in a civil suit brought by the Department of Justice as having violated anti-trust laws.

The FCC said it has never had a clear policy on such cases and pointed out that it had placed on temporary licenses a number of stations owned by anti-trust defendants and was holding up applications of such defendants.

Testimony was requested first on the question of whether the agency has the power to take in consideration violation of any U. S. laws other than the Communications Act. In the event it has such power, the FCC asked broadcasters if it should differentiate between civil and criminal suits; if it should act only when a licensee is deemed guilty by a court, or whether it should act as soon as a suit is filed; whether it should differentiate between actions of lower courts and the Supreme Court, and whether it should act if it has information of violations even though no suit has been filed.

Parks, Berle To Star At TBA Clinic Lunch

NEW YORK, Jan. 28.—Milton Berle and Bert Parks will head the attractions at the luncheon held as part of the annual Television Broadcasters' Association (TBA) clinic on February 8. Charles C. Barry, American Broadcasting Company (ABC) programs veepee, chairs this year's clinic. The morning session will cover three topics: Programs, buying and selling and interconnected vs. non-interconnected stations. Barry presides, with a question period afterward.

Afternoon session will include discussions on profitable affiliated stations, local video packages, TV jurisdictional problems, future of sports on TV and a roundtable discussion. Ned Irish, Madison Square Garden major domo, will handle the sports topic, with Ted Lamb, of WICU Erie, Pa., discoursing on making stations pay a profit. Ernest De La Ossa, of the National Broadcasting Company, will discuss jurisdictional problems.

Local packages talks will be handled by Russ Johnston, of Jerry Fairbanks, Inc.; Ralph Cohn, of Screen Gems, and Maurice Rifkin, of Frederic Ziv. Paul Mowrey, of ABC, will moderate the roundtable.

2 Nets Vie in Sports Kine Pitch to Falstaff

NEW YORK, Jan. 28.—Two networks this week were competing in pitching kine versions of sports events to Falstaff Beer, to be shown in non-interconnected Midwestern markets. The boxing bouts from Madison Square Garden, airing on the cable for Gillette, are the offering of the National Broadcasting Company (NBC), the first time these events have been offered in such a manner. The web is believed faced with clearance and cost problems with Gillette and the Garden before the deal can be inked.

The competing bid has been made by the American Broadcasting Company (ABC), which is offering wrestling matches. Bouts pitched are those which take place in Chicago and Hollywood. Costs on this package are believed to be rock-bottom, involving little beyond film charges. The agency for Falstaff is Dancer-Fitzgerald-Sample.

DOROTHY KIRSTEN

January 24, 1950

Dear Radio Editors:

Many thanks for voting me your favorite woman classical singer in Billboard's 17th Annual Radio Editors' Poll (January 7, 1950).

Gratefully,

Dorothy Kirsten

TVA Cold - Shoulders SAG Proposals; Take - a - Walk Policy Seen as Regression

East Unions Believe Talks Exhausted, Only Battle Left

NEW YORK, Jan. 28.—The Television Authority (TVA) this week unofficially turned a cold shoulder to counter-proposals made by the Screen Actors' Guild (SAG) on the disputed question of tele jurisdiction. The TVA feels that the SAG's reply to its memorandum is basically not an offer of partnership but some hybrid form of agreement which would allow the Coast union to walk out on 30 and 90-day notice.

The main points proposed by the SAG were (1) joint negotiations subject to the approval of both parties; (2) TVA is to have as its area of jurisdiction live video, simultaneous kinescopes of live shows, closed kines made in the same manner as live telecasts and film inserts which are subordinate parts of live telecasts; (3) SAG is to have as its area motion picture films made for exhibition on TV, film made by means of closed circuit kines in the motion picture manner, that is if it, for example, involves cutting, and filmed commercial spots carrying a commercial message; (4) neither party shall be able to disapprove a contract desired by the other partner without submitting the entire question to a referendum vote of its membership, with a 75 per cent vote required to sustain such disapproval; (5) if one partner by a 75 per cent vote disapproves a contract desired

by the other partner, either partner by a 30-day notice may terminate the partnership.

The TVA attitude is that the proposals are a complete regression from the points already settled in informal talks between the negotiators. The Eastern unions are not willing to give SAG jurisdiction over filmed commercial spots or film made by means of closed circuit kines even when motion picture techniques, that is, cutting, is used. The feeling is also evident that the looseness of the agreement, the fact whenever a stalemate is reached either union can take a walk and thus break up the partnership, makes any such amalgamation a weak one. Since the TVA expects a very tough battle from employers of video talent during negotiations, it feels such a labor organization would not be successful.

There is a growing feeling in union talent circles here that the conflict with the SAG will not be settled without a battle. The local execs believe they have done all that is possible to settle the matter amicably without any success. No alternate is left but strife.

Meanwhile the TVA is holding meetings of its members thruout the country. Such gatherings have been held in Chicago and Detroit and will be held next week in San Francisco and Los Angeles.

Draper Date Gets Sullivan, CBS To Eat Crow, Fried a la Hearst

NEW YORK, Jan. 28.—The Columbia Broadcasting System (CBS) and Ed Sullivan, *New York Daily News* Broadway columnist, both appeared to be somewhat queasy this week, the result of eating a large portion of stuffed crow. The crow was prepared Hearst-journalism style, featuring a nauseating yellow dressing.

The CBS-Sullivan indigestion stemmed from the booking on last Sunday's *Toast of the Town* television show (a CBS package featuring Sullivan and sponsored by the Lincoln Mercury division of Ford Motors) of a dancer named Paul Draper. Draper has been subjected to a character-assassination treatment for some months now on the ground he was identified with "subversive" groups. Hearst's *New York Journal American* immediately capitalized on Draper's booking and started giving Sullivan, CBS and Ford a 96-point, Page 1, red-ink going-over. In this, the Hearst

paper was given an assist by a veteran's organization.

The flag-waving, Hearst-style, continued until Wednesday (25) when Sullivan gulped down his dish of crow via an apology, telegraphed to Bill Lewis, vice-president of Kenyon & Eckhardt. In his apology, Sullivan, who actually is said to be giving lip service only, said he regretted having offended some of his viewers, repeated his opposition to communism and said he did not want his program used "as a political forum, directly or indirectly." (Note: Draper only danced and one of his numbers was interpretive of American folk songs.)

CBS then joined Sullivan at the Hearst table for its roast crow entree, and obliged by deleting Draper from the kinescoped version of *Toast*. This filmed version is fed CBS-TV affiliates beyond reach of the coaxial cable.

In some quarters there were those who regarded the Hearst *Journal-American* campaign with some skepticism. They pointed that the *J-A* now is engaged in a bitter circulation fight with the only other conservative evening daily in New York, *The World-Telegram and The Sun*. They pointed out that a good anti-Red kick like this, in which a gossip columnist on the daily with the largest circulation in the U. S. *The New York Daily News*, could be Peglerized, was a golden circulation opportunity. Department stores buy circulation, they added.

They also pointed out that Ford Motors is especially vulnerable on any cause, real or imagined, involving possible religious bias, Ford having taken years to wipe out its erstwhile anti-Semitic taint. Finally, they argue, were *The News* to reply to the *The Journal-American*, it would be that much to the *J-A's* good. The same skeptics, when the Hearst hip-hip-hurrying hullabaloo died down, were blessing *The News's* tabloid heart; it didn't give the *J-A* so much as a rumble.

Jack Carter, CBS Woo-Woo

NEW YORK, Jan. 28.—Jack Carter, who this week pulled out of the *Whelan Cavalcade of Stars*, video program, aired over DuMont, is dickering with Columbia Broadcasting System (CBS) for his radio and television services. Only thing holding up the deal is said to be the comic's high dough pitch.

Program execs at CBS feel that with the right handling Carter can be developed into a pretty fast TV comedian. His replacement on DuMont is figured to be Jerry Lester.

If any deal is concluded with Carter, it may perhaps cool the CBS yen for Dean Martin and Jerry Lewis. CBS has been negotiating with Martin and Lewis for several weeks, but nothing is set.

Thanks

RADIO EDITORS! *

JAMES

MELTON

Sings For all America

- ★ METROPOLITAN OPERA
- ★ RADIO—"HARVEST OF STARS"
- FOR INTERNATIONAL HARVESTER
- ★ RECORD BREAKING CONCERT AUDIENCES
- ★ SOLOIST WITH SYMPHONY ORCHESTRAS
- ★ RCA VICTOR RED SEAL RECORDS

* Voted Best Male Classical Singer

The Billboard's 17th Annual Radio Editors' Poll

Management

LAWRENCE EVANS & WEINHOLD, INC.

118 W. 57TH ST.

NEW YORK 19, N. Y.

DIVISION: Columbia Artists Management, Inc.

ABC "Mr. 4x5" Sales Pitch

(Continued from page 5)

and talent on a major 30-minute daytime strip: about \$1,600,000 per year for time and talent. In terms of commercial time, this delivers for each sponsor six minutes of plugs daily over four different time periods, or 30 minutes weekly over 20 time periods. Bankroller of the usual 30-minute strip show gets 4 minutes 15 seconds daily in a single time period, or 21 minutes 15 seconds weekly over five time periods.

ABC execs subtitle the 4 by 5 plan "drumfire in depth," as against the usual "blockbuster" method. The dispersal of plugs over the whole afternoon all week with four different kinds of shows is considered a means of blanketing the female listening market regardless of taste in listening or tuning hours.

If a web sold spot announcements, it would cost about \$1,000,000 per year to buy 10 plugs per week, scattered at different times of day over the full week. If a sponsor could induce a web to sell isolated quarter hour periods at different times of day, 10 quarter hours would run about \$1,600,000. The 4 by 5 plan is regarded as the sum of these two implausible methods, paying off in the tremendous cumulative effect of all the plugs. By offering the second quarter-hour of the shows used, the web says it is delivering their listening peaks.

The exchange of advertising time on radio by two clients has been tried earlier this year over ABC, with the idea springing from the web. However, no time sale deal was involved at the time. General Mills and Darby Foods swapped plugs on Jack Armstrong and Sky King, respectively; Sterling Drug and Libby traded pitches on My True Story, which both shared; and General Mills swapped commercials with Pepsi-Cola on Lone Ranger and Counter-spy, respectively (The Billboard, October 29). It was from these pioneer developments that ABC sales Veepee Fred Thrower came up with 4 by 5.

708 Million Potential

Researchers have noted that maximum potential listenership to a 30-minute daytime strip show, if all available sets were on, is about 193,000,000. The ABC 4 by 5 maximum potential is about 708,000,000.

ABC also has variations of the 4 by 5 plan encompassing sale of the full 30 minutes of each of the four shows, or the basic-plus-five network. This is believed to cost slightly less than the original 4 by 5.

The web plans to buttress the deal, when closed, with a major station promotion and merchandising campaign in conjunction with the two bankrollers. This would encompass all media, including pitching to the sponsors' dealers on the prestige of having four shows hawking their wares.

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.
8"x10", 5c ea. in quan.; postcard size, 2c ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.

Write for free samples and price list B-5



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

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

Shelby Named Radio, TV Chief for McCann-Erickson, Chi

Jim Shelby has been named director of radio and TV for the Chicago office of McCann-Erickson. Former assistant director of the department, Shelby takes his new post February 15, replacing Ken Craig, who recently was named an executive at WBBM-CBS, Chicago.

Keystone Network Draws Interest of TV Agencies

With celebration of the 10th anniversary of the Keystone Network this month execs of the country's only transcribed rural network claim many agencies representing companies using television in large cities have shown interest in the net. Theory of agencies apparently is that they'll get large market coverage and impact via TV and suitable rural sales forces thru use of Keystone radio shows. So far, auto firms have been leading in setting the new pattern.

New Studios, Offices Planned for WKY, Ditto for TV

Plans for immediate construction of new studios and offices for Station WKY, Oklahoma City, were formulated this week at an annual directors' meeting of the Oklahoma Publishing Company. Plans also include provisions for the future erection of similar facilities for WKY-TV. New directors named during the confab were Don C. Dickinson, veepee Security Trust & Savings Bank, San Diego, and O. C. Brown, advertising director of the publishing company.

Stone Preps Houdini Show for Newscasts a la Calypso

Something new in video news coverage has been cooked up by the Martin Stone Agency, New York, in the form of a five-minute across-the-board calypso news program, with chants by Wilmouth Houdini. Production costs on the show are at a minimum, since Houdini, true to his namesake, claims he can ad lib a calypso version of the news right off the ticker tape while in front of the camera.

All AM-TV Webs Pitch for Juicy Speidel Account

All four radio and all four TV networks this week were pitching for some of the Speidel Jewelry appropriations, known to be piled up waiting for the right show to come along. The client hasn't decided which of the media to place its cash into next, with the result that the webs and program packagers have descended in numbers upon Ed Simmons, of the Cecil & Presbrey Agency, with every type of airtel. The bankroller is said to be in no rush and is scanning the offerings carefully before making any decision.

Ford Adds Two "Blondie" Shows in Spot Campaign

The Ford Motor Company last week added two airings of "Blondie" to its list of shows being utilized in the program-spot campaign to boost its new models. This business was the first of this campaign placed for radio with the American Broadcasting Company (ABC), previous AM orders going to the Mutual Broadcasting System and the Columbia Broadcasting System. The two "Blondie" spots, airing on the full ABC web, are for February 9 and 16.

WPIX Puts All Live Ones on Monday-Friday Sked

The New York Daily News video station WPIX Sunday (29) rescheduled all its live studio shows straight across the board (Monday thru Friday). Heretofore, the programs were aired on a Thursday thru Monday policy, which station execs now think was at odds with normal listening habits of video audiences. The extensive switch job includes the addition of a new program, "The Ben Gross Column of the Air," at 6:35 Sunday thru Friday. "Guggenheim," previously heard at 8 p.m. Wednesday has been moved to 7:30 p.m. Thursday, because emcee John McCaffery's ABC show, "Author Meets the Critics," has been switched to Wednesday night at 8:30 p.m.

IATSE Wins Last of TV Wardrobers in N. Y.

Television wardrobe attendants at the National Broadcasting Company (NBC), New York, last week voted to be represented by the International Alliance of Theatrical Stage Employees (IATSE), with Local 764 as their collective bargaining agent, in an election conducted by the National Labor Relations Board. With the NBC faction in, the IATSE now represents all wardrobe attendants employed by TV networks in New York. And both CBS and NBC make-up artists and hair stylists have handed the vote to IATSE local 793 in separate elections.

Wise Gets Wise to More Out of Life

After a one-shot trial of "Get More Out of Life," Sunday night quiz show, William H. Wise & Company last week decided to bankroll the stanza as a series. Wise last week inked a contract for an additional 12 weeks to round out a full cycle on the show, heard on 62 American Broadcasting Company stations. Thwing & Altman is the agency.

WCAU-TV To Scan Hour Daytime Show

PHILADELPHIA, Jan. 28. — The biggest local daytime commercial venture in television will be launched on WCAU-TV on January 30 when

Snellenburg's Department Store starts sponsorship of a Monday thru Friday full-hour live remote show at 2 p.m. called Snellenburg's TV Jamboree. The daily hour strip was set by Robert J. Enders Advertising Agency.

A combination audience participation and variety program, the show will feature Bill Hart as emcee, hypnotist Bob Friend, vocalists Joe McNamara and Nancy Miland, the musical Tommy Ferguson Trio, with announcer George Thomas and actress Ginny Brown for the commercials. The show will be produced by the Enders Agency, written by Bob Howard, former radio scripter for Bob Hope, with Warren Wright, of WCAU-TV, directing.

Miller & Jones Feud Rages On

(Continued from page 6)

stinging letter accusing the NAB of representing the "power segment of the industry" instead of the smaller broadcasters and expressing amazement that Miller "should lend currency to the false shibboleth in the color proceedings." Jones declared that "the industry again is implicitly trying to get a decision which will freeze television in black and white until they have exhausted the market." He told Miller: "It seems fair to assume from the press reports of your speech in Iowa, wherein you stated that color is five years away, that you have aligned yourself with those who wish to preserve an exclusive black and white television market; I feel, therefore, that you have joined those who wish to lick color with nothing."

Miller fired back yesterday (27) accusing Jones of misconstruing completely his remarks and reading fantastic implications into them. "I am happy nevertheless," said Miller, "that this has provided an occasion for the commissioner to make even clearer the philosophy which underlies his behavior as a member of a high government body."

GENUINE HIGH 5 1/2 EA.
GLOSSY PHOTOS

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

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

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

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

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

COPYART
Photographers

WE DELIVER WHAT WE ADVERTISE

ATTENTION, ENTERTAINERS

100 8x10 Prints
for
\$7.50 Plus Postage

NO NEGATIVE CHARGE,
50% Deposit Balance C. O. D.

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

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

GLOSSY PROFESSIONAL
8x10 PHOTOS

IN QUANTITY

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

MULSON STUDIO
Box 1941 Bridgeport 1, Conn.

8x10 GLOSSY FINISH
PHOTOS

5 1/2 EACH 100
No NEGATIVE CHARGES OF ANY KIND! 50% DEPOSIT, BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST.

QUANTITY FOTO CO.
P.O. BOX B16 BRIDGEPORT, CONN.

SPECIAL PRINTED TICKETS

ROLL of MACHINE
100,000
FOR **\$30.00**

TICKETS

RESERVED SEAT PAD STRIP COUPON BOOKS, WAITER CHECKS, PARKING & LAUNDERETTE TAGS, ALL FORMS OF TRANSPORTATION TICKETS

409 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., Chic.
1001 CHESTNUT ST., Phila.

ELLIOTT TICKET CO.

Christopher London

Reviewed Sunday, 7-7:30 p.m. Sustaining on National Broadcasting Company. Style—Mystery. Producer-director, William Robson; adaptations by Len Crutchfield from stories by Erle Stanley Gardner; music, Lynn Murray; announcer, Don Stanley. Cast: Glenn Ford, Barbara Whiting, William Conrad, Irene Tedrow, Richard Anderson, Ben Wright, Herbert Butterfield, Jeanette McIntyre, Harry Bartel.

There is an old Chinese proverb which says, "If NBC louse up air at 7 p.m. Sunday, network will not get any rating, allee same." Well, maybe Confucius didn't say, but Confucius E. Hooper, of the Hooper rating service, is still likely to prove it. NBC has labored for months to come up with opposition to its erstwhile star, J. Benny, now toiling in other vineyards. So far NBC hasn't even produced a mouse, and **Christopher London** is certainly no mouse—it's a dog.

London, based on an Erle Stanley Gardner character, is old hat meller any mystery, the hat being of the Gibson girl vintage. Its plot on the premiere was prismatic in the perfection with which it telescoped and telegraphed its developments; its performances were pedestrian, and at times it was almost comic via its hackneyed projection of Chinese philosophy via London's adjutant and No. 1 boy. The plot had to do with a blackmailer trying to louse up the wedding of his own daughter, since adopted by another family. The sub-gum, egg foo yong atmosphere stems from the lead character's "recent return from the Orient." Also included is the standard prop, a cynical, tough-talking "detectative," given to riding London and who also appears gifted as a linguist. Speaks Chinese, no less. The big question is, whodunit to NBC? *Jerry Franken.*

Great Moments in Opera

Reviewed Thursday 7:30 to 8 p.m. EST. Sustaining for the Free Milk Fund via WNBC, New York. Producer, Walter Law. Musical director, Roy Shield, with the NBC Symphony Ork. Announcer, Ben Grauer. Cast: Patrice Munsel, Jan Pearce, Salvatore Baccaloni, Mrs. William Randolph Hearst, Edward Johnson.

This transcribed one shot was specifically designed to plug the Met's 23d annual benefit for the Free Milk Fund Friday (3), and musically it does a fine promotion job. Basso-buffo Salvatore Baccaloni, soprano Patrice Munsel and tenor Jan Pearce (all of whom appear in the Met's benefit performance of *Don Giovanni*) are big name draws in opera circles and were in magnificent voice Thursday (26) night. They each contributed noteworthy solos, then joined forces to close the show with the prison scene from *Faust*. Pearce's rendition of the tenor aria from the last act of *Tosca* was particularly outstanding, and Shield's symphony direction sparked an im- (See *Great Moments*, page 13)

Evensong

Reviewed Sunday, 8:30-8.45 p.m. Style—Poetry readings and music. Cast: David Ross and Ernestine Holmes. Producer, Ed Stasheff; director, Cledge Roberts. Sustaining on WPIX, New York.

Television, if deponent deposeth rightly, has no curfew-type programs of the famous *WLW Moon River* genre, and in *Evensong*, WPIX has come up with one which certainly can serve that end. It's a gentle, mood-laden and schmaltzy quarter hour given over to soft lighting, organ interludes and David Ross reading familiar poetry. It's right down Ross's alley, of course, in line with his diction award-winning sort of service in radio. His selections, excellently delivered, are mostly popular in vein, with a bit of philosophy tossed in at the open and close. Ernestine Holmes (See *EVENSONG* on page 13)



Radio and Television Program Reviews

Designates Radio Review



Designates Television Review

Life With Snarky Parker

Reviewed Thursday; broadcast Mondays, Tuesdays, Thursdays and Fridays, 7:45 to 7:55 p.m. Sustaining over the Columbia Broadcasting System (CBS) tele network. Producer-director, Yul Brynner; writers, Bill Baird, Tom Murray, Paul Peterson. Cast, Bil and Cora Baird's Marionettes.

Snarky Parker had just about the best marionette work yet offered in television, better even than CBS's own *Lucky Pup*, no slouch itself. Snarky and his friends and props—even including a renovated Model T owned by the show's heavy, Ronald Rodent—move and have their being with a captivating air of realism. They smoke, talk, roll their eyes and otherwise behave with startling fidelity.

In the current story line, Snarky, who's sheriff of a town called Hot Rock, is hellbent to capture the snarling Mr. Rodent, who has kidnaped the Hot Rock belle. Seemingly, the story is trying to lampoon TV's ancient Westerns, but it never succeeds, and this may serve to limit the program's success as adult appeal. The relatively late hour of airing (7:45 p.m.) indicates CBS has ideas of this type of audience primarily.

Serving both as narrator and an atmospheric prop is a wonderful piano-playing, cigarette-smoking character who adds up as a combination of all saloon ivory pounders, with a dash of Hoagy Carmichael and Humphrey Bogart combined. Unhappily, his voice is pitched at so low a monotone as to be unintelligible.

Studio space shortage forces the show to be done via kinescope, with a supply of episodes shot at one time for subsequent airing. *Jerry Franken.*

The Mystery Rider

Reviewed Thursday; broadcast Tuesdays thru Saturdays, 6:30 to 6:45 p.m. Sustaining on WOR-TV, New York. Producer-director, Mende Brown; writer, Tom Howell. Cast, the *Mystery Rider* and some Western film footage.

The current moppet craze for old oaters on TV must be sending the price skyward on prints which have been collecting dust for years. The latest station to fall in line is WOR-TV, which has kicked off a series titled *The Mystery Rider*. The title part is handled by an anonymous young man with a good torso, cowboy outfit and black mask, who harangues a little group of kids also garbed a la Custer's last stand. The bulk of the show, apart from the rider's opening and closing bit, consists of the ancient fillums.

The rider, properly garbed Western-style, courtesy of Miller Harness Company, of East 24th Street, off Cactus Arroyo, New York, wrapped up proceedings by telling the little group of kids, scared silent by the preceding pix, about what saddle horns are made of. He wound up telling viewers that he could use more "deppeties" to visit the studio, selected on the basis of letters written, who can "make fine palaver" with him. Then he took off out a rear door of the studio, calling his giant horse, Thunderbolt. This equine wonder stamped, snorted then galloped madly away, all courtesy of the sound man. The little kids were left staring meekly at each other. So was the viewing audience. Why not just show the films and forget the foolishness? *Sam Chase.*

Rocky King, Inside Detective

Reviewed Saturday (21), 8:30-9 p.m. Sustaining on the DuMont television network. Produced by DuMont in association with Stark-Layton, Inc.; director, Dick Sandwick; writers, Lawrence Menkin and Charles Speer. Cast: Roscoe Karns, Earl Hammon, Grace Carney, Jim Boles, Brook Byron, Jay Reese, William Mendrick, Hal Cooper.

Roscoe Karns, who has been toying with the idea of making the jump from films, to TV, finally has come over to video as star of this new whodunit series on the DuMont network. The nature of his show makes it hand-tailored for a veteran of his acknowledged comic ability, for his trespasing of Detective Inspector Rocky King is not of the usual hard-guy mold. Rather, King is a warm and human and frequently humorous character, beset with home and personal as well as professional problems. As caught on the third stanza of the series, the show has the elements need'd for a video success.

Some particularly good touches have Rocky perpetually harassed by a well-meaning wife, Mabel, whose voice is heard but who is never seen. Mabel was much more concerned about Rocky picking up some blue-bordered bed bolsters than about his (See *Rocky King* on page 13)

Can You Top This?

Reviewed Wednesday, 8-8:30 p.m. EST. Sustaining. Simulcast via WOR-TV. Producer, Senator Ford; assistant producer, Ed Webber; director, Roger Bower; announcer, Charles Stark; emcee, Ward Wilson. Panel: Joe Laurie Jr., Peter Donald, Senator Ford and Harry Herschfield.

By certain standards *Can You Top This?* has no business being presented on TV. It is primarily aural and the viewers do not get anything more out of seeing it than they would from only listening. But AM or TV, the program is funny, in its corny way. The simple format has Harry Herschfield, Senator Ford (founder of the show) and Joe Laurie Jr. trying to top a gag submitted by a listener. Peter Donald does a fine job of relating the contributions made by the (See *Can You Top This?* on page 13)

Faye Emerson Show

Reviewed Monday (23), 11-11:15 p.m. EST. Sponsored by Arnold Baking thru Benton & Bowles over WCBS-TV, New York. Producer, Hardie Frieberg; director, Ollie Barbour. Cast: Faye Emerson, guests.

This little stanza has been building steadily into one of the top-rated local video shows and has just swapped sponsors, Arnold Bread moving in, replacing Ansonia Shces. It has enough sparkle, thru the personality of hostess Faye Emerson, and enough glamour, via celebrity-studded chit-chat and guest appearances, to carry on rating-wise.

The initial ailer under the Arnold banner found Peter Lind Hayes and wife, Mary Healy, guesting, and doing a skit on an ex-G.I. meeting a former girl friend in the commissary of a film studio where she recently started work. This was good only for a modicum of laughs. Faye and Mary, however, probably captivated the dis-taff portion of the audience with gushings over their respective jewelry and garb. Faye, earlier in the show, commented avidly about a play she attended and a party she visited. Names like Serge Obolensky were tossed off as to every viewer were interest'd in his caperings.

Plugs for the bread were a bit on the frequent side, and stressed the human elements. Faye related how (See *Faye Emerson Show* on page 13)

Comedy Carnival

Reviewed Thursday (26); broadcast Tuesdays thru Saturdays, 7 to 7:15 p.m., and after sports events over WOR-TV, New York. Produced by Atlas Television Associates.

This series of old sound films will likely be good for plenty of showings on WOR-TV. While the pix in themselves are not classics by any means, some of the performers definitely are worth watching, no matter what the vehicle. For this reason the shorts will prove a good time-filler until such time as the station is able to provide a better audience lure.

Show caught was an oldie featuring Bert Lahr, titled *Montague the Magnificent*. Like most of the others, its value lies strictly and entirely in watchin'; Lahr go thru his routine. Other performers to be seen in the Atlas Television Associates library include Buster Keaton, Bob Hope, Harry Langdon, Milton Berle, Tom Howard-George Shelton, Al St. John, the Ritz Brothers, Danny Kaye, Billy Gilbert, Moran and Mack and others. Marquee value of the names will hold this time period up. *Sam Chase.*

Judy Canova Show

SEE INSIDE FRONT COVER

For Dates Contact: **WILLIAM H. KING** 2025 No. Argyle Avenue Hollywood 28, California

Retailers Still Cashing In On Assembling Own TV Sets, Despite Mfrs.' Price Cuts

Find They Can Keep on Top of That Brand Promotion

NEW YORK, Jan. 28. — Despite price slashes by the major TV manufacturers and deeper cuts made by promotion brand producers, retail dealers who began assembling their own video sets three months ago are still able to turn out a competitively priced receiver. As component part prices stood this week, total production cost of a 16-inch table model video set was "under \$123," according to one of the retailer-manufacturers in this area.

This dealer assembles his sets in lots of 100 and keeps less than 20 per cent of his total production for his own establishment. The remaining 80 per cent goes to promotion-minded dealers in surrounding areas. The cost to these dealers is "about \$150." Under such prices even the small video dealer can sell a set at a price as low as that of any of the big department store users of private brands.

The actual cost figures, in lots of 100, of this type of "basement manufacturing" operation are as follows: 19-tube, inter-carrier chassis, \$55; 16-inch cathode ray picture tubes, \$30.95; wood table model cabinets, \$22, and an assembly cost of "less than \$15." Maximum total cost to the producer is only \$122.95, which includes a 55-cent appropriation for a shipping carton.

The producer adds 20 per cent to the \$122.95 figure for overhead and profit, which makes the cost to other small dealers under \$150. Retail prices for the 16-inch table model receiver

Trad To Introduce Line of Home TV's

NEW YORK, Jan. 28.—A line of home video receivers soon will be introduced to dealers and distributors by Trad Television, it was disclosed this week by Alex Brown, general sales manager of the company. First of the new sets will be a 19-inch tube console with FM to retail at \$495. Trad has been active in the commercial receiver field for two years and is said to be the leader in installations of projection-type commercial receivers.

Following the 19-inch set, the company will release 16 and 12½-inch consoles. Prices on the latter two models have not been set. The larger size receiver will utilize the 31-tube RCA 630 chassis, DuMont picture tube and the DuMont "imputuner." Brown said distribution would be either direct to dealers or thru wholesale distributors. Final decision has not been made.

Excise Tax on Docket For RMA Confabbers

NEW YORK, Jan. 28.—While the video allocations "freeze" and color TV are expected to be the main topics of conversation at the annual mid-winter meetings of the Radio Manufacturers Association (RMA), the February 15-17 session in Chicago will include special RMA committee meetings on excise taxes, National Radio and Television Week and further "town meeting" promotions.

Since the Federal Communications Commission (FCC) hearings on color video are scheduled to resume in Washington February 20, the RMA confab is expected to produce some fireworks on the color question. Of particular importance will be the excise tax situation. Industry execs are expected to approve strong action in fighting for elimination of the tax.

vary from \$199.95 to \$229.95. The cost of 12½-inch table models is said to be only about \$15 or \$20 less than that of the 16-inch set. Nineteen-inch table model sets are now on the schedule for early production by one retailer who claims that the list price on his set will be within \$10 of \$285.

More Savings Due

Further savings are expected as soon as the smaller TV tube makers start production of rectangular tubes. One of these tube manufacturers takes "dud tubes" as trade-ins, which brings the \$30.95 price down to about \$25.

While the practice of dealer-manufacturing is not prevalent and is not expected to be an important factor, it still serves the purpose of retailers who find it difficult to compete with department and chain stores. In addition, it gives the dealer an excellent traffic builder and an item from which he can sell up to standard name brands. It also obviates the need for price cutting on the branded sets.

National's Tape Recorder-Playback Unveils Innovations

NEW YORK, Jan. 28.—A new tape recorder-playback that will retail for \$69.50 is being shown to radio-phono industry execs here by Larry Finley, president of National Recorders Sales, Inc. Containing several innovations for tape recorders, the device will also be available as a tape playback unit only for \$29.50, and as a combination radio-recorder-playback at \$89.50.

Invented by Al Neeley, who is president of National Recorders, Inc., Hollywood, the tape machine uses standard two-inch magnetic tape of the type produced by Audio-Flex or Minnesota Mining on which the user can record on any one of 24 different channels. Each channel plays for five minutes. Tape costs to the consumer, according to Finley, would be "under \$4 for a two-hour spool, under \$2 for a one-hour spool and about 49 cents for a 15-minute spool."

Split-Second Switch

As demonstrated, the machine makes the reversing switch from channel to channel in less than a half-second. According to Finley, the user can locate any portion of any recorded selection within 20 seconds. (See National's Tape on opp. page)

Brief and Important

Phono and AM-TV Receiver News Digest

Phiddle Phaddle Phrom Philly

Olympic of Philadelphia has been set up in that city for the manufacture, distribution, sale and service of radio, television, phonographs, recorders and transcribers. . . . Ajax-Central, Philadelphia distributors of heating appliances, has changed its name to Central Distributors and will add radio and television lines. . . . Paul Johnson is the new manager of the Domestic Electric Company, Philadelphia radio-TV dealer. . . . Harold W. Schaefer, assistant manager of the Westinghouse home radio division since 1944, and before that in charge of postwar radio and television planning of manufacture for RCA has joined Philco Corporation, Philadelphia, as a special assistant. . . . Richard C. Andrews has been named advertising manager of Raymond Rosen & Company, Philly distributors of RCA Victor lines. . . . Arrow Radio-Television Company has been set up in Philadelphia by Carmen J. Diodati and Arthur Coroniti. . . . Philip D. Ferrizi, Oliver Primelles, Lewis Cohen and Paul Cimuno have established the Cambria Television Service Company in Philadelphia. . . . New assistant manager for the Westinghouse home radio division in Philadelphia is A. George Rogers.

Notes on the Manufacturers

General Electric made its second price reduction within two weeks when it cut the prices on three TV sets by \$10 to \$20. The 12½-inch table set went down to \$229.95, a 12½-inch console was reduced to \$279.95 and a similar sized set with doors is now \$299.95. . . . Bendix will show its complete line of video and radio receivers at the Western Furniture Market in San Francisco beginning February 6. A new radio-phono-TV combination with 16-inch rectangular tube will be shown at the West Coast meeting. . . . The Capehart-Farnsworth Corporation leased three buildings at the Fort Wayne, Ind., Municipal Airport for use as warehouses. . . . Packard-Bell reported that earnings for the year ending September 30 were 365 per cent higher than the previous year. . . . Kaye-Halbert is offering straight 35 per cent discounts on all video sets except for a 16-inch console which retails at \$469.50 and on which dealers will receive 40 per cent.

Anti-Dust Static Surfacer for Plastic LP's

An anti-static compound that is said to eliminate dust-caused surface noise on long-playing plastic records is being offered to record dealers and distributors by the Merix Chemical Company, Chicago. According to Merix, you have to coat only one side of the record in order to remove the static on both sides.

Radio-Phono-Television Distributor Doings

Electrical Wholesalers, Inc., Atlanta, has been named Sylvania TV distributor for the Georgia territory. F. H. Denny Sr. is president of the firm, and J. O. Forrester is sales manager. . . . S. H. Lynch & Company, DuMont distributor in San Antonio, has started a special sales drive for the TV salesmen of Joske's Stores. The three top Joske salesmen will win DuMont video sets. The store has declared the week of February 5 to be DuMont week and will schedule special advertising and promotion in conjunction with the opening of KEYL-TV. . . . Tel-Rad Distributing Corporation will hold a special showing of Olympic sets for Northern New Jersey dealers at the Military Park Hotel, Newark. . . . Newly appointed Majestic distributors are the Golden Electric Company, Newark, N. J., the R. D. Schwab Company, San Francisco, and George Stevens Associates, Baltimore. . . . Tele King Distributors, Inc., has been formed to handle the Tele King line in the Metropolitan New York territory. . . . Fada radio and television lines are now handled by the Horrocks-Ibbotson Company in Central New York State.

Ad Man's Ad Allays Fears On Color TV

WASHINGTON, Jan. 28.—A move to induce the TV industry to join in heading off confusion about color and black-white television was initiated here this week by I. T. Cohen, head of a Washington ad firm bearing his name. Declaring that the public should get reassurances from the TV industry that "they can safely buy and enjoy black-and-white television without fear of their receivers becoming obsolete with possible introduction of color," Cohen inserted ads delivering that message in local newspapers. He said he received such a widespread favorable response to the ads that he is planning to stage a meeting of all interested parties.

Cohen, whose firm is a top-bracket local specialist in TV billing, declared in his ad that "it is up to the industry to tell the public the truth—that color will come some day to home television screens" but "that general transmission of color television will not come this year or next, but is something for the future" and that until color comes viewers may continue to use black-white TV "with ever-increasing enjoyment." Cohen said the information crusade was his own idea and run at his own expense.

Cohen's ads appeared as the Columbia Broadcasting System's (CBS) color TV demonstrations continued to draw crowds at the downtown Walker Building, where CBS has installed viewers for the public. CBS staged two special showings for congressmen this week, collecting a raft of favorable comments.

Crosley Debuts 2 TV Consoles

CINCINNATI, Jan. 28. — Crosley division, Avco Manufacturing Company, has announced two new console model television receivers in its 1950 line and at the same time has released "suggested" retail prices on three of the new models announced last month.

The two new consoles (10-418 MU and 10-412 MU) have mahogany cabinets with 12½-inch direct-view picture tubes. W. A. Blees, Avco vice-president and Crosley general sales manager, said that the new sets continue the Crosley "family theater" design of curved front cabinetry that simulates the proscenium arch of a stage and eliminates the necessity of head-on viewing.

Model 10-412 comes with doors and will retail at a suggested list of \$329.95. Model 10-418 has an open-face front and its suggested list price is \$289.95. Both models have built-in antenna; unituner, the Crosley fade eliminator for automatic gain control; the Stabilock Circuit and theater tone for sound quality. Both are engineered with a special long-distance chassis developed to function in communities at further than normal distances from TV transmitters. Also incorporated are a picture filter FM sound system and a 10-inch permanent concert-type speaker. Tuning is by two control knobs. Model 10-412 measures 35 7/16 inches high, 28 3/8 inches wide and 23 5/8 inches deep; Model 10-418 is 34 7/8 inches high, 27 7/8 inches wide and 21 3/16 inches deep.

The new suggested list prices apply to Model 10-401, a mahogany plastic table model with a 10½-inch tube, announced last month at \$199.95 and now pegged at \$189.95; to the 12½-inch tube table model housed in a mahogany cabinet (10-404 MU), which is listed at \$239.95, down from \$279.95, and to the console model (10-416) with a 16-inch tube, listed earlier at \$399.95, now quoted at \$379.95. All suggested prices are for Zone 1 and exclude the excise tax.

IS TV FOR DEPT. STORES?

Queens Dealers To Split 27G Saved in 5 Mos. of Co-Op Biz

NEW YORK, Jan. 28.—A \$27,000 dividend rebate kitty will be divided among 24 radio-television-appliance dealers who are members of the Queens Electrical Appliance Merchants' Association (QEAMA) of New York, according to Marino Jeantet, secretary of the retail group. The dealers are members of QEAMA Services, a five-month-old co-operative TV service group owned and operated by QEAMA dealers who do not operate their own video service departments.

Pointing out that the dealers only turned in 50 per cent of the manufacturer-suggested service charge on each TV receiver, Jeantet stated that the savings were tremendous. He explained that a dealer who sold \$5,000 worth of TV service contracts gave QEAMA Services \$2,500 to take over the service work. It is on that \$2,500 that the rebate is being made, representing the savings made thru the operation of a co-operative service company. The fund, said Jeantet, has been accumulated in only five months that the service co-op has been in operation.

Co-Op Buying

QEAMA itself has 60 general dealer members, but only 24 are participating in the video service plan. Over 35 of the dealers are also participating in the QEAMA's co-operative merchandise buying plan, according to Jeantet. Among the items being purchased thru the co-op are Monitor washing machines, Halli-

crafters television sets, General Electric vacuum cleaners and Brunswick TV sets. The Brunswick line is handled by QEAMA dealers exclusively.

"While there was some opposition, at first, from many manufacturers to our co-op buying plan, there were those who realized that value of the program," said Jeantet. "Now more and more manufacturers are beginning to see the light." Jeantet also stated that there were some manufacturers who did not, at the moment, want to be identified with the co-op plan but who were actually selling to QEAMA. In such cases, one of the QEAMA dealers places a large enough order for the entire association, taking advantage of extra discounts thru volume buying. "The manufacturer bills only the one dealer, but he knows," said Jeantet, "that the merchandise is actually being divided among the entire group."

A further advantage gained by QEAMA dealers, according to Jeantet, was better financing and commercial paper deals with local banks. He pointed out that the banks are much less conservative in dealing with association members than they were with the same dealers before the association was formed.

CAN YOU TOP THIS?

(Continued from page 11)
audience, while the emceeding chores are handled pleasantly by Ward Wilson.

On the program caught few of the jokes fell entirely flat, and each of the panelists revealed a talent for a different kind of humor. Laurie can milk a screwy and earthy gag, Ford does very well with Middle Western jokes and Hershfield tells the more sophisticated ones superbly. Donald's handling of dialects is also well worth viewing. It's disillusioning, tho, to see Donald reading his jokes.

For the benefit of the televiewers, WOR-TV might move the three panelists closer together so that they all could be in the picture. Otherwise there's little that can be done to help slant the program for TV.

Leon Morse.

EVENSONG

(Continued from page 11)
gives able support on the Hammond organ, both in backing up Ross and in her own solos.

The nature of the program limits it visually, but the present treatment, seating Ross at a fireplace, seemingly in a living room, and switching occasionally to the organ is more than adequate, since the sight face is secondary. Might be better if Miss Holmes faced him, rather than sat at the keyboard with her back to him. The low key lighting helps.

The program is currently spotted at 8:30 Sunday nights, but it would appear to be more appropriate at sign-off time, later in the evening. As such, it could probably run forever.

Jerry Franken.

FAYE EMERSON SHOW

(Continued from page 11)
Dean Arnold and his wife, a decade ago began their business with a batch of 22 loaves and delivery in a battered old car, and how this firm now has extended its enterprises to 13 States. She was assisted by an attractive lass who displayed some of the products mentioned. The plugs could be curtailed somewhat, altho the enthusiasm of their delivery made them convincing.

Sam Chase.

Dealers Claim They're Fair - Weather Salesmen

NEW YORK, Jan. 28.—The future of department stores as important TV sales outlets is being seriously questioned by the smaller retailers in the radio, appliance, music-record and home furnishings fields. All this is part of an ever-increasing campaign by the individual retailer to convince manufacturers and distributors that the small dealer is the "backbone" of the industry—not the large department store. Department stores, say the small retailers, are opportunists who will drop TV as soon as it loses some of its dramatic public appeal.

While no concerted action is being taken by the dealers to prove their point, manufacturers' field men and distributors report a growing dealer unhappiness over the super-promotions being staged by department stores in co-operation with TV manufacturers.

The chief point being made by the dealers is the speed with which department stores dropped their phonograph record sections or neglected them when disk sales fell off last year. The growing tendency of the large chain outlets to promote private brand video sets in favor of name brands is also one of the dealer's strongest arguments. The fact that W. & J. Sloane has given up its TV department in New York is already an "I told you so" item—altho Sloane's is not actually a department store, but a departmentalized home furnishings store.

Division of Charges

Aside from the general arguments being presented by the dealers, they point to the many additional operating charges which a department store divides among all its departments. Dealers point out that they don't have executive salaries to pay or such costs as plant protection, unit control, delivery, section and divisional managers, research, buying offices, adjustments and accommodation desks.

A radio-TV buyer for the New York branch of a large department store chain admitted that the top merchandising executives of his company looked at television as nothing more than a traffic builder. "Despite the sales volume my department is now doing—and it's tremendous—we only account for 1.59 per cent of the store's annual volume," he said. "And according to our statistical people, sales figures indicate that two times estimated volume must be carried as stock. That's a big investment for the store when our mark-up is only 27 to 30 per cent on the average. So long as there's a market for private brand sets, we'll be in the TV business in a big way—after that, I don't know."

Department Angles

The buyers, who obviously insisted on remaining anonymous, explained that specified percentages of such costs as a personnel department, an executive training department and general store maintenance were charged his department. "We're making money for the store and the chain," he said, "but not nearly enough when they compare us to their other departments."

Manufacturers and distributors, while listening to dealer complaints, are still insistent that favoritism is not being shown to department stores. They also insist that the picture is not nearly as dire as painted by the dealers. There are many, tho, who agree with the small dealer but claim that competition for the consumer's eye is too hot to be handled by independent retailers against department store merchandisers and promotion men.

Retail Set Sales Hit \$1-Bil. Peak

WASHINGTON, Jan. 28.—With TV receivers accounting for about 60 per cent of the total, the dollar volume of retail set sales hit an all-time record of \$1,300,000,000 in 1949, the Radio Manufacturers' Association (RMA) estimated yesterday (27).

A new record was also set at the manufacturing level, the RMA said, estimating total sales at \$850,000,000—some 13 per cent above 1948. The RMA gave TV full credit for pulling sales out of the doldrums, pointing out that radio set receipts were only about two-thirds of those in 1948.

RMA estimated that the retail value of TV sets sold last year amounted to \$875,000,000, while radio set sales amounted to about \$425,000,000. The association pointed out that TV set sales were only a part of the contribution to the national economy made by the medium, since service and installation charges added a large sum in addition to the price of the sets.

The radio sales in general declined from 1948, sales of auto radios hit a new peak of 3,500,000 units. The RMA noted that home radios started a sharp pick-up in the last quarter of 1949 to recover some of the declines in the early part of the year. "Toward the end of the year," declared RMA Prexy Raymond Cosgrove, "the industry was manufacturing 1,000,000 or more radios a month in response to a revived public demand."

GREAT MOMENTS

(Continued from page 11)
pressive pace for the over-all program.

Unfortunately tho, the milk fund pitches and incidental mike chatter were far beneath the high standards set by the musical format. Ben Grauer, who ranks among the best of air commentators, sounded uncertain and over-awed on the emsee chores, and his chit chat with the singers was stiff, staid and dull. Met Manager Edward Johnson and Mrs. William Randolph Hearst were on for a brief mike session, too, and, even tho their names may have snob value, their stilted dialog about the fund was singularly uninspiring. Plug-wise, the program would have carried more weight if they'd left the ticket-pitching to the show-wise Miss Munsel and Peerce.

June Bundy.

ROCKY KING

(Continued from page 11)
success in breaking a big case, and she had no hesitation about calling him at headquarters at weird moments to remind him of his mission. When the plot called for the gambler-killer to plant a bribe frame on Rocky, leading to h's suspension, good old Mabel assured him that with his mechanical ability he'd be sure to make out okay as a carpenter.

Visually, too, the show had some good touches. These included frequent and telling use of close-ups, and one sequence of a diver under water which certainly seemed to be the real thing. Done in collaboration with *Inside Detective* magazine, there would seem no dearth of material for the series. Scripting is intelligent, acting and direction of similarly good quality. Karns as Rocky King especially seems to have the feel of the part and the characterization. As this series goes along it should build into an even more interesting airer.

Sam Chase.

Magnavox Earnings 727G In 4th Quarter of 1949

CHICAGO, Jan. 28.—Net earnings of the Magnavox Company in the last quarter of 1949 were \$727,016, Richard O'Connor, president of the radio-TV manufacturing company, said this week. Income was equal to \$1.10 per share on 659,986 shares of common stock outstanding.

Net sales in the period were \$9,451,994, compared with \$4,324,898 in the previous quarter.

NATIONAL'S TAPE

(Continued from opp. page)
The process of threading the tape has also been simplified.

National Recorders is said to be able to go into production immediately at a Hollywood plant and in sub-contracting plants in California and in Chicago. The playback-only unit, which will be offered to radio-phonograph-TV manufacturers at "less than \$13" can be produced at a rate of "1,000 a day," said Finley.

Honer Deranged?

LOS ANGELES, Jan. 28.—A combination gas range and television set will be shown at the Winter Furniture Markets here and in San Francisco, according to Henry Honer, president of the Western Stove Company. The seven-inch screen video set will be centered in the back splash of the kitchen stove, with the audio speaker mounted in the front of the stove.

RCA'S TALENT PHILOSOPHY

Sacks's 3-Way Disk, AM-TV Talent Berth

A&R Operation Stays Put

(Continued from page 3)

The significance of the move is varied and complex. Firstly, it follows shortly after Victor's acquisition of Hugo Winterhalter, thereby leaving Columbia's a. & r. department somewhat battered and faced with the necessity of starting from scratch as far as the pop division is concerned. A nucleus of strong Columbia pop a. & r. men remain, topped by Joe Higgins in New York and Ben Selvin on the Coast.

Radio-TV Angle

Secondly, and even more important, RCA's acquisition of Sacks is an indication of the parent company's decision to solidify its position in the over-all talent field, encompassing not only records, but also the AM and TV operations of the National Broadcasting Company, RCA Victor's sister subsidiary.

It is noteworthy, in this regard, that Sacks's duties are clearly outlined. That is, his appointment in no way changes the operation or the personnel of the pop artist divisions of Victor and NBC. In Victor's a. & r. department, for instance, the selection of tunes and the choice of artists to record those tunes remains within the province of Joe Csida, a. & r. chief. Too, the final decision with regard to signing artists and pruning the artists' roster remains with Csida. The same is true on the NBC AM and TV levels.

Owing to the daily newspapers' scant coverage of the story, there has (Sacks Cues RCA Talent on page 48)

Sabat Says Fight Over Cuban Market Has Bolstered Monop

NEW YORK, Jan. 28.—The struggle begun last year for control of Cuban music, with the Peer interests and Rumbalero Music as protagonists, has intensified rather than alleviated the monopolistic nature of business there, according to Ramon Sabat, president of the Cuban indie Pan-Art diskery. Sabat is in town for two weeks to negotiate a deal with a major Yankee diskery for release of his masters here, and also to effect a tie-up with a local publisher.

Currently Pan-Art is at an impasse with both Peer and Rumbalero,

which is an affiliate of the Yankee Hill and Range pubbery. Sabat claims that neither house will license him to record their tunes, and since publishers there, unlike those in the U. S., can withhold permission to record, even when the tune has been cut for another label, he has found it necessary to spade for his own material, going directly to the composers. Sabat also has a test case pending before the Audiencia De Havana, wherein he hopes to establish that, under the law, a publisher cannot so restrain use of a composer's work.

Meanwhile, altho both pubbers accuse Pan-Art of delinquency in royalty payments, Sabat insists that this is a flimsy excuse, and that he is holding all due monies in escrow, pending an end to the discrimination. Further, he states that he will pay the writers their share directly next week.

According to Sabat, Ernesto Roca, Cuban musical factotum, is the key to the situation. Roca, former head of the Peer office, and now local Rumbalero chief, is also the Cuban recording director for RCA Victor. In the alleged effort to freeze out Pan-Art, Sabat claims Peer is playing along for political reasons. That pubbery has canceled Pan-Art's general license, and refuses to answer requests for special mechanical licenses, Sabat added.

"Altho 90 per cent of our catalog is Peer music, when he make our deal with a U. S. major, we will turn over Peer numbers only when it is absolutely necessary to do so," Sabat told *The Billboard*. He'd like to get his own pubbery started, but must first connect with an American house in order to show Cuban clefters a broader outlet for their efforts. Such a tie-up is now in advanced negotiation stages.

Higgins May Fill A&R Gap Left by Sacks

Many Others Mentioned

NEW YORK, Jan. 28.—At press time no definite decisions had been made as to replacements for Columbia's pop a. & r. department. It was strongly indicated that Joe Higgins, for many years high in the pop a. & r. hierarchy at Columbia, would move into the post being vacated by Manie Sacks. Higgins, however, is understood to be thinking of retiring in the not too distant future, and the question mullied by the trade is whether Higgins would care to hold the spot for an extended period. There's no current answer to this, but for the time being at least, Higgins will apparently take the helm.

Many other names have been mentioned as eventually succeeding Higgins. Eli Oberstein, Varsity Records topper, is among them. Some tension exists between Oberstein and Columbia over Harmony Records, but in some quarters it is admitted that notwithstanding this Oberstein is definitely under consideration. Queried on the matter, he stated that he had not been directly approached and that he had his own business to take care of.

Also prominently mentioned is Mercury's Mitch Miller. Miller presumably would go into the company as musical director. However, Miller stated late this week that no actual negotiations had occurred. It was learned that Goddard Lieberman, Columbia's exec with supervisory control of all a. & r., attempted to reach Miller this week and would probably contact him early next.

Numerous others were mentioned as possibilities for Columbia's a. & r. staff. The strongest pop men remaining are Higgins and Ben Selvin and there was some speculation that Selvin might come East. Morton Gould, Russ Case and Larry Clinton were names banded about as replacements on the Winterhalter level. Prior to Sacks's leaving, he had received some 45 applications.

ASCAP Furor Puts on the Mutes

"Turks" Fight Meyer Plan; Brass Waitful

'Whole Situation Messed Up'

NEW YORK, Jan. 28.—The sound and fury of last week's wrangle over formulation of a new classification plan for the American Society of Composers, Authors and Publishers (ASCAP) tunesmiths for presentation to the Justice Department (*The Billboard*, January 28) abated by a few dozen decibels this week as the combatants met in an attempt to reconcile opposing viewpoints. The scoreboard, as *The Billboard* went to press, read something like this:

The Young Turks, led by Redd Evans, continued to voice opposition against the Meyer plan, rallying more young tunesmiths to their cause.

The ASCAP writer classification brass, reportedly taken aback by the steaming protests raised against the Meyer plan, is said to be taking its

Sacks Facts

NEW YORK, Jan. 28.—That Manie Sacks should leave the Columbia Broadcasting System (CBS) family occasioned much surprise in radio and Tin Pan Alley circles. Sacks, who has a close relationship with the Levys, major stockholders in CBS, stated that he had spent nearly 10 happy years with Columbia Records. He added that he regarded the new post as an opportunity with a progressive organization.

Sacks plugged the 45 system, stating that "it is rapidly taking the lead over all other types of recorded music." Going into the fact that RCA will continue its conventional 78 and introduce a 33½ line in March, he added: "All of these factors have convinced me that in the phonograph field Victor will continue to lead. . . ."

time about submitting it to Washington. As one expressed it, "The whole situation's messed up and confused now, and I think the government's getting fed up with this. We'd bet (See ASCAP Furor on page 47)

Col'bia To Hike Prices on LP's

NEW YORK, Jan. 28.—The price of the Columbia Records' seven-inch LP microgroove disk will be hiked to 65 cents, excluding tax, for red label pop and hillbilly selections, and 95 cents excluding tax for the masterworks series. The move is effective February 1.

Current prices are 60 cents for pops and 90 cents for masterworks, exclusive of tax.

Last of Diamond Going on Block

NEW YORK, Jan. 28.—The last of Diamond Records' assets, 175 masters, go on the block Friday (10) at 10 a. m. at the Empire Broadcasting Company here. The auction is under the Treasury Department auspices; the government has a tax lien against the diskery of about \$40,000.

The pickings include 28 Jan August sides, among them *Misirliou*; 18 Jerry Coopers, and waxings by Harry Gibson, Joan Brooks, Nick Lucas, Danny Ryan, Dean Martin, Jose Cortez and others. The lot also includes some

Burglars Rob Leeds Offices

NEW YORK, Jan. 28.—Burglars broke into the bookkeeping, finance and warehouse office of Leeds Music at 322 West 48th Street Thursday night (26) and made off with a large amount of cash, jewelry and other items. The thieves rifled the entire building, apparently working all night. On other floors are Lane Bryant and the Sunbeam Appliance Company.

George Levy, Leeds exec, stated the burglars had apparently cut thru the safes with ease. The office was left in great confusion, with contracts and other papers strewn about. The jewelry belonged to Lou Levy, Leeds topper currently on the Coast, and George. Also taken was a stamp collection belonging to George Levy's son.

kiddy and hillbilly sides. With some of the masters goes the obligation of paying artists royalties on pressings.

Diamond has been inactive over a year. An inventory of pressings was auctioned off last year.

AFM PRESSURE ON CONGRESS

Dirty Wax Bill Held Up Until Court Verdict

WASHINGTON, Jan. 28. — The House Judiciary Committee is holding up a formal report on the Celler bill to ban obscene disks, pending a decision of the Supreme Court as to whether the criminal code already covers such records, it was learned this week.

The committee voted last week to report the bill favorably but retains technical custody of the measure, since no formal report was filed. Committee staffers said the bill would be unnecessary if the high court ruled the ban on interstate shipments of obscene literature in the code also applied to disks.

The court case involves an action of the Department of Justice against an individual named Alexander Alpers (*The Billboard*, January 21). The Justice Department lost out in a lower court on its claim that disks were already covered in the federal criminal statutes, and then appealed the case to the Supreme Court.

If the Supreme Court upholds the lower court, then the Celler bill will be unhooked from its technical snag and sped to the House floor. If, on the other hand, the Supreme Court upsets the lower court decision and rules obscene disks are obscene literature, diskers will find that they have been subject to Justice Department censorship all along without knowing it.

It has become apparent that the department is not optimistic about its present powers over disks. It requested the House Judiciary Committee to get going on a specific bill in order to prepare for a Supreme Court ruling in the Alpers case. The Alpers case was pending in the Supreme Court at the time that the Justice Department made its request of the Judiciary Committee (*The Billboard*, January 14).

Ross and Kaye Launch Pubbery

NEW YORK, Jan. 28.—Music man Charles Ross and songwriter Buddy Kaye have launched Charles Ross Music in partnership. Before Kaye's entry into the firm, Ross had been operating Harvey Music, which has been absorbed by the new firm. Application has been made for membership in the American Society of Composers, Authors and Publishers (ASCAP).

While Kaye will continue to pen for other pubbers on an assignment and fee-basis, he will place certain originals, particularly tunes he records for MGM Records with the Buddy Kaye Quintet, with the Ross firm. The pubbery has a half-dozen tunes already recorded on Victor, MGM, Coral, Mercury and Rondo. Both Kaye and Ross emphasized the fact that they propose to publish tunes by other writers in addition to Kaye's songs.

Reg Connelly Buys 2 Rights

NEW YORK, Jan. 28.—In a deal closed this week, British music man Reg Connelly acquired the European rights to Tommy Valando's Laurel and Valando music catalogs.

The deal, which is not reciprocal, was reported to involve a large chunk of cash paid out by Connelly in advance against future earnings.

Tunesmiths All in Tune--for a Night, at Least--Despite ASCAP

NEW YORK, Jan. 28.—The Songwriters' Protective Association (SPA), now in its 20th year, held its annual dinner at the Park Sheraton Thursday (26) night, with Prexy Sigmund Romberg, Otto Harbach, Stanley Adams and SPA attorney John Schulman summing up the achievements and progress of the society and discussing current and future problems.

With some 300 regular members on hand, many of them aligned against one another in the current American Society of Composers, Authors and Publishers (ASCAP) writer classification dogfight, the gathering went forward in an unexpected spirit of amity and relaxation. Speakers took cognizance of the potentially touchy situation in an oblique manner, stressing SPA's role as a guardian of songwriters' rights. The only interest SPA has in ASCAP, one speaker pointedly noted, is the right vested in ASCAP by songwriters. Collection and disbursement details are an administrative problem in the lap of ASCAP. Helping to break the ice was Otto Harbach's brief speech. He merely said that he met a young man named Pinky Herman on the way in to the dinner and asked him what he was going to speak about. Herman assured him that he had no polemics whatever in mind, Harbach told the audience. Both he and Herman drew heavy applause.

Reviewing the group's history, Romberg said that membership had risen from the original 240 to approximately 1,600, that 248 pubbers had signed the current agreement, that 2,500 individual current-form contracts had been executed to date. Four important publishers still have not signed with SPA—Paramount, Chappell, Southern and Leeds—but one of these is on the verge of coming into the fold. (The grapevine has it that this one is Leeds.) Of particular import to songwriters, Romberg said, was the necessity of establishing an equitable international copyright law, revising the domestic copyright law and of improving trade practices.

Members were apprised of the for-

mation of SPA's transatlantic counterpart, the Songwriters' Guild of Great Britain, which is now negotiating its first contract. SPA has contributed to the Guild's "fighting fund" and hopes to ally with the British organization.

Schulman, SPA counsel, discussed the national and international copyright situation and spoke of the "intangibles" accomplished by the association, such as prevention of bad copyright laws.

Reference was also made to SPA's forthcoming drive on a copyright renewal contract and the need for enforcing current songwriter-pubber contracts where pubbers are lax in fulfilling obligations.

Charlie Barnet Back to Baton; Has Tele Plans

HOLLYWOOD, Jan. 28.—Charlie Barnet, who last November quit the podium in favor of a personal management slot with the Carlos Gastel offices, returns to the band biz. Barnet will front an eight or nine-piece group, and following a couple of dates, will shoot for a network tele show. According to Barnet, group's style will follow modern lines.

He remained mum as to details on his tele plans. However, he said negotiations were currently under way with a video web. The show will be a five-a-week, 30-minute set in which he and his combo will be featured. Idea of show, according to Barnet, is entirely new to both radio and tele. Barnet will continue to be handled by his former personal manager, Arthur Michaud, and will remain with the Music Corporation of America (MCA). He hasn't as yet picked his sidemen, with mid-February skedded for initial rehearsals.

Barnet, technically still under contract to Capitol, refused to comment on his dinking plans, indicating Capitol ties may be broken. He intends to use combo on disk dates.

Hottest Agency Ork Battle Ends; GAC Inks Flanagan

NEW YORK, Jan. 28.—Ralph Flanagan, orkster born of the RCA Victor board of artists and repertoire strategy, this week inked a management pact with the General Artists Corporation (GAC). Flanagan signed a standard American Federation of Musicians (AFM) pact which, with options, covers a five-year period. The GAC pact closes one of the hottest agency battles for ork talent since the end of the war.

Flanagan's signature with GAC also verified the much-bruited report that the orkster would venture into the ranks of the traveling bands. He will make his first public appearance some time in mid-March with a 15-piece crew plus two singers, probably Harry Prime and a girl. It is likely that his debut will be made at a top Eastern dance location. The forthcoming Flanagan ork is being submitted for one-nighters from mid-April thru mid-June, with GAC execs claiming that he will spend at least 21 days in May playing col-

lege proms. It is believed that the agency will price the Flanagan crew moderately, with the one-night promotion asking price said to be around \$1,000 against 60 per cent of the gate receipts.

Younger Tootlers

The maestro, who has certainly stirred the greatest amount of interest in dance music since the terp business took its postwar whipping, next week takes off for a Nassau Islands vacation prior to commencing the selection and rehearsal of a crew. He has recorded with groups composed of leading studio musicians but will build his working crew from the ranks of the younger and lesser known tootlers. Flanagan will continue to style his ork along the lines of the late Glenn Miller's prewar band.

Such names as Jay Mayer, Joe Shribman, Willard Alexander, Don Haymes and others have been mentioned as potential guiding lights for the future of the Flanagan band.

Seeks Return Of Form B To Relieve Orks

Would Shift SS to Ballroom

(Continued from page 3)

sion is definitely aimed at returning responsibility to the ballroom owner of paying the Social Security and federal unemployment tax is found in a report of the House Ways and Means Committee, specifically stating that the second sentence of Paragraph 2 "is designed to change the effect of the U. S. Supreme Court's decision in the Bartels vs. Birmingham case." This was the test case in the 1947 reversal of the original Form B pact. It was on the basis of this decision that the Revenue Department switched responsibility from the ballroom op to the orkster for payment of the fed tax dig.

A check of Washington sources has disclosed that the NBOA membership is currently showing its opposition to this particular provision, plus another section which passed the House. Members of the Senate Finance Committee, in whose hands HR 6000 is now resting, told *The Billboard* that reps of both the AFM and NBOA had written and visited them personally. It was learned that Joe Malec, op of Peony Park, Omaha, was in Washington last week, accompanied by an attorney who was instrumental in a test case against the American Society of Composers, Authors and Publishers (ASCAP) fought some time back in Nebraska.

Tom Roberts, counsel of NBOA, when contacted, would not comment on NBOA's action. A meeting of the NBOA's board of directors, called suddenly Friday (20), was held in Chicago Monday (23). While details of the meeting could not be obtained, it is known that much time was spent in discussing the House Bill. In another move, NBOA has solicited the assistance of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), many of whose members operate ballrooms in connections with their parks. Paul Huedeponl, secretary of NAAPPB, is currently working up a letter, regarding the NBOA proposal, to be sent to all parkmen.

Ballroom ops are also hot at the exemptions' provision of HR 6000. This portion of the bill (Section 1412 (A)) reads:

"(A) Exemption—Any employer, (See AFM PRESSURE on page 70)

The
Billboard
DJ
Monitoring
Service

Week
of
January
18-24

Monitored Leading
Jockeys in
ST. LOUIS, MEMPHIS,
PORTLAND; WASH. D. C.

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

Don't Quit That Excise Ship, Men!

Industry Still Sees Victory In Bite Fight

AFM on Front Line

NEW YORK, Jan. 28. — Altho President Truman sloughed off the disk and admission taxes in his recommended excise tax cuts to Congress this week, the people affected in the music industry unanimously agreed that there was more than a fighting chance to knock down the weighty tax loads.

The several organized groups in music dedicated to fight for the elimination of excise taxes kept on punching for help, both from the public and from Congress.

Industry men active among the tax fighters are the American Federation of Musicians (AFM), American Hotelmen's Association (AHA), National Ballroom Operators' Association (NBOA) and a disk business committee representing all the waxeries. All have tried and will continue to attempt to sway congressional sentiment toward elimination of the 20 per cent cabaret and the 10 per cent disk taxes.

Doob Up Front

The disk industry committee has been contacting congressmen and has been encouraged to believe that the disk tax is likely to be eliminated. The committee's campaign, sparked by Loew's exec, Oscar Doob, started only six months ago but already has spread from the manufacturer level thru every trade segment and has even seeped to the record-buying public. The campaign to win popular support for the elimination of the tax will continue, and the disk committee will keep pitching to pick up congressional support.

A key member of the disk committee said he believed elimination of the tax was a virtual certainty. He pointed out that President Truman and Congress were interested only in the big money items. He thought taxes on "small items"—in which category he placed the disk business—would be removed entirely. "Music plays a far different role than a fur coat," he said.

Lending support to the disk industry committee's stand are a number of juke box groups as well as retailer associations.

The AFM has been waging a battle against the 20 per cent cabaret tax for over 18 months. The union believes that the elimination of the tax would lead to an increase in the employment of musicians.

The NBOA and the AHA both have been fighting to knock out the cabaret tax for spots which feature music for dancing only. Terper operators long have cried that the 20 per cent rap has had a great deal to do with the slack in the dance biz. The NBOA is campaigning on both a local and a national basis, with individual operators making direct efforts to round up customer support of the tax fight.

Generally, all aspects of the music business did not seem too perturbed by the President's omission. They seemed to think that in spite of it the excise taxes would get a piece of the good old ax.

Anthony Pulls 1,017 in B'port

BRIDGEPORT, Conn., Jan. 28.—Ray Anthony, playing the Ritz Ballroom here last Sunday (22) for a one-nighter, drew an attendance of 1,017 customers. The tariff was \$1.50.

Disney, RCA Plot Biggest Kidisk Push on "Cinderella" Flick Music

NEW YORK, Jan. 28.—RCA Victor is teaming up with Walt Disney in what figures to be the biggest kidisk promotion ever undertaken by the diskery. The object of the push is the *Cinderella* children's album, based on the forthcoming feature-length Disney cartoon flick, to which Victor has disk production rights.

Promotion of the film and musical score has been under way, with the pop tunes already cut by pop artists, and with Disney ads running in national magazines. The kidisk push, however, will include special screenings for disk dealers, contests for distributors' salesmen and a photograph contest. Victor will also exploit thru popular magazines, radio and TV. Special tie-ins have been arranged with the J. C. Penney stores and with Delman shoes.

Disney has agreed specially to screen the flick for selected dealers in each distributing area, with the whole *Cinderella* promotion displayed after each showing.

Victor is staging a "Blow Your Top" contest wherein winning salesmen get a Stetson hat. Regional record managers are also in line for a similar prize for the best photos of *Cinderella* windows, with at least five photos from a distrib necessary to qualify. All entries must be submitted no later than June 15.

Parents' magazine will get the largest single portion of the Victor push, and the mag will send a personalized letter to every key dealer drawing attention to the ads. Regular RCA Victor radio and TV ads in *The Saturday Evening Post*, and *Colliers* will carry *Cinderella* plugs.

Merchandising Pays Off:

Philly's Finkel Finds Push, Not Talk, Booms the Sales

By Maurie Orodener

PHILADELPHIA, Jan. 28.—In the selling of records and record players, according to Richard Finkel, proprietor of the High Point Music Shop in Philly's downtown section, merchandising pays off. To bolster his point, Finkel declared that in spite of all the controversy over record speeds, and while most dealers spent their time arguing and discussing the situation, he busied himself with efforts to sell the new products.

It was the business axiom of "getting in on the ground floor" that has spelled success for Finkel's record shop. Whenever a new label came out, and the product held promise coupled with advertising and exploitation, Finkel made sure that he kept the line in stock. Instead of a few numbers, Finkel believed that the line should be as complete as possible and practical. As a result, High Point soon began enjoying the reputation of having "everything you want when you want it."

When it came to hillbilly and Western records, Finkel was quick to recognize the popularity rise. And while most dealers carried only a few hillbilly records, High Point put in a large stock. The result—buyers found their way to the High Point Music Shop because of the wide and varied selection.

The same thing was true when Finkel added foreign-language records, children's albums all other specialty lines. The same principle held when RCA Victor first intro-

duced 45-r.p.m. Instead of raising a howl, Finkel set out to cash in on the company's advertising and promotion to sell the line for all it was worth.

With the aid of the local distributor, Finkel set out to merchandise the new 45 line. First of all, he familiarized his entire staff with the product. Coupled with attractive window displays and "live" promotions, he made available to his customers all forms of informative literature, catalogues and all other sales material.

"In our approach to the customers," said Finkel, "we demonstrated the new system. We reassured them from time to time that the new records were no mere novelty, that at High Point there would always be a large selection of such records available. As a result, we found a renewed record interest stimulated among our buyers. It gave us the opportunity to develop many more 'record addicts,' with the result that the 45's created an over-all lift to the record buying habit of the public."

To exploit the children's records, Finkel made capital of the multi-colored disks, "which always held particular appeal and interest to both the mother and child."

Keeping in mind the many doubts held and expressed by so many other dealers, doubts which he never held, Finkel looks forward to many more years of prosperous record retailing—speeds to the contrary.

Ready-made dealer co-op mats will feature original Disney art work. Radio-wise, the set will be plugged heavily on the Victor-sponsored *Screen Director's Playhouse*, carried by 180 major stations, plus spot announcements over NBC-owned and operated outlets, and on the *Kukla, Fran and Ollie* TV show.

A big promotional tour has been laid out for Ilene Woods, *Cinderella*'s voice in the film and album, who will be available on request to stores, radio shows, theaters, etc.

Victor is making available a cut-out display with the glass slipper, pumpkin coach, *Cinderella*, mice characters and Little Nipper, besides which the diskery will hand out one-sheets, color scenes and other cut-outs made available by Disney.

Delman shoes has set a tie-in with Disney in which Victor will also figure. Plans involve fitting a specially built *Cinderella* slipper to a *Cinderella* girl in every major city.

The film itself will premiere in Miami Beach February 16. Victor's album, which should hit about the same time, featured the original cast, plus narrator Verne Smith. The musical score for the disks was done by Norman Leyden. Steve Carlin was producer of the disk version. The set includes a 24-page storybook, with art work by Disney.

With the entire Disney field exploitation force added to the Victor guns, Victor anticipated the biggest kidisk package sale in its history. Coordination of the push is being handled for Victor by Bob MacRae, merchandise manager of the RCA Victor record department.

NBOA Airings To Hype Music

CHICAGO, Jan. 28.—In an attempt to popularize music over a wide Midwest area, the Nebraska Ballroom Operators' Association (NBOA), a chapter of the National Ballroom Operators' Association worked out a deal last week with radio station KFAB, Omaha, to air a half-hour band and ballroom show six nights per week. Deal was set during the NBOA's first meeting of 1950.

Starting February 2, the half-hour show will emanate from ballrooms of various NBOA members and will also air from auditoriums and canceries taken over by private promoters. The show will be a regular remote airing from the terpalace with plugs for NBOA and dancing at intervals during the show. To cut the cost of production, local civic groups are co-sponsoring the effort. KFAB, which is a 50,000 watter, blankets a considerable area. The promotion is the brainchild of Bill Selah, rep of KFAB.

The NBOA is currently staging the second *Princess Nebraska* beauty contest in member ballrooms. Finals of the competition, which will send a State rep to the annual Cherry Blossom Queen fete in Washington, will be held at Turnpike Casino, Lincoln, either February 12 or 19.

Herb Pauley, Turnpike Casino, Lincoln, was elected prexy of NBOA, while the remainder of the slate included: Floyd Paul, Fremont, v.-p.; Geraldine Schmidt, Riverside Park, Norfolk, treasurer, and Vic Sloan, secretary. Vic Schroeder, Omaha band booker, will continue to assist the NBOA's secretary in administrative work of the association.

1,092 Stations Can Play LP's

NEW YORK, Jan. 28. — Stations equipped to play long-playing records now total 1,092, according to Robert J. Clarkson, general manager of Columbia Transcriptions, Inc.

Columbia clients which have recently used microgroove transcriptions in campaigns include Dancer-Fitzgerald-Sample, Benton & Bowles, March of Dimes and the National Medical Health Association.

Clarkston pointed out that a quarter hour program may now be placed on a 10-inch microgroove whereas formerly a 16-inch conventional transcription was required for a program of the same length.

Bergman Set To Join RCA

NEW YORK, Jan. 28. — Dewey Bergman, formerly pop a.-and-r. chief at King Records, is set to join the RCA Victor a.-and-r. staff. Earlier this week a contract had not yet been signed, but it was understood the deal was in the bag. The effective date is February 1.

Bergman, prior to going with King, had been prominently associated with the Guy Lombardo band as an arranger.

GAC Gets Graham And Grey Orks

NEW YORK, Jan. 28. — General Artists Corporation (GAC) this week landed management pacts with a couple of veteran orksters, Chauncey Grey and Hal Graham. Grey, long a William Morris property, has been a near-permanent band-stand fixture at the Stork Club here.

Graham's small crew has been playing for a number of years in and around local dance locations like the Pelham Heath Inn and the Village Barn.



ARTIE SHAW



**HIS CLARINET,
HIS ORCHESTRA,
His Gramercy Five
NOW ON DECCA**

FIRST RELEASES!

LOVE WALKED IN
COUPLED WITH
I GET A KICK OUT OF YOU
ARTIE SHAW and his orchestra Decca 24869

**THERE MUST BE SOMETHIN'
BETTER THAN LOVE**
COUPLED WITH
NOTHIN' FOR NOTHIN'
Both from Musical Production "Arms and The Girl"
Vocal Choruses by Mary Ann McCall
ARTIE SHAW and his Gramercy Five Decca 24870

Price 75¢ plus tax
ORDER NOW!



AMERICA'S GREATEST BANDS ARE ON DECCA

MUSIC—AS WRITTEN

Patti Page Set for Roxy Before Nitery Tour

Patti Page has been signed for the Roxy for the second or third week in April. Current plans call for installation of a runway on which she will do her community sing specialty, "Money, Marbles and Chalk." The thrush, now at the New Yorker, hits the road for a nitery tour beginning February 2 at the London Chophouse in Detroit, winding up at the Hotel Roosevelt in New Orleans before going into the Roxy.

Pubber Cries "Pirate" at "Rag Mop"

International Music, pubbery affiliated with the American Society of Composers, Authors and Publishers, last week notified Bob Wills Music, wing of Hill & Range Music, and a number of record companies that it considered the current Bob Wills plug hit "Rag Mop," an infringement on its own publication, "Get the Mop," written and recorded by Henry (Red) Allen in 1945.

Rialto Shields Long's "Silver Dollar"

Rialto Music, publisher of the tune "Silver Dollar," has taken out a copyright on a Johnny Long arrangement of the tune. The reason, purportedly, is to protect Long's King recording of the tune from being copied by other recording artists. The second copyright gives Long exclusive recording rights in the arrangement. Need for this move, a Long spokesman said, follows recent "copying" of his "We'll Build a Bungalow" and "All the Bees Are Buzzin'" disks by other waxeries.

New York:

Pianist Ronnie Selby has left Vic Damone to work as a single, opening Thursday (26) night at La Commedia, formerly Tony's, on 52d Street. Jack Kelly replaces Selby as Damone's 88'er.

Alan Lomax has completed work on the biography of Jelly Roll Morton. The book, titled "Mister Jelly Roll," will be published in May by Duell, Sloan & Pearce. . . . Barbara Nelson, formerly with WDRG, Hartford, Conn., has joined the staff of Milton Karle, New York disk promotion man. . . . Aurelio Di Dio, noted Italian violinist, is scheduled to do his first American concert at Carnegie Hall Wednesday (1). . . . A Tom and Jerry record album for children is in preparation by MGM Records for an Easter appearance.

Jimmy Cathcart, known professionally as Jimmy Castle, is back in Spokane playing with Bob Campbell and his ork at the Cougar Quarterback Club. Both left four years ago to join Dick Jurgens's orchestra. . . . Sale of the Arthur Zepp dance band interests to Russ Andre, formerly of New York, was announced recently. Zepp is music consultant for KHQ, Spokane, and operates a school of piano and musical kindergarten.

Contact man George Schottler, who rode out "Rudolph, the Red-Nosed Reindeer" with Johnny Marks' St. Nicholas Music, is back with Santly-Joy. . . . Harry Hoch was to join Joe Davis's Beacon Music pubbery last week but took sick. . . . Orkster Bobby Byrne, Sammy Donahue and Roy Krals have joined the faculty of the Hartnett Music School, teaching trombone, saxophone and piano, respectively. . . . Coral wax warbler Bill Darnel, started a week at the Club Kavakos, Washington, January 30, to be followed by two weeks at the Fort Wayne Hotel, Detroit. . . . Alec Wilder has written the incidental music for the Kermit Bloomgartne production of "The Bird Cage." Play, by Arthur ("Home of the Brave") Laurents, is now in rehearsal.

Tennessee Records will be issued in Canada on Chuck Darwyn's Monogram label. The new hillbilly line will be distributed in New York by Jack Bergman's Tempo distributing outfit. . . . Chirp Mindy Carson played the Hartford (Conn.) Theater January 28-29. On February 4 she will sing for President Truman at the annual radio correspondents' dinner. . . . Violinist-Orkster Frank York enters his 25th week at the Russian Szazka. . . . Composer Dimitri Tiomkin has been named head of the music department at Stanley Kramer Productions.

Bob Swope has replaced Bobby Ascher in the Gene Krupa trombone section. . . . Dick Todd, former Bluebird star and "Hit Parade" warbler is making a comeback via the Signature label and, beginning this week, is playing a string of niteries in Wilmington, Washington, Camden, Chicago and Detroit.

Ilene Woods, the "Cinderella" voice, is due here February 12 for a round of personal appearances in conjunction with the opening of the Disney flick. . . . Lille Malatesta and Harry Pirrone, writers of "I Want To Cry," a rhythm and blues click on the Savannah Churchill waxing last year, secured the return of their copyright from pubber Herman Kanen. . . . Leonard Smith, of Leslie Distributors, became the father of a six-and-a-half-pound boy last week. . . . BMI Veepee Bob Burton leaves for the Coast Thursday (26). . . . Capitol Records has recoupled the Benny Goodman disking of "You're Always There" with "It Isn't Fair," now showing revival promise on the Sammy Kaye disking.

London artists Eugene Conley and Paul Schoeffler made their debuts at the Metropolitan Opera on Wednesday (25) and Thursday (26), respectively. . . . Chuck Darwyn, head of the Canadian Monogram diskery, married Joyce McEldowney Monday (23). . . . Lucyann Polk, former Tommy Dorsey thrush, has signed an exclusive RCA Victor Bluebird contract. . . . Seymour Goldblum has inked the Erskine Hawkins vocalist, Madaline Green, for his Domino label. The Magic Chords vocal group, signed with the same diskery. . . . Patti Page has been set for a Roxy engagement in the near future. . . . Mercury warbler Richard Hayes has been inked for successive stints at the Chase, St. Louis; the Town Casino, Buffalo, and the Prince George, Toronto.

Blue Barron's disking pact with MGM Records has been renewed for two years. . . . After Eddy Duchin finishes at the Deschler-Wallick, Columbus, O., on February 11, he'll play the Waldorf here thru May 10. . . . Orkster Larry Fotine goes into the Memphis Peabody Hotel February 27. . . . Eddy Howard plays the Paladium, Hollywood, from February 28 thru April 24. . . . Coleman Hawkins, jazz tenorman, is touring the Continent.

Chicago:

Carson Harris, p. m. of Barclay Allen, orkster, has joined the Arthur Michaud office. He is currently in the Midwest, where he consolidated a five-year pact between Frank Yankovic, the polkateer, and Michaud. . . . The Muehlebach Hotel, Kansas City, Mo., switches to a continuous music policy March 1, when Gardner Benedict's seven-piece society ork shares the stand with Pancho's four-piece rumba crew. Room has always utilized only one ork. . . . Wayne Gregg joined the MCA fold last week after receiving a release from his pact with GAC. MCA forked over an undisclosed amount of loot to GAC to get the Gregg pact. . . . Midwest Distributing Company, new St. Louis distrib point opened recently by a group formerly with Roberts Music Sales (The Billboard, January 28) is opening a branch in Kansas City, which will be operated by Bob Carroll, another ex-Roberts employee, and Selwyn Polsky, an officer of the new firm. Midwest has secured the following lines: London, Gotham, Apex, 20th Century, Imperial, Apollo, Aristocrat, Swingmaster, Jubilee and Peter Pan. . . . American Record Distributors, new Chicago indie outlet, has grabbed Savoy, Aladdin, Specialty, Regent, Sensation, Peacock and Knock-out. Evelyn Aron and Art Sheridan, who co-own the firm, were married December 16. . . . Verne Stephens, chief of MCA's concert division in the Midwest, and Dorothy Allen, Wayne King's publicist, were married January 26.

Philadelphia:

Phil Goldberg and Al Falkove, former viola players under baton-wavers Joey Kearns and Clarence Fuhrman, leave the dance field for chairs with the Los Angeles Symphony Orchestra. . . . Buddy Greco, former Benny Goodman pianist bowing with a quartet at the Rendezvous, will carry on as a single, starting out with solo sessions for the London label. . . . Mike Pedicin and Arnold's Cubanaires carry the musical chores at Ciro's. . . . Hot Lips Page added two new men to his small band, Jimmy Buston, formerly with Cab Calloway, and Walter Page, ace bass with Count Basie. . . . Stan Kenton is slated for a two-night concert at the Academy of Music next month. . . . Society Maestro Howard Lanin believes Dixieland music is on the way back and proves it by adding the Rampart Street Boys, with his 20-piece band playing the college proms and social events.

Four Tunes take in the next two weeks at the Blue Mirror, Washington, and then join Gene Krupa's band for the February 17 week at the Howard Theater in the same city and the February 24 week at the Royal Theater, Baltimore. . . . Hillbilly singer-composer, Dick Thomas has been made an honorary member of SWAP, the Songwriters' Association of Philadelphia. . . . Joseph Perry for the dancing at Jay's Slo-Club Ballroom. . . . Four Provinces Irish Ramblers orchestra is set for a series of pre-Lenten dances at Moose Hall, while K. of C. Hall brings in Jimmy McDade and his Irish-American Orchestra. . . . Mickey Palmer has been taken on for the music making at the Mammoth Ballroom in Pennel, Pa. . . . Chick Keeney, drummer at the Little Rathskeller, joins Charley Ventura's new recording band for a set of RCA Victor sides.

Hollywood:

Mounting interest in Stan Kenton's 40-man ork concert tour is reflected in reports from Seattle, where advance sale for the February 9 tour kick-off date is nearing the sellout stage. Scalpers are reportedly asking \$5 per ducat for the Kenton invitation only preview performance at Los Angeles Philharmonic January 28. . . . In one of the biggest cutting sprees since the ban, Decca waxed 11 sides with Dick Haymes within one week, three standards and the rest pops. . . . Frank de Vol currently mapping Midwest tour during the summer, following lay-off of his "Club 15" airshow. . . . Capitol's "Hopalong Cassidy" album is pulling the greatest initial orders of any album in diskery's history, and release date is a full month away. . . . Harry James, in denying rumors that he's disbanding, says 1950 will see his aggregation in the biggest one-nighter tour in years. Horn plays Pomona's Rainbow Gardens January 28 and San Diego's Pacific Square February 4 as starter. . . . Salvatore Baccaloni, Metropolitan basso and leading character singer, will pull a Pinza and try his hand at light opera. He will appear in "The Chocolate Soldier" at the Philharmonic in the Los Angeles Civic Light Opera Association production in the role of Captain Massakroff. . . . Two of Capitol's a-and-r. toppers are on a field disking trek—rhythm and blues head Dave Dexter is in Detroit to wax "Sugar Chile" Robinson while Lee Gillette, head of the country and folk wing will cut Hank Thompson. Both will double in pops, Dexter recording Ray Anthony at Cincinnati and Gillette cutting Jan Garber in Chicago.

ON THE SOUNDTRACK: Screen scribes are grumbling over the Motion Picture Academy's exception to the rule in permitting Frank Loesser's "Baby, It's Cold Outside" to be entered in the Oscar derby. Grumblers claim tune should have been declared ineligible, altho it was used in Metro-Goldwyn-Mayer's "Neptune," because it was performed many times before release of the pic's score. In 1944, Academy refused to accept "Don't Fence Me In," heard in Warner's "Hollywood Canteen," on the grounds that the Cole Porter tune was not first performed in the film. . . . Dimitri Tiomkin is cutting audition platters on his ballad "Love Like Ours" to be featured in Stanley Kramer's "The Man." Tune, with lyrics by Johnny Lehmann, will be warbled by Polly Bergen, who handled chirping chore for Tiomkin's "Never Be It Said" in "Champion." . . . Franz Waxman has been assigned to score "The Furies," Hal Wallis production for Paramount, featuring Barbara Stanwyck, Wendell Corey and Walter Houston.

Detroit:

Morry K. Kaplan Music Sales has taken on distributorship of the Sittin' In and Harmonia record lines in this territory. . . . Kaplan has named Tom Wall and Fred Arima to cover the Northern Michigan and Detroit city territories, respectively, in an expansion move. . . . Davis Burke, formerly of Chicago, has moved in as president of Ace Music Corporation, music booking office succeeding Globe Music. Robert Rhein, orchestra leader, who headed Globe, remains as a principal stockholder in Ace.

John Kaplan and Bernard Besman are moving the home office of Sensation Records, together with Pan American Distributors, handling a string of independent labels, to new enlarged salesrooms at 3731 Woodward Avenue.

FRANK SINATRA

a wonderful, exciting record

"GOD'S COUNTRY"

backed with

"CHATTANOOGIE
SHOE SHINE BOY"

COLUMBIA RECORD NO. 38708

A NEW
HIT BY

*Frankie
Laine*

**"THE CRY
OF THE
WILD
GOOSE"**



Flip Side
"BLACK
LACE"
Mercury 5363



"THE CRY OF THE WILD GOOSE" is folk poetry at its purest and cannot be classified simply as popular music.

The song itself is one with a universal theme; the story of a man stirred by wanderlust, torn between the security of a home, a woman's love and the urge to move on.

Symbolized by Spring and all of its signs . . . the breaking of the ice . . . the cries of the wild geese flying North . . . Laine dramatically sings of this conflict.



Complete Disc Jockey Coverage • Records Now in Stock at Your Mercury Distributor • Free Title Strips for Operators

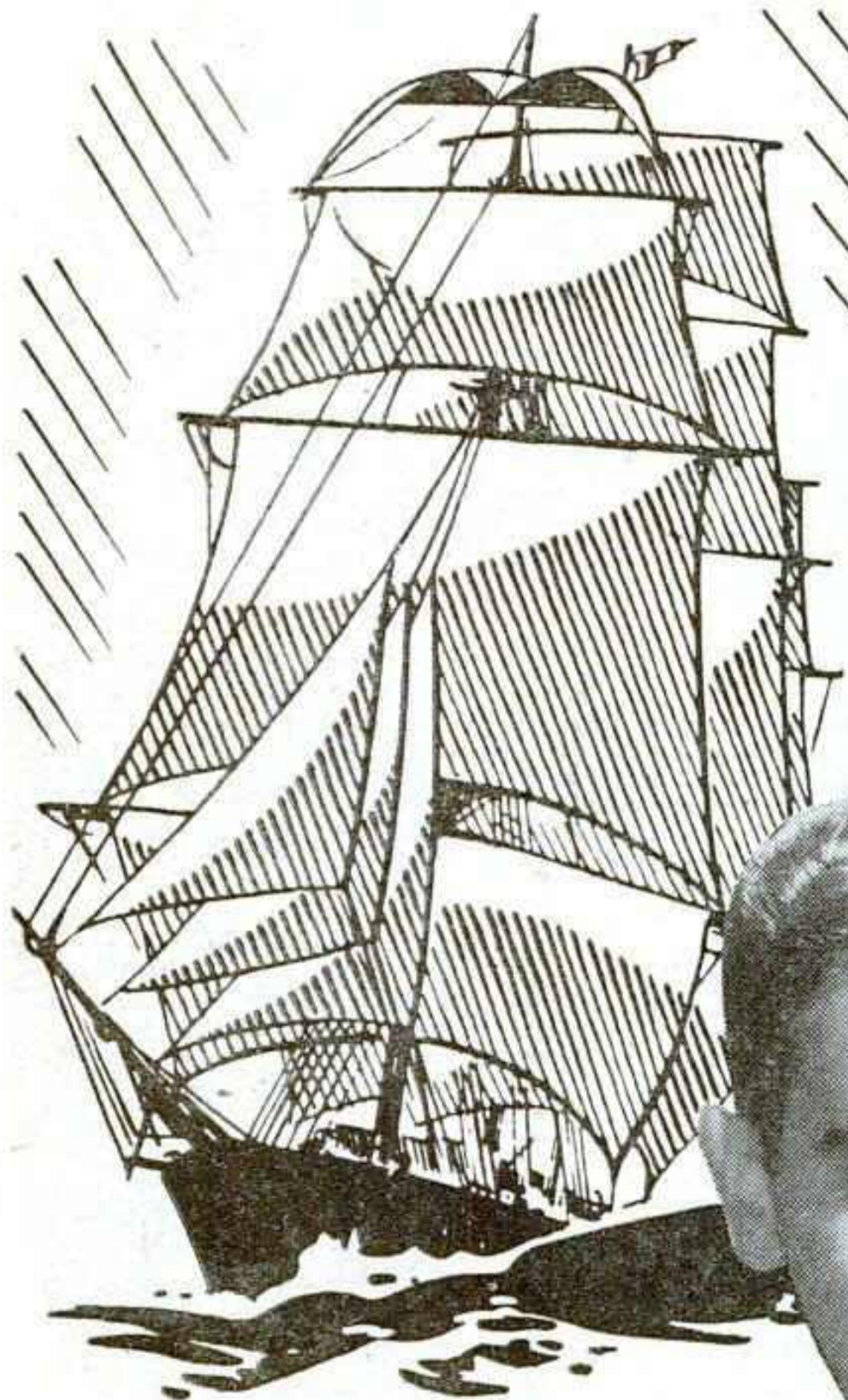
Only *Mercury* has the Hits on **NON BREAKABLE RECORDS**

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

AMERICA'S NEW VOCAL STAR SINGS THE LUSTY, POWERFUL CHANT OF A PHANTOM SHIP DOOMED TO SAIL ON AN ENDLESS TRIP WITH THE DEVIL AT THE WHEEL!

Richard Hayes

"THE FLYING DUTCHMAN"



FLIP SIDE

"MY FOOLISH HEART"

With

MITCH MILLER

AND HIS ORCHESTRA

Mercury 5362

CASH IN NOW WITH RICHARD HAYES! HE'S FLYING WITH ANOTHER CURRENT HIT, "THE OLD MASTER PAINTER." IT'S THE BEST!

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



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

High on the Parade of Hits!

Jo Stafford's



pen

Door-Open Arms"

and

"DIAMONDS ARE A GIRL'S BEST FRIEND"

... with the Starlighters and Paul Weston & His Orchestra

78 rpm No. 824

45 rpm No. F824

Feature These STAFFORD Hits, too!

	78 rpm	45 rpm
"The Last Mile Home" and "Ragtime Cowboy Joe"	No. 710	No. F710
"Just One of Those Things" and "Fools Rush In (Where Angels Fear to Tread)"	No. 808	No. F808
"Yodel Blues" ... with Johnny Mercer	No. 793	No. F793



First with the Hits from Hollywood!

WRITE OR WIRE YOUR DISTRIBUTOR TODAY

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending January 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

- 1. DEAR HEARTS AND GENTLE PEOPLE** By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP) **1**

Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596, (45)47-3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016; B. Pandis, Process 523.
Electrical transcription libraries: Kay Armen, Associated; Bob Crosby, Standard.
- 2. I CAN DREAM, CAN'T I!** By Irving Kahn and Sammy Fain
Published by Chappell (ASCAP) **2**

Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553, (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092; J. Livingston, Varsity 204.
Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard.
- 3. OLD MASTER PAINTER, THE** By Beasley Smith and Haven Gillespie
Published by Robbins (ASCAP) **3**

Records available: P. Harris Ork, V(78)3608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Lanson, London 555; J. Paris, National 9094; F. Sinatra, Col 38650; P. Lee-M. Torme, Cap 791; J. Livingston, Varsity 232.
Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard, World.
- 4. CHATTANOOGIE SHOE SHINE BOY** By Stone and Stapp
Published by Acuff-Rose (BMI) **4**

Records available: Bradford & Romano, V(78)20-3685, (45)47-3208; B. Crosby-V. Schoen Ork, Dec 24863; T. Duncan, Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "T" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 5. THERE'S NO TOMORROW** By Hoffman, Corday and Carr
Published by Paxton (ASCAP) **7**

Records available: A. Dale, Harmony 1078; T. Martin, V(78)20-3582, (45)47-3078; C. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636.
Electrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worth; Bob Eberly, World.
- 6. RAG MOP** By Wills and Anderson
Published by Hill & Range Songs (BMI) **6**

Records available: Ames Brothers, Coral 60140; Bradford & Romano, V(78)20-3685, (45)47-3208; R. Flanagan Ork, V(78)30-0025, (45)54-0020; the Foggy River Boys, Dec 46214; D. Sausage, Regal 3251; J. Wills, Bullet 696; J. Dorsey, Col(78)38710, (33)1-499; The Starlighters-P. Weston Ork, Cap(78)844, (45)F844 L. Hampton, Dec 24855; G. Daniels, 4 Star 1414; Pee Wee King, V(78)21-0167, (45)48-0179; J. James, 4 Star 1419.
(No information on electrical transcription libraries available as The Billboard goes to press.)
- 7. JOHNSON RAG** By Hall, Kleinhauf and Lawrence
Published by Miller (ASCAP) **9**

Records available: P. Bailey, Col(78)38673, (33)1-455; P. Bailey, Harmony 1088; J. Dorsey Ork, Col 38649; Hoylman Quartet, Rondo 207; G. Moore, MGM 10589; R. Morgan Ork, Dec 25442 and Dec 24819; A. Rey Ork, Cap 57-735; J. Teter Trio, London 501; J. Teter Trio, Sharp S 2; C. Thornhill Ork, V(78)20-3604, (45)47-3110.
Electrical transcription libraries: Dick Jurgens, Associated; Al Trace, Lang-Worth; Claude Thornhill, Thesaurus; George Wright, Thesaurus.
- 8. DREAMER'S HOLIDAY, A** By Kim Gannon and Mabel Wayne
Published by Shapiro-Bernstein (ASCAP) **4**

Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, V(78)20-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassel, Vocalion 55070; G. Olsen, Varsity 226; J. Livingston, Varsity 231.
Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World.
- 9. BIBBIDI-BOBBIDI-BOO** By Mack David, Al Hoffman and Jerry Livingston
Published by Walt Disney (ASCAP) **8**

From the Walt Disney film, "Cinderella"

Records available: Aristokats, Dec 24807; P. Como, V(78)20-3607, (45)47-3113; R. Robbins, Cap 57-778; J. Stafford, Cap 57-782; D. Shore, Col 38659; L. Welk, Mer 5347; Ilene Woods, Bluebird 30-0019; B. Crosby-J. Conlon's Rhythmaires-V. Schoen Ork, Dec 14863; Jimmy Durante, MGM 30226.
Electrical transcription libraries: Lawrence Welk, Standard; the Satisfiers, Associated; Frankie Carle, Lang-Worth.
- 10. SLIPPING AROUND** By Floyd Tillman
Published by Peer Intl. (BMI) **6**

Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581, (33)2-216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224; Q. D. Holly & His Southern Troubadours, Folk-Star 505; R. Turner, Varsity 216.

The **BIGGEST** *GOING RATE*
INITIAL SALE IN
RCA VICTOR'S
HISTORY!!! *

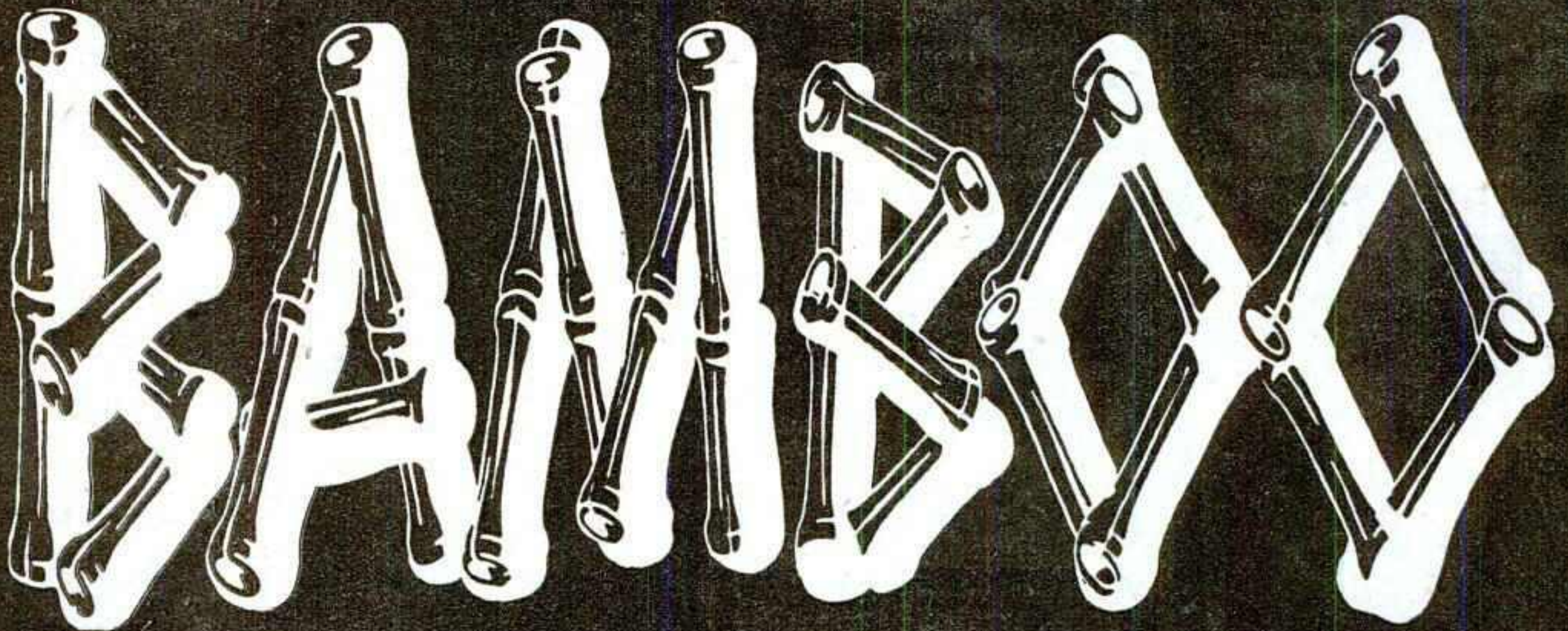
V A L U G H N

MUNROE

S I N G S ...

pp

pp



350,000

FOUR

* **OVER 250,000 IN THE FIRST TWO WEEKS**



45 rpm
 47-3143

RCA VICTOR RECORDS

78 rpm
 20-3627

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

TONY MARTIN
 and
FRAN WARREN

"I SAID MY PAJAMAS"

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

"MILLER STYLED MUSIC!!!"

TEX
BENEKE

"CAN I CANOE YOU UP THE RIVER"

45 rpm 78 rpm
 47-3122 RCA VICTOR RECORDS 20-3616

The Billboard
MUSIC POPULARITY CHARTS
 PART II
Sheet Music
 Based on reports received last three days of Week Ending January 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 to date	Last Week	This Week	Song	Publisher
8	1	1	1	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
9	2	2	2	OLD MASTER PAINTER, THE (R)	Robbins
16	4	3	3	DREAMER'S HOLIDAY, A (R)	Shapiro-Bernstein
5	5	4	4	BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney
8	6	5	5	I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell
17	3	6	6	I CAN DREAM, CAN'T I? (R)	Chappell
7	14	7	7	THERE'S NO TOMORROW (R)	Paxton
2	13	8	8	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
1	—	9	9	I SAID MY PAJAMAS (R)	Leeds
1	—	10	10	RAG MOP (R)	Hill & Range
10	7	11	11	JOHNSON RAG (R)	Miller
17	10	12	12	DON'T CRY, JOE (R)	Harms, Inc.
23	15	13	13	THAT LUCKY OLD SUN (R)	Robbins
4	9	14	14	CHARLEY MY BOY (R)	Bourne
2	11	15	15	HAPPY TIMES (F) (R)	Harms, Inc.

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	English	American
9	1	1	1	HARRY LIME THEME	Chappell
9	3	1	1	HOP SCOTCH POLKA	Leeds
14	1	3	3	YOU'RE BREAKING MY HEART	Chappell
34	4	4	4	FOREVER AND EVER	Francis Day
9	4	5	5	I'LL STRING ALONG WITH YOU	Feldman
3	7	6	6	DEAR HEARTS AND GENTLE PEOPLE	Morris
15	7	6	6	ROSE IN A GARDEN OF WEEDS	Box & Cox
21	4	8	8	CONFIDENTIALLY	Chappell
2	12	9	9	MULE TRAIN	Chappell
10	13	10	10	OUR LOVE STORY	Unit
6	16	10	10	WHY IS IT?	Cinephonic
2	18	12	12	JEALOUS HEART	E. H. Morris
2	19	13	13	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox
22	9	13	13	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly
8	14	15	15	IS IT TOO LATE?	Kassner
22	14	15	15	LEICESTER SQUARE RAG	Norris
18	10	17	17	WEDDING SAMBA	Leeds
11	11	17	17	MONDAY, TUESDAY, WEDNESDAY	Dash
2	—	17	17	DOWN IN THE GLEN	L. Wright
18	20	20	20	SHAWL OF GALWAY GREY	Connelly

*Publisher not available as The Billboard goes to press.

SUBSCRIPTION ORDER FORM

The Billboard
 2160 Patterson St.
 Cincinnati 22, Ohio

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

Name \$10 enclosed
 Address Bill me
 City Zone State
 Profession or business

2/4

benny goodman

and his Orchestra

Both great numbers back-to-back on same record!



"It Isn't Fair"

Vocal by
BUDDY GRECO
And The Singers

"You're Always There"

Vocal by
BUDDY GRECO
And The Heathertones

78 rpm No. 860 . . . 45 rpm No. F860

And don't miss these great Goodman hits!

"SPIN A RECORD" and "LITTLE GIRL, DON'T CRY"

[78 rpm No. 828 . . . 45 rpm No. F828]

Write or Wire Your Distributor Today!

"Benny Goodman rated as genius" Read George Frazier's article in February issue of Pageant Magazine!

FIRST WITH THE HITS FROM HOLLYWOOD!



The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

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

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with 3 columns: Position, Record Title, Artist. Includes records like 'I CAN DREAM, CAN'T I?', 'RAG MOP', 'I SAID MY PAJAMAS', etc.

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, January 20, 8 a.m., and ending Friday, January 27, 8 a.m.)

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

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

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

Table with 2 columns: Song Title, Artist/Publisher. Includes songs like 'All the Bees Are Buzzin' Round My Honey', 'Bibbidi-Bobbidi-Boo', etc.

(RH SYSTEM)

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

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

Week of January 20 to January 36

Table with 3 columns: Songs, Publisher, Tot. P. Includes songs like 'All the Bees Are Buzzin' Round My Honey', 'Bibbidi-Bobbidi-Boo', etc.

Vox Jox

WESTERN WAX WHIRL... Jim Hardie, WIBC, Indianapolis, has waxed two sides for Coral Records. They are musical recitations of Annabel Lee and Goodnight Sweetheart.

JAZZ JOX... Recent visitors on the Fred Reynolds Harold Teen Show. WGN, Chicago, were Jackie Cain, Dick Powell and June Allyson.

FOLK FARE... Boyce Hanna, WGTL, Knapolis, N. C., was visited on his January 12 Hill-billy Matinee by little Jimmy Dickens, Shorty Long and pubber Nat Tannen.

COAST CUTTINGS... Don Ames, KBUC, Corona, Calif., is spinning on two new shows. His two-hour Record Rumpus Room uses only disks that made the top 10 five to 10 years ago.

RHYTHM AND BLUES DEPARTMENT

Ned (Jack the Bellboy) Lukens, of WEAS, Decatur, Ga., claims he now has the longest b & r show in the neighborhood. He comes on at 2:35 and stays around until 5:25 p.m.

STRICTLY FROM DIXIE...

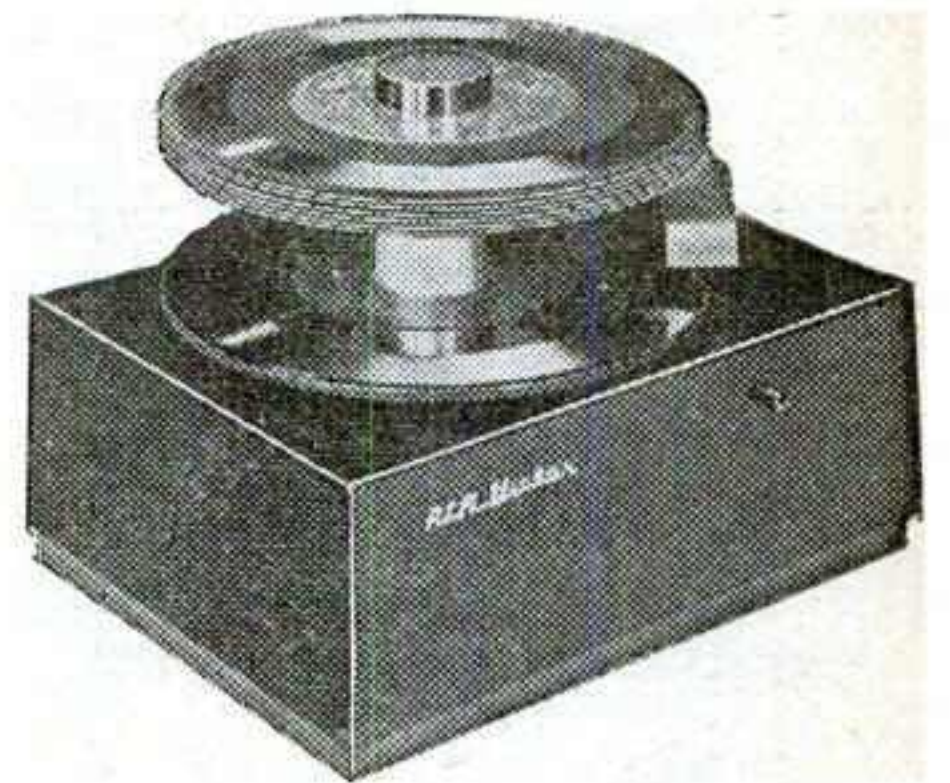
Fifteen minutes have been added to Harry Curran's daily Curran's Corner seg. The show runs 105 minutes on WXGL Richmond.

(Continued on page 28)

"45" IS SWEEPING THE COUNTRY!

More "45" turntables were sold by dealers in the Fall of 1949 than any other speed

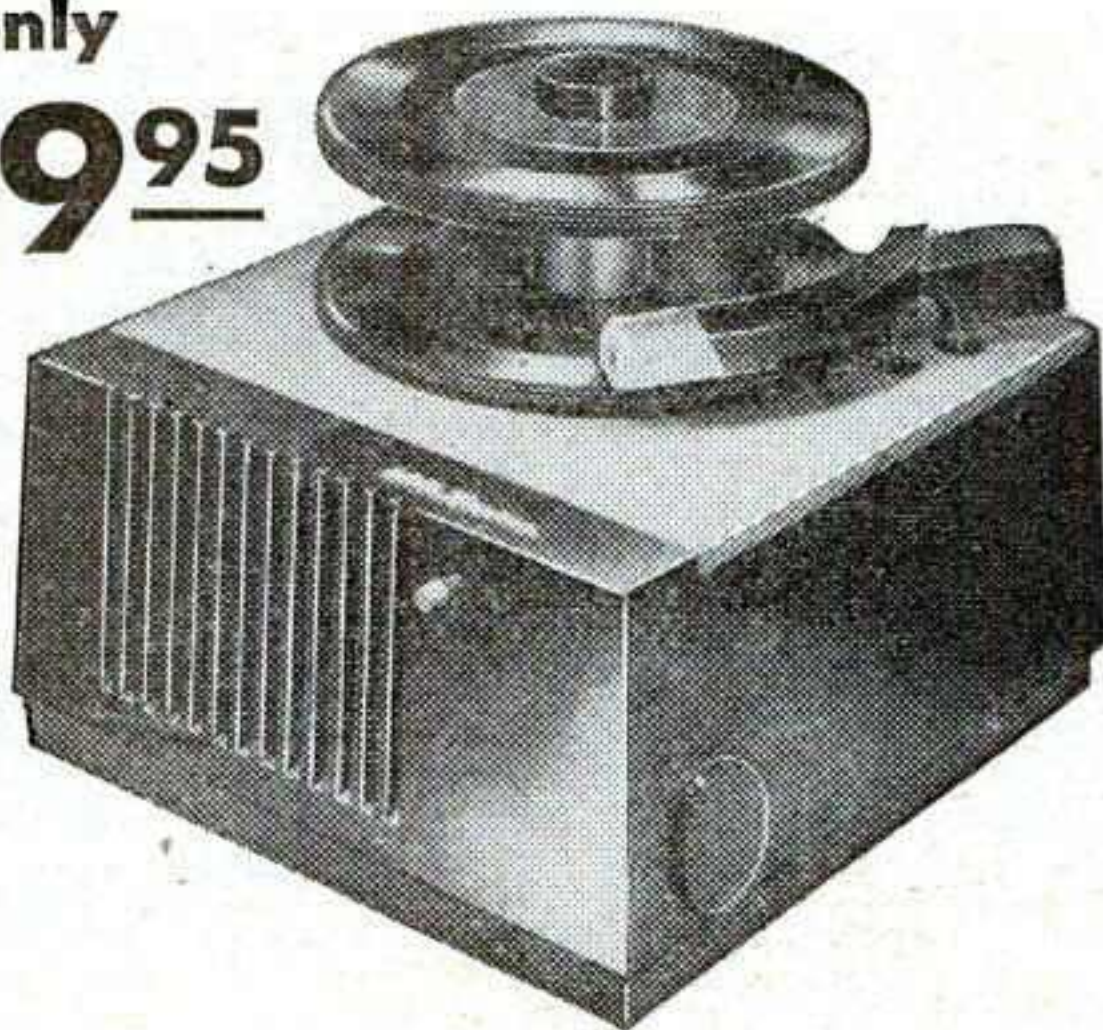
only **\$12⁹⁵**



The RCA Victor 45J... a **COMPLETELY AUTOMATIC** plug-in player! Plays up to 10 "45's" automatically! Up to 50 minutes of music at one touch of a button. Plays through any set. World's lowest price for a **FULLY AUTOMATIC** changer!

An average of almost 5000* "45" turntables per working day was sold in the Fall of 1949

only **\$29⁹⁵**



Nearly all dealers surveyed said "45" sales are increasing faster than any other speed

Sales of "45" records increased in the Fall of 1949 at a substantially greater rate than any other speed

The RCA Victor 45EY... a completely self-contained phonograph with world's fastest **FULLY AUTOMATIC** record changing... at a history-making low price! Plays up to 10 records... up to 50 minutes of music... without attention! Famous "Golden Throat" tone system. **Greatest automatic phonograph value ever!**

*At an annual rate of 1,500,000!

RCA VICTOR



Division of Radio Corporation of America, Camden, N. J.

All prices subject to change without notice

WORLD LEADER IN RADIO • FIRST IN RECORDED MUSIC • FIRST IN TELEVISION

Copyrighted material

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

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

PART IV



BEST-SELLING POP SINGLES

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

POSITION		Weeks		Last		This		Week		Week	
Weeks	Last	to date	Week	Week	Week	Week	Week	Week	Week	Week	Week
20	1	1	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork	Dec 24705	ASCAP					
13	3	2	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078	ASCAP					
4	9	3	RAG MOP	Ames Brothers	Coral 60140	BMI					
9	2	4	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798	ASCAP					
3	10	5	CATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205	BMI					
18	12	6	JOHNSON RAG	J. Teter Trio	London 501	ASCAP					
21	6	7	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224	BMI					
9	5	8	OLD MASTER FAINTER, THE	D. Haymes	Dec 24801	ASCAP					
16	7	9	DREAMER'S HOLIDAY	A. P. Como	V(78)20-3543; (45)47-3036	ASCAP					
10	8	10	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368	ASCAP					
1	—	11	MUSIC, MUSIC, MUSIC	T. Brewer	London 604						
8	11	12	OLD MASTER PAINTER, THE	R. Hayes-M. Miller Ork	Mercury 5342	ASCAP					
3	19	13	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344						
15	13	14	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554; (45)47-3047	ASCAP					
2	25	15	I SAID MY PAJAMAS	T. Martin-H. Rene	V(78)20-3613; (45)47-3119	ASCAP					
2	24	16	BAMBOO	V. Monroe Ork	V(78)20-3627; (45)47-3143	ASCAP					
4	15	17	BLUES STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107	BMI					
13	4	18	MULE TRAIN	F. Laine-M. Miller Ork	Mercury 5345	ASCAP					
3	16	19	WEDDING SAMBA	Edmundo Ros Ork	London 499	BMI					
5	—	19	BIBBIDI-BOBBIDI-BOO	J. Stafford-G. MacRae	Cap 57-782	ASCAP					
3	—	21	JOHNSON RAG	J. Dorsey	Col 38649	ASCAP					
12	21	22	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798	ASCAP					
5	25	22	OLD MASTER PAINTER, THE	F. Sinatra	Col 38650	ASCAP					
1	—	24	CHATTANOOGIE SHOE SHINE BOY	B. Crosby-V. Schoen Ork	Dec 24863	BMI					
3	16	25	JOHNSON RAG	R. Morgan	Dec 25442	ASCAP					
5	14	26	OLD MASTER PAINTER, THE	P. Harris Ork	V(78)20-3608; (45)47-3114	ASCAP					
2	—	26	I'VE GOT A LOVELY BUNCH OF COCONUTS	D. Kaye	Dec 24784	ASCAP					
1	—	26	DADDY'S LITTLE GIRL	D. Todd	Rainbow 80080						
1	—	29	QUICKSILVER	B. Crosby	Dec 24827	ASCAP					
10	20	30	DREAMER'S HOLIDAY	A. B. Clark	Col(78)38599; (LP) 1-360	ASCAP					
3	22	30	ENJOY YOURSELF	G. Lombardo Ork	Dec 24825						
1	—	30	SITTING BY THE WINDOW	B. Eckstine	MGM 10602	ASCAP					

CHILDREN'S RECORDS

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

POSITION		Weeks		Last		This		Week		Week	
Weeks	Last	to date	Week	Week	Week	Week	Week	Week	Week	Week	Week
17	5	1	WOODY WOODPECKER AND HIS TALENT SHOW	(Two Records)							
86	1	2	LITTLE TOOT	(One Record)							
86	3	3	BOZO AT THE CIRCUS	(Two Records)							
23	2	4	BUGS BUNNY IN STORYLAND	(Two Records)							
6	12	5	HOWDY DOODY AND THE AIR-O-DOODLE	(Two Records)							
17	4	6	BOZO AND THE BIRDS	(Two Records)							
84	8	7	BUGS BUNNY	(Three Records)							
42	6	8	BAMBI	(One Record)							
13	11	9	RUDOLPH, THE RED-NOSED REINDEER	(One Record)							
26	—	10	THREE LITTLE PIGS	(Two Records)							
65	13	11	BOZO UNDER THE SEA	(Two Records)							
14	15	12	DUMBO	(Three Records)							
24	9	13	LITTLE ENGINE THAT COULD	(Two Records)							
43	—	14	BOZO AND HIS ROCKET SHIP	(Two Records)							
4	—	15	SPARKY'S MAGIC PIANO	(Three Records)							

CLASSICAL SINGLES

222	1	1	Clair de Lune	Jose Iturbi	V(78)11-8851; (45)49-0176
209	3	1	Chopin's Polonaise	Jose Iturbi	V(78)11-8848; (45)49-0134
168	4	1	Jalousie	Boston Pops Ork, Arthur Fiedler, conductor	V 12160
36	2	4	Bachianas Brasileiras	B. Sayao	Col 71760-D
8	5	5	Sleigh Ride	Boston Pops Ork; Arthur Fiedler, conductor	V 10-1484
161	5	5	Warsaw Concerto	Boston Pops Ork; Arthur Fiedler, conductor; Leo Litwin, pianist	V(78)11-8863; (45)49-0252

CLASSICAL ALBUMS

10	1	1	Beethoven Symphony No. Three in E Flat Major Op. 55 (One Record)	The Philharmonic Symphony Ork of New York; B. Walter, conductor	Col(78)MM-858; (LP)ML-4228
5	1	1	I Can Hear It Now, Vol. II (Five Records)	Edward R. Murrow, Narrator; F. W. Friendly	Col(78)MM-881; (LP)ML-4261
1	—	3	Renata Tibaldi (One Record)	R. Tibaldi	London (LP)LLP-142
35	3	4	I Can Hear It Now, Vol. I (Five Records)	Edward R. Murrow, Narrator	Col(78)MM-800; (LP)ML-4095
114	—	4	Tchaikovsky: Nutcracker Suite (Three Records)	Eugene Ormandy, conductor Philadelphia Ork	V 1020

POP ALBUMS

38	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza	Col(78)MM-850; (LP)ML-4180
22	2	2	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)716; (LP)DLP-5006
15	3	3	THAT MIDNIGHT KISS (Three Records)	Mario Lanza-RCA Victor Ork	V DM-1330
47	4	4	KISS ME, KATE (Six Records)	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Col(78)C-200; (LP)ML-4140
2	—	5	DIXIE BY DORSEY (One Record)	J. Dorsey Ork	Col(78)C-196; (45)CL-6095
3	5	6	EDDY ARNOLD SINGS (Three Records)	E. Arnold	V(78)P-260; (45)WP-260
27	6	7	DICK CONTINO (Four Records)	Dick Contino Accordion	Magnolia MA-501
1	—	8	GENTLEMEN PREFER BLONDES (Seven Records)	Original Broadway Cast	Col(78)MM-895; (LP)ML-4290
10	6	9	STARLIGHT SERENADE (Three Records)	G. Miller Ork-R. Eberle	V P-255
1	—	10	FRANKIE CARLE MEETS THE MASTERS (Four Records)	F. Carle Ork	Col(78)C-193; (LP)6085

Dealer Doings

CHATTER . . . Harry and Iz Levin's Cadet distributing firm is now handling the Aladdin and Specialty labels in the Detroit area. Central Record Sales has closed up. . . The R. Warncke Company has taken over distribution of Capitol disks in South and West Texas. The firm's headquarters are in San Antonio. . . Sattler's in Buffalo reports selling 75,000 10-inch disks at 19 cents during a special promotion. . . Sam Krenholtz, of Raymar Sales, Jamaica, L. I., and Ben Rubenstein, formerly of the Whirling Disc Record Shop, New York, have purchased the Terminal Record Shop in Jamaica. The store will be known as the Terminal Center of Music.

NEW DISK SHOP . . . A record shop devoted exclusively to the retailing of hillbilly and Western waxings is being planned by Sally Starr, local fem disk jockey who features that type of music on her daily sessions over WJMJ here. She's the wife of Jesse Rogers, who cuts hillbilly and folk tunes for RCA Victor. She plans to open her shop in suburban Willow Grove where a new commercial shopping center is now nearing completion. She'll carry on her radio spinnings by remote control direct from the store itself.

JUKEDISKS . . . Music Service, Inc., operated by Eddie Clemons in Detroit, is disposing of surplus stock by an aggressive promotional campaign via disk jockey to sell standard popular numbers for 30 days at 15 cents or 7 disks for a dollar. "Self-service, cash and carry" is stressed for this price inducement, but the commercials on the air go on to stress delivery service and the purchase of a good used juke box for the home, with a 30-day guarantee. Clemons also operates an extensive juke route, and takes advantage of this fact to add the glamor of "used juke box records" on his bargain tables.

VOX JOX

(Continued from page 26)

son, N. J., is conducting two daily ayem shows over WKAY, Miami Beach. . . Results of Charlie Cash's jazz poll are definitely pro-bop, with Charlie Parker coming out as "outstanding musician" and also copping the alto sax chair. Cash's show is heard over WTIC, Durham, N. C., every afternoon. His Saturday Hall of Jazz seg includes a half-hour live talent spot with the Charlie Cash boptet, composed of Duke U. jazzmen. . . Bill Dorn, of WHAN, Charleston, S. C., acted as screening agent for the Old Gold Original Amateur Hour recently. . . Ray Ramsey, of WHIR, Danville, Ky., may antagonize some listeners, but he's hit on an effective fundraising gimmick and expects to use it during the March of Dimes drive. For a dime he dedicates a tune to someone, picking the tune and letting the contributor name the person. For larger contributions the person can name the tune, too. Ramsey keeps a careful tabulation, with names and phone numbers, and gives 'em a week to send in the money or leave it at a local drugstore. Those who don't come across get serenaded with I'll Be Glad When You're Dead You Rascal You and similar ditties.

CONNECTICUTTINGS . . . Sid Byrnes, program director and disk jockey on WCCC, Hartford, and Mrs. Byrnes, the former Lois Horowitz, a nurse, are back in Connecticut following a Florida honeymoon trip. . . Musical Director Ivor Hugh, of WCCC, Hartford, set a party Sunday (29) for the station's teen-age disk jockeys called "Junior Dick Jockeys." The 50 youngsters, representing various Hartford area schools, participate in a Monday thru Friday disk show on WCCC. . . Barbara Nelson, WDRC, Hartford, visited New York where she stopped by WINS to say hello to Jack Lacy, WINS disk jockey, former WONS, Hartford, program director. . . Walter Nielsen, WCNX, Middletown, Conn., has resumed broadcasting of his poetry and disk jockey show, Harmony Haven, aired from 11:05 a.m. to 11:30 a.m. Monday thru Friday. . . Jan Sundeen, music librarian, WONS, Hartford, resigned. . . Jack Downey, WONS disk jockey, and Mrs. Downey are headed south for a two-week vacation.

PITTSBURGH PERSONAL . . .

While appearing at the Pittsburgh Copa City night club, disk artist Al Morgan set the town back on its ear with a round of disk jockey appearances and store luncheons and a personal appearance at the G. C. Murphy Company store in McKeesport, Pa. Disk jockey Sid Dickler, WMCK, set up a deal with his station to broadcast from the Murphy store. Scheduled to be aired for 30 minutes, the program ran for an additional quarter-hour while an audience of 2,500 Morgan fans watched the proceedings. Morgan was unable to leave the store until the doors were closed in the evening and police were called to control the huge crowd. Success of the event has Murphy's and WMCK execs thinking about making regular Sid Dickler broadcasts from the store.

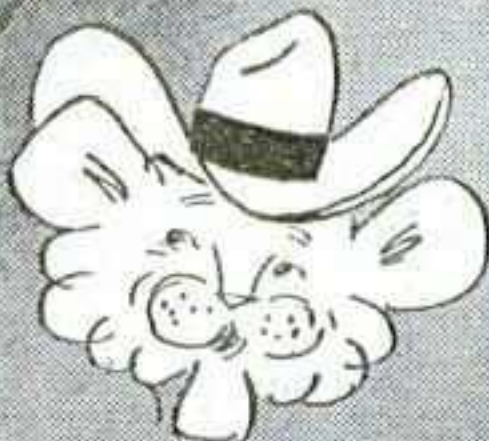
SIX IN A ROW!!!!!!

By the Greatest Folk Singer on Records

Hank Williams



- 1. Voted the Top Folk Record of 1949 in The Billboard and Cash Box Polls
LOVESICK BLUES-NEVER AGAIN
M-G-M 10352
- 2. Voted No. 5 among the Best Folk Records of 1949 in The Billboard Poll
WEDDING BELLS-I'VE JUST TOLD MAMA GOODBYE
M-G-M 10401
- 3. Voted among the Best Folk Records of 1949 in The Billboard Poll
MIND YOUR OWN BUSINESS-THERE'LL BE NO TEAR-DROPS TONIGHT
M-G-M 10461
- 4. Another Hank Williams Topper on the Folk & Western Charts
YOU'RE GONNA CHANGE-LOST HIGHWAY
M-G-M 10506
- 5. NEW and already heading the Best Seller lists
MY BUCKET'S GOT A HOLE IN IT-I'M SO LONESOME I COULD CRY
M-G-M Non-Breakable 10560
- 6. **AND NOW...the LATEST HANK WILLIAMS HIT!**
I JUST DON'T LIKE THIS KIND OF LIVIN'
MAY YOU NEVER BE ALONE
M-G-M Non-Breakable 10609



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

DECCA
RECORDS

The **SMASH**
interpretation
OF A
HIT SENSATION

**"I WANNA
GO HOME
(WITH YOU)"**

COUPLED WITH

**"I'M GONNA LET YOU
CRY FOR A CHANGE"**

Decca 24790

BEVERLY and her Boy Friends
with **GORDON JENKINS**
and his Orchestra

75¢ (plus tax)

DECCA
RECORDS

America's
Fastest

Selling Records!

The **Billboard**
MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Based on reports received last three days of Week Ending January 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 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

Weeks to date	Last Week	This Week	Record Title	Artist	Label
19	1	1	I CAN DREAM, CAN'T I?	G. Jenkins Ork-Andrews Sisters	Dec 24705—ASCAP
10	2	2	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798—ASCAP
2	7	3	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
12	7	4	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078—ASCAP
8	4	5	OLD MASTER PAINTER, THE	D. Haymes	Dec 24801—ASCAP
21	5	6	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—ASCAP
3	21	7	RAG MOP	Ames Brothers	Coral 60140—BMI
17	6	8	DREAMER'S HOLIDAY, A	P. Como	V(78)20-3543; (45)47-3036—ASCAP
4	9	9	JOHNSON RAG	R. Morgan	Dec 25442—ASCAP
12	3	10	MULE TRAIN	F. Laine-M. Miller Ork	Mercury 5345—ASCAP
<p>(A. Smith, MGM 10577; J. Culpeper, Vocalion 55074; B. Crosby-P. Botkin's String Band, Dec 24798; G. Autry, Col 20651; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; B. Ives, Col 38644; W. Herman-N. Cole, Cap 57-787; Maddox Bros. & Rose, 4 Star 1399; M. McGuire-Harmony Rangers, Rich-R-Tone 456; G. MacRae, Cap 57-777; T. Ernie, Cap 57-40258; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; B. Butler, Dec 46194; J. Curtis-The Prairie Sons, Dart 7001; B. Pandis, Process 523)</p>					
8	11	10	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col 38605—ASCAP
1	—	12	BAMBOO	V. Monroe Ork	V(78)20-3627; (45)47-3143—ASCAP
<p>(R. Anthony, Cap 859)</p>					
6	15	13	OLD MASTER PAINTER, THE	R. Hayes-M. Miller	Mercury 5342—ASCAP
4	21	13	JOHNSON RAG	J. Dorsey Ork	Col 38649—ASCAP
2	26	15	QUICKSILVER	B. Crosby-Andrews Sisters	Dec 24827—ASCAP
<p>(D. Day, Col(78)38638, (LP)1-407; E. Britt-R. Allen, V(78)21-0157, (45)48-0168)</p>					
19	12	16	DON'T CRY, JOE	G. Jenkins Ork	Dec 24720—ASCAP
<p>(J. Desmond, MGM 10518; R. Flanagan Ork, Bluebird 30-0007; R. Clooney, Harmony 1071; B. Harrington, Vocalion 55058; F. Sinatra, Col 38555; C. Spivak Ork, London 513; J. Hall, V(78)20-3557, (45)47-3050; J. Livingston, Varsity 204)</p>					
13	13	16	JOHNSON RAG	J. Teter Trio	London 501—ASCAP
2	—	18	BIBBIDI-BOBBIDI-BOO	J. Stafford-G. MacRae	Cap 57-782—ASCAP
2	14	19	BIBBIDI-BOBBIDI-BOO	R. Como	V(78)20-3607; (45)47-3113—ASCAP
7	16	20	OLD MASTER PAINTER, THE	S. Lanson	London 555—ASCAP
4	17	21	OLD MASTER PAINTER, THE	P. Harris Ork	V(78)20-3608; (45)47-3114—ASCAP
1	—	21	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen Ork	Dec 24863—BM:
1	—	21	RAG MOP	J. L. Wills	Bullet 696—BMI
12	9	24	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798—ASCAP
1	—	24	RAG MOP	L. Hampton	Dec 24855—BMI
1	—	24	SUGARFOOT RAG	R. Foley	Dec 46205
<p>(B. Darnel-R. Ross, Coral 60147)</p>					
3	—	24	SATURDAY NIGHT FISH FRY	L. Jordan	Dec 24725—BMI
<p>(Parts I and II)</p>					
<p>(G. Crosse, V(78)22-0049, (45)50-0033; P. Bailey, Harmony 1081; P. Bailey-J. Mabley, Col 38660)</p>					
1	—	28	HALF A HEART IS ALL YOU LEFT	E. Howard Ork	Mercury 5349—BMI
<p>(Al Morgan, London 571; J. Owens-3 Beaus & a Beep, Dec 24874; A. Trace Ork, Col(78)38693, (33)1-474; B. Lawrence, V(78)20-3683, (45)47-3206; G. MacRae-The Starlighters-P. Weston Ork, Cap(78)842, (45)F842)</p>					
1	—	28	I SAID MY PAJAMAS	T. Martin-F. Warren-H. Rene Ork	V(78)20-3613; (45)47-3119—ASCAP
<p>(H. Babbitt-M. Tilton, Coral 60157; E. Merman-R. Bolger, Dec 24873; D. Day, Col(33)1-497, (78)38709; M. Whiting-F. DeVol Ork, Cap(78)841, (45)F841)</p>					
1	—	28	IT ISN'T FAIR	S. Kaye Ork	V(78)20-3609; (45)47-3115—ASCAP
<p>(R. Dorey, Gold Medal GM 943; B. Harrington-3 Beaus & a Beep, Coral 60156)</p>					

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.

Three for the Money!

1

RAY ANTHONY

AND HIS ORCHESTRA

"BAMBOO"

and

★★ COUNT EVERY STAR ★★

on 78 rpm No. 859 • on 45 rpm No. F859

ALSO HOT!

"Sitting By The Window" 78 rpm No. 794; 45 rpm No. F794
"I'll See You In My Dreams" 78 rpm No. 819; 45 rpm No. F819



Acclaimed
America's
TOP
DANCE
BAND!

2

TENNESSEE ERNIE

WITH WESTERN BAND

"THE CRY OF THE WILD GOOSE"

FIRST TO HIT COAST-TO-COAST!

backed by: "THE DONKEY SERENADE"
on 78 rpm No. 40280 • on 45 rpm No. F40280



Acclaimed
America's
MOST
VERSATILE
FOLK
ARTIST!

3

SKITCH HENDERSON

AND HIS ORCHESTRA

TWO TOP TUNES OF THE DAY!

"DADDY'S LITTLE GIRL"

and

"CHATTANOOGIE SHOE SHINE BOY"

on 78 rpm No. 850 • on 45 rpm No. F850



Acclaimed
America's
MOST
VERSATILE
BAND!

First with the Hits from Hollywood
WRITE OR WIRE YOUR DISTRIBUTOR TODAY



FLASH!!!

**SPECIAL ATTENTION,
OPERATORS AND
RECORD STORES...**

SKEETS YANEY

Just Released

**"GO ON LITTLE GIRL,
HAVE A CRY"**

(Written by Fred Rose—ASCAP)

coupled with

"OZARK VALLEY WALTZ"

(Written by Fred Rose—ASCAP)

COLUMBIA RECORD 20649

LEON PAYNE

Just Released

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

(Written by Leon Payne—BMI)

coupled with

"I HATE TO LEAVE YOU"

(Written by Leon Payne—BMI)

CAPITOL RECORD 40270



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

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

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record	
3	2	1	1	1	1	1	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Foley... Dec 46205—BMI Sugarfoot Rag
22	1	2	1	2	1	2	1	2	SLIPPING AROUND M. Whiting-J. Wakely Cap 57-40224—BMI Wedding Bells
6	4	3	4	3	4	3	4	3	TENNESSEE BORDER, NO. 2 E. Tubb-R. Foley Dec 46200—BMI Don't Be Ashamed of Your Age
11	7	4	7	4	7	4	7	4	MY BUCKET'S GOT A HOLE IN IT... H. Williams MGM 10560—ASCAP I'm So Lonesome I Could Cry
7	10	5	10	5	10	5	10	5	ANTICIPATION BLUES Tennessee Ernie Cap 57-40258 Mule Train
3	—	6	—	6	—	6	—	6	A-SLEEPING AT THE FOOT OF THE BED "Little" Jimmy Dickens Col(78)20644; (LP)2-411 I'm in Love Up To My Ears
21	3	7	3	7	3	7	3	7	BLUES STAY AWAY FROM ME Delmore Brothers King 803—BMI Goin' Back To the Blue Ridge Mountains
4	6	8	6	8	6	8	6	8	MAMA AND DADDY BROKE MY HEART E. Arnold V(78)21-0146; (45)48-0150—BMI Take Me in Your Arms and Hold Me
6	9	9	9	9	9	9	9	9	I LOVE YOU BECAUSE L. Payne Cap 57-40238—BMI Link in the Chain of Broken Hearts, A
3	—	9	—	9	—	9	—	9	BLUES STAY AWAY FROM ME O. Bradley Quintet Coral 60107—BMI Fairy Tales

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

All Dressed Up Z. Turner (Why Don't) King 845	I'm Building My Future in Heaven The 101 Ranch Boys (Thank You) Col 20663
Away Out on the Mountain E. Kirk (Year of) Cap(78)40285; (45)F40285	I'm Certain You'll Like Argentina J. Howard-B. Armstrong & The Westernairs (If I) Crystal 248
Spade Cooley Plays Billy Hill Album—S. Cooley (3-10") V(78)P-275; (45)WP-275	New Star is Shining in Heaven, A G. Aultry (Poison Ivy) Col(78)20665; (33)2-484
Empty Saddles . . . V(78)20-3674; (45)47-3197	Poison Ivy G. Aultry (New Star) Col(78)20665; (33)2-484
In the Chapel in the Moonlight . . . V(78)20-3673; (45)47-3196	Rag Mop G. Daniels (Second Hand) 4 Star 1414
Last Round-Up, The . . . V(78)20-3672; (45)47-3195	Rag Mop Pee Wee King (When They) V(78)21-0167; (45)48-0179
Lights Out . . . V(78)20-3673; (45)47-3196	Raggin' the Banjo M. Montgomery (Feudin' Boogie) King 844
Old Spinning Wheel, The . . . V(78)20-3674; (45)47-3197	Rag Mop J. James (Steel Stampede) 4 Star 1419
Wagon Wheels . . . V(78)20-3672; (45)47-3196	Rocky Mountain Yodeler B. Gregory & His Cactus Cowboys (Yodelin' Dan) Hi-Tone 254
Cry Baby B. Gregory & His Cactus Cowboys (Don't Scoop) Dart 7004	Save Some Love for a Rainy Day Seven Rowe Brothers (Walking With) Col (78)-20660; (33)2-458
Dimples or Dumplin's S. Rogers (Wedding Ring) Cap(78)40284; (45)-F40824	Second Hand Love G. Daniels (Rag Mop) 4 Star 1414
Don't Go, Baby Texas Slim (Wandering Blues) King 4334	Serenade to a Goat Cousin Deems Sanders & His Goatherders (Goatburger Boogie) Crystal 246
Don't Scoop Your Mustache in the Soup B. Gregory & His Cactus Cowboys (Cry Baby) Dart 7001	Steel Stampede J. James (Rag Mop) 4 Star 1419
Down at the Picture Show W. Moore (Vision of) Savoy 3025	Thank You, Lord The 101 Ranch Boys (I'm Building) Col 20663
Dust J. Wakely-F. DeVol Ork (Touch of) Cap(78)40283; (45)F40283	Three Little Girls Dressed in Blue The Frontiersmen (Way Over) Crystal 236
Feudin' Boogie, The Cowboy Copas-Grandpa Jones (Raggin' the) King 844	Touch of God's Hand, The J. Wakely-F. DeVol Ork (Dust) Cap(78)40283; (45)40283
Goatburger Boogie Cousin Deems Sanders & His Goatherders-W. McCoy (Serenade to) Crystal 246	Unfaithful One Montana Slim (Give a) V(78)210168; (45)48-0180
Give a Little, Take a Little Montana Slim (Unfaithful One) V(78)21-0168; (45)48-0180	Vision of Yesterday, A W. Moore (Down at) Savoy 3205
I Should Not Return J. Howard-B. Armstrong & The Westernairs (I'm Certain) Crystal 248	Walking With the Blues Seven Fowe Brothers (Save Some) Col(78)-20660; (33)2-458

**Greatest Blues Artists
in hottest releases!!!**

Watch HIT CHARTS for

Amos Milburn

**"I'M JUST A
FOOL IN LOVE"**

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

Aladdin 3043

Charles Brown

"TORMENTED"

**"Did You Ever Love
A Woman?"**

Aladdin 3044



Aladdin

RECORDS
HOLLYWOOD 27, CALIFORNIA

For That
Magic
Touch

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

PART VI



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

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION			Weeks		Last		This	
			to date	Week	Week	Week	Week	Week
2	4	1.	CHATTANOOGIE SHOE SHINE BOY... R. Foley.....	Dec 46205—BMI				
5	1	2.	TAKE ME IN YOUR ARMS AND E. Arnold.....	V(78)21-0146, (45)48-0150—BMI				
			HOLD ME.....					
4	2	3.	TENNESSEE BORDER, NO. 2..... E. Tubb & R. Foley.....	Dec 46200—BMI				
28	5	4.	SLIPPING AROUND..... J. Wakely & M. Whiting.....	Cap 57-40224—BMI				
7	3	5.	MY BUCKET'S GOT A HOLE IN IT... H. Williams.....	MGM 10560—ASCAP				
2	—	6.	THERE'S NO WINGS ON MY ANGEL... E. Arnold.....	V(78)21-0134, (45)48-0137—BMI				
1	—	6.	RAG MOP..... J. Willis.....	Bullet 696—BMI				
3	8	8.	ANTICIPATION BLUES..... Tennessee Ernie.....	Cap 57-40258				
2	—	9.	MAMA AND DADDY BROKE MY E. Arnold.....	HEART.....	V(78)21-0146, (45)48-0150—BMI			
6	9	10.	BUT I'LL GO CHASIN' WOMEN..... S. Hamblen.....	Col(78)20625, (LP)2-351				
1	—	10.	LETTERS HAVE NO ARMS..... E. Tubb.....	Dec 46207				

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION			Weeks		Last		This	
			to date	Week	Week	Week	Week	Week
3	2	1.	CHATTANOOGIE SHOE SHINE BOY... R. Foley.....	Dec 46205—BMI				
9	1	2.	I LOVE YOU BECAUSE..... L. Payne.....	Cap 57-40238—BMI				
2	6	3.	RAG MOP..... J. Willis.....	Bullet 696—BMI				
4	7	4.	TAKE ME IN YOUR ARMS AND E. Arnold.....	HOLD ME.....	V(78)21-0146, (45)48-0150—BMI			
9	5	5.	ANTICIPATION BLUES..... Tennessee Ernie.....	Cap 57-40258				
7	4	5.	BLUES, STAY AWAY FROM ME..... Delmore Brothers.....	King 803—BMI				
9	3	7.	SLIPPING AROUND..... J. Wakely and M. Whiting.....	Cap 57-40224—BMI				
1	—	8.	STAMPEDE..... R. Rogers-Sons of the Pioneers.....	V(78)21-0154, (45)48-0161—BMI				
1	—	9.	BEYOND THE SUNSET..... Three Suns-E. Britt-R. Allen.....	V(78)20-3599, (45)47-3105—ASCAP				
4	—	10.	MY BUCKETS GOT A HOLE IN IT... H. Williams.....	MGM 10560—ASCAP				
1	—	10.	I GOTTA HAVE MY BABY BACK..... R. Foley.....	Dec 46201—BMI				

FOLK TALENT AND TUNES

By Johnny Sippel

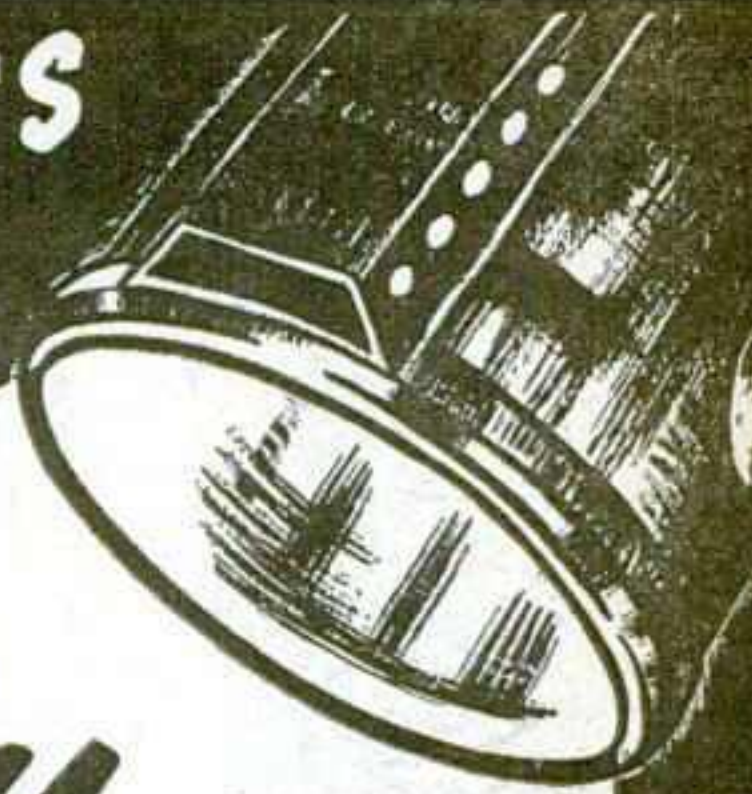
"Grand Ole Opry" unit, topped by Red Foley, Ernest Tubb, Roy Acuff, Cowboy Copas and Sunset Carson, which opened Sunday (22) at the Taft Theater, Cincinnati, for what was to have been a six-day run, two shows a night, folded after a single performance Monday, due to slim pickin's. Advance sale for Monday night was a mere 56. This was the first time that promoter Oscar Davis had booked the unit on an extended engagement; he has admitted that the experiment didn't pan out. The "Grand Ole Opry" unit on several occasions in the past has attracted turnaway business on one-day stands at Music Hall, Cincinnati. Davis and his partner, J. L. Frank, laid part of the blame for the show fizzling out on the Cincinnati date to the local musicians' union, which, they claim, "forced" them to hire 12 local musicians as a pit orchestra at a cost of \$1,984.22 for the 12 skedded performances.

Artists' Activities: Jerry Jericho (4 Star) is being managed by Harold Daily, chief of South Coast Amusement Company, Houston. This firm distributes 4 Star in the vicinity. . . . Johnny Lyons has signed with Bill Ellsworth, Chicago, and is working Indianapolis territory. . . . Station WISH, Indianapolis, is starting a big "Hoosier Barn Dance" Saturday nights at the South Side Armory. Thus far, Cousin Emmy and Her Kinfolks have been pacted. Scrubboard Roy Wallace is returning to radio with the group and will do comedy-magic spot. . . . Nat Tannen, Gotham pubber, is touring the Midwest and South with Shorty Long (Victor). Tannen has hired Boudileaux Bryant, writer of "Country Boy," to be his rep out of Nashville.

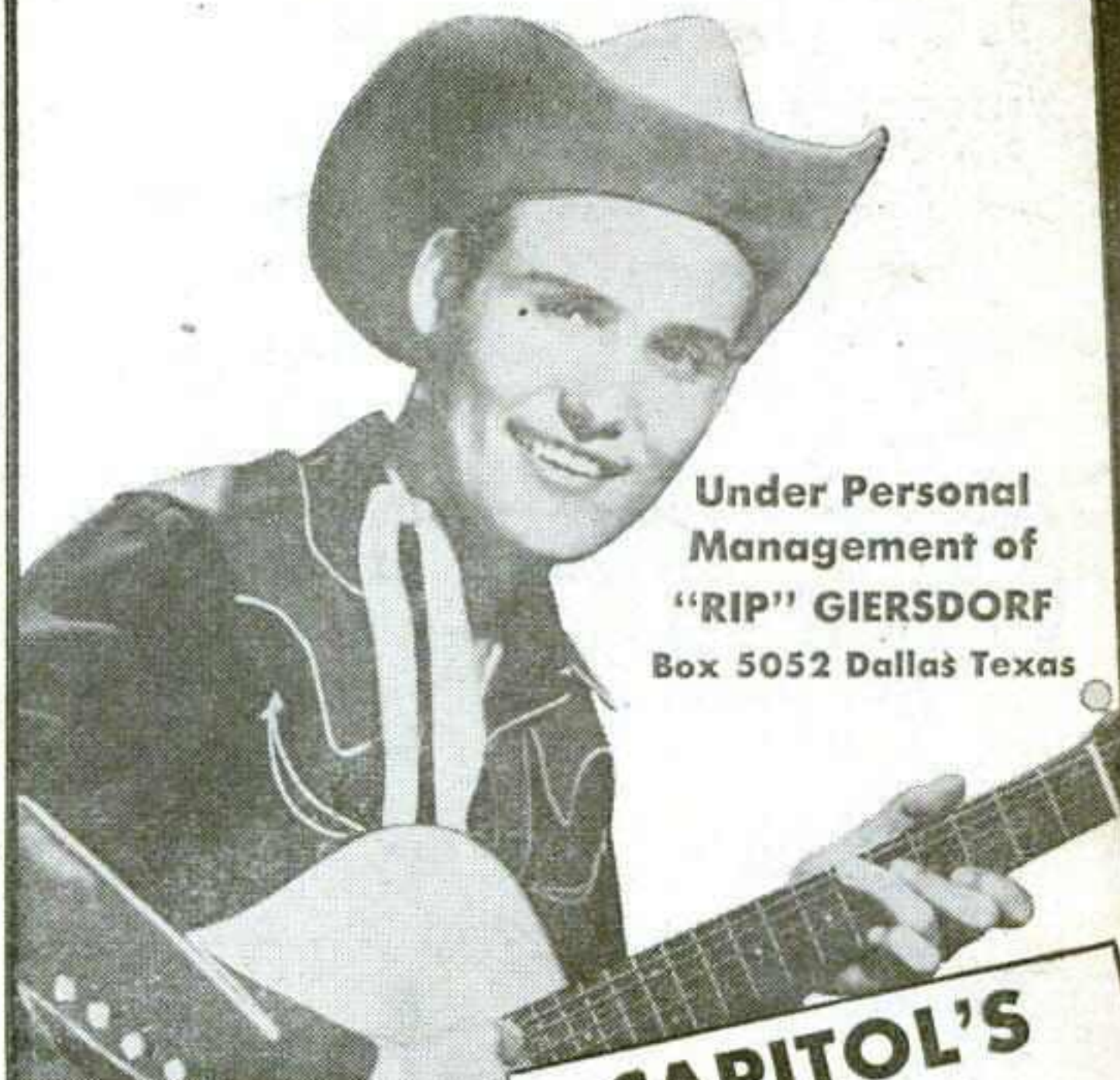
Disk Jockey Doings: Cousin George Cross, 281-pound d. j. at WEXL, Royal Oak, Mich., reports that Hawkshaw Hawkins (King) and his band broke all attendance records during their recent stay at the Roosevelt Lounge, Detroit. . . . Connie B. Gay became the first country music jock ever on WRC, Washington, NBC outlet, where he is doing a two-hour Saturday afternoon show in addition to his WARL, Arlington, work. Grandpa Jones and his Grandchildren (King), his wife, Ramona, Smitty Smith and Lenny Aleshire, are working 50 one-nighters for International Harvester in five South-eastern States until the middle of March. . . . Sam Workman, WRVA, Richmond, Va., reports that Roy Parks, Slim Roberts and Quincy

(Continued on page 41)

THE SPOTLIGHT'S ON...



Billy Walker
 "The Travelin' Texan"



Under Personal Management of "RIP" GIERSDORF
 Box 5052 Dallas Texas

HIS LATEST HIT RELEASES

CAPITOL'S New FOLK ARTIST

"I'M GONNA TAKE MY LOVE AWAY FROM YOU"

"YOU DIDN'T TRY"

Capitol No. 40277 (also on 45 rpm)

"HEADIN' FOR HEARTACHE"

Capitol No. 40244

METRO MUSIC CO.

Exclusive Publisher - Dallas, Texas

Specialty records



JOE LIGGINS
AND HIS HONEYDRIPPERS

RAG MOP

and

RAMBLIN' BLUES

Specialty No. 350

The First Dance Version of Rag Mop With Universal Appeal.

JOE LIGGINS NOW RECORDS EXCLUSIVELY FOR SPECIALTY RECORDS

ROY MILTON

INFORMATION BLUES

and

MY SWEETHEART

Specialty No. 349



Watch this one make the charts.



JIMMY LIGGINS

DON'T PUT ME DOWN

and

NIGHT LIFE BOOGIE

Specialty No. 339

10th Week on Billboard's R & B Charts

SPIRITUALS

PILGRIM TRAVELERS

NOTHING CAN CHANGE ME

SOLDIER'S PLEA

Specialty No. 345

MY ETERNAL HOME

JESUS IS THE ONLY ONE

Specialty No. 340

BROTHER JOE MAY

SEARCH ME, LORD

HOW MUCH MORE OF LIFE'S BURDEN

CAN WE BEAR

Specialty No. 343

Specialty records

8508 Sunset Boulevard • Hollywood 46, California

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Rhythm & Blues Records

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

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION			Weeks to date		Last Week		This Week		Record	
13	1	1.	FOR YOU, MY LOVE	L. Darnell	Regal	3240				
			Lost My Baby							
3	3	2.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM	10578				
			If I Give You My Love							
12	4	3.	I'LL GET ALONG SOMEHOW	L. Darnell	Regal	3236				
			(Parts I and II)							
1	—	4.	DOUBLE CROSSING BLUES	Little Esther and The Robins	Savoy	730				
			Ain't Nothin' Shakin'							
18	2	5.	SATURDAY NIGHT FISH FRY	L. Jordan	Dec	24725—BMI				
			(Parts I and II)							
4	14	5.	I QUIT MY PRETTY MAMA	Ivory Joe Hunter	King	4326—BMI				
			It's You, Just You							
1	—	7.	RAG MOP	L. Hampton Ork	Dec	24855—BMI				
			For You, My Love							
1	—	8.	RAG MOP	D. Sausage	Regal	3251—BMI				
			You Got Me Cryin'							
6	15	9.	BIG FINE GIRL	J. Witherspoon	Modern	20-721				
			No Rollin' Blues							
5	—	10.	NO ROLLIN' BLUES	J. Witherspoon	Modern	20-721				
			Big Fine Girl							
3	9	11.	I'VE BEEN A FOOL	The Shadows	Lee	200				
			Nobody Knows							
8	13	12.	BOOGIE AT MIDNIGHT	R. Brown	Deluxe	3300				
			The Blues Got Me Again							
4	7	12.	SCHOOL DAYS	L. Jordan	Dec	24815				
			I Know What I've Got							
1	—	14	IF IT'S SO BABY	The Robins	Savoy	726—BMI				
			If I Didn't Love You So							
8	6	15.	GUESS WHO?	Ivory Joe Hunter	King	4306—BMI				
			Landlord Blues							

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.

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION			Weeks to date		Last Week		This Week		Record	
10	1	1.	FOR YOU, MY LOVE	L. Darnell	Regal	3240				
5	2	2.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM	10578—BMI				
4	8	3.	SITTIN' ON IT ALL THE TIME	W. Harris	King	4330—BMI				
11	3	4.	I'LL GET ALONG SOMEHOW	L. Darnell	Regal	3236				
			(Parts I and II)							
4	4	5.	I QUIT MY PRETTY MAMA	Ivory Joe Hunter	King	4326—BMI				
1	—	5.	DOUBLE CROSSING BLUES	Little Esther and The Robins	Savoy	730				
2	—	7.	I'VE BEEN A FOOL	The Shadows	Lee	200				
18	5	8.	SATURDAY NIGHT FISH FRY	L. Jordan	Dec	24725—BMI				
			(Parts I and II)							
5	—	8.	NO ROLLIN' BLUES	J. Witherspoon	Modern	20-721				
2	13	10.	BIG FINE GIRL	J. Witherspoon	Modern	20-721				
2	13	10.	IF IT'S SO BABY	The Robins	Savoy	726—BMI				
2	—	12.	AFTER HOUR SESSION	F. Culley	Atlantic	888				
1	—	12.	FORGIVE AND FORGET	The Orioles	Jubilee	5016				
1	—	12.	RAG MOP	L. Hampton	Dec	24855—BMI				
2	—	15.	REAL PRETTY MAMA	A. Milburn	Aladdin	3038				
1	—	15.	CONFUSED	L. Johnson	King	4336—BMI				
1	—	15.	GO BACK TO THE ONE YOU LOVE	T-Bone Walker	Cap	799—BMI				

ADVANCE RHYTHM & BLUES RECORD RELEASES

Air Mail Boogie	F. Mitchell Ork (I Told) Derby 728	Hoot and Holler Saturday Night	E. Mack (Cool Mama) Apollo 417
All Men Go for Helen	J. Earle (My Love) Atlantic 895	I Don't Have To Ride No More	The Ravens (I've Been) National 9101
Avalon	Sister Slocum (Ja Da) King 15026	I Only Know	D. Washington (New York) Mer 8163
Bess's Boogie	B. Smith Ork (Desert Night) Apollo 799	I Stay Blue All the Time	Big Bill Broonzy & His Fat Four (You've Been) Mer 8160
Butcher Pete (Part 1 & 2)	R. Brown Deluxe 3301	I Told You We Were Through	F. Mitchell Ork (Air Mail) Derby 728
Cool Mama	E. Mack Ork (Hoot and) Apollo 417	I Wake Up Every Morning (With a Heartache)	S. Gibson (They Ain't) Mer 8165
Desert Night	B. Smith Ork (Bess's Boogie) Apollo 799	I'm Just a Fool in Love	A. Milburn & His Aladdin Chicken-Shackers (Tell Me) Aladdin 3043
Did You Ever Love a Woman?	C. Brown Trio (Tormented) Aladdin 3044	In My Heart	S. Martin (He's All) Cap(78)848; (45)F848
Drank Up All the Wine Last Night	S. McGhee (Southern Menu) Atlantic 898	Jumpin' and a Shufflin', A	J. Hill Louis (Railroad Blues) Col 30182
He's All I Need	S. Martin (In My) Cap(78)848; (45)F848		

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

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

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

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

RATINGS
 OVER-ALL
 DISK-JOCKEY
 RETAILER
 OPERATOR

ARTIST LABEL AND NO. **TUNES COMMENT**

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
CASS DALEY-BUZ BUTLER (Perry Botkins' String Band) Decca 24836	We Get Along So Good Together An entertaining duet on a light, catchy Floyd Tillman opus. Butler's colorful style takes the honors. For the popcorn market. The One I Want Won't Have Me In a more authentic hill country style, the duo essays a rather synthetic piece of material.	81--82--80--80 72--72--72--72
RAY ANTHONY ORK (Dick Noel) Capitol 859	Count Every Star Pleasant dance disk by the slick Anthony crew stacks up as just that. Bamboo Noel does an outstanding job on the new smash, tho the disk will have a tough pull in view of Monroe's big jump and bally..	71--73--70--70 84--86--83--83
BOB ANDERSON ORK-GEORGE SHELLEY Skystreak 1007	Things I Want To Share With You Competent solo-with-group effort on a pretty tune that would require plugging. Waiting for Our Wedding Day Well-recorded dance disk is held down by the poor lyric material.	68--70--68--66 52--54--52--50
HARMONY BELLS ORK-DANA CHOIR Dana 2068	Can-Can Girl Section from the popular "Gaité Parisienne" gets a rousing polka rendition, plus a fresh, infectious set of lyrics that tab it for a broad pop and international market. Tic-Tock Polka Musicianly crew and spirited choir makes a happy affair out of a march-like pop polka. Well-recorded.	84--85--84--83 76--78--76--75
VAL TINO-RAY BLOCH ORK Dana 2066	Why The young baritenor does an inspired job with this winning adaptation of Drigo's "Serenade." Tino's style has originality and purity. Plaything (To You) (Ray Penton-Ray Block Ork) Thrush does another solid job of an attractive ballad for the flip side. Orking is first rate.	84--85--84--83 82--83--82--81
TOMMY WOOD Silver 104	Let the Rest of the World Go By Male duo harmonizes the oldie with piano and Hammond organ backing. Acceptable but in no way distinguished. Eyes That Say I Love You Warbler sings solo in dull performance of an up-tempo novelty trifle.	62--62--61--63 55--53--55--57
EDDY HOWARD ORK Mercury 5351	You Can Die From a Broken Heart Slow, old-fashioned waltz sentimentalizer makes good material for the caressing, whispery Howard manner. I'll Dance You Another waltz, this one in sprightly dance tempo. Tune has a Continental charm and appealing lyric.	80--80--80--80 83--83--82--84
JERRY MURAD'S HARMONICATS (Al Fiore-Don Les) Mercury 5353	Harmonicat Jingle A standout polka instrumental, as the 'Cats propel their harmonicas thru a hard-driving, catchy performance on heavy echo. Tea for Two Up-tempo harmonica jazz treatment of the classic.	82--82--80--84 72--72--71--73
LINN BURTON Mercury 5341	My Jeweler's Window Poetry recitation, with organ backing, could be useful to daytime jocks and Franklyn MacCormack fans. A Letter to Mother Strong hunk of folksy sentiment doesn't get too slushy, and could get jock play around Mother's Day.	66--70--68--60 67--70--70--60
BING CROSBY-THE JUD CONLON SINGERS (John Scott Trotter Ork) Decca 24828	Stay Well Lovely show tune from "Lost in the Stars" is for a special segment of the market, even in Bing's pleasant rendition. The Little Grey House Simple, touching Maxwell Anderson lyric is Bing's special dish. Could stay around and become a standard.	69--72--70--64 73--78--75--67
DICK HAYMES (Victor Young Ork) Decca 24842	Lost in the Stars Title song from the Broadway show is handsomely warbled by Haymes. Material is pretty rich for strict pop consumption. Thousands of Miles Richly poetic song from the same show is given a fine virtuosic rendition by Haymes. Heavy stuff, but Haymes infuses it with great drama.	71--75--72--65 72--77--74--65
HANK JONES Dial 1037	Night Music Billed as a Fantasy for piano and jazz band, this is a fragile mood piece in dance rhythm. Jones's sensitive 88 work falls easy on the ears. The Chase Opus is a wild legit work by Bela Bartok. Hardly an important work, but makes for an interesting coupling.	71--75--70--67 67--68--66--NS

(Continued on page 36)

WE HAVE IT!

ALVINO REY'S

AUTHENTICALLY PERFORMED

"THE THIRD MAN THEME SONG"

From the Carol Reed Motion Picture "The Third Man"
 Presented by David O. Selznick and Alexander Korda

WITH A STRONG STANDARD-STYLE BACKING

"STEEL GUITAR RAG"

78 RPM No. 820 • 45 RPM No. F820

First with the Hits from Hollywood



WRITE OR WIRE YOUR DISTRIBUTOR TODAY

WHITE LACE
RED CLAY
BLACK COFFIN

Backed by
"Sometimes Late at Night"
Capitol No. 40281



JIMMIE DAVIS

Appearing...
THE STABLES
Palm Springs, Calif.

Represented by **MITCHELL J. HAMILBURG AGCY.**

Record Reviews

(Continued from page 35)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DISK JOCKEY
		OVER-ALL
POPULAR		
SY OLIVER ORK Decca 24840	We'll Build a Bungalow Lunceford-styled version of the old-timer is bright and highly danceable, but picks up tempo later for a community sing fest.	72--72--70--73
	Nashville Blues (Trudy Richards) Gal chirps with a good husky blues feel. Band maintains an easy rock for dancers.	71--72--70--70
LOUIS PRIMA ORK Mercury 5356	Charleston Prima's sometimes Dixieland, always spirited version of the bright oldie, could pick up some coin wherever the ancient dance shows comeback signs.	73--74--72--72
	Ja-Da Another Dixieland oldie is played for maximum danceability, and Prima's vocal style entertains.	73--74--72--72
WAYNE KING ORK (Nancy Evans-Harry Hall) Victor 20-3682	Forever With You Sentimental opus in the "My Happiness" vein gets classy boy-girl treatment. Dreamy treatment may be too much so, however.	74--76--74--72
	The Last Waltz Typical King waltz side, with perfect tempo and a quality vocal by Hall. Tune could be a standard with the aid of this disk.	78--80--78--76
LUCY ANN POLK (Jerry Fielding Ork) Bluebird 30-0023	Crazy He Calls Me The former T. Dorsey thrush makes an impressive solo debut on the cheap label. Cute tune is stylized in husky-voiced, but intimate tones.	73--74--73--71
	Don't Do Something to Someone Else Didactic ditty affords a tidy, jazz-tinged vehicle for the promising chirp.	72--74--72--71
VAUGHN MONROE ORK Victor 20-3627	A Little Golden Cross Lightweight bit of old-fashioned material is given potency by an average Monroe production.	82--82--82--82
	Bamboo Heavy production of some heavy exotica, plus overpowering promotion guns already blasting, tab this one for the stratosphere.	90--90--90--90
RAY McKINLEY ORK Victor 20-3678	I Gotta Have My Baby Back Pleasant enough pop styling of the promising Floyd Tillman tune. Nothing startling here, however.	69--70--68--70
	For You My Love Smash tune from the rhythm and blues field gets bright, danceable treatment, with personality-packed McKinley vocal, his best in some sides.	78--78--78--78
BING CROSBY-AND DREWS SISTERS (Vic Schoen Ork) Decca 24827	Quicksilver Entertaining, name-heavy rendition of the promising folk tune appears tabbed for heavy duty.	88--87--87--90
	Have I Told You Lately That I Love You Ditto.	88--89--88--88
BING CROSBY-THE JUD CONLON SINGERS (John Scott Trotter Ork) Decca 24826	Sorry Altho the Sinatra and M. Whiting versions of the post-humous Dick Whiting tune have an early jump, Bing's in good voice here, and should grab a good share of the play.	87--87--87--87
	You're Wonderful Bing Crosby (Victor Young Ork) Pretty picture finds the Groaner in fine form, Pic plugging could mean some business here.	83--86--84--80
JERRY GRAY ORK (Tommy Traynor) Decca 24837	Just for Old Times Miller-styled band with-vocal disk reveals a highly satisfactory warbler. Okay, run-of-the-Miller dance disk.	73--76--73--72
	Sitting by the Window Mastery of the Miller style is apparent here. Fine band-vocal version of the plug tune should find its way around with the younger generation.	83--85--82--82
SONNY BURKE ORK Decca 24832	Quarantine Sign Instrumental in Miller style is in the "Christopher Columbus" vein. Good dance side.	75--80--74--72
	Blues Stay Away From Me A strong pop-dance entry on a number that has already made it in the folk and blues-rhythm markets.	84--85--82--85
BILL LAWRENCE (Henri Rene Ork) Victor 20-3683	Monday, Tuesday, Wednesday Easy-going warbling of the bouncy pop, with some interesting orking by the Rene group, including an organ.	71--72--70--70
	Half a Heart Waxing has much in common with Lawrence's big "Foolish Heart" disk. Tune is well on the way, and this version should do okay.	83--83--83--82
RALPH FLANAGAN ORK (Harry Prime) Bluebird 30-0024	Farewell, Amanda Cole Porter tune from "Adam's Rib" is rendered with typical Flanagan beat and sound, but stacks up as nothing out of the ordinary.	68--70--68--66
	Leave It to Love Tune is familiar thru many years use as a transcription theme. Makes a handsome dance instrumental for the Flanagan crew.	74--80--76--70
MINDY CARSON (Henri Rene Ork) Victor 20-3681	My Foolish Heart Miss Carson gets her most distinctive sound to date in a dramatic rendition of the lovely picture. Rene's ork and chorus enhance the feeling with "angel music."	80--82--80--78
	Candy and Cake Light, bouncy popcorn ditty is catchy if inconsequential. Group whistling chorus is a cute touch, and Mindy sounds candy and cakish.	73--76--73--72
GENE WISNIEWSKI ORK (The Wayfarers) Dana 2056	Wine Polka Rousing tavern polka should pick up juke coin over a wide area.	78--76--78--80
	Wedding Waltz Danceable old-fashioned waltz makes for a useful flip side.	71--71--70--72
RAY KELLOGG-FRANCIS GREEN ORK Crystal 258	While You're Away Pretty, heavily romantic ballad gets a competent stylized rendition by a quality crooner.	72--74--72--70
	Without You Less professional stuff here.	61--62--60--60

(Continued on page 38)

**DISK JOCKEYS!
JUKE BOX Operators!**

Announcement:

**RADIO ARTISTS!
DEALERS!**

**ONCE AGAIN ON SALE
and AVAILABLE FOR ALL USAGE!**

LITHER SERENADE

by **BUDDY KAYE** and **GUY WOOD**

NON BREAKABLE NO. 10636

RECORDED BY —

backed by —
"TRULY"

Art



MOONEY

and his **ORCHESTRA**

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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



RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

Record Reviews

(Continued from page 36)

ARTIST LABEL AND NO.	TUNES COMMENT	
THE THREE SUNS (The Honeydreamers) Victor 20-3679	The French Can-Can Polka One of two current adaptations of the Offenbach "Gaité Parisienne" section is brightly executed by the Suns and group.	74--76--74--72
FRANKIE CARLE (Gregg Lawrence) Columbia 38690	Sugar Blues With an occasional assist from a trumpet, the Suns dish out a lazy, corn-fed version of the oldie, with a nod to Clyde McCoy, and a good chance for heavy juke play, over a long period of time.	84--83--82--86
DINAH SHORE Columbia 38689	I Still Care The Carle talent goes for naught on a hunk of inconsequential material.	63--64--64--62
JIMMY DURANTE (Michael Durso Ork) MGM 30226	Whistling in the Dark Oldie is offered in light, jivey fashion that tends to be wooden except when Carle's own piano comes in.	67--68--67--65
ZIGGY ELMAN ORK MGM 10622	More Than Anything in the World Pleasant, routine Shore side.	74--76--74--72
TOMMY TUCKER ORK MGM 10624	It's So Nice To Have a Man Around the House On disk, as well as in her current personal appearance, gal really sells this perfectly tailored hunk of special material. A new Shore standard may be in the making.	88--89--88--86
BETTY GARRETT (The Melody Rangers) MGM 10621	Bibbidi-Bobbidi-Boo Durante throws plenty of his typical business into the nonsense song from "Cinderella." For patrons of his special art.	71--72--70--70
JANETTE DAVIS-THE MARINERS (Archie Bleyer Ork) Col (33) 1-461	Take an "L" Cute nonsense ditty is another special for Durante addicts.	68--72--68--66
JERRY GRAY ORK Decca 24844	The Wedding Samba (Doris Drew) Elman's frolic trumpet is in fine form for the Jewish-tune-in-Latin-rhythm, tho the waxing is unlikely to catch earlier waxings already stepping out.	71--72--70--72
PAUL SMITH QUARTET Discovery 120	Samba With Zig Concert samba is an instrumental tour-de-force featuring some sharply recorded piccolo and Zig trumpet.	71--75--72--68
SKITCH HENDERSON ORK (Gregg Lawrence) Capitol 850	We'll Build a Bungalow Gang vocal follows the Johnny Long pattern and a fine dance beat is offered by the Tucker crew.	74--72--74--76
DORIS DAY-RAY NOBLE ORK Columbia 38679	Out of a Clear Blue Sky A real dance side with silky harmony work by vocal group. Tune is a pretty plug.	78--78--78--78
TONY VALENTINE-MARTY ROCKLIN GROUP Perri 102	Poison Ivy Altho Miss Garrett hands the corn tune a hearty rendition, she'll have trouble finding her market.	67--67--67--66
HARMONY HAWAIIAN QUARTET Rondo 209	Don't Throw Cold Water on the Flame of Love Miss Garrett gets real sweet here, with the aid of some ditto orking. Side has an infectious bounce too, but lacks smash potential.	69--72--68--68
	I Don't Know Whether To Laugh or Cry Over You Unquestionably Miss Davis's best wax effort so far. Side strikes a touching, sentimental mood, to which the Mariners and Bleyer contribute a good share. Tune has what's necessary, too.	83--84--83--82
	Poison Ivy One of the new cornball hybrid ditties gets a good try here, but side is nothing to inform the homefolks about.	70--70--70--70
	Crew Cut Instrumental original by Decca's answer to Ralph Flanagan.	67--69--65--67
	By the Waters of Minnetonka Good dance side here, in okay sampling of the big band return-to-swing style.	73--73--71--75
	Together More pop than pop is this unusually voiced quartet rendition of the standard. Piano novachord, guitar and bass combine in a fine sound, not unlike the George Shearing combo intonation.	70--73--70--67
	Apart Group does an original with spirit and imagination. Leader's piano is first-rate, and voicing has a chance commercially.	69--73--70--65
	Chattanooga Shoe Shine Boy Straightforward, unexciting coverage job. Band plays in commercial Dixie blues style behind male vocal.	67--68--66--67
	Daddy's Little Girl Impressive, hushed effect achieved here by okay Lawrence warbling and chorus support. Band supplies the dreamy lullaby feeling.	80--80--80--80
	With You Anywhere You Are Slow, bounce-ballad is capably handled by both Day and Noble with a maximum of efficiency and a minimum of excitement.	72--74--72--70
	I Don't Wanna Be Kissed Smart Ray Noble backing of a light and airy sort of novelty that is due for quite a bit of air play, because of a second chorus gimmick.	83--86--82--82
	Boulevard of Broken Dreams The oldie is cleanly sung and played, but that's about all.	69--69--69--69
	Where Were You? Baritenor Valentine is able and willing, and the Rocklin backing is sufficiently reserved. The disk is not striking, however.	67--67--67--67
	On the Beach at Waikiki The oldie gets an authentic-sounding rendition at times. Uke and guitar choruses should interest Arthur Godfrey listeners.	70--67--70--72
	Kuu-ipo-i-ka-hee-pue-one Prospective buyers will have to ask for this one by the subtitle, "Sweetheart From the Sea." Vocal group sings it in the native tongue.	67--67--67--67

(Continued on page 40)

MEMO...
TO: OPS., JOCKS., AND DEALERS...

"C'est Si Bon" ...
Means it's so Good-
and I hope that's what
you'll say when you
hear the record.

Johnny Desmond

"C'est Si Bon"

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

"THE YEAR'S JUKE BOX SLEEPER"
Breaking Out of the Middle South

From TIPS TO TOPS

"TIP A new group, the Tennessee Drifters, debuts on a new label, Dot, with a sock dance instrumental, BOOGIE BEAT RAG."

... and From The Billboard's Record Reviews
"Jump instrumental features driving keyboard and guitar work. Could click."

83--83--82--84

BOOGIE BEAT RAG

by the TENNESSEE DRIFTERS

Featuring the piano of BILL HARDISON

backed by "HONEST HEART" by GEORGE TOON

DOT #1001

ORDER FROM THE FOLLOWING DISTRIBUTORS

Major Dists. New York	Record Sales Birmingham, Ala.	Music Sales New Orleans, La.
Mangold Dists. Baltimore, Md.	Roberts Dists. St. Louis, Mo.	Dunbar Dists. Dallas, Texas
Southland Dists. Atlanta, Ga.	Coastline Dists. Nashville, Tenn.	Stone Dists. Miami, Fla.
Specialty Rec. Dists. Pittsburgh, Pa.	Music Sales Memphis, Tenn.	Frumkin Sales Chicago, Ill.
Burns Dist. Co. Oklahoma City, Okla.	Fortune Rec. Dist. Detroit, Mich.	

OR WRITE, WIRE, PHONE

DOT RECORD CO.

Gallatin, Tenn.

Gallatin 880

Another
"Lucky Old
Sun!"



No. 565

75c plus tax

SNOOKY LANSON

Singing

"GOD'S COUNTRY"

and "LIES"

London
RECORDS

COMPOSED
AND
CONDUCTED
BY

BEAZLEY
SMITH

LEE LAWRENCE
Vocal

"TEARS OF RAIN"
(ON MY WINDOW)
NO. 582
75¢ plus tax

LONDON
RECORDS

Record Reviews

(Continued from page 38)

RATINGS
OVER-ALL DISK JOCKEY RETAILER OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
KEN GIFFIN Rondo 214	Till We Meet Again The old waltz favorite gets the straight treatment from Griffin.	74--71--75--77
	Tiger Rag Faster Tiger Rag is played in a clean but pedestrian manner.	73--73--72--74
HARMONY HAWAIIAN QUARTET Rondo 208	Ulili Hula (Hula Chant) Sounds like an authentic hula chant. Sung in Hawaiian.	69--69--68--70
	Luana This side is an instrumental in a slow and dreamy tempo, with a singing electric guitar solo.	69--69--68--70
KEN GIFFIN Rondo 213	Sentimental Me Slow and easy instrumental handling of a fine ballad. Tune is moving up—side could cash in.	81--80--80--83
	My Blue Heaven Good oldie should find rinks the best bet.	70--66--70--74
JANET LORD (Johnny Dell Ork) Metro M 8011	Tell Me Lies Not much here. Chirping lacks presence and polish. Ballad is conventional fare.	55--55--55--55
	I Can't Go On Without You Tune is passable, but piping is weak and uneven.	55--55--55--55
ARV GARRISON TRIO-EL MYERS Metro M 8016	Right Me If I'm Wrong Trio warble and play novelty rhythm ditty in a crude imitation of the Page Cavanaugh kick.	48--50--48--46
	New Love Not commercial, but honest musicianship here in tune and male vocal. Song's a modern ballad with interesting changes.	52--56--51--50
GEORGE NOLAN (Bill Hitz Ork) Metro M 8012	Somebody's Walking Around in My Dreams Blurry recording here. Orking is fuzzy and obscures vocal. Nothing special about tune or performance.	50--50--50--50
	Today Would Have Been Our Anniversary Tune is okay, warbler projects it better than flip. Song would make usable hillbilly fare.	53--53--53--53
BILL PANNELL & HIS GENTLEMEN OF DISTINCTION Fanfare 108	Never Give Up a Sweetheart Uninspired tune, prosaic vocal and orking. Double time passage lends some lift.	56--56--56--56
	My Dream Came True Nothing much in this ballad performance.	52--52--52--52
RHYTHM & BLUES		
BUDDY JOHNSON ORK (Arthur Prysock) Decca 24824	Because, Parts I & II Fancy double-sided concert version of the standard could catch in the rhythm and blues market by virtue of Prysock's mellow baritone, and the shock effect of Johnson's change of style. Either or both sides could go on the boxes.	83--84--83--81
"FAT MAN" ROBINSON QUINTET Decca 48130	Bye, Bye, Roberta Jumpin' Jordan typer is shouted with spirit by Robinson in the least inhibited of his recent efforts.	80--80--80--80
	Was I Right Comic patter piece is also effective with old-timey rhythm riding underneath.	75--74--76--76
JOE MORRIS ORK Decca 48126	Broken Hearted Blues A flat blues concoction that only picks up in the instrumental portions.	63--64--63--62
	Lowdown Baby More spirit here, but same dirth of material.	63--64--63--63
LITTLE BENNY JACKSON-JOHNNY CRAWFORD ORK Regent 1013	Sawbuck Would be follow-up to "Hucklebuck" has vocal that doesn't quite get across, tho instrumental portions are strong.	75--75--74--76
	Frisco Powerful instrumental boogie-blues honker builds with a great beat, at great dancing tempo.	83--83--83--83
LIL GREEN Aladdin 3042	Running Around in Circles Lack of presence tempers the ex-Victor thrush's blues effort, tho she's likely to find a sizable market.	71--72--72--70
	My Be-Bop Daddy Be-boppers' garb and manner are described in blues patterns for little apparent reason.	66--66--65--66
CHARLES BROWN TRIO Aladdin 3044	Tormented Heavy stylization of the torch standard.	81--82--80--80
	Did You Ever Love a Woman Intense, intimate blues is more Brown's meat, and Chaz does it up brown.	84--85--85--83
AMOS MILBURN Aladdin 3043	Tell Me How Long Has the Train Been Gone Nonsense vocal riffer has an infectious beat and strong honk tenor, tho the Louis Jordanisms are slightly overworked.	79--80--78--78
	I'm Just a Fool in Love Ballad torcher is even more likely prospect.	83--83--83--83
PAULA WATSON (Jerry Jerome Ork) Decca 48131	I'll Be Glad, Glad, Glad Flimsy novelty material offers the "Little Bird" thrush small opportunity here.	65--67--65--63
	I Want a Short, Squat, Big Fat Papa This is more like it—a jivey, rollicking jump blues novelty, which Miss Watson sells with humor and personality.	83--83--82--84
THE FOUR TUNES Victor (45) 50-0042	The Lonesome Road Group gets off a velvet smooth, beatful rendition of the spiritual classic.	83--83--83--83
	I'm Just a Fool in Love Boys caress a blues ballad persuasively. Two good back-to-back jobs should get this disk results.	83--83--83--83
GRANT "MR. BLUES" JONES Decca 48129	For You My Love Suitable enough coverage of the blues-rhythm click, but not strong enough to challenge leading versions.	68--66--68--70
	They Call Me Mr. Blues Easy-rock slow blues only casually projected.	65--65--63--67

(Continued on page 101)

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

THE BILLBOARD PICKS:

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

GOD'S COUNTRY.....Frank Sinatra.....Columbia 38708
 Vic Damone.....Mercury (No number available)
 Snooky Lanson.....London 565

The Haven-Gillespie-Beasley Smith writing team should have a coin-grabbing sequel to "Lucky Old Sun" and "Master Painter" in the rich, earthy ballad. Damone's reading is the most dramatic, Lanson's the most honest and Sinatra's the most lavish. All are impressive and should click.

HALF A HEART.....Jack Owens With 3 Beaus and a Peep.....Decca 24874
 Straightforward, honest delivery of a sincere and schmaltzy ballad which has gradually been picking up steam via the Al Morgan and Eddy Howard diskings.

CHATTANOOGIE SHOE SHINE BOY.....Frank Sinatra.....Columbia 38708
 This is the backing on "God's Country" and a wonderful diskling it is, too. Frank swings the click infectiously and is ably supported by Axel Stordahl and a Jeff Alexander group. Could be a "Hucklebuck" for Frank.

IT'S SO NICE TO HAVE A MAN AROUND
THE HOUSE.....Dinah Shore.....Columbia 38689
 A ballad material piece that fits the Shore style like a glove. Dinah makes it one of her finest sides.

BEWITCHED.....Bill Snyder Ork.....Tower 1473
 The great Rodgers-Hart tune from "Pal Joey" gets an impressive instrumental mood job from a Chicago territory band. Could spell out real sleeper possibilities.

PLEASE BELIEVE ME
DID ANYONE EVER TELL YOU, MRS.
MURPHY.....Perry Como.....Victor 20-3684

A pleasing ballad and a lively novelty with a twisteroo finish are done with typical Como finesse and charm.

DADDY'S LITTLE GIRL.....Mills Brothers.....Decca 24872
 The sentimental ditty has caught on via Dick Todd's Rainbow etching. The brothers do one of the most sensitive, winning jobs of their career.

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. RAG MOPJ. L. Wills.....Bullet 696
2. BROKEN DOWN MERRY-GO-ROUNDMargaret Whiting-Jimmy Wakely...Capitol 800
3. MY FOOLISH HEARTGordon Jenkins.....Decca 24830
4. QUICKSILVERBing Crosby-Andrews Sisters.....Decca 24827
5. CRY OF THE WILD GOOSE.....Frankie Laine.....Mercury 5363
6. SWEETHEART SEMICOLONThe Honeydramers.....Bluebird 30-0022
7. THE THIRD MAN THEMEAnton Karas.....London 536
8. I DON'T WANNA BE KISSEDDoris Day.....Columbia 38679
9. WHY DON'T YOU HAUL OFF AND LOVE ME....Rosemary Clooney.....Columbia 38678

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. IT ISN'T FAIRSammy Kaye.....Victor 20-3609
2. BROKEN DOWN MERRY-GO-ROUNDMargaret Whiting-Jimmy Wakely...Capitol 800
3. THERE'S A LOVELY LAKE IN LOVELAND.....Guy Lombardo.....Decca 24838
4. RAG MOPRalph Flanagan.....Victor 30-0025

THE OPERATORS PICK:

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

1. BROKEN DOWN MERRY-GO-ROUNDM. Whiting-J. Wakely.....Capitol 800
2. DADDY'S LITTLE GIRLDick Todd.....Rainbow 80080
3. MY LILY AND MY ROSE.....Sammy Kaye.....Victor 20-3609
4. SUGARFOOT RAGRed Foley.....Decca 46205
5. THE BLOSSOMS ON THE BOUGH.....Jan Garber Ork.....Capitol 57-771
6. WITH MY EYES WIDE OPEN I'M DREAMING...Patti Page.....Mercury 5344

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. RAG MOPPee Wee King.....Victor 21-0167
2. UNFAITHFUL ONEErnest Tubb.....Decca 46213
3. I'LL TAKE A BACK SEAT FOR YOU.....Ernest Tubb.....Decca 46207
4. I JUST DON'T LIKE THIS KIND OF LIVIN'....Hank Williams.....MGM 10609

FOLK TALENT AND TUNES

(Continued from page 33)

Snodgrass have joined his station's "Old Dominion Barn Dance." . . . Tom Bradshaw, of WYCU, Newport News, Va., reports that his station started a "Hayloft Jamboree" December 10, with the two-hour show starting at 2 p.m. Cast includes: Pat Patterson and his Showboys, the Dominionaires Quartet, the Southern Gates Quartet, John Smith, the Luntsford, Ozark Ozzie and Bradshaw as emcee. They are seeking name country talent to guest on the show. . . . Elmer Snodgrass, of WFBC, Greenville, S. C., reports that he urged Jimmy Dickens to cut "A-Sleepin' at the Foot of the Bed." Snodgrass has been using the number for years. . . . Dave West, of KPOJ, Portland, Ore., won't play a request during February unless it is accompanied by a dime or more to be given to the "March of Dimes" fund. . . . Jon Farmer, WAGA, Atlanta, interviewed Jimmy Wakely recently and Wakely, minus his guitar, played piano accompaniment while he did some of his Capitol hits.

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

**'NUFF SAID!
 IT'S BY...
 PRIMO SCALA**

"ARM IN ARM"
 and
**"HE PLAYED HIS UKULELE
 AS THE SHIP WENT DOWN"**

PRIMO SCALA with the Keynotes
NO. 537
 75c plus tax

London
 RECORDS

The Talk of the Town!

GEORGE TOWNE'S "DEARIE"

Vocal by
GEORGE TOWNE
with his orchestra
and the Satisfiers

No. 609 78 rpm
75¢ plus tax

No. 30029 45 rpm
75¢ plus tax

LONDON RECORDS

The **Billboard** MUSIC POPULARITY CHARTS

PART X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- All the Things You Are
C. Barnet Ork (Ill Wind) Cap(78)843; (45)-F843
- Be Mine
M. Whiting-F. DeVol Ork (I Said) Cap(78)841; (45)F841
- Black Lace
F. Laine (Cry of) Mer 5363
- Bright Eyes
L. Green Ork (Who Cares) V(78)20-3690; (45)-47-3214
- Can I Come in for a Second
T. Pastor (Wedding Samba) Col(33)1-477; (78)-38696
- Can I Come in for a Second
N. Lutch-N. (King) Cole (For You) Cap(78)-847; (45)F847
- Canasta Song, The
C. McCoy Ork (Sister Kate) Mer 5354
- Chattanooga Shoe Shine Boy
G. Towne Ork (Dearie) London 609
- Cry of the Wild Goose, The
F. Laine (Black Lace) Mer 5363
- Daddy's Little Girl
D. Jurgens Ork (We'll Build) Col(78)38711; (33)1-500
- Dearie
G. Towne Ork (Chattanooga Shoe) London 609
- Dixie
J. Long Ork (Silver Dollar) King 15035
- I Can't Make You
F. Miller (Row, Row) King 15031
- I Said My Pajamas
M. Whiting-F. DeVol Ork (Be Mine) Cap(78)-841; (45)F841
- Ill Wind
C. Barnet Ork (All the) Cap(78)843; (45)F843
- I'm Crazy To Love You
S. Vaughan (Summertime) Col(78)38701; (33)-1-485
- I'm Satisfied With My Gal
Sharkey & His Kings of Dixieland (Over the) Cap(78)846; (45)F846
- It Not Bad
The Starlighters-P. Weston Ork (Rag Mop) Cap(78)844; (45)F844
- It's So Nice To Have a Man Around the House
D. Shore (More Than) Col(78)38689; (33)1-467
- Jazz Me Blues
A. Rollini Trio (Oye Negra) Mer 5359
- Jet
Dr. S. Hoffman-L. Baxter, Ork & Chorus Dir (Struttin' With) V(78)20-3691; (45)47-3215
- Spike Jones Plays the Charleston Album—S. Jones (3-10")
V(78)P-277; (45)WP-277
- Black Bottom . . . V(78)20-3676; (45)47-3199
- Charleston, The . . . V(78)20-3675; (45)-47-3198
- Charlestone-Mio . . . V(78)20-3675; (45)-47-3198
- Doin' the New Raccoon . . . V(78)20-3676; (45)47-3199
- I Wonder Where My Baby Is Tonight . . . V(78)20-3677; (45)47-3200
- Varsity Drag . . . V(78)20-3677; (45)47-3200
- Just for Old Times
H. Jefferies (Monday, Tuesday) Col(78)38703; (33)1-488
- Little Sally Walker
N. Lutch (Only You) Cap 798
- Monday, Tuesday, Wednesday (I Love Lou)
H. Jefferies (Just for) Col(78)38703; (33)1-488
- More Than Anything in the World
D. Shore (It's So) Col(78)38689; (33)1-469
- Music! Music! Music! (Put Another Nickel in)
C. Cavallaro (O, Katharina) Dec 24881
- Music! Music! Music!
H. Winterhalter-The Five Gems (Glow-Worm) Col(78)38704; (33)1-489
- My Foolish Heart
R. Hayes-M. Miller Ork (Flying Dutchman) Mer 5362
- O, Katharina
C. Cavallaro (Music! Music!) Dec 24881
- O, Katharina
D. Day (How Can) V(78)20-3689; (45)47-3213
- On the Sunny Side of the Street
D. Ellington (Good Woman) Col(78)38702; (33)1-486
- One Moment's Madness
A. Pierce (Don't Let) Lido 101
- Only You
N. Lutch (Little Sally) Cap 798
- Over the Waves
Sharkey & His Kings of Dixieland (I'm Satisfied) Cap(78)846; (45)F846
- Oye Negra
A. Rollini Trio (Jazz Me) Mer 5359
- Plaything (To You)
K. Penton-R. Bloch (Why) Dana 2066
- Please Louise (Don't Stand in the Breeze)
The Vagabonds (Marcelle Vahine) Col(78)38692; (33)1-471
- Poison Ivy
G. MacRae-The Starlighters-P. Weston Ork (Half a) Cap(78)842; (45)F842
- Prospect Park
A. Pierce Ork (Hand in) Lido 102
- Rag Mop
J. Dorsey (That's Plenty) Col(78)38710; (33)-1-499
- Rag Mop
The Starlighters-P. Weston Ork (If Not) Cap (78)844; (45)F844
- Row, Row, Row
F. Miller (I Can't) King 15031
- Sadie Was Her Name
B. Wyte (Shenanigans) V(78)25-1149; (45)51-0049
- Shenanigans
B. Wyte (Sadie Was) V(78)25-1149; (45)51-0049
- Shoe Is on the Other Foot Now, The
D. Shore-G. Morgan (Wedding Dolls) Col 1-442
- Silver Dollar
J. Long Ork (Dixie) King 15035
- Sister Kate
C. McCoy Ork (Canasta Song) Mer 5354
- Someone in Tennessee
F. Willing-Riders of the Purple Sage (Stampede) Col(33)1-477; (78)38696
- Summertime
S. Vaughan (I'm Crazy) Col(78)38701; (33)-1-485

The following abbreviations are being used throughout the list of Advance Record Releases:
 Cap—Capitol
 Col—Columbia
 Dec—Decca
 Mer—Mercury
 V—Victor
 All other labels will continue to be spelled out.
 Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- Don't Let the Word Get Around
A. Pierce (One Morrent's) Lido 101
- Tommy Dorsey Plays Cole Porter Album—T. Dorsey Ork (3-10")
V(78)P-263; (45)WP263
- I Get a Kick Out of You . . . V(78)20-3638; (45)47-3161
- It's Delovely . . . V(78)20-3638; (45)47-3161
- Just One of Those Things . . . V(78)20-3636; (45)47-3159
- Love for Sale . . . V(78)20-3636; (33)47-3159
- Why Shouldn't I? . . . V(78)20-3637; (45)-47-3160
- You Do Something to Me . . . V(78)20-3638; (45)47-3160
- Dream Is a Wish Your Heart Makes, A
The Jubalaires (That Old) Cap(78)845; (45)F845
- Enjoy Yourself (It's Later Than You Think)
D. Day (I Said) Col(33)1-497; (78)38709
- Enjoy Yourself (It's Later Than You Think)
L. Prima Ork (I Ain't) Mer 5361
- Flying Dutchman, The
R. Hayes-M. Miller Ork (My Foolish) Mer 5362
- For You My Love
N. Lutch-N. (King) Cole (Can I) Cap(78)847; (45)F847
- Glow-Worm, The
H. Winterhalter-The Five Gems (Music! Music!) Col(78)38704; (33)1-489
- Good Woman Blues
D. Ellington (On the) Col(78)38702; (33)1-486
- Half a Heart Is All You Left Me
G. MacRae-The Starlighters-P. Weston Ork (Poison Ivy) Cap(78)842; (45)F842
- Hand in Hand
A. Pierce Ork (Prospect Park) Lido 102
- Woody Herman and His Woodchoppers Album—W. Herman Ork (1-10")
Col(33) CL6092
- Four Men on a Horse
- Igor
- I Surrender, Dear
- Lost Week-End
- Nero's: Conception
- Pam
- Some Day Sweetheart
- Steps
- How Can You Buy Killarney?
D. Day-The Rhythmaires (O, Katharina) V(78)-20-3689; (45)47-3213
- I Ain't Gonna Take it Settin' Down
L. Prima Ork (Enjoy Yourself) Mer 5361
- I Almost Lost My Mind
F. Warren-H. Rene Ork (Who Cares) V(78)20-3686; (45)47-3209
- I Said My Pajamas (And Put on My Prayers)
D. Day (Enjoy Yourself) Col(33)1-497; (78)-38709

ADVANCE RECORD RELEASES

POPULAR

Stampede
 F. Willing-Riders of the Purple Sage (Someone In) Col(33)1-476; (78)38695
 Struttin' With Clayton
 Dr. S. Hoffman-L. Baxter, Ork & Chorus Dir. (Jet) V(78)20-3691; (45)47-3213
 That Old Piano Roll Blues
 The Jubalaires (Dream Is) Cap(78)843; (45) FB45
 That's Plenty
 J. Dorsey (Rag Mop) Col(78)38710; (33)1-499 (These Are) Things I Want To Share With You
 G. Shelley-B. Andersons' Ork (Waiting for) Sky-streak PB1007
 'Tis Only a Matter of Mind Over Matter
 E. Ros Ork (Zing Zing) London 625
 Waiting for Our Wedding Day
 G. Shelley-B. Anderson Ork (Things I) Sky-streak PB1007
 Waltz Time Album—A. Lyman Ork
 Col(33)CL6093; (78)C-136
 Charmaine
 Down By the Old Mill Stream
 I'm Falling in Love With Someone
 Jeannine
 La Golondrina
 Meet Me Tonight in Dreamland
 Missouri Waltz
 Valse Huguette
 Wedding Dolls
 D. Shore-G. Morgan (Shoe Is) Col 1-441
 Wedding Samba, The
 T. Pastor (Can I) Col(33)1-477; (78)38696
 We'll Build a Bungalow
 D. Jurgens Ork (Daddy's Little) Col(78)38711; (33)1-500
 While You're Away
 R. Kellogg-F. Green Ork (Without You) Crystal 258
 Why
 V. Tino-R. Bloch (Plaything) Dana 2066
 Who Cares
 F. Warren-H. Rene Ork (I Almost) V(78)20-3686; (45)47-3209
 Who Cares for You?
 L. Green Ork (Bright Eyes) V(78)20-3690; (45)47-3214
 Without You
 R. Kellogg-F. Green Ork (While You're) Crystal 258
 Zing, Zing, Zing, Boom
 E. Ros Ork ('Tis Only) London 625

CLASSIC & SEMI-CLASSICAL

Chopin: Les Sylphides Album—The Philharmonic-Symphony Ork of New York-E. Kurtz, Dir. (Villa-Lobos: Uirapuru) (1-12'')
 Col(33)ML4255;
 Famous Baroque Sonatas for Flute and Harpsichord Album—O. Nussio-H. Andreae (1-12'')
 Elite 4001
 J. S. Bach: Sonata Da Camera No. 4 in C Minor
 Leonardo Da Vinci: Sonata Da Camera No. 11 in D Major
 G. F. Handel: Sonata Da Camera No. 5 in G Major
 Daniel Purcell: Sonata Da Camera No. 18 in F Major
 Leoncavallo: Pagliacci-Bird Song
 B. Sayao (Massenet; Manon) Col(33)3-403
 Villa-Lobos: Uirapuru Album—The Philharmonic-Symphony Ork of New York (Chopin: Les Sylphides) (1-12'')
 Col(33)ML4255

INTERNATIONAL

Baroiges Tanz and Hora
 Kismet Ensemble (Carnosa) Kismet 138
 Carinosa
 Kismet Ensemble (Baroiges Tanz) Kismet 138
 Il Porco Di Don Pasquale
 N. Paone (La Moda) Etna 1304
 La Moda Delle Femmine
 N. Paone (Il Porco) Etna 1304
 Mamma Mia
 N. Paone (Quando L'Amore) Etna 1304
 Patch Tanz
 Kismet Ensemble (Vira) Kismet 137
 Quando L'Amore
 N. Paone (Mamma Mia) Etna 1304
 Vira
 Kismet Ensemble (Patch Tanz) Kismet 137

HOT JAZZ

Beat, The
 T. Turk Ork (Bye Bye) Mer 891B
 Bye Bye Blues
 T. Turk Ork (Beat, The) Mer 891B
 Put That Back
 F. Phillips Ork (Vortex) Mer 891E
 Skippy
 C. Hawkins Ork (There's a) Mer 891B
 There's a Small Hotel
 C. Hawkins Ork (Skippy) Mer 891E
 Vortex
 F. Phillips Quartet (Put That) Mer 891E

CHILDREN

Little Brave Sambo, (Parts 1 & 2)
 J. Bradford-B. Hookey Peter Pan 2239
 Pinocchio, (Parts 1 & 2)
 J. Bradford-B. Hookey Peter Pan 2238

LATIN-AMERICAN

A San Lazaro
 D. Santos Ork (Tu No) Seeco 7031
 Acaba y Dime
 Chapuseaux y Damiron (Mambeando) Seeco 821
 Borincana
 B. Capo (Fiel Amigo) Seeco 7035
 Cero Guayabera
 D. Santos Conjunto (Valor, Corazon) V 23-1481
 Chambeleque
 D. Santos Ork (Siempre Contigo) Seeco 7033
 Chica
 Perdona B. Capo (To Me) Seeco 7018
 Con Toda Mi Alma
 R. Fernandez (Yo No) V 23-1482
 Don Pancho
 Trio J. Rodriguez (Pesar) Seeco 7043
 El Campesino
 Conjunto Las Tres (El Fotingo) Exito 1503
 El Fotingo
 Conjunto Baracoa (El Campesino) Exito 1503
 El Pescador
 B. Capo (Me Mata) Seeco 7037
 El Tiempo Sera Testigo
 Macucho (No Me) Exito 1507
 Eternamente Mia
 Cuarteto Manuel Jimenez (Siempre Alegre) V23-1484
 Fiel Amigo
 B. Capo (Borincana) Seeco 7035
 Fiestas De Mexico
 Los Fronterizos (Los Abuelitos) V 23-1486
 Fuego En La Noche
 T. Gari Ork (Temblor) Seeco 830
 Guie Despacio
 Damiron (Puro Mambo) Seeco 825
 Ha Pasado
 L. Marini (Pecado) Seeco 7044
 Has Visto a Mi Amor
 J. L. Monero (Parece Mentira) Exito 1506
 Inquietud
 C. Martinez (Mi Guadalupe) Seeco 684
 Los Abuelitos
 Los Fronterizos (Fiestas De) V 23-1486
 Mambeando
 Chapuseaux y Damiron (Acaba y) Seeco 821
 Mambonick
 P. Campo Ork (Sonaremos El) Seeco 4120
 Me Ma'a o Lo Mato Yo
 B. Capo (El Pescador) Seeco 7037
 Mi Guadalupe
 C. Martinez (Inquietud) Seeco 684
 Miguelito Valdes Plays Ernesto Lecuona Album—
 M. Valdes Ork (3-10'')
 V(78)P-276; (45)WP-276
 Always In My Heart . . . V(78)20-3632; (45)47-3146
 Breeze and I, The . . . V(78)20-3630; (45)47-3144
 Jungle Drums . . . V(78)20-3632; (45)47-3146
 La Comparsa . . . V(78)20-3630; (45)47-3144
 Malagueña . . . V(78)20-3631; (45)47-3145
 Say Si, Si . . . V(78)20-3631; (45)47-3145
 No Me Cotes Tanto
 Macucho (El Tiempo) Exito 1507
 Pa' Que Te Dure
 Orquesta Tropicana (Una Miradita) Seeco 823
 Parece Mentira
 J. L. Monero (Has Visto) Exito 1506
 Pecado
 L. Marini (Ha Pasado) Seeco 7044
 Perdona Tu
 (Vitaminas) Exito 1509
 Pesar
 Trio J. Rodriguez (Don Pancho) Seeco 7043
 Portate Bien
 E. Garza (Si Dios) Seeco 7036
 Puro Mambo
 Damiron (Guie Despacio) Seeco 825
 Si Dios Lo Quiso Asi
 E. Garza (Portate Bien) Seeco 7036
 Siempre Alegre
 Cuarteto Manuel Jimenez (Eternamente Mia) V23-1484
 Siempre Contigo
 D. Santos Ork (Chambeleque) Seeco 7033
 Sonaremos El Tambo
 P. Camp Ork (Mambonick) Seeco 4120
 Temblor
 T. Gari Ork (Fuego En) Seeco 830
 To Me Dejaste
 B. Cano (Chica Perdona) Seeco 7018
 Tu No Tienes Suerte
 D. Santos Ork (A San) Seeco 7031
 Una Miradita Nada Mas
 Orquesta Tropicana (Pa' Que) Seeco 823
 Valor, Corazon
 D. Santos Conjunto (Cero Guayabera) V 23-1481
 Vitaminas
 Yiye (Perdona Tu) Exito 1509
 Yo No Se
 R. Fernandez (Con Toda) V 23-1482

RELIGIOUS

Are You Facing the World All Alone?
 B. Starcher-Good News Quartet (Beyond the) Col(78)20666; (33)2-487
 Beyond the Sunset
 B. Starcher-Good News Quartet (Are You) Col(78)20666; (33)2-487
 Four and Twenty Elders
 S. Martin & Her Singers of Joy (Jesus Steps) Aladdin 2014
 I'm Naturalized for Heaven
 Brown's Ferry Four (On the) King 838
 Jesus Steps Right In
 S. Martin & Her Singers of Joy (Four and) Aladdin 2014
 On the Jericho Road
 Brown's Ferry Four (I'm-Naturalized) King 838

RALPH YOUNG
 Sings with
JACK PLEIS and his orch.

"PLEASE TREAT HER NICER"
 backed by
"I'VE GOT THE WORLD ON A STRING"
No. 608
 75¢ plus tax

"ROSES and WINE"
NO. 572
 75¢ plus tax

London RECORDS

SALESMAN WANTED

IF YOU ARE NOW COVERING RECORD STORES . . . We have a Time-Tested, Sure-Selling Item. Product Is Well Known Throughout the Country And Very Little Time Is Necessary When You Make Your Routine Calls.

ALL INQUIRIES HELD IN STRICT CONFIDENCE

BOX 488
The Billboard
1564 Broadway New York City 19

CANDY & CAKE

OXFORD MUSIC CORPORATION

1619 B'way New York 19, N. Y.

The Biggest Boogie In This Burg!!

"BESS' BOOGIE"

"DESERT NIGHT"

Apollo 799

Bobby Smith and Orch.

Order from your nearest distributor or direct from

APOLLO RECORDS

457 W. 45th St. New York, N. Y.

UNIVERSITY'S

Long Playing

Low Price

Large Profit

RECORDS ARE HERE!

Varsity Record Corp.

47 W. 63rd St. N. Y. C.

THE GREATEST RECORD

MAD MEL HENKE

(and his 21-Century Piano)

HAS MADE YET!

TR #442

"I SURRENDER, DEAR"

and

"DANCE OF THE CAVEMEN"

(A Henke Original)

TEMPO

RECORD CO. OF AMERICA

8540 Sunset Blvd., Hollywood 46, California

RELIABILITY — QUALITY

RECORD PRESSING

Originators of the **NON-SLIP FLEX**

(Pat Pending)

Research Craft Co.

4912-14 SANTA MONICA BLVD. LOS ANGELES 27, CALIF.

The Billboard MUSIC POPULARITY CHARTS

Album and LP Record Reviews

PART XI

TRADE SERVICE FEATURE

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 lockers is indicated in boldface comment under the separate headings within each review.

THE RATES
(100 points—the maximum)

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

THE CATEGORIES

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

WALDTEUFEL MEMORIES AND KALMAN MEMORIES—Robert Stolz Ork (1-12'') 76

London (33) LLP 143

The Skaters; Estudiantina; My Dream; Golden Rain; Fantasia on material from Grafyn Mariz; Ziguenerprimas, etc.

There's a good-sized capsule of light-hearted Viennese music in this LP disk. Most of the selections are familiar, and as played under Stolz' direction they're packed with the appropriate spirit. All are instrumentals . . . all are well-played and well-recorded. Should find a big market among longhair and pop buyers, as well as among the middle-brow regulars.

JUKES Not suitable. **JOCKS** For light longhair segs.

FAMOUS BAROQUE SONATAS FOR FLUTE AND HARPSICHORD (1-12'')—Ottmar Müssio-Hans Andree (1-12'') 70

Elite (33) CE 4001

Handel: Sonata Da Camera No. 5; Purcell: Sonata Da Camera No. 18 in F Major; Da Vinci: Sonata Da Camera No. 11 in D Major; Bach: Sonata Da Camera No. 4 in C Minor.

Four light, lovely gems of rarely performed early music have been made available here. The real standout in the set, surprisingly, is the charm-loaded Da Vinci piece. Although the recording is not up to best technical standards, the playing is of a high order, with Swiss flautist Müssio producing a tone of haunting loveliness. A thoroughly delightful LP unit.

JUKES Not suitable. **JOCKS** Diverting material for longhair shows.

COMING 'ROUND THE MOUNTAIN—Dorothy Shay-Mitchell Ayres Ork (1-10'') 68

Columbia (33) CL 6089

Joan of Arkansaw; Pure as the Driven Snow; Why Don't Someone Marry Mary Anne; No Ring on Her Finger; Since Mother Was a Girl; Love Isn't Born; Grandpa's Gettin' Younger Ev'ry Day; The Old Apple Tree.

LP set is a reissue from shellac, and features some of the entertainers' familiar nite club specialties. The Park Avenue Hillbillies' material doesn't all wear well on disks, and is the sort of stuff that's spun occasionally at parties.

JUKES Not suitable. **JOCKS** Numbers require screening.

THE GOOD OLD SONGS—Charles Kullman (1-10'') 60

Columbia (33) ML 2090

In the Gloaming; Down by the Old Mill Stream; Moonlight Bay; Let Me Call You Sweetheart; Carry Me Back to Old Virginia; Sweet Adeline; Secrets. Since Kullman is a legit warbler, this disk is in the Masterworks series. The oldies are performed by the soloist, with aid of a nostalgic-styled male group of the barber shop variety. Kullman has a handsome sound, but doesn't infuse it with much color. Nothing here to get excited about.

JUKES Not suitable. **JOCKS** For nostalgic segs slanted at the home folks.

NANCY GOES TO RIO—Ann Sothern-Jane Powell-Carmen Miranda-Danny Scholl (3-10'') 70

MGM 47

"Magic Is the Moonlight"; "Time and Time Again"; "Love Is Like This"; "Ca-Room' Pa-Pa"; "Yipsee-I-o"; Musetta's Waltz."

This is another in MGM's group of sound-track diskings. The market for this collection, tho, will be dependent upon how much noise the movie makes. The Carmen Miranda sides will get some attention, as well as La Powell's pair of tunes. Packaging is salable, and the names on the album cover will attract.

JUKES Miranda maybe. **JOCKS** Miranda, of course.

GLIERE: SYMPHONY NO. 3, B MINOR—Symphony Ork of the Academy of Santa Cecilia, Rome—Jacques Rachmilovich, Dir. (1-12'') 65

Capitol P-8047

A big work, this, based on the exploits of the legendary Russian hero Ilya Mourometz; Gliere, a master craftsman, has fashioned in the Third an epic symphony in the high romantic fashion. The recording is low level and not clear or sharp; the rolling tympani which underlie many passages blur into an indistinct and distant thunder. The work itself is a ponderous product of classical Russian academicism. Its best quality is the sombre Byzantine character of some portions of the opening and closing movements, painted in dark colors by the string section. Thruout, in fact, the strings are afforded some of the showiest passages in orchestral literature. While the orchestra here acquits itself excellently, it is let down by the murky reproduction.

JUKES Not suitable. **JOCKS** Heavy going for airers.

MODERN MUSIC FOR CLARINET—Artie Show-Walter Hendl, Dir., the New Music String Quartet (1-12'') 70

Columbia (33) ML-4260

Shaw is featured here in 12 fragments by contemporary composers—Ravel, Morton Gould, Kabalevsky, Milhaud, Debussy, Poulenc and others. Most of these selections have been specially arranged for clarinet. Shaw plays with good tone but seems overly reticent and self-effacing. As a result, the over-all effect is too placid and lulling, even pallid. Quasi-classical arrangements of "The Man I Love" and "I Concentrate on You" are quite precious. However, album should find a fair market with the cafe clique, who will buy because of its esoteric nature, the Shaw name and the atmosphere moderne stamp it with a kind of chi-chi.

JUKES Not suitable. **JOCKS** Avant-gardists will go for this.

BACH: SUITE NO. THREE IN D MAJOR—Suttgart Chamber Ork, K. Munchinger, Cond. (1-10'') 70

London (33) LPS 147

This is the Bach Suite that includes the famous "Air for the G String," and the first release in London's program of recording the complete group. Purists will rejoice in the modest, faithful Bachian style, and for those acquainted with the "Air" thru the overblown Stokowski transcription, this light, fresh interpretation may come as a surprise. Nothing formidable about this Bach, and the recording is good.

JUKES Not suitable. **JOCKS** For LP equipped longhair shows.

MUSICAL COMEDY FAVORITES—Stanley Black Ork (1-10'') 78

London (33) LPB 125

I Get a Kick Out of You; Begin the Beguine; All the Things You Are; You and the Night and the Music; Smoke Gets in Your Eyes; My Heart Stood Still; Some Enchanted Evening; So in Love; Bali Ha'; Why Can't You Behave.

This one little LP platter holds a load of great show music performed instrumentally, with impeccable taste. All selections are danceable, and for dinner music, these arrangements will be hard to top. They're light, fluid, colorful, featuring strings, subtle woodwinds and some sparkling society piano by Black. The recording itself is tops, and the cover is richly attractive.

JUKES Not suitable. **JOCKS** Mighty useful stuff here.

MUSIC BOURNE TO LIVE

BLOSSOMS ON THE BOUGH

FREDDY MARTIN

RCA VICTOR 20-3590

ABC MUSIC CORP. 799-7th Ave., N.Y. 19, N.Y.

NEW VICTOR, COLUMBIA

\$12.00 per 100

OTHER LABELS \$10.00 PER 100—\$85.00 PER 1,000 1/3 with order, balance C. O. D. Write for LATEST CATALOG. 500 Different Standard and Hit Tunes.

VEDEX COMPANY

674 10th Ave. New York 19, N. Y. PLaza 7-0636

COMPLETE INVENTORY BOUGHT

JOHNSON RAG

recorded by

PEARL BAILEY.....Harmony
GENE COLIN.....Rondo
JIMMY DORSEY.....Columbia
RUSS MORGAN.....Decca
ALVINO REY.....Capitol
JACK TETER TRIO.....London
CLAUDE THORNHILL.....Victor

MILLER MUSIC CORPORATION

ATTENTION!

Record Collectors—Jazz Fans—Disk Jockeys

A must for your collection

"12TH ST. RAG"

The original 12th St. Rag played by Euday L. Bowman, piano solo on both sides. Now deceased. A collector's item. Limited quantity \$2.00 each. Records sent prepaid. Write

MARY M. BOWMAN

818 S. Jennings Ft. Worth, Tex.

Englewood Records Go

Cheerup Records—No Trouble Songs

Let's Go: Polka
Meet Me Tonight in the Park; Waltz, No. 1008
Nellie McGee
Sam the Paper Man; No. 1006
When You Wake Up in the Morning
I Know We're in Love, You and Me; No. 1007
Won't You Be My Sweetheart?
It's Great To Be a Rooster; No. 1005
4 sample records, 35¢ each, postpaid;
25 records, 35¢ each.

ENGLEWOOD RECORDS

516 Englewood Ave. CHICAGO, ILL.

Record Stamping Plates

Complete processing . . . low rates . . . fast service. Daily air express shipments practically put our plant at your door. High fidelity reproduction . . . mirror like appearance . . . tops in craftsmanship. Write for our rate card.

THE CHARLES ECKART COMPANY

4880 Santa Monica Blvd., Los Angeles 27, Calif. Olympic 2901

USED RECORDS FOR SALE

We carry a large stock of Used Records on hand at all times. Assorted Pops, Race, Hillbilly and Polkas. We ship anywhere. Wholesale only. Send for prices.

SHERMAN'S USED RECORD EXCHANGE

1348 South St. Philadelphia 47, Pa.

Hillbilly and Blues-Rhythm Recordings

Write for New Release Sheet

STAR TALENT RECORDS

3313 Oakland Dallas 15, Texas

Col'bia, Warner In 'Horn' Tie-Up

HOLLYWOOD, Jan. 28.—Columbia Records is tying in directly with Warner Bros. *Young Man With a Horn* pic by recording an album featuring Doris Day, who appears in the film, with Harry James, who served as technical advisor and soundtracked horn passages thruout the movie. Miss Day and James will share equally in the 5 per cent album royalties.

Tunes included in the disk book are *With a Song in My Heart, The Man I Love, The Very Thought of You, I May Be Wrong, Get Happy, You Took Advantage of Me, Too Marvelous for Words*, and a new song, *Melancholy Rhapsody*, by Ray Heindorf, Warners' music department head.

Passis in Chicago Sets Up Own Label For Blues, Rhythms

CHICAGO, Jan. 28.—Another indie label distributor announced the formation of his own record label recently when Monroe Passis, chief of Chord Distributors here, set up his own Parkway disks, which will be exclusively a blues and rhythm diskery. Passis will operate the label as a separate subsidiary under Hit Record Distributors, 2320 South Michigan Avenue. Officers of the firm are Passis, prexy; Ernie Leaner, veepee in charge of artists and repertoire, and George Leaner, veepee in charge of sales and promotion.

The Parkway label, which will go for 79 cents retail on 10-inch shellac, has two artists on its tee-off release, the Little Walter Trio and the Baby-Face Leroy Trio. Thus far, Passis has the following distributors: Sam Klayman, Cincinnati, and Major Distributing, New York.

Three New York labels have made their bow recently. Cherokee, operated by T. L. Pope, is offering sides by the Faithful Four, spirituals group. Rialto diskery, operated by Michael Cassone, with Marie Cassone as sales rep, is a new pop line. Tropical Records, a Latin American line, has been established by Rafael Seijo.

Sam E. Ayo has started Ayo diskery in Houston. First releases are by Cliff Bruner and his band, ex-Decca hillbilly group, and the Richard Prine orchestra. Philmos Records has been started by Ray Ramos, of Los Angeles. First artist on the label is Ramon Armengod, Mexican vocalist. Disks will retail at 89 cents on Philmos.

Faun Club Now Ballroom

PHILADELPHIA, Jan. 28.—The Faun Club, large nabe nitery which did a quick fold as the Ebony show-place offering Negro entertainment on a non-alcoholic policy, lights up as a ballroom. Iz Bushkoff, nitery operator in New Jersey who took a quick bath in reopening the room as a non-alcoholic nitery, has refashioned the room for terping. He will operate nitery and, with a capacity of 1,000 dancers, will bring in territorial names and lesser recording names. The place will be known as the Faun Club Ballroom.

Copper Stomper

BRIDGEPORT, Conn., Jan. 28.—The Ritz Ballroom here, where name bands play Sundays and holidays and territorial bands during the week, will experiment with a "one penny night" this week, when ladies entering and escorted by gentlemen will be admitted by paying only one penny admission. The band playing for the night will be Irv and Tommy Hintz and the Farmers. Admission for the men will be 75 cents.

"Collectors' Guide" Valuable Catalog of 1895-1925 Disks

NEW YORK, Jan. 28.—Of primary interest to collectors of classical records, the newly published *Collectors' Guide to American Recordings, 1895-1925* will be a valuable catalog aid to those disk dealers who cater to classical music lovers or who still have some of the older acoustical and electrical recordings in stock. Written by Julian Morton Moses, who also operates the American Record Collectors' Exchange in this city, the paper-covered book has a foreword by Guiseppa De Luca.

Among the interesting information contained in the book are sections on acoustic records of permanent value, Columbia disks, Victor Red Seal, Berliner-Zonophone, Vocalion-Brunswick-Pathe-Actuelle, imported recordings, Fonotipia-Odeon and several complete index listings.

The major portion of the 200-page book is devoted to detailed listings of disks recorded by more than 300 of the famous names of years ago. The listing contains notes, comment and release dates of the records. Among the names of the artists covered by Moses's book are Enrico Caruso, Nellie Melba, Fritz Kreisler, John McCormack, Ignatz Paderewski, Rosa Ponselle and Arturo Toscanini.

The book, which lists at \$3.75 also contains a numerical guide of Columbia and Victor Red Seal disks, and index of operas and an instrumental index. *Joe Martin.*

"Been a Fool" Suit Names Excelsior

NEW YORK, Jan. 28.—Herman Kanes, doing business as Excelsior Music, was named co-defendant along with tunesmith Gladys DeJuse in United States District Court this week in an infringement suit brought by one Everett Anthony. The complaint, filed by attorney Abner Greenberg, contends that the tune *I've Been a Fool*, licensed by Excelsior for recordings by Decca, National and Lee Records, infringes on Anthony's song of the same name, written by him prior to July 6, 1949, and registered as an unpublished work. Greenburg seeks a restraining order to prevent Kanes from collecting mechanical royalties from the diskeries and performance money from Broadcast Music, Inc. (BMI), pending determination of the suit.

Kanes denies any resemblance between his tune and the Anthony song other than in the titles. The pubber is represented by attorney Julius Schein.

Schwartz Sticks With Morin, Nixes Report

NEW YORK, Jan. 28.—Booking agent Bill Schwartz this week pinned the "grossly exaggerated" tag on the report that he had left the Morin-Schwartz Agency to work for the McConkey office here. "I'm still very much a partner in Morin-Schwartz and shall continue so," he said. "My headquarters are in Chicago, but since my wife is obliged to be in New York, I've been doubling back and forth."

Schwartz ascribes the McConkey rumor to the fact that he had been negotiating with that agency to book orkster Lawrence Duchow on a one-nighter tour of the Eastern area. Meanwhile he's in the initial stages of setting up a New York office for Morin-Schwartz.

The booker was married to Dorothy Hummizsch, a Godfrey show "Cordette," December 31.


BILLBOARD REVIEWS KING'S LATEST RELEASES

January 28, 1950

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

HANK PENNY King 828	<i>I Was Satisfied</i> <i>Bloodshot Eyes</i>	68--68--66--70 75--75--72--78
DELMORE BROTHERS King 826	<i>Pan American Boogie</i> <i>Troubles Ain't Nothing But the Blues</i>	83--83--83--84 83--83--83--83
RED PERKINS King 836	<i>I Hate You</i> <i>Crocodile Tears</i>	81--82--81--81 83--83--83--84
COY-BOY COPAS King 825	<i>The Gypsy Told Me</i> <i>Crazy Over You</i>	83--83--83--82 76--76--76--75
GRANDPA JONES King 834	<i>Daisy Dean</i> <i>I Do</i>	73--74--72--72 78--79--78--77
BULL MOOSE JACKSON King 4335	<i>Must You Go</i> <i>Not Until You Came My Way</i>	74--75--74--73 76--76--76--76
EDDIE "CLEAN-HEAD" VINSON King 4331	<i>I'm Weak But Willing</i> <i>I'm Gonna Wind Your Clock</i>	82--80--82--84 84--NS--84--84
KING PORTER ORK King 4333	<i>Battle Ax</i> <i>Come On In</i>	73--71--73--75 84--84--84--84
GENE NERO SEXTET King 4332	<i>What I Say</i> <i>Blow Mr. Be-Bop</i>	71--71--70--72 71--71--70--72

KING RECORDS



Judy Canova Show

SEE INSIDE FRONT COVER

For Dates Contact: **WILLIAM H. KING** 2025 No. Argyle Avenue Hollywood 28, California

WANTED


Used or New Hillbilly or Western RECORDS

Top prices paid. You get the best deal from Chicago's largest distributor of used records. Don't hesitate. Send us your records today.

[WRITE TO] TONY GALGANO, USED RECORD EXCHANGE
4142 W. Armitage Ave., Chicago 39, Ill.
Tel.: Dickens 2-7060
WE PAY FREIGHT

"CHATTANOOGIE SHOE SHINE BOY"

by... **RED FOLEY**
DECCA 46205



GIVE TO THE DAMON RUNYON CANCER FUND

The
Billboard

MUSIC POPULARITY CHARTS

PART
XIIBillboard
TRADE
SERVICE
FEATUREThe Honor Roll of
Popular Songwriters

By Jack Burton

No. 47—SIGMUND ROMBERG (Part II)

(Continued from last week)

While Sigmund Romberg is represented on Broadway and the screen today only at comparatively rare and infrequent intervals, this composer of 79 musicals is much too energetic a man at the age of 62 to sit back and rest on his achievements. Instead, he has found an outlet for his remarkable vitality in concert tours and summer radio shows which have attracted millions of listeners during the past seven years.

Despite the fact that Romberg makes personal appearances in a hundred or more cities yearly as the conductor and piano soloist with a 60-piece orchestra and is the stellar attraction on the coast-to-coast broadcast, *An Evening With Romberg*, the man in the street and his wife at the self-serve market have the erroneous notion that the composer of *Lover, Come Back To Me*; *You Are My Song of Love* and *One Alone* has already joined that host of musical immortals who now play golden harps instead of Knabe and Steinway pianos.

"There are a number of explanations for this phenomenon," according to the writer of a recent article in *The New York Herald Tribune*, "but

the most palpable one lies in the tendency of the American public to classify things. This result, insofar as composers are concerned, is the notion that any man whose works are heard with regularity is a revered man and, more likely than not, a dead man.

"Probably Romberg's radio show—and for that matter, numerous other radio shows that play his music often—may have heightened the impression. Accustomed to the radio habit of presenting memorial programs for Gershwin and others, listeners who have tuned in on the Romberg show have admitted they thought it was intended to be commemorative.

"Another reason could be that because Romberg is a product of the Viennese or May Wine school of composition, a lot of people have come to think of him as a contemporary of Johann Strauss, who founded the school, and Franz von Suppe and Victor Herbert, who nurtured it. And Strauss died in 1849, Von Suppe in 1895 and Victor Herbert in 1924."

Altho Sigmund Romberg gets a great kick out of playing before thousands in the Hollywood Bowl and New York's Lewisohn Stadium, he experienced his greatest thrill a quarter-

century ago at a concert he conducted in his home town of Nagykanizsa. His star was then in its highest ascendancy, and he had returned to Hungary to visit his father and mother after a 20-year separation.

When he reached his parents' home, they naturally asked him to play for them, but Romberg begged off, saying he was tired, not in the mood, and offering other excuses. This went on for several days, and then one afternoon, a carriage drove up to the door and Sigmund invited his father and mother to accompany him to the town's concert hall, where they were met at the entrance by the manager and escorted to the two best seats in the house.

Romberg excused himself as his parents settled back in a daze. On the stage was an orchestra of 60 musicians tuning up, but the auditorium was empty save for themselves. They were soon aroused from their bewilderment by a fanfare that brought Romberg out of the wings, baton in hand. He bowed to his mother and father, faced the orchestra, raised his baton and conducted a two-hour concert of his American successes. At the concluding number, Romberg solemnly turned around, bowed to his audience again, and left the stage, tears streaming down his face. It was a concert without a single "Erao!" the silence broken only by

the sobs of two overjoyed and very proud people.

Sigmund Romberg is a sentimentalist, and is not ashamed of it. He regards his last Broadway production, *My Romance*, a musical version of the late Edward Sheldon's hit play of 1913, *Romance*, as a "spiritual reunion" with the dramatist, who died in 1946. At the age of 37, Sheldon, then at the height of his career, was stricken with paralysis and spent the next 20 years of his life in bed. He kept abreast of things thru his theatrical friends, who read him their new plays and played him their new songs. Romberg spent numerous afternoons in Sheldon's apartment playing the music from his shows.

"Sheldon used to talk about what a wonderful musical *Romance* would make," Romberg recalls. "But at the time he wouldn't release the rights. 'When I do, Rommy,' he said, 'I want you to write the music.'"

So when the opening-night curtain went up on *My Romance* in 1948, Edward Sheldon's wish was gratified. The music was by Romberg.

Right now America's most prolific musical comedy composer is considering writing the score for an operetta based on the life of Stephen Foster, who also wrote songs that will live longer than the bridges of steel and concrete Sigmund Romberg dreamed of building—but never did.

SIGMUND ROMBERG'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Stage Musicals

(Continued from last week)

SO THIS IS PARIS
By Harry Tierney
SWEET AND PRETTY

1916—THE GIRL FROM BRAZIL

With Robert Winterberg. Book and lyrics by Edgar Smith, and presented by a cast headed by Maude Odell, Hal Forde, George Hassell and Frances Damarast. G. Schirmer, Inc.

CHILDHOOD DAYS
LIKE THE FJORDS OF SCANDINAVIA
THE FINANCIAL VIKING
I WANT TO BE A ROMEO
STOLEN KISSES
DARLING, I LOVE YOU SO
IVY AND OAK
THE RIGHT BRAZILIAN GIRL
COME BACK SWEET DREAM
OH YOU LOVELY LADIES
HEART TO HEART
A BACHELOR BOY AND GIRL
SKI-ING
BACCAROLE
SEÑORITA

1916—THE SHOW OF WONDERS

With Otto Motzan and Herman Timberg. Book and lyrics by Harold Atteridge, and presented by a cast that included John T. Murray, Willie and Eugene Howard, Ernest Hare, George Monroe, Tom Lewis, McIntyre and Heath, Lew Clayton, Sam White, Walter C. Kelly and Marilyn Miller. G. Schirmer, Inc.

BACK TO NATURE
WEDDING BELLS
WHEN PAVLOVA STARTS BUCK AND WING-ING
GIRLS PREPARE
BRING YOUR KISSES TO ME
ANGELS

SONGWRITERS

COMING UP!

SIGMUND ROMBERG (Part III)
In Subsequent Issues The Billboard

Will Present

AL HOFFMAN
DUKE ELLINGTON
J. FRED COOTS
HOAGY CARMICHAEL
HARRY RUBY
FATS WALLER
HARRY REVEL
JIMMY McHUGH
BILLY HILLALADDIN
THE GIRL ON THE SQUARE
LOUISIANA
By Harry Tierney
PAJAMA GIRLIES
GET A GIRLIE
NAUGHTY, NAUGHTY, NAUGHTY
By Nat Vincent
WEDDING BY THE SEA
DIABOLO
THE ZOO STEP
LOVE IS LIKE A BUBBLE

1916—FOLLOW ME

Book by Felix Doerman and Leo Ascher, lyrics by Robert B. Smith, and starring Anna Held in a cast that included Harry Tighe. G. Schirmer, Inc.

WE ALWAYS TAKE THEM HOME
TWO HAPPY TADPOLES
WHEN A MAN IS SINGLE
A TETE-A-TETE WITH YOU
FOLLOW ME
THE GIRLS ARE GETTING WISER
ADAM WAS THE ONLY LOVER
THE VIOLIN SONG
A LITTLE BIT OF NONSENSE
I AM TRUE TO THEM ALL
There were three interpolated numbers by Alfred Bryan and Harry Tierney, as follows:
I WANT TO GOOD BUT MY EYES WON'T LET ME
MILADY'S TOILETTE SET
IT'S A CUTE LITTLE WAY OF MY OWN

1916—HER SOLDIER BOY

With Emmerich Kalman. Book and lyrics by Rida Johnson Young, and presented by a cast headed by Adele Rowland, Louise Galloway, Clifton Crawford and John Charles Thomas. G. Schirmer, Inc.

MOTHER
ALL ALONE IN A CITY FULL OF GIRLS
AMSTERDAM
HE'S COMING HOME
HISTORY
HOME AGAIN
THE LONELY PRINCESS
SLAVERY
SONG OF HOME
I'D BE HAPPY ANYWHERE WITH YOU
SMILE, SMILE, SMILE
GOLDEN SUNSHINE
THE KISS WALTZ
MILITARY STAMP

1917—THE PASSING SHOW OF 1917

With Otto Motzan. Book and lyrics by Harold Atteridge, and presented by a cast that included Burton Green, Irene Franklin, Zeke Colvan, Yvette Rugel, Johnny Dooley, Tom Lewis, DeWolf Hopper, Jefferson de Angeles, Marie Nordstrom and Franklyn Batie. G. Schirmer, Inc.

FATHER KICKERBOCKER
THE PASSING SHOW
SAME OLD SONG
WON'T YOU WRITE TO ME
FASTER AND FASTER
AMERICA'S FIGHTING JACK
MEET ME AT THE STATION
By Sam Lewis, Joe Young and Ted Snyder.
I'VE GOT A LITTLE BIT OF SCOTCH IN ME
DANCING FAMILY
PIERROT
MY BEDOUIN GIRL
THE GOLDEN WEST
I'LL BE A COLLEGE BOY'S DEAR
UNDER THE WILLOW TREE
MY YOKOHAMA GIRL
WON'T YOU BE MY DADDY
THE LANGUAGE OF THE FAN
A TABLE FOR TWO
THE CHORUS GIRL
THE TELEPHONE GIRL
THAT PEACH-A-REENO PHIL-I-PEENO
DANCE
RING OUT LIBERTY

1917—MY LADY'S GLOVE

With Oscar Straus. Book and lyrics by Edward A. Paulton and Edgar Smith, and starring Vivienne Segal in a cast that included Charles Purcell and Charles McNaughton. G. Schirmer, Inc.

OFFICERS OF THE 25TH
KEEP REPEATING IT
I HATE TO LEAVE THE BOYS
FOOLISH LITTLE MAIDEN I
THE FICKLE SET
I'M MADLY IN LOVE WITH A DREAM GIRL
AMOROUS ROSE
DO BUY SOME CANDY, SIR
SECRECY
I MEAN TO BE MARRIED AS SOON AS I CAN
PRUDENCE HAS FLED
SINCE TODAY OUR COLONEL'S MATING
NO MORE GIRLS FOR ME
ANTICIPATION
LOOK BEFORE YOU LEAP

1917—MAYTIME

Book and lyrics by Rita Johnson Young and Cyrus Wood, and presented by a cast headed by Peggy Wood, Charles Purcell and William Norris. G. Schirmer, Inc.
IN OUR LITTLE HOME SWEET HOME
IT'S A WINDY DAY AT THE BATTERY
GYPSY SONG
WILL YOU REMEMBER (SWEETHEART)
(Available on the following records: RCA Victor 4329, Jeanette MacDonald and Nelson Eddy; RCA Victor P(27966) in P-133, Dorothy Kirsten and Felix Knight; Decca 24003 in A-1917, Bob Grant Orchestra; Columbia 36553 in C-88, Al Goodman orchestra; Columbia 4388-M, Andre Kostelanetz; Capitol 10104 inCD-61, Lois Butler.)
JUMP JIM CROW
THE ROAD TO PARADISE
REMINISCENCE
SELLING GOWNS
DANCING WILL KEEP YOU YOUNG
ONLY ONE GIRL FOR ME

1917—DOING OUR BIT

With Herman Timberg. Book and lyrics by Harold Atteridge, and presented by a cast that included James J. Corbett, Ada Lewis, Herman Timberg, Ed Wynn, Frank Tinney, Sam Ash, Henry Lewis, and Vivian and Rosetta Duncan. G. Schirmer, Inc.

ORANGE BLOSSOMS
MISTER RAG AND I
OH YOU SWEETIES
DOING MY BIT
A LOVING DADDY
EGYPTIAN RAG
NOTHING ON TODAY
LET HER GO
THE PHANTOM OF YOUR SMILE
THE FASHION SHOW
FESTA
DANCE, DANCE, DANCE
SALLY DOWN OUR ALLEY
FOR THE SAKE OF HUMANITY
OLD-FASHIONED GIRLS
FINE FEATHERS
I MAY BE SMALL BUT I HAVE BIG IDEAS
PERFECT JEWELS
ROSES
HELLO, MISS TANGO

1917—OVER THE TOP

With Herman Timberg. Book and lyrics by Phillip Barthelmae, and starring Justine Johnstone in a cast that included Joe Laurie, Vivian Oakland, T. Roy Barnes, Ted Lorraine, Mary Eaton and Fred and Adele Astaire, who made their Broadway debut in this revue. G. Schirmer, Inc.

FROCK AND FRILLS
MY RAINBOW GIRL
THE GIRL FOR ME
POSTERLAND
THAT AIRSHIP OF MINE
GREENWICH VILLAGE BELLE
OH GALATEA
THE GOLDEN PHEASANT
ALGERIAN GIRL
WHERE IS THE LANGUAGE TO TELL
JUSTIN JOHNSTONE RAG

1918—FOLLOW THE GIRL

Book and lyrics by Henry Blossom, and presented by a cast headed by William Danforth, Jobyna Howland, Walter Catlett and George Bickel. G. Schirmer, Inc.

EVER BY YOUR SIDE
HONEYMOON LAND
EVERYTHING IS ROSY NOW

(Continued next week)

Payola Hurting Jockey Shows, Arnold Warns

(Continued from page 4)

petitive field and stressed the importance of close co-operation between sales and programming. He also emphasized the values of "block programming" and the technique of developing a station personality, via "specialization." In line with this, he outlined several gimmicks employed by WNEW and, during the discussion period, came thru with several suggestions to help program directors tailor similar schedules to their own locales.

Speaking on the *History and Application of Copyright Law in Broadcasting*, Burton clearly defined the various functions of ASCAP, BMI and SESAC in relation to a program director's duties. Pointing out that BMI contracts grant all rights, as opposed to ASCAP's denial of non-dramatic rights, he advised the audience that "there is no such thing as a dramatic right" and claimed the ASCAP clause is "without significance or meaning." He also dismissed the threat of non-licensed music with the statement, "Don't let the fright wig boys from the networks scare you. Your clearance risk is at a minimum if you carry BMI, ASCAP and SESAC." However, he did warn them to "check every phonograph record carefully. Records are tricky; 50 per cent of the information you get from the record companies is wrong."

Other speakers at the clinic, which was attended by 26 out-of-town stations' reps, included Don Ball, WCBS program director; Gordon Graham, assistant program director, WCBS; Carl Haverlin, BMI prexy; James L. Cox, BMI clinic chairman; Roy Harlow, BMI director station relations; Jerry Quigg, WCBS record librarian; Van Fox, WNBC; Eileen O'Connell, kiddie show head, WMGM; teen-age columnist, Betty Betz; Arnold B. Hartley, WOV veepee; David Randolph, WNYC; Israel Diamond, BMI logging director; Jerry Wexler, *The Billboard*; Warren Wade, WPIX program director, and Thomas McFadden, manager of WNBC, New York.

TEMPO UPPING 45's

HOLLYWOOD, Jan. 28.—Tempo Records, nation's first indie to go to 45 r.p.m., is increasing its doughnut disk duplications as a result of an ever-widening demand for the big spindle platters. Tempo added 45 r.p.m. to its standard 78 and 33 1/3 r.p.m. lines in June of last year. At this time, its catalog contains 24 45 platters. However, increase will bring its doughnut disk titles to 60 by March 15. According to Irving Fogel, Tempo prexy, sudden surge in consumer interest for 45 platters is causing his label to devote more attention to the slower speed. Label is at present releasing both pop and classical wares on 45 r.p.m.

Det. DeeJay Leroy Adds Hour

DETROIT, Jan. 28.—The jointly sponsored jockey show, *Rockin' With Leroy* or WJLB, has been bought for an additional hour each afternoon at 3:30 by two local independent record distributors, Pan American and Cadet Distributors. The two companies went in together several weeks ago to buy an hour at 11 p.m. under the same show name, handled by jockey Leroy White, and featuring rhythm, blues and jazz numbers. Response proved good enough to justify adding an extra hour of daytime sponsorship.

10 INCH RECORD PRESSINGS
Shellac or Vinylite
Fast Service—High Quality
Small or Large Quantity
Labels — Processing — Masters
SONGCRAFT, INC.
1650 Broadway New York 19, N. Y.

Atlantic in N. Y. In Promosh Push With Monogram

NEW YORK, Jan. 28.—A mutual record and artists promotion push was set last week by Monogram Records of Canada and the local Atlantic diskery. Altho a reciprocal deal was set by the companies last October, no action had been plotted prior to the arrival here last week of Monogram topper, Chuck Darwyn. First Atlantic artist to get a build-up North of the border is chirp Ruth Brown, who will make personal appearances there following the release of her disks on Monogram. Erroll Garner, Tiny Grimes and Joe Morris waxings also will be pressed on Monogram. In return, Atlantic will press some of Monogram's hillbilly and Western disks, with emphasis on warbler Ed McCurdy.

Monogram in the next few weeks will issue its first albums of material obtained from Atlantic. Included are a square dance album, and the Magic Kiddie Album. *This Is My Beloved*, to be issued on LP only, will be the diskery's initial microgroove set.

Thru another deal, which Darwyn set with Ross Russell's Dial diskery, Monogram will enter the classical field with Canadian rights to the Dial LP waxing of the *Bartok Sonata for Two Pianos and Percussion*.

Monogram is moving its base from Toronto to Montreal, and giving up its own distributing operation in favor of independent distributors.

ASCAP Furor Puts on Mutes

(Continued from page 14)

ter leave Mr. Timberg alone for awhile."

Gilbert's Aye

Wolfie Gilbert, spokesman for the Coast bloc, entrained for California, having said aye to the Meyer plan.

Pinky Herman made it known that he was still an unqualified independent opposition man and denied that he had joined the Young Turks. Asked either to come into the Redd Evans group or take it over himself, he refused both suggestions, making it clear that he felt he could accomplish more in the interest of a performance plan as a lone wolf operator.

Meanwhile the disputants were in continuous communication, trying to effect a compromise plan. Evans conferred with ASCAP Prexy Fred Ahlert several times during the week and kept plumping for the first 60-20-20 plan submitted to the government, or a minor modification thereof. One modification advanced by Evans would place a limit on seniority credits by bracket.

New Confab Upcoming

Herman, as chairman of a special classification committee, said that he would call another meeting of the group late next week. He evinced more of a compromise spirit than Evans and told the board that he might go for a modified Meyer plan if it came to a crisis in which the Justice Department issued a last-call-or-else ukase. Herman would also limit seniority by bracket, but would have a member retain his highest seniority rating in the case of demotion. He would also compute the 20 per cent performance quota on a five-year average rather than on a single year.

Meanwhile no two ASCAP-ers are in agreement on the foreseeable future of the writer classification tangle. The sense of urgency and need for fast action are still in the air, motivated by the report that the DJ is about ready to wrap up a new decree for the Society.

**AN EXTRA SALES CLERK!
A SPOT-NEWS SERVICE!
A TIME-SAVER!**

HONOR ROLL OF HITS

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

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

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

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

Subscribe today to this valuable service.
Write:

YERMIE STERN

545 FIFTH AVENUE
NEW YORK CITY



Only 25c a week

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



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

TRY TRY TRY PEARL RECORDS

Terrific novelties—great for parties. All originals—no dubs.
All vocals with orchestra accompaniment.

PEARL RECORDS

Box 229

Covington, Ky.

BREAKING FOR A Big HIT!!! "HEART OF STONE"

by Ted Mossman—Florence Rosen—Bill Anson

ACCEPT only the original Fanfare Record No. 109 by BILL PANNEL Orch.

Picked by Solotone Juke Boxes of California
#1 HIT Song for February

Exclusive Distributor
Territories Still Open

FANFARE RECORDS 1337 N. Orange Dr., Hollywood 28, California

RECORD MAN

Available February 15th

Top Southern California Distribution and Sales Promotion Executive, seeking connection where background, knowledge and ability will be appreciated.

JOEL P. DELSON

437 NO. OAKHURST DRIVE

BEVERLY HILLS, CALIF.

FOR SALE RECORD PRESSING PLANT ELECTRO-PLATING PLANT

11 presses, accumulator system, dies and all accessories. 40 plating positions. Will sell equipment or as going business.

MASTER RECORD CO.

154 E. Erie St. CHICAGO, ILL.

SALES-AD MANAGER WANTED

Major independent label requires the services of an experienced Sales-Advertising Manager. Must have actual selling experience with independent distributors coast to coast. Write, giving full particulars. All replies confidential. Inexperienced need not apply. BOX NO. 494, *The Billboard*, 1504 Broadway, New York City 19.

GIVE TO THE DAMON RUNYON CANCER FUND

RIDE High With SAVOY!

We've Started Off the New Year With A BANG!

SAVOY #726

"IF I DIDN'T
LOVE YOU SO"

"IF IT'S SO
BABY"

JOHNNY OTIS' ORCHESTRA & THE 4 ROBINS

SAVOY #731

OUR NEW BLUES SENSATION!!

"DOUBLE CROSSING
BLUES"

JOHNNY OTIS' ORCHESTRA with Little Esther & The Robins

SAVOY #732

"TURKEY
HOP"

THE NEW CALIFORNIA

DANCE SENSATION!



PART 1 AND 2
BY
JOHNNY OTIS
ORCHESTRA
AND THE
ROBINS

EXCLUSIVE DISTRIBUTOR TERRITORIES AVAILABLE

SAVOY Record Co., Inc.

58 MARKET STREET, NEWARK 2, NEW JERSEY

Sacks Cues RCA Talent Slant; Coup Points Up Cold War

(Continued from page 14)

been a general misconception in the music trade as to the exact functions of Sacks, and there's been doubt as to whether these functions impinge on a. & r. RCA's official announcement is clear on this point and specifies that a. & r. remains intact, as outlined above. Sacks, in short, will operate as a talent scout. RCA brass conceives of him as having peculiar and unique talents and possessing an extensive following. The situation is likened to that of an account executive leaving one agency, joining another, and perhaps bringing along several choice accounts—if not immediately, then eventually, provided the deals and talent prove attractive. "We could," said one NBC exec, "use a man like that."

That RCA's sharply competitive talent move should stem from the music and record field is indicative of another development within the company. It is this. The upper echelon, including RCA President Folsom, NBC President Joe McConnell, RCA Victor chief Joe Wilson, a. & r. chief Csida and others are thinking along over-all talent lines. Time was, for instance, when a network president was thoroly versed in broadcast operations, but perhaps was not too strong on a parent company's affilia-

ated enterprise. This time is passed. Folsom, for instance, has had a thorough grounding in the intricacies of the record and music business, and is now taking a more active role in the operation of the National Broadcasting Company. McConnell, recently appointed NBC president, is also versed in the entire RCA entertainment field owing to his experience as the parent company's legal counsel.

Csida's Approach

Wilson, head of the home instruments division and all other RCA manufacturing enterprises, has taken an increasing interest in the disk activities of the company. Csida, since his accession to the top a. & r. post, has been thinking in terms of integrating as much as possible the talent phases of RCA Victor, NBC-AM and TV and the new Thesaurus.

In other words, with TV looming as increasingly important, with the record business booming, with AM ever more competitive, it behooves the brass to put its best foot forward talent-wise in each of the parent company's subsidiaries.

NBC is still smarting under the shellacking it took, talent-wise, from CBS, when the latter acquired Jack Benny, Amos 'n' Andy, Red Skelton and other stars long associated with NBC. These talent raids hit not only NBC but RCA—for they clipped NBC right in the income, and NBC for years has been the most profitable of RCA's operations.

The Inevitable

That this philosophy should come to the fore is regarded as inevitable. In the early days of radio, stations and networks were paramount in the talent field and developed their own stars. Advertising agencies gradually pre-empted this function. Networks, however, kept their hand in talent operations a long time owing to their artists' bureaus—the latter making possible the development of talent not only thru radio, but also thru bookings in theaters, night clubs, etc. When the Federal Communication Commission, as a result of its monopoly probe, divested the networks of their artists bureaus, the networks were, in a sense, reduced to mere "facilities."

With the rise of TV, however, the importance of talent is becoming increasingly apparent—just as it was in the early days of radio. And it's no longer a matter of collecting 15 per cent on talent bookings in order to help pay for network operation. Rather, the networks need a strong talent line-up, especially in TV, and the 15 per cent is of relatively small moment.

This entire philosophy, of course, is bigger than any one man in RCA or any one man in CBS. In recent years, NBC's Niles Trammell and CBS's Bill Paley increasingly interested themselves in artists relations. Today this trend of thought is being subscribed to by an increasingly large number of execs and it has become apparent in all phases of network AM, TV and disk operations, especially in such interlinked operations as RCA and its subsidiaries, and CBS and its

Robbins Pulls That Old Cork

NEW YORK, Jan. 28.—J. J. Robbins is acquiring a half interest in Cork O'Keefe's Words & Music catalog. Since negotiations started several weeks ago, one of the W&M tunes, *It Isn't Fair*, has stepped out via a Don Cornell-Sammy Kaye waxing, and is moving fast. Robbins has readied plans to work on the tune beginning Wednesday (1).

The catalog, originated by Fred Waring, Guy Lombardo, Abe Lyman and Johnny O'Connor, contains such tunes as *I Just Couldn't Say Good-bye*, *The Night Is Young*, *As You Desire Me*, *I Still Get a Thrill*, *Dream a Little Dream of Me*, *Gypsy in My Soul* and other copyrights. O'Keefe came into sole possession of the catalog in 1947. Dave Dreyer has been selling agent.

Pacal Records Papal Benediction, Holy Year Prayer

NEW YORK, Jan. 28.—Voice of Pope Pius XII giving the Holy Year prayer in five languages and the papal benediction in Latin has been recorded by His Holiness in Rome for world distribution on picture records by Pacal Enterprises, Inc. Recording was made as an authorized Holy Year religious promotion. According to an announcement by Rene S. Pagani, president of Pacal, the Vatican arranged the project so that the faithful may receive the papal benediction and prayer at home.

This will be the only recording in the world of the Holy Year prayer in the voice of the pope.

Vatican authorized the record for the financial benefit of the Catholic University of the Sacred Heart in Milan, a tuition free institution dependent upon public donations.

The picture record, which will sell for one dollar, will be distributed thru retail stores and Catholic groups. They will be pressed in the United States on a square plastic permitting reproduction of a full color photograph on both sides of the disk.

Pope Pius spent 90 minutes in the Vatican Palace cutting the disk November 27.

Tatum Latest In Cap Stable

HOLLYWOOD, Jan. 28.—Steinwayer Art Tatum becomes Capitol Records' latest talent acquisition. He was inked to a long-term disk pact Friday (27) and will kick off with an album skedded for release February 22. Sightless keyboard-knuckler will start recording for diskery within the next few weeks.

Label will feature him in its pop releases, rather than jazz or rhythm and blues issues.

Trend to NEF-O-LAC

BREAK RESISTANT COMPOUND

WHY BUCK A TREND?

Be sure you're on the right side of the fence this year. Bucking the trend to break-resistant compounds could prove mighty expensive. Move with the trend. Assure yourself of a successful 1950 by switching your production and sales efforts to NEF-O-LAC BREAK-RESISTANT. Any of our 5 break-resistant compounds combines the desirable features of high cost compounds with low unit production cost.

A request on your letter-head will bring you sample biscuits

NOTE:

We do not process records commercially nor are we "Label Owners." We manufacture compounds only.

NEF O LAC

MOLDING COMPOUNDS
A PRODUCT OF J. W. NEFF LABORATORIES, INC.

BIENEY & SMITH CO., 41 East 42nd Street, New York City

Exclusive Sales Agents for U. S., Canada, Central and South America.

'Nancy to Rio' Strictly Steerage; Music From 'Riding' Rates High

NEW YORK, Jan. 28.—The time lapses between songs in the new MGM musical film, *Nancy Goes to Rio*, seem infinitely longer than they actually are. Outside of the stunning, tasteful technicolor, the redeeming factor in this flimsy, contrived and painfully tedious story is the vocal contribution of soprano Jane Powell. The young thrush is cast as the vivacious daughter of Ann Sothorn, who portrays a superannuated musical comedy ingenue.

Complications arise when the mother believes she has the lead in a new play, and goes to Brazil to study the role. Meanwhile, the author has decided that the daughter is ideal for the part, and she in turn embarks for Rio where she hopes to get coaching from her mother. By rehearsing lines on shipboard, she gives people the impression that she is a deserted, pregnant wife. The screenwriters then milk everything they can from this situation, piling on further misunderstandings, with mother and daughter going for the same man, etc., until you wish somebody would sing something. And when they do, it still doesn't help.

Talent for Vocals

Vocally, the talent is here. Besides Miss Powell, Ann Sothorn surprises with some pleasant sounds. There's the effervescent Carmen Miranda and a competent tenor, Danny Scholl. The material is something else again. Miss Powell is at her best in a bird-like rendition of *Musetta's Waltz* from *La Boheme* and also throws in polished performances of the standards *Embraceable You* and *Magic Is the Moonlight*. The latter tune is reprised by Miss Sothorn later in the flick. The gals also go over a couple of new ballads, *Love Is Like This* and *Time and Time Again*, with assists from Scholl, but there's nothing memorable here. Miss Miranda's two numbers, *Ca-Room! Pa-Pa* and *Yipsee-I-O* are in Latin rhythmic vein with which she's inevitably associated, and she sells 'em strong visually. The only things lacking are music and lyricism. The latter production tune has some cute spots, however, when the Brazilian lass crosses cowboy lingo with that thick L-A accent.

The musical portions, most of which come on without warning, suffer from the lack of identification with the emotional involvements of the plot, and vice versa. Not that they don't provide moments of relief, but without sufficient build-up or reprise, the songs themselves fail to register too strongly.

Miss Miranda is backed by the spirited Bando Da Loa group, and Georgie Stoll is the competent musical director. Of the new tunes, *Time and Time Again* was written by Earl Brent and Fred Spielman; the others are the product of Ray Gilbert.

Bill Simon.

Para Renews Cleffer Team

HOLLYWOOD, Jan. 28.—Paramount Pictures re-inked its songwriting team, Jay Livingston and Ray Evans for an additional year, for a four and a half-year total. Contract tunesmiths have been rapidly disappearing from the movie scene, with Livingston and Evans among the few left.

Pair first skyrocketed into prominence with their *To Each His Own* and followed up with a series of other top sellers, including *Buttons and Bows*. Paramount is increasingly using tunes in its dramatic and comedy films as means for exploiting its pictures via disks.

HOLLYWOOD, Jan. 28.—Frank Capra's *Riding High* gives Bing Crosby one of his strongest films since *Going My Way* and similarly pairs him with one of his best screen tunes since the Academy Award winner. Song, *Sunshine Cake*, is one of four penned for the pic by Johnny Burke and Jimmy Van Heusen. It's a bright, light-hearted rhythm ditty presented in a manner sure to leave the patrons whistling it for days. It gets full screen play with plenty of repetition in a clever and contagious Joe Lilley roundelay arrangement with Crosby, Coleen Gray and Clarence Muse vocally participating.

Tho far outclassed by *Sunshine Cake*, the other three tunes have melody and merit. Tops of these is the ballad, *We've Got a Sure Thing*, which finds Der Bingle giving it his typical romantic song treatment to a plush Victor Young ork setting. *The Horse Told Me* is a cute novelty, while *Somewhere on Anywhere Road* serves as melodic filler to round out the four tunes. All are sung by Crosby.

Film will be released in March. Release date on tunes is February 15. Following are recordings set at this writing: *Sunshine Cake*, Crosby on Decca, Peggy Lee on Capitol, Frank Sinatra for Columbia and Tex Beneke on Victor; *Sure Thing*, Crosby on Decca, Capitol's Margaret Whiting, Columbia's Sinatra, MGM's Billy Eckstine and Victor's Fran Warren; *The Horse Told Me*, Decca's Crosby, Capitol's Nat Cole, Tony Pastor skeddled on Columbia and Victor's Dennis Day; *Somewhere on Anywhere Road*, only Crosby on Decca. Decca has skeddled a Crosby album, tying in with the film.

Burke-Van Heusen's *Riding High* tunes are handled by Famous Music, thus becoming the first score pubbed by the Paramount Pictures subsid since the pair left Buddy Morris. *Riding High* is a remake of the old *Broadway Bill* film, featuring Crosby as Dan Brooks, the guy who would rather see his horse break a track record than make a million; Coleen Gray as the gal who sticks by him and Clarence Muse as Broadway Bill's trainer. Combination of Crosby, the Burke-Van Heusen tunes and the Mark Hellinger story makes *Riding High* a surefire box-office hit. Screen version of *Sunshine Cake* will make this ditty one of the brightest spring entries in the juke box derby.


Lee Zhito.

7 'Billy Bands Aid March of Dimes

HOUSTON, Jan. 28.—Seven top-ranking local hillbilly bands, most of them nationally known, were represented in a jamboree at Houston City Auditorium last Saturday (21) night for benefit of the March of Dimes. Admission was free, but 5,000 people donated almost \$3,000 for the campaign against infantile paralysis. The show lasted two hours.

The following hillbilly bands donated their services: Ben Christian and His Texas Cowboys, Jerry Irby and His Texas Ranchers, Floyd Tillman and His Gang, Leon Payne and His Lone Star Buddies, Benny Leaders and His Western Rangers, Jimmie and Leon Short and their band and Bennie Hess and His Nations Playboys. Hank Lochlin and His Rocky Mountain Playboys, unable to postpone a previous engagement, failed to make it. Individual musicians from at least four other bands participated.

The jamboree was sponsored, directed and broadcast by KNUZ. Parts of the program were also broadcast by KLEE, KTHT, KATL and KTRH.



Art MOONEY'S
great...


(She's My Lily of Laguna)

"MY LILY and MY ROSE"

backed by
"Monday, Tuesday & Wednesday"

MGM RECORDS - 10626

NON BREAKABLE METROLITE



THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 19 N.Y.

RECORD BIZ HEADACHES?

RECORDING PROBLEMS

PROCESSING PROBLEMS

PRESSING PROBLEMS


A complete service supervised by the world's top engineers

RECORDING
in the country's best-equipped studios

PROCESSING
latest duplicating techniques based on RCA research

PRESSING
highest quality records at competitive prices ("super-thin" vinyls for disk jocks too!)

SHIPPING & HANDLING
careful handling and prompt delivery



custom record sales

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

NEW YORK
Dept. 24-A
120 East 23rd St.
Murray Hill 9-0500

CHICAGO
Dept. 25-A
445 N. Lake Shore Dr.
Whitehall 4-2900

HOLLYWOOD
Dept. 26-A
1016 N. Sycamore Ave.
Hillside 5171

BIG PUSH AGAINST EXCISES

Theaters Join Cafes in Fight For Tax Cuts

Aroused by HST's Message

NEW YORK, Jan. 28.—Theaters and cafes are launching a drive to get the federal 20 per cent tab lifted, or at least reduced. The campaign was sparked by the fact that President Truman in his message to Congress this week, tho recommending the cutting of some excise taxes, didn't specifically mention the entertainment bite. Truman did ask for a slice in taxes applying especially to the retail group. There is some feeling in the trade that his expression, "the entire group of retail excises," included the cafe and theater admission taxes. Congressional and Treasury tax experts, however, say that such taxes are not considered a retail levy.

Harry Gerstein, executive secretary of the Allied Restaurant and Entertainment Industry of New York, which represents practically every New York cafe using talent, said the org would "make every endeavor to have the 20 per cent tax repealed, due to the losses experienced in the industry, which in most cases are directly traceable to the tax." Gerstein speaks for the Latin Quarter, the Diamond Horeshoe and the Copa, among many others.

AGVA Will Act

Henry Dunn, head of the American Guild of Variety Artists (AGVA), said that his union and its thousands of members would be asked to write to their local congressmen to get them to vote for a tax repeal or a reduction.

"The government always calls upon the actors, in any national emergency (See *Theaters, Cafes on page 53*)

True Blue Bill!

NEW YORK, Jan. 28.—Bill Smith, *The Billboard's* night club and vaude editor, will leave New York February 4 for two or three weeks at giving the Miami-Havana cafe and theater situation a look-see. While in Miami he'll survey the situation as it is to date and its prospects for the rest of the season.

The Havana picture has recently shown signs of opening up, with at least one major spot set for an early opening using strong American attractions in an effort to take the play away from Miami Beach.

Latin Casino, Philly, To Go With Red Caps

PHILADELPHIA, Jan. 28.—Latin Casino, the town's top cabaret, where floorshows headlining top names are the thing, will drop them and go into the policy of many musical bars around town by bringing in an instrumental-vocal musical recording unit to head the show. The first show, under the new plan will open April 26, with Steve Gibson and the Redcaps, linked with the Mercury waxing label.

This will be the first time the Red Caps have worked in the room, coming in for two to four weeks. Another new room for them will be the Blue Mirror, Washington, which bought the unit from Jolly Joyce, their agent, for three four-week stretches during 1950. They start in the Blue Room February 8, return May 27 and come back September 8 for the remaining four weeks. In between, the Red Caps will do a six-week - and - four - day date starting (See *Philly Latin Casino, page 53*)

Lou Walter's Policy of Plenty Of Flesh-and Flash-Pays Off

NEW YORK, Jan. 28.—Production, showbiz imagination and careful buying may not always add up to box office success, but they apparently work for Lou Walters's Latin Quarter.

Using Walters's multi-girl formula plus a load of flash acts, the LQ did more business in the third week of January than any other similar week in its history, and that includes the war years, when all an operator had to do was open the doors and then step back to avoid being killed by the rush.

The club's net for the third week of 1950 was \$45,000. The same week last year saw \$38,500. In 1948 the net for the same week was \$37,000 and in 1947 it was \$38,000. The average January daily net with the current show is \$6,700, against \$4,300 last year. During the war years Walters's January daily net was \$5,000.

In the face of a report that the spot will no longer use names, Walters says, "I will use any name I can get. I just don't want to pay the kind of dough they're asking."

Philly's R'keller Plans Name Bow

NEW YORK, Jan. 28.—The Little Rathskellar, Philadelphia, will open with names starting February 7 with a show set by Jerry Rosen. The headliners will be Baer and Rosenbloom.

The unusual part of the deal is that the team will go in on a guarantee of \$1,500 plus a percentage, but the percentage will be computed from the first buck. The deal was made because the Baer-Rosenbloom salary, according to Rosen, is \$3,000. The rest of the show will consist of a five-girl local line, the Andrew Twins, Quita Brazil and the Mystic Quartet.

The break point of the LQ varies with each show, tho Walters figures that he has to do from two to three times his show budget before he sees a profit. On that basis his current show, which costs about \$17,500, brings in its cost in the first three days of the week's operation, permitting the takes of the other four days of the week to go direct to profit.

How successful this operation is can be seen by Walters's claim that he pays the biggest cafe tax in the country, plus the fact that the room is jammed practically nightly.

Palace Vaude To Run Forever

NEW YORK, Jan. 28.—"Vaudeville at the Palace will be around for a long time—long after we are both gone," was the flat statement made by one of the RKO toppers, in reply to a question as to whether the house intended to continue with flesh.

The chain also denounced rumor mongers who have whispered that the operation was no longer successful, and tho it refused to divulge figures, a spokesman said the "venture was profitable and "ave every indication of continuing.

"We are so sure it will continue," said the RKO topper, "we are booking ahead into April."

It is generally believed that many of the shuttering rumors have been started by disgruntled agents who have been unsuccessful in selling acts to the Palace. Replying to this, RKO bookers said, the house will buy acts from any source, and if it refuses to book certain acts it is because it believes they are unsuitable for the Palace.

The latest rumor to bring this vehement denial from the chain was that the Palace would drop flesh in two weeks and sell the house to a network for telecasting purposes.

AGVA Acts Protest TVA Plan

Basic Conflict Arises Over Kine Shows

Unemployment Feared

(Continued from page 3)

ding of kinescope shows. The AGVA committee, consisting of Harry Eaton, Virginia Richman, Victor La Monte, Al Norman, Arthur Ward and others, claim that the rise of TV will bring about technological unemployment among their members, particularly those with set routines. They, therefore, have asked that a survey be made of the field during which time, estimated at six months, there is to be no kinescoping of any variety shows.

Scales Outlined

After a series of meetings held by committees of the various talent unions, including the American Federation of Radio Artists (AFRA), (See *AGVA Acts Protest on page 56*)

IN SHORT

New York:

Lisa Kirk who closed at the Persian Room, January 25, doubling from "Kiss Me, Kate," goes back February 23. . . . Despite rumors, Martha Hays did not buy Ned Schuyler's Five o'Clock Club, Miami Beach. She's in on a salary and a percentage and the name of the club has been changed while she's there. . . . Will Morrissey comes back to the Latin Quarter March 12.

Burl Ives, current at the Persian Room, gets between \$2,000 and \$2,250. . . . Leo Fuld, who kicked around in this country meaning nothing but became a smash on the Continent, is back here for a six-week visit. . . . Alma Fine, Dick Henry's secretary, makes copper masks and has the office decorated with them. Anyway, she plans to. . . . The Latin Quarter pays the highest cafe tax in the country. . . . Billy Rose's home was burglarized for 100G late Thursday (26) and the cops were trying to find him to break the news. . . . Barney Josephson finally sold his 58th Street property which housed the shuttered La Directoire. Buyer was Irving Maidman, real estate op, who has acted for Monte Proser in the past. The sale included building and contents, plus a \$40,000 mortgage which Josephson will pay off.

Burl Ives broke the mike at the Persian Room on his preem night. His foot caught in the cord and the whole thing collapsed. Lisa Kirk, who preceded him, took a pratfall her opening night. Tito Guizar, who preceded her, broke his high priced guitar on his preem, and Tony DeMarco, who was there before Guizar, slipped and fell on his first night.

Mike Hall Associates moved to larger quarters, Central Park South. . . . First spot show at the RKO Alhambra will have Andy Kirk's band, Willy Bryant, the Congaroos, Yvonne Moray, Dusty Fletcher, Dick and Dot Remy, Buck and Bubbles and Bob Howard.

Morgan Cops Pitt Copa Record, Tho Facing All Odds

PITTSBURGH, Jan. 28.—Sceldom in the two-year history of the Copa Club here did an act open with such a string of handicaps as did Al Morgan during his date, starting January 10. In the ads Sunday, both papers had the starting dates wrong and the correct ads weren't in until opening day. Morgan was grounded in Chicago until the late afternoon and he missed the first three disk jockey shows which are customary for acts appearing at the Copa.

He arrived at 6 o'clock by charter plane with a bad case of laryngitis. However, after a talk-over rehearsal he opened. Three press agents were on the job, but all were hired from different sources—one for WDTV here, another by Morgan himself and another by the club. Each pulled an Alphonse and Gaston and let the other do it. In the meantime no one did anything until Thursday and then it was too late for anything but column plugs.

On Wednesday he was scheduled for a radio show but didn't show up due to his laryngitis and the an- (See *Morgan Copa Record, page 56*)

NIGHT CLUB REVIEWS

Shelburne Lounge, New York

(Wednesday, January 18)

Capacity, 200. Prices, \$2.50-\$3.50 minimum. Operator, Hotel Shelburne. Booking, MCA. Publicity, Kurt Hofmann. Estimated budget this show, \$1,700. Estimated budget last show, \$1,500.

This nabe spot is apparently catching on. On the night caught (not an opening) it was jammed; even potential talent buyers from out-of-town spots are now making it a place to catch new talent.

Current show has Herb Jeffries (with Jack Kelly on the 88), Kay Ballard and the Beachcombers. Jeffries was n.s.h. when caught a few weeks ago at another spot, but here he really does a job. The intimacy of the room is better suited for his smooth caressing singing style.

Kay Ballard has lost considerable weight since last caught and acquired a lot of new material. When Miss Ballard first came up she showed promise. On her next two dates she missed. She's now up again. Her material is smart and funny and her acting is good. Where she misses is on her failure to come thru on what often starts out to be a funny piece of business.

The Beachcombers, three young good-looking guys and a tiny Hawaiian gal, showed one of the really fresh singing acts to come up in recent days. Hewing to a straight melodic line, the group goes thru oldies and novelties with the gal as the lead voice, in a very pleasant manner. The kids would do well on records, tho on sight stuff they've plenty on the ball.

Cy Coleman and his trio did an excellent job in their own spots and in show backing. Norman Wallace made an amiable emcee.

Bill Smith.

Village Vanguard, New York

(Wednesday, January 25)

Capacity, 125. Price policy, \$2 minimum. Shows at 10:30, 12:30 and 2. Owner-op, Max Gordon. Booking, non-exclusive. Publicity, Jay Russell. Estimated budget this show, \$700. Estimated budget last show, \$900.

This spot is now down to one act, but if this one continues to do the business the joint doesn't need anybody else. The act, tagged the Weavers, has three boys, Pete Seeger, Lee Hayes and Fred Hellerman, and one girl, Ronnie Gilbert. Seeger uses a banjo and Hellerman is on guitar. All four do voices.

The act is rough, unpolished, needs costuming and better routining. But allowing for the individual shortcomings, the group has a drive and a spirit that indicates more than casual commercial value. In its present rough stage it would be a strong bet for TV and at least two of the Weavers' numbers, an African Zulu thing and an Israeli song, would make good recording candidates.

Seeger has been around for some time doing club and concert dates. The others are apparently newcomers. The act consists of an odd mixture of spirituals, folk songs (with audience participation), little-known blues and novelties. Each member of the Weavers gets a chance to solo and each shows latent talent.

The Clarence Williams Trio does the dance sessions. There's no music behind the Weavers. They do their own accompaniment. Bill Smith.

EDDIE REYSZ
WITH HIS OWN ORGAN
MELODY MAGIC FOR YOU
Currently
BASIL'S BAR
Kokomo, Ind.
EXCLUSIVE MANAGEMENT
MUTUAL ENTERTAINMENT AGENCY, INC.
303 N. WABASH CHICAGO, ILL.

Silver Frolics, Chicago

(Thursday, January 26)

Capacity, 300. Price policy, \$1.50 minimum. Shows at 10:30, 12:30 and 3. Operators, Irv Singer and Ben Orloff. Exclusive booker, Stu Harris, of Mutual Entertainment Agency. Estimated budget last show, \$1,150. Estimated budget this show, \$1,400.

Jackie Winston, biggest name this West Madison Street bistro created in its three years, has returned and business with him. Winston gets A for effort, and his material has improved. The comic had a small house to work to and had to punch hard for 10 minutes to get full attention. A melange of nonsense won them finally. He then went into standard routines and had the yocks coming consistently the last 20 minutes. Winston closed with a h.b. radio show parody that warrants enlarging. Routine is a natural, especially if he wants to work vaude dates.

Betty Sawyer, young redhead in the opening slot, was confined in her tap work by the small floor, but acquitted herself well. Besides being a good straight tap artist, gal works in lots of whirls which nabbed mitts. Her final number ended with some acrobatic work that was so good it should be expanded.

Chirp Sylvia Gray was slow in getting started. She chose the over-used *Big, Wide, Wonderful World* as a starter and followed with two slow semi-classical numbers. When she went into a rhythm she got the house's complete attention. Unfortunately she did only one rhythm number. Gal has a terrific beat and should specialize in stuff that jumps.

Johnny Sippel.

Hefty Coast \$\$ To Spitalny Ork

HOLLYWOOD, Jan. 28.—Phil Spitalny and his all-fem aggregation is getting top dough for Coast appearances. Spitalny makes his Coast nitery bow at the Hotel Ambassador's Coconut Grove April 4 for which he will reportedly get a \$6,000 guarantee plus the \$1.50 cover charges. Orpheum, where he makes his initial Coast theater appearance, will pay him a \$10,000 guarantee for the week plus percentage over \$30,000.

Spitalny got 10G per week at Las Vegas's Last Frontier last month. This was his first cafe date and marked his Western debut. Success at Las Vegas prompts his return here. Associated Booking Corporation's Milt Deutsch is lining up other Coast dates for the ork.

Follow-Up Review

PERSIAN ROOM, HOTEL PLAZA, NEW YORK: Burl Ives' first date in a New York class hotel room brought out a mixed audience, most of them Plaza regulars, some of whom regarded Ives with apathy and others with enthusiasm. But if the reception was markedly mixed, Ives's showmanship was of a high order. He gave them one audience participation number tho, judging from the yelled requests, they wanted more. In fact the burly ballad and folk song singer could include more sing-with-me gimmicks if for no other reason than his singing encourages it.

Ives made two exits, in neither of which was there evidence of milking. Even the house lights went up and the band started dance music. In both cases, however, real applause brought him back.

Bob Grant's ork backed the singer with good music and glee club effects; Mark Monte's group did its usual expert relief chores.

Bill Smith.



Judy Canova Show

SEE INSIDE FRONT COVER

For Dates Contact:

WILLIAM H. KING

2025 No. Argyle Avenue
Hollywood 28, California

"THAT FABULOUS FOURSOME"

THE DAY DREAMERS

Currently appearing at . . .

THE BISMARCK HOTEL, Chicago

January 11th to February 14th

DAVE GARROWAY SHOW, NBC-TV, Feb. 5 and 12

"A treat when you hear the DAY-DREAMERS." . . . Will Davidson, Chicago Tribune, Jan. 22.

"Proved to be instantaneous Hits." . . . Charlie Down, Chicago Herald-American, Jan. 11.

OUR APPRECIATION TO LUCILLE BALLENTINE

- MT. ROYAL HOTEL, Montreal — 15 weeks
- IMPERIAL TOBACCO CO., CBC Network — 23 weeks
- BROWN HOTEL, Louisville
- LATIN QUARTER, Boston

Staged by **DICK BARSTOW**

Arrangements by **DICK MANNING**

DIRECTION: **HARRY LAWRENCE** 1650 Broadway, New York City

WILLIE SHORE

CURRENTLY: LAST FRONTIER, Las Vegas

"Headliner Willie Shore pulled out all the stops on his varied and commercial gag material, hoofing and sock mimicry to hold patrons transfixed for 45 minutes. When he finally begged off, the applause was deafening. Shore knows and uses all the tricks in plying his wares, and his impresoes of Joe Frisco, Harry Lauder and Pat Rooney were especially effective. His pinball machine player pantomime, with sharp stick and skin beating assists from ork drummer, Wilbur Shook, proved a masterpiece of tomfoolery. Outstanding, too, were his laugh-loaded parodies on McNamara's Band and a Ted Lewis take-off." Bob Doepker.

"WILLIE SHORE A FAVE HERE. . . LAUGHS. . . PANTOMIME. . . SOLID PIECE OF BUSINESS. . . SOCK BOWOFF. . ."

Variety Says:

WATCH FOR THE WILLIE SHORE TV-SHOW

PERSONAL MANAGEMENT:
WM. MORRIS AGENCY

PERFORMERS' YEARLY TAX BOOKLET

One Page for Each Week—Income and Expenses.

15c TO

GERBER & WOLF

19 MILK ST. BOSTON 9, MASS.

JIMMIE COSTELLO

Outstanding Versatile Comedian and Mimic

JOLLY JOYCE

Write Wire Phone
WAlnut 2-4677
WAlnut 2-9451

Earle Theater Bldg.
Philadelphia 7, Pa.

RKO Albee, Cincinnati

(Friday, January 27)

Capacity, 3,200 seats. Prices, 60, 75 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Shows played by Deke Moffitt's orchestra.

Pat Henning's sharp material, presented in familiar confidential vein, fractures pew sitters. He's bunching new stuff with the old, in addition to giving out with classy take-offs on Hollywood filberts. Particularly solid was his parade number, replete with grotesque falls, masterfully timed.

The Five DeMarco Sisters blend well-matched voices and sheer enjoyment of their work to score in splendid fashion. However, over animation could be tempered a bit to match the over-all excellence of their work. Gave 'em Hucklebuck, *Pretty Baby*; a calypso, *I Love Jeem*, and topped it off with barbershop harmony on a cute *Sweet Sixteen*.

The Herzogs, (three gals) neck-risking swinging trapeze antics clicked soundly. Incorporated are amazing toe and heel catches and an ankle catch at the wind-up that leaves the audience breathless. Charles (Slim) Timblin's work, with two unbilled aids, is as richly presented as ever, evoking plenty of laughs and loud mits.

In the opening slot Vince and Gloria Haydock scored solidly with three excellently executed tap routines. Carlton Emmy ran thru a series of canine capers with his Madwags. Displays outstanding control with the pooches to put the turn across nicely.

Three Arnauts' (two lads and shape-gal) classy, time-tested and approved bird romance and fiddlin'-acro gyrations set well with patrons. Anthony, Allyn and Hodge sport much charm and finesse in an astounding adagio turn that begins with fine straight work and builds into humor-provoking burlesque capers. Their pinwheel bit proved a sock closer.

Pic, *The Traveling Saleswoman*.
Bob Doepker.

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, January 26)

Capacity, 1,700. Price range, 50 cents-\$1.20. Number of shows, four daily; five on Saturdays. RKO chain booker, Dan Friendly. Show cut by Don Albert's house orchestra.

The new show developed pace with the No. 4 act. Up to then it was adequate, tho handicapped by lack of early show speed.

The bill started with the Adamsons, a foreign perch act. The boy holds the pole and the girl works aloft. The act started slowly and picked up as the girl went into tricks on a moon prop on the pole, winding up way ahead with a neck swivel bit. The well costumed act looked good.

Madie and Ray started okay but slackened in the middle and the end. Using a number of ropes, the brother-sister team went thru a series of lariat spins using multi-sized lassos for good sight values. They pulled a few giggles with rope bits and showed some good acro tricks. Working in flashy Western outfits, the act finished to good hands.

O'Toole Wastes Material

Ollie O'Toole, an ex-Horace Heidt grad, showed a lot of talent, good material, but no sales savvy. He did some excellent take-offs, tho the material was done so poorly it was practically thrown away. With more experience and coaching, the short, young, good looking lad should develop.

Buddy Boylan and Muriel King (now man and wife) did duets of standards and pops in okay fashion. The recently formed team showed occasional flairs for comedy, tho they did most of their stuff straight. The team is good looking, she's blond; he's brunette and make a nice appear.

Tommy Hanlon Jr., a round-faced lad, was the strongest act on the bill so far. The boy knows how to punch a line for maximum laughs. In his opener he used a well-stacked girl for a bit and later brought her back for an audience participation gimmick, the guillotine trick. Hanlon uses a running gag thruout his act which is sold beautifully. It got yocks time and again, and finished way ahead.

Fred and Susan Barry

Fred and Susan Barry, who just wound up at the Roxy, came in here on an old commitment. The team, long a standard on the cafe route, seemed to be hampered by music. They finally overcame it and pulled a big hand with a standard lift spin. Bob Howard, a standard act, did

Roxy, New York

(Friday, January 27)

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

To back its heavily promoted 12 o'clock High, the theater put on one of its fastest shows it has had in a long time, even tho it was a short one. Not only does it have speed, but it packs entertainment value and top showmanship, tho the headliner is a standard act with familiar material, with only fair marquee value.

Star billing went to Dean Murphy, who got results that ranged from giggles to big laughs for his fast take-off routine. He came on framed by the house line to fill up the stage and drew laughs right away with his water shortage gags. His FDR finish got a production build-up, with H. Leopold Spitalny's choral ensemble doing mood singing behind him for a moving finish.

Rolly Rolls

Rolly Rolls began his piano comedy right from the walk-on and kept it up until his boogie piano bit. The audience was obviously enthralled with him. It laughed and applauded every bit.

Betty Bruce, in her first Stem theater date in a long time, showed a wonderful tap routine. Coming on in a St. Valentine set and surrounded by white-tied and tailed boys, the gal went thru a clean toe-and-heel act, selling it well. Her whirl taps, slow double and triple timers, kept the audience as still as mice. She had them thruout her act. When she finished with some flash stuff the applause was as big as any that preceded or followed her.

Gae Foster let herself go on the opening production, the only one in the show. The mixed line, costumed as Indians, went thru a series of precision stuff in small group and ensemble formations as if they had been doing it for weeks. Wearing Indian war bonnets and blue and orange costumes, the line gave a feeling of excitement and drive that pulled terrific hands.

Bill Smith.

well with his piano-songalogue. The show ended with the Reddington's doing their familiar trampoline routine. The laughs came from the audience participation, with Herman Reddington coming on from the audience as a "volunteer."

Pic, *Blue Grass of Kentucky*.

Bill Smith.

Pierre's No-Cover Policy Pays; Acts Find Profitable Showcase

NEW YORK, Jan. 28.—The Pierre Hotel's Cotillion Room has probably become one of the most successful operations in the past year, running without a cover charge.

During the war years the room, like every cafe and hotel room, was booming. With the end of the war, and particularly during the past year, there's been a lift in the Hotel Pierre's business, altho cafes in general showed drops in income.

But what makes this operation unique is in its effect on performers. The Cotillion Room is probably the only major East Side hotel which provides a showcase for comparatively low-priced talent from where it can move up into big money if it clicks.

Budget Under \$1,000

Operated by Frank Paget, with shows run and bought by Stanley Melba, the operation calls for an entertainment budget that seldom goes above \$1,000, exclusive of the music. For that kind of dough top talent with box-office appeal is out of the

question. That kind of talent goes to the Waldorf or the Plaza, where cover charges take care of the higher salaries.

But since January, 1949, the Cotillion Room has increased its grosses by about 25 per cent, using comparative unknowns who go out of the room into bigger dough.

In some cases the hotel makes a deal with performers as in the case of Mimi Benzell and currently with Rosita Serrano. The former came in for about \$600 plus a split over \$12,500 and walked out with close to double her money. Out of there she went into the Strand and has dates lined up for more than twice her Pierre salary. Miss Serrano is getting about \$1,000 and a percentage and also figures to walk out with considerably more than her guarantee.

Lunds Up to \$750

Recently a dance team, the Lunds, came in for about \$350 and are now getting \$750 with \$1,000 being asked for subsequent dates. Myrus started (See *Pierre's No-Cover* on page 56)

Chicago, Chicago

(Friday, January 27)

Capacity, 4,200. Price policy, 50 to 98 cents. Five shows week-days, six shows week-ends. House booker, Harry Legne. Show played by Louie Basil's house band.

Hildegard has surrounded herself with a strong supporting cast, and the resultant package plays extremely well. The Milwaukee chanteuse, in a skin-tight black velvet job, came up with a pair of new numbers, *Give a Little and Love in Any Language* that are perfect material for her. The latter gives her a chance to pipe in different languages, something that has been her forte. Because of a mechanical difficulty in her electric organ, Hilde was forced to use a piano in her new bit. She proved herself a capable Steinwayite and did a good rendition of *I Can Dream, Can't I?*, worked in a cute audience bit when, after being presented with a half-dozen roses by the Palmer House, where she makes nitery appearances, she called up a teen-age lad for some hackneyed but well-delivered repartee. Her sarcastic remarks regarding the meager number of roses drew yocks.

Larry Adler did his usual effortless but excellent job on the harmonica. He utilized his standard run of heavy numbers, including *Ave Maria* and *Rhapsody in Blue*, but it was his clinker-filled parody on *Peg o' My Heart* that got the biggest mits and plenty of laughs. Number was offered after a teen-age request from out front.

Al Bernie seemingly has lost some of his vaude touch since going into CBS variety show video. His material is slanted more for supper club trade than family vaude groups. Bernie's timing seemed off and he's not punching as hard with his trick voice. Latter part of his act included a bit with his red-headed frau, Charlene Russell. They make an excellent pairing but the operatic routine isn't for vaude.

The Lane Brothers have changed their opening. A single brother comes out to do some excellent acrobatic dancing, followed by a pratfall, after which both boys go into new and old hand balancing. The switch adds luster. Their rope-jumping wind-up drew a huge mitt.

Pic, *Tell It To the Judge*.

Johnny Sippel.

Orpheum, Los Angeles

(Wednesday January 25)

Capacity, 2,200. Price policy, 50-65-95 cents. Four shows daily. House booker, Bill McIlwain. Show played by Rene Williams' house orchestra.

Blackface comic Hal Herman, the headliner, pulls yocks by ribbing patrons and the show's other acts.

Balancers Patina and Rosa give the show zip in the first slot. Head slide on a pole highlights the act.

Penny Edwards fails as vocalist, but pleases the male orbs.

A cold didn't stop ventriloquist Roy Douglas from putting his dummy, Eddie Echo, thru the laugh mill.

The Law, standard tear-jerking sketch, got a hefty hand as presented by Ralph Dunn, Bob Long and Mike Sheehy.

Chinese magician Jay Lee injects gags into sleight of hand to give a relatively new act plenty of promise.

Lathrop and Lee present a brief but tasty precision dance routine.

Tramp tumblers, the Black Brothers, pull chuckies with their baggy-pants and slapstick falls in the last slot.

Pic, *The Wolf Hunters*.

Lee Zhito.

IN PHILADELPHIA, PA.

CLINTON HOTEL 10th BELOW

SPRUCE

200 OUTSIDE ROOMS from \$2 DAILY

SPECIAL WEEKLY RATES

HOUSEKEEPING APARTMENTS

New Tile Baths

Beautiful Air Conditioned Cocktail Lounge

WALKING DISTANCE OF ALL THEATRES

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains,

Operating Equipment.

SCHELL SCENIC STUDIO 581

S. HIGH Columbus, O.

ROOMS WITH BATH REASONABLE RATES

MILNER & CARLE

Hotels

COAST TO COAST

PERFORMERS

Script Writer's Comedy Writing Service
Designed to meet the needs of all types of professional artists in all fields of show business.
Included in the organization's writing staff are the talents of:

MEL BROOKS
(Special Material Writer for Sid Caesar)
IRVING REID
(Special Song Material for Carl Brisson)
NORMAN GIMBEL
(Special Music for Station WNYC)
Everything in the way of Special Material, including Music, Comedy, Lyrics, Parodies and Sketches.
Special Material for TV Guest Shots.

SCRIPT WRITERS
c/o FRED WOLFE
1650 Broadway, New York
Room 601 CO. 5-0533

The TUNE CRIERS
TOP MUSI-COMEDY TRIO

Currently
LEVITT'S SUPER CLUB
Anderson, Ind.

EXCLUSIVE MANAGEMENT
MUTUAL
ENTERTAINMENT AGENCY, INC.

THE FEELIN'S
MUTUAL

103 N. WABASH Phone: RA. 9-5970 CHICAGO, ILL.

PLAZA HOTEL
DES MOINES IOWA

Rates \$1.75 to 3.25

ON THE BUSIEST CORNER IN IOWA
5TH and GRAND

SELAN'S
World's Largest Creators of HAIR STYLED PIECES

Write for FREE CATALOG

Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALER PRICE LIST on latest style Hair Pieces.

SELAN'S HAIR GOODS CO.
32 N. State St. Dept. 1 Chicago 2, Illinois

- Waterfalls
- Chignons
- Boys
- Switches
- Toupees
- Brads
- Page-boys
- Top Curis
- Transformation
- Wigs

COMEDY MATERIAL
For All Branches of Theatricals

FUN-MASTER
"THE ORIGINAL SHOW-BIZ GAG FILE"

Nos. 1 thru 35 @ \$1.00 each
(Order in sequence only)
SPECIAL—FIRST 13 FILES FOR \$10
ALL 35 FILES FOR \$30

- 3 BKS. PARODIES, per book...\$10
- All 3 different books for \$25—
- MINSTREL BUDGET.....\$25
- "HUMOR-DOR for EMCEES".....\$25
- 3 BLACKOUT BOOKS, each book...\$25
- All 3 different volumes for \$50—
- "HOW TO MASTER THE CEREMONIES" (reissue, per copy...\$2
- NO C.O.D.'s

PAULA SMITH
200 W. 54th St., Dept. B, N. Y. C. 19

ATTENTION ENTERTAINERS!

NEW parodies, FRESH monologues, ORIGINAL gags, BAND novelties, comic song titles, clever routines, jokes, mirthful patter, laugh-producing dialogues. All in the NEW sensational EMCEE magazine. Subscription only \$2. Add \$1 if you want four useful gag-packed back issues. Write NOW!

EMCEE, Desk 62
1508 South Homan Ave.
Chicago 23, Ill.

BE FUNNY FOR LESS MONEY!

Send \$1 for complete gag-file plus monolog @ \$5 for 500 latest gags, plus 3 monologs, 1 skit, 6 parodies, 3 dialogs @ \$10 for 1000 sock gags (all new and original), 10 monologs, 3 skits, 5 dialogs, 6 parodies, etc. @ Send for new free price list.

LAUGHS UNLIMITED
276 W. 43rd St., N. Y. C. Phone: LO 4-5943

ACTS WANTED

Break your jump East or West. Can offer many night club, theater, convention and banquet bookings now. Write, wire, come in!

RAY S. KNEELAND
AMUSEMENT BOOKING SERVICE
75 1/2 West Chippewa St., Buffalo 2, N. Y.
A.G.V.A. Franchised

BEADS For Every Purpose
RHINESTONES • SEQUINS • PEARLS • JEWELS

International Importing Bead & Novelty Co.
25 E. Washington Chicago 2, Ill.

SCRIPTS AND LYRICS

Do you need Show Material? Do you need a Lyric for your special act? Do you need a Light Comedy or Dramatic Bit for radio or television? Describe your style and need in detail. Ridiculously low prices for those entering television, radio or show business.

AMY SHARRON
12 W. 72ND STREET NEW YORK, N. Y.

5 New Shows Can't Up Stem, Off to 386G; MH 125, Rox 47

NEW YORK, Jan. 28.—The opening of five new combo shows at the same number of theaters did little to bring up average takes at the Stem presentation houses this week. Some showbiz vets attributed the failure to the free General Motors show. Others just shrugged and didn't even pretend to know the cause. In any event, the over-all gross for the six houses was \$386,000, against \$332,-

000 the previous week.

Radio City Music Hall (6,200 seats; average \$134,000) opened to \$125,000 for its show of Bob Williams, Helene and Howard and *My Foolish Heart*.

The Roxy (6,000 seats; average \$78,000) slipped way back to \$47,000 for its second and final week with Andy and Della Russell and *The Whirlpool* after a preem frame of \$60,000. The new show (reviewed this issue) has Dean Murphy, Betty Bruce and 12 o'clock High.

The Capitol (4,627 seats; average \$55,000) jumped to a big \$76,000 for its initial stanza of the Ink Spots, Sam Levenson, Bobby Sherwood's ork and *Ambush*.

The Paramount (3,654 seats; average \$73,000) opened just so-so, with Bill Lawrence, Jean Carroll, Jerry Wald's ork and Thelma Jordan getting \$60,000.

The Strand (2,700 seats; average \$22,000) took in \$62,000 for its kick-off with Gordon MacRae, Mimi Benzell and *Hasty Heart*.

The Palace (1,700 seats; average \$20,000) fell off to \$16,000 for last week with its eight-act bill of Steve Evans, Rosalie Allen, six other acts and *The Nevada* against \$20,000 for the previous week. The new bill (reviewed this issue) has Boylan and King, Bob Howard, six other acts and *Blue Grass of Kentucky*.

Theaters, Cafes Join in Fight For Tax Slash

(Continued from page 50)

or any fund drive, to give of their time," Dunn commented. "The only thing an actor has is his talent and his time, of which he gives freely. In all bond drives the actor is in there pitching. We don't have to enumerate the various causes which were led by the performers. Certainly we pitched in whenever called upon, and we are ready to continue to do it. At the same time, while giving unsparingly of ourselves, we find we are slowly being thrown out of gainful employment thru a tax that daily cuts down the number of places where our members can perform. We are ready and willing to join with any organization to appeal to Congress not to stifle an industry which has done so much to make this country the envy of the world."

Theater Chains Pitch In

The theater chains are making a particular all-out-pitch against the tax. Loew's, Warners, Paramount and RKO have launched campaigns and are asking indies and single theater ops to join hands.

A committee sparked by Loew's Oscar Doob has prepared a letter and publicity matter which is being distributed to all theaters. It points out that even if the federal tax is repealed there are hundreds of local mayors and governors waiting to slap showbiz with municipal or State taxes once the federal tab is lifted.

Five Long Years

One of the main talking points against the continuation of the tax is that in 1944, when it was lifted from 10 to 20 per cent as a wartime measure, there was a provision that it be repealed six months after the cessation of hostilities. Now, almost five years later, the tax is still in effect, tho the take is gradually diminishing. Last year's tax income from all sorts of amusements, legit, opera, cafes, sporting events, etc., was \$385,000,000. Were this figure cut or eliminated the additional revenue would permit more jobs, more money to the consumer and better business all around, it is claimed.

Showbiz leaders say that Truman having made his position clear, it is up to the House Ways and Means Committee where pressure can be brought. All of showbiz is organizing to acquaint that committee with the problems that face the industry.

3 Days Added in N. H. On Feinberg Time

NEW YORK, Jan. 28.—The Abe Feinberg Time is now offering three additional days in New Hampshire, making it 15 days in all. The increased dates come from single day bookings in Plymouth, Lebanon and Rochester, N. H.

Up to the opening of these houses, booked by Adams and Soper, the Feinberg Time consisted of a full week at Fay's, Providence; three days in Manchester, N. H., and two days in Auburn, Me.

FRANK WALKER
the Showman's friend
WELCOMES YOU TO THE
ALEXANDRIA HOTEL
5th at Spring St. LOS ANGELES

War or peace, we always found accommodations for our friends in show business. And now—as always—you'll receive traditional Frank Walker service... plus a special theatrical rate!
DRIVE-IN GARAGE

ALL ROOMS HAVE RADIO AND BATH

NORM DYGON
and "JR."
PIANO NOVELTIES
IN Duplicate

Held Over
TWO BROTHER'S BAR
Springfield, Ill.

THE FEELIN'S
MUTUAL

EXCLUSIVE MANAGEMENT
MUTUAL ENTERTAINMENT AGENCY, INC.
203 N. WABASH Phone: 441 9-6990 CHICAGO, ILL.

STROBLITE
LUMINOUS COLORS GLOW IN DARK

SPECTACULAR!
BEAUTIFUL!
MYSTIFYING!
DRAMATIC!

STROBLITE CO.
Countless, intriguing effects can be attained with U. V. Blacklight. For stage, night clubs, theatre decorations, advertising displays, etc.
Dept. B-1, 35 W. 52d St., New York 19

PHILLY LATIN CASINO

(Continued from page 50)

March 8, at Chubby's, North Collingswood, N. J., before their Latin Casino run. Summer stretch will be covered at Jack Diamond's Martinique Cafe, Wildwood, N. J., and in October they return to Las Vegas, Nev., at the Flamingo Hotel, to make it solid booking for 1950.

Jolly Joyce Agency Presenting
AMERICA'S OUTSTANDING Sepia Attractions

for your CLUB — THEATER — SHOW
CONCERT — PARK — FAIR — CELEBRATION

★ **STEVE GIBSON and The RED CAPS**
on MERCURY Records

★ **The THREE PEPPERS**
featuring ROY BRANKER
on GOTHAM Records

★ **The FOUR TUNES**
Singing Stars
on RCA VICTOR Records

★ **ORMOND WILSON and The BASIN ST. BOYS**
on MERCURY & EXCLUSIVE Records

★ **CHARLIE GAINES**
and His RHYTHM MEN
Versatile Combo

★ **THREE LOOSE NUTS**
and A BOLT
with EDDIE COLE
King Cole's brother

★ **EARL PLUMMER**
Thrilling Voice
of MERCURY Records

★ **HERB KENNY**
NOVELTY SONG STYLIST
Now with the Ink Spots
on ALADDIN Records

★ **JIMMY PRESTON**
and THE PRESTONIANS
on GOTHAM Records

★ **FOUR BLUES**
with ARTHUR DAVY
on APOLLO Records

WRITE, WIRE, PHONE
JOLLY JOYCE
AGENCY
EARLE THEATER BLDG.
PHILADELPHIA 7, PA.
WAlnut 2-4677 WAlnut 2-3172
WAlnut 2-7376

Stem Hopeful 20% Bite Will Be Cut to 10

Fight That Excise! Is Cry

NEW YORK, Jan. 28.—President Truman's tax message to Congress this week, ignoring a reduction in excise taxes amusement-wise, has sparked legit theater interests into activity. All they hope for is a slough-off of the extra 10 per cent added during the war and never repealed—despite frequent Washington visits by lobbyists.

The Truman message set Actors' Equity into motion Friday (27). Exec Secretary Louis Simon went into conference with Richard Walsh, president of the International Association of Theatrical Stage Employees (IATSE), and Paul Dullzell, prexy of the Associated Actors and Artistes of America (Four A's). The outcome was a statement from Walsh that IATSE is already co-operating with the legislation committee of the motion picture industry along similar lines and has covered all its local unions with over-all favorable response, and that the willingness of legit forces to join in the fight was most welcome. He said his outfit was seeking the support of the executive council of the American Federation of Labor.

Immediate Conclave

James Reilly, executive secretary of the League of New York Theaters, was out of town over the week-end. However, Equity's Simon has scheduled a meeting at Equity headquarters for Monday (30) in which the thesp's union and the league, with other interested groups—notably the theater committee which was born of the Equity-American National Theater and Academy (ANTA) symposium last April—will take part. Headline agenda will be immediate means of advertising individual legiters as to tuning of petitions to the House Ways and Means Committee.

Queried on the situation, Leland Hayward, chairman of the recently formed committee of theatrical producers (also vitally concerned in reducing current theater costs), said his committee would meet Tuesday (31) to stimulate united action for a tax reduction. Hayward feels that Congress should be given facts and figures. He believes that a cut of 50 per cent in admission taxes would be compensated for, insofar as government revenues are concerned, by increased revenues from personal income taxes due to increased theatrical employment and from taxes on bigger theatrical grosses.

"Of course," he said "this is difficult to establish. But it is self-evident that production costs have skyrocketed along with living costs. A reduction in admission taxes means bigger audiences, and bigger audiences mean more plays produced and more people employed. The rest of it is simple arithmetic—with the edge going to the government"

Strawhat for Philly Walnut

PHILADELPHIA, Jan. 28.—A summer season is virtually assured for the Walnut Street Theater, smallest of the four local houses operated by the Shubert interests. A group of local theater men are backing the summer stock idea for the Walnut, which is only leased to the Shuberts. As a first step they are making arrangements to have the house air conditioned for summer use. At present the Forrest, a large house primarily for musicals, is the only one suited for summer use in that it is air-cooled.

BROADWAY OPENINGS

AS YOU LIKE IT (Opened Thursday, January 26)

CORT THEATER
A comedy by William Shakespeare. Production conceived and directed by Michael Bent-hall. Sets and costumes by James Bailey. Incidental music by Robert Irving. Supervised by Lawrence Langner and Theresa Heilburn. Company manager, Irving Cooper. Stage manager, Karl Nielsen. Press representative, Joseph Heidt. Presented by the Theater Guild.

Orlando	William Prince
Adam	Burton Malloy
Oliver	Ernest Graves
Dennis	Robert Foster
Charles	Michael Everett
Celia	Claris Leachman
Rosalind	Katharine Hepburn
Touchstone	Bill Owen
Le Beau	Jay Robinson
Frederick	Dayton Lumma
Lady in Waiting	Jan Sherwood
Duke	Aubrey Mather
Amlens	Frank Rogier
Lord	Everett Gammon
Corin	Whitford Kane
Silvius	Robert Quarry
Phene	Judy Parrish
Jaques	Ernest Thesiger
Aurdey	Patricia Englund
Sir Oliver Martext	Jay Robinson
William	Robert Foster
Rowland	Craig Timberlake

Ladies in Waiting and Shepherdesses—Jan Sherwood, Marylin Howell, Margaret Wright Lords.
Attendants and Shepherdesses—Kenneth Cantril, Charles Herndon, William Sutherland, Richard Hepburn, Robert Wark, John Weaver, Craig Timberlake.

While Will Shakespeare's girl-into-boy masquerade in the Forest of Arden has always had a low rating on this reporter's entertainment menu, let it be reported that if somebody has to go love-sick in tights under the greenwood tree it better be Katharine Hepburn. Miss Hepburn is the best Rosalind in this reporter's memory—and many an actress has taken a shot at Will's longest fem role.

Miss Hepburn is very lovely in fem court finery, a matter which many of her predecessors succeeded in duplicating—but she also makes a very convincing transition into boys' clothes, a chore which made most of them look plain silly or at best like something out of a girls' college show. This is the more to Miss Hepburn's credit, since her besilkened underpinning is more than somewhat intriguingly distracting on the eye. However, her projection far from (See *As You Like It* on opp. page)

THE HAPPY TIME (Opened Tuesday, January 24)

PLYMOUTH THEATER
A comedy by Samuel Taylor, based on Robert Fontaine's novel. Staged by Robert Lewis. Sets and costumes by Aline Bernstein. Company manager, Harold Goldberg. Stage manager, Tom Turner. Press representatives, Michel Mok and Helen Hoerle. Presented by Richard Rodgers and Oscar Hammerstein II.

Bibi	Johnny Stewart
Papa	Claude Dauphin
Maman	Leora Dana
Grandpere	Edgar Stehli
Uncle Desmonde	Richard Hart
Uncle Louis	Kurt Kasznar
Aunt Felice	Mary Aurelius
Mignonette	Fva Gabor
Sally	Mariene Cameron
Doctor Gagnon	Gage Clarke
Alfred	James O'Rear
Mr. Frye	Oliver Cliff

Some fine moppet actors have already been on view this season, but it takes 12-year-old Johnny Stewart, a vet of two Stem musicals, to put the icing on the juvenile performance cake. Johnny is as an engaging a young actor as has been seen hereabouts in a long time and his contribution to Rodgers' and Hammerstein's happy new comedy, *The Happy Time*, goes a long way toward making it the happy new hit it is.

However, Johnny is far from alone in glory at the Plymouth Theater. Samuel Taylor has brought to life a fabulous French-Canadian family of the '20s from Robert Fontaine's novel, and Messrs. Hammerstein and Rodgers along with Robert Lewis have cast and showcased them wonderfully. There is Claude Dauphin to play the boy's fiddle-playing father superbly. There is Leora Dana, cannily chosen as his Scottish-conscience mother. There is Kurt Kasznar in a richly comic characterization of a tipling uncle who takes his wine out of a water cooler. There is a delightfully lecherous old goat of a grandfather via a portrait by Edgar Stehli and a more youthful similarly gifted chip off the old block in the person of Richard Hart. And there is Eva Gabor to make a handsome and happy Stem debut as a not-so-naive ex-vaude acrobat who gets in- (See *The Happy Time*, opp. page)

Sides and Asides

Alexander Mulls Coast Pic Pact; "Alive" Fuss Settled

David Alexander, who has been subbing at Elia Kazan's teaching chores at the Actors' Studio for the last few months, is debating a return to the Coast for a Columbia Pix directing contract. Alexander came East under an agreement to stage "Alive and Kicking" at a fee of \$1,500 plus a quarter of one per cent of the gross. He was let out of the assignment, and Robert Gordon took over under a nine-week contract. Alexander's claim was settled a month ago by producer William R. Katzell for a flat \$1,000, but "Kicking" management called him in a week before the show's Stem unveiling to assist in final polishing.

Chorus Equity Seeks Measure To Boost Attendance

Disturbed by attendance lethargy in regard to membership meetings, Chorus Equity at its second quarterly meeting at the Hotel Capitol, New York, Friday (27), recommended to its executive committee that attendance of at least two of its four regular membership get-togethers be made compulsory, and that Equity Council be asked to consider punitive measures against delinquents. Some 150 members turned out for Friday's session. Two or three times that number should have been on hand. Clarence Derwent, Equity Prexy, presided.

ANTA Buys N. Y. Guild Theater, Seeking D. C. Belasco

The American National Theater and Academy's (ANTA) buy of New York's Guild Theater Monday (23) will not affect the group's deal with the government for the lease of the Belasco Theater in Washington. Robert Breen, executive director, and attorney Walter Liebman departed for Washington Monday (30) to confer with John Nagle, deputy administrator of the General Services Administration, with regard to final terms of the 10-year lease. Breen stated last week that ANTA expected to have the house in shape for business "before summer." The Guild Theater will be used for the org's offices and for staging ANTA's subscription series and other projects. The house may be rented to producers for limited runs which will not interfere with the group's activities, according to Breen.

"Hill" Entanglements Settled; Berger Moves Ahead

Robert Berger announced last week that legal entanglements which have stymied his Stem production of the all-Negro musical, "Sugar Hill," have been settled out of court. He is now seeking additional backing of about 125G in order to bring the show in for a late spring unveiling. "Hill" had a successful tryout at the Las Palmas Theater on the Coast last summer. Berger's plans call for using the original cast, but with new sets and costumes.



BROADWAY SHOWLOG

Performances Thru
January 28, 1950

	Opened	Perfs.
As You Like It.....	1-26, '50	4
(Cort)		
Caesar and Cleopatra.....	12-21, '49	44
(National)		
Death of a Salesman.....	2-10, '49	404
(Morosco)		
Detective Story.....	3-23, '49	356
(Hudson)		
I Know My Love.....	1-12, '49	102
(Shubert)		
Mister Roberts.....	2-18, '48	467
(Alvin)		
The Cocktail Party.....	1-21, '50	9
(Henry Miller)		
The Devil's Disciple.....	1-25, '50	5
(City Center)		
The Enchanted.....	1-18, '50	13
(Lyceum)		
The Happy Time.....	1-24, '50	7
(Plymouth)		
The Man.....	1-19, '50	12
(Fulton)		
The Member of the Wedding.....	1- 5, '50	28
(Empire)		
The Rat Race.....	12-22, '49	44
(Barrymore)		
The Velvet Glove.....	12-26, '49	40
(Booth)		

MUSICAL

Alive and Kicking.....	1-17, '50	15
(Winter Garden)		
Dance Me a Song.....	1-20, '50	11
(Royale)		
Gentlemen Prefer Blondes.....	12- 8, '49	60
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	450
(Century)		
Lost in the Stars.....	10-30, '49	104
(Music Box)		
Miss Liberty.....	7-15, '49	227
(Imperial)		
South Pacific.....	4- 7, '49	340
(Majestic)		
Texas L'il Darlin'.....	11-25, '49	75
(Mark Hellinger)		
Touch and Go.....	10-13, '49	144
(Broadhurst)		
Where's Charley?.....	10-11, '48	544
(St. James)		

ICE SHOWS

Howdy, Mr. Ice of 1950.....	5-16, '49	333
(Center)		

CLOSED

Design For a Stained Glass Window.....	1-23, '50	8
(Mansfield)		
January 28, 1950		
The Corn Is Green.....	1-11, '50	15
(City Center)		
January 22, 1950		
That Lady.....	11-22, '49	79
(Martin Beck)		
January 28, 1950		

COMING UP

(Week of January 30)

Mrs. Barry's Etchings.....	1-31, '50	
(48th Street)		
The Innocents.....	2- 1, '50	
(Playhouse)		
Arms and the Girl.....	2- 2, '50	
(46th Street)		

ROUTES

Dramatic and Musical

All You Need Is One Good Break (Locust St.) Philadelphia.
An Old Beat Up Woman (Wilbur) Boston.
Ballets de Paris (Shubert) Philadelphia.
Barretts of Wimpole Street (Cox) Cincinnati.
Bird Cage (Shubert) New Haven, Conn., 2-4.
Blossom Time (Great Northern) Chicago.
Blackstone (Tower) Atlanta 2-4.
Brigadoon (Auditorium) Rochester, N. Y., 1-2.
(Empire) Syracuse 3-4.
Come Back Little Sheba (Colonial) Boston.
Death of a Salesman (Erlanger) Chicago.
Detective Story (Lyceum) Minneapolis 1-4.
Diamond Lil, with Mae West (Plymouth) Boston.
Harvey (American) St. Louis.
Inside U.S.A., with Beatrice Lillie (Strand) Vancouver, B. C., Can.
Kiss Me, Kate (Shubert) Chicago.
Lend an Ear (Ford) Baltimore.
Light Up the Sky (Studebaker) Chicago.
Mad Woman of Chailot (Shubert) Boston.
Man Who Came to Dinner (Orpheum) Kansas City, Mo.
Merry Widow (Rajah) Reading, Pa., 1;
(Auditorium) Pottsville 2; (Playhouse) Wilmington, Del., 3-4.
Mr. Roberts (Davidson) Milwaukee.
Now I Lay Me Down To Sleep, with Frederick March (Forrest) Philadelphia.
Oklahoma (Auditorium) Fresno, Calif., 1-2;
(Auditorium) Riverside 3-4.
Philadelphia Story (Geary) San Francisco.
Private Lives, with Tallulah Bankhead (Victory) Dayton, O., 1; (Town Hall) Toledo 2-4.
San Carlo Opera Co. (Boston O.H.) Boston.
Street Car Named Desire (Erlanger) Buffalo.
Street Car Named Desire (Virginia) Wheeling, W. Va., 1; (Hartman) Columbus, O., 2-4.
That Lady, with Katharine Cornell (Harris) Chicago.
Yes M'Lord (Walnut St.) Philadelphia.

AS YOU LIKE IT

(Continued from opp. page)

stems on appearance alone. She shows a fine flair for the readings of the Bard's lines and her occasional flat tones are the more effective when she is playing her male counterpart. Also, for once, Rosalind comes across a girl who seriously wants to be taken for a boy—and not as an actress who is just coyly pretending. It is an extremely effective and intelligent performance.

Benthall a Big Help

Royal assistance is given her via the staging pattern of London's Old Vic director, Michael Benthall. While it places the comedy's emphasis on Rosalind's absurd masquerade, the comic interludes and sub-plots are beautifully integrated for a smoothly flowing whole. Britisher James Bailey's sets are a joy. They look like old-fashioned, tinted engravings—a wonderfully imaginative improvement on the "another part of the forest" backgrounds.

Support-wise the Benthall As You Like It also has its solid assets. William Prince gives a good account of himself as Rosalind's equally love-sick Orlando. Cloris Leachman makes a graceful Celia. Veterans Ernest Thesiger and Aubrey Mather contribute masterly reading of Jaques and the banished Duke. Bill Owens is a commendable touchstone, and Judy Parrish, Patricia Englund, Robert Foster and Robert Quarry are fine in the bucolic comedy department. Honorable Shakespearean mention always goes to Whitford Kane, and this time Frank Rogier, Ernest Graves and Jay Robinson must be included.

Whether you like *It* or not, Katharine Hepburn's Rosalind is something to see. Since the Theater Guild reports a sight-unseen advance of \$200,000 already in the till, it is likely that she will be on view at the Cort for some time to come. And aside from Miss Hepburn, the production is so artful that it almost convinces a reporter that he likes the play himself.

Bob Francis.

THE HAPPY TIME

(Continued from opp. page)

involved in the family conflagrations. All of them, plus assists from various neighbors, combine to make *Time* happy.

Synopsis

Taylor's plot is simple, the story of a growing, curious boy, under the influence of a devoted but completely uninhibited male clan to the distraction of an equally devoted but conscious mother. Into the picture comes a handsome young French gal whose goal is a home and security. The tumultuous Bonnard ménage takes her to its collective bosom—with special emphasis on the handsome, wolfish uncle, the Dominion's most active garter collector. The lad's emotional growing pains are likewise stimulated, with results that range from belly-laughs to a moist eye.

But plot has little to do with the charm of *Time*. It is the aura of warmth, loyalty and affection which envelopes the Bonnard tribe. Mrs. Grundy would not approve them, but there are a forthright truth and honesty in their dealings with one another and the world which spell rich living. Taylor has highlighted their relationships with scenes tenderly poignant—such as Dauphin's attempt to teach Johnny the facts of life, and with rib-tickling interludes—as when uncle Louis (Kurt Kaszner) crumps out with a timid suitor for his daughter's hand. And there is one enormously hilarious scene when the three freres Bonnard musketeer on a bigoted school principal. But tender or funny, the family is always splendidly united and vital. They are a wonderful tribe for a boy to grow up in, and delightful people to meet on a stage.

Robert Lewis has directed them in a vein as happy as the play and Aline Bernstein has provided excellent backgrounds and costumes for a middle-class French-Canadian family in Ottawa, circa 1920.

Bob Francis.

BROADWAY OPENINGS

THE MAN

(Opened Thursday, January 19)

FULTON THEATER

A drama by Mel Dinelli. Staged by Martin Ritt. Setting and lighting by Joe Mielziner. Costumes by Julia Sze. General manager, Max Allentuck. Stage manager, Robert Caldwell. Press representatives, James Proctor, Ben Kornzweig and Anne Sloper. Presented by Kermit Bloomgarden.

Mrs. Gillis Dorothy Gish
Ruth Peggy Ann Garner
Mr. Armstrong Robert Emhardt
Howard Wilton Don Hanmer
Mr. Franks Frank McNeillis
Doug Josh White Jr.
Mr. Stephens Richard Boone

Probably astute students of dementia will recognize the focal point of Mel Dinelli's melo-chiller as a scholarly and exhaustive exposition on a certain type of insanity. Even a nodding acquaintance with psychiatry allows at least that the actions and reactions of his homicidal protagonist are presented with grim and impressive authority on the stage at the Fulton. Dinelli's premise is patterned on the lines of Emlyn Williams's grand old chiller, *Night Must Fall*, but instead of a mad wheedling bellhop, his is a somewhat sad killer with delusions of oppression. And whereas Williams put together a sock-shocking melo, *The Man* plods along as a possibly excellent clinical study and rarely lifts a hair on a pew sitter's neck. It may have been the intention of Dinelli and Director Martin Ritt to shear it of goose-pimpling hokum and keep matters on a realistic plane. Certainly such a last day of horror as projected could happen to any lone widow of good will, but it is not the sort of fare which is going to lure pew buyers who are looking for an hour or two of chills and fever.

Dinelli's psychopathic doings concern the advent of an itinerant handy man into the home of a kindly and elderly widow. What his particular brand of mania is, a reporter wouldn't know, but the guy is over-riden with fears and suspicions which make him black out into a potential killer at the slightest provocation. The causes and effects of his condition via his own disordered reasoning are clearly underscored in a two-act dialog when the good lady finds herself locked up with him in her own house, in which he has decided to remain a permanent guest. The situation develops considerable interest in the medical aspect of his compulsions, but less realism and more hoked-up suspense are what is needed to sell tickets.

Good Set

However, Kermit Bloomgarden has given *Man* a fine send-off with an excellent combination living room-kitchen set by Jo Mielziner designed to fit the action precisely. Ritt has staged it with intelligent care to point up the lad's alternate shifts from outright madness to pseudo-sanity and his casting has been meticulous. Dorothy Gish paints an outstanding portrait of a friendly, gentle woman made almost witless by steadily mounting terror. Don Hanmer stamps himself again as a young actor of fine promise with the equally long and trying assignment of the handy man. It is a part which could easily be hammed to the nth degree, but Hanmer, even in his most hectic moments, shows a splendid restraint to make the character horribly believable. The script allows others in the cast little more than bits. However, Robert Emhardt gives roundness to a genial boarder and Peggy Ann Garner contributes a competent scene or two as a smart-aleck teenager. Little Josh White Jr. has his moment, too, as a gabby grocery boy.

But when all the chips are down a commercial future for *Man* doesn't look too happy. It's aimed at the intellect rather than the spine, and that approach doesn't fall in the popular chiller-diller groove.

Bob Francis.

THE DEVIL'S DISCIPLE

(Opened Wednesday, January 25)

CITY CENTER

A comedy by George Bernard Shaw. Produced by Margaret Webster. Sets by Peter Wolf. Costumes by Emeline Roche. Production executive, George Schaefer. Artistic supervisor, Maurice Evans. Company manager, Ben Ketcham. Stage manager, Billy Matthews. Press representatives, Jean Dairymple and Marlon Graham. Presented by the New York City Theater Company.

Mrs. Dudgeon Hilda Vaughn
Essie Betty Lou Holland
Christie Logan Ramsey
Anthony Anderson Victor Jory
Judith Anderson Marsha Hunt
Lawyer Hawkins Somer Alberg
William Dudgeon O. Tolbert-Hewitt
Mrs. William Cavada Humphrey
Titus Dudgeon Robinson Stone
Mrs. Titus Janet Marla Burtis
Dick Dudgeon Maurice Evans
Sergeant Ian Martin
Major Swindon Gavin Gordon
General Burgoyne Dennis King
Brudenell Somer Alberg

OFFICERS—Cliff Cothren, Robert Hartung, Joseph Longstreet, Louis Lytton, Keith Taylor.
SOLDIERS—Robert Anderson, Bennet Brownell, Bruce Jewell, Robert Latta, Joe Mego, Kenn Milston, Alan Miller, Richard Curry, John Primm, Leon Shaw.

TOWNSPEOPLE—Paul Anderson, Martine Bartlett, Mary Bell, Paul Davis, Olive Dunbar, William Hawley, Louis Hollister, Billy James, Dorothy Johnson.

As the third item of the New York City Theater Company's fortnightly rep, the Margaret Webster presentation of Shaw's *The Devil's Disciple* is by far the best to date. Again it is proved—as does the maestro's *Caesar and Cleopatra*, currently blooming at the National Theater—that good 50-year-old vintages can keep their flavor. There is nothing dated about *Disciple*; it is fresher, wittier and funnier than a host of comedy fare that has come along in the meantime. Margaret Webster has divided the original three-act text into two stanzas. The change is all for the better in emphasis and speed of the play.

Since the last formal Stem revival of *Disciple* was unveiled in 1923, a little plot refreshment may be in order. With it, Shaw is up to his youthful tricks, tossing barbs right and left at hypocrisy, bigotry and just plain human stupidity. He also has the usual few in his quiver for the idiosyncrasies of the ladies and British pig-headedness. The comedy is located in New Hampshire in 1777 and its hero is a rebellious scapegrace who styles himself "the devil's disciple." To the horror of his pious and unprincipled relatives, a final will of his late father puts him completely topside financially, and he revels in his unregeneracy. However, when Burgoyne and his redcoats arrive with the intent of making a hanging example of a leading citizen as a shocker to the rebel community, for no reason that he himself can explain the lad substitutes for the town's minister. The parson's young wife thinks it is because of her, but Shaw has an answer for that angle. At all events, the cleric takes to the timber, and the lad is left for a Sidney Carton fade-out. The cream of the comedy comes with a trial scene when British diplomatic suavity and bull-head stupidity are shredded up in the persons of General Burgoyne and a thick-skulled major. The final twist, of course, has the lad escaping the noose, the British army discomfited and the parson turned up in Continental officer's buff. Apparently, their spiritual philosophies have become slightly mixed. The devil's disciple will stick around to mind the parson's duties and his wife, while the latter is off to finish the American revolution.

The company's four-star cast is excellent. Maurice Evans gives the turbulent hero just the right bravura touch. Victor Jory gives a finely shaded reading to the warrior-minister. Marsha Hunt is sharply effective as the cleric's wife. But in the later scenes it is the Burgoyne of Dennis King who comes close to stealing the show. It is, of course, a wonderful acting assignment, with the comedy's most acidulous jibes included in its sides. But King makes it peculiarly his own, a really virtuoso contribution. Hilda Vaughn, Ian Martin, Betty Lou Holland and Logan Ramsey and solid support, and

THE COCKTAIL PARTY

(Opened Saturday, January 21)

HENRY MILLER THEATER

A verse drama by T. S. Eliot. Staged by E. Martin Browne. Settings and lighting by Raymond Sovey. General manager, Harry Fleischman. General stage manager, Kenneth Fraser. Stage manager, Donald Balm. Press representatives, Richard Maney, Frank Goodman, Peggy Phillips. Presented by Gilbert Miller by arrangement with Sherek Players, Ltd.

Edward Chamberlayne Robert Fleming
Julia (Mrs. Shuttlethwaite) Cathleen Nesbitt
Celia Coplestone Irene Worth
Alexander MacColgie Gibbs Ernest Clark
Peter Quilpe Grey Blake
An Unidentified Guest Alec Guinness
Lavinia Chamberlayne Eileen Peel
A Nurse-Secretary Avril Conquest
A Caterer's Man Donald Balm

T. S. Eliot's *Cocktail Party* is an even stronger stimulant than the title implies. In essence a play of ideas, it is not a show to enjoy in relaxation. It demands undivided attention. An intellectual play, *Cocktail* is a must for the serious-minded, but one doubts if the mental stimulus will be palatable to general taste.

Cocktail's skeletal premise deals with a husband and wife who after five years of marriage are suddenly confronted with the reality of their relationship. The wife, rejected by her lover, realizes she has been loved by no one, including her husband, whom she leaves. Attending the cocktail party, which the wife has arranged and forgotten, is the husband's mistress, who sees thru his trumped-up excuse for his wife's absence and knows she has really left him. After the party the lady confronts him with definite demands, which he rejects because he realizes in his wife's absence that he has never been capable of loving even a light o' love. A stranger at the party, who turns out to be a psychiatrist, finally unites the couple via mutual soul-baring and aids the mistress in finding her salvation in a religious order. The lover, unaided, pursues his illusions in the movie industry.

But *Cocktail* concerns itself not with plot but ideas. Those not emotionally involved in the lover's entanglements are really guides to aid the four out of their confusion. Eliot's hypothesis is that one may live according to his desires and illusions as long as he wants, but eventually there will be a reckoning with "one's tougher self" or with something outside himself. His three bystanders have broken down their own illusions and faced themselves honestly, and it is their function in the play to guide the others to similar enlightenment.

The end result is confusing, and Eliot—perhaps confused himself—leaves the question unanswered. There are two truths, he explains; one is the vision of reality before us, the other—the justification of that vision—can be found only in the grave. His hypothesis therefore remains hypothetical and offers no satisfactory answer. Herein, at least to an untutored ear, Eliot has failed.

Production-wise there is little more to be desired. Again proving the value of unified acting, the all-English cast has no flaws. Each gives and takes as the scene requires for a flowing pattern as a unit. There are no stand-outs. One can merely say the cast is vastly superior. For sheer length of role, however a special nod should be given to Alec Guinness, Cathleen Nesbitt and Robert Fleming. E. Martin Browne's direction is impeccable, and Raymond Sovey's two sets provide proper backgrounds.

Cocktail should be done. Its form of poetic playwrighting gives it a quiet rhythmic flow and provides great power where emotional heights demand it. It's compelling to those inclined. But after the thinkers and those who feel they must see it for the sake of Eliot and poetry have seen the play, the bottom will probably drop out of the Henry Miller b. o.

Dennis McDonald.

the lesser roles are withall competently filled.

Peter Wolf's simple settings are again imaginative and well designed for the quick changes demanded by the Webster arrangement. Emeline Roche has supervised the costuming with equal imagination. *Disciple* is a credit to the City Center troupe. It's their best effort yet.

Bob Francis.

Magic

By Bill Sachs

G. RAY TERRELL concluded an eight-week engagement January 22 at Casa Seville, Franklin Square, Long Island, N. Y., and January 27 moved into the Brown Hotel, Louisville, for two weeks. He hops then to the Olympia Theater, Miami, for a February 15 opening. . . . **Bob Nelson**, of Nelson Enterprises, Columbus, O., supplier to magicians and mentalists, reports that he is staging a gigantic sale in February to celebrate the beginning of his 30th year in business. "It's a one-time sale only," Nelson reminds, "we're not selling out or quitting business. I might add that much of our success can be credited to The Billboard, as we have carried ads in your publication continuously for the last 29 years." . . . **Johnny Aladdin**, magician, and **Senor Lenardo** and **Enti**, vents, were the guests of **Lieut. and Mrs. Lee Allen Estes** in Lexington, Ky., during their three-day stand at the Ben Ali Theater, that city, January 26-28. Estes reports that **Blackstone's** recent two-day stand in Lexington was such a success that the Lions Club, which sponsored his appearance, is negotiating to bring him back for two more days soon. "All of Blackstone's performances in Lexington were marked with solid standing room," writes Estes, "and they had to take the doors off the auditorium to get 'em in. Mayor Tom G. Mooney presented Harry with the key to the city; he was made an honorary member of the police department, the Lions Club gave a special dinner for him, and he officiated at the Golden Gloves contests. Newspapers went all out, too." . . . **Rai and Lucille Baillie** are in Tampa lapping up a bit of sunshine and playing schools and a few niteries. The Baillies are now sporting two different acts, one with magic and puppets and the other a dramatic program that leans to the educational side. After closing with the **L. Verne Slout** tent theater September 24 last, they played school assembly programs thru Indiana and Michigan, and are slated to return to that territory in April for a string of follow-up dates.

RANDOLPH closed a two-weeker Sunday (29) at the Lookout House, Covington, Ky., and on the following night began a three-week stand at the Alpine Village, Cleveland. From there he totes his bag of nifties to the **Chez Ami**, Buffalo, for a fortnight's stay. . . . **Landrus the Michigan** is currently trekking it thru the Rio Grande Valley of Texas. He says that **G. G. Gibson**, the magician, caught his show at Hebronville, Tex., and **Dr. Landesman**

MAGICIANS

GREATEST COIN GADGET EVER INVENTED
ONE HAND, FINGER TIP COIN VANISH

Non-magnetic, not a hook coin, no elastic, pull, thread, hair or wax used. EASY TO DO. A Borrowed half dollar, held at finger tips instantly vanishes—Hand shown back and front, coin reappeared at any desired place. Full photo instructions and apparatus complete, nothing else to buy. ONLY ONE DOLLAR; our usual guarantee of satisfaction. Dealers, write for Wholesale.

EUREKA MAGIC CO.

P.O. BOX 345 SOMERVILLE, N. J.

WANTED
Exotic Dancers and Strips
For Theaters and Clubs from
MAINE to CALIFORNIA.

Be a Booster for
MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, ILL.

Minstrels' Costumes and Accessories

CIRCULARS FREE

Dance—COSTUMES—CLOWNS

For all other occasions. Get in touch with

THE COSTUMER

238 STATE ST.

SCHENECTADY, N. Y.

Chi Dealers Pour It On in TV 'Bargains'

CHICAGO, Jan. 28. — Television dealers poured more coal on the price-slashing fire this week as Chi newspapers broke with ads offering video sets at near-amazing prices. Adding to the general confusion over TV receivers were such advertising phrases as "new models," "1950 television" and "new 1950 sets."

Mandel Bros. ran a full-page ad in *The Chicago Tribune* offering six different TV models at "sensationally low prices . . . because we bought out the stock of a prominent Chicago manufacturer." While the brand name wasn't mentioned, one receiver pictured showed the "Jackson" name plate. Prices listed were \$99.50 for a 10-inch table model, \$129.50 for a 10-inch console, \$179.50 for a 12½-inch console, \$229.50 for a 16-inch console, \$139.50 for a 12½-inch table model and \$179.50 for a 16-inch table set.

Logan Furniture offered a nameless radio-phono-TV combination for \$159.95, a 16-inch table model for \$169.50 and a Philharmonic radio-phono console for \$49.50.

IATSE Local 439 Elects

NEW LONDON, Conn., Jan. 28.—James B. McClellan has been elected president of Local 439, International Alliance of Theatrical Stage Employees (IATSE). Other officers are: vice-president, John Kane; recording secretary, Leonard Reed; financial secretary and treasurer, William A. Reed; business agent, Fred Nowell; board of trustees, Salvatore Patti, Irwin Dawley and Cleary Patterson; executive board, Thomas Kenure, Dawley and Patti.

looked in on him at Corpus Christi, Tex. . . . Some 50 magicians and magic enthusiasts from Cincinnati and surrounding towns gathered at **Neil Sweet's** magic emporium in downtown Cincy Monday night of last week (23) for a gab session and impromptu show. **Norman Cummins**, of Wilmington, O., emceed the proceedings, with the following contributing a nifty or two to the show: **John Braun**, **Stewart Judah**, **Lou Thom**, **Randolph**, **Roy Fitzgerald**, **Franklin, O.**; **Rajah Kepler**, **Hamilton, O.**; **Rudy Lenzer**, **Al Page**, **Bill Hirschauer**, **Blair Stawser** and **Ronald Haines**. The Sweet magic shop, which has boomed considerably since its opening a year ago, is now the meeting place for most of the pro magi who play the Cincy area. The gathering of magicians from the territory is to be a monthly feature, Sweet announces. . . . **Jack Scanlan** postals from Greenville, S. C., that he has a South American jaunt lined up when he concludes his present string of bookings. . . . **Gill Hughes**, **Pueblo, Colo.**, magish who bills himself as **Deacon Ginglehofer**, the King of Corn, last week announced his engagement to his fem assistant, **Pansy Braden**. They plan to hit the road with their comedy magic turn around the middle of May. . . . The Magic Desk has had inquiries recently on **Mandrake the Magician** and **Robert F. Benesh** (**Nemo the Magician**). Please shoot in your route so that we may relay an important message to you. . . . **Burr the Magician** (**Charles C. Burr**), forced off the road more than a year ago by illness and since then confined at St. Joseph's Home, 5148 Prairie Avenue, Chicago, is mending nicely and plans to take to the road again in the spring. He would appreciate hearing from old magic friends.

Burlesque

By UNO

TIRZA and Her Wine Bath open February 5 at the Casino, Pittsburgh. . . . **Tom Fern** and **Carl Schopp**, concessionaires at the Gayety, Columbus, O., crashed the front page of *The Ohio State Journal*, January 20, for their chase and capture of a bandit who tried to hold-up **Mrs. Sadie McGee**, ticket-seller at the theater. . . . **Colleen** and **Candy Durayne**, feature strips, are mourning the death of their father, **Dave Walsh 63**, in Elizabeth, N. J. . . . **Dag-Mar** is headlining the stock at the Follies, Los Angeles. Other principles are **Shalimar**, **Colette**, **Roma Ingrid**, **Belle Fleurette**, **Eddie Ware**, **Beetlepuss Lewis** and **Leon DeVoe**. **Ralph Morton** and **Joe Schmecker** continue as front-of-the-house execs. . . . **Steve Mills** and **Connie Ryan** are in their third year at **Paul Ske'lly's Band Box**, Providence. . . . Opening cast for the return of burly stock at the Rialto, Chicago, January 27, included **Renee Andrea**, featured; **Dick Richards**, **Al Rio** and **Billy Reed**, comics; **Marvin Harmon**, straight; **Melaine LaBeau**, **Annette** and **Tiara Moy**, strips and talkers; **Nat Osborne**, singer; **Billy Williams**, tapster, and **Helen and Holmes**, dance team. **Paul Marakoff** is producer of the 20-girl chorus, and **Dick Zeisler** is house manager and co-owner with **Phil Rosenberg**.

GEORGE YOUNG, former op of the Roxy, Cleveland, has sold his interests in the Stage Door Grille, that city, and is now a partner of **Mickey Miller** in **High Life**, another Cleveland lounge. . . . **Harry White**, after 20 consecutive weeks at the Roxy, Montreal, opened January 27 at the Roxy, Cleveland, as a start on four weeks on the Ohio circuit. Replacing him in Montreal is **Earl Root**. Also new are **Freddie Beck**, **Ray Kolb** and the **Dottie Boylan Dancers** (5). . . . **Paula Norton**, dancer, is in her second week at the Carnival niterie, Cleveland. . . . **Jack Birmingham** produced and staged a new show at his French Casino, New Orleans, January 24. The company comprises **Connie Lou**, **Dottie Frazier**, **Monaca Day**, **Linda Meva**, **Betty Lee Wong**, **Billie Lorraine**, **Jessica Vulura**, **Sunny Kay** and an all-girl ork. . . . **Vickie Wells** closed January 28 at the Howard, Boston, and opened January 30 at the Manhattan Club, Johnston, R. I., with the Hawaiian Club, Albany, N. Y., to follow. . . . **Charles Hunt**, veteran stage carpenter at the Avenue, Detroit, is seriously ill in Lincoln Hospital there. . . . **Dode Daron**, acrobat, is new at the Grand, St. Louis, where new chorines are **Dorothy Dufer**, **Yvonne Andrew** and **Audry Bauer**. . . . **Jean Gemay**, after several years of night club work in Chicago, is back in theaters in the East with her act, "The Devil and the Flesh." . . . **Carrie Finnell** is in her 30th week at the Show-Bar, New Orleans. . . . Former burlesquers at **Dolly's Bowery**, Los Angeles, are **Billy Foster**, **Heather English**, **Marnie** and **George Rose**.

MORGAN COPA RECORD

(Continued from page 50)

nouncer said "A Morgan will not be able to appear due to his illness." This resulted in over 50 cancellations of reservations. Added to that was the fact that Pittsburgh was hit again by another coal strike.

So what happened? In five days he beat the house record which **Frances Langford** set in six days last March and during the whole time didn't play to a single empty seat.

WITT EXITS RADIO BIZ

HOLLYWOOD, Jan. 28. — Harry Witt, Columbia Broadcasting System (CBS) exec will forego the broadcast biz February 1 in favor of a vice-presidency in a Beverly Hills, Calif., real estate firm, **Harry H. Ken Company, Ltd.**

AGVA ACTS PROTEST

(Continued from page 50)

Equity and AGVA, a proposed scale was set up for the specialty performer to apply only to the New York area. **George Heller**, head of the TVA, proposes to take this scale to the other areas thruout the country for further negotiations, and if acceptable, will become part of a minimum basic agreement to be submitted to the networks.

The scale will be:

	One-Hour Show	Half-Hour Show	15-Minute Show
Singles	\$250	\$175	\$125
Doubles	\$425	\$300	\$215
Trios	\$600	\$420	\$300
Quartets	\$750	\$525	\$375

Kinescopes will be permitted to be shown in 30 days or less but only once in each area to supplement the circuit. After that each performer is to get his original salary for each subsequent kinescoping, but in no event is his salary to be less than the above minimums.

An attempt is being made to have AGVA call a special meeting to discuss the terms and conditions. The next regular AGVA meeting, set for March, will be too late to do anything, the rank and file say.

PIERRE'S NO-COVER

(Continued from page 52)

there at \$75. Recently he worked at the Boston Copley Plaza for \$1,000 plus a percentage and walked out with about \$1,800. **Eric Thorson** and **Clifford Guest** also get their starts at the Pierre.

The next to come is **Jimmy Carroll**, a tenor who's had the Waldorf but hopes to register equally big out of the Pierre.

"Madwoman" 30G in Philly

PHILADELPHIA, Jan. 28. — Altho the critics were none too kind, *Madwoman of Chaillot* picked up strong for its last week at the Shubert Theater and chalked up a hefty \$30,000 after a most sluggish start. The demand for tickets was so great the show could have stayed longer excepting for other bookings into the house. As a result, the \$30,000 take virtually ended all previous doubts the producers had about taking the play out on the road.

BURLESQUE!!

PEOPLE WANTED
IN ALL LINES—FOR STOCK

at
COLUMBIA THEATER
DETROIT

CHORUS GIRLS

That Can Do Strips

(Mail Recent Photo)

NUMBER PRODUCER

Will Consider PRODUCER

with ORGANIZED STOCK COMPANY

All Correspondence to

JIM BENNETT

c/o National Theatre, 118 Monroe Ave.

DETROIT 26, MINN.

FOR RENT—THEATRE

Dayton, Ohio, downtown
Population 350,000. Large stage. Just
re-seated 1000 seats. Fully equipped screen
and sound. Running movies and burlesk.
Now available. Write

PHILIP L. BRADFORD

545 Fifth Avenue New York 17, N. Y.

CHORUS GIRLS WANTED

Experienced, Reliable, 6 Days, \$50 per week.

FOLLIES THEATER

State & Congress Chicago, Ill.

WANTED

for State Theater, Canton, Ohio

Young, pretty, experienced Dancing Chorus
Girls, height 5'3" to 5'5". Easiest job in
burlesk. 22 one-hour shows weekly. Three
chorus numbers in one show. Salary \$40.
Extra for Specialties.
I. D. REINHART, Manager

Detroit Okays New Drive-In Request

DETROIT, Jan. 28.—Drive-in theaters have come of age, it was indicated by the City Council here Tuesday (24) when it revamped zoning plans for one of the few undeveloped 80-acre plots within the city limits at the request of Ned Mellen, attorney for an undisclosed client, who plans to build a new drive-in. The area had been designated for a future housing project by the council, but was switched to an industrial classification which will allow its use for the theater. The change also was approved by the city planning commission.

ROADSHOWMEN!

That outstanding Eastin Pictures 16mm. sound film service is available for as little as \$9.95 a week.

Better write our nearest office for our latest list.

EASTIN PICTURES

P. O. Box 598—Davenport, Iowa
P. O. Box 613—Colorado Springs, Colo.
P. O. Box 347—Chattanooga, Tenn.

TENT SHOWS!

Bill Carsky says . . .

"Our 27 Years in the candy business gives us the 'know-how' . . . We are again ready to serve you in 1950."

100 Outside Flash Lists.
20 Types of Packages.

Your Dependable Source of Supply

Casey Concession Co., Inc.
1132 S. WABASH CHICAGO, ILL.

\$15.00 PER WEEK

Puts you in Show Business. Sound Projector and proved Roadshow Films furnished. RMM earned \$675.00 in December. Write for details our new show plan.

DELTA VISUAL SERVICE, INC.

815 Poydras St. New Orleans, La.

WANTED

Young Team for leads or single. Ingenue and Juvenile.

THE GIFFORD PLAYERS

Girard, Ill.

BARGAIN—16mm. Projectors, Films
Soundie, Musical Subjects, Glamour Gals Swing Bands, 100 ft each, for \$2.95; Used Victor and Kodascope Projectors, like new, \$150.00; Western Features, \$55.00 up; Empty 1600 Ft. Reels for \$1.50 each, Cleaning Fluid, \$2.00 quart; 2-Reel Shipping Cases, brand new \$3.50 each. Mills Panoram Soundie Machines in Cabinet, \$125.00 Reversed Soundie Subjects available.
SIMPSON FILMS, 155 High St., Dayton 3, Ohio.

FOR SALE—TENT PICTURE SHOW

Like new Tent, 30x60, Walls, Poles, Stakes, 70 Two People Folding Chairs, two sections Flats, Victor 60 Projector Bell P.-A. System, 4 wheel Trailer to move same. Priced for quick sale.

H. C. CARTER

NAVASOTA, TEXAS

HOLMES, SWEET HOLMES!

Rebuilt (like new) Holmes Educator 35mm Portable Sound Projectors. Dual outfit, \$550; single, \$350. Send for 1949 catalog check-full of values in 16 & 35mm equipment & supplies; also Chair. Bulletin #15 S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52d St., New York 19.

16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each advertising loaned Free. Write for catalog. Complete new 35mm drive-in theatre equipment, \$3,174 installed. Construction and operating instructions furnished.

ACE CAMERA SUPPLY

150 N. Kirby St. Tel.: 2487-J Florence, S. C.

BRUNK'S COMEDIANS WANT

People in all lines for coming season. Open Oklahoma in April, then Colorado for summer long season. Tell it all. Answer c/o General Delivery, Inglewood, Calif.

Bartok To Launch Minstrels Under Canvas; '50 Jaunt To Run From March to December

Permanent Quarters Set Up in Sarasota

SARASOTA, Fla., Jan. 28.—Bardex Radio Minstrels, long an open-air attraction under the ownership and direction of Doc Milton Bartok, will open its 1950 tour early in March under canvas. Current plans call for the show to be presented under a 60 by 210-foot top, with a seating capacity of 2,200. Acts will operate from a 34 by 25-foot stage and show will be transported on three trucks and several cars and trailers.

Bartok says that the show will carry a 10-piece band and six comics, plus a number of fem entertainers. New minstrel wardrobe will be added to give the personnel enough changes of costumes for a three-to-five-week stand and the show will continue its free-gate policy, Bartok said.

Permanent quarters have been established here and the show equipment is en route from Pennsylvania via railroad and will arrive in plenty time to be readied for opening. It is planned to play several spots in the South before opening the summer tour in established Northern territory, where the unit has appeared for the past 20 years. This year's trek will be extended to run into early December.

David Bartok, who is attending

Florida Military Academy, will handle the show's refreshment stand, assisted by his sister, Valerie Bartok. She will join the show when her school term ends. Sammy Warren Jr. also will assist in the operation of the stand.

An agent will be appointed later to handle the candy pitch, Bartok said. The advance and local business contracting will be directed by S. B. Warren, who is in charge of quarters work at present. S. H. Carter will handle the wholesale medicine and stock departments in addition to assisting Bartok with his med lectures.

Sparky Jones is in charge of stage production, while the band will be directed by T. H. Jones. James H. Rutledge, who has been with the show for many years, has arrived from Pittsburgh to ready his department for the opening. Vinton (Lil Buck) Abel, assistant stage manager, also is on hand here.

Show's color scheme is yellow and brown, with the Bardex insignia in bright red. Recent visitors included Clarence Balleras, of the Hofeller Candy Company; Curley Miller, of the med show bearing his name; Marvin Guyer, Celtonsa Medicine Company, and John Lass, General Products Laboratories.

Slout Players Prep '50 Tour; Debut Stand Set for Michigan

VERMONTVILLE, Mich., Jan. 28.—The Toby and Ora Slout Players tent show has started preparations for the 1950 tour at local winter quarters. A new top has been ordered from the O. Henry Tent & Awning Company, and negotiations with personnel are under way. Several members of last year's cast already have signed.

L. Verne and Ora Slout have been spending much of the winter doing promotional and managerial work in connection with six antique and hobby shows in Michigan and Indiana. At the moment they are working on their South Bend, Ind., promotion, which opens Monday (30) and runs thru February 3.

This engagement is to be followed by shows in Terre Haute, Ind., and Lansing, Mich. At conclusion of the Lansing date rehearsals for the 1950 season will get under way. Show this year will open in Michigan and then work its way south, with the closing engagement scheduled for a spot in Missouri.

Lewis on Hand

William F. Lewis will be on hand to handle the outfit. His wife, Grace Rollins, will be a member of the cast. Doug and Lola Couden will join for an added vaudeville feature. Bill Slout isn't expected to return to the show this year since he is continuing his studies at a Logan, Utah, college where, in addition to helping in the dramatic department, he's working for his masters degree. Bobby Segar, who has been working with the Slouts on their promotions, will be back in the wagon again.

Andy Lea is in St. Louis working at one of the city's radio stations. Jerry Dexter is a feature dancer at a Dallas burlesque house. Her husband, Walter Lucas, is employed as a bartender in the Texas city. Ralph Blackwell

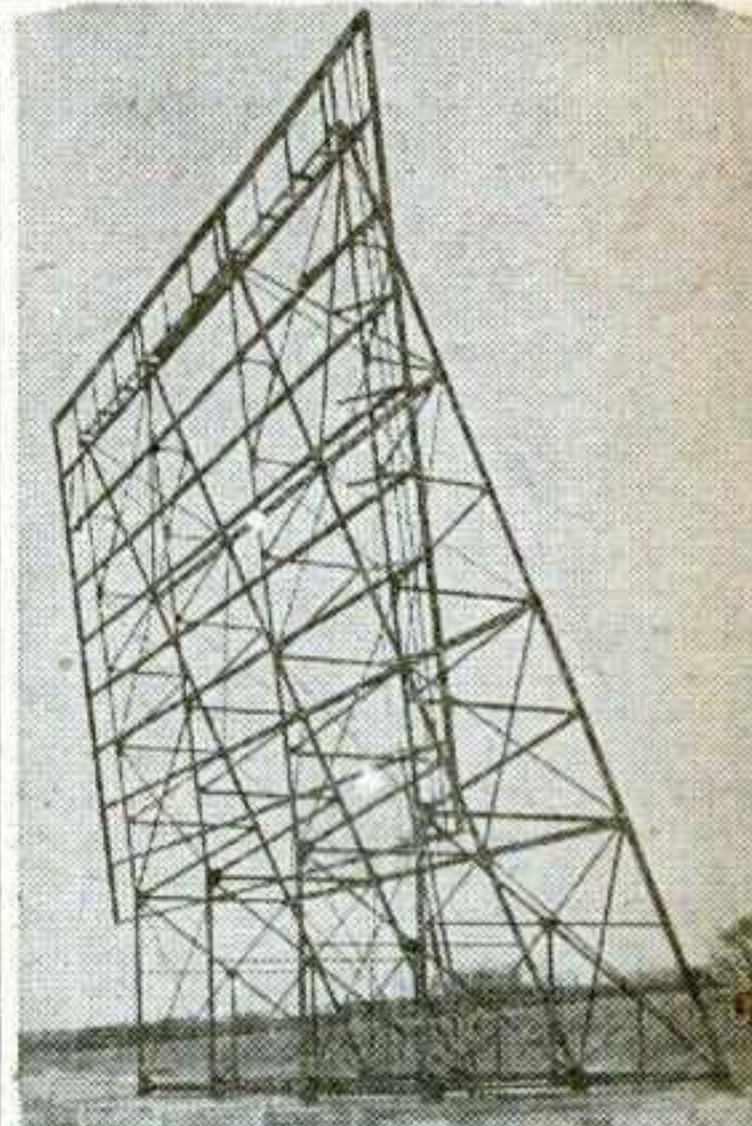
has been signed by the Carolina Assemblies to do his vent and rope-spinning act. He was inked by N. P. Patton.

Clink and Frances Lemmon are spending the winter in Tampa, as usual. Clink, who had the orchestra last season, is playing piano in a tavern in Sulphur Springs and at a tourist club in Tampa. Rai and Lucille Baillie are presenting their magic turn in Tampa schools and night clubs.

N. C. Ops Gird For Fight on Tax Problems

CHARLOTTE, N. C., Jan. 28. —Members of the Drive-In Theater Owners' Association, Inc. (DTOA), of North Carolina, are going to do something about the tax problem in their business. At the annual association meeting Sunday (15) the discussion became so involved that officials adjourned the session until February 5. A bulletin has been mailed out to drive-in theater owners and operators which emphasizes the importance of having the taxes regulated suitably for the making of reasonable profit.

The bulletin says in part: "Just sitting still, doing nothing about the taxes is not going to help in any way, except to give the politicians the impression that you can make a profit regardless of what taxes you pay and lay yourself wide open for them to lay more on. At the annual meeting of the association January 15 it was decided that in order to get the widest viewpoint possible and maximum co-ordination and co-operation, the annual meeting not be closed but adjourned until February 5 at 12:30 p.m. This could well be one of the most important happenings regarding the welfare of your drive-in theater that will take place in many a day."



PICTURED ABOVE IS E. M. LOWE'S RIVERDALE DRIVE-IN AT WEST SPRINGFIELD, MASSACHUSETTS.

—MESKER DRIVE-IN SCREEN SUPPORTS STEEL PREFABRICATED—
BEST FOR LONG LIFE ECONOMY!

DESIGN—

Soundly engineered, conforming to the American Institute of Steel Construction — Specifications for building to withstand a wind load of 100 miles per hour. ELIMINATE WORRY! LET THE WIND BLOW!

MATERIAL—

Built entirely of Rolled Structural Steel Sections; not pressed steel sections—shop riveted; not welded—field splices for bolted connections; easy and quickly erected—SAVE WITH RIVETED STEEL!

ECONOMY—

Hold your investment cost to a minimum! As a Simple-a-Frame type structure—not deluxe—and without unnecessary frills—YOU'LL BE SURPRISED AT LOW COSTS!

AVAILABLE IN 3 SIZES 50' Wide by 40' High
58' Wide by 46' High
72' Wide by 52' High

APPROXIMATE DELIVERY 4 WEEKS!

PLACE YOUR ORDER NOW!

MESKER DRIVE-IN SUPPORTS NOW IN USE AT

Chicopee Falls, Mass.; Springfield, Mass.; Sandston, Va.; Beckley, W. Va.; Columbus, Ohio; Indianapolis, Ind.; Herrin, Ill.; Benton, Ill.; Evansville, Ind.—and many others

FROM COAST TO COAST

WRITE DEPT. B. B.

GEO. L. MESKER STEEL CORP.

STRUCTURAL STEEL—
PREFABRICATORS
AND ENGINEERS



EVANSVILLE 8, INDIANA

THE FINAL CURTAIN

AMMANS—Cy, 68, former outdoor showman, January 22 in Legion Hospital, Kerrville, Tex. Ammans had trouped with various med shows, Gorman Bros.' Circus, Brown & Emery and E. B. Reed shows. Survived by his widow, Estella, and seven brothers. Burial in Kerrville.

ARBUCKLE—Arthur C., 73, a brother of the late Roscoe (Fatty) Arbuckle, early motion picture comedian, January 19 in San Francisco.

ARNOLD—Harry V., 51, concessionaire with the F. E. Gooding Amusement Company, Columbus, O., recently in that city. Survived by three sisters, Mrs. Alice Schieber and Mrs. Chloe Gooding, both of Columbus, and a brother, Herbert, Martinsville, Va. Burial in Forest Rose Cemetery, Lancaster, O.

BOWER—William H., 77, for 32 years director-manager of the Keokuk (Ia.) Municipal Band, before retiring in 1947, January 7 in Watkins Glen, N. Y. He had also been with the Walter L. Main Circus, Lew Dockstader's Minstrels and the Young Buffalo Bill Wild West. Survived by his widow, Nellie, and four children.

CHANDLER—George W., 75, former magician and carnival advance agent, recently in Hahnemann Hospital, Philadelphia. Burial in that city.

COHAN—Danny, 23, singer with the light opera companies of Pittsburgh and Detroit, January 17 in Detroit. His parents, two brothers, a sister and a son survive.

CORONA—Manuel, 75, one of Cuba's best known songwriters, recently in Havana. His compositions, written over a period of 50 years, included *Mercedes*, *Longina*, *Aurora*, *Santa Cecilia* and *En Mi Camino Te Encontro*. During several trips to the United States he recorded with Victor, Columbia and other leading disk firms.

CROSS—Maury (Dale), 36, musician and band leader, January 13 in Kansas City while on tour. Formerly one of the Kaydettes and an arranger and saxophonist with the Sammy Kaye orchestra, he had also been with the Don Bester orchestra when it appeared on the Jack Benny radio show. For the past seven years he conducted his own orchestra in leading hotels in the country, particularly on the West Coast. During his armed service tenure he directed *We Deliver the Goods*, a Maritime Service national radio show. Cross recently recorded two stories, *The Engine That Lost His Whistle* and *Fluff and the Firemen*, for his own record company, Cross Records. His widow, son, sister and mother survive.

CUMMING—Mrs. Marie de Kyzer, 63, pioneer recording and radio singer, January 23 in New York. She toured as a soloist with the Boston and the Minneapolis symphony orchestras. Her husband and two daughters survive.

DUKE—Robert F., 41, manager of the Los Angeles Theater, January 19 in Glendale, Calif., when hit by a car. His widow, brother, and son survive.

EVANS—George B., 48, radio and night club press agent for over 20 years, January 26 in the Bronx, N. Y. His widow, Emma; two sons, Philip and Lawrence, and a brother, Harry, survive. Burial in Mount Hebron Cemetery, Flushing, L. I., N. Y. (See General Department for details.)

FAIGLEY—Joseph F., 63, concessionaire with the Dumont and Ohio Valley shows, January 22 in Lancaster-Fairfield Hospital, Lancaster, O. Survivors include two daughters, a sister and four brothers. Burial in Greenlawn Cemetery, Columbus, O., January 24.

FELDER—Tom (Spartanburg Brownie), 46, outdoor showman, January 11 in General Hospital, Spartanburg, S. C. Burial in Oakwood Cemetery, Spartanburg, January 12.

FELEKY—Mrs. Antoinette, 73, widow of Charles Feleky, orchestra

conductor and former general manager of the Martin Beck Enterprises, January 26 in New York. A brother survives.

GARY—Bill, 49, January 13 at his home in Cullman, Ala., of a heart ailment. Survived by his widow, Mary.

IN MEMORY
Of My Late Husband
JOE GALLER
Who passed away Jan. 27, 1943
HINEY AND JOSEPHINE

GORDON—Ella, 63, pianist, January 14 in San Francisco. Survived by her husband, Ben.

HALE—Alan, 57, film actor for 40 years, January 22 in Presbyterian Hospital, Hollywood, of a virus infection. Hale, who had appeared in some 200 movies, first worked under the late D. W. Griffith banner, later joining the old Lubin company in Philadelphia. Among the pictures in which he appeared were *Robin Hood* (both the silent and sound versions), *The Cowboy and the Lady*, *Covered Wagon*, *Of Human Bondage*, *Destination Tokyo*, *Cheyenne*, *My Wild Irish Rose*, *Adventures of Mark Twain* and *God Is My Co-Pilot*. Before entering movies Hale was a reporter on the old *Philadelphia Bulletin*. Survived by his widow, Gretchen, his leading lady in silent pictures; two daughters, Karen and Jeanne, and a son, Alan Jr. Burial in Forest Lawn Memorial Park, Glendale, Calif.

JONES—R. Hugh, 67, associated for 26 years with the D'Oyly Carte Opera Company, January 22 in London.

In Memory of
TERRY KING
who passed away Jan. 28, 1949
FRANK DOREY
Youngstown, Ohio

KIRKLAND—Walter Francis, 60, movie projectionist, January 20 in a Dallas hospital. Survived by his widow and son.

LUCHAIRE—Corinne, 28, French stage and screen actress, January 23 in Rome. She was branded "France's No. 1 woman Quisling."

MAZETTE—Melanie, 62, former teeterboard performer in the act of Mazette and Lewis, January 18 in Lancaster, N. Y. Survived by her husband, Lewis, and four brothers, Albert, Victor and Sylvester, the last named a movie actor known as Richard Talmadge, all of Hollywood, and Charles, of Lancaster. Burial in Lancaster. A previous notice identified the four brothers as sons of Mrs. Mazette.

MONTANA—Bull, 62, former film actor and wrestler, January 24 in French Hospital, Los Angeles, of a heart attack. He entered pictures in 1917 and appeared with such stars as Douglas Fairbanks, Bert Lytell, Fatty Arbuckle, May Allison and Blanche Sweet.

MYR—Arthur B., 62, former president of the Michigan Opera Company, January 23 in Detroit. Survived by his widow, Anna.

OLSON—Gunnard B. (Whitey), formerly of the Dumont Shows, January 19 in Providence, R. I. His widow and daughter, Cathy, survive.

PACKARD—Jay, 77, former actor and theatrical agent, January 24 in Atlantic City. After a brief stage career he joined his mother in the Packard Theatrical Agency. His widow and son survive.

PREVOST—Margaret, 49, former operator of the Wild Life Show in the Pine Tree State Shows, January 16 in Milton, Fla., of a heart ailment. Survived by her husband; sister, Marion, and a son, Donald.

ROSSELLI—Michael L., 68, former operator of the Grandview Theater, Columbus, O., recently in that city. Survivors include his widow, Jeanette, and a son, Joseph.

SNOOK—Lydia, 53, formerly with Carl Lauther's Side Show on the Johnny J. Jones Exposition, recently in Reading, Pa.

SPEARS—Raymond S., 74, author and newspaperman, January 25 at his Inglewood, Calif., home. After working for *The New York Sun*, he wrote fiction and articles, authoring 20 books and hundreds of short stories. Survived by his widow and two sons.

SPITZ—Arthur, operetta and vaude producer, January 24 in New York. He produced vaude for a chain of European theaters. His only Broadway production was *Yours Is My Heart*, starring Richard Tauber.

STEWART—Walter H., 56, with the Columbus (O.) Advertising Company, recently in White Cross Hospital, that city. Survived by three sons, a daughter, his mother and a sister. Burial in Wesley Chapel Cemetery, Columbus.

TANNER—Mrs. Elizabeth L., mother of George Hanlon, well-known circus adjuster, in Huntington, W. Va., January 18.

TUCKER—Ethlyn French, Cincinnati voice and piano instructor and former vaude performer, January 23 at her home in that city. She and a sister were former producers of a musical ensemble known as the French Sisters and Their Musical Land. Burial in Lancaster, O., January 26.

WICKES—Joseph, 78, retired scene designer and painter, January 18 in Daytona Beach, Fla. He began as a partner in Unit & Wickes and later formed his own company, the Joseph Wickes Studio, which built the scenery of many productions of the late David Belasco and George M. Han. He retired about 19 years ago. His daughter and a son survive.

WICKES, Joseph, formerly of
New Rochelle, N. Y., at Daytona
Beach, Florida. Father of Mrs.
Eugene Thomas and Robert D.
Wickes. Services at The Geo. T.
Davis Memorial, 14 LeCount
Place, New Rochelle, 2 P.M.,
Monday.

WILDE—David, 47, well-known pitcher, of a heart attack in New Orleans, January 13. Wilde broke into pitchdom under the tutelage of his father, Clarence F. Wilde, veteran New Orleans pitcher. His widow and two children also survive. Burial in Greenwood Cemetery, New Orleans, January 15.

WOLDE—Nelson, 86, former vaude star, January 23 at his Hollywood home. In one of the first *Ziegfeld Follies* he appeared in an act titled *Who's Who*. He was one of the top female impersonators of his day.

IN LOVING MEMORY
Of My Beloved Husband
and Our Friend



Kenneth Van Zandt
Passed Away Feb. 4, 1947
Gone But Not Forgotten
ONA VAN ZANDT
MARY AND CARL SHERMAN

ZOELLNER—Joseph Sr., 87, founder of the Zoellner String Quartet which played over 2,000 concerts in the U. S. and abroad, January 24 in Los Angeles. He was once musical director of Niblo's Garden in New York. The quartet included his three children, Joseph Jr., Antonette and Amandus.

Marriages

BLUM—**DIAMOND**—Dave Blum, head of the Kramer-Whitney music publishing staff, and Helene Diamond January 21 in New York.

COLEMAN—**BUMP**—Robert E. Coleman, assistant manager of Coleman Bros.' Shows, and Rachel A. Bump January 21 in Middletown, Conn.

ROGERS—**COPELAND**—Harry J. Rogers, talker the past two years with Capell Bros.' Shows, and Hazel Copeland January 16 in McAlester, Okla.

Births

A son to Mr. and Mrs. Benjamin Segal January 14 in New Haven, Conn. Father manages the Shubert legit house in New Haven and the Mark Hellinger legit in New York.

Twins, a son, Dennis Ernst, and a daughter, Diane Birdie, to Mr. and Mrs. Bud Foster January 12 in Oakland, Calif. Father broadcasts baseball and football games played in San Francisco Bay area.

A son to Mr. and Mrs. Joe Pemberty in Detroit recently. Father is an announcer for Station WJR, that city.

A daughter to Mr. and Mrs. Milton Schatz January 10 in University Hospital, Philadelphia. Father is orchestra leader Milton Starr and was former musical director of Station WIP, Philadelphia.

A son, Timothy August, to Mr. and Mrs. Charles Smedick recently in Hartford, Conn. Father is house manager of the Rivoli Theater there.

A son to Mr. and Mrs. Joseph Ruggiero recently in New York. Father is general manager of Forjoe & Company, Inc., national radio station representatives.

A son to Mr. and Mrs. George Diefenderfer January 18 in Chicago. Father is a National Broadcasting Company sales account exec.

A daughter to Mr. and Mrs. Dennis Harrison January 21 in New York. Mother is Amelia Baines, actress; father is a radio-TV actor.

A son to Mr. and Mrs. Leonard Marks January 16 in Washington. Mother is a former *Variety* staffer; father is a former assistant to the general counsel for the Federal Communications Commission.

A son to Mr. and Mrs. Robert Martin January 18 in Pittsburgh. Mother is a radio and concert singer Mary Martha Briney.

Mixed twins to Mr. and Mrs. Cody Pfanstiel January 19 in Washington. Father heads publicity and promotion for WTOP-CBS.

A son to Mr. and Mrs. Nathan L. Sandler January 16 in Toronto. Mother is the former Ruth Lowe, tuner.

A son, Garrett Christopher, to Mr. and Mrs. Larry Parks, January 26 in Hollywood. Mother is comedienne Betty Garrett; father is the actor.

A daughter to Mr. and Mrs. Lucidi Rosato January 9, in Lying-In Hospital, Philadelphia. Mother is the former Vera Lou, band vocalist with Tony Pastor and Louis Prima.

A son, Hilliard, to Dr. and Mrs. Berbard Sharf January 16 in Philadelphia. Mother is the daughter of Barney Zeeman, former orchestra leader and now night club proprietor in that city.

Divorces

Beatrice Landau Mirman, pianist and night club entertainer, from Robert Mirman, non-pro, of Bridgeport, Conn., in that city recently.

Jean Parker, film star, from Dr. Kurt Grotter, movie industry financial adviser, in Los Angeles recently.

Mrs. Margaret Clarke Brush, singer, from Norman Brush, Bridgeport, Conn., in that city recently.

Communications to 188 W. Randolph St., Chicago 1, Ill.

TRUMAN'S TAX MESSAGE HIT

Sesqui Picks Pilot; Unsure He's Available

Truman Urged To Speak

(Continued from page 4)

tion, who has been managing Freedom Fair preparations up to now, will restrict his activities to what is described as "Plan A" for the sesqui celebration which starts this year. "Plan A" comprises a series of concerts, parades, fireworks, historical observances, etc.

Midway Problems

It is anticipated that once a fair manager is chosen, a re-examination will be made of all proposals and informal commitments concerning the midway and other areas of the 1951 Freedom Fair. An opportunity will be offered for submission of fresh plans, too, by private enterprise interested in participating in the Freedom Fair. Because the new target date of April, 1951, for the fair's opening is little more than a year away, sesqui officials want the "new deal" in management to get under way as soon as possible. A vast amount of detailed planning is yet to be done for the exposition, and considerable time will be entailed not only in actual construction but also in handling bids, particularly if the sesqui commission finally yields, as it is expected to do, to public demands for open competition in bidding.

Steering the way toward the "goldfish bowl" policy, Vice-Chairman Barron this week opened to the public a fiscal statement of the commission's operations to the beginning of 1950. As was anticipated (See *DeeCee Sesqui* on page 62)

Doc Ewart Opens Compton Plant

COMPTON, Calif., Jan. 28.—H. E. (Doc) Ewart, manufacturer of kiddie and adult rides bearing his name, has announced the opening of a new plant at 707 East Greenleaf Street here which will house engineering, sales and parts department.

Move to larger quarters was necessitated by increased production planned for all rides, Ewart said.

In addition to handling his own product, Ewart will make the plant available to other manufacturers. A large portion of the headquarters will be given over to the display and sale of reconditioned equipment.

Further expansion is anticipated, Ewart said, with plans for an addition already on the drafting boards.

Mabel Stark Clawed By Tiger in Calif.

THOUSAND OAKS, Calif., Jan. 28.—Mabel Stark, animal trainer, was seriously clawed by a Bengal tiger at the World Animal Compound here this week. Miss Stark had reached thru the cage bars to take an ailing cub from its mother.

Burbank hospital doctors feared at first her arm might have to be amputated.

The tiger is a 7-year-old Bengal named Pasha that has worked with Miss Stark four years.

Capell's Sons To Run Carnival; Pa, Ma Head Circus

McALESTER, Okla., Jan. 28.—H. N. Capell, owner of Capell Bros. Shows, announced from winter quarters here that two of his sons, Jack, 27, and Bob, 23, will run the carnival this season, while Mr. and Mrs. H. N. and Bill will operate the newly formed circus, Capell Bros. Three-Ring Wild Animal Circus.

"Jack and Bob, altho young, have been in the carnival business all their lives and probably are the youngest carnival managers in the business," the senior Capell said.

Buster Crabbe Honolulu Show Hit by Weather

HONOLULU, Jan. 28. — *Aqua Parade of 1950*, brought here by E. K. Fernandez and starring Buster Crabbe, opened in the Honolulu Stadium (4,500 seats) for a two-week stand Saturday (21). Show is under auspices of the Hawaiian Government Employees' Association.

Threatening weather hurt opening night attendance and second night's scheduled performance was canceled by rain. Prices are pegged at \$1.20 and \$2.40.

Show cast includes Margaret Hutton, Vicki Manalo Draves, Lyle Draves, John Riley, Bill Lewin, Dick Smith, Cheryl Krutel, Pat Davis, Lois Hartzell, Joan Thomas, Joan Bendix, Stubby Kruger, Billy and Maureen Woods, the Hermano Williams trio and the Yung Wah troupe. Side Show attractions are Betty, tattooed girl; Jose, armless wonder; Knotty Knot, pigmy knotted man, and Electro, electric chair.

Outlook for Cut in Taxes On Showbiz Remains Bright Despite Snub by President

Sentiment in Congress Is Strong for Excise Slashes

(Continued from page 3)

the newly-organized Disk Industry Committee and others.

Doughton Has New Bill

Despite nearly 200 separate excise slash bills on the committee calendar, the committee will take up an entirely new bill soon to be introduced by Chairman Robert L. Doughton (D., N. C.). This measure is to be a package bill containing not only excise reductions but also increases in certain other levies such as the estate and gift tax as well as proposals for closing some of the tax loopholes mentioned by the President in his message.

The excise question was left strictly in the hands of the House Ways and Means Committee after the lower chamber Thursday (26) turned down on a technicality an attempt by House Republican leader

Failure To List 20% Admish Levy Called "Stab in Back" To Outdoor Show Business

Operators Expected To Renew Drive To Obtain Relief

CHICAGO, Jan. 28.—President Truman's tax message, in which he failed to list the 20 per cent admission tax among those taxes he recommended for reduction, drew fire from every segment of the outdoor show business shortly after its release Monday (21). Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) termed the omission "a knife in the back to our industry." "We cannot sit back and take it without a concentrated fight," he declared. The same view was echoed with little variation by leaders in the circus, carnival and fair fields. All believed there should be a militant stand, and there were indications by week's end that each would renew its drive to obtain relief from the admission tax.

"No industry is in greater need of tax relief than the outdoor amusement field," one owner-operator pointed out. "Our costs are at an all-time high. Already we have felt the sharp tightening of the amusement dollar. Many operators were lucky to break even last year. And not a few didn't. Unless there is relief from the unfair burden, there will be more who will fail to top the break-even point."

Numerous State fair associations groups, meeting recently, all adopted resolutions urging repeal of the federal admission tax. The fair men thruout the nation have made repeated requests for repeal of the tax on gate admissions since war's end, holding that fairs are educational and are held primarily for that reason.

Educational Mediums

Fair execs point out, too, that fairs in many instances if not most instances—are supported by State aid and that in some cases receive aid from counties thru tax levies and in (See *Truman's Tax* on page 61)

K. C. Centennial May Ink Midway

Snag hit in plan for replica of Frontier Town—210G raised—water show looms

KANSAS CITY, Mo., Jan. 28.—A change in plans that would bring a carnival in to provide midway attractions at the Kansas City Centennial June 2-July 4 looms as a strong possibility, S. M. Woodard, celebration secretary-manager, disclosed this week.

Original plans for erection of a replica of Kansas City as it was 100 years ago have hit a snag due to the high cost, and a carnival may be called in to supplant this attraction. The org would set up on a downtown lot.

Altho fund-raising has been slow, one-third of the \$630,000 needed to underwrite the expo has been subscribed, Woodard said, and the balance seems assured.

In addition to a pageant depicting the history of the city, a water ballet will be presented in Municipal Auditorium. Two shows, Sam Snyder's and Buster Crabbe's, are vying for this contract.

Work on the pageant grounds is progressing, according to Woodard, who says the setting will be completed in time for the opening.

San Antonio Show Sets Attractions

SAN ANTONIO, Jan. 28.—Don Franklin Shows have been booked for the midway and the Gene Autry-Everett Colborn Rodeo is set for 14 performances, including four matinees, at the February 17-26 first annual San Antonio Livestock Exposition and World's Championship Rodeo, first attraction to come into the new \$3,000,000 Joe Freeman Coliseum here.

Budget for the expo is \$250,000. Said to be comparable with the Fort Worth and Houston stock shows, it will form the base leg of a Texas triangular circuit for livestock exhibitors and rodeo performers. Cowboys will compete for \$30,000 in prizes at the Rodeo Cowboy Association-approved show.

Offering more than \$46,000 in premiums, the exposition has already drawn 3,000 entries.

Carnival Reps Pass Up Neb. Confab, Dates

Annuals Scramble for Shows

By Herb Dotten

LINCOLN, Neb., Jan. 28.—Since the war's end until this year, the annual convention of the Nebraska Association of Fairs has drawn the largest number of contract-seeking carnival reps of any State fair convention. But the 1950 convention, held here Monday thru Wednesday (23-25), was a marked contrast with other postwar editions; carnival representation was down about 50 per cent from the postwar peak of close to 30 shows.

Moreover, some show owners and agents who did attend showed no interest in signing 1950 Nebraska fairs. Instead, they confined their activities to renewing acquaintances with past customers, among the convention delegates.

Fair Men Scramble

As a result, fair men, who heretofore have enjoyed a buyer's market in this State, found themselves in a seller's market. They scrambled frantically for carnivals, and some left without closing for a show.

Grandstand attraction reps were caught in the middle in some instances because some fairs held off closing for their grandstand shows until they had first been assured of their midway attractions. Thus, attraction peddlers joined fair delegates in efforts to flush up willing carnivals.

Reluctance of some midway orgs to sign contracts stemmed from several factors, chief among them being the announced concession policy which will prevail in the State. This policy was emphasized by the State's Attorney General James Anderson, who told the convention that the only games which will be permitted are those in which "the element of skill outweighs the element of chance."

Other factors which entered into the reluctance of some shows arose from two State laws enacted last year. One requires a carnival to post a \$1,500 appearance bond if it plays at fairs in the State. The other, (See Carnival Reps on page 84)

Close-Up:

Jessop Passed Up Medicine To Make Friends and Canvas

By Hank Hurley

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

SIDNEY THOMAS JESSOP, president of the U. S. Tent & Awning Company, has been hobnobbing with outdoor show folks for some 19 years. While his entire life is tied up in the tent and awning business and his friends in outdoor show business are legion, his aim early in life was to become a registered pharmacist. He probably would have gone thru with it, too, he believes, except for an illness which hospitalized him for five months. "I had received my apprentice papers when I took sick," Sid relates, "but after spending five months in the hospital I found it too confining. I decided that hospital life and medicine weren't for me." Sid's entrance into the tent business was no accident. Previously



SIDNEY THOMAS JESSOP

he had been highly successful in the auto parts business. It was about 1930, Sid recalls, that he became interested financially in the U. S. Tent & Awning Company. President of the org at that time was Ed Litsinger, now owner of the Ford-Mercury agency on Chicago's Washington Boulevard. One of the vice-presidents was J. C. McCaffery, now of the Amusement Corporation of America and general agent for Henries Bros.' Shows. That, incidentally, was the start of a great friendship between Jessop and McCaffery, one that has lasted thru the years.

When Jessop became a part of the tent company as a vice-president, George Johnson, long associated with Jessop in the auto parts business, went along, too. In 1934 the U. S. Tent was reorganized, with Jessop and Johnson taking control, Jessop as president and Johnson as vice-president. In 1939 Jessop and Johnson decided to give up the commercial awning end of the business and devote their entire time to servicing the outdoor amusement business. Altho the awning part still is a part of the firm name, Sid says that part of the business starts and ends right there.

Born in Detroit, October 10, 1892, Sid moved to Chicago with his parents at the age of 6. Educated in the Chicago public schools, he worked after class hours and Saturdays and Sundays in a drugstore and studied pharmacy.

After his decision to forego pharmacy, Sid organized his own company, handling Ford parts. His first shop was at 1110 South Michigan Avenue, Chicago. In this business he sold auto accessories as a manufacturer's agent and pioneered in selling many of the parts for the old Model T Ford. Later, when the late Henry Ford decreed that the name of Ford could not be used by any other company, Jessop dissolved his firm and

(See Jessop Passed Up on page 84)

West Swinney, Fort Wayne, Ind., Leased for 5 Years by H. E. Hart

FORT WAYNE, Ind., Jan. 28.—H. E. Hart, theater owner in Auburn and Warsaw, Ind., has taken a five-year lease on West Swinney Park here and is making plans for various improvements.

The amusement area in the park, a city-owned tract, has been operating since 1920 and originally was started by Harry Baker. On his death the Ennis brothers took it over and have been operating it since.

Hart, at present ill in his home, plans to meet in Indianapolis, probably next week, with Cliff Thomas, Riverside Park, Indianapolis, on the park's ride situation. Tommy may lease several rides to Hart on a percentage basis.

From the Ennis interests, Hart also purchased all rides, with the exception of the miniature train, ponies and Auto Scooter. He also

Pardon, Please!

CHICAGO, Jan. 28.—In a story from Steinhatchee, Fla., on the deaths of John A. Fisher and his brother, H. Wallace Fisner (*The Billboard* January 21), it was stated they held the patent on the Tumble Bug and Aero Joy Plane rides. Harry Traver, Traver Enterprises, Painesville, O., was the inventor of the Tumble Bug. Traver also built several Aero Joy Plane rides, invented by John Fisher.

bought the dance hall and some concession buildings.

The Roller Coaster, purchased from the Ennis brothers, will be rebuilt from "stem to stern," Hart said. He also has plans for improvements and additions to the funspot, will make as many of these as possible before the park opens this spring.

Wildw'd To Get New Hotel in '51

WILDWOOD, N. J., Jan. 28.—S. B. Ramagosa, operator of Casino Arcade Park and many Boardwalk amusement enterprises, has set up a corporation for the financing of a new hotel on the Boardwalk in North Wildwood. The hotel, with 100 rooms, will be a five-story structure costing \$500,000 and will be the first beachfront hooter for the resort.

The new corporation is known as S. B. Ramagosa, Inc. Among stockholders are Lew Tendler, former boxer who is now a Philadelphia restaurateur, and his partner, Harry Carliss. Tendler and Carliss recently purchased the Sportland amusement center here from Ramagosa. The hotel will be erected on a site adjoining Sportland, which Ramagosa will continue to operate for the new owners.

Ramagosa said that work on the hotel would begin this summer and that it would be ready for occupancy by 1951.

Jim Crow Barred In Swim Pools

Pennsylvania court rules
Negroes must be admitted
—park operators fined

PHILADELPHIA, Jan. 28.—Superior Court of Pennsylvania, in a suit against operators of Rocky Spring Park, amusement park in Lancaster, Pa., has ruled that Negroes cannot be legally refused admission to public swimming pools in Pennsylvania. The decision, handed down last week, brushed aside the contention that swimming pools were not included in the Equal Rights Act since facilities enumerated in the act did not specifically include pools.

Counsel for the defendants, Joseph and James Figari, operators of the park, had contended that all places not specifically mentioned in the act must necessarily be excluded. The Figaris, father and son, had appealed from a conviction obtained against them in the Lancaster County Court of Quarter Sessions, on a complaint brought by Marshall Richardson and Edward Hudson, who had been denied use of the bathhouse and swimming pool at the park on Labor Day, 1948.

Following the conviction, the district attorney of Lancaster County refused to argue the appeal before the Superior Court or to prepare a brief. It was necessary for the Lancaster branch of the National Association for the Advancement of Colored People and public-spirited citizens to get permission from Superior Court to have other counsel appear for Hudson and Richardson.

Conviction of the Lancaster pool operators is one of the few obtained under the Pennsylvania Equal Rights Act of 1939 and will have a far-reaching effect on use of public swimming pools by Negroes. The Figaris were each fined \$100.

Judge Heber Dithrich, who wrote the Superior Court opinion, said: "While the Legislature said that 'a place of public accommodation, resort or amusement shall be deemed to include amusement and recreation parks,' it is intended to include all means of 'amusement and recreation' within the parks, including swimming pools, whether they be termed facilities or what not."

Cresco Boots Horse Races

CRESCO, Ia., Jan. 28.—Horse racing will be dropped by Howard County Fair here this year for the first time in its history, C. C. Nichols, secretary, announced. Big car and stock car races and a thrill show by Joie Chitwood's Auto Daredevils will replace the horses. Barnes-Carruthers Theatrical Enterprises will stage the nightly revue and Crescent Amusement Company has signed to provide the midway. Dates are August 7-11.

THE WINNER!



LITTLE CHIEF FIRE ENGINE

The New Kiddie Ride

Awarded the Edward L. Schott Trophy for the Most Meritorious New Device or Ride Exhibited at the Annual Convention of the National Association of Amusement Parks, Pools and Beaches—Chicago, November, 1949!

A GREAT MONEY MAKER

Write, Phone or Wire Collect, Jack Gray, Sales Mgr. For Full Details and Literature

FLY & HARWOOD, Inc.
300 Madison Ave. Ph. 38-1344 Memphis, Tenn.

3000 BINGO

No. 1 Cards, heavy white, black back. 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢. Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. \$10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards Per set of 100 cards. tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢. Ping Pong Balls \$15.00
Replacements, Numbered Balls, Ea.40
3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 1.25
M. W. Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M 1.50
Plastic Markers, Red or Green, Round or square, 3/4" Diameter, \$2.50 M. Scalloped Edge, Green only, \$2.00 M. Smaller Size, 5/8" Diam., Red or Green, M. 1.50
Adv Display Posters, size 24x36. Each10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 5/8ths size \$2.00 M
Round White Cardboard Markers, 1/2" Diam., 1800 to lb., lb.85
Air-lite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90#. Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery

J. M. SIMMONS & Co.
19 W. Jackson Blvd. Chicago 4, Illinois

Out in the Open

Mr. and Mrs. R. M. Spangler, Rolling Green Park, Sunbury, Pa., left Saturday (28) for the South and Midwest on business, after which they'll go to Florida for a vacation. They will be on hand for the fair in Tampa. The Spanglers, who expect to purchase several kiddie rides, will return home about March 1.

Alan Metzger, who recently established headquarters in San Antonio, has been signed to direct the annual Buccaneer Days Celebration at Corpus Christi, Tex., March 28-30. He says that his staff of assistants will set up offices in Corpus Christi about March 1. . . . Joseph Bartlett, prexy of the Association of Connecticut Fairs, was the subject of a feature interview in the January 18 Hartford Times, written by Allen M. Widem, of The Times staff, who is correspondent for The Billboard.

Gertrude Engel, former secretary to Detroit's Mayor Eugene Van Antwerp, has been appointed co-ordinator of the city's 250th anniversary celebration, June-July, 1951. A budget of \$3,000,000 is planned for

the event, tentatively entitled the Festival of the Great Lakes. . . . Shirley May France, who failed in her attempt to swim the English Channel last summer, will be a headline attraction at the Detroit and Indianapolis Sports Shows, sharing the honor with her successful rival, Pierre, the baby seal that did swim the channel. Both will appear at the State fairgrounds, Indianapolis, February 18-26, and at Convention Hall, Detroit, March 4-12, according to William H. Pfau, promoter.

John Billsbury, Hollywood booker, will move his offices to the Taft Building at Hollywood and Vine February 1. He recently returned to the California city after a business trip to the Washington Fairs' Association meeting in Spokane. Billsbury has had his office on the West Coast for about a year, moving there after 30 years in Chicago. . . . Ben S. Allen, of Posters, Inc., Philadelphia, has been confined to his home for three weeks with a virus infection, and has been unable to make fair connections.

Ernie Young, of the Ernie Young Agency, Chicago, recuperating in a Chicago hospital after a recent operation, is expected back at the agency helm soon. . . . Helen Tiekens Geraghty, of Chicago, has been named to produce the pageant at the Chicago Lake Front Fair. Mrs. Geraghty staged "Wheels a-Rolling" at the Windy City Railroad Fair the past two years and "Wings of a Century" at Chi's A Century of Progress in 1933-'34. . . . Arthur Campfield, New York tent and canvas merchant, has returned from a vacation in Florida.

L. G. Kuenzer, Bear Lake, Mich., reports that he again will promote a 4-H Club rodeo in Bear Lake. Initial rodeo was presented last year and was so successful that business men are backing the project. Kuenzer says he is training horses, building new acts and also is contracting for his own acts for the coming season. The 4-H Saddle Club has grown from a membership of 8 in 1948 to 22 at present. . . . Bill Wendler, of the Allan Herschell Company, North Tonawanda, N. Y., is in Tampa for the fair.

Truman's Tax Message Is Hit

(Continued from page 59)

a few instances from the municipalities they serve, and they point to the impropriety of the federal government taxing a State, county or municipally subsidized educational medium.

The value of fairs to the nation's economy long has been held high by the federal government, fairmen point out. They cite the fact that the U. S. Department of Agriculture maintains a department, charged with creating and distributing to fairs exhibits which further better farming methods.

Cite Circus Costs

Owners of circuses declared that the federal admission tax is keeping away customers and thus making it difficult for them to break even, much less earn a profit. They cite their increased costs, not the least of which has been the huge increase in railroad moves.

"The circus is traditional American entertainment, intended for the family trade, with special appeal to the youth of the nation," one circus operator pointed out. "Yet, the tax has been kept on in an age when juvenile delinquency has soared, quite possibly because many youngsters are precluded from enjoying good wholesome entertainment because of the tax."

"It must be remembered that the custom is for an entire family to see a circus, because it is impossible for youngsters to attend without adults, and when the federal tax is multiplied by the members in the family it represents a financial stumbling block to attendance for many families."

Carnivals Hit

Carnivals, like circuses, have been hard hit by the federal tax. Playing inside a fairgrounds, where there is a charge for admission, carnival patrons first must pay a federal tax on the outside gate admission and then a tax on rides, they point out. This shunts much money away from rides and deprives many youngsters of a chance to enjoy themselves, the operators contend.

As objection mounted, concerted drives loomed to convince Congress to provide tax relief for the outdoor amusement business. The shape of these drives will vary, it is believed. Fairmen probably will strive to have a bill enacted giving them exemption on any gate admission tax. Last year a bill which would have done that was approved by a voice vote in the House of Representatives but died in a Senate-House committee.

18 Rocky Mountain Annuals Set Dates

GREAT FALLS, Mont., Jan. 28.—Eighteen fair dates were set at the 24th annual meeting of the Rocky Mountain Association of Fairs which ended its session Wednesday (24) at the Rainbow Hotel here.

Dates for Class A fairs are: Northern Montana State Fair, Great Falls, July 31-August 5; Midland Empire Fair, Billings, August 7-12.

Class B, Circuit 1: Marias County Fair, Shelby, July 20-23; Central Montana Fair, Lewistown, July 27-29; Phillips County Fair, Dodson, August 5-6; Hill County Fair, Havre, August 10-12; Valley County Fair, Glasgow, August 17-19; Eastern Montana Fair, Miles City, August 24-26; Richland County Fair, Sidney, August 31-September 2.

Class B, Circuit 2: Park County Fair, formerly Big Horn Basin Fair, Powell, Wyo., August 19-22; Chouteau County Fair, Fort Benton, August 18-19; Rosebud County Fair, Forsyth, August 21-23; Fallon County Fair, Baker, August 25-27; Dawson County Fair, Glendive, August 28-30, and Blaine County Fair, Chinook, September 2-4.

Dates for following Class C fairs also were set: Hamilton, September 7-9; Deer Lodge, August 26-27, and Kalispell, September 21-23.

The Wyoming State Fair, Douglas, will run from August 30 to September 2.

Arcade Owners... Park Operators...

WE'LL BE THERE!

EXHIBIT SUPPLY WILL
FEATURE THE GREATEST
ARRAY OF NEW ARCADE
MACHINES IN OVER 50 YEARS AT

The

FLORIDA STATE FAIR

JANUARY 31 THRU FEBRUARY 11

SEE THEM IN ACTION

IN THE SPOTLAND ARCADE
ROYAL AMERICAN SHOWS MIDWAY

- ➡ MECHANICAL HOBBY HORSE
- ➡ HOCKEY GAME
- ➡ ROTARY MERCHANDISERS
- ➡ GOAT-GETTER
- ➡ 2-SPEED VIBRATOR
- ➡ SENSATIONAL NEW ELECTRIC CARD VENDER

Look for Us . . . We'll be there looking for you

EXHIBIT SUPPLY COMPANY

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS



LUCAS BOAT RIDE

DESIGNED TO BRING MORE PROFIT

Available in portable steel, rubber or cement tank.

For more details write:

J. L. LUCAS MFG. CO.
2521 Riverside Drive
Los Angeles 39, Calif.

Eastern Sales Agent
TRAVER ENTERPRISES
84 Richmond St.
Painesville, Ohio

NEW KIDDIE RIDES!

TERMS ARRANGED
IMMEDIATE DELIVERY
WRITE FOR PHOTO



as shown

- AIRPLANE RIDE ★
- ELEPHANT RIDE ★
- FIRE ENGINE RIDE ★
- PONY AND CART RIDE ★
- SPEED-BOAT RIDE ★
- MINIATURE TRAINS ★

KING AMUSEMENT CO. Mt. Clemens, Michigan

The TILT-A-WHIRL Ride

Outstanding for



Public Appeal ★ Stability
Good Quality ★ Portability
High Class ★ Earning Power

SELLNER MFG. CO.
Faribault, Minnesota

TWO PROVEN MONEymAKERS!

C-CRUISE

and
LITTLE SKIPPER

The "Skipper" for the small kids and "Cruise" for the big kids! A real combination for any park.



C-CRUISE CORPORATION Seventh & Marlark Aves., Salem, Ore.

KIDDIE FIRE ENGINE RIDE

The NEW Tractor-Trailer Hook and Ladder Fire Truck you have heard about



- Proven and Tested During 1949 Season
- No Set-Up or Tear-Down Costs
- Mobile—Operates Anywhere
- Capacity: 20 to 24

OVERLAND AMUSEMENTS, Box 3, Lexington, Mass.

KIDDIE AIRPLANE RIDE



- ★ Plenty of flash and appeal
- ★ Terrific earning power
- ★ Fluid drive gives push-button operation

Also manufacturers of Adult and Kiddie Chairplanes, Ocean Wave, Kiddie Boat Ride. Write, wire, phone for literature.

SMITH & SMITH
Springville, New York

BISCH-ROCCO AMUSEMENT CO.

FLYING SCOOTERS

PORTABLE — STATIONARY — ELEVATED

Thrilling New Flying Disc • Kiddie Jet Airplane Ride • Kiddie Trolley Street Car

5441 Cottage Grove Avenue Chicago 15, Illinois
Phone: DOrchester 3-0026

STOCK TICKETS

One Roll\$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH

Double Coupons
Double Prices
No C. O. D. Orders
Size: Single Tkt., 1x2"

Words are the most powerful drug used by mankind.—Kipling.

Manufacturers of

TICKETS

of every description

THE TOLEDO TICKET COMPANY
114-116 Erie St., Toledo (Ticket City) 2, O.

SPECIAL PRINTED Cash With Order. Prices:

2,000\$ 6.80
4,000 7.65
6,000 8.50
8,000 9.35
10,000 10.20
30,000 14.60
50,000 19.00
100,000 30.00
500,000 118.00
1,000,000 229.00

Double Coupons. Double Prices.

Talent Topics

The Adamsons, perch duo; the Reddingtons, trampoline, and Maidie and Ray, Western novelty, are on the new bill at the Palace Theater, New York. . . . Romaine and Babbette, equilibrists, are at the Empire, Newark, N. J. . . . Larry and Lynn, unicyclists, are at the Club Gables, Miami.

Al Merriott, manager of the Los Aeros, aerialists, infoes from Louvale, Ga., that act is building a new and flashier rigging. They will work fairs this year for the Charles Zemater Agency, Chicago. . . . Bud Jeffrey and Edna Rivers, teamed as the Jeffreys, acrobats, were in Chicago the past week headed for Santa Monica, Calif., to play dates for Bert Levey. . . . Vernon and Loretta, dog and illusion act, playing club dates in Hollywood, have signed a contract for fairs with Boyle Woolfolk, Chicago. Joe Page, poly juggler, will also appear on the Woolfolk circuit this year. . . . Sport Mathews, high act, is wintering in Sun Valley, Calif., working on a new rigging for the '50 season.

Capt. Roy Simms, high act, letters from Dennard, Ark., that he has completed a new sound system and is overhauling his rigging. He recently was visited by Mr. and Mrs. Charles Zemater and Jack Zemater, of the Zemater Agency, Chicago. . . . Babs and Del, comedy knockabouts, are playing night spots and television shows in Los Angeles, Del Graham infoes. Their act, The Flying Viennas, will work for the Bert Levey office this season. . . . Bob and Olive Nelson, former aerialists, are in the refrigeration sales and service business in Milwaukee.

DeeCee Sesqui Selects Pilot

(Continued from page 59)

(The Billboard, January 28), the Barron statement showed \$2,526,735 of commission funds still unspent. Congress last year appropriated \$3,000,000 for the sesqui celebration which originally was to have included opening of the Freedom Fair this year in commemoration of the 150th year since the founding of Washington as the nation's capital. Ironically pointing up the delay in the exposition's start to 1951, the Washington Post Office March 1 will begin canceling all mail with a new die bearing these words: "National Capital Sesquicentennial 1800-1950."

100G Amphitheater

The commission's fiscal statement this week showed actual expenditures last year of \$51,575, plus commitments, transfers and advances of \$257,000. Barron reported that the latter figure includes \$100,000 for the Rock Creek Amphitheater now under construction and scheduled to open this year. An additional \$200,000 will be needed for the amphitheater, the report stated. For administration of operations alone, \$25,448 has been spent, according to the report, and of this amount, \$17,795 is charged against the deferred Freedom Fair.

Financing of the exposition is still not completely settled, and talk continues that a financing scheme involving public support may be required unless the commission resorts to a private financing plan to supplement Congress's outlay. With the sesqui's operations already being examined by Capitol Hill and the Justice Department, it is seen likely that Controller General Lindsay C. Warren may be asked to look into the matter eventually.

The sesqui's "free concert" series here are attracting good crowds each week. Switching from Wednesday to Thursday starting next week, to avoid conflicting with National Symphony concerts, the concerts will offer big-name stars in addition to the U. S. Army Band directed by Capt. Hugh Curry. A Beaux Arts Costume Ball is being planned for the entire second floor of the Statler Hotel April 17.

Sun Opens Memphis Agency

SPRINGFIELD, O., Jan. 28.—The Gus Sun Booking Agency here has announced the opening of an office in the M. & M. Building, Memphis, under the management of Amy Cox, who formerly managed a Kansas City office for Sun. Theater, club, fair and special bookings will be handled by the new office.

USED RIDES FOR SALE

Factory Reconditioned like new

- 2 MERRY-CO-ROUNDS
- 2 ROCKET RIDES
- 1 AIRPLANE RIDE
- 1 MINIATURE TRAIN complete with track
- 1 CENTURY FLYER 3 coaches with track
- 1 LITTLE DIPPER
- 2 TWIRL-E-GIGS
- 1 KIDDIE WHIP
- 2 AUTO RIDES
- 1 BOAT RIDE with oval tank

USED JEEPS AND AUTOS FOR KIDDIE AUTO RIDE. CANDY FLOSS, SNOW CONES AND POPCORN MACHINES. COCA-COLA BOXES, CANDY FLOSS TRAILERS. LIGHT PLANTS, from 5 to 40 kw. USED VANS, SEMI-TRUCKS AND TRACTORS. ALL PURPOSE METAL CONCESSION TRAILER.

Details upon request.

H. E. EWART CO.

707 E. Greenleaf St. Compton, Calif.

AT TAMPA FAIR



Four Models
18 to 48 Passenger
8 Wheel Drive—Portable
2 Man Set-up—Economical
America's Finest — Safest
Write—Wire—Phone—Spring Delivery

TOM THUMB STREAMLINERS, Inc.

Phone 3-9171 Bradenton, Florida



BELLY TANKS, 6' 4" x 23"

22 Gauge Steel • 55 Lbs. • 75 Gallon
\$10 EACH
Free Picture

Buck's Auto Wrecking
1637-T St. Merced, California

MODEL 120 FLOSS MACHINE

DIRECT DRIVE \$275

MADE BY WORLD'S LARGEST MANUFACTURER OF FLOSS MACHINES

CONCESSION SUPPLY CO.

3916 SECOR RD. TOLEDO 6, OHIO

New Speedway Group Chartered in Conn.

HARTFORD, Conn., Jan. 28—Incorporation papers for the Consolidated Racing Association, with offices at 119 Ann Street here, have been filed with the secretary of state. Subscribed capital is listed at \$9,000, with \$3,000 in property and \$2,000 in cash. Officers listed, all Connecticut residents, are John Carpenter, president; Charles J. Jeffrey, Oscar T. Barnes and Lloyd C. Christensen, vice-presidents.

According to Carpenter, most of the members and all officers of the new group were formerly in the American Hot Rod Racing Club, which sanctioned racing on many speedways on the Northern Circuit, including Cherry Park, Avon, Conn., and West Springfield, Mass. He said that the name change was due to planned expansion of the group's activities in 1950, which will include stock, midget, jalopy and roadster racing.

VELVETS

Beautiful 54-inch Velvets, good heavy quality. Just what you want for curtains and back drops for your Concessions and Shows.

This Velvet is available in 14 beautiful shades including black and purple. Price per yard, \$2.75.

We also have 6 inch Rayon fringe in all the popular shades at \$1.00 per yard. Write us for free Sample Card.

W. L. GRAYDON & SON
P. O. BOX 145, GREENVILLE, S. C.

ASTRO FORECASTS

All Readings Complete for 1950
Crystal Balls; Imported
On hand in these sizes: 2 1/2 inch; 3 1/2 inch; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14. 100, 75¢; Per M. ... \$6.00
Gold Fish Pamphlet, 4 Page, 8 1/2 x 11. 12 Signs.
Any Quantity. Each ... 1 1/2¢
"WHAT IS WRITTEN IN THE STARS" Folding Booklet, 12-P., 2 1/2 x 5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample, 10¢
FORECAST AND ANALYSIS, 10-p. Fancy Covers, 8 1/2 x 11. Each ... 5¢
Samples of each of the above 4 items for ... 25¢
No. 1. 45 Pages Assorted Color Covers ... 50¢

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper, sample 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11 ... 25¢
PACK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. ... 60¢
Signs, Cards, Illustrated. Pack of 36 ... 15¢
Graph Charts, 9x17. Sample 5¢. Per M. ... \$7.50
MENTAL TELEPATHY. Booklet of 21 P. ... 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

New Chevrolet CARS AND TRUCKS
SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
JOHN BUNDY
REPRESENTATIVE
Haus-Standard Chevrolet
1325 STATE ST.
EAST ST. LOUIS, ILL.

Cattle Congress Set For Sept. 30-Oct. 3

WATERLOO, Ia., Jan. 28.—Dates for the 38th National Dairy Cattle Congress here have been set for September 30-October 7, it was announced by E. S. Estel, secretary-manager.

The exposition, which last year attracted entries from 48 States, the District of Columbia and Canada, will be on an eight-day basis for the first time. It will, however, retain its relative week in the livestock show circuit.

The eighth day was added, said Estel, because of the increasing number of activities, both nationwide and State, which have come to the Cattle Congress in recent years. The added day, however, will not change the judging schedule of various breeds in open classes. Nationwide judging contests, regularly held at the Cattle Congress, will also continue on schedule.

No. Dak. Convention Gets Strong Turnout

GRAND FORKS, N. D., Jan. 28.—Annual convention of the North Dakota Association of Fairs here Friday and Saturday (20-21) brought out a heavy turnout of carnival, attraction and snow suppliers' reps. Among those noted were:

L. C. (Curley) Reynolds, World of Today Shows; E. A. Bodart, Bodart Shows; Al Martin and Frank Gaskins, 20th Century Shows; Charles Carroll and John McDonald, Veterans' United Shows; W. C. Dobson, Dobson's United Shows; William T. Collins, Noble Fairly and H. Ewart, W. T. Collins Shows; Don Trueblood and Marion Henderson, Home States Shows; Jay Burk, Badger State Shows, and Archie Nelson, Nelson Shows.

Art Briese, Thearle-Duffield Fireworks Company; Fred H. Kressmann and Rube Liebman, Barnes-Carruthers Theatrical Enterprises; Gladys Williams, Williams & Lee Agency; Earl Peterson, Dewaldo Attractions; Aut Swenson, Joie Chitwood's Auto Daredevils; Leo Overland, Jimmie Lynch Death Dodgers; Reginald Voorhees, Voorhees-Fleckles Fair Booking Agency; Ben Bruce, Black Hills Rodeo; Bill Lindemann, Regalia Manufacturing Company; Bill Ehr, Northwest Booking Agency; Don Ackerman, sound service, and Frank Winkley, auto races-thrill show.

13 of Washington's 20 Annuals Set for Sept.

SPOKANE, Jan. 28.—Washington fairgoers will have a busy September, according to dates set at the 12th annual meeting of Washington Fairs Association (WFA). Thirteen of 20 scheduled events will be held that month.

At the close of the annual meeting at the Davenport Hotel, here Friday (20), the following dates were set:

Lincoln County Fair, Davenport, September 7-9; Washington State Poultry Show, December 7-10; North Central Washington Fair, Waterville, Sept. 15-17; Pend O'Reille County Fair, Cusick, September 7-9; South Eastern Washington Fair, Walla Walla, September 1-4; Western Washington Fair, Puyallup, September 16-24; Columbia Empire Fair, Longview, August 30-September 2; Northwest Washington Fair, Lynden, August 17-19; Central Washington Fair, Yakima, September 27-October 1; Junior Livestock Show, Spokane, May 9-12.
Washington Turkey Show, Sunnyside, December 1; Tri-County Fair, Deer Park, September 1-4 (tentative); Southwest Washington Fair, Chehalis, August 24-27; Central Washington Junior Livestock Show, Toppenish, May 4-6; Columbia County Fair, Dayton, September 8-10; Whitman County Fair, Colfax, September 14-16; Evergreen State Fair, Monroe, September 6-10; Northeastern Washington Fair, Colville, September 14-17; Grant County Fair, Moses Lake, September 8-10, and Garfield County Fair, Pomeroy, September 16-17.

Tashmoo Re-Opening Plans Hit by Zimmer's Illness

DETROIT, Jan. 28.—Plans for the reopening of Tashmoo Park on Harsen's Island have been deferred by the illness of Don Zimmer, president of the operating company. Zimmer, now in Fort Myers, Fla., is recuperating from a heart attack.

Mrs. Paul Greeley, wife of the park business manager, who doubles as secretary of the Michigan Showmen's Association, will visit Zimmer, as soon as his condition permits, to confer on plans for the season.

Record Throng On Hand for Illinois Meeting

SPRINGFIELD, Ill., Jan. 28.—Fairmen and attraction reps jammed the St. Nicholas Hotel here this week to chalk up a new attendance record at the 40th annual convention of the Illinois Association of Agricultural Fairs, Sunday thru Tuesday (22-24).

Actual business was said to be fair, with some representatives noting a reluctance on the part of fair boards to sign attractions until the coal strike ended.

Carnival, attraction and fair suppliers reps attending the confab included:

John Francis, John Francis Shows; Jay Gould and Elmer Brown, Jay Gould's Circus; Mr. and Mrs. K. H. Garman and Mr. and Mrs. V. R. Flora, Sunset Amusement Company; Mr. and Mrs. William Gullette, Imperial Shows; Frank and Jack Duffield, Thearle-Duffield Fireworks Company; Boyle Woolfolk, George B. Flint and Ben Young, Boyle Woolfolk Agency; L. N. Fleckles, Voorhees-Fleckles Fair Booking Associates; Mr. and Mrs. Earl Bunting, Bunting Enterprises; M. H. Lines, E. G. Staats & Company; T. P. Eichelsdoerfer, Regalia Manufacturing Company; Sid Epstein, William Morris Agency, and John Lempart, showmen's supplies.

Buff Hottle and Hal Dunn, Buff Hottle Shows; Euby Cobb, Cobb's United Shows; Louis Berger, Cavalcade of Amusements; E. J. Franklin, Downey Supply Company; W. Jack Moore and Buddy Buck, Moore's Modern Shows; Eddie Young and William M. Breese, Royal Crown Shows; Mickey Stark, Gold Bond Shows; Sam and Don Greco, Greco Bros.' Iron Lung Enterprises; C. C. Groscurth and Dave Picard, Blue Grass Shows; James H. Drew and son, Jimmie, James H. Drew Shows; Ed R. Gray, Gray's Circus Attractions, and Rosco Walkup and Roger Wohlberg, Walkup and Wohlberg Insurance.

Mr. and Mrs. Buford Nessler, Nessler's Shows; Mr. and Mrs. Cecil Turner, Mr. and Mrs. Ray Turner and J. T. (Whitey) Richards, Turner Bros.' Shows; Al Sweeney, National Speedways, Inc.; William Tatham, Tatham Bros.' Shows; Charles Zemeter Sr. and Jr., Charles Zemeter Agency; Frank M. Sutton, Gulf Coast Shows; John-Bundy, Hauss Standard Chevrolet Company; John Gallagan, Gallagan Bingos and Concessions; J. E. (Buck) Kidd, Kidd's Auto and Motorcycle Racing, Inc.; J. C. McCaffery, Amusement Corporation of America; Oscar Bloom, Midway Products Company, and Joe Porcheddu Sr. and Jr., Illinois Fireworks Company.

Earl Newberry, Jimmie Lynch Death Dodgers; H. V. Peterson, Bill Collins and Charles Elder, Tivoli Exposition Shows; Mr. and Mrs. Joseph Smith and Margaret Dunn, Joseph J. Smith Amusement Service; Raymond C. Dixey, Dixey Rides; E. Adams, Associated Fair Productions; Johnny Brune, Am-Art Agency; W. E. Bailey, Bailey & Himes Athletic Equipment; Sam J. Levy Sr. and Jr., and William C. Senior, Barnes-Carruthers Theatrical Enterprises; Harry Beller, Beller Miniature Mules; Mrs. Ernie Young, Ernie Young Agency, and Ernie G. Campbell, Campbell Tent & Awning Company, Inc.

Wallace R. Baptist, Baptist Sound Service; Mr. and Mrs. Sidney Belmont, Alice Beverly and Lorraine Beverly, Belmont Amusement Service; Aut Swenson, Joie Chitwood's Auto Daredevils; Edna Deal and Ray Shute, Deal-Shute Theatrical Agency; W. L. Downey, Jimmie Downey's Fair Orchestras; Henry Wodetski, Danville Tent & Awning Company; Sam Fidler and Bob Mack, Fidler's United Shows; W. L. (Bill) Lambert, J. A. Gentsch Shows; Thomas Hickey and William Snyder, Gem City Shows; Calvin A. Heine, Heine Sound System & Advertising Service, and Jack Guertin, United Exposition Company.

R. Johnson, Johnson Sound Service; K. (See Record Throng on page 84)

A. C. Expects \$22 Mil From Confabs in '50

ATLANTIC CITY, Jan. 28.—Daniel J. Moltz, assistant manager of the convention bureau, estimates that convention visitors will spend \$22,000,000 in Atlantic City this year. He bases his estimate on bookings, which indicate some 300 meetings will be held here this year with a combined attendance of 250,000.

"A survey conducted in 1948," said Moltz, "shows that the average convention visitor stays four days and spends \$12 a day. This indicates that \$22,000,000 will be spent by visitors."

He pointed out that only 50 per cent of the convention dollar is spent in hotels. Of the remaining 50 per cent, 17 is spent in outside restaurants, 11 in retail stores, 7 for beverages, 5 at night clubs, 3 for local transport, 1 for auto gas and service, one-half for theaters and sightseeing, and 5 on scattered items.

"Big-Ride" Performance!

ALLAN HERSHELL KIDDIE RIDES

Count on Allan Hershell to build the BEST in Kiddie Rides! Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

KIDDIE AUTO RIDE ★ LITTLE DIPPER
SKY FIGHTER ★ KIDDIE BUGGY RIDE
KIDDIE MERRY-GO-ROUND
KIDDIE BOAT RIDE

Made by the makers of Carroussels, Whiz Bang, Caterpillar, Moon Rocket, Looper, Hurricane, Water Scooter and other famous riding devices.

ALLAN HERSHELL COMPANY, Inc.
N. Tonawanda, N. Y.

World's largest manufacturer of amusement rides

Portable RIDES BY Eyerly



ROCK-O-PLANE

Also OCTOPLUS ROLL-O-PLANE FLY-O-PLANE

Sturdily built Portable One-Truck Rides suitable for Carnival or Park Operation.

EYERLY AIRCRAFT CO.
SALEM, OREGON
J. LEE CUDDY, Sales Representative

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. Orders filled promptly. This also is the time to send your old Super Wizard to us to put in A-1 condition for next season, we charge for new parts only, nothing for time and labor.

ELECTRIC CANDY FLOSS MACHINE CO.

202 Twelfth Ave., So. Nashville 4, Tenn.

SHOOTING GALLERIES

Large Portable Galleries built on 18 ft. Semi-Trailers, Vacuum Brakes, Good Tires, complete with Counter, Side-Wall and Awning. Cost new, \$5,500, now completely reconditioned at \$2,750.

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

GIVE TO THE RUNYON CANCER FUND

Outlook for Cut in Taxes On Showbiz Remains Bright

(Continued from page 59)

Nevertheless Truman's silence on the showbiz taxes is having an immediate effect on administration bill-drafting. It is expected that the administration's bill, which will bear the sponsorship of Chairman Doughton, will omit a reduction for showbiz excises. However, testimony will be taken from showbiz groups at the upcoming hearings, with the real test to come after open hearings are concluded and the committee starts meeting in executive session to rewrite the tax measure. If the Doughton bill leaves out amusement tax reductions, several committee members will offer them as amendments to the bill.

Most of the GOP legislators can be expected to vote for showbiz reductions, since such cuts are personally sponsored by party leader Martin. In view of the fact that Truman did not specifically rule out cuts in amusement excises, a number of Democrats are expected to go along with the Republicans. Whether the total will be enough to push thru relief for the entertainment industry will not be known until the nose-counting begins.

Should amusement excises lose out in the tax committee, they will be offered as amendments from the House floor. Even a defeat there would not kill them off, since amendments can be proposed in the Senate Finance Committee and again on the Senate floor.

Complicating the situation is a growing rivalry among various industry groups affected by excises. Truman's tax message in showing favoritism to retail groups affected by excises is seen as having stirred the rivalry to a greater pitch, with the retail groups anxious to push their excise slashes thru at the expense of showbiz and manufacturers' groups. Many of the organized pressure groups seeking removal of the taxes on freight, transportation, cosmetics, jewelry, furs, tires and light bulbs would just as soon see retention of levies on admissions, cabarets, liquor and tobacco. Still others favor a general return to old rates on all excises which were hiked during the war. This, incidentally, would leave the disk industry out in the cold, since the phono record tax was imposed prior to the war.

A return to excise levels existing in 1941 would deprive the Treasury of approximately three-quarters of a billion dollars yearly at current collection rates. The prospect of further unbalancing the budget by such a sum will prove a deterrent to some legislators. Proponents of reductions, however, claim the resulting spurt in business will make up for any immediate loss to the government.

Bay State's Racing Fairs Choose Dates

GREENFIELD, Mass., Jan. 28.—Racing dates for all Massachusetts fairs were announced at the annual meeting of the Massachusetts Racing Fairs Association at the Hotel Weldon, Saturday (21). Pending legislation was discussed and Milton Danziger, of Longmeadow, was renamed president.

Topsfield and Middleboro Fairs have applied for association membership, showing their intention of permitting pari-mutuel racing this fall. Dates of racing at fairs in this State this year are Weymouth, August 14-19; Marshfield, August 21-26; Northampton, September 5-9; Brockton, September 11-16, and Great Barrington, September 11-16.

Setting the Great Barrington dates for first half of September was the main topic of the meeting as Edward J. Carroll, head of that fair, held out for an early date despite some objection from some of the hotel and commercial interests of Great Barrington who prefer that the fair be held later in the season.

The meeting supported the resolution adopted Friday (20) by the Massachusetts Agricultural Fairs Association concerning pending legislation that would tend to harm all fairs, whether or not they conduct pari-mutuel racing. Danziger said his group was opposed to any change in the present law.

A bill is slated to come before the Legislature that would allow racing in the period, August 15-October 30, now reserved for the fairs. A percentage of money above a certain amount taken in daily from the races at the fairs is turned over to State authorities and placed in the Agricultural Purposes Fund, from which comes the prize money that is given out at all fairs. The new bill, if approved, not only would cut down the take of the fairs but probably would tend to lower the quality of the racing at the fairs.

AMERICA'S FINEST
SHOW PRINTING

STOCK DESIGNS FOR ALL OCCASIONS
CIRCUS - CARNIVAL
RACE - THRILL SHOWS
POSTERS - DATES - CARDS - BANNERS
WRITE FOR DATE BOOK AND PRICE LIST. OUR 35th YEAR

CENTRAL
SHOW PRINTING CO. - MASON CITY, IOWA



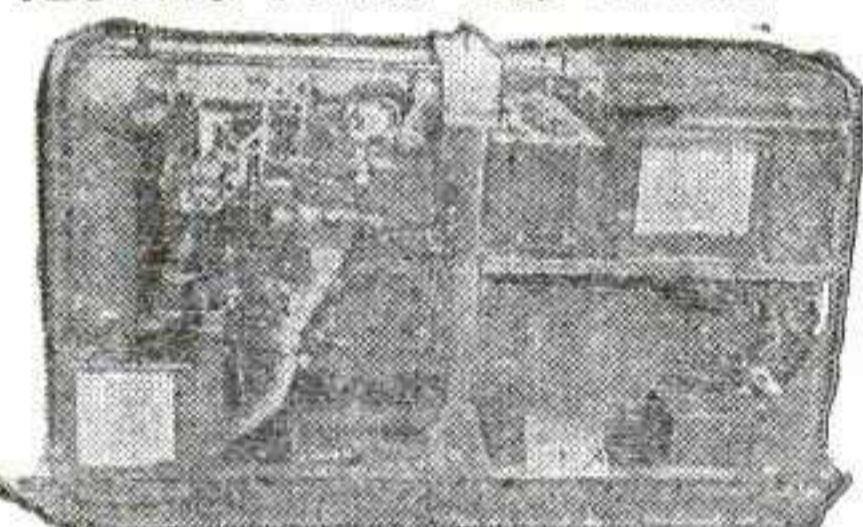
Go into Business With LILEY'S Famous ROOT BEER and BARREL SET-UPS. Write Liley Sales Co., 1122 N. 81st, Kansas City, Mo.

Brand New Light Plants

120-240 V.A.C. 12.5 K.V.A.

Immediate Delivery

ENGINE: 4 cylinder 4 cycle L-head, water-cooled, 35-Horsepower Oiling System: Pressure type to main, rods, and camshaft. Fuel System: 10.5 gas tank diaphragm type fuel Pumps. Ignition System: Battery Breakerpoint, coil type. Full automatic starter. GENERATOR: 120-240 single phase 60 cycle AC; rated power 12.5 KVA at 80% power factor. Voltage change is accomplished by changing jumper connections or terminal strip. Made by D. W. Onan & Sons. Controls: Speed fully automatic, starting full automatic, automatic cut-off if oil or water is low. Overall size: Length, 67 1/2 in.; Width, 28 1/2 in.; Height, 28 1/2 in.; Weight, 1556 lbs. Complete set of tools and extra parts packed with each plant. These plants cut the government several times our price. Packed in original overseas boxes and ready to operate, brand new. Our price F. O. B. Jackson, Miss.; San Antonio, or Florida.



\$795.00

A. M. & S. COMPANY

404 Donnelly St.

Phone 4151

Mount Dora, Fla.

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4% Profit on a 5 Cent Sale!

The Multiplex

ROOT BEER BARREL

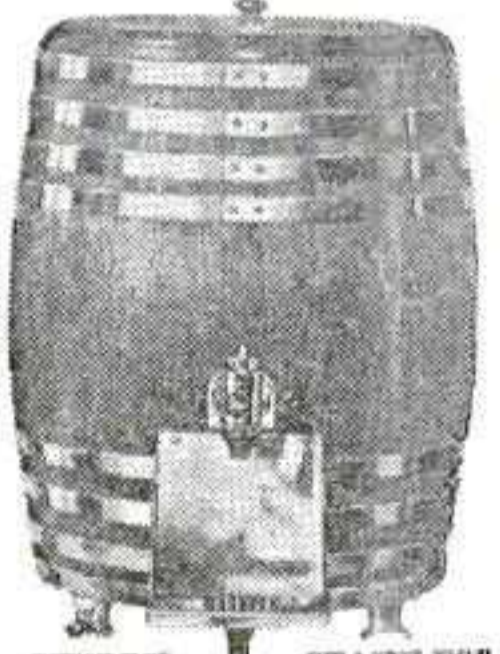
IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

Manufacturers: **MULTIPLEX FAUCET CO.**



STURDY OAK STAINLESS STEEL HOOPS
4325-B Duncan Ave. St. Louis 10, Mo.

PEANUTS POPCORN SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. Send for Free Catalogue!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa.
ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.
RALPH COBB 316 S. Church St. Charlotte, N. C.

the new **SANI-SERV**
CONTINUOUS DIRECT DRAW DAIRY FREEZER
keeps them all!

WRITE FOR FREE CATALOG
GENERAL EQUIPMENT SALES Inc.
824 S. WEST ST. INDIANAPOLIS, INDIANA

New **ELECTRIC CORN POPPER**

PROFITS GALORE! \$5 to \$50 daily earnings!
Get in the BIG PROFIT popcorn business with this popper—does work of \$500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. New Gray Metallic finish, gleaming nickel trim; electric lighted, beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.
SALESMEN, WRITE FOR PROPOSITION.
EXCEL MFG. CORPORATION
Dept. B-2-450 Muncie, Indiana

COMPLETE POPCORN OUTFIT

with . . .
8 QT. KETTLE POPPER.
110 VOLT, 1500 WATT HEATING UNIT
ALUMINUM STORAGE CASE WITH GLASS ON 3 SIDES, STAINLESS STEEL BOTTOM.

WRITE . . . **\$99.50**
TERMS: 25% with order, bal. on delivery. F O B Toledo.
CONCESSION SUPPLY CO.
3916 SECOR RD. TOLEDO 6, OHIO

BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

Challenger **FLOSS KING**
Setting New Profit and Performance Records!

CHALLENGER EQUIPMENT CORP.
BOX 249 Harvey, Illinois
Phone: Harvey 4036

TENTS CANVAS SHOW

CARNIVAL—CONCESSION—CIRCUS
Prompt delivery any type tents to order.

**KOLITE BLACK LITES
LUV-LITE PAINTS**

S. T. JESSOP

WINTER ADDRESS

122 FLORASOTA AVENUE

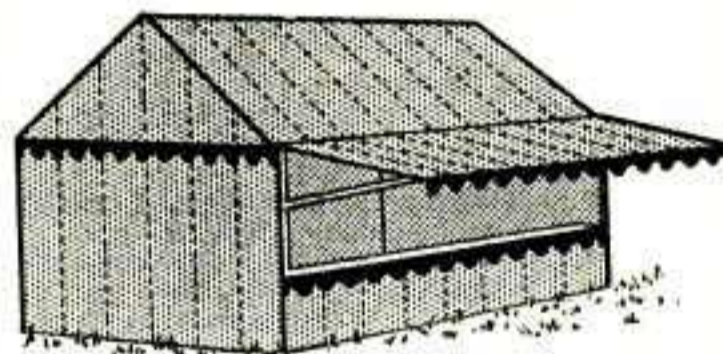
SARASOTA, FLA. PHONE 35-172

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

CONCESSION TENTS

SEND US YOUR SIZES



Write for
Quotation

POWERS & CO.

5929 Woodland Ave. Philadelphia, Pa.

CHAIRS

Every Type
and Variety

- AUDITORIUMS
- ARENAS
- HALLS

Portable Bleachers
Wood—Steel

U. S. SEATING CO.

570 7th Ave., N.Y.C. (41 St.) LO 4-3524



THE MAKERS OF...

Quality Show Canopies

Show, Concession and Exhibit
Tents, Horse Troughs, Casting
Nets, Ring Mats, Canopies and
Marquees built to your specifica-
tions.

Arthur E. Campfield, Inc.

145 W. 54th STREET NEW YORK 19, N. Y.
Phone: Plaza 7-8039

SHOW TENTS

**CENTRAL
Canvas Company**

516-518 EAST 18th ST.
Kansas City 8, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

FOR SALE

20 sections of Bleachers seating approxi-
mately 2300, 30 and 40 ft. used Tents.

WABASH VALLEY TENT & AWNING CO.

1136 Wabash Ave. Terre Haute, Ind.

**Want To Place
BRAND NEW THEATRE MODEL**

POPCORN MACHINES in Amusement Park or
crowded Beach. Will build stands if necessary
and operate myself on percentage or flat rate.
Will consider buying popcorn contract from
someone. ALBERT RICH, 1016 Broadway, Gary,
Indiana. Phone 2-1503.

Eastern Meeting Notes:

N. C. Politicos Support Annuals; Pennsy Group Goes First Class

BEDFORD SPRINGS, Pa., Jan. 28.—Pennsylvania fair execs probably rate the distinction for having chosen the most unique meeting site, Bedford Springs Hotel, for their State meeting this semester. The rambling 147-year-old wooden structure, located in mountain resort country, has the appearance and facilities for being a top-flight summer vacation spot, but left much to be desired as a convention headquarters. Purveyors of talent, billing, carnival attractions and allied products found themselves a sleeper jump from their prospective customers lodged in no less than six adjoining buildings, including a structure that one agent claimed to be over the line in the next county. Topping the other inconveniences was the \$14-a-day American plan rate (single) which cut heavily into attendance.

Ben S. Allen, of Posters, Inc., missed the Eastern meetings for the first time in several years as the result of a throat infection. Also absent because of illness were Russ Moyer, Reading Fair publicity chief, and Frank Bergen, general manager of the World of Mirth Shows, who had to retreat to his Richmond, Va., home.

No doubt as to the future of fairs in North Carolina can be entertained as long as Kerr Scott remains in the governor's chair. L. Y. Ballentine heads the State department of agriculture and Dr. J. S. Dorton manages the State Fair. All three spark-plugs of the move to improve North Carolina annuals spent the entire evening preceding business sessions in the lobby of the Sir Walter Hotel, hobnobbing with fair execs and showmen. Each State executive has been aware of the problems facing fair execs and showmen. Their interest has resulted in all concerned exhibiting a full measure of confidence in the future.

Charley Kidder, well-known show builder who has been custom-building fun units at his Pilkinton, Va., farm, told friends at the Virginia meeting that he is mulling the possibility of putting together a show unit that would rate the sponsorship of firms active in national advertising.

Reba Schall, secretary of Allentown (Pa.) Fair, had trouble along with a host of other folks attending the Pennsy meeting at the Bedford Springs Hotel, in making the 9:30 a.m. deadline for a hot breakfast. A lot of others had trouble making the 11 a.m. deadline for a continental, or cold, breakfast. Light eaters, faced with three full meals each day, bemoaned the wastefulness of the occasion, while folks who can't get along without snacks between meals had to settle for a bag of peanuts or a milk shake.

Carl Barlow, indie concessions op at York and Allentown fairs, is recuperating from a recent serious operation. He attended the Virginia and Pennsylvania meetings, with a stopover at his Washington home for a check-up with his physician.

Cookhouse operator Louie Kane got an enviable build-up at the North Carolina session from President J. S. Dorton. Louie limited his response to the flat statement that he owed his success in life, and particularly the booking of fairs, to his policy of serving excellent food. After the meeting his friends assured him that they would be delighted to break bread in his various establishments, while adding in each instance that they expected the vitamins to be on the cuff.

It remained for Howard Singmaster, president of the Allentown Fair, to tell a story which originally came from him and which had been botched all the way from the Georgia meeting in Atlanta, to the Pennsy meeting, principally by Bernard

(Bucky) Allen, of the World of Mirth Shows, and others who tried to improve on his recitation. But nobody was able to improve on the pet story of Jack Kochman, since no one would admit being the source.

R. M. Spangler, operator of Red Lion (Pa.) Fair and Rolling Green Park, Sunbury, Pa., and Mrs. Spangler, planned to leave for a Florida vacation following the Pennsy confab. Spangler, experienced in most phases of outdoor showbiz, commented on the anxiety of many carnival ops to obtain his fair date. This led to unprecedented bidding. He said he would mull over the offers and reserve his decision.

Mrs. Rubee Jeffery Pearse, whose husband is a fair architect of note, was forced to cancel plans for entertaining fair, talent and show execs at a dinner in their Raleigh home, because of family illnesses.

A dinner given by the Pearses a year ago provided one of the most pleasant interludes encountered along the fair meeting route.

Ladies of the Bedford Fair Association, headed by Brownie Brice, staged a "get acquainted dance" Wednesday night (25). Ladies attending the Pennsy meeting also staged a card party Thursday afternoon (26). Other extra curricular activities included a surrey ride, a regular hotel feature discovered early by Mrs. Pat Purcell, horseback riding and golf.

John Anderson, of the Enquirer Poster Printing Company, Cincinnati, one of the early arrivals, had the hotel lobby and miles of corridors notably billed with paper advertising his firm, but his professional standing suffered when he failed to square a window in the hotel drugstore.

Gus Sun Jr. motored to New York to join his wife for a holiday after the Pennsy meeting. Sun made all the Eastern meetings, starting with the Georgia confab held at the Piedmont Hotel, Atlanta.

In contrast with former Pennsy meetings, time apparently hung heavy on agents representing rail shows. Curtis Bockus, general agent of the James E. Strates Shows, and Ralph Lockett, representing the Johnny J. Jones Exposition, whiled away a few pleasant hours playing checkers in the lobby. Lockett later turned his hobby into a profitable deal by whipping R. C. McCarter, general agent of the Cetlin & Wilson Shows, in seven straight games with dollar stakes.

Arkansas Rodeo Dates Set

SPRINGDALE, Ark., Jan. 28—The sixth annual Rodeo of the Ozarks will be held here July 1-4. Clyde Miller will supply the stock. Prize money will total \$3,000, plus entry fees.

SHOW TENTS

CARNIVAL — CIRCUS
CONCESSION

Book Your Order Now

Assures Prompt Spring Delivery

Best in Workmanship and

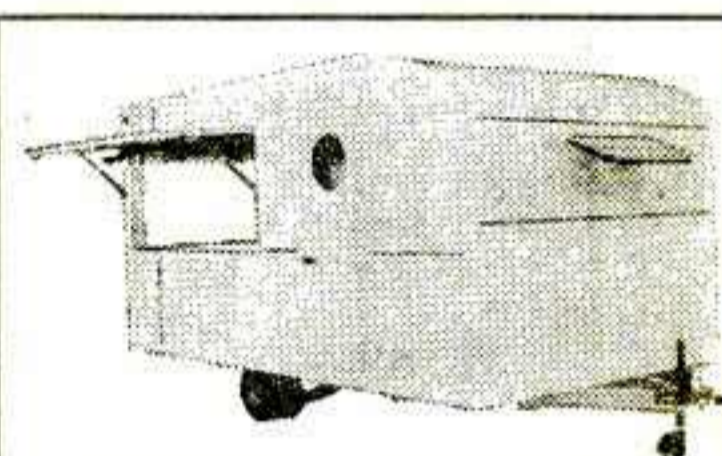
Plenty of Flash

BILL SANDERS

AMERICAN

TENT & AWNING CORP.

132 W. Main St., Norfolk 10, Va.



OFFICE - VENDING
LIVING

\$1275.00 Deluxe
Aluminum
Trailer

CALUMET COACH CO.

11575 S. WABASH AVE., CHICAGO 28, ILL.

NEW! DIFFERENT! COLORFUL!

See the

PENNY ARCADE TENT

on the

ROYAL AMERICAN SHOWS

While at the Tampa Fair

Jan. 31 to Feb. 10

Tampa—Phone W-4615

BERNIE MENDELSON

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 40

SERVING SHOWMEN OF THE
SOUTHEAST SINCE 1919 WITH

SHOW TENTS!

Camel has both the experience and
facilities for making anything: from a
small concession to a circus "big top"!
Get Camel's prices before you buy!
Call, wire or write "Bill" Werner!

Camel Manufacturing Co.

329 S. Central, Knoxville, Tenn.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20
Above prices for any wording desired. For each change of wording and color add \$3.75.
For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL \$1.00
5 ROLLS @ 75c
10 ROLLS @ 60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

CAMPBELL TENT & AWNING CO., INC.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

BERMAN

TRAILERS AND TRUCKS carry the load!



Available

Now for immediate delivery—a full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment forms for you.

BERMAN Sales Co.
PHONE 521 PENNSBURG, PA.

FOR all types of POPCORN MACHINES—Carnival Poppers, Theatre & Counter Models, Caramel Corn Equipment, etc. & a full line of top quality POPCORN SUPPLIES. CONTACT FARMER BOY CORN & EQUIPMENT CO. 352 W 44th St. N. Y. 18, N. Y. Circle 6-1293 Send for Our Complete Catalog.

FOR RENT

In best section of Coney Island, Brooklyn, N. Y.

BOWERY LOCATION 30'x90'

Also, Elephant Track with fire-proof barn, capacity 5 elephants.

Also, 65-Foot Boardwalk Frontage with large depth on long term lease.

I. H. KLEIN

Bowery & Kensington Walk, Coney Island, Brooklyn 24, N. Y.

ONLY \$157.50 for a sensational NEW counter model popcorn machine!

Write or stop in to our new showrooms for full details

Shipments from Philadelphia or Charlotte, N. C., on supplies and equipment for popcorn, floss, candy apples or snowballs.

POPPERS SUPPLY CO., INC., of Phila.
1211 NORTH 2ND STREET GARfield 6-1616 PHILADELPHIA 22, PA.

CONCESSION SUPPLY CATALOGUE

Our 1950 catalogue on Concession Supplies will be ready in about 60 days. This will include many new and exclusive items, many improvements on standard items, all the things you need to make more money in 1950. This year, many of our products will be stocked by selected distributors from coast to coast. You can reduce your express charges by ordering from the dealer nearest you. A postal card will put your name on our mailing list to receive the catalogue when issued.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET CINCINNATI 2, OHIO

PLASTER INVENTORY CLOSEOUTS

Large Circus Horses, Dolls, Pigs, Cat Banks, Sport Girls, Bulls, Pekees—All hollow pieces, packed 12 of a kind to ctn., ea., 20¢. Medium size Sailor Girls, Ships, Animals assorted. Packed 48, ea., 9¢. Best workmanship, fine finish, new cartons. Inventory must go! At least 50% deposit with order, balance C.O.D., F.O.B. Milwaukee. Will hold order for spring delivery.

CREAM CITY ART CORP. 1565 WEST BRUCE ST. MILWAUKEE, WIS.

Flashbacks

25 Years Ago

For the first time in carnival history, the Rubin & Cherry Shows were signed to play two big fair circuits, Western Canada Class A fairs and the Big Five Circuit. Conklin & Garrett Shows were awarded the Class B Canadian Circuit. . . . Frank J. Taylor announced plans for a 10-car circus to go out under the management of his brother, Ray. . . . The Cincinnati Zoo was preparing to celebrate its golden jubilee. . . . South Florida Fair and Gasparilla Carnival, Tampa, got off to a good start with Johnny J. Jones Exposition on the midway for the 12th year. . . . Rob Ray, Alexandria, was elected president of the Association of Tennessee Fairs in convention at Nashville. . . . Negotiations were under way by which the Miller brothers would send a Wild West show to Europe.

William T. Morrissey was re-elected president of Western Michigan State Fair, Grand Rapids. . . . F. L. Wilgus, general manager of Sandy Beach Park on Indian Lake, Russells Point, O., had an improvement program under way. . . . Norman D. Brown was signed as secretary-treasurer of Miller Bros.' Shows. . . . Mr. and Mrs. Barry Gray, retired circus people, re-entered the amusement business, having been engaged by McGeary's Attractions at Venice (Calif.) Pier. . . . Manitoba Fair Association amalgamated with Western Canada Fairs Association at a meeting held in Edmonton, Alta. J. B. Jamieson, Melfort, Sask., was elected president.

A pure food show was scheduled for the April 18 opening of Luna Park, Houston. . . . Bruce A. Smith,

general agent of Blue Ribbon Consolidated Shows, announced the contracting of a circuit of five fairs in Minnesota. . . . It was announced that the Honest Bill Shows would go out in 1925 under the title of Orange Bros.' Greater Three-Ring Circus. George Jackson, Nuckolls, was named secretary of Nebraska State Fair, Lincoln, succeeding E. R. Danielson. . . . John Brennecke, George Morton and Arthur Nelson formed a company to operate an amusement park at Elsinore, Calif. . . . Leo Lipka, head of the Lipka Amusement Company and president of the Michigan Showmen's Association, was visiting in the Buffalo area. . . . M. A. Grissom, off the road five years, was re-engaged as 24-hour man with the John Robinson Circus.

Deaths: G. W. Acomb, circus man; Charles Florka and William Ford, carnival men; George Schaffner, fairman; John F. Shugrue, circus man.

10 Years Ago

Rex de Rosselli arrived in Akron from the Coast to produce the spec and program for Tadmor Shrine Circus in Goodyear Hall. . . . After years of squabbling the Nebraska Association of County Fair Managers voted to divorce their conventions and the annual meetings of the State Board of Agriculture. . . . An ambitious construction program for Meyers Lake Park, Canton, O., was announced by Carl Sinclair. . . . Murray A. Pennock, former circus publicity man, was signed as publicity man for Hennies Bros.' Shows.

J. D. Newman was put in charge of the advance of Cole Bros.' Circus, succeeding Floyd King. . . . Warren V. Bodurtha, Blandford, was elected president of the Massachusetts Agricultural Fairs Association in Springfield. . . . Harry Fletcher, president of a new company operating Bob-Lo Park, Detroit, announced a modernization program for the park. . . . About 800 attended the fourth annual charity banquet and ball of the Michigan Showmen's Association in the Fort Wayne Hotel, Detroit. . . . Pat Valdo, Ringling-Barnum personnel director, was in Los Angeles representing the show in a \$51,000 damage suit filed by Miss (America) Olvera, alleging injuries in a fall from a trapeze while with the Al G. Barnes Circus in 1937.

E. E. Irwin was re-elected president of the Illinois Association of Agricultural Fairs in convention at Springfield. . . . King's Ballroom, lone winter operating concession at Capitol Beach Park, Lincoln, was slated to darken for a \$5,000 remodeling program. . . . P. S. McLaughlin, owner-manager of the P. S. McLaughlin Shows, signed Ralph Decker and Kirby McGary to operate girl shows in 1940. . . . Jimmy and Barney Arnesen, comedy acrobats, returned to Canton, O., after visiting relatives in Dayton, O. . . . Ohio State Fair, Columbus, showed a 1939 profit of nearly \$10,000, according to a report by John T. Brown, director of the department of agriculture. . . . Altho the worst blizzard in 25 years struck South New Jersey, covering Atlantic City with eight inches of snow, little damage was done to Boardwalk amusements.

Nina Rodgers assumed her duties as president of the Ladies' Auxiliary Pacific Coast Showmen's Association, Los Angeles. . . . Jack Kofron was re-engaged for his eighth season as band leader on the Bud E. Anderson Circus. . . . Harry B. Kelley, Hillsdale (Mich.) Fair, was elected secretary of the Michigan Association of Fairs, succeeding Chester M. Howell, Chesaning. . . . Mrs. Noble C. Fairly was toastmistress at the 10th anniversary dinner party of Missouri Show Women's Club, St. Louis. . . . Aerial Ortens were contracted to play the Milwaukee Shrine Circus. . . . Edward W. Vancura, Fessenden, was elected president of the North Dakota Association of Fairs, succeeding H. L. Finke, Minot. . . . Mrs.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Glades Am. Co.: North Miami, Fla.; Clewiston 6-11. Hames, Bill: Fort Worth, Tex. Midwestern Expo.: Palacios, Tex. Orange State: (Fair) Pompano, Fla.; (Fair) Vero Beach 6-11. Playland Attrs.: Colfax, La. Prell's Broadway: (Fair) Fort Myers, Fla.; Pompano 6-11. Royal American: (Fair) Tampa, Fla., 31-Feb. 11. Royal Expo.: Lake Wales, Fla. Texas: Wealaco, Tex., 30-Feb. 11.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Davenport, Orrin: Detroit, Mich., 30-Feb. 12. Davies, Ayres & Kathryn: Edwarville, Ill., 31; Greenville Feb. 1; Roxana 2; Christopher 3; Fairfield 4; Waterloo 6; Carbondale 7; Columbia 8; Greenfield 9. Hagen Bros.: Ardmore, Okla., 3-4. Polack Bros. (Eastern): Lansing, Mich., 1-4; White Plains, N. Y., 8-13. Polack Bros. (Western): (Air Force Base) Rantoul, Ill., 1-4; Louisville, Ky., 6-12. Rogers Bros.: Arcadia, Fla., 31; Okeechobee Feb. 1; Belle Glade 2; Del Ray Beach 3; Hollywood 4; Key West 6-7; Pomstead 8; Opa Locka 9; Miami 10; Hialeah 11-12. West Bros.: Fort Arthur, Tex., 31-Feb. 1; Opelousas, La., 2; Franklin 3; New Iberia 4-5; Abbeville 6-7; Lufkin, Tex., 8; Tyler 9.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Henle, Sonja, Ice Show (Madison Square Garden) New York, thru Feb. 8; (Olympia) Detroit, Mich., 11-March 5. Ice Capades (Sports Arena) Hershey Pa., 1-15. Ice Follies (Maple Leaf Gardens) Toronto, Can., 1-3; (The Forum) Montreal 5-12. Miller's, Irvin C., Brown-Skin Models (Grand) Fort Myers, Fla., 1; (Harlem) Clewiston 2; (Moderu) Miami 3-4; (Grand) W. Palm Beach 6-7; (Victory) Fort Lauderdale 8. Roller Skating Vanities (Auditorium) Stockton, Calif., 1-5; (Auditorium) Long Beach 7-12. Swank's, Harry, Eye-fuls of 1950 (Kearse) Charleston, W. Va., 1-4; (Capitol) Chattanooga, Tenn., 7; (Bijou) Knoxville 8.

Donnellson, Ia., Re-Elects, Signs Attraction Contracts

DONNELLSON, Ia., Jan. 28.—Cliff J. Ward, Keokuk, was re-elected president of Lee County Fair at its recent annual meeting here. Also re-named were W. D. Krebill and A. D. Krebill, vice-president; J. R. Doherty, secretary, and M. G. Addicks, treasurer.

Attractions signed include a revue to be produced by the Williams & Lee Agency, St. Paul; Joie Chitwood's Auto Daredevils, and chuck wagon races, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, to be produced by Walter (Red) Breckenridge. Station WHO will provide the opening night grandstand attractions. L. B. Lamb Shows hold the midway contract for the fifth straight year.

Grace Goss was winner of the annual cash award given by the Missouri Showmen's Club in its membership drive. . . . Slivers Johnson and his wife were wintering in New Waterford, O., and working night club and indoor circus dates in the area.

Deaths: Mrs. Ida Carey, carnival woman; John G. Grozier, Canadian fairman; Milton E. Good, carnival man; George McKay, fairman; James L. Moore, circus man; Walter P. Taylor, fairman.

NEW 1950 EDITION NOW AVAILABLE CONCESSIONAIRES' GUIDEBOOK

76 Pages—All jam packed with money making formulae, M.O. Ideas; Games and Concession Equipment. Send \$1.00 today for your copy.

CONCESSION SUPPLY CO. 3916 Secor Rd. Toledo 6, Ohio

POLACK WESTERN STRONG

Turnaways, Capacities Rule For Davenport in G. Rapids

GRAND RAPIDS, Mich., Jan. 28.—Turnaway and capacity crowds have been the rule here this week for the Orrin Davenport Circus, playing the Civic Auditorium (4,800 seats) under auspices of the Saladin Shrine.

Org opened here Monday (23) with a capacity house and since that time, thru Thursday night (26) attendance has been big. Advance sale this year topped a year ago, sponsoring officials said, and as early as Thursday all reserves for remaining performances were sold out.

Because there have been so many turnaways, it was decided to give three shows today, a special matinee

at 10 a.m., being the first. Show drew similar crowds here a year ago and officials said the gross and attendance figures would be about the same as a year ago when turnaways were the rule.

Rain Wednesday night (25) failed to hurt, inasmuch as the night show was sold out in advance. Cold weather Thursday night also failed to hurt because of the advance. Matinee Thursday was a turnaway and night show drew capacity.

The act line-up here was strengthened with the appearance of the Wallenda troupe, high wire, and Miss Rietta, high pole. This troupe did not appear with the show the week previous in Toledo. Org moves from here to Detroit, where it opens Monday (30).

The Toledo stand wound up about almost even with last year, despite the fact the show was sloughed by weather opening day. However, an additional performance, a Sunday matinee, the final day, helped pull '50 attendance figures about even with last year. An official count shows attendance was off 718 persons from a year ago.

Final attendance figures in Toledo were 38,260, compared with 38,978 a year ago.

Here is the day-by-day attendance in Toledo with matinee figures given first: Monday (15), 2,465 and 1,670; Tuesday (16), no matinee, 2,102; Wednesday (17) 2,277 and 1,583; Thursday (18), 2,954 and 2,186; Thursday (19), 3,134 and 2,632; Friday (20), 4,177 and 5,244; Saturday (21), 2,077 and 3,299; Sunday (22), 2,460, no night show.

Macon's Polio Fund Swelled By King Bros.

MACON, Ga., Jan. 28.—Thanks to the owners of King Bros.' Circus, Floyd King and Lucio Cristiani, and performers, Macon's polio fund was enriched by \$1,200 here Sunday (22). Three shows were given on the lawn of Central City Park, where the King org winters.

Taking part were the Wilsons and their performing dogs; Billy Powell and Gee-Gee Engesser. June Cristiani, John Pugh, Red Compton, Ettore Faccini, Red Dingler & Company and Whitey King. All of the King animals took part.

Activity in quarters has been stepped up. Lee Hinckley, in charge of the paint department, has his crew busy and the mechanical shops, supervised by Pete Sawowski, will open February 15. Walter Rice and Eugene Boling are in charge of the electrical department.

Dee Aldrich, Side Show manager, is wintering at his farm in Waterloo, Ill. . . . Calvin Spike is back in quarters after visiting relatives in New Orleans. . . . Napoleon Reed returned from a trip to Hot Springs and James Ceibert arrived from his Mobile, Ala., home. . . . Mike O'Shaughnessey has constructed six new cages to date.

Visitors have included Ernie White, Chattanooga; Joe and Betty Sullivan, Tampa; Edward Murphy, R. H. (Whitey) King, C. F. Boude, Col. Walter Forbes, E. A. Wombold, Norman Hanley, Clay W. Reigle, John Menko, Lou Stone, Kinko the clown and Mary Kinko.

Chattanooga Okay For Warren Bros.

CHATTANOOGA, Jan. 28.—Warren Bros.' Circus, playing under auspices of the Loyal Order of Moose, did okay business here on a three-day stand January 20-22. It was the first indoor circus here in five years.

Hi-Lo Merk, clown of Alhambra Shrine Temple here, was producing clown. He was assisted by Happy Lindquist and Willie the Clown. Acts include: Madame Camille's dogs; the Betty Biller troupe, aerial ballet; Biler Bros.' elephants, worked by Betty Biller; Bert Dearo, slack wire; Prince Ki-Gore and his lions; Rita Miller, high-school horses; Betty Fox, pony drill, and Corinne Dearo, cloud swing.

On Friday (20), the clowns entertained at the Thompson Children's Hospital.



R. M. HARVEY

R. M. Harvey Named Agent Of Ward Bros.

Inks Pact in Shreveport

SHREVEPORT, La., Jan. 28.—R. M. Harvey, veteran circus general agent, signed here as g.a. of Ward Bros.' Indoor Circus, George Pughe and Archie Gayer, owners of the Ward org, announced. Harvey was with Cole Bros.' Circus last year.

The Ward org left here Wednesday (25) for California after playing Shreveport, Alexandria and Natchitoches. Business at the three spots was good.

Gayer reported that committees from five cities were on hand for the show here and inked contracts with the Ward org. He said names of the cities would be announced later.

Show bowed here (14-20) under auspices of the El Karubah Shrine Temple. Shrine officials reported attendance and gross topped last year. The Sunday matinee (15) was a turnaway, despite the fact extra bleachers were erected on the stage.

From Shreveport the show went to Alexandria where business was reported excellent. Natchitoches also proved a good spot, with matinee attendance especially heavy.

Wichita Notes

WICHITA, Kan., Jan. 28.—Dr. E. L. Cooper and Fred K. Leonard, both of Wichita, left January 19 by plane to catch the Bertram Mills Olympic Circus. They expect to be gone about 10 days, stopping off en route in Ireland.

The Harrison's are spending some time in the South before starting their spring dates at Hugo, Okla., with the Leo Gray Indoor Circus. Visited the Leo Snyders at Gonzales, Tex. The Snyders will be with the Kelly-Miller show. "Cucu" Cruthers and Charlie Brunk, advance agents, are waiting until the blue birds sing. The Hamid-Morton Police Circus dates are March 13-19.

Eva Mae Lewis is spending the winter at Sarasota, while Joe is making the winter dates. Buck and Tav Reger are also in the land of sunshine. Mitzie and Murry Fien purchased a new station wagon. Visitors in Mexico are Bert and Corrine Dearo and Ione Stevens, of Kelly-Miller.

Chuck Sateja has re-enlisted in the service but still is true to his first love, the circus. Red Rumble, former concessionaire with Dailey Bros., will be with Kelly-Miller. Bobbett will produce the spec and aerial numbers for Dailey Bros.—BETTE LEONARD.

Hammond Biz Builds After Slow Opening

Variety Program Keynote

HAMMOND, Ind., Jan. 28.—Louie Stern, co-owner of Polack Bros.' Circus, and Ethel Robinson, Chicago booker, have fashioned a well-balanced, fast-moving program for Polack Bros.' Western Unit. The bill accents variety.

Org moved here from Fort Wayne, Ind., where it made its 1950 bow (12-18). Fort Wayne business was good, Stern reported, but the show was blocked from setting any new attendance record because of limited seating capacity.

Attendance here at the outset was average, but it started to build late in the week, and week-end business is expected to zoom final figures.

Show is spotted in the Civic Auditorium, which seats about 4,000, with acts utilizing all available arena space. Prices are \$1 general admission and \$1.65 and \$2 for reserves. Date was promoted by Joe O'Donnell for the third successive year.

Runs Two Hours

When caught Tuesday (24), the production ran slightly over two hours, not including a 15-minute intermission. Arthur Springer, equestrian director and announcer, has the show running smoothly and there is little, if any, wait between acts. Announcements are held to a minimum. Bee Carsey leads the band, with Wally Newbury at the organ and Henry 'aulsen on drums.

Only two acts, both top-notchers! (See Polack Western on page 69)

H-M Unit Bows In Orange Bowl

MIAMI, Jan. 28.—The Hamid-Morton Circus opened here last night in the big Orange Bowl Stadium, under the auspices of Mahi Temple Shriners. Carl H. Sonitz has been in charge of the local promotion, and Tex Sherman, assisted by Paul Brunn, has done a good job plugging the show.

Orange Bowl affords ample height for the show's big thrill acts, including the lofty ladder routines of the Three Barretts; the Great Atterbury, high sway pole; the Loof Rios, aerialists, and the Flying Hartzells, flying trapeze. Peaches O'Neill and Her Girls appear in several aerial ensembles.

Working down to earth are Adriana & Charlot, trampoline, and the Four Ivanoffs, horizontal bar act. As usual, Dick Clemens tops the animal numbers with his group of lions, followed closely by the herd of 10 elephants, which are put thru their paces by Arky Scott, assisted by Tony Martin and Pat Scott. Paul Nelson presents 12 Palomino stallions, and Captain J. Smith brings on a group of black and white-spotted horses, followed by Liberty evolutions of 16 ponies under Cooper's whip.

Other acts billed are the Roller-Skating Rollateers, the Ricardos and Four Angels. Sa-So heads clown alley, and Joe Basile fronts the band. The show runs twice daily thru Tuesday (31), with no show Sunday (29) night.

John Ogden, Former Side Show Mgr., Dies

COLUMBUS, O., Jan. 28.—John E. (Doc) Ogden, 74, insurance dealer and former circus Side Show manager, died in his home here Friday (20). Services were held Monday (23) at the O. R. Woodyard Funeral Home, with burial in Green Lawn Cemetery.

Surviving are his widow, Marion, and two sons, John Jr. and Harry E., all of Columbus.

Before going into the insurance business Ogden was with traveling shows and circuses for 40 years, including Cole Bros., Sells-Floto, Frank A. Robbins and Walter L. Main circuses. For several years he managed the Patty Conklin Shows in Canada.

Three-Day Owensboro, Ky., Shrine Show a Big Success

OWENSBORO, Ky., Jan. 28.—The first annual Shrine Circus here in the new Sports Center, January 12-14, proved successful. E. R. Gray was managing director and Elmer Brown handled the promotion.

Acts included the Three Jerks, comedy tumbling; the Christensens, trapeze; Miss Bennie, Miss Eddie, Miss Fisher, swinging ladder; Hoag's dogs and ponies; the Heerdinks, roly poly; Grover O'Day, bicycle; the Eddies, balancing perch; Irving Romig's donkey; Morris Troupe, teeterboard; Glen and Fern, skating; Bonnie and Eddie, trapeze; the Storms, acro; Irving Romig, magic trombone; Yonne Jean, rolling globe; the Fisher's dogs, and Morris troupe, trampoline.

On Friday night (13), Zack Terrell, former owner of Cole Bros.' Circus, whose home is in Owensboro, was guest of honor.

Charlie Campbell Joins Ameri-Congo As General Agent

BRADENTON, Fla., Jan. 28.—Charlie Campbell, former owner of the King & Franklin Circus, Sylva, N. C., has been named general agent of the Ameri-Congo Animal Expedition. Show, now in its third week of the 1950 tour, opened in Fort Myers, Fla., then played a week's engagement in Sarasota under the auspices of the March of Dimes and this week is playing here. Following the closing here tonight, org starts its regular season of two and three day dates thruout Florida.

In Sarasota the show gave a special performance at the Crippled Children's Clinic.

Among visitors here were A. T. Dize, of the Dize Tent & Awning Company, Winston-Salem, N. C.; Sid Jessop, U. S. Tent & Awning Company, Chicago; Merle Evans, band leader of Ringling Bros. and Barnum & Bailey Circus, and Dick Clemens, wild animal trainer.

Leo Cogazzo has his monkeys in fine form. Larry Davis pinch-hit for a few days on the advance. Johnnie Wingate, of the Monkey Show, was called home. Avery Newman, clown, does his stilt-walking daily around town to advertise the show. Jene Yarnell, Detroit, northern representative for the show, is in Canada on business. LeRoy Sanders, lecturer, rejoined. James McCool, magician, has added a new routine.

PHONEMEN

Tickets Only

4 MORE WEEKS TO GO

Under auspices of the American Legion.

Write or wire:

LEGION OF STARS ROOM

319 YORK HOTEL INDIANAPOLIS, IND.
Miami, Fla., Baltimore, Md., Legions to follow.

WANT TO BUY

Trained, gentle organ grinding Monkey. Trained to take off hat, collect money. Must be gentle.

CHARLES WEAVER

418 Central Ave. Hot Springs, Ark.

THREE TAME SEALS FOR SALE!

Exceptionally fine specimens, \$250 each. Trainer available at reasonable salary if desired.

MARINE GARDENS

CLEARWATER, FLORIDA. TEL.: 32-7651

Want Contest Promoter

To handle popularity contest under strong auspices. Also Telephone Men, advertising and tickets. Harry E. Wilson, contact. Good proposition. All write or wire

COMMITTEE CHAIRMAN

Room 1311, Widener Bldg., Philadelphia, Pa.

BAND LEADER WANTED

MUST BE UNION-GOOD LIBRARY We furnish new, modern sleeper for band. Best cook house on road.

ALSO WANT GOOD HORSE TRAINER.

Address: ARTHUR STURMAK, Mgr. BILLER BROS.' CIRCUS ATHENS, GA.

ADVERTISING PHONE SALESMAN

For good deal in Kansas City. Official City Magazine for City Employees Union, AFL Affiliate. Good man who knows business can earn minimum \$150 wk. up. 25% commission plus bonus. Contact:

DON WILSON - GATEWAY PUB. CO.

319 WEST 9TH ST. KANSAS CITY, MO. Phone Victor 2983

BAR PERFORMER AT LIBERTY

Aerial or Ground Bars. I know I'm old, but the bars did not scare me yet.

LOUIS OCZVIRK

c/o The Billboard

6000 Sunset Blvd. Hollywood 28, Calif.

Dressing Room Gossip

Polack Bros. Western

The Loyal Repensky riding act joined in Hammond, Ind. They carry 10 horses and 11 people. They also do an acrobatic act known as the Brannocks. The folks spent their lay-off visiting. Billy Griffin, the Sherman brothers, Otto Griebing, Harry Dann, Bobby Kellogg, Gus and Betty Bell, Hubert Castle Eddie and Dottie Ward visited between Calumet City and Chicago. Bernard and Engrid Zenner spent their three days in Chicago. Freeman went to the Freeman Manor, Peru, Ind. Slivers and Jo Madison were occupied with their new trailer.

Mr. and Mrs. Sam Ward took off after the Fort Wayne date for Florida, and Mr. and Mrs. Billy Kaye took off for Little Rock, Ark. Sam Ward was the promoter of the Fort Wayne date, assisted by Billy Kaye. Justus Edwards, our press agent, didn't lose any time. He put Griebing, Freeman and Dann to work on the radio.

Billy Griffin is a house guest of Mr. and Mrs. Henry Christiansen while in Hammond Eddie Ward has a television set in his trailer now and it looks as if some of our performers may miss a number or two before the season is over.

The Freemans have a new 1950 car. We don't know who is going to drive it yet as neither of us can drive. Visitors were Ethel Robinson, Mr. and Mrs. C. W. Chapman, Mr. and Mrs. Fred Lee, Red Carter, Mr. and Mrs. Henry Christiansen and Roy Allen. Birthdav, the first of the season, Jo Madison. Congratulations to Mr. and Mrs. Fred Merkle, our first newlyweds.—FREDDIE FREEMAN.

Atayde

Show is still in Mexico playing to capacity biz, with four performances given on a recent Sunday. On January 22 the org's baseball team played a Mexican team and won the trophy. Steig Olsen, formerly with the Ericksons and who was recently reported killed in an auto accident in Mexico City, is alive and will work in the program. Francis Hogan, with Roland Tiebor's sea act, received a spread in a movie magazine in Mexico City.

Margarita Caudillo was out of the program four days due to illness. On January 12, Serenado, the 11, musical horse owned by Adolph Delbosq, was presented with two bouquets on his birthday—one from the circus and the other from the Circus Fans Association.—Salvador Panuiagua Jaen is the show's announcer.—CLARA DELBOSQ.

West Bros.

The opening stand after the holidays found everyone gathered in Galveston, Tex. The opening matinee started on time to a three-quarter house. Max Craig reports that he had engine and tire trouble on his trip from Los Angeles. On the road to Galveston Laurence Cross paid a visit to Tommy and Lucy Arenz at their tourist camp, The Whispering Pines just outside of Little Rock. The management purchased a new International tractor to pull the big semi-trailer.

Shelby Jackson keeps the boys in the men's dressing room from becoming bored by practicing on his different musical instruments. The Gallagher family proved their versatility by working an extra act when one of the acts could not perform. Their head-balancing act was well received. Clara West, Roy Atkinson, Shelby Jackson, Charles Cuthbert, Betty Gallagher and Frank Darue have been doing a good job with their radio programs for the show. Recent visitors were Perry Luth, Tex May, Bill Valentine, Jack Harrison, Charlie and Peggy Kline, Bum and Marie Henry and Glen Henry family.—LAURENCE CROSS.

Gran Circo American

Biz over the week-end at Oranjestad, Aruba, N. W. I., was on a decided upswing. Much credit is due Ernesto Bernal for his publicity campaign. Hoicay created by HRH Prince Bernhardt's visit to this Dutch island of Aruba also helped patronage. Eddie Pedrero is doing double duty as both English and Spanish announcer. Cali, the Wilsons' terror, arrived via KLM Airlines from New Orleans. He had been awaited since the closing in Jamaica but legalities held up matters. Julie Allen now has a black spaniel. Much rain has been encountered in these parts.—JOE HODGES HODGINI.

Ayres and Kathryn Davies

Org opened second half of winter season in Paris Ill., January 12. Manager Ayres Davies has his dog walking the wire. Ollie Heerdink's dolly on his house trailer was stolen. Show lost Morrisonville, Ill., due to coal shortage. Tom Questell, formerly with the org, visited in West Salem, Ill. Roy Hershburger was on sick list last week. V-Roy, magician; Larry Benner, John Wixom, Cliff Monett, and Mr. Smith, of Thomas Amusement Company, visited. — HARRY VILLEPONTEAUX.

UNDER THE MARQUEE

Charles W. Tiede, one time Ringling Bros.' biller under General Agent Horton, and for a number of years agent for the Greyhound Bus Company in Racine, Wis., is no longer with the bus company. . . Bill Green, press agent for Polack Bros.' Circus, Eastern Unit, was visited by his mother in Flint, Mich., during the Polack date there.

General agent opined: "Never knock opposition. Out-bill 'em."

Horace Laird, Charles Robinson, Billy Dick and Tobin Lane, all formerly with Cole Bros.' Circus, visited recently in New York. . . Roy Barrett, clown, opens with a circus school unit in Naples, N. Y., February 1 and has bookings thru April 16. He plays a seven-day date with Frank Wirth's Shrine Circus in Syracuse, April 10-16.

Early day showbiz is coming back. Such as, "State lowest salary in first letter."

Ray Garrison, aerialist, will feature high-pole act at fairs. He formerly was an annex attraction with Mills and Anderson circuses. . . J. D. McNeely pens that he again

will be with a big top this season. He will be at the Fort Worth Stock Show and the New Orleans Mardi Gras. . . When in Terre Haute, Ind., recently, John Looney, novelty concession operator on the J. C. Harlacker Circus, was the guest of Bertie Hodgini, who formerly had a riding act on Cole Bros.' and Downie Bros.' shows. Bertie is operating the Race-track, Terre Haute night club.

No press agent has yet reported for publication. "Our people closed with so much per capita."

Joe Simon writes that he is city manager for the Flexer Theater Corporation of Tennessee and Mississippi, with headquarters in Memphis. A previous story stated he was assistant manager of the Ritz Theater in Memphis. "The Ritz Theater is one of the theaters where I maintain an office," Simon writes.

Day of the ironman canvasman is gone. His demands, tho meager, are liveable.

Jimmy Armstrong, Prince Paul and Frankie Saluto, midgets with Ringling Bros. and Barnum & Bailey Circus, who closed a four-week date

Rickerts Added To Mills Bros. Org.

CIRCLEVILLE, O., Jan. 28.—Charlotte Rickert troupe, five-girl acrobatic German importation, has been added to Mills Bros.' Circus, making its first American tour. Joe and Annette Dobas, perch and hand balancing, also have returned signed contracts, along with Virginia Noel, web and elephant head carry, and clowns Jack Rodgers, Charles Hilderra and Bill Bailey.

The Mills family visited Washington last week-end and Mr. and Mrs. Jack Mills were entertained by Dr. William Mann of National Zoological Park, and Dr. Thompson at the zoo. While there Jack Mills also conferred with Melvin Hildreth. Hildreth left Thursday (26) on an air trip to London to see the Bertram Mills Circus.

Jake Mills completed negotiations for three more sleeping busses. In quarters here, Charley Brady's crew began construction of 12 swinging ladders. The cookhouse truck was sent to Pennsylvania for installation of the new Frigidaire completed by the White Horse Cabinet Company. Don Fosgate Kent circus fan, and wire walker Ray Goody and wife, Jay, were among visitors to the Mills home in Cleveland.

Four more promotional managers were added this week and crews directed by Homer Canter, also with Mills in '49 and Jack Lampton, began work in Ohio spots, while H. C. Willard reported a healthy gross buildin in Columbus.

with R-B in Havana recently, are playing six weeks with Orrin Davenport's Circus, along with Paul Jung.

Remember the yesteryear story about a general agent who died and St. Peter couldn't check up on his past because the agent had booked too many sneak spots and wildcat dates?

In the listing of members of clown alley on the Orrin Davenport show this season (The Billboard, January 23) the names of Ernie Burch and Albert White were inadvertently omitted. Burch and White are contracted for all the Davenport dates. . . Fay Romig, since closing with the Ringling circus, has been playing club dates with her trick roping and All-Star K-9 Revue. Is now at the Bowery in Detroit. . . Prop boys who worked at the Shrine Circus, Grand Rapids, Mich., and who also will be at the Detroit Shrine Circus were Charles and Clarence Menne, Walter Cornell, Spider Jones, Happy O'Connell, Tommy Clark, Chick White, John Mingo and Joe Farnan. Walter Forbes visited the Grand Rapids show. Bill Reynolds is in charge of Ringling show property.

What has become of the Side Show talkers that use, "Not a catch-penny affair, no 'unds or humbugs?"

Rosemarie Nicolaio reports that Little Johnnie, Buffalo, who has Liberty horses, ponies and dogs, recently broke a new pony drill and three riding dogs. Little Johnnie's org plays Eastern territory. Alphonse Nicolaio is show's equestrian director. . . Mr. and Mrs. Harry Brown, wintering in Sheboygan, Wis., card they will be back with the Clyde Beatty Circus. Brown has been signed for his third consecutive season as boss ticket seller. Mrs. Brown works the Beatty bulls and menage and also appears as an aerialist.

Doc Waddell advises that his wife, Effie May, is critically ill at the home of her people, Mr. and Mrs. Paul Highmiller, in Springfield, O. . . A surprise birthday party was held at the Plantation Club, Corpus Christi, Tex., for Charles (Butch) Cohn, former secretary-treasurer of Dailey Bros.' Circus. He was 76. Attending were his wife Irene, and two grandsons; Mr. and Mrs. Bill Luck, Mr. and Mrs. Frank Culver and son (See Under the Marquee on page 95)

ATTENTION ACTS!
Am now contracting Acts for my 1950 Fairs and Circuses
ERNIE YOUNG
203 N. Wabash, Chicago, Ill.

WANT
REPUTABLE, BIG-TIME CIRCUS FOR CALIFORNIA JULY 4TH CELEBRATION
San Leandro seeks reputable Circus and Top Entertainment on percentage basis for annual July Fourth celebration. Only celebration in area of 150,000 population. Drew 15,000 paid admissions for two-performance thrill show in 1949. Committee will lend strong support on promotion. Submit full details, including references.
FOURTH OF JULY REUNION
SAN LEANDRO CHAMBER OF COMMERCE
201 City Hall San Leandro, Calif.

PROMOTER WANTED
Must have best of references. Able to handle advance promotion and phone men. Real proposition.
JOHNSON & WALLACE MOOSE CIRCUS
910 Hoffman Bldg., Detroit 1, Mich.
Phone Woodward 5-0379

CIRCUSES!
Bill Carsky says...
"Our 27 Years in the candy business gives us the 'know-how'... We are again ready to serve you in 1950."
Variety of 38 Different Type Novelty and Candy Packages for All Occasions
Your Dependable Source of Supply
Casey Concession Co., Inc.
1132 S. WABASH CHICAGO, ILL.

PHONEMEN
BOOK U. P. C. TICKETS, BANNERS
Jr. Chamber of Commerce Circus
Want to hear from Animal and other Acts.
Week of April 17th. Office 5th floor, Hillman Hotel.
CHR'M CIRCUS COMM.
BIRMINGHAM, ALA.

HUMAN ODDITY PHOTOS
For Sale—596 different 5x7 actual photos of human oddities of the circus sideshow. All authentic freaks. Top notchers such as double sexed (male), mule faced, frog boy, four-legged woman, elastic skinned, lion and dog faced, Siamese, etc. Ten photos and complete texts and lists for \$1.50. Fifty all different for five dollars. Also about 1,100 non-freak photos of old-time wagons, parades, acts, owners, etc., same rate as above.
BERNARD KOBEL, Box B, Frankfort, Ind.

GANGLER CIRCUS AT LIBERTY
For the coming season. Also have Circus Side Show. Live Animals, a Mickey Mouse Show and a real live Pony Merry-Go-Round, double breasted, 7 ponies and a money getter. Will play all on percentage basis except Circus. The Circus has always played as a free act. This is a Free Act Attraction that can hold them on the lot. Will play under canvas with a guarantee. Frank Chesler, wire or phone. **JOE GANGLER, GANGLER CIRCUS, 1400 E. 88th Street, Brooklyn, N. Y. CLOVERDALE 7-0793.**

PHONEMEN
Newspaper Advertising. Labor Paper. All year work. You who know me, come on.
JACK MARTIN
522 Market St. Chester, Pa. Chester 2-1516

PHONEMEN
2 for Bulletin Board. 3 deals good for 6 weeks, all tap calls. Neifer, Morgan, Berry, contact. No Collect Calls.
H. L. GILLESPIE
SLOANE HOTEL SANDUSKY, OHIO

Polack Western Unit Socko; Variety Program Is Keynote

(Continued from page 67)
on the 21-display program are repeats. They are the Rose Gould Trio and the Seven Ward-Bell Flyers. The Giustino Loyal-Repensky Family has been added this year, a selling point in itself. It showed here for the first time this year with Polack. The two branches of the act day and dated in Havana one group being with Ringling-Barnum and the other with Santos y Artigas.

Otto Griebing, producing clown, has the joeys working at their best. Several clown costumes are clever. A special bow goes to Rudy Docky, who is given a single featured spot in Display 1 with his Continental concept of clowning. Docky's act draws a heavy mitt from moppets and adults.

Other members of clown alley are Harry Dann, Chester and Joe Sherman, Billy Griffin, Bobby Kellogg and Freddie Freeman. The Landon Midgets, featured in Display 12 in an acro and tumbling number, lend a hand in clown alley.

Web Number Bright
Spangleland Fantasia, the Display 2 web number, gets things off to a fast start. Seven gals, with eye-catching costumes, assisted by clowns, give the show plenty of flash and gets customers in a circus mood.

Lalage follows with her solo aerial, climaxed with one-arm swingovers, always an applause-getter. The routine is sharp and moves at a fast pace.

Nana Woolford, daughter of the late Al Loyal, is featured in Display 4 with her dachshunds. The act goes over big. The dogs are put thru short, snappy routines with little fanfare.

Castle Hypoes Interest
Clowns take over in Display 5 while rigging is put up for Hubert Castle's tight wire act. Among the tops in his field, Castle is spotted at just the right time. If interest is lagging at this point, Castle hypoes it with his bounding and tumbling on the wire.

Melitta and Wicons, like Castle, brought over from the Polack Eastern Unit, follow in Display 7 with their expert head and shoulder perch.

The Madisons, Slivers and Jo, are featured with the Polack bulls in Display 8. Slivers does a masterful job, and petite Jo, with her excellent choice of costumes, adds beauty. Slivers works matinees in tuxedo and night show; in full dress.

Could Trio Scores
The Rose Gould Trio takes over Display 9 and leaves to a heavy mitt. The act clicks in every respect.

Joeys take over Display 10, with the Giustino Loyal-Repensky Family of bareback riders working Display 11. Giustino, as usual, does an A-1 job and the entire troupe gives able assistance. It is a strong closer for the first-half program.

The Alfredo Landon Midgets open the second-half program in Display 12 with a fast-stepping routine. They are followed by Emil Pallenberg Jr. and his two bears. Act features excellent props, and Pallenberg has the animals bowing to his every command.

The Shyrettos, bicycle and unicycle, in Display 14, garner a strong hand. Their closing number is especially good. Rudy Docky's basketball playing boxer dogs feature Display 15 in an act that's a hit with the kids.

Needs Speeding Up
Following the clowns, who are Display 16, Linon, pantomimist, is featured in Display 17. Act needs speeding up, especially at the outset. It fails to garner the applause to which it is entitled.

The Sikorska Duo, flying perch (Melitta and Wicons doing their second turn), moves at a rapid pace and finishes strongly in Display 18. They are followed by the Seven Brannocks, who are the major portion of the Giustino Loyal-Repensky Family, in Display 19, in a fast-moving teeter-

board number. Display 20 is the old standby, the clown wedding. Then come the Seven Ward-Bell Flyers, who more than satisfy.

Longsdorf Bosses Props
Soldier Longsdorf is boss property man, assisted by Frank Doherty, Ed Bowers, Elmer Thomas, Russell Skaggs, Don Robinson, Boyd Kimes and Cleo Gamble.


All-States Concession Company, operated with Polack Bros.' Circus, includes Mrs. Bessie Polack, president; George W. Paige, manager; Gwen Carsey, novelties and secretary-auditor; Fred Merkle, assistant manager, replacing George Cutshall, who transferred to the Eastern Unit; Fred Merkle, Eddie Daly, Charles Webb and Fergie Ferguson, programs; Lee Gohosky, novelty stand; Hagenbeck and R. E. Mason, bundlemen; Walter and Polly Majeski, candy floss, with Little Duncan and Dick Zambira, seat men; Fergie Ferguson, Eddie Daly, Whitey Durham, Dewey Turner and Fred Merkle, ice cream; Charles and Johanna Webb, popcorn, with Charles Huffman and Art Norris, seat men; Bill and Viola Watson, hot dog, with BUMPER Watson, seat man; Mike Healy, chameleons, with Roy Bowen, assistant, and Jean Merkle, lobby board; Arthur Harris, Whitey Durham, T. C. Hughes, Dewey Turner, Ray Osborn, Ray Wheat, Matt Isanka and Wild Man Duncan, seats.

FOR SALE - FOR RENT
YOUNG FEMALE INDIAN ELEPHANTS
Gentle, 4½ feet and under, guaranteed in perfect health. Arriving March, April and May.
CIRCUS EQUIPMENT CORP.
240 E. 45th St., New York 17, N. Y.
MUrrayhill 2-1090

Promotional Managers
MUST BE ABLE TO START AT ONCE! Handle Crews of Telephone Salesmen on Banners and UPC Tickets. Must finance self. No drunks, loafers or limbsters. Strongest auspices, long season. If you want to work and CAN START IMMEDIATELY, wire or write, giving phone number.
JACK MILLS, MILLS BROS.' CIRCUS
1726 Coventry Road, Cleveland Hts., Ohio

WANT ELEPHANT MAN
YEAR ROUND WORK
This act has been working for past 2 years Coast dates only. No drinking allowed. References required. State salary expected first letter.
LEARMONT'S ANIMAL ACT
106 West Third Street, Los Angeles 13, Calif.

WATKINS' CHIMPANZEES
Thanks to Joe Villegas and Sam Bakerman
For holding us over 8 extra weeks at Coney Island, Caracas, Venezuela.
Booked by
G. A. HAMID & SON
10 Rockefeller Plaza
Radio City, N.Y.C.
Permanent Address
I. J. WATKINS
Route 3, Box 853
Tampa, Florida



ADAM
EVE
TONY
TABU
BURMA
CONGO

BEST DRESSED AND PERFORMING CHIMPS IN THE COUNTRY

DALE'S THREE RING CIRCUS
OPENS ITS 1950 SEASON UNDER FRATERNAL AUSPICES, TAMPA, FLORIDA, MARCH 17-18-19 FOR A LONG, PLEASANT SEASON INDOORS AND UNDER CANVAS.
WANT PHONEMEN
Who can show results on Book, Banners and UPC—Bill Priest, Harry Ross, write. Start work February 14th.
BIG SHOW
Aerial and Ground Acts strong enough to feature, Wild and Domestic Animal Acts. Comedy Trampoline, Oriental Risleý Troupe, Girls for Ladders, Menage and Web, amateurs considered. Three White Face Clowns and any new and unusual Novelty Circus Acts. Preference to those doing two or more acts. Address all replies:
DALE'S CIRCUS, LAKE CITY, FLORIDA

★★ KING BROS.' CIRCUS ★★
BIG SHOW ACTS of all descriptions wanted excepting acrobatic and riding acts. Roman Standing Riders, Jockeys and Useful Circus People in all departments. WILD WEST CONCERT: Want Cowboys and Cowgirls, Versatile Team with stock, Indians and Cossacks. BIG SHOW MUSICIANS: All instruments Union. Address A. Lee Hinckley. SIDE SHOW: Strange and Unusual People, Midgets, Giants, Fat People, Impalement Act, Oriental Drummer, Flagolet Player, Dancing Girls and Hungarian Orchestra. Address: Dee Aldrich. Performers state age, weight, enclose photographs which will be returned. A-1 Carpenter: Can place now in winter quarters.
★ ★ Opening 31st annual tour April 8 ★ ★
ADDRESS:
KING BROS.' CIRCUS, Central City Park, Macon, Ga.

WANT CAPABLE TELEPHONE MEN
Bona fide deal—backed by Georgia State Patrol and V.F.W. for benefit Georgia State School Patrol Training Camp. Endorsed by all civic leaders. Souvenir program and year book and tickets. Top percentage to producers, pay every day. Biggest deal in state. Wire: Chairman, V.F.W. School Patrol Fund, care V.F.W. Club, Columbus, Ga.

AFM Pressure on Congress; Would Shift SS to Ballroom

(Continued from page 15)

which is a corporation, Community Chest, fund or foundation, organized and operated exclusively for religious, charitable, scientific, literary or educational purposes, or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any private shareholder or individual, and no substantial part of the activities of which carry propaganda, or otherwise attempting, to influence legislation, shall be exempt from the tax imposed by Section 1410."

In this provision, organization such as fraternal, civic and religious groups would be given a complete exemption from payment of Social Security and withholding taxation. Such organizations, because of membership fees, are able to operate at a smaller or sometimes no admission charge, for their dances in direct competition to privately owned terperies. This provision of the bill, which has already passed the House, would exempt these orgs from the payment of the bandsmen's Social Security and federal unemployment stipends.

Band buyers in the ballroom and park ops' association are much in the thick of the congressional fight because of the added burden which

C. I. Thumpers Bid Early for Gotham Folks

NEW YORK, Jan. 28.—Lester Wolfe, Inc., New York publicity and public relations firm, is working with the Coney Island Chamber of Commerce on a flamboyant publicity campaign for New York's hot-dog paradise which will, if carried out according to announced plans, make that summer resort a madder bedlam than ever.

Skedded for the coming season are weekly air races over the ocean front, weekly fireworks displays, water bullets on aqua skis in the Coney surf, cover girl beauty contests, treasure hunts, parades and numerous other special events, which will be climaxed by a super-duper Mardi Gras finale for the closing week of the season.

Stanley Reiben, recently elected prexy of the Coney Chamber of Commerce, is chairman of the promotion committee. A press conference was held at the Wolff offices Wednesday (25), and a few of the grandiose projects were aired briefly.

Apparently Coney Island is going to splurge on newspaper, radio and television advertising, as well as on billboards and car cards, this coming season and is also going in for promotions and special events in a big way. Much of the money for this campaign is expected to be garnered thru advertising hook-ups with nationally known firms.

Fairfield Planning Bite on Concessions

FAIRFIELD, Conn., Jan. 28.—The local Park Commission will request town authorities for permission to charge rent for concessions at the beaches, Edward A. Tyler, chairman of the commission, announced this week. Tyler said that next month the town officials would be asked to authorize the park board to negotiate leases up to five years for the concessions at Jennings, Sasco and Southport Beaches.

At present no charge is made for the concessions, and the buildings are owned by the concessionaires.

A proposed scale of rental charges will be presented at the meeting.

these provisions would place on their over-all operation. Under provisions of the new Social Security bill, the band buyer would be responsible for payment of one-half of the 3 per cent, charged off for Social Security and all of 3 per cent, charged off to federal unemployment tax. This total of 4½ per cent would mean an additional payment of \$45 for every \$1,000 utilized in a band budget. In addition, an average ballroom operator-member of NBOA probably plays 30 to 50 different name and territory orks during a year's time. This means that the ballroom operator, if the Social Security bill is passed with all its current provisions intact, would mean making out a Social Security and federal unemployment tax report on each band. This problem is further confused by the fact that each band will probably carry a minimum of nine men and a maximum of 17. In the case of the average ballroom operator who owned a terperie before the 1947 reversal of the Form B contract, this meant the employment of at least two and, in the case of a chain ballroom owner, sometimes five people to keep tab on the owner's bandsmen tax responsibility. Band buyers feel that the exemption provision in the bill definitely gives the club and buyer a terrific advantage as a result.

In the Supreme Court decision in the Bartels vs. Birmingham case, the court definitely affirmed the "name band" leader as employer. Ops feel that this emphatically placed the burden on the orkster. It is felt that thus Section 210 (K) (2) is discriminatory in singling out one class of employers and relieving them of the responsibility.

Ballroom buyers' opposition also comes from the fact that they feel, under the projected revision, the coverage given bandsmen will actually be lessened rather than broadened. They point out that the territory and name

(See AFM Pressure on page 95)

New Group Skeds Revival Of Indian Point as Resort

NEW YORK, Jan. 28.—Indian Point Park, former Hudson River excursion resort operated by the old Hudson River Day Line, has been leased from its owners, the former Day Line interests, by a group headed by E. D. Kelmans.

Kelmans, for many years associated with outdoor amusement ventures, is acting as general manager of the group which is at present mapping plans for making a big amusement park-picnic resort of the spot.

Sked Excursion Boats

While present owners-operators of Hudson River Day Line steamers have no equity in the park, they are co-operating with Kelmans and will make Indian Point a stop this summer. Day Line officials state that advance bookings for charter parties tops all previous records, which assures the new project a good start. With the park lease goes use of two piers for docking of Day Line boats and a speed boat concession on the river. Moonlight excursions to Indian Point will be heavily publicized.

The park covers 232 acres of wooded ground and is completely equipped with picnic facilities, a restaurant, cafeteria, outdoor concrete tables and benches.

Big Swimming Pool

Recreational facilities include a 100 by 150-foot swimming pool, filled from artesian wells on the grounds; 1,650 bathhouse lockers; four baseball diamonds and dance pavilion.

Million Halved

ATLANTIC CITY, Jan. 28.—Losses suffered in the fire at the Million-Dollar Pier last September 13 totaled \$552,440.56, it was revealed this week by Fire Chief Rex Farley, who said the fire report was turned over to him a few days ago by the insurance company handling the case.

Loss on the pier building was placed at \$539,938.61, and \$12,501.95 in damage was listed for contents. Figures on the pier fire were part of a report submitted by Chief Farley to the city, which showed total fire losses for 1949 were \$1,235,267.05.

New Kidland Planned for Aurora Spot

Buy Minnie Train, M-G-R

AURORA, Ill., Jan. 28.—Orville Fox, owner of Exposition Park here, and his son, Jackson, spot's assistant manager, plan to add a kiddieland to the funspot this year and already have purchased a Century Flyer miniature train and a Merry-Go-Round.

The kiddieland will occupy the the front part of the funspot, the old Exposition building already having been torn down to make room for the new fun areas.

In time, Fox plans to have 8 or 10 rides in the kiddieland, altho the opening this spring will see only about half that number in action.

Fox is in Hot Springs vacationing at present, but will be back in Aurora in time to oversee main work on the new moppetland.

New operators plan on supplying some type of summer theater, a beer garden and auto parking space. They also intend to build a kiddieland with rides and playground equipment. Also planned are rides, games and arcades for adults.

Kelmans was associated with amusement enterprises at Great Lakes Exposition, Cleveland; Luna Park, Coney Island; several spectacles at the New York World's Fair, and also worked with Frank Wirth, Billy Rose and the Shuberts.

Wichita's Joyland Gets Landscaping

WICHITA, Kan., Jan. 28.—A landscaping project is getting under way at Joyland Hillside Park here with the planting of 4,000 flowers and 500 trees. The plantings represent the first stage of a four-year beautification program at the park.

Construction of Joyland was started in January, 1949, by L. A., H. I. and H. J. Ottaway. Main attraction at the resort is a 2,980-foot Roller Coaster built by Philadelphia Toboggan Company and engineered by Frank Hoover, but officials plan to open the 1950 season with a line-up that includes a Whiz-Bang Sky Fighter and kiddie ride. Free acts will be offered. Dancing will be featured upon completion of a dance hall and band shell early in the season.

Rye's '49 Net Is Down 42G

Playland's gross reported off \$100,000 — paralysis scare held at fault

NEW YORK, Jan. 28.—The annual report on operation of Playland, swank Long Island Sound park and beach resort at Rye, N. Y., owned and operated by Westchester County, was filed with the county supervisors this week by Evans Ward, head of the Playland commission. It discloses a drop of almost \$100,000 in gross revenue for 1949, but net profits dipped only \$42,000.

The gross was \$1,149,064, against \$1,248,343 in 1948; net was \$369,027, against \$410,067. The decrease was attributed to lower per capita spending and a drop in attendance because of the polio scare. However, patronage of the ice rink in the Playland Casion, brought in \$43,836, which topped the 1948 take by \$12,264.

Breakdown of Figures

The park's receipts from its major sources of income in 1949 were: bathing, \$107,000; boating, \$15,000; galleries and alleys, \$37,000; park attractions, \$46,000; parking, \$39,000; public conveniences, \$10,000; refreshments, \$231,000; rents, \$171,000; ticket sales, \$579,000. The park returned \$165,000 to concessionaires.

Principal costs listed were \$375,000 in salaries and wages, \$362,000 for expenses and \$41,000 for non-recurring repairs.

Playland will reopen May 27.

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS

"GET THE BEST"



MINIATURE TRAIN CO.

Executive Offices: Rensselaer, Indiana

AT TAMPA FAIR



Four Models
18 to 48 Passenger
8 Wheel Drive—Portable
2 Man Set-up—Economic
America's Finest — Safest

Write—Wire—Phone—Spring Delivery

TOM THUMB
STREAMLINERS, Inc.
Phone 3-9171 Bradenton, Florida

WANT RIDES

For the season of 1950 from April 23 to November 11 at

MT. HOLLY PARK

Mt. Holly Springs, Pa.

FOR SALE

4 large National Skee Ball Alleys and spare parts. Practically new. Priced very reasonably.

Joseph H. Goldstein
1301 Surf Ave. BROOKLYN, N. Y.
Coney Island 6-4055

GIVE TO THE
RUNYON CANCER FUND

IF IT'S PROFITS YOU WANT

BUY **SKEE-BALL**

REG. U. S. PAT. OFF.

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

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

A SINGLE ALLEY TAP ROOM PROPRIETOR GROSSED \$375.00 IN 18 DAYS OF OPERATION IN PHILA.

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

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PA.
AMUSEMENT DEVICE MANUFACTURERS

COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

TOLEDO BEACH

on Lake Erie

15 Miles North of Toledo

OPENING MAY 30

Mile and a half of Excellent White Sand Beach. 250 acres of Beaches, Groves and Lagoons. Ideal for Boating and unlimited Picnic facilities. Dance Hall being expanded and completely renovated. Modern Bath House being built, also New Roller Rink and 550 ft. boardwalk.

WANT

RIDES • SHOWS
ATTRACTIONS • CONCESSIONS

For terms and particulars, write—
NEW TOLEDO BEACH, INC.
VIRGIL A. GLADIEUX, Pres.

2140 Ashland Ave. Toledo 2, Ohio
Phone Main 6236

MUST BE SOLD IMMEDIATELY!

Genuine, Reconditioned

LOOPER

For Park Installation

FRANKLY, we need additional manufacturing space in a hurry. So this good-looking, mechanically perfect Looper has got to go. And to make sure it moves quickly, we've knocked the price down—way down!

Used only two seasons, this Looper has been completely overhauled and refinished . . . looks like new and carries the Allan Herschell new-ride guarantee.

Sacrifice selling price includes permanent type jack-stand enclosure, ticket office box, electric motor and control equipment.

Phone Tonawanda 4300 collect for complete information

ALLAN HERSCHELL COMPANY, INC.

NORTH TONAWANDA, N. Y.

World's largest manufacturer of amusement devices

World's Largest Designer, Builder and Manufacturer
Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous
CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United States with gratifying results.

Roller Coaster Chain, Rails and Equipment on Hand.

WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

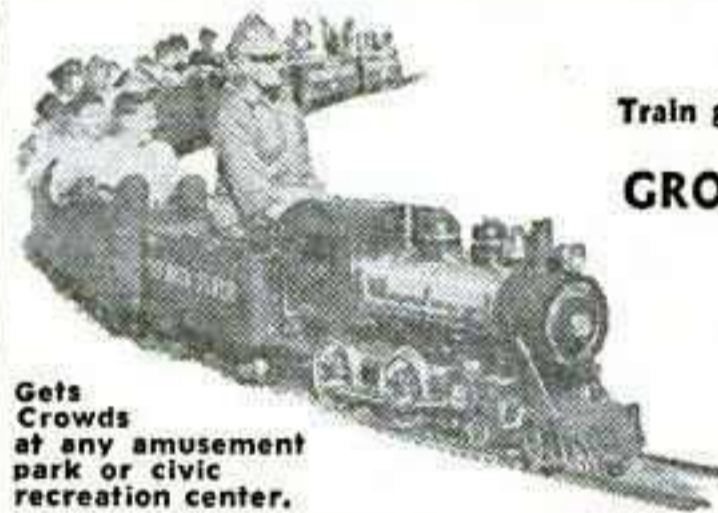
FOR SALE
18 Unit Derby Race Game

Complete in all respects. Located Casino Arcade Park, Wildwood, New Jersey.

This is the original and the best but it's too far away for us to handle.

WRITE

DOUG WISER—ELECTRO MFG. CORP.
1910 Sixth Ave. Los Angeles 16, Calif.



Gets Crowds at any amusement park or civic recreation center.

MINIATURE STEAM TRAIN

Train grosses next to Coaster in three big parks. 70 Trains now in operation.

GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

Mfrs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS

PARK FOR SALE OR LEASE

ON GOOD TERMS

SECCAIUM PARK

Located between Bucyrus and Galion, Ohio—60 acres shady picnic grounds, boating, pool 80x200, two Rides and other features. If interested, write or wire for appointment to:

R. A. JOLLY, MGR.—SECCAIUM PARK, Bucyrus, O.

High Quality
KIDDIE RIDES

ROTO WHIP — SPEED BOATS — PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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

FOR RENT

Very desirable Location available for Show such as: Wax Figures, Miniature City, or anything in that line that requires a 40 ft.x40 ft. space. Very popular resort in New England. Will work on percentage or flat rental, whichever is more agreeable. It is the only location large enough for a show on the main street.

BOX D-308

c/o THE BILLBOARD

CINCINNATI 22, OHIO

AMUSEMENT PARK OWNER

Wants to book for 1950

My 20 Individual Car Kiddie Ride consisting of Fire Engine, Jeeps, Station Wagons, Autos, New Flameproof Tent. 20x60 ft. space required. See me at Tampa Fair Jan. 31st to Feb. 11th or write for free photo.

Adolph Koss

3801 Palmira Tampa, Fla.

The **BIG MONEY** is in . . .
MINIATURE GOLF

ONE OF THE BEST PAYING GAMES IN THE COUNTRY FOR THE PAST 3 YEARS
Miniature Golf Course owners all over the country are making big money.

ARLAND

Designers and Builders of Miniature Golf Courses, Water Pools, Artificial Lakes, Driving Ranges.

444 Brooklyn Ave., New Hyde Park, N. Y.

LOOPER FOR SALE

This ride has been well taken care of. Have operated only two short seasons. Has no rust. Looks like new ride. Will take \$6,500 cash. No propositions.

FOREST AMUSEMENT PARK, INC.
JIM FOREST
31 N. Atlantic Avenue
Daytona Beach, Florida

FOR SALE
17 1942 Lusse Cars, \$300

Overhauled—Guaranteed. Steel Plates. 24 pcs., 5x12; 8 4x10; 32 4x8. New Bumper Springs. Sell all or part.

PRINCE

120 BOULEVARD REVERE, MASS.

MINIATURE TRAINS

The Custom Built to Order Line: Steam Diesel Electric Amusement and Industrial Types Track Gauges, 12" to 36", portable, permanent Special: 30 Pass. Gas Train, \$2,975.00 Portable Train, \$1,995.00. Light Rail. Trade-ins accepted. Catalogue with 8"x10" Photos. \$2.00
IRON HORSE LINES
106 Main St. Wareham, Mass.

\$1,000 Carnival Appearance Bond Requirement Passed at Rocky Mountain Assn. Meet

C. W. Cooley Elected President; 1950 Dates Are Set

By Sam Abbott

GREAT FALLS, Mont., Jan. 28.—Holding its 24th annual meeting, the Rocky Mountain Association of Fairs set 1950 dates, passed a ruling requiring carnivals to post \$1,000 appearance bond, and elected C. W. Cooley, Lewistown, president; Stephen J. Urs, Glasgow, vice-president, and retained Clifford J. Coover, Shelby, as secretary-treasurer for a second term. The 1951 session will be held in Billings. They are alternated between the two cities. The three and half-day meeting which ended Wednesday (24) was given over to the setting of dates and the selection of midway and grandstand attractions. Due to the short season, each fair submits its choice of dates. Date setting started Sunday afternoon and ended closing day with all but one fair definitely scheduled. Park County Fair, Powell, Wyo., had been listed as August 12-15, but was later reported switched to August 19-22.

Lee Prexy, Stumpe Veep Of Ill. Assn.

Convention Ducks Politics

By Frank B. Joerling

SPRINGFIELD, Ill., Jan. 28.—Clyde Lee, of Mount Vernon, was elected president of the Illinois Association of Agricultural Fairs at the organization's 40th annual meeting here Sunday thru Tuesday (22-24). His election followed the plea of Paul Powell, Vienna, that politics be divorced from the association and that only fairmen be elected to office.

Jack Stumpe, Pinckneyville, and Clifford C. Hunter, Taylorville, were re-elected vice-president and secretary-treasurer, respectively. Directors elected were Paul Powell, Vienna; Burch Lee, Hartsburg; Dewey Wheeler, Kansas; J. Fred Raker, Princeton; Hilding L. Johnson, Galesburg, and Theron T. Dewey, Greenville.

State aid paid the Illinois annuals has more than doubled in the past (See Illinois Elects on page 74)

Agricultural Society Raps N. Y. State Plan To Nix County Fairs

SYRACUSE, Jan. 28.—The Central New York Association of Agricultural Societies, meeting at the Hotel Syracuse Monday (23), assailed the plan of the New York State agricultural group to foster regional fairs in place of the 40-odd county fairs now held in the State. A resolution was passed by the group opposing the plan.

The belief was that the plan would not only cut the number of fairs in the State but would become a political football. Elimination of county fairs would also cut interest of farmers in various locations and ultimately hurt the State Fair in Syracuse, it was said. The group made plans to offer vigorous opposition at the Albany meeting of the New York State Association of Agricultural Fair Societies on February 6.

Attending Reps

Officers re-elected were William M. Miller, president; John M. Meyers, vice-president, and Robert S. Turner, secretary-treasurer. The meeting ended with the annual association banquet in the Cavalier Room of Hotel Syracuse, with 75 guests participating.

Show and fair and show suppliers noted included: Joe Hughes, George A. Hamid office; representatives of the Frank Wirth office; representatives of Joie Chitwood and Jack Kochman's thrill shows and Interstate Fireworks Company, as well as Oscar C. Buck, Joe Quinn, Paul Mattley and Carl Ferris, carnival owners.

With Siebrand Bros.' Circus and Carnival set for the two Class A fairs, member fairs in the two Class B circuits voted on carnival and attractions. Richland County Fair, Sidney, went along with its group on booking the Northern Exposition Shows, but bolted on the grandstand attraction. Sidney took the show offered by the Charles Smith Agency, Salt Lake City, and the other six members bought the Williams & Lee show from St. Paul. Hills Greater Shows No. 2 got the Class B, Circuit 2 contract with the probable exception of the Park County Fair, Powell, which, at press time, had made no decision.

Bid on Circuit Basis

Carnivals and bookers bid on circuits rather than individual fairs. However, a fair has the right not to accept the block booking.

Opening day's session on Sunday (22) was given over to registration and the setting of dates. The day ended with a buffet supper at which attraction and agency representatives were introduced.

(See Rocky Mt. Passes on page 75)

Shoestring Barn Dance Idea Builds to 100G Biz for Fair

(Continued from page 3)

the key to the success of the venture and are offering it free to all comers. It is the 50-cent admission fee which includes free parking, folk and Western entertainment, round and square dancing. The four-bit price is undoubtedly a big attraction because the crowd at the show caught Saturday (21) consisted of all age groups ranging from babes in arms to grandparents.

Good Will Pays Off

Fully as important in the continuing success of the venture is a well-rounded, sparkling program that has the spectators draped over the footlights, after the manner of bobby soxers, for closer communion with their heroes. The prevailing friendly off-stage contact between performers and patrons with mutual assurances of enjoyment is piling up plenty of good will and repeat patronage.

The brick and steel concrete-floored building is heated by 10 pot-bellied stoves at a cost of not more than \$15 a night. Fuel costs, together with the furnishing of lights and ticket handlers, constitutes the entire net assumed by the fair, which splits a couple of grand or more a night. Murphy assumes all talent costs which fluctuate between one-third and one-half of his split.

Continuous Action

The stage and the dance floor afford

Take a Lesson

RICHMOND, Va., Jan. 28.—Mrs. F. D. Thomas "fought and scratched" her way to success as secretary of Botetourt County Fair, Fincastle, Va., when she undertook to promote and stage the 1949 event on only 30 days' notice. Mrs. Thomas put the bite on as many of the local citizenry as she could reach and received donations ranging from 50 cents to \$50. She had to give the midway away to secure a carnival, but managed to satisfy the county agent by erecting an exhibit building 100 by 40 feet for only \$1,500 plus promoted labor. She collected a few shekels by passing the hat in the grandstand which featured a fireman's exhibition, including how to save a blazing "Johnny house."

Lincoln, Neb., Pays Off 58G

Nebraska State annual's grandstand debt now 15G—42G on improvements

LINCOLN, Neb., Jan. 28.—Retirement of \$58,000 in grandstand bonds last year by Nebraska State Fair here, leaving only \$15,000 to be paid off, and the expenditure of \$42,000 in plant improvements, was reported this week by Secretary Edwin Schultz.

Grandstand receipts of \$55,627 from the fair and pari-mutuel race meet, plus interest from the sinking fund, was used to retire the bonds. The grandstand gross was \$96,240, with net profits from the race meet \$43,000.

Improvements included installation of a new \$24,419 electric distribution system; new roofs on industrial arts, administration and agricultural buildings; a show arena in the North 4-H Building; enlargement of entrances and road repairs.

action from 7 p.m. to midnight with never a dull moment, not even intermission. Four grab joint concessions do a brisk business. Only soft drinks are sold, but passouts are unnecessary since tickets are sold and collected only at the main entrance to the grounds and a cache of giggle water in a parked car is not against the rules.

Talent appearing in the show caught, most of whom are hoping for their first radio and platter breaks, included Bill and Arlene, brother and sister singing and instrumental team; Sunny Mead, fiddler and vocalist; Dallas Ketchum, steel guitar and vocalist; Puffenbarger Sisters, vocalists; Nita Lynn, cowgirl vocalist-yodeler; Lennie Jane, electric guitar; Looney L. Luke, formerly with the Tobacco Tags, emcee; Frank Porter, WLEE (Mutual) feature for years, vocalist; Tex Tallowy, Western songs and yodeling; Dewey Ritter, vocalist, and Roy Green, who plays the guitar, mandolin, bass and fiddle.

One-Nighters Likely

Murphy said the success of the fairgrounds venture has resulted in offers for one-nighters and that he contemplated routing the unit thru Virginia and North Carolina towns, returning to Richmond for the Saturday shows. Radio deals are being dickered, Murphy said. Regular airings might bring enough folks to tax the capacity of the building (4,000 seats, 2,000 (See Shoestring on page 74)

No. Dakotans Huddle Long On '50 Dates

Skedding Dominates Meeting

GRAND FORKS, N. D., Jan. 28.—Annual convention of the North Dakota Association of Fairs here Friday and Saturday (20-21) had the earmarks of a political caucus, with delegates going into repeated and long huddles on the problem of fixing fair dates.

Veteran show reps could not recall any past convention in any State at which there were as many long convention sessions on date-setting. When the smoke cleared, the William T. Collins Shows had the midway contract for fairs at Langdon, Hamilton and Minot; the 20th Century Shows had inked Jamestown, Cando and Fessenden; the Bodart Shows had contracted Crosby, Bottineau, Rugby, Rolla, Minnewaukan and Flaxton, and World of Today Shows was set for the fair here.

Earlier, the Imperial Shows had contracted to supply the midway at the Fargo fair.

Besides scheduling fair dates and contracting attractions, convention delegates passed a resolution urging repeal of the federal 20 per cent admission tax, formed a committee to secure State aid for livestock premiums, lifted membership dues to \$5 for each operating day of member fairs, elected officers and designated Minot as the 1950 convention city.

Tony Lill, Fessenden, was elevated from vice-president to president of the association. W. W. Felson, Cavalier, was named vice-president, and Dr. G. A. Ottinger, Jamestown, was re-elected secretary-treasurer.

Directors elected were Leo Mahoney, Columbus; Harlan Lipp, Cando, and Newman Powers, Crosby, the outgoing president.

Final Papers Signed For New 1,000-Acre Calif. State Plant

SACRAMENTO, Jan. 28.—Final papers giving the State a new 1,000-acre fairgrounds for a reported price of \$850,000 were signed this week following approval by Superior Judge Grover W. Bedeau.

The new fair site is located northeast of the city between the North Sacramento Freeway and the American River.

The appropriation to acquire the grounds was voted during the 1947 session of the Legislature. The present site was okayed several months ago by State public works officials after other proposed locations had been under consideration. James S. Dean, State finance director, signed on behalf of the State.

Elect Bishop Prexy Of Guilford Annual

GUILFORD, Conn., Jan. 28.—Rufus Bishop has been elected president of Guilford Agricultural Society, sponsors of the annual Guilford Fair. He succeeds Lloyd Husted, who joins the board of directors. Marie E. Griswold was re-elected secretary, and Fred Morse treasurer. Elected directors were Husted, John Parker, Raymond Rolf, Mrs. Ruby Burchard, Fred Davis, Archie Holdridge and Charles Bishop.

Husted disclosed that the question of whether a fair will be held in 1950 will come up before a Guilford town meeting in February. He said a committee has been investigating the possibility of acquiring a permanent site for the fair.

Va. Ops Adopt N. C. Lead, Seek To Clean House With State Aid as Future Goal

Chambliss, Hamid Spark Movement; Altaffer Prexy

RICHMOND, Va., Jan. 28.—Revitalization marked the annual meeting of the 33-year-old Virginia Association of Fairs at the Hotel John Marshall here Sunday thru Tuesday (22-24).

Execs representing 24 out of 35 member fairs voted to appoint a committee to meet with the commissioner of agriculture for the purpose of defining "agricultural fairs" and the setting up of a governing body. The immediate aim is to seek aid in the combating of new encroachments in county territories while the ultimate hope is that qualifying annuals will receive State aid.

Action was stimulated after an impassioned talk by Norman Y. Chambliss, operator of the Rocky Mount, Greenville and Elizabeth City annuals in North Carolina, who outlined the progress being made in that State and urged execs attending this confab to "clean house" for their own good.

Further indication of the sincerity of the group was the election of a new group of officers. It was pointed out that the 33-year-old association had had only five presidents, one of whom reportedly served for some 30 years.

L. F. Altaffer, a vice-president who presided at the current session in the absence of W. W. Wilkins, who is in Florida, was named president. Altaffer is operator of the Warsaw Fair. Elected vice-presidents, all for the first time, were O. S. Woody, Rocky Mount; Donald Gorman, Woodstock; J. I. Palmer, Galax, and C. T. Sydenstricker, Covington, who also operates with his brother, the West Virginia State Fair at Ronceverte. Charles B. Ralston, Staunton, operator of Virginia State Fair, was re-elected secretary-treasurer, a post he has held for years.

Hamid Sounds Warning

Interest in the movement to get away from lethargy was considerably aided by George A. Hamid, head of the talent agency, George A. Hamid & Son, who told assembled execs that the future of fairs in Virginia and elsewhere depended primarily on themselves and their organizations. He warned that a seven-year "honeymoon" enjoyed by all ops was about to end and cautioned against curtailing presentations because, he said, that could only lead to quick doom. Hamid also put the blast on execs who depend entirely on a carnival, even to the extent of furnishing a free act, just as he has done at all other Southeastern meetings.

J. A. Mitchell, manager of Atlantic Rural Exposition, Richmond, the State's largest annual, spoke on elimination of leakage at entrance gates. He advocated the hiring of good men who would be paid enough to conscientiously accept the responsibilities of their jobs, and said that they should preferably be strangers to their locality. A six-foot cyclone fence topped with three strands of barbed wire wasn't sufficient to keep crabs out, but a solution, which paid dividends, was found in the use of a mounted patrol. The Richmond plant has a special policing problem in that it consists of more than 400 acres with the back part engulfed in wooded areas. Mitchell also said that parking should be outside the grounds.

Mrs. F. D. Thomas, Fincastle, gave an interesting and humorous discourse on her experiences in promoting and staging a fair in only 30 days after the previously scheduled event had been canceled without midway, entertainment or exhibit

contracts having been made. Mrs. Thomas solicited and received donations ranging from 50 cents to \$50, secured a carnival by offering the fun zone free of charge and literally invented a grandstand show which turned in a little revenue via the collection route. She also built a 170 by 40-foot building at the behest of the county agent and held the cost of this structure to \$1,500 by promoting most of the labor.

Curtis Finch, manager of the Danville Fair, told how his organization had promoted off-season activities which resulted in action 52 weeks a year. Activities include a weekly stock show, a weekly dance which is broadcast, various race events and the booking of circuses and carnivals. He said the various events were especially beneficial in familiarizing prospective fair customers with the location of the grounds.

50,000 4-H Youths

C. T. Sydenstricker said that commercial exhibits at fairs were the best possible advertising media available. Dr. W. E. Skelton, 4-H Club official, said that 50,000 boys and girls were actively engaged in club work in Virginia. Frank Melville, New York talent agent, also spoke.

A banquet was held in the Roof Garden Tuesday night (23). The floorshow, featuring talent furnished by George A. Hamid & Son, Frank Melville and Phillips & McGrath, was the best seen here in recent years. Acts included Bill Behney's Holiday Dancers; Three Jacks, tap dancing; The Villenes, bike act; The Colleano's jugglers; Tiny Morton, vocalist; Roger Williams and Alice, novelty musical impressions; Campfield Smith and Snodgrass, ventriloquist; Art Craig Mathues, emcee and vocalist; Vanderbilt Boys, acrobatic tap; Gaye Walker, vocalist; Red Murphy, hill-billy, and Shorty Boltz, songwriter and vocalist.

Fredericton Names Crewdson Secretary

FREDERICTON, N. B., Jan. 28.—W. Raymond Crewdson has been appointed general secretary of Fredericton Exhibition, Ltd. The last incumbent, Clarence Sypher, retired when the fair plant was taken over by the Department of National Defense in 1939.

In the interim Cecil Holder has acted as secretary-treasurer. Renewal of activities, prefacing revival of the exhibition this fall, makes the division of duties necessary. Holder will continue as treasurer.



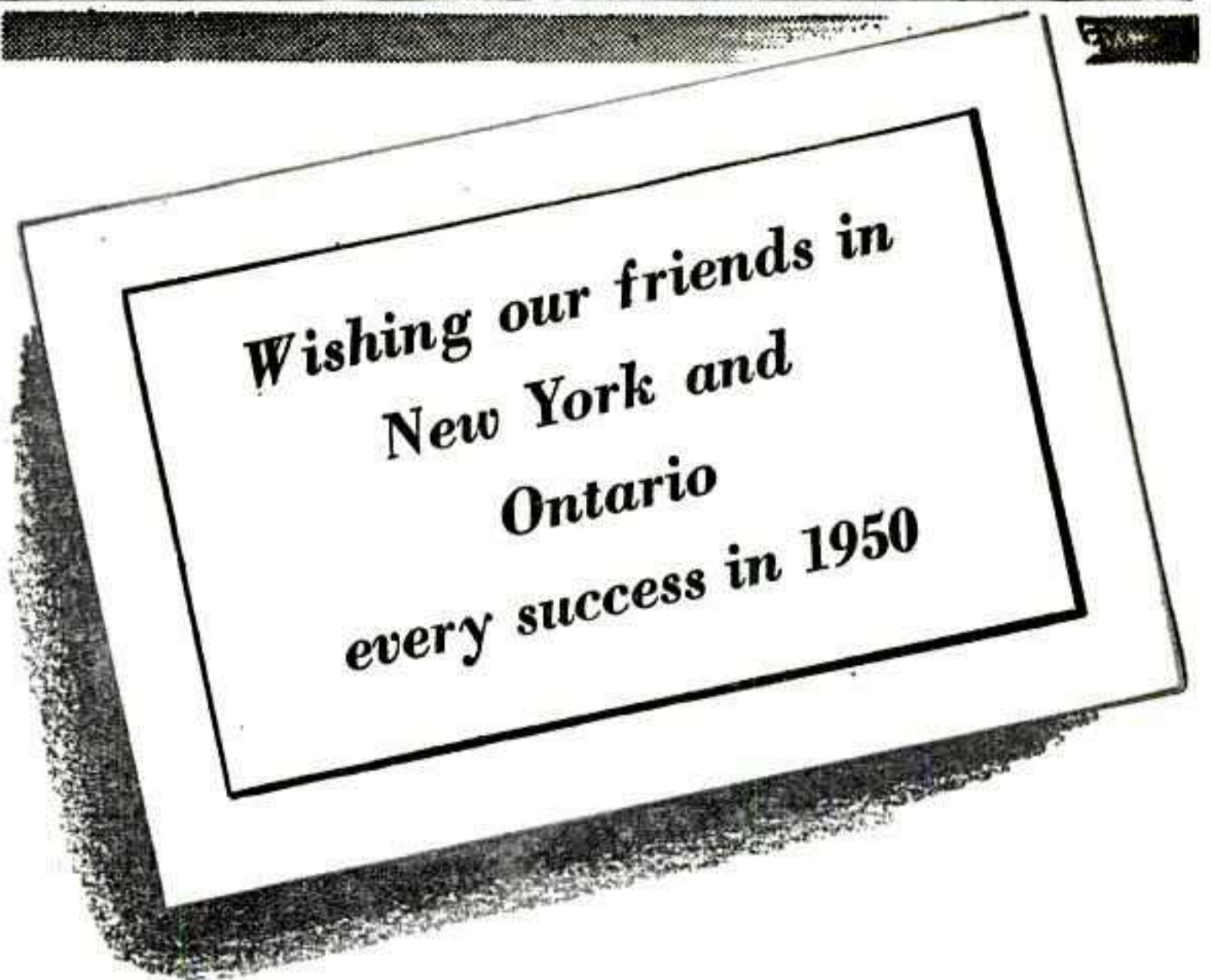
Meetings of Fair Assns.

Western New York State Fairs' Association, Hotel Lafayette, Buffalo, February 3. Glenn W. Grinnell, Batavia, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, secretary.

Association of Connecticut Fairs, Home Building Institute, 10 Prospect Street, Hartford, April 29, at 2 p.m.



and cordially inviting you to visit our suite during your meetings.

A Program To Fit Any Budget

GEORGE A. HAMID & SON

10 Rockefeller Plaza
New York 20, N. Y.

THE FINEST IN FIREWORKS DISPLAYS ARE AVAILABLE

TO YOU...

We provide

- Unsurpassed Displays
- Guaranteed Satisfaction
- Complete Insurance Coverage

Our policy is to provide the finest quality pyrotechnic products that quality materials, expert workmanship and experience can produce and present them in a safe, eye appealing manner.

Joseph J. Godin, Pres'dent

Your Requirements Are Not Too Large Or Too Small For Us To Handle. Our Plants and Offices Are Located To Give You the Best Possible Service.

WE INVITE YOU TO DISCUSS YOUR REQUIREMENTS WITH US AT THE VARIOUS FAIR MEETINGS OR WRITE DIRECT

We serve the leading locations in the U. S. and Canada.

IN CANADA CALL CN
INTERSTATE FIREWORKS MFG. & DISPLAY CO. (Canada), LTD.
 106 ADELAIDE STREET WEST, TEL.: PLAZA 5121, TORONTO, CANADA

IN U. S. A. CALL ON
INTERSTATE FIREWORKS MFG. & DISPLAY CO., INC.
 31 ELM STREET TEL.: 2-2844 SPRINGFIELD, MASS.

Stanton Named Mass. Head At Two-Day Greenfield Meet

GREENFIELD, Mass., Jan. 28.—Howard D. Stanton, West Chester, was elected president of the Massachusetts Agricultural Fairs Association at the annual meeting here Thursday (19) and Friday at the Hotel Weldon. Stanton, president of the Cummington Fair, succeeds A. W. Lombard, Great Barrington.

Other officers elected were John L. Banner, Northampton, first vice-president; L. B. Boston, West Springfield, second vice-president; Franklin H. Moore, Beverly, third vice-president, and Robert Trask, Massachusetts director of fairs, secretary-treasurer.

Exec Committee

Elected to the executive committee were A. W. Lombard, Great Barrington; Horace C. Keene, Chester; Lee E. Wyman, Blandford; Frank H. Kingman, Brockton; Fred B. Dole, Shelburne; Charles A. Nash, Springfield, and Edward J. Carroll, Great

Barrington. Speaking to delegates, director Trask called upon officers and directors of the numerous fairs in the State to concentrate on getting new blood into their organizations. "The future of fairs," he said, "will depend upon weeding out dead wood—and many future superintendents, managers, officers and directors may be found in prominent young exhibitors. It's easier to keep the old crowd, but eventually these men must be replaced if the high quality of our fairs is to be upheld."

Trask said that one of the greatest weaknesses in present fair set-ups is the poor display of livestock. More money is spent for prizes in this department than in any other, he continued, urging fair officials to make the most of their displays, provide wide aisles for the public to view animals, and take an example from the 4-H exhibitors and their properly labeled exhibits. He said classes must be divided in many cases where there is not enough exhibit room. He recommended that more space be allotted to show rings. At most of the larger fairs, two rings were needed, he said.

Hen Stuff

Speaking on poultry showing, the State director said that this type of exhibit is not getting a fair deal, due to improper buildings and display facilities. This results in increasing difficulty to get poultry men to show their birds, since in many cases the building is small, coops are piled five high, and three or four birds of different classes are confined in one cage.

He recommended that the superintendents in charge of poultry cut down their classes, and in many cases confine the showing of birds to 4-H exhibitors. Trask said that while many fairs are improving their poultry sections, there is a great deal of work yet to be done in this field.

Other Speakers

Other speakers at the meeting were Willard A. Pease, secretary of Middleford Fair; Adrien L. Potter, assistant to the manager of Eastern States Exposition, and Betty Whitney, Great Barrington Fair.

Among the talent booking agents at the meeting were Joe Hughes, of the George A. Hamid New York office; Al Martin and Henry M. Cogert, of Boston. Carnival organizations represented were the King Reid Shows, Lawrence Carr Shows, Coleman Bros.' Shows and Lagasse Amusement Company.

Fred C. Murray, of the International Fireworks Company, and Joseph J. Godin, of Interstate Fireworks Manufacturing & Display Company, were also on hand. Plugging their auto thrill units were Ward Beam, Irish Horan and Jimmy Van Cise (representing the Jimmy Lynch outfit).

Al Martin and George A. Hamid offices provided talent for a floorshow at the annual banquet.

SHOESTRING BARN DANCE

(Continued from page 72) standees) and help sell it on one-nighters thruout the hamlet route.

Mitchell, not content with the success of the barn dance, is figuring ways and means to put the building to work on two or three additional nights during the week. Indications are that the barn dance is set for a lengthy run, without even a mid-summer let-up, since it is believed that the show can be successfully moved outdoors.

Regular warm weather doings carded by Mitchell since he took over the operation of the local plant following a lengthy tenure at the Anderson (S. C.) Fair, include all types of motorized racing, horse, dog, poultry and home shows and steeplechases.

Illinois Elects Lee and Stumpe

(Continued from page 72)

12 years, the convention was told. About \$1,000,000 now is distributed annually to aid in premium payments. The financial condition of the association was the best in its 40 years of existence, Clifford C. Hunter, secretary-treasurer, reported.

Attendance at the business sessions, conducted by 1949 President William V. (Jake) Ward, broke all previous records.

T. P. Eichelsdoesfer, of the Regalia Manufacturing Company, and Earl Bunting, Bunting Enterprises, teamed up to give Predictions for 1950. Other speakers included Theron Dewey, Greenville, who spoke on the *New Women's Building*; Mayor Harry A. Eielson, Springfield, welcoming address; Rollo E. Singleton, secretary, Missouri Association of Fairs and Expositions; Harold C. Perryman, *Growth of the Illinois Trotting Horse Association*; Ray Robison, Kankakee, *What Our County Fair Means to the Community*; Jack Stumpe, Pinckneyville, *Horse and Mule-Pulling Contests*, and Clyde Lee, Mount Vernon, on recent legislation benefiting Illinois fairs.

Yung Pledges Support

Roy Yung, State director of agriculture, in his address, pledged all-out support of the fairs; Alvin A. Bray, Urbana, spoke on *Strong Youth Program—an Asset*; Stillman Stanard, Carbondale, *Reminiscences of a Few Years Back*; Henry White, manager of the Illinois State Fair, summarized 1949 fairs, and Gaylord E. Lewis, Findlay, O., on management construction and financing of country fairs. One of the highlights of the business meetings was the quiz session held for the first time this year.

Other confabs in conjunction with the fair convention included a joint luncheon of the Illinois Breeder's Association, Review Futurity Association and Illinois Colt Association; meetings of the Corn Belt Race & Fair Circuits, Top Line Harness Race Circuit and District 5 of the United States Trotting Association. The Harness Horsemen's banquet was Sunday night (22).

Banquet Sets Record

The annual fair banquet, held in the State Armory, chalked up another new attendance record, with Gov. Adlai Stevenson keynote speaker. President Ward acted as toastmaster, and Agriculture director Yung also addressed the throng. A floorshow, furnished by the combined booking agencies, followed the banquet.

SEE... NAT SHAPIRO
AT THE FAIR MEETINGS
FOR THE BEST IN
OUTDOOR ADVERTISING

METROPOLITAN WINDOW CARDS POSTERS
Will Sell Your Show!

Stock LITHOGRAPHS for
CARNIVALS * RODEOS
FAIRS * CIRCUSES
* AUTO RACES
UNION PRINTERS

METROPOLITAN PRINTING COMPANY
1609-15 No. 5th St., Philadelphia 22, Pa.

the **No. 1**
grandstand attraction
for 17 years. Booking NOW
for 1950.

Selden
THE STRATOSPHERE MAN

THE BILLBOARD
Cincinnati 22,
Ohio

A SURE FIRE HIT!
★ FOR YOUR ★
CELEBRATION, PARK OR FAIR

BILLY OUTTEN
AND HIS TROUPE

COMEDY • THRILLS • BEAUTY
PLUS A FLAMING HI DIVE

Geo. M. Harton Agency
PITTSBURGH 29, PA.

ATTENTION!
FAIR SECRETARIES

Contact
The
ERNIE YOUNG AGENCY

For Your 1950 Grand Stand Show
if you are looking for NEW IDEAS.

203 N. Wabash Avenue, Chicago 1, Ill.
Phone: CEntral 6-0661

Jimmie Lynch **DEATH DODGERS**
WORLD'S GREATEST
AUTO THRILL SHOW!

GENERAL OFFICES
203 North Wabash Avenue
Chicago 1, Ill.
Phone: Randolph 6-3639

ALL NEW THIS YEAR

Winter Fairs

ARIZONA
Mesa—Maricopa Co. Fair & Citrus Show. Feb. 18-26. Marcel Delporte.

CALIFORNIA
Imperial—California Mid-Winter Fair: Feb. 25-March 5. D. V. Stewart.
Indio—Riverside Co. Fair & National Date Festival Feb. 17-22. R. M. C. Fullenwider, Riverside.
San Bernardino—National Orange Show. March 9-19. R. Z. Smith.

FLORIDA
Cocoa—Indian River Orange Jubilee. Feb. 24-March 1. Mrs. Marian Oxford.
Daytona Beach—Halifax Fair. Feb. 13-18. Turner Scott.
Delray Beach—South Fla.: Gladioli Festival & Fair. Feb. 20-25. G. Moore Lapham.
Lauderdale—Broward Co. Fair. Feb. 20-26. Jack W. Finch.
Eustis—Lake Co. Fair-Fla. Sportsmen's Expo. March 13-18. Karl Lehmann, Tavares. Fla.
Fort Lauderdale—Broward Co. Fair. Feb. 20-25. Jack W. Finch.
Fort Myers—Southwest Fla. Fair. Jan. 30-Feb. 4. R. V. Lee.
Miami—Dade Co. Fair. March 2-11. E. Ross Jordan.
Orlando—Central Fla. Expo. Feb. 20-25. Crawford T. Bickford.
Plant City—Florida Strawberry Festival. Feb. 27-March 4. G. R. Patten.
Sarasota—Sarasota Fair. Feb. 13-18.
Sebring—Sebring Firemen's Highlands Co. Fair. Feb. 27-March 2. R. C. Baguley.
Tampa—Florida State Fair & Gasparilla Assn. Jan. 31-Feb. 11. P. T. Strieder.
West Palm Beach—Palm Beach Co. Expo. Feb. 18-25. Karl Lattons.
Winter Haven—Florida Citrus Expo. Feb. 13-18. Phillip E. Lucy.

TEXAS
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 27-Feb. 6. Edgar Deen.
Houston—Houston Fat Stock Show & Livestock Expo. Feb. 1-12. W. O. Cox.

POSTERS
THAT BRING THEM IN
COLORFUL STRIKING FLASHY
RINKS • PARKS • ORCHESTRAS • THEATRICALS • AUTO & MOTOR CYCLE RACING
FAIRS • RODEOS • CARNIVALS • TRAVELING SHOWS • SPORTING EVENTS

Posters
INCORPORATED
835 CHERRY ST. PHILA. 7, PA.

UNION SHOP PHONE Lombard 3-2000

"THE AERIAL SENSATIONS"
110 FT. DOUBLE
CRISS-CROSS
SWAYING HIGH
POLE ACT
BEAUTIFUL
FIREWORKS
FINISH

RICARDO and GRACIE
ORTON • **ADEL, IOWA**

Swing & Sway the "Orton Way"

THE Sensational ORTONS
CRISS-CROSS SWAYING POLE THRILLERS

Currently:
MILLS OLYMPIA CIRCUS
LONDON, ENG.

Represented by
AL MARTIN AGENCY
Hotel Bradford, Boston

**GIVE TO THE
RUNYON CANCER FUND**

Rocky Mountain Bookings:**A Circuit Goes to B-C Office; B's To Williams & Lee, Clarence Smith**

GREAT FALLS, Mont., Jan. 28.—Members of the Rocky Mountain Association of Fairs will again go strong on grandstand attractions and fireworks this year with Barnes-Carruthers getting the Class A annuals and Williams & Lee and Clarence Smith taking the two Class B circuits. Fireworks contracts again went to Thearle-Duffield Fireworks Company, Chicago.

Fred H. Kressmann, representing Barnes-Carruthers, signed contracts with Leo Dailey, manager of North Montana State Fair here, and Harry Fitton, Billings, manager of Midland Empire Fair, to present *State Fair Revue of 1950*. The booker said the show would be heavy on comedy and feature Willie West & McGinty. Four ensemble numbers are to be mounted on rails for quick changes. These include *Saturday Night in Central Park*, *Showboat*, and the finale, *Winter Wonderland*.

Rocky Mt. Passes Show Bond Deal

(Continued from page 72)

The group got down to business the second afternoon when Leo Dailey, of North Montana State Fair, reported on his trip to the International Association of Fairs and Expositions meeting in Chicago.

Hal Erickson, advertising director, Montana State Highway Commission, outlined the State's plans for bringing more tourists to Montana and to the fairs. The speaker pointed out that tourists business ranks third in revenue with a 1948 total of \$60,000,000.

Thurber Gives His Views

Dan Thurber, formerly manager of North Montana State Fair and now general manager of a vegetable oil and feed company, urged fairs to emphasize agriculture and livestock. Thurber said that Montana farmers earn about \$10,773 per capita and that income from agriculture is approximately \$404,373,000.

"True purposes for which fairs are intended frequently are overlooked," Thurber said. "The law permits a tax levy for agricultural and industrial fairs. It does not permit tax levies for race meets and outdoor shows designed solely for entertainment."

"I don't mean to belittle the importance of good entertainment for fairs. But over and above the entire fair program in Montana are agricultural programs. That is the basic reason for their existence."

Urges Accent to Top Crop

Thurber urged that community displays, instead of consisting of a variety of all crops grown in a particular area, concentrate on a display of the outstanding crop. He said this would show off each community's products to the best advantage.

Paul J. Moore, new State 4-H Club leader, Bozeman, spoke on the work being done by this group and its affiliation with fairs.

Joe Wilkins, Station KFBB manager, emceed the annual banquet in the Rainbow Ballroom. Bill Haney, magician, and the Four Statesmen entertained along with a junior high school choir and 4-H members.

Morning session of the closing day was given over to open discussions. The ruling calling for carnivals to post \$1,000 surety bond came upon the floor with a vote taken as to whether it should or should not remain. Inasmuch as Mike Smith, of Northern Exposition, and H. P. (Punk) Hill, of Hills Greater Shows, had agreed to post the bond, the ruling was allowed to stand.

While in this area, Kressmann also signed B-C revues for Grand Forks (N. D.) State Fair and Red River Valley Fair, Fargo, N. D. The Central Wyoming Fair, Casper, contract is scheduled to be awarded February 9.

Briese Repeats

Art Briese, who has represented Thearle-Duffield at Montana meetings for 25 years, said that deals again had been completed for Class A fairs as well as some in the two circuits of Class B fairs.

Gladys Williams, representing Williams & Lee Attractions, St. Paul, offered the Class B-1 fairs *Follies of 1950*, which includes a 10-gal line in five numbers, and a four-piece band. Other acts included Alvers Troupe, rolling globe and aerial acts on and off stage; Sonny's Snow White Circus, dog and pony show; Bruce Altos and Company, slide for life and rings; Tola Zerado, comedy table rock; Reggie Sax, musical novelties, and Jimmy James, emcee and dancer.

Sidney Takes Smith Show

Clarence Smith, Salt Lake City, offered a 10-gal line making four appearances per show; the Robinson Kids, rolling globes and trampoline; Dean Brothers, tumbling and balancing; Frances Dainty, bicycle act; Morrell Trio, roller skating; Miriam L'Valle, aerial and acrobatic; Warner and Leahy, emcee and singers; Three D's, comedy bar; Romero, high act, and two substitutions, the Antaleks and Great Barto.

Charles (Curly) Mason represented Bert Levey in Seattle and offered an hour-and-45-minute show with the line-up including 10 girls, Hammond organ, and a choice of any four acts from a list of 18 submitted.

Miss Williams booked the Class B-1 Circuit with the exception of Sidney, which took the Smith show. Smith got the Class B-2 Circuit.

John Tonicliff, Bob Rucker, Alice Greenough and Joe Orr spoke for rodeo attractions; Harry Roe for his rodeo sound service and announcing, Wallace J. Smith for his horse act, and Huguette A. Bonneville for her dancing horse.

Atlantic Rural Expo Elects 1950 Officers

RICHMOND, Va., Jan. 28.—At a meeting of Atlantic Rural Exposition, Inc., Wednesday (25), the following officers were elected for 1950: President, Herbert B. Thomson; vice-presidents, Buford Scott, Robert H. Carter and Raymond R. Guest; secretary, Josephine M. Shepperson; treasurer, James M. Ball Jr.; general manager, J. A. Mitchell, and general counsel, W. W. Beverley.

Appointed to the executive committee were A. W. Buhrman Sr., chairman; H. B. Thomson, Charles C. Reed, Buford Scott, Samuel M. Bemiss, John Tyssowski, Robert H. Carter and Thomas H. Blanton.

Aussies Outgrow Their Fairgrounds

MELBOURNE, Jan. 28.—Australian fairgrounds at Brisbane, Melbourne and Sydney have become inadequate for demands of exhibitors for space, but are unable to expand because no additional land is available adjoining the plants.

Due to the shortage of space the committee of the Royal Agricultural Society, Victoria, has announced that livestock exhibits at the Melbourne Royal Show this year will be curtailed, with each exhibitor allowed to exhibit only one animal.

Pa. Ops Stump for Mutuels To Hype State and Fair Aid

BEDFORD SPRINGS, Pa., Jan. 28.

—Members attending the 38th annual convention of the Pennsylvania Association of County Fairs at the Bedford Springs Hotel Wednesday thru Friday (25-27), went solidly on record in favor of legalized pari-mutuel betting at harness race tracks within the State. Fair execs are hopeful that passage of such a bill will result in their obtaining one-third of the State's earnings in the form of State aid. To salve the issue, the association is advocating that one-third be allotted to schools, with the remaining third going toward payment of a soldier bonus for which the people voted in a referendum last November.

The unsuccessful fight for legalized betting has been going on about 15 years. Chief proponents have been a handful of politicians and the fair association. The principal argument in its favor is that Pennsylvania is surrounded by States with pari-mutuel betting, with the result that the drain of money from within the State, which could be kept and utilized at home, is terrific. Pennsylvania, however, has long been noted for its blue laws and there is not much hope that betting will be legalized.

Execs Spark Movement

Members of the association's executive committee meeting in Harrisburg last November sparked the move. Virtually the entire report of Charles W. Swoyer, association secretary-treasurer, had to do with the possibility of securing betting legislation that would result in increased State aid for fairs. State Sen. John H. Dent, who has fought for passage of the bill for years, again was a principal speaker in its behalf.

In his report, Swoyer said 98 fairs operated in 55 counties in 1948. He pointed out that each fair had a board of directors consisting of from 10 to 15 members and urged that representatives of each annual contact their respective legislators, regardless of party affiliation, for the purpose of convincing them of the need for pari-mutuel revenue.

Dent also advocated the same procedure as the only means of securing the desired legislation. He put the responsibility for accomplishing the selling job squarely in the hands of fair executives.

Parker New Prexy

Walter B. Parker, Stoneboro, was elected president to succeed Harry B. Correll, Bloomsburg, who declined to run again. Other officers are Frank

B. Diehl, Lehigh; R. W. Gammell, Honesdale and A. C. Brice, Bedford, vice-presidents, and Charles W. Swoyer, secretary-treasurer.

Elected to the executive committee were Harry Correll, John S. Giles, Reading; Robert C. Leavy, Clearfield; R. W. Gammell, Honesdale; Elton B. Edkin, Hughesville; H. D. Holcombe, Troy; A. J. Richard, Butler; Warren Farrer, Mansfield; Joseph M. McGraw, Washington; Frank R. Diehl; Ira E. Fassnacht, Ephrata; John B. Bloom, Ebensburg; Ralph Bard, Kutztown; William Brice, Bedford; B. S. Schwartz, Charlisle, and Howard Singmaster, Allentown.

Bid for More \$\$ Fails

Miles Horst, secretary of agriculture, told of his recent efforts to have the \$10,000 allotted annually for State aid since 1914 raised. The move was unsuccessful and the legislation remained unchanged. Other provisions are that no single annual can receive more than \$1,000 in aid and limit the total allotted to any one county to \$2,000.

Horst said fairs were on the increase in Pennsylvania. He traced the history of annuals within the State from 1851 and credited them with having played a tremendous part in development of the State's agricultural economy. He also said the annual Farm Show in Harrisburg would not be the success it is without the co-operation of county fairs.

Endy on Program

Other speakers included David B. Endy, owner-operator of Endy Bros. Shows who admonished fair execs not to place too great a load on carnivals; Kenneth Stocker, who spoke on the advance sale of grandstand tickets, and Henry Knauf, president of the United States Trotting Association. An open forum was conducted by Paul Jacobs, Bloomsburg. It had to do chiefly with the pari-mutuel betting bill discussion.

The banquet was held in the hotel dining room. A floorshow, with talent contributed by the agencies represented, was presented in the convention hall.

Costa Mesa Elects Davis

COSTA MESA, Calif., Jan. 28.—Clay Kellogg was re-elected president of the Orange County Fair board at a recent meeting. Also re-elected was Vice-President Ray Edwards. William F. Davis was named secretary-treasurer. He was public relations manager last year.

Judy Canova Show

SEE INSIDE FRONT COVER

For Dates Contact:

WILLIAM H. KING

2025 No. Argyle Avenue
Hollywood 28, California

DETROIT SHIFTS TO WAGNER

Inks Railroad Midway First Time Since '41

Springfield Decision Near

DETROIT, Jan. 28.—Midway contract for 1950 Michigan State Fair was awarded this week to Al Wagner's Cavalcade of Amusements, thus ending a pitched battle for the fair, which last year provided one of the top midway grosses in the U. S.

The award, made by the fair's board of managers, marked the first time since 1941, the year prior to the fair's war-suspension, that the contract was granted to a railroad show. For the past three years, Floyd E. Gooding, Columbus, O., held the contract, with Ray Marsh Brydon collaborating by providing the bulk of the midway shows.

The Cavalcade contract calls for 28 rides, 20 shows and 500 feet of concession space. The fair will continue to book some concessions independently. James D. Friel, manager, said games concessionaires who have played the fair in recent years are assured of a chance to return.

Pending outcome of the midway award here, Wagner had withheld signing a contract for Kentucky State Fair, Louisville, the dates of which overlap with the fair here. Once the award was made, Wagner said, his show would exercise an agreement with Louisville execs to withdraw its proposal for the Kentucky annual. The Louisville contract last year was filled by Gooding in combination with Brydon.

Wagner also is bidding for Illinois State Fair, Springfield, with Endy Bros.' Shows, holders of the '49 contract, and Hennies Bros.' Shows as other contenders. Award of the Springfield contract is expected early next week.

Down River Skeds March 30 Opening

RIVER ROUGE, Mich., Jan. 28.—Down River Amusement Company will open its season March 30 at nearby Down River, on a lot opposite the org's winter quarters, Owner-Manager Severin Hilo announced. The location is usually good for at least three extended stands each season for the show.

A Tilt-a-Whirl has been added by the show, giving it 10 major rides. A new track has been purchased for the miniature railway, Hilo said. He also reported that several new light towers are being constructed under the supervision of Marvin Sargee.

Org's beacon lights have been kept in use during the off-season months, being rented by auto dealers for new model showings. Walt Fisher has been in charge of the lights. Omar Hansen, superintendent of light plants, has designed a new streamlined panel board for early installation. Org's electrician, George Schinberg, is currently employed in Lansing, Mich.

William Postelwaitte, assistant general manager, has returned from a trip to Canada, where he visited the Wallace Bros.' Shows of Canada in their winter quarters. Ray Tahash has booked his cookhouse with the show.

Northern Exposition Signs Rocky Mountain B-1 6th Time; Hill's Greater Contracts B-2

GREAT FALLS, Mont., Jan. 28.—A service record of six consecutive years again won the midway contract for Mike Smith's Northern Exposition Shows on the Rocky Mountain B-1 circuit. Setting the deal highlighted the 24th annual meeting of the Rocky Mountain Association of Fairs (RMAF) which ended a 3½-day session at the Rainbow Hotel here Wednesday (25).

Contract to play the B-2 circuit went to Hill's Greater Shows. H. P. (Punk) Hill said a second show to be known as Hill's Greater Shows No. 2 will have eight rides, five shows and 30 concessions. It will open in Southern Texas about March 1. Northern Exposition won the entire seven-fair B-1 circuit. They are Matias Fair, Shelby; Central Montana Fair, Lewistown; Phillips County Fair, Dodson; Hill County Fair, Havre; Valley County Fair, Glasgow; Eastern Montana Fair, Miles City, and Richland County Fair, Sidney. Starting with the Shelby date July 20-23, the shows will have 6½ weeks of Montana fair dates.

With six fairs—Park County Fair, Powell, Wyo.; Chouteau County Fair, Fort Benton, Mont.; Rosebud County Fair, Forsyth; Fallon County Fair, Baker; Dawson County Fair, Glendive, and Blaine County Fair, Chinook—the B-2 circuit, with the exception of Park County, formerly Big Horn Basin Fair, had been definitely set at press time.

Lists 8 Rides, 5 Shows

In making his bid for the B-1 circuit, Smith guaranteed a minimum of 8 rides, 5 shows and 25 concessions. In the past years the same set-up has been contracted but 10 rides, 7 shows and more than 25 concessions were used. George Townsend's concessions are on the shows.

Smith's bid was "the same as 1949," which was partly interpreted as being 20 per cent on rides and shows and \$15 per concession. Cliff Coover, RMAF secretary, said that the ride and show percentage was on a sliding scale but did not clarify the contract points.

Vince Johns, of Standard Shows, (Continued on page 83)

Billings to Siebrand 6th Time; Great Falls For 7th Straight Year

GREAT FALLS, Mont., Jan. 28.—Montana's two class A fairs—North Montana State Fair here, and Midland Empire Fair, Billings, will feature the Siebrand Bros.' Circus and Carnival this year. Contracts for both events were signed here Wednesday (25) with fair officials by Pete Siebrand, shows' part owner.

Siebrand said that he will again feature a three-ring circus. Midway attractions will include 20 rides, 10 shows and about 40 concessions.

Shows will open their 34th season in Mesa, Ariz., where it will play the Maricope County Fair, February 18-26. The 37-week tour will take the shows thru Arizona, New Mexico, Utah, Idaho, Wyoming, Nevada and Montana. The dates for the NMSF are July 31-August 5, and for MEF, August 7-12. Equipment is moved on 40 trucks.

The 1950 stand marks the seventh time Siebrand has played here and the sixth time at Billings. Shows also are set for the Central Wyoming Fair & Stock Show, Casper, Wyo.; Western Idaho State Fair, Boise, and the New Mexico State Fair, Albuquerque.

Royal Midwest Signs Greenup, Ky., Annual

FINDLAY, O., Jan. 28.—Royal Midwest Shows have signed to provide the midway at Greenup County Fair, Greenup, Ky., September 14-16, it was announced at the org's quarters here.

Bill Harris, general manager, closed for the show, with J. H. Melvin and John Irom signing for the fair.

Pioneer Plans Second Unit

Percell contracts with Bydiark for show to cover Pennsylvania in spring

WAVERLY, N. Y., Jan. 28.—Manager Mickey Percell, of the Pioneer Shows, has contracted with Al Bydiark, veteran showman, for his rides and concessions to form a No. 2 Pioneer unit which is skedded to start out in Pennsylvania territory April 8.

An extensive building program is under way at Pioneer winter quarters, with crews making a new and novel midway. Ray Leo, architect, is designing a new aluminum front, and a new marquee has been purchased. A new 80-by-200-foot exhibit top will be carried by the show, under supervision of J. Martin, promoter. Several new show fronts are being built.

Three New Rides

Manager Percell announced purchase of three new rides, as well as the addition of seven tractors and trailers to the show's rolling stock in time for spring opening. Several of the show's trucks have already been painted by Norman Fitzgerald. All rides are being overhauled and painted. Mrs. Percell is building a new bingo set-up and a new top has been ordered, with new tractor and trailer to haul same.

General representative John Hartzman will attend the various fair meetings. All contracts to date are for bona fide celebrations and fairs. Several shows and concessions have already been booked, many of which were formerly with the show.

Ark. Soldiers Date To McHenry Combo

JACKSONVILLE, Tex., Jan. 28.—L. C. McHenry's Crescent Amusement Company has been contracted to provide the midway at the 54th annual Soldiers, Sailors and Marine Reunion, Mammoth Spring, Ark., August 21-26, it was announced from shows' local quarters this week.

Jess Wrigley closed the deal for the shows and also announced the pocketing of pacts for the Rock Rapids, Ia., July Fourth Celebration; fairs in Independence, Cresco and Jefferson, Ia.; Walker County Fair, Huntsville, Tex., East Texas Yamboree, Gilmer, and the Cherokee County Fair here.

Shows this year will tour Texas, Arkansas, Missouri, Iowa and Wisconsin. Plenty of activity prevails in quarters here. A new tractor is expected soon from Standard Chevrolet Company, East St. Louis, Ill. A new Ferris Wheel has been purchased from Eli Bridge Company.

Happy Jack Long will have the Snake Show. E. C. (Doc) Anderson advises from Columbia, S. C., that he will arrive soon to take over the Minstrel Show. The Al Capone gangster car, at one time owned by Owner McHenry, will be back in the Crime Show this season.

Casey Sens has booked his Miniature Streamlined Train, Spitfire and Funhouse, bingo and several other concessions. Dan and Bobby Stewart, last season with Hunt Bros.' Circus, will have charge of the cookhouse. Lee Bradley booked his candy floss and novelties. Darwin Brown has been signed to handle the kiddie matinee tickets.

Allin To Launch Am. United No. 2 Unit

SEATTLE, Jan. 28.—American United Shows, headed by Orlando H. Allin Sr., will bring out a second unit this year. The No. 2 show will debut in Rigby, Idaho, June 19, and will be managed by O. H. (Billy) Allin Jr.

To be known as the United American Shows, new unit will move by truck. The set-up will include 7 rides, 5 shows and 20 concessions.

American United is scheduled to open its 15th season in this area about April 25, Allin Sr., said. Starting out with 14 rides, 10 shows and 35 concessions, the shows will operate with this equipment until they are split to make the United American.

Charles R. (Curly) Mason will serve as general agent for both shows. This is his 11th year with Allin.

Royal Crown Shows Ink Peoria, Ill., Expo

SPRINGFIELD, Ill., Jan. 28.—Eddie Young, owner-general manager of the Royal Crown Shows, signed contracts here this week to furnish the midway attractions at the new Heart of Illinois Exposition in Peoria, Ill., August 29-September 4. Young left here by plane Tuesday (24) for the org's quarters in Tarpon Springs, Fla., to prepare for the opening at Winter Haven, Fla.

Eastern Orgs Jell Routes; Rail, Many Truck Units Set With Full Schedules for '50

Motor Outfits Bid Top Dollars in Battle for Choice Spots

BEDFORD SPRINGS, Pa., Jan. 28.—Eastern orgs, for the most part, had their 1950 fair routes pretty well ironed out at the conclusion of the Pennsylvania Association of County Fairs meeting at the Bedford Springs Hotel, here Wednesday thru Friday (25-27).

Competition among the truck shows was especially keen, with the high dollar influencing the decision in many instances. The bidding was reported stiffer than at the meetings held in Georgia and the Carolinas as unit managers and owners sought to fill in vacant weeks and, in some instances, form the nucleus of a route.

Rail Orgs Lined Up

The rail orgs are well set. The World of Mirth Shows, represented at all Eastern meetings by Bernard (Bucky) Allen, were reported again set at the Allentown (Pa.) Fair. The James E. Strates Shows, represented by Curtis Bockus, general agent, inked the Clearfield (Pa.) Fair. Strates will also play the York Interstate Fair at York, Pa. Endy Bros. Shows, represented by Dave Endy, will return to the Bloomsburg (Pa.) Fair. Endy has also been awarded the West Virginia State Fair, Ronceverte, and the Wilson (N. C.) Fair. Bobby Kline, general agent, represented the Endy org at the Southern meetings.

Perhaps the best job of putting a route together virtually from scratch was accomplished by Sam and Shirley Levy, co-owners, and Herb Shive, general agent of the Lawrence Greater Shows, which will return this year

to an exclusively Eastern route. The Lawrence route includes the Virginia State Fair, Staunton, and Harrington, Del. which has also played railroad shows; Petersburg and Lynchburg, Va.; Mount Airey and Statesville, N. C.; the Winston-Salem (N. C.) Colored Fair, and the Union, Newberry and Marion, S. C., fairs.

Braunstein Joins Lawrence

Ben Braunstein, who has served many orgs in executive capacities, was signed as business manager of the Lawrence Shows.

Sam E. Prell, owner-manager of Prell's Broadway Shows, with the assistance of his son, Joe, to date has put together a 34-date route, two more than last year. Prell will again use two units, with the Vivona Bros. Shows furnishing the second unit attractions.

Prell dates, which began this month in Florida, include Punta Gorda, For. Meyers, Pompano, Stuart, Del Ray Beach, Sebring, Ocala and Vera Beach in that State; Bedford, Butler, Ebensburg, Indiana, Carlisle and Meyersdale, Pa.; Cumberland, Md.; Covington, Warsaw, Martinsville and Woodstock, Va.; Elizabeth City, Rocky Mount, Greenville, Goldsboro, Rutherford and Henderson, N. C.; Greenwood, Greenville, Camden, Bishopville, Chester and the colored annuals at Columbia and Charleston, S. C.; Athens and Valdosta, Ga.

Marks Inks 5 New Fairs

John H. Marks, owner, and his agent, Allan Travers, of the John H. Marks Shows, have added five new fairs to their 1950 route. They are Fredericksburg and South Boston, Va.; Hendersonville, Hickory and Lumberton, N. C. Other annuals inked by Marks include Lynchburg, Galax and Roanoke, Va.; Burlington, Fayetteville, Albermarle and Monroe, N. C.

Shows and attractions firms and their representatives attending the Pennsylvania meeting included Marks Shows, John H. Marks, Allan A. Travers and Joe Sherman; George A. Hamid & Son, George A. Hamid Sr. and George Jr.; World of Mirth Shows, Bernard (Bucky) Allen, Gerald Snellens and Howard Ramsey; Cetlin & Wilson Shows, Issy Cetlin and R. C. McCarter; James E. Strates Shows, Curtis Bockus; Endy Bros. Shows, Dave Endy; Klein Attractions; Cooke & Rose, Harry Cooke; Lawrence Greater Shows, Sam and Shirley Levy, Herb Shive; Joie Chitwood's Hell Drivers and Bill Holland's Hell Drivers, both represented by Bill McGaw and Pat Purcell; Triangle Posters, Dave Rosenberg; Enquirer Printing Company, Johnny Anderson; WLS Barn Dance; Regalia Manufacturing Company; Boyle-Woolfolk Agency, George Flint; Johnny J. Jones Exposition, Ralph Lockett; Eddie's Exposition; Dick's Greater Shows, Richard Gilsdorf; Pioneer Shows, Mickey Purcell; Steward Sound Systems; Henry Roller Sound Systems; Caravella Attractions, Frank Caravella; Hudson Fireworks; Sam Nunis Speedways, Sam Nunis; Beam's Attractions, Merle Beam; Kochman's Hell Drivers, Jack Kochman; Irish Horan Lucky Hell Drivers, Irish and Lorraine Horan; Stebbins Speedways, Walter C. Stebbins; Fireworks Corporation of America, Tony Vitale; Gus Sun Agency, Gus Sun Jr.; Interstate Fireworks Company, F. A. Conway; Warner Poster Printing, E. J. Warner; B. Ward Beam's World's Champion Hell Drivers, B. Ward Beam; Frank Wirth Booking Agency, Frank Wirth and John Lonergan; Allied Ticket Company; Morris Hanum Shows; Penn Premier Shows; Metropolitan Poster Printing, Norman Shapiro.



NOW CONTRACTING FOR 1950 SEASON

NOTICE—17 CONSECUTIVE BONA FIDE FAIRS NOW CONTRACTED, LIST TO INTERESTED PARTIES

WANT

SHOWS: Monkey Show, Wild Life, Big Snake, Unborn, Mechanical City, Motor Drome or any other Grind Show not conflicting.

RIDES: Kiddie Train, Pony Ride, Dark Ride.

HELP: Truck Mechanic with tools, prefer one with searchlight experience. Foremen for following Rides—Caterpillar, Octopus, Ferris Wheel, Little Dipper. Second Men for all Rides. All must drive.

CONCESSIONS: Exclusive Cookhouse and Grab, Penny Arcade, Frozen Custard, Pronto Pups, Candy Apples, Short Range Gallery. All other Hanky Panks open.

WANT SIDE SHOW: Will furnish outfit and book on low percentage.

NOTICE—SHOW AND CONCESSION PEOPLE IN FLORIDA CONTACT MR. JOE J. FONTANA, FLORIDIAN HOTEL, TAMPA, FLA., FROM FEB. 4 TO 8 OR

L. J. HETH SHOWS

3123 N. 28TH PLACE

(Phone 54-9175)

P.O. BOX 5415

NORTH BIRMINGHAM, ALABAMA

LAST CALL LAST CALL FLORIDA CITRUS EXPOSITION

Winter Haven, Fla., February 13 thru 18—6 Fairs to follow

CONCESSIONS—Small amount of space left; any Hanky Pank, Jewelry, Snow.

RIDES—Will book Caterpillar, Looper, Fly-o-Plane, Rocket.

RIDE HELP—To report at Tarpon Springs February 8. Second Men for Rides who drive semi trucks; must be sober.

DIESEL MAN AND ELECTRICIAN—Must know caterpillar plants and drive semi truck; must give references. We have four plants and furnish helper. No drinking tolerated.

All replies to E. L. YOUNG, Gen. Mgr.

ROYAL CROWN SHOWS

TARPON SPRINGS, FLORIDA



"HONESTY IS OUR POLICY"

Opening last of March at Athens, Ala., with early Celebrations and Still Dates in Tennessee and Indiana. Book with the show that knows where it is going and has the means to get there. Now contracting Concessions for '50 season. WANT: Small Cookhouse or Sit Down Grab, Photo, Short Range, Long Range, Diggers, Derby Race, Slum Joints of all kinds. Concessionaires with me before and joining again this year, contact. RIDES: Have nine office owned. SHOWS: Monkey, Snake, Illusion, Fat, Ten-in-One or any neatly framed Show that can give the midway some flash. Excellent proposition. HELP: Ride Help in all departments. Must be licensed drivers. We absolutely do not tolerate drunks or chasers. Men working for me before, contact. Lane Lankford, contact. All replies: Box #524, Athens, Ala.

MGR. JOHN PORTEMONT

SHOW OPENS MARCH 18 STATE FAIR SHOWS CALDWELL, KAN., WANT SPRING FESTIVAL

Can place Foremen for Tilt and Eli Wheel. Also Electrician. Can place Popcorn, Peanuts, Floss, Diggers, Pan Game, Penny Arcade, Hoop-La, Glass Pitch, Country Store, or any other Hanky Panks not conflicting. Have a star studded route of Fairs and Celebrations through Kansas, Colorado and Wyoming (Blacky Goldstone, get in touch.) Will sell "ex" for two Ball Games, must be neat. Capable and sober Agents who want a son's work, contact. We are going to the silver dollar country. This show will carry 5 Major Rides, 2 Kid Rides, 5 Shows, 40 Concessions, Free Act and 4 Army Flood Lights. Will book Mechanical Show. Will furnish 60 ft. Top and Banners to capable Showman with something to put in it. Have Girl Show Top and Banners, also Monkey Show Top and Banners. Capable People, contact at once. (Blacky McPete, contact.) Will sell "ex" for two Mitt Camps. If you want action, this is it, one and two spots a week. Emmitt Bufkin, legal adjuster. Write or wire: Scott Lamb, gen. mgr., Box 29, Garland, Texas, until Feb. 15; then Winter Quarters, Perry, Okla. (Fairgrounds).

GOLD CROWN EXPOSITION

Can place for long season starting middle of March. SHOWS with own equipment: Snake, Mechanical, Wild Life, Unborn, Side Show. Have 20x60 Top. Will finance building Banner Line, Banners and Bally. What have you to put in same? CONCESSIONS: Hanky Panks, \$21; also place Diggers, Popcorn, Apples, Floss, High Striker, Custard, Long or Short Range Gallery. Good opening for two Grind Stores (Jack O'Conner, contact). HELP on Merry-Go-Round, Ferris Wheel, Rolloplane, Chairplane, two Kid Rides. Shorty Morgan, Ray Coleman, John McGee, contact. WANT to buy 50 or 75 KVA Transformer. Must be in good condition and reasonable. FAIR AND CELEBRATION COMMITTEES wanting a clean Show with 6 Rides and four Shows, about 30 Concessions, we have some open time. Address: HARRY E. WILSON, BOX 102, GIBSONTON, FLA.

WANT LADY AGENTS

for Beat the Dealer and Pea Pool. Steady work in South Florida club. Good deal for the right girls. ATTENTION! Gus Poulos, Jimmy Ross, Bill Vaughn, contact me at once; can use you. All wire:

JIMMY BROWN

809 Whitehead St. Key West, Fla.

WANT TO BOOK

Buy, rent or lease Rides of all kinds for park in Florida. All wire:

JIMMY BROWN

809 Whitehead St. Key West, Fla.

NOW BOOKING FOR 1950

Want to book or lease Ferris Wheel

O. W. MADDOX

MADDOX BROS.' SHOWS

BOX 142 ATLANTA, KAN.

WANT TO BOOK THREE LARGE SHOWS

With their own lighting systems. Good ground with plenty of room and in a good location for the coming season. First come, first served. Address BOX 358, WAR, W. VA.

DIGGERS FOR SALE

12 Merchantman Diggers, Top and Frame. MAKE OFFER

L. J. STOUT

1302 Willow St. Vincennes, Ind.

NEW LOCATION S & J PRODUCTS

305 S. Main St., MEMPHIS, TENN.
Carnival Supplies, Glassware and Slum
Phone: 8-2026

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

WANT FOR 6 FLORIDA FAIRS
INCLUDING POMPANO, STUART, DEL RAY
BEACH, SEBRING, OCALA AND BERA BEACH

CONCESSIONS OF ALL KINDS, EAT AND DRINK STANDS. SHOWS AND RIDES THAT DON'T CONFLICT AGENTS, SCALES AND NOVELTIES.

All replies to:

SAM E. PRELL
 This week: Ft. Meyers, Fla.
 Next week: Pompano, Fla.

Morris Hannum Shows

One of the Great Eastern Shows

Opening Late in April in Eastern Pennsylvania

Want to buy complete motordrome. If you have one stored near Philadelphia or New York, state price and full details. Also want a capable and responsible man to handle same. Our big free gate celebrations start June 15th. Shows with own equipment will make money here. We already have a side show, fun house and girl shows. Call Thompson—This is the route you wanted, and includes that big Philadelphia date at Cahill Field. Can use a capable electrician. Keller—Write.

All replies to 1107 East Upsal St., Philadelphia, Pa

DAVID ROSEN WANTS
 for his
 2 Side Shows
 PALACE OF WONDERS
 and WONDERLAND
 both at Coney Island, N. Y.

FREAKS SIDE SHOW ACTS TALKERS

Also lecturer to handle inside of
 show and annex.

Freaks and Side Show Acts, please enclose photo
 and state salary in first letter.

Highest salary for Attractions with the best
 box-office appeal. 20 weeks' work in one location. No traveling.
 Pleasant surroundings.

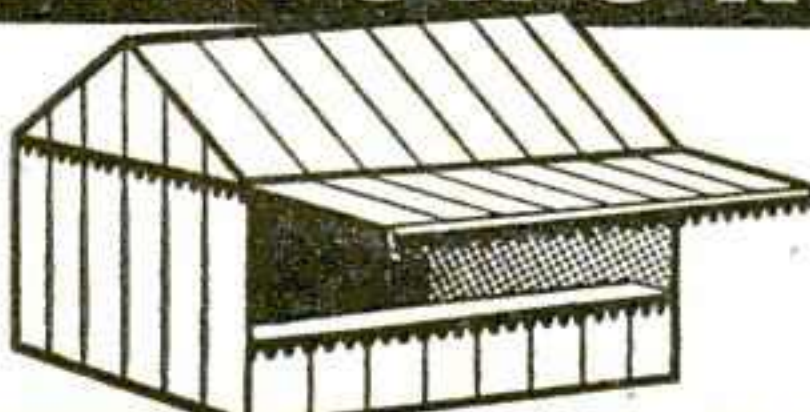
This is my 27th consecutive year here.

Write, Wire
 or Phone

DAVID ROSEN

3768 Surf Ave., Coney Island 24, N. Y.
 Phone ESplanade 2-2178

ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
 AFTER ORDER RECEIVED:
 SLIGHTLY MORE TIME
 REQUIRED
 FOR SHOW TENTS
 WIDE SELECTION OF MATERIALS
 AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

MIDWAY CONFAB

Charles J. Roach, former carnival general agent, is in Memphis working on a promotion with Homer Gilliland. Among outdoor showfolk who gather almost nightly with Roach and Gilliland are Mr. and Mrs. Larry Rohter, George Jacobson, Bob Gramer and L. (Sussie) Lucas. . . . Queen Robi, Melis Bennett and Carmen Del Rio were sighted cutting up some jackpots in Sharon, Pa., recently. . . . Earl Swicegood Sr., formerly with Crystal Exposition Shows and currently a juke box operator in Washington, is in Virginia Hospital, Richmond, Va., with a broken leg sustained January 3 when he fell down an elevator shaft. He also sustained a broken nose in the plunge. Swicegood's son, Earl Jr., and a daughter, Mrs. Charlie Master, also are well known to outdoor showfolk. . . . Ray H. Martin and Floyd Stockdale have signed their rides with Mike Rockwell's No. 2 Unit for the season. . . . Al Bydaik has booked his rides and concessions with Mickey Percell's Pioneer Shows for 1950.

Different than during the days before the war, midway biz consists of bookkeeping.

Joe Frederick, owner, Motor State Shows, is on an extensive buying trip in the East, with Concord, N. H., Boston and New York on his itinerary. With him is Charles Derron. Frederick recently purchased a giant searchlight and generator as well as additional light cable. He advises that work in Detroit winter quarters is progressing under direction of Robert Schmidt. . . . Larry Sturdevant, former concession operator for Danny Carr and last season concession manager at Celoron Park, Celoron, N. Y., is in General Hospital, Jamestown, N. Y., waiting to be transferred to Buffalo Veteran's Hospital where he will undergo an operation. He expects to be out in time to return to the road in April, however. . . . Vernon Hoff attended a January 1 birthday party for Mabel Thorpe at the Red Dragon St. Louis.

No one should doubt the graybeard's recollections of trouping during the early 90s. Whatever he mentions probably could have happened.

Gay Walker, daughter of Jean Walker, retired carnival show operator of Pilkinton, Va., appeared as vocalist in the floorshow at the annual banquet of the Virginia Association of Fairs Monday night (23) at the Hotel John Marshall in Richmond. It was 13-year-old Gay's first appearance before a large audience. She is the granddaughter of Charlie and Maybelle Kidder and has trouped with the World of Mirth and Cetlin & Wilson shows.

Among the showfolks listed as vacationing thru the winter—there were no house trailer wives listed.

Jimmy Bush, general agent of Johnny's United Shows, reports that he has signed contracts to provide the midway for the Greencastle, Ind., and Centerville and Huntingdon, Tenn., fairs. . . . William Steanburg has been dead since July, 1949, according to his sister-in-law, Mrs. Roy Steanburg, Fennville, Mich., who adds the deceased was a drummer with various carnivals and circuses for 20 years.

Number of upper and lower berths in show sleepers gives some hint as to the ages of married couples on shows.

Clarence E. Jennings, former concessionaire, has entered the bingo and game field in Dearborn, Mich., under the name of the A B C Novelty Sales. . . . A. Hymes will have novelties at the Hartford (Conn.) Shrine Circus and at the six-day bike races, which will be held in the Armory at 168th Street, New York.

WHEELS OF ALL KINDS PADDLES—LAYDOWNS

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S BOWLING ALLEY
- HIGH STRIKER
- HOOP-LA BOXES
- JUMBO DICE WHEELS
- ROLL DOWNS
- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
- WATCH-LA BLOCKS

Write for Catalog

H. C. EVANS & CO.
 1528 W. Adams St. Chicago 7, Illinois

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
 CHICAGO, ILLINOIS

Oakes Concession Games

59 Various Varieties featuring
 PERCENTAGE GAMES

Big 6 Wheels, 60 inch; Little 6 Wheels, 32 inch; Jr. Chuck Wheels, 25 inch; Race Horse Wheels, 32 inch; Ball Chuck Wheels, 32 inch; Baseball Ball Wheels, 32 inch; 6 Arrow Spindles, 48 inch; Over and Under Charts, 9'x4'6"; Beat the Dealer Charts, 9'x4'6"; 6 Number Laydowns.

LET US KNOW YOUR NEEDS

We manufacture 59 Various Items for the
 Concession Trade.

Thousands of satisfied customers.

Our 1950 Catalog will not be out
 until after March 15th.

RAY OAKES & SONS, INC.
 8432 W. 44th Pl. Phone 4811 Lyons, Ill.



American Stamp & Novelty Mfg. Co.
 Houston 6, Tex. (formerly of Okla. City)

FOR SALE—OCTOPUS RIDE

With or without transportation. Eight tubs, very good condition, several extra parts, good motor, lighting effects, ticket box, large aluminum decorative ball in center of ride. International K-7 Tractor, 24 ft. Nabors Semi-Trailer, in good condition, good rubber. Reason for selling: Have made same spots five years, replacing with new Rockoplane. Price for Ride without transportation, \$4,250.00; with transportation, \$5,250.00. If interested, write, wire, phone: Eddie Moran, 1301 Emerson St., Monroe, La., Phone 7817.

FOR SALE

24 seat Chairplane, Gunner make, like new, fence and ticket box; Ten Car Kiddie Auto Ride, ten Concessions, good canvas, 28 ft. Semi-Trailer with G.M.C. Tractor, perfect condition; 10 kw., new A.C. Light Plant, installed in Chev. truck, ground cable, junction boxes, everything for operation. \$3,500 cash takes all or \$500 for Kiddie Auto Ride alone. All the above a good buy.

W. E. WEST

GEN. DEL. PASCAGOULA, MISS.

Producing America's Best SHOW BANNERS

Order Now for 1950 Season
SNAP WYATT STUDIOS
 Rt. 3, Box 1180 TAMPA, FLA.
 (Phone: Y62463)

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

Heart of Texas

BROWNWOOD, Tex., Jan. 28. — B. Cooper McDonald, after several years' absence, will return as the org's auditor. Skedded to arrive here in February, McDonald is vacationing in Florida with Mr. and Mrs. John Caruso, owners of the Pine State and Veterans' Exposition Shows.

Org will open the season here March 1 and play much the same territory as last year. John J. Cannon remains as general representative and Eddie Lynch as legal adjuster.

Lillian Johnson, front gate cashier and postmistress, and Blacky Goldston were recently married.

Owner Harry Craig is planning a Florida vacation.

Johnny's United

ATHENS, Ala., Jan. 28.—Activity around quarters is beginning to increase with the return of Managers John Portemont Sr. and Jr. from their vacations. General Agent Jimmy Bush has been attending fair meetings. John Portemont Sr. has a new Chrysler and Jimmy Bush a new Packard. Org will carry nine office-owned rides and six shows. This is the second year the show has been quartered in the fairgrounds at Athens. Bob Hammtree, owner Silver Slipper Shows, was a recent visitor. Abe Bell has booked his bingo and three concessions for the season.

County Fair

AINSWORTH, Neb., Jan. 28.—All equipment has been repaired and painted. Opening will be Ainsworth Spring Festival on the streets April 29th week. Work has been under the direction of Jack Rutledge and Joe Gillenger. The Nebraska fair meeting was attended by Oscar Gray, Owner H. H. Gray and Office Manager Fred Jordan. Nine fairs and three celebrations were booked in addition to those already signed. Gray and Jordan have left for Leavenworth, Kan., to arrange for delivery of a new Merry-Go-Round. The monkeys have wintered well.

John Francis

ST. LOUIS, Jan. 28.—Three new Chevrolet tractors and trailers were added to the transportation facilities of the show. Under the direction of Les Henderson the light towers are being dressed up with fluorescent lights. Three new show fronts are being built to augment the rides this summer. Among visitors were Mr. and Mrs. John McGee, Sid Sidenberg, Heinie Berger, Mr. and Mrs. Dave Prevost and John Galligan. Mr. Francis went to the Springfield, Ill., fair meeting.

FOR SALE
2 complete Concessions—No. 1, 8x10 framed Outfit with new Improved Echols Snow Machine with Cabinet, new Double Spinner Candy Floss Machine, new Peanut Roaster and Warmer combined, Ice Cabinet; also Snow Cone Supplies, Tent and Side Wall, everything brand new, used only 4 weeks, price, \$495.00. No. 2, 14x14 "Sambo Rambo" Hanky Pank complete with Stock, work for 10¢. It is different, gets the play, stock is Plaster and Bronze Horses. New Tent and Side Wall, used only 4 weeks, price, \$300.00. Also new 25 watt, 110 volt or 6 volt Mobile Sound Outfit, used only 2 weeks, cost \$225.00; price \$125.00. 7 reel, 16mm. sound on film, "Tarzan and the Green Goddess," brand new print, never used, price, \$75.00; Star Profit Model Popcorn Machine, price, \$60.00; two new Peanut Roasters and Warmer combinations, price, \$75.00 ea.
RAY BROWN
R.R. 2 Charlestown, Ind.

YORK REUNION
York, Ill.
6 BIG DAYS—August 1-2-3-4-5-6
MAX ELLIS, Secy.
Sponsored by American Legion
West Union, Ill.

BLUE GRASS SHOWS
NOW BOOKING
SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

WINTER QUARTERS

Lee United

BAY CITY, Mich., Jan. 28.—Repainting of equipment has been under way since January 1 under the direction of William Schultz. Manager Charles Lee and Mrs. Lee have gone south on a buying trip, accompanied by Mr. and Mrs. Robert Lewis.

There will be 15 shows and rides this year, along with new Diesel light plants. A 16 by 20 foot stage with scenery and special lighting carried on a trailer will offer a 45-minute show nightly with an eight-girl line. Acts will include Charlie Carr, slack wire and unicycle; Conn Brothers, trampoline, and Joe Mix, cowboy.

At some street fairs the show will furnish both midway and free acts. An 80-foot fluorescent entrance with pay gate will be used at still dates. Plans are to open in Ohio about April 15 with the tour to include Michigan and Indiana. At the recent Michigan fairs meeting in Detroit the show inked contracts to play three Michigan annuals, Wayne County Fair, Wayne; Gladwin County Fair, Gladwin, and Arenac County Fair, Standish.—HARRY MILLS.

Mad Cody Fleming

HICKOX, Ga., Jan. 28.—Shops will open middle of February. Owner Mad Cody Fleming is vacationing at Ruskin, Fla., and getting his cabin cruiser ready. Mrs. Fleming's sister, Faun Johnson, Columbus, O., is visiting Mrs. Fleming.

C. D. Deans is at home in Thomaston, Ga.; Frankie Shelton in Pines Camp, Fla.; Columbus Davenport, Atlanta; Millard Hart, Enterprise, Ala.; Mr. and Mrs. Dean, Norcross, Ga.; Clyde Dowdy, Grady and Doris Welch, Tom Grant and family, Mr. and Mrs. James Jercer, Dad Davis, Jack McCarty and family, in winter quarters; Bill Briggs, Linden, Tex.; John Turner, Newark, N. J.; Louis Turner, Brunswick, Ga.; Fred and Ann Ward, on Preacher Leggett's Circus with popcorn; Rocky Drake, Dutch Schilling and Joe Walker, working in tomatoes at Ruskin and Dania; Warren Highsmith, Hickox, Ga.; Mr. and Mrs. Cecil Davenport, Jesup, Ga.; the Maces organized a show and are playing the sticks in Georgia till season opens; Tony Agustino and wife are operating concessions at Sunshine Park, Tampa.

Royal Midwest

FINDLAY O., Jan. 28.—A number of fairs were contracted at the Indiana and Kentucky association meetings. A new one for the 1950 tour is the Greenup County Fair, Greenup, Ky. Org's quarters at Grenada, Miss., will open February 6. Owner Roxie Harris will leave here about February 4 with full crew to start rebuilding, repairing and painting. Present plans call for show to open at Grenada, with an eight-day engagement opening March 25. Route calls for org to move thru Mississippi, Tennessee, Kentucky Indiana and Ohio, and then return by the same route as show will again quarter here.

Manager Bill Harris reports that a 50-foot panel front has been completed for the Girl Show. Org will have new light towers and operate with a free gate.

American Beauty

PERRYVILLE, Mo., Jan. 28.—Quarters work gets under way February 1. General Agent Joe Sharp left to attend the fair meeting at Little Rock, January 30-31.

Among dates already contracted are Cole County Fair, Jefferson City, Mo.; Southern Iowa Fair, Oskaloosa; Davis County Fair, Bloomfield, Ia.; Wapello County Fair, Eldon, Ia., and the Creston, Ia., Fourth of July Celebration. Four new light towers have been added to the midway. Shows open the season here April 15.

Virginia Greater

SUFFOLK, Va., Jan. 28.—Weather has been a definite asset here this winter, with no snow and little rain, which has made it possible to do much of the overhauling and painting of rides and equipment outdoors.

By the end of the month most of the show's personnel will be reporting in and work will be speeded up with a full crew when Manager Rocco Masucci returns from the fair meetings. Hoover Bryam, foreman of the shows' kiddie rides, is repairing and painting his rides, while Bob Millikin is giving the Whip an overhauling. Sam Mitchell is repairing the front gate equipment.

Ronine Prue, manager of the cook-house, has been employed in a local grocery store. Mrs. Prue and baby, Punkin, have been visiting her home in Columbia, S. C. Others of the shows' personnel filling in with local jobs this winter are Jim Burgess and Paul Cross.

Recent visitors were J. C. Webb, of the Suffolk Junior Chamber of Commerce entertainment committee; Rocco Masucci's nephew, Mike (Chip) Genovese, of the U. S. Navy; Kenneth Johnson, of the Salvation Army; J. Kelly, Heavy Watson and Dr. L. C. Holland.

H. W. (Hap) Arnold, the show's mailman and The Billboard sales agent, is at his home in Tampa, but will soon report to quarters to ready his grab joint, flasher pitch and cork shooting gallery.

Capital City

DOTHAN, Ala., Jan. 28.—A crew of five is repainting and reconditioning equipment under direction of Owner J. L. Keefe. Current plans calls for the shows to open the season early in March and tour Alabama, Georgia, Tennessee and Kentucky the same route they have played the past four years.

Owner J. L. Keefe and Secretary Jack Rainey attended fair meetings in Georgia, Tennessee and Kentucky. Among contracts signed was the midway pact for the Stearns, Ky., July Fourth Celebration. John Starkey, scenic artist, has done a good job on all fronts and the Merry-Go-Round. A new marquee and Minstrel Show top was ordered from William Sanders, of American Tent & Awning Company. Recent quarters visitors included Barney Lamb, James A. Reed and family, Mr. and Mrs. Bob Smallwood, Marie Hill, Mr. and Mrs. Riley Bain, Mr. and Mrs. Tubby Kiser and D. B. Sterling. Mr. and Mrs. J. B. Bayless arrived from Florida with their novelty stand. He also handles mail and is The Billboard sales agent.—JACK SNOW.

L. J. Heth

NORTH BIRMINGHAM, Ala., Jan. 28.—Mr. and Mrs. Joe J. Fontana returned from making the fair meetings and announced booking the July 4 celebration at Connersville, Ind. Fair dates signed included these Kentucky annuals: La Center, Paducah, Sturgis, Central City and Mayfield, Tennessee; Dickson, Oneida, Jamestown and Lebanon. Georgia: Cartersville, Carrollton, Covington, Monroe and Cordele. Org also has signed the Scottsboro, Ala., Fair.

L. J. Heth, owner, announced the acquisition of a Little Dipper. James Ayers signed with his Minstrel Show; Harold Weatherbee with his Girl Revue and Ted Milligan with the Side Show.

Work in quarters is concentrated on building four light towers. Here are Rusty Anderson, Bill Bozman, Red Clark, Fred Henon, Slim Reynolds, Willie Tumalis, George Spaulding, Henry Heth, Claude Dutton, Joe and Sam Saladino, L. H. Travis, Bill Wilson and Blackie Woodruff.

Floyd Heth planed from Miami to Atlanta recently to speak before the annual confab of the Georgia Association of Agricultural Fairs.

SHOWMEN
COME TO ME FOR A BETTER DEAL
DICK HAVINS
DEALER
COLUMBIA—COLONIAL
SUPREME—PALACE
6% Financing—Up to 4 Years To Pay
20th CENTURY
TRAILER SALES AND PARTS
Austin Highway at Military Dr.
Rt. 11, Box 374-A San Antonio, Texas
Phone: University 6-2951

ADVERTISING BALLOONS
Rubberized Fabric—Govt. Surplus
New—500 Cu. Ft.—10 Ft. by
18 Ft.—2 Sleeves To Fill—Tie
Ropes—Anchor Patches . . . \$ 67.50
2500 Cu. Ft.—18 Ft. by 32 Ft.—
1 Sleeve To Fill—Tie Ropes—
Anchor Patches 167.50
3000 Gal. Canvas Tanks—12 Ft.
Dia., 5 Ft. High—New . . . \$ 65.00
Table Cloths—Tarpaulins—Life
Saving Suits.
HARRIS MACHINERY CO.
511 30th Ave., S. E.
Minneapolis 14, Minn.

W. G. WADE SHOWS
Now Contracting for 1950 Season
RIDES—SHOWS—CONCESSIONS
All interested parties contracting for
the 1950 season, contact us at the
Tampa Fair or the Tampa Terrace
Hotel February 4-8.
G. P. O. Box 1488
Detroit 31, Michigan

Lawrence Greater Shows
America's Most Progressive Carnival
Now booking Dates, Shows,
Attractions and Concessions
for 1950. Need Foremen for
all Rides, useful Show People
in all departments. Replies to
Suite 7-J—333 West 57th Street
NEW YORK CITY
Winter Quarters: Spence Field, Moultrie, Ga.

ROYAL MIDWEST SHOWS
Now booking for 1950—Opening March 25,
Mississippi. Want Fun House, Auto Ride.
Have opening for Spitfire or Octopus, Stock
Concessions, Photo, Mitt Camp, Penny Ar-
cade, Derby, Jewelry. Have Top, fifty foot
Panel Front for Girl Show Manager with
Girls. Have other Tops, want Insides or will
book any Show with own outfit. Want
Boxers and Wrestlers.
ROXIE HARRIS
P.O. BOX 142 FINDLAY, OHIO

WANT TO BUY
ERIE DIGGERS
Will buy as many as two dozen. Write full
details and price. Act at once, will pay cash
H. WELLS
BOX 782 MUSKOGEE, OKLA

AT LIBERTY
AL RENTON
Side Show Operator. Have essentials of
Side Show. All replies:
BOX 232, RUSKIN, FLA.,
or inquire at TAMPA FAIR

RIDES WANTED
Ferris Wheel, Merry-Go-Round and one
other good Ride, such as Airplane or Screw
Ball, for ANNUAL BOOSTER CLUB CAR-
NIVAL, Peninsula, Ohio, July 1 through 4.
J. A. HOLLAND, Secretary
Boston Booster Club, RFD, Peninsula, Ohio

AMERICAN EAGLE SHOWS

Opening March 8 at One of Mississippi's Leading Livestock Shows. Want to book Show, Rides and Concessions. All parties who have written me before, please write again.

FOR SALE

ONE 1946 MODEL SPITFIRE. Completely overhauled and painted. A million-dollar flash. Come and look it over. Will demonstrate. Tractor and Factory Trailer go with Ride if desired. Address:

DANNY ARNETT, MGR.
American Eagle Shows Yazoo City, Miss.

SECRETARY

At Liberty for Coming Season.

Can handle your office complete in all details. Both rail and truck show experience. Can join immediately—go anywhere. Address:

BOX D-312

Care Billboard Cincinnati 22, Ohio

**WANT FOR
JAY GOULD CIRCUS
SEASON OF 1950**

Octopus, Spitfire, Fly-O-Plane, Animal Side Show, other high class Shows. Billposter (sober), Musicians for Circus Band who can drive. Long Season—Wonderful Route.

JAY GOULD CIRCUS
OTTAWA, ILLINOIS

PLASTER

Yes, we will deliver to your winter quarters or show lot High Grade Plaster with plenty flash and variety of new numbers. Large, 30¢; medium, 20¢; small, 12½¢. Our Plaster is manufactured by America's most modern equipped staturary company. Special discount on all large orders received by March 1st, 1950. Prompt deliveries. Write or wire:

SMITH-McCOWN

DISTRIBUTORS
296 EAST JACKSON WINDSOR, MO.

WANTED

A Carnival for Our

Annual 4th of July Picnic

to be held at Eminence, Ky., Tuesday, July 4.

Write to:

CARL WADE, Sec.

4th of July Picnic Committee
Eminence, Ky.

REWARD

WILL PAY \$25 TO FIRST ONE WHO ADVISES PRESENT WHEREABOUTS

JOHN P. (CHRIS) GRYS

Formerly with Great Sutton Shows. Important we locate him before Feb. 17th. Notify Arthur J. Wall, Room 2901, 116 John Street, New York City. Telephone: Beekman 3-3289

FOR SALE**1947 Model #5 Eli Wheel**

First class condition, Nabors Van Trailer to haul same with Long Range Gallery built in. Good Dodge Truck to haul same.

C. C. HAGENSBICK

ARANSAS PASS, TEXAS

WILLIAM KRIEGER

PLEASE CONTACT:

R. C. BRYAN

608 Tampa St. Tampa, Florida

WANT TO BUY OR LEASE

—FOR PARK IN EAST—

MERRY-GO-ROUND

Prefer portable type. Transportation and Financial Arrangements guaranteed. Address:

BOX D-311

Billboard, 2160 Patterson St., Cincinnati 22, Ohio

FOR SALE (3)

ROTARY MERCHANDISERS

(Pusher Type)

A-1 condition, in storage since 1942. \$200.00 each or \$550.00 for the three. Andy Allan Jr., 2446 W. Grove Street, Blue Island, Ill., Phone 8. 1, 1950

CLUB ACTIVITIES**Missouri Show Women's Club**

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 28. — Goldie Fischer assumed the post of president at installation ceremonies Thursday (12) in the DeSoto Hotel here. After the invocation by Minnie Quillen, President Fischer was ushered to the rostrum by Arlene Sidenberg and Elizabeth Mayer. Ida McCoy, outgoing president, surrendered the gavel, and the oath was administered by Mrs. Anna Jane Bunting.

Following in order came Estelle Regan, first vice-president; Geanette Hart, second vice-president; Teresa Sidenberg, third vice-president; Sally Prevost, secretary; Norma Lang, treasurer; Verna Schantz, social secretary; Minnie Quillen, chaplain, and Margaret Lohmar, sergeant at arms.

Ida McCoy was named chairman of the board of governors, with Lotis Francis as co-chairman. Other committee members are Clara Campbell, Lenora Gydna, Leve Vellios, Lela Graber, Gertrude Donnelly, Anna Jane Bunting, Elizabeth Mayer, Vera Jensen, Peggy Grimm, Gertrude Lang, Babe Weinstein, Rose Brown, Daisy Davis, Nellie Allen, Grace Goss, Hazel Maddox, Hattie Wagner, Esther Speroni, Madeline Reagan, Betty Bazinett, Mary Forster, Dorothy Williams, Edna Stenson, Pat O'Sullivan, Floella Chaney, Betty Proper and Florence McGee.

Ida McCoy also was named chairman of flowers and Teresa Sidenberg, publicity chairman.

Anna Jane Bunting presented Ida McCoy, outgoing president, with a gold gavel pin set with two diamonds. Mrs. McCoy presented each officer serving with her a fountain pen and pad set. Mae Oakes, president of Caravans, Inc., received a gold gavel pin and Anna Jane Bunting a pair of white ivory elephants on a black base.

Representing other clubs at the candle-lighting ceremonies were Mae Oakes, Caravans, Inc.; Norma Lang, Heart of America Showmen's Club; Jeanette Hart, Pacific Coast Showmen's Association; Estelle Regan, Showmen's League of America; Lee Belmont, Regular Associated Troupers; Ida McCoy, Lone Star Showwomen's Club of Texas; Harriet Maher, National Showmen's Association; Gertrude Lang, Miami Showmen's Association; Lotis Francis, Hot Springs Showmen's Association, and Goldie Fischer, International Showmen's Association.

Congratulatory telegrams were received from Frank Joerling, The Billboard; International Showmen's Association, William and Ida McCoy, Estelle Regan, Honey Vaughn, Mound City Shows, William (Bill) Snyder, Earl Bunting and the Belmonts.

Representing the men's club were Earl Bunting, Euby Cobb, George Regan, William (Red) McCoy and Sid Sidenberg. Lotis Francis and Sam Zuckerman were the prize winners. Following the ceremonies a buffet lunch was served at the clubrooms.

Those at the installation included Harriet Maher, Lotis Francis, Gertrude Lang, Catherine Guillani, Alvena Ahrens, Emilie Koch, Shirley Voelker, Joan Gordon, Mary Henderson, Marie Goodin, Norma Riaff, Vera Jensen, Imogene Donohue, Babe Weinstein, Lois Brown, Fay Davis, Mary Louise Nesnitzer Eva Rogers, Esther Speroni, Lelah Graber, Ruth Bissel, Ivadel Anthony, Helen Caskey, Bea Dawson, Mrs. Elsie Wear, Mrs. Leva Villios, Catherine Dressel, Georgi Boyer, Mildred Gentry, Mildred Laird, Delores Kolve, Lucille Donohue, Ann Hagen, Ellen Robertson, Mrs. Rowena Russom and Rose M. Murawski.

Elizabeth Mager, Mrs. Milo Anthony, Mrs. Loretta Dodd, Mrs. Hazel Chaney, Florence Guth, Mrs. Katherine Dressel, Mrs. Helen Grossman, Lenora Gydna, Clara Campbell, Gertrude Donnelly, Marie Sciaromitano, Arlene Sidenberg, Ida McCoy, Daisy Davis, Lee Belmont, Beatrice Guillani, Josie Wood, Peggy Grimm, Rose

**National
Showmen's Association**
1564 Broadway, New York

NEW YORK, Jan. 28. — Meeting held Wednesday (25) found most of the officers attending fair meetings, but the turnout was satisfactory at both the meeting of the board of governors and the regular meeting, which was presided over by L. D. King. Chaplain Fred C. Murray flew in from Richmond, Va., to attend. Also in attendance were Dr. Jacob Cohen and Counselor Max Hofmann. The eligibility committee approved applications for membership of Paul L. Campion and Charles Brand, both sponsored by Dan Thaler.

On the sick list are Vice-President Joseph A. McKee, who is laid up with gout, and Jack Lichter. John Nichols has been discharged from the hospital after an operation and is recuperating at his sister's home in New Haven, Conn. Eddie Davis was also discharged from the hospital. Herman Moskowitz is showing improvement. Herman S. Robinson is still at Fort Howard Hospital.

Sympathy is extended to Murray Goldberg, whose father died recently, and to Louis Weinstein, who lost his mother.

Welcomed back after several months on tour with the Katharine Hepburn show was Charles Lawrence. Arthur Campfield is back from a vacation in Florida. Morris Levi was a recent visitor at the club. Also visiting were Al McKee, Emil Solomon, Herman Malek, William Glick, Morris Batsky, Harry Nelson, Gerald Snellens, David Solomon, Edward Conen, Larry Benn, Harold Nevins, Eli Guralsky, William Dieckman, Al Horowitz, Charles Buckbaum, A. J. Merrill, Joseph Amico, Andrew Stryker and Edward Rockefeller.

The board of governors has granted permission to the Auxiliary to use the main assembly rooms for a card party on February 14.

Ladies' Auxiliary

Regular meeting was held Wednesday (25) night with President Ethel Shapiro presiding and all officers in attendance. As the January social meeting is open to friends and prospective members, business was held to a minimum, with reports from the secretary and committee chairmen only. Attendance was large, with a number of members making their first meeting in months, among whom were Mollie Rosenthal, Rose Rosenberg, Ann Lager, Vi Lawrence, Palmiro Fantino, Julia Taffett and Blanche Balzer.

Applications for membership of Mrs. Josephine Shepperson and Mrs. Zyne Hamid Caloca (daughter of Mr. and Mrs. George A. Hamid) were approved. A contribution to the March of Dimes fund was approved. Tess Janpol chairman of the sick committee, reported Claire Pridy and Ethel Ortelli ill.

Mrs. Fay Goldman, a new member, made a donation to the kiddie fund in the name of her grandson, Jeffrey Little, as did the boy's two great aunts, Mrs. Bertha Scherr, of Boston, and Mrs. Francis Hiebscher, both of whom were visitors at the meeting. Another visitor was Mrs. Mildred Cohen, who decided to apply for membership. Other contributors to the kiddie fund were Sidone Slivers, Helen Young, Katherine Rausch, Mollie Spitz and Betty Schatt.

After a discussion on the donors' luncheon, the meeting was turned over to the hostesses of the evening, the club's officers, who served luncheon. About 65 members and visitors attended.

Brown, Edith Maxville, Jane Cldlar, Gloria Vaughn, Ann Elest, Eileen Kraft, Florence Botsford, Marie Penosnear, Audry Johns, Virginia Von Behrens, Ann Osborne, Rose Dank, Margaret Gltzer, Florence Parker, Verna Schantz, Lillian Delaney and Lillian Mesev.

Arizona Showmen's Assn.
Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Jan. 28.—All officers were present as President Wilson called the meeting to order. Don Hanna reported that the option on 10 additional graves in the burial plot was due, and on motion of Hiko Siebrand, the balance due on the graves was ordered paid. The club voted to send \$25 to the polio fund. It was reported that the bingo party conducted by Mrs. Nolan, Wilson and Carroll netted the club a good sum.

Sammy Ansher, Kansas City, and Ralph Horseman were elected members. Due to increases in membership and cramped conditions of the present club, President Wilson appointed a building committee composed of Larry Nolan, Hiko Siebrand, Harry Lucas, Melvin Gallimore and Harold Dwyer. Their job is to seek larger quarters.

Appointed to the board of directors were Paul Pesicka, chairman; Charles Denny, P. W. Siebrand, C. F. Zeiger, Hiko Siebrand, J. B. Austin, Don Hanna, Lewis Wald, Harry L. Gordon, Louis Block, Tony Spring, Earl Wells, Howard Steffer, Norman Prather, Curtis Jones, Charles Thompson and Walter Towers.

The following committees were appointed: Finance, Hiko Siebrand, C. F. Zeiger, C. E. Gallimore, Francis W. Wilson, Melvin Gallimore, Don Hanna and P. W. Siebrand. House: Mrs. Marguerite Stone, chairman; Don Hanna, J. Miller, and Hollywood Towers, custodian. Sick and relief: Mrs. Marian Prather, Bob Usleton, Lloyd Lee, Don Hanna. Entertainment, Mrs. Hiko Siebrand, Mrs. Inez Carroll, Mrs. Marguerite Stone and Mrs. Francis Pesica. Ways and means: Mrs. Hiko Siebrand, Mrs. Betty Wilson, Mrs. Rose Merrow, Mrs. Polly Gallimore, Mrs. Betty Wells, Mrs. Mandeline Nolan and Mrs. Marguerite Stone. Cemetery: Louis Block, Don Hanna and H. Lucas. Membership: D. W. Yekle, Walter Towers, Inez Carroll and H. L. Gordon. Publicity: Harry L. Mordon, Mrs. Madeline Nolan, Francis W. Wilson. Dr. Charles Kalill was named club physician. A. L. Moore & Sons was appointed club mortuary. Mrs. Marguerite Stone won the pot of gold.

Pacific Coast

Showmen's Association
1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

January 23d meeting was called to order by President Lillian Schue. Seventy-nine members and three guests were present. One new member, Lillie Saulnier, was admitted. Guests were Madison M. Hopes, Marguerite Stone and Marie Berko. Letters were read from Patti Cook and Peggy Rasmussen.

On the sick list are Mabel Stark and Leona Cook, while Lucille King and Patti Cook were reported mending very fast.

Bank award went to Mary Taylor. Door prizes, donated by Mary Taylor, Opal Manley and Peggy Forstall, were won by Emily Bailey, Nina Rogers and Minnie Fisher. A purse, donated by Mary Taylor, was raffled and won by Lucille Dolman, third vice-president.

At the board meeting earlier, Marie Tait, Ethel Krug, Mary Taylor, Mabel Brown, Charlotte Cohen, Fay Prosser and Vivian Jacobi were voted in as a committee on the nominating for the fall. At the night meeting Babe Miller, Lucille King, Marie La Deoux, Norma Burke, Jenny Regal and Patti Cook were voted out from the floor to act on the same committee. Martha Levine and Elsie Suker will act as alternates for the board while Marie Kortez and Florence Lusby will alternate for the floor.

During the board meeting word was received that Mabel Stark had been badly torn up by one of her tigers at Thousand Oaks, Calif. She was employed by Trader Horn and Billy Richards at the World's Jungle Compound.

Michigan Showmen's Association
3153 Case Ave., Detroit

DETROIT, Jan. 28.—The highlight of the club's activities last week was the annual Secretary's Party, January 15. The meeting-hall was beautifully decorated by Chairman Edward Bennett. Scores of balloons festooned each table and a large jumbo balloon with the name of the show inscribed was the center of attraction. The art work on balloons was the work of Irving Rubin, assisted by Sam Burd.

First regular meeting with new officers and members was held Monday (23) with President Robert Morrison occupying the chair. After the meeting the Ladies Auxiliary joined the membership in a buffet supper prepared and served by Victor Johnson, Edward Bennett, Ben Lansberg and Sam Sullens.

Rudolph (Fats) Nathansen has left for Tampa; Irving Rubin and Louis Malin, to Miami and her points south; John Quinn, to his winter home; Max Berkowitz and wife are on their way to the South.

Recent visitors to the clubrooms included Izzy Cetlin, who reported visiting Brother Gordon's Trailer Park in Pontiac and stated that the park will be renamed the Showmen's Rest. Ray Williams and Joe Croganale, of the Happy Holiday Shows, have returned from a business trip thruout the State. So have Past President Jack Gallagher and Jim Gallagher. Harold (Buddy) Paddock and Pat Purcell also spent some time at the club while attending the fair association meeting at the Fort Shelby. Past President Al Wagner renewed acquaintances with all of his old friends. F. E. Gooding and John Enright, with John Gallagan, paid the clubrooms a visit. Show owners John Reid, Charles Lee, W. G. Wade and Roscoe Wade entertained quite a few guests at the party.

Joe Bennett is still on the sick list but expects to be able to be out and around soon. He paid a visit to his friends at the hotel during the meeting. Sam Fine, assisted by Charles Rafal and Sam Soloff, are assisting the house committee. Seen in the clubrooms recently were Ed Horwitz, Vic Horwitz, "Chickie" Bohdan, Andy Schlesinger, Harry Stahl, Jack Dickstein, Max Kahn and Joe Burns. President Robert Morrison was presented with a "Friend of the Post" card by the commander, Mangonson, of the Joe Moss Post No. 422, Michigan Showmen.

Caravans, Inc.
P. O. Box 1902, Chicago

CHICAGO, Jan. 28.—Mae Oakes, president, was in the chair at the Tuesday (24) meeting, assisted by Bessie Mossman, first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer.

Past President Lucille Hirsch, chaplain pro tem, read the invocation. Grace Weiner and Wanda Durka were added to the membership; Josephine Glickman read letters from Trixie Clark, Priscilla Tennyson and Past President Pat Seery, who is in Florida. Irene Coffey reported Dorothy Bates recovered from a recent illness. Mollie Foster was reported ill.

Pearl McGlynn and Harriet McBeath were present after long absences. Sophie Gleason attended her first meeting. Pearl McGlynn volunteered to crochet another afghan for the Forget-Me-Not Fund.

Edith Streibich was named chairman of the by-laws committee with members including Pearl McGlynn, Jeanette Wall, Edna Stenson and Ann Sleyster.

President Oakes returned recently from St. Louis, where she attended installation of officers of the Missouri Showwomen's Club. Claire Sopenar and Lucille Hirsch were appointed hostesses for the social to be held January 31 at the Hotel Sherman.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, Jan. 28.—Earl Bunting, past president, presided. George Regan, treasurer, and Euby Cobb, secretary, also were on the rostrum.

Happy Ray Ware announced he would donate the music for the St. Patrick's Day party. Happy Birthday was sung for J. P. Murphy, celebrating his 72d birthday.

Visitors and those back after long absences included Billy Jacobs, John Hart, Green Downing, John McGee, Buff Hottle, John Gallagan, Norman Fleiss and Harry Hennies. George Regan, William (Red) McCoy, P. E. (Heavy) Waughn, Alonzo Shallow, John Roth, Green Downing and Larry Becker left for the Fort Worth Stock Show.

The sick list included Ernie Marohl, in Jefferson Barracks Hospital; Fred Zchille, in Bethesda Hospital; Sid Belmont, in Barnes Hospital, and Billy (Zoot) Reed, recently released from St. Luke's Hospital.

Those attending the women's buffet lunch included John Francis, Ed Schantz, Gene Woods, Gus Villos, Ira Woods, Norman Riaff, Carl Pope, Wes Schumacher, Robert Henze, Les Williams, Gerrel Horn, John Delaney, Bill Screbneff, William Swayback, Tom Cowan, Don Donnelly, Edgar Hart, Wilbur Smith, Lowell Specht, Clyde Shubert, J. P. Murphy, Mort Silvers, Martin Davis, Ed Mahoney, Bill Piggott, Happy Ray Ware, John Maher, Robert Firman, Jack McLean, Samuel Robertson, Jim Kolve, Harry Hennies, Herb Lohmar, Steve Timlin, Tom Blinn, Leo Lang, Francis J. Bligh, Euby Cobb, George Regan, William (Red) McCoy, Art Guilliani Sr., Billy Jacobs, Buff Hottle, Bennie Wear, John Schoutz, Phil Kraft, Ed Campbell, Earl Bunting, Red Kelley, Meyer Katz, Dave Martin, Art Guilliani Jr., John Roth, Ralph Lipsky, P. E. (Heavy) Waughn, Charles Brooks and John Gallagan.

Showmen's League of America
400 S. State St., Chicago

CHICAGO, Jan. 28.—Morris A. Haft presided at the regular meeting Thursday (26) in the absence of President Morris Lipsky. Lipsky will be married in St. Louis tomorrow (29).

Elected to membership were Edward J. McKeown, Robert J. Mautner and A. C. Guilliani, all presented by Dave Malcolm, and John W. Gallagan.

Ralph Wiberly underwent surgery in Alexian Bros. Hospital Friday (27). Pete Andrich is hospitalized. Ernie Young still is confined in St. Mary's Hospital. Elmer Byrnes is reported improving. W. C. Deneke, William O. Perrot and William E. Saunders remain on the sick list.

Gerald Snellens, in town on business, attended the meeting. Bill Hunt, in town with the Gene Autry Show, visited the club. Mr. and Mrs. Sam Levy, Jack Hawthorne, Sol Wasserman and Chick Schloss are in Florida. Hugo Mallman sends a photo of a 100-pound sword fish he caught. Frank Blight left for St. Louis.

Plans for the Buffalo Bill party, scheduled February 25, are going ahead.

Callers at the rooms included Charles Levine, Jack Weiner, James Campbell, Henry Simonds, Mel Harris, Sid Siegal, Chick Schloss, George Brooks, Whitey Lehrter, Pete Andrich, Tom Sharkey, Ozy Breger, Oliver Barnes and John Lempart.

Hot Springs Showmen's Association
310 1/2 Central Avenue, Hot Springs

HOT SPRINGS, Jan. 28.—Pat Ford, first vice-president, was in the chair at the regular meeting in the absence of President Harry Hennies. Bill Shelford and Charles Katz were elected to membership.

Plans were discussed for a bingo party for the benefit of the cemetery fund. A check for \$270 was sent the March of Dimes. Mrs. Edward J. Callahan was a visitor.

Greater Tampa Showmen's Association
Tampa, Fla.

TAMPA, Jan. 28.—The GTSA ball team has been going to town. After their triumph over the Miami club they engaged a couple of local teams and won both games. The club is being coached by Bert Haas, a member of the Minneapolis Millers. Bill Hicks is coaching the ladies' team. Both coaches are club members.

Paul Sprague, chairman of the banquet and hall committee, after flying to the Michigan fair meeting, reported that there would be a good representation from those parts at the banquet and ball. Gean Berni has been looking after things in that department during Paul's absence. There are a few tickets left and those wishing reservations are asked to write or wire for same.

The membership has started a garden club and many of the members have made donations of shrubbery and flowers for the beautifying of the club grounds.

The committee in charge of the float for the Gasparilla parade at the Tampa Fair is in readiness and the association and show business in general will be well represented by a float in this parade. Jack Finch, float builder and member, has charge.

The following names were added to the membership roster: Russell West, Leo Albin, Shan Wilcox, James W. Winters, Halien Barkoot and Alvin W. Dix.

Regular Associated Troupers
106 E. Washington, Los Angeles

LOS ANGELES, Jan. 28.—Howard Lovell, son of Lucille King, founder of the Regular Associated Troupers, was present at the meeting January 19, having planed here from Manila, P. I., to be with his mother while she has been so ill in the French Hospital here. Also present for the first time this year was Jack Kent, who said his wife, Oril, was recovering after being clawed in the leg by a bear. May Moore, a new member, was present for the first time.

Sick chairman, Martha Levine, reported that Dave and Estelle Rosenthal were in an auto accident in Florida; also Eve Scott was ill at her home. Letters were read from Peggy Forstall and Moe Eisenman. Ethel Krug, chairman of the bazaar, said that Gladys Mackey had added a Toastmaster for a prize in the bazaar books. She exhibited doilies donated by Madame Delma and a set of steak knives from Tillie Palmateer. Dave Friedenheim was appointed chairman to select a place for a going-away party for the members next month.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 28.—President L. K. Carter presided at the regular weekly meeting with all officers present. Thirty-six members were in attendance. Vernon Holmgren was elected to membership. Word was received of the death of Brother Dave Stevens, a life member of HASC, who passed away in San Antonio.

Ways and means committee has held get-together-parties the last two Saturday evenings with round and square dancing, lunches and games. The club will refurbish the dining room at an early date. George Elser, who was confined at Menorah Hospital, is out and about again.

Ladies' Auxiliary

Annual president's dinner was held in dining room of the club with 80 members present. Flowers were sent by Edna Prey. President Nellie Weber called meeting to order, naming Louise Snoderly as warden, with 21 members present. Minutes were read by Loretta Ryan. A cash donation was made to the Infantile Paralysis Drive. Door prize, conducted by Bird Brainard, was won by Jess Nathan. New members elected were Lillian V. Ray, Jessie E. Shelton, Margaret Klausen and Alice Schneck.

Pacific Coast Showmen's Association
1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 28.—A membership drive was launched at the regular Monday (23) meeting, with a special deal of a paid-up card to September 1, 1951, for a \$5 initiation fee and \$12 dues, being offered. Members seeking reinstatement will get the same break. President Joe Krug told the assemblage.

Also on the rostrum were Vice-Presidents Larry Ferris, Michael Doolan and Hunter Farmer; Treasurer Al Weber and Secretary Lou Manley.

Before the meeting was opened Lieutenant Cantin, retired Los Angeles police officer and now manager of police shows, gave a brief talk. The meeting was then turned over to Ferris, who explained the membership drive.

Chairman Charles Walpert, of the Hi-Jinks to be held in the clubrooms February 6, reported tickets going fast. Members were urged to secure their ducats early.

The drawing was won by C. E. (Candy) Moore.

Lone Star Show Women's Club of Texas
Campbell Hotel, Dallas

DALLAS, Jan. 28.—Margaret Pugh presided at the Monday (23) meeting. H. A. and Lourene Ferguson and Vern Wesley Coriell were added to the membership. Erma and Estie Meek were in attendance after long absences. New chairs have been purchased.

Grace Tinder, chairman of the entertainment committee, provided the games at the dinner Thursday (19). Millie Cepak, T. C. Sands and J. M. Anderson were the prize winners.

Miami Showmen's Association
236 W. Flagler St., Miami

Ladies' Auxiliary

The Ladies' Auxiliary held its second revealing party of the Secret Pal organization January 16 at Harvey's Restaurant, Biscayne Boulevard. Dinner was enjoyed by over 100 women. Music and entertainment followed. Alberta Mack was in charge of arrangements, assisted by Virginia Feldman. Gifts were exchanged among the Pals and new names were drawn for the 1950 Secret Pal organization.

COUNTY FAIR SHOWS
WANT FOR 1950 ROUTE

Concessions all open except Popcorn, Floss, Photos, Cork Gallery, Balloon Dart, Bingo, Novelties.

RIDES—Want Foreman for Wheel and Octopus, Second Men for Merry-Go-Round. Will book or buy Double Loop priced right. We carry 6 office owned Rides and can always use Capable Ride Men at top wages.

SHOWS—Want Operator for Athletic Show who can handle heat. Want Manager for Fun House and Monkey Speedway, also Girl Show Manager who can get talent. All Shows are office owned with best equipment. Opening April 29. Write to H. H. Gray, c/o County Fair Shows, Ainsworth, Neb.

FOR SALE
1947 MODEL FLY-O-PLANE

With V4 International Power Unit. K5 International Truck and 1947 Trailmobile, special built Trailer for Ride. All in first-class condition. Make a bid. All cash. Will pay for self in one season. Can be seen in Ft. Smith, Ark. Address:

K. G. CLAPP

100 N. 8TH ST. FT. SMITH, ARK.

WANT TO BUY
ERIE DIGGERS

For cash. State condition, price and how many.

GEORGE EDWARDS

BOX 183 MADISON, ILLINOIS

GOLD BOND SHOWS

NOW CONTRACTING FOR 1950 RIDES — SHOWS — CONCESSIONS Fairs, Celebrations and Committees in Illinois, Iowa, Minnesota and Wisconsin, have some open time. MICKEY STARK, Mgr. P. O. Box 229 Mt. Sterling, Ill.



WANT FOR OUR 1950 TOUR

14 Fairs and Celebrations starting with the top fairs of Illinois—Champaign County Fair, Urbana, July 22 thru 28; Eastern Illinois Fair, Danville, week of July 30, then the New Adams County Fair, Mendon (Quincy), and a stellar route of fairs in Tennessee and Alabama closing Armistice week.

SHOWS—We want to hear from showmen owning their own equipment who will appreciate good treatment together with fair percentage deal . . . you must have an attraction of merit. Positively no ding shows.

RIDES—For our fair route we will be interested in non-conflicting Rides. For our still dates we will book one Ride, either Fly-o-Plane or Spitfire.

CONCESSIONS—Interested in a limited number of legitimate Concessions. Must be well flashed and not under 14 feet in length.

RIDE HELP—Must be experienced and licensed drivers preferred. Good salary and bonus arrangement.

WE WILL PRESENT ON THE MIDWAY "SKY HIGH DUO" FREE ACT

Reply to:

THOMAS D. HICKEY
President

W. E. "BILL" SNYDER
Business Manager

Address, 809 Jefferson, Quincy, Ill.

390 Arcade Bldg., St. Louis, Mo.

Lipsky Selects SLA Committees

CHICAGO, Jan. 28.—Morris Lipsky, president of the Showmen's League of America, announced the following committee appointments:

Membership—John W. Gallagan, chairman, Herb Shive, co-chairman; Harry W. Hennies, Harry Ross, Tom L. Baker, Louis Berger, Ollie Bradley, Clyde Byrd, E. J. Casey, William T. Collins, J. W. (Patty) Conklin, William Cowan, Paul Delaney, Hadji Delgarian, Frank Ehlenz, Hal F. Effort, John F. Enright, George B. Flint, Harry (Irish) Gaughn, Ralph W. Glock, Eph Glosser, George A. Golden, F. E. Gooding, Jay E. Gould, William (Bill) Green, C. C. Groscurth, Jack Hawthorne, C. O. Hill, Ben Hyman, George W. Johnson, William H. Lambert, John E. Lampton, John Lempart, Ernest (Rube) Liebman, R. L. (Bob) Lohmar, Dave Malcolm, Arnold Maley, Vince McCabe, Bernie Mendelson, John Mulder, Joseph (Giachero) Murphy, Leo Overland, Dave Picard, Pete Pivor, Fred Potenza, L. C. Reynolds, Vaughn Richardson, Robert Seery, Thomas F. Sharkey, Harry Shore, Gerald Snellens, William E. Snyder, Aut Swenson, Harry J. Taylor, Lloyd I. Thomas, Sam Ward, Neil Webb, E. W. Wells, Harry Wingfield, Frank Winkley, Edward Young, Charles Zemater, O. J. Weiss, H. A. Lehrter.

Ways and Means—Ned E. Torti, chairman, Ben Weiss, co-chairman; Jack Duffield, Sam Gordon, Robert K. (Bob) Parker, Bucery Allen, Dwight J. Bazinet, Sunny Bernet, Gean Berni, Elmer Byrnes, William T. Collins, J. W. (Patty) Conklin, William Cowan, John J. Denton, M. J. Doolan, David B. En'ry, E. E. Farrow, Art Frazier, John W. Gallagan, Harry (Irish) Gaughn, Jack Gilbert, George A. Golden, William J. Goutermout, Harry W. Hennies, Thomas D. Hickey, Ben Hyman, George W. Johnson, H. William Jones, Harry B. Julius, Edmund Kornumpf, Charles T. Lenz, Louis Leonard, Roger S. Littleford Jr., Ernest (Rube) Liebman, John L. Lorman, Andy Markham, Joseph (Giachero) Murphy, J. C. McCaffery, Bernie Mendelson, Ray S. Oakes, Paul (Olsen) Oleksy, Harold (Buddy) Paddock, Pat Purcell, Archie L. Putnam, John Quinn, L. C. Reynolds, Jack Ruback, Carl J. Sedlmayr Jr., Harry Schreiber, Floyd M. Shankle, Robert Seery, Henry N. Shelby, Lloyd I. Thomas, J. C. (Tommy) Thomas, Al Wagner, Neil Webb, F. A. (Whitey) Woods, Sam Menchin, K. H. Garman, Edward L. Young.

Entertainment—Maurice (Lefty) Ohren, chairman; William Carsky, co-chairman, Sunny Bernet, Art Brisse, Eddie N. Coe, J. W. (Patty) Conklin, Edward Gamble, Harry (Irish) Gaughn, Harry W. Hennies, Al Kaufman, Sam J. Levy, Dave Malcolm, J. C. McCaffery, Joseph (Giachero) Murphy, Paul (Olsen) Oleksy, David P. O'Malley, Petey Pivor, John Quinn, Robert Seery, Jimmy Stanton, Al Sweeney, Al Wagner, Ernie Young.

House—Max B. Brantman, chairman; Petey Pivor, co-chairman; Oliver Barnes, Jack Benjamin, Manuel Blasco, Charles Bohdan, Charles H. Hall, Melvin L. Harris, Jack Hawthorne, Irving Malitz, Isaac Malitz, Paul S. Miller, Jack Levine, Vince McCabe, Ralph R. Pope, Thomas F. Sharkey, Samuel J. Solomon.

Finance—S. T. Jessop, chairman; Alvin C. Beck, William Carsky, George B. Flint, George A. Golden, Harry W. Hennies, George W. Johnson, Ralph G. Lockett, Fred H. Kressmann, Arnold Maley, Harry Mamsch, Al Sweeney.

Welfare—James Campbell, chairman; Robert J. Dodge, Walter P. Driver, Charles H. Hall, Robert Hughey, Rev. Marcel La Voy, Ernest (Rube) Liebman, Joseph Shapiro, Harry Simonds, Edward Levinson.

Cemetery—Edward Sopenar, chairman; Morris A. Haft, co-chairman; M. H. Barnes, E. Courtemarche, Philip Cronin, Max Goodman, H. A. Lehrter, Thomas F. Scharkey.

Funeral—Robert Seery, chairman; James Campbell, Walter P. Driver, Nieman Elzman, Charles H. Hall, William Hetlich, Rev. Marcel La Voy, Isaac Malitz, Hyman Neitlich, Joseph Warburg, Joseph Shapiro.

Press—Herb Dotten, chairman; Harry Best, Nat Green, William H. (Bill) Green, Robert E. Hickey, Johnny J. Kline, Herb Pickard, Pat Purcell, Al Sweeney, James A. Tinney, Leonard Traube, Sam Ward, Gaylord White.

Shan Bros. Inks 10 Annuals

MARYVILLE, Tenn., Jan. 28.—R. E. Stewart, general agent of Shan Bros.' Shows, announced from winter quarters here that the Shan org has been booked for the following 1950 fairs: Rome, Sandersville, Elberton, Gainesville, Canton and Winder, Ga.; Maryville and Sevierville, Tenn.; Tazewell, Va., and London, Ky.

HAPPYLAND SHOWS

Now Booking for 1950
3633 SEYBURN DETROIT 14, MICH.
Phone WALnut 17924

Wanted Clean Carnival

With Rides, etc. July. 87,000 population; radius four miles. Lot 700x1200. Pay days 10th, 20th, 30th.
CIVIC CLUB
533 Main Street Benwood, West Va.

WANT TO BUY

32 or 38 ft. Merry-Go-Round—Must be in A-1 condition and flashy. Also good Popcorn Trailer, must have Bottle Gas Poppers and well lighted and neat.
EUGENE W. SKERBECK
Skerbeck Amusement Co., Dorchester, Wis.

FOR SALE ENTIRE CARNIVAL

5 Rides, 10 Trucks, Transformer, Wiring, Show Tops, Fronts, Concessions. Will sell all or any part with good down payment. Would consider leasing all equipment or selling half interest to reliable party.

OMAR THOMPSON

ROUTE 5 MUSKOGEE, OKLA.
P.S.: Vagabond House Trailer for sale, good condition.

FOR SALE

1 12x12, 4-way Awning, Blue Top and Frame, \$100.00; 1 12x12 Grab Outfit, Complete, All New, \$500.00; 1 Photo Machine, Complete, With 2 Size Pictures, \$125.00; 20 Cameras, From 1 1/2x2 to 5x7, \$15.00 to \$50.00 each; Lenses, All Sizes, \$25.00 and up; 1 Montgomery Ward 3,000 Watt Light Plant, run less than 50 hours, \$300.00.

FRED BOLIS
2502 E. Broadway North Little Rock, Ark.
(Phone: 2-9833)

WANT TO BOOK

Merry-Go-Round with music, also Kiddie Ride—Unusually good proposition, low percentage, 20 weeks of choicest Church and Independent Firemen's Celebrations in Western New York and Pennsylvania.

ROXY'S AMUSEMENT RIDES

P.O. BOX 3533 S.T.P. SARASOTA, FLA.

ARCADE

SELL OR TRADE
WITH OR WITHOUT TRANSPORTATION.
Over 50 machines. Extra parts.

JOE FREDERICK

2263 Newton Detroit 11, Mich.

NICK SHAMSHAK

PLEASE CONTACT:

R. C. BRYAN

608 Tampa St. Tampa, Florida

ATTENTION COMMITTEES—MICH., ILL., IND.

Now contracting Rides and Concessions for Homecomings and Celebrations. Also booking Kid Rides and Concessions. Want Ride Help on all Rides. No drunks or chasers. All replies:

DICK BACON

GEN. DEL. FLINT, MICH.

FOR SALE

Mangels Whip, \$1,000, good condition, and Ottaway Kid Auto Rifle, \$600 cash. (Come and get it.)

MR. E. R. STEVENS

832 7th Ave., North Fort Dodge, Iowa

MERRY-GO-ROUND RECORDS

Organ-Drums with Cymbal Break-resistant Plastic. High Volume, Long-Lived Records designed just for you. Also complete line of Calilo Records.

WRITE FOR FREE LISTING

MIDWEST RECORDED SPECIALTIES
Elmhurst, Ill.

BESTOR'S

20 SHETLAND PONY RIDE

Will book INDEPENDENT Celebrations in Wisconsin.

CECIL BESTOR

SAUK CITY, WISCONSIN

CONCESSION SIGNS

Laydowns of all kinds, Charts, Razzle Dazzles, Hanky Panky Signs, Photo Booth Backgrounds, etc. Send for Circular.

BERT GEYERS STUDIO

ROSCOE, OHIO

World of Pleasure Shows

Now Contracting for 1950
RIDES—SHOWS—CONCESSIONS
JOHN QUINN
11270 Gulf Blvd. St. Petersburg, Fla.

—WANTED—

Foreman for new 38 ft. two-abreast Merry-Go-Round, Foreman for #12 Ell Wheel, Second Man on all Rides. No drunks, chasers or agitators wanted. Good salary and treatment to those who qualify. All replies to:

LEE BECHT SHOWS

P.O. BOX 92 MT HEALTHY 31, OHIO

C. A. STEPHENS SHOWS

Booking Shows, Rides and Concessions for the 1950 tour. Winterquarters Address: Box 1017, Crystal River, Fla.

Famous Chatillon GUESS YOUR WEIGHT CHAIR SCALE

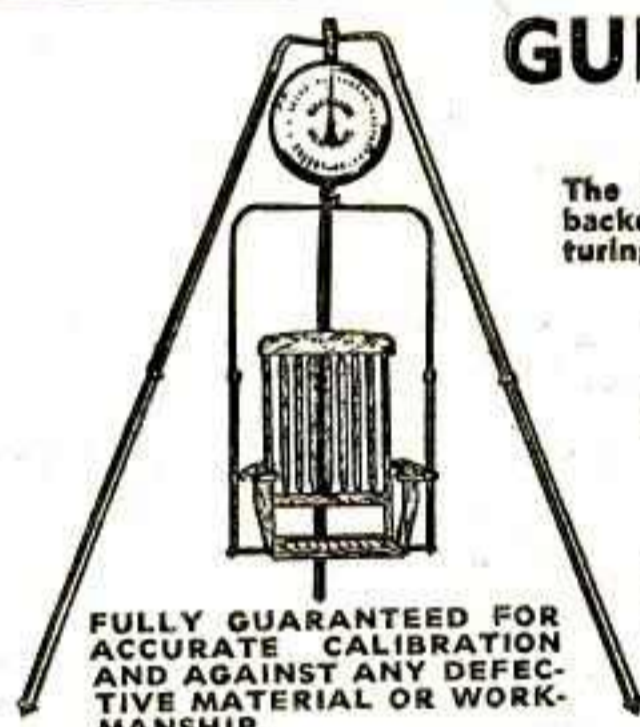
The finest made and a proven money maker . . . backed by over 100 years of experience in manufacturing weighing and testing devices.

Only \$400.00 EA.

Capacity 400 lbs. by 1 lb. Equipped with tripod and wood folding chair as illustrated. Patented thermo-static device compensates for temperature changes, and shock absorber prevents pointer vibration and injury to working parts. 4" sash gives 13" Dial overall dimension of 17". Metal parts of chair and tripod are nickel plated and each leg made of two pieces for convenience in packing. Overall dimension approximately 8 1/2 feet. 1/2 With Order, Balance C.O.D., F.O.B. N. Y. 2-Week Delivery.

ORDER TODAY

1645 BEDFORD AVENUE
BROOKLYN 25, N. Y.
President 2-2900



FULLY GUARANTEED FOR ACCURATE CALIBRATION AND AGAINST ANY DEFECTIVE MATERIAL OR WORKMANSHIP.

J. SCHOENBACH

GOLDEN WEST SHOWS
"THE Best IN THE WEST"

Charles J. Walpert and (Polish) Fisher

For a Long Season of Fairs and Celebrations

WANT . . .

SHOWS — RIDES — CONCESSIONS
TILT — OCTOPUS — ROLLO PLANE

Also Want Foreman for Merry-Go-Round, Ferris Wheel, Spit Fire

Winterquarters Now Open

Address **HERALD HOTEL**

308 Eddy St.

San Francisco, Calif.



FEATURING HUGO ZACCHINI, THE HUMAN BULLET, SHOT FROM A CANNON

WANT—OPENING EARLY IN MARCH—WANT

RIDES—Will book Octopus, Rolloplane, Sea Cruise, Little Skipper, Little Dipper, Train, Boat Ride, Baby Ferris Wheel, Pony Carts. SHOWS—Organized Minstrel Show with Band, Big Snake, Fun House, Girl Show, Manager with Girls for Sit-Down Show, Monkey Show, Motor Drome, Mechanical City, Glass House, Wild Life. CONCESSIONS—Photo Gallery, Derby, Penny Arcade, Long and Short Range Galleries, Mitt Camp, Man and Wife to take Pan Game, Penny Pitch Agents, Ball Game Agents, and will book Ball Games, Hanky Panks of all kinds. RIDE HELP—Foremen and Second Men who drive Semis for Merry-Go-Round, Spitfire, Ferris Wheel, Live Pony Ride, Autos, Baby Airplane. WANT BILLPOSTER.

FAIR AND CELEBRATION COMMITTEES IN TEXAS, OKLAHOMA, KANSAS AND NEW MEXICO—HAVE A FEW OPEN DATES IN YOUR TERRITORY

Address **HARRY CRAIG, Mgr., Box 158, Brownwood, Texas**

WANT—SIDE SHOW ACTS—WANT

Side Show Acts and Attractions of all kinds, also Talkers, Ticket Sellers and Inside Lecturer

All Acts and People Engaged for 1950 Season. Contact Me.

R. E. (DICK) BEST

BOX 3687, CITY TRAILER PARK

SARASOTA, FLORIDA

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Ballyhoo Bros.

Tear in Your Eye, Ga.
January 28, 1950.

Dear Editor:

We of the midways have always been sentimental souls who can weep with the best of 'em when the breaks are bad and cry about tough breaks the loudest when the breaks are good. Our cookhouse operator described his eatery as the midway weeping post where, when biz was bad the midwayites drank coffee and smoked cigarettes all day—especially a lot of cigarettes.

When it comes to sentimental ballads of the road, this shows' favorite is the one made famous in midway circles by the immortal stick, gentlemen and writer, Rolldown Slim. His heart-rendering ballad, entitled *True Midway Love*, has been sung

hummed and recited on lots for over a quarter century. For the benefit and the education of the beginner thru permission of its glorious author, gentleman and belly stick, we shall repeat and analyze each precious verse "She was a catrack queen— young and fair he was a grifter—rip and tear. Gosh! How he loved her."

Them wuz the days of the flapper and short skirts, when a player got a free flash when she stooped over to pick up balls. The first lines do not indicate that she owned a dog, but they do indicate that he owned the frame, hood and balls. Let us continue.

"She sold baseballs—three for a dime, while he counted the blocks from one to nine. Gosh! How he loved her."

That proved he had a smart head on his shoulders and was plenty hep to the score. Furthermore, it proved that she wasn't any too well smarted up or she'd hype the price to three for a quarter. More reason for we sentimental souls to love the ballad. Let's go on.

"They hit the pie car when the spots were red; he bucked the joint while she read in bed. Gosh! How he loved her."

That's the first sad break in the ballad. He wasn't doing right by our Little Nell. It meant back to the laundry for her when the season ended. Now let's get with it and for it.

"They'd get up in the morning and clear the coast. Then hoof it to the scoff car for java and toast. Gosh! How he loved her."

The fact that they were both still eating put a bright spot in our favorite ballad. It is evident that she sprung with her previous night's hold out. From now on follow the lines carefully.

"'ong came a sheet writer—handsome and tall, who stole the catrack queen, balls and all. Jeez! How he hated her."

Those are the lines that bring tears to the most road-hardened trouper. The moral of the ballad is, "Your privilege on the line beats two weeks on the cuff." It kills the old midway proverb, "Little suitcase, don't you cry. You'll be a carnival, bye and bye." According to a book on carnival ethics, should one acquire a gal, a dog, frame and ball game hood, a rolldown with two agents, a Geek Show and Chairplane it is ethical to sing "Twinkle, twinkle, little star—in your one-horse gilly car."

NORTHERN EXPO SIGNS

(Continued from page 76)

bid with 8 rides, 6 shows and 25 concessions and offered 25 per cent on rides and shows straight thru with \$15 for concessions on a direct-sale basis and \$22.50 for each game concession.

B. B. Snow, of T. J. Tidwell Shows, making his first appearance in this area, offered 12 rides, 8 shows and 40 concessions. After explaining his free attractions of an elephant and a chimp act, Snow declined to bid, stating that he was committed to play Liberal, Kan., about Labor Day. Bids cover the circuit.

Offers 12 Rides, 10 Shows

In his bid for the B-1 circuit, Hill offered 12 rides, 10 shows and 35 to 40 concessions on a 20 per cent for the first \$5,000 gross and 25 per cent on all money over that figure. For concessions he made a flat proposition of \$1,000.

Ralph Meeker, of Meeker Shows, Tacoma, put in 14 rides, 7 shows and an indefinite number of concessions on two bids. One called for 8 cents for each paid admission and the other for 20 per cent on the first \$5,000 and 30 per cent on ride and show money over that figure. He bid a flat \$750 for any number of concessions that he brought in.

MRS. MARIE KAUS, Owner

RUSS OWENS, Manager



WANTED WANTED WANTED
Playing best territory in the East. 10 bona fide fairs already booked. SHOWS: Side Show, one Girl Show, Wild Life, Motordrome, Penny Arcade. RIDES: Will book Caterpillar, or any Flat Ride that does not conflict. We own 10 Rides and have our own Light Plants. CONCESSIONS: Will sell exclusive Cookhouse, Scale and Age, Ball Games, Penny Pitches, French Fries, or any Hanky Panks. Also Swinger, Buckets, Bowling Alley, Clothes Pin Pitch, Spot Game, Mitt Camps. Have three open weeks. Fair Secretaries or Committees, get in touch with us. All Concessions answer to Willie Lewis, 4900 Chamberlayne Ave., Richmond, Va. (Harry Model, get in touch with me.)
WILLIE LEWIS, Bus. Mgr. EDWARD E. COOPER, Gen. Rep.
W. C. KAUS SHOWS
P.S.: Have Custard mounted on trailer for sale. Will book same on show.
NEW BERN, N. C.

DOWNRIVER SHOWS

Michigan's Cleanest Midway

10 Rides—Searchlight—4 Light Plants

Opening March 30th, River Rouge; followed by Ecorse, Roseville, Milan, Monroe—ALL DOWNTOWN.

WANT SHOWS—10-in-1, Grind Shows of all kinds. A good proposition to take back end. Also Penny Arcade. CONCESSIONS—Will place legitimate Concessions of all kinds. Jewelry and French Fries. No gypsies or flats. 10-in-1 with us before—let's hear from YOU. RIDE HELP wanted in all departments.

Write 10138 W. Jefferson, River Rouge, Mich.
Phone: Vinewood 2-1810

EDDIE GAMBLE WANTS FOR THE

IMPERIAL SHOWS

GRIND STORE AND WHEEL AGENTS

WRITE - DO NOT WIRE

3845 N. Kenmore Ave.
Chicago, Illinois

INTERSTATE SHOWS NOW BOOKING FOR 1950

Opening March 15. Will guarantee 34-week season. First Fair beginning July 10, last one ending November 11. Will furnish route to interested parties.
SHOWS—Will furnish complete SIDE SHOW, 20x80 top with 120 ft. banner line, if you have something for inside, or will give good proposition to one with own equipment. Want Operator for SNAKE SHOW, will furnish show complete. Want Man for GIRL SHOW, must have not less than three girls, wardrobe and p.a. set. Will furnish 20x40 top with panel front. Will give good proposition to Motordrome with or without transportation. Will book Monkey Show, Fun House, Glass House and organized Minstrel Show. RIDE HELP—Want Foremen and Second Men for Twin Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl, Roll-o-Plane, Chair-o-Plane, Octopus and Spitfire. Must be sober, reliable and drive semis. Will use wife as ticket seller. CONCESSIONS—All legitimate Concessions open. Will book Diggers, Novelties, Guess Your Age, Jewelry (Marie Melton, contact me), Candy Apples, Photos, Short Range Gallery, Glass Pitch, Fish Pond, Bowling Alley, Penny Pitch, Balloon Dart, Cigarette Shooting Gallery, etc. Will book two Mitt Camps. Want Agents for Roll Down, Razzie Dazzle, Clothes Pin, Sium Skillo and Wheels. All Agents who have worked for me in previous years contact me, will give good proposition. George and Grace Noble, contact me. Want UNION BILL-POSTER with truck who knows how to put out paper and will. Positively must be sober. Want experienced Canvas Man. Mr. Buffington, get in touch with me at once.
All replies to H. B. ROSEN, P. O. Box 143, Jacksonville, Florida.

WANTED—RIDES, CONCESSIONS, SHOWS

FOR YEAR-ROUND OPERATION

BEAUTIFUL IDLE HOUR PARK

PHENIX CITY, ALABAMA

2 1/2 miles from Columbus, Ga., and world's largest military camp, Ft. Benning. 7 day week, free acts weekly, summer. Direct 10¢ bus service. Will play straight FC all Major and Kiddie Rides, Concessions and Shows not conflicting. Positively no flats. No privilege to pay. No deposit required. We furnish all lights, also free trailer park. Contact:

J. L. MARLOWE, Gen. Mgr.

P.O. BOX 348

TELEPHONE 8-7434

PHENIX CITY, ALABAMA

FOR SALE—FOR SALE

Beautiful Custard Outfit mounted on truck, large Electro Freeze Machine, all stainless steel and aluminum body; Short Range Shooting Gallery constructed all of Dura Aluminum, also flashy Neon Sign on top; Polar Bear Snow Cone Outfit used only a few weeks. All these items are in the best of condition and ready to use.

TEO AND EMANUEL ZACCHINI

2601 PARKLAND BLVD.

TAMPA 6, FLA.

STARLIGHT AMUSEMENTS

NOW BOOKING FOR 1950—WILL OPEN IN MARCH

CONCESSIONS: Any Legitimate Concession, except Popcorn and Sno. Reasonable privilege. RIDES: Will book or buy No. 5 Eli Wheel. Want Pony Ride, Kiddie Train, Spitfire or any Ride not conflicting. SHOWS: Have equipment for Side Show, 30x50 Top, also 30x30 Top. What do you have to put in them? Will book any clean Show with own transportation and equipment for small percentage. Can use a couple of Agents for office owned Concessions. No drunks wanted.

STARLIGHT AMUSEMENTS

Lytle, Texas

COMPLETE CARNIVAL FOR SALE

Will sell all or in part. Eli Ferris Wheel with 24 ft. Van Trailer and '41 Chev. Tractor; Parker 2-abreast Merry-Go-Round with 28 ft. Trailer and '41 Chev. Tractor; Rolloplane Tubs and Motor, new last season, with 22 ft. Trailer; Spitfire, good condition, with 28 ft. Trailer and K5 Int. Tractor; Chairplane, 24 seat, with '41 Chev. Truck; 25 Kw. Light Plant with Trailer; 50 Kw. Transformer. Also Wire, Switch Boxes and Concession Tops. Poor health reason for selling. Contact:

KENNY EITSEL

BOX 681 VALDOSTA, GA.
Phone 593J1

CONCESSION AGENTS WANTED

Count Store and Pin Store Agents for the only Grind Stores on well known and large motorized Show. Good route. Capable man handling midway. Reply to

JOHN J. SHELLEY

4125 Westminster Place St. Louis, Mo.
(Phone: LUCas 6248)

AT LIBERTY

ADVANCE AGENT, PURCHASING, PUBLICITY, CONCESSION MANAGER, OFFICE

25 Years' Experience in Outdoor Show Business.

E. SOLOMON

8501 Hudson Boulevard Union City, N. J.

FOR SALE

ELECTRIC FREEZE, FROZEN CUSTARD

Mounted on Chevrolet Truck. Body 12 feet long, 7 feet wide, opens in front and both sides. All complete, ready to operate. Contact:

JAMES BROWN

39 ELLIS ST. BRIDGETON, N. J.

WILL BUY MERRY-GO-ROUND

Or will book same for season. Want 36 or 32 footer. Price must be right. Write:

JOHN COSTA

727 CHARLES ST. FALL RIVER, MASS.
Tel.: 3-2760

FOR SALE

NO. 16 ELI WHEEL

New June, 1947; operated 17 months, 7:00 P.M. to 11:00 P.M. Best of care. Has lighted circle and Star 15 HP Electric Motor. Reason for selling, buying No. 5. Will discount \$2,000.00 from present new price.

S. B. RHODES

1701 HARRISON ST. AMARILLO, TEX.
PHONE: 2-5783

FOR SALE—MERRY-GO-ROUND

Parker, 50 ft., 3 abreast. Needs Top and Engine. Wurlitzer Band Organ, 2 Calliopes, Canvas, Wagons, 1 Trailer, Concessions and other equipment.

VERA BARLOW

1001 MARKET ST. ST. LOUIS, MO.

WANTED TO BUY NO. 5 FERRIS WHEEL AND KIDDY RIDES

Must be in first class shape. Write, state price and condition.

SHARPTOWN FIRE DEPARTMENT
Sharptown, Md.

Record Throng On Hand for Illinois Meeting

(Continued from page 63)

Keiser, Kay Keiser Entertainment Company, Orla Lashbrook Sr. and Jr., Lashbrook Tent & Awning Company; Lee Lott, Lucky Lott Hell Drivers; Alma LaRose, LaRose Attractions; Elmer McDonald, McDonald Booking Agency; W. E. Mahaffey, Mahaffey Bros. Tent & Awning Company; John Maher, John K. Maher Shows; Ken Murray, Murray Amusement Company; William C. Modlin, Peoria Sound System; Port DeFrates, Port's Promotions; C. S. Peck, Peck Amusement Company; Charles Oliver, Mound City Shows and Sunny Bernet, Sunny Bernet Attractions.

Johnny J. Denton, Johnny Denton Shows; Wayne C. Cribb, Station KHMO; Robert W. Court, Court Sound Systems; George Ferguson, WLS Artists' Bureau; Mike Zablo, Wabash Valley Tent & Awning Company; Ray Wilson, Wilson Famous Shows; Gene Cummins, John Fabick Tractor Company; Jimmy O'Neill, O'Neill's Attractions; Ben Roodhouse and Warren Brune, Ell Bridge Company; Walter (Chic) Armbruster, Jim Patsche, Bill Knoedeler, Virgil Heuer and Leonard Stillwell, R. H. Armbruster Manufacturing Company; W. V. (Jake) Ward, Safety T Bleacher Company; Mr. and Mrs. William F. Johnson, Aerial Christensens, J. P. Murphy, Al Kaufman and Jack Kaplan.

Other firms represented were the Gus Sun-Irving Grossman Booking Agency, Rodeo Cowboys' Association and the Fair Publishing Company.

Cox Signs as G. A. With Mighty Page

WILSON, N. C., Jan. 28.—C. V. (Bill) Cox has been signed as general agent of the Mighty Page Shows for 1950, org's officials announced at winter quarters here. It also was revealed that the shows will play Tennessee and Kentucky spots, with opening slated for early April.

Robert Saulsberry will manage the Side Show again. He's wintering in Miami. Bill Saunder, of American Tent & Awning Company, visited recently, as did Spot Cooper.

Jessop Passed Up Medicine To Make Friends and Canvas

(Continued from page 60)

started a new partnership with Fred Thompson, handling a central line of automobile accessories at 1421 South Michigan Avenue, Chicago.

During the first World War, Sid enlisted in the navy, later going to an officers' school where he was commissioned. At the close of the war he returned to Chicago. Shortly after his return, the partnership with Thompson was terminated, Thompson returning to New York and Sid incorporating the S. T. Jessop Company, a manufacturing and distributing unit for auto accessories.

Altho this proved a going business, Sid hankered to spread out and he soon became vice-president of the Chicago Rivet & Machine Company in charge of sales to the jobbing trade. He continued to hold the controlling interest in the S. T. Jessop Company.

It was at this time that Sid and George Johnson became friends and the two have continued in business since, joining forces in 1930 when they entered the U. S. Tent & Awning firm.

During World War II Jessop and Johnson turned over the entire facilities of their tent plant to the U. S. government, with the shop becoming the tent experimental spot for the Jeffersonville, Mo., quartermasters depot. Many a model tent was made in the plant, Sid recalls. Once, during a breathing spell, U. S. Tent made 750 tents, 40 by 80, along with other government work, for the army. This tent, Sid says, was designed from stock model show tents. It was Sid who talked the army into this type of tent, "because it had been used so successful in show business and I knew it was just what the army wanted."

In 1939 Jessop, along with Johnson, was attached to the adjutant general's office as civilian special service specialists. Among their jobs was supervision of construction and the erection of tents for entertainment facilities at various army camps. These tents, 90 by 202 feet, with outside pole suspension, seated some 2,500 soldiers.

While Sid has had plenty of experience in show business, some humorous, some sad, one that stands out in his mind is that which happened about two years ago in Bessemer, Ala. Sid tells it this way:

"U. S. Tent had sold a big top to a thrill show operator. We offered to send a man to Bessemer to supervise its erection, but the thrill show owner said he could do it. He got the job started but soon experienced trouble. He called our Chicago office and I went to Bessemer. While talking to the thrill show owner and pointing out mistakes on the way the tent had been raised, a 50-foot pole fell, missing me by an eyelash. That's why I tell everyone that I nearly gave my life for show business. If that pole had hit me it would have been the end of Mr. Jessop."

Sid has many hobbies today, not the least of which is golf. Up to 1940 he was a star golfer, shooting in the low 70s. A mishap in 1940 at Ford Ord, Calif., when he suffered a broken arm, put an end to his active golfing career. Now he's back at it but "just once in a while for the fun of it." Recently he was named a director of the Chicago District Golf Association.

A former vice-president of the Showmen's League of America, Sid for the last five years has been chairman of that club's finance committee. In addition he holds memberships in the Miami Showmen's Association and International Showmen's Association. His other fraternal and business affiliations include memberships in the Chicago Rotary Club, of which he is vice-president; Royal American Shrine Club; past president of the National Canvas Goods Manufacturers' Association; past president of the Medinah Country Club; past master of Park Lodge, F&AM; member of the Medinah Temple, Illinois Commandery; Park Chapter of Oriental Consistory, and the Edgewater Country Club.

Sid married Marion Moses, of Syracuse, June 10, 1925. There are no children. He has three sisters, Mrs. John A. Kleine, Mrs. Charles Siegmund and Cordelia Jessop, all of Chicago.

Carnival Reps Pass Up Nebraska Meet and Dates

(Continued from page 60)

covering the licensing of out-of-State trucks, requires that trucks of a touring show, tho licensed in another State, must also be licensed in Nebraska if they show in that State.

Kiffin Re-Elected

Monte Kiffin, Lexington, was elected president of the State association at the closing session. Also re-elected were L. E. Watson, Humboldt, vice-president, and H. C. McClellan, Arlington, secretary-treasurer.

Banquet, held Tuesday night in the Cornhusker Hotel, drew a heavy turnout. Entertainment included Barker and Friel, acrobatic dancers; Harrison Girls, line; Mel Ody, juggler; Balabanos, music-dancing; Jay Arnold, singer-emcee, and Art Reynolds's ork.

Representatives of carnivals, attractions and suppliers noted at the convention included:

Mr. and Mrs. M. A. Srader and Patsy Srader, M. A. Srader Shows; Eddy Kelly, Strong Amusement Company; C. V. Johnson and H. M. Salaway, Reds United Shows; Oscar Gray, Fred Jordan and H. H. Gray, County Fair Shows; Mr. and Mrs. F. M. Curl, Curl Amusement Company; Mr. and Mrs. Ray Frear, Frear's United Shows; Mr. and Mrs. Roger Ward and Mr. and Mrs. Loren Leach, Greater Rainbow Shows, and W. P. Hale and L. P. Hale, Hale's Shows of Tomorrow.

Mr. and Mrs. Alva Merriam, Merriam Midway Shows; W. A. Thomas and Dale Thomas, W. A. Thomas Shows; Charles Carroll and James McDonald, Veterans' United Shows; Bob Robinson and Sid Halford, Robinson's Greater Shows; Mike Rockwell and Eddie Davis, Rockwell Shows; C. A. Goree, State Fair Shows; W. W. Moser, Central States Shows; Al Martin and Frank Gaskins, 20th Century Shows, and Frank Swartz, Rocky Mountain Empire Shows.

Rube Leibman, Barnes-Carruthers Theatrical Enterprises; J. C. Michaels Sr. and Jr., J. C. Michaels Attractions; Irving Grossman and Gene Loffler, Irving Grossman-Gus Sun Agency; Billy Williams, Williams & Lee Agency; Ben C. Truex and Tom Drake, Truex-Drake Enterprises; Mr. and Mrs. William Wheeler, Wheeler-Pittman Theatrical Agency; Mr. and Mrs. Carl Marlo, Marlo Show Productions; Dewaldo, Dewaldo Attractions, and Colonel and Juanita Wilbur, Colonel Wilbur Agency.

Jack Duffield, Thearle-Duffield Fireworks Company; Chriss Lyck, Lyck Fireworks Company; Fred Herrin Jr., Paramount Fireworks Company; Rudy Nelson, Arrowhead Fireworks; Ralph Rhodes, Ralph Rhodes Fireworks; Lyle Rich and L. Anderson, Rich Bros.' Fireworks; Leo Overland, Jimmie Lynch Death Dodgers; Frank Winkley, auto races-thrill show; Al Sweeney, National Speedways; Pete Bailey, Hollywood Daredevils; Ralph Wilkerson, Hass & Wilkerson, Insurance; Russell Green, E. G. Staats & Company; L. E. Brewer, Brewer Rodeo; Mr. and Mrs. Paul Long, Paul Long Rodeo; Bill Lindemann and Frank Sharp, Regalia Manufacturing Company, and Les Wiggert and George Sticka, rodeo.

ATTENTION SALE OF CARNIVAL EQUIPMENT

The undersigned Administrator of the Estate of Luther C. Heck, deceased, has for sale the following equipment:

- | | | |
|-------------------|------------------------|------------------------------------|
| Kiddie Auto | 1934 Ford | 1938 White Tractor |
| Kiddie Plane | 1935 Ford | Kingham Rack |
| Whip | 1937 Ford Stake | Springfield Van Semi |
| Chairplane | 1945 Ford Stake | Baker Van Semi |
| Merry-Go-Round | 1936 Chev. Van Truck | 1939 Custom Rack |
| Ferris Wheel | 1938 Internat. Van | Kingham Van |
| Deep Jungle | 1941 Ford Tractor | Trailmobile Van |
| Look at Life | 1942 Dodge Tractor | Trailmobile Van |
| Parisian Foillies | 1940 GMC Tractor | Fruehauf Rack |
| Hawaii Girl | 1940 GMC Tractor | Pontiac Car |
| Side Show | 1941 GMC Tractor | Electric Supplies |
| Cook House | 1941 Internat. Tractor | Misc. Show Equipment, P.A. |
| | | Set, Stakes, Office Supplies, etc. |

If interested communicate with either Administrator or the Attorney.
Archibald M. Matthews, Esq. **Robert A. Heck, Administrator**
 Somerset, Pennsylvania Box 7, Somerset, Pennsylvania

SAMMY SMITH

TRAIN MASTER WITH ROYAL AMERICAN SHOWS FOR FIFTEEN YEARS
 NOW AVAILABLE FOR CHANGE

Write, Wire or Phone
 1001 GRAND CENTRAL AVE., TAMPA, FLORIDA

EARL MEYER

WANTS Side Show Acts, Snake Show Operator, Unborn Operator. Side Show Acts: Fire Eater, Sword Swallower, Iron Tongue, Human Ostrich, Girls for Bally, useful People. People who have worked for me, answer. Couple for Unborn, Manager for Snake Show, also Geek. Will be with Lawrence Greater Shows, open early in March.
EARL MEYER, 7520 N. W. 27 Ave. Miami, Florida

JOLLYTIME SHOWS

OPENING IN COLUMBIA, PA., APRIL 21ST

Will sell X on two Ball Games, Long and Short Range Galleries, French Fries, Custard, Candy Floss. Want Pitch Till You Win, String Game, Bowling Alley, Cigarette Pitch, Glass Pitch, Balloon Dart, High Striker, Guess Your Age and Weight, Cigarette Gallery, Add-'Em-Up Dart and Mitt Camp. Hanky Panks, 21 Dollars per week. Want PC Dealers for office owned Pea Pool, Over & Under, Big Six and Pan Game. Any Girl and Grind Show with own outfit. Want to hear from Austin Dentinger, Gypsy Pop Tennier, Whitey Burkey and Pete and Marge.

All replies to W. R. WES PRICE, Owner and Manager, 1550 Orange St., Berwick, Pa.

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
 Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO.

Payne Auto Accident Victim; January 28 Hospital Release

INDIANAPOLIS, Jan. 28.—John E. Payne, former Diesel electrician with the Gold Medal, Hennies Bros. and Lawrence Greater shows, was scheduled to be released today from Central Indiana Hospital here, to which he was taken following a recent automobile accident in which he suffered head injuries and body lacerations.

Payne was injured when his car overturned while traveling 75 miles per hour on Highway 40 west of Indianapolis. He had been en route to Detroit to visit friends. Upon his release from the hospital Payne will go to his home in St. Louis.

CARNIVALS!

Bill Carsky says...

"Our 27 Years in the candy business gives us the 'know-how'... We are again ready to serve you in 1950."

Variety of 38 Different Type Novelty and Candy Packages for All Occasions
 Your Dependable Source of Supply

CASEY CONCESSION CO., INC.

1132 S. WABASH CHICAGO, ILL.

WANT TO BUY MECHANICAL SHOW

On truck or trailer. Must be in good condition. Joe Teska, how about it? Write answers to:

F. W. MILLER

Route 6, Box 265 New Orleans 17, La. P.S.: Also want Good Girl Show Banners

WANT TO BUY FOR CASH

1 Merry-Go-Round, 2 abreast; 1 Ferris Wheel, 25 or 30 ft.; 1 Airplane Ride, 2 Kiddie Rides. First class machinery. Tell kind, age and price. NAP. VALLEE, St. Benoit-Beauce, Quebec, Can.

AMERICAN MIDWAY SHOWS

Can Place for Charro Days Fiesta, Brownsville, Texas,
 February 10 to 19, Downtown Parade Grounds

CONCESSIONS—Custard, Demonstrations of any kind, Hanky Panks; no Stores this year.
 SHOWS—Monkey, Drome or Globe, Minstrel. RIDES—Fly-a-Plane, Spitfire, Caterpillar.

All Wire: AMERICAN MIDWAY SHOWS, Harlingen, Texas.

Milam Renamed To Lead Pennsy RSROA Chapter

HARRISBURG, Pa., Jan. 28.—Cecil Milam, Arena Recreation Center, Washington, was re-elected president of the Pennsylvania chapter, Roller Skating Rink Operator's Association, at the group's quarterly meeting in the Harrisburg Hotel here January 16.

Twenty-nine members attended the gathering to cast votes for a slate of officers that is now composed of Arthur E. Litzenger, Crystal Palace Roller Rink, Philadelphia, vice-president, and Walter H. Wolf, Ringing Rocks Park Rink, Pottstown, secretary-treasurer. Litzenger succeeds Anthony J. Bardaro, Elmwood Roller Rink, Philadelphia, and Wolf takes over in the place of K. D. Strayer, Skateland, Johnstown.

An informative talk on tape recording was delivered by Mrs. Perry, of the Tape Recordings Company, Lansing, Mich. This was followed by a demonstration of RCA Victor's newest tape machine by a Mr. Smith. Operators showed considerable interest in this type of recording and were impressed with its fidelity.

There was also a spirited discussion on effects of the industry's advertising campaign in various localities. Operators were practically unanimous in expressing the opinion that the campaign is beginning to show results, regardless of locality.

Suggestions were given by some members as to ways by which increased support could be given the March of Dimes.

Next chapter meeting was set for May 8 in Harrisburg during the Pennsylvania skating competitions.

Half-House Crowd For N. Y. Hockey

NEW YORK, Jan. 28.—A crowd of approximately 1,200, less than half of capacity, witnessed pro roller hockey's Manhattan debut Sunday (22) at St. Nicholas Arena here. What the gallery lacked in numbers, however, it made up in enthusiasm, and every important play was greeted with applause. One metropolitan newspaperman called it the most enthusiastic crowd for its size he had ever seen.

As in previous hockey matches at Jamaica Arena, both games of the debut double-header were jammed with action, body contact and all-round thrills. Manhattan Tophats nosed out the Bronx Miners, 7-6 in the opener, with the New York Rockets taking the Long Island Rangers in the nightcap, an overtime sudden death contest, 13-12.

B'port, Stratford Skaters Cop N. E. Senior Div. Honors

BRIDGEPORT, Conn., Jan. 28.—Bridgeport and Stratford, Conn., roller skaters came in with first, second and third-place honors in the senior division of the recent New England Amateur Roller Skating Association inter-club competition at Skateland, Worcester, Mass. Vivian Stas and Louis Fazekas, Bridgeport, were first; Elizabeth Honey and Charles Dannenberg, Stratford, second, and Nadine Smith and Joseph Bouchard, Bridgeport, third.

Other winners were Novice, Shirley LaMountain and Arnold Record; Constance Auger and Ronald Speed; Marie Gabriella and Richard Stawell, all of Worcester, Mass. Intermediate, Doris Gabriella and Ronald Pong, Worcester; Nina Marina and Roland Jones, Bridgeport; Phyllis Decker and Steve Hoffman, Bridgeport. Junior, Beatrice Ferniere and Ronald Turesky, Worcester; Rita Roy and Ronald Randcourt, Hartford, Conn.; Virginia Bognar and James Lavery, Bridgeport.

Judges were Joyce Field, Charles Lowe and William Brewer, of the Earl Van Horn Dance and Figure Club, Mineola, N. Y. George Apdale, president of the United States Amateur Roller Skating Association, was referee, and his wife, Helen Apdale, was chief tabulator, with Page, of Hartford, assistant tabulator. Emsees were James Dolan and Donald Ginsberg, Worcester.

Next competition is scheduled for Long Beach Skating Club of Lordship, Stratford, Conn., February 18.

Danbury Denies Ross Permit

DANBURY, Conn., Jan. 28.—Application of Carlo J. Ross, of this city for permission to construct a roller rink at an amusement park on the south shore of Lake Candlewood near the Danbury Town Park line was denied by State Police Commissioner Edward J. Hickey, following a public hearing held by residents of the area. The commissioner ruled that the proposed rink was not consistent with public welfare and safety of the community.

Bronx Churches to Rollers

BRONX, N. Y., Jan. 28.—Roller skating sessions every Wednesday afternoon and evening are part of parish youth activities started Wednesday (11) at Our Lady of Mt. Carmel Church. Sessions are held in the church gymnasium. This makes the second Catholic church in the borough to inaugurate roller skating, the other being St. Helenas in the Parkchester residential community.

N. Y. Daily News Association Slates May 24 as Date for First Garden Skating Event

Competitions Open; Eliminations in 17 RSROA Spots

NEW YORK, Jan. 28.—Long-awaited official announcement that the New York Daily News Welfare Association, promoter of the Golden Gloves, Silver Skates and Harvest Moon Ball, was adding roller skating to its program came Sunday (22) with a three column feature story in all editions. The story set Wednesday evening, May 24, as the date and Madison Square Garden as locale of the first annual Roller Skating Carnival.

The event was described as follows:

"All amateur skaters, regardless of club or organization membership, if any, not only are eligible, but welcome to compete in the first Roller Skating Carnival, destined to take its rightful place alongside the other three long-established successes. As with Golden Gloves, Silver Skates and Harvest Moon Ball, the net proceeds of this newest production will be donated to fine charitable organizations: The Catholic Charities of the Archdiocese of New York and the Diocese of Brooklyn, the Federation of Protestant Welfare Agencies, Inc.; the Federation of Jewish Philanthropies of New York and the Red Cross."

Present plans call for the roller carnival to be a three-hour spectacle featuring races, with midget boys and girls thru the various age groups to senior; skate-dance competition, and several great amateur and professional roller skating acts.

All events will be run under the sanction of the Roller Skating Rink Operators' Association (RSROA).

Plans also call for entry coupons to be published in *The News* early in April, and eliminations to be held at 17 RSROA rinks in metropolitan New York, New Jersey and Connecticut, following a three-week entry period. It is estimated that an area from New Haven to near Atlantic City will be

covered.

Commenting on the project, William R. Fritzinger, president of the Daily News Welfare Association, said:

"We long have been looking forward to promoting another event for the combined benefit of amateur sport and charity in addition to providing more entertainment for the people of this city and the metropolitan area. I can assure everyone that our long experience—26 years of Silver Skates, 24 of Golden Gloves and 15 of the Harvest Moon Ball—will be applied to the first annual Roller Skating Carnival, and those who have assiduously followed our other shows thru the years will be thrilled in the Garden next May. It will be produced in the best tradition of the News Welfare Association."

FOR SALE ROLLER SKATING RINK

Building 9 years old, Highway 99. Floor first grade Eastern Maple, skating surface 90'x150'. Hammond Organ. Fully equipped Skate Room, six room apartment, good heating plant. Located in fertile Skagit County close to N. A. Station. \$25,000 down, balance on terms.

W. C. Eddie, ROLLER FROLIC BURLINGTON, WASH.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

COMPLETE PORTABLE SKATING RINKS

40x100, \$5,650.00. Interchangeable sectional floor Skates, Flameproof tent, etc. Make big money with a roller rink. 40x100 portable floor, \$1,800.00. Immediate delivery. We make any size floor or complete outfit. Built to make erection and operation easy.

GOLD'S PORTABLE RINK CO.
409 N. 5th St. Longview, Texas
Phone 2443W

WANTED A 1-A RINK ORGANIST

Must know all dances and be co-operative. Very pleasant working conditions.

BOX D-314
e/o The Billboard Cincinnati, Ohio

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment
BILT RITE FLOORS & RINKS
430 S. Vine, Tyler, Texas Phone 4-9585

DISCOUNTS

Will be unchanged in 1950. Ten per cent on 20, up to forty per cent on 50. STRAIGHT LOTS or MIXED LOTS. RAWSON'S SKATING BOOKS.

RAWSON ASSOCIATES
ASBURY PARK, N. J.
BOX 310

Holland Skateland Biz Good; Oldtimers' Nights Featured

BRIDGEPORT, Conn., Jan. 28.—Ruth Holland's Skateland here is experiencing one of its best seasons. Mrs. Holland, who is managing spot, is being assisted by Paul Cottrell, who formerly operated a rink in Milford, Conn. Mrs. Holland operates nightly except Mondays and Tuesdays, with admission at 60 cents for adults and 35 cents for children.

Jack Smallwood is handling the Hammond, with Tony Coscia in charge of skateroom, and Bill Laposka as floor manager. Wednesday night Oldtimers' Night is observed, with instruction in all types of skating by Cottrell. No charge is made for parents attending as spectators.

CENTRALIA, Wash., Jan. 28.—Mr and Mrs. Walter Anderson, operators of Centralia Rollerdrone, entertained 59 members of the Walter Anderson Dance and Figure Club December 26 with a Christmas party and buffet supper. Also on hand was Donald Coulson, Portland, Ore., grandson of the Andersons, who was visiting them during the holidays. The evening was spent in dance and free-style skating.

-RINK MEN WHO HAVE ONCE HAD A-



"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.
WILL HAVE NO OTHER
THERE IS A REASON

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.
Manufacturers of All Kinds of Roller Skates

MAKE MORE MONEY, STIMULATE BUSINESS
BEAUTY - GLAMOUR - SHOWMANSHIP

GET A
HOLLYWOOD SPOTS-LITE

IT'S NOT A CRYSTAL BALL
NO MIRRORS TO BREAK
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOW-MANSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS, ETC. ... SOME TERRITORY OPEN FOR DISTRIBUTORS.

Write for Complete Free Details
HOLLYWOOD SPOTS-LITE CO.
Dept. B 912 No. 16th St. Omaha, Nebraska

SKATE CASES AT A NEW LOW

- * STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made \$29.64 Doz. Sample, \$2.47
- * ALL ALUMINUM CASE — "The Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. Sample, \$3.15.

L. & L. PRODUCTS Chicago 26, Ill.
7019 Glenwood St.
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.
Write for Price List

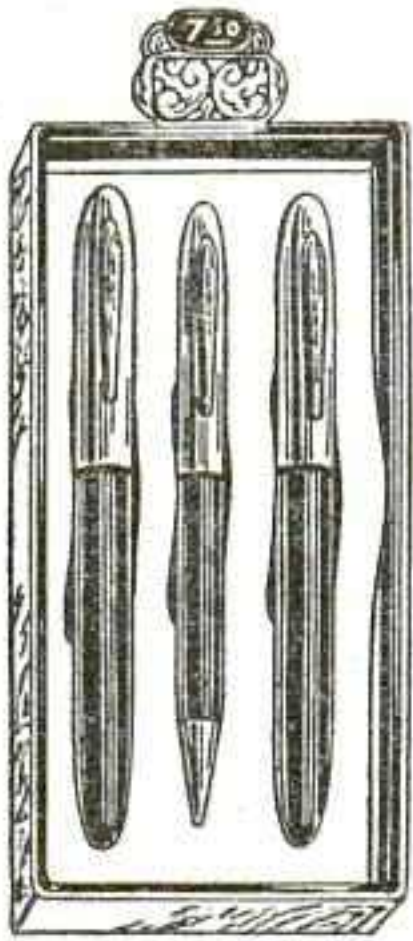
BUSINESS OPPORTUNITIES

COMPLETE ROLLER RINK EQUIPMENT

50x165 Maple Portable Floor, Hammond Organ, Skates, etc. Sell all or part.

SELBY PROUD
222 MAIN ST. STREATOR, ILL.

FLASH!



New low price on 3-piece Pen Sets. The lowest price in the country. New type dropper filler fountain pen that holds 4 times more ink than any other pen on the market, and is vacuum sealed. This 3-piece Pen Set comes in all atomic colors, and pastel shades—blue, gray, black, maroon. These Pen Sets have the gold finish tops, and can be sold for 50¢ per set. This is terrific. Each set comes in a beautiful box, with a beautiful gold embossed \$7.50 price tag, and also a beautiful guarantee slip. This set has a mechanical pencil with eraser, a ball point pen and a vacuum sealed fountain pen. You will do a terrific business. We ship same day when we receive orders.

\$4.50 per dozen **\$48.00** gross **Sample Pen Set 75¢**

We also have all gold finish metal 3-piece Pen Set that comes with embossed price tags and guarantees.

\$6.75 Per Dozen \$78.00 Gross
Sample Gold Finish Pen Set \$1.00

Special Filigree Ball Point Pen & Key Chain with colored stones

\$2.00 Per Dozen \$22.50 Gross

Key Chain Flash Light—
all gold finish..... **\$2.75 Dozen**

25% Deposit, Money Order or Cash
Balance C.O.D.

HARRIS NOVELTY CO.

1102 ARCH ST., PHILADELPHIA 7, PA.
Phone MA 7-9848

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free Kleinman, 5146 Strohm Ave North Hollywood, Calif mh4

ATTENTION, SINGERS, MUSICIANS — SEND for a free copy of my new song, "Tis a Privilege to be Irish." Write to Gunnar Bergstrom, 775 Galapago St., Denver 4, Colo.

BIG NEW JOKE GAG CARTOON MAGAZINE plus ten illustrated Comic Laugh Cards, 25¢. Harris, Box 550, Palm Springs, Calif.

BY GEORGE—PEPPY JOKES, WISE CRACKS, Band Novelties, Anecdotes, Patter, Dialogues, George's Bulletin, \$1. McHenry, Ill. fe18

GAG-ATIONAL NEW COMEDY BOOKLET — "Quiet! M. C. at Work" No. (number 2); for M.C.'s and performers; replete with openings, introductions, ad libs; insults, song titles, \$1. "Keys to Comedy," Box 1225, Hollywood, Calif. fe4

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

"GIRL FRIEND" — 12 MINUTES ORIGINAL laugh material for male singles, night club comics. \$1 Springer 58B Wilklow, Hempstead, N. Y. fe11

JOKE BOOKS, BLACKOUTS, BITS, AFTER Pieces, Minstrel Material; Plays, complete repertoire libraries; Old Heralds, Programs, Posters, etc.; bought and sold. Ring's, 1654 N Cherokee, Hollywood 28, Calif.

NEW, SENSIBLE, DIFFERENT (FROM DIXIE-land), "When the Leaves Begin to Turn," waltz; free copy to professional singers, brokers, recorders, dealers. William A. McKinney, Shannon, Miss. fe18

SONG PARODIES—COMPLETE BOOK (OVER 20); latest hits, old favorites, \$2; free index on request. Pettijohn's Parodies, 14201 Madison Ave., Cleveland 7, O.

USED MUSIC BOUGHT AND SOLD—POPULAR Songs, Collections, Musical Comedies, Operas, etc. Ring's, 1654 N Cherokee, Hollywood 28, Calif.

VOICE—PRICELESS SECRETS, FREE INFORMATION for singers, actors, speakers; limited offer. Write Studio, 1435-6A Jersey Ave., Norwalk, Calif. Write now.

AGENTS & DISTRIBUTORS

AAA—ALLURING, ATTRACTIVE, ARTISTIC; Glamour Girl Photos, 10 3/4x5, \$1.50; 10 5x7, \$2.50; 10 8x10, \$5; sample, 8x6, 25¢; no c.o.d.'s. Camist, Box 411-B, Staten Island 2, N. Y.

A FULL SIZE ALL NEW IMPORTED Dependable Electric Portable Sewing Machine; Round Bobbin; guaranteed perfect stitching; every demonstration a sale; \$69.50 each; above heads only \$44.50 each; used Treadle Stands \$5 each; Goose Neck Lamps, complete, \$1.50 each. Michle Goldman, 5 Brighton First Rd. Brooklyn 24, N. Y. fe11

A NATURAL FOR GIFT, NOVELTY, SOUVENIR and gift shops; over 200% profit selling Mexican style Rayon Lace Cactus-type Scarfs and Handkerchiefs; one dozen sample scarfs, assorted colors and sizes, \$13.50 doz; 2 doz., \$25. The famous rose-scented Bullfight Lace Handkerchiefs, 6 assorted colors, \$12.50 gross; sample dozen, \$1.50. 25% deposit, balance c.o.d.; immediate delivery; order from ad; no catalogs. Cactus Textile Creations, Box 3163, Terminal Annex, Los Angeles 54, Calif.

A-1 AND GUARANTEED NEW 17-J SWISS Watches low as \$9.95, leather cased; Nylons for flash, \$3.50 dozen; Pearl Necklaces in beautiful plastic boxes, single strand \$3.60 doz.; double, \$4.20; 32-pc. Embassy Silverware, \$3.95; display case, \$1, sure we'll C.O.D. a sample. Mar-Jo Wholesalers, Fullerton, Neb.

ABALONE PEARL SEA SHELL JEWELRY — Italian Coral and Inlaid Mosaic Jewelry, Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties. Joseph Fleischman, 3201 Granada, Tampa, Fla. fe18

AGENTS—SELL FINEST FOOD PRODUCTS Direct to homes; successfully sold for 25 years; big profits; powerful combination sales plans make sales easy; permanent repeat business; powerful premiums and free door openers for easier sales; samples furnished; live territories open to distributors. Mother Hubbard Products Co., 4139 Grand, Dept. B, Chicago.

ALUMINUM AWNINGS, BIG PROFITS; PARTS furnished for quick assembly and installation; any size or color for homes and commercial bldgs.; distributors write for territory desired. Sy Kramer, 1315 S Wilson St., Los Angeles, Calif. Box 10262, Tampa, Fla. fe18

AMAZING VALUE — LARGE, BEAUTIFUL plastic multi-print ruffled bib aprons, \$21 gross (6 doz. min. \$10.50); money refunded if not satisfied; free catalog. Jole Mfg., 251B E. 119 St., N. Y. 35 LE 4-8632 fe11

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes; also entirely different, new Deluxe All-Occasion assortment with television card; Little Pearls, Hankie Gift Greetings, other surprise items; feature boxes on approval; free imprinted stationery and Rose Scented Notes; write today; it costs nothing to try. Cheerful Card Co., 1106 White Plains, N. Y. fe25

ANOTHER BIG CLOSEOUT—TEN JACKPOT Charlies, two Charlie Jackpots, three Everything Goes Charlies; all for \$10; act quick. Heil Co., Gaylord 1, Minn. fe4

ATTENTION—SALES MANAGERS, DISTRIBUTORS, salesmen agents, pitchmen; essential patented automotive accessory, retails \$1.95; essential to motoring comfort, summer or winter; thousands now used by California motorists; millions will be sold nationally in 1950; sells on demonstration to automotive jobbers, wholesalers, wagon-jobbers, dealers, service stations, garages, fleet owners, consumers; no competition; open billings to rated accounts; top commissions, continuous earnings, repeat sales, protected territories; nationally known manufacturer; dollar bill brings \$1.95 sample postpaid with complete information. Write fully Manufacturer Box 229 Hollywood 28, California fe4

BEST QUALITY WALLETS, PURSES, ETC.—Manufacturers' prices; Alligator Grain Wallets, \$4 doz.; also brand new fast selling styles; send for price list Crescent Sales Co., 150 Broadway, N.Y.C.

BLACK LIGHT ADMISSION CONTROL — Complete with black light, invisible ink, pad, stamp; only \$17.50 Glowspar 601 S. Vermont, Los Angeles, Calif. fe18

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. fe25

CARTOON BOOKLETS — MEN'S DELIGHT; amusing, big profits; 12, \$1; 25, \$2 postpaid. Lucas, 12812 Frankfort, Detroit, 13, Mich. fe11

CLOSEOUT BY EXPORTER—25,000 SILENT Butler, patented unique beautiful metal gift item; 4 colors; \$2 seller; doz., \$3; gross, \$21.60; 2 samples, \$1. Armand Co., 112 W. 9th, Los Angeles, Calif.

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples; free illustrated folder. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. fe25

EXTRA MONEY! SELL NEW, DIFFERENT Greeting Cards; complete line includes Regal Plastic assortment, metallics, "stand-up" and "double" cards; free samples, exclusive imprinted and engraved stationery; sales kit on approval. Regal Greetings, Dept. BB-13, Hazel Park, Mich.

FAST SELLERS, BIG PROFITS — TALKING Cards, "Hello Sweetheart," "Happy Birthday," and "Congratulations," \$1.80 doz., \$19.80 gross; 5 samples, \$1; free novelty list. Hansen Sale, 2851 Madison, Chicago 12, Ill.

FLASHY SIGNS—7x11; FOR RESTAURANTS, stores, taverns, etc.; \$5 per 100; sample signs, 14 for \$1. Fay's Sign Shop, 404 S. Troune, Valdosta, Ga. fe4

FRESH DUPONT FULL-FASHIONED NYLONS —Packed individual in cellophane envelopes; 3 pair to box. No. 151, \$7.50 per doz. No. 500, \$6 per doz. No. 300, \$3.50 per doz. Sizes 8 1/2 to 10 1/2. Rejects, \$1 per dozen in 10 dozen lots or more. Order samples from this ad. We ship cash or C.O.D. orders McDonald Mfg. Co., Ootewah, Tenn. fe11

FULL FASHIONED NYLONS IN VOLUME only; ready to go; price list furnished or phone 9-7949 day or night. Sibert Jobbers, Chattanooga 4, Tenn.

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$6.50 per doz.; \$2's, \$3.50; \$3's, \$1.25 doz.; sample order sent postpaid for \$4 consisting of 12 pair \$3's, 3 pair \$2's and 3 pair \$1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

"GEM-LITE" LUMINOUS GUMMED (CLOTH) Tape, any width, length; sample foot 25¢; other luminous products; Footers, "Gem-Lite," 12691 Charest, Detroit B-12, Mich. fe25

HANDKERCHIEFS — MEN'S, LADIES', CHILDREN'S; linens and embroidery, direct from manufacturer; reasonable prices; request price list. Alfred Rubin, 1133 Broadway, N.Y.C. fe11

HILARIOUS PICTURE — WOMAN IN DISTRESS; agents novelty list, \$1. Metro, 383W Broad, Falls Church, Va.

HUNDREDS OF SOUVENIRS, DECALS AND Stickers; American and foreign; 20 different samples; quantity prices, \$1; 100, \$4 postpaid. J. R. Brownlow, Box 3163 Terminal Annex, Los Angeles 54, Calif.

JOIN MANUFACTURERS "PRODUCTS OF THE Month Association" and get California's hottest selling lines Sponsored by manufacturers. Dollar bill brings membership, and Hollywood's newest \$1.95 automotive accessory Director, Box 9470 Hollywood Calif. fe11

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. ap1

MAKE PERFUME FROM OUR CONCENTRATES; information free. Men, women write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. fe18

MAKE MONEY FAST—SELL GORGEOUS, NEW metal and \$1 Plastic Greeting Card assortments; 100 other sell-on-sight items; 21 all-occasion cards for \$1; Birthday, Easter, Relative cards; wrappings, scented stationery, gifts; amazing profits; bargain offers; write for samples on approval. Herenkamp, Dept. BD-3, 361 Broadway, New York.

MAKE \$50 SELLING AMERICA'S LEADING All-Occasion Greeting Card assortments; samples on approval; complete line fast money makers; free samples imprinted and monogrammed Stationery, Nankins and Guest Towels. Write Lorain Art Studios, Dept. AC-1, Vermilion, O.

NEW HOUSEHOLD TWO IN ONE ELECTRIC Mixer Set; something new for mail order, concession or premium; write for circular P.O. Box 562, Boulder, Colo.

NEW PLASTIC MAGNETIZED CIGARETTE case, sticks to car dashboard, metals; sample 4 dimes; prices, \$ Kelley, 2302 Ontario St., Ft. Wayne 6, Ind. fe11

WAGON MEN PUNCHBOARD MEN AUCTIONEERS PITCHMEN

Men in the field will tell you about our fast, efficient service. ALL ORDERS SHIPPED THE SAME DAY!

Here Are Some Hot Items!

- 14-PIECE WATERLESS COOK-WARE. Extra heavy gauge. Folders supplied with \$49.95 retail price. Complete **\$8.50**
- 26-PIECE SERVICE FOR SIX Silverware Sets. Heavy silver plate. Name brand manufacturer **\$3.50**
- VACUUM CLEANERS rebuilt to look and run like new. All popular name brands **\$9.00 Up**
- 5-PIECE COMBINATION CARVING AND CLEAVER SETS. Beautifully displayed. Stainless steel 7-Piece Carving Sets for \$2.15. **\$1.60**
- 3-SPEED ELECTRIC MIXERS **\$11.00**
- AUTOMATIC TOASTERS, pop-up. Retails \$19.95. Very flashy. **\$7.50**
- SIX-HEAT Two-Burner Stoves **\$5.25**
- 10-inch-high HORSE CLOCKS, Sessions movement, wood or metal base **\$6.50**

Terms: 25% Deposit, Balance C. O. D.

H. B. DAVIS CO.
520 HUDSON ST., NEW YORK 14, N. Y.
WATKINS 4-3148

FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old, YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kenex nylon hosiery sold with amazing guarantee that gives free replacement if hose runs or snags (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of linerie-robe fabrics and complete money-making outfits. Nothing to pay now or later. No obligation. Write:

KENEX CO., BABYLON 7, N. Y.

TELSCOPE CIGARETTE HOLDER

Beautiful gold-plated holder folds to size of 3/4 inch. Black sterilized mouthpiece. \$1 retailer. Ideal for pocket-book, bracelet, etc. Salesmen wanted.

Sample Doz. \$4.50 postpaid
25% Deposit, Balance C.O.D.

RO-IA NOV. CO.
Dept. A, 907 Broadway
(20th St.) New York 10

Sensational Novelty Offer

Giant assortment of hundreds of Novelties, Gifts, Toys, Prizes, etc. Items that retail up to \$1.50 each. Each deal contains merchandise with a retail value of \$100.00 to \$150.00 Special price: \$25.00. Satisfaction or money back. Limit: 3 deals per customer.

Post-All Sales Company, Inc.
39 Eye St., N. E. Washington 13, D. C.

CORRECTION!

In the January 28th issue of The Billboard Expansion Watch Bands were priced at \$1.50 extra. This should have been \$1.10 extra.

J. ENGEL & SON
59 E. Madison Chicago, Ill.

6000 Smash Hits—

in 460 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¢

SPORS COMPANY - LEGACIER, MINN.

SPORS CO., 2-50 Lamont, Le Center, Minn.

QUICK PHOTO INVENTION!

PDQ CHAMPION Photomaster

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

Dept. BH
PDQ CAMERA CO.
1161 N. Cleveland Ave. Chicago 10, Ill.

"NIFTY NUDIE" LIGHTERS!


Featuring Luscious Hollywood Models!



WOW! The sales sensation for '50 is this "nifty"! You've never seen anything like it before—you'll want to be the first to show it! Beautiful Hollywood gals, not just drawn but actually photographed in glorious full color!—and applied to the sensational new Evans Automatic Lighters and Lighter-and-Case combinations! Permanent—will last a lifetime! You will be delighted with the lighter with a lift!!

Combination Case & Lighter	
Retail List	\$8.95 Ea. \$5.95 Ea.
Your Cost Your Cost	
1-6 Samples	\$5.50 Ea. \$3.75 Ea.
7-12	5.10 Ea. 3.45 Ea.
13-25	4.75 Ea. 3.30 Ea.
26-50	4.50 Ea. 3.20 Ea.
51-100&Over	4.25 Ea. 3.00 Ea.

All prices F. O. B. Hollywood.
Terms: 25% with order, balance C. O. D.
Get on the "Nifty Nudie" bandwagon now—rush your order to



HOLLYWOOD NOVELTY CO.
CINEMART BLDG. HOLLYWOOD 28, CALIF.

4 BIG ITEMS IN-1 BIG SET!

AMAZING COMBINATION INCLUDES:

- HOODED POINT PEN
- PEN KNIFE
- BALL POINT PEN
- MECHANICAL PENCIL

Here's the merchandise hit of 1950 and WE'VE GOT IT FIRST! Rich looking, boxed PEN-PENCIL-KNIFE SET that's a real crowd-stopper! Sells like wild wherever shown! Pen and pencil barrels are lustrous Butyrate tubing with polished and lacquered brass caps and clips. Stainless blade pen-knife matches color and luster of pen and pencil barrels. Packaged in flashiest box in the business! Shipped in 5 fast-moving assorted colors. Shoot your order in air-mail—be the first in your town to show this sensational 4 pc. set!

ORDERS SHIPPED SAME DAY RECEIVED!

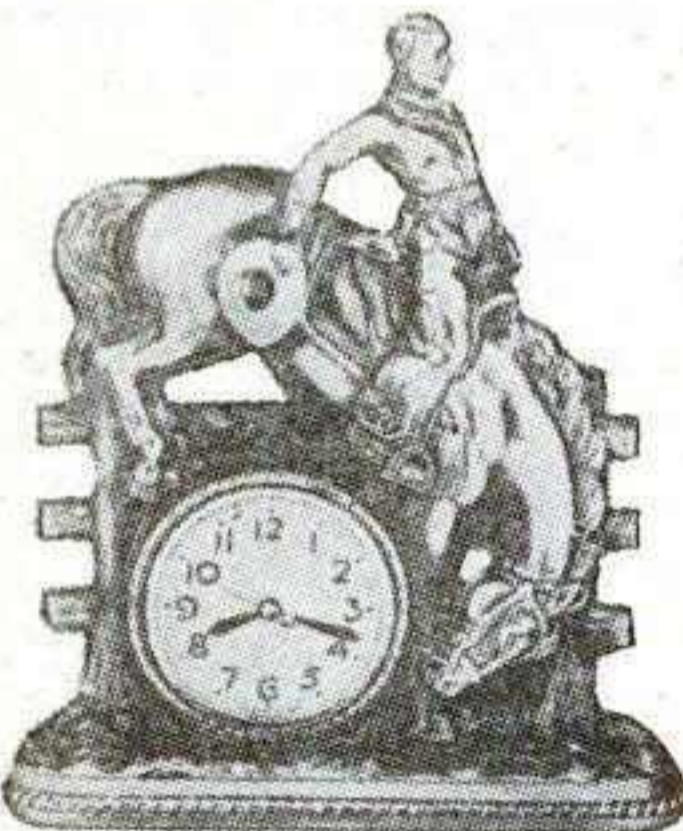
DOZ. SETS	\$8.75	GROSS SETS,	\$96.00
		SAMPLE SET	\$1.00

25% Deposit With Order, Bal. C. O. D., F. O. B. DETROIT.



GEM SALES CO. 533 WOODWARD AVENUE
DETROIT 26, MICHIGAN

TERRIFIC PRICE SENSATION



NEW BUCKING BRONCO SELF-STARTING ELECTRIC CLOCK . . . Sessions Movement

\$7.25 Packed 6 to Carton

Minimum Order, 1 Carton (Samples, \$7.50 each). TERMS: 25% Cash, Balance C.O.D. Looks like a million . . . priced unbelievably low. 14" high, mounted on base 12" long. Gold or Bronze highlighted finishes.

WHOLESALE ONLY

Send for Our Catalog.

HERBERT STEHBERG 1104 Commerce St., Dallas

THOSE TERRIFIC COMEDY NEWLOOK NOSE and GLASSES

Soft flesh very real nose, and glasses, dz. \$12.00
In hard plastic, dz. 7.20
Sells on sight. New, hot pitch item.
Sample, postpaid 2.00

PEE WEE PETE SQUIRT BOY SIPHON

Per dz., \$21.60; sample \$2.95

NUDIEMATCHES

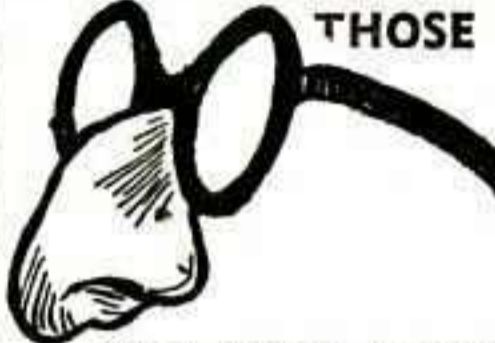

Genuine Photographic Covers. Lovely Hollywood Models in beautiful art poses. NEW! HOT! 50 book matches, per dz. boxed . . . **\$18.00**

JUMBO MATCH ART NUDIE

(Book Matches) BEAUTIFUL! Sells on sight.
25 boxed, dz. boxes, \$15.00; Sample box, Jumbo, \$1.75; Sample box, regular, \$1.75 (matches must go express).
"MAGIC FOR BARTENDERS" New book just off the press by Mardo, author of APPLAUSE. Sample, \$1.00; per dz., \$7.20.
Light-Up Bra, boxed, \$2.30 each. Fly in the Ice Cube, \$2.00 dz. Klapa TIED GLASSES, set of six, \$3.60. Frankster Exhaust Whistle, \$2.00 dz. HUMAN FINGER, new gag item, \$2.00 dz. Yakity-Yak Teeth, \$7.20 dz. Rubber BABY LOBSTER, new, excellent seller, \$2.00 dz. HOLLYWOOD REALIFE STERISCOPIC VIEWERS with 10 PHOTO ART STUDIES, double lens, boxed, \$3.00 dz.

Terms, 25% with orders, balance C. O. D. Dealers, send for list.

ST. PIERRE'S HOLLYWOOD MAGIC CO.
6660 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIFORNIA

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case
Ea. \$2.90

Less Than Case Lots, \$3.00 Each
Include 25¢ Postage for Sample Order

1949 No. 59 Catalog NOW READY—WRITE

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO. 1902 N. THIRD ST. MILWAUKEE, WIS.



Here Are "Natural" Money-Makers— for Jobbers, Pitchmen, etc.

6-in-1 UTILITY TOOL

\$4.80 Per Doz. (40¢ Ea.) \$1.00 suggested retail.

This amazing new all-purpose 6-in-1 set is a virtual one-unit tool chest. A "natural" for any hobbyist, repairman, sportsman . . . in fact, for every home. The Utility Set consists of claw hammer and 4 graduated sized screw drivers, telescoped into one handy unit. Precision-made of the finest materials . . . durable and guaranteed rust-proof.

OTHER TOOL COMBINATIONS AVAILABLE!

SALT and PEPPER SHAKERS

Made of rich-looking, solid polished aluminum with silver-like finish—has screw-on base. Sample . . . \$1.50 prepaid.

Set of 2 Salt Shakers and 2 Pepper Shakers.	\$6.00 Per Doz. Sets (50¢ ea.)	\$1.50 suggested retail.
---	---------------------------------------	---------------------------------

Write for Illustrated Literature and further information on the above and other "Money-Makers."
1/3 deposit with order, balance C. O. D. unless rated.

EARL PRODUCTS COMPANY
Manufacturers
703 N. Sangamon St., Chicago 22, Ill.



FAIR AND CARNIVAL WORKERS When in TEXAS Visit Us

Large stock always on hand. Novelties, Premiums, Glassware, Batons, Balloons, Horse Clocks, Mexican Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items.

M. NOWOTNY & CO. 1401 BROADWAY SAN ANTONIO 2, TEX.

WRITE FOR OUR NEW CATALOG—JUST OUT

Be sure and mention line of business

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

Complete Assortment of Jewelry

- COMPACTS
- PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

NEW ENGRAVING JEWELRY CATALOG
Newest Styles
NOW READY
Write for Yours Now!
State Your Business

JEWELRY—That's Our Business

We have everything for

- JEWELERS
- ENGRAVERS
- DEMONSTRATORS

BIELER-LEVINE 5 NO. WABASH AVE. CHICAGO, ILL.

All Orders Shipped Same Day Received
All Phones: CE 6-7966

STERLING VALUES mean GREATER SALES

No. 191-H MEN'S IMIT. HEMATITE with Gold Flash Sides



\$3.50 doz., \$39 per gr.



No. 191-C MEN'S IMIT. DOUBLE HEAD CAMEO Gold Flash Sides

\$3.75 doz., \$42 gr.

Send for Free Catalog. Minimum order, 1 dozen. Send 25% with order, balance C. O. D.

STERLING JEWELERS 44 East Long Street Columbus 15, Ohio

AGENTS & DISTRIBUTORS

(Continued from page 86)

NEW "SPONGE" WALL CLEANER—ERASES dirt like magic; wallpaper, painted walls, ceilings; saves redecorating; lightning seller; samples sent on trial. Kristee, 143, Akron, O.

NYLONS—FULL FASHION; 100,000 PAIRS, 51-54 sheer, boxed and packed in cellophane envelopes; Style 51-54A, \$5.95 doz.; Style 51-20B, \$4.95 doz.; sizes 8 1/2 to 11; rejects, \$1 doz., 10 doz. lots or more. World Sales Co., 460 North Chinton Ave., Rochester 5, N. Y. fe4

NYLONS—51-15, FIRST QUALITY, FAMOUS brands, \$9.25 doz.; also sensational bargains on Ladies' Lingerie. Write Samuel Rosenzweig Acces. Co., Dept. H&L, 8 Herzl St., Brooklyn 12, N. Y.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y. fe11

ORIGINAL—DRINK HAROUPOLA; HAVE A punch; Polar Punch, the perfect fruit beverage. Soffos System, 58 Washington St., Hoboken, N. J. fe4

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. fe25

PERFUME—WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; catalog free. Fischborn, 350 Lincoln Rd., Miami Beach, Fla. fe18

PLASTIC SCALLOPED TABLE CLOTHS—Latest prints, 54x54, \$6.50 up doz.; Aprons, \$1.75 up doz.; free details. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

POCKET COMBS—100 CARDS 12's, \$15; Pocket Clip Combs, 100 cards 12's, 20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. fe11

QUICK SILVERWARE AND JEWELRY DE-tarnishing Plates; up to 900% profit; free sample offer. Manufacturers, 508-BBI New York St., Aurora, Ill. fe11

QUICK WIT, HOW TO DELETOP—INCLUDES 108 flash remarks provoking laugh every 4 seconds; valuable help; \$1 postpaid. Star Scenic Co., 1712 Boston Road, Texarkana, Tex. fe11

RAPID FIRE MONEY-MAKER—MECHANICAL, Comic, All-Occasion Greeting Card assortment; 16 large size, purchased on sight for \$1; cost you as low as 50¢; samples on approval. Evers, 51-56-C Simonson St., Elmhurst, N. Y.

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. ma4

RURAL ROUTE MEN—MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Morris, Ill. ap1

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. fe4

SELL DUPONT NYLON UNIFORMS—COMPLETE line famous exclusive Hoover styled Nylon Uniforms for beauty shops, nurses, doctors, waitresses, others. Best quality, splendid values. Exceptional income. Real future. Equipment free. Write fully Hoover Dept. C-109, New York 11, N. Y. fe25

SELL CARBON PAPER TO OFFICES—A necessity with luxury profit. Write for free circular of amazing facts and details. Metropolitan Business Service, 124 South Pennsylvania, Indianapolis 4, Ind. fe18

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing balloon novelties, paper hats, horns, prize package displays, lokers' items. Eagle Specialty Co., Akron 14, O. fe11

STOP! WANT TO MAKE MONEY ALL YEAR-round selling a complete line Wool and Cotton Uniforms for summer and winter wear; Shirts, Caps, Ties, Badges, 2,000 Emblems, personal Initialled Buckles, Belts and hundreds of other easy-to-sell items; sales kit furnished; please write today. Hook-Fast Company, Box 480 BB, Roanoke Va. np

STRANGE "DRY" WINDOW CLEANER—SELLS like wild; replaces messy rags, liquids; simply glide over glass; samples sent on trial. Kristee, 144, Akron, O.

THE SOONER YOU GET OUR CLOSEOUT price list the better for you. Metro, 60 South St., Boston 11, Mass.

WIND (EFFECT) MACHINE (PARTY NOVELTY)—Cover sells it, printed price, 25¢; dozen, \$1; gross, \$8; sample, with catalog pocket novelties, 25¢. Lewis, 1108-B E. 42d Place, Chicago 15, Ill. fe11

ANIMALS, BIRDS, PETS

CHACMA BABOONS ALL SIZES—\$150 UP; Anubis Baboons, small females, \$100; Sooty Mangubey's grown female, \$35; Java, large male, \$35; African Green female, \$35; Rhesus, \$30; Guanaco, gentle young male, \$250. Rex Ingham, Ruffin, N. C.

GRAY RACOONS, \$12.50; OWLS, \$7.50; QUAIL, \$6 pair; Pigeons, Monkeys, Baboons, African Antelope. Rex Ingham, Ruffin, N. C.

OCELOTS, \$150; BOBCATS, \$50. DR. WILDES, Rt. 2, Box 132, Edinberg, Tex.

900 COPYRIGHTED BOOKLETS OF INTEREST to fishermen (\$1 sellers), plus publication rights, \$100; trade for live freaks or genuine inanimate oddities. Hadley's, Lowry City, Mo.

BUSINESS OPPORTUNITIES

ACACIA CHOICE SEASON SPOT—WANT Merry-Go-Round, skating rink, three good kiddie rides not conflicting, miniature train and other kid attractions; custard machine; best lot, close in, main highway. No. Rendezvous Airpark, Elkin, N. C. fe11

ADVERTISE IN 40 WEEKLY NEWSPAPERS—Rich Southwest, \$3.50 (24 words). Pennebaker, Advertising, Box 141, San Marcos, Tex. fe11

ANALYZE HANDWRITING FOR PROFIT—Complete outfit \$1 (profits \$20-\$50 daily); extra charts \$7.50 1,000. Graphologers, POB 971, Philadelphia. fe11

ANOTHER HIT—BIG PROFIT FOR NOVELTY stores, wagon men, salesmen; new, different; sell tap-rooms, night clubs, barber shops, gas stations, stores, everyone buys; send 50¢ for prepaid sample and particulars; refunded first order. Shafer Co., Post Office Box 723, Kansas City, Mo. fe11

BEST TESTED MONEY-MAKERS—40,000 WORD book, 25¢ postpaid; book has no ads; meat only. Holst, 3615 "G," Tacoma, Wash.

CAMOUFLAGE NETS FOR DIZZY ROOM walls; 35 ft. x 17 ft., 2-inch mesh, \$10 each; plan \$10; good for roadside amusement place; nets also suitable for ball games. Al Nichols, R.F.D. 1, Nashau, N. H.

"CONCESSIONAIRE'S GUIDE BOOK" (\$1)—Jampacked with secrets and knowhow for operating concessions at carnivals, fairs, etc.; circular available. Stampico, Detroit 4, Mich. fe25

EXCELLENT LOCATION FOR AMUSEMENT park; Southeast Washington, D. C.; 12 acres on highway; ideal grove, long lease. J. B. Aley, 5951 Branch Ave., S.E. Washington 20, D. C. fe4

FERRIS WHEEL IMPROVEMENT, INEXPENSIVE; now you can make big money. For further details write A. J. Robinson, Box 252 Encanto Sta., San Diego 14, Calif. fe25

FOR RENT—FOUR STANDS AND CASINO, 104 feet front by 75 deep, in whole or in part, at Savin Rock, largest amusement park in New England; suitable for Bumpers, Fascination, Auction, Tavern, Arcade, Skee Ball, Greyhound. William Cameron, 37 Washington Ave., West Haven, Conn.

MAIL SELLING OFFERS UNLIMITED OPPORTUNITIES; learn how it's done. Write Rowland Plain, 1 Laurel Ave., Binghamton, N. Y. fe11

NEW ELECTRIC MACHINES BAKES GREASE-less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free receipts. N. Ray Co., 3605 South Fifteenth, Minneapolis 7, Minn. np

PLASTER NOVELTY MANUFACTURING SET-up with molds, etc.; also expert advisory service one year; terms. Address Box 6-15, Billboard, Cincinnati, O. fe11

QUICK SIGN PAINTING—USE LETTER PAT-terns; avoid sloppy work and wasted time; write for sample John Rahn, A1332 Central Ave., Chicago 51. fe18

START YOUR OWN BUSINESS WITH \$10 CAP-ital; sell Daland's High Potency Vitamins to your neighbors. For details write Daland Vita-min Company, 706 King St., Wilmington, Del.

SUCCESSFUL NOVELTY RIDE—DAY OR night; amphibious "Duck"; on wheels across beach into water for boat ride; one man operation; completely outfitted; lease, ticket booth, know how; complete, ready for 1950 season; earnings \$28 per hour; sacrifice; partners disagree. Reply Douglester Corp., 200 Ivy Lane, Englewood, N. J.

WANTED FOR 1950 SEASON—MERRY-GO-Round and Ferris Wheel for large fun spot, Olcott Beach, N. Y., directly opposite beautiful park. More details contact A. C. Fox, Olcott Beach, N. Y. fe25

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 96 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWN AND BURLESK COMICS' PROPS, Wigs, Accessories; free lists; assortments, \$5. "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. fe11

SINCE 1869—COSTUME BARGAINS; CHORUS, dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. mh25

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ma4

CRETORS, STAR, LONG-EAKINS POPPERS, peanut roasters, geared kettles, copper caramel, candy kettles, gasoline, bottled gas equipment. Northside Co. Indiana, Iowa. ma4

FLOOR MODEL ELECTRIC POP CORN POP-per, good condition; Automatic Donut Ma-chine, like new. James Rosetter, Albany, O.

FOR SALE OR LEASE—95-ACRE AIRPORT ON U. S. Highway 81, two miles south of Chick-asha, Okla; hanger 80 by 120, two nice homes, Rock Island spur trackage in rear of property; ideal location for circus winter quarters; sale price, \$35,000; lease, \$3,600 per year. Write Marlash Airport, Box 506, Chickasha, Okla.

FOR SALE OR EXCHANGE—THREE RE-cordio Grames in perfect condition, \$200 each; cash or in exchange for other coin-operated machines O'Connor Coin Machine Co., Cincinnati 18, O.

FROZEN CUSTARD TRAILER—COMPLETE aluminum trailer, Custard King Machine, fluorescent lighting, clean, flashy; original cost \$5,000; sacrifice \$1,650. Danny Dorso, 281 East Thirtieth St., Paterson, N. J.

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. fe25

CLEARANCE SALE—16MM. SOUND FILM; new and used; Shorts and Features. Waverly, 5707 So. Christiana, Chicago 29. fe4

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. fe25

COMPLETE PENNY ARCADE READY TO OP-erate; 40 machines, 60 foot panel front, 20x40 tent, etc.; stored in Michigan; \$1,200 cash or trade for carnival equipment. Robert Venner, Gen. Del., Tampa, Fla.

DUE TO ILLNESS, WILL SACRIFICE IF SOLD immediately, new 20 unit "Turk" Race Game; beautifully flashed and sufficient stock to gross \$10,000; year round operation and located in best spot on California Coast; for full informa-tion contact C. Sullivan, 233 East Willow St., Long Beach, Calif.

"STILL THE BEST BUY" OUR 3 PIECE "KIMCO" PEN SETS Beautifully boxed with \$7.50 gold embossed price tags. All sets fully guaranteed. \$5.00 Dz. \$57.60 Gr. We also have the new 3 pc. Eye Dropper Pen Sets. These sets are also boxed with gold price tags. \$4.00 Dz. \$45.00 Gr. ALL GOLD 3 PC. PEN SETS, \$75.00 GR. BRAND NEW: 3 PC PEN SETS WITH PEN KNIFE INCLUDED, \$7.20 DZ. ITCHY DOGS, \$24.00 GR.; BIRD WARBLERS, \$1.00 GR. KIM & CIOFFI 912 ARCH ST. PHILADELPHIA 7, PA. MARKET 7-2283

MECHANICAL TOYS "SINGING CHICK" & Complete Line of Fascinating Imported Mechanical Toys. Crawling Baby Hopping Bunny Skier Loopo Airplane G-Man Pistol Pocket and Table Lighters Walking Elephant Baby Cowboy Baby Tank Wobbling Duck Antimony Wear Write for Samples and Prices. LA RUE INTERNATIONAL, INC. 540 HAYES STREET SAN FRANCISCO, CALIF.

PILE UP PROFITS with popular priced, all-year KIDDY KANES Only 10¢ 1 Thin Dime! 10th part of a dollar! 23" high plastic handle enameled wood shaft 20 asstd. color combinations packed 1 gr/carton • 12 lb. ship. wt. DISTRIBUTORS Write for Discounts PATEK MFG. CORP. 157 E. 128th ST. NEW YORK 35, N.Y.

HURRY! HURRY! WRITE FOR OUR NEW FREE CATALOG Daring values in watches, rings and other JEWELRY Cel-Max WHOLESALE JEWELERS IMPORTERS • EXPORTERS 182 S. Main St. • Memphis, Tenn.

LIVING PICTURES Crying Baby & Cat... \$5.75 dz. Winking Lady... 5.75 dz. Singing Shmoo... 5.75 dz. Religious Picture... 7.20 dz. Hula Girl... 7.50 dz. Budoir Girl... 9.00 dz. Sample \$1.00 ea. Postpaid. 25% Deposit, Balance C.O.D. RO-LA NOV. CO. Dept. A, 907 Broadway (20th St.), New York 10

1950 CATALOG FREE 54 Pages Jammed With Premium Items Men's & Ladies' Famous WRIST WATCHES ELGIN BULOVA GRUEN BENRUS WALTHAM 7-Jewel \$8.75 15-Jewel \$12.45 17-Jewel \$14.50 Brand new 1950 model cases. Reconditioned and guaranteed complete with plastic gift box. Rhinestone Case Watch Copies of women's expensive \$200-\$300 watches. Reconditioned and guaranteed like new. \$8.95 7-Jewel 17-Jewel, \$10.95. Rhinestone Dial, \$1.00 add. Above watch with brand new movement, \$2 add. Wholesale Only. 25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses. MIDWEST WATCH CO. S S. Wabash Av Dept. Chicago 3, Ill. B-4

SEE BRAND FOR YOUR MARDI GRAS NEEDS 1950 SPECIALTIES ROLL-OVER CATS ITCHY DOGS DOLLS & MONKEYS With Suction Cup or Stick FOX and RACCOON TAILS With Comic Card or Wire and Streamer RABBIT FEET KEY CHAINS Always Working on New Numbers SEE YOUR LOCAL JOBBER Chas. Brand Novelty Corp. 154 W. 27th St., New York 1, N. Y.

SLUM GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25¢ ea. 3000 PCS., \$25.00 Lot LUCKY PRIZE BOXES ASSORTED NOVELTIES OF ALL KINDS 5¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr. 10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr. \$1.00 Items \$40.00 Gr. Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D. MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N. Y.

**FOR PROFIT!!!
GET ORIGINAL HOLLYWOOD
GIRLS
OF THE MONTH...**

Beautiful Artists' Models. Over 38 Glamorous 7 x 10 Glossy Reproductions in book form

\$4.80 per dozen
\$35.00 per hundred

ACTUAL GLOSSY PHOTOGRAPHS, NOT COPIES
\$49.00 PER 100 ASSORTED (12-4x5 Contact photos in each package)
\$35.00 PER 100 ASSORTED (12-2 1/2x3 1/2 Contact photos in each package INCLUDES ART INSTRUCTIONS.)
PLEASE, NO RETAIL SALES!!

Graphic Distributing Co.
6411 Hollywood Blvd.
Hollywood 28, California

FOR SALE—1 MODEL 105 BH-IR-1500 WATT, 110 volt, single phase remote control Onan Light Plant; splendid condition and only used about thirty hours; will sell for the remarkably low price of \$349 f.o.b. Soperton; original cost \$550. Sparks Specialty Co., Soperton, Ga. fe11

FOR SALE — ORCHESTRA SLEEPER BUS; flexible coach, Buick engine; excellent condition; details on request. Mal Dunn, Morris Hotel, Omaha, Neb. fe18

FOR SALE—NEW FLAME PROOF TENT, 50x140, complete with Poles and Stakes, one half the original price. B. D. Brooks, 1107 Ward St., High Point, N. C. fe18

**FOR SALE OR TRADE—RENSELAER MINIA-
ture Train, excellent condition, ready to go; what have you? Yednock & Jones, Grand Ridge, Ill.**

**FOR SALE—PORTABLE 32 FT. PARKER TWO
Abreast Merry-Go-Round, 10 car kid ride, 7x7 Shooting Gallery. Walter Leas, Tracy, Minn. fe11**

**FOR SALE—COMPLETE MOBILE NEON AND
glass blowing equipment mounted in Chevrolet bus; top condition; sleeping quarters; priced \$1,850. K. L. Parkinson, Boone, Iowa.**

**FOR SALE—1947 CHRYSLER TOWN COUNTRY
4 door sedan, 6 cylinder; like new, only 6,000 miles; price \$2,000. Write Mr. Berger, 429 Madison Ave., Covington, Ky.**

FOR SALE—ORCHESTRA SLEEPER BUS, 1940; back sleeps 11 people; excellent condition, new motor, good rubber all around; ready to go; must sell by Feb. 15; great transportation for any show or band; reasonable terms. Orchestra Leader, Grand Apts., Fargo, N. D.

G. I. TRUCKS—CARGOS, Chev. 1 1/2 T 4x4; Dumps, Federal 2 1/2 T 4x2; Tractors, White & Autocar 4-5 T 4x4; Panels, Chev. 1 1/2 T 4x4, 1 1/2 T 4x2; Carryalls, Dodge 3/4 T 4x4; Cranes, Tractors, Trailers; thousands of related items including skid and tow chain, wire rope, machine tools. Oldham & Sutherland, Junction City, Ky. fe25

**HAVE SPACE FOR SEVERAL RIDES, BINGO,
etc., at colored beach; fourth season. Write Mark-Haven Beach, Tappahannock, Va. fe11**

**HOOP-LA ON WHEELS—OPEN UPSIDE PLUG-
in 11-V.A.C.; you're in business in five minutes; 2 full-size girls on pedestals; move legs up, down; 4 targets, used 2 months; first \$950 takes out of my yard; build new ones for \$1,400; also want house for exclusive sales. Sigerist, Beaver Brook, Lincoln Park, N. J.**

**MOTORDROME MOTORS AND TRUCK FOR
sale. Jimmy Smith, Box 409, Poland, O. Telephone 58622.**

**POWERS 6B PROJECTORS, OPERADIO SOUND,
Arc Lamps, Rectifiers, new Screen; make offer. F. Shafer, Washington, Ind.**

**QUICK SALE—PAIR SIMPLEX 35MM. PORT-
able Projectors; complete Western features, \$10 each; shorts, cartoons and comedies. Brownie, Eulonia, Ga. fe11**

**SHOOTING GALLERY FOR SALE — PARK
type lead gallery in good condition; five rifles and tubes; any reasonable offer accepted. Lakewood Beach Park, Route 4, Urbana, O. fe11**

**SHORT RANGE SHOOTING GALLERY CARDS,
none better; very reasonable; free sample; new postcard size; D. P. Camera, \$25. Reed, 831 Pearl St., Boulder, Colo. fe11**

**SURPLUS GENERATOR SETS—1 TO 25 KW.
Gas and Diesel; bargains. Oldham & Sutherland, Junction City, Ky. ma25**

**TENTS—SLIGHTLY USED; 30'x50', 20'x30',
15'x15'. George's Tents, 103 North Street, Auburn, N. Y. fe11**

**THEATER SEATS, FOLDING CHAIRS,
Screens, Projectors, Floodlights, Blues, Stadium Seats, Film. Lone Star Film Company, Dallas, Tex. fe4**

**THEATER SEATS, FOLDING CHAIRS,
Screens, Tents, Projectors, Sidewall, Stadium Seats, Film. Lone Star Film Co., Dallas, Tex. fe11**

**YOU SAVE 90% BUILDING FROM OUR
tested plans; Funhouse, \$10; Chairplane, \$10; Kiddie Auto, Boat, Airplane, Chairplane, \$5 each; Concessions, Illustrations; free catalog. Brill, 228-B North University, Peoria, Ill.**

**7-TUB TILT WANTED—MUST BE IN GOOD
shape; also Pony Cart ride. E. N. Shaver, 1514 Victory St., Wichita Falls, Tex. Phone 23550.**

**7 WORLD BEATING HORSES FOR PONY
Show, Rodeo, Circus or Pictures; need lady, 3 children; I've got plenty of money. Ness, Horse Broker, Winchester, Ky.**

**18 UNIT LATE MODEL METRO DERBY HORSE
Race; 18 ft. top and frame; A-1 condition. P. O. Box 1588, Daytona Beach, Fla.**

FORMULAS & PLANS

**FREE FORMULA CATALOG FOR AGENTS,
pitchmen, demonstrators and manufacturers; anything analyzed, \$20. Western Chemical, BB 643, Salem, Ore. fe4**

**NEW IN AMERICA! FIFTY COMPLETE FOR-
mulas imported direct; few known! Going! \$1.25. Young Productions, Saint Helens, Ore. fe18**

**INSTRUCTIONS
BOOKS & CARTOONS**

**YOU CAN ENTERTAIN WITH TRICK CHALK
Stunts and Rag Pictures; catalog 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. fe18**

MAGICAL APPARATUS

**AAAAA WHOLESALE TRICK CATALOG 10c—
Joker's Novelties, Magic, Fast-Selling Specialties! (Pitchmen's Headquarters.) Ariane Mfg. Co., 4462-B Germantown, Philadelphia. fe11**

**AAAAA MAGICIANS—TWO-HEADED NICK-
els, \$1 each; head or tails. Jet Motivation, 13 Harrison Place, Clifton, N. J. fe11**

**A NEW SUB MINIATURE RADIOPHONE FOR
mentalists, mindreaders, horoscope, pitch; each unit less than pound, easily concealed; brochure, specifications, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. mh11**

**BARGAINS IN ILLUSIONS, SMALL MAGIC,
Ghosts, 35mm. Films and Projector; send for list. Garrison, 305 E. 9th St., Pittsburg, Kan.**

**NEW #22 CATALOG MINDREADING, MEN-
talism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30c; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. mh11**

MISCELLANEOUS

**NEWS!—YOUR NAME FEATURED IN LIGHTS
on famous Broadway Theater. Photograph amazes friends! Yours, \$1. Old customers please contact for new idea. Rickarby, 403B W 115th St., N.Y.C. 25 fe11**

**OWING TO DEATH OF HARRY V. LAWSON,
all his equipment for sale; Stencils, Designs, Machines, etc. Write 417 West Seaside, Long Beach, Calif.**

**SHOWPEOPLE—IT'S NEW! COAST TO COAST
Theatrical Guide and Directory of Agents and Bookers, etc., in U.S.A. and Canada; one dollar per copy. Irving Spector Publisher, 2536 Park Ave., Detroit 1, Mich.**

**WANTED TO BOOK—POPCORN WITH SMAL-
ler carnival anywhere. Address C. Vittum, 967 Casa Grande Rd., Tucson, Ariz.**

**WE BUY, SELL OR TRADE 35MM. SERIALS,
Comedies, Features in good condition. Little Bros., Box 123, Ft. Smith, Ark. fe11**

**YOUNG MAN, COLLEGE-PROFESSIONAL
school background plus experience; available any phase show business; actor, comic, sketch writer, promotion, press and advance work; go anywhere. Contact Lewis Lloyd Richman, 1395 State St., Bridgeport, Conn.**

**MUSICAL INSTRUMENTS,
ACCESSORIES**

**EXPERT CALLIOPE REBUILDING—INSTRU-
ments bought and sold. Calliope and Unafon parts. Lee Company, 934 N. Lancaster, Dallas, Texas. fe4**

PARTNERS WANTED

**WANTED—A PARTNER WITH \$5,000. SMALL
woman, 40 years of age, under 140 lbs., must drive. Free to travel and know the show business. No drunks wanted; this is 50-50 proposition. Write Leonard Tracey, Box 174, Route #1, Upperco, Md. fe4**

PERSONALS

**GORGEOUS PHOTOS! BREATH-TAKING LOVE-
lies, 12 \$1; Cartoon Booklets for Men, 10 \$1. Steele, Box 4763-U, San Francisco.**

**MUSICAL SINGLES, COMBOS, SEMI NAME—
Brief description, current booking, availability for listing in 1950 directory. Musicalities #11, 110 1st Ave. NW., Rochester, Minn. fe11**

**SINUS? DON'T SUFFER FURTHER, INSTANT
relief; treatment, \$1; sample, 10 cents. Alvin's, 3324 1/2 Prospect, Kansas City 3, Mo. fe4**

**PHOTO SUPPLIES
DEVELOPING-PRINTING**

**COMPLETE STOCK DIRECT POSITIVE SUP-
plies, Direx and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. ap22**

**DIRECT POSITIVE PHOTOGRAPHERS — WE
supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds; Camerags for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago Ill. npfe25**

**DIME PHOTO OUTFITS CHEAP—ALL SIZES;
drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. npfe25**

**ENLARGEMENTS — 5x7 DOUBLE WEIGHT,
silk finish; 6 for \$1. Rudy Leefma, 375 Riverside Drive, New York 25. fe25**

**LEATHERETTE PHOTO CASES, ASSORTED
colors, 1 1/2x2, \$3 per 100, \$25 per 1,000; we take all sizes; 25% deposit. Frank Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap8**

**LENS—FLEX SEMINAT, F.3.5-E.F. 4 1/8 WITH
complete Flex Universal Shutter, \$25; 1/2 deposit. H. W. Des Portes, 2321 Devine, Columbia, S. C.**

**PHOTO OUTFIT—READY TO GO, AND COLT.
Bucking Horse, Bucking L. H. Steer, all mounted; 3 Saddles, D.P. Camera, Marks & Fuller post card size; Wallensac Lens F.4.5 with prism automatic boxes in camera. G. L. Parnell, Box 10, Warm Springs, Calif.**

**PHOTOMOUNTS—1 1/2 TO 10c EACH; WRITE
for price list. Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. mh11**

**"SAMSON AND DELILAH" AND LARGE SE-
lection religious films now available on 16mm. soft; lists free; dealer inquiries solicited. Moggill's, 112 West 48th St., N.Y.C.**

**THE NEW EASTMAN DOUBLE WEIGHT DI-
rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. fe25**

**WANTED—OLD-TYPE 5x7 EASTMAN KODAK
direct positive paper. Al Rosen Studio, 500 Market St., Chester, Pa. fe4**

LAMPS DIRECT FROM ONE OF AMERICA'S GREAT LAMP FACTORIES

ALL PRICE RANGES
WIDE CHOICE OF NEW STYLES
BIGGEST VALUES IN THE USA

FOR SALES BOARDS
FOR PRIZES!
FOR PREMIUMS
FOR RETAIL SELLING
FOR AUCTIONEERS

WRITE for CATALOG and PRICE LIST

CLOSEOUTS ALWAYS ON HAND AT OUR FACTORY!

ROART CO.

FACTORY: 830 MONROE ST., HOBOKEN, N. J.
SHOWROOMS: 61 W. 23 ST., NEW YORK 10, N. Y.

FLASH FLASH

**DOUBLE HEAD ELECTRIC
SHAVER**

Never before have you seen such a precision made electric shaver at this sensationally low price. Individually wrapped with a \$22.50 price tag (including simulated pigskin pouch).

Price \$2.50 each in dozen lots. 25% deposit, balance C. O. D.

National Distributing Co.
Calumet Bldg. MIAMI, FLA.

**DZAMAN AUTOMATIC
PISTOL-TYPE LIGHTER**
Precision Built



MADE IN U. S. A.
Individually Boxed
PISTOLITE CO.

1209 Ave. of Americas, New York 19, N. Y.
Phone: Circle 5-4743

MINIATURES of nationally famous beverages

non-alcoholic

ORDER A SAMPLE GROSS \$9.00 F.O.B. Milwaukee (Minimum order)

25% deposit with order; balance: C.O.D.

Write for our complete catalog.

BILL'S SPECIALTY MFG. CO.,
433 N. 2nd ST., MILWAUKEE 3

ATTENTION ATTENTION

**JEWELRY WORKERS, PROMOTERS,
HUSTLERS**

Thanks a million for putting over the sales of the Mexican Necklaces and Bracelets to match. These beautiful numbers are not just seasonal sellers, they are all year around sellers and will consistently continue to sell indefinitely. Now that we are doing our own importing, we can give you a better wholesale price. If you send for samples and prices we will include successful selling plans.

8 SAMPLES, \$10.00
25% Deposit, Balance C. O. D.

E. LOWREY
1607 Wadsworth Ave. Lakewood, Colo.

THE VERY LATEST
Sells Like Wildfire!
**Ladies' Link Name
Bracelet or Necklace**

Made up in 7 series of metal discs with gold colored metal letters and links with black enameled background. They're smart looking, durable and they sell on sight! You buy the lettered discs in assorted bulk. You or your customer can assemble a "personalized" bracelet or necklace in 60 seconds—it's that easy!

EXTRA BIG PROFITS
You can earn \$25.00 to \$100.00 per week selling in offices, factories, churches, lodges, clubs, homes, schools and virtually anywhere else. Write for complete information on this great money-making opportunity at once. Better still, order a sample, only \$1.00 for a Bracelet . . . \$2.00 for a Necklace. Act Now!

ETCHED METAL PLASTICS CO.
37 Nells Rd. Dept. S-2 Milford, Conn.

Salesmen, Wagon Jobbers, Agen's

Here is that **SECOND-LOOK GIVE-ME-ONE**, useful Pocket Novelty that you have been looking for. It makes an ideal gift push card or salesboard item—**IT'S A SURE-FIRE HIT.** This smart gold-finish mechanical pencil has a Hollywood cutie in the panel, and the window closes while writing. **IT'S A SENSATION**—Send \$1.00 for 1 sample postpaid, 1/2 doz. for only \$5.00, 1 doz. or more only \$9.00 per doz. (Free Push Card Label With Each 1/2 Doz.) Each in box, with guarantee. 25% deposit, balance C. O. D. plus delivery charges, or send full amount and we prepay in U. S. A.

AL HAWKINS & CO
Box 1285
Sioux City, Iowa

Cutie Pencil \$9 Doz.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

Jobbers--Salesmen--Agents

WE CAN'T SHOW PIXEE HERE and do justice to the item or to anyone concerned—but we promise to amaze you with this **ACTION NOVELTY PICTURE.** This (5x7) framed photo of a lady comes to life, smiles and winks as you move to or from it. It is not magic—it is mysterious and durable. **IT'S A SURE HIT HONEY**—makes an ideal prize, gift, salesboard or push card item. (WE SEND 1 FREE PUSH CARD LABEL WITH EACH 1/2 DOZEN, takes in \$16.20.) Send \$1 for 1 sample postpaid. 1/2 doz. for only \$5. 1 doz. for \$8 6 doz. or more, only \$7 per doz. 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepay in the U. S. A.

AL HAWKINS AND CO.
BOX 1285
SIOUX CITY, IOWA

**NEW, SENSATIONAL
POCKET PISTOL LIGHTER**

Received by plane from occupied Japan. Chrome plated, individually boxed. Limited quantities.

Priced \$18.90 doz. postpaid.
List \$3.50. Send money order for sample doz.

M. MORRIS
1473 Broadway, Rm. 612, New York 18, N. Y.

**RING DEMONSTRATORS, FAIR AND CARNIVAL
WORKERS, SEND FOR NEW CATALOGUE**

We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE—BRIDAL SETS—COMETS—SIGNETS—BIRTH STONES—COCKTAIL RINGS—They are just what you need for Department and Drug Store Dollar Ring Sales.

Also, 101 New Flashy Jewelry Items for Fairs, Carnivals and Resorts.

State Your Business.

HARRY MAHREN RING CO.
303 5th Ave., N. Y. 16, N. Y.

Engagement . . . \$2.63 Doz.
Wedding 1.63 Doz.

Red and White Stone Combination . . . \$3.00 Doz.

ELECTRIFIED BUNNIES

The Eyes Light as You Touch It. Standard Flashlight Bulbs and Batteries — Eyes Replaced in a Jiffy.



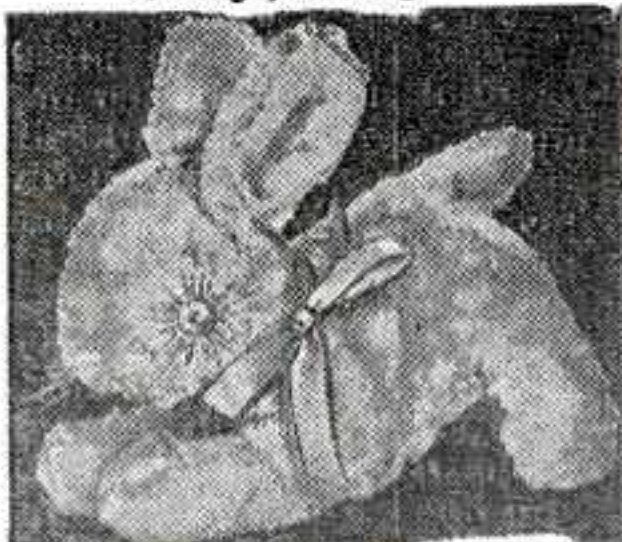
BEGGAR

No. 801B. All high lustre plush. 14" high. Packed 2 dozen per carton. **\$16.20 DOZ.**

SAMPLES \$1.75 Ea.

HOPPY BUNNY

No. 802B. All high lustre plush. 8" high, 9" long.



\$16.20 DOZ. SAMPLES **\$1.75 EA.**

- Write for New Easter Catalog
- 25% Deposit, Bal. C. O. D.
- Telephone: Oregon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

NEED MORE MONEY?

Thousands already earn big, steady profits selling famous Bostonian shirts, rainwear, hosiery, underwear and other everyday needs for men, women and children. Also new line of Hamilton shoes. No selling experience needed — if you're keen and really want to assure yourself of a steady income, Bostonian will back you and set you up in business. You get big profits, immediate cash and big selling kit. Our Company has tripled its business in the last year. Write now — big Spring season ahead. Bostonian Mfg. Co., 1901 South St. Bickford St., Boston 30, Mass.

Write for FREE Selling Kit

Always First with the Latest!

UNUSUAL PREMIUMS, GIFTS, PRIZES, NOVELTIES, Etc.

Write **SIDNEY-WILLIAMS CO.**
1129 So. Robertson Blvd.
Los Angeles 35, California



COP CALLERS — order direct from manufacturer, \$10 per gr. Discounts on larger quantities. Dealers and jobbers, write for special prices. **ELKTON MFG. CO., Elkton, Md.**



BIG PROFITS
Own your own business stamping key checks, name plates, social security plates. Sample with name and address. 25¢

Bart Mfg. Co.
303 Degraw St.
Brooklyn 2, N. Y.

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

BANDS AND ORCHESTRAS

COLORED BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc.; four men, entertaining and singing. Jump Jackson, 8727 S. La Salle St., Chicago, Ill. fell

DANCE BAND—9 PIECES AND VOCALIST; available in June; waltzes, rhumbas, foxtrot, polkas; 5 years' experience; fine equipment; sober, good appearance; want summer location; reference, material on request. Manager, 742 Gunderson, Oak Park, Ill.

CIRCUS AND CARNIVAL

CARNIVAL SECRETARY AVAILABLE — Handle details of any size show; reliable. Address Secretary, 338 Boush St., Norfolk, Va. fell

MISCELLANEOUS

COLLEGE STUDENT, 22, DESIRES ANY TYPE summer job; psychology major; personnel experience; neatness, competency, travel anywhere; June to September. Box C-28, Billboard, Cincinnati, O. fell

ELECTRICIAN—DIESEL OR TRANSFORMERS; also do all kinds of building; have my own complete shop to make anything of wood or steel in 3-ton truck with 20-ton winch. Write P.O. Box 545, New Bern, N. C.

PALMIST—AGE 30, TRAVEL ANYWHERE; DO half and half; gorgeously beautiful in a gypsy-like way. Phone 9535. Rose Davis, Avella, Pa.

VERNON HOFF, FEMALE IMPERSONATOR, attended University of Southern California; Los Angeles City College; AGVA; photographs free. Vernon Hoff, Billboard, N. Y.

MUSICIANS

AVAILABLE FEB. 1ST—EXPERIENCED TENOR man, double clar., read, fake, transpose; commercial or jazz; also double accordion, piano, some vocals; age 27, neat, congenial personality. Contact Cal Sherman, Statler Hotel, care Orchestra, St. Louis, Mo.

BASS—GOOD INTONATION, TONE, BEAT; experienced all type units; read or fake, cut or no notice. Musician, 1401 Market St., Williamsport, Pa.

COMMERCIAL VIBES DOUBLING COMBO drums, maracas; emcee, entertain; all essentials; go anywhere; prefer reliable hotel combo; detailed information, photos on request. Box C-30, Billboard, Cincinnati, O. fell

COMMERCIAL TENOR-SAX MAN — YOUNG, reliable man who will work; semi-name experience; available Feb. 1st; prefer stylized band; cut or no notice; I will travel. Lenny Kay, 4838 N. Spaulding Ave., Chicago, Ill. Phone Juniper 8-5708.

DRUMMER — EXPERIENCED, COMMERCIAL bands, combo work; have car; will travel; age 24; available immediately. Troy Hatcher, 673 North Jefferson, Jackson, Miss. Phone 5-0234.

EXPERIENCED DRUMMER — JOIN IMMEDIATELY; any proposition considered; dance or shows; new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. fell

EXPERIENCED DRUMMER—AVAILABLE IMMEDIATELY; prefer Midwest; dance band or combo; read or fake; young, sober, reliable; all offers considered. Harold Divine, 936 Cheyenne, Alliance, Neb. Phone 663J.

GUITARIST DOUBLING TROMBONE—AVAILABLE IMMEDIATELY; experienced, single, sober, good rhythm and single string; do some singing; anything considered; will travel anywhere; want a steady working group; send all details. Richard Renberg, 223 Fulton Ave., Waukegan, Ill. Ontario 9775-W. fell

HAMMOND ORGANIST DESIRES POSITION. Write Marjorie Ekedahl, 14 1/2 Cowing St., Jamestown, N. Y.

HILLBILLY BAND—FOUR YOUNG MEN WITH radio and stage experience would like steady work on radio station with living wages; will go anywhere in U.S.A. for good contract; all will be answered. Write Box 242, Bloomington, Ill.

ORGANIST WITH HAMMOND—MALE, WIDE experience in club and cocktail lounge; good appearance; references from Kansas City, Omaha, Detroit, etc.; go anywhere on short notice; attention booking agencies. Address Organist, Box C-31, Cincinnati. fell

PIANIST—UNION; SOLO AND DANCE BAND experience; smart style, excellent rhythm; commercial attitude; can blow sounds; clean, consistent and congenial. Musician, 1022 Brierfield Drive, Jacksonville, Fla.

PIANO MAN — SEMI NAME EXPERIENCE; play any style; will travel. Musician, 129 Grand Ave., Santa Monica, Calif. Phone 63384. fell

STRING BASS—UNION, WHITE, 23; 7 YEARS' road experience; consider anything; will travel. Contact Carl Pederson, Marquette Hotel, Denver, Colo.

TENOR CLARINET — READ WELL AND transpose; excellent in section work; reliable; will travel anywhere. Frank Chizick, 18276 Strathmoor, Detroit 21, Mich. fell

TENOR — DOUBLE CLARINET AND TIRE tool; arranger; sober, reliable, go anywhere. Contact Deane Billings, 228 W. Chimes, Baton Rouge, La. fell

TENOR, CLARINET—ANY STYLE, DIXIE, SO- ciety, shows; section and solos; available immediately. Musician, 101 Union St., Doylestown, Pa. Ph. 4717. fell

TENOR AND CLARINET MAN—AVAILABLE immediately; name experience; single; will travel; all offers considered. Contact Jerry Nob's 25 W. Cherry St., Palmyra, Pa. Phone 8-5024.

TENOR SAX, CLARI DOUBLING ELECTRIC steel guitar; modern, sweet or swing; 6 months at Tampa Terrace Hotel; money no object in Fla. territory. Kent Miller, Gen. Del., Tampa, Fla.; cut or no notice.

TENOR, BARITONE, CLARINET, BASS CLARI- net; read, transpose; non-drinker, reliable, name, semi-name experience; age 25, married, car; cut or no notice; prefer locations. Musician, 70 South Cedar St., Oberlin, O.

TENOR, CLARINET, FLUTE — COMMERCIAL experience; transpose, intonation good, arrange. Contact Musician, 1209 So. 30th., St. Joseph, Mo. Phone 4-0528.

TRAP DRUMMER DESIRES WORK WITH IN- door circus; 15 years Jay Gould's Circus; age 39. Ernest Stibel, 1632 Gilbert Court, Ottawa, Ill. Phone 311-7K.

TROMBONE—UNION, MIDDLE AGE, DOUBLE some violin; fake piano. Trios, small combos write Box C-22, Billboard, Cincinnati 22, O. fell

TROMBONE — TRANSPOSE, FAKE, SWEET tone, strictly cut or no notice available. Howard Cooper, 2909 N. Nevada St., Colorado Springs, Colo.

TRUMPET MAN — LEAD, 2D OR THIRD; semi name experience, cut shows. Musician, 3001 N. 1st St., Milwaukee, Wis. Franklin 2-2793.

PARKS AND FAIRS

CIRCUS UNIT—CIRCUS ACTS, DOGS, PONIES, Monkeys, Acrobats; full 1 hour program; price reasonable. The Lehmbek Attractions, 2015 Oliver St., Fort Wayne 5, Ind.

DASHINGTON'S CIRCUS ACT—DOGS AND cats; for any show anywhere for reasonable terms. 1413 Euclid St., Philadelphia, Pa. mh4

FLASHY HIGH-CLASS TRAPEZE ACT—AVAIL- able for indoor and outdoor events; platform required outdoor. Address Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Indiana.

GREAT CALVERT — RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 164 Averill Ave., Rochester, N.Y. ap8

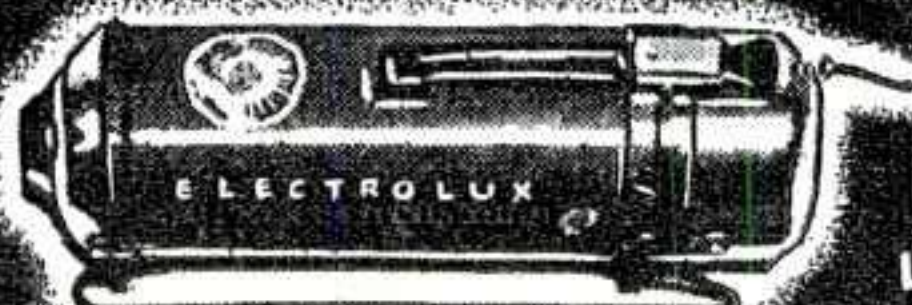
VAUDEVILLE ARTISTS

EAST TENNESSEE—JIMMY WADDELL AND Janette; light magic, pretty songs; club, banquet dates accepted. 804 Eleanor, Knoxville, Tenn. Phone 2-5835.

VERSATILE PERFORMER—ACCORDION MU- sic, magic, ventriloquism and sound movies all combined to form a complete program for clubs, lodges and all socials; for rates, dates and literature, write or contact Ed. Dobrovols, R. D. #4, Little Falls, New York. fell

DISTRIBUTORS • SALESMEN • PITCHMEN • AUCTIONEERS
Sell Rebuilt Vacuum Cleaners!

HOTTEST ITEM ON MARKET!



\$9.00 UP

REBUILT LIKE NEW

Nationally Known Makes Only • All New Parts
Immediate Delivery • Write for Free Catalog



RE-NEW SWEEPER CO. Dept. 205

9591 Grand River Detroit 4, Mich. Phone: WE. 3-1400

GET YOUR SHARE OF DIVIDENDS

You can buy direct from one of America's Largest Suppliers of guaranteed precision reconditioned Watches at unbelievable values.

OUR PRICES CANNOT BE BEAT!



MEN'S STYLES \$8.75

With Brilliant Rhinestone Dials. \$1 extra.

Outstanding Extra Fancy Nationally Advertised Expansion Bands.

\$1.10 extra.

- ★ ELGIN
- ★ BENRUS
- ★ BULOVA
- ★ WALTHAM
- ★ GRUEN

All new 1950 Styles beautifully cased and timed to perfection. Guaranteed like new. **WHOLESALE ONLY.** Large Quantity Users Write for Prices.

SPECIAL! BANGLE BRACELETS



\$6.25 Doz. (Regular \$13.50 wholesale)

Charm Bracelets with 12 Charms, 6 of which are movable. In Gold or Silver Finish. Steady Year-Round Seller.

25% with order, balance C. O. D.

J. ENGEL & SON

59 E. Madison Chicago, Ill.

VALENTINES

- 25c retailers, 25V24, Cabinet of 20 \$2.50
- 15c retailers, 3245E, Box of 660
- 10c retailers, K34, Cabinet of 342.00
- 5c retailers, NV100 Cabinet of 100 3.00
- 1c retailers, 3103E, Per Gross70
- Candid Com'cs, #8500, Per Gross75

All except Candid Comics complete with envelopes.

Send 25% Deposit with C.O.D order

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

PROFIT MAKING • QUALITY MADE



FOR BIGGER REPEAT SALES

FAN BLADE CO. 32 Green Street Newark 2, N. J.

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.

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1, \$54 gross; 10 gross, \$500. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C O D

SUNBEAM PRODUCTS 701 3d Street S. St. Petersburg, Fla.

PLAY the HORSES to SAVE MONEY



Amazing Action Packed RACE HORSE BANK

A thrilling 8-horse race begins with every drop of a coin (1¢ to 25¢). It's taking the country by storm! Retail stores are turning them away—rural folks are screaming for delivery. And we've got 'em! But supplies are limited—so hurry—get your order in QUICK!

A Thrilling GAME! Everybody loves a horse race! Everybody likes to guess the winner. This bank gives all the thrills of a real race—and you SAVE MONEY! A Thrilling BANK! Never before a bank that competes savings. Children love it. Adults gladly contribute their loose change to see the horses run. Savings mount faster and faster!



SENSATIONAL SELLER FOR EASTER

Magnificently Packaged Egg-Laying Threesomes!



Eggs are traditional for Easter. And here's the smash-hit item that will set all-time sales records. Think of it!—two chickens and a goose—each of which lays eggs with life-like reality with a flick of your finger! Children are intrigued—grownups delighted! Gorgeously crafted in multi-colored plastic. Magnificently packaged in 8-colored cellophane window carton. A sure-fire winner!

SALES MEN!

WRITE THREE WORDS COLLECT \$9.95



SENSATIONAL NEW ADVERTISING SIGN

YES, MAKE \$9.95 on 10-second demonstration to merchants. Write on glass with amazing magic crayon and presto—a 5-color advertising message takes fire and glows like a brilliant neon sign! Three sales a day and \$29.85 profit is for "lazy" men. Workers can double to triple that amount. FREE SALES KIT. Don't wait. Rush your name and address on a penny postcard for full details and complete sales kit—ALL FREE. Write Today!

HERE IS CASEY AGAIN...

WITH ALL NEW ITEMS FOR WHEELS BINGO GRIND STORE SLUM CONCESSIONS YOUR SOURCE OF SUPPLY DEPENDABLE

BELLS—GONGS

A complete line for Rides, Carnivals, Home, Farm, Marine and Industrial Use. SHIPFITTINGS, INC. 29 Old Slip N. Y. 5, N. Y.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Annin, Mrs. Audrey Fullerton, Mrs. 22c
Brodsky, Al 34c
Brodsky, Al 23c
Margaret 12c
Aberle, Bill
Adkison, Roy
Albright, Blackie
Alexander, Al
Alexander, Miss
Alexander, W. E.
Atland, Maurice
Allen, Leo
Allen, Wilbur H.
Allen, Ruth
Allen, Ruth
Alzora, Karl
Ames, Geo. L.
Ammons, Harold
Andes, Gene
Andres, Chef
Applebaum, Sam
Appleton, Louise
Arlington, Harve
Asher, Chas. Blacky
Ashley, Chas.
Ashley, Frank
Ashley, Ethel
Augsburg, Gus
Aury, James D.
Bailey, Mrs. Dollie
Bailey, Ira G.
Bailey, Roy
Bairfield, E.
Baker, Charlie
Baker, Mrs. Mae
Ballard, Wayne
Balmer, Carl
Barnes, Edw. E.
Barnes, Wm.
Bartone, Mrs. B.
Bass, Wm. A.
Baxter, Mrs. E. L.
Beal, Glenn E.
Bean, Billie
Beaupre, Jos.
Benison, Mrs. Mina
Bennett, Jack
Bennett, Thos. A.
Benson, Harry
Benson, Louise
Bercket, Clyde
Bergman, Mrs. Lila
Berosini, Mike
Berry, Ace
Berry, Bert
Betson, Thos.
Botts, Art
Bible, Roy
Black, Frances
Blackman, Rita B.
Blair, Clarence
Blythe, Bill
Bloodgood, Chas. E.
Boland, Walter
Boley, James Edw.
Booker, Franklin
Booth, John W.
Borlish, Louis
Buswell, Fred C.
Boyd, Danny
Boyer, Chick
Boznango, Paul
Braden, Buddy
Bradley, Jack
Brannon, Pat
Brantley, Joe
Breckenridge, Joe
Bristow, Orville C.
Bromfield, Robt. L.
Brooks, Clifford H.
Brown's Greater
Brown, Carl D.
Brown, Jr., James
Brown, W. S.
Bruce, Kid
Brunner, Wm. Cecil
Brunette
Bruno, Miller
Bryant, Mrs. Cliff
Bures, Deimar
Burg, Nancy J.
Burke, Anthony
Burkett, Wm. Kors
Burns, James G.
Burns, Orville A.
Burridge, Frank
Burriss, James F.
Burton, Bob
Bush, W. A.
Byers, Thos. J.
Cain, Mrs. Lillian
Calhoun, John Boyd
Campbell, Mrs.
Campbell, E.
Cantrell, Robt.
Cantwell, Chas.
Caravella Amusements
Card, Myrtle
Carlie, Wm. H.
Carper, Bud
Carr, Chas. H.
Carroll, Dave
Carroll, Robt.
Carver, Art
Chamberlain, Tom
Chisholm, Dave
Christian, Eugene
Clare, James
Clemens, Mrs. Fred
Clotfelter, Leon R.
Cobler, Pete & Fay
Cockran, Grover G.
Cohn, Bobby
Cole, Jack W.
Coleman, Tommy
Connors, Jimmie
Conway, Jim
Cook, Thos.
Cooke, J. M.
Cordell, Joan
Cordoza, Don
Cowan, Bud
Craddock, Robt.
Cramer, Mrs. Jos.
Crawford, E. D.
Crawford, Shawn
Crawford, Chi-Ann
Crean, Walter
Crowley, Bob
Crowe, Jesse
Curry, Irah G.
Curtis, H. H. (Hal)
Curtis, Josephine
Daily, Alvie
Davis, Angeline
Davis, C. E.
Davis, H. L.
Davis, H. T.
Davis, Jay
Davis, Lou
Davis, Louis Edgar
Davis, Louis H.
Davis, Ora
Davis, R. N.
Davis, T. R.
Dawson, Jos. M.
Dayberry, L. A.
DePrizio Capt.
Dean, Betty
Dean, Joe Herbert
Dean, Russell
Dearo, Mrs. Corine
Decker, Bud
Decoteau, Wm. E.
Dees, John
Delano, Buddy
Del-Mar Shows
Demetro, Archie
Demetro, Mrs. Rose
Demetro, John
Demetro, Mrs. Ruby
Densmore, Donald
Derrott, John
DeSilva, Geo.
Dentcher, Harry
Dickerson, Frank
Dixson, James H.
Dobbs, G. E.
Docen, Clarence
Donaldson, Diuk
Donnan, Geo.
Doss Family Stage
Dover, Geo.
Doxstator, Eldred E.
Drake, Jack
Drake, Mrs. James
Drury, Leo
Duane, Larry Edw.
DuBois, Henry J.
Dunn, Chester A.
Dunning, Dave
Dyer, A. H.
Eades, Edw.
Eddels, Harry
Eddie's All American Show
Edison, Robt. Edw.
Edsall, Mrs. Maxine
Eli, Mike
Ellet, Villetta
Elson, H.
Eng, David B.
England, Q. R.
Englander, Jr.
Estelle, Doris M.
Evans, Ray
Evans, Bob G.
Eves, Phil
Falls, Nelson
Farino, Michael
Favorite, Curly
Feldman, Bernard
Feller, Clifford
Feller, Whitey
Felton, Bob
Ferrara, Antone
Ferrando, Joe L.
Fertis, Lester
Fina, Jack (Orch.)
Fink, Thos. F.
Fisher, Harry
Flynn, Vincent M.
Flowers, Robt. E.
Foltz, Chas. Ronald
Foutz, Jack
Fowler, Benny
Fraizer, Arthur
Frank, Edw.
Frazer, Mrs. Opal
Frazer, W. M.
Friedenheim, Morris
Gagner, Gene Paul
Galey Shows
Galehouse, L. H.
Gallagher, Chas.
Gallagher, Miss Tiny
Galligher, Mrs. Doris
Galloway, Wm. M.
Gambino, Frank
Gambone, Felix
Garland, Margie
Gerry, Mrs. F. J.
Gibson, Arthur
Gidaro, Joe
Gilbert, Allan
Gilmore, Jas. J.
Glasgow, W. R.
Gold, Frank
Goodman, James H.
Goodwin, Lloyd
Goralick, Mrs. Pearl
Graham, R. L.
Grants Rides & Amuse.
Grantham, Buttons
Gray, Harold Owen
Green, Clifford
Green, Mary
Greening, Clarence
Greer, Geo.
Gregory, Bill
Griffin, W. C.
Griffins, F. H.
Guerke, Jr., Francis G.
Guertin, Jack
Hall, Earl
Hall, Frad M.
Halstead, Mrs. Irene
Hamilton, Virgil
Hansen, Mrs. B.
Hardy, Perry Wm.
Harley, Jr., Angus J.
Harlinger, Ginger Lee
Harman, Wm. Ray
Harris, Frank
Harris, June
Harris, (Peckerwood)
Harris, Sney
Harrison, Lawrence
Harvey, Al
Haverly, Roy
Hawk, Chief Jim
Hayes, John Lettoy
Hayes, Will
Haynes, James B.
Haynes, Willie
Helden, Walter
Hemphill, M.
Henderson, T. M.
Henry, Mel
Hester, Jos. Oliver
Hester, Rudolph
Hickson, James I.
Hilliard, Jimmy
Hillyard, Jimmie
Hookett, H. C.
Hoff, Earl M.
Holeman, T. C.
Holman, Tommy
Holmes, Mrs. Peggy
Hos, Leland
Hubbard, V.
Hudson, Cecil
Humphries, Loretta
Hunting, Lynn D.
Hurd, Wm.
Huston, Oliver & Jack
Hutt, Myrtle
Ingram, Miss Jerry
Jacks Greater Shows
Jackson, Barbara
Jackson, Frank
Jarrett, John
Jarvis, The Great
Jehrig, Roy
Jerome, Paul
Jewson, Erle S.
Johns, Vince
Johnson, Edw. H.
Johnson, H. L. & Mrs.
Johnson, James
Johnson, Pete
Johnson, Ronald
Johnson, Herman
Johnson, Wm. M.
Johnston, Mr. Marion E.
Jones, Dewey G.
Jones, James F. (from Violet Jones)
Jordan, Chas. H.
Jordan, Ygnacia
Kaapund, Ernest (Ken)
Kabakoff, Dave
Kahn, Gaylord C.
Kalbough, Wm.
Kalin, Mose
Kesean, Mickey
Kelly, John
Kelly, Kitty
Kennedy, Boyd
Kinbrough, Earl
Kimmer, Marvin
King, Frank
King, Sr., John F.
Kinkenn, Leland L.
Kirby, Everett
Kirklund, Emery
Kline, Peggy & Charlie
Kling, Emile
Kniel, C. L.
Knodell, Emu R.
Kolbar, Arnold
Kolbar, The Great
Konwinski, Tony
Kroneberger, Alfred E.
Krooner, Ralph
Krug, John A.
Kuhn, Freddie
Kumalac, Fred
Lafayette, Mrs. A. E.
Lagasse, Victor H.
LaMaiz, Monte
Lamaunt, Dr. John
Lamaunt, Ed
Lamon, Harry W.
Landers, Mark
Landrus, Fred (Magician)
Lane, Earl
Lang, Robt.
Laugley, Geo.
Laltue, Bob
Latil, Danterive F.
Laudermilk, Fredrick Marvin
Laughon, Harold
Lawson, Geo.
LaVigne, Chas.
LaZellas, The
Leason, Joseph
Leatherman, John B.
Lee, Gincer
Lee, S. O.
Lehman, Mrs. Marie
Leiscluer, Jean
Lewis, Bud
Lewis, T. P.
Lewis, Juanita
Lewis, Sam J.
Lilly, Harold J.
Linton, Alexander
Litvin, A.
Logsdon, Billy
Logsdon, David
Louches, Mrs. James
Lopez, J. A.
Lowrey, Jack Lee
Lunford, Geo. S.
Lutherford, Brice
Lycke, Karl
Lynch, Jerry F.
Lynn, Shorty
MacDonald, Mac
McCarthy, Daniel
McClellan, Gladys & Geo. McAllan
McDonald, C. H.
McGary, K. C.
McGowan, Everett
McHugh, Jerrold D
McIntosh, Neil
McKenzie, Hadley F
McNeece, Louie
McTavish, A. H. (Slim)
Mack, Cuban
Mackey, Earl M.
Malman, M.
Maloy, Mr
Mancuso, Samuel
Mandrake, The Magician
Manley, Harold A.
March, Curley
March, Walter
Marchette, Rebel
Maricle, R. A.
Markham, Sid
Marks, Jake
Marks, Joseph M.
Marsh, Jesse B.
Marsh, Joseph
Martoney, Henaley
Martin, Arthur L.
Martin, Chas.
Martin, Jack
Martin, Paul Robt.
Martin, Ray
Martin, Sammie R.
Martineck, Thomas W.
Mason, John P.
Massey, Florence
Mathers, James (Mickey Mouse)
Meeman, Danny
Mendes, Tony
Mercy, Frank F.
Meyers, Andrew
Meyers, C. B.
Middleton, Odell
Miller, Babe
Miller, Elizabeth Mae
Miller, Floyd
Miller, Gypsy Rose
Miller, Jack V.
Miller, Joe
Miller, Paul S.
Miller, Jupe
Milton, Jonnie R.
Mitchell, Duke & Mildred
Mitchell, G. L.
Mitchell, Geo.
Mitchell, Marty
Monroe, Robt.
Mooneyham, Thomas Red
Moore, Louis B.
Moore, Cleveland
Morgan, Dillie
Morris, Bob
Morris, Lou
Morrisey, John
Moyer, Edward
Mullen, Fred
Munroe, Wm.
Murphy, Donald F.
Murphy, Mrs. Spud
Murphy, & Margie
Murphy, Mrs. Ruth
Murray, Mr. Marion
Myers, Hiram
Napier, D. A.
Nabor, Bert
Navarro, Monte
Nell, C. A.
Nelson, Oscar
Novins, Jack
Nicholson, Geo.
Nicks, Mrs. Raye
Nicola, Fred P.
Nippo, Bill
Nixon, Irvin B.
Null, Blackie
O'Brien, Clarence
O'Brian, Mike
O'Connors, Niggie
O'Day, Betty
O'Day, Patrick
O'Rourke, Samuel M.
O'Dear, Alfred A.
O'Neal, Mr. Del
O'Over, James
Olson, C. S.
Olson, C. J.
Orton, Tex
Ostrzeniewski, Leonard
O'Satyredae, Major Overley, Otis
O'Clarane
Pace, Rickey
Palmetier, Richard
Panizzi, Ray & Dora
Papper, Pete
Parado, Earl
Parker, Bob
Parker, John L.
Park Bros. Musicians
Parks, Franklin L.
Parry, W. D.
Patterson, J. B.
Patton, Cliff
Pauli, F. W.
Payton, Bob
Perkins, A. H.
Permenter, Joe
Petrie, Glen Harris
Petty, L. E.
Phillips, Goodie
Phillips, Jack or Ronney
Phillipson, G.
Phillips, Sidney A.
Pierce, Archie Ray
Pilgram, Duke
Pike, Mrs. Estelen
Pine, Ray W.
Plusch, Theodore R.
Porter, Bill
Porter, Gene
Potts, Billy Jack
Powers, Leo X.
Price, Wesley
Priest, Wm. B.
Purvis, Cecil
Purvis, Mrs. Tommy B.
Raper, Wm. Riley
Rapuano, Mr. Pat
Ray, H. E. (Happy)
Raynell
Reed, Earl S.
Reese, John
Reid, Pat
Renfro, Jack
Reisinger, A. H.
Richard, Mr.
Richards, Jackie (Producer)
Richardson, Joe
Riffle, Lewis W.
Roberts, Bob
Roberts, T. R.
Robertson, Chester A.
Robinson, Ralph
Roche, Francis Wm
Roehman, Albert
Roehon, Ralph
Rogers, Chas.
Rogers Sisters (Dot)
Rogers, Robt. B.
Ropi, G. R.
Rose, Thomas L.
Rosenfeld, Sol
Ross, Harry
Ross, Jimmie
Ross, Leonard
Rossi, Rex J.
Roith, Chas. R.
Roith, Violet M.
Rowan, Tex
Rowe, Jack
Rucker, E. H.
Ruddy, Geo.
Rudeger, Albert
Ryeroft, Nancy
Sabo, Zigmund
Salisbury, Wm. K.
Sanders, Mrs. Mattie J.
Sandlin, R. E.
San Fratello, Joe
Sargent, Bill
Savage, R. E.
Sawyer, Fred
Scarboro, Elgin
Schell, Glenn Ray
Schick, Frank
Schriuscher, A. F.
Scott, Cowell
Scott, Ray M.
Serpentina
Shafer, Carl F.
Shartner, Carl Ed
Shen, John P.
Shenra, Raymond
Sheehan, Chas.
Shelds, Mr. Purl
Shelden, Samuel (Pat)
Shingledecker, Thomas J.
Short, Paul
Shotwell, Herbert
Sicks, Bob
Siegrist, Charlie & Helen
Siegrist, Joe & Bebe
Silva, Candy
Simmon, Mrs. Jack
Sleeman & Decker
Stone, Harold
Smaglick, Harry
Smallwood, Bruce M.
Smith, Claud H.
Smith, Lelroy E.
Smith, Snuffy
Smith, Theodore
Snyder, Mrs. Carl D.
Soles, Mildred
Solis, Fred Garcia
Sorenson, F. C.
Sornsen, C. H.
Sparks, Robt.
Stafford, Mack
Stanley, E.
Stanley, Jr.
Itchard B.
Steblar, Mrs. Joe
Stein, Sam
Sterner, Connie
Sterner, Elton E.
Stewart, Patrick
Stief, Robt. Henry
Stlinski, Chas. (Tex King)
Studebaker, Paul
Sullivan, Arthu E.
Sullivan, Joan
Sullivan, W. D.

All Extra Heavy Mountings 10 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#B433 PER DOZ. \$18.00 1/30 14K R. G. P. Medium Size Stone



#B2183 PER DOZ. \$7.00 1/30 14K R. G. P. Engagement Ring WEDDING BAND to Match—7 Stones. #B2151 \$6.75 Doz.



#B2157 PER DOZ. \$22.50 1/30 14K R.G.P. Simulated onyx, 2 simulated diamonds. Choice Masonic, Odd Fellows, Elks, Eagles, Moose emblem. Initial or simulated diamond in white setting.

FREE CATALOG LISTING COMPLETE LINE. Sample Assortment—\$7.50—\$15.00—\$25.00 \$1 Per Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO. 1155 26TH ST. DES MOINES, IOWA

DEALERS — JOBBERS — DISTRIBUTORS —



\$4.00 for 4 samples postpaid

MINIT MANUFACTURERS 813 SO. VICTORY BLVD. BURBANK, CALIF.

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY! Electric Flash Boards Electric Bingo Blowers Wire or write for Catalog John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

Sell Ultra-Blue Stock Signs

THANK YOU CALL AGAIN To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs. COST 6¢—Sells 35¢ 15 Samples Ultra-Blue Store Signs, 7x11... \$1.00 15 Samples Ultra-Blue Religious Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00 100 Ultra-Blue Store Stock Signs, 7x11... \$6.00 No C. O. D.'s. L. LOWY, 8 W. Broadway, N.Y. 7, N.Y., Dept. 530

ENGRAVERS WITH IT SINCE 1907

Originators of the All-Aluminum Idents, Men's Idents, Ladies Idents, Double Heart Idents (All Aluminum), \$14.40 gross. Men's massive large Aluminum Idents, \$2.00 doz. Day and night service. Phone: BAyport 1-5338. MILLER CREATIONS 6628 Kenwood Ave. Chicago 37, Ill.

Sullivan, Walker
Summers, Jimmy
Summers, Wm. R.
Sun, Pete
Suppinger, Earl
Warren (Supie)
Sylvester, Ernest
Taylor, Archie
Taylor, Chas.
Taylor, Mickey
Taylor, Wm. Ernest
Texas Kid, Jr.
Thomas, Ernest J.
Thomas, J. J.
Thomas, Lloyd
Thomas, Paul L.
Thomas, Tommy
Thompson, Carl F.
Thompson, Ray
Thornon, Richard
Thompson, Tommie
Tus, Ann
Tobell, Allen
Trammell, Mrs.
Clyde D.
Troupman, Ross
Tumber, Bill
Urich, Mrs. Nicky
Utter, Richard
Vasulka, Frank
Fred
Vaughn, Wm.
Vestal, James Cecil
Vigus, C.
Vincent, Chas.
Vitchner, Louis
Vic)
Voet, Al
Waite, Kenneth R.
Wake, Mary
Wagner, Billie
Wagner, Peter G.
Wallace, Mrs. C. B.
Walley, W. J.
Walls, John
Walters, Clarence
Henry
Walton, Lewis
Warner, Geo.
Warren, Fred
Wayne, Ed G.
Webb, John L.
Webster, "ohannie"
Lee
Wentz, Geo. G.
Weiss, Harry
Werner, Hank
West, John Wade

Weston, Al
White, Loyal
Whitten, Malcom
Russe
Wicks, Robt.
Wiese, Gustav
Wiest, Marcus
Joseph
Wilds, Honey
Wikinson, Edwin
Howard
Wilko, Paul
Williams, Arthur
Williams, Mrs.
Williams, Bobbie J.
Williams, Pat H.
Williams, Jim
Williams, Maude E.
Williams, Paul W.
Williams, Ray O.
Williams, Mrs.
Rebecca L.
Williams, Robt.
Williams, Roy
Williams, (Speedy)
Williams, Mrs. Ted
Williams, Thomas
Cookhouse
Williams, Walter
Williams, Willie
Williamson Al
(Th)
Willard, Howard
Willis, Tex
Wilson, Mrs. Alice
Wilson, Clyde H.
Wilson, Gilbert
Wilson, Harry E.
Wilson, Lillian
Wilson, V. A.
Winand, C. E.
Winkler, Otto
Wise, Tom
Wixon, John D.
Woitasek, Ben J.
Wolcott, Wm.
Wood, Wm. R.
Worniak Daniel E.
Yale, Chick
Yates, Roy E.
Yanson, Del
Young, Max Byron
Zadi, Mr.
Zarlington, Mary
Zebik, Jack Steve
Zeldman, Wm.
Zeno, Joseph
Zieta

Banks, Mr. Alred
Bergeson, Norman
Berry, Lefty &
Connie
Box Car Benny
Brady, King
Broudy, Paul
Browder, Mr. O. F.
Burks, Sailor Jack
Clifford, Addie
Collins, Irene
Commo, Leslie
Cullen, Joseph
Anthony
Durkin, Peter A.
Flexible Freddie
Ford, Marie
Goldie, Mr. & Mrs.
Jack
Earlshah, M.
Carmen
Harris, Sailor Joe
Harrison, Roland
Holey, Kay
James, Roland
Johnson & Buckley
Kirchoff, Mary E.

Mack, Eddie
(George Edward
Mack)
Manly, Mr. V.
Martin, "Bull"
McGee, Thomas W.
Mel Ling
Milonese, Giuseppe
Miller, John A.
Milligan, Mr. J.
Murray, Eddie
Noehler, Joseph
Oakley, Donald
Randall, Robert
Snyder, Miss Pearl
Songer, Shin
Stern, Isaac
Vestal, Mrs. Grace
Voytko, Pauline
(Kasha)
Wallace, I. K.
Weiss, Sylvia
Wheeler, Nelson E.
White, Frances
Wyman, Frances

Lyche, Karl E.
McDaniel, H. L.
McKesson, Johnny
Males, James G.
Malloy, I. Haine
Meek, Harold
Meyers, Henry
Miller, M. E.
Montgory, Leveter
Moreland, Miss
Jean
Moran, Patay
Mills, William
(Tex)
Mulligan, Clyde
Nazarecheck Nick
(Nazar)
Newman, Wilbert
P
Neyland, Nolen A.
Nutaite, Joseph E.
Olive, William
Orlando, Joe
Osburn, James
Osborne, Emory
Franklin
Page, George
Payne, Earl E.
Perry, Mrs. Mildred
Peterson, Mrs.
Ernie (Hazel)
Peterson, Leroy
Peyton, William
Alford
Phoenix, Speedy &
Do'

Reed, Herbert
Reid, Sammy &
Bob
Rich, Arthur
Richmond, Mr. &
Mrs. Frank
Roach, Mrs. Rita
Roberts, Mrs. G. I.
Robinson, Ralph &
Lona R
Rogers, Lawrence
Martin
Roland, Miss Anna
Le
Rosenbaum, Wm. C.
Rowland, Roy
Sana, George F.
Sandusky, A. D.
Schnepp, Harold
Schrinscher, Archie
Ferri
Silcox, Beulah E.
Sima, Jos
Slay, Ada Mae
Smith, John D.
Smith, William D.
Snyder, Mr. & Mrs.
Gay & Pollock
Spitzer, John J.
Stacy, W. A.
Steadman, Miss
Helen
Stern, Miss
Connie
Stewart, Oren
Swifty, Wm. P.
Taylor, J. D.
Thomas, Jack
Tomlin, Willie F.
Traywick, Odia W.
Vasulka, Frank
Fred

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.

Parcel Post
Boudreau, Mgr. G Wilson, Harold A.
30 137

Adams, Wm. J. & Coullson, Harry
Joala Crews, J. R.
Crouch, D.
Curran, Cliff
Curtis, Marvin P.
Daily, William A.
Darvin, Melvin E.
Delbosq, Adolph
Dickerson, Harry &
Leon Barto
Dillon, Virgil
Dyer, Mark Jr.
Durham, Claude E.
Dugan, Robert
Dunn, Lee
D-rkin, Philip
Eddy, Oliver
Edwards, G. E.
Ellis, Alec
Ferra, Lester Wm
Fisher, Miss Loretta
Fleiss, W.
Fogle, Mr. & Mrs
Clover
Friedenheim, Morri
Pulton, G. E.
Geo. Roy Lee
Gillenwadi, Eugen
Granger, Allen R.
Harmon, Mr. &
Mrs. Wm.
Hart, Dyle E.
Harvey, James E.
Hayden, Don
Hath, Bob
Hewitt, Joe
Holston, John
Horstman, Melitus
Householder, Jesse
Hyland, Dick
Hyslop, Bill
Jacobs, William
Riley
Jacobus, Richard L.
Jewson, Erie S.
Johnson, Ray
Junden, Donald
Karvonen, Wm.
Kennedy, Charles B
Korns, James
Kopf, John
Leitner, Carl
Leitner, Marie
Lewis, Gene, &
Kenneth Waite
Coffey, Col. H. G.
Collins, George B
Jr
Lonsdon, Billy
Lorenzo, Capt. Jack
Louden, Mr. & Mrs.
Orcil
Lowe, Glen D.
Lucas, Harold J.

Reed, Herbert
Reid, Sammy &
Bob
Rich, Arthur
Richmond, Mr. &
Mrs. Frank
Roach, Mrs. Rita
Roberts, Mrs. G. I.
Robinson, Ralph &
Lona R
Rogers, Lawrence
Martin
Roland, Miss Anna
Le
Rosenbaum, Wm. C.
Rowland, Roy
Sana, George F.
Sandusky, A. D.
Schnepp, Harold
Schrinscher, Archie
Ferri
Silcox, Beulah E.
Sima, Jos
Slay, Ada Mae
Smith, John D.
Smith, William D.
Snyder, Mr. & Mrs.
Gay & Pollock
Spitzer, John J.
Stacy, W. A.
Steadman, Miss
Helen
Stern, Miss
Connie
Stewart, Oren
Swifty, Wm. P.
Taylor, J. D.
Thomas, Jack
Tomlin, Willie F.
Traywick, Odia W.
Vasulka, Frank
Fred

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Allen, James G.
Badali, Salvatore
Baldwin, Bill
(Sword
Swallower)
Banks, Alfred
Barnes, Theodore
Boulware, Frank
Bruckner, John
Bunn, Reese
Burns, Tom
Byers, Sam
Dubois, Reneal
Evaus, Wm.
Gray, Roy
Greer, Ernest A.
Halstead, Virginia
Gertrude
Hartley, Helen &
Jerry
Hawn, D. C.

Henry, Merlin J.
Lewin, Richard
Lewis, Robert
Martin, Jack F.
McDougal, Charlie
McIntyre, Bert
Miller, F. G.
(Blackie)
Priest, Wm. B.
Sheppier, Floyd
Smith, Jellen
Stone, Smoky
Suppinger, Earl
Warren (Supie)
Thomas, Cottrell J
Wells, T. W.
Wentz, Wanda
Wilson, Herschel
(Cotton)
Yale, Chick

Bouillon, Marcel A.
Brown, Fitz
Brown, Willie R.
Brumley, Will
Thorman
Buler, Buck
Bumgardner, Lee
Butler, Eugene
ByDairk, Albert
Cameron, Orville
Cameron, Bethel
Cannedy, Clarence
A.
Cantrell, Hubert R.
Carpenter, Clifford
R.
Cardosa, Don &
Dolores
Carroll, Douglas
Cauthron, Earle H.
Chapman, Mrs.
Alice
Cobb, Miss Fredia
M
Coder, Ernest B.
Coffey, Col. H. G.
Collins, George B
Jr
Connors, Myrna I.
Corbett, John M.
Corryell, James
Dillon
Cotter E. L.

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

Abraham, Angelica
Alexander, Sain
Alzora, Turtle Girl
Anderson, John
Andrews, Mrs.
Amtra

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon

Villapando, Noah V
Wagner, Edwin
Walker, Howard
Walker, James V.
Walsh, Ray
Waters, Steve
Watson, Frank
Webster, Paul
Debbs
Weisband, Harry M.
Weston, Harry R.
Wildrick, Elmer
Wayne
Wildrick, Lydia
May
Williams, Hubert
Howard
Williams, Miss Pat
Wilson, Woodrow
Witase, Cash
Winters, Pop
Wright, Thomas
GT
Womack, Douglas
Yanda, Dorothy
Zimmerman, Leon



Another HIT ITEM
from Los Angeles
New Sensational
Mr. BEAK
Plastic Spectacles and Hawk Nose

Can also be worn over regular glasses . . . Very Realistic!
Mr. Beak . . . The real new look for 1950
Trial doz. postpaid \$8.00 . . . Sample \$1.00

Other Timely Sellers

Marx Bros.' Rubber Masks . . . \$7.20 Dz.	Rubber Tarantula . . . \$1.75 Dz.
King Tut (mystic mummy) . . . 3.60 Dz.	Maxie the Mouse . . . 1.80 Dz.
6" Rubber-Like Lizards . . . 9.60 Gr.	Rubber Monkey . . . 4.80 Dz.
Burt the Squirting Frog . . . 2.00 Dz.	Gargantua . . . 8.00 Dz.
Rubber Crawfish . . . 1.75 Dz.	Bar Bugs (Plastic Ice Cubes) 2.00 Dz.
Horn Toad . . . 1.20 Dz.	Bathing Girl Pencil . . . 9.00 Dz.

Rabbit Feet Key Chain . . . \$7.20 Gr.

JOBBERS INQUIRIES INVITED 25% deposit with order—balance C. O. D.

PICO NOVELTY CO.
424 So. Los Angeles St., Los Angeles 13, Calif. Phone: MADison 9-1437

EXTRA SPECIAL DIVIDEND!
On All Our 1950
Catalog Merchandise
10% OFF
WE WILL NOT BE UNDERSOLD

Men's Guaranteed Watches

—ELGIN	—BENRUS	—WALTHAM
—GRUEN	—BULOVA	

Modern new designs. Reconditioned and rebuilt, guaranteed like new. Rhinestone Dial, \$1.00 add. Gold Plated Exp. Band, 95¢ add.

LADIES' RHINESTONE CASE WATCH \$8.95
7-Jewel Swiss Movement, reconditioned and guaranteed like new.



FACTORY CLOSEOUT! RINGS!
Heavy 1/20 14K. R.G.P. rings with imitation rubies and whites that look like the real thing. Big eye appeal. Included are rings that sold \$36 doz. wholesale. 12 doz. asst. with tray only.) Doz. \$9.95


JOSEPH BROS. 5 S. Wabash Ave., Dept. B-4 Chicago 3, Ill.

Write for 56-Page New 1950 Catalog. 25% with order—balance C.O.D. Wholesale only, 3 watches minimum.

MEXICAN CURIOS
Imported Direct From MEXICO

Hand-tooled Men's Belts and Ladies' Bags. Silver and Gold Buckles, Decorated Baby Chairs, Pottery, Typical Woolen Jackets, Saitillo Sarapes, Bird Feather Cards, Bamboo and Willow Baskets, Clay Turtles, assorted Wiggling Clay Animals, Clay Skeletons, Devils, Witches, Sitting Monkeys, Fur Monkeys, large Tarantula Spiders. Price List No. 23 on request.

F. L. de ARKOS
904 SCOTT STREET LAREDO, TEXAS



DEALERS—JOBBER
DISTRIBUTORS
Write for Price
\$4.00 for 4
Samples Postpaid
MINIT MANUFACTURERS
813 SO. VICTORY BLVD.
BURBANK, CALIF.



NUTTY MUT
BEAUTIFUL ALUMINUM STATUE,
DOOR STOP, BOOK ENDS, NUT
CRACKER, ETC. THESE DOGS
SELL LIKE WILDFIRE.
SPECIAL PRICE TO JOBBERS
N. L. ALLEN
7 LAUREL ST., GREENVILLE, S.C.

NEW SENSATIONAL IMPORTED 10Y
Mechanical Singing Canary that
really sings \$4.00 Doz.
Dangling Devil80 Doz.
Dangling Spider80 Doz.
#9 Rd. Balloon 2.25 Doz.
New Catalog Ready March 1st.
25% Deposit, Balance C. O. D.

Novelty Merchandise Co.
804 W. Roosevelt CHICAGO 8, ILL.

MARDI GRAS SPECIALS
Fast selling items at the right price

Imported Itchy Dogs—the best make in the market Gr. \$24.00	Santa Claus Masks with beard Doz. \$12.00
One gross Warblers with each gross Dogs Gr. .75	50-Lb. Box Confetti, best make Box 3.50
Hawaiian leis Gr. 2.25	Sliding Metal Trombones Gr. 20.00
Hawaiian leis—heavy and thick Gr. 6.00	Feather Dolls—4 inches Gr. 9.00
Chicken That Lays the Egg Doz. 2.00	7-Inch Feather Doll with hat Gr. 18.00
Duck That Lays the Egg Doz. 2.50	9-Inch Feather Dolls Gr. 24.00
Masks—satin material with cords Gr. 4.50	12-Inch Doll with hat—necklace Doz. 4.00
Pirate Mustaches Gr. 9.00	Fur Monkeys—6 inches, with high hat Gr. 12.00
Imported Nose & Glasses Combined Gr. 9.00	Jumbo Fur Monkeys with high hat Doz. 2.50
Rubber Masks—full—fits over the head Doz. 6.50	Fur Monkey, assorted colors Gr. 24.00
Rubber Half Masks Doz. 2.25	Imported Paper Parasols Gr. 15.00
Rubber Giant Nose—with wire glasses Doz. 2.00	Jumbo Parasols Gr. 24.00
Cat Balloons #15, with free worker Gr. 6.50	FELT HATS
#9 Balloons, assorted colors—best make Gr. 1.75	Spanish Hats Gr. \$27.00
Flying Birds with sticks Gr. 6.00	Mexican Cholo Hats Gr. 24.00
Peek-a-Boos with Key Chains—beautiful girls Gr. 8.50	Comic Yodler Hats with feather Gr. 15.00
Cutie Viewers—with 6 pictures Doz. 2.00	Coolie Hats, large size Doz. 2.50
Jumbo Slim Jim Balloons—rainbow colors Gr. 7.00	Coolie Hats, small size Doz. 2.00

Cowboy Hats Gr. 36.00
Derby Hats with feather Gr. 15.00
Felt Laced Cowboy Hats Gr. 36.00
Gabardine Crew Hats, best made Gr. 60.00
Baby's Felt Crew Hats, asstd. colors Gr. 24.00
Felt Crew Hats—bright colors Gr. 28.00

25% Deposit—Balance C.O.D.—Money Order or Cash. Orders shipped same day as received.

HARRIS NOVELTY CO.
1102 ARCH STREET PHONE MARKET 7-9848 PHILADELPHIA 7, PA.

GELLMAN BROS.
a Catalog **CHUCK FULL OF VALUES!**
Send for Your FREE Copy Today!

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminum-ware Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.



GELLMAN BROS. INC. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

GIVE TO THE DAMON RUNYON CANCER FUND

OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT!
Workers Available
See your Jobber



The OAK RUBBER CO.
RAVENNA, OHIO.

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
55¢ Per Set
Sample Set, \$1.00.




These Pens Sell Like Wildfire!
Combination ball pen and lighter.

35¢ Ea.
Two-color pen writes in red and blue.

25¢ Ea.
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!
H. EPSTEIN
27 East 22nd St.
New York 10, N.Y.



DEALERS—JOBBERSDISTRIBUTORS—
Write for Price
\$4.00 for 4
Samples Postpaid
MINIT MANUFACTURERS
813 SO. VICTORY BLVD.
BURBANK, CALIF.

TRICKS AND JOKES AT WHOLESALE

ATTENTION! PITCHMEN AND NOVELTY STORES!

Rush \$1.00 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.50 retail value. Please Mention Line of Business.

D. ROBBINS & CO.
131-B W. 42nd St., N. Y. C. 18

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E Spring St. Columbus 15, Ohio
Dept. X

CHINESE FIRECRACKERS

200/4/600 1 1/2" Firecrackers \$1.25 bndl.
100 " 1000 1 1/2" Firecrackers 1.50 bndl.

Cash with order, F. O. B. Center, Texas.
25% discount for buying 8 bundle each size.

Hurst-Jones Fireworks
Center, Texas

Pipes for Pitchmen

By Bill Baker

AL WILSON . . . is headed for Fort Worth, following a siege of illness which had him confined in a Minneapolis hospital.

W. C. (BILL) BAGLEY . . . is holed up in the hills of California at Castaic. He plans to break out about April 1 and probably will head for the east with a magic layout.

JOHN D. DELANEY . . . is in Philadelphia presenting his pool exhibition and magic decks. He says he'd like to read a pipe here from L. R. Marvin, his former manager. John says his next stop will be Washington. Delaney has been a showman and pitcher for over 35 years.

W. M. HIPPIE . . . and Steve McClain are working sheet around Charlotte, N. C., to good returns. They write that they'd like to see more pipes here from other sheet workers and wonder what has become of E. C. Pardee.

WRITING FROM . . . New Orleans under date of January 19, Dave Rose says: "A few days ago I was informed of the death of another member of the pitch fraternity on January 13. He was David Wilde, who succumbed to a heart attack. A native of New Orleans, he broke into the pitch game under the tutorage of

his father, Clarence F. Wilde, who is still active. He currently has a store on South Rampart Street here, where he pitches medicine. He also was a jam pitcher for many years. I knew his son well and will miss him, as will the many other pitchers who knew him."

CURLEY MILLER . . . has completed plans for the opening of his med show in Florida. He plans to play a number of Southern States before heading for the North.

DUKE GREENLEAF . . . is working with A. L. Clark, ace purveyor of socks.

ELVIN LINDON . . . operator of a herb medicine plant in Cincinnati and well known to pitchers, was slugged, bound and robbed of \$300 in his store January 25. Lindon was badly beaten about the head and face and left lying on the floor of his shop by three thugs, who are reported to have fled thru a rear entrance. Lindon has been in business at the Queen City location for 11 years.

T. A. (SLIM) RHODES . . . ankled into North Little Rock, Ark., last week after working Kentucky and Missouri to rather poor business because of inclement weather. After

JOBBERSDISTRIBUTORS ORDER EASTER STUFFED TOYS NOW Buy Direct From Manufacturer

#83



25% dep. req., bal. C. O. D. if not rated

- #45—6" Rayon Plush Running Rabbit or 6" Chick. In six dz. lots, \$1.25 Ppd! \$6.00 dz. For both SAMPLES
- #38—38" Jumbo Bagging Rabbit, hi-grade rayon plush. \$36.00 dz. In 6 dz. lots, \$34.50 dz. SAMPLE \$3.75 Ppd!
- #83—14 1/2" Cuddly life-like Rabbit. Real rabbit skin, in white, pink and maize. \$19.50 dz. In 6 dz. lots, \$18.00 dz. SAMPLE \$2.00 Ppd!

Special Easter Offer!

#84—12x6" Running Rabbit, white real rabbit skin, mouton trimmed. \$11.40 dz. SAMPLE assortment of six pieces \$6.50 Ppd!

Send \$12.75 and receive all TEN SAMPLES Postpaid!

Send for FREE illustrations and price list of our new Easter line, and Jumbo Concession and Carnival numbers.

Special Jobbers' Setup. SALESMEN: Choice territories open!

ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

THE NEWEST NOVELTY FLASHLIGHT

"TWINKIE" MY EYES ROLL! MY NOSE LIGHTS UP!

May Be Worn on HAT, TIE, LAPEL, BELT

Packed with sales appeal. It's terrific — sensational! A fun-making laugh producer. Just a pull of his nylon string plastic tag lights his nose and rolls his eyes.

\$4.32 Doz. Complete With Battery and GE Bulb

FREE 5-Color Display With Each Dozen Ordered



BATTERIES AVAILABLE 60¢ DOZ.

MICRO-LITE KEY CHAIN LIGHT \$2.80 Doz.

BUTCH DOG FLASHLIGHT \$4.32 Doz.

TERMS: Cash with order for prepaid delivery. 1/3 deposit for balance C.O.D. delivery. Net 10 days to well-rated firms. F.O.B. Chicago.

BANNER MDSE. CO. 145 SO. WELLS STREET CHICAGO 6, ILLINOIS

Beautiful—Charming DOLLS Of All Nations

Authentic in every detail. Gorgeously costumed . . . made of finest material and workmanship. Also some dressed for Valentine. Dolls measure 7 1/2" high with movable eyes, arms and legs. Start a collection fad in your community today. Write for illustrated folder.

Only **\$14.40** Doz.

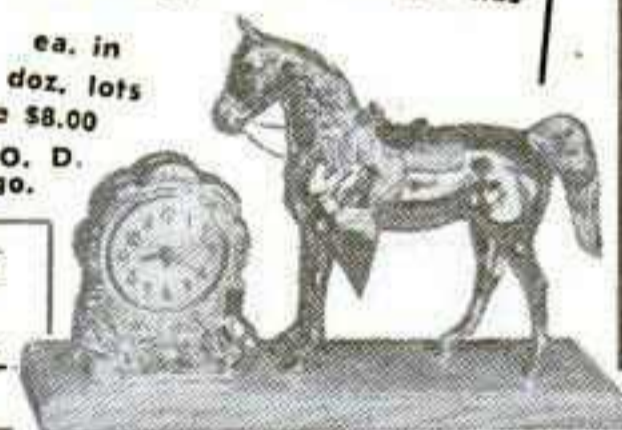
IMMEDIATE DELIVERY NATES SALES CO.
1354 S. Halsted St. CHICAGO, ILL. Open Sundays

HORSE CLOCK Model 711

With dependable Sessions self-starting guaranteed electric clock. Hand-rubbed base in polished 2-tone silver

\$6.95 ea. in doz. lots Sample \$8.00

25% dep., bal. C. O. D. F. O. B. Chicago.



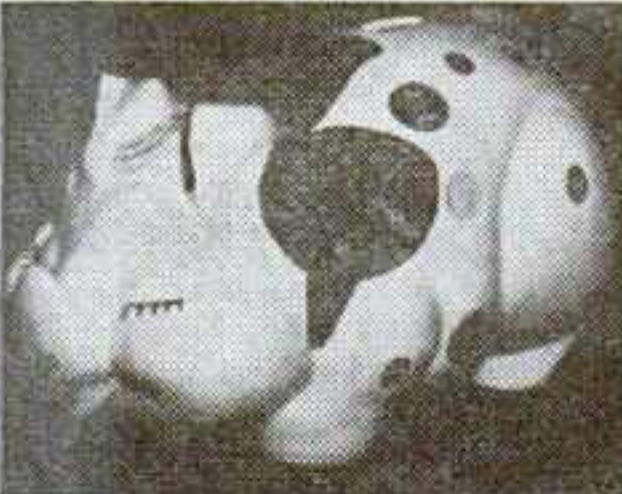
\$1000 PIGGIE BANKS

Hand-painted China with "Confetti" decoration.

America's hottest selling bank with the original new SNOOTIE expression. Giant size 13 1/2"x7". Holds \$1000 in bills or coins. Individually boxed. Quantity prices and jobber set-ups available. Open account to rated firms, otherwise 25% deposit, balance C.O.D. Write for 1950 circular for complete "Happy Piggie" family items. SAMPLE, \$2.50 Postpaid; \$18.00 per dozen f.o.b. Chicago.

BERKELEY MFG. CO.

2720 ARCHER AVE. CHICAGO 8, ILL.



Pick Herculean PICNIC CASES

A perfect premium. Gay, colorful steel clad picnic cases. Completely equipped with plates, tumblers and implements. Send for folder showing complete line. Serve two, four or six.

GENERAL FIBRE PRODUCTS CO. FITCHBURG 7, MASS.



MERMAID PENCIL

A floating cutie appears when mechanical pencil is pointed upward. 25K gold-plated repel and expel attractive pencil—sells like hotcakes at \$1.50 each!

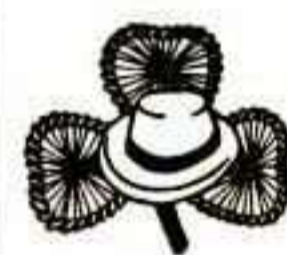
DOZ. \$7.95 GR. \$90.00

- 3 Pc. Pen Set \$4.80
- 4 Pc. Pen Set with knife, pencil, fountain pen and ball pen. Each set boxed. . . 8.25
- Telescope Cigarette Holder. 3.60
- Camera Compass Cigarette Lighter 15.00
- Pistol Cigarette Lighter. 13.50
- Jumbo Half Pottie (New).... 1.00
- Bouncing Lady (It's Hot).... 9.00
- Hawaiian Dancer, looks alive 7.50
- Electric Horse Clock, each.. 6.75

25% Deposit with C.O.D. orders.

BENGOR 119 5th Ave. New York 3, N. Y.

IRISH!



Sensational St. Patrick Day Bargains

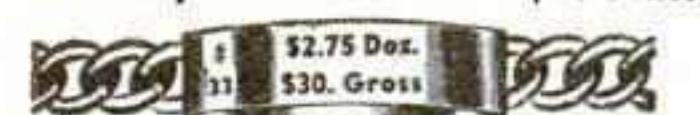
- LAPEL SHAMROCKS, gross. . . \$1.35
- SHAMROCKS with PIPE, gross. 2.25
- SHAMROCKS with HAT, gross. 2.25
- IRISH FLAGS, gross. 1.25
- GREEN SNAKES, doz. 85¢; gr. 9.60
- #9 ST. PAT. BALLOONS, gross. 6.50
- GREEN CELLOPHANE CAR-NATIONS, per 100 5.00
- GREEN CREPE PARTY HATS, gross. 5.40
- IRISH HAT CANDY BOX, doz. \$1.25; gross. 14.40
- IRISH CLAY PIPES, 6" long, Box of 36 2.40

Write for complete St. Pat. Day and Easter Goods Price List. Prices F. O. B. Indianapolis. 25% deposit with C. O. D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 South Meridian Street
Indianapolis 25, Indiana

MASSIVE MIRROR FINISH IDENTS The Best by Test — Looks Like \$10 Seller



25% Deposit With Order, Balance C. O. D.
THE SALPRO CO.
3824 W. Arthington St. CHICAGO 24, ILL.



The New SENSATION!

that is taking the country by storm.

The original HOLLYWOOD FLOATING CUTIE DOLL PENCIL

This pencil is a mechanical pencil. It propels, expels and repels. It's sensational. This pencil is an all gold finish pencil, and has a window that opens and closes and shows the Hollywood Cutie. It sells on sight, and each pencil is individually boxed.

Special \$9.00 per dozen
Samples \$1.00

25% Deposit—Money Order or Cash; Balance C. O. D.
Order shipped same day when received.

HARRIS NOVELTY CO.
1102 Arch St., Philadelphia 7, Pa.
Phone: Market 7-9848

taking a few days off to take care of some personal business, he's back again selling socks to the natives to fair returns. He says he'd like to read more pipes here from everyone on the business, especially his ex-partner, F. E. Bennett, of sharpener and glass-cutter note.

GEORGE H. BROOKS . . . letters from New Orleans, where he has been located since early in December. "During the holidays," says Brooks, "I worked shopping bags for Jimmy Ware, and on New Year's Eve purveyed horns for Julius Rosen. Also worked badges and pennants at the New Year's Day football game here for Rosen. Business was off this year. I'm currently awaiting the annual Mardi Gras here. I've been suffering with asthma and have been receiving treatment at Charity Hospital. I get my final check-up February 17."

AFM PRESSURE

(Continued from page 70)
bands, which are affected by the revision, play a wide range of territory rather than remaining in one State. If the ballroom operator were made employer and responsible for the tax, the sidemen and band leader would never become eligible for benefits payable by State Unemployment Compensation, for the band, continually traveling, would never earn enough salary in any State to make the bandsmen eligible for payment of State benefits. Whereas, if the band leader is the employer, he files his State benefit fund in the one State in which he is registered as a permanent resident and maintains his home. Practically all present State Unemployment Compensation laws do not list the ballroom op as employer of the band. Therefore, the ballroom op cannot build up any payments to make the leader and his sidemen eligible for this type of protection.

They further point out that the exemption clause in the projected law would rob ork men of State benefits because the new provision specifically states that they do not get any Social Security and withholding benefit on one-nighters played for civic, fraternal and educational groups.

The Senate Finance Committee is currently considering the bill, which, if okayed, will be turned over to the Senate for deliberation. A check indicated that it probably would reach the Senate within 60 days.

UNDER THE MARQUEE

(Continued from page 68)
and daughter; Wanda Miller, Mr. and Mrs. Jim Plunkett and family; Cleo Plunkett, Larry Carden, Corky Plunkett, E. J. (Red) Rumbell, Jean Allen and Tommy Genitus. . . . F. Altomose (Happy Ray), clown and circus builder and painter, his wife, Martha, and children, recently spent a week-end with Mr. and Mrs. Mervin Ray and daughter at quarters in Temple, Pa.

Biggest Profit Makers in WATCH History



RHINESTONE DIAL WATCH

In 14K Gold Plated Case

\$4.25 • Brand New

- Written 1-Year Service Guarantee.
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap

(Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)



JEWEL MOVEMENT Chronograph

(In Gold Plated Case \$4.50)

\$3.75

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials

- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

Other Men's Wrist Watches, \$3.05 Up.
Ladies' Wrist Watches from \$3.95.

Above price for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

BRAND NEW! TERRIFIC SELLER!
Chronograph With RHINESTONES, \$1 Extra

Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons
Tells Time. Stop Watch. Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.



- Telemeter • Chrome Plated Case • Precision Made • Tachometer
- Unbreakable Crystal • Attractive Dial • Large Sweep Hand
- Hands and Numbers Glow in Dark.


Gross \$3.30
Lots of 60 . . . \$3.40
Watch Only Lots of 6 . . . 3.50
Gold Plated, 75¢ extra.
Plastic Band, 10¢ extra.

On orders under 6 watches, add \$1.50 ea.
C. O. D. orders from non-rated concerns. 10% with order.

SARO WATCH, B-1674 B'way, N. Y. 19, N. Y.

GIVE TO THE RUNYON CANCER FUND

DEALERS — JOBBERS — DISTRIBUTORS —



\$4.00 for 4 samples postpaid

WRITE FOR PRICE

MINIT MANUFACTURERS
813 SO. VICTORY BLVD.
BURBANK, CALIF.

EXTRA VALUES FROM GAINES & GAINES

Sparkle Up Your Sales!

GENUINE DIAMOND LOCKETS

Hottest Profit-Maker in Years . . .
HURRY! While Limited Quantity Lasts!

Beautifully engraved gold-plated lockets. Complete with fine chain. Each locket in handsome velvet-lined box. Two sizes as illustrated. A terrific value! (Sample, \$1.00 each.)
Minimum Order 1 Dozen



ACTUAL SIZE
\$8.75 DOZEN ASSORTED

FABULOUS OPALS

Ancient mystic stones (simulated) set in exotic combinations of gold-plated settings with brilliant rhinestones. Choice of 4 elegant pins and 2 exquisite earrings. (Sample, \$1.00 each.)

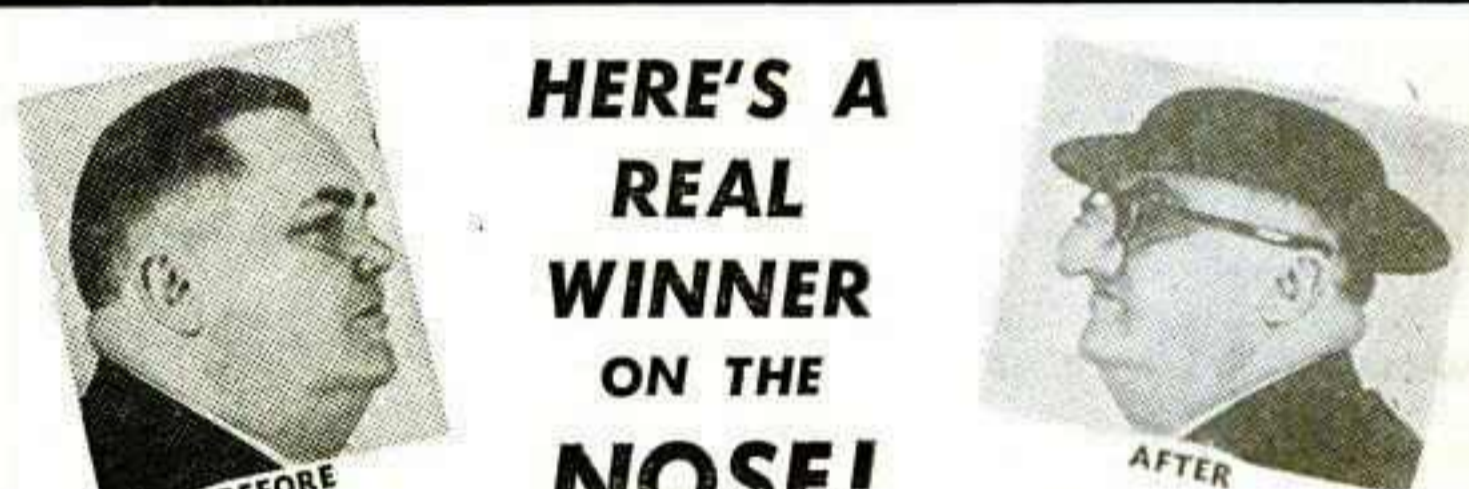
\$6.75 DOZEN ASSORTED

Minimum Order 1 Dozen
ACTUAL SIZE



Gaines & Gaines Inc.
5 N. WABASH AVE. • CHICAGO 2, ILL.

HERE'S A REAL WINNER ON THE NOSE!



BEFORE AFTER

IF HOLLYWOOD BEAKS, the big natural flesh colored Nose with dark rim glass frames, does not produce a real deep hearty HA-HA from anyone who sees them, just call the undertaker. They are outselling any joke item that has ever come out. This one is the original, is not rubber. Beware of cheap imitations.

Wire—Phone—Write
J. R. BROWNLOW, Box 3163 Terminal Annex, Los Angeles, Calif.—Ph. MU 7014

1 Doz., \$14.40
1 Gr., \$170.00
F. O. B. Los Angeles
25% deposit
Sample \$2.00 postpaid

Derby Style Hats
1 Doz., \$6.00

Introducing the Fastest-Selling Line of

STUFFED FUR TOYS

Each Item Individually Housed in a Beautiful Acetate Box



METROPOLITAN FUR TOY CO.
800 SIXTH AVE. MURRAY HILL 4-2033 NEW YORK 1, N. Y.

These toys are made from genuine sterilized rabbit fur. Harmless dye used for assorted colors—brown, blue, white, gold and pink. We are presently showing a beautiful line of Easter bunnies.

Ideal for salesboards, gifts, toys and confectionery novelty use. Choice territories open for salesmen on commission basis.

Also, we have a complete line of stuffed plush toys with or without acetate containers (i. e., Rabbits, Lambs, Ducks, Swans and Roosters). For further information regarding prices, etc., contact

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

1-day Service **ACME** **PREMIUM SUPPLY CORP.**
1111 South 12th, St. Louis 4, Mo.

FASTEST IN THE COUNTRY!

RACING SPECIAL



2200 HOLES **5¢** A PLAY

SPECIAL DIE-CUT BOARD CONTAINS
6 HORSES - 2 BRONZE • 2 SILVER • 2 GOLD
ALL GO! DEFINITE PROFIT \$5475

SUPERIOR PRODUCTS INC.

2133 W. FULTON ST. .:. CHICAGO 7, ILLINOIS

PRICES SLASHED

SALESBOARDS—PREMIUMS—TICKETS
1000 Hole 5¢, 10¢, 25¢ Charley, Thin.....60¢
Thick70¢
1000 Hole 10¢, 25¢ Jackpot Charley, Thin.....65¢
Thick75¢
400 Hole—A lot of Packs, 5 or 6 pack payout
Thick42¢
1000 Hole New definite Money Board\$1.63 ea.
1000 to 1200 Hole, New 5¢ Girl Jackpot Boards
Thick\$26.50 dz.

SPECIAL ASSORTMENT 5¢-10¢-25¢ MONEY BOARD, 50 FOR 50 BUCKS

120 Ticket Tip Books, \$17.95 per gross; with Wheel J.P., \$19.45 gross.
2170 R.W.B. Tickets, Kraft Paper, \$135.00 gross; White Paper, \$168.80 gross.
Full Cash With Order or 25% Deposit, Balance C.O.D. F.O.B. Columbus, Ohio.
New low price lists of Boards, Premiums, Tickets included with all orders.

Watch February 11 issue for next ad

YANKEE TRADER SALES COMPANY

655 W. BROAD STREET

COLUMBUS 5, OHIO

SALESBOARDS—JAR TICKETS

Holes	Play	Description	Profit	Price
400	5¢	WIN A BUCK, Thick	Def. \$ 7.00	\$.60
300	25¢	Quarter Colors, Thick	Def. 15.00	.60
1000	25¢	Charley Board, Thick	Def. 50.00	.90
1000	25¢	Jack Pot Charley, Thick	Avg. 52.00	1.15
1200	25¢	Texas Charley, Thick	Avg. 102.90	1.60
200	5¢	Squealie, Thick	Avg. 34.15	2.50
592	5¢	Jack in Barrel, Thick	Avg. 49.75	3.25
300	25¢	Fin & Sawbuck, Thick (5-25¢)	Avg. 33.15	2.25
2000	10¢	It Grows on Trees (Die Cut)	Avg. 71.00	4.75

Jar Tickets—Bingo Tickets, 1000, 1200, 1260, 1600, Tip Boards.

All orders shipped same day received. 25% deposit, balance C. O. D.

LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.

DISTRIBUTORS — JOBBERS

100 NEW 1950 SALESBOARDS **100**
Lowest Prices in History!

Write for Catalog or Phone HARRISON 7-2971

PEERLESS PRODUCTS, INC.

633 Plymouth Court
Chicago 5, Ill.

Manufacturers of High Grade Salesboards

GIVE TO THE DAMON RUNYON CANCER FUND

SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, went on record last week reaffirming earlier reports of heavy demand in every board line. One basic reason is that firm is a "one-stop" house where customers can "find what they want, no matter how unusual their requirements may be." Spokesman **Joe Robinson** says that, during its 40-year history, Gardner claims to have made just about everything in boards. Nevertheless, the designing department continues to come up with numbers which incorporate really new ideas, Joe points out. Examples of new money boards now getting the nod in a big way on a coast-to-coast basis are Three-Way Thriller, 5-cent play; Bashful Booty, 10-cent punch, and Good News, 25-cent play.

In keeping with the policy of faster and better service for the users of Bee Jay Products, Inc., Chicago, salesboards and Universal Manufacturing Company, Inc., Kansas City, Jar-O-Do tickets, President **Joseph Berkowitz** last week announced a further improvement of this policy. He has set up a number of shipping points located in various parts of the country from which customers can get overnight shipments or make pick-ups of items they need immediately. They just have to drive in and take away their orders, Berkowitz emphasizes. He feels that this should be an advantage to board and ticket users as it will relieve them of the problem of carrying large stocks, and also eliminate the delay of getting shipments from the factory, which normally

takes from one to six weeks. All shipping points will have a stock of all popular Bee Jay boards and Universal tickets, Joseph says. Listings of shipping points will be announced as they are set up, he promises.

Frank Feinberg, of Armitage Sales, Chicago, salesboard firm, will exchange "I do's" with **Sue Levine**, receptionist in the Chicago office of The Billboard, come May 28 and the first breath of spring.

in a hurry..

We can give you fast delivery from stock. Save you money and time. We stock one of the largest selections of Coin Boards. Complete display in our showroom. Boards by well-known board manufacturers, such as

SUPERIOR CONSOLIDATED-CONTAINER BEE-JAY PRODUCTS SECURE & SECURE FREE STATE BORK MFG. CO. EMPIRE

Don't lose LOCATIONS and customers by running out of STOCK. SAVE MONEY by not OVERBUYING. Let us carry your stock.

WE ARE AS CLOSE TO YOU AS YOUR TELEPHONE. CALL LOMBARD 32676 or LOMBARD 37866. STOP IN TO SEE US WHEN IN PHILADELPHIA. YOU WILL RECEIVE PROMPT AND COURTEOUS SERVICE.

Rake
609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676

COIN MACHINE EXCHANGE



Distributors of Coin-Operated Machines and Salesboards

ATTRACTIVE and UNUSUAL
PUSH CARDS
Designed and Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

PUSH CARDS
Straight and Skip-Number Cards with Winner under Seal. Straight and Skip-Number Cards without Seals. Turkey Cards, Money Cards. . . . Over 275 Different Sizes and Styles, from 10 to 600 Holes, Plain and Printed, Available from Stock. . . . You can buy from us with confidence — we have been in business since 1914. FREE CATALOG.
Write
W. H. BRADY CO., Mfrs.
Est. 1914
Chippewa Falls, Wis.

SALESBOARDS—BARGAINS
1000 5¢ Double Fin, Prof. \$24\$.69
1000 25¢ Charley, Prof. \$5069
1440 5¢ Barrel, Prof. \$1898
1440 10¢ Barrel, Prof. \$3698
1000 25¢ J. P. Charley, Prof. \$5275
1000 to 1200 5¢ Ass't. J. P. Bds. 1.49
Send for Catalog. Deposit 20%.
DELUXE SALES, Blue Earth, Minn.

SALESBOARDS JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL
BEE JAY SALESBOARDS
JAR DEALS — BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS
We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.
WRITE FOR CIRCULAR
CAROL SALES COMPANY
312 E. Market St. Elmira, N. Y.

SALESMEN WANTED JAR TICKET GAMES
Sell in every town and community Clubs Cigar Stores, Pool Halls, Taverns, etc., are best prospects, or start a route of your own. No experience necessary. Free pocket sales kit 40% advance comm
Worthmore Ticket Games
1825 S. Mich. Ave., Dept. B-17, Chicago 16, Ill.

SALESMEN WANTED
To represent two leading manufacturers of ticket games and salesboards in the States of Florida, Georgia, Tennessee, Alabama, North Carolina and South Carolina. Must live in territory. Single man preferred. Must stay out at least four weeks at a time. We don't want men who look for repeat commission only. Must work. Give qualifications. Address Box D-309, c/o The Billboard, Cincinnati 22, O.

SALESBOARDS
FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
10th year giving immediate delivery on finest boards
LEGALSHARE SALES
P. O. BOX 86-A 222 2nd St. HUNTINGTON BEACH, CALIF.
Ph.: Lexington 6-3218

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

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

A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Illinois. fe18

CARAMEL POPCORN MACHINE—COMPLETE, like new; cost \$650; first \$350 takes same; Star P-50 Popcorn Floor Model, \$245; twenty Popcorn Sez 10¢ Vendors (popcorn), \$59.50 ea.; used Cigarette Machines (9 columns), \$39.50 ea.; 10 Minitpop (10¢ play) Popcorn, \$99; Star Restaurant Equipment. Beverator Co., Cambridge, O.

CASH FOR TROPHY'S CITATIONS, LEXINGTONS, Photo Finish; will accept same toward Shuffle Alleys. Midwest Coin Machine Corp., 777 University Ave., St. Paul, Minn. fe4

CIGARETTE MACHINES—WINTER SPECIALS; write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

COIN RADIOS—PRACTICALLY NEW; STEEL cabinets; operate dime or quarter; \$19.95; write quantity discount. Coin Radio Co., 250 West 52nd St., N.Y.C. fe4

ERIE DIGGERS IN 1ST CLASS CONDITION for sale. Address H. Wells, Rt. 6, Box 715, Pine Bluff, Ark. fe4

ERIE DIGGERS—HAND OPERATED; POKER-inos; Merchandisers, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy Diggers, Rotaries. National, 4243 Sansom, Philadelphia, Pa.

EXHIBIT PALMISTRY, FLOOR MODEL, \$40; Baffle Ball, counter model, \$20; two Exhibit Wood Post Card Machines, \$15 each. H. W. Des Portes, 2321 Devine, Columbia, S. C. 1/2 deposit.

FIRST \$395 BUYS ONE LIKE NEW—REVELATION 600 cup Coca-Cola vander, finest for any location. Lloyd Green, 1501 Third Ave., Huntington, W. Va.

FOR SALE—4 POP CORN SEZ; USED TWO weeks; 4 Pop Corn Sez, used 6 months; will take best offer. Frank Guerrini, Burnham, Pa. fe4

FOR SALE—BUCKLEY CRISS CROSS, 5-10-25, \$100 each; Mills Blue Front and Cherry Bell, 5¢, \$40; 10¢ Cherry, \$45; Packard Out of This World Speaker, \$50. Frank Guerrini, Burnham, Pa. fe4

FOR SALE—1 STRIKE AND SPARES, COMPLETELY overhauled, \$125; 2 Seeburg Majors, repainted, \$50 each; Seeburg High Tone, \$65 or will trade for Wurlitzer 3020 Wall Boxes; 10 Seeburg W. S. 22 Boxes, \$5 each. Frank Guerrini, Burnham, Pa. fe4

FOR SALE—80 McNAMARA COLORADO Machines and 19 Walters Punchboard Machines; any reasonable offer accepted. P and S Enterprises, 411 Clematis, West Palm Beach, Fla.

FOR SALE—COUNTER MACHINES; 6 PITCH-em, 15 Penny Flippers, 3 Daval 1¢ Free Play, 1 Mercury Cigarette Reels (token payout), 6 A.B.T. Game Hunter Guns, 15 Pacific Adam's Gum Vendors, 1 1¢ Real Art Movie at \$15 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

FOR SALE—WALL TYPE ELECTRIC SCORE-boards for Shuffleboards, perfect condition, 10¢ play, Monarchs, Marvels, Advance, Edelcos, closeout at \$75 each. King-Pin Equipment Company, 826 Mills St., Kalamazoo, Mich.

FOR SALE—SPECIAL: NORTHWESTERN Deluxe, reconditioned like new, 1¢ or 5¢ combination, \$14.95 each. Northwestern Sales & Service, 4105 16th Ave., Brooklyn, N. Y. GEDNEY 8-3600.

MUST BE SOLD AT ONCE—COMPLETE 1¢ Arcade, complete 5¢ Arcade; all types of guns, games, Roldowns, Skeeballs; entire lot or individual; very reasonable. Vic. Manhardt Co., Inc., 1705 W. Clybourn St., Milwaukee 3, Wis. fe11

MUST SELL IMMEDIATELY—DUGRENIER 5-cent Candy Machines, \$10; 6 column Adams Tab Gum Machines, \$8; Penny Counter Games, \$10. Rondeau Brothers, Marinette, Wis.

NORRIS MASTER VENDING MACHINES, 1¢, good condition, \$6; will take less in quantities of 50 or more; also 9 T & C Popcorn Sez Machines, \$50 ea. or will trade for Tab Gum Machines or what have you? Northwest Engineering & Mfg. Inc., Minneapolis 16, Minn.

SHUFFLEBOARDS — (6) LIKE NEW, 20 FT. maple top, \$250 each. Ideal Novelty, 2823 Locust, St. Louis, Mo. FR-5544.

SPECIAL—MASTER #6 FOR SALE; RECON-ditioned like new, 1¢ or 5¢, \$7.50 each. Northwestern Sales & Service, 4105 16th Ave., Brooklyn, N. Y. GEDNEY 8-3600.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

TWO LATEST MODEL DELUXE PHOTOMATIC, three Standard Metal Typers, all A-1 condition; \$1175 if picked up. W. A. Wolfington, 1170 Jefferson Ave., Winston-Salem, N. C.

VOICE-O-GRAPH, LATEST MODEL, \$225; GRIP-pers, Skill Thrill, Challengers, \$10 each; Mills and Chicago Metal Single Safes, \$40; Double, \$75. Wanted: Kiddie Model Mutoscope; will pay cash or trade. Wilson Operating Co., 16 North Main, Tulsa, Okla.

WANTED—PIN GAMES; SMALL, NON-ELEC-tric; give dimensions; old timers. Lee Hirscher, 3801 Winding Way, Cincinnati, O.

WANTED—COIN OPERATED RADIOS, ALSO 5¢ Nut Machines; give details and lowest price. P. O. Box 1134, Roanoke, Va.

WANTED NON-ELECTRIC PIN MARBLE games, Texas Leaguers, also Mills Target Practice. Sam Horrocks, Asbury Gardens, Neptune, N. J.

WANTED — DUGRENIER CHAMPION CIG-arette machines; state condition, price. General Vending Co., 1230 Purchase St., New Bedford, Mass.

WURLITZER SKEE BALLS (USED), IN GOOD shape, some on location now; will accept any offer on ten of them. E. C. Ellesch, 3023 Billings Bench Blvd., Billings, Mont.

7 14-FT. WURLITZER SKEE BALL ALLEYS in good condition; can be seen and operated at our park. Jack J. Dickes, Lake-O-Springs, North Canton, O.

100 SLIGHTLY USED COIN OPERATED Columbia Radios, \$27.50 each; 1/3 deposit, balance c.o.d. G&W Vending, 449 S. Pine, Lima, Ohio. fell



"WORLD RENOWNED"

The New IMPROVED BINGO!

Improved
NEW BINGO

16 WAYS

BINGO NUMBERS	<table border="1" style="width: 100%; text-align: center;"> <tr><td>↑</td><td>↑</td><td>↑</td></tr> <tr><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td></tr> <tr><td>7</td><td>8</td><td>9</td></tr> <tr><td>↓</td><td>↓</td><td>↓</td></tr> </table>	↑	↑	↑	1	2	3	4	5	6	7	8	9	↓	↓	↓	BINGO NUMBERS
↑	↑	↑															
1	2	3															
4	5	6															
7	8	9															
↓	↓	↓															

123-147 654-741
158-258 753-789
321-357 852-951
365-456 963-987

Each \$1.00 Receive

NUMBERS

11 - 22 - 33 - 44 - 55
66 - 77 - 88 - 99 - 100
111 - 122 - 133 - 144 - 155
166 - 177 - 188 - 199 - 200

Each 50c Receive

NUMBERS

255-266-277-288-299-300-311
322-333-344-355-366-377-388
399-400-411-422-433-444-455
466-477-488-499-500-511-522
533-544-555-566-577-588-599
600-611-622-633-644-655-666
677-688

Each 25c Receive

80 WINNERS

a
hot!
hit!
FOR 1950

MADE OF STURDY PLY-WOOD WITH A HEAVY EASEL FOR LONG LASTING COUNTER DISPLAY. CAN BE USED AGAIN AND AGAIN. SIMPLE TO REFILL. IT'S COMPLETE. NOTHING MORE TO ORDER EXCEPT ADDITIONAL REFILLS.

TAKES IN 1280 TICKETS @ 5c \$64.00
DEFINITE PAYOUT 37.00
DEFINITE PROFIT \$27.00
(ALSO AVAILABLE IN CIGARETTE PAYOUT)

Write Today for New 1950 Descriptive Literature and Factory Prices

UNIVERSAL MANUFACTURING CO., INC.

"The World's Foremost Mfr. of Jar Games"

405-411 E. 8TH STREET KANSAS CITY 6, MISSOURI

?? IN A RUSH ?? FOR BEE JAY SALESBOARDS OR UNIVERSAL "JAR-O-DO" TICKETS

Below you will find a list of Universal-Bee Jay shipping points which are conveniently located for fast pickups or overnight shipments at factory prices. These shipping points will eliminate your problem of carrying large stocks and also the delay of one to six weeks in getting a factory shipment. These points have a complete line of popular "Jar-O-Do" ticket deals and Bee Jay Salesboards.

ASK FOR THEM BY NAME

Watch for more shipping points in succeeding issues of this magazine

- CHICAGO & SURROUNDING TERRITORY
1313 W. Randolph, Rm. 316, Chicago, Ill.
Gen. Mgr. Bernie Kite Phone: SEeley 8-0644
- WASHINGTON, OREGON, IDAHO & MONTANA
2704 Second Ave., Seattle, Wash.
Gen. Mgr. Morris Hitchcock Phone: MUTual 1128
- PHILADELPHIA & SURROUNDING TERRITORY
609 Spring Garden St., Philadelphia, Pa.
Gen. Mgr. Nate Rake Phone: LOmbard 3-2676
- NEW YORK
312 E. Market, Elmira, New York
Gen. Mgr. M. R. Hitter Phone 4080
- LEWISTON, IDAHO, & SURROUNDING TERRITORY
1424 Main, Lewiston, Idaho
Gen. Mgr. A. E. Condon Phone 684
- NEW ENGLAND STATES
65 Birch St., Derry, New Hampshire
Gen. Mgr. Capt. C. H. Gay Phone 625-M
- UTAH
1436 South 14th, East, Salt Lake City, Utah
Gen. Mgr. Art Marshall Phone: Dial 7-4400
- MINNESOTA, NORTH DAKOTA & SOUTH DAKOTA
322 S. 4th St., Minneapolis, Minn.
Gen. Mgr. Harold Sklar Phone: AT 8884
Michael Schwartz
- CLEVELAND & SURROUNDING TERRITORY
Sampliner Bldg., Cleveland, Ohio
Gen. Mgr. Jack Warren Phone: ENdicott 2175
- CALIFORNIA
2301 W. Pico, Los Angeles, Calif.
Gen. Mgr. C. A. Robinson Phone: FEderal 1810
- NEVADA
1725 Wells, Reno, Nevada
Gen. Mgr. C. A. Robinson
- NEW YORK CITY & SURROUNDING TERRITORY
2922 Northern Blvd., Long Island City, N. Y.
Gen. Mgr. Hy Greenglass Phone: IRonside 62762 or RAvenswood 93826

ST. LOUIS & SURROUNDING TERRITORY
210 N. Ewing Ave., St. Louis, Mo.
Gen. Mgr. Charles Kruse Phone: NEWstead 9008

"THE WORLD'S FINEST"

WHEN BETTER DEALS ARE MADE JAR-O-DO WILL MAKE THEM

WHEN BETTER DEALS ARE MADE JAR-O-DO WILL MAKE THEM



Communications to 188 W. Randolph St., Chicago 1, Ill.

SHUFFLE GAME PLAY HOLDS UP

Extend Life Of Units on Top Locations

Trade Optimism Grows

By Tom McDonough

CHICAGO, Jan. 28.—With the first month of the new year drawing to a close, all levels of the amusement game industry are more convinced than ever that 1950 will prove to be the best of the five postwar years. While some of the early optimism stems from the success of shuffle games during the past four months, the main belief for continued prosperity is based primarily on the top location longevity of new games.

Since September, when the trade reached one of its lowest points, the shuffle games have proven repeatedly that they have been designed with sufficient player appeal features to warrant heavy play for months instead of the five to six weeks postwar average. With this player response, the operator has gradually increased his profits and more important expanded his business with the increased revenue. Moreover, as the operator improved his financial standing he was able to increase orders to distributors with a resultant strengthening of all levels of the industry.

After the initial success of shuffle (See *Shuffle Game* on page 117)

Name Keeney Distribs in Four Areas

Jones Gets 11 States

CHICAGO, Jan. 28.—J. H. Keeney & Company announced the appointment of four distributors for its full line of equipment. They are R. F. Jones & Company, Reliable Coin Machine Company, Redd Distributing Company and Rocky City Amusement Company.

Jones will cover 11 Northwestern States and Northern California for Keeney thru its offices in San Francisco, Portland, Seattle, Salt Lake City and Denver. The distributing firm is headed by R. F. Jones.

Reliable Coin, headed by Paul Rechtshafer, will handle the Connecticut territory from its Hartford headquarters.

Redd is owned by Cy Redd and will handle Keeney products in all the New England States, except Connecticut, from its Allston, Mass., headquarters.

Rocky City is headed by K. S. Brake and will distribute Keeney equipment in that portion of Tennessee which is east of the Tennessee River. The firm has offices and showrooms in Memphis.

John Conroe, Keeney vice-president, also announced that schedules on production of Ten Pins, the straight novelty shuffle game which uses bowling pins, and Pyramid, the twin-head upright console, will be increased beginning Monday (30).

Brief and Important Late Digest of Coin Machine News

Stubbs Named CM Director

Richard H. Stubbs has been reappointed coin machine director of Charles County, Maryland. The La Plata resident had been appointed to an indefinite term following a referendum which legalized bell machines in the county. Annual fees of \$150 per machine and \$2,000 for each distributor have been set by the county commissioners. Six distributors and 569 machines have been licensed.

Form New Vending Firm in Detroit

Formation of the ABC Vending Company in Detroit has been completed, with company setting up a route of drink venders. Firm is headed by Raymond A. Norris, and two sons, Richard H. and Godfrey C., are listed as officials. A third son, Edward, now in the navy, will join the company when he is released from service. All are new to the vending machine field.

Detroit Arcade Sold

The Playland Amusement Center, downtown Detroit arcade, has been sold to the Motor City Merchandise Company. New owners are Frank Oliverio and Louis Mancuso. Former owner was Edward Stein.

10,000 New TV Sets a Month in Britain

TV receivers are being licensed at a rate of about 10,000 a month in Great Britain, the U. S. Department of Commerce announced last week. Total number of licensed sets October 30 was 181,861, compared with 141,953 June 30. Radio set licenses totaled 11,898,477 October 30, compared with 11,747,992 at the end of June.

Hoppers New Coin Bill

Still another pair of bills calling for new coins went to the Senate Banking Committee last week. Sen. Warren Magnuson hopped measures for a 3-center and a 7-center. Magnuson's 3-cent piece bill marked the first time that denomination has been proposed in the present session. A 7-center was proposed last session. In addition, there are bills pending for 6¼, 7½ and 12½-cent coins.

Detroit Penny Arcades Look to Biz Hypo in Spring After Slump

DETROIT, Jan. 28.—Business in local penny arcades has been going thru a slump, but operators look forward to satisfactory spring business. Attributed in one instance to the usual "post-holiday slump" characteristic of several other branches of show business, the arcade drop is also caused by income tax exactions, according to at least one downtown operator.

The Woodward Amusement Com-

pany, in operating its arcade, finds that prospective patrons have had their spending money reduced by the necessity of paying income taxes by January 15. According to Bernard Palugi, this is true, even tho the tax of the typical arcade patron might not seem large to many people. This is said to be a condition which occurs regularly in the arcade field whenever the tax payments come due, and is more acute in January because it follows so soon after the Christmas holidays, and the resulting expenses.

Exhibit Supply To Participate In Florida Fair

CHICAGO, Jan. 28.—Exhibit Supply Company will show seven arcade pieces at the Florida State Fair which opens in Tampa Tuesday (31), Frank Mencuri, arcade division manager, announced.

Exhibit's equipment will be shown while actually on location in the Sportland Arcade on the Royal American Shows' midway. The display will consist of a new Rotary Merchandiser; a straight novelty game, Hockey; an all-electric card vender, a two speed foot vibrator, a Three-Gaited Horse, Goat Getter, a reflex control unit, and Silver Bullets, a target gun game for one or two players. All units are coin-operated.

Clare Meyer also will be in Tampa to handle firm inquiries at the fair which closes February 11.

DeeCee Aids Kids

WASHINGTON, Jan. 28.—Ira T. Byram Jr., president of Silent Sales System, reported the coin machine industry, had to date contributed \$1,560 to the Metropolitan Police Boys' Club campaign.

Byram, chairman of the Special Gifts Committee for the industry, turned the money over to Wash B. Williams, radio executive, who headed the drive.

The largest single contribution, \$500, was given by Hirsh de la Vies in the name of the Washington Music Guild.

The Washington Coin Machine Association's members contributed on an individual basis, either thru John H. Phillips, president of the organization, or via their police precincts.

ACMMA Holds Show Meet; 2 More Sign Up

Committees Report

CHICAGO, Jan. 28.—Meeting of members of the American Coin Machine Manufacturers' Association (ACMMA) to discuss progress on the All-Industry Exposition of 1950, was held at the Hotel Sherman here this week. The show will be held May 22-24 at the Sherman.

Main topics at the session were the applications of firms which have already sent in exhibit space reservations, rules governing the convention and a report from the membership, publicity and show committees.

Edward C. Bowman, director of exhibits, told the members that well over half of the 114 booths available for the ACMMA convention have already been applied for. He added that he had just received exhibit reservations from Edelco Manufacturing & Sales Company, Detroit, and National Rejectors Service of Illinois, Chicago.

The following were present at the meeting: Jerry Haley, Buckley Manufacturing Company; Bill Ryan, Universal Industries; Herb Jones and Jack Nelson, Bally Manufacturing Company; D. W. Mac Clay, O. D. Jennings & Company; Rex Shriver and Dick Hood, H. C. Evans & Company; John Conroe, J. H. Keeney & Company; Vince and Grant Shay and Midge Ryan, Bell-o-Matic Corporation, and Marty Nelson, legal counsel for the association.

CMI Reports Show Exhibit Space Selling

25% Already Taken

CHICAGO, Jan. 28.—Approximately 25 per cent of the exhibit space for Coin Machine Institute's (CMI) 1950 show at the Stevens Hotel, Chicago, June 26-28, has been applied for, Dave Gottlieb, CMI show committee chairman, announced this week.

"First response to CMI's letter notifying prospective exhibitors that contracts would be ready by February 1 resulted in post card requests in sufficient numbers to account for nearly one-quarter of the space in the huge Exhibition Hall at the Stevens," Gottlieb said. "We are also impressed by the many requests coming from firms which in the past did not exhibit at CMI's shows."

Gottlieb also indicated promotion in favor of the CMI show will revolve around Chicago's new lake front fair. This event will take place in the area formerly occupied by the Railroad Fair. Near Chicago's Loop the lake front fair will open June 24 and run thru Labor Day.

"Visitors of the CMI show," he explained, "will also be able to take in the lake front fair."

Tele Competish Dims in Midwest

Large N. Y. Op Turnout Seen At MOA Confab in Chicago

NEW YORK, Jan. 28.—At least 50 local operators are planning to attend the first annual convention of the Music Operators of America (MOA) in Chicago March 6-8, a survey by the Automatic Music Operators' Association (AMOA) disclosed this week. Meanwhile Albert S. Denver, local group president and MOA vice-chairman, urged equally large attendance from other areas to insure the success of the national conclave.

Restating MOA's original intention of co-ordinating operator efforts to combat adverse federal legislation, Denver listed three positive functions to be performed by the national committee.

On the legislative front, the MOA, as a fact-gathering medium, is in the best position to inform Congress of current conditions in the industry, he claimed. Too, it will act as the representative voice of the industry in Washington in time of need. He said the interests of the industry were poorly served in the past when individual operators, pleading only their special cases, appeared before con-

gressional committees.

Charging that manufacturers have often produced equipment in excess of industry needs, Denver declared the MOA will attempt to arrive at a figure reflecting the number of juke boxes operators can safely absorb annually. This will be made available to manufacturers together with recommendations of features ops would like to see incorporated in new equipment.

On the route level, Denver asserted the national group will act as a clearing house for operational hints aimed at boosting income. The tested formulas devised by local operators for increasing play will be disseminated to all local associations, he added.

Waldor Renamed MGA Prexy? 1950 Promosh Plan Is Prepped

NEWARK, N. J., Jan. 28. — Sam Waldor was re-elected president of the Music Guild of America (MGA) at the annual dinner meeting of the operators' association Thursday (26) at the Hotel Essex House. At the same time Dick Steinberg, who was retained as executive director, announced an expanded promotional program designed to keep income at profitable levels in 1950.

The 85 operators at the meeting heard Albert S. Denver, president of the Automatic Music Operators' Association, stress the value of organization to the phonograph business. Sidney Levine, national counselor to the Music Operators of America (MOA), urged that a close watch be kept on proposed changes to federal copyright legislation. Revisions suggested by ASCAP interests would add to the costs of operation if adopted, he warned. Hirsh de la Viez, president of the Washington Music Guild, an-

other visiting speaker, argued the need for increased promotion and showmanship on the part of ops.

Other Officers

Other officers elected were Jack Roberts, of 20th Century Amusement, vice-president; Lambert Marks, Marks Magic Music, treasurer, and Jules Rusoff, Automatic Wired Music, secretary. Named to the board of governors were Humbert Betti, H. Betti & Sons; Harry Steinberg, Metropolitan Amusement; Herman Halperin, Automatic Music; Edward Burg, Royal Music, and Rudy Leitgeb, of L & W Vending.

Steinberg said MGA's new promotional package would go into effect in a few weeks. It will tie together the most successful merchandising services made available to members during the past two years. In the past MGA has sponsored disk jockey tie-ins, Hit Parade posters on loca-

Huber Bow Tie

EMERYVILLE, Calif., Jan. 28. —Walter A. Huber, who heads the Huber Distributing Company here, had the tables turned on him when he displayed the new Model C AMI juke box at an open house party last week. While more than 200 ops were thronging the firm's headquarters, partaking of the refreshments and generally having a good time, Jerry Wilson, of the F. E. Morgan Music Company, Oakland, presented Huber with a giant-size bow tie, in recognition of Huber's trade-mark in the industry.

Huber, along with his wife, hosted the open house. Frank Hurley, foreman, explained the workings of the machine to the Northern California ops in attendance.

Fewer Sports Shows Helping Juke Grosses

See Trend Continuing

By Norman Weiser

CHICAGO, Jan. 28. — Television, which has been one of the major bugaboos encountered by music ops since the end of the war, appears to be losing its appeal in public locations as far as entertainment programs are concerned but is holding its own on the sports side of the picture. Brightest spot in the picture is the de-emphasis of sports in many areas, and the indication this trend will continue even stronger during the coming year.

Locally, ops have found the current winter offering the least tele competition to their music equipment since video made its debut. Wrestling, getting the lion's share of video time on the sports front, is telecast in only a handful of locations today, as compared to almost 100 per cent coverage one year ago. Only other coverage which has been given wide circulation in locations in the past few months is the fight schedule on Wednesday and Friday nights, both starting at 9 p.m. CST. With hockey eliminated from tele this year in Chicago, and with the only basketball coverage coming from the East early Saturday afternoon, ops have found only about two hours a week of television competition at key earning hours as compared with some six hours a week a year ago.

Summer Step-Up

Altho the de-emphasis on sports-casts is seen growing, baseball will again be telecast in this area this summer. With the season kicking off in April and plans now afoot to bring several pre-seasonal tilts to viewers here, ops see a step-up in competi-

(See Tele Competish on page 103)

Ops To Handle Large-Screen Tele for Trad

ASBURY PARK, N. J., Jan. 28. — Working on the premise that coin machine operators are among the best qualified to solicit tavern business, the Trad Television Corporation has launched a new distribution plan based on active operation participation. The company, whose principals also head Tradio, Inc., producers of coin radios, is asking ops to sell taverns its large-screen, projection unit, leaving installation and service to Trad.

The plan is effective within a 100-mile radius of the Trad plant here. In other television areas the company is lining up a distributor net which eventually will comprise about 50 outlets, according to Alex Brown, sales manager. Each distributor will offer a marketing plan basically similar to that of the home office, it was said. In the East about 12 outlets have already been named, including Morris Hankin, of Atlanta, a veteran in the trade. Other established coin machine distributors are being considered.

Expansion Anticipated

In back of the move is the belief by the company that expanded placement of projection receivers in taverns (See Ops To Handle on page 118)

CPMA Picks Two Feb. Hit Tunes

CLEVELAND, Jan. 28.—The Cleveland Phonograph Merchants Association (CPMA) has selected *Daddy's Little Girl* by Dick Todd as its Hit Tune of the Month for February, Sanford Levine, chairman of record promotions, announced this week. The tune is cut on the Rainbow label.

A Metro disk, *Rhumba Rhapsody*, by Abby Alberts, has been selected as the Hit Tune extra for the month, Levine said.

Both members will be placed on more than 3,000 phonographs in the area, and special title strips will be used in conjunction with the disks.

Wurlitzer Pre-Show School

S. C. Music Biz Holds as Jan. Lull Sets In

COLUMBIA, S. C., Jan. 28.—Local ops report January coin biz at a near standstill but they look for an upswing as the spring season approaches.

The reports came from operators in the district with pin locations as well as from the four arcade managers in the city. Much of the fault for the low grosses was attributed to a general economic lull which usually occurs in January.

Music business was static but appeared to be holding up well. Novelty folk numbers were keeping the coin flow up during the past two weeks at most of the nighttime locations.

Soldier trade, once the mainstay of the arcades, still provides a healthy share of their biz. Ops say, however, that civilians are visiting more often now, but they're sparse with their spending.

Contest Reminder

CHICAGO, Jan. 28.—In a special broadside issued this week, Permo, Inc., called attention to its nationwide contest tying in with its new Permo point nylon needle. Headed: "Have you put that Permo point nylon in your hottest spot?" The piece went on to remind operators of prizes to be awarded for the best letters on the results on the test of the new needle in their best music machine location.

Contest winds up February 20, and prizes will be awarded at the Music Operators of America convention in Chicago March 6-8. Writer of the best letter, in the opinion of the judges, will get first class rail passage from the farthest point in the U. S. to Chicago (or the actual fair plus the difference between the ticket cost and \$250 maximum fare). Other prizes will be awarded in needles, worth, respectively, \$260; \$150; \$90, and \$36.

Distribs Send Service Heads To Study 1250

Reps To Hold Op Classes

NORTH TONAWANDA, N. Y., Jan. 28.—More than 50 service representatives of distributors of Wurlitzer phonographs this week attended two training classes conducted by the manufacturer's service and engineering staffs here. First class started Monday (23) and lasted thru Wednesday (25), while the second opened Thursday (26) and concludes today (28). Purpose of the classes was to acquaint the distribs' service chiefs with the new 1250 phonograph, which will be unveiled to the trade in simultaneous showings February 12-13.

(See Distribs Story on page 103)

WAIT

until you see

The Sensational New
WURLITZER
Twelve Fifty

**AT YOUR WURLITZER DISTRIBUTOR'S
ON NATIONAL WURLITZER DAYS**

FEB. 12th and 13th

- ★ **Greatest Phonograph of All Time.**
- ★ **Priced and Designed for Today's Market.**
- ★ **Unprecedented Eye Appeal, Play Appeal,
Earning Power.**
- ★ **Safeguard Against Obsolescence.**
- ★ **Features you will find in no other
Phonograph.**

**The ONE Phonograph you can buy
with confidence for the future**

Record Reviews

(Continued from page 40)

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

RHYTHM & BLUES

BIG MACEO
Specialty SP 346
One Sunday Morning
Fine slow swing in this Southern blues shout, provided by rhythm section in back of Maceo's husky warbling.
Just Tell Me, Baby
Another slow blues here—okay, but doesn't move like flip.

ROY MILTON
Specialty SP 349
My Sweetheart
Moving blues-ballad job by warbler Milton and the ork.
Information Blues
Milton shouts a jump blues, with ork boogie-ing in back.

ILLINOIS JACQUET ORK
RCA Victor 22-0062
Stay Away
Shaky male vocal on a blues ballad. A very dull performance, with combo's swing-ability wasted.
Blue Satin
Fans may pick up on the Jacquet tenor solo in this semi-bop instrumental. Otherwise, there's small appeal on a dull side.

COUNTRY & WESTERN

CARL STORY
Mercury 6229
Will There Be a Traffic Light
Mountain harmony group speculates about the possibility of stop lights in the streets of the hereafter.
Why Don't You Haul Off and Get Religion
Title tells the story—an exhortation to belief, projected in nasal mountain style by Story and group with much evangelical conviction.

BOB WILLS
MGM 10620
Mean Woman With Green Eyes
Wills and the gang get off some provocative slow jazz, featuring an easy Jack Loyd vocal and good trumpet and guitar goes.
She's Gone
Up-tempo Western novelty doesn't come off.

SLIM CARTER
MGM 10619
A Penny Post Card
Gravel bary warbles a simple country ballad with honesty and good feeling.
A Waltz for Two Broken Hearts
Okay weeper in waltz time.

"LITTLE" JIMMY DICKENS
Columbia 20662
A Rose From the Bride's Bouquet
The popular new hillbilly stylist does a sock job with a member-of-the-wedding sobber. Should go over the top.
Lovin' Lies
Another strong vocal, tho tune doesn't pack the heart wallop of flip.

COUSIN DEEMS SANDERS (W. McCoy-Goatherders)
Crystal 246
Goatburger Boogie
Cleanly played and fairly spirited country boogie.

THE FRONTIERSMEN (Andy Hokum)
Crystal 236
Serenade to a Goat
Amiably wacky nonsense about a couple of amorous goats.

JOHNNY HOWARD (B. Armstrong and The Westernairs)
Crystal 248
'Way Over the Hill
Ballad vocal drags.
Three Little Girls Dressed in Blues
(George Morris)
Pleasant Western waltz fare, pleasantly sung. Lyric is good, but wants developing.

TENNESSEE ERNIE
Capitol 40280
I'm Certain You'll Like Argentina
Dismal Chamber of Commerce jingle eulogizes Peronia. Amateurish warbling matches material.
If I Should Not Return
More discouragingly dull warbling on a ballad of no consequence.

RED FOLEY
Decca 46201
The Cry of the Wild Goose
A superb, authentic folk rendition of what could become an American classic. If tune breaks, this version should do considerable biz, both pop and rural.
The Donkey Serenade
Ernie gives the standard a good whirl for country consumption, and why not?

RED FOLEY
Decca 46202
I Gotta Have My Baby Back
Foley gets off a haunting, first-rate rendition of the blues-tinctured Floyd Tillman ballad. Organ-guitar backing lends extra appeal.
Careless Kisses
Tune hasn't yet broken thru, and Foley's strong rendition may give it the needed nudge.

RED FOLEY
Decca 46206
Church Music
The talented country warbler delivers a solidly convincing new throbber with a world of heart and vibrant appeal.
Have I Told You Lately That I Love You
Foley is joined by Judy Martin for a warm duet workout of the emerging folk novelty.

THE PINETOPPERS
Coral 64029
Huckleberry Boogie
Jump boogie instrumental feature guitar and piano. Short quotations from "The Hucklebuck" are cleverly exploited.
Pinetopper's Blues
Electric guitar and piano split the spotlight again in a winning country blues instrumental.

REX ALLEN-PATTI PAGE (The Arizona Wranglers)
Mercury 6231
Tag Along
Mercury's top thrush and country warbler blend well on an innocuous ballad.
Broken Down Merry-Go-Round
A most appealing pop-country duet; could push the Whiting-Wakely version of this catchy cornball ditty.

CECIL CAMPBELL'S TENNESSEE RAMBLERS
RCA Victor 21-0158
No Blues, No Blues for Me
Slow-going brother harmony on a mountain weeper.
One Little Flower
So-so ballad warbling.

REX ALLEN (The Arizona Wranglers)
Mercury 6228
A Petal From a Faded Rose
Allen warbles pretty on yet another rose tune.
I Gotta Have My Baby Back
Fine mood warbling of the country blues-ballad. Allen is persuasively mellow.

Record Reviews

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

COUNTRY & WESTERN

SONS OF THE PIONEERS
RCA Victor 21-0163
Wedding Dolls (From Your Wedding Cake)
Sons harmonize a standout slow weeper to a fare-thee-well. A potent, warm job that could be big country news.
Love at the County Fair
Dale Evans joins the group for a pop-flavored carouselly waltz novelty.

TEXAS TOP HANDS
Savoy 3024
No Place Like Home
Comic novelty doesn't quite make it.
Zeke's Guitar Boogie
Zeke Turner Ork
Driving guitar boogie woogie instrumental hits hard all the way.

BUZ BUTLER
Decca 46208
It Only Cost Three Cents (To Break My Heart)
Weeper with strong theme and clever lyric development is sung well by Butler. Tune should step out.
The Smokey Mountain Waltz
Country waltz ballad done in authentic fashion for country parlors.

ERNEST TUBB
Decca 46207
Letters Have No Arms
Tubb bullfrogs a catchy country ballad in his inimitable fashion. Tune is a good enough sentimental vehicle to make this a good one for Ernie.
I'll Take a Back Seat for You
So-so side takes a back seat to flip.

MERVIN SHINER
Decca 46203
(I Won't Go Huntin' Jake) But I'll Go Chasin' Women
The rousing, honest country humor of this novelty ditty has already put tune in best-seller class. Shiner's altogether satisfactory reading should cop a share of the business.

BUZ BUTLER
Decca 46209
Anticipation Blues
This side is also coverage of a high-riding number. Doesn't figure to crowd the Tennessee Ernie job, but being lively and well projected, should sell some.

JERRY BYRD (The String Dusters)
Mercury 6232
Poison Ivy
Butler gets feeling into this country tearjerker, but it's rather slow going.
Bonaparte's Retreat
Engaging rhythm ditty built around a traditional square dance is done with great animation and fervor by Butler and string group. Could register.

CHARLIE PARKER QUINTET
Dial 1032
Steelin' Is His Business
Byrd, a kingpin country plectrum plucker, is featured on steel guitar, while Rex Allen sings bass alongside. Could go places.

BUD POWELL'S MODERNISTS
Blue Note 1567
Dandera Waltz
Pleasant waltz vocal, with Allen back to his natural bary.

GEORGIE AULD ORK
Discovery 116
HOT JAZZ
Bird of Paradise
Alto sax solo is based on "All the Things You Are." Parker is brilliant, and delicate trumpet and piano contributions enhance the thoughtfully executed opus.
Dexterity
Up-tempo bopper shows brilliant tub work by Roach as soloists Parker, Davis and Jordan give excellent accounts of themselves.

WARDELL GRAY
New Jazz 817
Bouncing With Bud
Fats Navarro, Sonny Rollins, Tommy Potter, and Roy Haynes assist Powell here. Bop opus is melodious and relaxed, with Powell providing principle solo interest.

ERROL GARNER TRIO
3 Deuces 508
Wail
Breakneck bopper features some clean, brilliant trumpet work by Navarro, followed by some ditto Powell piano. An exciting side, based on an interesting riff.

ERROL GARNER TRIO
3 Deuces 507
Nashooma
A neat but not especially exciting bop riffer is played cleanly by four reed, two brass, and rhythm including bongos. Of chief interest is the leader's tenor solo.

CHARLIE VENTURA ORK
Victor 20-3635
You've Got Me Jumpin'
Same deal: conventional bop, okay solos topped by the tenor.

ERROL GARNER TRIO
3 Deuces 508
Easy Living
Gray, the inventive young tenorman recently with Goodman, blows a relaxed solo on the jazz fave, with a short piano bit by Al Haig. Modern, but not extreme jazz.

ERROL GARNER TRIO
3 Deuces 507
Twisted
Accent is more boppish on this up-tempo side as Gray and rhythm section blow a jump original.

ERROL GARNER TRIO
3 Deuces 507
Deep Purple
The popular pianist fashions lacy tracteries on the mood ballad in dreamy fashion.

ERROL GARNER TRIO
3 Deuces 507
Scatterbrain
A pretty novelty ditty is done in tempo in the Garner rhythm style.

ERROL GARNER TRIO
3 Deuces 507
I Let a Song Go Out of My Heart
Garner does the ballad up prettily in a nice job of keyboard reverie.

ERROL GARNER TRIO
3 Deuces 507
Jitterbug Waltz
A charming pastiche of the late Fats Waller's is played with much sensitivity and expression.

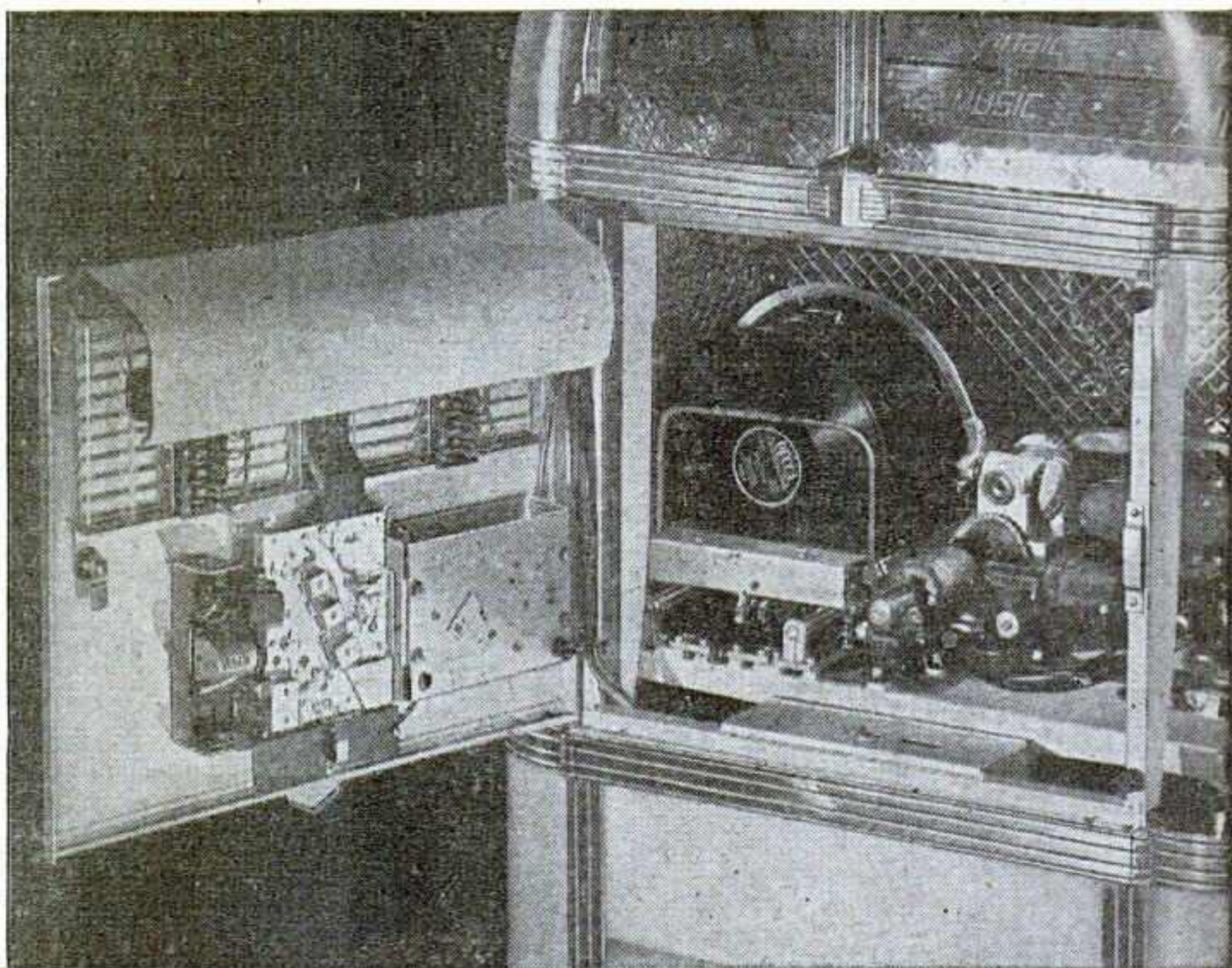
ERROL GARNER TRIO
3 Deuces 507
Feather's Den
Commercial bop opus in the typical Ventura vein, with gal vocal duo in unison with horns, and excellent tenor, alto, trombone and trumpet solos.

ERROL GARNER TRIO
3 Deuces 507
Flamingo
Ultra-modern, ultra-musical version of the standard could be a little too ultra.

(Continued on page 103)

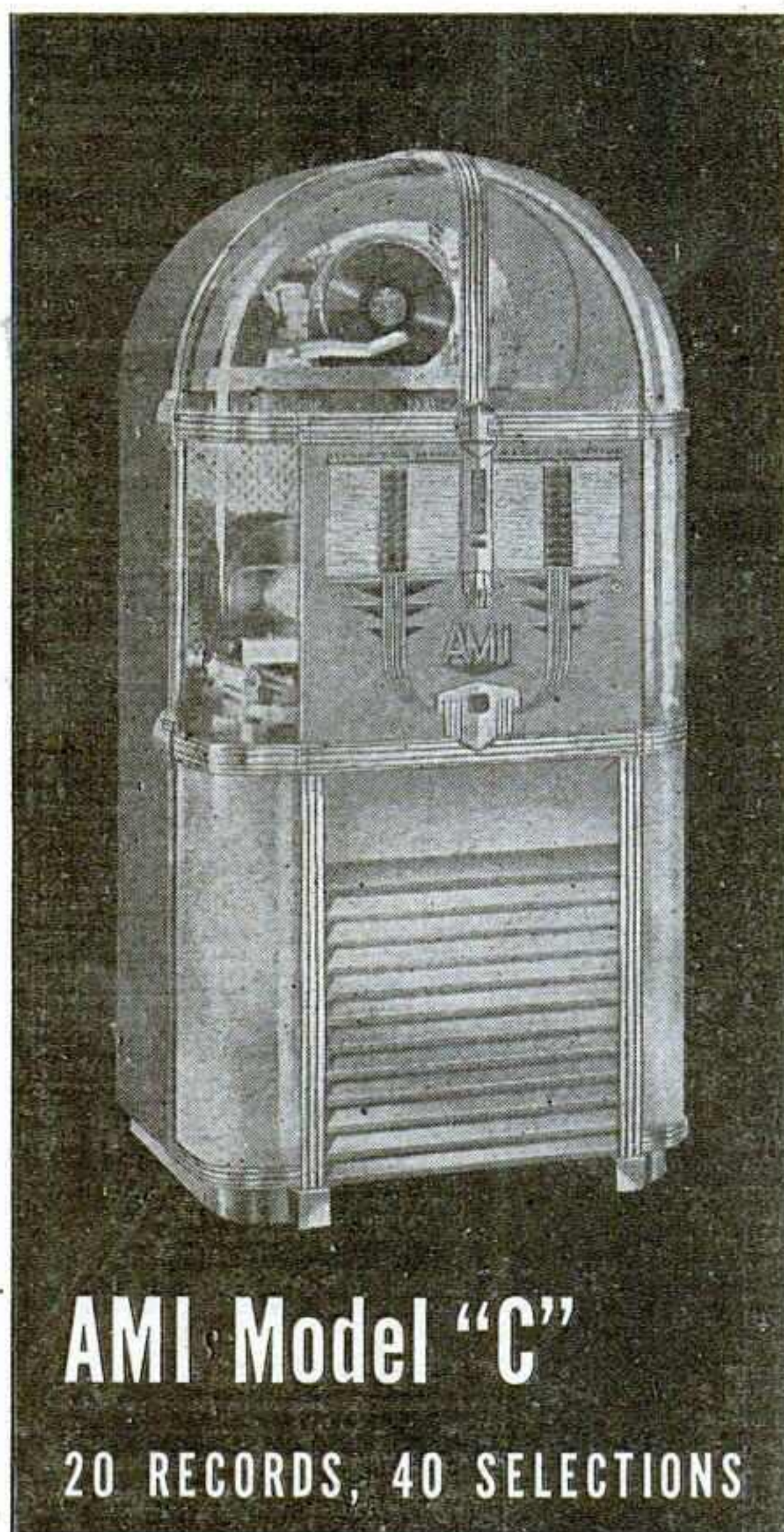
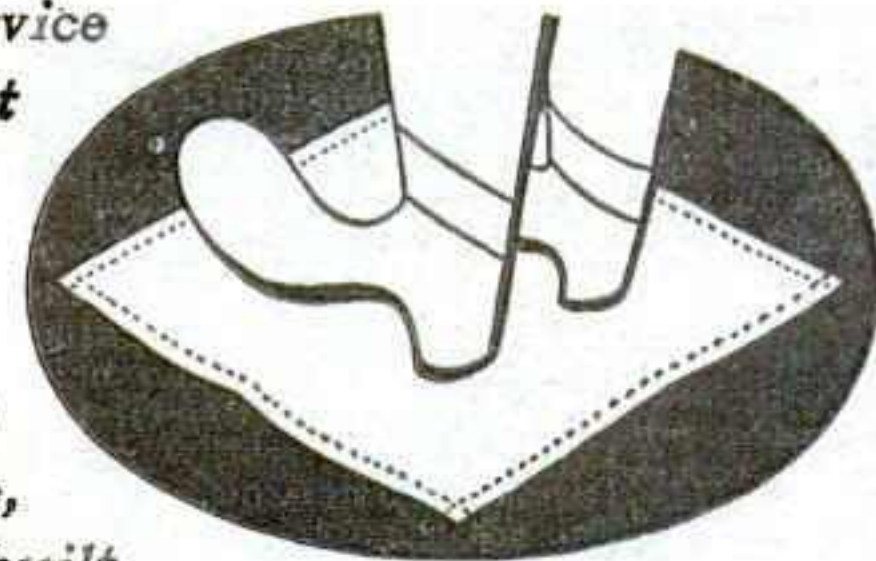
"Built for the Operator"

ONE DOOR



SERVICING

Flip your key, swing open the front door—and all servicing points are at your reach—no stooping, stretching or bending! Change records? It's done in seconds! Change title strips? Racks are removable for quick insertion, numbered for easy identification. Clean the machine? All plastic surfaces, inside and out, easily reached and cleaned with a damp rag! Check the slug rejector? It's attached to inside front door, swings open for easy inspection! Bookkeep the play? New electric coin counter is right in front of you! Collect the profits? Ah, those profits are big and heavy on the new AMI Model "C" and that's why we've provided large double size cash box, placed in exact center of machine waist high, and separately locked for extra protection! You can make all routine service moves and not move your feet from a floor area any larger than a handkerchief! The "C" is built for the operator, built to reduce your service calls, built to save your time, built to please your locations, built to earn more and be a better investment for you!



AMI Model "C"

20 RECORDS, 40 SELECTIONS

"Built for the Operator"



Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.
Sales Office: 127 N. Dearborn St., Chicago 2, Ill.

Record Reviews

(Continued from page 101)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
HOT JAZZ		
DEXTER GORDON QUINTET Dial 1038	Lullaby in Rhythm Bright, but danceable jazz side features some fluid, exciting tenor by Gordon.	73--74--73--70
	Talk of the Town Tenor sax solo is nothing out of the ordinary.	67--68--68--65
INTERNATIONAL		
JOE TARTO & HIS BARFLIES Mercury 2088	Honey (Why Can't You Be Sweet to Me) Engaging old-fashioned waltz is done in rather unexciting style.	63--65--60--65
	I Want Some Lovin' Gay polka ditty is sung plainly by Betty Ferris while the Tartto group gives out with a spirited performance.	67--67--64--70
JOHN HENDRIK RCA Victor 25-4117 (German)	Eine Zartliche Liebeslegende Gentle, sentimental waltz lied is the type song the late Richard Tauber was identified with. Could have a broad appeal in this stunning rendition.	80--82--80--78
	Sei Still Mein Herz Popular Spoliansky standard is projected with beautiful tone and properly dramatic style. Not limited to German nabes.	80--82--80--78
HENRY MOCARSKY ORK RCA Victor 25-9215 (Polish)	Wesole Wesole (The Merry Wedding) Lively polka features a powerful, spanking beat and bright orking. Vocal is brief.	72--73--72--72
	Zonka W Kraju (My Wife at Home) (Peter Solak) Live recording is a big asset on this polka standard. Solak handles the vocal adequately.	73--74--72--74
RAYMOND LEGRAND MUSETTE ORK Decca 45083	With Her Tra La La Musette waltz was waxed in France. Bright opus could pick up coin in the taverns, but will score heaviest in Canuck and Creole nabes.	65--63--65--68
	Jolly Good Fellows Heavily accented French waltz in minor mode is loaded with atmosphere, and is very danceable.	66--64--65--70
WHOOPEE JOHN WILFAHRT Decca 45084	Bouncing Tony Polka German-Bohemian style polka gets a highly danceable brass band rendition. Should be a big one in the Midwest.	77--78--76--78
	The Last Waltz Male trio shouts the inconsequential lyrics on a sprightly compah waltz.	68--68--66--70
IVA NOVA Victor 25-7126 (Italian)	Stornellata Monella The film "Monaca Santa" produced this paso doble-type tune. The Italian pop soprano delivers in florid Neapolitan style.	71--72--70--70
	Sfortunatella Suggestion of a taranella pervades another tune from the same flick. Could do business in Italian nabes where the film has played.	72--73--72--72
SEYMOUR RECHT-ZEIT Banner B-580	Wedding Samba Bi-lingual version uses original Yiddish title, "Neiyer Shair." Rechezit sings it, and-ork, with clarinetist Tarras featured, hands it combined samba and freilach treatment.	73--74--72--74
	My Town Belz Would be pop is another standard Jewish hit. Ork is too prominent during vocal, and rhumba beat is synthetic, but bi-lingual rendition should find a market.	71--71--70--72
ERNIE BENEDICT (His Polkateers) Victor (45) 51-0047	Lena Play Your Concertina Bright, snappy polka with plenty of accordion and pleasant vocal, makes for a happy, dancey side.	75--76--74--74
	Baby Blue Eyes Brisk waltz is warbled warmly by Roy West. An innocuous dance side.	67--67--66--69
MARIA RIBBING Victor 25-4119 (German)	Mariandl Soprano doesn't give this German-language hit the sensuous quality it demands. Number is due soon in an American adaptation.	71--72--72--70
	Geh' Mach Dei Fensterl Auf Viennese-sounding waltz is chirped in fluttery soprano tones.	70--72--72--66
JOSEPH LASICKY ORK Mercury 2089	Carol Rose Polka Spanking Slovenian-type polka in the Yankovic vein is a worthy instrumental.	74--73--73--75
	Heartbreaker's Waltz International waltz, with trio vocal, is danceable, but undistinguished.	65--64--65--66
SPIRITUAL		
SKYKE'S GOSPEL SINGERS Selective S-118	I'll Search Heaven for You Rough, but fervent Gospel singing has a penetrating, spontaneous quality.	73--73--73--NS
	Prayer Changes Things The Georgia group dies in its effort to sustain a slow chant, then picks up tempo for a crude congregational effort that gains momentum.	65--65--66--NS
DETROITERS Staff 646	I'm Going To Rest From My Labor Lead bary is obscured by rest of group in a poor balance job on this spiritual. Group has fervor which could be captured in better recording.	53--50--56--NS
	I Love the Lord A measurable improvement on flip, side has strength and religious fervor, tho recording is not what it should be.	63--60--66--NS
THE ROBERTA MARTIN SINGERS OF CHICAGO Apollo 218	What a Blessing in Jesus I've Found A standout offering here: Soprano Deloris Barrett's exalted lead singing is backed by a mixed choir, with organ and piano providing a slow-rock beat behind her. Cathedral-like overtones lend strong sacred quality.	82--82--82--NS
	My Friend Another exciting side, a bit less transfigured than flip, but adding in lyricism what it lacks in exultation.	76--76--76--NS

(Continued on page 104)

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

DON'T QUIT THAT EXCISE SHIP, MEN. Music industry believes a fight on taxes can win; juke box groups take stand (Music Department).

PASSIS SETS UP OWN LABEL. The distributor announces the formation of Parkway Disks (Music Department)

OUTLOOK FOR CUT IN TAXES ON SHOWBIZ REMAINS BRIGHT. General reactions from all trade angles are seen (General Department—further info in all other departments).

LAST OF DIAMOND GOING ON BLOCK. The last of the diskery's assets set for auction in New York (Music Department).

PALDA ADDS NEW LABEL. The diskery will launch a new label to be known as Essex (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Tele Competish Dims in Midwest

(Continued from page 99)

tion to their music during the summer. Chicago is traditionally one of the best baseball cities in the country, and interest in the home-town teams runs high despite their low standing in their respective leagues.

However, here too there is a bright note. Only the White Sox, competing in the American League, will have night games, and only about 20 of those are scheduled. At this time there is some doubt these night contests will be televised, but it is almost certain plans for their sponsorship will be completed shortly. The Cubs, in the National League, are maintaining their "no night baseball" policy and have not installed arc lights.

Set Factor

Increased home circulation of television sets also has had a marked effect on public location viewing habits, ops report. With approximately 4,000,000 sets in use thruout the country and with the circulation climbing here daily, there is a continuing lessening demand for television from patrons in the local bars and grills.

With general programing following a format whereby emphasis is on women's features in the early afternoon, children's shows from after-school hours until approximately 7 p.m., and with entertainment shows taking over until 10 to 11 p.m., ops see a continuing drop-off in public location video and resulting higher grosses in music equipment.

New machines, including the Seeburg, AMI and Wurlitzer units (introduced to the trade in that order) are expected to do much to draw attention to the juke box in locations, up to the point of keeping the tele screen dark practically every night.

Dollar Juke Box

ATLANTA, Jan. 28.—Ten disabled war vets at the Veterans Administration hospital here have come up with an idea to raise at least \$16,000,000 in the current March of Dimes drive. And the idea is centered about a juke box—one that would never stop playing.

Figuring there are about 16,000,000 vets of the last war around, the hospitalized veterans suggested, in a letter to the Atlanta Journal, that a series of miniature juke boxes be used to collect a dollar apiece from G.I.s.

Symbolizing the fact that the Infantile Paralysis Foundation is working the year-round to help those who have been stricken by polio, the juke boxes would be receiving the dollars on the basis that as long as the bucks rolled in, the music (and charitable work) would never stop.

Distribs Study Wurlitzer 1250

(Continued from page 99)

Ed R. Wurgler, general sales manager of the phonograph division of the Wurlitzer company, said that "because of the many new developments incorporated in the Model 1250 it was considered wise to have the service managers for each distributor visit our plant and receive expert instruction on the operation of the new model."

Classes

Sessions were broken down into mechanical and electrical units, and the three-day classes covered the complete operation of the new chassis, the audio system, and structural and cabinet features. Lou Draper, service manager, phonograph division, was in charge of the school, and was assisted by specialists from the engineering and production departments.

The meeting was opened with a welcome from R. C. Haimbaugh, vice-president and manager of the Wurlitzer North Tonawanda plant. Following this Wurgler explained the purpose of the school. The remainder of the first morning in each of the two classes was taken up with a tour of the plant where the servicemen watched the actual manufacture and assembly of the units as they traversed the half-mile-long assembly lines.

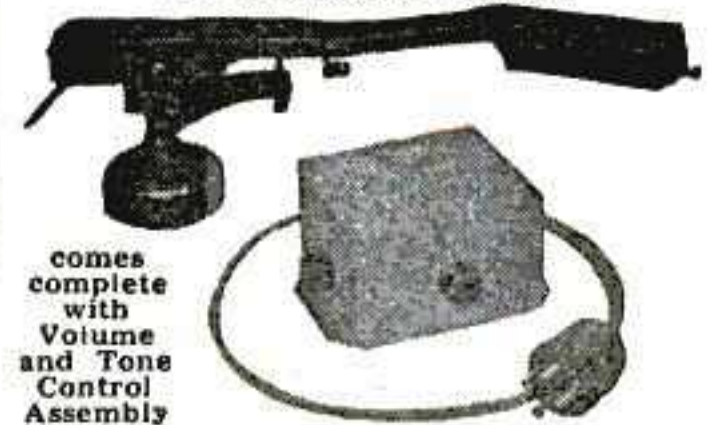
Immediate following Wurlitzer days all distributors plan to inaugurate classes in which operators' servicemen will be made familiar with the new improvements incorporated in the new phono.

FOR SALE

Music Machine Route, established more than 10 years, in the heart of the rich wheat-farming district of Washington State. Includes two college towns drawing over 10,000 students annually. Route of over 30 latest type machines, includes five Seeburg 100's, takes in \$14,000 per year. BARGAIN SALE PRICE, \$12,000. House available for purchase by route buyer. BOX D-306, c/o The Billboard, Cincinnati 22, Ohio.

South Wind TONE ARM

Especially designed for WURLITZER and SEEBURG PHONOGRAPHS "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life
PERFECT REPRODUCTION
 WURLITZER (except counter models and P-12) \$11.95
 SEEBURG Hi-Tones 9.95
 Earlier SEEBURG Models 10.95
 "Specify Model When Ordering."
PHILLIPS MFG. CO.
 2816 Aldrich Ave., So., Minneapolis 8, Minn.

NO DESIGN CHANGE NEEDED IN '50 SAY CONSTELLATION OPERATORS!

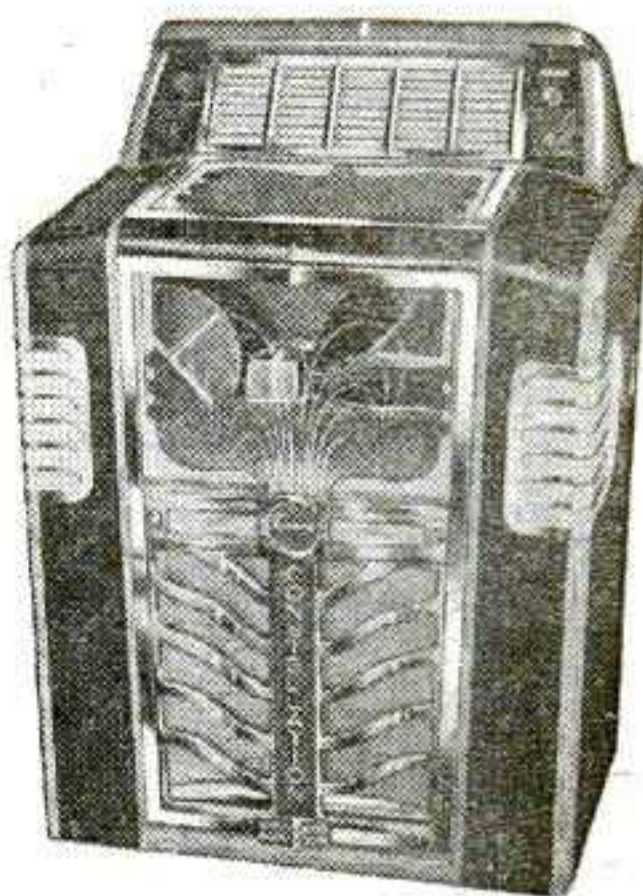
Current Model Maintains Style and Performance Leadership

Earnings Show Consistent Gain

Chicago, Jan. 28.—Operators of Evans' 20 Record, 40 Selection Constellation Phonographs have concurred unanimously with Factory plans to continue production of the current model, it was learned today by a spokesman for H. C. Evans & Co. "The consensus," he stated, "is that Constellation is so far advanced that, competitive 'new models' notwithstanding, Constellation provides the smartest, most modern styling of the year . . . without a single change in cabinet design or construction. In fact, Constellation design is so many years ahead that Constellation Operators are confident of style leadership for several years in the future."

This basic appeal is well fortified by leadership in mechanical performance, Operators claim. Constant incorporation of new developments, as they are tested and proven, keeps Constellation steps ahead with the latest . . . actually prevent obsolescence. Constellation Operators have the most stable, most profitable operations in the business, music men say. "We have no 'new model' problem to face each year, with its great expense. We enjoy trouble free performance, month in and month out. Earnings are not only well protected, but also show consistent gains, thanks to 40 Selections, which we find most profitable to operate."

"Moreover, H. C. Evans & Co. continues to serve those of us who still operate original Mills phonographs. New Record



**EVANS' 20 RECORD
40 SELECTION
CONSTELLATION**

Popularity Meters are available for original Constellations, and genuine parts may be had for Empress, Throne of Music and original Constellation."

Manufacturer's officials request that operators desiring complete information about Constellation contact their Evans Distributors or write direct to H. C. Evans & Co. at 1528 W. Adams St., Chicago 7, Illinois.

(See Evans Coin Machine Ad, Page 133)

Record Reviews

(Continued from page 103)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
SPIRITUAL		
THE CHARMING BELLS Selective S-109	Jesus Hirs Like the Atom Bomb Up-to-date spiritual infers that everyone worries about the bomb, but no one worries about the day the Lord will come. Material is superior to rendition.	79--80--78--NS
	Hallelujah Another original bit of material that has real quality.	73--74--73--NS
GOLDEN CROWN QUARTET Score 5013	Lift Jesus Up Male quartet fail to sustain interest in a slow-going spiritual offering.	48--46--50--NS
	My God Called Me This Morning Side, in a brisk tempo, finds group injecting spirit into a rhythmic offering.	62--60--64--NS
THE BIBLETONE JUBILEERS Bibletone 2005	Lookin' For My Jesus Spiritual group performs its version of the jubilee shout in free-wheeling fashion. Doesn't always hold together.	68--68--68--NS
	Wake Up, Nicodemus Familiar spiritual is chanted in compelling style by the male group.	70--70--70--NS
MARIE KNIGHT-ALFRED MILLER-SAM PRICE TRIO Decca 48128	Whispering Hope Sacred type standard currently riding high in the pop field is wrapped up in gospel surge style by the fervent duo. Should be a big one for the religious folks.	80--82--83--76
	Jesus Loves Me Clear, simple devotional piece is put over well with effective harmony and catchy rhythm.	77--77--77--NS
THE PILGRIM TRAVELERS Specialty SP 345	Nothing Can Change Me Quartet does a lively spiritual in a clean-cut, staccato style.	71--70--72--NS
	A Soldier's Plea Solo tenor does a remarkably dramatic job with a departing soldier's plea to mother. Group hums along muted in back.	76--76--76--NS
SALLIE MARTIN & HER SINGERS OF JOY Aladdin 2014	Four and Twenty Elders Choir sings a slow spiritual with piano backing. Fair job.	58--56--60--NS
	Jesus Steps Right In Tempo steps up, and group sells stronger here.	64--62--66--NS
GOLDEN GATE QUARTET Mercury 8162	Ride On Moses The gifted group projects a conventional rhythm spiritual in unusual high style.	66--64--68--NS
	Same Train An unusual slow spiritual, with mystic, haunting overtones is harmonized affectingly.	74--73--75--NS
RELIGIOUS		
THE LE FEVRE TRIO-BIG JIM WAITS Bibletone 7009	Just a Closer Walk With Thee Urias Le Fevre solos on the standard. Instrumental backing is jazzy.	67--66--68--NS
	Looking for a City Group harmony effort is more successful. Bright tempo, counter-chanting, and jumpin' piano are the ingredients.	76--76--76--NS
HOMELAND HARMONY QUARTET Bibletone 6016	Led Out of Bondage Rural spiritual is done with strong voices and spirit. Should hit heavy in the hill country, and in the Southern States, as well as most rural regions elsewhere.	81--82--80--NS
	I'm Free Again Slow spiritual-type is projected in full-bodied harmony. Should find a big audience among religious folks.	80--80--80--NS
REVIVAL MEETING QUARTET Bibletone 5501	Brighten the Corner Where You Are Old time revival hymn is smoothly harmonized by the mixed foursome, with organ backing.	72--72--72--NS
	Tell Me the Old, Old Story; Church in the Wildwood Two especially popular hymns on one side of the disk. Both are given an adequate rendition. Platter should be a steady standard.	74--75--74--NS
OTIS L. McCOY & THE DANIEL SISTERS Columbia 20658	When God Dips His Love in My Heart Hymn-singin' group takes this pleasing bit at a nice jog.	70--70--70--NS
	Lead Me To That Rock Snappy sacred tune, similar to a spiritual, is harmonized sweetly by the Bible-belt edition of the Andrews Sisters.	72--72--72--NS
THE STAMPS QUARTET Bibletone SW 3003	I've Gotta Lot of Heaven in My Soul Foursome of male sacred singers does a rhythmic number that should register with the prayer-meeting regulars.	70--70--70--NS
	Wonderful Savior Slow hymn is projected in full harmony.	71--72--70--NS
THE LE FEVRE TRIO Bibletone 7019	I'm Goin' Up When I Die Cake-walky sacred ditty is skillfully harmonized by the mixed group, with piano backing. Tune and words are catchy.	78--78--78--NS
	Wonderful Salvation Snappy camp-meeting ditty gets an excellent harmony rendition by the versatile group. A mighty catchy coupling this.	80--80--80--NS
LATIN AMERICAN		
DANIEL SANTOS Victor 23-1481	Cero Guayabera (guaracha) Bright, authentic stuff for experienced rumbugs. Small group uses trumpets and rhythm, with chanting.	74--74--74--73
	Valor, Corazon (bolero) Slow, romantic opus is danceable, but more for ballad-loving Latins.	71--71--72--70
RUTH FERNANDEZ (Vincent Lopez Ork) Victor 23-1482	Con Toda Mi Alma (bolero) Potent, passionate torcher side should register heavily in Latin nubes. Lopez' orking has plenty of class.	83--84--83--82
	Yo No Se (guaracha porro) Bright dance ditty in the "La Mucura" vein is warbled in pungent style by the husky-voiced thrush. A real funfest for Latinophiles and natives.	82--82--82--82

(Continued on page 118)

FEBRUARY PHONOGRAPH BARGAINS!

Unconditionally Guaranteed . . . AT NO EXTRA CHARGE!

Wurlitzer 1100 \$399	Seeburg 148ML \$399
Wurlitzer 1080 299	Seeburg 148SL 349
Wurlitzer 1015 259	Seeburg 147M 299
	Seeburg 147S 249

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
780E \$129	1422 \$149	146M \$239
750E 119	Super 40 59	1941 R.C. Special 119
850 89	Standard 39 59	lightone, RC 99
950 89	Commando 49	lightone, E.S. 79
800 89	President 49	Colonel 59
500 59	12 Record 39	Major 59
600K 59		Commander 59
600R 54	AIREON	cadet 59
Victory 39	Fiesta \$119	Regal 59
616 39	'46 Deluxe 69	

These Prewar Phonographs Available With . . .
 ✓ Mechanism Overhauled ✓ Speaker Inspected
 ✓ Worn Parts Replaced ✓ Professionally Refinished Cabinet
 ✓ Amplifier Reconditioned ✓ Unconditionally Guaranteed
 ✓ Tone Head Renewed
 . . . For An Additional \$35.00

AMI Automatic Hostess. 30 stations with console cabinets—complete record library . . . cheap.

WALL BOXES

Seeburg W6-L56, 5/10/25 Wireless \$49.00	Seeburg Prewar, 5¢, 3 Wire \$10.50
Seeburg 3W2-L56, 5¢, 3 Wire 29.00	Seeburg WS-2Z, 5¢, Wireless 8.95
Seeburg W1-L56, 5¢ Wireless 24.50	Seeburg S-20-12-30 Wire . . . 3.50
Seeburg WB-1Z, 5/10/25, Wireless Baromatic 17.00	Wurlitzer 3020 39.00
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic 17.00	Wurlitzer 3031, 5¢, 30 Wire 15.00
	Wurlitzer 125 7.50
	Wurlitzer 120 3.50
	Rock-Ola Dial-a-Tune 3.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.
WE SPECIALIZE IN EXPORT TRADE

DISTRIBUTING CORP.

738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE 5-5194
Branches in Buffalo, Rochester, Albany



MUSIC OPERATORS

Plan NOW to attend the

FIRST NATIONAL CONVENTION OF AUTOMATIC PHONOGRAPH OPERATORS

➔ **PALMER HOUSE, CHICAGO** **MARCH**
6-7-8

Sponsored by

MUSIC OPERATORS OF AMERICA

Three important days for you to discuss with your fellow operators problems such as these:

- ★ DEPRECIATION
- ★ RECORD BUYING
- ★ PROGRAMMING
- ★ ROUTE MANAGEMENT
- ★ LOCATIONS
- ★ LEGISLATION
- ★ SERVICING
- ★ Many, Many More

EXHIBITS

of leading record manufacturers, phonograph companies, supply firms.

MAKE YOUR RESERVATIONS NOW

• CONVENTION REGISTRATION:

Send your application in now. Registration FREE if made in advance.

• ROOM RESERVATIONS:

Single or double rooms available at Palmer House at regular rates. MOA will secure reservation for you in your name upon request.

• SEND CONVENTION & ROOM RESERVATIONS TODAY TO:

Ray Cunliffe *Convention
Chairman*
3018 E. 91ST STREET
CHICAGO 17, ILLINOIS

Sirup Firms Hypo Vender Programs

Increased Operator Sales During 1949 Seen as Spur To Greater Co-Operation

Need Cup Venders To Develop Bev Field to Full Extent

CHICAGO, Jan. 28.—Increased promotional activity aimed at the cup vender operator, plus new long-range plans to facilitate the sale of soft drink sirups by co-operating on a closer level with the operator-customer, is on the "musts for more sales" programs in 1950, leading sirup manufacturers told *The Billboard* this week. Consensus is that "with the (vender) operator offering the American public a choice of quality beverages, the soft drink industry is several steps nearer to being developed to its fullest extent." While sales of sirups to operators increased in 1949 over 1948, prices have not changed, continuing to range from \$1.05 per gallon to \$1.85 (*The Billboard*, January 1, 1949).

Firms Status

Altho a number of major sirup makers, such as Canada Dry Ginger Ale, the Charles E. Hires Company, Dad's Root Beer Company and the Dr. Pepper Company, have initiated all-out programs to court the operator market, others, the Grapette Company and the Squirt Company, have not as yet formulated definite plans for supplying the vender market. A few other firms, among them the Bev Company of America and Victor Syrup Corporation, have not indicated their present activity following enthusiastic reports about vender sales last year.

J. R. Lyons, national sirup sales manager for Canada Dry Ginger Ale, Inc., states a 36 per cent increase in sales to operators was realized last year over 1948. This brings the firm's sales of fountain sirups to venders to approximately 25 per cent of all sirup sales, he said.

Direct Shipments

The company continues to make its product available to operators by (See *SIRUP FIRMS* on page 109)

Basing Point Bill Returns To Doghouse

Reject Compromise Bill

WASHINGTON, Jan. 28.—The basing point bill, which narrowly missed enactment by Congress last session, is back in the doghouse, with its chances now less than even. A compromise bill drafted by a Senate-House conference has been sent back to the Senate for conference.

Senate opponents, led by Sen. Russell Long (D., La.), claim the bill in its present form would have the effect of weakening anti-trust legislation by putting an "impossible burden of proof" on the Federal Trade Commission (FTC) to show that competition would be injured by freight absorption and price differentials. Another clause in the bill objected to by those opposing it would allow a claim of "good faith" as a defense against FTC prosecutions.

Court Test

Whether existing law permits such a defense is now being tested in the U. S. Supreme Court in the case of Standard Oil Company of Indiana. FTC claims "good faith" is no defense and the agency has been upheld (See *Basing Point Bill* on page 111)

NAMA Names 1st 1950 Meet Exhibitors, New Committee

CHICAGO, Jan. 28.—With the 1950 National Automatic Merchandising Association (NAMA) convention and exhibit more than nine months away, Ernest H. Fox, convention and exhibit chairman, announced this week that 50 manufacturers and suppliers of the vending industry had signed contracts for exhibit space.

Fox reported reservations were "way ahead" of previous years. The reason for the early interest in the 1950 NAMA show was due to the reception given exhibitors by operators of automatic merchandising equipment at the association's 1949 exhibit in Atlantic City, he said.

Bernard N. Osmond, NAMA's director of special activities, said a number of other firms have applied for space at the 1950 show, but only the names of companies that had been assigned booths or rooms were being announced at this time.

Exhibitors

Automotive: Chevrolet Motor Division, General Motors Corporation, Detroit.

Bakery products: Austin Packing Company, Inc., Baltimore, and Federal Sweets & Biscuit Company, Inc., Clifton, N. J.

Beverage: Canad. Dry Ginger Ale, Inc., New York; Coca-Cola Company, Atlanta; the Charles E. Hires Company, Long Island City, N. Y.; Mission Dry Corporation, Los Angeles; Orange-Crush Company, Chicago; (See *NAMA SETS* on page 108)

Jaffa Appoints Electro Rep in West Virginia

NEW YORK, Jan. 28.—Lew Jaffa, vice-president of the Eastern Electric Vending Machine Corporation, this week assigned additional territory to the Coin Machine Distributing Company, Pittsburgh, for the sale of C-Eight Electro Cigarette Venders. He emphasized, tho, that the outlet would act as a direct factory representative, rather than as a distributor, in line with Eastern's recently announced switch in sales methods (*The Billboard*, January 28).

The Pittsburgh concern previously handled C-Eight in parts of Pennsylvania and parts of West Virginia. Its expanded sales area now covers all of West Virginia. With eight factory representatives already named by Eastern, two more appointments are expected soon.

Philly Cig Ops Plan Sales Drive Via Coupon Giveaway

PHILADELPHIA, Jan. 28.—Automatic Cigarette Venders' Association of Eastern Pennsylvania (ACVA) will, for the first time in its history, enter a major promotional and merchandising campaign to stimulate the sale of cigarettes thru automatic vending machines. The association, headed by Martin Savar, with Norman H. Fuhrman, as counsel and executive secretary, operates almost all the machines on location in this territory.

Borrowing a note from the cigarette manufacturers themselves, the program being worked out provides

for the use of coupons with each cigarette pack. The coupons will be redeemable in merchandise.

"We realize that today it is a competitive market in every line, and if a business man wants new business he has to go after it," explained Fuhrman. "Unfortunately there is no point-of-sales contact between the cigarette machine operator and the customer as it is in almost every other retail sales line. As a result, we have had to devise some medium which will make the smoker prefer to make the purchase from the cigarette machine. The use of premium coupons has been used successfully by Raleigh cigarettes and many pipe tobacco companies and other cigarette manufacturers. The coupons are proven sales stimulators and it is our hope that adding a coupon to every pack of cigarettes placed in the vending machine will also provide us with the necessary sales stimulation."

Fuhrman said the association membership is enthusiastic over the coupon idea, and the added profits it promises to produce. It was pointed out that every person saving coupons means a regular machine user, and the word-of-mouth advertising the (See *PHILLY CIG OPS* on page 108)

CHICAGO, Jan. 28.—Aaron Goldman, president of the G. B. Macke Corporation, Washington, has been appointed chairman of a 24-man public relations committee of the National Automatic Merchandising Association (NAMA) by George M. Seedman, president.

According to Goldman, plans are being formulated for a meeting of the committee in either Washington or New York during the early spring.

The committee members are Talman Andress, Andress Cigarette Service, El Paso, Tex.; W. H. Bailey, Diamond Match Company, New York; Martin M. Berger, Cigaromat Corporation of America, New York; Frank J. Bradley, Automatic Equipment Company, Buffalo; John Collins, New York Automatic Canteen Corporation, New York.

J. J. Crosby, Peerless Weighing & Vending Machine Corporation, Long Island City, N. Y.; E. J. Forio, the Coca-Cola Company, Atlanta; Lewis (See *NAMA SETS Meet* on page 111)

Houston, Three Others, Assume Spacarb Control

NEW YORK, Jan. 28.—With the purchase early this month of a large block of stock in Spacarb, Inc., the controlling interest in the cup-vending machine manufacturing firm passed into the hands of I. H. Houston, president, and three of his associates, it became known this week.

The move, placing control of the firm in active management, was interpreted by company officials as clearing the way for accelerated expansion. Trade sources have long reported efforts by other large operating companies to gain voting control of Spacarb. For a period of four months, ending last February, Automatic Canteen was known to be negotiating with a number of key Spacarb stockholders.

Principals

Principals in the recent stock transfer, in addition to Houston, include Dale A. Lindsay, Frank M. Smith and S. S. Ramsdell. Smith and Ramsdell are members of Spacarb's board of directors. The January purchase was made from the estate of Ross Judson, president of Continental Motors. It involved 41,000 shares, about 25 per cent of all outstanding Spacarb stock. Other blocks of shares were bought last November and December.

ABC Vending Offers Major Stock Issue

To Expand Operation

NEW YORK, Jan. 28.—The ABC Vending Company yesterday (27) placed 147,228 shares of its common stock on the market to raise an estimated \$1,196,400 in capital to be used largely in expanding vending operations. Meanwhile Reynolds & Company, which heads the syndicate of underwriters handling the entire deal, offered an additional 29,800 shares in (See *ABC VENDING* on page 111)

Sea Shoe Shines

HALIFAX, N. S., Jan. 28.—Shoe shiners have invaded the Canadian Navy and the maritime provinces. What are believed to be the first units to be installed in a floating location are the two machines on board the Canadian aircraft carrier, *Magnificent*, based here. The ship carries about 1,000 men and the enthusiastic reception accorded the shiners may result in similar installations on smaller vessels of the fleet.

Other shoe shiners, dime-operated as are those on the *Magnificent*, are in the Halifax and Dartmouth terminals and on the two steamers of the Halifax-Dartmouth ferry. A total of eight shiners ashore and afloat have been installed by the ferry commission. Installations are on a trial basis. If the commission finds the machines show a profit at the end of a month, they will be retained.

Sugar Report

WASHINGTON, Jan. 28.—The first week under the 1950 sugar quota of 7,500,000 tons found deliveries actually running under the same period last year, when the quota was 250,000 tons less, Agriculture Department reported. Deliveries for the week ended January 7 totaled 98,621 tons as compared with 141,266 tons for the corresponding 1949 week.

Commuting Candy Machine Will Travel 18,720 Miles Per Year

CHICAGO, Jan. 28.—Taking a bow as the "travelingest" vender in the U. S., a candy machine was recently placed in a location that will carry the unit 18,720 miles a year. Installed in the Chicago and Northwestern Railroad's suburban car 555, the vender will be carried the 30 miles distance between Chicago and Lake Forest twice a day, or 360 miles per week.

The story behind the "commuting candy vender" is interesting. It was placed by demand of the group of 74 business men who lease car 555 for their own use. The machine itself, a six-column Stoner, without base, is mounted on a built-in low-boy bureau off the main passageway in the club section of the car. It is held in place against the wall by angle brackets.

According to Evans Spalding, custodian of the vender and car purser, the machine is averaging eight sales per trip. He expects that this average will be increased as the commuters grow accustomed to the idea that they can munch a candy bar en route to and from their offices.

Spalding, who is one of the group of 74 men who lease the car, was instrumental in contacting Stoner and making arrangements to place the unit in the car. He purchases the candy supplies, while a regular car attendant removes the coins and sees to it that the machine is always

stocked. Money from the vender is applied toward the purchase of new supplies, with net profits channeled into a general fund the commuters maintain for car up-keep, lease expense and the car attendant's salary.

Car 555 has a maximum capacity of 63 riders, but the full complement of commuters never uses the car on any one day. An average of 55 men come into Chicago in the mornings and 40 return to the suburb on it in the evenings.

While the method of operation is off the beaten track, it spotlights the workability of vending equipment in unusual locations.

Guardian Electric Names R. Liess Mgr. Coin Machine Sales

CHICAGO, Jan. 28.—John Rowell, Guardian Electric Manufacturing Company, announced the appointment this week of Robert Liess as manager of coin machine sales.

Liess, who joined the firm in 1940, has acquired a thoro working knowledge of every product and activity of the firm by working in each department, Rowell stated. After serving in the navy during the war, Liess returned to Guardian as sales correspondent, the position he held until his present promotion.


NEW LOW PRICE
SILVER KING
CHARM KING
2 GREAT VENDORS



Sample \$13.95
2 to 3 \$12.50
1 to 5 cases \$42.00 case
6 cases or more \$40.00 case
Packed 4 to Case

RAKE COIN MACHINE EXCHANGE 609 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676	RAKE COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.
---	---

FOR THE HOTTEST LINE IN CHARACTER CHARMS
SHMOO KIGMY



Walt Disney and Al Capp Character Charms.
NOW AVAILABLE.
CHARACTER CHARMS, Inc.
1607 West 16th St. Los Angeles 21, Calif.

VENDING MACHINES

RECONDITIONED—REBUILT

Ready for Location

NATIONAL CIGARETTE MACHINES

- 9-E—Electric\$169.50
- 9-50—350 Cap. King Size... 94.50
- 9-50—Reg. 350 Cap. No King Size 77.50
- 9-30—270 Cap. No King Size. 59.50
- For 25c Vending, All National Manuals Add 10.00
- Rowe Elec. Diplomat..... 169.50
- Rowe Crusader, 8 Col..... 94.50
- Eastern Elec. 119.50

CANDY MACHINES

- 9-18—162 Cap.\$95.00
- 6-18—102 Cap. 79.50

1/3 WITH ORDER—BAL. ON DELIVERY

L. H. CANTOR, INC.

11219 Superior Ave. Cleveland 6, Ohio

Thank you, operators, for your tremendous, immediate response to our initial announcement of new low prices and policy.

ELECTRO

First and Finest Electric Cigarette Vending Machine, now also the

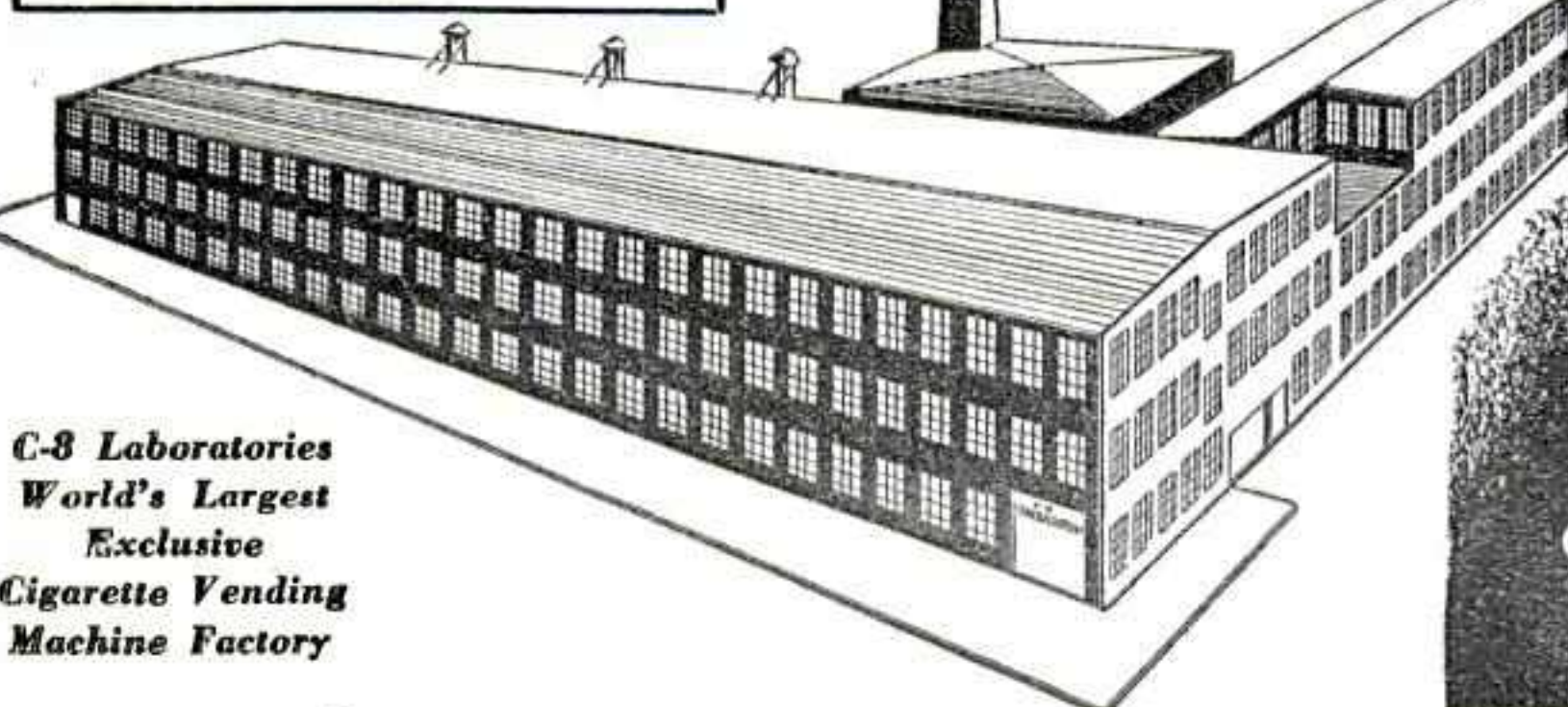
LOWEST IN PRICE

Electro Cigarette Machines are now sold only by direct factory representatives, BACKED BY NATIONWIDE FACTORY SERVICE ORGANIZATION. Economies effected by the new sales policy plus production savings made this big reduction possible.

ELECTRO 8 now only \$198.50

ELECTRO 10 now only \$217.50

Order the World's Finest Cigarette Machine Now!



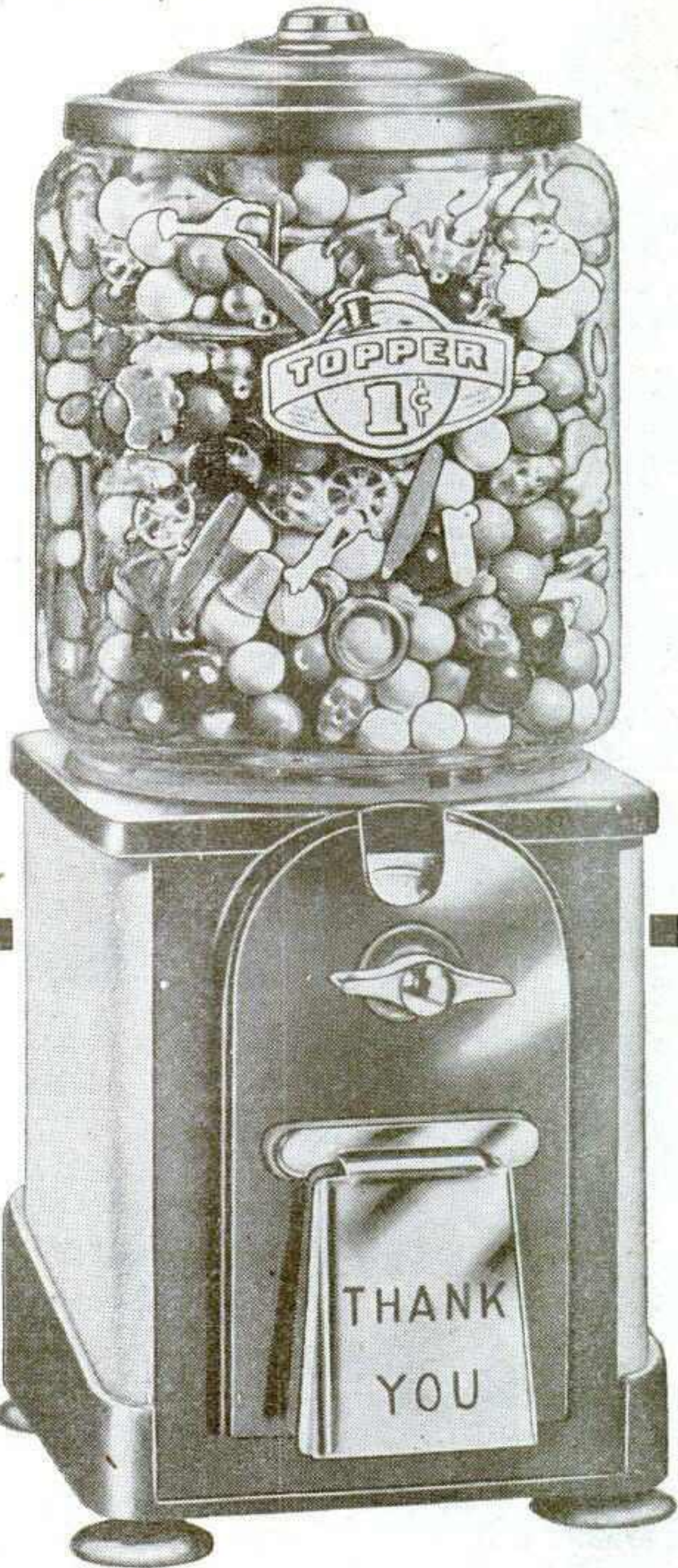
C-8 Laboratories
World's Largest
Exclusive
Cigarette Vending
Machine Factory

EASTERN ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.

A PRODUCT OF C-8 LABORATORIES

VICTOR'S TOPPER



**GREATEST
VALUE**



**BULK
VENDING**

The TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet the quality vendor is so **LOW IN PRICE** that it can make its cost out of profits in just a few weeks of operation.
 * Vends the combination of ball gum and charms like magic.
 * Also efficiently vends all other kinds of bulk merchandise.
 * Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
 * The base is a combination cash box and wall bracket.
 * Finished in red and black enamel (baked on). Trimmed in beautiful chrome.
 * The TOPPER comes in 1¢ only.
 When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE

\$43.00 PER CASE
 IN LOTS OF 1 TO 5 CASES
 This Figures Only
\$10.75 Per Machine!

\$10.00 Per Machine
 in Lots of
25 Cases

Contact your jobber today or write direct.

TOPPER WILL GET YOU ON TOP
 MANUFACTURED BY

VICTOR VENDING CORPORATION
 5701-5713 W. GRAND AVENUE CHICAGO 39, ILLINOIS

Plastic Globes available on all Victor models at only 50¢ extra per machine.

NAMA Sets 1st 1950 Conclave

(Continued from page 106)

Sero Syrup Company, Brooklyn.
 Candy and chewing gum: Paul F. Beich Company, Bloomington, Ill.; Hollywood Candy Company, Centralia, Ill.; Lamont, Corliss & Company, New York; Leaf Gum Company, Chicago; Schutter Candy Division of Universal Match Corporation, St. Louis; James O. Welch Company, Cambridge, Mass.; Wilbur-Suchard Chocolate Company, Inc., Lititz, Pa.

Vending machines and vending machine parts: A.B.T. Manufacturing Corporation, Chicago; American Coin Changer Corporation, Boston; American National Dispensing Company, Lansdale, Pa.; Chicago Lock Company, Chicago; Cigaromat Corporation of America, New York; Coan Manufacturing Company, Madison, Wis.; Cole Products Corporation, Chicago; Arthur H. DuGrenier, Inc., Haverhill, Mass.; Guardian Electric Manufacturing Company, Chicago; the Illinois Lock Company, Chicago; Walter Kidde & Company, Inc., Belleville, N. J.; Lehigh Foundries, Inc., Easton, Pa.; Malkin-Illion Company, Irvington, N. J.; Master Chef Automatic Machines, Inc., Kansas City, Mo.; Mills Industries, Inc., Chicago; National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; the Northwestern Corporation, Morris, Ill.; Rowe Manufacturing Company, Inc., New York; Sattley Company, Detroit; Snively Vending & Sales Company, Winter Haven, Fla.; Spacarb, Inc., New York; Statler Manufacturers Corporation, New York; Stoner Manufacturing Corporation, Aurora, Ill.; Veeder-Root, Inc., Hartford, Conn., and the Vendo Company, Kansas City, Mo.

Match manufacturer: Universal Match Corporation, St. Louis.
 Paper cup: Dixie Cup Company, Easton, Pa.; Lily-Tulip Cup Corporation, New York, and Maryland Cup Company, Baltimore.
 Publications: *The Billboard*.
 Tobacco products exhibitors: Brown & Williamson Tobacco Corporation, Louisville; P. Lorillard Company, New York; Philip Morris & Co., Ltd., Inc., New York; R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Philly Cig Ops Set Sales Drive

(Continued from page 106)

coupons will bring is sure to attract many new customers.
 "Once the smoker gets his or her hand on a coupon," added Fuhrman, "it's a certainty the person will start saving them for the many merchandise gifts for which they will be redeemable."

New Locations

Fuhrman further pointed out the use of coupons will not only stimulate the sale of cigarettes, but will also open up many new locations for the vending machine. It is felt, he added, that the use of merchandise coupons will actually create a demand for the vending machine by the smokers themselves, and the location owner, mindful of pleasing the customer, will be ready to accept the placement of a machine.

Distribution of the merchandise items will be handled from a central point to be set up by the association. This will enable the association to have a show window for the first time, it was pointed out. The store will also enable the association to establish a personal contact for the first time with its "unseen" customers.

An advertising and promotion campaign will attend the inauguration of the coupons. Mass distribution will be made of booklets showing the merchandise that can be had by collecting the coupons. It is hoped, said Fuhrman, to get the program under way within the next month.

SPECIALS! SPECIALS!

DuGrenier Model W, 9 Columns, 25¢ Play, Refinished & Reconditioned \$79.50
 New Adams Gum Vendors, 6 column, 375 capacity, while they last 17.50
 Master 5¢ Bulk Vendor, porcelain sides, refinished & reconditioned. 7.95
 Master No. 2, 1¢ & 5¢ Comb. Vendor, porcelain finished, like new 10.00
 Advance Model D 1¢ Ball Gum Vendors, Vends 3/4" Ball Gum, new 7.95 Used 4.95
 Northwestern Model 39 New 1¢ Bulk Vendors, greatly reduced on closeout Write
 Bells, 5¢. These are refinished 44.50
 Columbia Bells, 5¢-10¢-25¢ play, look and work like new 79.50
 Exhibit 1¢ Picture Card Vendors, 2 column, vends cards for 1¢ 15.00
 Sanitary Napkin Vendors, 10¢, new. 20.00
 Penny Back 1¢ Amusement and Ball Gum Vendors. Shoots penny 14.50
 ABT 1¢ Challengers, 1¢ Amusement Game. 10 shots for 1¢ 19.50

BRAND NEW

IMPS

Either 1¢ or 5¢ Play Cig. or Fruit Reels

\$21.50 Ea.



MILLS

VEST POCKET

BELL

Pays Out Automatically

\$65.00 Ea.



USED . . . \$44.50 Each
 MILLS Q.T., 5¢ \$115.00

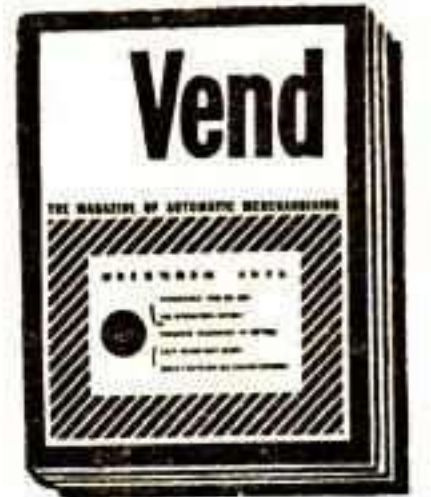
WRITE FOR QUANTITY PRICES.
 1/3 Deposit With Order, Balance C.O.D.
 We Carry a Complete Line of Coin Operated. Machines, Charms & Mdse. Send for List 24.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA.
 LOmbard 3-2676

RAKE COIN MACHINE AGENCY

2120 Fifth Avenue Pittsburgh, Pa.



"The Magazine of Automatic Merchandising"

"We think VENDOR is the greatest and most informative of all the magazines we have read in our fifteen years in the vending field."

Dan Feldman
 Stanton Distributors

VENDOR 2-4
 2160 Patterson St.
 Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I inclose \$3.

Name

Address

City Zone ... State

**GIVE TO THE
RUNYON CANCER FUND**

Sirup Firms Hypo Vender Programs; Sales Rise Seen

(Continued from page 106)

direct shipment from 30 company-owned plants located thruout the U. S. Lyons stated additional plants are scattered over Canada to render the same service to cup vender operators in that country. All such sales are handled by the special fountain sirup division.

Stating that the current price of the firm's sirup is \$1.30 per gallon, Lyons added the vending sirups do not vary in any degree from the fountain type. "We plan to continue our advertising program in all media to support vending machine operators thru the establishment of customer acceptance and habit for Canada Dry products," he declared.

A complete vender-aimed program is being set up at the Charles E. Hires Company, according to P. W. Hires. This will be handled thru its own salesmen and direct mail.

Reporting a "substantial increase" in sirup sales to operators last year, Hires said the price remains at \$1.45 per gallon and continues to be sold on a direct basis. Detailing the 1949 increase in vender sales, he declared 12 per cent of the total sirup sales went to operators, against 8 per cent during 1948.

Quoting operator reports from the field, Hires said a gallon of the firm's sirup averages over 145 finished drinks. He added that present development of the company's vender business comes under the National Accounts Division, headed by C. D. Clarke.

Dad's Sales Up

A big boost in vender sales last year, over 1948, was hailed by Gay Frumkin, national sales manager of Dad's Root Beer Company's fountain-flavor division, as proving the plus-sales value of automatic merchandising of soft drinks. While the 1949 increase quoted by Frumkin appears extreme (150 per cent) it is logical when realized that Dad's has been offering its sirup to operators for only two years.

Sales continue to be made direct at from \$1.33 to \$1.45 per gallon, the difference based on gallonage ordered. Dad's vender sirup varies slightly from the fountain type, resulting in less foaming than in the latter.

While the company does not have a separate division to handle vender business as yet, such a division will most likely be created soon, Frumkin indicated.

From the Dr. Pepper Company comes word that sirup sales to operators is "on the increase and substantially up from 1948 levels." Carl H. Boyle, fountain field sales manager, stated: "We are looking to the vast sales potential that lies in the field of cup vending, and have plans under way for the setting up of a cup

vender department which will operate under the supervision of the fountain division. This department will be staffed by personnel with backgrounds of actual management and participation in all phases of cup vending operation."

Dixie and Lily Cut Prices To Meet Competish

NEW YORK, Jan. 28.—The two major producers of paper vending cups quietly instituted a new price policy this week, cutting lists in an apparent move to compete with Maryland Cup, a comparative newcomer in the vending field. Lily-Tulip and Dixie admitted this week that the new price structure could not be attributed to a dip in costs of materials and labor. In this connection, it was learned their paper cups sold in other-than-vending markets still held to old lists.

Maryland, still in limited production, is retaining the price schedule it set almost a year ago. Jack Pero, representative to the vending trade, said the price of the Baltimore firm's hot-cold cup remains \$4.95 a thousand, if a 1,000,000 cups are contracted for, with adjustments for still larger orders.

W. H. Seldy, of Lily-Tulips beverage cup divisions, stated yesterday (27) that the new prices are scaled according to quantity. "New single-delivery quantities have been established at prices appreciably less than those previously in effect," he said. "Stock contract prices have also been reduced, and the minimum shipment required to obtain lowest delivery price against contracts has been reduced to 100,000, whereas it was formerly 250,000."

Altho trade sources reported Dixie cups had been offered at lists generally 10 cents a thousand under the old prices, a company spokesman refused to comment.

VICTOR'S AMAZING NEW TOPPER
Special Feb. Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only..... **\$50.00** (with plastic globes) \$52.00.

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only..... **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only..... **\$51.25**
Samp. Topper, \$11.25

RAIN-BLO GUM
140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150# or more with freight prepaid. 25¢ lb., less 2%

COLORED BALL GUM—All Sizes 25¢ carton, 25¢ lb. 150# lots, 23¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

PISTACHIOS
25 lb. carton Large 45¢ lb. Small 42¢ lb. Full Cash With Order.

Autographed Football Charms \$3.75 per 1000

Write for our **FREE Complete Charm List.**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

Eppy Gives You THE NEWEST CHARMS

6 New Items!

LICENSE PLATE CHARMS	PER M
48 States—1950 colors	\$ 7.50
PIRATE COINS	
Metal-Plated	7.50
WILD WEST TELESCOPE VIEWER	12.50
ANIMAL HEADS	
Metal-Plated	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal-Plated	6.50
EPY MIX	
Super-Charm Mix	
400 Ass'd in Bag	2.00
Fortune Ball Mix	
1 Gross Ass't in Bag	1.75

EPY
Samuel Eppy & Co., Inc.
113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

FOR COFFEE VENDING

IT'S **KOFFEE KING**

KOFFEE KING
National Distributing Corp.
20 E. 35th St., New York 16, N. Y.
Murray Hill 9-3424
KOFFEE KING IS A PRODUCT OF FUTURAMIC MACHINES, INC.

EARN OVER \$10,000 Per Year
as distributor for **FREEZ-KING**
Frozen Custard Machines

World's lowest priced continuous freezers. Restaurants, theaters, drive-ins, roadside stands, drug and confectionery stores, ice cream parlors—prospects galore. Large profit on sale of machines as well as ingredients. Investment required, \$5,000.00. No charge for franchise. Write for details.

FREEZ-KING CORP.
2518 W. Montrose Ave. Chicago 18, Ill. Dept. BH-1

FITS ANY SPOT!

ALKUNO CIGARETTE VENDOR

You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and king size—no matches.

MODEL 600
Metal cabinet and Base.
Ht. on Base, 60"
Wt. on Base, 70 Lbs.

PRICE
MACHINE...\$65.00
BASE..... 12.00

Immediate Delivery In Green Metal Lustre Finish

Write for Catalog of Complete Line of 5¢ Gum, Cracker and Candy Vendors.

ALKUNO & CO.
408 Concord Ave. New York 54, N. Y. Melrose 5-7757

Other Alkuno models for 2-dime operation and with free matches at silver quarter or 2-dime. Write.

ANOTHER ADVANCE Profit Maker HERSHEY'S 5' BAR VENDOR

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages. 33½" high; 4½" wide; 6 inches deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE \$19.00

2 to 11\$15.75
12 to 49 14.50
50 or more 14.25

ORDER TODAY
¼ Dep., Bal. C.O.D., F.O.B., N. Y.

J. SCHOENBACH
Distributors of Advance Vending Machines.
1647 Bedford Ave. Brooklyn 25, N. Y.

CIGARETTE MACHINES
Buy With Confidence From **STEINER**
—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927

There was, is and always will be a demand for my famous "E", "A" and "500" Models.

WE BUY AND SELL USED EQUIPMENT
—and what we sell is always completely refinished and reconditioned inside and out to look and work like new.

King Size Chutes, Mirrors, Parts and Locks for all vendors

Get the Facts on Our Nylon Deal

STEINER MANUFACTURING CO.
363-5 Hudson Ave. Brooklyn 1, N. Y. Phone: TRIangle 5-0835

WANTED USED ROTARY MERCHANDISER

Both Claw and Pusher types. State price, condition and quantity.

SILENT SALES CO.
Silent Sales Bldg., Minneapolis 15, Minn.

ATTENTION —25c & 30c CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEDA, 8 Cols.	\$100.00
UNEDA, 6 Cols.	90.00
Uneda Model 500, 9 Col., 350 Pack Cap.	100.00
9 Col., Model E, 270 Pack Cap.	59.50
ROWE PRESIDENT, 10 Col.	100.00
Royal, 10 Col., 400 Pack Cap.	95.00
Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
National 9-30	75.00
DuGrenier, 6 Col.	32.50
Special! 4 Col., 100 Pack Cap.	27.50

CANDY MACHINES

NATIONAL 9-18, 9 COL., 162 BAR CAP.	\$100.00
NATIONAL, 6 COL., 108 BAR CAP.	80.00
NATIONAL 6, Counter Model	70.00
ROWE, 120 Bar Cap.	85.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00

SALE \$62.50

DuGrenier
MODEL W, 9 col., 308 pack cap., also WD Model.

SALE \$65.00

Candyman
72 bar cap. Enclosed base.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergeen 7-4568 BROOKLYN 11, NEW YORK

GIVE TO THE DAMON RUNYON CANCER FUND

COMING SOON!
VICTOR'S
UNIVERSAL
JUMBO
 For Vending JUMBO SIZE
 Ball Gum

Tested and proven on location
 by Victor for over one year

Be **FIRST** with the **FINEST**
 ... Buy Victor's

VICTOR
VENDING CORPORATION
 5701-13 W. Grand Avenue
 Chicago 39, Illinois

FTC's New Candy Code To Become Effective Feb. 23

WASHINGTON, Jan. 28.—Federal Trade Commission's (FTC) new code for candy manufacturers will go into effect February 23. Subject to the code are makers of all types of candy products except solid or molded chocolate.

The code lists 21 "unfair trade practices" and 5 approved industry practices. All of the practices banned by the code are also prohibited under either the Clayton or the Robinson-Patman acts, the purpose of the code being to interpret for candy trade the general prohibitions in existing legislation. A similar code of practices is already in effect for candy wholesalers.

Unfair List

Listed as "unfair trade practices" are deception in ads or labels, misrepresentation as to character of business, misuse of the word "free," imitation of trade marks, false invoicing, misleading price quotations, tie-in sales, commercial bribery, defamation of competitors or their products, threats of infringement suits, selling below cost for the purpose of injuring a competitor, entering into a combination to fix prices or suppress competition, granting discriminatory prices or services, allowing discriminatory return privileges, inducing breach of contracts, enticing away employees of a competitor with the intent of "unduly hampering" competitors, marketing candy thru lotteries, inducing exclusive dealing contracts, aiding others to break any of the code rules, and

shipping candy on consignment with the effect of artificially clogging trade outlets.

Backed by FTC as "conducive to sound business methods" are the recording of trade marks, the gathering of statistics, the dissemination of credit information, the circulating of prices lists when done independently, and the inclusion in orders and invoices of the terms of guarantees and the firm's policy on returns.

The code was drawn up at the request of industry members and after consultations of FTC and candy manufacturers.

Hartford Op In Cig Price Cut To 20c Per Pack

HARTFORD, Conn., Jan. 28.—The possibility of sharper competition among local cigarette vending machine operators has loomed with the announcement by a recently formed company of a drop of its price to 20 cents on popular brands.

Abraham Zikis, owner of the Connecticut State Vending Corporation, has revealed that he has 55 machines available to place in operation. The price of cigarettes in these machines will be 20 cents.

"I feel that the other vending companies had no real reason for raising the price to 22 cents," Zikis said. He formerly was employed by the Self Service Sales Corporation of Hartford.

One of his competitors, the Cigarette Vending Service Company, reported that it was doubtful whether Zikis could operate at a profit at the lower price. A Cigarette Vending Service Company official pointed out that when his concern tried selling at the 20-cent price, the operations went into the red.

Two other Hartford vending machine companies announced that there had been no decision to reduce their price to meet the competition.

His experience in the vending machine field in Hartford dates back seven years. At one time, Zikis operated the Veterans Vending Company of Hartford.

Heller & Co. Elects Gordon as Director

CHICAGO, Jan. 28.—Walter E. Heller & Company announced this week that Milton A. Gordon, vice-president, was elected a director. The firm is active in vending machine financing.

CHARMS
 Over sixteen different
 series of new charms

LOW PRICES
 Send 25¢ for cost of mailing samples, to be
 refunded with first order.

THE PENNY KING COMPANY
 415 Neptune Street Pittsburgh 20, Pa.

'50 will be NIFTY with
ACORN 1c or 5c All
 Purpose Bulk
 Merchandisers
Order Yours Today!



Look at These
OUTSTANDING
 Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!
MFG. CO., INC.
 11411 Knightsbridge Ave.
 Culver City, California

Distributors!
 A Few Choice
 Territories Are
 Still Open.
 Write, Wire
 Phone
M. J. Abelson
 Gen. Sales Mgr.
 1349 Fifth Ave.
 Pittsburgh, Pa.
 Ph.: AT 6478

CHARMS—PROVEN SALES BOOSTERS

<p>COMPASS TREASURE BALLS. Real Imported Compasses on- cased in 5/8" Treasure Balls. GR. \$5.75</p>	<p>MYSTERIOUS FACES FROM FAR-AWAY PLACES. 6 asst. faces in gleaming gold finish. May be used as lapel ornaments. \$7.50</p>	<p>NEW BASKETBALLS 24 Team Names Approximately 5/8" Colorful Plastic \$4.50 M Copper Plated 8.00 M Gold, Silver Plated 11.00 M</p>
<p>NEW!!! #500 CHARMS #500 Bright Plastic \$3.00 M #500M Metal Plated 5.75 M #500C Color Plated 5.75 M #500 Gold or Silver Plated 6.75 M #500 Metallic Plastic Bronze or Silver 3.25 M</p>	<p>#494 ANIMAL CHARMS #494 Bright Plastic \$3.00 M #494M Metal Plated 5.75 M #494 Color Plated 5.75 M #494C Gold or Silver Plated 6.75 M #494 Metallic Plastic Bronze or Silver 3.25 M</p>	<p>#3 Asst. Small Plastic Charms \$2.50 M #3M Asst. Small Metal Plated Charms 4.50 M</p>

KARL GUGGENHEIM, INC.
 33 Union Square New York 3, N. Y.

ATTENTION, VENDING MACHINE SALESMEN

If you have had Main, Asco, Shipman or similar experience you may be able to make the most profitable connection of your career. Our new machine is an old all-time winner with a new angle which has put it at the top of the earnings list. If you can sell new operators through Business Opportunity ads you should be able to earn \$750.00 weekly up from the start. Protected territories are now being assigned to experienced producers. Only a few more men needed. Write

Fortune Enterprises, Inc., 1050 Broad St., Newark 2, N. J.

The New Sensational
Northwestern

MODEL 49 SPECIAL

Less than 25... \$13.75
 Less than 100... 13.55
 100 or more... 13.35

SPECIAL INTRODUCTORY OFFER
 5 Model 49 Specials plus 25 lbs. 210 Ball Gum and 1000 of Rake's Special Assorted Charms—
\$79.50

1/3 deposit with order, balance C. O. D.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST. PHILA. 23 PA
 Lombard 3 2676

RAKE COIN MACHINE AGENCY
 2120 Fifth Ave. Pittsburgh, Pa.
 Court 1-3842



BUY SILVER KINGS
KING OF VENDORS
 Nut and Ball Gum Candy, Charms Vendors,
 1c-5c, U. S. and Foreign Coins. "Hot
 Nut" Vendors.

Bigger Profits from locations are a natural With
Silver Kings
 or
"Charm King"
 Ball Gum Vendor

Designed for sales compelling eye appeal as low as
\$10.00
 in quantities

At All the Best Dealers—or Write.
 Ask About the New "Hunter."

SILVER-KING CORP.
 622 Diversey Parkway CHICAGO, ILL.



Complete, Separate Service Heads on
ACORN
 1c or 5c All Purpose Bulk Merchandiser

Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Vendors at minimum investment.
 Write today!

CALIFORNIA TINEY ALMONDS
 VACUUM PACKED IN 5 LB. TINS
 SPECIAL, 77c LB. F.O.B. L. A.

OPERATORS VENDING MACHINE SUPPLY CO.
 1023 South Grand, Los Angeles 15, Calif.



SPECIAL! 100 ASCO HOT NUT VENDORS
 Lots of 10 ... Ea. \$9.50—Sample \$12.50

Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
 25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)
 Prompt Delivery

Write for Our Illustrated Catalog!
 1/3 Dep. With Order, Bal. C. O. D.
VEEDCO SALES CO.
 2124 Market St. Philadelphia 3, Pa.
 Phone: LOcust 7-1448



WRITE FOR CATALOG
 On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM
 140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 8.45
 100 lbs. or more 21.90

CHARMS

Plastic Charms, small, 1,000	\$2.25
Copper & Nickel, small, 1,000	4.25
Plastic Charms, large, 1,000	2.95
Copper & Nickel, large, 1,000	5.50
Silver Wedding Rings, 1,000	5.95
Schmo Buttons, 1,000	6.50
Toy Watches, 2 gross	2.50
Stone Set Rings, 1 gross	1.95
"Hep Cat" Buttons, 1,000	5.95
Plastic Colored Rings, 1,000	2.50
Walt Disney Charms, copper, 1 lb.	2.50

We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS

PARKWAY MACHINE CORPORATION
 623 West North Ave., Baltimore 17, Md.

ABC Vending Offers Major Stock Issue; Plans Expansion

(Continued from page 106)

behalf of ABC stockholders. The selling price is \$9.375 per share.

Part of the money to be realized by the sale is earmarked to reimburse the company's treasury for U. S. Treasury bonds deposited with the city here under recently granted operating contracts in the subway. Another part will go to finance purchases of new cup vending machines for the Apex Beverage Corporation, a 75 per cent-owned ABC subsidiary.

ABC was formed three years ago to acquire control of several large Eastern vending and concessionaire companies. Of its total sales in 1948, amounting to \$28,203,110, 21½ per cent were realized thru coin-operated venders. This compares with a 45 per cent ratio in 1948, reflecting a trend by the company toward augmenting manually attended counters.

With candy, soft drink, cigarette, cigar and penny machines operated by ABC in the last quarter of 1949, it has a total of 4,741 units on location, the stock prospectus disclosed. This represented a 33 per cent increase over 1946. Most venders during the three-year period were added in industrial and commercial stops. Companies in which ABC has half interest had 985 venders on location in 1949.

A further breakdown showed that Apex Beverage, which will place cup units in the subway here, had 130 drink machines in operation last December. An additional 190 are on order, according to the prospectus. As of last week the Allied Beverage Company, owned half by ABC, had 475 cup venders on location, with another 100 on order. Most of its stops are in theaters.

Allied and Apex have standardized the use of cup machines produced by the Square Manufacturing Company, Chicago. The Rosenbaum interest, owners of Square, also control part of Allied and Apex.

Officers of ABC are Charles O'Reilly, president and chairman of the board; Jacob Beresin, vice-president and chairman of the executive committee; Wilbur England, vice-president in charge of operations; Rodney Andrews, treasurer and comptroller, and E. Russel Shockley, secretary.

NATD Show Space Dwindling Fast

NEW YORK, Jan. 28.—More than 95 per cent of exhibit space at the 1950 convention of the National Association of Tobacco Distributors is already reserved, executives announced this week. The convention, under the theme "Be Fit for the Fifties," will be held at the Palmer House, Chicago, the week of March 26.

Round table conferences on various phases of jobbing will be featured. In past years all major manufacturers of cigarette vending equipment exhibited at the tobacco show.

NAMA SETS MEET

(Continued from page 106)

Gruber, P. Lorillard Company, New York.

John C. Guthrie, Miller Automatic Sales Company, Louisville; I. H. Houston, Spacarb, Inc., New York; Tom Hungerford, Glen Ellyn, Ill.; Alex Izzard, the Vendo Company, Kansas City, Mo.; Zenn Kaufman, Philip Morris & Company, Ltd., Inc., New York.

Earl Mason, Bradley-Edlund Corporation, Syracuse; Neill Mitchell, Lehigh Foundries, Inc., Easton, Pa.; John Pero III, Maryland Cup Company, New York; Arch C. Riddell, Harmony Cigarette Service, Inc., Pasadena, Calif.; John F. Saxon, Ace-Saxon, Inc., Miami.

T. L. Schwartz, Cincinnati Cigarette & Vending Machine Company, Cincinnati; E. G. Stanton, General Vendors, Inc., Culver City, Calif.; Thomas A. Vaughn, New Orleans Cigarette Service Corporation, New Orleans, and E. C. Williams, Spacarb of New England, Inc., Boston. Secretary of the group is L. L. Cavanaugh, NAMA staff member.

Beresin Aids Drive

PHILADELPHIA, Jan. 28.—Jack Beresin, president of ABC and Berlo Vending Machine Company, has been appointed associate chairman of the 1950 Trade Council of the Allied Jewish Appeal.

Beresin will take charge of the forthcoming charity drive in the Theatrical and Associated Trades Division.

Active in past years with Allied Jewish Appeal campaigns and the drives of the Community Chest, Beresin is associated with many fraternal and philanthropic endeavors. At present, he is also one of the leaders of the Variety Club International and is chairman of the local Variety Club's Heart Fund Committee.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Northwestern
CUTS SERVICING TIME AND COSTS IN HALF

INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read *The Northwestern* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

IT'S HERE!
Now You Can Vend ALL Charms . . .
NEW MERCHANDISE DELIVERY WHEEL

Eliminates all troublesome clearances on all Model V & K Victors
Easy to Install
Guaranteed to vend all charms with no jamming

Send for sample on money-back guarantee.
Sample, \$1.25 postpaid

85¢ each in dozen lots
Terms: Cash with Order

VECO SALES
3924 N. CLARK CHICAGO 13, ILL.
GRaceland 7-2956

BRAND NEW LUCKY BOY VENDORS



\$9.75 EACH
Lots of 5, \$47.50
Lots of 25, \$97.50
1/4 or 5/8 MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 54-Bar Size Each . . . \$22.50
Cigarette Machines

Write for low prices all makes.
COUNTER MODEL . . . \$17.50
Half Deposit. Phone: BA. 9-0606

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

POPCORN VENDING BRINGS HIGH PROFITS WITH 'POP' CORN SEZ AUTOMATIC VENDERS!



The factory will give you the best deal on **NEW OR USED 'POP' CORN SEZ POPCORN VENDERS**

If you need parts for your present 'Pop' Corn Sez Venders, write us about your requirements. Investigate our parts service!

Auto-Vend, Inc.
5210 Bonita Dallas 6, Texas
THE FACTORY SERVES YOU BEST

NEW NORTHWESTERN MODEL 49 SPECIAL OPERATOR NET PRICE LESS THAN \$10.00 EACH



With each Model 49 Special ordered during this sale at billing price of \$14.75 we will include at no charge 5 lbs. Spanish #1 Grade Peanuts. Model 49 Special with 5 lbs. Peanuts \$14.75 Gross take . . . 5.00

Your net cost when machine empties. **\$9.75**

ORDER TODAY AND SAVE
Parts, Supplies, Charms—Write for List.
BADGER SALES CO., Inc.
2251 W. Pico Blvd. Los Angeles 6, Calif.

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.

DO YOU KNOW?
You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. T. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS . . .

Write now for detail and price list on our Gold, Copper and Plastic Charms, Basketballs, Stone Rings and Novelties.

BECKER VENDING SERVICE - BRILLION, WISCONSIN

IS SHUFFLE ON ROAD BACK?

Reports Indicate Play Now Picking Up; See Stability Keynoting Future Activity

New Trend Conservative; Mfrs. Resume Sales Drives

CHICAGO, Jan. 28.—A resurgence in shuffleboard play, on a much more conservative basis, has been noted thruout the country in the past three weeks, operators, distributors and manufacturers reported this week. Altho the activity is nowhere near that of a year ago, the upswing in play and sales noted shortly after the new year has every indication of stability. Most of the activity noted in the past few weeks has been away from the larger communities, altho a trend has developed here to add standard shuffleboards to those locations which have, for the past three to four months, featured only shuffle games (Bally's Shuffle Bowler, United's Shuffle Alley, etc.). So marked has been the movement back to shuffleboard in some areas, however, that several manufacturers have resumed their practice of sending out road men who concentrate only on shuffleboards and accessories.

Activity Widespread

That this new shuffleboard activity is not a local condition can be seen from reports to manufacturers from such points as Boston, Miami; Roanoke, Va.; Minneapolis, Hot Springs; Portland, Ore., and several parts of Texas.

Various reasons have been advanced for the renewed activity. In the main it appears the attempts by the manufacturers and operators, in co-operation with locations, to build shuffleboard as a perpetual sport with promotion concentrated on competition via leagues and tournaments, is finally beginning to pay off. All concerned agree that the surface of this phase of the field is only scratched and that much work remains to be done.

Another reason advanced for the slowly growing popularity of the game is the belief that many new players have been attracted to the regular boards after having played the shuffle games which have been the rage in most sections of the country since last Labor Day. With these games still holding their own, and with the industry seeing a long and profitable future for this type of unit, operators believe shuffleboards also will profit thru the games if both types of boards are placed in the same location.

Purveyor Shows 1950 Sportsman Shuffle Models

CHICAGO, Jan. 28.—Purveyor Shuffleboard Company is in production on its new 1950 Sportsman shuffleboard, Herb Perkins, firm head, announced this week. Manufactured in 18, 20 and 22-foot lengths, the boards are being delivered to distributors thruout the country where they will be on display this week.

The new Sportsman model features Purveyor precision playfields or die stock black tops made from one-inch thick Masonite. Climatic adjusters are optional equipment, available at a slight charge. Hardwood tops are made from selected northern maple, then precision machined and sanded.

Domestic shipping weight of the maple top is 480 pounds and 515 pounds for export. Black top shipping weight is 390 pounds domestic and 420 pounds export.

Brief and Important

Late Digest of Coin Machine News

Stoner Names Sales Rep

Appointment of Bert Farmer, Seattle, as sales representative for Oregon, Washington, Montana and Idaho was announced last week by Burnhart Glassgold, sales manager of the Stoner Manufacturing Corporation, Aurora, Ill. Farmer, who will make his headquarters in Seattle, will contact operators in the four-State area to which he has been assigned.

Philadelphia Firm Is Chartered

A certificate of incorporation was secured last week by the Poppers Supply Company. New trade name is Poppers Supply Company, Inc., of Philadelphia. According to the petition for a business charter filed by Sidney Chait, attorney for the firm, the corporation is organized for "the purchase, sale, storage and generally dealing as principal, agent or broker in corn, popcorn machines, concession and carnival supplies and equipment and any and all products or materials required for, or used in connection therewith."

Texas Atty. General Rules Scorers Subject to Taxes

AUSTIN, Tex., Jan. 28.—A coin-operated shuffleboard scoreboard is subject to the Texas occupation tax, Attorney General Price Daniel of Texas has informed State Comptroller Robert S. Calvert.

Daniel's opinion was requested by Calvert who is in charge of the collection of taxes on coin machines in the State.

The point involved related particularly to a Regal Electric Scoreboard advertised as an automatic collecting device for use in connection with shuffleboards. The manufacturers, Daniel declared, contended the machines were not coin-operated amusement devices since they were not games and did not control the playing of shuffleboard. They further contended the devices merely register the scores and supply the service of collection for the mer-

chant in whose establishment the game is played.

Texas law exempts "service coin-operated machines," such as pay telephones, from the tax.

Daniel cited a court opinion which held that "service" machines are "those designed to serve the public health, convenience and necessity."

"We find no service of this character in coin-operated electric scoreboards," he declared. "We further believe that such service as is rendered the public by the electric scoreboards would be that character of service classed as amusement or pleasure and therefore within the statutory definition of a 'skill or pleasure coin-operated machine.'"

The tax on coin-operated machines with chutes for more than a nickel is \$20 a year. On nickel machines the tax is \$10.

Puck Patter

Chicago:

Herb Perkins, head of Purveyor Shuffleboard, reports business on the upgrade. The firm is now showing its 1950 model, and Herb says the boards are moving to operators on a daily basis. Meanwhile, Bill Tucker, who was kept busy getting the new model ready, has now been able to hop out on a few short business trips. He returned Tuesday (24) from a jaunt to Detroit and has several other short trips planned for the near future.

Many local operators are reporting new shuffleboard installations after a three to four-month lull in placements. The shuffle novelty games have done much to acquaint the public with the shuffleboard, and, as a result, ops are putting the 22-foot boards in locations which formerly featured only the shuffle games. Now players can have their pick of games and usually switch from one to the other before the night is over.

Clayton Nemeroff, Monarch Shuffleboard, reports Tom Calkins has a well-organized league operating in La Porte, Ind. There are 10 teams in the league and the schedules will run for a total of 30 weeks. At the end of the 18th week, Rudy Tavern is setting the pace and the kitty thus far has reached \$1,000. Monarch boards are used in each of the 10 locations according to Nemeroff. Roy Bazelon, firm head, is on a brief trip and is expected back soon. One of the firm's recent visitors was John Moss who heads the Monarch office in Detroit. Moss says shuffleboard interest is on the upswing in the Motor City.

Pete Rozgus, Mero Industries, is preparing to take a trip to New Orleans. He will stop in St. Louis, and Kansas City, Mo., as well as in several other cities. Meanwhile, Col. L. Lewis is making a similar business trip thru the East and Southeast. Starting from New York he (See Puck Patter opp. page)

Calendar for Coinmen

February 1—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

February 2—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.

February 2, 9, 16, 23—Connecticut State Coin Association, Inc. (CSCA), weekly meetings, Hotel Bond, Hartford.

February 6—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore. (Association will hold its annual dinner dance February 5 at the Lord Baltimore Hotel.)

February 7 and 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

February 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

February 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

February 14 and 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

February 23—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.

February 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual national packaging exposition, Navy Pier, Chicago.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Shuffledrome

PHILADELPHIA, Jan. 28.—What is believed to be the first amusement center in the city where the play emphasis is on shuffleboard was set up by Victor Orlando in the Southwest section of the city. Orlando, following the pattern of bowling alleys and amusement arcades, opened up a "Shuffledrome."

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Jan. 26, 1935.—Penny bulk venders were booming during the early "depression '30s," with operators making many multiple installations and reporting good returns. Signs of the times, for example, was the placement program suggested by one manufacturer, A. M. Walzer Company, Minneapolis. With taverns and beer gardens catering to a host of customers, following their recent re-blossoming, this bulk machine maker declared that the operator should "place one in each booth."

The company's Moderne Peanut Vendor, as it was named, featured a satin stripe chromium finish, had no glass globe as merchandise was seen only thru a glass front panel, and required "no brackets to fasten on table or wall." For a sample vender and "free peanuts" Walzer asked \$3.75. Capping its "one in each booth" program, the firm declared "Peanuts go with beer like ham with eggs."

The Vendex Company, Boston, was featuring its tubular glass topped bulk vender with equal vigor. Advertising that there was "nothing cheap about it but the price," Vendex stated that all sales were made on a 30-day money back plan. For counter mounting, square metal base plates were offered as accessories. And another bulk vender, "primed to the times," was called the "New Deal" Penny Vender and was offered by S. & S. Distributing Company, Chicago. With a chromium base, and a three to four pound vending capacity, units were priced at \$3.50; "quantity lots less," S. & S. stated.

Adolph A. Caille, one of the founders of the Caille Brothers Company in 1905, returned to the coin machine field with the incorporation of the A. C. Novelty Company in Detroit. His son, Arthur, who was with him in the old company, also was associated with the new enterprise.

J. H. Keeney & Company was 15 years too early with its Quick Silver pin game to cash in on the popularity of the current (1950) hillbilly tune hit of the same name. Billed as the revelation game of 1935, it was priced at \$67.50. . . . Stoner Manufacturing Corporation was on the game scene with its Beacon, pegged at \$39.50 and featuring a small lighted back panel illustrating a plane and an airport beacon. . . . Genco Inc., was another manufacturer with a sales hit on its hands. Firm's Criss Cross A-Lite game used flashing lights to indicate payouts. It was priced at \$44.50.

10 Years Ago This Week

CHICAGO, Jan. 27, 1940.—A record was set by J. H. Keeney & Company when it sold 2,700 Super Sixes within 14 days following their introduction. Game, convertible from free to straight novelty, had step-up switches instead of solenoids so the operators "wouldn't miss a minute's operating revenue," officials declared. Two other Keeney items hitting high order jackpots were the Anti-Aircraft Machine Gun and the remote selector wall box, latter designed for use with any make, model juke.

Other Keeney news was the appointment of Harry Drollinger, one of the oldest music operators in the country in point of service, as assistant sales manager in charge of the music department. Announcement was made by Bill Ryan, himself newly named sales manager.

The Philadelphia Amusement Machines Association (PAMA) believed in keeping the ball rolling with as little change as possible. For the fifth consecutive year it elected Martin Mitnick president by a unanimous vote. Samuel Pinkowitz also received a 100 per cent vote for the

vice-presidency. . . . Tom Wailing, a veteran of over 50 years in the coin machine business, was a leading figure at the banquet following the wind-up of the 1940 Coin Machine Convention in Chicago.

Incumbent officers of the Automatic Phonograph Manufacturers' Association (APMA) were all re-elected during the annual meet of the organization in Chicago. Officers were J. E. Broyles, president, Rudolph Wurlitzer Company; D. W. Donohue, vice-president, Mills Novelty Company; David C. Rockola, vice-president, Rock-Ola Manufacturing Corporation; C. T. McKelvy, treasurer, J. P. Seeburg Corporation, and Robert Gabel, director, John Gabel Manufacturing Company.

Top juke hits of the day were "Indian Summer," "Scatterbrain" and "Oh Johnny, Oh." Coming up strong as new coin attractions were "The Man Who Comes Around," "Chatterbox," "Faithful Forever" and "Tuxedo Junction."

Keep Shelby License Fee

SHELBY, Mont., Jan. 28.—The city council here voted to keep the license fee for pinballs and bells at \$12.50, the same as last year. In making the announcement, Pat Donovan, city attorney, said this is the maximum rate for a city of Shelby's population according to Montana law.

PUCK PATTER

(Continued from opp. page)

will work his way south to Miami. Mero officials believe the recent lull in the shuffleboard is over and look for a steady pick-up in board and accessory sales.

Several local operators are experimenting with Exhibit Supply's new accessory which converts a shuffleboard into a typical shuffle game. Known as Shuffle Bowl, up to five persons can play at one time at the rate of 10 cents each for the usual 10 bowling frames. The unit is complete with a return chute, plastic pins which are on a platform fitting over the end of playfield and coin chute unit. Charlie Pieri, Exhibit sales manager, reports Shuffle Bowl production and shipments were increased last week.

Robberies Plague So. Carolina Ops

COLUMBIA, S. C., Jan. 28.—A series of coin machine robberies have plagued operators in Richland (Columbia) and Lexington counties.

In Columbia, city detectives were working on the theft of a machine in a local arcade which was cracked while the place was closed.

Other machines have been pilfered in the county and one was rifled in near-by Lexington.

FOR SALE

USED

SHUFFLEBOARD TRAILER

Excellent condition. Hitch to your car—\$225.00

HAROLD HUDSON

2628 Woodson Road, St. Louis, Mo.
(Phone: Winfield 6005)

HERE NOW!

All Electric! Just Plug In!
Attaches To Any Shuffleboard!

METRO-BOWL

Attaches in 2 minutes. No damage to Board. Spares, Strikes, Railroads, etc. Player keeps own score as in bowling. No complicated scoring mechanism to get out of order. More fun for players—**LESS COST TO YOU!**



Distributors:

HERE IS
TODAY'S WINNER!

★ 2 Alleys for Less 1/2 Price of 1 ★

ONLY
\$147.50
COIN OPERATED
\$20.00 EXTRA
F. O. B.
Indianapolis

1 Player or a Team can play at either end. Has all the action of real Bowling, with Strikes, Spares, Splits, Turkeys and Railroads.

Pins are re-set electrically. Puck rebounds automatically. Mechanism is sturdy, durable, foolproof. **REQUIRES NO SERVICE.**

Tested, Tried and **PROVEN** the **GREATEST MONEY-MAKER** of all Bowling Games. **PAYS FOR ITSELF IN 1 WEEK!**

SINGLE FACE METRO-BOWL

for Shuffle-Banks, Rebounds, Cue-Skill, Pool Table or any small table or game. Coin-operated, \$115.00.

PHONE
IDLEWOOD 1391

ORDER NOW!

IMMEDIATE DELIVERY!

METRO-ELECTRONIC CO., Inc.

2156 Union Street

Indianapolis 2, Indiana



**Jewel
(HI-CENTER)
Puck**

\$17.50 Per Set of Eight
If your distributor can't supply, write for quantity discounts.

Scientifically designed sliding surface decreases friction, gives smoother, more accurate operation. Won't chip, dent, or crack. Knurled for easy grip. Hi-Center Crown in red and green plastic. Chrome plated.

WRITE FOR DETAILS
Distributor Discounts Available on Request
SCREW MACHINE PRODUCTS
217 WEST ENGLISH WICHITA, KANSAS

Trade Directory

Personals

Automatic Canteen Company of America, Chicago, elected E. F. Hinkle, president, and Frank J. Newman, secretary.

Fritz Baehr, resigned from Wilbur-Suchard Chocolate Company, Lititz, Pa., to form Baehr-Wolfe Company, a brokerage house supplying the candy manufacturing trade with chocolate coatings, flavors, fruits and nuts.

William H. Eckelman elected presi-

dent of Vibro Vita Products Company, Inc., Ridgefield Park, N. J.

Paul D. Federman appointed field sales representative for United Manufacturing Company, Chicago.

Ernest H. Fox, president, Austin Packing Company, Baltimore, was appointed chairman of the National Automatic Merchandising Association's 1950 convention and exhibit.

Thomas B. Hungerford appointed merchandising director of National Vendors, Inc., St. Louis.

Mike Imig, Yankton, S. D., re-elected president of the South Dakota Phonograph Association. Other officers elected: Herman Warn, Salem, vice-president, and Harold Scott, Mowbridge, secretary. Board members, in addition to the SDPA president, include Norman Gefke, Sioux Falls; Darwin Maxwell, Huron; Al Reese, Watertown; Tony Tricano, Deadwood; Herman Fisher, Aberdeen, and Harry Johnson, Mitchell.

Robert T. Lauderbach, Danvers, Mass., was appointed assistant to Erick Kauders, president of the Craig Machine, Inc.

National Automatic Merchandising Association announced the following committees: By-laws revision group: J. B. Lanagan, of the Nik-o-Lok Company, Indianapolis, chairman; W. G. FitzGerald, International Ticket Scale Corporation, New York; B. W. Scheuer, Vendomat Corporation of America, Baltimore, and C. S. Darling, NAMA's executive director, secretary. The 1950 Finance Committee includes John T. Pierson, the Vendo Company, Kansas City, Mo., chairman; L. D. Chambers, Peerless Weighing & Vending Machine Corporation, Long Island City; Alvin W. Dawson, American Locker Company, Inc., Boston; C. E. Doriot, Graef, Cutting & Coit, Buffalo; Henry Gaddis, the Vendo Company, Kansas City, Mo.; Ford S. Mason, Ford Gum & Machine Company, Inc., Lockport, N. Y.; J. B. Lanagan and W. G. FitzGerald. C. S. Darling is also secretary of this group.

Riverside Metal Company, Riverside, N. J., announced appointment of Fred M. Shelley Jr. as general sales manager and Alfred G. Dennison as assistant general sales manager.

Milton Volkenant was appointed to the engineering staff of the Northwest Engineering & Manufacturing, Inc., Minneapolis.

Eugene Smith was appointed to the staff of the Automatic Phonograph Distributing Company, Chicago, as sales representative.

Distributors

J. P. S. Sales Company appointed Al Pierce, National Rejector Service Company of Chicago, national representative for its coin changer.

J. H. Keeney & Company, Chicago, appointed the following distributors: Central Distributing, St. Louis, to cover Southern Illinois, including Springfield, and the Eastern half of Missouri; Automatic Coin Machine & Supply Company, Chicago, to cover Iowa, Illinois and Northern Indiana.

Nation Wide Novelties, Inc., Chicago, appointed 21 distributors for its new novelty game.

Williams Manufacturing Company, Chicago, appointed the Miller-Newmark Company, with offices in Detroit and Grand Rapids, to cover the Michigan territory excluding the Upper Peninsula.

New Equipment

Guesser Scale—A.B.T. Manufacturing Corporation, New York.

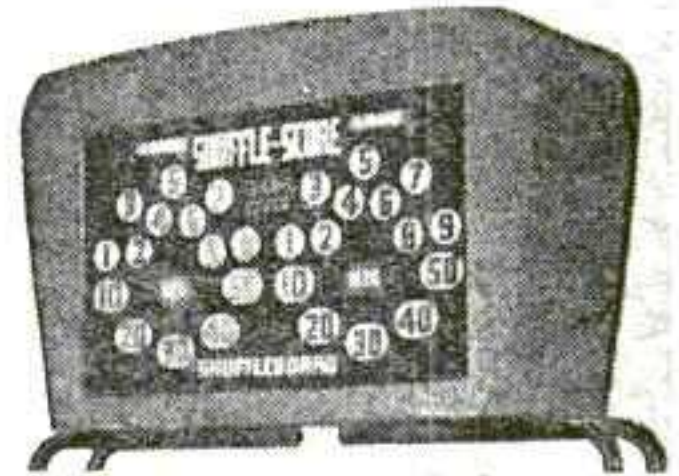
Just 21—five-ball—D. Gottlieb & Company, Chicago.

Metro-Bowl—shuffle play stimulator—Metro Electronic Company, Inc., Indianapolis 2.

Mr. Penny Pops—counter game—Pioneer Patents & Products Company, Chicago.

Twin-Bowler—straight novelty—Universal Industries, Chicago.

AUTOMATIC ELECTRIC OVERHEAD SCOREBOARD WITH FRAME SCORING



ATTENTION DISTRIBUTORS

Due to increased production, we are now in a position to appoint a few more distributors. Write! Wire! Phone for details!

M & T SALES CO.

2847 FULLERTON AVENUE
CHICAGO 47, ILLINOIS
Dickens 2-2424

CALIFORNIA SHUFFLE PINS

like new

9 Ft. — \$199.50

1/3 Deposit, Balance C. O. D.

HY-G MUSIC CO.

GE 0325 NE 1347
257 Plymouth Ave. N.
Minneapolis 11, Minnesota

BRAND NEW 22 FT. ROCK-OLA SHUFFLEBOARDS

5 ONLY \$395.00

ACT NOW!

SLIGHTLY USED SHUFFLEBOARDS

VALLEY SHUFFLEBOARD
Factory Refinished Tops
18-20-22 Ft. \$199.00

LIEBERMAN MUSIC CO.
1124 Hennepin Ave. AT 5509
MINNEAPOLIS 3, MINN.

ATTENTION Shuffle Alley Operators

Complete line of shuffle alley parts and supplies.

- Unbreakable Plexi, will last life of alley \$7.50
- Armature Plates .15
- Rivets for Armature (100) .75
- Cam Followers .15
- Pucks 1.50
- Puck Stops (new type) 1.50
- Wax, dozen lots 4.50
- Wax, case lots 4.00
- Polishers (including 1/4" drill) 17.50
- Extra Pads 1.00

1/3 deposit required.

ROYAL MUSIC CO.
34 PARK ST. WEBSTER, MASS.

1950 PURVEYOR 'SPORTSMAN'

- ★ NEW
- ★ IMPROVED
- ★ BIGGER APPEAL



Has the Long Life Features

FINEST MATERIAL USED

No better Shuffleboard constructed at any price. Convince Yourself . . .

WRITE FOR LOW PRICE

GIGANTIC CLEARANCE SALE

Used Shuffleboard JUST OFF LOCATION

Valley Rock-Ola Mercury (Masonite) Nation Wide **\$75.00** Up

TOTAL ROLLS \$24.50
ADVANCE ROLLS 39.50
DALE GUNS, Late Models . . . 89.50

WE WILL ACCEPT ANY WORKING USED EQUIPMENT AS DOWN PAYMENT. WHAT DO YOU HAVE?

Shuffleboard Supplies

Wax Pucks Score Pads Lights **Lowest Prices . . . We Will Not Be Undersold**

SHUFFLE GAMES OF ALL MAKES **New and Used Immediate Delivery**

NOTICE

We have a limited supply of first-class reconditioned Slots — Consoles — fully guaranteed.

WRITE FOR PRICES

PURVEYOR SHUFFLEBOARD CO. 4322-24 N. WESTERN AVE. CHICAGO, ILL.

Ph.: Uniper 8-1814—8-1815—8-1816

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL GAMES, ETC.

SALE \$200 NEW 1950 DELUXE SHUFFLEBOARD WITH MASONITE TOP
With Maple Top . \$250

BEST QUALITY LOWEST PRICES



BEST ELECTRIC SCORE-BOARDS, \$95
Pucks (8) \$10.
Wax (12) \$3.50.
(6) Climatic Adjusters \$15.

Maple Tops, \$125
10' New Shuffleboards, \$75
22' Used Shuffleboards, New Tops, \$175
100% Hard Wood Hand-Rubbed Cabinets with world's finest Maple or Masonite Tops.

SHUFFLEBOARD Specialists
1114 S. Michigan Ave. CHICAGO
Phone: WE 9-3795

SHUFFLEBOARD	2 DZ. CANS	6 DZ. CANS	12 DZ. CANS	12 GR. CANS	24 GR. CANS	48 GR. CANS
WAX	28¢ EA.	23¢ EA.	22¢ EA.	21¢ EA.	20¢ EA.	19¢ EA.

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!

PUCKS	Sets of 8 \$5.75	100 Sets \$6.75	50 Sets \$6.95	25 Sets \$7.45	10 Sets \$7.45	Less Than 10 1/2 Dep. Bal. C.O.D. \$7.65	F.O.B. N. Y.
-------	------------------	-----------------	----------------	----------------	----------------	--	--------------

MUNVES SHUFFLEBOARD HEADQUARTERS 615 10TH AVE., NEW YORK, N. Y. PHONE: PL 7A 7-2175

COINMEN YOU KNOW

New York:

Bob Petricone, of Royal Automatic Music, is still at home nursing an attack of arthritis. He has been ill since Christmas. . . . Another ailing local op is Joe Diamond, of Ehights Music. . . . Joe Madden, of Old Reliable Music Service, left last week for a visit to his farm near Albany. . . . Constantino Pappadopoulos, of Athens Music, is the proud papa of a girl.

Joe Lyons, who heads up sirup sales for Canada Dry, was returned from a biz trip to Texas. . . . Pete Foster, Spacarb sales manager, is putting the finishing touches on a new sales manual soon to be made available to "Sparky" ops. . . . Louis Berger, who operates the American Music Company, in Lorain, O., visited friends here last week.

Belgian Pool, the coin game which has enjoyed revived interest in the U. S. in recent months under the name of Official Q-Ball, is known in Belgium as "Russian Billiards," according to Bob Kiek, foreign correspondent. Kiek is preparing a story on the popularity of the game here for a European feature syndicate he represents.

Max Levine, president of Scientific, manufactures the scaled-down pool tables for distribution by Bert Lane. Levine complained re- (See New York on page 121)

Washington:

Harry Schwartz, of Schwartz Bros., back from a business trip to Chicago, reports Mercury has a lot of numbers coming thru. Some of them are by Frankie Laine, Vic Damone and Eddy Howard. Schwartz said his biggest number right now is Patti Page singing "With My Eyes Wide Open I'm Dreaming."

Gerald Davis, Standard Music Company, cautions newcomers to the industry not to take the current slow business too seriously. Davis sees it merely as a seasonal slump which occurs each year and which should break about March 15.

Ira T. Byram Jr., of Silent Sales System, has been appointed executive vice-president of Prince Georges County Boys' Clubs, which operates 30 clubs in the county. . . . Marvin E. Maddox, of Watling Sales & Service Company, is back from a Florida vacation and reports he has a new shipment of 49-ers from Northwestern Mfg. Company.

Paul Steiner, deputy director of National Airport, is pleased with the 1950 model of the identification machine. Recently installed by Michael Bushdid, it stamps out metal (See Washington on page 120)

Tulsa:

H. W. Dolph Distributing Company held its showing of the new AMI Model C phonograph last week, and H. W. Dolph, firm head, reported the unit was received with enthusiasm by visitors. Among the ops visiting the local office of the firm were C. E. Dawson, Delbert Morrow, Frank Cuzalina, William J. Volske, Leroy V. Johnson, Mahlon Robertson, Roy Gooch, Hubert Blacklock, H. K. Houston, Ed Hansen, Romine Hogard, C. O. Gibbs, Jon O. Detamore, Sterling Campbell and H. E. Staples Jr.

Firm also held a special showing at the Baltimore Hotel in Oklahoma City, and Dolph reported a heavy turnout there as well. Among the ops attending this showing were O. T. Golden, Jack Coil, W. Schuyler Cox, Lee Keele, Keith Phillips, L. W. Rice, F. D. Layne, Charles Malone, B. A. Fletcher, John Nance, J. W. Bagley, Preston Abbott, B. C. Dickenson, Carl Jackson, H. J. White, and Mike Rice.

Twin Cities:

Jack Garrett, Minneapolis operator, who was ill for some time, is up and around and back in action once again. . . . Hy Greenstein, who is expecting to become a grandpa for the first time in May when daughter Elaine (Mrs. Alvin) Lieberman is due to give birth, leaves February 9 for Philadelphia to attend a wedding and then on to New York to see several shows.

Dick Tooley, of Rutledge, N. D., was in the Twin Cities recently buying Shuffle Alleys for his route. . . . Condolences are due Eddie Baakkkanen, Lieberman Music Company serviceman, on the death Tuesday (17) of his mother. . . . A new bookkeeping system with a Burroughs machine set-up has been installed at Lieberman Music Company which also added a new Pitney-Bowes mailing device to help speed up office work. . . . Larry and Dan Sieg, of Augusta, Wis., were in looking for new and different arcade equipment, but finding little to interest them. . . . A. W. Brooks, Hastings, Minn., operator, is buying new floor-model gripper machines for his arcade stops. . . . Jerry George, of Spring Grove, Minn., was (See Twin Cities on page 116)

Los Angeles:

William (Bill) Schrader, now heading up the Schrader Products Company, will have an announcement to make to the trade within the next few weeks, friends on coin machine row were told. . . . Henry Van Stelton, La Habra coin operator, was making the rounds. Ditto for Jim Murphy, of Inyokern.

Al Silberman, of Badger Sales Company, visited the Air Force Base, Las Vegas, Nev., to work out a contract for installation of vending machines. Incidentally, the firm is now handling a complete line of the Candy King candy venders. . . . E. E. Peterson was up from San Diego to check over some new games. Another recent visitor was Mel Snoderly, who operates in suburban Compton.

Ed Wilkes, of the Paul A. Laymon Company, is awaiting shipments of the new Gottlieb five-ball game, Just 21, to fill advance orders. Busi- (See Los Angeles on page 120)

Cincinnati:

The Automatic Phonograph Owners' Association will hold its regular board meeting at 2 p.m. Tuesday (31) in the association offices.

James Drivakis, who operates the Atlas Amusement Company, is on a one-month vacation on the West Coast. He and Mrs. Drivakis are going to San Francisco, Los Angeles, Houston and New Orleans.

Tommy Reuwein, who is associated with the Lincoln Amusement Company, is on vacation in Miami. He expects to be away for two weeks.

Hartford, Conn.:

Ralph Colucci, of State Music Distributing Corporation, Hartford, was in New York for a few days on business. . . . Walter H. Wheeler Jr., president of Pitney-Bowes, Inc., Stamford, Conn., postage meter manufacturing concern, has been named chairman of a Stamford citizens' committee to sponsor community-wide observance of Brotherhood Week in that city February 15-22.

Columbia, S. C.:

Playland Arcade, on Main Street, is undergoing a refurbishing. Operator Mike Cohen is currently buried under a heavy cover of painters' canvas as the entire building gets a going over. Playland is the city's largest arcade.

Milwaukee:

Sam Hastings, of S. J. Hastings Distributing Company, is taking a good deal of innocent ribbing these days about his purchase of a new Cadillac automobile. Hardly an operator walks into the showroom lately without passing some remark about how good business must be for Sam these days. Sam recently took on the jobbing of premium merchandise and is finding business better than he had expected.

An informal custom of having dinner together every Wednesday at some local restaurant is being developed among a group of Cream City ops. The local ops and distributors who generally get together to discuss trade problems are Mike Richman, Wisconsin Novelty Company; Red Jacomet, Red's Novelty Company; Clyde Nelson, General Novelty Company; Bob Puccio, P. & P. Distributing Company; Douglas Opitz, Hilltop Coin Machine Company, Ken Kulow and Math Shaffer.

Harry Levin, head man at Vendex, has his staff of seven road salesmen using those new Stereo Realist (See Milwaukee on page 121)

Detroit:

Dale Sauve, Art Sauve & Son, is concentrating his activities in the shuffleboard and amusement game field, with juke boxes as a sideline in special locations only. . . . Arthur Sauve flew to Chicago to make the rounds of the various manufacturers. . . . Hazel Reichlin, formerly with the Miller-Newmark Distributing Company, has returned to her old desk with A. P. Sauve & Company.

George Hester Jr., who operates the Co-Operative Sales, specializing in locations in the suburbs, has gone into the shuffleboard field, in addition to his juke boxes and other machines. He will operate a diversified amusement route. . . . Phil Yuille, of the Wolverine Sales Company, is concentrating on television these days, with juke boxes becoming more of a sideline. W. A. (Bud) Engelhart, formerly manager of the Wolverine firm, is now selling automobiles in Pontiac, Mich.

Dick Griffin, of Midwest Vendall, who operates an up-State route; Paul Heaton, Monroe Coin Machine Company, Monroe; Jim Bowser, Monroe; Don Barrett, Don-Mack Novelty Company, Port Huron; Ray French, Northeastern Music Company, Al- (See Detroit on page 116)

Houston:

National Wurlitzer Day for Houston and South Texas music operators will be observed February 12 and 13, Joe Steele, owner of Steele Distributing Company, exclusive Wurlitzer distributor for South Texas area, said last week. The new models will be displayed in his showrooms, 3300 Louisiana Street, on those days. Entertainment and refreshments will go along with the demonstration of the new Wurlitzer equipment.

Macy's Recording Company, specialists in hillbilly and race records under the Queen of Hits label, now claim nationwide distribution. Among the record dealers recently selected to handle the Macy line are Glenn Allen Company, Memphis; Binkley Distributing Company, Jacksonville, Fla.; Pan American Distributing Company, Detroit; M. & R. Distributing Company, Pittsburgh, and Major Record Distributing Company, New York City. C. D. Henry, owner of Macy's Recording, said his outstanding hit since he started producing records about a year ago was "Rosebuds and You" and "Tennessee," by Ramblin Tommy Scott.

Chicago:

AMI's local sales headquarters is one of the busiest spots in town as reports arrive from distribs throught the country on the results of the firm's National Show Week. Joe Calderon, who heads this office, says the orders written by distribs at the showings were above all expectations, and the factory is now in high gear in an effort to get the backlog of orders out to the reps. Ed Ratajack, Western representative, and Jack Mitnick, Eastern rep, also enthused over the results of the showings.

Herb Perkins, who heads the Purveyor company, reports business holding strong in this area. Perkins, who is one of the leading operators in the area and also manufactures shuffleboards, has been approached by several coin machine firms recently to become a distributor and is now considering this phase of the coin machine field.

Permo, Inc., is in the midst of a strong promotional program to the juke box ops throught the country. The program, being conducted by Gail Carter, general sales manager, and Dick Goetzen, assistant sales manager, includes a contest in connection with the firm's new nylon needle and coin-wrapper giveaways. Goetzen made a short business trip early last week but was back in Chicago Wednesday.

Wally Finke, World Wide Distributors, is in Los Angeles on vacation which was deferred due to the rush of business the last few months. (See Chicago on page 119)

Indianapolis:

Clarence (Dutch) Hohman, of the Indianapolis and State Champion Kay Jewelry Team Monday night (24) won \$750 first money as the three week-end West Side individual bowling classics concluded. Dutch averaged 213 with 1,701 for eight games the second week-end. Incidentally, Dutch is manager of the Janes Music Company. . . . Earl Siler, of Indiana Vendors, is driving to Florida with Mrs. Siler, for a vacation. . . . The Janes Music Company suffered damage by fire at the Cedar Inn, 1040 South West Street, where a phonograph was damaged on location, January 19. . . . Joe Robillard, recently returned to the city, has entered the shoeshine venter business with three machines in the Union Station here. He is expecting to expand his business in the near future.

Clarence (Dutch) Hohman record buyer for Janes Music Company, keeps the trade busy buying his latest platters. "Tell operators what you got, and ask them to buy," (See Indianapolis on page 116)

Philadelphia:

The entire industry responded nobly to the cause of infantile paralysis in placing coin collectors and posters on all types of coin machines to help the "March of Dimes." Many machines were placed on special location with all coins collected turned over to the drive. . . . The 1,600 parking meters in the Frankford shopping district were ready for operation this week. . . . Paul McGill, of Berlo Vending Company, added a second candy machine at the Rialto Theater in near-by Wilmington, Del.

I. H. Rodstein, distributor and coin machine arcade operator, is rated the Warriors' No. 1 fan, being the staunchest rooter of the Philadelphia Warriors, professional basketball team. Rodstein left by plane last week for Israel. He has been active in recent years in philanthropic and charity work for the new State and took along with him a package of vitally needed serum.



1¢-5¢
Northwestern
**DE LUXE
LATE MODEL
PORCELAIN TOP**
\$9.95 Each
Lots of 10
SAMPLE, \$12.50
Reconditioned, \$5.00
per machine extra.
Machines just off
location — in good
working order — need
cleaning.

Floor Stands, Used\$2.95 Ea.
Asco 5¢ Hot Nut Vendors .. 9.95 Ea.
Terms: Full Cash With Order,
F. O. B. Newark.

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

COINMEN YOU KNOW

Detroit:

(Continued from page 115)

pena, and Roy Mazzolini, Central Novelty Company, St. Johns, were visitors at the Miller-Newmark Distributing Company, showing much interest in the new Williams Twin Shuffle. . . . William L. (Bill) Miller has been laid up for the past week with a cold, but was happy to see business rushing in his absence.

Sam Clark, of Benton Harbor, is ordering new equipment. . . . Mrs. Wanda Rheume is taking an active part in the management of Monarch Music, founded by her husband, the late William Rheume. She took over after her husband's death in November and is pleased with the co-operation given her by all locations.

L. M. Bigham, Bigham Process

Studios, who turned out decalcomania transfers for coin machine operators and distributors, is switching to special process and photographic work. . . . A. K. Andrews, of Andrews & Company, vending machine manufacturers at Clawson, has returned from a business trip to Dayton. . . . M. B. Houle, of the Beacon Manufacturing Company, has been on an extended business trip thru the East. Operations at the factory in Roseville have been under the direction of his associate, Bernard G. Hartman.

James L. Hudson, head of Hudson Products Company, is due back in about a week from a business trip.

Bob Robertson, serviceman for Gay-Coin Distributors, is back on the job after a month's convalescence following a stomach operation. . . . Gerhard Wobermin, of Gay-Coin, is getting caught up with his routine after operating short-handed for several weeks.

Wortham A. Snell has closed the offices of the Food Dispensing Machinery Company, which was developing an ice cream vender here.

Indianapolis:

(Continued from page 115)

is his sales slogan. . . . The February meeting of the Music Operators' Association of Indiana, Inc., Chapter 1, will convene February 7, in the assembly room at the Janes Music Company. Floyd Meeker, president, will preside. . . . Sutton Sales Company, headed by John T. Sutton, was the first retail store opened in Windsor Village, a new large housing project. Television sets and the latest in records and accessories are featured at the new store.

Self-Service laundries are increasing in numbers here, with more than a dozen in operation, mostly Bendix. Three new installations are in progress, and many established laundries are increasing their number of machines.

Installation of several hundred more parking meters in downtown Indianapolis is being planned by city officials, it was disclosed Wednesday (25). The new meters will be installed within the mile square. At least 300 additional meters will be placed in service.

National Wurlitzer Days, to introduce the new 1250 model, will be held here February 12-13 at the sales rooms of the Midland Music Distributors, Inc., Irving Schwartz, manager, announced. Plans are being made to welcome every operator in Indiana. Special plans and a hearty welcome awaits all operators of the Hoosier State.

Twin Cities:

(Continued from page 115)

in the Twin Cities shopping. . . . Here after a long absence to buy was Oscar Winter, of La Crosse, Wis. . . . Matt Engel, of Mayflower, reports music and pins moving exceptionally well. . . . Elgin McDaniels, of Wadena, Minn., was in the Twin Cities shopping. . . . Sporting his familiar one-gallon tobacco-filled pipe, Millard Bruder, St. Paul operator, was visiting operators looking for new equipment. . . . Frank Phillips, Hastings, Minn., operator, came up to buy a stack of new records for his music machines. . . . Wally Fischer, Sandstone, Minn., operator, was looking around at the new pin games, trying to make up his mind just what model he wants.

Max J. Levinsohn, manager of the Berg Sales Company, with headquarters in Minneapolis, has resigned and joined Garsher Novelty, Inc. . . . Gene Hanson, Minneapolis Securities Corporation, who attended the AMI distributor meeting in Grand Rapids, Mich., was on hand for the unveiling of the unit at the Automatic Phonograph Distributing Company headquarters in Chicago.

. . . Harry Lipsitt is organizing the Allan Vending Company on Buena Vista Avenue. . . . William Edwards, who was calling on the vending machine trade for the Cleveland Hardware & Forging Company, has moved to New Jersey, and his brother, Steve Edwards, has taken over his territory.

Louis Ambrosine, of the L. A. Music, is installing two new multiple-box remote units on juke boxes in two of his better locations. He is now handling all service details himself.

WANTED
★
**HIGH REWARD
FOR RIGHT MEN**
★

Salesmen—If you can really sell coin machines to operators and distributors we have two outstanding machines for you . . .

1—A Low Priced, Low Service Cost CUP DRINK DISPENSER.

2—A Large Capacity, Simply Constructed ALL ELECTRIC CIGARETTE MACHINE.

Both machines are tried and proven and accepted by leading operators throughout the country.

Men must have past high earnings record and following in trade. Car essential. Leads furnished. SEND COMPLETE DETAILS FIRST LETTER WITH PHOTO. Replies held in strict confidence.

BOX 485, Billboard
1564 Broadway New York City 19

IMMEDIATE DELIVERY!
Exhibit's Sensational
SHUFFLE BOWL
Conversion Unit
ORDER TODAY!

MIKE MUNYER
577 10th Ave., at 42nd
N. Y. 18, N. Y. (Bryant 9-6677)

ONE BALL GAMES

Citation . . . \$269.50	Jockey Special \$84.50
Gold Cup . . . 99.50	Special Entry. 44.50

FIVE BALL GAMES

Basket Ball . \$169.50	Caribbean . . \$ 24.50
College Daze. 144.50	Yanks 29.50
3 Musketeers 124.50	Scrawball . . . 44.50
Sharpshooter. 99.50	Hot Rod 264.50
Double Shuffle 99.50	Humpty Dump. 29.50
Buttons & Bows 89.50	Cinderella . . . 32.50
Bowling Champ 79.50	One-Two-Three 59.50
Telecard 79.50	Robin Hood . . 29.50
Round Up 74.50	Saratoga 59.50
Black Gold . . . 89.50	Serenade 64.50
Dew-Wa-Ditty 49.50	Blue Skies . . . 49.50
Triple Action 29.50	Aquacade 89.50
Trinidad 29.50	Ramona 89.50

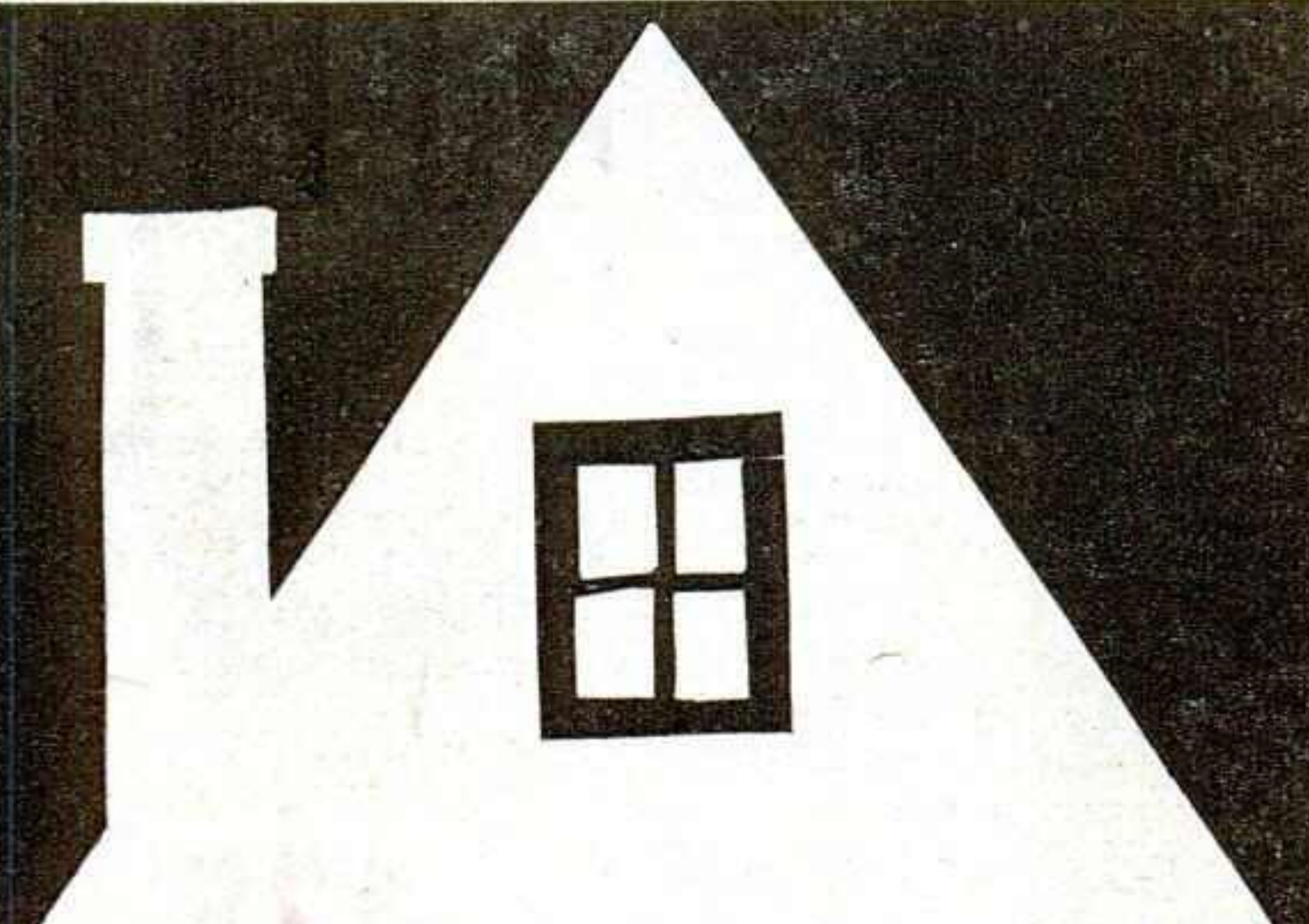
One-Third Deposit Required, Certified Check or Money Order.
General Distributing Co.
1225 N. Broad Ave. New Orleans 19, La.

REAL BUYS!

Packard Wall Boxes Ea. \$ 13.50
WURLITZER 1100 419.50
WURLITZER 700 99.50
WURLITZER 800 99.50
Rock-Ola 1422 164.50
1947 Ten Strike 74.50
Bally Hy Roll 34.50
Genco Auto Roll 29.50
Jennings Club Bell 49.50
Mills Blue Front 35.00
Lafe Columbia Slot 32.50
Seeb. Bar-o-Matics Ea. 5.00
Wurl. 120 Boxes Ea. 3.00
Shuffle Alleys Write

OLSHEIN DIST. CO.
1100 Broadway ALBANY 4, N. Y.

Anyone knowing the whereabouts of
ED LAVANDER
please communicate with his wife
2115 W. Homer St. CHICAGO, ILL.
Phone: Humboldt 9-1965



**ALL
UNDER
ONE
ROOF!**

The greatest array of coin machines ever exhibited will be shown at the All-Industry Coin Machine Show, Hotel Sherman, Chicago, May 22, 23, 24. Sponsored by

AMERICAN COIN MACHINE MANUFACTURERS ASSOCIATION
SUITE 1772, 231 SOUTH LA SALLE STREET, CHICAGO 4, ILLINOIS

Now on Display at **TRIMOUNT**
Universal's
TWIN BOWLER
IT'S SMART — IT'S NEW — IT'S FAST
AMERICA'S MOST FASCINATING COMPETITIVE SHUFFLE GAME

New England Operators:
Come in and look this game over. It is really something special, a real money maker. Simplified mechanism. Trouble free units. THE FINEST VALUE ON THE MARKET TODAY!
EXCLUSIVE SEEBURG DISTRIBUTORS

TRIMOUNT
REMEMBER
IN NEW ENGLAND
IT'S TRIMOUNT
40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480

WORLD'S GREATEST COUNTER GAMES

BUDDY
1 - 5 or 10¢ play featuring Cigarette or Fruit Reels, Coin Dividers and 2 separate Cash Boxes.



ACE
1-5 or 10¢ play with Poker Reels only. Coin dividers and 2 separate cash boxes.

CUB
1-5 or 10¢ Play Cigarette or Fruit Reels, with coin dividers and 2 separate cash boxes.



MARVEL and AMERICAN EAGLE
Completely equipped for token payout.
Available in 2 Models
1—Coin Operated
2—Non-Coin Operated
MARVEL: Cigarette reel only, 1¢ or 5¢ play
AMERICAN EAGLE: Fruit reel only, 5¢ play
COMET INDUSTRIES, INC.
2845 W. Fullerton Ave., Chicago 47, Ill.
Dickens 2-2424

REMEMBER THIS
acme PLASTICS
ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS
SOLID COLORS THRU AND THRU—NOT SPRAYED OR PAINTED. ALMOST 1/4" THICKNESS—PERFECT FIT.
A Complete Line of Phonograph Plastics.
ACME SALES COMPANY
505 West 42nd St., N. Y.
LONGacre 3-4138

WANTED
USED MILLS CLUB CONSOLES—ROYAL USED BLUE FRONTS, BROWN FRONTS, SILVER CHROME, ETC.
State price, condition, coin play, quantity.
MINT VENDOR CO.
8818 S. Wabash Chicago 19, Ill.

FOR SALE
4 VIDEOPHON
Television Combination Sets Complete With Seeburg Playing Unit, \$495.00 Each.
1/2 DEPOSIT, BALANCE C.O.D.
L. & N. MUSIC, INC.
1627 SUPERIOR AVE., CLEVELAND 14, OHIO

Shuffle Game Play Holds Up; Trade Optimism Grows

(Continued from page 98)

games, many trade observers recalling past industry trends, opined that the shuffle game would also prove a fad and hold up for a few more months at best. Some firms were even reluctant to go into production on this type of equipment. However, there are now nine firms in production on various types of shuffle bowling games while a 10th is building a shuffle game with a pool motif. The manufacturers and their units follow:

Bally Manufacturing Company, Shuffle Bowler; Chicago Coin Machine Company, Bowling Alley; Exhibit Supply, Shuffle Bowl, which is a complete unit for converting a shuffleboard table into a shuffle bowling game; H. C. Evans, Shuffle Ten Strike; Genco, Bowling League; Keeney, Ten Pins; United Manufacturing, Super Shuffle Alley, and Williams Manufacturing, Twin Shuffle; Universal Industries, which last week introduced Twin Bowler, and Nation Wide Novelties, which recently started output of Shuffle Pool.

Variations

Altho the first games in this category catered to the single player idea, a puck and simulated pins, some firms recently brought out variations. Williams pioneered the double game with fully automatic bowling scoring just before Christmas. Keeney recently debuted a shuffle game using pins and an automatic pinsetter. Evans's version of the novelty bowling game features the pins and pinsetter plus the use of ball instead of a puck.

The recent upsurge in the popularity of Chicago Coin's Bowling Alley, it was pointed out, proves that players do not always assert themselves when a game is introduced. Bowling Alley was in production for almost two months before the advantages of this type of game became known. Now in heavy demand, it is a rebound game that can be played by one or two persons in an unusually fast time. The Bally Shuffle Bowler brought out the realistic side of bowling by introducing gutters on both sides of the playfield. The Universal product, Twin Bowler, is a one or two player, has rebound action and features a game that can be played in about a minute. It can be completely serviced from the rear. The new United game, Super Shuffle Alley, has plastic illuminated pins and the puck passes under a platform holding the pins during play. Exhibit entered the shuffle novelty field with Shuffle Bowl. Unlike the other products, this game is designed to be played on an actual shuffleboard and is a conversion. Up to five can play Shuffle Bowl on tables with the Exhibit conversion.

Shuffle Pool is the first of the shuffle games which breaks away from 1,200 persons.

the bowling theme. Capturing the high points of pool and adaptable to several types of pool, this is Nation Wide's first game product. Before this the firm had been a manufacturer of shuffleboards exclusively.

While all the other Chicago game manufacturers have been concentrating on novelty units, D. Gottlieb & Company has stuck to the five-ball idea and is now the only firm in production on this type of game. While all of its recent games have met with moderate success, its new game, Just 21, featuring all skill shots at targets, now appears to be an innovation in the industry. This game has neither plunger nor ball lift yet the player's hands never contact the balls. In place of a plunger Just 21 has an oscillating range finder.

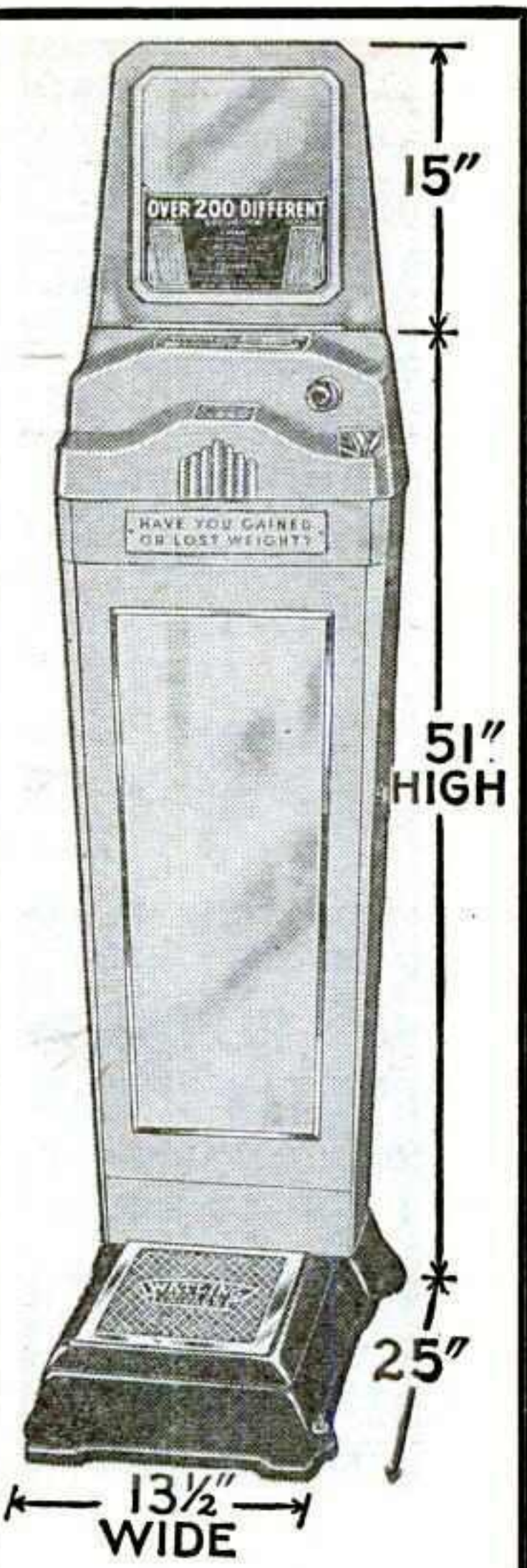
As the renewed interest in amusement games has grown into a trade trend, operators who previously predicted a short life for the new games now believe that shuffle games and their variations may set the pace for periods as long as a couple of years. Whether such a long-range prediction can stand up is debatable at this time, but there is no doubt that the shuffle games have given the entire trade a needed shot in the arm and brought the coin amusement business to its strongest position in the past decade. And this strength is reflected by manufacturers, distributors and operators alike.

Leaf Brands Reports Merger; Elects Two New Vice-Presidents

CHICAGO, Jan. 28.—Leaf Brands, Inc., announced the merger of Court House Candy Company, Washington C. H., O., with its facilities and the appointment of two new vice-presidents this week. President Sol S. Leaf stated the merger was the latest move in the firm's expansion program which has been in progress during the past several years.

Appointment of the new vice-presidents took place at a recent board of directors' meeting. Gerald White was elected vice-president and general counsel, and Rolphe Lobell was promoted to vice-president in charge of sales.

The merger with Court House Candy gives Leaf its seventh operating division. Other divisions, added during recent years, are the Overland Candy Company, Leaf Gum Company, Chicago Biscuit & Cone Company, Food Confections Company, Leaf Machine & Equipment Company and Leaf Box Division. These divisions now occupy five factory buildings, totaling over 500,000 square feet of space and employ over



\$25 DOWN
Balance \$10 Monthly
PENNY FORTUNE SCALE
NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

"Nation Wide" SHUFFLE POOL
GETS DOUBLE THE EARNINGS
Unique High Score Feature
Authentic Pool Scoring Unit . . . Automatically Registers Each Player's Score.
1 Player 10c
2 Players 20c
100% Skill Game
KENNY SALES
1933 University Ave. St. Paul, Minnesota
Distributors for Minnesota, North and South Dakota



100%
Return privilege within 10 days if not satisfied with our reconditioned equipment.
WURLITZER 616
Fully repainted. Perfect condition. Ready for location.
\$79.50 (Crated)
1/2 With Order, Balance C. O. D. Send for Complete List.
DAVID ROSEN, INC.
Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa.
Stevenson 2-2903



CABINET CONVERSION SETS FOR MILLS BELLS

—SECONDS—

WHILE THEY LAST

\$35.00 PER SET.

- BLUE BELLS
- BLACK BEAUTY
- BLACK CHERRY
- CRISS-CROSS
- BONANZA

THESE HAVE CRACKED
CABINETS, DEFECTIVE
CASTINGS, ETC.,

BUT
THEY CAN BE USED
COMPLETE MACHINES
IN THESE CABINETS

\$119.50 EACH

B. & M. NOVELTY CO.

1708 Washington Blvd.
Chicago 12, Illinois

When you buy from Runyon

YOU BUY THE BEST

A GREAT BUY

Reconditioned—
Can't Tell From New

**SOLOTONE
ENTERTAINER UNITS**
(Like New) EA. \$369.50

**SOLOTONE
ENTERTAINER BOXES**
(Like New) EA. \$22.50
RUSH ORDERS TODAY
1/3 Dep., Bal. C. O. D.

**RUNYON
SALES COMPANY**

Exclusive AMI Distributors in N.Y., N.J. & Conn.
593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 8, N. J.
Longacre 4-1880 : Blgelow 3-8777

ACT NOW! TERRIFIC DEAL

Headquarters for 10c BELGIAN
TYPE POOL TABLES, factory
reconditioned and refinished
like new. Finest hardwood
construction. Good for years
of profits. Original cost was
\$325.00. Ea. \$89.00

No extra charge for crating.
1/3 deposit required.

FALCON COMPANY

5676 Twelfth St. Detroit 8, Michigan

SITUATION WANTED

PIN BALL MECHANIC and Route Service
Man. 9 years' experience. Have worked on
all types of coin operated machines—largely
Pins, Phonos, Slot and Arcade. Go any-
where. Shopwork and have solicited and
managed routes. Worked in Middle West
till '49. The last year I have owned and
operated my own small route here, but the
new Washington State law has put me out
of business and left me broke. Write
BOX 8, La Conner, Wash.

Record Reviews

(Continued from page 104)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
LATIN AMERICAN—		
TONI GARI ORK Seeco 830	Fuego En La Noche (bolero) Classy, full-voiced tenor infuses this one with tropical schmaltz. Tempo is danceable, but appeal is to Latins strictly. Temblo (mambo) The ex-Cugat warbler offers this one in bright dance tempo. A spirited offering.	75--77--75--72 72--73--72--70
BOBBY CAPO Seeco 7012	Chica . . . Perdona (danza) Beautiful, honey-coated warbling of some rich, standard-type Spanish material. For Latins. Tu Me Dejaste (bolero) Capo's own tune is a tricky, dancey affair with mambo tendencies.	80--80--80--80 81--82--80--80
DANIEL SANTOS ORK Seeco 7031	Tu No Tienes Suerte (guaracha) Jaunty, well-recorded guaracha is a great one for the authentic rhumba set. Exciting rhythm gimmick is used in instrumental portion. A San Lazaro (bolero) Appeal of this pungently delivered ballad is limited to Latin babes.	79--80--78--78 69--70--70--68
DAMIRON Seeco 825	Puro Mambo Exciting piano-with-rhythm side should find a broad market among Yankee rhumbugs. The beat is tremendous here. Guie Despacio (rumba) Like the flip, this can serve well wherever a rhumba's wanted. Man plays a lot of clean piano.	82--84--82--80 82--83--82--80
CESAR CONCEPCION ORK (Joe Valle) RCA Victor 23-1477	Pa' Guanajibo (Guaracha) Jaunty rhythm number from Puerto Rico is okay for died-in-the-wool rumbaddicts. Valle's singing is well accented. Que Falta Tu Me Haces (bolero) The Bobby Capo ballad is handled smoothly by crooner Valle and schmaltzy trumpeter Concepcion. Slow for dancing however.	73--73--74--72 71--72--70--70
PUPI CAMPO ORK Seeco 4120	Sonaremos El Tambo (guaracha) Bright, modern rhumba, with wild Afro shouting is well-accented, tho more bass would have made it outstanding. Mambonick (mambo) Clear-cut Tito Puente mambo should hit hard with Yankee rhumbugs. A top-drawer dance instrumental. Jazz jocks will like the bop passages.	76--77--77--75 83--83--83--82
ORQUESTA TROPICANA (E. Genet, Dir.) Seeco 823	Una Miradita Nada Mas (bolero-mambo) Popular riff-type tune is played and sung with plenty of bite, tho more prominent bass would help in the Yankee market. Pa' Que Te Dure (guaracha) Another danceable side, this time at a brisker pace. Features solo and group chanting, plus bright piano.	72--72--73--71 72--72--73--71
EVA GARZA (L. Quintero Ork) Seeco 7036	Portate Bien (bolero son) Recording doesn't flatter the chirp's sound here, but the rhythm is well-accented for dancing. Si Dios Lo Quiso Asi (bolero) Ditto, tho the Mexican thrush turns on some effective dramatics here.	71--72--72--70 73--73--74--71

Waldor Named MGA President?

(Continued from page 99)
tion, colored title strips and other devices credited with increasing revenue. Details of the program for 1950 will be revealed soon.

The association announced that distribution of 1950 tax fund-reserve books would begin Wednesday (1). The books, kept in phonograph cash boxes, are used to record the odd change in each collection. Operators set aside this money in a trust fund to go toward federal and local tax payments. Any amount still remaining in the fund after tax deductions is split with the location owner.

Tax reserve books were first issued by MGA a year ago. Prior to that time the common practice was to give odd money collections to location representatives as good-will tokens. As an economy measure the reserve program has been indorsed by MGA operators.

MGA now has members in 17 of New Jersey's 21 counties. It was said that even greater representation might soon be effected as a result of current discussions with operating groups in outlying counties.

OPS TO HANDLE

(Continued from page 99)
can be expected soon. Executives reason that direct-view sets in commercial locations lose their appeal in direct proportion to the number of home sets sold. And with such sales on the increase, projection sets will help stimulate patronage of locations using them, reviving the novelty appeal in video smaller units enjoyed several years ago.

Trad Television manufactures two projection models. One has a screen four by three feet (1,728 square inches), with the other using a screen three by two and a half feet (1,000 square inches). Both may be tuned in thru a remote control unit.

THE MIGHTY SENSATIONAL NEW COUNTER GAME . . .

ATOM 10c
Play



WRITE
FOR
PRICES

**SMALL AS A MITE . . .
PROFITS BIG AS A GIANT!**

Cigarette Sales Booster. Line up 3 of a kind, win a carton of cigarettes. The best money-maker you've ever had. Don't take our word for it—try it yourself.

- Available in 1¢ or combination 1-5.
- Cigarette or Fruit Reels. Weight: 6 lbs.
- Size: 5 1/2" x 5 1/2" x 6"

GROETCHEN TOOL & MFG. CO.
126 N. Union Ave. CHICAGO 6, ILL.
Phone: RAndolph 6-2807

Presenting **NATION WIDE'S Original Creation**

SHUFFLE POOL

**ABSOLUTELY NEW AND DIFFERENT
DOUBLES EARNINGS**

Authentic Pool Scoring Unit . . . Auto-
matically Registers each player's score.

**1 PLAYER 10¢
2 PLAYERS 20¢**

★
**SCORES
1 OR 2
PLAYERS**

★
**SHUFFLE POOL
IS A 100%
SKILL
GAME**

**EASY TO SERVICE
ALL MECHANISM IN HEAD**

**HIGH
SCORE
FEATURE**

★
**Automatically
Registers
Consecutive
Scores**

COIN MACHINE SPECIALISTS

1519 32ND STREET

DES MOINES, IOWA

TUBES—70% OFF LIST

1 BALLS
VICTORY SPECIALS—Motor
Driven ABCD . . . \$37.50
SPECIAL ENTRIES . . . 57.50
JOCKEY SPECIALS . . . 67.50

CONSOLES
Bally RESERVE BELL . . . \$225.00
Bally TRIPLE BELL, 5-5-5 . . . 225.00
Bally MULTI-BELL . . . 375.00
Bally SPOT BELL . . . Write

MUSIC
AMI '49 . . . \$625.00
2 Seeburg SELECTOMATIC 100—
Best Offer.

SPEAKERS
Wurlitzer 4007—New . . . \$40.00
1/3 dep., bal. C. O. D.

All Shipments Sent Railway Express
Unless Otherwise Specified.

ECONOMY SUPPLY CO.
2015 Maryland Ave. Baltimore 18, Md.
Chesapeake 6612 Belmont 1342

LOTS of SLOTS!

Priced RIGHT for QUICK SALE!

All Slots factory rebuilt. Sold on money-back guarantee. 2/5 or 3/5 pay—5¢, 10¢ or 25¢ play.

- MILLS BLUE BELLS
 - MILLS BLACK BEAUTY
 - MILLS JEWEL BELL
 - CRISS CROSS
 - BONANZA
- \$119⁵⁰
- Each
- MILLS BLACK CHERRY
 - MILLS GOLDEN FALLS
- \$79⁵⁰
- Each
- MILLS BROWN OR BLUE FRONT. \$69.50

SPECIAL CABINET SALE

- BLUE BELL CABINETS
- BLACK BEAUTY CABINETS
- CRISS CROSS CABINETS WITH COMPLETE KITS
- BONANZA CABINETS WITH COMPLETE KITS

\$35.00

Each

While They Last

We Have for Immediate Delivery Citations, Champions and Photo Finishes. Write for Prices.

These offers made subject to prior sale. 1/3 deposit required with order.

Amusement Sales Corp.
4047 W. Fullerton Ave., Chicago 39, Ill.
Phone: HUmboldt 9-1323

COINMEN YOU KNOW

Chicago:

(Continued from page 115)

While he is away, **Al Stern** and **Monte West** are combining to handle his sales duties. West usually spends most of his time on the road. Stern says there is much interest in Exhibit's new Shuffle Bowl and Williams' Twin Shuffle, a two player game. . . . **Harry Brown**, head of Amusement Sales Corporation, is vacationing in Florida with his family. While he is away, **Patty Hilborn** is handling equipment inquiries. She reports that bells are moving at a fast pace. . . . **Frank C. Nicholas**, head of a candy vending route with locations on the Northwestern University campus, now has four servicemen. Like himself, they are all Northwestern students working their way thru college.

Jack Rosenfeld, head of the J. Rosenfeld Company St. Louis, is in a local hospital for a check-up but may have to undergo surgery. . . . **Clare Meyer**, Exhibit Supply, headed South early last week as the advance guard for the firm at the Florida State Fair, Tampa.

Jack Nelson, Bally sales manager, is back from a trip to Philadelphia and Baltimore. While in Baltimore he called on **Aaron Goldsmith**, former owner of Hub Enterprises, who was recuperating from injuries sustained in a recent accident. **Art Garvey**, district manager for Bally, is in Springfield, Mass., working with operators there in the interest of Shuffle-Bowler. Recent visitors at the Bally plant included **Herman Paster**, Mayflower Distributing, St. Paul; **Bill Marmer**, Sicking, Inc., Cincinnati; **Si Redd**, Boston, and **Henry Nelson**, who has been operating in Northern Michigan for over 20 years. **George Jenkins** is recuperating at home following a recent hospitalization. Meanwhile, **Dan Moloney** reported back to the plant Wednesday (25) following a trip to Rochester, Minn., where he had a check-up at the Mayo Brothers Clinic. He came thru the physical examination with flying colors.

Over at Como Manufacturing, **Bill Billheimer** reports interest in the Hollycranes is now at its highest pitch. At a recent exposition, the Hollycranes received unusually favorable publicity due to their high earning power, and, as a result, several traveling shows have been putting in Hollycrane orders. **Ralph Nicholson**, Como district manager, is in Fort Worth working with **Harry Hooser**, of Fort Worth Amusement Company.

Recent visitors at Universal Industries included several out of towners. **Dave Simon**, Simon Sales, New York; **Irv Weiler**, Consolidated Distributors, Kansas City, Mo.; **Irv Blumenfeld**, General Vending Sales, Baltimore; **Lou Casola**, Rockford, Ill.; **Joe Beck**, Milwaukee; **Norwood Veatch**, St. Louis, and **Si Redd**, whose quarters are in Allston, Mass., just outside of the Boston metropolitan area. **Leo Welbourne**, a Chicagoan, was also in for a talk with **Bill Ryan**. The firm is going full blast on the console Feature Bell and Twin Bowler, a one or two player game featuring the bowling theme.

Just 21, **Gottlieb's** five-ball game, is drawing more interest than Humpty Dumpty did two years ago, according to **Alvin Gottlieb**, advertising manager. He says that thru Wednesday the plant had received 37 long distance calls on the new skill game. Visitors last week at the House of Gottlieb included **Hymie Zorinsky**, H. Z. Vending Company, Omaha; **Meyer Parkoff**, Seaboard New York and, **Nat Perlman**, Seaboard Connecticut; **Joe Ash**, Active Amusements, Philadelphia, and **Art Sauve**, Detroit. **Nate Gottlieb's** brother-in-law, **Stanley Levin** and **Corinne Fox** were married January

28. The groom is **Joe Schwartz's** right hand man at National Coin Machine Exchange.

Visitors at the United Manufacturing plant last week, in for a look at Super Shuffle Alley, included **Herman Paster**, Mayflower Distributing, St. Paul; **Leo Weinberger**, Southern Automatic, Louisville; **Bill and Milt Marmer**, Sicking, Inc., Cincinnati; **Len Goldstein**, T and L Distributing, Cincinnati; **Si Redd**, Redd Distributing, Allston, Mass.; **Dave Simon**, Simon Sales, New York; **Lou Casola** and **Al Antoinette**, Casola Distributing, Rockford, Ill.; **John Dokus**, Rockford operator; **Connie Confer**, St. Louis; **Mr. and Mrs. Norwood Veatch** and **Mr. and Mrs. Charles Kagle**, Central Distributors, St. Louis, and **S. Dixon**, Johnson City, Tenn. United's **Ray Riehl** is due back from a road trip.

At Chicago Coin Machine Company, **Sam Lewis** reports Bowling Alley continues at peak demand. This is the game which got off to a comparatively slow start but boomed, Lewis points out after reports on the game's earning power began to circulate. It can be played by one or two persons. It has a double mechanism, which scores separately when two players participate.

At Nation Wide Novelties, **Charlie Gillard** reports Shuffle Pool production is now rolling at a steady pace and daily shipments are being made. Since the game was first introduced a few weeks ago a modification has been made so that players may now make runs up to 50 points, which would carry them into approximately four games if completed. In addition to straight pool, several other pool games can be played on the Nation Wide product.



\$139⁵⁰

BRAND NEW ROL-A-TOPS

SIZE: 23" High, 14" Wide 15" Deep
Net Weight: 88 lbs.

5c-10c-25c PLAY
FACTORY REBUILTS
\$95 EACH

Above Prices F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO, 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2773
Cable Address: 'WATLINGITE,' Chicago

Rutherford Enterprises

608 Johnson Street, P. O. Box 2347
AMARILLO, TEXAS

RECONDITIONED SLOTS READY FOR LOCATION

5 5¢ Pace '49 8 Star Bell	\$100.00 Ea.
2 10¢ Pace '49 8 Star Bell	105.00 Ea.
2 25¢ Pace '49 8 Star Bell	110.00 Ea.
Above Machines Used Less Than Thirty Days.	
3 5¢ '46 Pace Chrome	40.00 Ea.
1 10¢ '46 Pace Chrome	45.00
1 25¢ '46 Pace Chrome	50.00
1 50¢ '46 Pace Chrome	75.00
2 5¢ Mills Black Cherry	55.00 Ea.
1 10¢ Mills Black Cherry	60.00
1 25¢ Mills Black Cherry	65.00
1 5¢ Mills Club Royal (Like New)	100.00
1 10¢ Mills Club Royal (Like New)	105.00
1 5¢ Mills Golden Falls, H.L., J.P.	50.00
1 25¢ Mills Golden Falls, H.L., J.P.	60.00
1 50¢ Mills Blue Front	75.00
5 5¢ Buckley Rebuilt	40.00 Ea.
1 10¢ Buckley Rebuilt	45.00
4 25¢ Buckley Rebuilt	50.00 Ea.
1 5¢ Jennings 4-Star Chief	20.00
1 5¢ Jennings Victory Chief	25.00
1 10¢ Jennings Silver Chief	45.00
1 25¢ Jennings Black Hawk	75.00
5 10 & 25¢ Watling Roll-a-Top (Postwar)	25.00 Ea.
50¢ Watling Roll-a-Top (Postwar)	40.00
1 5-10-25¢ Bally Hi-Boys	125.00

ATTENTION EXPORTERS

LOW PRICED-LATE MODEL-PINBALL GAMES

A-1 SHAPE	CLEAN
Build-Up \$29.50	Screwball . . . \$ 42.50
Melody 29.50	Star Series . . 215.00
Yanks 29.50	Leap Year . . . 29.50
Tucson 95.00	Robinhood . . 29.50
Sally 49.50	St. Louis . . . 105.00
Wisconsin 29.50	Shanghai . . . 29.50
One-Two-Three . . 55.00	King Cole . . . 55.00
Morocco 42.50	Banio 29.50
Monterrey 29.50	Floating Power . 80.00
Catalina 29.50	Humpty Dump . 32.50

1/3 With Order, Balance C. O. D.
RELIABLE COIN MACHINE CO.
184 Windsor St. HARTFORD, CONN.
Phone 6-3583-6-7602



FOR 43 YEARS . . . the foremost name in coin machines . . . for amusement and profit

O. D. JENNINGS & CO.
4307-39 W. LAKE ST., CHICAGO 24, ILL.

SENSATION OF THE NATION . . .

"Nation Wide"

SHUFFLE POOL

GETS DOUBLE THE EARNINGS!

Authentic Pool Scoring Unit . . . Automatically Registers Each Player's Score.



- 1 PLAYER
10¢
- 2 PLAYERS
20¢

Scoring 1 or 2 Players

Shuffle Pool Is a 100% Skill Game

High Score Feature

SEE IT TODAY!

EDWARD P. MARTELL

35 High Street Phone 9473 Greenfield, Mass.

SENSATION OF THE NATION . . .

"Nation Wide"

SHUFFLE POOL

GETS DOUBLE THE EARNINGS!

Authentic Pool Scoring Unit . . . Automatically Registers Each Player's Score.



SEE IT TODAY!

1 PLAYER
10¢

2 PLAYERS
20¢

Scoring
1 or 2
Players

Shuffle Pool
Is 100%
Skill Game

UNIQUE
High Score
Feature

MARKEPP COMPANY

4310 Carnegie Ave.

Cleveland, Ohio

COINMEN YOU KNOW

Los Angeles:

(Continued from page 115)

ness on Pico Street has taken a decided upswing, according to Wilkes. . . E. C. Miller, Santa Monica coinman, was renewing acquaintances on Pico Street last week.

Ray Tisdale, local operator, is rapidly recovering from a serious operation. His many friends will be glad to know that Ray will soon be back at his old haunts. . . H. E. Speer was in from San Bernardino. Ditto for Robert Frazer, San Diego coin operator. . . Stanley Johnson made one of his frequent trips from his Oceanside headquarters.

Hank Tronick, of Minthorne Music, is getting things ready for the Seeburg showing at the firm's Pico Street headquarters. . . Frank Penhall, Santa Monica operator, was making the rounds. . . Another visitor was Roy Jones, who operates at the Naval Ordnance station in Inyokern.

Larry Jackson, of the W. H. Leuenhagen Company Record Bar, is now a member of the Southern California Irish Setter Club. . . Jim Owens, of Garden Grove, was looking over the latest in equipment on coin machine row. . . Ditto for Joe Lein, Santa Monica operator. . . Harold Sharkey, of Huntington Park, was scouting the showrooms looking at new games.

Bob Chacon, who operates at Laguna Beach, made the rounds last week. . . Also visiting the street was Dudley Trojan, of Trojan Novelty Company, Inglewood. . . That Arizona coinman, Stanley Tracy, was saying hello to his old friends recently. . . W. E. Covert, who operates in the San Joaquin Valley at Merced, was in town.

Lou Walcher, of Automatic Sales Company, San Francisco, was in town on a quick business trip. . . Eswin Gaffko, Rialto operator, was seen on Pico Street.

Washington:

(Continued from page 115)

identification tags. The airport's coin-operated insurance writer is also making a big hit. This machine is handled by the Aviation Insurance Underwriters of New York.

Teddy Crawford, of Sterling Novelty Company, bought some new Shuffle Alleys and reports they are still going well. . . Harry Leach, of Leach & Leach, operators of the National Zoo Park Restaurant and all zoo concessions, is vacationing in Miami. Gordon Leach reports the firm is painting and overhauling the place in preparation for the spring season rush.

Sidney Lotenberg, of Westway Vending Company, announces his firm has completed the installation of its machines at the National Bureau of Standards buildings. Next week the firm is going to install the vending machines in the new Pan-American Union Building. . . Max Silverman, of Quality Music Company, is in Miami on vacation. Mrs. Silverman is taking over in his absence.

The Meter Wash Company, distributors of coin operated washing machines, recently opened its own self-service laundrette at 4206 Galatin Street, N.W. It is equipped with 16 Westinghouse Laundermat machines. . . Sam Schwartzman, of Pepsi-Cola Bottling Company, is pleased with the new slogan "More Bounce to the Ounce." He reports that business is running smoothly with steadily increasing sales.

Virus X kept Eddie Renner, of the Northern Virginia Music Company, at home the week of January 16. Jack Duncan, a new employee of the firm, has taken over the scale route.

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

LIMITED NUMBER

WILLIAMS LATE MODEL

QUARTERBACK

Guaranteed Like New

\$179.50 EA.

QUANTITY

EXHIBIT DALE GUN. **\$99.50**

LATE MODEL

Chi. Coin Pistol \$119.50

MUSIC

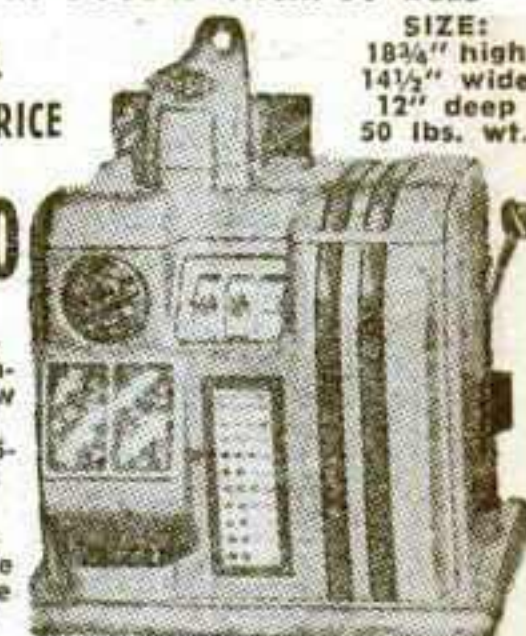
- Wurlitzer 750E \$119.50
 - Wurlitzer 1015 259.50
 - Rock-Ola 1422 (1946) 195.00
 - Rock-Ola Master, repainted 79.50
 - Rock-Ola Standard 79.50
 - Rock-Ola Deluxe 69.50
 - Rock-Ola Playmaster, converted for 30-wire boxes 109.50
 - Rock-Ola Playmaster, converted for 3-wire boxes 99.50
 - Seeburg 3-wire boxes, repainted 16.00
- 1/3 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

COLUMBIA DOUBLE JACKPOT BELL

SPECIAL
SELLOUT PRICE
\$69.50



Changeable right on location in a few moments' time to 1-5-10-25c play.

Cabinet rebaked to give new machine appearance.

1/3 deposit with order, balance C. O. D., F. O. B. Chicago.
ABC NOVELTY CO.
Phone: EVERglade 4-3823
2009 W IOWA ST. CHICAGO, ILL.

JUST OFF LOCATION Like New

4 Keeney 3 Way Bonus \$250.00 ea.
3 Lexingtons 275.00 ea.

Photo Finish—Write

Century Distributors

401 W. Galer Seattle 99, Wash.
Alder 7280

CHECK CONVERSION KITS YOU WANT ONLY \$15.00 EA.

- BEBOP for SCREWBALL
- CONEY ISLAND for ROBIN HOOD
- CROWN JEWELS for HUMPTY DUMPTY
- SNOWHITE for CINDERELLA

Mail check to
PHILADELPHIA
COIN MACHINE EXCHANGE
844 N. Broad St. Philadelphia 30, Pa.

GOTTLIEB'S JUST 21

Sensational 5-Ball!

GENCO BOWLING LEAGUE

8 ft. and 10 ft. lengths. Real Gutters — Raised Playfield — Mechanism Drawer for easy servicing.

Immediate Delivery!

Bally SHUFFLE BOWLER

9 Ft. Alley. Side door mechanism. Allows swing of actual bowling! Completely automatic. Puck returns under playboard.

Immediate Delivery!

A. M. I. MODEL "A"

Completely reconditioned and re-finished. 40 selections. **\$395**

NEW SLOTS

BRAND NEW JENNINGS AND MILLS SLOTS AVAILABLE NOW!

CHICAGO COIN BOWLING ALLEY

FASTEST of all 1 or 2-player bowling games! 1 player, 10¢—2 players, 20¢. 2 players compete at same time, frame by frame. Each score totals separately, completely automatic. Only 8 ft. long, just right for all locations! Place it anywhere! Accepted every where! Legal in Chicago. Order Now!

IMMEDIATE DELIVERY!

A. M. I. MODEL "B"

40 Selections. Used but just as good as new! **\$525**

NEW CONSOLES

Univ. Feature Bell . . . Write Keeney Pyramid . . . Write Bally Clover Bell . . . \$945.00 Evans Coaltown, P.O. 825.00

UNITED SUPER SHUFFLE ALLEY!

Improved! Hinged top cabinet for faster, easy service. Animated pin lighting on field. Quiet operating, faster puck return, more play and profits!

Immediate Delivery

UNIVERSAL TWIN BOWLER

New! Fast! Quiet! Instant Puck Rebound! Two players or one. All splits can be scored! Higher playboard for relaxing play! Mechanism easily serviced at back door!

Prompt Delivery!

WURLITZER 1015's

Thoroughly reconditioned and re-finished. A **\$285** real value.

Terms: 1/3 Deposit, Balance C. O. D. HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARmitage 6-5005 • CHICAGO 47

Assoc. Offices } ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FOR SALE

16 SKEE BALLS

Nationals—rebuilt, like new

J. M. SEIDEL

741 E. 42nd St. New York City
or call BUckminster 7-5434

FOR SALE

BALLY TRIPLE BELL

5¢-5¢-25¢, Used Only Six Weeks, \$325.00.

Send Certified Check or Money Order to

GENERAL AMUSEMENT COMPANY
61 Bennett St. LYNN, MASS.

GIVE TO THE DAMON RUNYON CANCER FUND

The Best
5 BALL FREE PLAY CONVERSIONS
made from your games

Picture
Parade

made from your ROBIN HOOD
\$69.50

JUMBO

made from your TRIPLE ACTION
\$64.50

Film
CAVALCADE

made from your MANHATTAN
\$74.50

CLEOPATRA

made from your TROPICANA
\$74.50

Madame
Butterfly

made from your SINGAPORE
\$74.50

BEACH CLUB

made from your LUCKY STAR
\$74.50

Centerfield

made from your PLAYBOY
\$74.50

LARIAT

made from your NEVADA
\$74.50

ALOHA

made from your HAWAII
\$74.50

BAZAAR

made from your MEXICO
\$69.50

SHIP YOUR COMPLETE GAME
VIA PREPAID MOTOR FREIGHT
IMMEDIATE DELIVERY

NATE SCHNELLER INC.

1427 North Broad St.
Phila. 22, Pa.
Stevenson 2-0242

GET ON OUR MAILING LIST FOR
FUTURE NASCO CONVERSIONS

Coin Tax Report

WASHINGTON, Jan. 28.—December collections from the coin machine tax totaled a low \$138,470, falling below the previous December by \$697,643, the Internal Revenue Bureau reported this week. Total collections for the first half of the 1950 fiscal year amounted to \$16,637,720, a decline of \$844,410.

New York:

(Continued from page 115)

cently that he could find only one domestic source of the small-size balls used with the game. On the other hand, proving foreign popularity of the skill game, he uncovered dozens of ball manufacturers in Europe. He may import the spheres.

At Denver, head of the Automatic Music Operators' Association, and Sid Levine, counsel for the Music Operators of America, were guest speakers at the annual meeting of the Music Guild of America (MGA) Thursday (26) in Newark. Dick Steinberg, MGA executive director, presided during an election which returned Sam Waldor to the presidency of the New Jersey organization.

Murray and Bill Wiener, sales reps for Eastern Electric, were busy most of last week preparing for a C-Eight school and showing at their coinrow showroom this week-end. On Saturday (28) they were to award as a door prize a new console cigarette vender. . . . Jack Pero, who sells Maryland cups to ops, has recovered from a throat ailment. . . . Sam Kresberg, vice-president of Automatic Products, returned last week from a sales trip to Florida and Georgia.

Milwaukee:

(Continued from page 115)

Viewers to help influence sales of Cretors popcorn machine to independent theater owner accounts. This new sales tool is a valuable aid in helping to keep sales at a high level in all parts of his territory, Harry says, in spite of the recent impact of TV on theater attendance in some areas. Viewers enable salesmen to show prospects beautiful color slides of the Cretors' line of equipment in three dimensions, making the machines look much more salable than if shown thru ordinary catalog sheets. In addition, most prospects get a real kick out of handling and operating the new gimmick and thus become more receptive to the salesman's pitch.

Neil Nate, music operator of Mauston, Wis., sent invitations to his friends in the business for his wedding party Saturday, January 21.

Big doings and lots of excitement were in evidence January 15-16 at the Paster Distributing Company offices and showroom when the new AMI machine was shown. Manager Sam Cooper reports that business was little short of sensational with back orders for new machines piled up for at least two months. While he was out for a few minutes, Sam states, one of the salesmen even sold the floor model leaving the showroom temporarily bare of an exhibit. The Paster company also announced that it had taken over distribution of United's Shuffle Alley.

The list of visitors at Paster's showing of the new AMI machine was long and impressive, including the head man himself, Herman Paster, who flew in for the show from the South. Out-of-towners at the showing were Irv Goff and Wally Hoffman, of Madison; Clifford Bookmaier, Green Bay; Irving Flath, Escanaba, Mich., and Mr. and Mrs. Andy Waterman, Wisconsin Dells. Local ops who showed interest in the new AMI were Don and Jack Becker, of Acme Novelty Company; Mr. and Mrs. Herb Wagner, Casper Reda, Les Reeder and Leonard and Don Casper.

EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS:
UNITED'S Shuffle Alley, Deluxe Model—CHICAGO COIN'S Shuffle Bowling—KEENEY'S Pin Boy and Ten Pins—EVANS' Shuffle Ten Strike—UNIVERSAL'S Twin Bowling—GENCO'S Bowling League.

MUSIC

4 Wurlitzer 1015	\$278.00
4 Wurlitzer 1100	465.00
4 Wurlitzer 600R	95.00
1 Wurlitzer 500	95.00
5 Wurlitzer 616	50.00
3 '46 Rock-Olas	250.00
1 '46 Seeburg	325.00

VENDORS (Used)

25 N.W. #33 B.C.	\$ 6.50
25 N.W. #39 B.C.	6.50
or Nut	6.50
25 Silver King, 5¢ Nut	6.50
25 Silver King, 1¢ Gum	6.50
(all above are postwar models)	
8 National 9 Col. #4	
Candy Vendors	\$85.00

ARCADE EQUIPMENT

Scientific X-Ray	\$ 85.00
Pokers	275.00
Pitchem & Batem	275.00
Bally Big Inning	110.00
Sky Fighter	250.00
Rotaries With Claws	175.00
Strikes & Spares	75.00
Scientific Baseball	95.00
Mother-in-Law Gun	50.00
Boomerangs	95.00
Exhibit Vitalizer	495.00
Photomat, Late	195.00
Quizzers	65.00
Heavy Hitters	85.00
Chicago Coin Hockey	95.00
World Series	85.00
Tommy Gun	95.00
Undersea Raider	100.00
Jack Rabbit	69.50
Evans Ten Strikes	175.00
Drivemobile	135.00
Chicago Coin Pistol	115.00
Exhibit Dale Gun	195.00
Groetchen Metal	125.00
Keeney Air Raider	85.00
1 Solar Horoscope with Scrolls	100.00
1 Goatee	225.00
1 Chi Coin Basketball	

COUNTER GAMES (Used)

6 Whirl-a-Balls	\$12.00
20 Pop Ups	12.00
15 Gott. 3-Way Grip-pers	18.00
4 A.B.T. Challengers	18.00

BALL GUM

The finest! BUBBLE GUM packed in 25 lb. cartons in 140, 170 and 210 count—100 lbs. or more, 28¢ per lb.; 500 lbs. or more, 27¢ per lb.

SLOTS & BELLS

5¢ Mills Blue Fronts	\$ 50.00
10¢ Mills Blue Fronts	60.00
5¢ Mills Brown Fronts	50.00
10¢ Mills Brown Fronts	60.00
25¢ Mills Brown Fronts	70.00
5¢ Cherry Bells	50.00
10¢ Cherry Bells	60.00
25¢ War Eagles	70.00
5¢ Melon Bells	60.00
10¢ Melon Bells	70.00
5¢ Gold Chromes	60.00
10¢ Gold Chromes	70.00
5¢ Jenn. Silver Chiefs	50.00
10¢ Jenn. Silver Chiefs	60.00
25¢ Jenn. Silver Chiefs	70.00
5¢ Jennings 4 Star	40.00
25¢ Jennings 4 Star	60.00
10¢ Master Chiefs	50.00
5¢ Black Cherries	110.00
10¢ Black Cherries	115.00
25¢ Black Cherries	120.00
5¢ Mills Golden Falls	115.00
10¢ Mills Golden Falls	120.00
25¢ Mills Golden Falls	125.00
DeLuxe Double Revolvearound Safes	185.00

CIGARETTE MACHINES (Used)

National 950's	\$95.00
National 9A's	95.00
National 930's	65.00
Unedapak 500, 9 Col.	65.00
Unedapak 500, 15 Col.	75.00
Unedapak Monarch, 10 Col.	95.00
DuGrenier Challenger, 7 Col.	95.00
Rowe Imperial, 6 Col.	65.00
DuGrenier W's, 9 Col.	55.00
Rowe President, 10 Col.	95.00

SHUFFLE GAMES

5 Bangos	\$115.00
1 Glider	150.00
5 Shuffle Skills	115.00
3 Chicago Coin Rebounds	100.00
5 Cleveland Coin Rebounds	95.00

"THE NATION'S COIN MACHINE MARKET"

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6718



TERMS:
1/2 deposit with all orders, balance C. O. D.

LAKE CITY Specials

IMMEDIATE DELIVERY ON THE FOLLOWING:

Bally Shuffle Bowler, Rock-Ola Shuffle Lane, Williams Twin Shuffle, Genco Bowling League	
USED GAMES	
United Shuffle Skill	\$75.00
Chicago Coin Rebound	50.00
Chicago Coin Bango	75.00
California Shuffle Pins, 9 ft. & 12 ft.	Write
USED BELLS	
5¢ Black Cherries	\$105.00
10¢ Black Cherries	110.00
25¢ Black Cherries	115.00
5¢ Silver Chief	49.50
5¢ Golden Falls	110.00
5¢ Copper Chrome	59.50
NEW BELLS	
Black Beauty, Black Gold, Jewel, Bonus Bell. Quick delivery. NEW! SMOKE SHOP	
CIGARETTE MACHINE, SPECIAL @	\$239.50
MISCELLANEOUS	
Jack Rabbit	\$50.00
Contact	39.50
Circus	55.00
BARGAIN! Advance Rolls, ea.	\$ 19.50
Rock-Ola Hideaway, used one week	239.50
BALLY ONE BALLS	
Citation	\$269.50
Special Entry	59.50
Gold Cup	105.50
Jockey Special	82.50
USED FIVE BALLS	
Ramona, FS	\$109.50
Summertime	45.00
Monterrey	42.50
1-2-3	55.00
Carnival	59.50
Alice in Wonderland	69.50
Barnacle Bill	72.50
Dallas	92.50
Carolina	74.50
Sally	49.50
Buccaneer	79.50
Humpty Dumpty	32.50
TERRIFIC VALUE	
POST WAR NON-FLIPPER PIN GAMES	\$12.50 each

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVENUE · CHERRY 7067 · CLEVELAND 14, OHIO

United Shuffle Alleys.....Write Genco Gilder, exc. cond.....\$99.50

RECONDITIONED 5-BALL FLIPPER GAMES

All Baba	\$ 67.50	Paradise	\$67.50	Dew-Wa-Ditty	\$67.50
Floating Power	117.50	Triple Action	59.50	Melody	44.50
One-Two-Three	99.50	Cinderella	67.50	Scrawball	79.50
Trade Winds	69.50	Merry Widow	67.50	Yanks	49.50
Barnacle Bill	92.50	Puddinhead	69.50	Robin Hood	89.50
Mardi Gras	84.50	Wisconsin	57.50	Humpty Dumpty	89.50

Terms: 1/3 Deposit, Balance C. O. D.
Complete Line New and Used 5-Balls . . . Write for Special Prices!

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

WURLITZER 1015 . . . \$250.00

New Scientific		Silver Bullets	\$195.00	United Super	
Jungle Joe	\$199.50	Bango	49.50	Shuffle Alley	Write
Exhibit Dale Gun	104.50	Strikes & Spares	149.50	Universal Twin	Write
Chicago Coin Pistol	114.50	Roll-a-Score	39.50	Bowler	Write
A.B.T. Challenger	17.50	Shuffle Skill	69.50	Chi. Coin Bowling	Write
Beacon Pool Table	Write	Pitch 'Em & Bat 'Em	175.00	Alley	Write
		Bally Heavy Hitter	35.00	Bally Bowler	Write

SHUFFLEBOARD PUCKS (Set of 8) \$7.99 SHUFFLEBOARD WAX (Set of 24) \$6.96
CUE STICKS—POOL BALLS—POOL CHALK AND SUPPLIES

1/3 Deposit, Balance C. O. D. PHONE—WIRE—WRITE
WEST SIDE DISTRIBUTING CORP.
612 TENTH AVE. CIRCLE 6-8464 NEW YORK 19, N. Y.

\$\$ SAVE \$\$

with COVEN

NEW & RECONDITIONED MACHINES

CITATIONS	\$285.00
DELUXE DRAW BELLS	145.00
UNITED SHUFFLE ALLEY	WRITE
BALLY SHUFFLE BOWLER	
BALLY HOT ROD	WRITE
BALLY CLOVER BELL	
VICTORY DERBY or SPECIAL	\$39.50
WURLITZER 850	99.50
ROCK-OLA '39 DELUXE	69.50

See the new sensational
'WURLITZER 1250'
in our showrooms Feb. 12-13.
It's designed and priced for the operator.

1/2 Deposit With Order
Coven Distributing Co.
Exclusive Distributor for
Bally Products and
Wurlitzer Phonographs
3181 ELSTON AVE. CHICAGO, ILL.
Ind. 2-2210



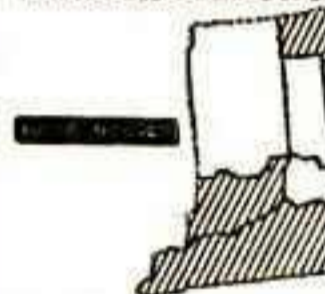
CHOICE REBUILT PHONOGRAPHS for Bargain-Wise Operators

Here's an outstanding opportunity to cash in on added income. We have an unusually fine group of top-notch trade-ins, rebuilt to give years of good service... and ready

for immediate delivery. With a minimum investment you can begin earning bigger profits by taking your pick from these quality rebuilt phonographs. Get your order in now, for the best in the group.

PHONOGRAPHS		WALL BOXES	
Seeburg 146M conv. to 148-M	\$375.00	W1-L56 Wireless WOM	\$ 29.00
Seeburg 147-MA	349.50	WB-1Z BOM	22.00
Seeburg 147-M	349.50	WS-2Z Wireless WOM	15.00
Seeburg 147-M	349.50	DS20-1Z 3-Wire	15.00
Wurlitzer "1015"	249.50	W4-L56 WOM	59.50
Wurlitzer "1017" Hideaway	229.50	Wurlitzer "3031"	12.50
Rock-Ola "1422"	175.00	3-Wire WOM	12.50
Mills Constellation	199.50	DSB-1Z BOM	22.50
Seeburg 147-M	349.50	W6-L56 WOM	59.50
Seeburg 146-M	299.50	W1-L56 WOM	29.00
Seeburg 148-ML	449.50	3WS-L56 WOM	59.50
Seeburg 147-M	349.50	Packard Wall Boxes	15.00
Seeburg 147-MA	349.50	W1-L56 WOM	29.00
Seeburg 147-S	299.50	WB-1Z BOM	22.50
Seeburg 146-M	299.50	WS-2Z	15.00
Seeburg 146-W	299.50	W1-L56 WOM	29.50
Seeburg Plaza	59.50	W6-L56 WOM	59.50
Seeburg Vogue	59.50		
Seeburg Gem	59.50		
Seeburg Crown	59.50		
Seeburg Casino	59.50		

SHAFFER-SEEBURG



SALES-SERVICE STATES

Phone—Wire—Write
SHAFFER MUSIC COMPANY
Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio
2333 Gilbert Ave. 1327 Capitol Ave. 606 S. High St.
Charleston, W. Va. 1619 W. South Bend, Ind.
Washington St. Wheeling, W. Va. 2129 Main St. (Location to be announced later)

SENSATIONAL!

Exhibit's
SHUFFLE BOWL



Converts Any Size Shuffleboard to a Bowling Game

TRIPLES YOUR PROFITS

- 10c per player per game! 1 to 3 players!
- Slug-proof coin chute takes 1 to 5 dimes!

It's here! The Bowling Game Converter that can triple your profits immediately! 1 to 5 bowlers can play at the same time. Strikes, spares, splits—all the thrills of regular bowling—AND it's 1/3 actual regulation bowling alley length! Automatic puck return saves time! NOW DELIVERING IN ILLINOIS & IOWA.

Genco GLIDER

Shuffle game deluxe! Like new—used 30 days. Nickel play. Fast—exciting—terrific earnings—competitive—easy to understand. Bank shots—fancy shots—fast puck return—no service.
Limited Quantity **\$125.00**

Williams TWIN SHUFFLE

TWO PLAYER GAME! Authentic bowling score for two players... alternating from frame to frame. All spares—strikes tabulated with perfect accuracy. Collections at their highest! One player, 10¢; two players, 20¢.

Genco BOWLING LEAGUE

The perfect bowling game! Standard bowling rules and scores. Automatic puck return—automatic scoring—fast games!

WILL BUY

For Highest Cash or Trade Prices
Bally CLOVER BELL
Bally SPOT BELL
Bally MULTI BELL
Bally DOUBLE-UP
Jenn. CHALLENGER
Universal ARROW BELL
Bally CHAMPION
Bally KENTUCKY
Bally TRIPLE BELL
Each and Every Type of Five Ball Flipper Game

Chicago Coin BOWLING ALLEY

Shuffle bowling with visual stand-up pins. 2 can play at the same time. Fast! Profitable! Puck rebounds.

House of Values

WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. CHICAGO 47 EVerglade 4-2300

\$3,270.00

IN ONLY THREE MONTHS!

... that's the terrific earning record of four BOWL-O alleys recently installed in a New Jersey arcade. It's typical of many other amazing results with this great new money-maker that *keeps 'em playing!* Distributors, Sales Agents, Operators, Location Owners... Write today for full information and literature.

SUTPHEN PRODUCTS Corporation

61 West 56th Street
New York 19, N. Y.

BOWL - O Provides the Thrills of America's Greatest Sport Enjoyed by 50,000,000 People.



EARNING CAPACITY **\$4.00** PER HOUR

Bowl-O THE ONLY REAL ... BOWLING GAME

SHUFFLEBOARD WAX	2 DZ CANS 28¢ EA.	6 DZ CANS 23¢ EA.	12 DZ CANS 22¢ EA.	12 GR. CANS 21¢ EA.	24 GR. CANS 20¢ EA.	48 GR. CANS 19¢ EA.
------------------	-------------------	-------------------	--------------------	---------------------	---------------------	---------------------

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!

PUCKS Sets of 8	100 Sets \$5.75	50 Sets \$6.75	25 Sets \$6.95	10 Sets \$7.45	Less Than 10 1/2 Dep., Bal. C.O.D. F.O.B. N. Y. \$7.65
-----------------	-----------------	----------------	----------------	----------------	--

MUNVES SHUFFLEBOARD HEADQUARTERS 615 10TH AVE., NEW YORK, N. Y. PHONE: PLAZA 7-2175

OPERATORS' INFORMATION ON REQUEST

RECONDITIONED ONE-BALL GAMES READY FOR LOCATION

Big Parlay	\$39.50	Victory Special Regular	\$39.50
Favorite	59.50	Victory Special Motor Drive	59.50
Hot Tip	42.50	Multiple Entry	49.50
		Daily Races	29.50

NOW DELIVERING NEW EQUIPMENT

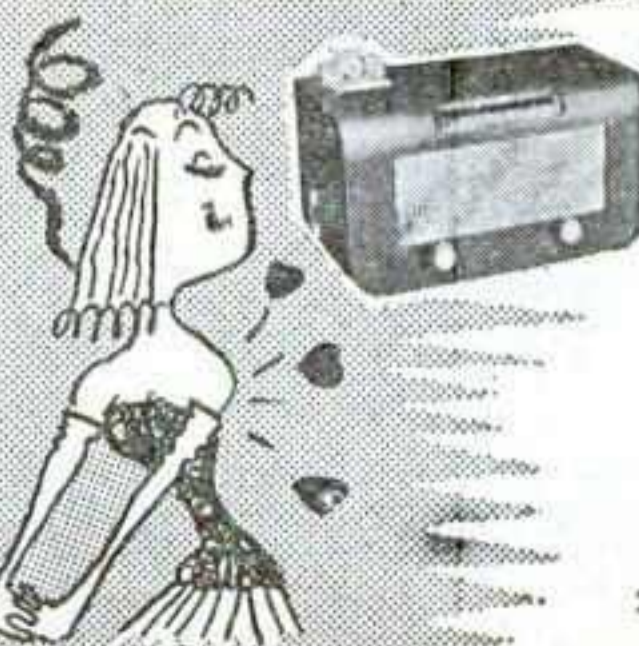
Just 21, Bally CHAMPION, Bally CLOVER BELL, Keeney 9 1/2 ft. PIN BOY, KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, MILLS VEST POCKET, DOWNEY-JOHNSON COIN COUNTER, NEW REGAL CABINETS FOR ALL MILLS BELL MACHINES.

On Display! See It Today!
KEENEY'S PYRAMID
2-Way Bonus Bell. Here's the New 5¢-25¢ Double-Quick Profit Producer.

Established 1913

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800



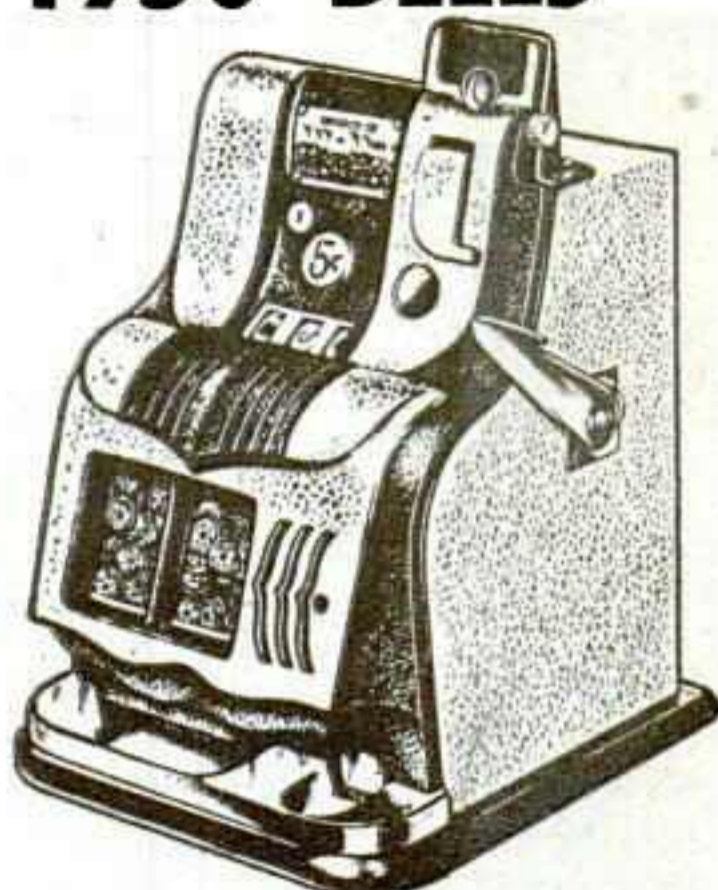
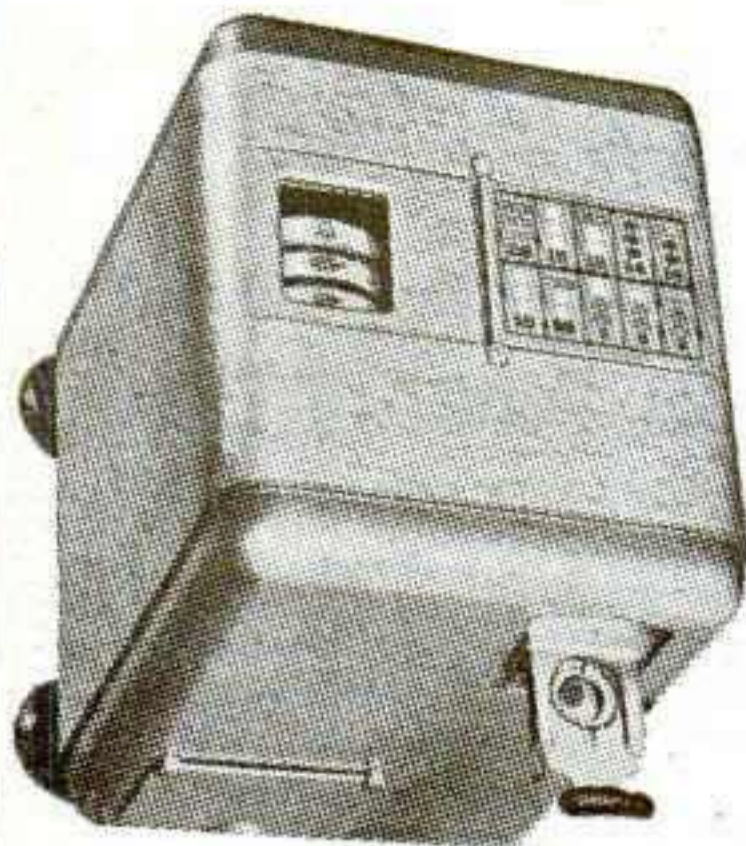
THE SWEETEST STORY EVER TOLD... is the CORADIO STORY!

How it was engineered to give many years of High Net Profits AND How it is earning those High Net Profits today. Write for the whole story.

CORADIO, INC.

212 BROADWAY NEW YORK 7, N. Y. PHONE: BEEKMAN 3-0038

MILLS' NEW 1950 BELLS



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System, 5¢ Play \$65.00
WRITE FOR QUANTITY PRICES.

MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50.
WRITE FOR PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

Gems	\$17.50
Big Hit	17.50
Defense	17.50
Baffle Card	17.50
State Fair	17.50
Zig Zag	17.50
Mystery	17.50
Stage Door	17.50
Canteen	17.50
Step Up	17.50
Torchy	17.50
Salute	17.50
Sea Breeze	17.50
Cross Front	19.50
Second Front	19.50
Nudgy	22.50
Playboy	22.50
Surf Queen	22.50
Rio, w/f	32.50
Maisie	22.50
Nevada	22.50
Singapore	27.50
Havana	27.50
Tropicana, w/f	37.50
Miss America, w/f	27.50
Suspense, w/f	27.50
Fiesta, w/f	27.50

1-BALL FREE PLAY GAMES

Citation	\$269.50
Victory Special	49.50
Special Entry	69.50
Jockey Special	89.50
Gold Cup	114.50
Daily Races	49.50
Longacre	\$32.50
Thorobred	32.50
Dust Whirl	32.50
Sportsman	32.50
Pimlico	32.50
Double Feature	32.50

CONSOLES

Bally Draw Bell, 25¢	\$224.50
Bally Draw Bell, M.B., 5¢	144.50
Bally Reserve Bell, 5¢	249.50
Jumbo Parade, Comb.	124.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Super Bell, 5¢	399.50
Keeney Bonus Super Bell, 5¢, 10¢, 25¢	149.50
Paces Races	499.50
Evans Bangtail (Comb.—New)	349.50
Evans Races (Comb. F.P. & Cash)	349.50

ARCADE EQUIPMENT

Chicago Coin Basket	\$69.50
Ball Champ	\$189.50
Undersea Raider	69.50
RedBallPoolTable	99.50
Exh. Dale Gun	114.50
Super Skee Ball	99.50
Evans Bat-a-Score, Free Play	224.50
Exhibit Vitalizer	\$69.50
Mutoscope Movie	69.50
Iron Model	69.50
Chi. Coin Pistol	129.50
Chi. Coin Midget	144.50
Skee Ball	144.50

New Box Stands. Single, Double and Triple Safes for All Bells.

GUARANTEED RECONDITIONED MILLS BELLS

Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. . . WRITE FOR PRICES.

We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List. 1/3 Deposit With All Orders.

SICKING, Inc.

America's Oldest Distributor
Established 1895
1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

SLOT SALE

RECONDITIONED, READY FOR LOCATION

MILLS

Cherry Bells, 5-25	\$ 47.50 ea.	Black Cherry, Rebuilt, 5-25	\$ 65.00 ea.
Brown Fronts, 5-25	47.50 ea.	Black Cherry, Original, 5-25	95.00 ea.
Chrome Bells, 5-25	57.50 ea.	Golden Falls, Handload, Original, 5-25	100.00 ea.

Add \$10.00 for complete cabinet refinish.

JENNINGS

Standard Chiefs, Chrome, 5-25 \$95.00 ea. which the chrome has peeled and blistered, we will sell for \$75.00 refinished in Grey. Black Hawk, 5-25 65.00 ea. Red or Blue hammerloid paint. A REAL BARGAIN. Grey Hawk, 5-25 65.00 ea. We have 20 Jennings Standard Chiefs, on

CONSOLES

Buckley (single tube) Daily		Keeney Bonus Super Bell, 5-25	\$275.00 ea.
Double, 1946	\$125.00 ea.	Keeney Bonus Super Bell, 5¢	175.00 ea.
Buckley (double tube) Daily		Bally Drawbell, Red Button	150.00 ea.
Double, 1947	425.00 ea.	Bally Triple Bell, 5-5-25	325.00 ea.

All machines guaranteed mechanically perfect. 1/3 deposit with orders.

CONSOLE DISTRIBUTING CO., INC.

3425 METAIRIE ROAD NEW ORLEANS 20, LA.
TEMPLE 8248

MECHANIC AVAILABLE

Operator-Mechanic thoroughly experienced on Consoles, One-Balls, Pin Games, Music. Reliable, sober, honest. Family man. Able to furnish best references as to character and ability. Employed, but have good reason for making change.

BOX D-313

o/o BILLBOARD

CINCINNATI 22, O.

There is No Substitute for United's Original Super Shuffle-Alley

For Immediate Delivery in this territory

MAINE
NEW HAMPSHIRE
VERMONT
MASSACHUSETTS
RHODE ISLAND
CONNECTICUT
NEW YORK
NEW JERSEY
DELAWARE
MARYLAND
D. C.

CONTACT
YOUR LOCAL JOBBER
OR
DIRECT FACTORY AGENT

DAVE SIMON SIMON SALES, INC.

627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

GUARANTEED RECONDITIONED EQUIPMENT

ONE BALLS

CITATIONS	\$260.00
GOLD CUPS	125.00
JOCKEY SPECIAL	100.00
SPECIAL ENTRY	60.00
VICTORY SPECIAL, F.P.	49.50
VICTORY DERBY, C.P.	49.50

CONSOLES

MULTI BELLS	\$325.00
EVANS RACES ('47)	175.00
DELUXE DRAW BELLS	129.50
STANDARD DRAW BELLS	79.50
BONUS SUPER BELL	129.50
TWIN BONUS SUPER BELL	225.00

FIVE BALL FLIPPER GAMES

STAR SERIES (LIKE NEW)	\$249.50
MARYLAND	134.50
GOLDEN GLOVES	134.50
SUPER HOCKEY	129.50
SHARP SHOOTER	124.50
TAMPICO	109.50

PHONOGRAPHS

A.M.I. MODEL A	\$349.50
SEEBURG (147)	300.00
ROCK-OLA SUPER OR MASTER	49.50
SEEBURG (FACTORY CUT DOWN)	69.50
WURLITZER (850)	75.00
WURLITZER (1015)	250.00

One-third deposit, balance C. O. D. or sight draft

PARKER DISTRIBUTING COMPANY

311 8TH AVENUE SOUTH, NASHVILLE, TENNESSEE PHONE 42-1231

OPERATORS AND JOBBERS

SHUFFLE•MITE

"THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME"
YOUR RESPONSE AND INTEREST IS TERRIFIC!

We Are Swamped With Requests and Orders.
It's New! Amazing! America's No. 1 Money Maker!

See Your Distributor or Write Direct

TRAINING DEVICES INC.

1469 ELECTRIC • LINCOLN PARK 25, MICHIGAN • WARick 8-8480

FOR PROMPT NEW ENGLAND DELIVERY

NEW

UNITED'S SINGLE DELUXE SHUFFLE ALLEY
UNITED'S TWIN DELUXE SHUFFLE ALLEY
UNIVERSAL'S TWIN BOWLER

CALL—PHONE—WIRE

HARRY POOLE

Distributors—Coin Operated Devices

1022 Commonwealth Avenue Beacon 2-2170 Boston 15, Massachusetts

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

Brilliant!

Its brilliancy dazzles you upon your first glimpse of it. It seems to be almost "too pretty" because it is so perfectly designed. Yet, it isn't "too pretty." It just happens to reach the apex of true design. Custom built from top to bottom, it's the most beautiful Bell manufactured.

The Mills All Chrome "21" Bell

Production on this beautiful Bell is limited, so allow yourself time for your needs by ordering as soon as possible so that you will not be disappointed. Your Bell line would not be complete without this brilliant all chrome model. Made in 5 cent, 10 cent, 25 cent, and 50 cent coin denominations. Order today!
BELL-O-MATIC CORPORATION World's Exclusive Distributor:
 Mills Bell Products, 4100 Fullerton Avenue, Chicago 39, Illinois

WISE OWL
Quizzette



THE NEW SENSATIONAL QUESTION AND ANSWER COIN MACHINE

It's Tax Free. A penny operates it. Proven money maker on hundreds of test locations. The demand is tremendous. Don't delay; get Quizzettes on your location and start taking your profit. WIRE—PHONE—WRITE Today!

**Educational—Interesting
 The Whole World Is Quiz-Minded**

A penny gets a Quiz Card. The Correct Answer appears on the Next Card, together with another Quiz. Creates a continuing interest.

Little 6-lb. Coin Machine; Biggest Money Maker • Lowest Dollar Investment

The Quizzette is small, compact—5x5x10 inches; weighs only 6 pounds. It occupies little space on any table, stand or counter. It holds 500 Different Quizzes at a Penny per Quiz. Operates manually.

HERE ARE 3 CHOICES for . . .

- RESTAURANTS
 SNACK BARS
 LUNCH COUNTERS**
 The Quizzette is furnished with a highly chromed, free napkin dispenser on each side, available in several standard napkin sizes.
- SODA FOUNTAINS
 DRUG STORES
 SOFT DRINK STANDS**
 The Quizzette is furnished with a highly chromed, straw dispenser on each side.
- TAVERNS—CLUBS
 BOWLING ALLEYS
 WAITING ROOMS**
 Quizzette has a chromed, closed, decorative mounting on each side.

CONTINENTAL SERVICE AND EQUIPMENT CO.

3832 Holbrook Ave. • Telephone: TRinity 3-5060 • Detroit 12, Mich.

SENSATION OF THE NATION . . .

"Nation Wide"

SHUFFLE POOL

GETS DOUBLE THE EARNINGS!

Authentic Pool Scoring Unit . . . Automatically Registers Each Player's Score.



**1 PLAYER
 10¢
 2 PLAYERS
 20¢**

**Scoring
 1 or 2
 Players**

**Shuffle Pool
 Is a 100%
 Skill Game
 High Score
 Feature**

**SEE
 IT
 TODAY!**

UNITED DISTRIBUTING CO.

1408-1414 Central Parkway

Cincinnati, Ohio

NEW SENSATIONAL
GIVE 'EM ACTUAL BOWLING
WITH KEENEY'S
"TEN PINS"

PLAYER ACTUALLY
BOWLS BALL AT TEN PINS!
Hook Shots — Straight Shots

- * STRIKES
- * TURKEYS
- * SPLITS
- * DOUBLES
- * SPARES
- * RAILROADS

and PINS RE-SET
AUTOMATICALLY!

SIZE:
8 Ft. Long
2 Ft. Wide

NEW Keeney's
"PIN BOY"

IF IT'S A
SHUFFLE
BOWLER
INSTALL
KEENEY'S
"PIN BOY"
WITH
LITED
PINS!

SIZE:
8 Ft. L.
2 Ft. W.

Keeney's
2-WAY
PYRAMID
BONUS BELL

NEW

Designed by Keeney as
requested by experienced
bell machine operators.
Write for new circular!

—KEENEY—
ORIGINATORS
OF THE
LITED PINS

J. H. *Keeney* & CO. INC.
2600 W. FIFTIETH STREET
CHICAGO 32, ILLINOIS

SHUFFLE ALLEYS
AUTOMATIC SCORING
"KEENEY'S" TENPINS AND PINBOYS
"UNITED" SHUFFLE ALLEYS
"GENCO" BOWLING LEAGUES
"CHICAGO COIN" BOWLING ALLEY
PROMPT DELIVERY

SLOTS—SAFES New and Used	ARCADE EQUIPMENT Specials
5¢ Blue or Brown Fronts \$ 69.50	Voceograph, Like New \$325.00
10¢ Blue or Brown Fronts 74.50	Photomatic, Refinished, A-1 269.50
25¢ Blue or Brown Fronts 79.50	Chi Coin Rebounds 119.50
5-10-25¢ Melon Bells 85.00	Pitch'em and Batt'em, Floor Sample. 269.50
5¢ Black Cherrys 94.50	Total Rolls, A-1 49.50
10¢ Black Cherrys 99.50	2 Bang-a-Deers, A-1 99.50
25¢ Black Cherrys 104.50	Chicken Sams, A-1 59.50
50¢ Black Cherrys 195.00	New Chi. Coin Pistol 249.50
50¢ Jewel Bells 245.00	Lite Leagues, A-1 49.50
50¢ Pace—like new 175.00	6 Buckley Treasure Isle Diggers, A-1 99.50
5¢ Standard Chiefs 149.50	New United Shuffle Alleys 345.00
10¢ Standard Chiefs 159.50	New Genco Gliders 295.00
25¢ Standard Chiefs 169.50	Undersea Raiders, Bally 99.50
5¢ New Vest Pockets 69.50	Sky Fighters 79.50
5¢ Mills Q.T. A-1 65.00	Keeney Submarine 79.50
10¢ Mills Q.T. A-1 69.50	Goalec, Like New 99.50
5¢ Columbias 79.50	Skee Alleys, 9 Ft. 89.50
New Mills and Jennings Slots and Consoles;	Exhibit Dale Guns 165.00
New Safes—Single, Double, Triple Revolv-	Bat a Ball Sr., New 49.50
arounds.	

Write • Wire • Phone • ADAMS 7254
CENTRAL OHIO COIN
MACHINE EXCHANGE
525 S. HIGH ST. COLUMBUS 15, OHIO

"Nation Wide"
SHUFFLE POOL

GETS DOUBLE EARNINGS
1 PLAYER, 10¢ — 2 PLAYERS, 20¢

Authentic Pool Scoring Unit . . . Auto-
matically Registers Each Player's Score!

Shuffle Pool is a 100% Skill Game.
High Score Feature.

See
It
Today!

ECONOMY SUPPLY COMPANY
2015 MARYLAND AVE. BALTIMORE, MD.

PROVEN MONEY-MAKERS AT SPECIAL PRICES!

TRIPLE ACTION \$39.50	TOTAL ROLLS \$29.50
TRADE WINDS 39.50	BERMUDA 29.50
MARDI GRAS 39.50	SPINBALL 29.50
MERRY WIDOW 44.50	CRAZY BALL 29.50
SCREWBALL 49.50	THRILL 39.50
PUDDINGHEAD 59.50	ADVANCE ROLLS 49.50
1-2-3 64.50	BING-A-ROLLS 89.50
YANKS 44.50	SPORTSMAN ROLLS 29.50
SPEEDWAY 49.50	BOX SCORE 49.50
MAJOR LEAGUE BASEBALL 39.50	CHICAGO COIN REBOUND 44.50
CARNIVAL 69.50	ALL STARS (Williams) 109.50
MELODY 29.50	GLIDER (Genco) Write for Pricel

All Games Cleaned and Checked! Specify Second Choice
Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota,
North Dakota, South Dakota and Upper Michigan

S. L. Londen Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. Division 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

AMUSEMENT SALES WILL PAY SPOT CASH FOR
CITATIONS PHOTO FINISH CHAMPIONS
\$250.00 \$300.00 \$350.00

Write, wire or phone condition and quantity.
AMUSEMENT SALES CORP. 4047 W. Fullerton Ave. Chicago 39, Ill. Phone: Humboldt 9-1323

GIVE TO THE DAMON RUNYON CANCER FUND

SHUFFLE-LANE

Strike it rich

Shuffleboard-Game

SHUFFLEBOARD'S BIGGEST NAME GIVES YOU ... THE WORLD'S FINEST SHUFFLE-GAME

A Dozen Striking Features

- 1 Two money-making models DeLuxe 8' size, Super DeLuxe 9'6" size.
- 2 Automatic scoring—scores just like bowling—strikes, spares, doubles, turkeys, splits, railroads.
- 3 10 Frames—12 when a strike is scored in the last frame—exactly like bowling.
- 4 Real gutters simulate actual bowling conditions.
- 5 Raised playfield permits real shuffleboard technique.
- 6 Wate released at start of game—locked in at finish.
- 7 Coin operated 10c play—slide type chute.
- 7 Gravity return—quickly and surely returns wate after each shot.
- 8 Built-in device keeps returning wate from bouncing out onto floor.
- 9 Mechanism drawer on side of cabinet brings score control mechanism into full view for easy servicing.
- 10 Scoreboard mechanism easily accessible from rear of scoreboard.
- 11 Leveling device on each leg—easily adjustable.
- 12 Legal anywhere.

Here is the secret of simplified repairs and maintenance—handy mechanism drawer slides out—brings entire score control mechanism into full view for easy servicing.

SHUFFLE-LANE
has the Thrill and Skill of
Shuffleboard and Bowling

Product of
ROCK-OLA MFG. CORPORATION
800 N. Kedzie Ave., Chicago 51, Illinois

Let Us Show You How to Make Big MONEY

Fill in this COUPON and MAIL IT TODAY

STANDARD SHUFFLEBOARD LEAGUE INC.
CHICAGO 31, ILLINOIS
3200 W. CHICAGO AVE.

I am interested in striking it rich, and would like full details on shuffle-lane.

NAME _____
ADDRESS _____
CITY _____ STATE _____

JOE ASH

ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUF SAID

Screwball	\$44.50	Speedway	\$ 54.50
Yanks	29.50	Magic	59.50
Monterrey	34.50	Maryland	124.50
Dew Wa Ditty	59.50	Floating Power	79.50
Humpty Dumpty	34.50	Temptation	59.50
One-Two-Three	69.50	St. Louis	104.50
Big Top	79.50	Wisconsin	34.50

1/3 With Order—Balance C. O. D.
Send Us Your Name for Our Mailing List.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST. PHILADELPHIA 30, PA. FRemont 7-4495

58 FRELINGHUYSEN AVE. NEWARK 5, N. J. Blgelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

ATTENTION CONNECTICUT OPERATORS!

we are now delivering

GOTTLIEB'S NEW GAME SENSATION

➔ JUST 21 ➔

RUSH YOUR ORDERS

SEABOARD NEW YORK CORP.

Connecticut Branch
624 Franklin Ave. Hartford 46-1666 Hartford, Conn.

NEVER BEFORE

in all our years have we received Operator Acceptance of any product as great as that which we have received with the New

A.M.I. Model "C"

★

This phonograph is truly made to order for the Operator. It is the one Juke Box the Operator and his service men have dreamed about.

For profits instead of losses, Operators are going all out for A.M.I. Juke Boxes.

Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923 FIRST WITH THE LATEST

624 S. Third St., Louisville 2, Ky.	228 W. 7th St., Cincinnati 2, Ohio
240 Jefferson St., Lexington 2, Ky.	603 Linden Ave., Dayton 3, Ohio
3011 E. Maumee Ave., Ft. Wayne 4, Ind.	325 N. Illinois St., Indianapolis 4, Ind.

Here It Is! *Nation Wide's*

SHUFFLE POOL

SHUFFLE POOL IS A "Nation Wide" ORIGINAL
NOT A COPY! With Authentic Pool Scoring Unit

Scoring 1 or 2 Players...



100%
Skill
Game

Gets
Double
Earnings

1 Player
10c
2 Players
20c

Size
Approximately
2 ft. by 8 ft.

Easy to
Service - All
Mechanism in
the Head

High Score
Feature
Automatically
Registers
Consecutive
Hits

Automatically
Registers Each
Player's
Score

DISTRIBUTORS!
a few choice territories are still
available
**Write-Wire
or Phone
Immediately!**

Nation Wide NOVELTIES INC. 4615-17 S. State Street
Chicago 9, Illinois
Phone KEnwood 6-2630

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

LET US PUT YOUR NAME ON OUR MAILING LIST

NEW PIN GAMES

GOTT. JUST 21 BALLY HOT ROD

NEW ONE BALLS UNIV. PHOTO FINISH... \$645 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 645

New Phono Specials WURL. 1080 \$445.00 EVANS' CONSTELLATION, 40 Selec... WRITE

NEW SKILL GAMES UNIV. TWIN BOWL'R \$345.00 UN. SUPER SHUFFLE ALLEY... 375.00 CHI. BOWL'G ALLEY 345.00 GEN. BOWL'G LEAG. Write BAL. SHUF. BOWLER Write EX. SILVER BULLETS Write EV. BAT-A-SCORE... 355.00 CHICOIN PISTOL, F.S. 150.00 TARGET MASTER... 150.00

New Rebuilt Slots CRISS CROSS, BLACK BEAUTY H.L., BLUE OR JEWEL BELL, 5-10-25c \$165.00

BARGAIN BOX BRAND NEW CLOSEOUT! UNITED SHUFFLE SKILL \$89.50 Quantity Limited. Order Now and Save!

NEW COUNTER GAMES

BUDDY, Cig. Reels... \$24.50 DAVAL CUB, 1c, Cig... 21.50 S. K. HUNTER... 45.00 ABT MODEL F... 47.50 TEST QUEST... 99.50 ABT SKILL GUN... 50.00 SHIPMAN ARTSHOW... 49.50 DAVAL SKILL THRILL... 22.50 BALLY HEAVY HITTER, Brand New Closeout... 79.50 GUSHER, 5c... \$39.50 NON-COIN MARVEL... 39.50 DAVAL ACE, 1c or 5c... 21.50 EX. OLD AGE PENSION... 39.50 NON-COIN EAGLE... 39.50 IMP, 1c or 5c... 19.50 CAMERA CHIEF... 12.50 FIVE JACKS... 69.50

NEW SLOTS

MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE BELL, MELON BELL, BONUS BELL, 21 BELL, JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF COLUMBIA, J.P. \$139.50 DE. L. COLUMBIA... \$169.50 Q. T., 5c, \$115.00; 25c... 142.50 VEST POCKETS 65.00

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES - DE LUXE Single-\$132.00 Double-\$192.00 Triple... \$288.00 UNIVERSAL-Single Safe-\$87.50 Double Safe... 128.50 BOX STANDS-\$27.50 5-WAY SR. COIN CHANGER... 37.50

NEW CONSOLES

UNIV. FEATURE BELL UNIV. ARROW BELL, Twin Multiple BALLY CLOVER BELL EVANS RACES EVANS WINTERBOOK EV. BLACK DIAMOND EVANS BANG TAILS EVANS CASINO BELL JENN. CHALLENGER

NEW VENDORS

ACORN VENDOR... \$13.95 ATLAS DE LUXE 1c... 14.50 ATLAS 5c BANTAM TRAY VENDOR... 12.50 POP CORN WARMER... 45.00 KLEENEX VENDOR... 49.50 MARION SCALE... 79.50 FRANTZ SCALE... 115.00 AMERICAN SCALE... 169.50 SILVER KING... 13.95 S. K. HOT NUT VEND... 29.95 5c 4-WAY MINT... 14.50 N.W. STAMP VEND... 69.00 N.W. 49 SPECIAL... 13.75 N.W. MODEL '49... 15.95 N.W. DUAL NUT... 45.00 N.W. DE LUXE... 27.00 N.W. MODEL 39... 12.75 N. W. 33 BALL GUM... 10.50 ALCO-DEREER CANDY MART, ELECTRIC... 199.50 10c COMB. VENDOR... 21.50

SLOT SALE!

MILLS

BLACK CHERRY, 5-10-25c... \$99.50 50c BLACK CHERRY... 149.50 JEWEL BELL, 5-10-25c... 119.50 GOLDEN FALLS, H.L., 5-10-25c... 99.50 50c GOLDEN FALLS (REBUILT)... 139.50 25c BLUE BELL... 149.50 BLUE FRONT, 5-10-25c... 59.50 BROWN FRONT, 5-10-25c... 64.50 BONUS BELL, 5-10c... 69.50 CHROME BELL, 5-10-25c... 69.50 25c Q.T., BLUE CABINET... 89.50 VEST POCKETS... 44.50

EXTRA SPECIAL!

BRAND NEW MILLS MELON BELLS, 5-10-25c. EACH... \$175.00

WATLING

ROL-A-TOP, 5-10-25c... \$49.50

H.Q. FOR ALL SHUFFLE GAMES

UNITED Super SHUFFLE ALLEY Exclusive Distributors in Illinois, Michigan & Iowa

Fast! 1 or 2 Players UNIVERSAL TWIN BOWLER CHICAGO COIN BOWLING ALLEY

Bally Shuffle Bowler Genco's Bowling League

Conversion for all Shuffleboards Exhibit's SHUFFLE BOWL

ONE BALLS

CITATION, F.P. \$275.00 TROPHY, P.O. 195.00 GOLD CUP, F.P. 150.00 JOCKEY CLUB, P.O., '47 MOD. 145.00 JOCKEY SPECIAL, F.P. 109.50 BALLY ENTRY, P.O. 79.50 SPECIAL ENTRY, F.P. 79.50 VICTORY DERBY, P.O. 69.50 VICTORY SPECIAL, F.P. 69.50 GOTT. DAILY RACES, F.P. 69.50 TURF KING, P.O. 49.50 LONGACRE, F.P. 49.50 JOCKEY CLUB, P.O., '42 MOD. 49.50 KENTUCKY, P.O. 49.50

CONSOLES

UNIVERSAL ARROW BELL... WRITE BUCKLEY T. ODDS, D.D., Late Mod. Coin Conveyor... \$575.00 KEENEY 3-WAY BONUS SUPER... 399.50 EV. WINTERBOOK, Late Mod. 345.00 5-25c TWIN BONUS SUPER... 275.00 BALLY TRIPLE BELL... 365.00 EV. RACES, Comb. F.P. & P.O. 295.00 MILLS 3 BELLS, Fir. Sample... 275.00 EVANS 48 BANGTAILS, J. P. 295.00 JENN. CHALLENGER, 5-25c, LATE EV. GALLOPING DOMINOES, J.P. 275.00 25c KEENEY BONUS SUPER BELL... 219.50 5c KEENEY BONUS SUPER BELL... 189.50 BALLY DE LUXE DRAW BELL... 199.50 BALLY HI BOY, Like New... 150.00 BALLY DRAW BELLS, Reg. 145.00 MILLS 4-BELLS, 5-5-5-5... 79.50 KEENEY 5c SUPER BELL, COMB... 69.50 WATLING BIG GAME, F.P. 49.50 BALLY BIG TOP, P.O. or F.P. 49.50 MILLS JUMBO, LATE HEAD... 49.50 PACE REELS-CHR. RAIL, COMB. 49.50 JENN. SILVER MOON, P.O. or F.P. 49.50

RECONDITIONED 5 BALL

Maryland \$159.50 Boston 159.50 St. Louis 149.50 Three Feathers 149.50 Sharpshooter... 139.50 Super Hockey... 129.50 Black Gold... 124.50 Buttons & Bows 124.50 Bowl, Champ... 124.50 Aquacade... 124.50 Majors '49... 124.50 Floating Power 119.50 Big Top... 119.50 Telecard... 114.50 Holiday... 109.50 Show Boat... 109.50 Baby Face... 104.50 Grand Award... 104.50 Moonslow... 99.50 Temptation... 99.50 One-Two-Three Saratoga... 99.50 Barnacle Bill... 94.50 Buccaneer... 94.50 Round Up... 94.50 Serenade... 94.50 Magic... 89.50 Alice in W'land 89.50 Puddin' Head... 89.50 Morocco... 84.50 Screwball... 79.50 Gizmo... 79.50 All Baba \$69.50 Sally 69.50 Carnival 69.50 Thrill 69.50 Jack 'n' Jill... 69.50 Trade Winds .. 69.50 Merry Widow .. 69.50 Star Dust 69.50 Cinderella 69.50 Dew-Wa-Ditty... 69.50 Crazy Ball... 59.60 Mardi Gras... 59.50 Virginia... 59.50 Ballerina... 59.50 Spinball... 59.50 Triple Action... 59.50 Robin Hood... 59.50 Humpty Dumpty 59.50 Catalina... 59.50 Bermuda... 59.50 Tennessee... 59.50 Rondeevoo... 59.50 Sunny... 54.50 Shanghai... 54.50 Banjo... 49.50 Maj. Leag, B.B... 49.50 Yanks... 49.50 Stormy... 49.50 Build Up... 49.50

Hundreds of Post War 5 Balls with Flippers Installed... \$39.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

ARCADE

FLASH HOCKEY \$ 69.50 UN. SHUFFLE ALLEY Write HOLLYCRANE, Like New... 395.00 EXH. ROTARY MDSER... 299.50 TELEQUIZ, 48 Model, Like New... 225.00 STD. SCALE METAL TYPER... 249.50 WMS. ALL STARS... 149.50 GEN. GLIDER... 129.50 EV. 1947 TEN STRIKE... 139.50 GENCO WHIZZ, F.P. 49.50 PHOTOMATICS, Complete As Is... 99.50 BUCKLEY DE LUXE DIGGER... 149.50 EXHIBIT DALE GUN... 109.50 CHI. COIN BASKETBALL CHAMP... 249.50 CHICOIN PISTOL... 150.00 DRIVE MOBILE... 129.50 CHICOIN GOALEE... 129.50 SCIENTIFIC POKERINO... 89.50 ABT CHALLENGER, Like New... 24.50 GOTT. 3-WAY GRIPPERS... 19.50 WOOD & STEEL BALL ROLLDOWNS at Giveaway Prices... Write

CIGARETTE AND CANDY VENDORS

ROWE CRUSADER, 10 Col. \$115.00 STEWART MCGUIRE, 7 Col. 70.00 U-SELECT-IT, 72-Bar... 45.00 ROWE DELUXE, 8 Col., 120-Bar... 100.00

ALL PARTS FOR UNITED SHUFFLE ALLEY IN STOCK

JENNINGS

STANDARD CHIEF, 50c... \$179.50 STANDARD CHIEF, 5-10-25c... 99.50 LITE UP CHIEF, 5-10-25c... 109.50 BRONZE CHIEF, 5c and 25c... 89.50 4 STAR CHIEF, 5-10-25c... 49.50 VICTORY CHIEF, 5-10-25c... 59.50 5c CHIEF SILVER MOON... 69.50 TIC TAC TOE (Like New), 1-5-10-25c, Set of 4... 499.50

GROETCHEN

COLUMBIA DOUBLE, J.P. \$69.50 CHROME COLUMBIA... 49.50 DE LUXE COLUMBIA... 79.50 GOLD AWARD COLUMBIA (Like New)... 59.50

PACE

CHROME BELL, 5 & 10c, Latest Model (Originally \$265.00)... \$ 89.50

REEL COUNTER GAMES

DEUCES WILD, 4 Way \$14.50 JOKER WILD, 4 Way 14.50 DAVAL'S 21, 1c or 5c... 14.50 SPARKS, Token Payout, 1c Cig. 17.50 MERCURY, Token Payout, 1c Cig. ... 19.50 LIBERTY, Token Payout, 1c or 5c... 24.50 MARVEL, Token Payout, 1c Cig. 24.50 AMER. EAGLE, 1c or 5c, Frt... 24.50 DAVAL FREE PLAY, 5c Cig. or Frt. 24.50 Daval Non-Coin Marvel, Cig. 29.50

10c COIN COUNTERS, highly polished Copper - a MUST if you operate Shuffle Games-\$2.00 Each.



Empire Coin MACHINE EXCHANGE

MACHINE EXCHANGE

Distributors for All the Leading Manufacturers

1012-14 MILWAUKEE AVE.

Phone: EVERGLADE 4-2600

CHICAGO 22, ILL.

MUST SELL DUE TO ILLNESS

All equipment far below market value. Will sell as whole or part. Complete Arcade Equipment 8 Pokerino Tables 4 Exhibit Merchandise and Stools 4 Exhibits 6 Seeburg Guns 3 Kicker and Catcher 4 Exhibit Cards 7 Flipper Pin Balls 10 Prewar Pin Ball Games Each-Western Baseballs, Chicago Coin Play Balls, Footcase, Evans Ten Strikes, Scientific Latching Practice, Bally Rapid Fire, Mills Vest Pockets, 1 Each-Goalee, Bat 'Em and Pitch Em, Voice-o-Graph, Five-Way Gripper, Double Play Football, Strength Tester, Skyfighter, Night Bomber, Keeneey Gun, Pike's Peak, Portable Abbott Change Counter, Microphone and Loud Speaker, Horseshoe, Scale. JOHN SINGER, 2 So. Trenton Ave., Atlantic City, N. J. Phone: A. C. 5-8815

FROM OUR OWN OPERATION

WE ARE THE ORIGINAL OWNERS-NOT BOUGHT FOR RESALE. CABINET REFINISHED, MECHANISM REBUILT, NO EXTRA COST, READY FOR LOCATION. Wurlitzer 800 \$ 99.50 Kirk Hi-Boy Guesser Scale \$ 69.50 Wurlitzer 850 89.50 Wurlitzer Coin Drive Motor 12.50 Wurlitzer 700 109.50 Aireon DeLuxe, Wurl. Mech. 114.50 Wurl.-Seeburg Rebuilt Motors 6.95 New Tubes: 5Z3, 6C6, 6A4 70% OFF List

In Business Since 1933... Ask Any Successful Operator

1/3 Deposit GAYCOIN DISTRIBUTORS, INC. Balance C. O. D. 4866 Woodward Temple 2-7300 Detroit 1, Michigan

DAN STEWART COMPANY

Invites all Operators in Utah, Wyoming, Colorado, Idaho, Nevada and Montana to see UNIVERSAL INDUSTRIES' New TWIN BOWLER and PHOTO FINISH. Take our word for it, there are none better. Phone 9-0931. Write or wire 515 East 7th South, Salt Lake City, Utah.

5c-10c-25c Brown Fronts \$ 50.00 25c Gold Chrome \$ 55.00 50c Brown Front 120.00 50c Pace '47 Chrome 115.00 5c-10c-25c Cherry Bells 35.00 \$1.00 Pace '47 Chrome 190.00 5c Golden Falls 125.00 Bally Triple Bell 325.00 50c Golden Falls 145.00 Bally Entry 60.00 R. C. Walters Automatic Cabinets 17.50 McNamara Color-Ado Machines 17.50

BARGAINS

3 KEENEY THREE WAY 5c, 10c, 25c... \$300.00 2 NEVADA (with Flippers)... 22.50 3 HAWAII... 19.50 1 SPINBALL... 49.50 1 GOTTLIEB DAILY RACES... 39.50 2 JOCKEY SPECIALS... 100.00 1 GOLD CUP... 125.00

All machines ready for location. 1/2 deposit, balance sight draft.

INDEPENDENT AMUSEMENT CO.

2305 E. Platte Ave. Colorado Springs, Colo.

EXPERIENCED SERVICE MAN AND ROUTE MAN

Desires connection with established operator. Ten years' experience, married, wife, one child. Can furnish best of references. Go anywhere. Contact:

N. J. COOPER

2416 19 AVE. TEL.: 3-0441 COLUMBUS, GA.

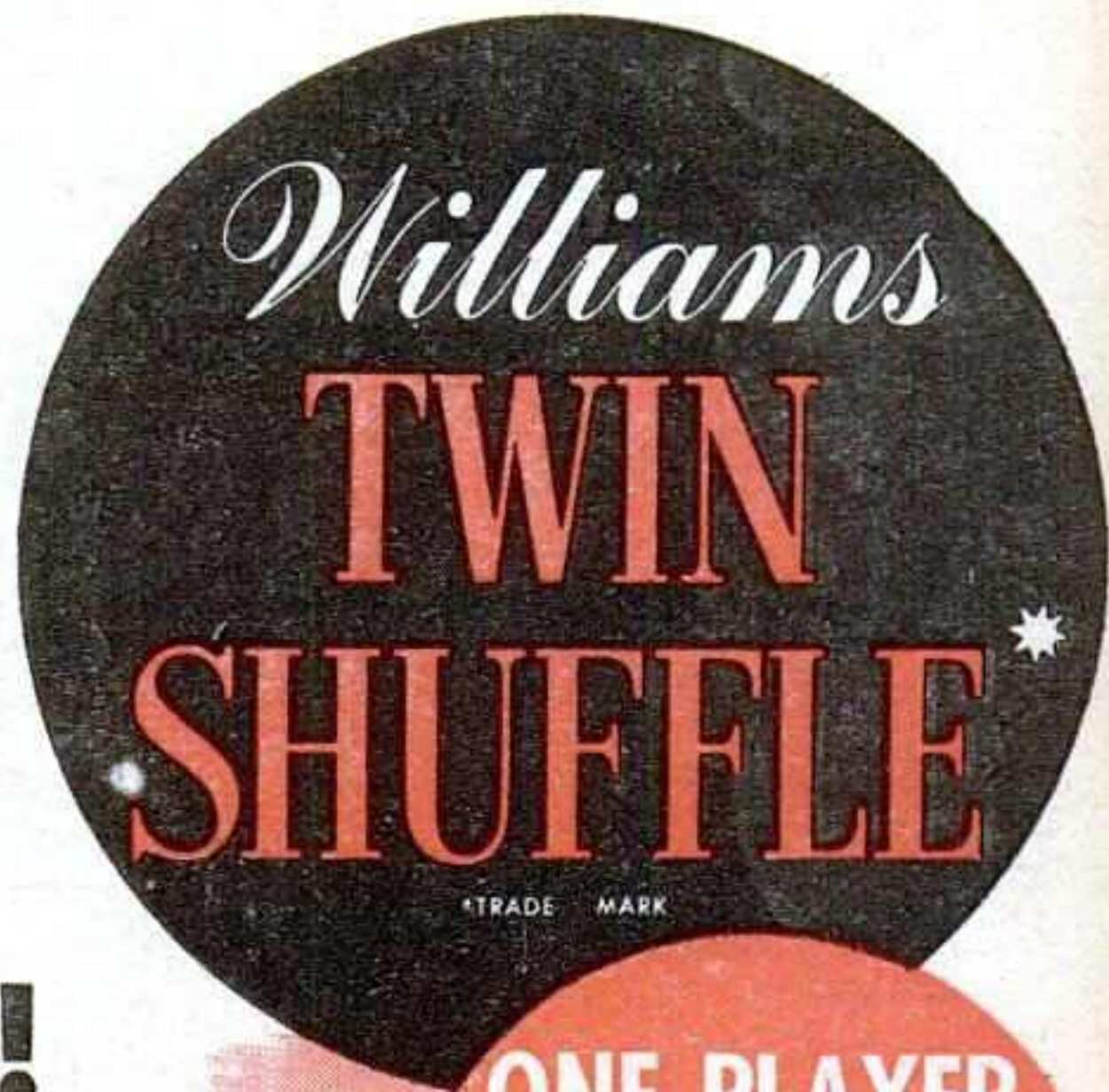
5 BALL FREE PLAY

SUPER HOCKEY \$89.50 RAMONA 69.50 AQUACADE 99.50 BLACK GOLD 99.50 THREE FEATHERS 99.50 CARNIVAL 49.50 Send third deposit. BOYLE AMUSEMENT CO. 522 N. W. 3rd St. Oklahoma City, Okla.

FIRST BOWLING TYPE SHUFFLE GAME
with AUTHENTIC BOWLING SCORING



for **1** or **2** PLAYERS!



ONE PLAYER
10c
TWO PLAYERS
20c

GETS
DOUBLE
THE
EARNINGS!

ALTERNATING
FRAME BY FRAME
SCORING
FOR EACH
PLAYER!

STRIKES
SPARES
TURKEYS
SPLITS
RAILROADS
ETC.!

A TERRIFIC COMPETITIVE
PLAY GAME!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE ST.
CHICAGO 24, ILLINOIS



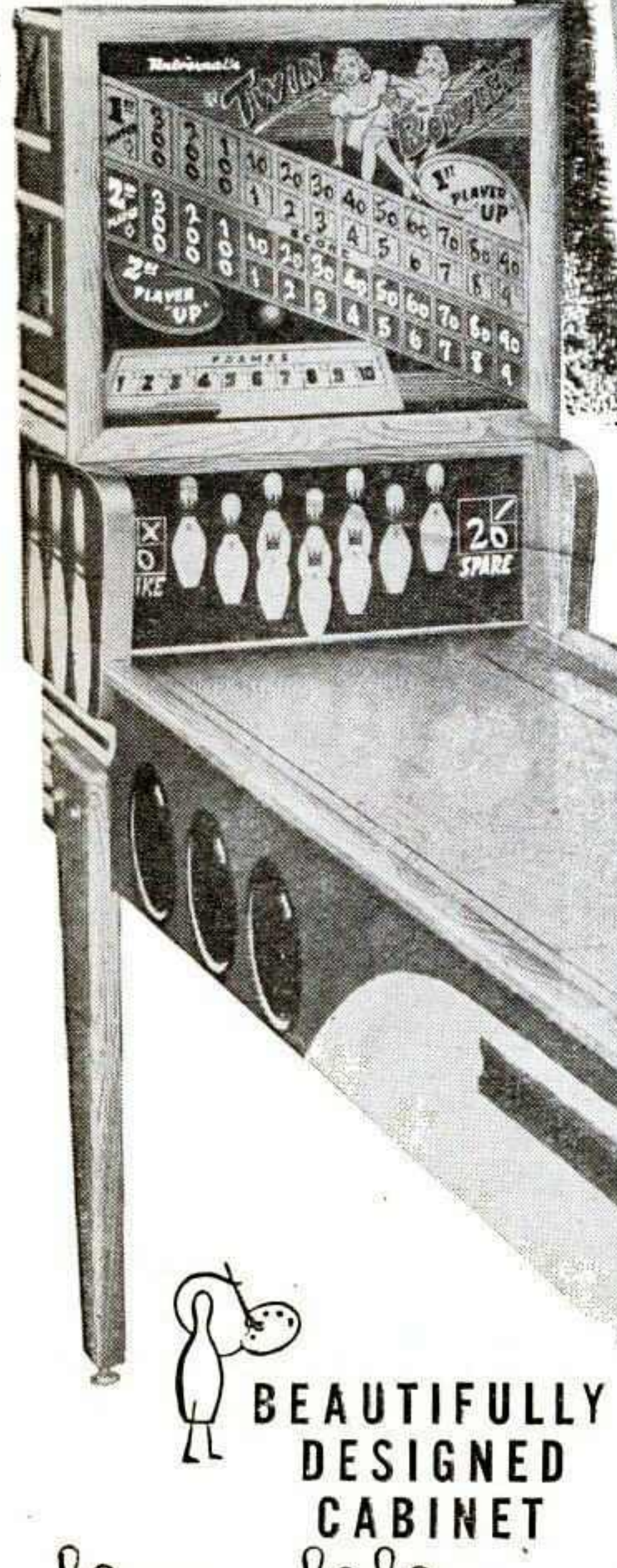
- MECHANISM DOOR IN SIDE OF CABINET
- AUTOMATIC PUCK RETURN
- PUCK LOCKED IN AFTER EACH GAME
- IDEAL SIZE FOR ANY LOCATION—APPROX. 8 FT. LONG, 2 FT. WIDE

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER!

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

NEW

A KNOCKOUT! UNIVERSAL'S "TWIN BOWLER"



FAST! LESS THAN ONE MINUTE PER GAME!

STREAMLINED TROUBLE-FREE MECHANISM

MECHANISM FULLY VISIBLE! CAN BE SERVICED ON LOCATION BY REMOVING BACK DOOR.

CORK-LINED SIDE RAILS FOR BANK SHOTS—STOPS NOISE OF PUCK HITTING SIDES. IT'S QUIET!

PUCK REBOUNDS INSTANTLY!
IMPROVED SCORING

ALL SPLITS CAN BE SCORED. STRIKES, SPARES AND FRAMES ARE POSTED ON BACKBOARD

BEAUTIFULLY DESIGNED CABINET

ONE OR TWO PLAYERS — SCORES TOTALED ALTERNATELY FRAME BY FRAME WHEN TWO SHOOT. EACH SCORE IS TOTALED SEPARATELY AND ACCURATELY!

SEE YOUR UNIVERSAL DISTRIBUTOR

Order "TWIN BOWLER" NOW — Don't Delay!

DROP COIN CHUTE

10c — ONE PLAYER 20c — TWO PLAYERS
PLAYER SHOOTS AT STAND-UP LITE-UP PINS WHICH DISAPPEAR WHEN "HIT" BY THE PUCK SO REAL! MUCH GREATER PLAYER APPEAL!

UNIVERSAL'S "TWIN BOWLER"

MANUFACTURERS OF
"FEATURE BELL"
"PHOTO-FINISH"
AND THE FAMOUS TWIN-HEAD
"ARROW-BELL"



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

EXHIBIT'S

SHUFFLE BOWL



FOR ALL SHUFFLE BOARD OPERATORS

CONVERT YOUR SHUFFLE BOARDS into immediate **BIG MONEY MAKERS...** RIGHT NOW with the **SMARTEST** and the most **REAL** miniature Bowling performance of today.

AUTOMATIC PUCK RETURN NO WAITING

1 to 5 CAN PLAY
10¢ 20¢ 30¢ 40¢ 50¢

PRICE!
You'll be SURPRISED

OFFICIAL REGULATION SCORE TAB

STRIKES SPARES RAILROADS SPLITS ETC.

PLAY FRAME BY FRAME

SHUFFLE BOWL		1	2	3	4	5
NAME						
Joe						
Bill						
Frank						
Bob						
Chuck						

ONE-THIRD ACTUAL LENGTH OF REGULATION ALLEYS. ADAPTABLE TO ALL LENGTH SHUFFLE BOARDS

SHUFFLE BOWL
Miniature Bowling
One-third actual size
10¢ A Line
ONE TO FIVE PLAYERS

EACH ALLEY LITES UP FOR EACH LINE PLAYED

10 REAL PLASTIC ILLUMINATED PINS

Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Puck return also provided. You then have a **NEW POPULAR GAME ON YOUR LOCATION** ... to **EARN BIGGER and BETTER** for you than ever before.

SEE NOW!! at all Exhibit DISTRIBUTORS
EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET • CHICAGO 24, ILL.

ORDER EARLY—FOR QUICK DELIVERY

THE ONLY SHUFFLE BOWLING GAME WITH REAL PINS!

EVANS' SHUFFLE TEN STRIKE

Patent Nos. 2181984 and 2229712

REAL PIN ACTION! Not Synthetic! Not to be confused with ordinary Shuffle Bowling Games!

◀ **5 1/2-INCH PINS—AUTOMATICALLY RESET!** • DIRECT VIEW AUTOMATIC SCORING COUNTER! • COMPARATIVELY NOISELESS ACTION!

◀ **AUTHENTIC SCORING — STRIKES — SPARES — DOUBLES — TURKEYS!**

◀ **RAISED ALLEY — REAL RECESSED GUTTERS!**

◀ **AUTOMATIC PUCK RELEASE** delivers Puck at start of game.

◀ **AUTOMATIC PUCK LOCK** withholds Puck at finish of game.



SIDE MECHANISM DOOR ▶

8 FT. LENGTH ▶
IDEAL SIZE FOR MOST LOCATIONS!

COMING—9 1/2 FT. MODEL!

RECESSED CHUTE AND SAFETY PUCK — RETURN CUP PROTECT PLAYERS!

Begin your "Golden Era" of Shuffle Game Operating NOW with Evans' Sensational SHUFFLE TEN STRIKE! It has everything for the players . . . Appeal of Real Bowling—Thrilling Flying Pins—Skill Play Challenge! FOR YOU—TESTED, PROVEN 100% MECHANICALLY PERFECT PERFORMANCE, BACKED BY EVANS' QUALITY! SHUFFLE TEN STRIKE gets you into the Shuffle Game picture anywhere. . . keeps your Profit "Averages" high!

★★★★★ EVANS' COALTOWN

Greatest Free Play Console Ever Built!

Especially Adaptable for Free Play Territory!

EARN UP TO 4

TIMES AS MUCH AS ORDINARY GAMES—BY ACTUAL TEST—

WITH FEATURES LIKE THESE!

★ GUARANTEED ODDS of 24 for 1 on the first 4 coins played with additional possibility of higher odds!

★ ODDS "IMPROVER"!

★ 400-REPLAY HIGH SCORE!

★ EXTRA ENTRIES—up to 6 selections each race!

★ FAST CONSOLE PLAY! FLASHING LIGHT ACTION!

5c, 10c OR 25c PLAY. SINGLE COIN ENTRY. LUXURY CABINET.



Don't take less! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT. ALSO AVAILABLE IN FREE PLAY CONVERTIBLE OR STRAIGHT CASH PAYOUT MODELS.

DISTRIBUTORS: Distributorship available in some Free Play Territories.

EVANS' WINTER BOOK with NEW ADDED FEATURE!



VISIBLE ODDS 10 TO 1 UP TO 100 TO 1! ALL COIN PAYOUT! Twin Payout Tubes! No Tokens!

THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!

• Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS! • Sensational Winter Book Odds! No Build-Up Necessary! • Nonpareil 7-Coin Head—history making improvement! Takes in up to 7 coins every game! Don't be satisfied with less! • Precision Engineered! Custom Built Cabinet! 5c or 25c play.

ORDER FROM YOUR EVANS DISTRIBUTOR NOW OR WRITE DIRECT

H. C. EVANS & CO.

1528 W. ADAMS ST.

CHICAGO 7, ILL.

SEE EVANS' CONSTELLATION AD ON PAGE 104

Head and Shoulders Over All Others!

Chicago Coin's

BOWLING ALLEY



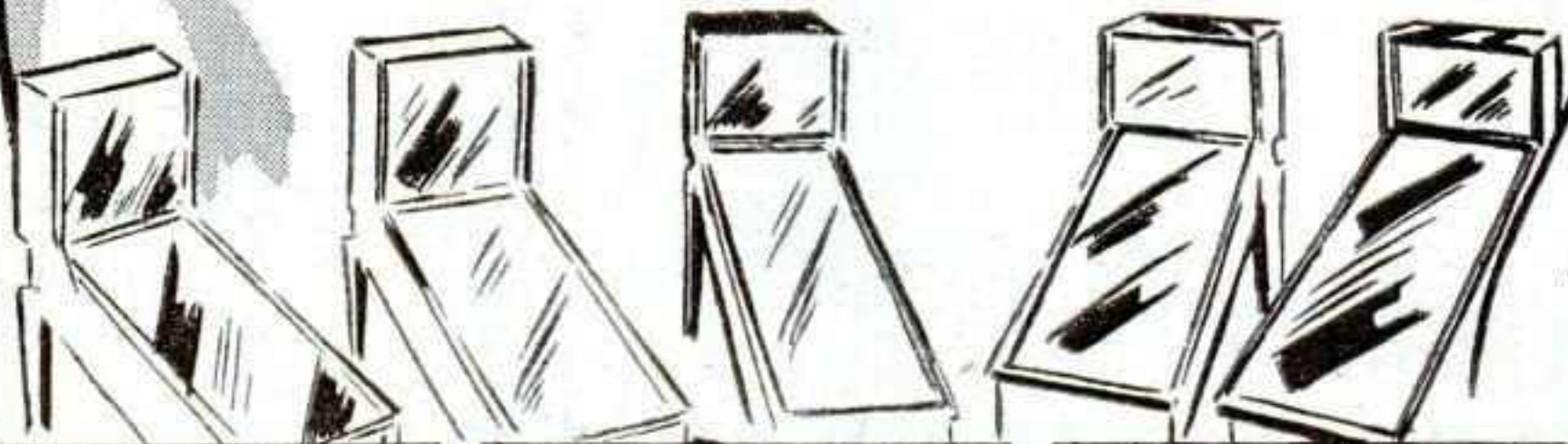
IT'S **BULGING** WITH
GIANT PROFITS
 FOR OPERATORS



**TWO CAN PLAY AT THE SAME TIME
 NO WAITING!
 YOU COMPETE FRAME BY FRAME**



BOWLING ALLEY IS DIFFERENT—NOT A COPY OF ANYONE ELSE'S GAME!



BOWLING ALLEY IS FASTER THAN ALL OTHERS

BOWLING ALLEY MAY BE PLAYED BY EITHER 1 OR 2 PLAYERS

EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC

BOWLING ALLEY'S PRICE IS COMPETITIVE WITH ALL OTHERS

A DOUBLE MECHANISM THAT COSTS YOU LESS THAN MOST SINGLE PLAYER GAMES

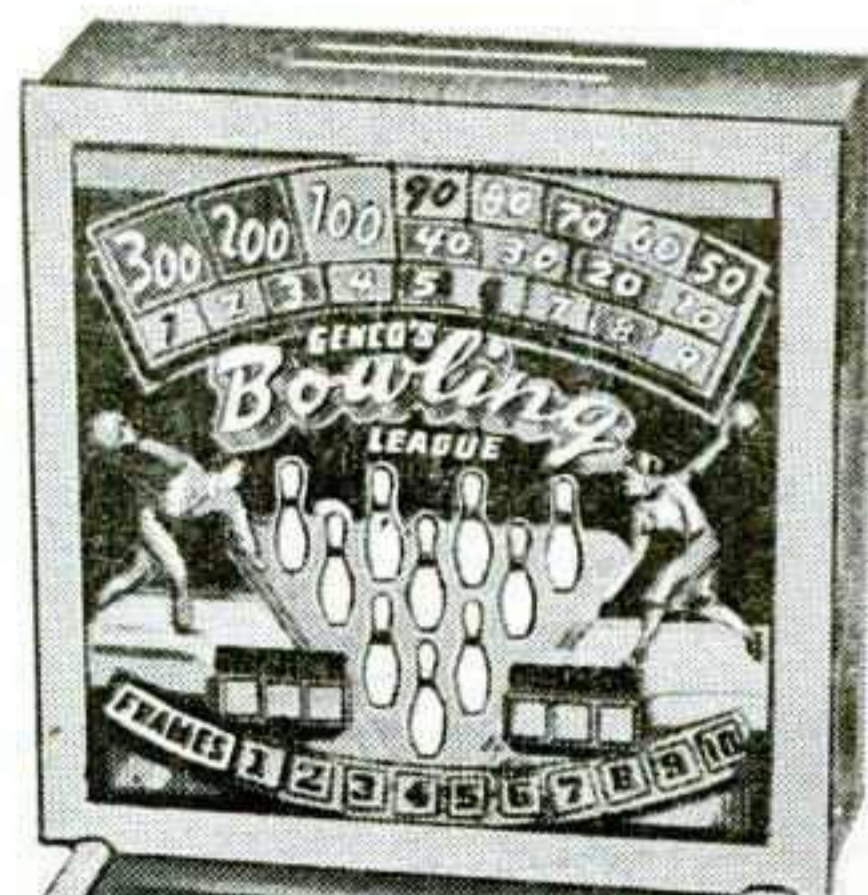
Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

You've seen the rest...

NOW Get the **Best!**



GENCO'S BOWLING LEAGUE

The Perfect Bowling Game!

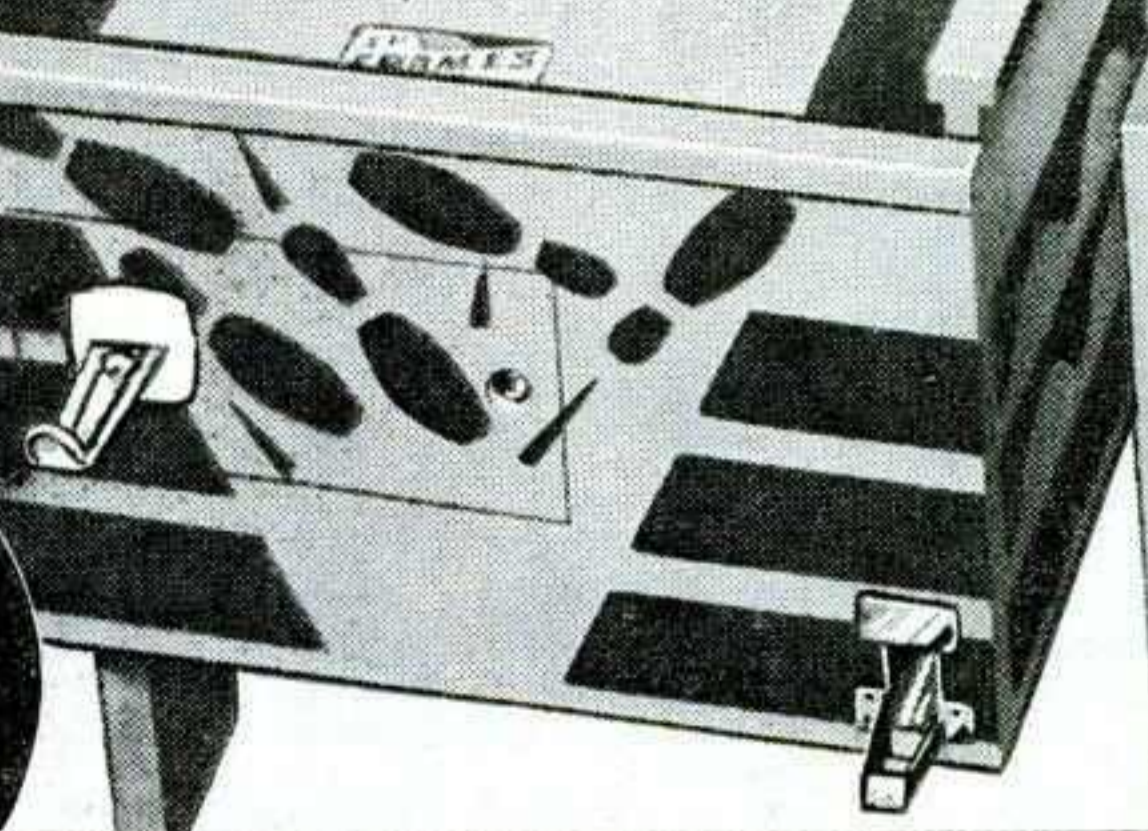
STANDARD BOWLING RULES AND SCORES
Strikes, Spares, Splits, Turkeys, Railroads



AUTOMATIC SCORING
10 Fast Frames Played again and again

*All the Thrills of Bowling
...All the Skills of Shuffleboard*

QUICK AUTOMATIC PUCK RETURN
Locks after game's completed



GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

**Don't Wait -- Write! Wire!
Phone Your Distributor Now!**

UNITED'S *Super Shuffle-Alley*

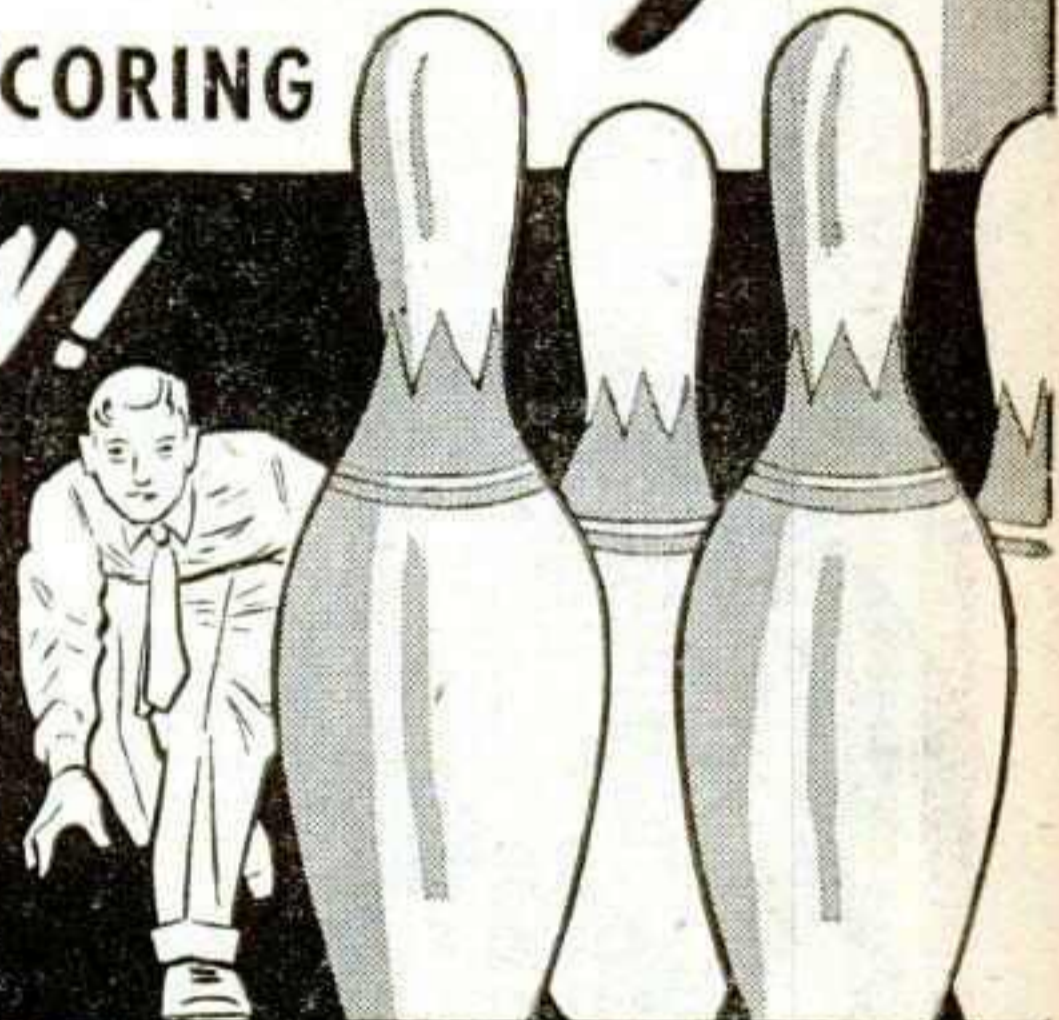
PATENT NO. 2,192,596

REGULATION BOWLING SCORING



NEW ANIMATION!

LIGHTED UPRIGHT BOWLING PINS



COMPLETE ACCESSIBILITY...

Entire Play Field Hinged

TWO SIZES
 8 FT. OR 9 1/2 FT. LENGTHS
 EACH 2 FT. WIDE

NEW MODERNISTIC CABINET DESIGN

UNIVERSAL APPEAL FUN FOR EVERYONE

EXCELLENT FOR COMPETITIVE PLAY

PUCK RETURNS AUTOMATICALLY... LOCKED IN AFTER EACH GAME

SEE YOUR DISTRIBUTOR

UNITED'S PROVEN DROP-CHUTE "JUST DROP IN COIN"



UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



**YOU SAY YOU WANT SOMETHING
NEW?
WAIT TILL YOU SEE**



Just
21



**GOTTLIEB'S REVOLUTIONARY
REPLAY GAME FEATURING**

**THE NEW "Turret Shooter"
THE ONLY ABSOLUTELY NEW,
POSITIVELY DIFFERENT
PLAY IN YEARS!**

**IT'S A REVELATION IN
APPEAL AND EARNINGS!**

**LOOK AT
THIS
ACTION!**

Player fires ball with new Gottlieb High Power TURRET SHOOTER, operated with same buttons that control 2 new SUPER-POWER FLIPPERS. Ball is aimed by motorized OSCILLATING RANGE FINDER. Player shoots to score JUST 21 POINTS by hitting any proper combination among 10 NUMBERED TARGETS at upper end of play field. Each Target scores indicated points only on first hit, but adds 100,000 to HIGH SCORE each time hit thereafter. Skillful players can score JUST 21 Points on very FIRST ball to earn 5 REPLAYS! JUST 21 Points score on second ball awards 3 Replays; 3rd ball, 2 Replays; 4th ball, 1 Replay. JUST 21 Points scored on 5th ball adds 500,000 to High Score. If point score is under or over 21, player continues to shoot for High Score Awards.

IT'S FAST. SIMPLE. FASCINATING... A MONEY-MAKING WONDER!



**STEP RIGHT UP AND ORDER FROM
YOUR DISTRIBUTOR TODAY!**

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

THOUSANDS EARNING TOP MONEY
AFTER 60 TO 90 DAYS ON LOCATION

Bally SHUFFLE-BOWLER

REAL BOWLING THRILLS

OFFICIAL BOWLING RULES AND SCORES
Strikes, Doubles, Turkeys
Spares, Splits Railroads

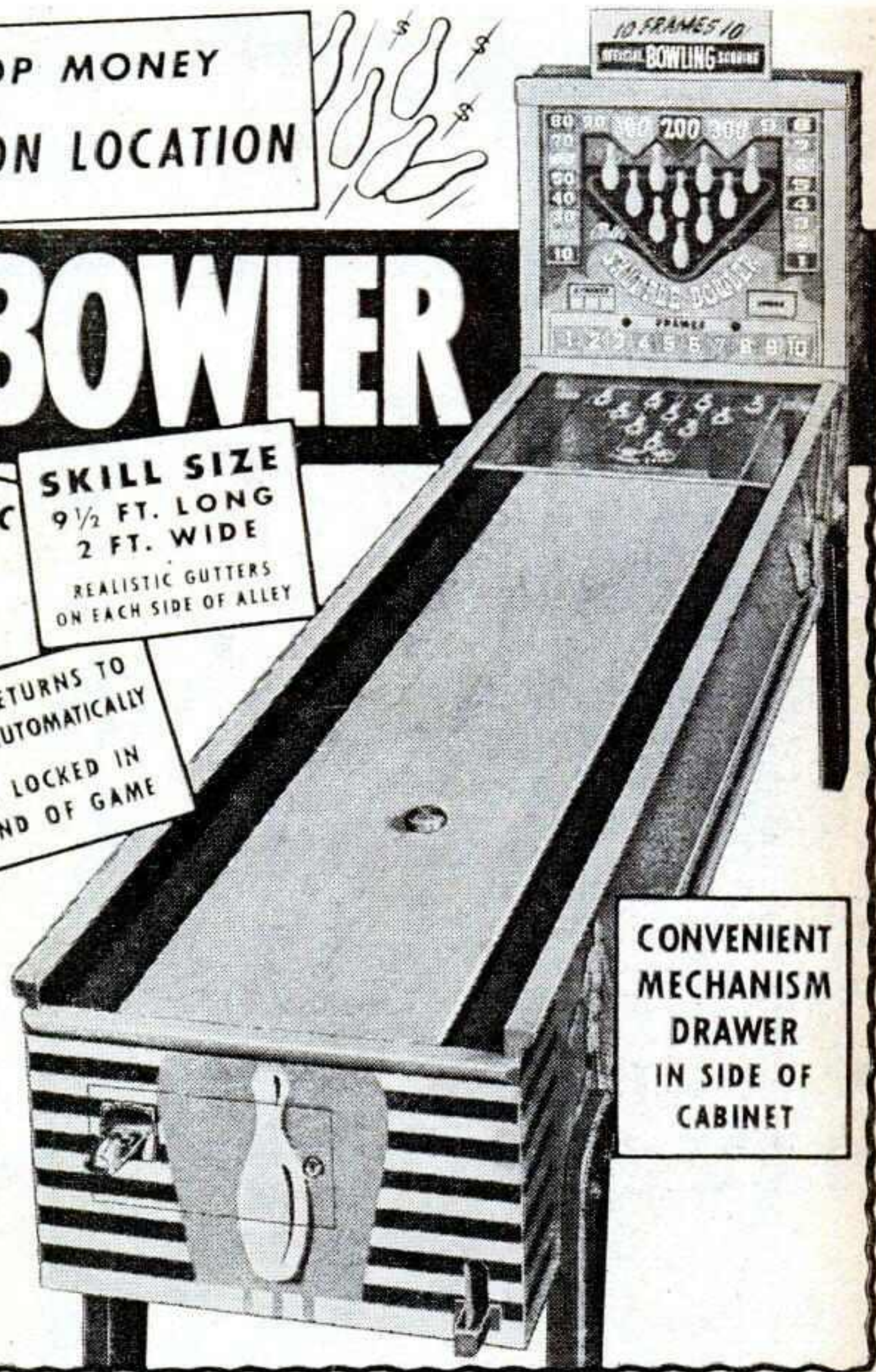
AUTOMATIC SCORING ON FLASHY BACK-GLASS

SKILL SIZE
9 1/2 FT. LONG
2 FT. WIDE
REALISTIC GUTTERS ON EACH SIDE OF ALLEY

Gets More Play! Earns More Profit!
BIGGEST MONEY-MAKER IN SHUFFLE CLASS!

PUCK RETURNS TO PLAYER AUTOMATICALLY
PUCK LOCKED IN AT END OF GAME

Yes . . . thousands of SHUFFLE-BOWLER games on location 60 to 90 days are still earning top money . . . proof that exclusive Bally features give the public the right combination of shuffle-skill and bowling-science. Why be satisfied with less than the top profits that SHUFFLE-BOWLER will earn for you? Call your Bally distributor today.



CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

MORE ways to win! MORE earning power!



Bally CHAMPION
FREE PLAY ONE-BALL

Bally KENTUCKY
AUTOMATIC ONE-BALL

MORE ways to win! MORE skill-thrills! MORE fun! MORE action! That is why CHAMPION earns MORE money for operators . . . why CHAMPION games on location 6 to 8 months are still smashing one-ball earning records from coast to coast. Are you getting your share?

HOT-RODS SPOT-BELL

Bally CLOVER-BELL
TWIN MULTIPLE-COIN BELL CONSOLE



3 SPOTTED SYMBOLS
SINGLE CHERRY WINNERS
SINGLE ORANGE WINNERS
SINGLE PLUM WINNERS

NEW MYSTERY DOUBLE AWARD

FAMOUS CITATION
ADVANCING ODDS

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNIVERSAL'S FEATURE BELL

SINGLE HEAD
MULTIPLE COIN

MYSTERY TYPE ADVANCING ODDS

First Console EVER TO INCORPORATE THE "FEATURE FLASH"

ENABLES PLAYER TO "BUY" UP TO A COMPLETE SET OF WILD SYMBOLS!



A POWERFUL BUILD-UP AND GAME-TO-GAME CARRY-OVER!

Instantly Convertible

CHUTE STANDARD—10¢ or 25¢ CHUTE OPTIONAL

FLUSH METAL TRIMMED TOP GLASS

ADDED FEATURES THAT CLINCH THE PLAY:

- ★ TOP SCORE: 500 POINTS
- ★ JUMBO ELECTRIC MOTOR-DRIVEN ILLUMINATED REELS
- ★ NEW CABINET DESIGN

Order FROM YOUR UNIVERSAL DISTRIBUTOR!



FREE PLAY
Convertible to
1 or 3 Ball Play.
Also Available in
AUTOMATIC MODEL

UNIVERSAL'S

PHOTO-FINISH

PULLS MORE PLAY...

Take full advantage of this profitable, busy game season by replacing your present equipment with the outstanding 1-ball money maker of all time—

PHOTO-FINISH

WRITE • WIRE • PHONE
See Your
UNIVERSAL
DISTRIBUTOR



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

MANUFACTURERS OF
THE FAMOUS TWIN HEAD
ARROW BELL

Seeburg **Select-O-matic** music systems for

New Acceptance



The finest way to gain the confidence and good will of your top locations is to install a Select-O-Matic "100" Music System. The reason is simple. Location owners know there is only one modern music system—it's the Seeburg Select-O-Matic "100". Remember, whenever you install a Select-O-Matic "100" Music System, you assist your location in maintaining the good will of its customers.

NEW APPEAL. 100 selections—all visible at one time—cataloged under five musical classifications—mean "music for everyone"—for tots, teen-agers, old-timers.

NEW FLEXIBILITY. Automatically plays 10 and 12-inch records—no pre-setting necessary.

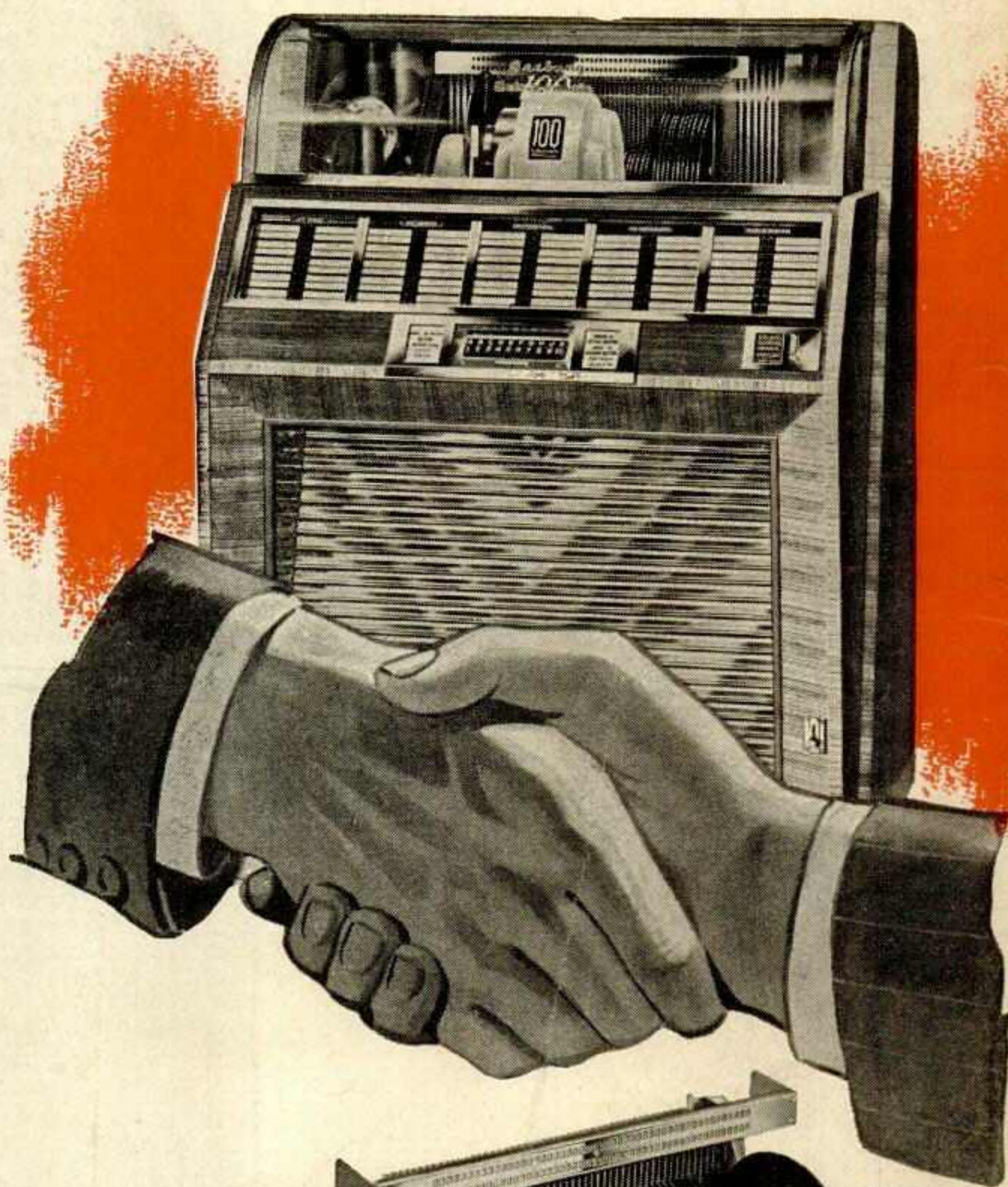
NEW OPPORTUNITY. This sensational music system will earn the maximum potential in your top locations.

NEW CONVENIENCE. 100 selections of music for guests, wherever seated—thanks to the Wall-O-Matic "100"—the most remarkable remote selection system ever developed.

NEW LISTENING PLEASURE. Music at conversational level throughout with Scientific Sound Distribution. Seeburg speakers to meet the requirements of every installation.

NEW ECONOMY! The most service-free music system ever built. Longer record life. Full operating power consumption only 240 watts.

NEW BEAUTY. Appearance-wise, too, the Select-O-Matic "100" is in a class alone. The handsome cabinet—a refreshing change in styling—attracts more attention.



100 selections

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.

SEE YOUR SEEBURG DISTRIBUTOR
FOR THE COMPLETE STORY OF
SELECT-O-MATIC "100" MUSIC SYSTEMS

