

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 5, 1949



Recap of juke box pop charts for 1948 showed Art Mooney tops with the ops. Mooney is apparently well on the way to solidifying that position with his current pairing on MGM, "Beautiful Eyes," backed by "Doo-Dee-Doo on an Old Kazoo." Operators, jockeys and retailers have picked both sides as potential hits. The pic shows Mooney with Harry Meyerson, MGM a. and r. head, during a recent recording session at the new MGM studios at WMGM. Mooney is currently on a tour of one-nighters and is due soon at the Capitol Theater, New York, Band is handled by Joe Glaser's Associated Booking Corporation.

"Try Turnover"

February Issue Features

SPECIAL FEATURES

How To Make More Money Than Ever Before
on 33 1/3 and 45 Records and Players.

The Log Book of Turnover's Roving Reporter (Part I)

Record Rentals—A New Profit Experiment

I Was a Musicaide at Macy's (Part I)

ABC'S of Increasing Record Sales

Thru Radio Promotions (Part III)

Record Salesclerks now "Musicaides."

From Talking Machines to TV

REGULAR MONTHLY DEPARTMENTS

LOOKING AHEAD—Trends to help plan future business moves
with greater certainty and success.

SELLING POINTERS ON CURRENT RECORD ALBUMS

BEST SELLERS OF THE MONTH

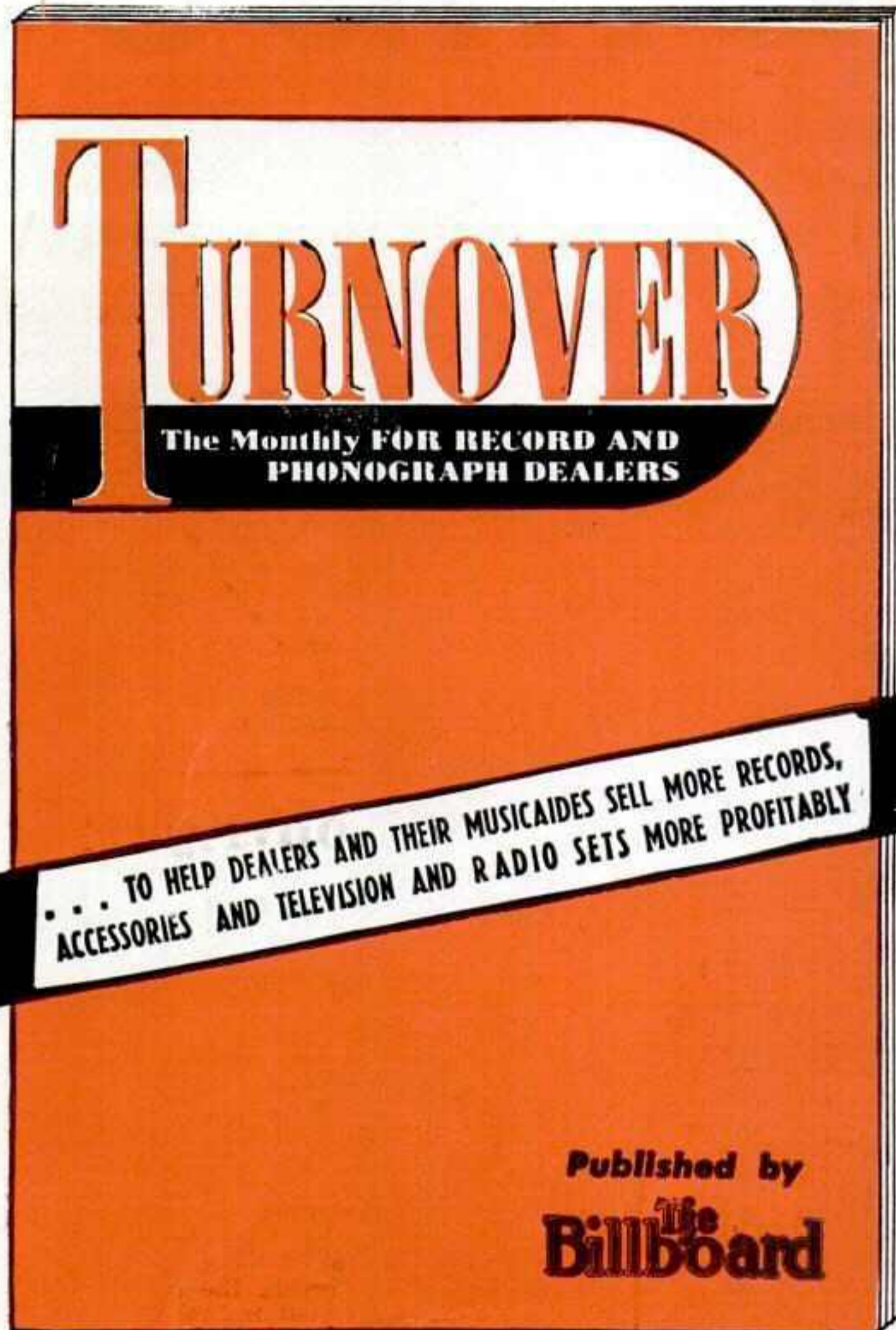
HEADED FOR HITDOM

PERSONAL APPEARANCE CALENDAR

SALES TIPS IN BRIEF

THE DEALER FORUM

STUFF ABOUT SALESPEOPLE



35

TURNOVER

BILLBOARD BLDG.,
2160 PATTERSON ST.,
CINCINNATI 22, OHIO

Please enter my subscription to **TURNOVER**

TWO copies each issue one year \$5.00

ONE copy each issue one year \$3.00

for which I enclose \$——. Bill me

Name _____

Address _____

City _____ Zone _____ State _____

TURNOVER finest publication of its kind.
Sears, Roebuck, Evansville, Ind.

TURNOVER is terrific.
H. Lieber Co., Indianapolis.

TURNOVER IS A MUST FOR ALL RECORD DEALERS.
Beam Sound & Radio, Brooklyn.

TURNOVER excellent. Read from cover to cover.
Whiting's, Inc., Bridgeport, Conn.

TURNOVER tops em all.
Gateway Record Shop, Newark.

TURNOVER very good.
Sherman, Clay, San Francisco.

I get more from TURNOVER than all other record dealer
publications.
Spence Music, Whitinsville, Mass.

Enjoy every inch of TURNOVER.
Early Bird, Columbus, Ohio.

TURNOVER excellent mag.
Melody Shops, Inc., Mesa, Ariz.

TURNOVER answered many questions that occurred to us.
Musicroom, Ltd., Halifax, N. S.,
Canada.

FCC'S CHILL ON RICHARDS

4A's NTEC Airs New Idea For TV Union

Hopelessly Makeshift?

NEW YORK, Feb. 26.—A plan characterized by some performers as "hopelessly makeshift" was advanced this week in another move to salvage the one-union-for-television plan. The proposal was made by a newly designated group called the National Television Executive Committee (NTEC), appointed to wrestle with the TV problem by the president of member unions of the Associated Actors and Artistes of America (4-A's), the actor's international union.

At the same time it was learned that a new rank and file movement is under way, spearheaded by actors now mostly working in radio, legit, video and cafes to take matters into their own hands if the heads of the battling 4-A's union fail to agree on some TV plan. This new rank and file group had called a meeting for early next week, but has postponed it until after a special meeting of the radio artists union (AFRA) takes place. Developments at the AFRA session will determine the next rank and file move.

Matter of Fees

The NTEC plan was beaten into shape Wednesday (23) and has the following outlines: All 4-A members will automatically hold cards in NTEC, but no 4-A union is to relinquish any claim it now may be making over video jurisdiction. There (See 4A's NTEC Airs on page 12)

Piscaphooey!

SYDNEY, Feb. 26.—Tom Carmichael, Australian showman, has acquired a freak fish (?) which has a head like a cat, green eyes, shoulders, four legs, webbed feet, claws and fur on its six-inch-long body.

While it has no gills, it can walk, swim and move by a form of jet propulsion. It has been identified by piscatorial experts as a specimen of the rare angler fish known as "Antennarius Striatus."

Carmichael paid approximately \$80 for this miniature monstrosity, whose list of varied spare parts seemingly would indicate that the love life of an Australian lady fish is anything but drab or monotonous.

1909 Copyright Act Overhaul Sessions Start

WASHINGTON, Feb. 26.—Sam Bass Warner, register of copyrights, who appeared before the House judiciary subcommittee on copyrights and patents Friday (25), is due for a return engagement later in the session when the subcommittee steps up explorations into overhauling the Copyright Act of 1909. Warner, accompanied by several of his aids, made his 1949 debut before the subcommittee yesterday, but testimony was limited to a single bill to relax restrictions on foreign printed books. Subcommittee Chairman Joseph B. Bryson (D., S. C.) explained that he is (See 1909 Copyright Act on page 16)

"Ailing" KMPC Head's Plea To Defer March 16 Sesh--and Duck L. A.--Hits Deaf Ears

Bias Charges Admitted, But With Explanations

WASHINGTON, Feb. 26.—The Federal Communications Commission (FCC) is reported set to stick to its schedule for a March 16 preliminary hearing at Los Angeles in the G. A. Richards case, despite a petition filed here Thursday (24) by Richards asking that the Los Angeles hearing be called off so that Richards instead might personally testify before the commission at some subsequent date—in Washington.

The FCC, after an all-day session here yesterday (25), declined to issue an announcement on how it will dispose of the new Richards petition and now is expected to go into a special meeting Monday (28).

As of the present writing, it is expected that, unless a surprise change of attitude develops over the week-end, the FCC will write an order which, in effect, will turn down the Richards petition with an explanation as to why the Los Angeles preliminary hearing will go on as scheduled.

In the petition filed with the FCC Richards said that he "has in the past issued instructions to various employees of the stations (KMPC, WGAR and WJR) which could have resulted in slanting of the news but so far as petitioner knows never did so." G. A. Richards, majority stockholder of the three stations, this week filed a personally signed petition with the Federal Communications Commission (FCC) asking that a hearing slated for March 16 in Los Angeles be called off and that he be permitted to testify in person before the commission in Washington to explain his actions. With respect to documents suggesting slanting of news and bearing his signature, which have been filed with the FCC by former KMPC (See FCC HOT on page 6)

Bow Again, Lee!

NEW YORK, Feb. 26.—On this page of the February 5 issue of *The Billboard* there was a box headed "Take a Bow, Lee," which recounted that Lee Zhito, *The Billboard's* Hollywood man, had won honorable mention in the Newspaper Guild - Irving Geist Foundation contest for newspaper stories that promoted inter-faith understanding and combated race prejudice. Zhito's honored story was the one about alleged slanting of news at KMPC, the G. A. Richards station in Hollywood. Now Lee can bow again. This week he took another honorable mention, for the same story, in the 1948 Broun Memorial Awards of the Newspaper Guild. The citation noted that Zhito's yarn brought about a government investigation of Richards's stations.

1949 Story of the Band Biz

Poll Reveals Dollar Power Of Name Orks

Competition Sharp

NEW YORK, Feb. 26.—The balance of power among the talent agencies in the band business, after a hectic and lean 1948, remained with the Music Corporation of America (MCA). (See accompanying charts for detailed breakdown of agencies' holdings.) But the MCA edge has shown signs of deflation, mainly due to the development of the General Artists Corporation (GAC) and the Associated Booking Corporation (ABC) band wings in the past year. Most of the edge was lost by MCA in the past few months, during which time the William Morris Agency (WM) band department disintegrated in a policy of "curtailment," with most of the WM orks

No Sun Lotion!

NEW YORK, Feb. 26.—Danny Davis, op of the Miami Beach Romanian Theater-Restaurant, wired Dave Fox, local indie, for Sam Levinson, and Fox submitted him for \$1,500.

Davis demurred and suggested Fox tell Levinson that the Florida sun made the job a vacation. Fox wired back:

"Florida sun no inducement. Act has sun lamp."

going over to and thus bolstering GAC. WM now has but eight orks under its wing, with Duke Ellington and Charlie Spivak the only major names remaining.

Tighter Competition

Important, too, in the band sales picture is the tightening of agency competition in the traveling band field. During 1948, in addition to the WM decision to cut its some 40 ork-strong band wing, a number of the lesser agencies either merged with competitors or folded. Major band agency mergers were the Mus- (See THE BAND BIZ on page 15)

Krupa in Clash With Ballroom Over Hat Check

DETROIT, Feb. 26.—A verbal battle over the price of checkroom fees, with a sideline diversion over the orchestra's personalized souvenir gimmick, marked the one-nighter played by Gene Krupa at the Dairy Workers Hall in the suburb of Highland Park Sunday (13). Participants in the clash were Charles H. Stapleton, well known carnival and supply house figure who, with his wife, operates a checkroom business in the winter season, and Ira Mangle, manager for Krupa.

Mangle attacked the 25-cent checking fee without provocation, according to Stapleton. He criticized the operation of the concession in strong terms before a priest representing St. John's Catholic Church, which sponsored the dance. The concessionaire argued that the checking fee was none of the orchestra's business, and added that he had to figure out the (See Krupa in Clash on page 16)

Labor Org Sets Star Wax Series

NEW YORK, Feb. 26.—A series of 13 waxed 15-minute airers, each featuring a film or legit star, has been produced by the United Hatters, Cap and Millinery Workers' Union, an affiliate of the American Federation of Labor. Designed as a means of describing "profitable labor relations and the meaning of the union label as it refers to craftsmanship and better production," the union has mapped a high-powered merchandising campaign to service business firms buying the open-end announcements preceding and following each show. All unions in the area of each station carrying the series will be asked to urge "co-operation" of members and friends with the sponsors.

The series, titled *Turning Points*, dramatizes significant events in the lives of all sorts of men, including Houdini, Capone, Eisenhower, Barnum, FDR, Casey Jones, Tom Paine, George W. Carver, Chaim Weizman and others. Emanuel Demby wrote and produced, Nathan Zarkin was program supervisor; Milton Kaye directed, and additional writing was supplied by Mac Berton and Howard Greenberger. Talent includes Talulah Bankhead, Milton Berle, Jose Ferrer, Edward G. Robinson, Edward Arnold and Canada Lee.

Cleffer-Legit C'right Foul-Up

Tune Cleared, Words Not --- Winner Is?

Suit Has Allan Jones on Spot

DETROIT, Feb. 26.—A significant test of copyright principles, involving the words of a musical number when the music itself is admittedly in the public domain, is involved in a case filed here in Federal District Court by April Productions of New York against singer Allan Jones. The case is based on the latter's singing of *Yours Is My Heart Alone*, by Franz Lehar, as an extra piece inserted in *The Merry Widow*. It is admitted by Harry Robbins, attorney for Jones, that the star sang the number seven times in Dallas and two times in Cleveland, but that he dropped it from the opera promptly when he was notified of the infringement claim after his second Cleveland performance in November, 1947.

The reason for filing the suit in Detroit is the flexibility allowed under copyright procedure, whereby the defendant can be sued wherever he can be summoned. Jones recently appeared in the Detroit Civic Light Opera here, but has just sailed for 28 weeks of engagements in England.

April Productions of New York was assigned the rights to the English translation of the song by the Shubert interests some years ago. Altho plaintiff has been popularly identified with the Shuberts, Milton Maddin, counsel for the plaintiff, pointed out that April Productions is not a Shubert subsidiary.

The amount of damages sought is indeterminate. Jones' counsel bases the defense partly on the contention that the nine alleged and admitted infringements come under the \$10 penalty clause of the copyright law for a "musical composition," so that the total liability would only be \$90. However, at least three alternative calculations of damages appear possible (Cleffer-Legit Foul-Up on page 48)

In This Issue

Broadway Showlog	46
Burlesque	48
Carnival	60-76
Circus	62-63
Classified Ads	79-85
Coin Machines	95-132
Fairs and Expositions	64-65
Final Curtain, Births and Marriages	50
General Outdoor	51-59
Honor Roll of Hits	22
Legitimate	46-47
Letter List	86-87
Magic	48
Merchandise	79-92
Music	14-41
Music as Written	40
Music Machines	103-106
Music Popularity Charts	22-36
Night Clubs	42-45
Parks and Pools	60-61
Pipes for Pitchmen	88
Radio-Television	5-13
Repertoire	49
Reviews: Legit	46
Night Clubs	44
Radio-Television	8
Vaudeville	43
Rinks and Skaters	77-78
Roadshow Films	49
Routes: Carnival	58
Circus	58
Legitimate	46
Miscellaneous	58
Salesboards	93-94
Vaudeville	42-45
Vending Machines	97-102
Vox Jox	38

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

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
FAR AWAY PLACES
- No. 1 Sheet Music Seller
FAR AWAY PLACES
- No. 1 Most Played on Disk Jockey Shows
I'VE GOT MY LOVE TO KEEP ME WARM, L. Brown Ork, Columbia 38324
- No. 1 Disk via Dealer Sales
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514
- No. 1 Disk in the Nation's Juke Boxes
POWDER YOUR FACE WITH SUNSHINE, E. Knight, the Stardusters, Decca 24530
- No. 1 Most Played Juke Box Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002
- No. 1 Best Selling Retail Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002
- No. 1 Most Played Juke Box Race Record
DEACON'S HOP, Big Jay McNeely, Savoy 685
- No. 1 Best Selling Retail Race Record
HUCKLEBUCK, P. Williams, Savoy 683
- No. 1 Sheet Music Seller in England
ON A SLOW BOAT TO CHINA

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 36 in Music Section.

Showbiz Taxes Off in Jan.; Only Disks, Coin Levies Up

WASHINGTON, Feb. 26.—January was a poor month for collections of show business excises, except for disk tax receipts. The latter showed an increase for the first time in many months, the Internal Revenue Bureau reported this week. They were up

Lewis Gives WTOP Competish on TV Bid

WASHINGTON, Feb. 26.—WTOP, local outlet owned by *The Washington Post* and the Columbia Broadcasting System (CBS), is in for competition in its attempt to get an extra TV channel in the Washington area. Richard F. Lewis filed with the Federal Communications Commission (FCC) this week for Channel 12, the same frequency sought by WTOP.

Lewis wants the channel assigned to Winchester, Va., and claimed that that city with no frequency is more worthy of getting Channel 12 than Washington, which has four. Channel 12 is now unallocated in this area, altho the FCC proposes to allot it to Fredericksburg, Va.

Auditions for Comics

NEW YORK, Feb. 26.—Young comics are invited to audition for the "comedy showcase" sessions being sponsored by the National Laugh Foundation at its gagwriters' institute—once each month. Winners in the next session—8 p.m. Wednesday, March 16, at the Malin Studios, 245 West 52d Street—will be presented at the fourth annual gagwriters' convention at the Park Sheraton Hotel here on National Laugh Week eve (March 31). Interested comics may contact George Lewis at the Malin Studios any Wednesday night.

Sonja Ahead in Detroit

DETROIT, Feb. 26.—The Sonja Henie ice revue has been running consistently 10 per cent ahead of business last year, according to William H. Burke, general manager. The show, now in its second week at Olympia Stadium, is running thru March 23, giving a total of 22 performances this year, compared to 17 in 1948, so that the Detroit total is expected to run considerably over last year's figure.

\$173,742 over the previous January. The only other excise to show an increase was the coin machine tax, up \$10,685.

Receipts from the levy on admissions to theaters and concerts dropped \$2,776,907 from January, 1948, while cabaret and roof garden collections decreased \$1,122,120. The tax on radios, phonos and parts was off by \$1,413,022. Liquor taxes dropped \$14,988,511.

	Jan., 1949	Jan., 1948
Liquor	\$145,477,933	\$160,460,444
Theater, concert admissions	25,911,467	28,688,375
Radios, phonos, parts	4,773,370	6,186,393
Cabaret, roof garden admissions	3,263,207	4,385,327
Disks	713,920	540,177
Coin machines	315,588	304,903

Aver. Showbiz Co. Grossed 200G in 1946, Netted 40

WASHINGTON, Feb. 26.—The average incorporated amusement enterprise that operated in the black grossed \$200,000 and netted \$39,600 in 1946, according to latest corporation tax figures released by the Treasury Department this week. Out of some 4,500 amusement places, excluding flicker houses, a total of 1,956 reported no net income at all.

Total 1946 gross by incorporated amusements was \$525,508,000. After deduction of the net, all that was left was \$103,683,000. The total corporation tax kicked in by amusement corporations was \$35,680,000. This figure is only for income tax paid and does not include payments made under excise tax rates.

Returns for 1946 were filed by about 16,000 incorporated eating and drinking places. Approximately one-third of them had no net income at all. Of those that reported net earnings, the average income for the year was \$70,000 out of a gross income of \$122,000. Total gross take for the incorporated eating and drinking spots was \$1,422,149,000. Of this amount, \$80,980,000 was left after deduction of operation expenses. Total tax paid by the industry's incorporated outfits in 1946 was \$25,459,000.

Talent Agency Covers Field

NEW YORK, Feb. 26.—Abe Newborn and Martin Baum have set up new talent agencies to cover night clubs, vaude, legit, radio and television. Newborn was formerly with Jules Ziegler, and Baum began his agency work with Jerry Rosen.

20% Tax Foes Cite 5½-Million Revenue Drop

WASHINGTON, Feb. 26.—The 20 per cent cabaret tax committee, in calling for a cut in the nitery tax, plans to present figures to the House Ways and Means Committee showing that slumping 1948 business caused a drop of \$5,548,709 in collections from the levy. Meanwhile, the House group this week acknowledged receipt of the formal request for hearings submitted by S. P. Haines, representative of the tax-cut committee (*The Billboard*, February 26).

According to figures compiled from Internal Revenue Bureau records by the tax-cut group, the 20 per cent levy on cabarets, roof gardens and ballrooms brought in \$51,641,630 last year, compared with \$57,190,339 in 1947.

Ten of the 12 months in 1948 showed declines from the respective months in 1947. The two exceptions were August, which showed an increase of almost a half-million dollars, and November, up about \$160,000.

The biggest decline was registered in February, which brought in \$1,104,526 less than in the preceding February. Drops for the other months of 1948 ranged between \$34,000 and \$998,000.

Tax collections from the 20 per cent cabaret tax:

	1947	1948
January	\$ 5,211,068	\$ 4,385,327
February	5,227,070	4,122,544
March	4,307,285	3,852,916
April	4,888,257	4,642,727
May	4,710,965	3,712,434
June	4,479,193	4,444,702
July	5,153,242	4,411,235
August	4,028,584	4,509,041
September	5,181,324	4,617,957
October	5,193,369	4,218,132
November	3,910,245	4,068,792
December	4,899,727	4,661,143
Total	\$57,190,339	\$51,641,630

HOLLYWOOD, Feb. 26.—Capitol Records last week declared a quarterly dividend of 65 cents per share on \$2.60 convertible preferred stock. Dividend will be payable April 1 to stockholders on record as of March 15.

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.
Joseph G. Csida Vice-Pres.
Lawrence W. Catto Secy.

Joseph G. Csida Editor in Chief
G. R. Schreiber Coin Machine Editor
William J. Sachs Executive News Editor
(Cincinnati)

Dick Armstrong Executive News Editor
(New York)

Managers and Divisions

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19 N. Y.
Phone: PLaza 7-2800

M. L. Reuter, General Manager Midwest Division
155 North Park St., Chicago 1, Ill.
Phone: CHicago 8-8761

Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-5831

F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443

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 Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUNbar 6450

Subscription rates payable in advance. One Year, \$10.00. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

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



RADIO'S 'BILATERAL' FUTURE

Showdown Due on Kobak; He Denies He'll Quit as Mutual Head; But Will He?

Don Lee Group Leads Opposition Line-Up

NEW YORK, Feb. 26.—Edgar Kobak, president of the Mutual Broadcasting System (MBS), stated yesterday (25) that he absolutely had no intention of resigning, but at the same time it appears that a concerted campaign by at least one, and possibly more, of the major MBS stockholders, to oust Kobak is under way. The issue probably will be brought to a showdown Monday (28) at a special MBS board of directors' meeting in Chicago.

Rumors of Kobak's resignation gained wide circulation this week, but the web president declared that so far as he was concerned they were without foundation. He intimated that the only way he'd bow out was at the specific request and insistence of the MBS directors.

Foes Line Up

Leading the opposition to Kobak is the Don Lee network group, which, with WOR, New York (Macy's), Yankee Network (General Tires) and WGN (*The Chicago Tribune*), makes up the dominant element in the web. Each of these four owns an equal amount of Mutual stock, while *The Cleveland Plain Dealer* owns about half as much, and WIP, Philadelphia, and CKLW, Windsor-Detroit, a third as much.

Kobak, it is believed, has the complete support of the WGN contingent, and while he has had similarly the support of WOR, this last element may now be open to debate. The same report about moves by Don Lee to oust Kobak was current at the end of 1948. WOR at the time minimized them, and intimated that any such move would be strongly opposed by the Macy interests. This week, however, WOR's comment, via its president, Ted Streibert, was limited to "no comment," which was interpreted as indicating, perhaps, a change of heart.

Showdown Due

In any event it is believed that the issue, which has been simmering for some time, will finally be settled once and for all after Monday's meeting. Kobak now has complete operation control of the network and will not settle for anything less. Under the Mutual table of organization, the chairman of the board, serving a two-year term, cannot succeed himself and the term of Lewis Allen Weis, Don Lee topper, expires in

Hot Competition On Dean Martin

NEW YORK, Feb. 26.—Two accounts were hot this week for the new Dean Martin-Jerry Lewis show built by the National Broadcasting Company (NBC). One of the sponsors is Lever Bros., which has held an option on the team for some time. Reports were, however, that Lever Bros. had asked for an extension of the option, with NBC unable to hold out any longer under the pressure being exerted by the second, and unidentified, bankroller.

Lever Bros.' plan, it is said, was to replace *Big Town*, now airing Tuesdays at 10 p.m.

April. Unlike the usual board chairmanship, that in Mutual does not carry any more weight than that of any other director.

Coupled with Kobak's name, should any change materialize, is that of Phillips Carlin, Mutual's programing veepee, brought into that post by Kobak. In this connection, it is reported that Don Lee is still burnt at the absence of any successor to Robert Swezey, until recently MBS general manager and second in command. Other reasons said to be contributing to their peeve are dissatisfaction with Mutual's programing and sales records.

Video Factors Snarl Cantor-Pabst Renewal

HOLLYWOOD, Feb. 26.—Eddie Cantor's pact renewal with Pabst beer was still unsigned this week, pending settlement of several points concerning the comic's tele plans for next season. Also up in the air is the time slot which the gagster will hold down come fall. If Cantor has his way, National Broadcasting Company (NBC) will move him out of his current Friday night spot to a choicer time. If Pabst and Cantor agree on video terms, he will probably trek to New York for at least the first six months of next season to plunge into network tele.

The bankroller has offered Cantor a flat fee for a tele show in addition to his radio airer. Unlike his radio packaged deal, video terms call for the agency to supply talent and production for tele presentation. Cantor has agreed to move to New York, at least for the time being, by-passing West Coast tele origination via kinescope, since he feels that Eastern TV audiences will not accept a Hollywood-originated kine show. Cantor still wants to do two tele shows monthly, while the bankroller hopes for a weekly stanza in addition to the radio show.

While Cantor has stated he would like to remain with NBC, he is openly unhappy about his current time slot. Now airing at 9 p.m. EST, the jokester is competing with *Break the Bank* and *Ford Theater*, both strong shows. He feels that *Bank* (now rated as second biggest giveaway stanza) and *Ford Theater's* top name attractions are too much to buck. Matter of finding a new time was discussed with NBC Prexy Niles Trammell during the web head's recent Coast trek, at which time Trammell promised to find a new time acceptable to Cantor and Pabst.

Meanwhile Columbia Broadcasting System (CBS) is continuing its efforts to lure Cantor to the net. Latest bait dangled by CBS is to spot Cantor back-to-back with Crosby on its revamped Wednesday night line-up. CBS was once hopeful of getting Bob Hope for that spot, but with Hope definitely remaining with NBC, Cantor is understood to be the hottest prospect.

NBC Dreams Up More Shows To Fill Sked Gaps

HOLLYWOOD, Feb. 26.—National Broadcasting Company (NBC) continued behind-the-scenes activity this week, unveiling another brace of shows which the web will launch early this summer or next fall. Working in conjunction with New York programers and net execs, Coast program director Homer Canfield put together six packages, all of which are to be NBC-owned and controlled. Talks had boiled down to scripting and the audition stage by press time, indicating the speed with which the net is working to plug holes in its sked left by raids of Columbia Broadcasting System.

Set for early audition are a Western musical show, starring Andy Devine with Henry Russell's ork and mixed choir; a Western drama-musical stanza featuring Tex Williams; *Miss Rachael*, comedy-mystery show to star Verna Felton; another mystery-adventure series featuring Elliott Lewis; a documentary whodunit based on police records, with Jack Webb in the leading role; revival of *Rogues' Gallery*, featuring Dick Powell, and *Thirteenth Juror*, series written by Arnold Marquis. Also being considered is a new comedy show with Ray Wencil and an audience participation stanza, featuring Cliff Arquette, called *Listen to Grandma*.

Emphasis is on low-budget offerings, with an eye to new names or toppers never before in radio. No time commitments have been made nor is it likely that the web will slot new shows before May, at which time the net hopes to complete reshuffling of its current sked so as to properly showcase upcoming offerings.

WOR Sets Name Daytime Co-Ops To Bolster Sked

HOLLYWOOD, Feb. 26.—WOR, the Mutual Broadcasting System (MBS) flagship station in New York, will underwrite an extensive—and expensive—brace of big name co-op programs to bolster its daytime programing structure. Norman Livingston, WOR director of commercial programs, told *The Billboard* that station execs have switched emphasis to daytime quality programing in view of tremendous inroads of television on nighttime audiences, particularly in the New York area. Accordingly, Livingston's current Hollywood trek is the beginning of a talent-buying spree. Where it will end depends on available talent properties and "money in the bank."

(See WOR Bolsters Sked on page 14)

Vallee in New CBS Package

NEW YORK, Feb. 26.—Rudy Vallee may make his return to radio in a new package show now being built by the Columbia Broadcasting System (CBS). A deal between Vallee and the web was set this week, subject to audition approval.

Unlike previous Vallee air efforts, the new CBS show would not be a musical but a situation comedy, capitalizing on his newly garnered film rep in that type show. Tentative title for the series is *Dear Doctor*.

2 Webs Seen, Each With 2 AM's and 1 TV

Era of Specialization

NEW YORK, Feb. 26.—Top level thinking among radio network execs today is that sound broadcasting in the future will find two major networks in the field, each operating two sound radio networks in combination with one television network apiece. It foresees a highly specialized radio programing format, geared to the advances to be made by video within the next 5 to 10 years.

Even while admitting that looking ahead can only involve crystal balling, a top exec of one major network this week predicted that broadcasting in the future would probably involve something like this:

Two major networks in radio; four or five in TV.

Each radio network operating two sound-only webs. One will be programing for radio in those markets where there are television stations. The other will be programing, on an altogether different level, in those areas where there is no television. In other words, the latter of the two predicted networks will be programing to the greatest extent possible, along the same lines now prevailing in the business.

According to one top-flight radio official, even when coast-to-coast video networking is firmly established, there will still be an enormous market for radio, both in TV and non-TV network areas. However, to get audiences in the latter sections, programing will have to be along highly specialized lines, catering to specific audience groups. Audiences in those sections where there is no television competition, will, of course, present far fewer programing policies.

It is significant that the web exec forecast'ng this bilateral radio operation would vouchsafe no opinion as to whether the radio facilities of the future would use AM or FM operations. "It will be radio," he declared, "but who can tell whether it'll be AM or FM. The one thing that appears certain is that advertising will not be able to support four or five television networks, plus four radio networks as we know them now."

Seebach-WOR Deal Pending

NEW YORK, Feb. 26.—Discussions calling for the return of Julius Seebach as vice-president in charge of programs for WOR, New York, are under way between Ted Streibert, president of the station, and Seebach, it was learned this week.

Seebach resigned as head of the WOR program department a few years ago and is now assistant to Edward Johnson, general manager of the Metropolitan Opera in New York. Seebach would make no comment while Streibert was in Chicago over the week-end for an important meeting of the Mutual Broadcasting System board of directors.

The pending return of Seebach to WOR is tied in with several factors. One is the possibility that there may be a change shortly in the Mutual program set-up, with WOR the New York outlet for that network. An-

(See Seebach-WOR Deal on page 14)

FCC HOT ON KMPC'S TRAIL

Richards Admits Bias Charges; Seeks Delay, But Mayn't Get It

(Continued from page 3)

employees, Richards's petition said that "he admits his authorship of all such documents are genuine and, so far as he now knows, all said documents and notations are genuine."

Unprecedented

In the petition, which is considered virtually unprecedented in the history of radio, Richards declared that he "admits his errors of the past and asks permission to personally assure the commission with respect to the future and to secure from its members aid and advice as to his conduct so that the commission may be assured by every possible means that stations KMPC, WGAR and WJR will at all times continue to broadcast the news in an unbiased and impartial manner."

Richards declared in his petition that he, the stations' stockholders and employees had suffered considerably because of the long time the case has been pending. He, his family and associates, "have suffered," he said, "since *The Billboard* article appeared." (The story was first published in this publication.) He also declared that this distress would be aggravated by a hearing in Los Angeles, and said that while the case has been given "injurious, biased and unfair publicity," this will "become critical once a hearing is convened in Los Angeles." This would involve, the petition claimed, not only a loss of revenue, but the morale of station employees and their sense of security.

"Members of the Family"

Despite the admissions, Richards stated that the evidence of a report made on KMPC newscasts by E. Z. Dimitman (*The Billboard*, February 26) showed that such news "was impartial and unbiased." The top personnel of the three stations, Richards said, "are regarded by him as members of his family and, with them, he (the petitioner, Richards) feels at liberty to exaggerate, to jest, to use slang and to overstate, for the purpose of stimulating a reaction." The Richards petition declared that Richards has been under care of physicians the last 11 years due to a coronary thrombosis suffered in 1938 and that "until recently he has been required to remain in bed a substantial part of each day." The petition declared that Richards's "confinement made him both impatient and impulsive so that on many occasions he expressed himself in an extreme or exaggerated manner." According to the petition, Richards's top employees "were aware of the effects of his confinement and his tendency toward exaggeration."

The Richards petition stated that his top employees "realized that in the operation of the stations they were to be finally judged by the written code established by Mr. Richards in the early days of broadcasting, directing the licensees' news staffs to present 'facts not opinions' and to religiously adhere to the FCC rules on political broadcasts."

"Complete Impartiality"

Continued the petition: "These facts explain why the analysis of newscasts shows complete impartiality. When personnel in whom he (Richards) had to place great trust during his confinement received a specific instruction from petitioner they understood it was to be given careful consideration but executed only if in conformity with their over-all basic instructions, the commission's rules, good taste, and complete, reliable and impartial news

coverage. Petitioner is proud his associates are men of independent judgment, not automatons."

The petition's reference to Richards's confinement to bed as the result of his 1938 coronary thrombosis was included in a section described as "mitigation of the complained of acts." In this section, the petition pointed out that "the condition of petitioner's health has improved." The petition continued that because Richards can be out of bed longer he "is now able to preserve an even disposition and objective view of events." The petition added that Richards "is still reliant on nitroglycerine tablets to keep his heart functioning when overly excited, strained or called upon for physical exertion." In further avowed mitigation, the petition explained that years ago Richards had "formed a firm conviction that Communism, as well as Fascism, presented a very real menace to our country, both externally and internally."

Tempted To "Exaggerate"

The petition continued: "Each passing day has strengthened this conviction. He (Richards) has been impatient of those who were not zealous in their actions and statements against this menace. This led to exaggerated and unmeant statements to his friends and employees regarding some persons and groups that he (Richards) feared were not to the utmost opposing the enemies of our country."

Richards also charged that networks for two decades have slanted news. "Day in and day out, or week in and week out, newscasters or news commentators broadcast the news with varying bias," he said.

Richards's document continued: "The granting of petitioner's request for an opportunity to appear before the commission en banc to admit and explain the evidence which might be adduced at the investigatory hearing may gain much, and in any event would cost little. Petitioner is firm in his belief that his admissions, explanations and sincere assurances will convince the commission that no further hearing is necessary. If he is correct in his belief, substantial expenditure (See *KMPC'S TRAIL* on page 48)



KLZ News Editor

JIM BENNETT

A former newspaperman and radio writer, Bennett rates tops with fans who like his brisk, lively copy and news announcing.

KLZ, DENVER

Sale Reprieve For KMGM-FM; Plan Value Hypo

HOLLYWOOD, Feb. 26.—KMGM-FM, Metro-Goldwyn-Mayer's Hollywood outlet, has been taken off the sales block, at least for the time being. Decision to keep station operating was made this week by Charles G. Moskowitz, Loew's, Inc., veepee, currently in Hollywood.

Altho flickery will listen to sales offers, plans now call for a general hypoing in station operations in order to increase value of the FM outlet should a buyer come along. First step will be to move station's headquarters to MGM's Culver City film lot, abandoning present administrative offices in the Rexall Drug building. Bill MacCrystall, manager of KMGM since its inception, will remain at the helm.

MGM also is understood anxious to purchase a local AM outlet which would be consolidated with its FM operations. Pic firm is looking at several station properties and will buy if the price is right.

CBS Cuts News Staff; Big Events in '48 Delay Move

NEW YORK, Feb. 26.—The Columbia Broadcasting System's (CBS) news division is quietly retrenching and during January has laid off one news editor and two writers here, Farnsworth Fowle in London, John Adams in Washington and by mutual consent agreed to let Joseph C. Harsch's pact lapse in the middle of March. Harsch also was stationed in Washington.

These slashes were long overdue but according to Ted Church, head of the CBS news department, were not put into effect in 1948 because of the presidential campaign and other news events which called for amplified coverage. The only addition to the CBS news staff now contemplated is a stringer in Scandinavia.

Strangely enough with the reduction in staff, CBS has developed a new news technique which calls for

more than one man to handle news broadcasts. For example, Eric Sevareid now works with Ed Newman on the former's show, and Ed Murrow has two assistants to help him with his broadcasts. The reason for this, says Church, is that news has changed its character and become much more complicated. This naturally means news developments must be considered more carefully and interpretation stressed. Newscasters who formerly were assigned to write and announce their own shows now get writers to help them with this mechanical labor.

The overseas operation hasn't changed its character except that Howard Smith is on vacation from London and Stephen Laird is returning to the States after three years in the British capitol.

Costs of television are believed to be contributing to the news department cuts.

Rural Radio Net, Cornell U. Plan Activity Merger

ITHACA, N. Y., Feb. 26.—A merger of the radio activities of Cornell University and the Rural Radio Foundation, operator of the Rural Radio Network (RRN), was under way here this week. Michael R. Hanna, general manager of the Cornell stations, WHCU and WHCU-FM, also was the driving force behind planning of RRN, a six-station FM web, some five years ago, when the GLF Farm Co-Operative could not purchase the time it desired on local AM stations. It is considered likely that Hanna will head the combined operations when the merger is completed.

The combine is regarded as making FM commercially feasible in its area, since preliminary surveys made by Hanna recently indicate that 25 per cent of the families in this area own FM receivers already. Further, RRN is sponsored by 10 New York State farm organizations with over 100,000 families as members. Also, Cornell's widespread extension service is expected to influence many more families to purchase receivers.

With the combination of Cornell and RRN facilities able to service 80 per cent of up-State New York rural and semi-rural areas, execs of both groups feel that the joint operation will have real sales effectiveness and will attract key manufacturers and suppliers of farm equipment and other agricultural commodities as sponsors.

Negotiations are proceeding between Hanna and R. Bruce Gervan, general manager of RRN, with the objective of streamlining the RRN operation and making use of experienced Cornell personnel. Hanna and Gervan hope to reach final agreement shortly for presentation to the boards of both groups and to the Federal Communications Commission for approval. Cornell's related video and fax interests also would be included in the merger.

RRN this week reduced both its staff and operating hours.

Radio Stations Form Va. Press Caster Org

RICHMOND, Va., Feb. 26.—A new organization, the Virginia Press Broadcaster Association, was formed this week by Virginia radio stations holding memberships in the Associated Press (AP), for the purpose of collaborating with the AP to improve its news service in Virginia, to plan for mutual co-operation in the development of news and to study the use of news in radio broadcasting.

Jack Weldon, general manager of WWO, Lynchburg, Va., was elected the organization's first president; Fred Hart, manager of WLPM, Suffolk, was named vice-president, and Fred H. Fuller, chief of the Richmond bureau of the AP, was named secretary. Five directors also were appointed to complete the executive committee headed by the above officers. They were Campbell Arnoux, president WTAR, Norfolk, who is also president of the fourth district of the National Association of Broadcasters; Ray P. Jordan, manager of WDBJ, Roanoke; Carl Duckett, manager of WBOB, Galax; Edward E. Bishop, manager of WGH; Newport News, and Charles Blackley, manager of WTON, Staunton.

WHAT THE COAX HAS DONE

WTMJ-TV Says Net Sells Public On Programs

MILWAUKEE, Feb. 26.—Altho the debut of network television has had little or no effect in hastening the day when WTMJ-TV will break even, it has had a tremendous effect in convincing the average man that television not only is here to stay, but has outstanding programs to offer, spokesmen for WTMJ-TV, the *Journal* station, said here Wednesday (9). The execs pointed out that more than 2,000 new sets were sold in the Milwaukee area during January despite holiday retail biz doldrums, boosting the total to 16,236 as of February 1. Network video has had no marked effect on new business here—except in increasing sales of station break announcements between network shows. However, it has also accounted for a small increase in local and national revenues.

Short of Radio's Figure

WTMJ execs point out that new revenue from network biz is not as lucrative as in the case of network radio. Too much of it, they explain, goes back into costs. "By the time you've paid line costs," said one, "there isn't much left for the station."

WTMJ-TV now airs 16 half hours of network shows as follows: DuMont, two; Columbia (CBS), one; American (ABC), one, and the remainder National (NBC). The network has increased station hours on the air by six a week. It has eliminated second-rate films on local programs, but top local shows have been maintained. The network has meant some savings. The station can now set up a minimum schedule of daytime programs; this was not possible until facilities and personnel were relieved of nighttime show duties. The station is using the same number of people as before, but they are spending more time on daytime programs, leaving networks to handle night shows. However, the station still has some of its own night shows.

Coax Produces Varying Results In Det.; Set Sales Not Spectacular; Stations See Out-of-Red Operation

DETROIT, Feb. 26.—The hook-up of the coaxial cable has brought rather contradictory results in TV station operations locally, partly as a result of the previous history and operating policies of the stations. As far as the public is concerned, sets in use are reported by the Detroit Edison Company's figures, the most reliable source available, at approximately 35,000. Installations have been going ahead at about 5,000 a month for the past two months, which is about the limit of what dealers feel they are prepared to handle upon a proper installation policy. Sales could be somewhat larger, but most dealers are trying to keep one of each model on the floor rather than install everything they can get. Demand is mounting, but not spectacularly.

The over-all picture was summarized by Harry Bannister, managing director of WWJ-TV, who said that "the National Broadcasting Company (NBC) network television has put Detroit squarely on the big time circuit. Picture reception is excellent, audiences are enthusiastic, receiver sales are booming and prospective sponsors

JUST under two months ago, the new coaxial cable connecting Eastern and Midwestern television stations went into service, marking one of the major developments in video so far. Advertisers and broadcasters alike looked forward with great expectations to this increased service, on the theory that it would give the new industry an enormous stimulus.

What, actually, has the coax done in those cities previously without network service? In almost every instance the effect seems to be highly salutary. Coaxial availability has reduced operating expenses for all of the stations, all of which were under great economic pressure. Beyond that, it has given set sales a needed shot in the arm and has resulted in a correlative increase in circulation for TV advertisers. It has also given the public an indication of the steadily improving caliber of TV programming.

On this page are reports from some of the cities now enjoying the new network service. It is particularly interesting to note that the "one-station" problem in TV cities is still holding forth, for it will be noticed that, in Pittsburgh, without the benefit of competitive program service, public reaction is lagging behind that of other cities with dual service. This same condition existed in Chicago and Detroit when these cities, among others, had only one TV operation.

Chi TV Execs Praise Coax But See No Revenue Hikes; Costs of Operations Soar

CHICAGO, Feb. 26.—Video execs in Chicago this week expressed great enthusiasm about the brightened prospects here as a result of the coaxial cable from New York coming thru one month ago, and they looked for an early upswing on the sales chart. But the three stations with web affiliations all sang the same tune with regard to increased revenue: there wasn't any, thus far. All three had different reasons, but the net result was the same.

George Harvey, sales manager for WGN-TV, said that the additional hours the station is operating has made additional manpower mandatory, and this increase in operating costs has just about canceled out hypoed revenue from web shows. Further, the station has dropped off a bit in its sale of announcements, following the sked reshuffle. Many budgets were decreased as sponsors switched from one-minute plugs to

20-second station breaks sandwiched in between network programs, and one spot sponsor canceled out entirely. WGN-TV is getting seven hours and 45 minutes of web programming from the Columbia Broadcasting System (CBS) and five hours and 30 minutes from DuMont. Six of its web hours are commercials, mainly via CBS.

The American Broadcasting Company (ABC) owned-and-operated station here, WENR-TV, has found that its operating costs have soared, rather than dropped, since the cable came thru. This is due mainly to the fact that not only were no local shows dropped, but a 30-minute sustainer and 15-minute commercial show have been added and the program budget was upped between 15 and 30 per cent on shows formerly aired locally and now fed to the web. On the brighter side, WENR-TV has sold eight new accounts on spot schedules in addition to its recent sale of the Bob Elson program, according to central division Manager Jim Stinton. The station is airing 17¼ hours of web shows, with 9¼ originating

Toledo: 5,000 Sets Before Coax; 7,500 Now—Still Going

TOLEDO, Feb. 26.—Since the opening of the coax cable January 12, network shows have given a tremendous lift to TV in the city and WSPD-TV area. G. C. Jackson, TV program director of the Fort Industry station said this week. Before the opening of the coax there were about 5,000 receiving sets in the area. This week there are more than 7,500, with sales continuing briskly.

WSPD-TV is using 11 hours and 45 minutes of National Broadcasting Company (NBC) network shows weekly; 11½ hours of DuMont and 2 hours of Columbia Broadcasting System (CBS).

Jackson said there is no doubt that net shows have been a big help to the sales staff in selling other spots. The increase in business led the station to add 7 hours weekly to their air time, including 5 hours on Sunday.

There has been no marked change in local programming, the only changes occurring in the dropping of some remotes. Jackson also said the net shows have resulted in a decided savings in film costs. In addition, the station is considering regular afternoon programming soon to take the place of the test patterns now aired.

here and 7½ coming from New York, of which one hour is commercial.

WNBQ

WNBQ, National Broadcasting Company (NBC) o-and-o station, has had little opportunity to save because of the cable, inasmuch as its real operations began the same week the cable came thru. Thus, there was no cost-shaving from elimination of programs. The fourth Chicago outlet, WBKB (Balaban & Katz-Paramount), has no network affiliation and thus was not affected by the stretching of the cable.

Jules Herbeveaux, NBC central division television manager, said WNBQ now is airing 10 hours and 50 minutes of web programs. Herbeveaux (See Execs Praise Coaxial, page 14)

WDTV Chalks Up Boff Biz With Coax; Lack of Sports Contributes to Poor Set Sales

PITTSBURGH, Feb. 26.—With only about 7,500 sets receiving its programs, WDTV here is enjoying the dubious distinction of providing some of the outstanding TV shows, while still facing a strong buyer's resistance among set owners. However, this situation has not in any way affected selling time, with all the segs available for commercial sale already sold. The station has 13 hours of network commercials and six hours of local business and operates 23 hours a week.

A survey made among retailers shows the lack of sport shows to be a major factor in cutting down sales of sets. As it stands today, WDTV has one boxing show, and that's it. The Pittsburgh Pirates have announced that there will be no television at Forbes Field, saying that they do not believe television has been scientifically perfected for the proper presentation of the sport. However, in some circles there is a growing belief that the Pirate management made the statement to protect its heavy advance sale of sea-

son tickets and will attempt televising of some games during the season. The old bugaboo of sets being obsolete within a year has also come up, along with the actual high cost and installation charges. The private citizen and small tavern owner say they are waiting till the price comes down. The big department stores which are selling most of the sets are at a disadvantage because of the caliber of the daytime shows and due to the fact that WDTV goes off the air from 3:30 to 6 p.m. This makes demonstration difficult. However, while no store is stuck with sets, the expected windfall never materialized.

Meanwhile WDTV with four networks coming in has virtually every big show in the country except the Kraft Music Hall. The shows carried include Texaco, Arthur Godfrey, Philco; We, the People; Tournament of Champion Fights, Small Fry, Original Amateur Hour, American Minstrels, the Admiral Broadway Revue and Dunninger and Paul Winchell.

This One



LAJ5-LQ5-4563

CBS, MCA Retreating on Champion Sports Tele; No Arena Spectator Idea N.S.G.

NEW YORK, Feb. 26.—Despite the oft-voiced prediction that sports events ultimately will be promoted for the video audience alone with no spectators paying their way into the actual event, the first major attempt in that direction has not paid off, and a full retreat is in the offing. The tournament of champions (T of C), in which the Columbia Broadcasting System (CBS) and the Music Corporation of America (MCA) are partners, has been unable to make the grade on the basis of video sponsorship and a small ticket-buying crowd, and will shortly make a big play for heavy gate attendance to make a real profit possible.

When the T of C lease on its current arena, Manhattan Center, runs out May 4, it will not be renewed. Manhattan Center holds only about 4,000, and the major income from the Wednesday night bouts has come from P. Ballantine & Sons, the brewery sponsoring the telecasts. The sponsor's outlay alone has been nearly enough to get T of C off the nut each week, with a black ink promotion depending upon the size of the gate receipts.

To insure a real profit from the operation in the future, CBS, MCA and T of C are mapping a whopping promotional plan involving stellar boxers, championship bouts and arenas large enough to hold the throngs they hope will storm the box offices to buy tickets. Thus, after Ballantine's first 13-week cycle runs out May 4, concurrent with the end of the lease on Manhattan Center, the bouts will be switched to one of New York's three major league baseball parks. The caliber of bouts, including one or more championship

scrap, is expected to induce Ballantine to string along.

When the outdoor season ends, sometime after Labor Day, T of C will establish headquarters in one of the larger indoor spots, also capable of holding a goodly throng. This may be more difficult to secure than anticipated, since major arenas are not glutting the market. It is highly unlikely that 20th Century Sporting Club, whose domination of boxing promotion T of C is threatening, will permit their rivals access to Madison Square Garden, their ultimate objective.

That major emphasis now will be placed upon ticket sales, rather than income from tele sponsorship, was indicated by the remarks of one CBS official this week. He expressed great doubt that the time will come when sports events will be staged solely for video. The atmosphere of in-person attendance, he stressed, cannot be duplicated in home reception. This is a markedly revised approach from that of some tele bigwigs, who have looked ahead to championship fights being staged in the privacy of a video studio.

WTMJ-TV Adds To Daytime TV

MILWAUKEE, Feb. 26.—WTMJ-TV, *The Journal* station, will add 10 hours of video time to its afternoon shows—along with five hours of dinner music—beginning Monday (28). This includes afternoon scanners on Mondays and Tuesdays, the only afternoons on which the station had not been on the air before.

Daytime programing additions will increase the outlet's average of 35 hours a week to 45. Daily shows will begin at 2:30 p.m. Mondays thru Fridays and 3:30 p.m. on Saturdays and Sundays. The majority of new afternoon scanners are local.

Shift to Daytime Operation Set by KFI-TV; Rates Cut

HOLLYWOOD, February 26.—KFI-TV tooled up this week to complete its reconversion to daytime operations Tuesday (March 1), at which time tele station will abandon all nighttime programing (*The Billboard*, February 26). At press time station sales topper Kevin Sweeney reported that KFI-TV's announcement of its radical tele departure was welcomed by the bulk of the station's present advertisers—and by new prospects.

Going to seven-day-weekly operation, between hours of 12 and 6 p.m. daily, station expects to have 50 advertisers inked to contracts by next week. Already signed for tele time are some 30 sponsors, most of whom are to be spotted on participation sponsorship shows. Estimated weekly starting revenue will total \$2,500, according to Sweeney.

One-time rates were slashed from \$400 hourly to \$150. One-minute participation spots tumbled from \$75 to \$25; station breaks were reduced to \$20 per insertion, with all rates subject to usual frequency discounts. Station claimed that new tele rates were actually as cheap or lower than AM rates quoted by three top Hollywood indie stations.

Since all daytime programing will be done without camera dry runs, station will no longer charge for stu-

TV Tenets

DETROIT, Feb. 26.—Rigid checking of video material for references to "morals, proprieties and the social amenities" is necessary, according to a statement by Harry Bannister, managing director of WWJ-TV to his staff, "because television is more vivid and more compelling than radio."

Carrying out his ideas in detail, Bannister issued his list of "tenets for television" as follows:

"Our television programing at all times must be so meticulously correct that no portion of our schedule will give offense in the slightest degree to anyone at any time.

"There must be no use of blue material or of anything susceptible to double entendre. There must be nothing in our schedule which will cause the lifting of any eyebrow by even the most strait-laced in our audience. Appearance, language, intonation, gesture, must all be beyond reproach. Racial comedy types must be avoided. References to God or religion must always be reverent. Crime and drunkenness, when used, must be condemned.

"A list of all taboos would be too lengthy. In all cases, good taste, propriety and the avoidance of offense must be the ultimate criteria.

"The producer of every program is herewith charged with the responsibility of securing full compliance with the letter and spirit of this communication. He is further empowered to cut off the air—summarily—any offender, no matter what the consequences may be."

Strotz Ankles; Smith Unbound?

NEW YORK, Feb. 28.—Formal confirmation this week by the National Broadcasting Company (NBC) that Sid Strotz had severed relations from the web's television operations focused attention on Carleton Smith, the NBC director of television. There was considerable speculation that Smith might be given a veepeeship, in view of the importance of the job he is handling.

Strotz bowed out of the TV picture on two counts. One was his insistence on living on the Coast, where he heads the NBC operation, and the other the load of duties in connection with keeping NBC's Hollywood talent fences mended. Charles Denny, NBC exec veepee, is now responsible for the TV operation, with Smith in direct operation.

dio and rehearsal time, which heretofore averaged \$100 per hour. Maximum cost of a half-hour live stanza under the new rate structure will run \$150 to \$200, including time, facilities and miscellaneous charges.

Programing structure will be 90 per cent live, with remainder special film fare. During the first week KFI-TV will air 120 daytime shows, averaging 20 to 25 daily. Saturday and Sunday tele fare will feature "family type" shows, with about 15 separate programs planned. Majority of live programing will be tailor made for participating sponsorship. No remotes will be carried for at least 60 days.

4A's NTEC Airs New Idea For TV Union

Hopelessly Makeshift?

(Continued from page 3)

will be no initiation fee for 4-A members; \$25 initiation fee and dues starting at \$24 annually for new members. NTEC, for six months at least, proposed to collect no dues, relying instead on contributions to be made by AFRA, Equity and Screen Actors Guild (SAG) to the tune of \$100,000 each. Other 4-A unions will kick in on a smaller, proportionate scale.

It is further proposed that at the end of six months, NTEC members are to vote on whether a new union is to be formed, to continue under the status quo, or devise some set-up entirely new. NTEC is to be headed by one "chief executive," plus legal.) See 4A's NTEC Airs on page 48)

Protestant Radio Org Plans TV Programs

NEW YORK, Feb. 26.—The Protestant Radio Commission is providing funds for experimental live TV programing and expects to have its first live show ready for presentation within 30 days, according to Dr. Paul C. Payne, a spokesman for the group. Also being planned is a series of TV films to be distributed free of charge to video stations.

Meanwhile, the religious unit has voted to continue its one transcribed children's radio program, *All Aboard for Adventure*, and to introduce two new shows, one a half hour concert of great church music sung by the Collegiate Chorale under Robert Shaw's direction and the second series to be programs on mental health and pastoral council.

SF To Get Second TV Outlet by May 1

SAN FRANCISCO, Feb. 26.—This area will get its second tele outfit by May 1, when KTO, American Broadcasting Company (ABC) affil, starts beaming sight and sound atop Sutro Mountain. Test patterns started Monday (21) on a four-hour five-day basis.

Construction of KFRC-TV transmitters will begin on Mount Tamalpais within two months, and live programs from Los Angeles will be available in six to nine months, Louis Allen Weiss, president of the Don Lee Broadcasting System, announced this week.

Frankie Laine Set For TV Film Series

HOLLYWOOD, Feb. 26.—Frankie Laine will be starred in a series of tele films skedded to go before cameras while the rhythm singer is in town fulfilling his Cocoon Grove engagement. Pix, to be produced by managers Gabbe, Lutz and Heller, will be built around Laine's disked tunes, giving background to songs and reason why he recorded them. Laine's accompanist, Carl Fischer, will also be featured.

According to Manager Sam Lutz, videocine series will number 16 15-minute open-end reels.

Jewel Taking Trial Tele Fling on WBKB

CHICAGO, Feb. 26.—Possibility that the Jewel food stores, one of the largest chain retail food outlets in this area, will be buying regular television shows in the future was seen here this week when it became known that Jewel was sponsoring a special one-time shot on WBKB March 1 and that execs of the company were considering the WBKB program as a test for future policy.

Special one-timer will be a two-hour program of international folk dances presented from the Congress Hotel, where a national convention of high school principals will be held. Jewel is using a strict institutional advertising pitch for the show, since it considers the program a public service airing using participants from the company's home town, Barrington, Ill. It has been said, however, that if Jewel goes into TV on a regular basis it would do a regular selling job and, perhaps, would be the first large retail food chain in the country to use the medium for advertising purposes.

John W. Shaw Advertising, Inc. is the agency on the WBKB show.

GLOSSY PHOTO REPRODUCTIONS

AT WHOLESALE PRICES

101 pictures in assorted sizes. Complete combination includes:

<p>60 POST CARD SIZE 40 8x10's One 8x10 Oil Colored, Free</p>	<p>} All for \$5.50</p>
---	------------------------------------

No negative charge or extras.

50% deposit required, balance C. O. D.
Quotations on larger quantities upon request.

IRVING LOWENTHAL
156 East 39 Street New York 16, N. Y.

<p>SPECIAL PRINTED</p> <p>ROLL or MACHINE</p> <p>100,000</p> <p>FOR \$30.00</p>	<h1 style="font-size: 4em; margin: 0;">TICKETS</h1>	<p>STOCK ROLL TICKETS</p> <p>One Roll... \$1.45 Five Rolls... 4.15 Ten Rolls... 6.90 Fifty Rolls... 25.50 Rolls, 2,000 Each Double Coupons Double Price. No C. O. D. Orders Accepted.</p>
<p>RESERVED SEAT PAD STRIP COUPON BOOKS WAITER CHECKS PARKING & LAUNDERETTE TAGS ALL FORMS OF TRANSPORTATION TICKETS</p> <p>409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chic. 1001 CHESTNUT ST., Phila.</p>		
<p>ELLIOTT TICKET CO.</p>		

So You Wanna Clear a TV Show

IATSE, NABET Prep War on TV Jurisdiction

NEW YORK, Feb. 26.—A jurisdictional war over TV technicians which seems more than likely to wind up in the courts has broken out between the International Alliance of Theatrical Stage Employees (IATSE) and the National Association of Broadcast Engineers and Technicians (NABET). Their irreconcilable differences came to light during discussions between the groups over rights to video lighting workers, initiated by the National Labor Relations Board as a means of solving that dispute.

During these talks, NABET learned that IATSE claimed jurisdiction over all kinescope recording engineers and technicians, projectionists, camera dolly workers, sound mixers and several other categories. The only TV technicians IATSE agreed were within the scope of the engineers' union were maintenance workers and video shading and camera control operators. Execs at NABET say that when Richard Walsh, IATSE prexy, conferred with them he said that his union would win jurisdiction over all TV technicians eventually, so why not now.

Exactly what NABET plans to do to combat the IATSE employees' union is not certain. Their ace in any slugfest seems to be some extremely competent legal brains—O'Donohue, Dunn, Mills & Walsh. This is the firm that established the engineers' right to jurisdiction over turntable operators on disk jockey shows, against the opposition of the powerful American Federation of Musicians several years ago. With the IATSE hit by the slump in Hollywood employment and restricted legit opportunities, this TV jurisdictional battle naturally involves terrific stakes.

"FORTNIGHT" TO VIDEO

HOLLYWOOD, Feb. 26.—Fortnight, California newsmag, this week becomes Ruthrauff & Ryan's first Coast tele account. Regional publication will sponsor California Cavalcade, a 15-minute per week documentary seg via KFTV, Times-Columbia Broadcasting System video outlet, starting Sunday (27). Fortnight's telecast will be produced by Marvin Young, R & R's Coast radio director.

2 Coast TV Pic Firms Set

HOLLYWOOD, Feb. 26.—Two new tele pic firms filed incorporation papers in Sacramento this week. One is Golden Bear Productions, which will specialize in video pix for children; the other outfit is George Fox Corporation, set up for general tele film production. Golden Bear is headed by Fern Mosk and Ned Glass. Mrs. Mosk was former OWI specialist in visual education, while Glass was associated with the New York City school system.

9 Commandments for Clearing

NEW YORK, Feb. 26.—Following are the nine TV commandments for clearing rights for kinescoping a television program. Every one of the following points must be carefully checked before a network can begin to record a video show. While each web follows a slightly different method, the following may be considered a blueprint of network procedure:

1. SPONSOR AND AGENCY.

If program is commercial, clear with client in determining what rights he has already obtained and in obtaining additional rights required.

2. PERSONNEL.

(A) Musicians. Television recordings of live TV programs may be made and used for reference and file purposes and for delayed broadcasting over stations which, at the time of the live broadcast, are affiliated with the network. If extended usage is desired additional rights must be obtained from AFM, in which case consult the legal department.

(B) Actors, singers, announcers, emcees, etc. The terms on which television recordings may be made are currently under negotiations. Pending completion of such negotiations, individual contracts with all talent on the program providing for the making and use of television recordings must be obtained. There are limitations on the use of television recordings of simultaneous AM-TV shows, in which case consult the legal department.

3. LITERARY RIGHTS.

(A) Original material. Check contract with writer to make certain television recording rights have been obtained, and if not, negotiate agreement. In the case of material written originally for AM broadcasting, check RWG free-lance and staff writers contracts—see literary rights and legal.

(B) Adaptations of dramatic and other works:

(1) Obtain television recording rights from adapter;

(2) Obtain right to make and use television recordings from owners of TV and motion picture rights in underlying work. Check to make certain no motion picture company or stage producer has protection for a motion picture or theater version and if it has obtain clearance.

4. MUSIC RIGHTS.

(A) Synchronization rights. Unless the music is in the public domain, the right to record it in synchronization with the picture must be obtained. Network music rights department must be consulted so it can advise whether synchronization rights need to be obtained, and, if so, to suggest substitutes or advise concerning the acquisition of such rights. This must be done at the time the music is cleared for the live telecast and ample time must be allowed.

(B) Performing rights. It may be assumed that each affiliate will hold ASCAP and BMI licenses. Until such time as the network begins clearing music on TV network programs at the source, all music used on such programs should be public domain, BMI or ASCAP, falling which specific licenses must be obtained. Music rights department must be consulted at the time the music is cleared for the live telecast and clearance obtained.

(C) Dramatic rights. If a dramatic use is made of music which is not in the public domain, a special license for each such use made must be obtained.

5. PROMOTERS.

In the case of sporting events, package shows, etc., the underlying contracts with the promoters or owners of the event or package must specifically provide for the making and use of television recording.

6. RIGHTS OF PRIVACY.

Civil rights releases must be obtained from all living persons whose names or likenesses are used—except in the case of pure news programs.

7. RIGHTS OF PRODUCERS, DISTRIBUTORS AND PARTIES WHO CONTRIBUTE TO MAKING OF MOTION PICTURES.

(A) Motion pictures produced specifically for the use of a client or the network. The purchaser of the film must obtain from the producer the complete right to use the motion picture, including all musical and other material contained therein, for television broadcasting and to make duplicates and use such duplicates for television broadcasting over such stations as it selects. The party for whom the film is produced should also assure itself that the producer has obtained such rights from all parties who contributed to the making of the film and from all owners of rights in material upon which the film is based.

(B) Motion pictures produced for general distribution. The purchaser of the film must ascertain who, if anyone, has the right to permit the duplication of the film and the use of the duplicate for television broadcasting purposes and obtain such rights by contract. In general, it will be difficult, if not impossible, to obtain such rights and in most cases it will be necessary to obtain from the distributor prints of the picture which can be inserted into the program either by joining them as an integral part of the television recording or running them separately in places provided.

8. RIGHTS OF RECORDING SOUND TRACK COMPANIES.

The right to re-record from sound track and other recorded sources must be obtained if such use is contemplated. Until further notice any recordings used on programs which it is proposed to record off the kinescope should be limited to the networks transcription catalogs. The networks are currently attempting to clear a group of such recordings and hope to have a substantial catalog available for such uses.

9. RIGHTS OF THE NETWORK.

Because of its contribution to the production of the program, the network has an interest in each television program broadcast over its facilities. Contracts between the network and its clients for the making of television recordings of programs telecast over network facilities will provide specifically for the uses to which prints of such recordings may be put. Title to all negatives will remain in the network.

After all the above legal rights have been settled, the network still faces an involved procedure for booking, making and delivering its kinescope films. This procedure varies slightly for sustaining and commercial programs. Following is a typical step-by-step summary of what must transpire:

1. The booking order from program booking will request video recording.
2. In announcing the program to stations, traffic will state whether video recordings will be available. If they are to be available, traffic will request confirmation by each station which wants a video recording.
3. Traffic will advise recording of all such confirmations.
4. Recording will (1) order the proper number of prints from TV program operations, (2) determine the routing of prints and (3) give TV program operations shipping instructions.
5. TV program operations will request engineering to record the program.
6. TV program operations will (1) prepare the prints for distribution, (2) send them to the mail room and (3) advise recording when they have been shipped.
7. Recording will notify stations that prints have been shipped and will reaffirm routing instructions.
8. Recording will advise accounting each month how many hours of sustaining video recordings have been delivered to each station and accounting will bill stations accordingly for sustaining shows. On commercial shows, station compensation will be calculated and the sponsor billed accordingly.
9. Used prints will be returned to TV program operations for storage or disposal.

Nets Need Big Staffs To Get Rights to Segs

Many's the Sad Headache

NEW YORK, Feb. 26.—Of the multitude of headaches which beset those execs concerned with video shows, probably none is as annoying and persistent as the clearing of rights. Whether a tele show is presented live, via film or by kinescope recording, a prodigious number of clearances must be obtained, enough to snow under a sizable roster of personnel at the networks. It is only recently that an orderly approach to this problem has been established.

The most complex clearance problems surround the making of kinescope film. By comparison, live shows or regular film programs are simple. While some of the kinescoping rights have proved comparatively easy to clear, others have been increasingly difficult to square away. When finally the legal aspects have been checked and rechecked, and it is safe to record the program, additional problems—in the form of booking, making and recording the program—must be faced.

Basic Tenet

The networks have reached agreement about one basic tenet: Video kinescoping rights must be obtained before a program goes on live. Planning for a live show now includes clearances for kinescoping, right from the show's blueprint stage. The webs now instruct their tele and legal personnel to clear kine rights at the same time as signing talent, clearing literary, music or other rights for a live TV show. Some networks have gone as far as issuing a "check sheet" on video recording rights, on which checks must be placed after each type of clearance as it is secured; no program may be aired until every item on the sheet is checked.

Because of the unusually complex procedure for clearing kine rights, a separate box describing the steps entailed runs elsewhere on this page.

On live shows no program may be accepted before title, format and rights to material are cleared by the networks' literary rights division. If the show passes muster from the budget authorities and goes into production, a weekly clearance procedure is set up.

All music copyrights are cleared by the music rights department, with rejection of numbers not free for TV broadcast. Broadcast Music, Inc. (BMI), tunes may be used without fee if the web and stations pay a BMI license fee. Some music under jurisdiction of the American Society of Composers, Authors and Pub- (See So You Wanna Clear on page 14)

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 for full price list, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

U. S. A.'s LARGEST REPRODUCTION HOUSE

GENUINE 8x10 GLOSSY PHOTOS

DELIVERED NEXT DAY!

5¢ EACH In 5,000 Lots
5 1/2¢ In 1,000 Lots
7.99 per 100

Postcards \$23 per 1000; Mounted Enlargements (30x40) \$3.85

Made from your negative or photo.
NO NEGATIVE CHARGE—NO EXTRAS
Unsurpassed in quality at any price.
Made under supervision of famous James J. Kriegsmann
ANY PRODUCT PHOTOGRAPHED, 'S

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

WE DELIVER WHAT WE ADVERTISE

Coax Produces Varying Results In Det.; Set Sales Not Spectacular; Stations See Out-of-Red Operation

(Continued from page 11)

loaded with the demand for spots, particularly those between or adjoining network shows. The station has its own film production man making the commercials and has found its sales of commercials limited by his capacity to turn them out. The sale of time has doubled since joining the network, it is stated, with local advertisers doing a little better than the national accounts.

In contrast to the rosy picture given by WJBK-TV, WXYZ-TV, American Broadcasting Company (ABC) owned station, is taking 16 1/4 hours a week from the network. It is operating about 36 hours a week—an increase of about 10 hours since the network was joined—about the same increase as for WJBK-TV.

WXYZ-TV, however, has only a half hour of commercial feed from the network. Bristol-Myers' *Break the Bank*, on Friday evenings, altho the Kellogg Company is slated to sponsor *The Singing Lady*, starting February 13. In addition, it is getting 31 Bulova time signals, six spots from Admiral Television, four from Chesterfield and one from Philip Morris per week.

WXYZ Unaffected

Reaction at this station shows little significant difference in operation since the station went network. There was a significant omen in a flurry of inquiries about commercial time, mostly from national advertisers who have used video locally, in Detroit or elsewhere, and are considered good prospects for network shows. No shows were dropped at this station, so that there was no reduction in costs, inasmuch as schedules were merely juggled. In fact, costs were increased somewhat, inasmuch as it went from six to seven days a week, adding Thursdays.

WXYZ-TV has not effected any substantial economy cut as far as pay roll is concerned in its operations since going on the air for the first time in October. One producer has been dropped and one news and special events man has been given radio assignments, partly doubling up since that time, a check with the personnel department indicated. The total WWJ operation pay roll had 105 names last July, with the video staff itself built up to 55 at the peak. The total for the entire operation is now 158, with 53 working on television.

Turning to WWJ-TV, the ratios of commercial to sustaining time show a heavy proportion of network commercial feed from NBC. This station averaged 33 hours of programing weekly in 1948, and increased the schedule to 37 hours when the Eastern network was joined. The ratios are:

Sustaining	Commercial
Local 37.7%	Local 21.8%
Network 7.5%	Network 33.0%
Total 45.2%	Total 54.8%

A number of local programs have been dropped since joining the Eastern loop—a weekly boxing show, the puppet show *Willie Dooit*, *Down Fa-*

ble Lane, *Andy Coffin*, *Bar and Betty*, *Detroit News Reel*, *NBC News Reel* and many short films.

The result has been a total saving in excess of \$6,000 monthly, thru great reductions in weekly film and program expense, as well as in some staff reductions.

The program situation as seen by Manager Harry Bannister is that "total program hours will expand steadily from now on, chiefly by the addition of commercially sponsored programs.

"We now carry 12 hours weekly of network commercials, and indications are for at least three additional hours weekly within the near future and further additions thruout the year. We are carrying eight hours weekly of local commercials, and have enough 'hot' prospects to add four or five hours weekly in the next 60 days."

Pointing toward the future, Bannister said that "while WWJ-TV's break-even point is still some distance away, it is possible now to chart a fairly predictable course with the full assurance that the end of deficit operation is now clearly in sight. I am quite certain that sometime between January and June of 1950, WWJ-TV will be out of the red, with an outside chance of reaching this goal late in 1949.

"Recently we signed contracts to televise 35 Detroit Tiger baseball games, and this, with the NBC network, University of Michigan football, Detroit Red Wing hockey and local network-caliber shows such as George Scotti, Jane Durelle and Jean McBride, 'Michigan's first television station' is now further out in front than ever and plans to stay there in perpetuity," said Bannister.

A significant angle uncovered by the survey of local stations was the widespread feeling that Detroit may become an important program origination point. The same optimism prevailed 15 years ago in radio circles and was partly justified at that time, but the city has nearly faded out of the picture as a steady radio network feed, except for pre-eminence in the horse opera field with such perennials as WXYZ's *Lone Ranger*, *Green Hornet* and *Challenge of the Yukon*.

The angle seen by local television producers, with not less than a dozen hopeful independent producing agencies active in the town, is that there is a wealth of talent here, both in acting, script and production fields, and that costs of production here are less than in New York and other production centers. Presence of one of the biggest commercial motion picture producing firms in the country, Jam Handy and smaller firms also create an important talent and technical reservoir.

Packard, Chrysler, General Electric and some other potential national accounts—excluding Ford—are now sponsoring shows on some of the local stations and are undoubtedly checking local video experience chiefly as a guide to future national sponsorship.

Y&R Selecting Tech Crew for Waring Gingerly

NEW YORK, Feb. 26.—Indicative of the importance of technical crews on TV shows is the fact that Young & Rubicam have decided to hold up their kinescoping of a proposed Fred Waring video program until they have decided which network is to get the show. The agency feels that it will take time for a crew to get used to Waring's routines and doesn't want to repeat the learning process needlessly if it changes its mind about which outlet is to handle the program.

Y&R realize full well that a crew can sometimes make or break a show. It can do little things to ruin a program or else, by giving it its best, can really get that all-important rating. They are mindful of an emcee of a variety show who already has been tabbed "old egg in your face" because the crew has managed to get him in such awkward positions on the TV screen. They don't want to get loused up the same way.

Indies Make The NAB Grade

(Continued from page 7)

strongest point in NAB history, the indies gained assurance that television independents will be given equal guarantees, with a television indie to be added to the indie committee, headed by Ted Cott, WNEW, New York. Incidental to this were gains made by independents on the board in election returns yesterday. The indies made a gain of two, and for the first time both NAB board representatives of California are indie representatives. Also following up the recent gains by indies who were given four places on the all-industry radio presentation committee, it was learned that Lawrence McDowell, chairman of the Cott committee's subcommittee on public service, has been appointed by Prexy Miller as an indie representative on the NAB standing committee on code observance. The full committee has not yet been named.

With the indie sessions at the NAB convention to stress sales, promotion and programing, panels planned for the conclave will feature one on "Big Promotion on Small Budgets," with speakers to be Jerry Franken, radio-television editor of *The Billboard*, and Joe Koehler, editor of *Sponsor* magazine. Melvin Drake, WDGY, Minneapolis, will give a progress report on the indie station committee. Gordon Kenney, radio director of the Advertising Council, will present ad council plans. There will be a panel called "How To Steal the Audience," emphasizing program specialization, and another called "Bread and Butter," in which NAB ad department chief Maurice Mitchell will outline ways to build more national business. A demonstration of indie's strength in bulwarking radio amid television's growth will be given in a survey to be disclosed by Dr. Sidney Roslow, president of the Pulse, Inc. There will be a transcription library panel, with John Sinn, of Ziv; Walter Davidson, of Capitol, and Cy Langlois Sr., of Lang-Worth, participating.

EXECS PRAISE COAXIAL

(Continued from page 11)

agreed with other local tele execs that the combination of the cable's arrival, airing of the inaugural and increased set sales have jolted Chi out of its tele lethargy. As an example, WNBQ last week debuted a new local show, *Walt's Workshop*, demonstrating homecrafts, and within 24 hours the station had 14 queries from potential sponsors.

None of the local execs would predict when his station would reach the break-even point.

So You Wanna Clear a TV Show

(Continued from page 13)

lishers (ASCAP) may be used and some may not, depending upon individual arrangements between ASCAP and the various composers and publishers.

Indie Packagers

In deals with independent packagers, the webs usually extract kinescoping rights from the packager. Then it is up to the packager, in turn, to make his own deal with the talent he employs.

Showing of non-kinescope films of tele presents additional problems. The film distributor is obliged to produce for the network a conveyance or assignment of rights from the picture's producer. He signs a warranty that he retains all rights to the film, but the network involved invariably puts thru a rights check of its own to make doubly certain the film is safe for showing. The distributor also supplies a cue sheet for all music in the film, which then is inspected by the web's music rights department. Here it is ascertained that there is no infringement on rights, and the web clears all numbers individually with the holder of rights, and with ASCAP when necessary.

Other problems include securing clearances from celebrities of whom special films are made. The packager of a program using occasional or frequent shots of such people must not only supply the network with indemnification against lawsuits, but also must secure written permission from each celebrity filmed. In the case of old films, an additional headache is the danger of lawsuits from cast members who have not been consulted, on the basis that old contracts did not provide for video showing and also that use of the picture may hold the artist up to ridicule now. However, most web legalities hold that the film's producer hired talent and has the right to show the films anywhere, including television.

It's no wonder that one web, in issuing a ukase on rights, started its interdepartment communication with the following apology: "The first reaction of the casual reader of this memorandum may be one of frustration."

SEEBACH-WOR DEAL

(Continued from page 5)

other is the growing conviction around WOR that a much stronger program operation is necessary to compete with television. However, it is understood that if Seebach returns to WOR he will be responsible both for that station's AM and TV programs. WOR-TV is slated to go on the air this summer.

WOR for some time has been operating under a unique program set-up, without any one individual in charge of the program operation. Instead, a triumvirate consisting of Norman Livingston, Don Hamilton and Robert Simon have been sharing responsibilities. Prior to joining WOR some years ago Seebach was CBS's program chief.

WOR BOLSTERS SKED

(Continued from page 5)

Among talents being approached are Phil Baker, Alan Ladd, Olsen and Johnson, Abbott and Costello, Jimmy Gleason, Georgie Jessel and Barry Fitzgerald. Negotiations are still in the talking stage, but Livingston hopes to wrap up several deals before returning to New York.

Basic plan calls for WOR to build a five-a-week block which would emphasize "one hour of stars," broken into four 15-minute co-op stanzas. To entice name talent to WOR-MBS, artists would be cut in for a percentage of the gross take. Such successful co-op shows as Kate Smith, Fulton Lewis Jr. and Gabriel Heatter are cited to talent to prove potential income possibilities. While shows would preferably originate live, WOR will go for open-end transcriptions if artists demand a waxed deal.

NICK LUCAS

CURRENTLY
KEN MURRAY'S BLACKOUTS
LATEST
CAPITOL RECORD



"DON'T GAMBLE WITH ROMANCE"

THE BAND BIZ STORY--1948

Agency Band List Via \$\$\$ Classification

"A" BANDS (Those which grossed approximately \$200,000 or more during 1948.)		"B" BANDS (Those which grossed less than \$200,000 but more than \$100,000 during 1948.)		"C" BANDS (Those which grossed less than \$100,000 during 1948.)			
Music Corporation of America	Charlie Barnet Blue Barron Tex Beneke Carmen Cavallaro Xavier Cugat Tommy Dorsey Eddy Duchin Jack Fina Shep Fields Phil Harris Skitch Henderson Eddy Howard Harry James Spike Jones Dick Jurgens Gene Krupa Ted Lewis Guy Lombardo Freddy Martin Louis Prima Three Suns Ted Weems Lawrence Welk Bob Willis	Music Corporation of America	Barclay Allen Murray Arnold Jan August Johnny Bond Nat Brandwynne Emil Coleman Chris Cross Bernie Cummins Al Donahue Skinnay Ennis Sherman Hayes Henry King Victor Lombardo Matty Malneck Frankie Masters Buddy Moreno Harry Owens Joe Reichman Benny Strong Bob Strong Al Trace Orrin Tucker Griff Williams Sterling Young	Music Corporation of America	Arnie Arnold Dick Barlow Denny Beckner Mischa Borr Johnny Bothwell Russ Carlyle Johnny Dee Dick Dildine Tony Di Pardo George Duffy Michael Durso Roy Eldridge Ziggy Elman (inactive) Charlie Fisk Dick Foy Jerry Glidden Cesar Gonzmart Bob Grant Glen Gray (inactive) Ken Harris Ernie Hecksher Joel Herron Henry Jerome Don Kaye Erwin Kent Steve Kisley Billy McDonald Nicholas Matthey Don McGrane Bob Millar Ray Morton Freddy Nagel Paul Neighbors Red Nichols Eddie Oliver Leo Pleper Emil Pettl Teddy Phillips Gene Pringle Ramon Ramos Tommy Reynolds Ray Robbins Warney Ruhl Freddie Shaffer Bobby Sherwood (inactive)	Ernie Fields Johnny Gilbert Albert Gomez Chuck Gould Wayne Gregg Daryl Harpa Will Hauser Gray Gordon Lenny Herman Buddy Hisey Johnny Hodges Cee Pee Johnson Austin Little Del Lucas Joe Lutoher Dude Martin Del Mason Jose Mells Deke Moffitt Eddie Noel Jimmy Palmer Charlie Peterson Hal Pruden Ernie Ray Pete Rubino Tommy Reed Shorty Sherock Lyle Sisk Deuce Spriggins Jack Terrell Thelma White George Winslow Al Jahns Don Ricardo	
General Artists Corporation	Desi Arnaz Frankie Carle Jimmy Dorsey Woody Herman Louis Jordan Sammy Kaye Elliot Lawrence Ray McKinley Tony Pastor Henry Busse King Cole Trio Count Basie Jan Garber Cab Calloway Art Kassel Johnny Long Hal McIntyre Alvino Rey Buddy Rich Jan Garber	General Artists Corporation	Ray Anthony Ike Carpenter Gay Claridge Larry Clinton Del Courtney Hal Derwin Sam Donahue Sonny Dunham Ray Eberle Pee Wee Hunt Red Ingle Carlos Molina Joe Sanders Earl Spencer George Towne Jerry Wald Frank Yankovich George Olsen Page Cavanaugh Trio Bobby Byrne Leighton Noble Joe Venuti	General Artists Corporation	George Sterney Ronnie Stevens Eddie Stone Nick Stuart Joseph Sudy Curt Sykes Jimmie Tucker Bud Waples Sammy Watkins Alvy West Ran Wilde Florian Zabach	Associated Booking Corporation	Randy Brooks (inactive) Bob Berkey Morrey Brennan Don Bestor (inactive) Jack Stallcup Argueso Tommy Ryan Larry Potine Eddie Rogers Johnny (Scat) Davis Bob Chester (inactive) Noble Sissle (inactive) Sacaras Pillado George Paxton (inactive)
Associated Booking Corporation	Russ Morgan Lionel Hampton Louis Armstrong Art Mooney Les Brown Gordon Jenkins	Associated Booking Corporation	Ina Ray Hutton Noro Morales Charlie Ventura Andy Kirk Miguelito Valdez	Associated Booking Corporation	Ray Herbeck Dean Hudson	William Morris Agency	Carl Sands Teddy Powell Leonard Sues Dick LaSalle
William Morris Agency	Duke Ellington Charlie Spivak	William Morris Agency	Raymond Scott Pupi Campo	William Morris Agency	William Morris Agency	Gale Agency	Paul Williams
Gale Agency	Lucky Millinder Erskine Hawkins Buddy Johnson Illinois Jacquet	Gale Agency	Bull Moose Jackson Jimmie Lunceford (Eddie Wilcox-Joe Thomas) Lester Young	Gale Agency	Shaw Artists Corporation	Gale Agency	Hal Singer Tadd Dameron Charlie Parker Cozy Cole Thelonius Monk Chubby Jackson
Willard Alexander Agency	Vaughn Monroe Claude Thornhill Dizzy Gillespie	Willard Alexander Agency	Larry Green	Willard Alexander Agency	Universal Attractions	Shaw Artists Corporation	Chubby Jackson

Survey Shows \$\$ Power of Name Maestri

MCA No. 1; Competish Keen

(Continued from page 3)

Art Agency marriage with GAC and the Continental Artists Agency welding with Joe Glasser's ABC firm. Also, 1948 marked the exit of the Frederick Bros. Agency from the name band sales field and the re-trenching of the McConkey Music Corporation into a Midwestern territory agency after attempting to build into a national ork sales office. The only major new entry in the band agency sweepstakes is the Shaw Artists Corporation, which set up shop only four weeks ago after agent Billy Shaw severed his partnership in the Gale Agency.

Band agency competition, for a decade a three-ply proposition between MCA, GAC and WM, with only occasional barks from the other indies, now has narrowed down to a two-agency clash between MCA and GAC, with ABC heading the pack of indies in the competition. MCA's quantitative ork holdings represent some 41 per cent of the traveling bands in the country while GAC controls approximately 35 per cent. The remaining 24 per cent of the industry's orks are divided among ABC, WM, Willard Alexander, Gale Agency, Shaw Artists Corporation and Universal Attractions. With Spivak and Ellington fishing around for new deals and soon expected to part from WM, traders figure WM may drop out of the band business completely, thus narrowing the competition even further. The competition is split into two segments, with four agencies (MCA, GAC, Alexander and ABC) in the white field and four agencies (ABC, Gale, Shaw and Universal) specializing in Negro tootlers.

Glaser, Alexander Bids

Glaser's ABC set-up, which until 1948 was primarily specializing in Negro and Latin talent, made a strong bid to replace WM in third slot by acquiring Russ Morgan and Les Brown from MCA management, and by the blossoming of the Art Mooney band via the record route. Alexander, who has the Vaughn Monroe ork—polled the nation's No. 1 box-office attraction for the past couple of years—has been slowly expanding his org. He acquired Dizzy Gillespie's bop crew some months ago and just completed a deal to book Claude Thornhill's band which just exited from WM.

The percenters make no bones about the band business' poor showing in the past couple of years but they are currently showing wild optimism for the future. These hopes are built mainly around the prospective reopening of a great number of vaude houses thruout the country, with a good number of new theaters already set for tootling talent. The bookers feel that these theater dates, being opened by flick houses adding live talent shows to meet video competition, could readily make up for the great number of one-night dates which have been lost to leaders in the past couple of years.

One-Night Business

The one-night situation for name orks is still at a low level accord- (See Band Biz Story on page 21)

Musicraft May Get New \$; Need Creditors' Okay

NEW YORK, Feb. 26.—Musicraft Records' execs this week reported that the firm had arranged for an injection of fresh capital from an undisclosed source, pending acceptance of a new refinancing plan which will be presented to creditors next week. The waxery, which is now operating under terms of Chapter XI of the Chandler Act, will have preliminary talks with creditors in the early part of next week prior to presenting its plan to the court referee for consideration.

Meanwhile, the diskery's plants, which were turned over to first lien

Agency Band Box Score

AGENCY	"A" Bands (\$200,000 gross or above.)	"B" Bands (\$100,000 to \$200,000 gross.)	"C" Bands (Under \$100,000 gross.)	TOTALS
Associated Booking Corporation....	6	5	17	28
Gale Agency.....	4	3	1	8
General Artists Corporation.....	19	22	48	89
Music Corporation of America.....	24	24	57	105
Shaw Artists Corporation.....			6	6
Universal Attractions.....			9	9
Willard Alexander Agency.....	3	1		4
William Morris Agency.....	2	2	4	8
TOTALS	58	57	142	256

bondholders for liquidation, are being put up for disposal via auction. The diskery is issuing its first records in some time this week. The

release will number three records and will include work by chirp Sarah Vaughan and warblers Mel Torme and Phil Brito.

NBOA Files Vs. Revenooers Over Denial of Tax Refund; Archer Firm Is Guinea Pig

CHICAGO, Feb. 26.—A determined court fight to exclude ballrooms from the 20 per cent cabaret tax, as prescribed recently by the Internal Revenue Department, was instituted by the National Ballroom Operators' Association (NBOA) thru its legal counsel, Tom Roberts, February 21 in the U. S. District Court in Des Moines. The court battle to specifically exempt terperies from the cabaret tax payments followed a recent decision by I. R. brass in Washington, turning down a refund claim for a quarterly tax payment (*The Billboard*, February 5).

Roberts, together with his partner, Clyde B. Charlton, will direct the NBOA legal strategy. They are the same pair who successfully supervised the Form B contract campaign thru a three-year court fight that culminated in a decision favorable to ballroom operators in the Supreme Court. This resulted in the transfer of responsibility for payment of withholding and Social Security stipends from the ballroom operator to the ork leader on sidemen's salaries.

Seek Tax Refund

Roberts, acting in behalf of Archer Enterprises, Inc., Des Moines, operators of the Tomba Ballroom, Sioux City, Ia., filed the suit against the internal revenue collector in Des Moines for \$202.44. This is the amount which the Tomba Ballroom paid the Revenue Department's regional office at the end of October, 1948, and on which a refund was denied previously. It is believed that the case will be heard sometime after April 26. Judge Charles Dewey, who heard the *Bartles vs. Birmingham* case in the first step of the Form B pact fight, was retired from active duty after the last court session and his successor for the Southern Iowa District Court has not yet been named.

It is expected that the NBOA's court struggle will take a path similar to the hotly contested Form B paper fight. Whichever side is unsuccessful in the initial district court decision will probably appeal the ruling to the Circuit Court of Appeals, where again it is possible to seek a reversal before the U. S. Supreme Court.

Chi Directors' Meeting

The NBOA's board of directors, it was learned, will most likely meet in Chicago during the first or second week of March, not only to discuss the court proceedings, but also to map the possibility of assisting in putting across a corrective congressional amendment to Code 1700 (E). At present, one such amendment is before the Senate. Hugh Butler (R., Neb.) has already introduced a proposal, which states specifically that the cabaret tax shall not be levied on "establishments such as ballrooms and dance halls if operated primarily for music and dancing privileges and

Discovery Set For Can. Market

HOLLYWOOD, Feb. 26. — Discovery Records completed negotiations this week with Maple Leaf Records, Ltd., of Montreal, for an immediate invasion of the Canadian market. The Hollywood plattery turned over to Maple Leaf all pressing and distribution rights for Canada, effective at once.

First releases will be several etchings by Martha Raye. Masters were flown to Montreal this week-end in an effort to get pressings marketed simultaneously with Miss Raye's forthcoming personal appearance at the Cave nitery in Vancouver, B. C.

if the selling of food and services is secondary and incidental" (*The Billboard*, February 12).

Larry Geer, NBOA prexy, is also expected to seek conferences with leading figures in the music field, such as James C. Petrillo, American Federation of Musicians' head, and Otto K. Eitel, head of an independent hotelmen's group, who call themselves the 20 per cent tax committee. Geer hopes to unite groups such as these with NBOA and the National Association of Amusement Parks, Pools and Beaches, in an effort to organize a united music front to cut down the 20 per cent admission tax (*The Billboard*, February 19).

1909 Copyright Act Overhaul Sessions Start

(Continued from page 3)

purposefully keeping the subcommittee's schedule free of ramifications so that the group will have a clear road in attacking the major problem of modernizing and clarifying the Copyright Act, which has not had a major overhauling in 40 years.

While the subcommittee yesterday stuck closely to the subject of foreign book copyrights, many of the same witnesses are expected to be on hand when copyright legislation on music, disks and juke boxes will be considered. Thus far, only a single copyright measure has been introduced in the 81st Congress. Witnesses, besides Warner, included several State Department experts on international copyright procedure and John Schulman, who represented the Authors' League of America. Schulman was on hand at last year's copyright hearings to testify in favor of a bill to eliminate juke box exemptions under copyright legislation. Schulman at that time spoke for the Songwriters Protective Association (SPA).

When Copyright Register Warner returns to consult with the subcommittee, he is expected to point out only technical, perfecting amendments needed in the Copyright Act of 1909, leaving it up to the House group to decide policy matters.

New L-A Pub Set as BMI Affil

New York, Feb. 26.—A new Latin-American pubbery, to be affiliated with Broadcast Music, Inc. (BMI), is being set up by Joe Davis. Caribbean Music, the Latin firm organized by Davis in 1946, is an affiliate of the American Society of Composers, Authors, and Publishers (ASCAP), but many of the writers, under personal contract to Davis, will be switched from Caribbean to the new set-up. Raymond (Moncho) Usera is the first definitely set for the move.

Davis also operates a BMI pop pubbery, Beacon Music.

Haymes Inks Cooper As Personal Manager

NEW YORK, Feb. 26. — Dick Haymes this week inked a personal management deal with Frank Cooper Associates.

Several weeks ago Haymes severed a long-standing personal management tie with Billy Burton.

Under-Water

WINSTON - SALEM, N. C., Feb. 26.—Many people have said many things about the tri-speed disk situation. Russ Reardon, staff gabber at WTOB here, recently aired the following "invention" of his, designed to ease listeners' bewilderment over 33 1/3, 45 and 78:

"Have news of a truly revolutionary record player with multiple arms that plays 33 1/3, 45 and 78 r. p. m. disks, intermixed, of seven, 10 and 12-inch diameter. Housed is a salt water filled cabinet, the entire playing operation can be observed thru illuminated port holes. You merely drop the records into the water and the only moving part, the 'fluid brain control,' does the rest. Heralded thruout the industry as the first of its type to incorporate the principle of underwater operation similar to that of those widely publicized writing instruments, this underwater record player has, for its 'fluid brain control'—a baby octopus."

Supreme Opens Stem Offices

NEW YORK, Feb. 26.—Supreme Records, indie waxery specializing in race platters, this week opened a branch office here, with another in the offing in Chicago. The firm's main office continues in Hollywood.

The New York office is in the charge of Guy Ward, who will manage sales. Label's distribution here had been assigned to Black & White, and news of the establishment of a Supreme branch here comes concurrently with reports that Black & White, at least in New York, is discontinuing the distribution of some dozen lines. Larry Newton, Black & White manager here, denies such reports, altho it is known that Paul Reiner, the firm's owner, wired Newton from the Coast this week, telling him to discharge all salesmen, the promotion man and part of the office force.

The Supreme line's star has been Paula Watson, and new sides by her will be released periodically. Miss Watson is set for a Paramount Theater engagement in the near future. Another Supreme leader is Jimmy Witherspoon, whose *It Ain't Nobody's Business If I Do* is high on the race lists. Label plans expansion in the race, bop and spiritual areas. Releases will be set at four disks per month. Promotion men will be hired to augment the staffs here and in California, and in Chicago when the office is set up there.

JCP Nixes Tape Show Rate Cuts

HOLLYWOOD, Feb. 26.—American Federation of Musicians (AFM) topper, James C. Petrillo, has turned down Local 47 recommendation that tape-recorded airshows be put under the same classifications as live airers. Local radio rep Phil Fischer received nix from the union prexy this week with the comment that transcription scales must prevail.

Sidemen will get a minimum \$54 per two-hour session, as compared with recommended live rate of \$52.50 for three hours. Local union officials fear that the change of classification will prove harmful in that job security rulings, doubling rates, and other benefits of live radio work will not apply to transcriptions. Moreover, transcriptions are outside of union's quota control, which will leave field wide open to "monopoly" by a small minority of radio orksters.

Krupa in Clash With Ballroom Over Hat Check

(Continued from page 3)

cost of installing and removing temporary checking equipment for the one-nighter, since no permanent checkroom facilities were available.

From a sideline position, Mike Falk, Music Corporation of America (MCA) manager who booked Krupa, said later that, while this extra cost was apparent to the trade, the public did not understand it, and that he felt 25 cents as a fixed fee was too stiff for the type of patronage brought into the hall.

Stapleton retaliated by pointing out that his opponent, Mangle, was in the position of a concessionaire as well, managing a sewing machine concession which sewed names or greetings on Valentine hearts for dance patrons.

Actually, according to Falk, Krupa had the sewing machine operator traveling with him during his Christmas tour, making up small pennants with the band's name on them for giveaways. Patrons who wanted one with their own names in addition were charged an extra 35 cents. This policy was apparently followed during the recent State engagements, with hearts replacing the pennants. The machine output was used primarily to serve as a promotion for the band, Falk indicated, and not to make money on the concession.

NAB, ASCAP Huddle on TV

NEW YORK, Feb. 26.—Committees representing the American Society of Composers, Authors and Publishers (ASCAP) and the television wing of the National Association of Broadcasters (NAB) held a session Thursday (24) relative to formulating a contract covering the use of the Society's music on TV. Altho this was the first session with the expanded music committee of the NAB, execs of both ASCAP and the NAB negotiating committees stated the session was exploratory. The main point of consideration was the scope of the TV rights ASCAP can offer. An ASCAP exec stated it was his impression that the telecasters would be satisfied with scope of the rights, as delegated to ASCAP by the membership. A TV exec indicated this might not be necessarily so.

At any rate, both ASCAP and TV men stated that cost of the music had not been considered, inasmuch as TV is not yet certain as to what rights would be included in the proposed license.

The ASCAP committee included Edgar Leslie, Max Dreyfus, John Tasker Howard, Frank Connor, Herman Starr, Lester Santly, Herman Finkelstein, Jules Collins, Louis T. Stone and R. F. Murray. Robert P. Myers chaired the NAB committee, which included Joseph A. McDonald, Julius F. Brauner, Robert L. Coe, William Fay, Clair R. McCullough, Ted Streibert, Richard A. Moore, Thomas Belviso, Lawrence Lowman and Edwin McCrossin.

The next session is Thursday (3).

Horton Signs Wax Pact With Columbia

NEW YORK, Feb. 26.—Orkster-composer Vaughn Horton has signed an exclusive recording pact with Columbia Records. He cut his first date for the label last week. Horton, who will wax for the folk department, was formerly musical director for Continental Records.

He composed *Toolie Oolie Doolie*, a smash last season. Four of his originals were etched at the initial Columbia session.



DECCA PROUDLY PRESENTS A COLLECTION OF BEST-SELLING RECORDS WITH CARMEN CAVALLARO

AT THE PIANO

Sales are
phenomenal

ALBUMS

Piano Solos with Rhythm Accompaniment

ALL THE THINGS YOU ARE—Selections Include: All the Things You Are, Lovely to Look At, You're the Cream in My Coffee, You're a Sweetheart, You Are My Lucky Star, You're a Sweet Little Headache, You are Too Beautiful, You're My Everything. A-510. Eight 10-in. sides. \$3.75

CARMEN CAVALLARO AT THE PIANO—Selections Include: September Song, Between The Devil And The Deep Blue Sea, Stairway To The Stars, Ain't Misbehavin', Falling In Love With Love, The Moon Was Yellow, Always in My Heart, You Made Me Love You. A-704. Eight 10-in. sides. \$3.75

DANCING IN THE DARK—Selections Include: Cocktails for Two, The Very Thought of You, If I Had You, Smoke Gets in Your Eyes, Dancing in the Dark, Lover, Alone Together, You're Mine, You! A-602. Eight 10-in. sides. \$3.75

I'LL SEE YOU IN MY DREAMS—Selections Include: I'll See You in My Dreams, A Dream, Girl of My Dreams, I Dream Too Much, The Sweetheart of Sigma Chi, Dream Lover, Liebestraum (Dream of Love), Goodnight Sweetheart. A-624. Eight 10-in. sides. \$3.75

NIGHT AND DAY—Selections Include: Night and Day, Body and Soul, Temptation, Day Dreaming, I Kiss Your Hand, Madame, You're Just a Flower from an Old Bouquet, If I Could Be With You (One Hour Tonight), The Most Beautiful Girl in the World. A-693. Eight 10-in. sides. \$3.75

SERENADE—Italian Folk Songs—Selections Include: Serenade, Tango of Roses (Tango Della Rose), Come Back to Sorrento, Oh, Marie, Ciribiribin, Funiculi Funicula, O Sole Mio, Santa Lucia. A-542. Eight 10-in. sides. \$3.75

SONGS OF OUR TIMES—1921—Selections Include: Say It With Music, Tuck Me to Sleep in My Old Tucky Home, My Mammy, My Man, Ka-lu-a, I Found a Rose in the Devil's Garden, The Sheik of Araby, Bandana Days, Shuffle Along, The Wang Wang Blues, Dear Old Southland, Wabash Blues, Ten Little Fingers and Ten Little Toes, Ain't We Got Fun, Dapper Dan, Ma, He's Making Eyes at Me, Yoo-Hoo, I'm Just Wild About Harry, Sweet Lady, Make Believe (You Are Glad When You're Sorry), April Showers, Peggy O'Neil, When Francis Dances With Me, Song of Love. A-1921. Eight 10-in. sides. \$3.75

SONGS OF OUR TIMES—1932—Selections Include: Star Dust, Lullaby of the Leaves, How Deep is the Ocean, In a Shanty in Old Shanty Town, Speak to Me of Love, Play Fiddle Play, Paradise, Forty Second Street, Of Thee I Sing, Shuffle Off to Buffalo, Louisiana Hayride, You're Getting to be a Habit With Me, Alone Together, April in Paris, I've Told Ev'ry Little Star, The Song Is You, Soft Lights and Sweet Music, Night and Day, Underneath the Harlem Moon, Brother, Can You Spare a Dime?, Just an Echo in the Valley, Let's Put Out the Lights, Mimi, If I Love Again, You're An Old Smoothie. A-1932. Eight 10-in. sides. \$3.75

STRAUSS WALTZES—Selections Include: Blue Danube Waltz, Tales from the Vienna Woods, Vienna Life, Artist's Life, Emperor Waltz, Southern Roses, Voices of Spring, You and You (From "Die Fledermaus"). A-546. Eight 10-in. sides. \$3.75

CARMEN CAVALLARO and DICK HAYMES—IRVING BERLIN SONGS—Selections Include: Say It With Music, The Song Is Ended (But the Melody Lingers On), Cheek to Cheek, Say It Isn't So, Soft Lights and Sweet Music, The Girl on the Magazine Cover, All Alone, Lady of the Evening. A-654. Eight 10-in. sides. \$3.75

PIANO SOLOS

With Rhythm Accompaniment

- 24468 Rhumba Maria
Carinhoso
- 25272 Intermezzo
Concerto
(Based on Tchaikovsky Piano Concerto No. 1)
- 24141 White Christmas
Silent Night
- †25401 Night And Day
Body And Soul

PIANO SOLOS

With Rhythm Accompaniment

- †25402 Temptation
Day Dreaming
- †25403 I Kiss Your Hand, Madame
You're Just A Flower From An Old Bouquet
- †25404 If I Could Be With You (One Hour Tonight)
The Most Beautiful Girl In The World
†Included in Album A-693—"Night and Day"
- ‡18851 I'll See You In My Dreams
A Dream (Bardett)
- ‡18852 Girl Of My Dreams
I Dream Too Much
- ‡18853 The Sweetheart Of Sigma Chi
Dream Lover
- ‡18854 Liebestraum (Dream Of Love) (Liszt)
Good Night Sweetheart
†Included in Album A-624—"I'll See You in My Dreams"
- §24184 Cocktails For Two
The Very Thought Of You
- §24185 If I Had You
Smoke Gets In Your Eyes
- §24186 Dancing In The Dark
Lover
- §24187 Alone Together
You're Mine, You!
§Included in Album A-602—"Dancing in The Dark"
- ||23886 Blue Danube Waltz
Tales From The Vienna Woods—Waltz
- ||23887 Vienna Life—Waltz
Artist's Life—Waltz
- ||23888 Emperor Waltz
Southern Roses—Waltz
- ||23889 Voices Of Spring—Waltz
You And You—Waltz
||Included in Album A-546—"Strauss Waltzes"
- 23793 All The Things You Are
Lovely To Look At
- 23794 You're The Cream in My Coffee
You're A Sweetheart
- 23795 You Are My Lucky Star
You're A Sweet Little Headache
- 23796 You Are Too Beautiful
You're My Everything
•Included in Album A-510—"All The Things You Are"
- †24016 Say It With Music—Tuck Me To Sleep
In My Old Tucky Home—My Mammy
—Medley
My Man—Ka-lu-a—I Found A Rose In
The Devil's Garden—Medley
- †24017 The Sheik Of Araby—Bandana Days—
Shuffle Along—Medley
The Wang Wang Blues — Dear Old
Southland—Wabash Blues—Medley
- †24018 Ten Little Fingers And Ten Little Toes—
Ain't We Got Fun?—Dapper Dan—
Medley
Ma—He's Making Eyes At Me—Yoo-
Hoo—I'm Just Wild About Harry—
Medley

PIANO SOLOS

With Rhythm Accompaniment

- †24019 Sweet Lady—Make Believe (You Are Glad When You Are Sorry)—April Showers—Medley
Peggy O'Neil—When Francis Dances With Me—Song Of Love—Medley
†Included in Album A-1921—"Songs of Our Times—1921"
- *24060 Star Dust — Lullaby Of The Leaves — How Deep Is The Ocean—Medley
In A Shanty In Old Shanty Town— Speak To Me Of Love—Play Fiddle Play—Paradise—Medley
- *24061 Forty-Second Street—Of Thee I Sing— Shuffle Off To Buffalo—Medley
Louisiana Hayride—You're Getting To Be A Habit With Me — Alone Together—Medley
- *24062 April in Paris—I've Told Ev'ry Little Star—The Song Is You—Medley
Soft Lights And Sweet Music — Night And Day—Underneath The Harlem Moon—Medley
- *24063 Brother, Can You Spare A Dime?—Just An Echo In The Valley—Let's Put Out The Lights—Medley
Mimi—If I Love Again—You're An Old Smoothie—Medley
*Included in Album A-1932—"Songs of Our Times—1932"
- *23881 Serenade (Toselli)
Tango Of Roses
- *23882 Come Back To Sorrento
Oh, Marie
- *23883 Ciribiribin
Funiculi Funicula
- *23884 O Sole Mio
Santa Lucia
*Included in Album A-542—"Serenade—Italian Folk Songs"

CARMEN CAVALLARO

AND HIS ORCHESTRA

Piano Solo by Carmen Cavallaro

- 24488 I Go In When The Moon Comes Out—
FT VC
Ah, But It Happens—FT VC
- 24410 Anitra's Boogie—Boogie Woogie FT
Evelyn—FT VC
- 24414 Beyond The Sea—Inst. FT
Summer Moon—Inst. FT (Stravinsky)
- 24103 Love Will Keep Us Young—Waltz VC
Brahms' Hungarian Dance No. 4, in F
Minor—Inst. FT
- 23847 Carioca—Inst. FT
Brazil—Inst. FT
- 23791 Chopin's Polonaise—Inst. FT
Warsaw Concerto—Inst. FT (Addinsell)

All 10-inch records 75¢ each (plus tax)
All album records may be purchased as singles

CARMEN CAVALLARO

AND HIS ORCHESTRA

Piano Solo by Carmen Cavallaro

- 18863 Concerto No. 2 in C Minor, Op. 18, 1st
and 3rd Movements—Inst. FT
(Rachmaninoff)
- 24257 Malagueña—Inst. FT
Nostalgias—Inst. Tango
- 24154 Ain'tcha Ever Comin' Back—FT VC
I Have But One Heart—FT VC
(O Marenariello)
- 23747 Sonata—FT VC
Through A Thousand Dreams—FT VC
- 23852 It's Dream Time—FT VC
Midnight Masquerade—FT VC
- 18631 In The Middle Of Nowhere—FT VC
Wouldn't It Be Nice?—Inst. FT
- 18671 The More I See You—FT VC
In Acapulco—Rumba FT VC
- 24330 Dream Girl—FT VC
Encore, Cherie—FT VC
- 29213 Enloró (Voodoo Moon) (Two Parts)—Afro
(12-in. \$1.00)

VOCAL SELECTIONS

Carmen Cavallaro at the Piano

CARMEN CAVALLARO and BING CROSBY

- 24101 You Do
How Soon (Will I Be Seeing You)
- 23457 I Can't Begin To Tell You
I Can't Believe That You're In Love
With Me

CARMEN CAVALLARO and THE ANDREWS SISTERS

- 24102 On The Avenue
Sweet Marie

CARMEN CAVALLARO and BOB EBERLY

- 18813 Full Moon And Empty Arms
(Based on Rachmaninoff's Piano Concerto
No. 2 in C Minor)
Come Closer To Me

CARMEN CAVALLARO and DICK HAYMES

- x24420 Say It With Music
The Song Is Ended (But the Melody
Lingers On)
- x24421 Cheek To Cheek
Say It Isn't So
- x24422 Soft Lights And Sweet Music
The Girl On the Magazine Cover
- x24423 All Alone
Lady Of The Evening
xIncluded in Album A-654—Irving Berlin Songs.
- CARMEN CAVALLARO and HILDEGARDE**
23544 I'll Be Yours (J'Attendrai)
I'm In The Mood For Love

LOOK TO DECCA FOR THE GREATEST COLLECTION
OF THE GREATEST RECORDS!



802 May Face Fee Hikes With Loss of Stand-By Coin

NEW YORK, Feb. 26.—Local 802, American Federation of Musicians (AFM), may soon be facing the problem of raising its membership dues and engagement taxes. With operations running in the red since the stoppage of stand-by income from Broadway presentation houses (*The Billboard*, February 26) in August of 1947, the local is buzzing with reports that the needed hike in income may have to come from the membership.

To effect a dues hike would require a change in by-laws, which fix dues at \$4 per quarter. The change would have to be voted at the membership's annual by-law meeting in September. The resolution for the change would have to be submitted by July and published in the journal.

The local's financial statement last December 31 showed a reserve of over \$1,000,000, but this has been on a slow shrink. In 1947, after the cessation of stand-by income, a union accountant is said to have reported that it cost the local \$47 per member yearly as against an intake of \$22 per member per year. Main sources of revenue are the annual dues—roughly \$500,000, on the basis of some 30,000 members; the 1 per cent engagement tax—worth perhaps

\$200,000, and the initiation fee—at the rate of a theoretical 2,000 new members yearly at \$50 a head, some \$100,000. Total comes to about \$800,000.

Bop City Bows April 14 With La Fitzgerald

NEW YORK, Feb. 26.—Bop City, Broadway's third house of bop, was started on its way Friday (25) when Ralph Watkins, co-owner of the Royal Roost with Bill Faden, signed a 10-year lease for the site of the present Harlem nitery. Reported rent is \$35,000 annually. The new bopera boite, to be sub-titled "Jazz Center of the World," is set for a tentative April 14 opening, with Ella Fitzgerald and the Jazz at the Philharmonic group the headline attraction.

Physical format and price policy will be similar to the Roost's. Admission will be 90 cents, with a \$2 weekday and \$2.50 week-end minimum at tables. A "bullpen" or bleacher section will accommodate 300, with room for 400 at tables. (Capacity of Roost is some 400 in all.) There will be a milk bar and Chinese food, in addition to ribs, chicken and sandwiches. Musical emphasis at Bop City will be on bop, progressive jazz and Afro-Cuban music, while the Roost will tend toward swing and blues. Watkins plans to utilize the stag in Bop City for visual presentations, with modern dance acts like Katherine Dunham and Jack Cole and tapsters of the Teddy Hale, Bunny Briggs and Steve Condos school. Presentations will be concert style.

Watkins will book the club himself, with Monte Kay producing and Symphony Sid Torin emceeing. If Bop City goes over, Watkins may invade the East Side, with possible eyes for Le Directoire. Meanwhile he is exploring possibilities of bop locales in other cities.

'Jamboree,' Fan Mag, To Debut

NEW YORK, Feb. 26.—*National Jamboree*, fan magazine using song lyrics and music, and covering the hillbilly, Western and folk fields, will debut on newsstands coast to coast March 25. The mag is being published by Lyle Engel, who already publishes three lyric books. The new job, which will sell for 25 cents, will have 48 pages plus a four-color slick cover. Contents will include three to four pages of lyrics and words and music of three original songs. The latter will be tunes which have been recorded but never published.

Starting as a bi-monthly job, *Jamboree* will be distributed in the United States and Canada by the Kable News Company.

Belle Severs Prima Pact

NEW YORK, Feb. 26.—Personal Manager Barbara Belle this week amicably severed her three-year relationship with orkster Louis Prima. Miss Belle will retain a 25 per cent interest in Prima's Enterprises firm as well as her veepee post in that outfit.

Miss Belle will set up new quarters to house her Renault Music and Professional Music set-ups as well as her managerial commitments with orkster Gene Williams and chirp Fran Warren.

Ain't 'Nature Boy' Grand; Eden Spurs 'Riders in the Sky'

HOLLYWOOD, Feb. 26.—Eden (*Nature Boy*) Ahbez, relatively quiet since his tune scored a smash last year, cropped up in the music trade again this week. This time he made news in the role of godfather to a neophyte cleffer by lending a helping hand to Stan Jones, a Death Valley forest ranger and part-time songwriter.

Thru Ahbez's aid, Jones was able to present his new folk ditty, *Riders in the Sky*, to balladier Burl Ives. Ives went for the tune and rushed it to Ben Selvin, Columbia Records Coast topper. After fast consultation Ives immediately waxed the tune for Columbia. Pubber Buddy Morris got wind of the pitch and bought the publishing rights after outbidding rivals.

Jones's song, based on an old Western legend, created a terrific stir in the local music fraternity. Columbia is rushing record release date to give platter top priority, while Morris will have sheet music out within several weeks. Other waxeries are hot on the tune, with additional diskings skedded shortly. Whole deal from time Ahbez and Jones met to inking of pub contract and completion of Ives's waxing date took only 48 hours.

AFM Sees Coast Video Pix Work Big for Sidemen

HOLLYWOOD, Feb. 26.—A rosy picture of future television employment was painted this week by Phil Fischer, radio and television rep for Local 47, American Federation of Musicians (AFM). In a special tele report, considered a partial blue print of the union's future tele policy, Fischer said that Hollywood will soon become the major tele pic production center for the industry. Coupled with the eventual completion of the coast-to-coast coaxial cable, employment of musicians for both live and film tele shows will greatly increase.

Citing that over \$19,000 had been spent for live musicians by local tele broadcasters since May, 1948, Fischer said that union toppers and the film industry would soon come to terms on film-tele scales. Recommendation made to AFM topper James C. Petrillo, by J. W. Gillette, international film studio rep, included following: (1) Films made for video use will be restricted to television only; (2) minimum orks of 10 sidemen will be required for any tele film; (3) use of theater films shall be limited to theatrical purposes only as provided in current film pacts.

Fischer admitted that film producers currently engaged in tele production are circumventing the AFM music ban by dubbing recorded music. He felt that when a pact on live orksters is consummated, this practice will be discontinued.

Staff radio orks will not be permitted to do network commercial video shows on staff time, Fischer said. This is in line with Local 47's policy of spreading work and releasing tele commercial employment to non-staff or casual musicians. Fischer's report was printed in *Overture*, Local 47 house organ, for distribution to full membership.

Store Closes Out Disks

BRIDGEPORT, Conn., Feb. 26.—The Howland Company, one of the two oldest and largest department stores in this city, has decided to close out its record department. The store has been handling records for many years and has been featuring this department in its daily advertisements in local papers.

Columbia Pitch For Kid Biz Via Gimmick Album

HOLLYWOOD, Feb. 26.—Columbia Records will augment its kidisk catalog with a new series of gimmick juve albums. Employing original devices and using top Columbia recording talent, the series will feature such gimmicks as toy cutouts, building projects for kids, and other visual or manual devices as an integral part of each album. Gimmicks used will tie in with album content in such a manner as to combine entertainment features of the platters with the educational qualities of the make-your-own projects.

The plattery's moppet department topper, Ben Selvin, currently heading Columbia's Coast recording operations, is plotting to release the first album within a few weeks. Tagged *The Old Merry-Go-Round*, the four-sided album will be narrated by Norman Brokenshire. Feature gimmick will be a cutaway Merry-Go-Round. As moppets listen to album, instructions are given for assembling the Merry-Go-Round so that toy carrousel is erected by time the four sides have been played. Another album, to be etched by Jerry Wayne, will contain a similar gimmick which Selvin is keeping hush-hush. Other artists set for kidisks include Dinah Shore and Harry Babbitt.

Albums will be released on 10-inch, 78 r.p.m. vinylite records. Estimated selling price of gimmick portion of album will average the price of a single record. All gimmicks will be self-contained in album for merchandising convenience.

Gimmick albums will be in addition to other moppet material now in the waxworks, which includes releases on both 10-inch long-playing (LP) platters as well as regular 78 r.p.m. form. Plan is to use the gimmicks to highlight the kiddie catalog, not to replace or supplant material already on hand or in the planning stage. Since gimmicks require additional costs for specialized art work, detailing, and packaging, plattery will tread carefully at first, confining releases to four or five albums. Others are being considered by Selvin to be put into production later this year.

Tempo Records Are First Out on 78, 33 1/3 and 45

HOLLYWOOD, Feb. 26.—Tempo Records will become the first diskery to make its product available on all three speeds—standard 78, LP 33 1/3 and rapid-changer 45 r.p.m.—when it joins the big spindle platter ranks April 1. Tempo was the first indie diskery to release 33 1/3 r.p.m. platters and disclosed its long-playing disk plans almost simultaneously with Columbia's LP announcement. By going into 45 r.p.m. production, Tempo becomes the first indie to enter the rapid-changer disk field. Move comes on the heels of Capitol's announcement that it would join RCA Victor in releasing platters for the Victor-developed rapid changer.

Irving B. Fogel, Tempo's prexy, told *The Billboard* that his firm's engineers are currently studying RCA Victor blueprints for conversion to 45 r.p.m. Production and licensing contracts are being sent from Camden, N. J. Tempo's head engineer, Allan R. Ellsworth, will attend the RCA Victor meeting at Indianapolis before starting the plant change-over here. Fogel said Tempo's first three-way release will affect only its Italian-imported classical catalog. As the rapid-changer market broadens, Tempo's pop releases will gradually move to 45 r.p.m.

Mills Tailors Catalog for TV

HOLLYWOOD, Feb. 26.—Mills Music is currently completing the job of re-editing its master catalog in order to offer video programers new sources for planning and producing musical video stanzas. Mills topper, Paul Mills, said pubbery is reclassifying more than 12,000 printed copyrights, breaking down song titles by various classifications. When completed, Mills catalog will enable video producers to locate swiftly special material for any type of program, such as holiday tunes, comedy songs, patriotic, seasonal, etc. Copies of new catalog will be furnished to all tele station musical libraries. In addition, standard alphabetical catalogs will be continued.

According to Mills, tele production and set distribution in this area has reached the level where music men can look to video as a new source in plugging tunes. Mills has begun to service tele producers with special material, as well as make the rounds of video broadcasters much in the same manner as pluggers now cover radio agencies and networks. With the American Federation of Musicians (AFM) negotiating on film tele scales, Coast tele industry will assume even greater importance to music pubbers, Mills believes.

Allegro, Mayfair Join LP Parade

NEW YORK, Feb. 26.—Two more labels, Mayfair and Allegro, are planning to issue portions of their catalogs on 33 1/3 r.p.m. long-playing platters before May. Following Columbia, Mercury and several others who have already indicated their preference for the LP system, Mayfair will issue material constituting six albums of regular 78 r.p.m. disks on three 10-inch LP disks, to retail at \$2.85 each.

Allegro, which produces both long-hair and children's records, will release only its classics on LP in the near future. Mayfair, according to General Manager Herb Plattner, is considering pressing 45 r.p.m. platters also and may eventually issue all waxings for the three different systems.

FROM NOW ON THEY'RE ON RCA VICTOR!



THE PIED PIPERS

... and
here's their first
RCA Victor Record —

Watch them go!

This is the first of many big RCA Victor platters from the famous Pied Pipers...They won first place in "vocal groups" in Metronome's 1948 poll... they received over 3 times as many votes as their nearest competitor!

Cash in on their popularity!

THE STARS WHO MAKE THE HITS ARE ON

"TENNESSEE
SATURDAY
NIGHT"

AND

"YOU BROKE
YOUR
PROMISE"

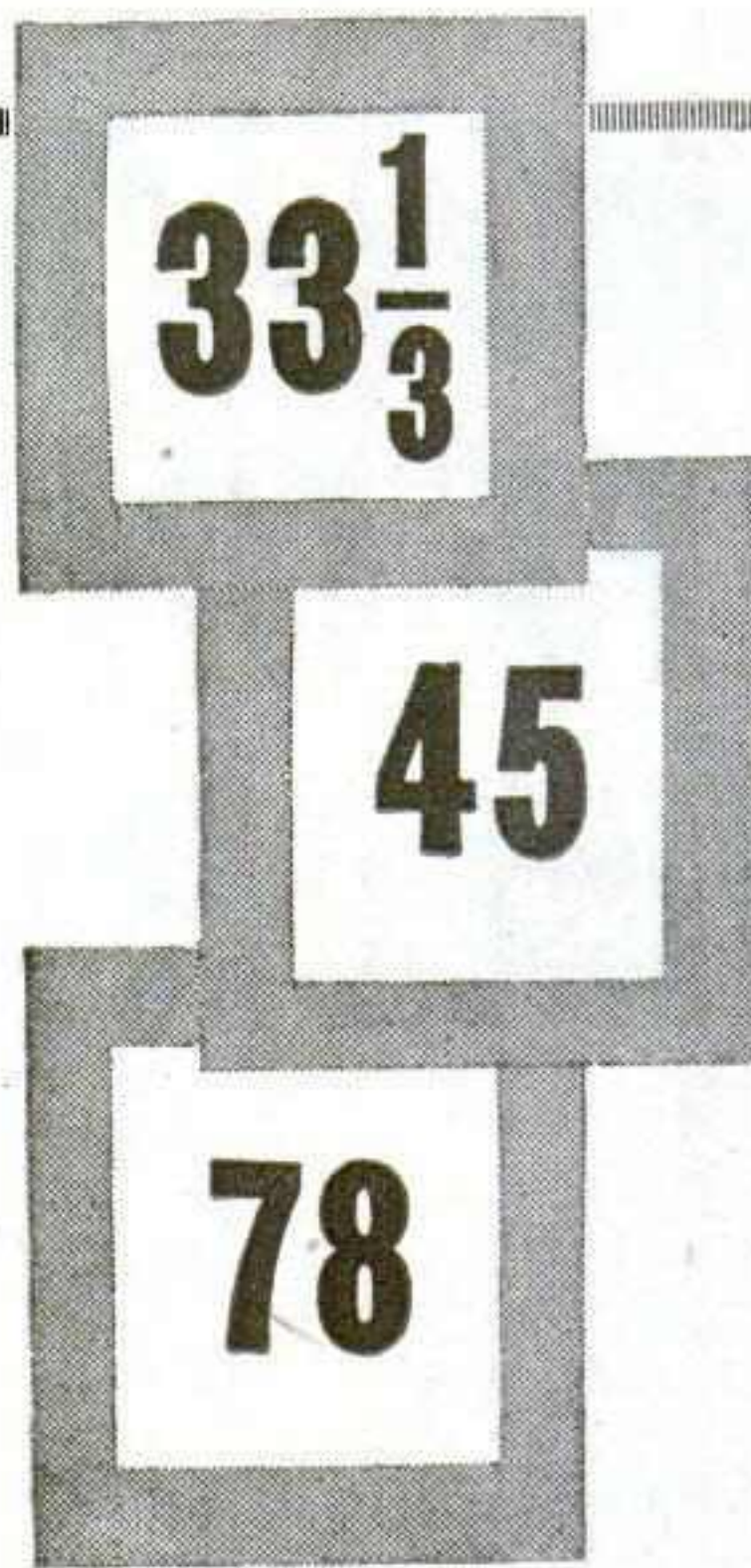
RCA Victor 20-3360



RCA VICTOR Records

Significant Figures . . .

. . . That can make 1949 your biggest profit year!



Dealers and their musicaldes who read the March issue of **TURNOVER** will understand why the new Columbia LP records and the new RCA 45 RPM records can mean greater sales and bigger profits for them in their radio-phono-television set departments as well as over their record counters.

TURNOVER is Billboard's new monthly magazine devoted solely to the task of helping dealers and their sales aids sell more radios, television sets, phonographs and records more profitably.

In the March issue of **TURNOVER** read:

- The most effective selling points which dealers and their musicaldes may use to merchandise the new RCA records and players.
- Actual case histories of how dealers successfully built Columbia LP sales and moved 600,000 player units and phonographs into their customers' houses.
- A complete review of simple inventory systems (reading time, 5 minutes), any one which can be easily installed and pave the way to smaller stocks, faster, more profitable sales.
- . . . and literally hundreds of sales tips and merchandising ideas that make for bigger set and record sales and better profits.

Look to **TURNOVER** for the merchandising ideas that are paying off in greater set and record sales TODAY.



TURNOVER
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to **TURNOVER** for the next 12 months for which I enclose, not the \$4.20, the regular single copy value, but **ONLY \$2**. This **BIG Special Offer** entitles me to a **FREE** copy of **HOW TO ESTABLISH AND OPERATE A MUSIC STORE**.

Name

Address

City Zone State

Indies' Burgeon in Mexico Points to New Platter Mart

NEW YORK, Feb. 26.—Altho there has been no startling upsurge reported in the retail business in Mexico, a recent flurry of activity by manufacturers indicates that our Southern neighbor is being regarded as a strong potential platter market. Major companies there are concerned for the first time with the emergence of indie labels, and European as well as South American and Yankee diskeries are setting up deals for the pressing and importing rights to their waxings in Mexico.

Pan American de Discos, the firm issuing Capitol disks in Mexico, has recently set up its own label, Musart, with a heavy roster of name artists. Comix, another comparatively recent pop label, has just expanded its distributing set-up. Columbia, of Mexico, has signed a reciprocal deal with Odeon, a major label in Brazil and Argentina, to issue Odeon wax in Mexico on Columbia label, with Columbia cuttings to be released in Argentina and Brazil on Odeon. Columbia has made a similar deal with Regal, of Spain.

Representatives of English Parlophone and French Pathe are now in Mexico sizing up the market and surveying possible pressing or importing arrangements.

Seeco, a predominantly Latin diskery with offices in New York, is setting up its own seven-press plant in Mexico, with opening ceremonies scheduled for March 10. A Mexican pressery, Articulos Domesticos, has

just increased its facilities with the installation of four new presses.

The south-of-the-border trade is watching the Yankee developments of LP and 45 r. p. m., as well as the new longer playing 78 r. p. m. disks, with keen interest, and Columbia has already advised Mexican buyers that LP is on the way.

Unique Pact Would Tie BG To 48 Agencies

DETROIT, Feb. 26. — Something new in booking contracts for a name band was offered Tuesday (22) to Benny Goodman by the Delbridge & Gorrell booking office, thru Sam Arnold, one-night booker for the office. Goodman's current contract with Music Corporation of America (MCA) expires March 11, tho he continues actual dates under the MCA banner until March 27.

The unique proposal by Delbridge and Gorrell is that Goodman should tie up with 48 different agencies—one for each State, theoretically—rather than with just one, and is a clear bid for return to the one-time high standing of the local or regional booking office. A condition would be that each agency involved would offer a guarantee of a definite number of dates at a specified price within a certain length of time, and all contracts would be for short-term periods. The prices and quotas for each territory or State, in which each territory would have exclusive rights, would be set by Goodman himself.

Arnold pointed out that with no reflections on MCA handling, the condition had developed whereby a band like Goodman could be offered by any independent office only at a price usually prohibitive, since the booking agency's percentage would have to be added on to the MCA fee, effectively barring a name band from many dates, altho the band might not benefit any more in cash from the higher amount paid by the band promoter.

The same proposition is to be offered to other name bands as they may be found available for independent booking, according to Arnold.

Mills Keeps Up That Spreading

NEW YORK, Feb. 26.—Mills Music and its subsidiary, the American Academy of Music, this week continued to follow thru with the firms' recently announced expansion plans. Mills added Al Solomon to its Coast staff and Robert Mills has joined professional manager Al Brackman in the Academy operation. Mills's general professional manager, Sidney Mills, leaves for Chicago next week to hire a man to open a Chicago office for the firm. Sidney also is searching for a disk jockey exploitation man and a plugger to specialize in television work for the New York office.

The firms several weeks ago added Harry Bernie and Jack Hook to the staff. Mills and Academy now have three songs on the major rack, *Say Something Sweet to Your Sweetheart*, *Red Roses for a Blue Lady* and *Down by the Station*.

Sinatra Pubbery Is Reactivated

HOLLYWOOD, Feb. 26. — Sinatra Songs, the bow-tied balladist's pubbery, is being reactivated, following its severing connections with Buddy Morris. Firm will be headed by Hank Sanicola, who will appoint contact men both here and in New York. First plug for the ASCAP pubbery is *Night After Night*, Sammy Kahn-Paul Weston-Axel Stordahl tune, which will have major company releases.

Night disks set to date include Frank Sinatra for Columbia and Jo Stafford for Capitol. In breaking ties with Buddy Morris, firm takes back its catalog, which includes approximately 30 copyrights plus show scores for *It Happened in Brooklyn* and *It's Only Money*. Latter is the Groucho Marx-Jane Russell flicker. Sinatra Songs had been inactive for the past nine months.

Charlie Lavere Gets Decca Singing Pact

HOLLYWOOD, Feb. 26.—Charlie Lavere, pianist-vocalist with Gordon Jenkins's Decca Records ork, was inked to a singing pact by the plattery this week. One-year contract was given as a reward for Lavere's work on Jenkins's hit waxing of *Maybe You'll Be There*, cut for Decca last year.

First sides were etched in Hollywood this week by Decca topper Dave Kapp, including *Dreamer With a Penny* and *Have a Little Sympathy*. Lavere was backed by the Jenkins ork and the Four Hits and a Miss vocal group.

Decca Inks Dailey; He'll Join A. Sisters

HOLLYWOOD, Feb. 26.—Film Star Dan Dailey has been inked for his initial recording work by Decca Records. The 20th Century-Fox singing and dancing thesper will be teamed with the Andrews Sisters for his first date.

One of the tunes skedded for the date is the growing *Clancy Lowered the Boom*.

Band Biz Story of '48 Shows \$\$ Power of Name Maestri

(Continued from page 15)

ing to most percenters. They report that the East, particularly New England, has virtually fallen apart as a territory. Most New England ops are confining their operations to local band jobs, with special gimmicks laid out to attract new customers—the emphasis on afternoon teen-age dances. The only true one-night territory in the country still is in the Midwest, with the Tom Archer circuit remaining the leading promotion series there. The South, developed in the past two years as a territory by MCA and WM, has been showing signs of life, but despite the two-agency effort to open up new operations in that locale, promoter Ralph Weinberg still dominates in the area. The West Coast recently has shown sporadic signs of one-night life, with Lionel Hampton and singers Frankie Laine and Billy Eckstine turning in some handsome grosses.

Schools Pay Off

But schools and colleges remain the gravy of the one-night trade. This income source consumes about 30 per cent of the one-nighter playing time now available in the agents' lists.

Concert Field Up

Another source of comfort lies in the concert field, which in the past couple of years has branched from a specialized sale—they started primarily for jazz units—into a solid one-night sales factor. Only top box-office names can risk asking up to \$4.80 for a concert ticket. Aside from the jazz specialists, only orks of the Vaughn Monroe, Sammy Kaye, Horace Heidt and Spike Jones category have attempted the field. The concert dates which these top names

consume automatically open up an equal number of one-night promotion dates for the lesser lights in band business. Thus the successes in the concert field provide gold for the toppers and bread and butter for the less important orksters.

In a specialized category of the band business, the recent upsurge of be-bop bistros thruout the country has proven to be still another fresh source for bands in the jazz idiom. Outside the limited sphere of the bop joints, the jazz crews are considered a tough type band sale today. Orks of the Woody Herman, Dizzy Gillespie, Buddy Rich and Charlie Ventura type can spend 10, 12 or more weeks per annum in these niteries, thus opening up other locations and one-nighter dates to bands which concentrate on music for terping.

And, incidentally, be-bop is slowly building up the first significant public controversy over pop music since the advent of swing and its several offspring. Tho tradesters differ on the pro and con of the bop music themselves, none deny that the dissonances and odd harmonies of bop are helping to some small degree in recreating some of the public's lost interest in pop music.

New Muzak Plastic Service

NEW YORK, Feb. 26.—The transcription division of Muzak has set up a custom-vinyl plastic compounding service. The plan is to market vinylite compounds to molders of plastic products. This new phase of Muzak activity will operate from the Elizabethtown Corporation, a Muzak subsidiary in Elizabethtown, Ky., which mills the vinylite compound used by Muzak's transcription division.

You'll KISS us for...

Ted Black's

NEW DANA RECORD OF

"I KISSED HER"

(IN MY DREAMS)

A Rhythm Novelty

by

Ervin Drake and

Jimmy Shirl

DANA 2040

JERICHO Music Corp.

1619 BROADWAY

NEW YORK 19, N. Y.

ALL YOUR RECORD NEEDS FROM ONE SOURCE

OPERATORS & DEALERS ★ TAKE ADVANTAGE OF OUR SERVICE

WE STOCK THE FOLLOWING AS WELL AS ANY OTHER RECORDS YOU MAY WISH. WE ALSO CARRY A FULL LINE OF RACE RECORDS . . .

DECCA \$.54

- 24532 FAR AWAY PLACES—Crosby
- 24568 CRUISING DOWN THE RIVER—Morgan
- 24569 FOREVER & EVER—Morgan
- 24576 I DON'T SEE ME IN YOUR EYES ANYMORE—Gordon Jenkins
- 24295 GALWAY BAY—Crosby
- 23495 McNAMARA'S BAND—Crosby
- 24549 EVERYWHERE YOU GO—Lombardo
- 24565 COMMI CI COMMI CA—Haymes
- 46150 TILL THE END OF THE WORLD—Tubb
- 40065 ONCE IN LOVE WITH AMY—Ray Bolger (Make a Miracle) (Original Cast "Where's Charley?") (vinylite—\$.70)

VICTOR \$.54

- 20-3347 FOREVER & EVER—Como
- 20-2810 CLANCY LOWERED THE BOOM—D. Day
- 20-3302 LADY OF SPAIN—R. Noble
- 20-3319 RED ROSES FOR A BLUE LADY—V. Monroe
- 20-3329 BLUE ROOM—P. Como
- 20-3336 NO ORCHIDS FOR MY LADY—T. Martin
- 20-3274 TENEMENT SYMPHONY—Martin
- 20-2806 BOUQUET OF ROSES—E. Arnold
- 21-0002 DON'T ROB ANOTHER MAN'S CASTLE—Arnold
- 20-3338 CLINK-CLINK-CLINK—S. Jones

MGM \$.50

- 10346 CRUISING DOWN THE RIVER—B. Barron
- 10357 BEAUTIFUL EYES—Mooney
- 10311 FOOLS RUSH IN—Eckstine
- 30174 SLAUGHTER ON 10TH AVENUE—L. Hayton
- 10368 CARAVAN—Eckstine

No order too large or too small to fill. Our price is as follows: 5c above wholesale cost on any label. All albums @ 30% discount of full price. Wholesale only. Terms C.O.D. Immediate delivery. (10 records or less \$1 handling chg.)

COLUMBIA \$.54

- 38390 LITTLE GUY—A. Godfrey
- 38394 I'LL STRING ALONG WITH YOU—Clark & Day
- 38392 YOU WAS—Clark & Day
- 38399 ALWAYS TRUE TO YOU IN MY FASHION—D. Day
- 38324 I'VE GOT MY LOVE TO KEEP ME WARM—Brown

MERCURY \$.54

- 5230 SO IN LOVE—P. Page
- 5251 MONEY, MARBLES & CHALK—P. Page
- 5248 EVERYWHERE YOU GO—E. Howard
- 6160 I'M HONGRY—Old Brother Bill

CAPITOL \$.54

- 15393 "A" YOUR ADORABLE—McRae
- 15243 I LOVE SO MUCH IT HURTS—Wakely
- 15299 WABASH BLUES—Hunt
- 15350 FRANKIE & JOHNNY—J. Smith
- 15357 ROSEWOOD SPINET—C. McRae

SPECIAL OFFER

- P163 ALL TIME HITS—Dorsey
 - C124 SONGS BY SINATRA
 - C177 ALL TIME FAVORITES—James
 - C116 SONGS OF ERIN—K. Smith
 - C16 SONGS OF THE EMERALD ISLE—Downey
 - C44 BOOGIE WOOGIE—James
- \$1.75 EACH—ANY COMBINATION OF 12 OR MORE \$1.50 EACH

Long Playing Records Are Our Specialty. We Also Invite Export Order & Inquiries.

RAYMAR SALES CO.

84-32 164th Street

Jamaica, New York, N. Y.

Tele: Jamaica 3-2248; Re 9-7908; Ja 3-9560

"RIDE ALONG ON THE CREST OF A HIT WAVE"

CRUISING DOWN THE RIVER

(ON A SUNDAY AFTERNOON)

backed by...

"POWDER YOUR FACE
WITH SUNSHINE"

MGM
10346

Blue
BARRON

And His
Music Of Yesterday And Today

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Based on reports received last three days of Week Ending February 25

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. FAR AWAY PLACES

By Whitney and Kramer
Published by Laurel (ASCAP) 1

Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Rene Ork; Victor 20-3316; Ames Brothers, Coral 60016; O. Tucker, Double Feature 2002; Smith-J. Miller, MGM 10356. Electrical transcription libraries: Stanley Black Ork, London; Kaye Armen, Associated; Waltz Festival Ork, NBC Thesaurus.

2. CRUISING DOWN THE RIVER

By Beadell and Tollerton
Published by Henry Spitzer (ASCAP) 4

Records available: B. Barron, MGM 10346; Jack Smith-The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H. Carroll, Mercury 5249; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035. Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated.

3. POWDER YOUR FACE WITH SUNSHINE

By Lombardo and Rochinski
Published by Lombardo (ASCAP) 3

Records available: D. Bryon-T. Black Ork, Dana 2031; E. Knight-The Stardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B. Barron, MGM 10346; D. Martin-P. Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000; A. Vincent-J. Laurenz, Mercury 5247; Phyllis Marshall-Norm Alexander Quartet, Monogram 104. Electrical transcription libraries: Blue Barron, Lang-Worth; Sammy Kaye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus.

4. A LITTLE BIRD TOLD ME

By Harvey O'Brooks
Published by Bourne (ASCAP) 2

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Starduster, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326; Varsity 121; J. Wayne-J. Davis, Columbia 38386; Rose Murphy, Victor 20-3320; The Wayfarers, London 389; P. Watson, Monogram 101. Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus.

5. LAVENDER BLUE (Dilly, Dilly)

By Eliot Daniel and Larry Morey
Published by Santly-Joy (ASCAP) 5

From the Walt Disney Film "So Dear to My Heart."
Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15235; Varsity 124; B. Ives-Capt. Stubby & the Buccaneers, Decca 24547; H. Cameron-B. Adlam Ork, Crystal 185; Double Feature 2000; A. Vincent, Mercury 5246. Electrical transcription libraries: Phil Bito, Associated; Bob Eberly, World; Curt Massey, Standard; Cyril Stapleton Ork, London; Sammy Kaye, NBC Thesaurus; George Wright, NBC Thesaurus.

6. I'VE GOT MY LOVE TO KEEP ME WARM

By Irving Berlin
Published by Berlin (ASCAP) 6

Records available: Mills Brothers, Decca 24550; L. Brown Ork, Columbia 38324; R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330; A. Lund, MGM 10348; H. Brooks Trio, Modern 20-649. Electrical transcription libraries: Hank D'Amico, Associated; Sal Franzella, Lang-Worth; Sweetwood Srenaders, NBC Thesaurus.

7. GALWAY BAY

By Dr. Arthur Colahan
Published by Leeds (ASCAP) 7

Records available: Bing Crosby, Decca 24295; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3238; A. Shelton, London 287; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddie Ballantine Ork, Rondo R-184; C. Dennis-B. Cole Ork, Capitol 15403. Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork, London.

8. SO TIRED

By Russ Morgan and Jack Stuart
Published by Glenmore (ASCAP) 8

Records available: N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, King 4263; P. Martin Ork, Victor 20-3350; Reggie Goff, London 354. (No information on electrical transcription libraries available as The Billboard goes to press.)

9. BUTTONS AND BOWS

By Livingston and Evans
Published by Famous (ASCAP) 9

Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Gracie Fields, London 355; H. O'Connell, Coast 8032. Electrical transcription libraries: Sterling Young Ork, MacGregor; The Swingstones-The Jumpin' Jacks, NBC Thesaurus.

10. RED ROSES FOR A BLUE LADY

By Sid Tepper and Roy Brodsky
Published by Mills (ASCAP)

Records available: J. Laurenz, Mercury 5201; G. Lombardo, Decca 24549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 392. (No information on electrical transcription libraries available as The Billboard goes to press.)

Yes! Yes!

Eddy Arnold

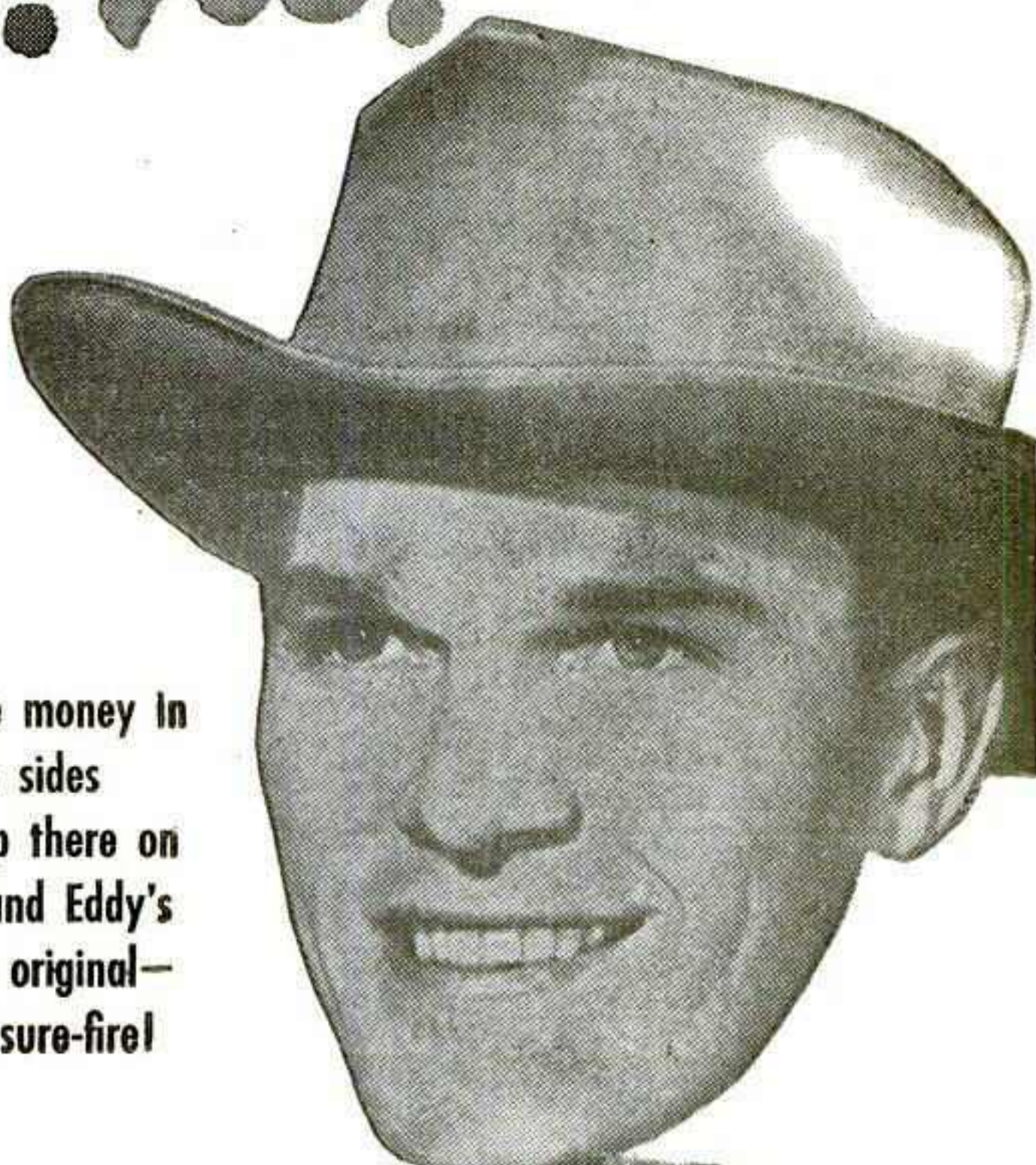
DON'T ROB

ANOTHER MAN'S CASTLE

THERE'S NOT A THING
(I Wouldn't Do For You)

RCA VICTOR 21-0002

Yes! Just like money in the bank! Both sides already way up there on the charts... and Eddy's "Castle" is the original—the one that's sure-fire!



Tony Martin

NO ORCHIDS FOR MY LADY WE'RE NOT GROWING ANY YOUNGER, BABY

RCA VICTOR 20-3336

Yes! Two swell songs from Tony! THE BILLBOARD says that 'A' is a "wonderful chant," 'B's' "fine singing." Need we say more?



THE CERTAIN SEVEN
(Best-sellers that no dealer can afford to miss)

20-3316 "Far Away Places"	Perry Como
20-3321 "Careless Hands"	Sammy Kaye
20-3174 "A Heart Full of Love"	Eddy Arnold
20-3319 "Red Roses for a Blue Lady"	Vaughn Monroe
20-3100 "Lavender Blue"	Sammy Kaye
21-0002 "Don't Rob Another Man's Castle"	Eddy Arnold
11-9007 "Bluebird of Happiness"	Jan Peerce

THIS WEEK'S RELEASE!

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

POPULAR

Dreamer With a Penny I'm Beginning to Miss You	BILL LAWRENCE 20-3355
Doo Dee Dee on an Old Kaxoe Johnny Get Your Girl	BUDDY MORENO 20-3357
A Bluebird Singing in My Heart (The La, La, La, La Song)	LARRY GREEN 20-3358
It's a Big Wide Wonderful World	SPIKE JONES 20-3359
Ya Wanna Buy a Bunny? Knock, Knock (Who's There?)	

Tennessee Saturday Night You Broke Your Promise	THE PIED PIPERS 20-3360
Overtime Victory Ball	METRONOME ALL STARS 20-3361
Oh Marie—Polka Lullaby Waltz	JOHNNY VADNAL 20-3362
Waltz of The Alamo The Color Song (I Lost My Love)	PEE WEE KING 21-0018

POP SPECIALTY

FOLK

The Bible on The Table and The Flag Upon The Wall	THE GEORGIA CRACKERS 21-0016
Dear Daddy Uncle Sam	JOHNNY TYLER 21-0017
Almost Every Time	
Two Can Play Your Game	
Just a Closer Walk With Thee Pray On	WINGS OVER JORDAN 22-0006
Gonna Be Some Changes Made Someday	ARTHUR "BIG BOY" CRUDUP 22-0007

SPIRITUAL
BLUES

The stars who make the hits are on

RCA Victor Records





VICTOR
SPOTLIGHTS
THE ACCORDION
MAGIC OF ... Joe BIVIANO
and His Orchestra

SPIDER HOP 20-3227

UNDERNEATH THE LINDEN TREE
PUT YOUR SHOES ON, LUCY 20-3344
 VOCAL BY FONTAINE SISTERS

NEW ACCORDION POLKA
Expectation Waltz 25-1125

BOWLING ALLEY POLKA
VILLAGE BAND 25-1116

VARSOVIANA
VIENESE POLKA 25-1104

MARCH RELEASES

Manhattan Hop
NBC Polka

•

Kissed a Girl and Made Her Cry
 Vocal by Jimmy Brown

Vieni Sul Mar
 Instrumental

RCA Victor Records

The Billboard MUSIC POPULARITY CHARTS
PART II
Sheet Music
 Based on reports received last three days of Week Ending February 25

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	Title	Composer
11	1	1	1	FAR AWAY PLACES (R)	Laurel
8	2	2	2	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
4	5	3	3	CRUISING DOWN THE RIVER (R)	Spitzer
12	3	4	4	GALWAY BAY (R)	Leeds
13	4	5	5	LAVENDER BLUE (Dilly, Dilly) (F) (R)	Santly-Joy
23	7	6	6	BUTTONS AND BOWS (F) (R)	Famous
7	9	7	7	I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
14	6	8	8	A LITTLE BIRD TOLD ME (R)	Bourne
2	8	9	9	SO IN LOVE (M) (R)	T. B. Harms
19	15	10	10	ON A SLOW BOAT TO CHINA (R)	Melrose
3	12	11	11	DOWN BY THE STATION (R)	American Academy
5	13	12	12	RED ROSES FOR A BLUE LADY (R)	Mills
16	10	13	13	MY DARLING, MY DARLING (M)	E. H. Morris
7	15	14	14	I LOVE YOU SO MUCH IT HURTS (R)	Melody Lane
4	14	15	15	TARA TA-LARRA TA-LAR (R)	Oxford

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	Title	English	American
8	1	1	1	ON A SLOW BOAT TO CHINA	Morris	Melrose
21	2	2	2	BUTTONS AND BOWS	Victoria	Famous
22	3	3	3	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
11	7	4	4	CUCKOO WALTZ	Keith Prowse	Criterion
9	4	5	5	HEART OF LOCH LOMOND	Unit	*
5	5	6	6	MAHARAJAH OF MAGADOR	Chappell	Mutual
25	6	6	6	MY HAPPINESS	Chappell	Blasce
11	7	8	8	CUANTO LE GUSTA	Southern	Peer
42	10	9	9	DREAM OF OLWEN	Lawrence Wright	Mills
2	13	9	9	FAR AWAY PLACES	Leeds	Laurel Music
7	11	11	11	LITTLE GIRL	Campbell-Connelly	Leeds
7	9	12	12	A LITTLE BIRD TOLD ME	Noel Gay	Bourne
13	14	13	13	MAYBE YOU'LL BE THERE	Victoria	Triangle
2	16	14	14	IT'S MAGIC	Campbell-Connelly	Witmark
4	17	15	15	PERHAPS, PERHAPS	Southern	Caribbean Music, Inc.
17	12	16	16	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
5	15	17	17	SUVLA BAY	Box and Cox	*
4	20	18	18	UNTIL	Kassner	Dorsey Bros.
3	18	18	18	CIGARETTES AND WHISKEY AND WILD, WILD WOMEN	Chappell	Tim Spencer Music
1	—	20	20	ON THE FIVE FORTY-FIVE	Strauss Miller	*

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on records received from the seven largest retailers in the Dominion.

POSITION	Weeks to date	Last Week	This Week	Title
9	1	1	1	FAR AWAY PLACES
15	3	2	2	GALWAY BAY
7	2	2	2	POWDER YOUR FACE WITH SUNSHINE
13	4	3	3	LAVENDER BLUE (DILLY, DILLY)
11	5	4	4	A LITTLE BIRD TOLD ME
2	13	5	5	RED ROSES FOR A BLUE LADY
19	6	6	6	BUTTONS AND BOWS
2	6	8	8	CRUISING DOWN THE RIVER
2	—	9	9	TARRA TA-LARRA TA-LAR
6	9	10	10	SO TIRED
8	7	11	11	BRUSH THOSE TEARS FROM YOUR EYES
16	—	12	12	ON A SLOW BOAT TO CHINA
11	—	13	13	MY DARLING, MY DARLING
2	15	15	15	I'VE GOT MY LOVE TO KEEP ME WARM
2	11	15	15	THE PUSSY CAT SONG

The Billboard
MUSIC POPULARITY CHARTS
Radio Popularity
PART III
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending February 25

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 1,200 disk jockeys thruout the country. 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. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks to date	Last Week	This Week	Title	Artist	Label
10	2	1	1	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork.	Columbia 38324-ASCAP
14	2	2	2	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
15	1	3	3	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
5	5	4	4	CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10348
9	4	5	5	FAR AWAY PLACES	P. Como-H. Rene Ork.	Victor 20-3316-ASCAP
6	6	6	6	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP
5	9	7	7	SO TIRED	R. Morgan	Decca 24521-ASCAP
12	7	8	8	A LITTLE BIRD TOLD ME	Blue Lu Barker Ork.	Capitol 15308-ASCAP
2	25	9	9	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De-River	Vol Ork. Capitol 15372
3	12	10	10	POWDER YOUR FACE WITH SUNSHINE	D. Martin-P. Weston Ork.	Capitol 15351-ASCAP
6	23	11	11	LAVENDER BLUE	S. Kaye Ork.	Victor 20-3100-ASCAP
4	15	12	12	GALWAY BAY	B. Crosby	Decca 24295-ASCAP

(Continued on page 115)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 3 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of February 18-24

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot. CVPts. Pts.	
		SI	SV	OI	OV	SI	SV	OI	OV	SI	SV	OI	OV		
A Bluebird Singing in My Heart	Advanced	4	14	0	4	5	8	8	7	10	3	0	4	12	105
A Little Bird Told Me	Bourne	0	1	0	5	0	4	8	6	2	6	0	5		97
A Rosewood Spinnet	Shapiro-Bernstein	3	13	0	4	0	6	6	5	3	11	0	3	10	144
Bouquet of Roses	Hill & Range	2	8	0	4	2	5	4	7	7	3	0	3		101
Buttons and Bows (Pale Face)	Famous	0	1	1	4	0	8	8	5	1	3	1	4		82
By the Way (When My Baby Smiles at Me)	G. V.	0	3	0	0	8	2	4	8	8	1	1	0	3	61
Crusing Down the River	Spitzer	0	7	0	8	0	1	0	7	0	1	0	6	10	112
Far Away Places	Laurel	0	6	1	11	0	8	1	11	4	8	1	12	12	195
Galway Bay	Leeds	1	5	1	7	8	6	5	10	1	5	1	6	13	163

(Continued on page 115)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, February 18, 8 a.m., and ending Friday, February 25, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Bluebird Singing in My Heart (R)	Advanced-ASCAP
A Little Bird Told Me (F) (R)	Bourne-ASCAP
A Rosewood Spinnet (R)	Shapiro-Bernstein-ASCAP
"A"—You're Adorable (R)	Laurel-ASCAP
Bouquet of Roses (R)	Hill & Range-ASCAP
Buttons and Bows (R) (F)	Famous-ASCAP
Crusing Down the River (R)	Henry Spitzer-ASCAP
Dreamer With a Penny (R)	George Simon-ASCAP
Far Away Places (R)	Laurel-ASCAP
Galway Bay (R)	Leeds-ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP
I Got Lucky in the Rain (M) (R)	Sam Fox-ASCAP
I've Got My Love To Keep Me Warm (R)	Berlin-ASCAP
Lavender Blue (Dilly, Dilly) (F) (R)	Santly-Joy-ASCAP
Little Jack Frost Get Lost (R)	Henry Spitzer-ASCAP
Look Up (R)	Patmar-BMI
My Darling, My Darling (M) (R)	E. H. Morris-ASCAP
My Dream Is Yours (R)	Witmark-ASCAP
On a Slow Boat to China (R)	Melrose-ASCAP
Once in Love With Amy (M) (R)	E. H. Morris-ASCAP
Powder Your Face With Sunshine (R)	Lombardo-ASCAP
Senorita (F) (R)	Feist-ASCAP
So Dear to My Heart (F) (R)	Santly-Joy-ASCAP
So in Love (M) (R)	T. B. Harms-ASCAP
Someone Like You (R)	Harms-ASCAP
Streets of Laredo (F) (R)	Famous-ASCAP
Sunflower (R)	Famous-ASCAP
Tarra Ta-Larra Ta-Lar (R)	Oxford-ASCAP
The Pussy Cat Song (R)	Leeds-ASCAP
You Was (R)	Crystal-ASCAP

Chas. K. Harris
 (Music Publishing Company, Inc.)
 presents



"While the Angelus was Ringing"

(Les Trois Cloches)

Music by Jean Villard Lyric by Dick Manning

Recorded by

Johnny Desmond	MGM	Artie Malvin	Metrotone
Tommy Dorsey	Victor	Anne Shelton	London
Dick Haymes	Decca	Frank Sinatra	Columbia
Eddy Howard	Mercury	Margaret Whiting	Capitol

LA SALLE Music Publishing Co. presents

"Underneath the Linden Tree"

Regenpfeifer Sing Dein Lied

Music by ARTUR BEUL—Lyrics by DICK MANNING

Recorded by

Andrews Sisters	Decca
Bill Darnel	Abbey
Gracie Fields	London
Fontaine Sisters	Victor
Ray Noble	Columbia

Others soon to be released

Sole Selling Agent

Southern Music Publishing Co., Inc.

1619 BROADWAY

NEW YORK 19, N. Y.

JERRY JOHNSON, Genl. Prof. Mgr.

CAN TOP THE ORIGINAL
GRACIE FIELDS'
 VERSION OF
FOREVER AND EVER

backed by
UNDERNEATH THE LINDEN TREE
LONDON RECORD No. 362
 75¢ plus tax

It's Great because it's Gracie!

A reminder:
 The original German version is also a London Record!
FLIEGE MIT MIR IN DIE HEIMAT
 by the Geschwister Winkler Quartet
 London Record No. P-18008
 Black Label International Series

IMPORTED
LONDON RECORDS
 FULL RANGE RECORDING

The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

The Billboard
MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales

Based on reports received last three days of Week Ending February 25



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

Weeks to date	Position Last Week	Position This Week	Record Title	Artist	Label
6	1	1	A LITTLE BIRD TOLD ME... <i>Brush Those Tears From Your Eyes</i>	E. Knight-The Stardusters	Decca 24514-ASCAP
6	2	2	CRUISING DOWN THE RIVER <i>Powder Your Face With Sunshine</i>	B. Barron Ork	MGM 10346
9	3	3	FAR AWAY PLACES... <i>Tarra Ta-Larra Ta-Lar</i>	B. Crosby-K. Darby Choir	Decca 24532-ASCAP
10	3	4	POWDER YOUR FACE WITH SUNSHINE <i>One Sunday Afternoon</i>	E. Knight-The Stardusters	Decca 24530-ASCAP
7	4	5	GALWAY BAY... <i>My Girl's An Irish Girl</i>	B. Crosby	Decca 24295-ASCAP
2	15	6	CRUISING DOWN THE RIVER <i>Sunflower</i>	R. Morgan Ork	Decca 24568
10	8	7	I'VE GOT MY LOVE TO KEEP ME WARM <i>I'm A-Tellin' You</i>	L. Brown Ork	Columbia 38324-ASCAP
7	11	8	RED ROSES FOR A BLUE LADY <i>Melancholy Minstrel</i>	V. Monroe Ork	Victor 20-3319-ASCAP
13	8	9	LAVENDER BLUE <i>Down Among the Sheltering Palms</i>	Sammy Kaye Ork	Victor 20-3100-ASCAP
8	6	10	FAR AWAY PLACES <i>Missouri Waltz</i>	P. Como-H. Rene Ork	Victor 20-3316-ASCAP
4	8	11	I LOVE YOU SO MUCH IT HURTS <i>I've Got My Love To Keep Me Warm</i>	Mills Bros.	Decca 24550-BMI
<p>(J. Wakely & Cowboy Band, Capitol 15243; The Frontiersmen, Victor 20-3188; R. Goff, London 312; F. Tillman, Columbia 20430; Smokey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. Hagen, Columbia 38406; V. Damone-G. Osser Ork, Mercury 5261)</p>					
14	7	12	SO TIRED <i>I Hear Music</i>	R. Morgan	Decca 24521-ASCAP
3	17	13	I'VE GOT MY LOVE TO KEEP ME WARM <i>I Love You So Much It Hurts</i>	Mills Bros.	Decca 24550-ASCAP
10	12	14	FAR AWAY PLACES <i>My Own True Love</i>	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
13	16	15	SWEET GEORGIA BROWN <i>Margie</i>	Brother Bones and His Shadows	Tempo 652-ASCAP
<p>(C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Liggins Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 9063)</p>					
4	13	16	CARELESS HANDS <i>Powder Your Face With Sunshine</i>	S. Kaye Ork	Victor 20-3321
<p>(Bob & Jean, Decca 24563; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Mercury 5245; Shorty Long & Santa Fe Rangers, Victor 21-0007; M. Torme-S. Burke Ork, Capitol 15379; E. Dean, Mercury 6170; L. McAuliffe and His Western Swing Band, Columbia 20546)</p>					
24	13	17	BUTTONS AND BOWS <i>Daddy-O</i>	Dinah Shore	Columbia 38284-ASCAP
8	18	18	POWDER YOUR FACE WITH SUNSHINE <i>Careless Hands</i>	S. Kaye	Victor 20-3321-ASCAP
6	19	19	DOWN BY THE STATION <i>How Many Tears Must Fall?</i>	T. Dorsey-D. Dennis	Victor 20-3317-ASCAP
<p>(R. Noble-The Noblemen, Columbia 38404; G. Lombardo Ork, Decca 24555; C. Desmond, Mercury 5225; S. Gaillard & His Trio, MGM 10309; The Starlighters-P. Weston Ork, Capitol 15389)</p>					
8	22	20	DOWN BY THE STATION <i>Sweet Sue</i>	G. Lombardo	Decca 24555-ASCAP
11	20	21	LAVENDER BLUE <i>So Dear to My Heart</i>	D. Shore-H. Zimmerman Ork	Columbia 38299-ASCAP
1	—	22	SO IN LOVE <i>The Rosewood Spinet</i>	G. MacRae Ork	Capitol 15357
<p>(B. Crosby-V. Schoen Ork, Decca 24559; A. Drake-L. Engle Ork, Victor 20-3352; J. Harvey-H. Winterhalter, MGM 10359; G. Lombardo Ork, Decca 24572; T. Dorsey Ork, Victor 20-3321; D. Shore-H. Zimmerman Ork, Columbia 38399)</p>					
1	—	22	BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F
<p>(H. Carroll & Carols, Mercury 5252; L. Duchow Red Raven Ork, Victor 20-3356; Socach-Habat Polka Ork, Decca 45068)</p>					
1	—	24	CRUISING DOWN THE RIVER <i>Coca Roca</i>	J. Smith-The Clark Sisters-F. DeVol Ork	Capitol 15372
1	—	25	BEAUTIFUL EYES <i>Do Dee Doo on an Old Kazoo</i>	A. Mooney	MGM 10357
<p>(B. Hayes, DeLuxe 1185; The Rangers, Regent 136)</p>					
2	23	26	YOU, YOU, YOU ARE THE ONE <i>More Beer!</i>	Ames Bros.	Coral 60015
<p>(J. Eager & Eager Beavers with E. Musette Ork, Grand G-25010; H. Rene Musette Ork, Standard T-142)</p>					
1	—	27	BEWILDERED <i>No Orchids for My Lady</i>	B. Eckstine	MGM 10340
<p>(Red Miller Trio, Bullet 295; Studs Henderson Ork, Capitol 15332; J. Medlin & the Three Riffs, Atlantic 867; H. Jeffries, Columbia 38412; Ink Spots, Decca 24566; James Quintet, Coral 65002; L. Johnson, King 4261; E. Hawkins Ork, Victor 20-3326)</p>					
2	24	28	LADY OF SPAIN <i>I've Got My Love To Keep Me Warm</i>	R. Noble Ork	Victor 20-3302
<p>(The Philharmonic Trio, Capitol 15346; M. Herth-J. Green, Decca 25420)</p>					

(Continued from page 28)

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Based on reports received last three days of **Week Ending February 25**

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's 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.

Weeks to date	Last Week	This Week	Record Title	Label
38	7	1.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-34
23	2	1.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....	Capitol DBX-99
38	4	3.	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
5	1	4.	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney B. May, Dir.	Capitol BD-124, Capitol DD-109
27	6	5.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
17	11	5.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....	Decca CUS-7
27	8	7.	NURSERY RHYMES (Two Records) Frank Luther.....	Decca CS-5
32	5	8.	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....	Capitol CC-40
4	—	9.	MOTHER GOOSE (One Record) F. Luther.....	Decca CU-100
38	2	10.	BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
30	—	11.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol DBS-84
22	10	11.	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....	Decca CU-102
18	9	11.	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, director.....	Victor Y-395
12	12	14.	LITTLE ENGINE THAT COULD (Two Records) Paul Wing.....	Victor Y-341
6	—	14.	MANNERS CAN BE FUN (One Record) Frank Luther.....	Decca CU-105

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Last Week	This Week	Record Title	Label
167	2	1.	Chopin's Polonaise Jose Iturbi.....	Victor 11-8848
132	4	2.	Jealousie Boston Pops Ork; Arthur Fiedler, conductor.....	Victor 12160
174	3	3.	Clair de Lune Jose Iturbi.....	Victor 11-8851
56	1	4.	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074
14	—	5.	Fiddle Faddle Boston Pops; Arthur Fiedler, conductor.....	Victor 10-1397

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Weeks to date	Last Week	This Week	Record Title	Label
4	—	1.	Beethoven's Fifth Symphony (Four Records) NBC Symphony, Toscanini, director.....	Victor DM-640
1	—	1.	Chopin: Mazurkas Album (Three Records) M. Jonas, Piano.....	Columbia MM-810
85	—	1.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork.....	Victor 1020
12	4	4.	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator.....	Columbia MM-800
1	—	4.	Invitation to the Waltz (Four Records) A. Kostelanetz Ork.....	Columbia MM-815
6	—	4.	Rimsky-Korsakov: Scheherazade Album (Five Records) San Francisco Symphony Ork, Pierre Monteaux, conductor.....	Victor DM-920

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	Record Title	Label
7	1	1.	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Southern-L. Hayton Ork.....	MGM 37
3	2	2.	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy.....	Capitol CC-113
8	4	3.	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork.....	Victor P-234
15	3	4.	ROSES IN RHYTHM (Four Records) F. Carle.....	Columbia C-174
2	7	5.	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....	Columbia C-200
1	—	6.	SEQUENCE IN JAZZ (Three Records) W. Herman.....	Columbia C-177
14	5	7.	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kaye Choir.....	Victor P-228
26	6	8.	THEME SONGS (Four Records) S. Kaye-T. Dorsey-T. Bencke-Larry Green-V. Monroe-F. Martin-W. King-Three Suns.....	Victor P-217
9	9	8.	I CAN HEAR IT-NOW ALBUM (Five Records) Edward R. Murrow.....	Columbia MM-800
112	7	10.	Glenn Miller (Four Records) Glenn Miller.....	Victor P-148



I see a gr-eat future for Perry Como's "Forever And Ever" on RCA Victor

Hialeah Park Charts

Copyright, 1949, by Triangle Publications, Inc. (Daily Racing Form).
Feb. 14, 1949—26th day of 40-day meeting. Weather clear, track fast.

FIRST RACE—Purse \$3,000. 3-year-olds; maidens; claiming. Three furlongs. (Chute).
Straightaway. Time :34 3/5. At post 2:03; off 2:04. Winner—I. Gushen's ch. f., 2, by Alsab-Suntel. Trainer—H. W. Fisher. Mutuel handle—\$65,403.

Horses	Wt.	P.P.	St.	Str.	Fin.	Jockeys	St.	Pl.	Sh.	Eq.Odds
Judy's Runner	111	1	5	7 1/2	1 1/2	Atkinson	\$28.00	12.50	6.10	\$13.45
Eternal Flight	111	4	4	3 3/4	2 1/2	Rivera	—	7.20	4.00	6.15
August Polly	111	6	2	1 1/2	3 1/4	McPhee	—	—	3.20	2.25
Rippling Hit	112	11	10	2 1/2	4 1/2	Martin	—	—	—	3.20
Miss Gee Du	111	7	6	4 1/4	5 1/2	Bauer	—	—	—	10.85
Black Disc	112	6	1	5 1/2	6 1/2	Brooks	—	—	—	7.35
Gilded Hour	112	2	7	10 1/2	7 1/2	Combest	—	—	—	45.10
f-Trickl Rickl	114	12	9	6 1/2	8 1/2	James	—	—	—	18.10
Florida Farmer	117	5	11	9 1/2	9 1/2	Hansman	—	—	—	44.00
f-Les C	114	13	14	12 1/2	10 1/2	Strange	—	—	—	—

FOUR STRAIGHT WINNERS

Since the Ban

168 CARELESS HANDS ... SAMMY KAYE

128 ROSE WOOD SPINET ... SAMMY KAYE

122 I GOT A GAL IN GALVESTON ... SAMMY KAYE

147 POWDER YOUR FACE ... SAMMY KAYE

RCA Victor Records

FOURTH RACE—Purse \$3,000. 3-year-olds; fillies; allowances. Seven furlongs. (Chute).
Time 1:24 1/5. At post 3:35; off 3:36. Winner—Calumet Farm's ch. f., 3, by Sun Again-Easy Lass. Trainer—H. A. Jones. Mutuel handle—\$140,217.

Horses	Wt.	P.P.	St.	Str.	Fin.	Jockeys	St.	Pl.	Sh.	Eq.Odds	
xWistful	112	2	6	6	2 1/2	1 1/2	Nelson	\$7.20	3.60	2.80	2.60
Bea Right	114	6	2	1 1/4	1 1/2	Brooks	—	3.80	3.20	3.25	
xError	109	4	5	3 1/2	4 1/2	Batcheller	—	—	3.90	12.20	
Show Time	114	1	4	5 1/2	5 1/2	McCreary	—	—	—	7.60	
xSub	112	5	1	4 1/2	4 1/2	Anderson	—	—	—	1.25	
Solid Trick	114	3	3	2 1/4	3 1/2	Stout	—	—	—	23.10	

SCRATCHED—Duke's Gal.
FIFTH RACE—Purse \$4,000. 4-year-olds and up; allowances. Mile and an eighth.
Time 1:47 3/5. (New track record, equals last record). At post 4:04; off 4:04.
Winner—Calumet Farm's b. c., 4, by Bull Lea-Easy Lass. Trainer—H. A. Jones.
Mutuel handle—\$105,942.

HITS ACROSS THE NATION
ON NATIONAL RECORDS

The **RAVENS** LATEST SENSATIONAL HIT;

9065—DEEP PURPLE
LEAVE MY GAL ALONE

Tommy **EDWARDS'** FIRST SMASH RELEASE;

9067—A LONG TIME (WITH PHYLLIS)
(Meow-Meow) UP IN THE ALLEY

CHARLIE (East of Suez) **VENTURA'S**

GREATEST:
9066—PINA COLADA—STOP 'N' GO

AL **TRACE** IS BACK AGAIN
7024—I YI YIMMINY YI
I Don't Care If I Never Go to Bed

For Sure-Fire Sales Stock Up On

THE GREAT 'MR. B' (BILLY ECKSTINE)

9060—IN A SENTIMENTAL MOOD
MY SILENT LOVE

9061—WITHOUT A SONG
SAY IT ISN'T SO

9049—SOPHISTICATED LADY

WHISTLING MR. JONES
9063—SWEET GEORGIA BROWN
(with bone acc.)

THE RAVENS
9064—ALWAYS
9059—I DON'T KNOW WHY
(I Love You Like I Do)

9039—FOR YOU
DUSTY (OPEN THE DOOR, RICHARD) **FLETCHER**
4018—THE LAST CLEAN SHIRT
SHE SURE MAKES A FOOL

OUT OF ME
CHARLIE **VENTURA**
9057—I'M FOREVER BLOWING
BUBBLES
Baby, Baby All the Time

9055—EUPHORIA
If I Had You



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

The **Billboard** MUSIC POPULARITY CHARTS
PART V
Juke Box Record Plays

Based on reports received last three days of Week Ending February 25

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks Last	This	Week	Week	Record	Label
10	2	1			POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters... Decca 24530—ASCAP
18	1	2			A LITTLE BIRD TOLD ME	E. Knight-The Stardusters... Decca 24514—ASCAP
5	4	3			CRUISING DOWN THE RIVER	Blue Barron Ork... MGM 10346
9	3	4			FAR AWAY PLACES	B. Crosby-K. Darby Choir... Decca 24532—ASCAP
13	10	5			SO TIRED	R. Morgan... Decca 24521—ASCAP
12	8	6			LAVENDER BLUE	Sammy Kaye... Victor 20-3100—ASCAP
2	20	7			CRUISING DOWN THE RIVER	R. Morgan Ork... Decca 24568
9	6	8			FAR AWAY PLACES	M. Whiting and the Crew Chiefs... Capitol 15278—ASCAP
8	7	9			FAR AWAY PLACES	P. Como-H. Rene Ork... Victor 20-3316—ASCAP
8	9	10			RED ROSES FOR A BLUE LADY	V. Monroe Ork... Victor 20-3319—ASCAP
4	25	11			CARELESS HANDS	S. Kaye Ork... Victor 20-3321 (Bob & Jean, Decca 24563; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Mercury 5245; Shorty Long & Santa Fe Rangers, Victor 21-0007; M. Torme-S. Burke Ork, Capitol 15379; E. Dean, Mercury 6170)
5	18	12			GALWAY BAY	Bing Crosby, Decca 24295—ASCAP
10	14	13			SWEET GEORGIA BROWN	Brother Bones and His Shadows... Tempo 652—ASCAP (G. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1265; J. Liggins, Honeydrippers, Exclusive 271; Whistling Mr Jones, National 9063)
7	18	14			I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork... Columbia 38324—ASCAP
4	25	14			RED ROSES FOR A BLUE LADY	G. Lombardo Ork... Decca 24549—ASCAP
5	18	16			POWDER YOUR FACE WITH SUNSHINE	S. Kaye Ork... Victor 20-3321—ASCAP
8	20	17			I LOVE YOU SO MUCH IT HURTS	Mills Bros... Decca 24550—BMI (The Frontiersmen, Victor 20-3188; R. Goff, London 312; F. Tillman, Columbia 20430; Mills Bros., Decca 24550; Smokey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. Hagen, Columbia 38406; V. Damone-G. Oasser Ork, Mercury 5261)

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.

14	11	18			A LITTLE BIRD TOLD ME	P. Watson... Supreme S-1507—ASCAP
2	28	19			BEAUTIFUL EYES	A. Mooney Ork... MGM 10357 (B. Hayes, De Luxe 1185; The Rangers, Regent 130)
8	25	20			A LITTLE BIRD TOLD ME	Blue Lu Barker Ork... Capitol 15308—ASCAP
2	16	20			I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros... Decca 24550—ASCAP
23	17	22			BUTTONS AND BOWS	D. Shore... Columbia 38284—ASCAP
1	—	22			CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol Ork... Capitol 15372
14	22	24			BRUSH THOSE TEARS FROM YOUR EYES	E. Knight-The Stardusters... Decca 24514—ASCAP (B. Clark-The Modernaires-The Skylarks, Columbia 38364; R. Deauville, Mercury 5203; A. Foster, Regent 134; T. Martin, DeLuxe 1182; F. Willing, Capitol 15290; B. Green, Rainbow 1009; J. Kilty, MGM 10339; I. Carpenter, Victor 20-3325; A. Trace & His Flame Throwers-B. Vincent, Damon D-11216)
1	—	25			POWDER YOUR FACE WITH SUNSHINE	B. Barron Ork... MGM 10346
5	30	26			LAVENDER BLUE	D. Shore-H. Zimmerman Ork... Columbia 38299—ASCAP
1	—	27			BLUE MOON	B. Eckstine... MGM 10311 (P. Cavanaugh Trio, Signature 15190; F. Langford, Decca 24518)
20	8	28			ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods... Columbia 38301—ASCAP (L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Hendrickson, Capitol 15208; S. Lanson, Mercury 5191; A. Lund, MGM 10269; F. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117; Our Brothers, 20th Century TC-20-78) (Lumbia 38406; V. Damone-G. Oasser Ork, Mercury 5261)
2	27	29			SUNFLOWER	R. Morgan... Decca 24568 (D. "Two-Ton" Baker, Mercury 5239; R. McKinley Ork, Victor 20-3324; F. Sinatra, Columbia 38391; J. Kilty, MGM 10339; J. Fulton-E. Ballantine, Tower 1454; J. Smith-Crew Chiefs-F. DeVol Ork, Capitol 15394; S. Browne-The Squadronaires-J. Miller, London 394; Deuce Spriggins-T. Williams Ork, Capitol 15405)
7	24	30			I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band... Capitol 15243—BMI

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 26)

1	20	29			THE PUSSY CAT SONG	P. Como... Victor 20-3288—ASCAP (Roses of Picardy) (J. Durante-B. Garrett, MGM 30176; J. Nichols & B. Lee, London 365; P. Como, Victor 20-3288; J. "Scat" Davis, Double Feature DF 2004-05; A. Vincent-J. Laurens, Mercury 5247; J. Stafford-G. MacRae-The Starlighters, Capitol 15342; R. Wilson Quartet, Animal 174)
17	—	30			ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes... Victor 20-3123 (L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Hendrickson, Capitol 15208; S. Lanson, Mercury 5191; A. Lund, MGM 10269; F. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117; Our Brothers, 20th Century TC-20-78)

The Billboard
MUSIC POPULARITY CHARTS

PART VI

Billboard
TRADE
SERVICE
FEATURE

Race Records

Based on reports received last three days of Week Ending February 25

BEST-SELLING RETAIL RACE RECORDS

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

Weeks to date	Last Week	This Week	POSITION	Record	Artist	Label
3	7	1	1.	HUCKLEBUCK <i>Hoppin' John</i>	P. Williams	Savoy 683
15	3	2.	2.	CHICKEN SHACK BOOGIE <i>It Took a Long, Long Time</i>	A. Milburn	Aladdin 3014—ASCAP
7	8	3.	3.	BOOGIE CHILLEN <i>Sally Mae</i>	J. L. Hooker	Modern 627
6	8	4.	4.	DEACON'S HOP <i>Artie's Jump</i>	Big Jay McNeely	Savoy 685—BMI
13	1	5.	5.	BEWILDERED <i>A & M Blues</i>	A. Milburn	Aladdin 3018—ASCAP
6	3	6.	6.	WRAPPED UP IN A DREAM <i>The Wise Old Man</i>	Do Ray and Me	Monogram 105—ASCAP
17	9	7.	7.	'LONG ABOUT MIDNIGHT <i>Whose Has Is That?</i>	R. Brown-Mighty, Mighty Men	De Luxe 3154—BMI
1	—	8.	8.	BEWILDERED <i>No Orchids for My Lady</i>	B. Eckstine	MGM 10340—ASCAP
4	—	9.	9.	I'LL ALWAYS BE IN LOVE WITH YOU <i>Teddy's Dream</i>	The X-Rays	Savoy 681
5	13	10.	10.	SWEET GEORGIA BROWN <i>Marie</i>	Brother Bones and His Shadows	Tempo 652—ASCAP
2	—	11.	11.	GOOD ROCKIN' TONIGHT <i>Good Morning, Mr. Blues</i>	W. Harris	King 4210-BMI
14	15	11.	11.	BLUES FOR THE RED BOY <i>Sportree's Jump</i>	Todd Rhodes	King 4240
3	9	13.	13.	RAINY WEATHER BLUES <i>'Fare Day in the Morning</i>	R. Brown	De Luxe 3198—BMI
15	4	14.	14.	BEWILDERED <i>Nobility Boogie</i>	R. Miller Trio	Bullet 295—ASCAP
11	—	15.	15.	TREES <i>Lover Come</i>	A. Hibbler	Miracle M-501—ASCAP
7	—	15.	15.	TEXAS HOP <i>Central Avenue Blues</i>	P. W. Crayton	Modern 643

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 RACE RECORDS

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

Weeks to date	Last Week	This Week	POSITION	Record	Artist	Label
6	2	1.	1.	DEACON'S HOP	Big Jay McNeely	Savoy 685—BMI
5	6	2.	2.	BOOGIE CHILLEN	J. L. Hooker	Modern 627
15	1	3.	3.	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014—ASCAP
16	4	4.	4.	BEWILDERED	Red Miller Trio	Bullet 295—ASCAP
4	3	5.	5.	HUCKLEBUCK	P. Williams	Savoy 683
11	4	6.	6.	BEWILDERED	A. Milburn	Aladdin 3018—ASCAP
6	9	7.	7.	TREES	A. Hibbler	Miracle M-501—ASCAP
9	7	8.	8.	TEXAS HOP	Pes Wee Crayton	Modern 643
9	9	9.	9.	WRAPPED UP IN A DREAM	Do Ray and Me	Commodore C-7505—ASCAP
4	—	10.	10.	I'LL ALWAYS BE IN LOVE WITH YOU	The X-Rays	Savoy 681—ASCAP
6	—	10.	10.	'FORE DAY IN THE MORNING	Roy Brown	De Luxe 3198
3	—	12.	12.	UP ABOVE MY HEAD	S. R. Tharpe-M. Knight-S. Price Trio	Decca 48090—BMI
1	—	13.	13.	DESCRIPTION BLUES	T. Bone Walker	Comet T-52
1	—	14.	14.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1505
12	15	15.	15.	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—ASCAP
1	—	15.	15.	YOU BROKE YOUR PROMISE	P. Watson	Monogram 114
1	—	15.	15.	I'LL ALWAYS BE IN LOVE WITH YOU	Ray O Vacs	Coleman C-100—ASCAP

ADVANCE RACE RECORD RELEASES

Amnesia M. Johnson Ork (Hey Lawdy) Capitol 15407	Goodie Goodie C. Randol (Mood Indigo) Sing-Master 12
Beef Ball Baby E. Gorman (Telephone Blues) DeLuxe 3209	Grievin' for You W. Brown (Brand of) National 9068
Black Man Blues Texas Slim (Stomp Boogie) King 4283	Hey Lawdy Mama M. Johnson Ork (Amnesia) Capitol 15407
Blip Boogie E. Bostic Ork (Watch Where) King 4277	Judgement Day Blues R. Brown & His Mighty-Mighty Men (Rockin' at Midnight) DeLuxe 3212
Grand of Honey W. Brown (Grievin' for) National 9068	Missouri Waltz E. Butterfield & His Blue Boys (Chocolate) Coral 60026
Breathing Easy G. Barkley Quintet (Bubber Gets) Uptown 120	Mood Indigo C. Randol (Goodie Goodie) Swing-Master 12
Bubber Gets Sassy G. Barkley Quintet (Breathing Easy) Uptown 120	Muddy Water Big Sis Andrews & Her Blues Buster (That Ain't) Capitol 15408
Chocolate E. Butterfield & His Blue Boys (Missouri Waltz) Coral 60026	Beet Beet, Piccolo Beat Pittsburgh Paul Ork (Pittsburgh Blues) Candy 2000
Floyd's Guitar Blues A. Kirk Ork-F. Smith (47th Street) Coral 60021	Rockin' at Midnight R. Brown-His Mighty-Mighty Men (Judgement Day) DeLuxe 3212
47th Street Jive A. Kirk Ork-F. Smith (Floyd's Guitar) Coral 60021	Stomp Boogie Texas Slim (Black Man) King 4283
Gambler's Woman Sonny Parker (Tossin' and) Columbia 30154	Snub's Boogie S. Mosley Ork (Blues at) Rondo R 1553
Get Me on Your Mind J. McShann Ork (The Jumpin') Coral 60034	Telephone Blues E. Gorman (Beef Ball) DeLuxe 3209
	That Ain't the Way To Do It Big Sis Andrews & Her Blues Busters (Muddy Water) Capitol 15408



BLUE SKIRT WALTZ

CHARLIE WAS A BOXER

COLUMBIA 12394-F

RIDING HIGH

I'VE GOT MY LOVE TO KEEP ME WARM
I'm A-Tellin' You, Sam
Les Brown 38324

ALWAYS TRUE TO YOU IN MY FASHION
So In Love
Dinah Shore 38399
(1-111*)

CANDY KISSES
Please Don't Let Me Love You
George Morgan 20547
(2-138*)

I'LL STRING ALONG WITH YOU
Powder Your Face With Sunshine
Doris Day and Buddy Clark 38394

LAVENDER BLUE
So Dear To My Heart
Dinah Shore 38299

*Columbia 7-Inch Microgroove Records

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and Reg. U. S. Pat. Off.



ATTENTION OPERATORS

PLEASE DON'T LET ME LOVE YOU"

(Written by RALPH JONES) B. M. I.

The New Hit
by a NEW STAR...

Geo
MORGAN

PLACE YOUR ORDER NOW WITH YOUR RECORD DISTRIBUTOR

ORDER BLANK			
AMT	TITLE	ARTIST	RECORD NO.
	PLEASE DON'T LET ME LOVE YOU	GEORGE MORGAN	COLUMBIA 20547
	LOVESICK BLUES (Never Again Will I Knock On Your Door)	HANK WILLIAMS	MGM 10352
	I WALTZ ALONE	CLYDE MOODY	KING 765
	FADED LOVE AND WINTER ROSES (What a Difference Just a Year Can Make)	RONE JOHNSON	MGM 10314
	BLUE EYES CRYING IN THE RAIN (Just an Old Farm for Sale)	SALTY HOLMES	DECCA 46152

NOTE: ORDER FROM YOUR RECORD DISTRIBUTOR

WE DO NOT SELL RECORDS
Sheet Music Available

2510 FRANKLIN ROAD,
NASHVILLE, TENN.

Acuff-Rose
PUBLICATIONS

The Billboard
MUSIC POPULARITY CHARTS
PART VII
Folk Record Section

Based on reports received last three days of Week Ending February 25

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	Last Week	This Week	POSITION	RECORD	ARTIST	RECORD NO.	B.M.I.
2	8	1	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002	BMI
18	1	2	2	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243	BMI
18	8	2	3	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136	BMI
41	7	4	4	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-2808	BMI
27	2	5	5	ONE HAS MY NAME	J. Wakely	Capitol 15162	BMI
16	3	6	6	A HEART FULL OF LOVE	Eddy Arnold	Victor 20-3174	BMI
3	13	6	7	CANDY KISSES	Cowboy Copas	King 777	

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.

2	13	8	8	THERE'S NOT A THING	E. Arnold	Victor 21-0002	BMI
11	12	8	9	HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144	ASCAP
27	11	10	10	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3013	BMI
17	10	11	11	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430	BMI
1	—	11	12	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352	
8	6	13	13	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144	BMI
6	8	14	14	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187	BMI
1	—	14	15	MANSION ON THE HILL	H. Williams	MGM 10328	
1	—	14	16	TENNESSEE WALTZ	C. Copas	King 696	

FOLK TALENT AND TUNES

By Johnny Sippel

COWBOY COPAS (King) is set for his first Hollywood starring movie in May for an undisclosed major studio. Copas will work with **CLIFFIE STONE'S** gang over their radio shows and at the El Monte (Calif.) Auditorium during the two weeks he spends on the Coast. . . **WESLEY TUTTLE** (Capitol) does his first duet with his wife, **MARILYN**, on his next release, "Need You" and "Biting My Fingernails Over You." . . **JIMMY WAKELY** (Capitol) set for Akron March 5 and Evansville, Ind., 6, with a recording date in Cincinnati, 8. . . **LEE GILLETTE**, Capitol a. and r. folk music chief, down South scouting and cutting new talent for the label.

ELTON (CHIME BELLS) BRITT is running a series of jamborees at Paterson, N. J. **EDDIE McMULLEN** and **CHUBBY (CHUCK) ROE** were featured on his first show January 28. . . **ROSALIE ALLEN** moved her Hillbilly Music Center into greatly expanded floor space February 12 at West 54th Street, off Seventh Avenue, New York. . . **PETE CASSELL**, Blind Minstrel, who recently inked with Mercury Records, prepares his daily d.j. shows over **WARL**, Arlington, Va., with the aid of a stylus and Braille line guide. In order to read his commercials, Pete, with the aid of his wife, cuts hundreds of tiny holes into the heavy Braille paper. Pete also uses a watch with special raised points to check his program timing.

SMILEY BURNETTE, pic comedian and Bullet recorder, will do each of the three harmony singing parts and play all four background instruments for his next Bullet release, labeled "Smiley Burnette and His Union Cheaters." Smiley will cut the disks on his own recording set. The two tunes which Burnette wrote for his new pic, "Blazing Trail," are "Mustard and Gravy" and "You Put Me on My Feet When You Took Her Off My Hands," both of which will be published by his Rancho Music. . . **BILLY WILSON** and **BUNNY BELL**, heard on **WKAP**, Allentown, Pa., are working Saturday nights at the local Odd Fellows' Ballroom, where **A. J. PERRY** is promoting Western dancing. The **CIRCLE J. RANGE RIDERS** play the dance, with Billy and Bunny working the intermission.

LEE and **JUANITA MOORE**, who headed the Sandy Valley Gang on **WSVA**, Harrisonburg, Va., have dropped their band and are doing a duet show on **WPAQ**, Mount Airy, N. C. Lee also is doing an hour d.j. shot daily. They purchased a farm, three miles from town, from where they'll start doing their shows in March. **JIMMIE RAINES** and his Blue Ridge Mountain Boys replaced the Sandy Valley Gang at **WSVA**. . . **AL HENDERSHOT** and his Smoky Valley Rangers are at the new 1,000-watt **WLSI**, Pikeville, Ky. . . **TOMMY DILBECK**, folk tunesmith, reports that **JOHNNY TYLER**, Victor artist, is working at the Dude Ranch Club, Dallas, with his Riders of the Rio Grande. Other recording artists in Dallas are **TED DAF-FAN** (Columbia) and **CURLEY BORGAN** at the Roundup; **DEWEY GROOM** (Mercury) and his Texans at the Silver Spur, which is owned by **JACK RUBY**, emcee; **GEORGIA SLIM** and **HOWDY** and **JOE FORRESTER**, the Barn. . . **EDDIE SOSBY** and the Radio Rangers, **KFAB**, Lincoln, Neb., are starting their fourth year at the station and have added another sponsor.

(Continued on page 33)

The Billboard
MUSIC POPULARITY CHARTS
PART VII
Folk Record Section
 Based on reports received last three days of Week Ending February 25



BEST-SELLING RETAIL FOLK RECORDS

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

Weeks total	Last Week	This Week	Record Title	Artist	Label
3	2	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
19	1	2	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
43	8	3	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
27	2	4	ONE HAS MY NAME	J. Wakely	Capitol 15162—BMI
2	15	5	CANDY KISSES	George Morgan	Columbia 20547
16	6	6	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI

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

4	7	7	THERE'S NOT A THING	Eddy Arnold	Victor 21-0002—BMI
22	3	8	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
13	5	9	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144—BMI
16	11	10	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
1	—	11	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352
15	—	12	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430—BMI
3	11	13	TILL THE END OF THE WORLD	J. Wakely and Cowboy Band	Capitol 15368—ASCAP
2	9	14	CANDY KISSES	Cowboy Copas	King 777
26	—	15	JUST A LITTLE LOVIN'	E. Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI

ADVANCE FOLK RECORD RELEASES

- A Letter Asking for My Broken Heart**
J. Rivers & His River Boys (I'm Just) Coral 64005
- Alimony**
B. Trent & His Western Tunesters (River Blues) Specialty SP 703
- Clancy Lowered the Boom!**
Ames Brothers (Cruising Down) Coral 60035
- Cruising Down the River**
Ames Brothers (Clancy Lowered) Coral 60035
- Double Talkin' Woman**
E. Nunn & His Alabama Ramblers-B. Lee (I've Loved) Specialty SP 701
- Draggin' the Steel**
J. Rivers & His River Boys (Watch Your) Coral 64004
- I'll Never, Never Leave You Again**
"Pop" Eckler (Money, Marbles) King 774
- I'm Just Living With My Sorrow**
J. Rivers & His River Boys (A Letter) Coral 64005
- I'm Sending You Red Roses**
J. Wakely (You Can't) Coral 64002
- It Only Happens Once**
Ames Brothers (You Can't) Coral 60036
- I've Loved You Too Long**
E. Nunn & His Alabama Ramblers-B. Lee (Double Talkin') Specialty SP 702
- Just a Minute**
J. Crockett & His Blue Ridge Pals (Smoky Mountain) Specialty SP 702
- Little Rag Doll**
C. Perrin & His Boys (My Cross-Eyed) Apollo 203
- Money, Marbles and Chalk**
"Pop" Eckler (I'll Never) King 774
- Music From the Hills Album—Uncle Henry's Mountaineers (4-10")**
Capitol AD-136
- Don't Go Out Tonight, My Darling**
Capitol 48036
- Fire on the Mountain**
Capitol 48037
- I Just Don't Care Anymore**
Capitol 48036
- Precious Memories**
Capitol 48035
- The Fun's All Over Now; Swing the Ladies Up and Down**
Capitol 48037
- The Love That We Once Knew**
Capitol 48034
- Those "Gone and Left Me" Blues**
Capitol 48034
- Would You Care If Jesus Left You?**
Capitol 48035
- My Cross-Eyed Gal**
C. Perrin & His Boys (Little Rag) Apollo 203
- Pride of the Prairie**
Texas Ruby & Zeke (T for) Coral 64003
- Red Hot Mama**
Deuce Spriggs-T. Williams' Ork (Sunflower) Capitol 15405
- River Blues**
B. Trent & His Western Tunesters (Alimony) Specialty SP 703
- Smoky Mountain Polka**
J. Crockett & His Blue Ridge Pals (Just a) Specialty SP 702
- Sul Sin Fa**
Jad Dees-The Frontiersmen (The Gun) Crystal 117
- Sunflower**
Deuce Spriggs-T. Williams' Ork (Red Hot) Capitol 15405
- Sweeter Than the Flowers**
R. Acuff-Smoky Mountain Boys (Tennessee Waltz) Columbia 20551
- T for Texas**
Texas Ruby (Pride of) Coral 64003
- Tennessee Waltz**
R. Acuff & His Smoky Mountain Boys (Sweeter Than) Columbia 20551
- The Gun That Killed Jesse James**
Jad Dees-The Frontiersmen (Sul Sin) Crystal 117
- Watch Your Heart**
J. Rivers & His River Boys (Draggin' the) Coral 64004
- What Became of That Beautiful Picture**
C. Monroe & His Kentucky Partners (Sweetheart) Victor 21-0019
- When My Castles Came Tumbling Down**
E. Kirk & Western Band (I've Lived) Capitol 15369
- Where You Goin'**
Cowboy Copas (An Old) King 755
- Where the Roses Never Fade**
The Harmonizers Quartet (Got Right) Victor 21-008
- Whing Ding Daddy**
A. Haley & His Ozark Ramblers (Jelly Roll) Mercury 6162
- Whispering Hope**
J. Taylor-The Radio Ranch Hands (Softly) Why Kid Myself About You A. Vaughn (I Can't) 4-Star 1286
- Wish I Was on That Train**
The Prairie Ramblers (Just a) Mercury 6167
- Within This Evil Heart of Mine**
J. Rogers & His 49ers (Sweeter Than) Victor 21-0001
- Worried Over You**
T. Duncan & His Western All Stars (I'm Thru) Capitol 15381

FIFTY!
100! I'll Take 300!
Everybody Wants Kassel's

'ALL RIGHT
LOUIE DROP
THE GUN!
YOU'RE NOT FOOLIN' ANYONE!

IT'S A SMASH HIT IN
THE MIDDLEWEST...

NOW SHOOTING
UP THE EAST!

SENSATIONAL VOCAL BY
GLORIA HART*
WITH
ART KASSEL'S ORCHESTRA

IF YOU
HAVEN'T HEARD IT...
RUN, DON'T WALK TO YOUR
NEAREST MERCURY DISTRIBUTOR

*** AND LISTEN TO THE OTHER SIDE... IT'S A SLEEPER**

TWICE IN A BLUE MOON! TEMPO

The Company That Gave You
The Fabulous "BROTHER JONES,"
Titillating Money Minting
Tune, Now GUARANTEES* You
THE BIGGEST MONEY-MAKER FOR
THE YEAR OF 1949!

THE RECORD THAT'S SETTING ALL
HOLLYWOOD SMACK ON ITS EARS!

FRANCE'S GREAT NEW SINGING STAR

ROBERT CLARY

musically laments the location
of his seat 'way up in

"The 88th Row of the
HOLLYWOOD BOWL!"

Backed by Still Another
Song Smasheroo That's
Certain To Equal the
Brilliance of its Star-Mate!

"I'LL SLIP AROUND AND DO IT!"
(IN MY DREAMS TONIGHT)

BOTH ON TEMPO'S
TERRIFICO TR# 688

*GUARANTEE: 100% return privilege guaranteed
by TEMPO on your initial order—anytime within
30 days after date of your order and shipment!

TEMPO RECORD COMPANY OF AMERICA
8540 Sunset Blvd., Hollywood 46, Calif.
TEMPO ATLANTIC 76 West Chelton Ave. Philadelphia 44, Pa.
TEMPO SOUTHERN 11 Avondale Road Avondale Estates, Ga.

The Billboard MUSIC POPULARITY CHARTS PART VIII

Record Reviews

Based on reports received last three days of Week Ending February 25

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

How Ratings Are Determined The Categories

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 8 indicates a record is not suitable for appraisal within the market.
Points listings are maximums. Song caliber 15; interpretation 15; arrangement 15; "name" value 15; record quality (surface, etc.) 5; music publisher's air performance potential 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids) 10; manufacturer's distribution power 10; manufacturer's production efficiency 5.

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

POPULAR	
PRIMO SCALA BANJO & ACCORDION ORK- THE KEYNOTES (London 393)	70--70--70--70
Oh! Monah Familiar string band-unison chorus format makes the Ted Weems oldie attractive, but not startling.	70--70--70--70
Let's All Sing Like the Birdies Sing More simple sock appeal in this oldie, despite some overworked bird-chirping.	77--75--75--80
TED MARTIN (Mac Ceppos Ork) (De Luxe 1014)	70--70--70--70
Stardust Martin does a capable straightforward job with the Carmichael fave; Ceppos helps handily with the orking.	70--70--70--70
Temptation Another pleasing vocal of a sturdy evergreen with more good Ceppos background.	70--70--70--70
ANNE VINCENT (Jimmy Carroll's Ork) (Mercury 5253)	68--67--65--70
"A" You're Adorable Nice, bouncy interpretation of a slight rhythm tune which has made a little noise in a couple of sectors.	68--67--65--70
Keep a Twinkle in Your Eyes Infectious rhythm tune in the "Powder Your Face" idiom which could readily catch on; dinking is a little overlong on instrumental work.	84--83--83--86
ANDY RUSSELL & THE KING SISTERS (Buddy Cole Ork) (Capitol 15388)	70--70--70--70
I'm Beginning To Miss You The newest Irving Berlin ballad is done in spectacular fashion by Russell and the apparently reorganized Kings.	70--70--70--70
Yuk-A-Puk The girls and the guy give it a great big try but the Morey Amsterdam idea should have drawn a bye.	69--70--67--70
TED LEWIS ORK (Decca 24564)	89--89--88--89
Pal-Ing Around With You Spirited song should attract much attention with Lewis adding the sentimental touch with recitative bits.	89--89--88--89
The Little Old Church in the Valley Lewis fans will love this one which has the veteran sing-talking from beginning to end on a typically sentimental item.	75--78--75--72

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

POPULAR	
HELEN CARROLL (The Carolers) (Mercury 5252)	70--71--69--70
Blue Skirt Waltz Mid-Western waltz favorite is done German-band style for good results.	70--71--69--70
Forever and Ever Given the same treatment, this promising waltz is given a winning interpretation by Miss Carroll and her group.	79--79--78--80
DINAH SHORE (Harry Zimmerman Ork) (Columbia 38410)	88--88--88--88
Forever and Ever Dinah is at her best with this growing waltz ditty.	88--88--88--88
I've Been Hit (Sonny Burke Ork) Pleasant but alight rhythm item which draws a fine, relaxed and beautiful Shore vocal and good Burke orking.	76--76--75--77
BILL ANSON (The Key Men) (Mercury 5250)	52--50--50--55
The Gal Who's Got My Heart Anson's the West Coast disk jockey; this side proves that he isn't much of a singer; it's a waste of a cute tune.	52--50--50--55
You're Cute Anson wrote this one; he still can't sing; his song shows no especial talent.	47--45--45--50
JACK FULTON (Eddie Ballantine Ork) (Tower 1454)	86--88--85--85
Sunflower Fine, country-flavored rendition of a current plug song; if the song is big this should be one of the top waxings of it.	86--88--85--85
Tell Me the Truth Weak little ballad is engagingly sung by Fulton.	66--65--65--68
THE MODERNAIRES (Columbia 38416)	68--69--68--67
Busy Doing Nothing New ditty from the new "Connecticut Yankee" pic-score is pleasantly dished out by the group.	68--69--68--67
Johnny Get Your Girl The group is at its best with this new rhythm plug ditty.	72--73--70--73
EDDY HOWARD ORK (Mercury 5254)	78--80--77--77
Someone Like You Howard's silky magic somehow doesn't click with this rhythm picture.	78--80--77--77
When the Angelus Is Ringing The singer sounds more at home with this pretty plug song and should be in there fighting if the money heads for the tune.	84--84--84--83

(Continued on page 104)

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

Based on reports received last three days of Week Ending February 25

THE BILLBOARD PICKS:

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

YOU'RE SO UNDERSTANDING..... Jerry Wayne and the Dell Trio. Columbia 38437
 Blue Barron Ork.....MGM 10369
 Here's a new Raleigh-Wayne ballad which grows on you more and more with each listening. Jerry Wayne, aided by a vocal group, has never turned in a better vocal on wax, and the Dell threesome, composed of accordion, organ and guitar, are beautifully recorded to round out a tasteful and ear-attracting disk. Barron's etching likewise bears some fine chanting, with Bobby Beers doing the solo lyricizing with aid from the Blue Notes group.

FIVE FOOT TWO, EYES OF BLUE..... Benny Strong Ork.....Tower 1456
 Strong may have his follow-up to "That Certain Party" in this rambunctious interpretation of the oldie, which on its own as a song seems just ripe enough to bust wide open all over again for the new generations. Strong does the vocal attractively, with some ensemble singing aid and a nice, bouncy orking rounds out the nostalgic revival rendition.

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 1,200 of them, the disk jockeys think tomorrow's hits will be.

1. BLUM BLUMPeggy LeeCapitol 15371
2. LA RASPAPaul WestonCapitol 15373
3. BEAUTIFUL EYESArt Mooney.....MGM 10357
4. SUNFLOWERFrank Sinatra.....Columbia 38391
5. EVERYWHERE YOU GOGuy Lombardo.....Decca 24549
6. NO MOON AT ALLKing Cole Trio.....Capitol 15358
7. DOWN BY THE STATIONGuy Lombardo.....Decca 24555
8. A ROSEWOOD SPINETDinah Shore.....Columbia 38385
9. SUNFLOWERRuss Morgan.....Decca 24568
10. PAL-ING AROUND WITH YOUTed Lewis.....Decca 24564

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 4,970 of them the record retailers think tomorrow's hits will be:

1. SUNFLOWERRuss Morgan.....Decca 24568
2. LOVE ME! LOVE ME! LOVE ME!Eddy Howard.....Mercury 5238
3. SOMEONE LIKE YOUDoris Day.....Columbia 38375
4. YOU WASPeggy Lee-Dean Martin..Capitol 15349
5. BLUM BLUMPeggy Lee.....Capitol 15371
6. CARELESS HANDSMel Torme.....Capitol 15379
7. I'LL STRING ALONG WITH YOUDoris Day-Buddy Clark.Columbia 38394
8. SO IN LOVEBing Crosby.....Decca 24559
9. SO IN LOVEDinah Shore.....Columbia 38399
10. SUNFLOWERJack Fulton.....Tower 1454

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 1,558 of them the juke box operators think tomorrow's hits will be:

1. BLUE SKIRT WALTZFrank Yankovic.....Columbia 12394-F
2. I'LL STRING ALONG WITH YOU.....Doris Day-Buddy Clark.Columbia 38394
3. LADY OF SPAIN.....Ray Noble.....Victor 20-3302
4. SWEET GEORGIA BROWNGuy Lombardo.....Decca 24555
5. WHILE THE ANGELUS WAS RINGING. Margaret Whiting.....Capitol 15364
6. YOU WASPeggy Lee-Dean Martin..Capitol 15349

FOLK TALENT AND TUNES

(Continued from page 30)

CARL SAUCEMAN and the Hillbilly Rangers, who have sides on Rich-R-Tone and Mercury, have moved from WGRV, Greenville, Tenn., to Knoxville, where they work on WROL and WIBK. **CLAUDE (TINY) DAY** is doubling between booking and publicity for the group and the sports desk of "The Greenville Daily Sun." . . . **SID HAYNES** has left Melody Trail Records, Coast folk label, to devote time to his Song Shop. Brother Johnny has been ill for sometime, but will be back entertaining soon. His other brother, Spud, is still doing personals.

SLEEPY MARLIN'S Covered Wagoneers are dickering with King platters. Marlin has a new contest gimmick for personals, in which he meets all comers in a fiddling contest. . . . **RANDY ATCHER**, brother of Bob, Columbia singer, has a new d.j. show at WKLO, Louisville, called "Atcher Service." He continues to do his live "Vagabond Cowboy" stint. . . . **DOC CASSIDY**, Louisville folk music promoter, is organizing the Kentucky Association of Fairs.

SHUG MULKEY reports that **JOHN LAIR**, the Renfro, Ky., folk music promoter, has taken **SLIM MILLER**, **GRANNY HARPER**, **WADE BAKER**, **EMORY MARTIN** and **LILY MAY** and the **COON CREEK GIRLS** to Lair's new Orlando, Fla., park. The big Renfro barn dance is still going on, with **OLD JOE CLARK**, **SHORTY SHEHAN**, **CLAUDE SWEET**, **DAISY JANE** and **JIM**, the **DAVIDSON BROTHERS**, **KENTUCKY SLIM** and the **MULKEY DUO**.

Please address all communications to Johnny Sippel, The Billboard, 155 North Clark St., Chicago 1, Ill.

Correction

The Billboard Picks last week listed *I Don't See Me in Your Eyes* Any More with all credit given Gordon Jenkins and his ork. Actually, the billing on this dishing headlines the Stardusters vocal group, with Jenkins credited for the ork assist.

From Coast to Coast
 It's Number 1 . . .

It Started in the South
 It Spread North, East & West
 It's Spreading Like WILDFIRE
 The New Dance Called

THE HUCKLEBUCK

SAVOY
 RECORD COMPANY, INC.
 58 MARKET STREET
 NEWARK 1, NEW JERSEY

#683 by PAUL WILLIAMS
 and his HUCKLEBUCKERS
 Originally and exclusively
 recorded on SAVOY
 On its way up to #1. Hop on to
 this JUKE BOX 'NICKEL NABBER'
 (Published by United Music Co.)

**5¢ ABOVE WHOLESALE
 COST PER RECORD**
ALBUMS LESS 33 1/3 FROM FULL PRICE
 to
Music Dealers — Juke Box Operators, Etc.

**ALL HIT RECORDS OR ALBUMS
 ON ALL MAJOR AND INDEPENDENT LABELS**

SUGGESTED HIT NUMBERS TO ORDER

Forever and Ever—Perry Como	I Got My Love To Keep Me Warm—Les Brown
Lady of Spain—Ray Noble	Lavender Blue—Dinah Shore
D'Natural Blues—Lucky Millinder	I'll String Along With You—Doris Day and Buddy Clark
Red Roses for a Blue Lady—V. Monroe	Always True to You in My Fashion—Dinah Shore
So In Love—T. Dorsey	Doo-Dee-Dee—Art Mooney
What's My Name?—Fran Warren	Caravan—Billy Eckstine
Cruising Down the River—Blue Barron	Chicken Shack Boogie—Lionel Hampton
Bewildered—Billy Eckstine	I Love You So Much It Hurts—Jimmy Wakely
Daughter of Rosie O'Grady—Gene Kelly	So Tired—Russ Morgan
Corn Bread—Erskine Hawkins	Money, Marbles and Chalk—Pop Eckler

**AND ALL OTHER HITS LISTED IN THE BILLBOARD
 POP HITS — FOLK — RACE HITS**

Storage Albums—10"—27 to a case—New—32c each
**WE CARRY A FULL STOCK OF CLASSICAL AND POPULAR ALBUMS; ALL
 YOUR RECORD NEEDS FROM ONE SOURCE SAVES TIME**
 No order too small or too large—Terms: C.O.D.
IMMEDIATE DELIVERY
 Order Your Needs Now—We Also Export

Allied Record
 DISTRIBUTING CO.
 625 10th Avenue • New York 19, N. Y. • Phone: Plaza 7-1755

PEAK RECORDS

Announces its initial release . . .
ALREADY A SMASH HIT!

Written and Sung by **DON REID**
HURRY! HURRY! HURRY!
(Back To Me)
and
DON'T BE AFRAID TO DREAM
PEAK 800

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR

Millner Red Sales Co., Inc.
St. Louis, Mo.
Chord, Inc.
Chicago
Pan American Dists.
Detroit, Mich.
Mercury Record Dists., Inc.
Minneapolis, Minn.
Schwartz Bros.
Washington, D. C.

Music Suppliers of N. E.
Boston, Mass.
Major Distributing Co., Inc.
New York
Major Distributing Co., Inc.
Buffalo, N. Y.
Triangle Record Distributors
Pittsburgh, Pa.
Music Sales Co.
New Orleans, La.

Choice Territories Still Open

PEAK RECORDS, Inc.

11 West 42nd Street

Suite 1224

LA 4-7242

New York 18, N. Y.

KING and DE LUXE TOPS IN RECORDS

COWBOY COPAS

CANDY KISSES

Backed By
FOREVER

KING 777 FOLK

ROY BROWN

'FORE DAY IN THE MORNING

Backed By

RAINY WEATHER BLUES

DE LUXE 3198 SEPIA

HAWKSHAW HAWKINS

SOMEBODY LIED

Backed By

MEMORIES ALWAYS LINGER ON

KING 756 FOLK

BILLY ECKSTINE

I GOT A DATE WITH RHYTHM

Backed By

JUMP CALL By BENNY CARTER

DE LUXE 3206 SEPIA

CLYDE MOODY

I WALTZ ALONE

Backed By

I KNOW WHAT IT MEANS TO BE LONESOME

KING 765 FOLK

BULL MOOSE JACKSON

DON'T ASK ME WHY

Backed By

OH JOHN

KING 4280 SEPIA

RUTH WALLIS

THE DINGHY SONG

Backed By

TONIGHT YOU SLEEP IN THE BATHTUB

DE LUXE 1183 POPULAR

WYONIE HARRIS

GRANDMA PLAYS THE NUMBERS

Backed By

I FEEL THAT OLD AGE COMING ON

KING 4276 SEPIA

CHUBBY "HIP SHAKIN'" NEWSOM

HIP SHAKIN' MAMA

Backed By

CHUBBY'S CONFESSION

DE LUXE 3199 SEPIA

TODD RHODES

BLUES FOR THE RED BOY

Backed By

SPORTREE'S JUMP

KING 4240 SEPIA

CHUBBY "HIP SHAKIN'" NEWSOM

BACK-BITIN' WOMAN

Backed By

RED ROOM BLUES

DE LUXE 3204 SEPIA

HOMER & JETHRO

I FEEL THAT OLD AGE CREEPING ON

Backed By

GOODBYE OLD BOOZE

KING 749 FOLK

KING RECORDS INC. DISTRIBUTORS OF

KING and DE LUXE

1540 BREWSTER AVE. CINCINNATI 7, OHIO.



The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

Based on reports received last three days of Week Ending February 25

ADVANCE RECORD RELEASES

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

POPULAR

- A Bluebird Singing in My Heart**
J. Wayne & The Dell Trio (You Can't) Columbia 38419
- A Connecticut Yankee Album—B. Crosby-R. Fleming-W. Bendix-Sir C. Hardwicke (3-10")**
Decca A-699
- Busy Doing Nothing . . . Decca 24525**
If You Stub Your Toe on the Moon . . . Decca 24524
Once and for Always (With Ken Darby Choir) Decca 25524
Once and for Always (With Rhonda Fleming) Decca 24526
"Twixt Myself and Me . . . Decca 24525
When Is Sometime . . . Decca 24526
- A Kiss in the Night**
D. Dennis (Is It) London 397
- A Kiss in the Dark**
A. Shelton-The Wardour Singers-R. Robertson Ork (Because You) London 382
- As You Desire Me**
Ask Spots (It Only) Decca 24585
- All Right, Louis, Drop the Gun**
G. Hart-A. Kassel Ork (Did Anyone) Mercury 5260
- Amen**
W. Herman Ork (Say "Si Si") Coral 60019
- Be True**
R. Goff-C. Stapleton Ork (The Crystal) London 390
- Beautiful Ohio**
T. Martin (Old Pal) Coral 60030
- Because You Love Me**
A. Shelton-R. Robertson Ork (A Kiss) London 382
- Bop! Goes My Heart**
F. Sinatra-The Phil Moore Four (Where Is) Columbia 38421
- Can't Sleep**
L. Raine (Lonely Cafe) Decca 24590
- Comme Ci Comme Ca**
M. Whiting-F. DeVol Ork (Great Guns) Capitol 15401
- Cruising Down the River**
P. Scala Ork (Dreaming) London 356
- Deep Forest**
T. Heath Ork (Pagan Love) London 329
- Did Anyone Ask About Me**
A. Kassel Ork-G. Hart (All Right, Louis) Mercury 5260
- Dream Baby**
B. Strong Ork (Five Foot) Tower 14560
- Dream Train**
G. Garr Ork (That Red) Coral 60027
- Dreaming**
P. Scala Ork (Cruising Down) London 356
- Fiddle Faddle**
E. Smith (Teddy Bear's) Decca 24588
- Five Foot Two, Eyes of Blue**
B. Strong Ork (Dream Baby) Tower 1456
- Flo and Joe**
B. Lee-The Keynotes-N. Temple Ork (Red Roses) London 392
- Great Guns**
M. Whiting-The Crew Chiefs-F. DeVol Ork (Comme Ci) Capitol 15401
- Grieving for You**
G. Powell (There's a) Decca 24586
- Having a Wonderful Wish**
D. Shore-H. Zimmerman Ork (The Story) Columbia 38422
- Here's a Little Girl From Jacksonville**
G. Powell (Grieving for) Decca 24586
- Hollywood Bowl**
R. Clarey (Slip Around) Blue Ship 102
- How Many Tears Must Fall?**
S. Browne-The Squadronaires-J. Miller Ork (Sunflower) London 394
- I Don't See Me in Your Eyes Any More**
J. Garber Ork-T. Reardon (Love Me) Capitol 15402
- I Kissed Her (In My Dreams)**
T. Black Ork-J. Conway-D. Byron & The Wayfarers (She's a) Dana 2040
- If You Only Knew**
D. Dane-E. Ballentine Ork (It's Easy) Tower 1292
- If You Stub Your Toe on the Moon**
B. Crosby-The Rhythmaires (Once and) Decca 24524
- If You Stub Your Toe on the Moon**
F. Sinatra & The P. Moore Four (When Is) Columbia 38417
- I'll String Along With You**
H. Cameron-B. Adlam Ork (Oh, How) Crystal 201
- I'm Wearing Last Night's Smile Tonight**
D. James-C. Stapleton Ork (You, You) London 391
- In the Twi-Twi-Twilight**
P. Todd Ork (Joshu-Ah) Coral 60031
- Is It Too Late?**
D. Dennis (A Kiss) London 397
- It Only Happens Once**
Ink Spots (As You) Decca 24585
- It's a Lonesome Old Town**
T. Phillips Ork (Put Your) Tower 1452
- It's Easy When You Know How**
D. Dane-E. Ballentine (If Only) Tower 1292
- Jalousie**
J. Baerton Trio (Rhum-Burton) Tower 1426
- Johnny Get Your Girl**
B. Clarey (Put Your) King 4262
- Joshu-Ah**
P. Todd Ork (In the Coral) 60031
- Last Night**
B. Lee-The Keynotes-S. Black Ork (You Should) London 357
- Lonely Cafe**
L. Raine (Can't Sleep) Decca 24590
- Love Me! Love Me!**
J. Garber Ork-E. Mathias (I Don't) Capitol 15402
- Mr. Gallagher and Mr. Shean, Pts. I & II**
G. Wagner & Shean . . . Coral 60033
- Mr. Sears and Mr. Roebuck**
D. Shay (You Broke) Columbia 38418
- My Heart's in the Middle of July**
G. Lombardo & His Royal Canadians (Scalawag) Decca 24589
- Oh! Dem Golden Slippers**
F. Schnickelfritz" Fisher Ork (Wabash Blues) Coral 60025
- Oh, How I Miss You Tonight**
H. Cameron-B. Adlam Ork (I'll String) Crystal 201
- Oh, How I Miss You Tonight**
P. Terry-B. Maslan Ork (Tamara) Signature 15249
- Old Pal Why Don't You Answer Me**
T. Martin (Beautiful Ohio) Coral 60030
- Once and for Always**
B. Crosby-Ken Darby Choir (If You) Decca 24524
- One Has My Name**
S. Browne-The Squadronaires (Words) London 395
- Pagan Love Song**
T. Heath Ork (Deep Forest) London 329
- Put Your Shoes on, Lucy**
R. Clary (Johnny Get) King 4262
- Put Your Shoes on, Lucy**
T. Phillips Ork (It's a) Tower 1452
- Red Roses for a Blue Lady**
B. Lee-The Keynotes-N. Temple Ork (Flo and) London 392
- Red Wing**
Troise & His Banjoliers (Whistling Rufus) London 205
- Rhum-Burton**
J. Baerton Trio (Jalousie) Tower 1426
- Ruby**
B. Crosby Ork (The Skaters) Coral 60028
- Safe, Sane and Single**
L. Jordan & His Tympany Five (You Broke) Decca 24587
- San**
M. Klein Ork (Weary Weasel) Coral 60032
- Say It Every Day**
R. Goff (So Tired) London 354
- Say "Si Si"**
W. Herman Ork (Amen) Coral 60019
- Scalawag**
G. Lombardo & His Royal Canadians (My Heart's) Decca 24589
- She's a Good Little Girl**
T. Black Ork-J. Conway-D. Byron & The Wayfarers (I Kissed) Dana 2040
- Slip Around and Do It (In My Dreams Tonight)**
R. Clarey (Hollywood Bowl) Blue Chip 102
- So Tired**
R. Goff (Say It) London 354
- Sunflower**
S. Browne-The Squadronaires-J. Miller (How Many) London 394
- Tamara**
B. Maslan Ork (Oh, How) Signature 15249
- Teddy Bear's Picnic**
E. Smith (Fiddle Faddle) Decca 24588
- That Red Head Gal**
G. Garr Ork (Dream Train) Coral 60027
- The Crystal Gazer**
R. Goff-C. Stapleton Ork (Be True) London 390
- The Skater's Waltz**
B. Crosby Ork (Run, Rabbit) Coral 60028
- The Story of My Life**
D. Shore-H. Zimmerman Ork (Having a) Columbia 38422
- Tribute in Tempo Album—The Modernaires (4-10")**
Columbia C-181
- Ain't Misbehavin' . . . Columbia 38403**
It's a Lonesome Old Town . . . Columbia 38402
Lamplight . . . Columbia 38400
Margie . . . Columbia 38403
Rock It for Me . . . Columbia 38401
Salute to Glenn Miller Medley: Moonlight Serenade; Elmer's Tune; Don't Sit Under the Apple Tree; Chattanooga Choo Choo . . . Columbia 38400
Stardust . . . Columbia 38401
You Call It Madness . . . Columbia 38402
- Wabash Blues**
F. Schnickelfritz" Fisher Ork (Oh! Dem) Coral 60025
- Weary Weasel**
M. Klein Ork (San) Coral 60032
- When Is Sometime?**
F. Sinatra (If You) Columbia 38417
- Whistling Rufus**
Troise & His Banjoliers (Red Wing) London 205
- Words**
S. Browne-S. Black Ork (One Has) London 395
- You Broke Your Promise**
L. Jordan & His Tympany Five (Safe, Sane) Decca 24587

Where Is the One
F. Sinatra (Bop) Goes) Columbia 38431

Who Do You Know in Heaven
D. James-The Staple-Tones-C. Stapleton
Ork (I'd Rather) London 399

Why Is It
H. Forrest (I Don't) MGM 10373

Without a Friend
M. Douglas-Four Hits & a Miss-S. Burke
Ork (She's a) Decca 24584

You Broke Your Promise
P. Watson (I've Got) Monogram 114

You Broke Your Promise
D. Shay & Her Kinfolks (Mr. Sears)
Columbia 38418

You Can't Buy Happiness
J. Wayne & The Dell Trio (A Bluebird)
Columbia 38419

You Should Know
B. Lee-The Keynotes-S. Black Ork (Last
Night) London 357

You Swept Me Off My Feet
W. Evans (I Just) Rockett FKX-2-48

You Was
A. Lund (Get a) MGM 10365

You Were Meant for Me
R. Borden (Whats' New) Monogram 113

You, You, You Are the One
D. James-H. Smart (I'm Wearing) Lon-
don 391

You're Cute
B. Anson & The Key Men (The Gal)
Mercury 5250

You're So Understanding
B. Barron Ork (Mississippi Flyer) MGM
10369

HOT JAZZ

Benson-Bop
Benson All Star Ork (Reminiscing of)
Swing-Master 15

Budo
M. Davis Ork (Move) Capitol 15404

Five Star
A. Haig Quintet-W. Grey (Sugar Hill)
Seeco 10-002

Four O'Clock Jump
E. Garner-W. Gray-H. McGhee & Others
(Three O'Clock) Modern 20-642

Fried Chicken Boogie
L. Glenn Ork (Midnight Boogie) Im-
perial 5037

Gooftin' With a Ghost
G. Stone Sextet (What Is) MGM 10360

Hot Chocolate Boogie
D. Lewis & His Harlem Rhythm Boys
(Shuffle Boogie) Imperial 5038

Hot and Mellow
H. McGhee Ork (Messin' With) Swing-
Master 14

In Our World Alone
B. Courtney-Benson All Star Ork (Wiley
Willie) Swing-Master 16

Jammin' With Lester
L. Young (We're Through) Monogram
110

La Danse
Coy Cole's Cu-Boppers (Stardust) Candy
3002

Lemon Drop
G. Krupa Ork (Smilau) Columbia 38415

Lost in a Dream
J. Thomas Quintet-Babe Mathews (Smil-
in' to) Seeco 10-001

Messin' With Fire
H. McGhee Ork (Hot and) Swing-Master
14

Midnight Boogie
L. Glenn Ork (Fried Chicken) Imperial
5037

Move
M. Davis Ork (Budo) Capitol 15404

One O'Clock Jump
E. Garner-W. Gray-H. McGhee & Others
(Two O'Clock) Modern 20-641

Overtime
Metronome All Stars (Victory Ball) Victor
20-3361

Phipp's Deed
Babs' 3 Bips & a Bop (Ray's Groove)
Apollo 787

Pina Colada
C. Ventura Ork (Stop 'n' Go) National
9066

Danny Polo's Dixieland Jazz Album-D.
Polo & His Swing Stars (4-10")
London LA 67

Blue Murder . . . London 378

China Boy . . . London 379

Doing the Gorgonzola . . . London 381

Don't Try Your Jive on Me . . .
London 378

Montmartre Moan . . . London 381

Montparnasse Jump . . . London 381

More Than Somewhat . . . London 380

Stratton St. Strut . . . London 379

Ray's Groove
Babs' 3 Bips & a Bop (Phipp's Deed)
Apollo 787

Reminiscing of You Dear
E. Duncan-Benson All-Star Ork (Benson
-Bop) Swing-Master 15

Shugie Boogie
D. Lewis & His Harlem Rhythm Boys
(Hot Chocolate) Imperial 5038

Smilau
G. Krupa (Lemon Drop) Columbia 38415

Smilin' to Myself Over You
J. Thomas Quintet (Lost in) Seeco 10-001

Stardust
Coy Cole's Cu-Boppers (La Danse)
Candy 3002

Stop 'n' Go
C. Ventura Ork (Pina Colada) National
9066

Sugar Hill Bop
A. Haig Quintet-W. Grey (Five Star)
Seeco 10-002

Three O'Clock Jump
E. Garner-W. Gray-H. McGhee & Others
(Four O'Clock) Modern 20-642

Two O'Clock Jump
E. Garner-W. Gray-H. McGhee & Others
(One O'Clock) Modern 20-641

Victory Ball
Metronome All Stars (Overtime) Victor
20-3361

We're Through
S. Vaughn (Jammin' With) Monogram
110

What Is This Thing Called Love
G. Stone Sextet (Gooftin' With) MGM
10360

Wiley Willie
Benson All-Star Ork (In Our) Swing-
Master 16

CLASSICAL

Jealousy-W. Tworek-The Radio Symphony
Ork-E. Reesen, Dir. (Komm Zigany)
(1-12")
London T. 5074

Komm Zigany-W. Tworek-Radio Sym-
phony Ork-E. Reesen, Dir. (Jealousy)
(1-12")
London T. 5074

Mantovani Album - Mantovani-H. Smart
(3-10")
London LA-71

Ah! Sweet Mystery of Life
London R. 10071

Berceuse . . . London R. 10071

By the Water of Minnetonka . . .
London R. 10072

Dancing Doll . . . London R. 10072

Songs My Mother Taught Me . . .
R. 10070

To a Wild Rose . . . London R. 10070

Max Lichtegg Sings From Lehar Operettas
Album-M. Lichtegg-Zurich Tenhalle
Ork-V. Reinsbagen (3-12")
London LA 63

Gypsy Love, Pts. I & II . . . London
T. 5067

Paganini: Gern Hab'ich Die Frauen
Gekusst . . . London T. 5068

The Blue Masurka . . . London T.
5068

The Merry Widow . . . London T. 5066

Zarewitsch . . . London T. 5068

Ellie Meyerhofers Album-Radio Orchestra
Beromunster-F. Burkhard, Dir. (3-12")
London LA-75

Das Ist Das Geheimnis Von Wien . . .
London T. 5077

Ein Glas Champagner . . . London
T. 5078

Frühlingsstimmen . . . London T. 5076

Himmlicher Walzer . . . London T.
5076

Spiel' Ich Die Unschuld Vom Lande
. . . London T. 5077

Vilja-Lied . . . London T. 5078

Nordic National Songs, Pts. I & II-The
Radio Symphony Ork, Copenhagen-E.
Tuxen, Dir. (1-12")
London T. 5075

Wilhelm Steinx Sings Continental Favorites
Album-W. Steinx-M. Jary, Dir. (4-
10")
London LA-73

Die Alte Segelmarie . . . London R.
10085

Die Kleine Stadt Will Schlafen Gehen
. . . London R. 10084

Gute Nacht Mutter . . . London R.
10086

Heimat Deine Sterne . . . London R.
10083

Im Tiefen Keller . . . London R.
10084

In Der Waldschenke . . . London R.
10085

Schwalbenlied . . . London R. 10083

Sing Mir Das Lied Noch Einmal . . .
London R. 10085

Maggie Teyte Album-M. Teyte (4-10")
London LA 66

Carefree . . . London R. 10058

Christina's Lament . . . London R.
10059

Deep in My Heart . . . London R.
10057

I'll Follow My Secret Heart . . .
London R. 10056

Never More . . . London R. 10056

Songs My Mother Taught Me . . .
London R. 10059

Sweet Mistress Prue . . . London R.
10058

What Is Done, You Can Never Undue
. . . London R. 10057

Viennese Waltzes Album-R. Munro Ork
(4-10")
London LA-74

Acceleration Waltz . . . London 406

Dance Waves Waltz . . . London 406

Morgenblatter . . . London 405

Promotions Waltz . . . London 405

Tesoronio . . . London 407

Thousand and One Nights Waltz . . .
London 404

Unrequited Love . . . London 407

Vienna Blood Waltz . . . London 404

LATIN-AMERICAN

Asi Asi
P. Pradoork (Tu Ve) Discos Cafamo 501

Azuquita Con Leche
S. Guanche-P. Prado Ork (La Clave)
Discos Cafamo 500

Chano Pozo
M. Valdes-Orquesta de Mambo (Que Me)
SMC 1225

Cose-Cose-Cose
M. Valdes-Orquesta de Mambo (Sirocco)
SMC 1226

Esta Frizao
M. Valdes-Orquesta de Mambo (Mon-
dongo) SMC 1224

La Clave
P. Prado-Ork (Azuquita Con) Discos
Cafamo 500

Mondongo
M. Valdes-Orquesta de Mambo (Esta
Frizao) SMC 1224

Que Me Fasa
M. Valdes-Orquesta de Mambo (Chano
Pozo) SMC 1225

Rosita Serrano Sings Rhythms of South
America Album-R. Serrano (3-10")
London LA 65

Amo Tu Yanel . . . London R. 10064

Cielito Lindo . . . London R. 10065

Corrio Llanero . . . London R. 10064

La Paloma . . . London R. 10065

Madrecita . . . London R. 10063

Rio Abajo . . . London R. 10063

Sirocco
M. Valdes-Orquesta de Mambo (Cose-
Cose) SMC 1226

Tu Ve Tu Ve
S. Cuanche-P. Prado Ork (Asi Asi)
Discos Cafamo 503

CHILDREN

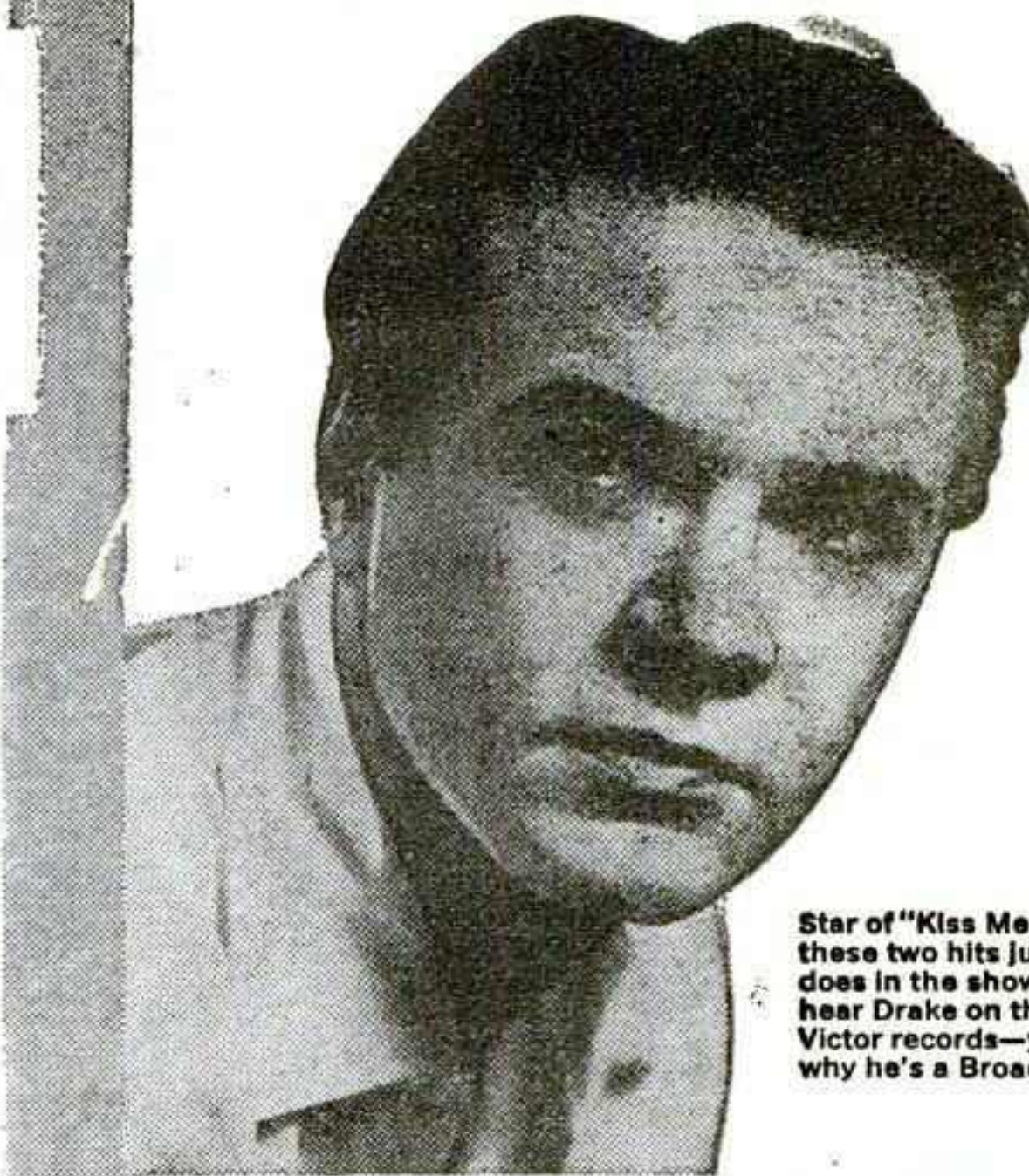
Little Bag-Pipe Album-J. Winters-Mayfair
Chorus & Ork-A. Eickey, Dir. (1-10")
Mayfair K-116

STAR OF "KISS ME KATE" NOW ON RCA VICTOR!

You haven't heard
"SO IN LOVE"
and
"WERE THINE
THAT SPECIAL FACE"
until you hear

**ALFRED
DRAKE**

on RCA Victor 20-3352!



Star of "Kiss Me Kate" sings these two hits just as he does in the show. Once you hear Drake on these RCA Victor records—you know why he's a Broadway star!

TWO MORE RCA VICTOR "KISS ME KATE" HITS!
Alfred Drake and Jane Pickens, radio and
concert star, sing "Why Can't You Behave" and "Wunderbar"
on RCA Victor 20-3353. Yes, it's RCA Victor and
Alfred Drake for these hits from the Broadway
Musical smash . . . on SINGLE RECORDS!

The stars who make
the hits are on

RCA VICTOR Records

The
Billboard

MUSIC POPULARITY CHARTS

PART
XI

The Honor Roll of Popular Songwriters

Copyrighted by The Billboard. All rights reserved.

No. 11—JOHN STROMBERG

By Jack Burton

Until the memorable night of September 5, 1896, John Stromberg had played a rather insignificant role in New York's Tin Pan Alley, where he worked as an arranger for the House of Witmark. The year before he had written a fairly successful song, *My Best Girl Is a Corker*. On the strength of that achievement he had been hired by two impoverished comedians, who were about to become impresarios, to provide the score for their first production and to double as orchestra leader at the rundown theater they had leased.

The rest of the Stromberg story, which covers but six short years, is a fabulous chapter of theatrical history, for the in-hock comedians for whom Stromberg worked were Joe (Mike Dillpickle) Weber and Lew (Meyer Bockheister) Fields, and the songs he wrote for their famous music hall were sung and widely popularized by such stars of the Gay '90s as Lillian Russell, Fay Templeton and Peter F. Dailey.

The scene of Stromberg's musical triumph, known originally as the Imperial Theater, was on 29th Street just off Broadway in the heart of the tenderloin district. When the two comedians agreed to take over the house, they had only \$300 in cash between them and had to inveigle Fields' brother-in-law, Leo C. Teller, to put up \$1,500 more so they could make the first down payment.

Weber and Fields started their stage career at the age of nine by giving 15 shows daily at the Chatham Square Museum in the Bowery. They worked for \$6 a week for the

team. They had been knocking around the country and knocking each other out for 30 years in burlesque and vaude houses. Now they swept and scrubbed the theater, while Sam Bernard, the comedian (originally a painter), touched up the interior with gold leaf and turkey red paint and papered the dressing rooms. The latter was an innovation in backstage decor.

The Imperial had only 665 seats, which were priced from 25 cents to \$1, with box seats bringing \$1.50. With Weber and Fields personally peddling the tickets for the opening performance, the house was sold out a week before the premiere, which was attended by "Diamond Jim" Brady, Broadway's most celebrated first-nighter. The rest of the audience was composed chiefly of friends and relatives of the producers.

Weber and Fields Off Nut

For the first two seasons, Weber and Fields had to tour the country with their own vaude troupe to keep their music hall open, for even with a sellout at every performance, the box-office receipts barely managed to take off the weekly nut of around \$5,000. By 1898, however, the Weber and Fields shows had achieved such popularity and patronage that the two producer-comedians could get their diamonds out of pawn, throw away the red ink bottle and say goodbye to sleeper jumps. A year later their affluence prompted them to tell Lillian Russell to "write your own ticket" before signing her to a 32-week contract that called for a weekly salary of \$1,250.

Brief biographies of the great writers of popular music, complete with . . .

- . . . CHRONOLOGICAL LIST OF THEIR GREATEST SONGS
- . . . PUBLISHERS (Where no publisher listed, song is in Public Domain)
- . . . BACKGROUND DATA ON SELECTED SONGS
- . . . MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

This anthology of American popular music, which covers mainly a 60-year period from 1890 to the present day, is based on 20 years of research by the author, a former newspaper, magazine and advertising copy writer who has made the study of popular music his hobby.

This anthology does not attempt to list the complete output of these writers. Instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields, however, the complete scores will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion picture songs.

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

All songs that have attained a sheet music sale of a million or more copies, according to the most authentic and unbiased records available are marked with an asterisk (*).

In the publisher listing, the name of the present publisher and not the original publisher is given, and songs now in the public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In the listing of song recordings, no so-called collector's items are given, and while such a list is representative, it makes no pretensions of being complete.

The top salaries that Weber and Fields paid their stars had Broadway mystified. They just didn't make sense in a theater with less than 700 seats. But the two producers had a financial ace-in-the-hole that made these fabulous salaries possible. They had leased a group of stores adjoining the theater, and when the music hall became a raging success, they sub-let these stores at a handsome profit that made up for any box-office losses.

Like Weber and Fields, Stromberg had taken a gamble in 1896 and it had paid off. So the composer took another gamble in 1900 and invested his money in a Long Island real estate development, but the residential community that was to bear his name never materialized, and Lillian Russell Boulevard, Fay Templeton Avenue and the other streets to be named for Weber and Fields stars were not destined to be perpetuated in macadam.

John Stromberg's success story ends, in fact, on a note of tragedy and

pathos. During the summer of 1902 when he was working on the score of his 10th Weber and Fields show, he was found dead in his apartment with the manuscript copy of *Come Down My Evening Star*, which he had written for Lillian Russell to sing in the forthcoming production, in his pocket. At his funeral, hundreds of Broadway notables paid him tribute as the Weber and Fields orchestra played one of his early hits, *Come Back My Honey Boy to Me*. And two months later, the curtain rose on the premiere performance of *Twirl Whirly*, the production he didn't live to complete.

Like every other Weber and Fields opening, it was a gala performance until the orchestra struck up the opening bars of *Come Down My Evening Star* and Lillian Russell started to sing. She choked up and sobbed as the tension mounted and before she reached the chorus, "Airy Fairy Lillian" broke down completely and walked off the stage in tears. Her unfinished song was John (Honey) Stromberg's requiem.

★★★ JOHN STROMBERG'S GREATEST SONGS AND RECORDINGS AVAILABLE ★★★

Popular Song

1895—**MY BEST GIRL'S A CORKER**
(Available on Decca No. 24465 in Album A-692, Frank Luther with orchestra.)

Weber & Fields Musicals

1896—**THE ART OF MARYLAND**
Book and lyrics by Joseph Herbert. Following five acts of vaude, in which Lottie Gilson, the "Little Magnet," and Weber and Fields in their pool table skit were the headliners, a burlesque on "The Heart of Maryland," Mrs. Leslie Carter's starring vehicle, was presented by the following cast: Joe Weber, Lew Fields, Sam Bernard, John T. Kelly, Charles K. Ross, Mabel Fenton, Truly Shattuck and the Beaumont Sisters. Jerry Vogel Music Company, Inc.

I LOVE YOU, DEAR MISS LUCY
I'M THE HEAVY-HANDED VILLAIN
APPEARANCES WERE AGAINST HER

THE GEEZER
Book and lyrics by Joseph Herbert. Acted by the same cast as presented "The Art of Maryland," this travesty on "The Geisha" ran for four months and then was replaced by "Under the Red Globe," a burlesque of "Under the Red Robe."

THE HEN AND THE DOOR KNOB
THE PASSIONATE CODFISH
KISSING SONG
LI HUNG CHANG
ALOFT, BELOW!
ULTRA PROPRIETY
WHAT WOULD HIS LORDSHIP SAY?

1897—**THE GLAD HAND**
Book and lyrics by Joseph Herbert. For the opening production of the 1897-'98 season, a cast composed of Weber and Fields, John T. Kelly, Charles Ross, Mabel Fenton, Sam Bernard, Peter F. Dailey, Frankie Bailey and Bessie Clayton presented "Secret Servants," a burlesque on William Gillette's "Secret Service," following a vaude bill in which Cissie Loftus and

McIntyre and Heath had top billing. Edward B. Marks Music Corporation.

HOW I LOVE MY LOU
IF YOU LOVE ME TRULY
THE GLAD HAND

POUSSE CAFE
Book and lyrics by Edgar Smith. During the run of this production, the following burlesques were presented by the cast of "The Glad Hand": "The Wee Minister," a travesty on "The Little Minister"; "The Worst Born," a travesty on "The First Born"; "The Wayhighman," a travesty on "The Highwayman," and the "Con Curers," a travesty on "The Conquerors." Edward B. Marks Music Corporation.

IN GAY PAREE
THE SELF-MADE MAN
ALL THAT SORT OF ROT
FOREIGN VAUDEVILLIANS
HOW I LOVE MY LOU
I AM A DOLL
I LOVE THEE, OLEANDER
OH, WHAT A ROW AND A RUMPUS!
SONG TOW
HORN-Y-HANDED FARMERS
SURE BLARNEY'S THE ART OF STEALING A HEART
THE FARMER AND THE CON MAN

1898—**HURLY-BURLY**
Book and lyrics by Edgar Smith. David Warfield made his first New York appearance as a Jewish comedian in this production, and Fay Templeton also was a newcomer in the Weber and Fields company, which presented burlesques on "Cyrano de Bergerac" ("Cyrano de Eric-a-Brac"), "The Christian" ("The Heathen") and "Catherine." M. Witmark & Sons.

THE OPENING OF THE SEASON
MOONLIGHT SERENADE
THE PROGRESSIVE POKER GAME
LITTLE OLD NEW YORK IS GOOD
ENOUGH FOR ME
WHO'LL HELP ME SPEND MY MONEY?
A LOIDY WHAT IS STUDYING FOR THE STOICE
DINAH, KISS ME HONEY DO
I THINK I SHALL LEARN, DON'T YOU?
IN THE MUSIC HALL BAR WHEN THE CURTAIN IS DOWN
CLINK, CLINK

GREAT CLEOPATRA COMES
A LARGE COLD BOTTLE AND A SMALL HOT BIRD
KEEP AWAY FROM EMMALINE

1899—**HELTER-SKELTER**
Book and lyrics by Edgar Smith. During this, the second Weber and Fields production of the 1898-'99 season, the following Broadway hits were burlesqued: "Lord and Lady Algy," "Zaza," "The Great Ruby" and "The King's Musketeer."

WHAT, MARRY DAT GIRL!
MAUD
LOVES MY LOU

WHIRL-I-GIG
Book by Edgar Smith. Lyrics by Harry B. Smith.

Lillian Russell made her first appearance as a Weber and Fields star in this production, the other members of the cast including Peter Dailey, David Warfield, Charles J. Ross, Frankie Bailey, Bonnie Maginn, Mabel Fenton, May Robson and Weber and Fields. During the run of this production, the following burlesques were presented: "The Girl From Martin's," a travesty on "The Girl From Maxim's"; "Barbara Fidgety," a travesty on "Barbara Fritchie," and "Sappho," a travesty on "Sappho." The seats for the opening performance were sold at auction two weeks before the premiere and netted \$10,500, two stage boxes bringing \$1,000 and such notables as Stanford White, Louis Sherry, William Randolph Hearst, Richard Croker and James R. Keene bidding as high as \$750 for choice locations. M. Witmark & Sons.

STRIKE, STRIKE
MARIE ANTOINETTE
KING CILHOOLEY
QUEEN OF BOHEMIA
SAY YOU LOVE ME, SUE
OLD GLORY
TALLY HO!
WE'RE THE MOB ERRATIC
COME ALONG
I'M A HUMORIST
WHEN CHLOE SINGS A SONG
DE SUN DO MOVE
IN PARIS GAY

THE COLONEL
THE BLUE AND THE GRAY

1900—**FIDDLE-DEE-DEE**
Book and lyrics by Edgar Smith. For this production DeWolf Hopper joined the Weber and Fields cast that included Lillian Russell, Fay Templeton, Bessie Clayton, Bonnie Maginn, Charles J. Ross, David Warfield and the producer-stars. Burlesques on "Qu Vadis" and "Arizona" were presented M. Witmark & Sons.

COME ONE, COME ALL AND SEE TH SIGHTS
FETCH YOUR BABY HOME
MY JAPANESE CHERRY BLOSSOM
THE TIPS OF GAY PAREE
I SIGH FOR A CHANCE
COMIC OPERA
JE NE LA COMPREND PAS
MY BLUSHING ROSIE
This song, which was revived in "The Jolson Story," is available on Decca No. 23613 in Album A-469 with Al Jolson and orchestra.

COME BACK MY HONEY BOY TO ME
THE LATEST CURE FOR ENNUI
THAT'S ABOUT THE SIZE OF IT
I'M A RESPECTABLE WORKING GIRL
BEAUTIFUL ARIZONA
UNCLE SAM'S BOYS IN BLUE

1901—**HOITY-TOITY**
Book and lyrics by Edgar Smith. During the run of this production, burlesques on the following Broadway shows were presented: "The Messa From Mars," "The Girl and the Judge" and "DuBarry" by a cast that included Weber and Fields, DeWolf Hopper, Fritz Williams, Sam Bernard, John T. Kelly, Lee Harrison, Lillian Russell, Fay Templeton, Bonnie Maginn and Bessie Clayton. M. Witmark & Sons.
DE PULLMAN PORTER'S BALL
I'M AN AMERICAN BILLIONAIRE
AS ON MOONLIT WAVES WE RIDE
EASY MONEY
KING KAZOO OF KAKAROO
MARY BLACK
POOR LITTLE FLUTTERING MOTHS
THE QUEEN OF SOCIETY
WHEN TWO LITTLE HEARTS ARE ON
THE MINSTREL SHOW
LOVE ALA MODE

SONGWRITERS COMING UP!

March 12 Issue

REGINALD DE KOVEN

In issues subsequent to March 12 The Billboard will present:

- FRED FISHER
- GUSTAV KERKER
- GUS EDWARDS
- HARRY VON TILZER
- GEORGE M. COHAN
- JEAN SCHWARTZ
- ERNEST BALL
- J. ROSAMUND JOHNSON
- IRVING BERLIN
- CHRIS SMITH
- AL PIANTADOSI
- GUSTAV LUDERS
- THEODORE MORSE

... And others.

MA POPPY BELLE DOWN THE LINE

1902—TWIRLY WHIRLY
Book and lyrics by Edgar Smith and Robert B. Smith. M. Wiltmark & Sons.

Willie Collier and his wife, Louise Allen, joined the galaxy of Weber and Fields' stars for this production, the cast of which included Lillian Russell, Fay Templeton, Peter F. Dalley, Charles A. Bigelow, John T. Kelly, Bonnie Maginn, Bessie Clayton and Mabel Barrison, who had been promoted from the chorus to a speaking part. John Stromberg wrote the following songs for "Twirly Whirly" before his death:

PING PONG
SUSIE WOOSIE
DREAM ON DREAM OF ME
COME DOWN MY EVENING STAR
William T. Francis, who completed the score and replaced Stromberg in the orchestra pit, is credited with the following numbers:

ROMEO
STRIKE OUT McCRACKEN IN STACELAND
KIT
THE LONG GREEN
LITTLE WIDOW BROWN
I NEVER LOVED A MAN AS MUCH AS THAT

MY INTIMATE FRIEND
Lyrics by Wilton Lackey. Lackey, who had written this last named song for Fay Templeton, thought so well of it that he recited the lyrics daily at the Lambs Club throughout the summer, but his pride of authorship suffered a shock two weeks before "Twirly Whirly" opened when Maie Cahill introduced a similar song about "her intimate friend" at the premiere performance of "Sally in Our Alley." Perhaps it was a coincidence but no one ever could convince Wilton Lackey of that.

Survey Indicates LP Sales Okay; Only a Minority Feel 45 R.P.M. Will Hurt Business

NEW YORK, Feb. 26.—Altho the so-called record "war" has been highly publicized, a check-up of dealers across the country indicates that only a minority believe the introduction of a third speed system—RCA Victor's 45 r.p.m.—will hurt business. The survey, made by *The Billboard*, also indicates that most dealers regard the sale of LP players and records as ranging from satisfactory to good.

Of the 578 dealers answering the survey, 489 stated they purchased LP players and/or records. Of the 489 dealers, 342 stated sales of the latter were "satisfactory" or "good," and 147 reported LP sales "disappointing."

Breaking down the analysis further, the following points are made: All the 489 dealers handling LP are aware of the RCA 45 r.p.m. development.

Of the 342 dealers who reported LP sales satisfactory to good, 112, or 32 per cent, believe RCA's 45 will help their business; 83 dealers, or 24 per cent, stated RCA's 45 would not affect their business; 104, or 30 per cent, stated the RCA development would hurt their business, and 43 dealers, or 12 per cent, stated they did not know how the RCA development would affect their business.

Of the 147 dealers who reported LP sales disappointing thus far, 57 dealers, or 39 per cent, stated they believed RCA's 45 would help their business; 28, or 20 per cent, said RCA's 45 would make no difference as far as affecting business; 46, or 31 per cent, said RCA's 45 would hurt

business, and 15, or 10 per cent, said they did not know what effect RCA's system would have on business.

A continuing check on dealers' attitudes will be made by *The Billboard*. It's notable at the present time, however, that altho some dealers are upset by the new technological developments, much of the sound and fury and pessimism stems from a minority.

RCA To Invite M'f'rs to 45 Platter Clinic

NEW YORK, Feb. 26.—Within the next three weeks RCA Victor will invite disk company execs to a record manufacturers' clinic to be held in Indianapolis. The idea will be to show interested parties the process whereby the 45 r.p.m. platter is produced.

Victor, an exec stated, has already received a number of queries from record companies and believes that an actual demonstration will prove more potent than a mere verbal explanation. RCA followed this policy on television and also when it introduced its record changer. So it is logical to follow thru on disks, an exec said.

Indianapolis has been chosen, owing to fact that engineering labs and technical staff there are well set up for such a clinic.

NEW YORK, Feb. 26.—The West Coast meeting of the American Society of Composers, Authors and Publishers (ASCAP) will be held Tuesday (1), as scheduled, with Stanley Adams and Walter Kramer attending from New York. ASCAP Prexy Fred Ahlert, now recuperating from an influenza bout, will not make the trip.

the company also unveiled two radio-phonographs equipped with the two types of changers to play all disk speeds. These models are designed for those who prefer that the TV receiver and radio-phonograph unit be located in separate rooms.

How They're Selling Them

(As advertised in the nation's press.)

Billboard staffers glean newspapers for radio-tele-phonograph advertisements from coast to coast to spot ways of selling more radio, tele, phono sets and records. No results of sales as yet reported. Successful advertisements together with actual story of results by advertisers will appear in the next issue of Turnover.

PHILCO'S TABLE MODEL 1405, PLUS \$20 matching mahogany table plus \$11.40 worth of LP records for \$134.50 (\$31.40 lower than list) and up to \$25.60 worth of Columbia LP records free with Model 1609 Philco.—Highland Furniture, Dallas.

100 RCA VICTOR RECORDS (NO SELECTION INDICATED) free with RCA Victor Model 8V90 featured in full-page advertisement purchased on co-operative basis by 15 dealers.—Baltimore.

\$30 TO \$300 SAVINGS ON FAMOUS make television sets described as floor samplers, demonstrators and display models; brand names listed.—Hecht Brothers, Washington.

CLEVER COPY PLAYING UP SERVICE (seven days a week) together with GE television model; no price reductions.—Television Company of Maryland, Baltimore.

"NO OTHER STORE HAS OUR TELEVISION experience" and the reasons featured in full-page ad; also includes Stromberg-Carlson models at regular list prices; 15 months to pay; an invitation to consult dealer if outside antenna not allowed.—Johnson Brothers, Baltimore.

UP TO 80 SELECTIONS, \$25.60 WORTH of Columbia LP records included at no extra cost with each purchase of Philco 1725 and Philco 1603 and \$14.25 worth of LP records included at no extra charge on purchase of Philco 1601; mail order and easy payment plans also featured.—Spear, Pittsburgh, and May Stern's, Pittsburgh.

FREE DEMONSTRATION IN THE HOME with no obligation features ad pushing RCA television at regular price.—Gross Electric Company, Toledo.

FOUR WESTINGHOUSE RADIO-PHONO-graph combinations—all consoles—at price reductions "up to \$100" as part of special February sale.—Hudson Ross, Chicago.

INDOOR OR OUTDOOR AERIAL INCLUDED at no extra cost with purchase of Philco 1150 at \$349.50; same offer on Philco console 1076.—Newberry Radio Company, St. Louis.

RCA VICTOR TELEVISION FOR RENT at low rates; easy terms if customer decides to buy.—Cordes, St. Louis.

ADMIRAL CONSOLE AND TABLE MODEL at easy credit terms with free home trial.—Isaac Benesch & Sons, Baltimore.

REGULAR \$29.95 LP RECORD PLAYER and any two LP records (total list price, \$39.65) for \$19.85.—Wurlitzer, Detroit.

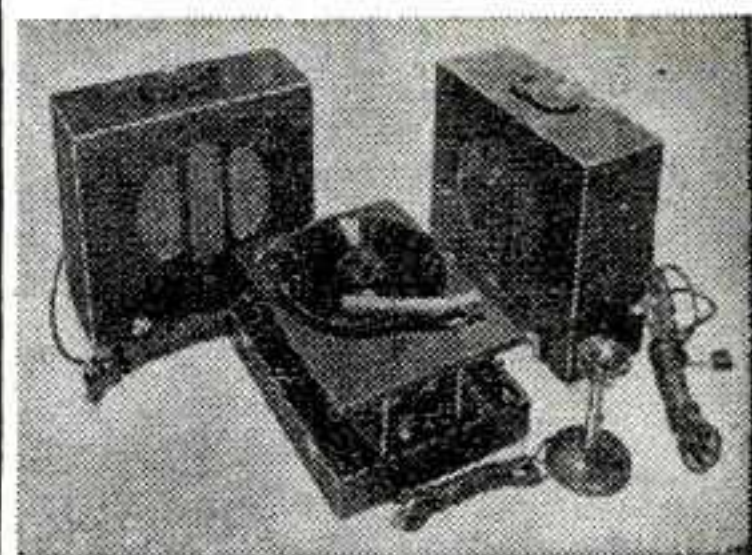
ONE-HALF PRICE ON LIMITED SELECTIONS of RCA pop and classical albums together with big discounts on old model Hallicrafters TV set and "famous make" radio-phonograph table model. Advertised as pre-birthday sale.—Lacy's, Washington.

SAVING OF 20 TO 70 PER CENT ON radios, television sets and combinations; extensive list tagged as floor samples and demonstrators; terms; played up as Washington's birthday sale.—George's Radio & Television Company, Washington.

FREE TABLE THROWN IN WITH Philco table model radio-phonograph and free Sessions electric clock thrown in with Georgian Philco console.—Haverly's, Atlanta.

NO CHARGE FOR INSTALLATION, aerial, Philco's standard service guarantee, and one-year warranty on Philco TV 1040's and 1076's; only merchandise mentioned.—Finger Furniture Company, Houston.

BANDS .. SINGERS .. M. C.'s



You Can Now Give a SMOOTHER Performance .. Over the BELL (Phono-P.A.) BAND-MASTER!

Here's a portable P.A. system (Model PA 3710-P) that enables you to give a smooth, true-tone performance every time. No more rasping or "mike" crackling to worry about. No more fade-outs! The BELL BAND-MASTER brings out those deep tones so important to the performer. Complete system consists of amplifier with built-in phono, two 10" heavy-duty speakers, crystal microphone and stand. All fit together into one compact, lightweight unit. This system provides facilities for covering any medium-size auditorium or night club with public address, recordings or original music by voice or instrument. Case covered with BELL-gray simulated leather. Check classified telephone directory for your local sound equipment distributor or write BELL direct for details.



A KEY NOTE on the **MIRACLE** PARADE of HITS

A REAL MONEY MAKER!

ORDER FROM YOUR DISTRIBUTOR



MIRACLE 500 E. 63rd St. Chicago 37, Ill.

Attention! Juke Operators!

YOU CAN GET YOUR **PERMO POINT NEEDLES**

FROM YOUR LOCAL DISTRIBUTOR OF *Capitol*

ELLIPTICAL

ROUND

Freed Puts TV In New Combos

NEW YORK, Feb. 26.—Freed Radio Corporation, manufacturer of Freed-Eisemann television-radio-phonograph combinations, unveiled its new line this week. The showing, which included four new TV consoles with 16-inch tubes, marked the company's entry into the TV market. The models included Webster and RCA record changers to handle disks of different speeds. Models are as follows:

A 32-tube Sheraton console, 16-inch tube and provision for phonograph attachment, for \$625; a Chinese Chippendale console, 16-inch tube, AM-FM receiver, extended range speaker and provision for phonograph attachment, \$795; a regency chest console similar to the Chinese Chippendale, \$845; a deluxe Chippendale radio-phonograph, 16-inch tube, AM-FM radio, and complete phonograph facilities for playing all three types of records. The latter model has the Webster dual speed automatic changer for 33 and 78, and a separate RCA changer for 45 r.p.m. The price is \$1,295. In addition to combos with TV,

RONDO RINGS THE BELL AGAIN



Ken Griffin's LATEST RELEASES

R-186—YOU, YOU ARE THE ONE

The latest candidate for the nation's hit parade . . . now tops in Chicago. Backed with "Five Foot Two, Eyes of Blue," an old favorite.

R-187—YOU'RE MY LOVE SONG

Ken Griffin's own tune . . . coming along fast and shaping up as another "You Can't Be True, Dear." Backed with "The Miller's Daughter," an old continental favorite.

Rondo
RECORDS

329 S. WOOD ST.

CHICAGO 12

the same
low price
since 1938



LONG LIFE...
KIND TO RECORDS...
DEPENDABLE...
ECONOMICAL...

More Permo Needles Sold Than All Other Longlife
Needles Combined

PERMO, INCORPORATED
6415 North Ravenswood Avenue Chicago 26

KING - DELUXE

SPECIAL RELEASE

HAWKSHAW HAWKINS

LIFE LOST ITS COLOR

(WHEN I LOST MY LOVE)

BACKED BY

ALL BECAUSE OF MY JEALOUS HEART

KING 776

KING RECORDS INC. DISTRIBUTORS OF
KING DE LUXE
1540 BREWSTER AVE. CINCINNATI 2, OHIO

VOX JOX

A National Accounting of Disk Jockey Activities

GIMMIX . . . RUSS OFFHAUS, WPIT, Pittsburgh, will air a transcribed round-up of platter comment by 20 of the nation's leading jocks, March 6. Each gets two minutes to talk about the hot disk and the most promising disk in his area, with Russ playing the sides between comments. . . . **ED CARTER**, WACE, Chicopee, Mass., has a whole congeries of early a.m. gags to hype his show. Among them are blowing reveille on a bugle for vets who can't get used to civilian life, playing two disks at one time to get in all the requests, making wedding announcements, reading commercials backward, kissing wives goodbye whose hurried husbands neglect them. . . . **JIM BOLEN**, WCIL, Carbondale, Ill., between platters does a two-voice comedy routine with an imaginary "Cousin Clarence." . . . **CHARLES BARCLAY**, WGYN-FM, New York, has been inviting listeners to suggest schemes for redecorating his imaginary "night club in the sky" for the spring. . . . **BOB SNYDER**, WPTR, Albany, N. Y., interviewed warbler **BILL LAWRENCE** by phone last week. Lawrence was in Irving Berlin's New York office. Snyder recorded the conversation and rebroadcast it, along with a dub of Lawrence's first Victor platter, "I'm Beginning To Miss You." . . . **LEO H. CROSS**, KBMT, San Bernardino, Calif., does a platter column for the local newspaper, and plugs on the air the disks he writes up. He also sends clippings to all record companies whose platters are mentioned. . . . **ALIX BLAKE** and **RAY GAHR**, WENT, Gloversville, N. Y., presented gloves to the entire **TONY PASTOR** ork when they played a stand there. The gift was not a form of criticism of the boys' musical ability, but a boost for local glovemakers.

FOLK FARE . . . BUDDY STARCHER, WPDJ, Clarksburg, W. Va., penned a ditty titled "I'll Still Write Your Name in the Sand" in 1933. Waxed in 1946 by Buddy himself for Four-Star, the side came alive recently and made the most played folk charts. . . . **HARVEY BOYD**, KWBC, Fort Worth, played host to **HANK SNOW**, Victor's "Singing Ranger" on Boyd's "Cowtown Round-Up." . . . **JOHN SINCLAIR**, WXGI, Richmond, Va., is checking on the listenership of his cornbread matinee by offering pix of himself. The wattery recently changed frequency.

GRIPES . . . JOHNNY WILLIAMS, WSFT, Thomaston, Ga., in a stronghold of folk music, writes: "So far as polling what kind of pop music people here like, it's almost impossible." . . . **GREG GREGORY**, KELP, El Paso, Tex., wonders if listeners are interested in good music "or do they just want to hear their names read on the air? I got tired of reading those embarrassingly mushy post cards ('Dear dream boy,' etc.), so I stopped. What happened? Gripes—by the hundreds. Now I read 'em all."

TUNE TOUTING . . . DALE GUNDERSON, KXRO, Aberdeen, Wash., has started a local boom for a Scandinavian dinking, "Johnny Johnson's Wedding," on a label called Harmony Music. . . . **JIM MacDOWELL**, WHFB, Benton Harbor, Mich., says that **BUDDY CLARK** is the big item out his way. His "It's a Big, Wide, Wonderful World" is a natural here, Jim reports. . . . **GENE GILHAM**, WBZ, Boston, thinks highly of a tune called "How Lonely Can You Get." Reason: Gene wrote it (his first), and its been published by Mills Music.

STRICTLY FROM DIXIE . . . RON MILLER, WSAZ, Huntington, W. Va., invites local band leaders to visit his plattery party once a week to take over the turntables, discuss styles and trends in music, etc. . . . **REX KERR**, KEPO, El Paso, Tex., beams his Saturday night show, from 9:30 p.m. to midnight, at the teen-agers. . . . **JACK MASLA** played host to **ELLA FITZGERALD** and hubby **RAY BROWN** at WVCG, Coral Gables, Fla. . . . **BILL SLOAN**, formerly with KFRD, Rosenberg, Tex., has returned to his old stand at KWHI, Brenham, Tex., as program director. . . . **JIM ANDERSON**, WIRK, West Palm Beach, interviewed **VAUGHN MONROE** and **XAVIER CUGAT** recently. . . . On hearing of **STAN KENTON**'s retirement, **JOHN BILLINGSLEY** dedicated a show to him, playing all the Kentonia in the library at KSFA, Nacogdoches, Tex. "Fans were in mourning and so were we," John writes.

CANADIAN CAPERS . . . BOB HARVIE, CJAD, Montreal, is conducting his annual popularity poll for favorite band and singers. At the conclusion, all letters are being placed in a huge basket and one drawn at random. The lucky voter will get a full year's tuition for instrument or voice at the School of Musical Arts of the Canadian Art Theater.

CONNECTICUTTINGS . . . IVOR HUGH, WCCC, Hartford, is giving a Wednesday night music course at the Hartford YMCA. . . . **ROBERT MULLINS**, son of **BERNIE MULLINS**, director of special programs at WTIC, Hartford, has joined the staff at WCCC. . . . **ART BERGSTROM** has switched from WONS, Hartford, to WMMW, Meriden. . . . **BOB CRAGER**, WWCO, Waterbury, and **MRS. CRAGER** are the parents of a girl, Barbara Dale.

MR. COOK REGRETS . . . ALLAN W. COOK, disk jockey editor at WKZO, Kalamazoo, Mich., sent the following communication to "Vox Jox." It speaks for itself:

Dear Editor:

Recently, portions of a letter of mine were used in "Vox Jox." In that missile I made several statements which I have since learned had no basis in fact. First, I was in error regarding the status of this station's contract with the World Transcription Service. Second, there was no disparagement implied of either Decca Records or World Transcriptions insofar as regards the quality of either product. Last, I was unaware of certain proceedings or negotiations that concerned all parties mentioned.

It appears that what I wrote has been misunderstood by certain of the parties concerned. As disk jockey editor of this station, I have taken the stump on several occasions to criticize certain record manufacturers for not servicing radio stations with their latest releases. It was always done in the spirit of promoting a comprehensive servicing of the radio stations by the diskeries which, to my mind, would immensely benefit both the radio and recording industries as well as the listening public.

I sincerely regret the fact that I didn't fully check my local informed sources and am equally sorry for any misunderstandings that have arisen.

Sincerely,
ALLAN W. COOK.

Columbia Signs Long-Hair Stars

NEW YORK, Feb. 26.—Columbia masterworks this week bolstered its roster of vocalists by signing soprano Eleanor Steber and baritone Frank Guarrera, both members of the Metropolitan Opera Company. The Juilliard String Quartet was also pacted by the diskery.

Miss Steber, winner of the Met's Auditions of the Air in 1940, has been one of the opera company's top attractions since that year. She previously recorded for RCA Victor. Guarrera, the 1948 Auditions winner, made his Met debut this season.

Columbia already has a contract with the Met for the recording of complete operas, but many top names previously have been unavailable for such waxings due to individual contracts with other diskeries.

Caiden Buys Classic Records, Onyx Pub

NEW YORK, Feb. 26.—Jack Caiden, head of the Empire Record Corporation, local pressing plant, has purchased Onyx Publishers, Inc., and Classic Records, Inc., a kidiskery. He also acquired masters for four single kidisks from Carousel Records.

Onyx, with a catalog of 80 tunes, was originally organized by Steve and Lee Smith and Heywood Brown Jr., in conjunction with their HRS diskery. Caiden took over the HRS masters several months ago and has been leasing them to other diskeries on a royalty-pressing arrangement. Onyx is a Broadcast Music, Inc. (BMI) affiliate.

The kidisk masters obtained from Classic and Carousel will be issued on Caiden's own Lyric label, with unbreakable platters retailing at 59 cents.

Caiden recently set a deal with Charles Beigle, U. S. rep for the French Sfradi diskery, leasing to Sfradi the French and Belgian rights to the HRS masters.

Modern Adds Four to Race Stable

HOLLYWOOD, Feb. 26.—Modern Records added four more artists to its race talent stable this week, according to plattery's Jules Bihari. Inked to one-year pacts were Horace Henderson, Effie Smith, Geechie Smith and Louis (Tarzan) Stinger. All will be given featured billings.

Bihari also signed fem chirps Crystal Rathtone and Carol Richards to Colonial label, Modern's subsid firm specializing in pop diskings.

Piano Output Up; 148,300 in 1947

WASHINGTON, Feb. 26.—Piano manufacturers produced 148,300 instruments in 1947, an increase of 37,100 over 1939, the Census Bureau reported this week on the basis of preliminary figures from the 1947 census of manufacturers.

Census figures disclosed that manufacturers largely switched away from making grand pianos to concentrate on smaller models. In 1939, 15,600 grands were built, compared with only 4,100 in 1947. On the other hand, production of verticals, uprights and consoles increased from 95,200 in 1939 to 143,100 in 1947.

With the increase in costs over the nine-year period, wholesale value of shipments soared some 250 per cent. Shipments in 1947 amounted to \$51,600,000, compared with \$18,000,000 at the time of the earlier census.

On the Stand

Kirby Stone

(Reviewed at Ciro's, Philadelphia. Booked thru Associated Booking Corporation.)

TRUMPET: Kirby Stone. SAXOPHONE: Arthur (Cow Eyes) Engler. RHYTHM: Michael Gardner, piano and accordion; Doc Mandel, bass; Eddie Hall, drums. Vocals and arrangements by entire band.

This is just a five-piece combo, but when it comes to combining music with entertainment, the Kirby Stone Quintet strikes out on a happy tangent. Eschewing the cornfed brand of rhythms that have served many others in such good stead, Stone sticks to a bright and breezy jump beat. And while they dish out danceable music in their serious moments, the specialty is when they divert to the musical and lyrical novelties.

Boys are adept at musical characterizations with Stone, among many other things, doing an effective satire on the Louis Armstrong voice and cornet. And in the next breath, "Cow Eyes" Engler puts down his sax to become a Calloway. Again, to make for another breather from the legit stance, the five will take the Lombardo style over the musical hurdles.

Comedy, Too

More than that, the quintet collectively displays a fine flair for comedy capers, with full production flavor to their song stories, whether it be a full-blush burlesque of *Old Man River* or running roughshod over the Hollywood Singing Cowboys.

Complete contrast in all their efforts makes the Kirby Stone Quintet a big act as well as a small band. It gives this smart and intimate cocktailerie a fine party atmosphere and an easy time of it in getting the undivided attention of the satisfied cash customers. Maurie Orodener.

Bob Crosby Inked By Col. to Paper

HOLLYWOOD, Feb. 26. — Bob Crosby signed papers this week for a one-year recording pact with Columbia Records, ending several weeks of negotiation.

Der Bingle's brother cut first four sides under new deal in Hollywood, backed by Jerry Grey's ork and Crew Chiefs vocal combo. Crosby will be featured in Columbia's pop department.

Transatlantic Wax Deal Set by Mail

NEW YORK, Feb. 26.—A unique twist in recording deals is the transatlantic arrangement recently effected by an indie waxer here and a German thrush in Berlin. The singer, Mary Coldbrook, daughter of a German colonial officer and a Samoan woman, had her picture in a recent issue of *Ebony*, with the caption noting that she would like to make show business contacts in America. Norris Mayhams, owner of Sorority Fraternity Records here, saw the piece and set a recording deal with Miss Coldbrook. He mailed lead sheets and orchestrations for two tunes to which he owned publication rights, *Gondolier* and *Good Morning Florida*. The thrush cut the tunes, and the masters are now en route here. The sides are bilingual, part English and part German and Italian. Mayhams will press and distribute disks here and is arranging for more sides in similar fashion.

Before making the deal, Mayhams investigated the singer's political affiliations and is satisfied that she was anti-Nazi. He learned, he says, that he was denied citizenship under the Hitler regime because of her parentage.

Neb. Terpery Ops Set Up To Nip Problems in State

CHICAGO, Feb. 26.—Groundwork for committees which will watch ballroom problems, such as State legislation affecting terp operation and music licensing fees, was laid at the second monthly meeting of the Nebraska Ballroom Operators' Association in Norfolk, Neb., February 24. Group was formed January 12, in Omaha, to function as the first State chapter of the National Ballroom Operators' Association (NBOA) so that problems, confined particularly to Nebraska, might be more speedily dealt with.

A committee, composed of Earl Manning, Exeter; Mrs. Geraldine Schmidt, Riverside Park, Norfolk; Vic Sloan, Playmor Ballroom, Lincoln, and Frank Samp, East Hills Ballroom, Lincoln, together with William Raab, State org legal counsel, and Herb Pauley, prexy of the group and op of the Turnpike Casino, Lincoln, was designated to go to Lincoln February 28 to discuss with legislators impending proposals before the State houses.

Primary Proposal

Primary item on the discussion list is a proposal which provides that county boards might fix an annual fee, not in excess of \$200, for licenses issued to roadhouses, ballrooms, amusement parks and other places of amusement. This proposal would amend the present Nebraska statute, which provides only for a \$5 maximum yearly fee. Also on the group's agenda is a bill before the Legislature which would give any operator of an amusement spot, which uses liquor or beer, the right to appeal a State Liquor Commission ruling to the civil court. Up to now there has been no appeal to a civil court from a State Liquor Commission finding.

The final bill, in which the Nebraska group is interested, is a proposal which provides that a county board has the same power as a city or village commission in regulating beer and liquor licenses under their jurisdiction. Under the present statute, any out-of-town spot comes un-

der the regulation of the city or village nearest to it.

The Nebraska ops' meeting, which drew reps of 28 ballrooms in the State, decided to send a committee of three men to Chicago early in March to attend the board of directors' meeting of the National Ballroom Operators' Association. They will ask the NBOA to support the Butler Bill, introduced recently into the Senate by Hugh Butler (R., Neb.), which would exempt ballrooms and dance halls from paying the 20 per cent cabaret tax.

Motions were also passed to send letters to James C. Petrillo, prexy of the American Federation of Musicians (AFM); Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, and Arnold E. Kahn, secretary of the Ballroom Operators of New England, asking support of the Butler Bill.

The music licensing committee is composed of Joe Malec, Peony Park, Omaha; Harry Taylor, the Music Box, Omaha, and Raab. The Nebraska terpery ops plan to meet again in March at Lincoln.

Irving Fields Turns DJ for WMID, A. C.

NEW YORK, Feb. 26.—Pianist Irving Fields, ensconced with his trio at the Senator Hotel in Atlantic City until September, will do a little disk jockeying on the side. He's set for spinning chores at the Mutual Broadcasting System affiliate, WMID, in Atlantic City, Saturday afternoons at 4:30. Fields plans to corral as guest stars performers playing the Warner Theater vaude shows, kicking off with Robert Alda this Saturday (26).

Fields will also air from the Sun and Star Roof of the Senator, with Mutual Broadcasting System, Columbia Broadcasting System and American Broadcasting Company wires.

Another
BMI Pin-up Hit
I LOVE YOU SO MUCH IT HURTS
Published by
MELODY LANE PUBLICATIONS, INC.
★ ★ ★
Performance Rights
Licensed Through
B M I
BROADCAST MUSIC, INC.
880 FIFTH AVE., NEW YORK 19

This **DOUBLE FEATURE**
Week's **RECORD**
GENE AUSTIN Sings
"SUNFLOWER"
and
"CARELESS HANDS"
DF 2008
on the Other Side
"Dream On, Little Plow Boy"
"T-E-X-A-S Spells Texas"
DF 2009
 **DOUBLE FEATURE RECORDS**
88 NORTH WACKER CHICAGO

10 INCH RECORD PRESSINGS
Shellac or Vinylite
Fast Service — High Quality
Small or Large Quantity
Labels — Processing — Masters
SONGCRAFT, INC.
1560 Broadway New York 19, N. Y.

A Beautiful Song for Mother's Day
and Every Day
"IN MOTHER'S ARMS"
by L. Stewart Barr
at your local dealer or from
CARL FISHER, Inc., New York City—Jobber

"Sapphire" Needles Draw FTC Rebuke

WASHINGTON, Feb. 26. — The Federal Trade Commission (FTC) is continuing to pound away at misleading advertising of phonograph needles. This week the FTC announced a stipulation agreement with Duotone Company in which the firm agrees to stop calling synthetic sapphire tipped needles "sapphire."

Duotone also agreed to stop representing that the needles will give up to 5,000 plays or any other stated number without indicating that such needles may chip or wear, causing sound distortion and improper tone fidelity.

Poets Read Poems For Federal Album

WASHINGTON, Feb. 26.—The Library of Congress is issuing the first group in a series of disks featuring modern poems read by their authors. The first five albums in the series, which is called *20th Century Poetry in English*, were released this week.

Included in the first set of albums is one of T. S. Elliot reading *The Wasteland* and *Ash Wednesday*, as well as a group of his shorter poems. Each album in the series contains five double-faced 12-inch disks.

Other modern poets featured in the first group of albums include W. H. Auden, Allen Tate, Robert Penn Warren, Mark Van Doren and Yvor Winters.

WE CARRY ALL THE HITS
At 5c over wholesale

"YA WANNA BUY A BUNNY?" — Spike Jones - - - - 54c
"CARAVAN" — Billy Eckstine - - - - - 50c
"YOU BROKE YOUR PROMISE" — Louis Jordan - - - 54c

- Any Record Listed in Billboard's Best Selling Charts available 5c over wholesale.
- We also have a complete stock of Standards, Albums, LPs, etc. Albums and LPs 30% off full selling price.

WE NEVER SUBSTITUTE
• **WE ONLY SELL BRAND NEW MERCHANDISE**

LESLIE DISTRIBUTORS CORP.
(RECORD WHOLESALERS)
419 W. 48th St., New York 19, N. Y.
Plaza 7-1977 - 8-9 Cable Address: EXPORCORD

HURRY! HURRY! HURRY!
(Back To Me)
DON REID
Peak Record #800
GIVE TO THE DAMON RUNYON CANCER FUND

**WINCHELL REPORTED IT...
TOWER RECORDED IT...
'PUT YOUR SHOES ON,
LUCY'
backed by
Ben Bernie's Old Theme
'LONESOME OLD TOWN'
TOWER #1452
540 N. Michigan Ave., Chicago
519 W. Washington, Los Angeles**

**10,000
USED JUKE BOX
RECORDS**
Terrific Assortment Top Labels, Top Artists,
Fast Sellers.
WHILE THEY LAST
EA.
9¢ F. O. B.
N. Y. C.
Call—Wire—Write
SAM FICHTELBERG
50 E. 191 ST. BRONX 58, N. Y.
Fordham 5-1790

**• FAIRWAY MUSIC
• ASTOR SONGS
• DALLAS MUSIC
• OVERLAND MUSIC**
FRED STRYKER, PROF. MGR.
6612 SUNSET BLVD. HOLLYWOOD, CALIF.

Swingmaster Sets Six New Distribs

CHICAGO, Feb. 26.—Leonard Davis, general manager of Swingmaster Records, jazz and blues label recently activated in Chicago (*The Billboard*, January 29), has appointed six Eastern distributors to handle the label, with further expansion to be disclosed shortly. New distributors are M & S, Chicago; Pan-American, Detroit; Major, New York; General, Baltimore; Specialty, Pittsburgh, and Supreme, Cincinnati.

New artists inked by the Chi firm include Ethel Duncan, ballad singer, and Burgess Courtney, blues singer.

Tempo's Production Shifted to Plastic

HOLLYWOOD, Feb. 26.—Tempo Records becomes the first diskery to shift its entire production to plastic. Move to plastic platters is skedded for early April, with diskery guaranteeing 1,000 plays per disk. Biscuit will have a vinylite content and will be break-resistant.

Firm will claim better reproduction, increased number of plays plus less breakage as features in its bid for boost in sales.

Capitol Signs Up Ray Anthony Ork

NEW YORK, Feb. 26.—Capitol Records inked the Ray Anthony ork to a waxing pact this week. Anthony, whose last wax was available on the Signature label, originally etched those sides for the Tune-Disk Company. His first Capitol session will be held March 14.

The deal was set by General Artists Corporation (GAC) on the Coast.

Music—As Written

New York:

GONZALO (TATO) ARDIN, representative of Peer International Corporation in San Juan, is in town to confer with Peer's L-A topper, **FERNANDO CASTRO**. . . **LEONARD COHEN**, of Uptown Records, has arranged with Monogram Records, Canada, to distribute his "Bashful Bubber Blows" there, with option to handle future Uptown releases as well. . . Jubilee Records acquired four masters from **DICK KUHN'S** Top records; sides were cut by vocal group, the **MASTER KEYES**. . . Victor's folk and race topper, **STEVE SHOLES**, recorded six RCA Western and hill performers in Chicago last week. . . **EVE YOUNG** signed a three-year management deal with Gabbe, Lutz & Heller.

CARL ZOEHRNS, sales manager for E. B. Marks Music, is back in town after a seven-week trade tour of the country. . . Rondo Records' topper, **JULIUS F. BARD**, was in town last week. He's now making a road trip contacting distributors. . . Vocalist **WALTER SCHEFF**, headlining at near-New York houses on the Keith circuit, has been signed for the rest of the season on the Admiral television show over WNBC and chain. The show stars **SID CAESAR**. . . **HELENE DIMONE**, the "baby face blues singer," is held over at the Park Lane, Rochester. . . Singer **BETTY REILLY** guests on the **JOHNNY THOMPSON CLUB 7** show over ABC-TV March 3. **ROBBY BYRNE** directs the band.

AL HOFFMAN, **MACK DAVID** and **JERRY LIVINGSTON** have completed the score to "Cinderella," a **WALT DISNEY** all-cartoon opus to preem in early 1950. Hoffman has just returned from Seattle, where his mother died last week. . . **DAVE LAMBERT** and **BUDDY STEWART**, bop vocal team that opened at the Royal Roost February 24, double into the Apollo Theater the week of April 4.

The **MILLS BROTHERS** and **FRANKIE CARLE** will share billing on a theater tour starting at the RKO Albee Theater, Cincinnati, week of March 17. **WARREN PEARL** manages both attractions. General Artists Corporation (GAC) is booking. . . Latin-American pianist-orkster **RALPH FONT** opened at the Sunny Isle, Miami Beach, Fla., February 18. . . Apollo Records's sales manager, **IRV KATZ**, has appointed Tennessee Music Sales as Nashville distributor for Apollo and Embassy disks. . . **ANNE KAPITANY**, Hungarian singer, has been signed by RCA Victor's international department. The chirp, who formerly waxed for HMV and Telefunken in Europe, will cut both German and Hungarian material. . . Accordionist **JOE BIVIANO** and orchestra cut the "NBC Polka" for Victor. The National Broadcasting Company (NBC) is pushing it via all affiliated stations. . . Atlantic Records has signed the **SELAH JUBILEE SINGERS** and "**STICK**" **McGHEE** to exclusive three-year pacts. **McGHEE**, who sings blues and ballads, is the brother of blues warbler, **BROWNIE McGHEE**. . . **STERLING RECORD'S** furniture and record stock on hand was auctioned off by the federal government for tax default last week. . . Operatic tenor **RICHARD MONTI** has signed with Columbia Records. . . Italian bop pianist **PIERRO PICCIONE** bowed here Monday (21) on the WPIX "Jazz Concert" tele show.

BILL BURNHAM, who buys the talent for some of the Realty Chain hotels, the soon-to-be-opened Shamrock Hotel in Houston and the Brighton Beach Baths, will perform a similar function for the Palisades Park here for the forthcoming summer season. . . William Morris Agency band exec, **CRESS COURTNEY**, took off for the West Coast last night (25). . . **CHARLIE BARNET'S** new ork is set for a Paramount Theater date, beginning April 20. . . **ROY MILTON'S** small band goes into the Empire Room in Hollywood for four weeks, beginning March 7.

Orkster **FRANKIE CARLE** has added a vocal quartet, the **SUNRISE SERENADERS**, to his crew. . . General Artists Corporation (GAC) inked songwriters **RICHARD ADLER** and **PHILLIP SPRINGER**, to management papers. . . Warbler **RONNIE DEAUVILLE** has sliced wax for the Signature waxery after a short stay with Mercury. . . **RAY ANTHONY'S** ork will play a 10-day return engagement at Frank Dailey's Meadowbrook, beginning March 15.

DENNY DENNIS, English singer who has worked with **TOMMY DORSEY'S** ork for the past year or so, has left the band to return to England. He was replaced by **SONNY CALELLO**. Dennis is expected to return to the United States to make an effort to build as a single attraction. . . **JOHN WILSON** has been appointed New York correspondent for "Down Beat" mag, which has closed its local office. Wilson replaces **JACK EGAN**, who intends to return to publicity. . . **BUDDY MORENO'S ORK** this week began a three-week engagement at the Chase Hotel in St. Louis.

Mercury Records last week inked jazz organist **BILL DAVIS** to a waxing pact. **DAVIS**, formerly arranger and pianist with **LOUIS JORDAN**, is skedded to open at Wells's Music Bar in Harlem March 4. . . **CHUBBY JACKSON'S** new 13-piece big bop comedy band works at the Royal Roost here Monday and Tuesday nights commencing Monday (28). . . **WILLARD ALEXANDER** planed to the Coast this week for a business trip.

LEONARD FEATHER, jazz critic, deejay and concert promoter, flew to New Orleans, Sunday (27) for the Mardi Gras. . . Violinist **JASCHA HEIFETZ** and conductor **LEONARD BERNSTEIN**, with the National Broadcasting Company (NBC) Symphony, will perform at a dinner to be given for **PRESIDENT TRUMAN** and **PRESIDENT CHAIM WEIZMANN** of Israel at the Waldorf-Astoria April 23. The Weizmann Institute of Science is hosting. . . **HAL MILLER**, of the Bob Miller Music pubbery, became the father of a girl February 23. . . Contralto **MARIAN ANDERSON** leaves on a European tour the end of April. She'll return to the U. S. in January. . . **BIBLETONE RECORDS**, expanding into the single record field, is looking for new hillbilly, Western, gospel and spiritual groups to cut sacred material. . . **SIDNEY SIEGEL**, Seeco disk topper, returned from Havana, where he cut 28 sides last week with the Orquesta Tropicana, Hnas. Lago and Hnos. Diaz groups.

Chicago:

BROTHER BONES set for week stands at the Adams, Newark, March 3; Apollo, New York, 11, and two weeks at the Copa Club, Pittsburgh, 21. . . **EVELYN KNIGHT** inked a five-year NBC video pact here Sunday (20). She starts her video series in New York March 15. . . **TINY HILL** and his wife, **JENNY LOU CARSON**, folk music songs spinner, are back in Chicago after a year at their Washington State hunting lodge. Hill is mulling plans to reorganize his band, which would be booked by Asso-

DAMON RECORDS SET THE PACE

with

The **STEELES**

DON ROTH

McMAHON

and

TRACE

Hear and Order Their New Hits
NOW at Your Damon Distributor

DAMON RECORDS, INC.

1221 BALTIMORE

KANSAS CITY, MO.

**MARCH 1ST IS THE DATE
BULLET #1065 IS THE DISC**

The Tune

"IT HURTS ME

MORE THAN

IT HURTS YOU"

By Francis "Near You" Craig

The Flip

"HOT BISCUITS"

Release Date March 1

BULLET RECORDS

423 BROAD STREET

NASHVILLE, TENN.

Capitol's Telefunken Deb Postponed Again

HOLLYWOOD, Feb. 26.—Capitol Records has moved back the release date on its Telefunken (classical) for the third time in that many weeks, this time shooting for a March 28 kick-off for its longhair product. Originally, Cap aimed at March 7, then continued to postpone releasing date a week at a time.

Delay was blamed on production difficulties in converting the plant to 12-inch platter output. A Cap exec said the Telefunken releases are being held up until the firm is thoroughly satisfied with the plant's 12-inch product, and will continue to be postponed "until it meets with our high standards."

ciated Booking Corporation. . . . **ANDY AND DELLA RUSSELL** opened a month stay at the Mayfair Room, Blackstone Hotel, March 1, marking first time pop record name has headlined the spot. . . . **THE CASINO**, Quincy, Ill., dancery which burned two years ago, will reopen April 17 after being completely renovated. **BOB CHRIST** remains the owner-operator and will probably use a semi-name policy. . . . **STEVE DUNNING**, ex-college orkster, has joined McConkey Music Corporation in the cocktail and band departments.

JULIE CHESTER, professional manager for Mellin Music, is back from a tour of Eastern disk jockeys to promote "Mississippi Flyer." . . . **ESY MORALES'** ork goes into **MA HOLDER'S** Young Gap hostelry for the summer. . . . **HARRY LENETSKA** inked the **TRUMPETEERS**, spiritual group, to a personal management pact. . . . **MORTY SHAD** resigned as sales manager for Continental Records. . . . **GENE KRUPA** does three successive weeks of theater engagements, beginning Saturday (3), in Louisville, St. Louis and Omaha.

Continental Artists is booking a package consisting of the **RAVENS**, **DINAH WASHINGTON** and **COOTIE WILLIAMS** on a 30-day tour of one-nighters, beginning in Philadelphia Saturday (3) and working south along the Eastern Seaboard. . . . **LANNY AND GINGER GRAY**, WMGM disk jockey team, are now under Music Corporation of America management. They formerly were handled by William Morris. . . . **FRANKIE LAINE** opens at the State Theater, Cleveland, Thursday (10).

Hollywood:

DICK HAYMES is huddling with **GEORGE PAL** and **ROBERT LAWSON** (repping the **FRANK BAUM** estate) concerning an indie film company to produce a series of video movies based on the "Wizard of Oz" stories. Films will combine both live action and animated sequences. . . . **CEEPEE JOHNSON**, back from his Latin-American trek, reorganizing his octet. . . . Manager **BILL BURTON** will handle **MARGARET YOUNG**, yesteryear headlining vaude thrush and **MARGARET WHITING'S** aunt, for radio guest shots, and a Gay '90s airshow package. She proved she still packs an audience punch when she guested recently on her niece's CBS airshow. . . . Boogie pianist-cleffer **LORA LEE**, who penned the **LOUIS JORDAN** disked novelty, "Petting and Pokin'," has turned over four new creations to Pic Music, the **BERLE ADAMS** pubbery. Tunes are "Just Amusin' Myself," "Nearest and Dearest," "Dude's Lament" and "Michigan Moon." **FORREST FREELAND** is handling her promotion. . . . **CONNIE HAINES** returns to Gotham to start cutting sessions on the coast-to-coast ABC marine recruiting show in which she is co-featured with the **PAGE CAVANAUGH TRIO**. She is also signed for an/early April opening at the Copacabana with **DEAN MARTIN** and **JERRY LEWIS**. . . . **CLARK DENNIS** makes his first Chesterfield guest shot St. Patrick's Day. . . . **DICK PETERSON** ork opens at Larry Potter's March 12. . . . **"TWO-TON" BAKER** and wife Coasting on two-week vacation, his first in 13 years. . . . Specialty Records talent roster has now jumped to 15 artists with the signing of blues-singer **SMOKEY HOGG**, **SMILIN' SMOKEY LYNN**, **DON JOHNSON** (instrumental combo), and Western warbler **BILLY LEE**. . . . Following a year of negotiation, reorganization of Arthur Steven Music (BMI) was finally completed. Firm is now handled by **ABE OSTROW**, **TOMMY KAHN** and **DICK BRADLEY**, prexy of Tower Records. Steven's current plug is "Something New's Been Added" to be followed by "There'll Always Be a Love Song." Reorganization drops **GEORGE HOWE** from firm as partner.

Philadelphia:

TINY GRIMES, with **MARY LOUISE JONES**, former Cab Calloway canary, take over the stand at the 421 Club. . . . **COLONY MUSIC, INC.** is a new music firm joining the local Tin Pan Alley ranks. . . . **ELATE BALLROOM** will be known again as the **OLYMPIA BALLROOM** and is still available for the race proms. . . . **FRANKIE CARLE'S** back in town at **FRANK PALUMBO'S** Click. . . . **JOHNNY LYNCH** left town to hold down a trumpet seat with **ANDY KIRK'S** band. . . . **CHARLIE VENTURA** dance prom at Elate Ballroom for February 25 was canceled, with the **RED** ("Bewildered") **MILLER TRIO-SAVOY SULTANS** making the replacement for dance promoter **AL COOPER**. . . . **ARTIE SHAW** will handle his clarinet solo with the Philadelphia Pops Orchestra at the Academy of Music April 20. . . . **HOWARD LANIN** organized his first band with three men to play at the Ocean City Yacht Club in 1916. On April 8, the Yacht Club will have its 50th anniversary affair at the Germantown Cricket Club, and Maestro Lanin will make the music.

Disk Industry Eyes Toy Field as Outlet

NEW YORK, Feb. 26.—At least two manufacturers in the phono record industry are eyeing the toy field as a potential outlet for their wares. Synthetic Plastics, producer of Peter Pan kidisks, and General Electric, phonograph manufacturer, are scheduled to exhibit items at the annual Toy Fair, to be held at the Hotel McAlpin from March 7-11.

Synthetic plans at that time to unveil its new line of 10-inch, 59-cent plastic platters. General Electric will show its line of children's phonographs.

Beige Room To Bow, New Chi Bop Bistro

NEW YORK, Feb. 26. — Chicago will have a new bop bistro to join the Blue Note nitery beginning March 4. Tabbed the Beige Room, it will be located in the Pershing Hotel.

Chi disk jockey Al Benson will officiate in the room, which will open with the Lonius Monk Quintet and the Jackie Paris Trio. Charlie Parker and his group will go into the spot March 28.

Groucho Kidisk

NEW YORK, Feb. 26.—The first commercial record cut by comedian Groucho Marx will be released March 15 by Young People's Records. The kidisk, entitled *The Funniest Song in the World*, is described by the diskery head, Horace Grinnell, as a "pre-school-age tolerance record." The material was written by Raymond Abrashkin, with music by Peter Gordon.

Buckner Forms Ork After Hampton Style

NEW YORK, Feb. 26.—Milt Buckner, former Lionel Hampton spark-plug pianist who also plays vibes, is organizing a big crew patterned after the Hamp's rocking ork. He is set for a theater date at the Apollo Theater March 18 to debut the band. In addition Buckner will cut wax for the MGM label.

The new ork will be booked thru the recently formed Shaw Artists Corporation, owned and operated by agent Billy Shaw.

KING - DELUXE

SPECIAL RELEASE

ANNIE LAURIE

WAITING FOR YOU

BACKED BY

ANNIE'S BLUES

DE LUXE 3211

KING RECORDS INC. DISTRIBUTORS OF
KING DE LUXE
1540 BREWSTER AVE. CINCINNATI 7, OHIO

WATCH

"KEEP A TWINKLE IN YOUR EYE"

APOLLO 1142

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE

APOLLO RECORDS, INC.

457 West 45th Street New York

DON'T MISS IT!

PROMOTE 3 FOR \$1 RECORDS AT GREAT PROFIT TO YOU

New Records
..... ALL Leading Labels

Send NOW for sample Order:
200 Records \$24, F. O. B. New York
1/3 with order, balance C.O.D.

Write for complete list of Records and Albums.
Albums, 65¢ and up

VEDEX COMPANY

874 10th AVE. NEW YORK 18, N. Y.
PLaza 7-0638
(Complete Record Inventories Bought)

NOTICE TO RECORDING BANDS

Send for professional copies of

"Have You Ever Been in DIXIE"

The hit song of 1949. Leases available to record companys.

S. D. SLOAN

10615-19th S. W. Seattle, Wash.

Free Professional Copies

Piano-B. M. I.-Songs of Appealing Beauty

<p style="font-size: 0.7em;">1. Daddy</p> <p style="font-size: 0.7em;">2. Now</p> <p style="font-size: 0.7em;">3. Believe</p> <p style="font-size: 0.7em;">4. Somebody</p> <p style="font-size: 0.7em;">5. In a Crowd Bus</p> <p style="font-size: 0.7em;">6. When We Walk By</p>	<p style="font-size: 0.7em;">7. I Have Dawn in My Heart</p> <p style="font-size: 0.7em;">8. Angel of Love</p> <p style="font-size: 0.7em;">9. Gone</p> <p style="font-size: 0.7em;">10. For Better or for Worse</p> <p style="font-size: 0.7em;">11. Starlight</p> <p style="font-size: 0.7em;">12. Lovely To Love</p>
---	--

CLAUDIO LOPEZ

Montefiore Hospital Bronx, N. Y.

PRESSINGS

10" Shellac

<p style="font-size: 0.7em;">• Quality Work</p> <p style="font-size: 0.7em;">• Rigid Inspection</p>	<p style="font-size: 0.7em;">• Fast Service</p> <p style="font-size: 0.7em;">• Guaranteed</p>
---	---

CRAFT RECORD

345 Bergen St. Brooklyn 17, N. Y.
ULster 5-4850

GIVE TO THE RUNYON CANCER FUND

Have you heard

ROSALIND PAIGE

singing

CARELESS HANDS

on

SPOTLITE??

Coming!

"LAZY MORNIN'"

All the TOP Musicians Say
—"A Great Melody . . ."

IT'S BLOSSOMED INTO A TOWER-IFIC HIT

SUNFLOWER

BY

JACK FULTON

With

EDDIE BALLANTINE'S ORCH.

TOWER RECORD

1454

540 N. Michigan Blvd., Chicago
519 W. Washington Blvd., Los Angeles

WANTED

Every "1015" operator to try one of our sensational conversion kits at the new low price of \$79.50 on our money-back guarantee.

AMBASSADOR, INC.

1107 Dierks Bldg.
Kansas City, Mo.

Reliability — Quality

RECORD PRESSING

10" or 12"

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

FOR SALE

PRESSING AND PROCESSING PLANT

REASONABLE. GOING. PROFITABLE BUSINESS.

Address:
BOX 250, Billboard
55 N. Clark Chicago 1, Ill.

TV HYPERS ACTS' CLUB DATES

Little Used Turns Hypoed By Video Appearances; Give Bookers Headaches

Buyers Make Direct Demands From Tele Viewing

NEW YORK, Feb. 26.—Television has gradually become the breeder for more and bigger club dates, is the conclusion arrived at by many of the club date bookers, tho many of them admit, in off-the-record conversations, that they don't like it.

The major reason for the hypo is that acts either little known or seldom used for club jobs, are now being seen again on either Milton Berle's Texaco show, Ed Sullivan's *Talk of the Town* or other shows using variety performers. In many cases, entertainment committees have insisted on getting such acts, and one large talent user, who does all his buying thru club bookers, now watches TV shows regularly and orders his booker whom to get.

TV Booking

Committees have frequently asked bookers for various acts. But bookers, unable to make as much with some performers, have often given the excuse that the act "wasn't around . . . didn't do a good job . . . or wasn't available."

Today committees refuse to take such excuses. Having seen the act on TV, they have different opinions about doing "good jobs." The question of unavailability, frequently used as an excuse by the booker who didn't want to use the act in the first place, is also exploded. Buyers having seen the act possibly the night before, or even the same night, have an argument the bookers can't get around easily. As the club booker for a large office put it, "TV makes

Bryden Brings Back Nitery Department

DETROIT, Feb. 26.—The Betty Bryden Agency, which has concentrated in the private club field for the past few seasons, is re-establishing the night club department. Harry Lee, who was for several years with Amusement Booking Service (ABS), has been put in charge. The office is also adding Bonnie Davis, also formerly with ABS, to the staff.

Val Campbell has taken over as manager of the local Gus Sun office, following appointment of Glenn W. Jacobs as general representative. Jacobs will specialize in the circus and outdoor fields, while Campbell will handle primarily the night club and indoor departments.

Golden Westerners Re-Form And Open at Las Vegas

LAS VEGAS, Nev., Feb. 26.—The Golden Westerners, top playing and singing Western trio which disbanded during the war, has reorganized and opened this month at the Embassy Club, North Las Vegas spot, owned by Nelson Mitchell.

Before the war the group broadcast a network program from WFAA, Dallas, that rated near the top in Western Hooperatings; played in a number of pictures and night clubs and one-nighters.

Organized at Phoenix, Ariz., in 1937, the trio consists of Smoky Mad-dux, Dale Kerry and Tex France. Their singing style closely follows the Sons of Pioneers harmonizing.

the booker honest."

Ed Sullivan has received letters from hotels using club bookers, telling him they had to depend on bookers to send them what they said was available and many of the acts did poor jobs. Now, with TV, the hotels can see the show-stoppers, get value for their money and use acts they knew of only slightly before.

Salary Increases?

One major agency said that acts working the big Stem houses frequently got bigger receptions in the theater the day after a TV shot, a situation, the office said, which might lead to bigger salaries in the future. Another office said that due to TV it (See TV HYPERS DATES on page 47)

London Pallad. Pacts Lamour

NEW YORK, Feb. 26.—Dorothy Lamour will open at the London Palladium in August for approximately \$8,000 a week. This will be her first London personal appearance since she became a top Paramount money-maker.

The Palladium season will tee off March 21 with Eleanor Powell in for a three-weeker. Kathryn Grayson, Johnny Johnston and Ethel Smith will follow, opening April 11.

Danny Kaye is set for a return April 25 for a six-weeker, followed by a tour in the provinces. Jack Benny, expected late in June, may not be able to play the date until 1950.

Club Date Minimum Boosts Aid 6,000 in N. Y. and Coast

NEW YORK, Feb. 26.—The recent rise in club date minimums inaugurated by the American Guild of Variety Artists (AGVA) will benefit approximately 6,000 performers—4,000 in the New York area and about 2,000 on the West Coast.

The most recent hike was in the New York area in the Lakewood, N. J., zone. A winter resort belt with about 200 hotels, of which almost 50 use acts week-ends or week days, Lakewood has been a trouble center for a long time. Acts were hired for as low as \$10 and transportation (about 80 miles round trip from New York) was strictly catch-as-catch-can. There were many instances where agents hired acts because they could furnish transportation for other performers, and not because of their ability.

But the imposition of the new code has already brought threats against members of the New York Executive Committee who negotiated the upped scales and conditions. The committee, consisting of Jackie Bright, Charlie Banks, Phil Irving, Chick Darrow and Jimmy Hollywood, has already been told by various agents they wouldn't get work. One agent, a member of the Entertainment Managers' Association (EMA), has asked

NY Copa Dates Set Into 1950; Durante, Sinatra Coming Up

NEW YORK, Feb. 26.—The Copa has its shows set well into 1950, a record for a cafe when most others have to book from show to show.

Jimmy Durante, in his first nitery date in years, is due here the first week in September for a four-weeker. Frank Sinatra is set to follow Durante, tho both dates are subject to previous picture commitments. After Sinatra, Joe E. Lewis comes in for 10 weeks, to be followed by Lena Horne January 5, who is set for eight weeks.

The current show has Phil Regan and Irwin Corey for four weeks, to be followed by Dean Martin and Jerry Lewis.

SF Golden Gate Signs Skelton

NEW YORK, Feb. 26.—Red Skelton will do his first theater date in many years when he opens at the RKO Golden Gate, San Francisco, for a week stand starting March 9.

While other dates may follow, the deal so far calls for only that single week. The rest of the show with him hasn't been set, tho talks are being made with David Rose who may be on the show with him.

Aldrich Joins MCA To Assist in Theater

NEW YORK, Feb. 26.—Mickey Aldrich will join Music Corporation of America (MCA) March 1 as assistant in the theater department to Harry Romm. Aldrich was formerly associated with the Ed Sherman office.

Jack Edwards, who resigned from MCA as Romm's assistant, "because I had enough ulcers," will go with Matty Rosen the end of February.

Chi Music Bowl Does a Fold-Up

CHICAGO, Feb. 26.—The Music Bowl, Loop operation styled along the lines of Frank Palumbo's Cicer, Philadelphia music spot which featured no dancing, folded Sunday (20), with both Cozy Cole's be-boppers and Brother Bones, co-starring attractions, filing claims for undisclosed salary sums with the American Federation of Musicians' local here. Spot, which opened Christmas, previously housed the short-lived China Doll, a similar operation but with a dance floor, and carried the Latin Quarter, at one time a major night club. Ops Jack Rizzo and Burt Miller could not be reached for comment.

Another dent in the music name front was registered last week, when Joe Siletta, op of the Silhouette, North Side swing spot, notified bookers that he was dropping names in favor of small local combos, at least until April. Stan Haid, who has operated the Club Lido, South Bend, Ind., cocktail spot, for 13 years on a name and semi-name unit and single attraction, dropped to piano singles "until things show signs of picking up." Haid, who introduced a vaude policy along the lines of the Blue Angel, New York, two weeks ago, reported that the acts failed to hypo mid-week interest, so he decided to drop to piano singles. Stan Weidner, op of the Plantation, Moline, Ill., which played an \$1,800 show budget and a six-piece local band, dropped his show cast recently, also blaming it on bad business.

No Pix Plan Nixed For Stem Theater

NEW YORK, Feb. 26.—A vaude show with acts and no pix, planned for the Ambassador Theater by the Sirtzky chain, fell flat when the boys sat down to figure the nut.

Sirtzky operates the Ambassador under a lease, using foreign language flickers. Some weeks ago he started using acts at the Majestic, Brooklyn, and planned to use the same policy on the Stem. The idea was to use 10 acts, four shows daily, five Saturdays, for about \$8,500 weekly. The figure was to include musicians, stagehands and acts.

When the Ambassador was re-examined, it was discovered the 1,200-seat house needed a complete overhauling if it wanted to operate with flesh. And to have a fair chance of doing business, the nut would have to be around \$15,000. The result was no deal. The Ambassador will continue with pictures.

Fox, Detroit, Gets Shows for 2 Weeks

DETROIT, Feb. 26.—The Fox Theater, Detroit's largest house, is switching to stage shows for two weeks, opening March 11 with Lionel Hampton's orchestra booked in for a week, to be followed by the Arthur Godfrey show. David M. Idzal, managing director of the house, is due back from the West Coast early next week to complete arrangements.

The bookings do not represent a permanent shift of policy, but rather the occasional big name stage show which Idzal has introduced at long intervals in the past few years. Last booking was the Jack Benny show about nine months ago. The house plays straight picture policy otherwise.

New Code for Coast

HOLLYWOOD, Feb. 26.—A new club date code for the West Coast has been passed by local membership of AGVA to become effective March 10. The new regulations call for increased salaries and tighter working (See MINIMUM BOOST on page 47)

VAUDEVILLE REVIEWS

Oriental, Chicago

(Thursday, February 24)

Capacity, 3,200. Price, 50 to 98 cents daily. Four shows weekdays, five shows week-ends. House booker, Charley Hogan. Shows played by Jerry Bresler and the house band.

Tho this edition of Arthur Godfrey's *Talent Scouts Revue* has some minor kinks, over-all response should enhance the CBS airer in every city the show plays. Major fault is that it shows signs of straight radio studio production, such as emcee Colonel Stoopnagle garbed in a drab blue business suit, reading his in-between gags, and guest leader Jerry Bresler also in a business model. Show needs a faster start than the four-minute trailer that shows Godfrey in some dull talk, especially the blunt plugging of his four sponsors. Trailer is further marred by synchronization of talk between Godfrey and Stoopnagle on stage.

Top mitt-grabbers were Napoleon Reed, Negro tenor, who showed a swell voice and showmanship in putting over straight longhair throating; Bernie George, a mimic who did a series of unusual impersonations, such as Bill Corum and Don Dunphy doing a Louis fight broadcast, and Benny Desmond, who mixed up equal amounts of good eccentric tapping and Maurice Rocco-like piano for good effect. Other acts who got mitts ranging from good to fair were Elizabeth Talbot-Martin, who needs to bring down the level of her subtle, high-class impersonations to a vaude audience; George Guest, whose *Bumble Boogie* on the xylophone started the show on a swift pace; Alan Schackner, harmonicist, who needs more unusual material to make his act stand out over the horde of mouth-organists now working, and Mary Osborne, Signature recording trio leader, who worked solo here, hurting her one number by an overly long and incongruous electric guitar introduction to a swell vocal job on *Take Me in Your Arms*.

Pic: *The Kissing Bandit*.
Johnny Sippel.

Roxy, New York

(Tuesday, February 22)

Capacity, 6,000. Prices, 80 cents-\$1.50. Five shows daily. House booker, Sam Rauch. Show played by Paul Ash's house ork.

Despite a miserable, rainy day, the combo of a holiday (Washington's birthday) and a new bill headed by *Down to the Sea in Ships* jammed the big house with long street lines extending half way down the block.

The show is very good. It has pace, ingenuity, color and both sight and sound. The only slip from a high standard set by the entire show is the work of Rudy Vallee, who gave you the idea he thought he was doing somebody a favor.

Coming on last, Vallee did his roundelay of nasal songs, including his intro, *My Time Is Your Time*, *The Whiffenpoof Song* and *Vagabond Lover*, winding up with the *Maine Stein Song*. Judging from his actions, he had trouble with the ork fronter leading the band for him and even gave clearly audible vocal cues. From where this reviewer sat, the band seemed to be cutting the show competently, so Vallee's actions gave the impression of unjustified peevishness. Vallee's *Tiger Rag* clary bit was poorly handled. His stooge, out front, was so apparently a stooge that the thing fell flat.

Amsterdam Scores

Morey Amsterdam was on the ball from the time he came on until he went off. His almost standard gag-song mish-mash, plus his tag line, "Wa' did he say?" got terrific yocks time and again. At one time Amsterdam almost stopped the show cold. It took yeoman-like work by assistant band leader (Paul Ash was away, sick) to keep it going.

Maurice Rocco did a quickie five minutes or so, supported by the line

Radio City Music Hall, New York

(Thursday, February 24)

Capacity, 6,200. Price range, 80 cents-\$2.40. Number of shows, four daily. House booker-producer, Leon Leonidoff. Show cut by house symphony ork directed by Alexander Smallens.

The Scrap Book, as the new show is labeled, is a tasteful, comparatively restrained spectacle that offers a variety of teaser sequences and finally scores with the stunning monotony of the Rockettes. A turn of real distinction was delivered by the rhythmic acrobatic team of Renald and Rudy. Lads worked in a pale green spot against a cold blue set, with Spartan themes, and moved with perfect timing thru a series of slow-motion hand-to-hand routines, pulling a strong mitt.

Alan Carney, the mimic, did his fast take-offs and got by strictly on his visual simulations. He got a respectable hand on his old-time labor meeting characters.

Lida Da Ville

The show tees off with a competent coloratura aria by Lida Da Ville, then the curtain opens on a spacious open-book set with the corps de ballet posed artistically up-stage in the pages. Girls emerge to cut a breathy Gallic sequence forming groupings patterned on familiar French paintings. With altering of the backdrop within the book frame, a fine spacial feeling is set up for a vigorous folk-type dance routine, with the light blue ballet costumes registering strong against a reddish set.

In the segment, *Favorite Songs*, soprano June Winters, baritone Andrew Lindstrom and the Glee Club deliver a group of evergreens, in smooth - flowing sequence, with dancer Tony Starman spinning in and out of the proceedings from an up-stage scrim. Lad later does a polished, if not distinctive, taps turn on *Bye, Bye Blues*. With the vocalists' *Singin' in the Rain*, the lighting produces an effective rain illusion on the scrim for a trio of dancers in rain-coats. Majority of the solo vocal chores fell to Miss Winters, whose style suggests that she is better suited to more intimate presentations.

"Winter Idyll"

In the closing number, *A Winter Idyll*, the main theme is *Little Jack Frost*, *Get Lost*, introduced by Miss Winters, then interrupted by a dull bit of business with a talking park bench spotted on a side ramp until attention is called back to the stage for a winter park scene. Dancer Paul Haakon "skates" on and gathers a good hand by his leaps and final floor spin. The Rockettes are next, with brief red, fur-edged costumes giving a Valentine look. As the snow falls they wrap up the show with that overwhelming precision, copping the biggest mitt, as usual.

Finale brings the entire cast, as skaters and snowmen, out of the backdrop for a strong recap on *Little Jack Frost*, who finally takes a hint, gets lost, and the snow stops.

Pic, *Family Honeymoon*.
Bill Simon.

boys who made with the jazz contortions while pianist went thru his standard stand-up keyboarding. His wind-up was good for a nice hand.

The Rudells' trampoline act was good sight and sound fodder. Rope and hoop combo jumps, plus the comedy chatter of one of the lads in the act registered in okay fashion.

The ice show spotlighted Bruce and John in a smooth, graceful skating routine to *Ballin' the Jack* vocalized by the H. Leopold Spitalny chorus. The rest of the ice show sequences were geared to the productions done to *On a Boardwalk in Atlantic City* tidied up into a medley of other seaside songs. The routines were well handled; lines attractively (See *ROXY, NEW YORK, page 45*)

New York:

Stem Holds Big at 446G; Para 110, Cap 57, MH 134

NEW YORK, Feb. 26.—Business this week at vaude houses continued to be very good with a \$446,000 gross, as against \$402,500 collected the stanza before.

Radio City Music Hall (6,200 seats; average \$115,000) had a sock final week with Paul Winchell and Jerry Mahoney, Jean Gibbons, the Szonys and *Letter to Three Wives*. The gross was \$134,000 as compared to \$121,000 the week before. The new show,

reviewed this issue, is Paul Haakon, June Winters, Alan Carney, Renald and Rudy and *Family Honeymoon*.

Paramount (3,654 seats; average \$76,000) collected a strong \$110,000 in its nine-day stanza. The bill is Henry Youngman, Mel Torme, the De Castro Sisters, the Four Step Brothers, Buddy Rich and his ork and *Whispering Smith*.

Roxy (6,000 seats; average \$89,000) (See *STEM HOLDS BIG* on page 45)

Raye Motte and Pedro



MIRTH MERCHANTS

Miles of Smiles from Jackie Heller's "CAROUSEL" (Pittsburgh)

TO TICKLING RIBS OLYMPIA THEATRE (MIAMI)

Comedy Broker: JACK KALCHEIM 1775 BROADWAY, N. Y. C.

PARK AVENUE JESTERS

MIRTHFUL MUSIC MAKERS

Just Closed 30 Record Breaking Weeks at BETTY'S LOUNGE, Gloucester, N. J.

Currently 4th Return Engagement at THE ORCHID, Scranton

Available (?) April 11th

Personal Direction ALLAN RUPERT AGENCY 263 S. 11th St. Philadelphia, Pa.



QUIN-TONES
AMERICA'S FINEST
MUSICAL QUINTET
Currently
WALKERS LOUNGE
Henderson, Ky.

Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
701 NO. WABASH AVE. CHICAGO, ILLINOIS

212th Week
on
A.B.C. NETWORK
Saturday 10:30-11 p.m.
HAYLOFT HOEDOWN
THRU WFIL, PHILADELPHIA
with the
SLEEPY HOLLOW GANG
JESSE ROGERS,
MILT SPOONER
and others
★ 26 ARTISTS 26 ★
JOLLY JOYCE
Earle Theater Bldg.
Philadelphia 7, Pa.
Write Wire Phone
WAlnut 2-4677
WAlnut 2-9451

BILL DAVIS
THE NEW LOOK
IN
ORGAN ENTERTAINMENT
Currently
WELLS RESTAURANT
New York City

Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
701 NO. WABASH AVE. CHICAGO, ILLINOIS

NIGHT CLUB REVIEWS

Chez Paree, Chicago

(Tuesday, February 22)

Capacity, 900. Price policy, \$3.50-\$4.50 minimum. Shows at 8:45, 12 and 2. Operators, Joe Jacobson and Mike Fritzel. Booking, non-exclusive. Estimated budget last show, \$7,700. Estimated budget this show, \$5,700.

The current show is one of the lowest-budgeted for this spot in several years, quality is high almost all the way. Jack Cole and his dancers have commercialized their aesthetic dancing considerably with gimmicks. The huge East Indian flag backdrop, for instance, greatly enhances the *Street Scene* number. Cole has three new blond lookers, in addition to three boys besides himself, who do much to keep male eyes interested. However, it's his finale number, a modernistic jazz interpretation based on Benny Goodman's Victor recording, *Sing, Sing, Sing*, that pulls the mitting. Music itself builds to tremendous crescendo, with dance steps building also to huge sendoff. Music for the East Indian routine also is much improved, with ork adding xylophone and marimba player and bongo drummer to bring out full effect of a great East Indian dance melody.

Joey Bishop to Chez

Joey Bishop, who spent a year at the nearby Vine Gardens, has made the jump to the Chez easily, with the youngster's scared approach to comedy hitting immediately here. He does not work a set routine but rather welds a series of stories proficiently into a solid 10-minute solo stint, before working with Chinese baritone, Jack Soo. The latter, a good-looking, husky baritone with an original voice, does well in the throating department, but needs to relax a bit more to enhance the duo work. Their enactment of a bank robbery scene and their parody on the (See CHEZ PAREE on opp. page)

Delmonico Room, Hotel Delmonico, New York

(Thursday, February 24)

Capacity, 200. Price policy, \$3-3.50 minimum. Shows at 10 and 2. Owner-operator, David Phillips; manager, Thomas Fuller. Booking, non-exclusive; publicity, Jean Dalrymple. Estimated cost of this show (including music), \$700.

The return of Paula Laurence brought out a mob of legit people who helped make it look like an opener of a big-time musical which came in with plenty of advance notices.

Basically, Miss Laurence's work hasn't changed since the days she broke in her act at Le Ruban Bleu. The formula still consists of a prim, prissy delivery which adds piquancy to her original numbers and builds to terrific yocks. Most of her material is old, tho she has dressed up a few of her specials with some new intros for modern effects. One of her best responses came from a new number based on Tennessee Williams' play, which the preem night crowd thoroly understood and appreciated. Its commercial value with a non-Equity trade, however, is open to question.

It was Miss Laurence's oldies, *Mother India* and *Violets*, almost classics in her hands, that registered solidly. The gal was on for about 30 minutes, and judging from the hands she got, she could have stayed on much longer.

Delmonico Decor

The Delmonico Room, a new spot for this reviewer, is done in excellent taste. It's quiet and dignified, and its candle-lit tables are flattering to the fem trade. The decorations by Paul Morrison and Richard Barr, with lighting by Bill Richardson, have utilized grey and wine into an attractive whole. Bouquets, backed by tufted walls and framed with gold mirrored borders give the spot a feeling of opulence and quiet dignity that should help make the room a going proposition.

The spot is made to order for top singles who can draw. It also means it will have to spend to get the lush trade. At present, the room operates on a percentage policy. The current attraction, Paula Laurence, is in for \$300 plus 20 per cent of the take over \$2,000. The band, Joel Shaw's four-piece combo, plays a lot of music for such a small unit. It has a good beat and gets customers on the floor. The stage, incidentally, a surprisingly well arranged affair for such a room, can stand more sidemen, to give more body if not for looks. *Bill Smith.*

Mayfair Room, Blackstone Hotel, Chicago

(Wednesday, February 23)

Capacity, 325. Price policy, \$1 cover and \$2 minimum. Shows at 9:15 and 11:45. Booking, non-exclusive. Publicity, Evelyn Nelson. Estimated budget this show, \$3,400. Estimated budget last show, \$2,800.

Headliner Zero Mostel has learned that animation pays a big dividend since his last Chi visit three years ago. Where he previously confined visual effects to zany grimaces and varied facial contortions, Mostel now injects dancing and plenty of arm movement into every part of his new routine. Result is much better attention thruout. The electric coffee percolator impress and his closing j-bug imitation, both oldies, hit the hardest. His aping of Durante has little place in the act but it has some merit because of the unusual stuff he tries. His one try at a vocal, a parody on mother songs, showed that he can put over a singing bit easily. Was called back twice.

Dick LaSalle, who previously has worked dance sets at the piano while fronting his nine-piece crew, did several numbers with the accordion. Novelty of instrument as lead in a hotel crew made squeeze-box work stand out. *Johnny Sippel.*

Club Boheme, Hallandale, Florida

(Monday, February 21)

Capacity, 220. Prices, \$7.50 beverage minimum. Show at 9:30 p.m. Operator, Jake Lansky. Booking, George Woods, William Morris agency. Publicity, Sy Shapiro. Estimated cost this show, \$10,000.

The greatest testimonial to the success of Danny Thomas in this Club Boheme engagement is the five-day advance reservation required of patrons wishing to see him.

Thomas is one of the few entertainers today who can sustain a show all by himself, staying on the floor for periods of 70 minutes and longer.

Danny is doing all his most famous bits, including those recently recorded under MGM label—*It's a Great Country, America, Chloe, Archaeologist's Lament, Anyone With a Million Dollars Can Be a Millionaire* and the piece with which he has become identified, the Jack number.

With his accompanist, Walter Popp, at the piano, and Teddy Powell's orchestra backing him up, Danny is the whole show—literally, because he's the only act on the bill. *Dick Lowe.*

Lueders Sees Vaude Revival

DETROIT, Feb. 26.—The prediction that vaude is about to come back was made to members of the Michigan Theatrical Booking Agents' Association at their annual installation banquet this week by Henry H. Lueders, of the United Booking Service, dean of local bookers, who was installed as president.

Lueders told the bookers: "Vaude will return provided it is put on in the right manner and not as a grind show. The policy of three shows a day, with four on Saturdays and Sundays if needed, is all right—but not five or six shows a day.

"Shows cannot be put on in a slipshod manner.

"Competition is keen, and a lot of it is going to drop out, but people are hungry for talent."

The bookers' other new officers are vice-president, Ray Gorrell, Delbridge & Gorrell Agency; secretary, Val Campbell, Gus Sun Agency; treasurer, Lois Davis, independent booker; directors, Peter J. Iodice, Amusement Booking Service; Max and Bill Gail, Max Gail Orchestras; Del Delbridge, Delbridge & Gorrell Agency, and Edna Ray, Gus Sun Agency.

Arden Records Folds

DETROIT, Feb. 26.—The Arden Record label, established here two years ago, has folded, according to Glenn Moore, orchestra leader and one of the original partners, who now heads the American Record Pressing Company. The latter is pressing a few indie labels. William Basharr, another of the original partners, still has Melmore, Inc., and the Maratone Record label, but is inactive at present. Marian Kay, a songwriter who was the third partner, has moved to Hollywood, and with her departure both the Arden title and the companion Robin Hood Music Publishing Company have been dropped.



LARRY LEVERENZ

Announces
THIRD SEASON
PATIO DELRAY
Delray Beach, Fla.
Individual Styling
ORGAN PIANO
VOCALS
SOLOVOX

ARTINI & CONSUELO

"Dansation"

CHICAGO THEATER, Chicago

March 5th

PRESIDENTIAL PRESS BALL, Washington, D. C.

March 7th to May 4th

MAYFLOWER HOTEL, Washington, D. C.

May 5th

PALMER HOUSE, Chicago

DIRECTION: MUSIC CORPORATION OF AMERICA

THE SKYLARKS

GILDA MAIKEN
CHICK GALE

GLADYS VESELY
JOE PRYOR

GEORGE BECKER

RECORDS

with
Bing Crosby
Woody Herman
Dinah Shore

● BOB McLAUGHLIN Television—KLAC-TV

RADIO

National Broadcasting Co., coast-to-coast, with Henry Russell and Orchestra.

NOW WITH

HARRY JAMES

AND HIS ORCHESTRA

on COLUMBIA Records

Personal Management: ROCKY CARR, Hollywood

Philly Tower Break-In House

NEW YORK, Feb. 26.—The Tower Theater, Philly Paramount house, will be used for dress rehearsal and break-in dates by the chain for shows slated to open at the New York Paramount. The plan will start March 8, when the incoming Paramount bill reopens the house.

The show, a one-day affair, will represent the first time in 18 years the Tower has used flesh. Chain booker, Harry Levine, however, emphasized that it was not the start on any weekly policy, tho he admitted that it might become so after it was seen how business was and what was available.

The use of the Tower, a 3,000 seater, means that New York Paramount shows which previously broke in at the Ritz, Newburgh, N. Y., will now do their break-ins at the Tower.

The first show to come into the Tower under the new plan will consist of the Elliot Lawrence ork, Larry Storch, King Cole and Helene and Howard.

FOLLOW-UP REVIEWS

COPACABANA, NEW YORK: This is Phil Regan's first job at the Copa, and the fact that the Irish ex-cop singer is a draw was evidenced by the bottle buyers at the dinner show. If the same kind of business keeps up, Regan could well become a pretty hot property.

But tho Regan was the headliner, the big floor results came from Irwin Corey. That little guy can get yocks for three or four minutes of his characteristic pantos that many comics can't get from chatter. For this date, Corey used a tax routine that got some good results. Unfortunately, the routine was so weighted with lulls, the comic frequently lost his audience. The fact that he can lose them and get them back in the same routine is an indication of his talents. Just the same it is a dangerous procedure, indicating a need for sharp pruning. The rest of Corey's act consisted of his comedy waiter bit, audience ribbing, etc., which put him way ahead. He left to a tremendous hand.

Regan's Ovation

Phil Regan came on to almost an ovation, using his *Irish Washerwoman* intro for all it was worth. There is no question of Regan's ability to chant. He phrases well and stays on key. But since last caught (Persian Room) he has developed a slow style, backed by some tricky arrangements, that pulls pacing down to a walk. For example, he opened with a crawly arrangement of *It's a Grand Night for Singing*, followed with *Too-Ra-Loo* and a long medley, all in slow tempo. But if the first part of his act was dully paced, the latter half with oldies, audience participation and rhythm songs got unanimous acclaim.

Basically, however, Regan stayed on too long, working that milking, mincing walk-off to *Irish Washerwoman* to a point of annoyance. The fact that the song draws on-beat applause is a good commercial gimmick. A little of it, however, would go much better.

Giselle and Francois Szonyi won big hands with their one-arm lifts and trick spinners. The team, a recent New York import, has been working steadily for the past year. It started at the now shuttered Le Directoire, went to the Strand, the Music Hall and now the Copa. The good-looking brother-sister act does a good job wherever caught and here was no exception. *Bill Smith.*

RALEIGH ROOM, WARWICK HOTEL, N. Y.: The Jose Melis Trio, which has bowed into this room, impresses as a capable outfit. The major spark, however, came in the listening portion where the tall, bespectacled, thinnish keyboarder shone as a virtuoso. As a concert pianist, Melis showed a good feeling for the classics, displayed a fine technique and sold it with his accented English chatter.

To heighten the commercial appeal of his work, the lad has a routine asking audience to call out phone numbers which he picks out on the piano, using them as a central theme, and again to audience requests, builds the theme around a Bach, Liszt and similar classicists. Tho idea isn't new, it nevertheless pulls. An intelligent audience familiar with long-hair music co-operated enthusiastically to give the idea a lot of heft.

In the dance sets the trio (piano, bass and drums) did okay, tho it was obvious that outside of the society tempos and an occasional rumba, the beat wasn't too solid. *Bill Smith.*

CHEZ PAREE

(Continued from opposite page)

Andrews Sisters' standard, *Sonny Boy*, got heavy yockage, but on straight quipping between the two, Soo's nervousness had a noticeable ill effect. When Soo broke out with a handsome smile occasionally, good effect was immediately noticeable.

Mary Small Chirps

Radio chirp Mary Small needs to identify herself with a particular style and some more original material if she wants to capitalize on her radio name thru personals. Gal, a cute blonde, does standard shouting versions of pops and standards that miss fire, with her one original, *But He's Too Healthy*, getting a good return and showing she could produce with a new approach.

The Chez Adorables, eight tall showgirls who do okay job of dancing, looked better than in the last show in *Cocktails for Two* number, which minimized terping but gave them plenty of chance to show off their gams on cocktail chairs. Their Hawaiian number was strictly a routine islands production. Production singer Jack Wallis did a good back-up job. Cee Davidson's house ork did swell job with Cole's intricate and important music. *Johnny Sippel.*

STEM HOLDS BIG

(Continued from page 43)

grossed an impressive \$95,000 in its last week, with Danny Kaye, Georgia Gibbs and *Yellow Sky*. New presentation, reviewed this issue, is Rudy Vallee, Morey Amsterdam, Maurice Rocco, the Ice Show starring Cecilia College and *Down to the Sea in Ships*.

Capitol (4,627 seats; average \$66,000) had a bad first week, grossing only \$57,000. The bill is Charlie Spivak and his ork, Dave Apollon, Anne Jeffreys and the three Swifts. *Pic, Caught.*

Strand (2,700 seats; average \$45,000) cleared \$50,000 for its final week with Jack Carson, Marion Hutton, Robert Alda and Chris Cross and his ork and *John Loves Mary*. The gross the week before was \$51,000. The new bill consists of two films—*Johnny Belinda* and *The Treasure of Sierra Madre*.

ROXY, NEW YORK

(Continued from page 43)

costumed and music and singing gave it lots of body.

Cecilia Colledge, English skater in her Stem preem, showed ability but little salesmanship. Her graceful skating figures were distorted by a fluttery costume. She also displayed a nervousness, which will probably wear off, that detracted from her work. *Bill Smith.*



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
WHOLESALE and
RETAIL LIST on latest
style Hair Pieces.
SELAN'S
HAIR GOODS CO
32 N. State St.
Dept. T
Chicago 2, Illinois

- Waterfalls
- Chignons
- Boys
- Switches
- Formations
- Toupees
- Braids
- Page-Curls
- Trans-formation
- Wigs

Trampoliningly Yours

PAUL & PAULETTE TRIO



Opening for Extended Run on March 8
THUNDERBIRD HOTEL
Las Vegas
Direction:
LOU COHAN, 203 N. Wabash, Chicago



IT'S THE SAME OLD SHILLELAGH
But it is just what you need to CELEBRATE PADDY'S DAY
IRISH TENORS, IRISH COMEDIANS, put your number over with a real shillelagh. IMPORTED FROM IRELAND, with a notarized statement to prove it; made of real Blackthorn.
Two sizes:
\$7.50 and \$10.00 each.
Limited quantity—order at once.
LESTER, LTD.
14 W. Lake St., Chicago

COMEDIANS WANTED

For sensational introductory offer, A COMPLETE COMEDY ACT in perfect continuity with Gags, Stories, Routines, Introductions and Heckle Stoppers written by professional script writers • This is NOT a Gag File • It is a Boffo Act ready to perform • Due to our new policy, we offer all for the low price of \$5.00 • This is the best deal in the Biz! • Also Sock Song Parody Free with your order • C. O. D.'s accepted. Ready Now: Acts #18 and #19 • \$10 Ea.
STAR BUILDERS
★ Box 907, G. P. O., New York 1, N. Y. ★

THEATRICAL and COSTUME MATERIALS

Accessories and Supplies
FLAME-PROOF CELLOPHANE HULA SKIRTS
METAL SPANGLES • SOLID SEQUIN • FEATHERS • METALLICS • SATINS • TAFFETAS • NETS • TARLETANES • BLACK LIGHT MATERIALS and RIBBONS
Everything for your costumes and decorations.
1949 CATALOGUES now ready. Write for yours. Amazing low prices.
SOUTHERN IMPORTERS & EXPORTERS
200 Fannin Bldg. Houston 2, Texas

Always -
THE SHOWMAN'S FRIEND
in Los Angeles
500 Modern Rooms
with bath and radio
"Foremost on the Coast"
ALEXANDRIA HOTEL
Fifth at Spring • Los Angeles
FRANK WALKER, General Manager
Formerly at Olmsted, Cleveland, O.

IN PHILADELPHIA, PA.
CLINTON HOTEL 10th BELOW SPRUCE
200 OUTSIDE ROOMS from \$2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
Beautiful Air Conditioned Cocktail Lounge
WALKING DISTANCE OF ALL THEATRES

COMEDY MATERIAL

for all branches of theatricals
FUN-MASTER
"The ORIGINAL Show Biz Gag File"
Nos. 1 to 22 @ \$1.00 Ea.
(Order in sequence ONLY)
SPECIAL: The first 13 files for \$8.00!!!
8 DIFFERENT BOOKS OF PARODIES
(10 in each book). \$10 per book. Send 10¢ for lists of other comedy material, songs, parodies, minstrel patter, black outs, etc. No C. O. D.'s.
PAULA SMITH
200 W. 54th St. NEW YORK 18

DOUBLE HORIZONTAL BARS

No guy lines needed. Can be set on dance or any floor. Can be set from folded position in 23 seconds in night clubs, 8 seconds in theatres.
KENNY GILFRY
609 MARSHALL AVE., BUENA PARK, CAL.
Phone: Buena Park 7627



NOW! the EMCEE magazine
Contains original material. Monologues, Parodies, Band Novelties, Dialogues, Patter, Gags, Jokes. Subscription to 10 issues, \$2.00. Add \$1.00 for 4 gagpacked back issues. EMCEE, Desk 23, 1508 So. Homan Ave. Chicago 23, Ill.

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

Acts ★ Attractions

Going East or West
BREAK YOUR JUMP
Write—Wire—Phone
CAPITOL THEATRICAL ATTRACTIONS
210 W. Adams Phoenix, Arizona
Can also use Strips

WANTED

FOR IMMEDIATE OPENINGS
Girls, Piano Players, Duos, Trios, etc.
Write—Wire—Phone
AL DVORIN AGENCY
54 W. Randolph St. Chicago 1, Ill.
Phone: Franklin 2-4980

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment.
SHELL SCENIC STUDIO 581 S. HIGH Columbus, O.

Figure It Out

NEW YORK, Feb. 26.—A Lakewood, N. J., agent came to the American Guild of Variety Artists (AGVA) with a complaint and asked for a member of the board. He was referred to the chairman, Jackie Bright. The agent charged "unethical practices" by another agent and told how a promoter came to see him when he wasn't in. The promoter was referred to a competitor, who, he was told, was associated with the first agent. The promoter and the competitor made a deal leaving the first agent out in the cold. A show was arranged and \$50 deposit was paid, but the tickets weren't going too well, so now the promoter wanted the first agent to take over again. And what could AGVA do about it? Bright replied there were two reasons why AGVA could do nothing. The first was that AGVA didn't enter into conflicts between agents and the second that he (Bright) was on the show. The agent looked startled, turned to his companion and said, "Come, Sam. We lost the case."

Ballet Russe Pulling 'Em In

NEW YORK, Feb. 26.—Whatever the astrological signs may be, it appears that the current portents are financially good for the tulle and tights brigade. The Ballet Russe de Monte Carlo moved into the City Center for a "spring" season of four weeks Monday (21) to a usual preem night house that had the faithful hanging from the rafters and with an advance sale of some 60G already in the till. Preem night of a similar date last year raked up only a \$35,000 advance. What is even more indicative of a ballet financial nip-up is the report that the troupe's grosses for its four-and-a-half-month road trek since last October ran some 30 per cent over receipts of previous year. Practical sellouts were encountered along the way except in towns in the Deep South.

The group offered balletomanes popular preem night fare opening with the inevitable *Les Sylphides* and continuing with an excellent edition of *Pas de Quatre*, featuring Ruthanna Boris, Alexandra Danilova, Gertrude Tyven and Nathalie Krassovska as the 19th Century ballerinas. *Seventh Symphony* had third place on the bill with virtually all principals in the troupe actively engaged in the stepping, and the wind-up was *Gaite Parisienne* to send the customers out completely happy. In the last, Frederic Franklin, Danilova, Tyven, Edwina Fontaine, Leon Danielian and Robert Lindgren danced their usual assignments.

Markova Coming In

Franklin and Danilova leave today for England and a guest session with the Saddlers Wells Ballet, and Alicia Markova and Anton Dolin join the Russe balleters for the remainder of the stand Sunday (27). Also joining the group as a permanent fixture is Oleg Tupine. Danielian, who has been ailing with a case of shingles and who was able to make only one appearance on preem night, is expected to be back in the groove by the first of the week.

The Russers are adding only one new ballet to their rep during their stay at the Center. *Love Song*, starring Ruthanna Boris and Danielian, skeds an unveiling next Tuesday (1). A revival of Fokine's *Carnival* is also set for March 8 for the special featuring of Markova and Dolin.

Pop prices, as usual, prevail, with a top tariff (including tax) of \$3. Mats are on Saturdays and Sundays.

Bob Francis.

ROUTES Dramatic and Musical

At War With the Army (Wilbur) Boston
 Allegro (Biltmore) Los Angeles.
 Annie, Get Your Gun (Paramount) Toledo, O.
 Blackstone (WRVA Radio Theater) Richmond, Va., 1-3; (Center) Norfolk 4-5.
 Born Yesterday (Geary) San Francisco.
 Brigadoon (American) St. Louis.
 Drunkard, The (Studebaker) Chicago.
 Desert Song (Rajah) Reading, Pa., 2; (Hershey) Hershey 3-5.
 Emerald Staircase (Plymouth) Boston
 Finian's Rainbow (Shubert) Chicago.
 Favorite Stranger, with Kay Francis (Memorial Hall) Independence, Kan., 2; (Music Hall) Kansas City, Mo., 3-5.
 High Button Shoes (Cass) Detroit.
 Harvey (Walnut) Philadelphia.
 Harvey (Blackstone) Chicago.
 Heiress, The (Hanna) Cleveland.
 Ivy Green (Grand) London, Ont., Can., 4-5.
 Inside U. S. A. (Shubert) Boston.
 Lunt & Fontanne (Lyceum) Minneapolis, 1-3; (Auditorium) St Paul 4-5.
 Make Mine Manhattan (Nixon) Pittsburgh.
 Medea, with Judith Anderson (Empire) Syracuse, N. Y., 2; (Strand) Ithaca 3; (Auditorium) Rochester 4-5.
 Man & Superman, with Maurice Evans (Chief) Colorado Springs, Colo., 2; (Capitol) Colorado Springs 2; (Capitol) Salt Lake City 4-5.
 Mr. Roberts (Erlanger) Chicago.
 Oklahoma (Auditorium) Columbia, S. C., 2-3; (Municipal Aud.) Augusta, Ga., 4-5.
 Oklahoma (Colonial) Boston.
 Olsen & Johnson (Curran) San Francisco.
 O Mistress Mine (Cox) Cincinnati.
 Raze the Roof (Great Northern) Chicago.
 Street Car Named Desire (Davidson) Milwaukee.
 Show Boat (Tower) Atlanta.



BROADWAY SHOWLOG

Performances Thru February 26, 1949

Dramas

Title	Opened	Perfs
Anne of a Thousand Days (Shubert)	12- 8, '48	94
A Streetcar Named Desire (Barrymore)	12- 3, '47	487
Born Yesterday (Henry Miller)	2- 4, '48	1,288
City of Kings (Blackfriars Guild)	2-17, '49	9
Death of a Salesman (Morosco)	2-10, '49	20
Diamond Lil (Coronet)	2- 5, '49	25
Edward, My Son (Martin Beck)	9-29, '48	172
Goodbye My Fancy (Fulton)	11-17, '48	117
Life With Mother (Empire)	10-28, '48	149
Light Up the Sky (Royale)	11-18, '48	116
Madwoman of Chaillet (Belasco)	12-27, '48	72
Mister Roberts (Alvin)	2-13, '48	432
My Name Is Aquilon (Lyceum)	2- 9, '49	23
Private Lives (Plymouth)	10- 4, '48	168
Red Gloves (Mansfield)	12- 4, '48	97
Silver Whistle, The (Biltmore)	11-4, '48	111
They Knew What They Wanted (Music Box)	2-16, '49	13

Musicals

All for Love (Mark Hellinger)	1-22, '49	41
Along Fifth Avenue (Imperial)	1-13, '49	82
As the Girls Go (Winter Garden)	11-13, '49	121
Carousel (Majestic)	1-25, '49	38
High Button Shoes (Broadway)	10- 9, '47	580
Miss Me, Kate (Century)	12-30, '48	68
Lend an Ear (Broadhurst)	12-16, '48	84
Love Life (46th Street)	10- 7, '48	164
Where's Charley? (St. James)	10-11, '48	160

ICE SHOWS

Howdy, Mr. Ice (Center)	6-22, '48	419
-------------------------	-----------	-----

OPENINGS

The Big Knife (National)	2-24, '49	4
Anybody Home (Golden)	2-25, '49	8

COMING UP

Two Blind Mice (Cort)	3- 2, '49	
-----------------------	-----------	--

CLOSING

Richard III (Booth)	2-5, '49	28
Saturday (26)		

Circle Players Take On Coronet Theater

HOLLYWOOD, Feb. 26.—The Circle Players, local experimental group, in association with Paul Schreiberman, have added the operation of the Coronet Theater to their activities. Coronet policy calls for productions of only new plays. A preem of William Saroyan's *Don't Go Away Mad* is skedded for the lead-off.

The Players will continue to operate their current showcase, the Circle and Circle Experimental theaters. The former will present Moliere's *A Doctor in Spite of Himself*, directed by Mabel Albertson, this month. The experimental house unveils an American preem of Albert Camus's *Caligula* in March. Albert Band is directing, with Dorothy Comingore and James Anderson set tentatively for leads. *Caligula* may be offered later at the Coronet.

Cyril Jones is official set designer for all Circle productions.

Simon Takes Over As Equity Exec Sec

NEW YORK, Feb. 26.—Arrangements were completed at the Actors' Equity council meeting Monday (21) for Louis Simon to take over his new duties as the org's executive secretary Tuesday (1). Angus Duncan has agreed to continue as assistant executive secretary.

No selection of a successor for Simon, who retires as manager of Veterans' Hospital Camp Shows (VHCS) activities, has been named by that org's directors. The VHCS board meets next week to fill the vacancy.

Wing Huddle Set On Perry Awards

NEW YORK, Feb. 26.—The American Theater Wing committee in charge of the Antoinette Perry Awards, yearly laurels given in memory of the late Miss Perry, meets Wednesday (2) to decide the categories in which the awards will be made at the annual dinner April 24 at the Waldorf. The committee will also select a permanent award from designs submitted by members of the scenic designers' and costumers' unions.

No restrictions have been put on the nature of the designs, which may be in the form of statuettes, plaques or what have you, just so long as they embody the spirit of theatrical achievement. Ten designs are already in the Wing's hands and many more are promised for the deadline Tuesday (1).

The Perry awards committee comprises James Reilly, chairman; Brock Pemberton, Vera Allen, Dwight Deere Wiman, Gilbert Miller, James E. Sauter, Charles R. Iucci, Solly Pernick, Kermit Bloomgarden and Brooks Atkinson.

Barter Troupe to Denmark

RICHMOND, Va., Feb. 26.—Robert Porterfield, founder and managing director of the Barter Theater, announced this week that 17 members of the Barter company will go to Elsinore, Denmark, to present its production of *Hamlet* at the National Theater there June 17-28. Nat Karson, who designed the *Hamlet* sets, will go to Denmark in advance of the troupe to inspect Kronberg Castle and design sets for the production there. After the Elsinore engagement the same company will present John Patrick's *Hasty Heart* for American troops in Germany. The Barter company will present *Hamlet* in Emporia, Va., and Franklin, Va., March 9 and 10 respectively and in Norfolk and Portsmouth, Petersburg and Newport News the following week.

Foreign Opening

SEPTEMBER TIDE

ALADDIN THEATER, LONDON

A new play by Daphne du Maurier. Staged by Irene Hentschel. Sets by Michael Relph. Costumes by Molyneux. Stage manager Robert Langford. Press representative, Valerie Byerley. Presented by Tennent Productions in association with the Arts Council of Great Britain.

Mrs. Tucket.....Dandy Nicho
 Robert.....Cyril Raymon
 Cherry.....Anne Lee
 Evan.....Michael Goug
 Stella.....Gertrude Lawren
 Jimmy.....Bryan Forb

The author of *Rebecca* and *Jamaica Inn* has written a new vehicle *September Tide*, and Gertrude Lawrence will be kept busy as long as she chooses to star in it. This Daphne du Maurier-Gertrude Lawrence combination is irresistible and the crowd pressing into the Aldwych Theatre in London's West-End are proving it.

This is a perfect play for a mass audience. It will give the ladies in their 40's a new lease on life, beside supplying a vicarious thrill or two. It has just the right ratio of raciness and respectability to rejoice Broadway—but don't import it without Gertrude Lawrence, for there is too much empty pitter-patter to be eased on the ears without a star as capable and exciting as she to hold it together.

Played against Michael Relph's cheerful, comfortable Cornish cottage set, the story revolves around Stella, a still attractive widow, and her unconventional ex-husband (British brand daughter married just two months to a painter son-in-law who is attracted to her simple, seductive old world charm the moment they meet. The 15 years older than his wife, whom he married because she was a good sport, and knew a good painting from a bad one, he is still 10 years younger than her mother. His love for Stella, the complications because he and his wife are living in the same cottage with her, and his sudden decision to accept the offer to go to America and earn "lots of money" form the crux of the plot.

Miss Lawrence floats thru this bit of rough fluff as gaily and charmingly as in any role of her career. She holds interest every moment she is on stage and hides with her inimitable skill the flimsiness of the character she plays. Michael Gough gives a sincere if not always dynamic, characterization of the terribly famous painter and is particularly effective in the more subtle moments of the play. Anne Leon makes a pert, likable tomboy wife, and Cyril Raymond is credible as Stella's stuffed shirt suit of 15 years' standing.

Irene Hentschel has directed *September Tide*, keeping things moving at a pace to highlight the comedic values of the play. Jean White.

"Okla." 30G at Norfolk

NORFOLK, Feb. 26.—*Oklahoma* grossed \$30,000 for the week at the Center, playing to full houses at every performance but one. The take was regarded as highly satisfactory even in ordinary circumstances, and phenomenal considering opposition—boy evangelist and healer playing, runaway crowds nightly in the Arena adjoining the Center, wrestling matches with Jack Dempsey refereeing, two Little Theater productions and one night of heavy rain.

"Highland Fling" Grounded

NEW YORK, Feb. 26.—Equity Library Theater (ELT) has been forced to postpone presentation of *A Highland Fling*, skedded for three performances beginning Sunday (2). Delay is caused by the forced withdrawal of Wesley Addy from the lead slot. Addy has been signed to Jed Harris's *The Traitor* and he is unavailable for ELT production. His part will be recast and *Fling* presented within the next two weeks.

Ban on Reds Nixed By British Equity

LONDON, Feb. 26.—British actors and actresses have turned down a proposal to ban all Communists from their ranks. The action was taken at a meeting of British Actors Equity at the Whitehall Theater attended by 700 members.

Leslie Banks was chairman of the meeting. The session was attended by all sections of the industry represented in Equity. The purpose was to discuss Communism in Equity.

The motion, put forward by actor Ralph Truman, that Communists should be purged from Equity was defeated by a 3-1 vote. The meeting, however, finally voted 2-1 in favor of a probe into Communist members within Equity. No indication was given as to just how far this investigation would go.

While invitations were sent to the 9,000 members of Equity, only 700 attended.

Reading Barn Opens in June

READING, Pa., Feb. 26.—The Green Hills Lake Theater, summer stock playhouse, will reopen in June. Producer-Manager George R. Snell announced this week. The troupe will offer Broadway successes with guest names in the leads.

OUT-OF-TOWN OPENINGS

THE EMERALD STAIRCASE

(Opened Thursday, February 24)

SHUBERT THEATER,
NEW HAVEN, CONN.

A play by Dalton Trumbo. Directed by Herman Shumlin. Setting by Leo Kerz. Costumes by Eleanor Goldsmith. General manager, Charles Harris. Press representatives, Samuel J. Friedman and Harvey Sablison. Stage manager, James Gelb. Presented by Lee Sablison.

Bert Hutchins.....Thomas Mitchell
Horton Paige.....Russ Brown
Elsie Hutchins.....Dorothy Peterson
Laurie Hutchins.....Lola June Nettleton
Buddy Gwynne.....Robert Readick
Dr. Jay Stewart.....Walter Abel
Miss Tipton.....Charity Grace
Sam Wilkins.....Rhys Williams
Dr. Rolfe Willow.....Brent Sargent
Col. Jared Rumley.....Pay Roope
John Troybalt.....William J. Kelly
First Nurse.....Alexander Lockwood
Second Nurse.....Ben Metz

Public acceptance of this play will be sharply divided into two distinct classes. The majority of theater-goers will find it hilarious comedy—and will love it every minute. However, there will be a definite group that not alone will consider it unfunny, but will even resent it. This group will number among its members the highly religious and those who have had recent deaths in the family. Especially when you consider that the author has laid his broad comedy in a mortuary, and lists as his leading characters a well meaning, but conniving undertaker; a tipling doctor; a psalm-singing, bible-quoting reprobate, and a country newspaperman who suddenly favors "mercy killing" if it will give him a good story.

The plot concerns the attempts of a small town undertaker and his drunken doctor friend to kidnap the body of a recently deceased international financier, so that they can stage the expensive funeral, and thus send the mortician's daughter to New York to pursue a dancing career.

Resurrection

The corpse, of course, comes to life, and the ensuing complications that arise as the undertaker and his friends debate the advantages of keeping the old man alive or doing away with him make up the remainder of the play.

The situations are extremely funny—depending on the viewpoint—and judging from the howls of first night laughter, there are many who relish the so-called Continental humor.

Thomas Mitchell as the mortician does a first-rate job. His workmanship leaves nothing to be desired, and his interpretation of the well meaning but easily swayed undertaker is thoroughly convincing. Walter Abel, who plays the doctor, is a little bit out of his element, but manages to turn in a good job on a part that isn't exactly made for him. His role was not nearly as form-fitting as that of Rhys Williams's, who plays the religion-spouting sinner.

In the supporting roles, honors must go to Charity Grace, who plays a pixilated nurse, and who will make her first Broadway appearance in this play. Her short but capable chore gets a well deserved hand when she makes her exit. On the other hand, Dorothy Peterson, who has made her mark in the movies, proves that Hollywood technique can easily spoil a good actress for the legit. Her role as mother is wooden and without warmth, and she makes the worst impression of anyone in the cast.

Herman Shumlin's direction falls short of the mark, and pacing was particularly bad. The show drags in too many spots and general motion seems too erratic. The setting by Leo Kerz is adequate.

In sum, *Emerald Staircase* can easily become a top-flight comedy that will be enjoyed by many and condemned by a few. The first act needs tightening, and the third act needs rewriting. As it stands now, the show has a bad final curtain. This staircase can easily become an escalator that will move either up or down, depending on the work done on it, before its Stem opening.

Sidney Golly.

OUT OF ORDER

(Opened Wednesday, February 15)

LAS PALMAS THEATER,
HOLLYWOOD

Revue presented by the Straw Hat Theater, Inc. Assembled and directed by Elizabeth Berryhill. Settings designed by Corka. Technical direction by James Cameron. Musical direction by Gordon Connell. Costumes executed by Carol Brumm. Business manager, Robert Variel. Stage manager, James Cameron. Press representative, Jack Proctor. CAST—Jane Bennett, Louis Bennett, Elizabeth Berryhill, Carol Brumm, Gordon Connell, Robert Cowell, Charles Hulise, Marilyn MacCamy, Jim Myers, Nan Tillson and John Tomaszke. Pianists, Maurice Engleman and Gordon Connell.

Out of Order is a satirical revue that occasionally touches the funny-bone, but too often misses the belly-laugh mark. It consists of a series of episodes. Each resembles a New Yorker cartoon come to life—it is either riotously funny, or at worst leaves you with a half-chuckle. Sock spots are so rare it would be simpler to include the winning episodes in a new revue, rather than attempt to doctor *Out of Order*.

Best of the lot is a sequence tagged *Foreign Movie*. For this, the center of the stage is framed in to resemble a flicker screen. Two individuals (Gordon Connell and Carol Brumm) take part in a scene of love and violence with dialog apparently in Italian. English translation is flashed on via a series of card strips appearing at the bottom of the frame. Comedy effect is heightened when only a single English word is supposed to represent a lengthy speech in the foreign tongue. Another milt-winning episode is *Vintage of 1918*, a take-off on early silent movies. A flickering light is used to give the illusion as Nan Tillson, Robert Cowell and Charles re-enact the meller-drama, with Steinwayers providing the typical silent movie keyboard background.

Order is staged and presented by Straw Hat Theater, a group formed by Elizabeth Berryhill in San Francisco, where it has produced numerous original stage vehicles. This is its first Los Angeles venture.

Lee Zhitto.

Kent To Do Cyrano Set

NEW YORK, Feb. 26.—Carl Kent will do the set for the Jose Ferrer-Walter Hampden scene from *Cyrano* for the forthcoming American National Theater and Academy album at the Ziegfeld Theater March 6. Kent last designed the scenery for *Leaf and Bough*.

MINIMUM BOOST

(Continued from page 42)

conditions. They were approved at AGVA's membership meeting here February 2. Wage hikes were first okayed two months ago, and tabled when local agents objected. After study by AGVA's local board, the matter was resubmitted to membership and approved.

Pay hikes for the local area are generally higher than those set for New York (*The Billboard*, February 12). Singles working one to 30 miles from Los Angeles will be guaranteed a minimum of \$25 per stint; doubles will get \$40; triples, \$50; quartets, \$60, and chorus girls, \$15. Scale for out-of-town jobs is proportionately high, with singles getting a \$40 minimum for dates worked 61 to 125 miles from home base.

Working conditions call for 7½ cents per mile transportation or equivalent in first class rail fare. If the act is forced to remain overnight, the agent is to pay expenses. Acts doing two shows will receive one and a half times minimum wage. If the show is delayed for more than 45 minutes beyond skedded starting time, talent will get one-quarter of full salary for each additional hour. Acts doubling and forced to leave because of delays will be paid full salary. Signed contracts will be required for all club dates and salaries are to be paid within 24 hours after performance.

BROADWAY OPENINGS

THE BIG KNIFE

(Opened Thursday, February 24)

NATIONAL THEATER

A drama by Clifford Odets. Staged by Lee Strasberg. Set by Howard Bay. Costumes by Lucille Little. Business managers, Forrest C. Haring and J. H. Del Bondio. Stage manager, Amble Costello. Press representative, Tom Weatherly. Presented by Dwight Deere Wiman.

Russell.....Frank Wilson
Buddy Bliss.....William Terry
Charlie Castle.....John Garfield
Patty Benedict.....Leona Powers
Marion Castle.....Nancy Kelly
Nat Danziger.....Reinhold Schunzel
Marcus Hoff.....J. Edward Bromberg
Smiley Coy.....Paul McGrath
Connie Bliss.....Mary Patton
Hank Teagle.....Theodore Newton
Dixie Evans.....Joan McCracken
Dr. Frary.....John McKee

The Big Knife preems with a reported \$200,000 advance in the cash drawer plus some 30-odd theater party bookings. It has, too, an assist by way of a movieland star with an obvious draw. So it's plain that enough backlog is present for a moderately successful run. However, *Knife* is going to need every bit of it. Despite some flashes of fine acting, Odet's entry for a playwriting comeback is a progressively dull, unbelievable melo, interlarded with some of the most hyperbolically phony dialog to be heard this season. It is a vast disappointment.

Contrived Drama

Odets is evidently out to excoriate Hollywood and the lush pastures in which he has been feeding these recent years. He goes about it with angry vehemence. Its tawdry colors are painted in with a heavy hand. Unfortunately, righteous anger cannot hide deficiencies in a contrived and muddled drama. Nor does it seem possible that Hollywood is the sinkhole of iniquity he pictures it. It may be that where astronomical sums are involved blackmail flourishes and even premeditations of murder, but as Odets has fitted the pieces together, it just adds up to a selected congregation of heels who grow steadily less convincing.

The melo's centerpiece is a young movie star with wife trouble and a yen for the bottle. His erratic impulses are too varied to follow clearly, but apparently he wants to get out from under and find himself—just where or how is not stated. But he can't because he's a "property," and his studio has enough on him to send him to jail, unless he signs that contract. However, he does blow up, when ordered to sit in on the murder of a little trollop of an extra girl who knows the score and may talk too much. So the lad goes upstairs and kills himself. It seems as good a solution as any.

Garfield's Intense

John Garfield labors heroically to bring the young actor into focus with a vehemence that matches Odets's scripting. By sheer intensity of playing he overcomes many of the awful lines put into his mouth. Nancy Kelly does well by a one-dimensional role of his wife. But the best of *Knife's* impact stems from supporting players, whose over-all acting is excellent. J. Edward Bromberg gives a capital performance as a skulduggierous, rapacious movie tycoon, and Paul McGrath is splendidly slimy as his man Friday. Reinhold Schunzel's portrait of a pathetically paternal agent is likewise out of the top drawer, and Joan McCracken has one finely effective scene as the little trollop. There are useful contributions from Leona Powers, Theodore Newton, William Terry, Mary Patton and Frank Wilson.

Dwight Deere Wiman has given *Knife* a plush production with an eye-filling Beverly Hills rumpus room complete with spiral staircase and the inevitable bar, from the drawing board of Howard Bay. It's just too bad that there isn't a better play to go with it.

Bob Francis.

ANYBODY HOME

(Opened Friday, February 25)

JOHN GOLDEN THEATER

A romantic drama by Robert Pyzel. Staged by Ralph Forbes. Set by Louis Kennel. Company manager, Joseph Williams. Stage manager, Hugh Renne. Press representatives, Bernard Simon and Marjorie Barkentin. Presented by Phyllis Holden.

Franklin.....Jimmy Dutton
Joah.....Emory Richardson
Bill Gordon.....Roger Clark
Kay Howard.....Phyllis Holden
Julia Henley.....Katherine Anderson
Harry.....Lloyd Holden
Taylor.....Valerie Valaire
John Howard.....Donald Curtis

Last October there unveiled a little matter called *Grandma's Diary*, to grab practically unanimous acclaim as the season's lowest ebb. A merciful oblivion may have dimmed the recollection of just how bad it was. But in comparison to what is currently on stage at the Golden, it seems to have been almost a bright sparkling little package. *Anybody Home* easily beats it to the tape as the season's worst to date.

A program note states that Phyllis Holden, with this play, is realizing her ultimate ambition—to become a producer. It is perfectly reasonable that, having decided to do a play, Miss Holden should have picked one by her husband, Robert Pyzel. Since she also likes to act, it is natural that she should pick one with a lead spot for herself. The fact that she is exceedingly wooden in the lead spot is not entirely her fault. Nobody in Pyzel's maundering verbose "romantic drama" can do anything to make its characters come alive. They are strictly cardboard figures superabundantly endowed with amateurish dialog.

Pyzel is concerned with a Westchester couple who are not getting on together. The wife is becoming interested in a playboy neighbor, while papa is immersed in law practice. The twist is that papa seems to be a reactionary and the playboy a liberal. Comes an elder sister to visit and iron things out. There is vast sideboard drinking, and matters go from bad to worse, with mama in her room in hysterics and papa retiring to his club in a dudgeon. Papa thinks the sanctity of his home has been violated by his friend. However, after some Bible-quoting by his affectionate Negro butler and an interminable soliloquy of soul-searching, papa takes mama into a final clinch.

Donald Curtis, as the husband, puts a valiant but losing battle with this tosh, and Emory Richardson makes the butler likable—when he isn't required to recite the 23d Psalm.

Ralph Forbes directed, but one imagines he'll like to forget the whole thing.

Miss Holden will not be a producer long—this time out, anyway.

Bob Francis.

TV HYP'S DATES

(Continued from page 42)

had received phone calls from out-of-town cafes asking for certain performers. In some instances these phone calls came a week later, indicating that show was probably seen on kinescope. "TV has opened a new market we weren't aware of," one office said. "In the past, when out-of-town buyers came to town, we used to take them around and show them various acts, or arranged auditions. Now, if these acts get a TV shot, the buyer sees for himself, and a sale is almost automatic."

In the club date field, however, more and more acts are getting offers from TV viewers who caught them. In many cases acts which have been almost standard but did only occasional club date jobs are now doing four and five shots a week.

Money hasn't picked up to any great extent because budgets for club dates are usually tight. What it has done, however, is to create a new demand and has established TV as a prime showcase.

Magic

By Bill Sachs

THE CHAUDETS, Bill and Mary, formerly with the Blackstone show, are working for the McConkey Music Corporation out of Hollywood. They have just completed two-week stands in Las Vegas, Nev., and San Diego, and Monday (28) opened a fortnight's engagement in Spokane, Wash., after which they hop to Portland, Ore., for a like stay. They plan to head East and South early in the summer. . . . **HOWARD AND ELVONNE**, who have been presenting their 50-minute turn in schools thru Indiana, Michigan and Ohio the last four months, will again be with a med show this spring and summer. . . . Recovered from a lengthy illness, **W. F. MYERS** (La-Mar) resumed with his full-evening show at Clay Center, O., last Saturday (25), sponsored by the VFW. Myers has purchased a Dodge bus to haul the outfit. He is working on a string of auspicious dates that will keep him in Ohio until late spring. . . . **MAURICE COMPTOIS**, French magicker, was guest artist recently at an audience show for youngsters at the Detroit Art Institute and an interview over **WXYZ**, sponsored by "The Detroit Free Press." . . . **MICHAEL (TIM) MULROY**, currently breaking into television with a magic-mental turn, has just concluded a week at the Bowery, Detroit. . . . **DAVID MUSSELMAN** is the new president of Keystone Ring No. 20, International Brotherhood of Magicians, Harrisburg, Pa. Other officers chosen at the recent annual meeting were **GEORGE PINTARCH**, first vice-president; **PAUL SHARTLE**, second vice-president; **JOHN HAIN**, secretary; **S. W. WALKEMEYER**, treasurer, and **ALAN TURNER**, sergeant at arms. Executive committee members are **MERRILL KERSHNER**, chairman; **RUSSELL CHARLES**, **L. A. WATERMAN**, **CHARLES J. JONES**, **M. ZERANCE** and **RALPH SCHRAIDLY**. . . . Society of Detroit Magicians, one of the oldest magical organizations in the country, held its annual party February 19 at the Women's City Club, Detroit, before a packed house of friends and guests. **DR. ZINA M. BENNETT** and **HERB GERMAN** alternated as emcee at a program which highlighted the nifties of **BILL SMITH**, **AL SINK**, **DR. JOHN BUELL**, **MICKEY OSTASKI**, **ALEXANDER THE GREAT** (Kim Lee), **CHARLES WORPELL**, **ARTHUR J. WHELPLEY**, **FRANK A MAND**, **CLARE CUMMINGS** and **KARRELL FOX**.

JACK HERBERT, funny-man magician, moved into the Lookout House, Covington, Ky., Monday (28) for his third return engagement there. . . . **JAY PALMER** and **DOREEN** are back in New York after a 30-week tour of veterans' hospitals for Camps Shows, Inc., during which time they traveled 28,000 miles and played more than 100 hospitals in 42 States. They are currently working private clubs around the Big Town and hope to land bookings in England in the spring. . . . **MILBOURNE CHRISTOPHER** hopped

4A's NTEC Airs New Idea For Television Union

(Continued from page 12)

counsel, who would be charged with negotiating TV contracts in the East, while under a geographic division, the Midwest and Western NTEC branches would negotiate in those areas. It is presumed, that to avoid undercutting, all contracts would have to have the approval of NTEC headquarters.

To complicate matters even more, the proposal as reported would allow each union within the 4-A's to be represented by counsel during negotiations for TV pacts. This would apply until NTEC actually jells into a union acceptable to the 4-A's branches.

Plan Unworkable?

Critics of the NTEC plan say that it is unworkable and "incoherent"; that it would not actually present a united front in TV negotiations and that by setting it up on a six-month, temporary basis, it will fail to command the respect either of the broadcasters or its own members.

Meanwhile, rank and file actors report that actors are getting an increasingly severe hosing in television, not only on pay scales, but in working conditions, especially the unlimited use of kinescope recordings for

by plane recently from Havana to Baltimore to make a date at the Peabody Conservatory, from whence he jumped to Buffalo to do a lecture demonstration at the Statler Hotel. **GENE GORDON** dropped in for a visit at the latter spot. Christopher has a new magazine test trick slated to hit the market in a few weeks. While in Havana, he visited with **CHANG THE MAGICIAN** who was appearing at the Marti Theater there. . . . **PRINCE JULIAN** has just entered his third year at Club Piccadilly, Baltimore. . . . **HARRY DECLEO**, veteran magician and escape artist, after winding up on a string of school and club dates in Ohio, has announced his retirement from the road. He is settled down at 118 East Eighth Street in his native Marysville, O. . . . **PAUL HUBBARD**, currently presenting his magic in West Virginia schools, will have the Side Show with the Burling Bros.' Circus, which opens the season in West Virginia April 23. . . . **CHANG THE MAGICIAN** closed his engagement at the Marti Theater, Havana, February 20 and three days later hit the road with a tent theater featuring an hour of magic by Chang plus a number of vaude acts. The tent theater has a well-equipped stage at one end, with comfortable chairs in the center section, and bleachers around the sides. The company will travel by train. . . . **LIEUT. LEE ALLEN ESTES**, Safety First Magician of the Kentucky State Police, was the subject of a two-column yarn, titled "Highway Houdini," in the February 20 issue of "The American Weekly," which boasts the greatest circulation in the world.

which they are not paid. Looking back at union history, they claim that the same dilatory tactics stalled the formation of a radio actors' union until rank-and-filers within Equity took over when Equity's leaders faltered. Their argument is, that because of the intra-union rat race now going on, and because of the seemingly hopeless clash among union personalities on the exec level, only a full-fledged campaign by "working stiff" can salvage the issue.

The recently proposed AGVA plan, tho not formulized into anything definite, finds considerable approval among the rank and file. Under this plan it is hoped to set up some sort of TV authority within the 4-A's and the gradual elimination of duplicate membership and the many dues performers now have to pay. The one-card system rank and file want will mean one set of dues to one union and that card will permit work in all fields of showbiz.

Hoover To Bankroll 'House' on WENR-TV

CHICAGO, Feb. 26.—The march of commercial television continued here this week with the announcement that, effective March 11, the Hoover Company, for its vacuum cleaner line, will begin sponsorship of *At Our House* on WENR-TV. The husband-and-wife situation comedy program, aired sustaining on WBKB here for months, will be seen Fridays from 8:30 to 9 p.m.

Contract for 52 weeks was placed thru the Leo Burnett Agency.

Jim and Edie Dexter will be featured in the husband and wife roles.

KMPC'S TRAIL

(Continued from page 6)

of time, effort and money would be saved by the commission. The monetary expense, as well as the manpower burden, of a long hearing would also be avoided. Petitioner is advised by counsel that any formal hearing on issues, so intangible in nature and subject to opinion evidence as are here presented, could not be other than involved and protracted, including repeated and lengthy sessions not only at Los Angeles but possibly also at Detroit and Cleveland. Commission counsel has estimated that he will call 25 or more witnesses at Los Angeles alone. It may be necessary for petitioner to call an even greater number.

CLEFFER-LEGIT FOUL-UP

(Continued from page 4)

sible, including the claim of \$250 for the first and \$100 for each subsequent infringement, on the ground that this was a musical-dramatic composition, as well as non-specific damages for the profits derived from the performance. It is also contended by the plaintiffs that there were more than nine cases of infringement.

It is understood that Jones relied upon the producer to clear the song, and assumed that proper clearance for the opera included clearance for the extra number as well, but that there was some slip.

Smith Heads P&G Daytime

NEW YORK, Feb. 26. — Procter & Gamble announced today that Gail Smith will become director of radio in charge of daytime programs, beginning March 1. Smith was formerly with daytime operations and had been shifted to the field of nighttime radio.

Burlesque

By UNO

BETTY JO MORGAN, of Price and Morgan, has gone to her home in Odessa, Tex., to await the arrival of the stork. Sammy is continuing the burly circuits by himself in a new scene, "Snake Pit," with **LOU DEVINE** and **AL BAKER JR.** as co-comics, and **AL BAKER**, straight. . . . **DOTTIE EDWARDS** back in the first line at the Hudson, Union City, N. J., after a week's lay-off necessitated by a spine injury resulting from a fall. . . . **BLAZE FURY** is held over at the Avenue, Detroit, where her mother, **FRANCES PARKS**, continues as producer. . . . **HAL HALPERIN**, of the Bureau of Allied Arts, New York, is auditioning burly comics for television. . . . **WINNIE GARRETT** bowed into the Carousel, Manhattan, Tuesday (22) for three weeks. . . . **SELLY KANN**, former outdoor show advance man, is managing the Teatro Hispano, Spanish movie house in Manhattan. . . . **SYLVIA BROWN**, tapster playing Hirst houses as extra attraction, is the wife of **SID BAKER**, manager of the Park, film theater in Union City, N. J. . . . **MAR-SHAN** is headlining at the Red Barn, Miami Beach, Fla. . . . **WALLY GRANDPRE** is doubling between grocery store bossing and playing the drums in **BABE LAWAS**' ork at the Terris Club, Milwaukee.

LEAH WAKEFIELD, who opened as a feature at the Gem-Follies, Chicago, February 11, is being held indefinitely as talking and specialty woman. **MICKEY JONES** returns to the house March 4 as feature attraction. **MACK D. FERGUSON**, **WILLIE GORDON**, **WALT COLLINS**, **VIVIAN KEENAN** and **DOREE AND BEBE PERRY** round out the cast. Gem-Follies is under management of **AUGIE CIRCELLA**. . . . **GEORGE B. HILL**, after a stretch at the Liberty, San Francisco, is working clubs in that territory. . . . **EDDIE WARE** and **SHERI LAMBERT**, recently at the Hollywood, San Diego, Calif., have joined the stock cast at the State & Harrison, Chicago. Also in the line-up there are **ERBY (JOHNNY) WILSON**, a newcomer, as straight man; **TAWNY**, **TANGERINE**, **GAIL BATES** and **POLLY CARLOCK**. **PENNY SHANNON** comes in week-ends to complete the Saturday night ramble. **PETER SARELLI** is State & Harrison owner.

AGENTS, ATTENTION!

If you know the whereabouts of **JUNE RYDER** exotic dancer, please phone or wire **THE BILLBOARD**, 155 N. CLARK, CHICAGO. Phone: CEntral 6-8761. VERY URGENT

★ STRIPS ★ EXOTICS

★ ACTS

Booking for 20 Nite Clubs in Chicago and vicinity. Acts going East or West.

WRITE, WIRE OR PHONE

BERT PECK

AFFILIATED BOOKING AGENCY

162 N. STATE CHICAGO, ILL.
DEarborn 2-2822

CHORUS GIRLS WANTED

Experienced. Salary \$50 per week, 8 days—no nite rehearsal.

GEM FOLLIES THEATER
State and Congress Sts. CHICAGO, ILL.

WANTED

Exotic Dancers and Strips

For Theatres and Clubs from MAINE to CALIFORNIA
BE A BOOSTER FOR

MILTON SCHUSTER

127 North Dearborn St. CHICAGO 2, ILL.

MAGICIANS!!

To introduce our superior quality magical supplies we will send you

OUR NEW VANISHING HANDKERCHIEF

Using NO elastic, thread wire or cord NO pull, hand box or hand bag, sleeves up to elbows, both hands empty back and front. Requires no skill or sleight or hand, fine for night clubs and all close work.

—THIS IS WHAT YOU GET—

Our regular 15-inch dollar silk handkerchief and complete apparatus, with full explicit instructions.

—ALL FOR ONE DOLLAR—

Satisfaction guaranteed or your money back.

EUREKA MAGIC CO.

P. O. BOX 345

SOMERVILLE, NEW JERSEY

WANTED!

WANTED!

WANTED!

FEATURED STRIPS — "NAME" EXOTICS

FOR WEST COAST — RUSH PHOTOS!!

SOMETHING NOVEL—PRICE NO OBJECT

BIEN AND NYE THEATRICAL AGENCY

8739 SUNSET BLVD.

HOLLYWOOD 46, CALIF.

Birdsall, Clyde Frame Minstrel

MONTGOMERY, Ala., Feb. 26.—Birdsall and Clyde are dickering for a tent show which they will spring near here. Show will be a minstrel-revue affair and will play some one-day stands. Bookings for a number of fairs and celebrations have been set.

Clyde will line up the show which is to be built around E. F. Hannan's *Showboat Follies*.

Plunkett Tees Off Season to Sock Business

TAFT, Tex., Feb. 26.—If early dates of Plunkett's Stage Show are a criterion, the 1949 season is going to be a bang-up one for the show which opened February 3-5 to excellent business in its winter quarters town of Aransas Pass, Tex., according to Kennedy Swain.

With snow on the ground two days before opening, the management seriously considered postponement. However, inasmuch as three towns had been billed, it decided to get the tour under way. A subsequent break in the weather made the management's strategy look good, for the inaugural stand was the best in the show's history. Sinton, Tex., the next stand, was almost as good as the debut spot, while Rockport, Tex., February 7-9, proved better than the first two dates.

The Plunketts are offering a second show at night this year, featuring comedy and a seven-girl line, and business for the special attraction is far above expectations, said Swain.

The show's roster includes, Rusty, Jim, Snooks, Fuzzy, Charlene, Gloria, Cleo, Jerrie, Mary, Billie, Marie, Sally, Lou, Bruce, Larry and Pat Plunkett; Kennedy and William Swain; Dick, Flo, Rickey and Shannon Darline; Mr. and Mrs. D. F. Blazer, Leon Block, Dave Midget, Bob Wegher, Curley Thompson, Jessie Underwood, Leonard Buckley, Mickey Duran, Claude McDowell and William Clarkston.

Recent visitors have been Mr. and Mrs. Ben Davenport, Corky and Norma Plunkett, Rosemary Stock, Nellie Dutton, Jack Knight, Jean Allen, Red Rumbell, Ray Morrison, Charlie and Virginia Smith, Paul and Mildred Pyle and Ione Stephens.

WORLD RIGHTS AVAILABLE

Brand new 14-minute lecture reel

"WRECKAGE OF SIN"

Address inquiries to

BOX 391, THE BILLBOARD
1564 BROADWAY NEW YORK CITY

16MM. PROJECTORS-FILMS

Ampro and Holmes Projectors, \$195.00 and up. Programs rented, \$7.50. Features sold outright for \$65.00. Empty 16MM. Reels, \$1.50 each. Cleaning Fluid, \$2.00 a quart. Supply list free. Mills Panoram Soundie Projectors in cabinet for \$175.00 each. Shipping Cases, \$3.50 each.

SIMPSON FILMS, 155 High, Dayton 3, Ohio

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 \$3174 installed. Construction and operating in strictures furnished.

ACE CAMERA SUPPLY

150 N. Irby St. Tel.: 2487-J Florence, S. C.

WANTED

People in all lines. "Juvenile" Character Man. Preference if you do Specialties or double Orchestras. Week stand Tent Rep. Rehearsals April 4th.

ZARLINGTON'S COMEDIANS
Raleigh, Illinois

FOR SALE

Tent, complete; poles, stakes, rigging, 60 ft. round front, dramatic end, one 40 ft. middle. Good condition, a bargain. Nice Concession Trailer with Burch Corn Popper. Address:

NORMA GINNIVAN
FAYETTE, OHIO PHONE 5762

Toms Are in Again, Leaving Doc Miller in Furious State

WELLSBURG, N. Y., Feb. 26.—Art (Doc) Miller, who sired what he terms "insults, sneers and snarling retorts" all because of his innocent penning of that 1925 "How It Ended and Where" and only because he was homesick for the sweet aroma of a ragged old parafined top, this week released from his local headquarters further mutterings on the subject.

Only now Doc's het up; furious in fact. Let's let Doc take it from there. "If the now noted Hank had stated that I slipped up and saw this Tommer (on wagons) in 1929, I wouldn't have objected. But for anyone to change the date to 1921, thus deliberately insinuating that I am four years older than I actually am, that is too much. How do I know (as Hank asks)? Because in 1921 I was on Chicago lots with Sol's United Shows.

"Now, inasmuch as I, at the age of 11, once passed out heralds for the original and only five-reel flickering version of *Uncle Tom's Cabin* and also much later pasted opposition paper, under, over and beside Tom paper, I feel that I alone should be considered the last word of authority on when

the curtain rang down on Tommers. "During the season of 1926 out in the tall-corn States, I viewed thru the grimy window of a four-high sleeper, a UTC tender. In 1929 at Fairfield, Ill., Ed Harrington's swell UTC (See *Toms Are in* on page 50)

Madge Tomlinson In New K. C. Post

KANSAS CITY, Mo., Feb. 26.—Madge Tomlinson, for the last three years on the producing staff of United Productions, 3419 Broadway, this city, has been promoted to personal director of the firm. She has just returned here after a several weeks' road trip thru the Midwest interviewing prospective producers.

United Productions, built on a nucleus of the old Redpath-Horner Chautauqua circuit, is engaged in producing a religious play under auspices of business men in small towns from coast-to-coast. One of the firm's producers whips the show into shape over a period of two weeks, using all home talent. Mrs. Tomlinson, during a recent visit to Cincinnati, signed as a producer Mrs. Elizabeth Prather, who with her late husband, Henry Prather, toured for many years in vaude and over the Gus Sun and Joe Spiegelberg circuits with their own tab shows.

Mrs. Tomlinson and her late husband, Cash Tomlinson, appeared for many years in repertoire and dramatic stock.

George Conger III in Akron

CINCINNATI, Feb. 26.—George H. Conger, co-owner of the Conger & Santo Players, is in Room 714, People's Hospital, Akron, reports Al Santo. Conger, who is showing improvement, expects to be on the road again this spring. He would like to hear from friends.

Drive-Ins Sprout In Eastern Pennsy

PHILADELPHIA, Feb. 26.—Certification of Keystone Drive-In Theaters, Inc., a corporation formed to operate drive-ins in Eastern Pennsylvania, was announced here. Keystone, headed by Max Chapman and two brothers, holds leases on two roadside sites. One on Hershey Road east of Harrisburg will be used for a 750-car drive-in, to cost \$100,000. Work will start next month and the drive-in is expected to open in May. The corporation holds another site in the same area and plans to build a second drive-in at a later date.

Three other drive-ins are announced for the same area. Ray Garver, Mechanicsburg, Pa., announced plans several weeks ago for a drive-in on Carlisle Pike outside of Harrisburg. The Fabian-Wilmer and Vincent interests previously announced plans to build drive-ins along Hershey Road and Carlisle Pike.

Farmington Zoners Nix Drive-In Unit

HARTFORD, Conn., Feb. 26.—The zoning commission of suburban Farmington has turned down the petition of Albert Friedman and Arthur Droheim, of Bristol, Conn., to change the zoning in a section of Farmington to permit erection of a \$40,000 outdoor film theater.

Construction of an 800-car outdoor theater at Montville, Conn., has been completed. The E. M. Loew Theater circuit, which operates drive-in theaters at Hartford and Milford, Conn., plans to open the new drive-in early spring.

Kline, Mathews Plan Corker

CINCINNATI, Feb. 26.—Kline and Mathews, who have been promoting amateur minstrels in the North Atlantic States, are mulling plans to launch a Negro Minstrel Show under canvas, with opening planned for April 1. Nick Hyam will manage the show.

Mae Wilson, rep and vaude actress, whose obituary appeared in the *Final Curtain*, February 19 issue, died in Ty Ty, Ga., instead of Tyler, Ga., as reported.

ROADSHOWMEN

Complete Feature Programs \$4.75

Over 300 features to choose from. Others \$6.75. Advertising furnished. All films are cleaned with our new Vitalizing Process before each rental.

1600 REELS, 3 for... \$ 3.50 postpaid

(Slightly used flexible steel)

3 750 WATT LAMPS... 10.75 "

2 PHOTOCELLS (Any Type)..... 8.50 "

500 WATT STEREOPTICON 23.00 "

USED SOUND PROJECTORS,

\$64.50 to 194.50

RENTAL—PURCHASE

Let your rentals pay for your sound projector, new or used.

Serving the Southeast only.

ROADSHOW FILMS

Raleigh, N. C.

This is the year
to switch to

"The Roadshowman's
Company" . . .

EASTIN PICTURES

Write Dept. G of our nearest office for complete illustrated literature on the newest feature pictures in 16mm. sound—for less money!

DAVENPORT, IOWA—P. O. Box 598
COLORADO SPRINGS, COLO.—P. O. Box 613
CHATTANOOGA, TENN.—P. O. Box 347

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete, 16MM. Sound Projector and Films. Every thing ready for showing. Be your own boss. EARN BIG MONEY. Write SOUTHERN VISUAL FILMS, 88 Monroe (Dept. BB), Memphis, Tenn.

BEAUTIFUL THEATRE CHAIRS

Rebuilt, Refinished \$3.95 UP

Send for Chair Bulletin, also 1949 Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House. S. O. S. CINEMA SUPPLY CORP. Dept. L, 602 West 52d St., New York 19, N. Y.

LADIES TO TRAIN FOR DEMONSTRATORS

for

MRS. CUMMING'S HOME RUG BRAIDER

IN S. S. KRESGE 5c & 10c STORES

GOOD STORES NOW AVAILABLE

GET WITH US FOR BIG MONEY

You can be trained in St. Louis, Detroit, Chicago, Minneapolis, New York City and New England.

FRED (SIZZ) CUMMINGS

3123 Boardman St. (Phone: Sidney 2385) St. Louis 9, Mo.

Airmail, Wire, Phone—50 Stores Now Operating.

I HAVE THE FLASH—YES, I SELL TO THE BIG OPERATORS ONLY

WANT ROADSHOWMEN

Establishing library, now expanding, have added sufficient all new material to handle 50 more new Road Show accounts. Latest Features, Comedies and Shorts. Don't be satisfied with "just any film"; be assured of the best at lowest rates. Complete Roadshow service—Films and equipment, Supplies, advertising Material. For details write

BOX D-146

Care The Billboard, Cincinnati 22, O.

WANT COLORED MEDICINE PERFORMERS

Thirty-five dollars a week singles, sixty dollars a week teams. Draw day Wednesday, pay day Monday. No put up or take down. Singers, Dancers, Comedians, Girls that can work in bits and acts. Show now open; nine months' work. No boozers. Write, don't wire. Sure pay, good treatment. Trumpet, Sax, Drummer, answer this ad.

FLORIDA MEDICINE CO.

MARIANNA, FLA.

THE FINAL CURTAIN

AYMAR—Lottie, 92, former well-known circus aerialist professionally known as Carlotta, suddenly February 20 in Santa Monica, Calif., at the home of her granddaughter, Mrs. Forrest Wysong. She was the daughter of Walter Aymar, circus owner and bareback rider, and Margaret Manley Aymar, aerialist. She retired from active performance in 1908 and became a wardrobe mistress and continued to tour with circuses until she was 70. Burial in Santa Monica February 24.

BLACKWOOD—Bonnie, 40, former film and stage actress, February 18 in Burbank, Calif.

BOHNEN—Roman, 55, veteran character actor, of a heart attack while appearing in *Distant Isle* at the Actors' Laboratory in Hollywood February 24. In films he played the father in *The Song of Bernadette* and in *So Ends Our Night*. At the Lab he produced and appeared in *Volpone*, *Bell for Adano* and *Declaration*. Survived by his daughter.

CHAMBERLAIN—Lawrence J., 74, president of the theater chain which operates the 19th Street Theater, Allentown, Pa., in his home in that city February 15. Chamberlain began his show career as band leader on the old Walter L. Main Circus.

DENTON—Harry M., 60, brother of Karl R. Denton, partner with J. Lester Haberkorn in a minstrel, vaude and nitery turn, February 13 in Baptist Hospital, Knoxville, of injuries sustained in an auto accident. Burial in Ironton, O.

DOOLEY—James F., 69, former partner with his wife, Corinne, in the old vaude comedy team of Dooley and Sales, February 23 in Far Rockaway, N. Y. He was on the stage almost 30 years before he retired 20 years ago. In recent years he operated a night club at Baldwin, N. Y. His daughter survives.

FORTIER—Herbert, 82, retired actor, February 16 in Philadelphia. He appeared in legit and pictures for 50 years until his retirement in 1938.

FOSTER—James H. (Pop), 69, former theatrical producer, at his Los Angeles home February 20. Interment in Woodlawn Cemetery Mausoleum, Los Angeles.

GALLAGHER—Charles, 71, former actor, February 17 in Utica, N. Y. He toured the United States and Canada for eight years with the Frank Daniels Light Opera Company.

GILLIE—Jean, 33, British stage and screen actress, February 19 in London. Making her debut at the Hippodrome in 1932 in the chorus of *Bow Bells*, she later appeared in both stage and screen versions of *This'll Make You Whistle*. Her wide experience in films included an appearance in the American pic, *The Macomber Affair*.

HANLEY—Evelyn, 31, partner of Clarence Anderson in the roller skating team, *Whirling Wonders*, February 19 in Bridgeport, Conn. Besides appearing in night clubs and theaters in the skating act, she played bit parts in movies.

HARRINGTON—J. Morris, 74, Delaware State harness-racing commissioner, February 19 in Felton, Del.

JOHNSTON—Mrs. Thomas J., well-known Chicago actress under her maiden name, Frances Kennedy, February 19 in Chicago. A star on Keith-Orpheum vaude circuits, she later appeared in such musicals as *The Chocolate Soldier* and *The Isle of Bong Bong*. Her husband, daughter, a sister and brother survive.

LINDEMANN—William F., 66, former aerialist and one of the organizers of the Seils-Sterling Circus, at his home in Sheboygan, Wis., February 20 (details in Circus Section).

LUCAS—James J., 61, former vaude star and songwriter, February 21 in Hollywood. A comedian on the Keith-Orpheum circuit, he appeared with his wife and wrote many songs, including such old-time favorites as *I Love My Wife, But Oh You Kid*;

Smile and the World Smiles With You and If the Man in the Moon Were a Coon. His widow and two daughters survive.

MCCARTHY—Louis Cochrane, writer and publicity man, February 20 in Eltingville, N. Y. He was associated with the Hope Associated Corporation and the Radio Features Service Corporation, publicity organization. A former newspaperman, he was long a trade magazine editor with the McGraw-Hill Publishing Company. His widow, daughter and sister survive.

SCHNEIDER—Emelia Jones, 72, former actress and dramatic coach, February 24 in Tompkinsville, N. Y. She retired in 1945 after a career of 57 years. At the age of 15 Miss Schneider got her first role with the Irving Place Theater and later toured with the old Carter Players. She played the lead in *Pippa Passes* and then turned to radio. Recently she guided young theater groups and taught dramatics. Her brother and sister survive.

SCOTT—Joseph P., 61, cookhouse and concession operator, February 17 in Atlanta. Scott had the cookhouse for 13 consecutive years on the Anderson-Srader Shows. Survived by his widow, Iva; two stepsons, Ralph Masters, Atlanta, and Kelly Masters, Miami.

SETTELL—Clary, 66, Canadian sportswriter and broadcaster, February 23 in Toronto. He was the first to broadcast sports commentary over a Canadian radio network. Long associated with the Canadian Broadcasting Corporation, he also conducted sportscasts for the Columbia Broadcasting System.

SINCLAIR—Horace, 65, legit actor, director and playwright, February 19 in New York. Making his debut at Daly's Theater, London, in *The Greek Slave*, he was brought to the United States by the Shuberts to appear in the vaude sketch, *The Broken Mirror*, and later played in numerous legit productions. Among his directing chores were *Potiphar's Wife*, *The Tyrant and There You Are*. He wrote *Spoken in Jest* in novel and play form, and the play, *Bachelors' Brides*, presented at the Cort on Broadway. He appeared with such stars as Charles Laughton, Lunt and Fontanne, Gertrude Lawrence and Eva Le Gallienne in plays including *Paris Bound*, *Payment Deferred*, *The School for Husbands*, *The Bishop Misbehaves*, *The Taming of the Shrew*, *Skylark* and *The Cherry Orchard*. His widow, Ada, survives.

SKINNER—George H., 91, veteran Merry-Go-Round operator with Midwest circuses and carnivals, February 19 in Crystal Lake, Ill. Two sons survive.

STEPHAN—Robert S., 53, radio editor and former theater manager, recently at his home in Cleveland. He left the theater 20 years ago to write the first radio column in the Midwest, his work running in *The Cleveland Plain Dealer*. Survived by his widow and a son, Robert Jr.

STRAIGHT—Edward B., drummer with various circuses, in a Chicago hospital February 22. Straight this season had been with the Orrin Daventport Shrine Circus, leaving the show in Cleveland a few days before his death. Services in Chicago February 25.

SVEDROFSKY—Henry, 60, concert master and assistant conductor of the Los Angeles Philharmonic Orchestra for 24 years, February 21 in Los Angeles. His widow and daughter survive.

ULRICH—Louis H., 61, concessionaire for 45 years, February 22 in Astoria, N. Y. Burial in Astoria February 24.

WILLIAMS—Mrs. Pauline F., 59, professionally known as Lone Star Mae, former circus rider, February 21 at her home in Rochester, N. Y. She had toured with the Sells-Floto and Walter L. Main circuses, 101

Ranch Wild West Show, Buffalo Bill's Wild West Show and was with the Indian Congress at the Pan-American Exposition. Survived by three daughters, Alice, Jean and Marie, the last named a night club dancer and Girl Show operator known as Gloria Gaye. Burial in Holy Sepulchre Cemetery, Rochester.

WOOLRICH—Mrs. Gertrude T., 44, last season with the Mills Bros.' Circus, February 11 in Leesburg, Fla. She had also toured with the Bud Anderson and Al G. Kelly & Mills Bros.' circuses. Survived by her husband, Carl; her parents, Mr. and Mrs. John Trowell, and son, Donald, all of Umatilla, Fla.; a daughter, Mrs. Jeanne McCown, Schenectady, N. Y., and a brother, Curtis Trowell, of Leesburg. Burial in Umatilla Cemetery, February 13.

Marriages

FLATTERY-SHELBY—William R. Flattery and Marion Shelby, radio and night club singer, February 17 in Detroit.

GILMORE-PETERSON—John C. Gilmore, co-owner and operator of the New England School of Radio Broadcasting, Bridgeport, Conn., and Bee Peterson, recently in New York.

KNABE-WALKER—Charles Mason Knabe, non-pro, and Jean Constance Walker, formerly with various carnivals, recently in Pilkinton, Va.

KROSTYNE-SWENAR—Jack Krostyne, musician, and Estelle Swenar February 12 in Pittsburgh.

STERN-FIELDS—Bob Stern, head of publicity for the Leeds Music Corporation, and Kitty Fields February 20 in Hollywood.

TIBBETT-WILSON—Lawrence Tibbett Jr., actor and son of the opera baritone, and Glory Dolores Wilson February 19 in Los Angeles.

Births

A daughter, Annerette Phyllis, to Mr. and Mrs. Harold G. Nelms, January 25 in Detroit. Mother, currently doing a single under the name of Miss Primrose, formerly was a member of the team of Primrose and Gold.

A daughter, Marjorie, to Mr. and Mrs. Abe Gross in Coral Gables, Fla., February 11. Father is manager of Jones bingo on Prell's Broadway Shows.

A daughter to Mr. and Mrs. Bob Knox February 11 in Presbyterian Hospital, Philadelphia. Father is a disk jockey and announcer on WIBG in that city.

A son to Mr. and Mrs. Lou Adams February 2 in Pittsburgh. Father manages the Harlequin Lounge.

A daughter to Mr. and Mrs. Jim Felix February 8 in Chicago. Father is an engineer at WIND.

A daughter to Mr. and Mrs. Harry Franklin February 7 in Pittsburgh. Father is with the Pittsburgh Symphony Orchestra.

A son to Mr. and Mrs. Tommy King February 3 in Pittsburgh. Father is with the Tommy Carlyn band; mother is the former Joan Bartholdi, of *Ice Capades*.

A daughter to Mr. and Mrs. Sam Lutz February 14 in Hollywood. Mother is the former Irene Pillot, of the Music Publishers Holding Corporation; father is with the Gable, Lutz & Heller firm.

A daughter to Mr. and Mrs. Ray Malone February 10 in Chicago. Father is featured in the legit company of *Raze the Roof*.

A son to Mr. and Mrs. Ray Wampler February 8 in Pittsburgh. Father is a staffer of KQV.

A son to Mr. and Mrs. Bob Tennant recently in Schenectady, N. Y. Father is an announcer on WGY.

A daughter, Judith Irene, to Marie and Edward Thompson recently in Kent, O. Parents are glass blowers, operating thruout the Midwestern fair circuit.

A son to Mr. and Mrs. James Dugan at Las Vegas, Nev., February 16. Father is publicity director of the Hotel Last Frontier there.

A daughter, Linda Sue, to Mr. and Mrs. Paul Hubbard at King Daughters Hospital, Ashland, Ky., recently. Father is the magician; mother assists in his act.

A son to Mr. and Mrs. Charles Compton February 14 in Chicago. Father is a Columbia Broadcasting System salesman.

A daughter to Mr. and Mrs. John Hahnel February 14 in Pittsburgh. Mother is the band singer, Susan Hahnel.

A daughter to Mr. and Mrs. Jules Levine February 16 in Chicago. Father is a partner in the Mutual Entertainment Agency.

A daughter to Mr. and Mrs. George Morris February 14 in Chicago. Father is a National Broadcasting Company salesman.

A daughter to Mr. and Mrs. Don Saraceno February 12 in Chicago. Father is with American Broadcasting Company sales force.

A son to Mr. and Mrs. Jack Clifton February 17 in Akron. Father is a disk jockey at Station WJMO and has started a deejay show at WBBW, Youngstown, O.

Divorces

Speedy Babbs from Alverna Babbs, Motordrome riders, recently in Mercer, Pa.

Keith L. Pillsbury from Marian Morgan, band vocalist, recently in Detroit.

Ann Beckingham Noel, New York, former dancer and show girl, from Harry M. Lynn recently in Canton, O.

June Martin, aerialist with the Wallenda Troupe, from Alex Martin in Wayne County Circuit Court, Detroit, recently.

Duane Snodgrass, pianist known as Bob Duane and heard over WLW, Cincinnati, from Shirley Snodgrass, known as Shirley Sadler over WSAI, Cincinnati, in that city February 2.

Frederica Donahue, former model, from Al Donahue, band leader, in Los Angeles February 1.

Peggy Bailey, concessionaire, from Thomas H. Bailey, concessionaire with the California Shows, in Reno, Nev., February 10.

Judy Canova, radio comedienne, from Chester B. England in Los Angeles February 14.

Rita Oakes from J. B. Oakes, former concessionaires on Martin's United and California Shows, recently in Reno, Nev.

Hilda Hess Stone from John Stone, motion picture producer, in Los Angeles February 16.

TOMS ARE IN AGAIN

(Continued from page 49)

day and dates us, and I still have a snapshot or two of it. This was a real outfit. It had a bunch of very small carved tableau wagons and a calliope was mounted open style with two life-size lion carvings on each side of the truck. I also recall that the light plant was mounted in the front half of the ticket wagon and it made an awful din and fumes were thick.

"How do I know all this (apologies to Hank)? Because I can still recall the irresistible school teacher I dated there. In September, I recall, we were near Terry's UTC in Minnesota. I also have data on hand of Stetson's opening the 1930 tent season in Illinois and of Martin's outfit playing Canadian Theaters that same spring. How is it that you Western repsters forgot the Harrington show?"

Miller came up with a clipping from the October 6, 1928 issue of *The Billboard* to prove his contentions about the Harrington org. Dated September 29, the piece pointed out that Harrington's *Uncle Tom's Cabin* Company, which opened its season in Kansas City, Mo., May 11, and which had covered 3,000 miles up to that point, was playing thru Southern Nebraska to good results.

Concluding his discussion, Miller said: "I sure hope the remainder of the readers have enjoyed as many laughs as I have in this bitter argument."

N. Y. Sports Show Set To Par '48 Gate

200 Exhibitors

NEW YORK, Feb. 26.—The 12th annual National Sportsmen's Show ends its nine-day run at Grand Central Palace tomorrow night and, barring a bad weather break for the final day, which is usually the big one, attendance probably will equal that of last year. Sunday (20) brought out a crowd that jammed all four floors of the big Exhibition Palace. Washington's birthday (22) was expected to top Sunday's gate, but an all-day rain cut attendance to some extent. The day's turnout was good, tho.

The show's promoters, Campbell-Fairbanks Expositions Inc., of Boston, apparently were impressed by the flood of criticism garnered by the show last year and have almost completely eliminated pitchmen, games, shows and attractions not having a definite appeal to outdoor sports addicts. Nearly 200 firms, groups and organizations have exhibits at this year's show and the layout is excellent, with ample aisle space assuring easy circulation thruout the four floors.

Industrial Exhibits

As usual, the exhibits of various States are among the most elaborate and spectacular, but unusual features this year are exhibits of a number of aviation and automobile firms which are making a strong bid for sportsmen's patronage. Novel exhibits include those of the State of New York, using a cutie in mermaid guise in a tank exhibit stressing the State's fight on water pollution; W. C. (Brad) Bradford's huge exhibit of reptiles; and an exhibit of exotic fish by Fred Cochu.

Entertainment features are the same as at the recent Boston show, with (See N. Y. Sports Show on page 54)

50G Blast Hits Rockland Pyro

No injuries as 3 shops go—
Mass. concern bought by J. Messere 6 months ago

BOSTON, Feb. 26.—Three granite-block buildings of the Rockland Fireworks Company at Canton, O., were blown up by three explosions early Tuesday (22) evening. Damage to the plant was estimated at \$50,000.

No casualties resulted. Due to the holiday, none of the 50 employees were on the grounds. Joseph Messere, owner, and two sons and an employee who had been packaging goods for shipment left the plant two hours before the explosion.

The first explosion occurred in one of the mixing sheds, which set off blasts in a second mixing shed and the main storage and packing plant. The fire was brought under control within an hour.

Messere acquired the Rockland plant six months ago, coming from Frentwood, N. H., where he formerly operated a similar enterprise. The Rockland plant at Canton has about 30 solid granite-waller buildings and was operated during the war by the American Fireworks Company for production of shells.

R-B Paid 258G U. S. Tax Refund

WASHINGTON, Feb. 26.—Ringling Bros. and Barnum & Bailey Circus received \$285,056 in tax refunds during the last fiscal year, according to a report submitted by the Internal Revenue Department to the House Expenditures Committee Thursday (24).

The Big Show was credited with having overpaid \$140,746 on excess profits and \$144,310 on income taxes.

The report did not say whether the overpayments were for taxes paid during the fiscal year or previous years, or whether the refunds were made in cash or credited against future taxes.

Doug Autry, Gene's Brother, Inked by Dailey

GONZALES, Tex., Feb. 26.—Doug Autry, brother of the more famous Gene, has been signed by Dailey Bros. Contract was negotiated in Louisville early this week by Bill Moore, Dailey general agent.

Moore said Autry will be featured in the concert.

Ben Davenport, owner of the Dailey show, flew to Sheboygan, Wis., to attend funeral services for Bill Lindemann, who died there Sunday (20).

Davenport was expected to visit Chicago and confer with attorneys for Joe Louis, the heavyweight champion. Davenport still has not given up the idea of trying to get the Brown Bomber on a contract to travel with the Dailey show this season.

Polack Clicks Off Capacity Biz at Cincy Shriner Stand As 60,000 Whirl Turnstiles

Upped Ticket Prices Produce 10% Gain in Gross

CINCINNATI, Feb. 26. — Polack Bros.' Circus (Western unit), sponsored by Syrian Temple Shrine, again hit the bulls-eye with a 10-day engagement at the Taft Auditorium here, starting February 16 and ending tonight. Twenty-four performances were staged, with capacity houses being the rule thruout the run. The Taft seats 2,500 and more than 60,000 people laid it on the line for the annual affair. Receipts were 10 per cent over last year, however, due to an upped ticket price scale. A special performance for underprivileged children was given Thursday morning (24).

Program Highlights

Irv J. Polack and Louis Stern, co-partners, are offering a program chock full of talent. It is presented in two parts, with a 10-minute intermission. The chores of directing and announcing are in the capable hands of Arthur Springer, for a number of years equestrian director of the Ringling-Barnum circus. This is his first season with the Polack org.

Among the highlights of the show are the seven-people Risley act presented by the Bogino family; Barton the Great, who was well received for his one-finger stand on a lighted globe, followed by equilbristic feats on a pedestal; Natal, the monkey man, who scampers on stage, balcony rail and ropes in a novel manner; Roland Tiebor's Seals; Alexander

Konyot, with his superb dressage horse, Kalamara Jr., who works flawlessly; the Five Berosinis, in high-wire number that clicks solidly (Miss Josephine, starred, hits it with her walk-up and walk-down on wire from rigging to stage); Chai and Somay, Chinese acros and contortionists, in an outstanding turn; Rose Gould Trio, two men and a gal, in an aerial routine that registered well (Miss Gould does daring drops, plunges and heel swings, with the men showing off well in the assists); Four Sidneys, man and three girls, in smooth and classy work on bicycles and unicycles; Frank Whitbeck's three MGM elephants, worked by James (Slivers) Madison and wife, Jo, and Gudzov's Somersaulting Scotch Colies, a distinct novelty. Program is brought to a rousing finish by the new and exceptional double flying act of the Ward-Bell troupe, four men, three women. The flyers do two and one half somersaults, pirouettes, passing leaps and other feats that hit the jackpot.

The joeys, headed by Chester (Bobo) Barnett, presented solid numbers and walkarounds.

Bea Carsey directed the band of local musicians, with Rex Ronstrom on drums, and Wally Newbury at the organ.

George W. Westerman again did an excellent job of promotion here, and Justus Edwards did his usual efficient job on newspaper and radio publicity. Soldier Longsdorf and his crew again handled the props. Westerman left (See Polack Socko in Cincy, page 54)

36 Candles for SLA—

Pioneer Outdoor Showmen's Club Began With 35 Members, \$1,365; Has 1,500 Members, 163G Plus

By Herb Dotten

CHICAGO, Feb. 26.—Only one of the founders, Walter F. Driver, attended the 36th birthday party of the Showmen's League of America here Saturday (19) in the well-appointed clubrooms on South State Street. Of the original group of 35 showmen who gathered here 36 years ago at the long-since razed Saratoga Hotel to organize the club, only three besides Driver survive. They are Tom W. Allen and Walter Sibley, both still members, and Vernon C. Seaver Jr. Thirty-six years ago when the founders gathered they set high goals for the club. Most of them were built around the idea of a social organization. Since, the club has gone thru an evolution, in keeping with changing times, until today it is more of a benevolent organization.

From the initial 35 men, membership has multiplied until paid membership currently ranges around the 1,500-mark. Similarly, finances have been bolstered more than a hundred-fold since that first meeting when the founders chipped in some \$1,365 to give the infant its start.

163G in Cash, Securities

At present, the club owns all of its club furnishings and equipment—and these are top grade—plus a truly beautiful cemetery section of 650 plots, and cash and securities in various club funds aggregating \$163,000.

Of that sum, the principal amounts are placed in the general fund (\$63,000), the showmen's aid fund (\$54,000) and the home fund (\$33,000).

Purposes of the general fund is, of course, self-explanatory. The (See 36 Candles for SLA, page 59)

A. C., Wildwood Push Revival of Special Trains

ATLANTIC CITY, Feb. 26.—Local amusement ops who have undertaken a campaign to resurrect the one-day railroad excursions so prominent here in prewar days, believe that their efforts are paying off since latest reports indicate that the railroads are also considering excursions this summer to near-by Wildwood.

General Manager Harry Babcock, of the Pennsylvania-Reading Seashore Lines, has written to Edward O'Keefe, secretary of the Atlantic City Amusement Men's Association, that the railroad was giving serious consideration to excursions. He added that he would inform the association (See A. C., Wildwood on page 58)

Sweeney - White Ink Des Moines

To stage two big car, one stock car program—Chitwood gets thrill show award

DES MOINES, Feb. 26.—Auto races at the Iowa State Fair here this year will be presented by National Speedways (Al Sweeney and Gaylord White) to mark the first time in more than 20 years that the speed events have not been staged either by John Sloan or his father, the late Alec Sloan.

Contracts for two days of big car races and one of stock car auto races were awarded here Wednesday (23) at a meeting of the fair board. In addition to the three days of racing at the fair, National Speedways also closed to present two still date auto race programs here. The first of these will be held June 12.

New to Chitwood

Joie Chitwood's Hell Drivers were awarded the contract to supply two thrill shows at the fair. The annual here is a new addition to the Chitwood route, which, up until this year, confined its appearances principally to the East and South.

Contracts for the grandstand show and for the fireworks again were awarded to the Barnes-Carruthers Theatrical Enterprises, Chicago, and Thearle-Duffield Fireworks Company, Chicago, respectively.

Announcement of the appointment of a new member of the fair board (See Sweeney-White Ink, page 54)

LOOK! PARKER DOES IT AGAIN!

Announcing the 2 most popular Kid Rides to hit the market. Kiddie Merry-Go-Round, 2-Abreast, 22 feet in diameter, seating capacity 48. Nothing like it. Pony Cart Ride, capacity 24. And the absolutely New. Sensational Teen Ager Carry-Us-All, in between a Major and Kid Ride. Loads complete on 1 16-foot truck. It meets the demand for all small operators playing city and street lots. Only 20 being built. Price, \$6,675.00 cash. For spring delivery rush order today with \$1,000.00 deposit.

C. W. PARKER AMUSEMENT CO.

World's Largest Mfr. of Amusement Devices
LEAVENWORTH, KANSAS
Builders of Parker's Perfect Pleasure Producers

ALLAN HERSHELL

Park and Carnival Amusement Devices

Makers of THE CATERPILLAR, LOOPER, MOON ROCKET, HURRICANE, CARROUSELS, KIDDIE MERRY-GO-ROUND, KIDDIE AUTO RIDE, KIDDIE BOAT RIDE, LITTLE DIPPER and other famous rides. Order now for early delivery.

ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.
World's largest manufacturers of amusement rides

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1949 Streamlined Cars

EIGHT CAR PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE

CHICAGO 15, ILL.

The TILT-A-WHIRL Ride

Outstanding for

Public Appeal • Stability
Good Quality • Portability
High Class • Earning Power

SELLNER MFG. CO.

Faribault, Minnesota



C-CRUISE... A Re-Ride Bonanza

★ Super-Safe • No Experienced Help Needed
★ Fun For All Ages • Indoor or Outdoor
★ Self Loading • Self Unloading

EASY TO FILL UP... OPERATE... SET UP AND TRANSPORT!

C-Cruise can be set up to suit your customers
Write for details



C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon

H. E. EWART CO.

FAMOUS MERRY-GO-ROUND AND KIDDIE RIDES

Kiddie Auto Ride • Kiddie Street Car • Kiddie Whirley-Gig
Kiddie Ferris Wheel • Kiddie Aeroplane • 32 Ft. Merry-Go-Round

Write for Catalogue.

1220 SO. VICTORY BLVD., BURBANK, CALIF.

OCTOPUS • ROCK-O-PLANE FLY-O-PLANE • ROCK-O-PLANE

Portable One Truck Rides of Proven Performance.
Write for 1949 Delivery Schedule and Prices.

EYERLY AIRCRAFT CO.

SALEM, OREGON

SMITH & SMITH

Accepting Orders Now for 1949 on Our Famous Adult and Kiddie Rides

★ KIDDIE BOAT RIDE • ★ CHAIRPLANE (18' and 22')
★ KIDDIE AIRPLANE RIDE (Fluid Drive) • ★ OCEAN WAVE
★ KIDDIE CHAIRPLANE

100 FRANKLIN STREET

SPRINGVILLE, N. Y.

Close-ups:

Owner of Centennial Greater Top Figure in Show Business

By Sam Abbott

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

A RIDE MAN who had had many years experience putting up and taking down Merry-Go-Rounds appeared at the Centennial Greater Shows lot near San Mateo, Calif., looking for work.

"Say, Bud," he casually addressed one of the men painting a truck, "what's the owner of this outfit like?"

"Well," the worker began, carefully weighing his words, "I'd say the owner is quite a figure in show business. In fact, the measurements are: Waist, 23 inches; hips, 34—and—er—er bust, 36."

This description of the show owner was no joke. The measurements given are—or were—factual, for the holder of the bills of sale to eight major rides and eight trucks is Margaret McCloskey, the only woman carnival owner-operator in the nation today. While this name will ring true with many people, there are perhaps another hundred thousand or so who will recall her as Zorima, Queen of the Nudist, the only showgirl to have played four world's fairs.

Margaret McCloskey was born Margaret Lehtinen in Erie, Pa., more than 30 years ago. Her advent into carnival ownership dates back to 1934, when her late husband, William McCloskey, bought a Parker Q two-abreast Merry-Go-Round, following his decision to resume his outdoor show operation abandoned in Pittsburgh several years before when he became Zorima's manager.

Zorima's Early Training

When Margaret was quite young the Lehtinen family moved to Baltimore, where the future Zorima got her early training for her career as a showgirl. The parents were Finnish and firm believers that there was health in the sun's rays. It was an old Finnish custom for her and her sisters and brother to take daily dips in the nude in the Maryland waters no matter what the temperature. However, no one in the family ever thought about this leading into show business. It was quite evident that it could when in 1931 Margaret became a showgirl. (Her two sisters also became showgirls

(See Owner of Centennial, page 92)



MARGARET McCLOSKEY

Bock Beer Festival Sets Alfresco Theme

NEW YORK, Feb. 26.—Bock Festival, celebrating the 700th anniversary of bock beer, which is skedded to be held at the 165th Infantry Armory March 9, will be a super-duper show put on under the supervision of Norman Bel Geddes, the well-known designer and producer, who has been commissioned by the Brewery Board of Trade, Inc., and the New Jersey Brewers' Association to stage the affair, entire proceeds of which will go to the American Red Cross.

According to Geddes, John Ringling North has offered to loan equipment and props from the Ringling circus to provide the armory with county fair atmosphere. A deal is also under way to have a number of rides installed alongside the side shows and other midway attractions planned by Geddes.

Fred S. Reid, Circus Fan, Succumbs After Surgery

SPRINGFIELD, Ill., Feb. 26.—Frederic S. Reid, secretary-treasurer of the firm of Burton M. Reid Sons, and charter member of Henry Kyes Tent No. 31, CFA, died here Saturday (19) shortly after undergoing an operation.

Following funeral services here, the body was taken to St. Louis for cremation. Surviving are his widow, Carolyn; a daughter, Carol, and a son, Chase.

1948 Spitfire



Ride & Fly

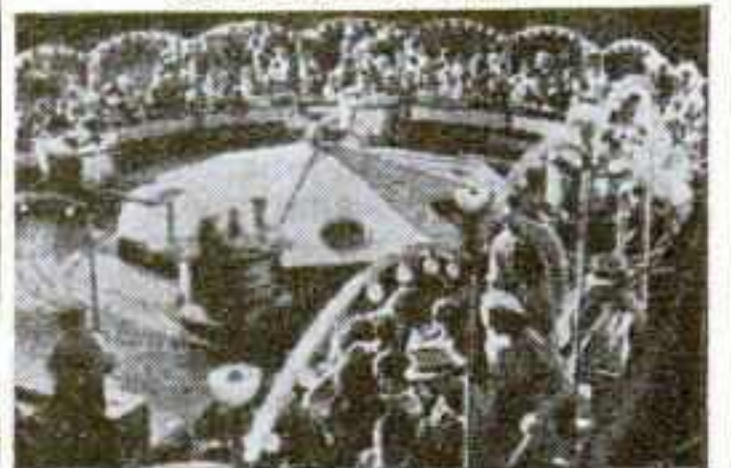
- SELF-CONTROLLED CARS
- THRILLING
- DEPENDABLE

FRANK HRUBETZ & CO.

SALEM, OREGON

BOOMERANG

1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947



WRITE FOR CATALOG ETC.

U. S. RIDING DEVICES CORP.

HARRY WITT

298 Junius St. Brooklyn, N. Y.

New Improved CHAIR PLANE SWINGS

16 and 24 seats, 16, 18, 22 Ft. Towers.
Le Roi Power Units.

RIDE-HI MFG. CO.

Murphysboro, Ill.

February 19, 1949

The Billboard

Communications to 155 No. Clark St., Chicago 1, Ill.

OUTDOOR

TAMPA'S GATE, BIZ TOPS 1949

N. Y. Combs Signs To Run Million \$ I

through these pages

the outdoor show world purchases its supplies

Show People depend upon this one publication for all the news and activities of Show Business.

What is important to You is that it is the Buyers' Guide upon which they rely implicitly.

It is the only all-inclusive complete Trade Paper of this Great Industry.

make your Advertising dollars accomplish more in 1949

by spending them wisely in the World's Foremost Amusement Weekly

The Billboard

Learn All About the Coming

Big Annual SPRING SPECIAL and OUTDOOR EQUIPMENT REVIEW

wire-write or phone for complete information

The Billboard Publishing Co.

NEW YORK 19
1564 Broadway
Plaza 7-2800

HOLLYWOOD 28
6000 Sunset Blvd.
Hollywood 9-5831

CHICAGO 1
155 N. Clark St.
Central 6-8761

CINCINNATI 22
2160 Patterson St.
Dunbar 6450

ST. LOUIS 1
390 Arcade Bldg.
Chestnut 0443

DETROIT 1
1009 Fox Theatre Bldg.
Woodward 2-1100

Ardoin Pilots La. Assn.

EUNICA, La., Feb. 12.—Eli Ardoin was named manager of the Southwest Louisiana Fair Association, formerly known as the Louisiana Tri-Parish Fair Association. He succeeds F. Quirk. The 1949 annual is skedded October 13-16. Other appointments included Quirk as treasurer, White, secretary

Feb. 12.—If the Ch...
air this year, June...
a kiddieland...
connection with...
something very nov...
rdinary layout of...
ew animals.
Reilly, director...
the fair, w...
about the m...
of a kiddieland...
the fair.
weeks various...
and others have...
fair officials re...
of rides and a...
uch concerns as...
ing Company, ...
ition Manage-...
ago, and Miller...
pany, Chicago,
t on page 60

urno...
S...
in...
Ap 8-12%...
Dotten...
Florida Sta...
run het...
ed pictur...
d with las...
-gate and...
Food and...
ally speaking...
des and shows...
er cent.
however, was...
eased attend...
ag in indi...
custom-...
had...
r

not...
d...
kets...
on...
s.

7x...
7...
shows may...
ake of a cong...
tion or elimina...
ent federal tax...
me half dozen...
minating the...
iced on both...
latest being...
by Sen. Owen

Out in the Open

CHRISTOPHER SCHULZ, big game hunter, visited in San Francisco with **CAREY BALDWIN**, zoo director, on the possible additions to Fleishhacker Zoo. Schulz, 74, is on a round-the-world tour of zoos taking orders for animals he expects to bag on his next expedition to Africa. . . . **RALPH W. CONLEY** has opened a booking office in Wheeling, W. Va., booking both indoor and outdoor attractions. Conley started his show career on the Harry Copping Shows in 1928, was with the Melville-Reiss Shows as press agent for a short time, with Rubin & Cherry Shows as assistant secretary, operator of the Plaza Exposition Shows and with Barkoot Shows, Scott Exposition, All-American and World of Fun Shows.

EARL AND ETHEL PURTLE, drome operators at Palisades (N. J.) Park and on the Cetlin & Wilson

Shows, have just returned to their Richmond, Va., home after a Florida sojourn. Earl is breaking a lion cub to ride a motorcycle at the **JOHN MARKS** winter quarters. . . . **JEAN CONSTANCE WALKER**, formerly with the World of Mirth, Cetlin & Wilson and other carnivals, was recently married to Charles Mason Knabe, a non-pro. Her parents are **MR. AND MRS. CHARLES B. KIDDER**, both well known in outdoor show circles.

GEORGE A. HAMID JR. and his bride are honeymooning at Hopi House near Mesa, Ariz. . . . **ELAINE MILLER** is handling publicity for the new Westchester County (N. Y.) Fair. . . . **J. F. (IRISH) HORAN**, representing **JACK KOCHMAN'S** auto thrill unit, attended an AAA meeting last week in Cincinnati. . . . **JACK ROSENTHAL**, of Palisades

(N. J.) Park, is vacationing in Florida. . . . **PAT PURCELL** was in Cincinnati last week, taking in the Polack circus at the Taft Auditorium and inspecting the new Cincinnati Garden, where his "Roller Skating Vanities" will show the latter part of April. His wife joined him February 23.

JOHN C. MULLINS, owner of Crystal City Park, Tulsa, Okla., was a Chicago visitor last week. Mullins reported he is building a new roller rink in Tulsa which will open about April 1. While in the Chicago area, Mullins caught the Hamid-Morton Circus in Milwaukee. The H-M show plays Tulsa the week of March 8. . . . **SAM J. LEVY**, of the Barnes-Carruthers Theatrical Enterprises, is back at his Chicago office following a vacation in Florida. **RUBE LIEB-MANN**, of the B-C's Des Moines office (a la roomette, he says), to huddle with Levy. . . . **J. C. McCAFERY**, general agent of the Hennies Bros.' Shows and exec of the Amusement Corporation, and **MIKE WRIGHT** are back at their Chi desks after vacations in Miami.

HENRY H. LUEDERS, United Booking Association, Detroit, has booked his "Continental Revue" into the Logansport, Ind., fair. . . . **LON RAMSDELL**, representative of Blackstone, the illusionist, is a frequent New York visitor while the act has been playing the Opera House in near-by Newark, N. J. . . . In addition to his duties as manager of the Los Banos (Calif.) May Day Festival April 28-May 1, **ART CRANER** will be public relations chief for the Merced County Spring Fair and Livestock Show to be held in conjunction with the cele. This is the 71st year of the festival, the fourth for the fair.

GEORGE EMERSON, in charge of the zoo at the Metro-Goldwyn-Mayer Studios in Culver City, Calif., left Friday night (25) by plane for Bangkok to accompany the second post-war shipment of wild animals to the United States for **LOUIS GOEBELS**, of Thousand Oaks, Calif. Emerson will meet Noel Rosefelt, who has secured the animals in Thailand. . . . **SID SCHECTMAN**, former Palisades (N. J.) Amusement Park tub-thumper, scored big in the current issue of Life, with the lead pic-story layout devoted to his clients, a group of potato chip manufacturers. . . . Officers of the new Million-Dollar Pier operating company include **EMILY BARBAN**, New York, vice-president; **DANIEL J. GORMAN**, Philadelphia, treasurer, and **BART SALVATO**, Atlantic City, secretary.

Fisher Bros. Does Okay Biz in Crawfordsville, Ind.

CRAWFORDSVILLE, Ind., Feb. 26.—Fisher Bros.' Indoor Circus played at the Armory here to capacity business Saturday (19), under auspices of the Lions Club.

In clown alley were Frank and Jimmy Silverlake, Bob Castle, Raymond Duke (clown cop) and Brownie. Cal Townsend was equestrian director.

Display 1.—The Four Jesters, comedy acros. Display 2.—Cal and Torchie Townsend, cradle trapeze. Display 3.—Clowns. Display 4.—De Wenn and Company, aerial act. Display 5.—Clowns. Display 6.—Josephine's Pets. Display 7.—Aerial Ballet, featuring Miss Torchie and Miss Myrna, Spanish webs. Display 8.—Brownie, ropes and whips. Display 9.—Clowns. Display 10.—Myrna, contortion. Display 11.—Jargo, the giraffe, presented by Raymond Duke. Display 12.—Wennester, juggling act. Display 13.—Silverlake Duo, Roman rings.

Stonington Plans Cele

STONINGTON, Conn., Feb. 26.—A tercentennial celebration will be staged here August 1-27, with the emphasis on week-ends. Exhibits and parades will be featured and souvenirs in the form of town chronicles, historical maps and other things of similar nature will be handled exclusively by the committee in charge.

Talent Topics

K. L. KAIS & COMPANY, electrical phenom, has been booked thru the Colonel Wilbur Agency, Omaha, for a string of fair dates in Nebraska, Iowa and Kansas. . . . **HAROLD BARNES**, wire-walker, has been held over at Blinstrub's Club, Boston. . . . **HERMINE'S MIDGETS** are playing RKO nabe houses around New York. . . . **VANDER BARBETTE** is supervising rehearsals of a line of 24 cuties in New York for Cole Bros.' Circus. . . . **RIGOLETTO BROTHERS**, novelty acro comics, are playing club dates around New York.

THE CRISTIANIS accounted for 11 of the 50 performers appearing with **CLYDE BEATTY'S** circus in Honolulu. . . . **THE ALZANAS**, high-wire act, have returned to Sarasota from Cuba, where **MINNIE** and **ELSIE** suffered a fall, but not serious injury, when coming down from the rigging. . . . **FRANK DOYLE**, trap act, stopped over briefly in Chicago recently en route from New Orleans to Minneapolis to play a Shrine circus date. . . . **MATHIS DUO**, European bike act, has been signed up for the Cole Bros.' Circus.

POLACK SOCKO IN CINCY

(Continued from page 51)

for the West Coast to handle the promotion in San Francisco.

Show was reviewed in its entirety in *The Billboard*, February 5.

Fans Entertain

Members of the John Robinson-Loyal Repensy Tent entertained the Polack Circus folk with a dinner and party at Forest View Gardens, Sunday (20). Eighty-six people, including the showfolk and circus fans and their wives, were present. Several of the Polack personnel contributed towards the entertainment, among them Arthur Springer, equestrian director, in impersonations, and Ross Paul, assistant manager, in song numbers. On the job looking after the wants of the guests were William Dammarell, Cecil (Red) Scott, Dr. William C. Huebener, Albert Mayer, Arthur Becker, Joseph Pfister and Frank Bevier.

SWEENEY-WHITE INK

(Continued from page 51)

also was made, E. W. (Deak) Williams, Manchester, having been named recently.

Lloyd Cunningham, fair secretary, reported that premiums at the 1949 fair will total about \$145,000, approximately the same amount as last year.

New events being added include the national Shetland pony show, the national Shropshire sheep show and a new heifer event for Future Farmers of America contestants.

N. Y. SPORTS SHOW

(Continued from page 51)

Mark Huling's talented seal, Sharkey, topping the bill. For relaxation, and test of skill, there are rifle, archery and sling shot ranges. In addition to the various contests staged an outdoor style show is presented daily.

Publicity staff, headed by Jim Hurley of *The New York Daily Mirror*, did a bang-up job and grabbed off good play in all papers in the metropolitan area.

TRANSPORTATION

HERE'S YOUR ANSWER!!!

TRACTORS

FLAT BEDS

PICK-UPS

VANS

Largest used truck selection in the Midwest. For full particulars write or call at our expense—Mr. Siegel, Truck Manager.

"INDIANA'S LARGEST FORD DEALER"
DOWNTOWN FORD SALES COMPANY, INC.

Truck Division

2419 West Washington

Phone Market 2381

Indianapolis, Indiana



FLORIDA BOUND?

INSURE THAT CAR AND TRAILER!

Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law. Don't wait until you have an accident! Penalty rates would then apply.

BE SURE! INSURE NOW!

CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN

A1338 Insurance Exchange
Chicago, Illinois

1728 First St., N.
St. Petersburg, Florida
Phone 5914



CHAIRS EVERY TYPE AND VARIETY



STADIUM SEATS
BLEACHERS



U.S. SEATING CO.

570 7th AVE. N.Y.C. (41st St.) LO. 4-3524

NEW KIDDIE PONY RIDE

We proudly present

a new ride featuring ever-popular pony and cart. It is soundly constructed and especially designed for portability. Time payment plan available.

Write for Photos and Complete Information.

KING AMUSEMENT CO.

82 Orchard St.

MT. CLEMENS, MICH.



TURNSTILES



Register Type
Rebuilt

\$79.50
EA.

5 Year Guarantee

TICKET REGISTER INDUSTRIES

80 E. Adams St. Chicago 8, Ill.

DON'T WAIT
Why wait until the Season gets under way and your old Power Unit starts giving trouble before you consider replacing it.
We have new "D-140" ELI Power Units in stock just waiting to give you years of dependable, trouble-free service.
The ELI Power Unit is not the cheapest Power Unit at first cost, but its dependability and long service make it the cheapest in the long run.
Write for a copy of Price List A-60 for prices and details of all standard model BIG ELI Wheels.



ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

rave notices for **NEWARK'S**
FREE Newark
new 1949 illustrated
148-page CATALOG
featuring top-performing
SOUND & RECORDING EQUIPMENT
at dealer-low prices!

- tubes and replacement parts! speakers!
- wire, tape and disc recorders! mikes!
- hi-fi sound and p.a. equipment! accessories!
- standard and lp-pickups, changers, etc.!
- EVERYTHING FOR INDOOR AND OUTDOOR EXPLOITATION

NEWARK gives you the fastest service from the largest on-the-spot stock of standard brand equipment in the country! And Newark is famous for its dependability of service and reliability of equipment!
24-HR. MAIL SERVICE • FASTER BY PHONE OR WIRE

3 GREAT STORES! Uptown at 115 West 45th Street and Downtown at 212 Fulton Street in NEW YORK
323 West Madison Street in the heart of CHICAGO

NEWARK MAIL COUPON TODAY
RADIO & TELEVISION Newark Electric Co.
242 W. 55th St., NYC
Dep. C-129 Please send FREE Newark Catalog to:

NAME _____
ADDRESS _____
CITY _____ STATE _____



- POP CORN TRAILERS
- ICE CREAM TRAILERS
- LUNCH TRAILERS
- JEWELRY TRAILERS
- ROOT BEER TRAILERS
- FRENCH FRY TRAILERS
- POP CORN MACHINES
- RESTAURANT EQUIPMENT

SPECIAL
Combination living and business trailers with door and windows to fit your own requirements. 24ft. over-all, tandem wheels. Price \$1250.00.
Write for Catalog
KING AMUSEMENT CO.
82 Orchard St. Mt. Clemens, Mich.

LIGHT IS MAGIC!



Turn it on bright, light pulls in the crowds like magic. A low-cost Universal electric generating set will give you all you need—save you money every time you use it! Both gasoline and Diesel models up to 36 kw. Send for information on this world's most complete line.

UNIVERSAL MOTOR COMPANY
426 Universal Drive Oshkosh, Wisconsin

MINIATURE GOLF COURSE CONSULTING SPECIALIST
"Anything Pertaining to Miniature Golf"
PLANS DRAWN — LOW-PRICED PUTTERS
Your correspondence invited.
COOL CREST GOLF COURSE
1402 Frdabs. Rd. San Antonio 1, Texas

Cincy Garden Makes Debut; Bidding on for Show Dates

CINCINNATI, Feb. 26.—Cincinnati's \$3,000,000 Garden, the new arena that is expected to be the major housing facility for indoor circuses, rodeos, ice and roller skating shows, and a variety of sports events and trade shows here in the future, debuted Tuesday (22) to a crowd of 11,144. The attraction was an exhibition ice hockey game between the Montreal Canadians and members of the Dallas Texans, who are expected to represent Cincinnati in October in the American Hockey League.

On hand for the opening was Secretary of Commerce Charles Sawyer Sr., who as president of Cincinnati Garden, Inc., welcomed attending celebrities who included Gen. J. R. Kilpatrick, of Madison Square Garden; Arthur Wirtz, hockey league officials, and city, State and national figures.

Located on Seymour Avenue at Langdon Farm Road in the suburban area, the arena offers seating capacity of 11,200 around the 85 by 200-foot hockey floor. This can be increased to 15,000 for such events as boxing and wrestling. Interior wall-to-wall measurements are 285 by 323 feet. Distance from floor to ceiling is 100 feet. The auditorium is so constructed that there is an unobstructed view from every seat in the house. There are parking facilities for 5,000 automobiles and adequate bus facilities. A railroad siding is nearby. Without windows,

the arena receives all illumination from clusters of high-powered lights suspended 75 feet above the floor. A complete system of black light has been installed for use by spectacle shows.

That circus promoters are keenly interested in the Garden is seen in reports that several are hot on the trail of dates in 1950. Irv J. Polack and Louis Stern, co-owners of Polack Bros.' indoor units, are reported to have made a bid for eight days at the arena in 1950 to house the local Shrine circus, which in recent years has played the Taft Theater here. A Polack unit is currently winding up a 10-day engagement at the latter spot. Bob Morton, of the Hamid-Morton Circus, has been dickering for an in at the Garden ever since the project got under way November 27, 1947. At least one other indoor circus promoter is known to be trying to grab off the spot for an annual engagement under local auspices.

However, the Garden management hasn't made any commitments on dates in either case. It was announced this week that the arena management would have to wait establishment of next season's hockey schedule before dates for other attractions can be definitely fixed.

Currently the Garden is presenting college basketball and boxing. *Ice Follies of 1949* is slated for March 16-22, to be followed by the *Aqua Parade*, March 31-April, and *Roller Skating Vanities* at a later date.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Blowing Stock, Ga.
February 26, 1949.

Dear Editor:
The Won, Horse & Upp Circus combined with Track Swing's Merry-Go-Round, Geek Show and a colored medicine show minstrel, sans the Narrowpath Chautauqua Company that joined for one week, was doing all right until we picked up another stranded unit. At Bird Bath, Ga., last Wednesday we found Princess Crow Call's Feathered Friends, a one-car Indian and bird show, setting on the railroad siding. Their one car was bannered with crudely painted greetings that read, "How! Great White Circus Father. Our wampum is out and our maize for birdfeed is nil." Thru the sentiment shown, the boss booked the unit, which added another car to our train, a bird act to the Side Show and an Indian Village to our midway.

However, the Indian teepee village conflicted with our rest rooms because as a cover-up in towns that objected to outdoor rest rooms we used two teepees, which kept the prying inspectors away thru fear of running into trouble. So effective were the teepee toilets as cover-ups that on many Sundays towners carrying cameras were often heard to say, "Lulu Bea, get over there and I'll take a picture of you standing by that cute little Indian wigwam."

Our troubles started at Caw Caw, Ga., Thursday, where the siding was too short to hold the six cars. To appease the newcomers our berth car was parked a mile down into the yards. When we tried to find the car that night it was nowhere in sight. Thru the agent we learned that he had instructed a train to pick up a Pullman car and that perhaps thru a mistake they had taken our car. It was located miles away. The railroad agent promised to have it back to us on the next day. We spent the night riding with the squawking birds. A parrot, an old-timer who had trouped in a miniature cage with an overland wagon show, spent the night squawking at the team

of nine mules that had pulled his cage in days of yore with "Get up, Zeke! Now damn you" that he learned from an Arkansawer who drove the mules.

Our sleeper arrived back with the show the next day. As everything and place look alike to showmen, our lovers of Indian lore couldn't tell the rest-room teepees from the village ones, which brewed ill feeling between our feathered friends (both Indian and bird). Furthermore, the boss discovered that the bird act was a bird pickout, which bred hatred between the cockatoo dealer and our perfume spindle operator. When the word reached his ears Manager Upp beefed for his bit. The Princess agreed to settle with him while making the Sunday run.

We ran into another short siding here. The boss decided to put the bird car on the farthest parking site. We did a terrific biz here both afternoon and night. The Side Show concessions got well, which put our feathered friends back into the wampum. While we were loading out tonight, the bird car, blowing between moons, passed us while hooked onto a rattler going in the opposite direction, the Redmen leaving Manager Upp in the red.

Buck Sorrells Wins Top Cowboy Honors in Yuma

YUMA, Ariz., Feb. 26.—Buck Sorrells, Tucson, Ariz., won all-around cowboy honors at the fourth annual Silver Spur Rodeo here Saturday and Sunday (12-13).

Sorrells, seventh-place winner in the event last year, emerged with a total of \$1,622.15 in three roping events.

In other events, Dave Campbell took first in steer wrestling; Jim Goulders, bull riding; Casey Tibbs, saddle bronk riding, and Robert Maynard, bareback bronk.

Two-day show drew an estimated 12,000 persons.

BERMAN
TRAILERS GENERATORS 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 terms for you.

BERMAN Sales Co.
PHONE 521 PENNSBURG, PA.

NEW CHEVROLET TRUCKS
SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

SMITH FLEXIBLE PORTABLE BLEACHERS



Pat. Pend
How many do you wish to seat? We make them extra strong, easy to handle. Bally Platforms, Bucking Horse Chutes, Folding Ticket Box and Next Show Clock.
SMITH DEVICES 331 N. 4TH ST. PHILADELPHIA 6, PA.

FOR SALE
1948 Studebaker 2 1/2 ton Truck, van-type body, 10,000 miles. Has 3 built-in animal cages on one side and plenty of prop storage space. Has partitioned room in rear, 2 built-in bunk beds with innerspring mattresses. Formerly owned by the late J. P. Snyder, of "Snyder's Trained Bears." Truck may be seen in Excelsior Springs, Mo. Best offer buys.

CLARENCE SNYDER
815 LINWOOD AVE.
EXCELSIOR SPRINGS, MISSOURI

CARNIVAL AND CIRCUS BANNERS
SNAP WYATT STUDIOS
1608 Franklin St. Tampa, Fla.
(Phone: M 63-562)

GIVE TO THE RUNYON CANCER FUND

TENTS SHOW CANVAS

CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order
Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Consistent with quality
The lowest prices always

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

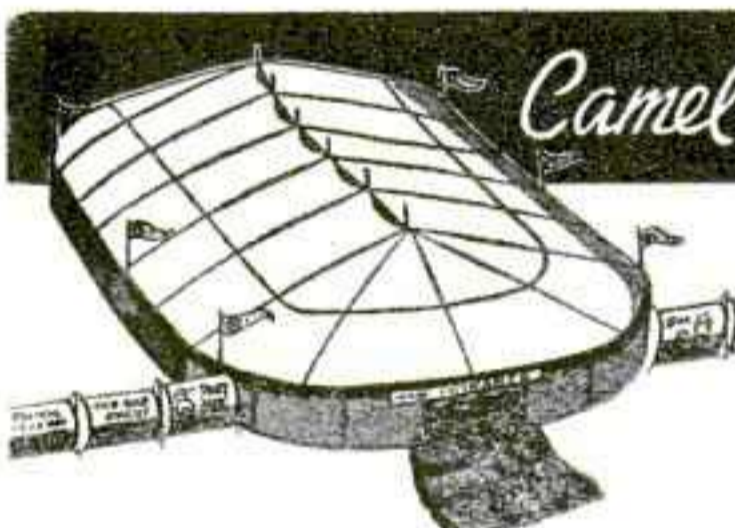
THE MAKERS OF...
Quality Show Canvases

Flameproofed Canvas
in All Colors

Guaranteed to pass all Underwriters' Laboratories, Inc., tests

Show Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield, Inc.
145 W. 54th STREET NEW YORK 19, N. Y.
Phone Plaza 7-8039
WILLIAM MITCHELL • ARTHUR E. CAMPFIELD • HENRY HEIL
Vice Pres. Gen. Mgr. President Secretary Treasurer



Camel SHOW TENTS

have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

WIRE, WRITE OR CALL
"BILL" WERNER!

Quick Delivery!
COMPLETE OFFERING OF CAMP EQUIPMENT

CAMEL Mfg. Co.
329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

*Serving Showmen
Of The Southeast
SINCE 1919*

TENTS ANYTHING IN CANVAS
Tents—Concessions, Gypsy, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.
TENTCO CANVAS, INC.
180 GREENE STREET Phone: Worth 4-0013 NEW YORK 12, N. Y.

TENTS
All Sizes—NEW AND USED—All Styles.
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, fangerine
E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

<p>STOCK TICKETS</p> <p>One Roll ... \$ 1.00 Five Rolls ... 4.00 Ten Rolls ... 8.00 Fifty Rolls ... 20.00 100 Rolls ... 38.00</p> <p>ROLLS 2,000 EACH Double Coupons. Double Prices. No C. O. D. Orders. Size: Single Tkt. 1x2"</p>	<p>Things would be a lot better if more folks felt at home in their homes.</p> <p>Manufacturers of TICKETS of Every Description.</p> <p>THE TOLEDO TICKET COMPANY 114-116 Erie, Toledo (Ticket City) 2, O.</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>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 ... 228.00</p> <p>Roll or Machine Double Coupons. Double Prices.</p>
--	--	---

Dressing Room Gossip

Orrin Davenport

The indoor season is rapidly drawing to a close for some of the personnel. The big tops soon will lure Mr. and Mrs. Carl Durbin, Paul Jerome and Felix Adler to R-D, Ora Parks, our press agent, to Clyde Beatty, and the Wong Troupe to Cole Bros.

The Tom Gregorys and their daughter, Dorothy, were hosts at their annual chicken dinner at their Lakewood home. Colored slides were shown by Tom and he also had his circus photos and circus books on display. Guests included Rose Behee, Harold Voise, Bert and Corrine Dears, Phil Fein, Florence Tennyson, Harry and Nina Thomas, Curt and Hilda Oranto and Georgia Sweet.

The Sara Circo Club initiated Gracie McIntosh and Corrine Dears. Members present at the ceremonies were Celo Fleet, Dorothy Durbin, Ann Robbins and Cora Davis.

Visitors have included Ted Deppish, circus photographer from Canton, O., who made wire recordings of Izzy Cervone's band; Red Malloy and family, Don Edwards, Charles Lewis, Mrs. Otto Griebing, Mrs. Earl Shipley, Mrs. Carl Marx, Chris Hughes, Mel Marcus, Pete Mardo and the Gregorys.

Notes: Jimmy Davison treated Harry Haag's dogs to generous portions of baked ham. Joe Short threw a party at the Penny Arcade. Irv Romig was emcee. Curt Oranto and Whitey Harris celebrated their birthdays. Looks like Nina Thomas and all the performers are going to have candy floss machines this summer. They have been making cones for two weeks in the wardrobe department. Latest nominees for the Free Rollers Club are Tommy Hanneford and Carl Marx.—DICK LEWIS.

Polack Bros.' Eastern

After braving zero temperatures we found the balmy spring weather in Roanoke, Va., more than welcome. Roanoke is the first "first" for the unit thus far. With excellent attendance and a good building to work in, it is more than likely to be an annual event.

A near panic was started in one of Roanoke's leading hotels when a chameleon, belonging to Kinko and Mary, escaped into the adjoining room of Ed and Phoebe Raymond.

Orrin Davenport was the genial host in Detroit to Nate and Marsha Lewis, Kinko and Mary, the Raymonds, Gene Randow and mother, the Boyds, the Delbosqs, the Charltons, the Malikovas, Dwight Moore, Heavy Kines, Irene Lafferty, Al Hyman, Chai and Somay, Ben Schweitzer, Dennis Stevens, and Helaine, former aerialist with the org.

Frank Hogan and Vern Henry, the Wiswells and Hubert Castle went to their respective homes for brief vacations. Chai and Somay were transferred to the Western Unit, along with the Carreons and the Black Horse Troupe.

Irene Lafferty is exhibiting her new wardrobe in the elephant act, slightly on the scant side and very attractive. Her sister assisted in the cutting, but some of the ideas belonged to Harry Dann, who was transferred to the other unit several weeks ago.

Since Dennis Steven's appearance as a doctor in one of the clown numbers he answers to the name "Interne." Pepi and Nita saw to it that everybody on the show received a valentine.

En route to Roanoke in a new '49 Buick, the Starks hit a patch of ice and smashed one side of the car. Fortunately nobody was injured. In the car and truck department, Dime Wilson has augmented his equipment with a new truck. Gene Randow bought two new house trailers in Chicago recently.

Henry Kyes, Jack Klippel, Melitta and Wicons, the Lopezes, the Borzas, Elmer Santana, Betty Brasno and the writer went to Florida during the layoff. Betty Brasno won the honors in the suntan department, but it was Jack Klippel who was crowned king of the fishermen.

Those card games have sprung up in the dressing room, and it is nip and tuck trying to dress. Hubert Cast's and Henry Kyes carry it over even to the trains. . . . It is sensational the way Mabel Stark can jitterbug. . . . Stephen Mustafa's wife joined and is working in the act. . . . Randow's come-in work is out of this world, with a special bow to Irene Lafferty, a clever assistant. . . . Russ Scaggs joined the prop crew. . . . Seen visiting were Casey Carson, ex-trouper, Happy Belisle; Bob Mills, band leader with Mills Bros.; E. M. Carter, Olie Dillworth, Jim Frazier and Kale Burton. . . . Visiting their families in Sarasota were Betty Brasno and the writer. . . . Don't tell Rose Oesterich that Southern hospitality is dead. Walking down the street, she stooped to tie her shoelace, and a young Virginia gentleman obligingly tied it for her, tipped his hat and walked away.

In the men's dressing room we are anxiously awaiting two things—the advent of summer and Kinko's baseball pool.—BILLY BARTON.

E. K. Fernandez

The climate in Honolulu is wonderful even for troupers used to Florida and California sunshine.

Waikiki Beach is slightly overrated. At least it seems so when you compare it to Lido in Sarasota.

Many of the personnel are staying in cottages just off the beach. The lot is about two miles from the beach, so a lot of us never bother going into town at all. Night spots close at midnight, so the refrigerators and stoves in the cottages get a lot of use. Ortans Cristiani is gaining fame for her spaghetti sauce, and Mogodor for his ability to put it away.

Ray Melici and Paul Beam, of the advertising agency which handles the date for Fernandez, invited some of us on a cruise last week, and Red Larkin, Chester Cass and Pete Kortez have made extensive fishing excursions.—DAVE MURPHY.

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

"America's Finest Show Canvas"
NOW is the time to place your orders for the
1949 season for
Tents-Side Show Banners

The Best Flameproofed Fabric Available

- Forest Green
- Royal Blue
- Orange
- Khaki

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

SHOW TENTS

CENTRAL Canvas Company

NEW ADDRESS 516 E. 18th St. Kansas City 8, Mo.
HARRY SOMMERVILLE

D. M. KERR MFG. CO.
TENTS
1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED
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

GIVE TO THE DAMON RUNYON CANCER FUND

Clyde Bros.

The weather has been good since the snowstorm we had in Alexandria, La. We had shirtsleeve weather in Shreveport.

The Marvels purchased three new panel body Fords. Poodles Hanneford was bitten by one of his horses, and after being rushed to the hospital for treatment, hurried back and made the show on time. He is still under treatment.

The 500-mile jump to Montgomery, Ala., was made in record time. Gracie Hanneford, Charles Cuthbert, Roy Atkinson and your scribe made the Man on the Street broadcast. The writer was a guest of Les and Babe Hutchinson at dinner.

In Columbus, Ga., we showed in a former USO building. Show personnel visited the Warm Springs Foundation to entertain patients. Making the trip were the Hannefords, the Marvels, the Hartleys, the Glen Henrys, Happy Henry, Barbara Hammond, Roy Atkinson, Del Graham, Happy Johnson, Bob White, Charles Cuthbert, Bill Wymore, Roy Melvin, Phil Wright and Mr. and Mrs. Julian West, the last named helping the clowns.

Francis Clark recently celebrated a birthday. Bob White joined clown alley in Montgomery.

The show has added two trucks to the rolling equipment. A new ward-

robe is in the making for the aerial ballet.

Recent visitors included Everette and Alma James, Billie and Hank Ellis, Dan Fast, Mr. and Mrs. P. M. Lewis, Buck and Alta Mae Owens, Billy Ward, Wayne Larry, Les and Babe Hutchinson, Mr. and Mrs. Si Reubens, Mr. and Mrs. Jimmy O'Dell and Mickey Dales. — LAURENCE CROSS.

Polack Bros.' Western

We were in Cincinnati our fourth week out and again played at the Taft Theater.

Chai and Somay, Chinese hand-balancing act, joined there from the Eastern unit. It was a big 10 days for Chester and Joe Sherman. Cincy is their home town and they were kept busy entertaining. They sent over a cake for Ethel Freeman's birthday. Eddie Ward and Slivers Madison also celebrated birthdays.

Laugh of the week—Morris Gephart, midget clown, got mixed up with the monkey in Roberta's act and missed a clown number.

The John Robinson-Loyal Repensky Tent No. 52, CFA, of Cincinnati, gave the circus folks a party on our Sunday off (20). Ross Paul, manager, sang; Arthur Springer told stories, and Joe Sherman, Billy Griffin, Harry Dann, Arden Beecher and yours truly did The Face on the Bar-room Floor. Only we did it standing up, or did we?

Performers who attended included

Roberta, Mr. and Mrs. Berosini, Josephine, Vickie and Otto Berosini, Alex Konyot, Gus and Betty Bell, Harold Ward, Mr. and Mrs. Eddie Ward, Milly Ward, Josephine and Slivers Madison, Chai and Somay, Mr. and Mrs. Ross Paul, Elsa and Richard Sidney, Arthur Springer, Billy Griffin, Harry Dann, Arden Beecher, Joe and Chester Sherman, Mr. and Mrs. Freddie Freeman, Mr. and Mrs. Bartone and the Bogino Family.

Circus fans who attended were Albert J. Mayer Sr., Cecil D. Scott and son Bobby, Franklyn Longley, Mr. and Mrs. Frank Bevier, Joe Pfister, Dr. and Mrs. Rhoades Dr. and Mrs. William Huebener, Mr. and Mrs. Ed M. Mehmert and son, Mr. and Mrs. William J. Dammarell, William Isaacs, Father Cornelius Berning, E. Walter Evans and Charles Wirth of The Billboard, Mr. and Mrs. Arthur B. Becker and daughter Connie, Mr. and Mrs. Robert Seffin, Mrs. Albert Fenboque, Mildred Wilkymackie, Erma Reiman, William Kirschner, Paul Streicher, Mrs. Rutledge, Wilheit and wife, Walter Wiedenbaker and Dr. R. N. Speckman.

Visitors were Mr. and Mrs. Glen Tracy, painters of circus people, Shirley Absher, Tom McAnn, Howard and Wanda Bell, Mr. and Mrs. Bob Morriell, Mr. and Mrs. A. E. Waltrip, Harry Simpson, Frieda Conley, Mr. and Mrs. Bill Dressman, animal trainers at the Cincinnati Zoo and Billy Morales.

Our next date will be Chicago.—FREDDIE FREEMAN.

a SURE FIRE MONEY MAKER! FOR AMUSEMENT PARKS, CONCESSIONS, CARNIVALS. AIR MACHINE GUN. Cost government \$112.00. Our price F. O. B. Kansas City \$24.95. Shoots standard air rifle shot. Holds over 1,000 shot. Operated on compressed air or CO2 gas at 100 lbs. or more. Every gun tested before shipment. Shipping weight, 43 lbs. Terms: Check with order. Money refunded if not satisfactory. MAIN SUPPLY STORE 521 Main Street Kansas City, Mo.

ASTRO FORECASTS All Readings Complete for 1949. Crystal Balls Imported. On Hand in three sizes: 2 1/2 x 3 inch; 3 9/16 x 3 1/8. Write for prices. Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00. 4-p. Goldfish Pamphlet, 8 1/2 x 11. 12 Signs. 1 1/2. Any Quantity Each. "WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 8 1/2 x 5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100. Sample 10c. FORECAST AND ANALYSIS. 10 p. Fancy Covers. Ea. \$6. Samples of each of the above 4 items for 25c. No. 1 45 Pages. Assorted Color Covers. 50c.

NEW DREAM BOOK 120 Pages. 2 Sets Numbers, Clearing and Polley 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample 20c. HOW TO WIN AT ANY KIND OF SPECULATION 24 p., Well Bound. 8 1/2 x 11 25c. PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc. 60c. Signs Cards, Illustrated. Pack of 36 15c. Graphology Charts, 9x17. Sam. 5c. Per 100 \$7.50. MENTAL TELEPATHY. Booklet of 21 P. 25c. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25c 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

Midway and Carnival Concession game people WE HAVE THE HOTTEST DEAL OF ALL FOR 1949. A CHAMPION MONEY MAKER. THAT'S NEW. REALLY NEW. NOT SOME OLD MOSSBACK MADE OVER. EASY TO PLACE IN THE CHOICEST SPOTS. DON'T SELL YOURSELF SHORT AND WAIT. SEND FOR FREE ILLUSTRATED FOLDER. AND LIBERAL 15-DAY TRIAL OFFER. Patented in U.S.A. and Canada VAC-BALL EQUIPMENT COMPANY 2209 CLINTON AVE. MINNEAPOLIS 4, MINN.

Mills Bros. CIRCLEVILLE, O., Feb. 28.—Signing of the Millie Jackson girls, troupe of 12 acrobatic girls and precision performers from England, was announced today by Jack Mills, along with inking of Ray Goody, wire walker. The girls are due in this country about April 1. Others returning signed contracts to Mills headquarters are Rubyatte, Arabian tumbler; Buffalo Ben, 90-year-old Western scout who will head the concert, and Tiny Olsen, fat boy from Boone, Ia. Spencer Huntley, inked recently to handle the elephant, Burma, will be menagerie superintendent, Jack Mills announced before he and brother Jake hustled off to Florida on combined business and pleasure trip. They will return March 12. Huntley and his wife, coming in from Texas, stopped in Kentucky to visit Mrs. Huntley's mother and take a brief vacation before reporting to quarters. The Mills brothers said that plans call for enlarging menagerie and also announced purchase of new sleeper busses to take care of increased personnel.

While Al Sirat Grotto Circus was on in Cleveland, Mills entertained performers, including George Hanneford family, and daughter Kay Hanneford celebrating birthday while in Cleveland. Murray Powers, managing editor of The Akron Beacon Journal, also was a Mills guest with his family. Jake Mills, who unlimbered his trumpet and played with the Grotto band, showed several reels of movies of the Mills show and others for guests.

The Cathalas, playing a Cleveland night club during the Grotto run, also renewed acquaintances with Mills and other circus folk.

Stevens Bros. HUGO, Okla., Feb. 26. — Show opens here first week in April and then plays a little of Texas before heading north. Bob Grubs has added four horses to his Liberty act and Dolly Jacobs is negotiating for two more elephants. The DeKohl act will be with the org. Bob Stevens' mother, who has been wintering in Havana, Cuba, has returned.—LES GARNER.

CIRCUS WINTER QUARTERS

Sparton Bros. VALDOSTA, Ga., Feb. 26.—Org hits the road next Monday (28). Mr. and Mrs. Harry LaRoy celebrated their 40th wedding anniversary February 20. Roster of show: H. LaRoy, owner-manager; Marie H. LaRoy, treasurer; Buck Lean, assistant manager; Acker and Acker, comedy team; Bobby, the Personality Girl, swinging ladder and traps; LaRoy and Judy, strip tease; Buck and his Liberty horses; Jo Jo, ponies; Marie's Dogs; Loe's bucking mule; McLean, educated horse; Bert Powell, Side Show and concert; Kid Costello, concessions; Miss Washington's high school horses. Jim Salter, agent, will leave the show April 1 to join the John Pawling Circus as 24-hour man.—H. LA ROY.

New ELECTRIC RACING GAME All the thrills of a real horse race and proven the game sensation of the year. Portable and stationary models available. Time payments arranged. Write for Photos and Complete Information KING AMUSEMENT CO. 82 ORCHARD ST. MT. CLEMENS, MICH.

FOTO-FUN Takes Animated Pictures! FUN FOR ALL—ALL FOR FUN Low Investment—High Returns. Write for Details. FRANK HRUBETZ & CO., Salem, Oregon

Used Everywhere for Over 30 Years ROLL TICKETS PRINTED TO YOUR ORDER 100,000 \$25.00 10,000 \$ 8.50 20,000 10.25 50,000 15.75 Keystone Ticket Co. DEPT. B SHAMOKIN, PA. Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

3000 BINGO No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. 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, 50¢; 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 7 1/4. 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, 50¢. Ping Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .58 3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 1.25 M. W. Cards, 5x7 White, Green, Red, Yellow, per 100 2.00 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5, M 1.50 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 8; 5 colors; loose, no pads M 1.75 Adv. Display Posters, size 24x36. Each .10 Cardboard Strip Markers, 10 M for .75 Rubber Covered Wire Cable, with Clute, Wood Ball Markers, Master Board; 3-piece layout for 15.00 Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00 Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 the size \$2.00 M 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

WHEELS OF ALL KINDS PADDLES—LAYDOWNS FAIR AND CARNIVAL SUPPLIES & EQUIPMENT ALUMINUM MILK BOTTLES CANDY RACE TRACK COUNTRY STORE WHEELS CHUCK OAGES 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

SHOOTING GALLERIES And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR H. W. TERPENING 127-129 Marine St. OCEAN PARK, CALIF.

GIVE TO THE DAMON RUNYON CANCER FUND

MAKE BIG PROFITS!
If you want big profits from your concession business buy from Concession Supply Company you'll get dependable equipment. Concession offers a complete line of floss machines, popcorn kettles waffle molds and candy pullers, all designed for rugged wearability. Concession Supply offers the only direct drive vibrationless floss machine on the market today with all latest improvements for smoother operation at only \$275.00. Popcorn kettles range from 8 qt. capacity at \$12.00 to 35-qt. super kettle at \$37.50. Also complete line of new and used floss machines. Write

CONCESSION SUPPLY CO.
World's Largest Floss Machine Manufacturers
3916 Secor Road Toledo 6, Ohio



A. C., Wildwood Push Revival of Special Trains

(Continued from page 51)

as soon as a definite plan was developed.

Meanwhile, Mayor Harry Steele Jr., of Wildwood, has informed railroad officials that the suggested return of excursions is regarded favorably.

Conference Planned

O'Keefe said it is planned to have a conference of local amusement men on the situation as soon as the association's president, Warren Weiland, theater man, and Vice-President Richard Endicott, general manager of the Steel Pier, return to the city. The amusement men are planning to ask the backing of the Chamber of Commerce and other civic organizations on pushing for the return of the one-day excursions.

Commenting on the Wildwood report, George A. Hamid, owner of the Steel Pier, said: "It seems like Wildwood is on the job, hot and heavy, to take away all the one-day business they possibly can from us. As amusement men I know that we can only do so much and that we need the backing of merchants' associations, the Chamber of Commerce, city publicity bureau and city officials. Now is the time to really consolidate our efforts to make sure Atlantic City is not neglected and that the terrific one-day business is encouraged, because the one-day excursion will lead to two, three and four days, to the benefit of all."

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.)

- All-American Midway: Alice, Tex., 5-12.
- American Midway: San Benito, Tex.
- B. & H. Am. Co.: Sumter, S. C., 4-12.
- Capital City: Valdosta, Ga.; Fitzgerald 5-12.
- Crafts 20 Big: (Fair) Imperial, Calif., 1-6; (Orange Show) San Bernardino 10-20.
- Crescent Am. Co.: Lufkin, Tex., 7-12.
- Dickerson: St. Marys, Ga.
- Florida Am. Co.: Valdosta, Ga.; Waycross 7-12.
- Greater United: Laredo, Tex.
- Harrison Greater: Newberry, S. C., 5-12.
- Magic Empire: Gulfport, Miss.; Hattiesburg 7-12.
- Midway Attrs.: Edison, Ga., 7-12.
- Midwestern Expo.: (Colored Fair) Beaumont, Tex.
- Palmetto Expo.: Spartanburg, S. C.
- Rainbow: Hawkinsville, Ga.
- Royal Crown: Plant City, Fla.; (Fair) Palmetto 7-12.
- Royal Expo.: Fla.; Daytona Beach 7-12.
- Sam's Funland: Winnsboro, S. C.
- Siebrand Bros.: Phoenix, Ariz.
- Silver States: Kerrville, Tex., 5-12.
- Smith Am. Co.: Fredricksburg, Tex.
- Southern States: Venice, Fla.
- Stebler, J. G.: Varnville, S. C., 5-12.
- Strates, James E.: Miami, Fla.; Fort Lauderdale 7-12.
- Tassel, Barney: Lake Worth, Fla.
- Tennessee Valley: Adel, Ga.
- Tidwell, T. J.: San Angelo, Tex.
- Tivoli Expo.: Tulsa, Okla., 4-13.
- Utah Expo.: Globe, Ariz.
- Ward, John R.: New Orleans, La.
- White Star Attrs.: Vidalia, Ga.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Gran Circo Americano: Kingston, Jamaica, thru March 7.
- Hamid-Morton: Kansas City, Mo., 1-6; Tulsa, Okla., 8-13.
- Hoxie Bros.: Edgewater, Fla., 1; Port Orange 2; Ormond 3; Bunnell 4; Hastings 5.
- Polack Bros. (Eastern): (Majestic) Brooklyn, N. Y., 4-6; (Field House) Lansing, Mich., 9-12.
- Polack Bros. (Western): (Medinah Temple) Chicago, Ill., 4-20.
- Rogers Bros.: Crestview, Fla., 1; Milton 2; Pensacola 3; Panama City 4; Blountstown 5; Tallahassee 7; Madison 8; Live Oak 9; Lake City 10; Gainesville 11; Wildwood 12.
- Sparton Bros.: Attapulugus, Ga., 1; Climax 2; Whigham 3; Cotton 4; Meigs 5.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Burke's, Jack W. Dixiana (Embassy) Cumberland, Md., 2; (Look) Warren, Pa., 3-4; (Kayton) Franklin 5.
- Henderson-Swank Karston Show (Palace) Vidalia, Ga., 2; (Lyric) Waycross 3; (Imperial) Augusta 4-5.
- Henle, Sonja, Hollywood Ice Revue (Olympia) Detroit, Mich., 28-March 3.
- Herbers & Ragan Exhibit: Knoxville, Tenn., 1-5; Chattanooga 7-12.
- Plunkett's Stage Show: Freer, Tex., 3-5; Three Rivers 7-9.
- Skating Vanities of 1949 (Auditorium) Charleston, W. Va., 1-5; (Arena) Toledo, O., 7-13.

Thomas Back in New York; English Showbiz Doing Okay

NEW YORK, Feb. 26.—Fred A. and W. A. Thomas, both formerly with Sam Prell and Morris Hannum shows, arrived in New York from England Wednesday (16) aboard the Queen Elizabeth.

While in London they visited the Bertram Mills Circus and Fun Fair, an indoor show with rides, shows and concessions. They also visited Fred Gray's Supersonic Amusements playing in London. The org carries its own light plant, Scooter, Whip, kiddie rides and a large ride called Big Bertha, and operates all year.

The Thomas report conditions in England good in general, except that some foods are still rationed and there is a shortage of electricity.

Gran Circo Run Extended

KINGSTON, Jamaica, Feb. 26.—Gran Circo Americano has extended its run here to March 3. From here the show moves to Puerto Rico. Personnel celebrated the show's second anniversary with a party at the Colony Club here last week.

Americano Cat Scats, Takes Docile Tour of Big Top in Jamaica

KINGSTON, Jamaica, Feb. 26.—Jerry Wilson's Gran Circo Americano, which ended an extended run at the Kingston race course Thursday (24), made the front pages again when one of the show's lions, Negus, took French leave of its cage during a performance and made a leisurely tour of the big top before worried circus employees could catch up with it and head it back to its quarters in the menagerie.

The unbilled incident occurred just after Captain Jacyna had finished putting his mixed animal group thru their paces. As the cages were rolled into the menagerie tent the latch on Negus's cage sprang ajar and the big lion promptly nosed the gate open and hopped to the ground and headed straight for the big top.

Most of the spectators appeared too astonished to move. This was just as well, because it gave the lion no cause to interrupt its rambling except when encountering small groups of front-row patrons who were hunting an exit. The animal shouldered its way thru these with no apparent malice.

The comparatively speedy return of the lion to its cage prevented a panic, and as soon as the audience quieted down the performance was resumed.

Owner Jerry Wilson entertained the staff and performers of the show and local officials and friends at a dinner at the Colony Club February 14, in celebration of the second anniversary of his launching of the Gran Circo Americano.

The show is packing up for a jump to Puerto Rico, where several new acts will join up.

ELECTRO FREEZE
FROZEN CUSTARD MACHINES
ELECTRO FREEZE CO.
2720 THIRD AVENUE NEW YORK 54, N. Y.



MILLION DOLLAR PIER
ATLANTIC CITY, N. J.
(UNDER NEW MANAGEMENT)
OPENING MAY 28, 1949
FREE ADMISSION—FIRST TIME IN 50 YEARS
WANT—All kinds of legitimate Concessions.
GEORGE J. COSTELLO
MANAGING DIRECTOR
MILLION-DOLLAR PIER OPERATING COMPANY
ATLANTIC CITY, N. J.

GIVE TO THE DAMON RUNYON CANCER FUND

EZE-WAY FROZEN CUSTARD MACHINES
20 Gallon and 30 Gallon Model
WRITE for FREE ILLUSTRATED BOOKLET
Frank Thomas
MFRS. OF CONCESSION TRAILERS
GENERAL EQUIPMENT SALES, Inc.
814-824 S. West St. Indianapolis 2, Ind.



MAKE \$100.00 A DAY ON CANDY FLOSS

This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order. NOW, FREE parts given with each machine. We maintain an up-to-date service department.
Electric Candy Floss Machine Co.
202 Twelfth Ave., So. Nashville 4, Tenn.



M. A. SRADER SHOWS

OPEN IN APRIL
Want to book Penny Arcade or Fun House. Will finance any show and furnish equipment if proposition sounds good. I carry 9 Rides and 6 Shows. Have good route of fairs. Address:
SRADER SHOWS, Box 1895, Wichita, Kansas.

Lankford Overland Shows

NOW BOOKING
Shows and Concessions, few Hanky Panks; small, clean Cookhouse for long season. Opening Moultrie April 9th, 2 Saturdays. Have leased 5 Rides and Transformer. Winterquarters above Radio Sta., R. 3, Moultrie, Ga. **WALTER L. LANKFORD.**

HAVE TENT, SEATS FOR 800 PEOPLE

Lite Plant, Marquee, Trucks and Trailer. Will lease coming season on percentage. No chiselers, shortchangers, racketeers. Reliable party only.

BOX 248

The Billboard, 155 N. Clark St., Chicago, Ill.

FOR SALE

Tent, Seats, Trucks, Light Plants suitable for Tent Show or Circus. Priced to sell. Address:

BOX D-141

Care The Billboard Cincinnati 22, O.

36 Candles for SLA—

Pioneer Outdoor Showmen's Club Began With 35 Members, \$1,365; Has 1,500 Members, 163G Plus

By Herb Dotten

(Continued from page 51)

showmen's aid fund is used for the payment of expenses of burying members who die without sufficient funds to provide hospitalization for those in dire straits, and on some few occasions to make outlays to members financially distressed due to ill health or ill fortune.

Aid for Aged

The home fund was established with the thought of creating a home for aged members, who might find themselves homeless. Of late years, the plan to establish such a home has been dropped, largely because of changing economic conditions.

Now and for several years it has been believed, the cost of establishing and maintaining an adequate home would be prohibitive. However, the fund does function to extend a helping hand to an occasional aged member who finds himself with little or no money.

Built Up Resources

At first blush, it would seem that the club now has built up adequate financial reserves. More deliberate consideration, however, suggests the wisdom of buttressing the club's financial condition still further. This, at any rate, is the consensus of the board of directors.

They point out a sharp and extended depression would bring a drastic slash in the club's income. Similarly, such a depression would skyrocket demands upon the club's resources. In line with such thinking the board members continue to sponsor fund-raising efforts, with emphasis, however, against any embarrassing "dunning."

Wreck Spotlights Club

It was the tragic wreck of the Hagenbeck-Wallace Circus June 22, 1918, near Gary, Ind., which at the one and same time taxed the club's resources to the utmost and which spurred the speedy, solid growth of the club. The circus train, while at a standstill in the middle of the night, was struck by a fast-moving empty World War I troop train.

Few on the train escaped with their lives. And, those who did, sustained serious injuries. The club jumped in to assist. It offered its cemetery plot—Showmen's Rest at Woodlawn Cemetery here—as a burial place. It assisted generously in caring for the injured.

Bury 58 in Club Plots

Fifty-eight of those killed, not a few of them unidentified, were buried in Showmen's Rest. The mass burial to this day remains one of the largest on record in this country. The eager generosity of the club to provide a proper burial for the deceased, even tho the vast majority of them

had not been members, cast the club into the spotlight.

This drove home to outdoor showmen the importance of having a solid club, capable of meeting the most tragic and demanding situation which might arise. It sparked contributions from non-members as well as members.

The plots held by the club in Woodlawn Cemetery were occupied almost completely as a result of the Hagenbeck-Wallace tragedy. Subsequent purchases of grave space expanded the area to its present size and burials since have brought the total of plots occupied to 208.

The sum of \$50,693 was raised for this purpose, and 138 members obtained bonuses following their discharge from the service. On the initial distribution, each GI-member was paid on the basis of \$10 a month for service within the U. S. and \$15 a month for service overseas, with a maximum payment fixed at \$500. Even then the fund was not exhausted. A second and last distribution was made, with payments at the rate of \$2.80 a month for U. S. service and \$4.20 a month for overseas service.

Little did the 35 men who assembled 36 years ago to found the club realize that from that meeting would stem such generous consideration as this bonus, the all-out effort for the victims of the Hagenbeck-Wallace wreck, or of the countless other big things which the club has done down thru the years.

For the record, those in attendance at that meeting, besides the four surviving members, were:

Frank L. Albert, Charles Andress, A. H. Barkley, J. J. Bejano, M. S. Bodkin, J. L. Brown, S. W. Brundage, E. F. Carruthers, W. C. Cunningham, Arthur Davis, Al F. Gorman, J. M. Hathaway, V. J. Herrman, Victor Hugo, David J. Jarrett, Con T. Kennedy and Charles McDonald.

John F. McGrail, Edward P. Neuman Jr., George Newton, Harry S. Noyes, James Patterson, C. W. Parker, B. R. Parker, Rhoda Royal, V. C. Seaver Sr., H. M. Shoub, John O. Talbot, William Tenney, Warren A. Patrick and J. B. Warren.

Circus Clown Club

LOS ANGELES, Feb. 26.—Nicolai (Coco) Poliskoff, with Mills Bertram Circus, London, has been made a life member of this org. Others on the regular member list are Charles Harry Bale, Carl Kasan, Alfred (Al Sinclair) Hyams and James (Pimpo) Freeman, all of England.

New members are Williard T. Northrop, Erskine York, Dana W. Stevens, Frank V. Vlcek, George K. Dunne, C. Arthur Quimby and E. H. W. Jenkins.

Richard Arcand recently returned from a trip to Fort Worth. Phil Kallail, member of the 20th Century Shows, was a recent Los Angeles visitor.—MARGE V. KELLY.

L. J. Heth Shows Contracted

DAWSON, Ga., Feb. 26.—The first annual South Georgia County Fair to be held here October 24-29 has contracted the L. J. Heth Shows to supply the midway attractions. The contract was closed by Joe J. Fontana, the shows' general representative.

The annual replaces the South Eastern Peanut Festival held prior to the war and is sponsored by the combined posts of the American Legion and the V.F.W. Al H. Miller, retired showman, will manage the fair.

Geo. Blake Resigns At Red Bluff, Calif.

REDBLUFF, Calif., Feb. 26.—Resignation of George F. Blake as secretary-manager of Tehama County Fair has been submitted to directors of Tehama County Fair Association, to become effective March 15.

Blake leaves the post he has held the past three years to become area supervisor, Department of Commerce, Bureau of Census, and will have jurisdiction over nine superior California counties, it was announced. Altho his new headquarters will be in Redding, he plans to continue his residence here.

HEADQUARTERS

FOR
WORLD FAMOUS CONCESSION EQUIPMENT AND SUPPLIES

BLEVINS POPCORN CO.

Popcorn Village
Nashville, Tenn.

Popcorn Square 650 Murphy Ave.,
Arcanum, Ohio S.W., Atlanta, Ga.

Everything for making MONEY

... EXCEPT A COUNTERFEITING KIT!

THE ONLY COMPLETE REFRESHMENT SUPPLY SERVICE

Save time . . . save money . . . save work
By placing ONE order . . . from ONE source
For ALL the Moolah-makers on the Midway

HERE'S SOME OF THE EQUIPMENT WE HANDLE

- POPCORN MACHINES
- POPCORN WARMERS
- SNOW CONE MACHINES
- CARAMEL CORN MACHINES
- SOFT DRINK DISPENSERS
- CANDY FLOSS MACHINES
- PEANUT ROASTERS
- FRANKFURT GRILLES
- FRANK. STEAMERS, ETC.

AND, OF COURSE, WE HAVE ALL THE SUPPLIES—SEASONING, SALT, BOXES, BAGS, SYRUPS, CONCENTRATES AND ALL MERCHANDISE IS AT COMPETITIVE PRICES!!!

Here's the Roll Call of Famous Names We Feature:

- Star Manufacturing
- Popcorn Equipment Co.
- Dunbar Company
- Electric Candy Floss Machine Company
- Multiple Products Company
- S. T. Echols Company
- Pronto Mfg. Company
- Popsit
- Seazo

FREE!

ENGINEERING AND DESIGNING SERVICE FOR REFRESHMENT INSTALLATIONS

Let us show you how to plan the arrangement of your concessions for the biggest dollar drag. We'll be glad to tell you what to use, where to use it, and how . . . and this is a service free to all our customers.

GET A LETTER OFF TODAY FOR COMPLETE INFORMATION

Our big, new catalog is now being prepared. We'd like to send you a copy.

THEATRE CANDY CO., Inc.

215-219 Stuart St., Boston 16, Mass.
415 Van Braam St., Pittsburgh 19, Pa.

CONCESSIONAIRES! COMPLETE POPCORN OUTFIT

HERE'S YOUR CHANCE TO CASH IN ON THE MONEY-MAKING POPCORN BUSINESS ON AN INVESTMENT OF ONLY \$75.00.

\$75.00

The new Electric Counter Model Popcorn Machine and Grill is built to last . . . backed by Concession Supply Company's 44 years of manufacturing experience. Equipped with 8 qt Kettle Popper, 110 volt 1500 watt heating unit with three-way three-heat switch. Storage case is all aluminum with double strength glass on three sides. Stainless steel bottom meets all State health requirements. Buy this outfit today and get in on big cash profits. Also complete line of popcorn kettles from 8 qt. to 35 qt capacity, new and used floss machines, candy pullers and waffle molds. Write for full story. Terms: 25% with order, balance on delivery F. O. B. Toledo. Immediate shipment.

CONCESSION SUPPLY COMPANY

3916 SECOR RD. TOLEDO 6, OHIO



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-3-549 Muncie, Indiana

ATTENTION! ALL CONCESSIONAIRES

SNOW CONES—POPCORN—CANDY FLOSS—CANDY APPLES—COOK HOUSE
Our new 1949 Catalogue will be ready for mailing about March 15th. Please be sure that your name is on our list, for this is one you can't afford to miss.

Many brand-new items, all exclusive with Gold Medal, items that will make extra money for you. Get your copy and you will see why it's "Gold Medal—the best line for '49."

GOLD MEDAL PRODUCTS CO.

818 E. THIRD ST CINCINNATI 2, OHIO

OCEAN VIEW UNVEILS MAY 15

Another Year Is Needed To Finish Layout

Site Valued at \$3,000,000

VENICE, Calif., Feb. 26.—Unveiling of the Ocean View Amusement Park here is slated May 15, according to John Lorman, president and managing director of the corporation underwriting construction. At the present time more than \$500,000 has been spent in getting the grounds in shape, including cement and electrical work, it was reported. Value of the 80-acre site is said to be \$3,000,000.

The park originally was slated to open in April but continued bad weather forced the later date. This summer the plant will operate with four or five major kid rides and 20 concessions.

Another Year Needed

Another year will be spent in getting the rest of the park ready for operation, according to Lorman, who estimated a valuation of \$10,000,000 on the plant when it is completed.

Under construction now is a kid boat ride of concrete, separated by a peninsula which will house a glass-enclosed monkey island. The water surface of the ride will be 245 by 100 feet, it was reported.

Also in the final stages of construc-

Haslett Funspot Adds New Ride

HASLETT, Mich., Feb. 26.—Lake Lansing Park here, owned by Roger E. Haney and son, Conrad, has added a Pretzel ride to its line-up. Ride will be in operation when the park opens for week-end operation the latter part of April.

Other additions this year will be a rabbit game, Haney said, adding that a new floor was being put in the roller rink. All rides and fronts are being repainted and repaired and the boat rental service is being enlarged.

Under construction is a 30 by 30-foot stage to feature free acts by hill-billy and radio bands. Park also will continue to use free acts on the midway.

Full-time operation of the park will get under way around Decoration Day.

There are two rest rooms, 20 by 40 feet each, said to cost \$60,000. It is planned to use two miniature trains on double tracks, running in opposite directions. This is thought to be the only park where such a railway setup is used. The lines will run thru tunnels and over trestles.

A Roller Coaster now is being constructed for the park by the Philadelphia Toboggan Company, Lorman said.

The park is located approximately 300 yards from a new multi-million-dollar beach recently completed by the State. At the far end of the park will be the new State and county million-dollar yacht harbor which will be constructed sometime next year.

2,000-Foot Frontage

The park has a 2,000-foot frontage on Washington Street. The first 100 feet from the street will be landscaped, then the kid ride layout and behind that the adult section of the park, yet to be constructed.

Up to the present time over 14,000 feet of plumbing laterals have been laid. Much of the expense of getting grounds ready for the opening has been in grading and filling.

According to plans, drinking fountains and benches will be placed over the entire area, with the exception of the parking lot. This will accommodate 10,000 cars. An agreement between Lorman and the city to charge 25 cents per car for all day parking has been reached, it was reported.

Free Picnic Grounds

A free picnic grounds will be located on the bank of a 20-acre natural lake at the east end of the park, Lorman said. In addition to all types of aquatic sports to be held on the lake, a concession to operate electric motor boats will be let by the corporation.

In order to hypo further public interest in the new ventures, there will be additional free zones such as three tennis courts, and a soft ball diamond. As a publicity gimmick Lorman plans to have his own soft ball team which will use the park as its home grounds.

At the south end of the park will be a miniature golf course and a driving range.

According to present plans eventually there will be 20 kid rides, 10 major rides and 100 concessions. Negotiations are said to be under way for two Harry Illion's rides, Bozo and Rapids. The main Roller Coaster will be a double-racer type such as is now in operation at Long Beach, Calif.

Plans also call for a midget drive-yourself race track with 175-foot (See Ocean View Readies on page 76)

Warm Spell Sparks Early Action at Coney Island Spurs Building Program

Elimination of Eye-Sores Started

NEW YORK, Feb. 26.—Unseasonably mild weather is resulting in an early start in readying rides and concessions at Coney Island for the coming season. Sunday (20) the temperature was so mild that a fair crowd visited the area. Practically all Merry-Go-Rounds, kiddie rides and Penny Arcades, as well as some of the larger rides and concessions, operated during the afternoon and did fair biz. Attendance was largely auto trade, with free parking space jammed early in the afternoon and lots getting some play.

Major improvement under way at Coney is the clearing of two sections of Luna Park fronting on Surf Avenue. Large plot on which Luna's main entrance formerly stood has been cleared of burned-out arches and towers left from the fires of 1944 and 1946, and excavation is under way for concession buildings which will occupy the site.

New Building Skedded

Wrecking operations are also under way on the second and smaller Surf Avenue frontage of Luna, on which a permanent building will be erected by the same group of interests, headed by ride-owner Joseph Bon-signore, that is improving the larger plot. Both projects are skedded for completion in time for an early opening.

Considerable activity is visible at the shore-front end of Feltman's, where a large plot fronting on the Boardwalk is being cleared for a new building. Minor building operations are also under way on the end of the Bowery, near Tilyou's Steeplechase Park, where a row of concession stands are being erected.

Plans have been filed with the city's department of buildings for alterations on the Henderson Building facing the Stillwell Avenue subway terminal at the corner of Surf and Stillwell. More than \$4,000 will be expended here in modernizing the street-level front of this three-story

building in which the Melody Bar and amusement concessions are located.

Traffic Eased

New bus terminal located at the rear of the Stillwell Avenue subway terminal has been completed and is in operation. This removes the main source of traffic congestion.

These projects will eliminate eye-sores which have disfigured Surf Avenue for several years. While no great progress has been made in clearing the main portion of fire-gutted Luna, rubble has been cleared so that it will no longer be visible from Surf Avenue once the Bon-signore buildings are erected.

Galveston Pier Bow Slated for June 11

GALVESTON, Tex., Feb. 26.—Galveston Pleasure Pier's summer opening has been set for Saturday, June 11, Jodie P. Hall, manager, has announced.

Features will include the Marine Room, a dancery which will use name units for eight weekly dance sessions; a midway, kiddieland, outdoor cafe, outdoor stadium-type film theater and deep sea fishing.

A. C. Auditorium Earned 50G on 1,140 Events Staged

ATLANTIC CITY, Feb. 26.—Convention Hall earned a profit of \$50,000 on the 1,140 events it housed in 1948, it was revealed this week in the report of Philip E. M. Thompson, manager.

Of the \$100,000 advanced by the city for the operation of the municipally owned auditorium, \$50,000 will be returned.

Since the hall usually operates under a deficit, the 1949 city budget will again include a \$100,000 appropriation.

Seek To Hike Seat Prices At Vancouver Park Theater

VANCOUVER, B. C., Feb. 26.—A move is under way to up the price of ducats to the Theater under the Stars shows at Stanley Park Bowl from \$1.50 to \$2. Proposal was made by Gordon Hilker, pro-tem manager of the shows. Hilker also proposed reduction of the 75 and 50-cent seats, thus increasing the number of \$1 pews. Tentative budget was placed at \$124,675 for six productions during the seven weeks of the 1949 season.

30G for Boardwalk Repairs

OCEAN CITY, N. J., Feb. 26.—Expenditure of an additional \$30,000 to complete the reconstruction of the old section of this resort's Boardwalk will be authorized in an ordinance being prepared by the city commissioners. About \$28,000 already has been spent on the south end of the Boardwalk in addition to the \$30,000 that will be needed to complete re-decking of the concrete structure.

Abandons Park Idea

PROVIDENCE, Feb. 26. — Daniel Marwell, treasurer of the Studley Land Company here, announced his concern has abandoned the idea of turning the old Providence car barn on Broad Street, recently purchased by the Studley org, into an indoor amusement park. Property will be utilized as a king-size super market and shop arcade.

WANT TO BOOK

3 or 4 Kiddie Rides and any major Rides not conflicting; especially want Octopus, Caterpillar, Tilt, Fly-o-Plane, Spit Fire or Looper for best beach in the South. Write for particulars.

SEASHORES, INC.
Louisburg, N. C.

Opening New Kiddie Park

IN MARYLAND

Kiddie Rides and Concessions. What have you?

STEVE BRENNER

5211 Eastern Ave. Baltimore 24, Md.
Phone: Wolfe 3672

WILL '49 BE A GOOD YEAR FOR YOU?

IT WILL BE WITH

THE GREYHOUND RACE

GREYHOUND AMUSEMENT DEVICE CO., INC.

2124 SURF AVENUE

BROOKLYN 24, N. Y.

ESplanade 3-6810

WORLD'S LARGEST
 EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS
 "GET THE BEST"

MINIATURE TRAIN & RAILROAD CO.
 Executive Offices: Rensselaer, Indiana

FOR RENT
LUNA PARK
CONEY ISLAND
 Brand new taxpayer on entire front—All Stores facing Surf Ave.—Latest artistically designed building with 8 Stores, 30'x50' each.
NOW RENTING
 FOR BETTER TYPES OF CONCESSIONS, GAMES, EXHIBITS, RESTAURANT
 LONG TERM LEASES
LARKIN
 541 Surf Ave. ES-2-7274

WANT RIDES
 Eli Wheel, Octopus, Merry-Go-Round or any Major Rides. Can use Scooter Boats, Flat Rides and complete Kiddie Land. Established Beach and Park, excellent location, plenty of promotion, 24 weeks, opening April 15th, 40,000 on picnics. Your own proposition.
 Write or Wire **AL MARKS, Gen. Mgr.**
WEST SIDE PARK
 VINELAND, N. J., PHONE 9-4803-R

FOR RENT
 Three stands for Bumper or Skill Games in Savin Rock, largest amusement park in Connecticut. Six months' season. Rent reasonable.
RALPH RULLIS
 60 Eighth Avenue Newark 2, N. J.
 Phone: Humboldt 2-1364

WANT BONA FIDE PARK LOCATION
 for KIDDIE RIDES
 Auto, Airplane and Train Rides. New, factory-built rides.
Willard P. Hamilton
 2808 Hamilton Rd. Columbus, Ga.

LAUGH HIT
WALTER NILSSON'S
RITCHIE—Original—AHEARN
"FUNNI-CYLES"
 Old and Young RIDE FOR FUN
 Featured on cover of "Mechanix Illustrated," Aug., 1948. Did capacity "Del Mar Fair," San Diego, and "Utah State Fair," Salt Lake City, 1948. Ride running eight months Van Nuys, Calif. (still there). One opening "Lagoon Park," Salt Lake City, in May. One to open "Bakers Haulover" Park, Miami Beach, Fla., about March 1st, under personal supervision. Taking orders now.
 P.S.: Also do Grand Stand Act. Still foremost comedy unicyclist.
 Permanent Address: c/o **BOB NILSSON**
 1230 W. Olympic Blvd. Los Angeles 15, California

LAST CALL
LAKESIDE AMUSEMENT PARK
 Barnesville, Pa., April-September—20 Years Old—Still Growing
 Free Gate, 7 Days' Action (Picnics, We Have 'Em)
 Want two more major Rides not conflicting and bona fide park shows. Concessions all open except Popcorn, Floss, Apples, Grab, Mitt Camp. What have you?
 22 Acres Lake, Bathing Beach, Speedboats, Ballroom, Old Mill, Coaster, and it draws crowds. All replies until March 10.
T. L. DEDRICK
 Markham Hotel, Gulfport, Miss.; then Barnesville.

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

OCEAN BEACH OCEAN BEACH
NEW LONDON, CONN.
 RECREATION BUILDING ON BOARDWALK
 Bingo for rent. Will sell or rent eight 10 1/2 ft. Skee Ball Alleys, also have available space for Dart Game, Balloons, Bumpers and Grind Stores. Act quickly; expect big season. Also will rent three Concessions at Sound View Beach, just twelve miles from here. Good business every year. Contact
JOSEPH GLOTH, 103 Bank Street or Phone 6194
OCEAN BEACH OCEAN BEACH

WANTED
Ridemen, Concessioners, Showmen
 Established beach and park, excellent location. Need all types of Adult and Kiddie Rides, Concessions and Attractions, also Boating Concession. Excellent opportunity for anyone who wishes to locate in a permanent park. City law restricts carnivals.
SEASON OPENS IN MAY
WEST SIDE PARK
Charles Safranek, Prop.
 WEST LANDIS AVE. Phone: Vd. 9-8265-W
 WRITE WHAT YOU HAVE
 VINELAND, N. J.

WANT PARTNER
 To invest in 4 Major Rides. Three year contract in established, bona fide, free gate, 7 days per week Pennsylvania Park. Why wreck your Rides playing blanks? All replies
BOX D-145
 Care The Billboard, Cincinnati 22, O.

GIVE TO THE DAMON RUNYON CANCER FUND

New
BAY SHORE PARK
 Only REAL Bathing Beach Resort in entire area. On Dual Highway, only 14 miles from Baltimore City Hall.
WILL BUY, LEASE, SELL
 Merry-Go-Round, Ferris Wheel, other high Rides. Address: Henry G. Grayner, Ride Mgr., 211 Hillmoor Drive, Silver Spring, Md.
OPEN
 Merchandise Wheels, Stuffed Toys, Shooting Gallery, Ball Games, Fish Pond, Cigarette Wheel, Participation Games. Address: Charles A. Strappelli, Con. Mgr., Room 24, Knickerbocker Building, Baltimore, Md.
WILL BOOK
 Motor Drome, Fun House, Monkey Speedway, other Shows. Address: C. W. Swan, Park Director, Knickerbocker Building, Baltimore 2, Md.

CAN PLACE
 Ferris Wheel or any flat ride in Western New York's playground on percentage basis.
 Call or write
MICHAEL GUZZETTA
LALLE'S AMUSEMENT PARK
 Angola, N. Y.
 Phone 172

CONCESSIONS FOR RENT
 Popcorn, Palmistry, Guess Your Age, Penny Pitch and what have you?
Michael T. Guzzetta
 Angola on the Lake
 Angola, N. Y.
 Phone Angola 172

BINGO FOR RENT
 20' by 40' Tent, Counters, Seats for 72 people. Want Amusement Park location, preferably Pennsylvania. Will rent on commission or weekly basis.
RUSSELL BAYLISS
 8 FLEET WALK BROOKLYN, N. Y.

MINIATURE RAILROADS
 Deluxe, custom built, 12" to 24" gauge, to 300 pass. capacity. Steam or Diesel types (all gas driven). Specials: Coal-Burning Steam Loco, 14 1/2" gauge; separate coaches, switches and special track work. Immediate delivery light rail. New catalogue with large glossy photos, \$2.00. Order now for spring delivery. **IRON HORSE LINES, 144 High St., Wareham, Mass.**

FOR SPRING DELIVERY
SKEE BALL
 Reg. U. S. Pat. Off.
 America's Favorite 5c Skill Game
 14 FT. STANDARD ALLEY—12 FT. IF REQUIRED
 —Designers and Manufacturers—
THE CUDDLE UP — COASTERS AND COASTER CARS
ANIMATED FIGURES — NEW LAFFING SAL AND LAFFING SAM — ANIMATED HEADS FOR DARK RIDES
 CONTINUOUS SERVICE FOR FORTY-FIVE YEARS
PHILADELPHIA TOBOGGAN CO.
 130 E. DUVAL STREET PHILADELPHIA 44, PA.

H-M JAMS 'EM IN MILWAUKEE

Org Sells Out Before Show Opens Doors

Attendance Hits 79,436

MILWAUKEE, Feb. 26.—When the Hamid-Morton Shrine Circus closes its seven-day run at the 5,674-seat Milwaukee Auditorium Sunday night (27), approximately 79,000 persons will have witnessed the org's 10th annual appearance here. Seats for the 14 performances were sold out before the show arrived here, Bob Morton announced.

Altho the show has played to capacity crowds here in the past, Omer J. Kenyon, Hamid-Morton general representative who has promoted the date for the past 10 years, said the gross this year would be up because of the larger program and a greater number of banners sold. Prices are unchanged, seats being scaled at \$1 to \$2.

Kenyon did a good job on advance publicity, the city's nine radio stations and two newspapers going all-out with pictures and stories. A new gimmick on the mailed sample ticket, originated by Kenyon, met with excellent response. It is a mail order blank on the back of tickets, giving prices, etc., and allowing the prospective purchaser to use the check system for the number of seats wanted, date and his name and address.

Some New Acts

Morton has gathered together a fast-moving, well-rounded show running two hours and 50 minutes without intermission. It is likely that the running time will be cut a bit when the show moves to Kansas City, Mo., for the Police Circus, March 1-6. Nine of the 21 displays this year are new to Milwaukee, including the Loof Rio, aerial anchor bar duo; Arsene (See H-M JAMS 'EM on page 93)

Operation of Berlin's Only Show Hinges on Aid of Reds

BERLIN, Feb. 26.—Current season finds Berlin with only one circus in contrast to prewar days when two or three shows held forth simultaneously.

While several circuses have attempted to get a foothold here since the end of the war, none have been able to hold out due to the shortage of food for animals, the currency reform muddle and other complications.

Circus Barlay, which never appeared in Berlin prior to 1945, has succeeded in establishing itself here solely thru direct aid of Soviet authorities in the Russian zone, which enabled the circus to secure materials for constructing a wooden indoor arena and also feed for animals. Drawback is that Soviet officials frequently take over the building for Communist party meetings. Some believe the Russians will eventually expropriate the show and make it a Soviet state circus. The same fate is probably in store for Circus Aeros, which is operating in the Soviet zone of Leipzig.

Circus Barlay opened its Berlin season prior to the Christmas holidays

101 Ranch Opens In Dothan March 16

COVINGTON, La., Feb. 26.—The 101 Ranch Wild West, with Col. Zack T. Miller, will this season play dates booked by the Barnes-Carruthers Theatrical Enterprises, Chicago, with the exception of a few dates booked by Milt Hinkle. Org will move on trucks and baggage cars and will carry about 100 head of stock, 25 Indians and 50 cowboys and girls, 6 head of work steers, and 6 buffalo.

Show opens at Wiregrass Stadium, Dothan, Ala., March 16 for a four-day stand, followed by Gulfport, Miss., Macon and Augusta, Ga., and Birmingham.

with a good bill which ran thru January. New program presented this month is not up to the standard of the preceding offering but is still a good show, with several good animal acts, including the Schumann horses pre- (See FATE OF BERLIN'S, page 90)

Bill Lindemann Dies In Sheboygan, Wis.

SHEBOYGAN, Wis., Feb. 26.—William F. Lindemann, 66, former aerialist and one of the organizers of the Seils-Sterling Circus, died at his home here Sunday (20).

Actively engaged in circus work for 45 years, Lindemann began tramping in 1903, from which time, until 1920, he was an aerialist and tight rope walker. He and his wife, Milly, as performers, were with Yankee Robinson, Gollmar Bros., Sells-Floto, Coup & Lent and Hagenbeck-Wallace circuses, and also were in vaude.

Lindemann and two younger brothers, Pete and Al, organized the Seils-Sterling Circus February 4, 1920. From four trucks and a crew of 12, the show grew to a caravan of 66 motor-driven vehicles and a personnel of 350 people, one of the largest motorized circuses on the road at that time. In 1933 Al bought his brothers' interest and continued to operate the show until 1938, when it sold at auction here. Since that time Lindemann operated a booking agency here.

Born in Heyen, near Berlin, Germany, Lindemann was a member of the Masons, Elks and Moose.

He leaves his wife, Millie; three brothers, Peter, Carl and Albert, all of Sheboygan, and three sisters, Mrs. Emil Schrader and Mrs. Floyd Pierce, also of this city, and Mrs. Henderson Kraft, Milwaukee.

Crematory services in Milwaukee.

Davenport's Cleve Stand Proves Good

Several Performers Hurt

CLEVELAND, Feb. 26.—Orrin Davenport's Grotto Circus winds up its two-week stand here Sunday night (27) and the records will prove it was a good one.

Show, which got off to a good start with a sellout opening night (14), had turnaway crowds the first week-end, with week night patronage better than average.

Les Kimris suffered a misplaced vertebra while doing his airplane act and was out for two performances. Others hit by the injury jinx included Carl Solts, back injury, out two days; Annie Robbins, member of the Cello Flying Act, poisoning in her right hand, and Joe Walch, who was bitten by one of his tigers. Walch didn't miss a performance, however.

H-M Again Signs Memphis Contract

MEMPHIS, Feb. 26.—Contract for next year's appearance here of the Hamid-Morton Circus, under sponsorship of Al Chymia Shrine Temple, was signed last Friday. Show will make its eighth annual appearance at the Auditorium February 11-17, 1950. The circus concluded its 1949 engagement at the Auditorium last Friday night with an overflow crowd. Net proceeds will go to the Shrine School for Crippled Children here and other Shrine charities and activities.

Evansville Firemen Book Clyde Bros. for March 3-6

EVANSVILLE, Ind., Feb. 26.—Clyde Bros.' Circus, owned and operated by Howard Suesz, will appear at the Coliseum here, March 3-6, sponsored by the Fire Fighters' Association and under the promotion of E. C. Lehman.

Outside sales are being handled by M. E. Frenzel and Buz Colvin, and telephone sales by Captain Turk and Inspector Ohl, firemen. Program will have 40 pages with front cover in three colors.

Charles Cuthbert will be announcer and musical director, Jack Hagen, general agent; Walter Fleck, publicity director, and John Lynn, superintendent.

Circus Fans' Assn. Picks Hagerstown For '49 Convention

HAGERSTOWN, Md., Feb. 26.—The 18th annual convention of the Circus Fans' Association will be held in the Hotel Alexander here April 14-16. The association will meet with the John Pawling Great London Three-Ring Circus the final day.

The host will be the Emmett Kelly Tent No. 41 of Hagerstown. Dr. Henry H. Conley, of Park Ridge, Ill., is president of the association, and W. L. (Bill) Montague is publicity director.

Cole To Bow April 14; Spec Out

Emphasis on "Real Circus"

Spectacle winds up "trash parade" because of difficult maintenance—Tavlin

NEW YORK, Feb. 26.—Cole Bros.' Circus will preem April 14 at its winter home, Louisville, but without the customary spec, Jack Tavlin, general manager, announced here yesterday (25).

The parade number is being eliminated because it is impossible to properly maintain costumes and props thruout a lengthy season, with the result that the feature frequently turns into a "trash parade," Tavlin said.

A real circus performance was predicted with the emphasis on circus acts rather than on border-line night club-vaude entertainment fare. Pulchritude will have its place, however. (See Cole Show Cracks on page 90)

UNDER THE MARQUEE

DENNIS STEVENS, Polack Bros. clown, made the printed program at the recent Chicago Press Photographers' banquet. Stevens' picture was taken last year by a Daily News photographer at a crippled children's hospital. The picture was used in the program as one of the News's best photos of the year.

Clever observer of circus life is always looking for straws in the wind, but never goes to a horse top where the bedding is.

NORMAN LAWRENCE, Natchez, Miss., writes that the story in The Billboard, February 19, regarding all the trouble Clyde Bros.' Circus had in playing that spot was okay, with one exception. The paragraph about the phone men "finally being given space in the Moritz Building," was misleading, Lawrence says. "Hartman Moritz gladly gave them space in his building free of charge, but the word finally made it appear like he did it at the last minute instead of right from the start," Lawrence wrote.

HOWARD (BILLY) SHEETS informs that he has signed with Rogers Bros. as equestrian director and announcer. . . . PHYLLIS DARLING, dancer with the Rogers show last season, is in her new home in New Orleans. She plans to troupe this year. . . . IRA GASKILL, who will be annex attraction with Biller Bros. this season, recently underwent an appendectomy in Fort Wayne, Ind. . . . BOB DICKMAN recently was at the Hunt quarters in Burlington, N. J., and visited with MR. AND MRS. STEWART, who will have charge of the cookhouse.

Remember the good old days when circus baggage horses were rented to express companies to deliver Christmas packages?

THEODOR SCHRODER, formerly with the Hagenbeck Zoo-Circus of Germany, Ringling Bros., John Robinson and Detroit Zoo, is resting at the home of his daughter, ELLI FELDMANN - SCHRODER, 403 E. Maryland Avenue, Royal Oak, Mich., (See Under the Marquee on page 90)

WANTED FOR THE 101 RANCH REAL WILD WEST

With COL. ZACK T. MILLER in Person

Wild West Acts of all kinds. Real Indians, Sugar Brown, Cherokee Bill, write or join. Want Bow and Arrow Shooters, Clowns, Cowboys, Cowgirls who can do something. Good, sober program Banner Man. Cook and help, as will open Cookhouse at Birmingham. Can use few real Thrill Acts. Show will open Dothan, Ala., March 16; Gulfport, Miss.; Macon, Ga.; Augusta, Ga., after that. Will enlarge to largest Wild West Show on earth for our big dates, Birmingham, Ala., Stock Show, May 2 thru 8, with Greenville, S. C.; Evansville, Ind., and other dates. July 2, 3, 4 will play the All Iowa State Fairgrounds, Cedar Rapids, Iowa. To follow with big dates booked by Barnes-Carruthers Booking Enterprises of Chicago.

All write, air mail, no collect wires to
MILT HINKLE
Martin Hotel, Dothan, Ala.

THE ROUGH RIDERS RODEO AND WILD WEST SHOW

Fair Secretaries, Parks, Vets' Committees, Carnival Operators, contact us for good, clean, lively entertainment. Several Spring and Summer dates open for Eastern States only. Can use general Rodeo Help in all departments; prefer Men who can do more than one job and work for salary. Need few more Animal Acts, Musicians, Clowns, etc. Want late model Sound Truck. Will buy or trade for late model Buick.

J. L. LYONS
GENERAL DELIVERY SAN ANTONIO, TEX.

WANTED—Season of '49—WANTED

**BOSS ELECTRICIAN
PROP HANDS, SEAT MEN, ETC.
HAROLD CRAIG, write JOE APPLIGATE
CLYDE BEATTY CIRCUS**

1063 CHICO AVENUE EL MONTE, CALIFORNIA

To All Members of the International Alliance Bill Posters, Billers & Distributors

The following Circuses Have Signed
the 1949 Circus Contract

- Bailey Brothers Circus
- Billers Brothers Circus
- Cole Brothers Circus
- Clyde Beatty Circus
- Dailey Brothers Circus
- King Brothers Circus
- Pawling Brothers Circus
- Ringling Brothers Circus
- Ward Beam

Keep away from all other Circuses or action
will be taken against you.
LEO ABERNATHY, Int. President
JOHN J. GRADY, Int. Secty-Treas.



ELASTIC NET OPERA HOSE

All colors, \$4.95. Elastic Tights Rhinestones, Settings, Metal Spangles, Chaiquette Fringes. Folder? Yes.

C. GUYETTE
346 West 45th St., New York 19
Phone Circle 6-4137

MAN AND WIFE WANTED

To operate Novelty and Candy Stands on outside. We furnish everything, including transportation. Must be right and look right. We pay 25% of gross. Opening here March 13th.

PAN-AMERICAN ANIMAL EXHIBIT
CHIPLEY, FLA.

WANTED FOR Animal Oddities Exhibit

General Agent with car, salary and percentage. Stockmen, Grooms, Animal Men, Blacksmith, Harness Maker, Superintendent, Mechanic, Banner Man, Combination Biller that can contract locals, Lecturers, Ticket Sellers. This show never closes. Burbank, Calif., all this week. Arthur Huffman, write.

FRANK KETRON, Mgr.

FOR SALE WELL TRAINED MULE

12 years old, black with white socks. Does 8 to 10-minute act.

I. J. WATKINS
Route 3, Box 853 Tampa, Florida

Roger Baines—Clark Squires

Owing to disappointment want for Rogers & Clark Circus—Acts for small Circus. Must have own transportation and sleeping accommodations, doing 3 or more. State all you can and will do and lowest in first. Agent with car to book and bill 1-Ring Circus. No brush work. State your lowest in first. Open in Southern Indiana May 7. Write

Clark Squires
148 W. Congress St. Chicago 7, Ill.

CLOWNS—

Send for
Circular



Shoes with heavy leather soles and all canvas tops. \$18.50; leather and canvas tops, \$25.00; all leather tops, \$27.50 and \$37.50. Good colors. ORDER NOW FOR IMMEDIATE DELIVERY.

LESTER, LTD. 14 W. Lake St. Chicago 1, Illinois

BUY DIRECT FROM MANUFACTURER

Nylon or Lestex Mesh Hose, \$4.89; Tights, \$7.49
Colors: Pink, Black, Suntan. Leotards, \$3.98;
Tights, \$4.25; Black Durene Cotton, Black Silk
Practice Frock, \$6.98. SPECIAL—Supporters
and Dance Belts, \$3.89. Add 25¢ Postage—
24-Hr. Delivery.

BARNEY DANCE FOOTWEAR
634 Eighth Ave., New York City 18, N. Y.
Write for Free Shoe Catalogue.

FOR SALE FREAK HEREFORD COW

Nothing ever lived like it
L. M. HAUSER
R. #1, Smiths Grove, Ky.

ADVANCE AGENT

Able to book and litho for small town Wild West Circus. Other useful People. Agent must have car. Also good Reserved Seat Ticket Seller, Magician for Side Show, etc. Write only; state all. No wires.

Mgr. Wild West Circus
South Pittsburg, Tenn.

HAMID-MORTON CIRCUS

WORLD'S LARGEST INDOOR CIRCUS — SEASON 1949

Under the personal direction of COL. ROBERT H. (BOB) MORTON

LEN HUMPHREYS, Manager OMER J. KENYON, General Representative

Music by JOE BASILE, Director of Madison Square Garden Band

NOW IN KANSAS CITY

DISPLAY 1	RING 1 CLOWNS THE AERIAL ROYALS <small>America's New Comedy Aerial Bar Act.</small>	RING 3 CLOWNS
DISPLAY 2	CAPT. WARREN BRADLEY <small>Unbelievable man killers from the wilds of the jungle. Trained but untamed, presented in a large steel arena packed with savage fury.</small>	
DISPLAY 3	THE LOOF RIO <small>Performing seventy feet in the air on the Anchor. A new Danish importation concluding with a terrific breakaway. This act has astounded American audiences since their first appearance.</small>	
DISPLAY 4	COMEDY CLOWNS — Cosmo, SaSo, Roy Barrett, Slim Collins, Marlett, Gingo ARSENE GAUTIER'S STEEPLECHASE <small>The most unique, greatest and unequalled trained DOG and PONY ACT in American show business.</small> COMEDY CLOWNS — Roy Thomas & Co., Billy Rice, Bozo	
DISPLAY 4-A	(Night Performance Only) MONTANA BILL BUSCHBAUM— THE WONDER HORSE <small>Introducing to the American audience a true picture of the West. A cowboy's love for his cow pony, and the good old tradition... never forget a cowboy's pal.</small>	
DISPLAY 5	THE HOLLYWOOD GIRLS IN AN AERIAL BALLET <small>Featuring MISS FRANCINE in a cloud swing through the air.</small>	
DISPLAY 6	ATHOS <small>Special hearing of the Great American Triumphs of other Balancers and through the persuasion of Col. Bob Morton, we bring from Europe for the first time, the Equilibristic Wonder, the Incredible ATHOS—the only man in the world who does not use a glove or any other form of deception, and balances on one finger. His other balancing feats are equally as great.</small>	
DISPLAY 7	CLOWNS WALKMIR'S PERCH ACT <small>A unique and unusual feature.</small>	CLOWNS
DISPLAY 8	NORBERTYS <small>Last year's triumphal importation held over by the acclaim of a United Nation. A Balancing Feat in mid-air that has never been equalled by any other group with any Circus — no matter what circus — in America.</small>	
DISPLAY 9	PICKARD'S TRAINED SEA LIONS <small>Animal jugglers and intelligent seals.</small>	
DISPLAY 10	LINON <small>The inimitable pantomime sensation of Europe. The new comedian of the Americas. The funniest of all funny men, direct from the success of five years in Europe. For the first tour of the Americas, we give you the one and only LINON.</small>	
DISPLAY 11	JOHNNY WELDE'S TRAINED BEARS <small>Formerly with Ringling Brothers Circus.</small>	
DISPLAY 12	HIP RAYMOND <small>How does he do it? The new wonder of America. A truck load of furniture plus many surprises. Big things in little ways.</small>	
DISPLAY 13	SHERIDAN BROTHERS <small>South African Sensation Feature Unbelievable — skilled — matchless — is the only description for these undaunted wizards of the wire.</small>	
DISPLAY 14	THE CALIFORNIA AERIAL BALLET <small>With new introductions of feminine aerial routines that are entirely different. Introducing MISS CONCHITA in the center in an iron jaw demonstration, concluding with a teeth swivel.</small>	
DISPLAY 15	COOPER'S LIBERTY HORSES <small>Presentation of fine Liberty Horses (Formerly Greer's) galloping in intricate drills and rhythmic precision, handled by that able trainer and cowboy — BILL BUSCHBOM.</small>	
DISPLAY 16	AIDA — THE GIRL IN THE MOON <small>Unsupported Perch Poles with different innovations and finishing routine that have never been witnessed by an American Audience.</small>	
DISPLAY 17	THE FIVE ERICKSONS <small>A new European importation demonstrating skill, grace and muscular endurance, accomplished only by this famous Troupe.</small>	
DISPLAY 18	THE BARBER SHOP <small>in the new comedy conception of tomfoolery, presented by COSMO, SASO and ROY BARRETT.</small>	
DISPLAY 19	RING 1 CLOWNS ROBINSON'S ELEPHANTS <small>Presents those dancing, prancing PACHYDERMS.</small>	RING 3 CLOWNS
DISPLAY 20	THE FLYING ROMAS <small>The family on the Flying Trapeze — somersaults, doubles, two and half turns, passing leaps and blindfold passes in Mid-Air.</small>	
DISPLAY 21	MISS VOLANTE <small>If you have a weak heart, close your eyes. The stratospheric flight of the Aerial Artist who defies all laws of gravitation. Watch her, if your nerves hold out.</small>	

N. Y. State Planners in Bid To Outstrip Toronto, Dallas

SYRACUSE, Feb. 26.—In a statement supplementing its recent recommendation of a \$52,000,000 State exposition at Mattydale Army Air Base here, the State fair commission Thursday (24) proposed an annual that would become "the greatest show place of its type in America."

"With far less population to draw from, the Toronto Exhibition and the Texas State Fair, Dallas, to cite only two examples, have been outstandingly successful," the statement says. "The commission believes that with adequate buildings and facilities, with extension of interest beyond the basic agricultural phase, and unrivaled access facilities, the Empire State Exposition would become the greatest show place of its type in America and wholly self-supporting within a reasonable period of time."

"The commission has visualized its plans in such a broad and all-inclusive manner because it believes New York State should have the finest possible show place for its capabilities and wealth, and because a vast interest and attendance potential exists among more than 43,000,000 persons who reside within 300 miles of the exposition site near Syracuse."

300,000 Day Peak

Peak attendance on some days would run between 200,000 and 300,000, the commission estimated. The fair would run for one or two weeks. The report added that interest would not be confined to fair time since the plant's building and other facilities would provide for year-around exhibits, shows, conventions and sporting events.

There is an estimated total population of 2,521,000 within a 100 miles of the proposed site and including areas in Pennsylvania and Canada. Within another 100 miles are included metropolitan New York, Northern

Gt. Barrington Date Fought by Hotel Org

GREAT BARRINGTON, Mass., Feb. 26.—The Berkshire Innkeepers' Association has adopted a resolution opposing the last week in August as the date for Great Barrington Fair. The resolution will be presented to the State Racing Commission, which supervises pari-mutuel racing at the fair and sets the dates. Opposition is based on the fact that the fair dates overlay Labor Day week-end.

Edward J. Carroll, manager of the fair association, has explained to selectmen that weather conditions prevented a later date for the fair. Subsequently the selectmen, by majority vote, approved the August dates and notified the racing commission.

The selectmen do not grant fair dates, but because they control the issuance of licenses their approval is an important factor.

Petersburg, Va., Plant To Be Used for Still Dates

PETERSBURG, Va., Feb. 26.—The plant of the Petersburg Fair here will be used during the spring and summer for a variety of still date activities, including rodeos, midget racing and stock car races, R. Willard Eanes, secretary, announced. Plan is to run such events thru August 15.

Some indoor attractions will also be presented in the 3,000-capacity main exhibition building during that period, Eanes said.

He reported that the Endy Bros. Shows have been contracted to provide the midway attraction at the fair in October. Also contracted are the grandstand attractions which have been booked thru the George A. Hamid office, New York.

Nev Jersey, most of Vermont, parts of Connecticut, New Hampshire and Massachusetts and parts of the Canadian provinces of Ontario and Quebec, with a total estimated population of 24,353,000.

More than one-fourth of the population of the United States and more than one-half of the population of Canada resides within a 300-mile radius, the commission report stated.

Industrial Expo For Richmond Plant in May

RICHMOND, Va., Feb. 26.—A spring fair to be known as the Virginia Industrial Exposition will be held here for the first time May 9-21.

The first meeting of the newly chartered corporation was presided over by Wert Faulkner, Glasgow manufacturer, chairman of the Virginia State Chamber of Commerce committee on industrial development. The State chamber is principal sponsor of the exposition.

Other corporation officers, in addition to Faulkner, are J. Malcolm Bridges, vice-president, and Verbon Kemp, secretary-treasurer. They are representatives of the Richmond Chamber of Commerce and the State Chamber of Commerce respectively.

Joshua Brooks Dies, Helped Found, Run Eastern States Expo

SPRINGFIELD, Mass., Jan 26.—Joshua Loring Brooks Sr., a founder and past president of Eastern States Exposition and one of New England's leading industrialists, died of a cerebral hemorrhage Wednesday (16) at the age of 81.

Altho in almost total retirement for the past several years, he had resumed strenuous activities in behalf of the exhibition this winter to spearhead a battle against imposition of taxes on the fair's plant by the West Springfield board of assessors.

Brooks was first president of the exposition and served in that capacity for 25 years. Since 1942 he had been honorary president. He was also president and founder of the Brooks Bank Note Company of this city.

Eureka, Calif., Sets Dates; McGowan Named President

EUREKA, Calif., Feb. 26.—The Redwood Empire Rodeo and the Ninth Agricultural District Fair at Redwood Acres here has been set for June 22-26, it was learned this week.

Announcement of the joint show was made at a recent meeting of the Ninth Agricultural District Fair Association, which has charge of both events. At the meeting Blaine McGowan, local attorney, was named president of the sponsoring association.

This year the fair premium list will top \$18,000, it was learned, including awards on livestock, agricultural products, horticultural exhibits and other departmental entries.

Humboldt, Neb., Re-Elects

HUMBOLDT, Neb., Feb. 26.—Otis Nelson was re-elected president of the Humboldt County Fair Association, which set its 91st exposition dates as August 15-18. W. H. Volberding was elected vice-president; Levi Olson, secretary, and Arthur Hof, treasurer.

No Gambling at Ill. State Fair — White

SPRINGFIELD, Ill., Feb. 26.—H. J. White, business administrator of the Illinois State fairgrounds, informed State's Attorney George P. Coutrakon Wednesday (23) that he will co-operate with the prosecutor in enforcing gambling laws on the State fairgrounds this year.

In his letter to Coutrakon, the fair official stated: "Please be assured that we will be glad to co-operate with your office in every way we can."

Coutrakon's letter asked White and other fair officials not to lease concession space for bingo and "other forms of gambling." He added, "I am sure that the State, above everyone else, will want to set a good example by refusing to issue contracts for space at the State fair, where the purpose is not legal."

Winkley To Supply All Afternoon Bills At Hutchinson, Kan.

HUTCHINSON, Kan., Feb. 26.—Frank Winkley, thrill show operator and auto race promoter, was awarded a contract here Friday (25) to provide all the afternoon grandstand entertainment at the Kansas State Fair.

Four days will be devoted to big car racing featuring Emory Collins and Jimmie Wilburn, with Winkley's All-American Thrill Drivers in for the other two afternoons. George Waltz, aviation act, will be presented with the thrill show both performances, it was announced.

Winkley will also stage a big car still date auto race program here May 15 and a stock car racing program July 4.

Indio Estimates Gate at 100,000

INDIO, Calif., Feb. 26.—Attendance records for the annual Riverside County Fair and National Date Festival were believed broken when an estimated 100,000 passed thru the turnstiles during the five-day run (18-22). At close of the third day, Sunday, the official count was 79,179. Fair officials agree that the two final days drew at least 21,000.

The weather moderated enough so that most concessionaires got a better break than anticipated. Ferris Greater Shows were on the midway.

ESE Mulls Building New Administrative Structure

SPRINGFIELD, Mass., Feb. 26.—The Eastern States Exposition may erect a wooden administrative building near the main gate. D. DeWitt Mallary, chairman of the exposition's executive committee, said the matter is still in the formative stage. No decision will be made, he said, until such time as plans are drawn and cost estimates are made.

Mallary said the matter has been under discussion for several years. At first it was planned to remodel an existing structure, but the costs were prohibitive.

Cortland '48 Gate 107,534; Sears Is Elected President

CORTLAND, N. Y., Feb. 26.—Attendance at the Cortland County Fair hit 107,534, a new record, in 1948.

Officers are: A. J. Sears, president; L. D. Thomas, vice-president, and Harry B. Tanner, secretary-treasurer. Directors are Harold C. Griswold, A. R. Reilly, Leland B. Downes, Percy C. Wadsworth, L. J. Lonergan and Fred Crampton.

The 1949 fair will be held the week of August 29.

Trade Fairs Predicted for U. S. Cities

Commerce Exec Cites Europe

NEW YORK, Feb. 26.—The eventual establishment of international trade fairs in several cities of the United States was predicted by Jacques Kunstenaar, chief of the fairs and exhibitions branch of the Office of International Trade, at a luncheon meeting of the Export Advertising Association at the Shelton Hotel Wednesday (23).

Kunstenaar called attention to the success of last year's International Trade Fair in Toronto, the first such fair to be held on the North American Continent. This fair will be repeated in June. Cities in the United States considering projects for similar fairs include Philadelphia, Detroit, Dallas, and San Francisco. While New York is said by Kunstenaar to be lagging in regard to such a fair, various projects along similar lines are being considered, including a somewhat fantastic project for a permanent year-round fair to occupy a huge slice of the West Side of mid-town Manhattan.

Europe's Shows Click

Practically all countries of Europe have solidly established fairs of this type, and while the war wiped out several of them, the more important ones are again functioning annually. Last year at 11 of the leading European trade fairs exhibitors totaled 41,000, as against 35,000 in 1947.

Prior to the war the leading international trade fairs of Europe were those of Prague, Czechoslovakia; Lyon and Paris, France; Leipzig, Germany; Utrecht, Holland; Basel, Switzerland, and Zagreb, Yugoslavia. All are once more in full swing and are definite factors in restoring the economic welfare of Europe.

The United Kingdom is also making a strong bid for international trade thru its annual British Industries Fair, held simultaneously in London and Birmingham. This year's fair, May 2-13, is being heavily publicized in the United States.

38 Listed

The Department of Commerce lists 38 European fairs and exhibitions that it considers of interest to American manufacturers and industrialists. The list includes the International Fair at Casablanca, French Morocco, North Africa, which is essentially a French fair.

All the European trade fairs are housed in permanent exhibition buildings and occupy large areas of ground. Practically all are so constructed as to be adaptable for the holding of exhibitions of all types, special events and conventions. While there are no midways or fun zones at such fairs they are a boon to local amusement interests and, in some cases, amusement centers of various types have sprung up in the immediate vicinity of the fairgrounds.

Aiken W. O. W. Get Charter for Annual

AIKEN, S. C., Feb. 26.—A State charter to operate a county fair here has been granted the local Woodmen of the World chapter, it was reported this week.

A tract of land has been purchased and plans for construction of buildings have been completed. The event will be staged early in October.

Harrison Greater Shows have been awarded the midway contract, it was announced by Stan Reed, general agent.

Wm. Logan Named Bad Axe, Mich., Mgr.; Succeeds Ed McCrea

BAD AXE, Mich., Feb. 26.—William R. Logan, local high school teacher, was recently named manager of the Huron County Fair here to succeed Ed McCrea. Manager since the fair was taken over by the Huron Community Association four years ago, McCrea declined re-election. Under his direction the fair showed substantial growth.

The W. G. Wade Shows again have been contracted for the midway, with the Cavalcade of Stars again booked for the grandstand. A three-day harness horse racing meet, with \$4,000 in purses, will be featured this year. Ralph Brown, fair director, has been named to investigate the possibility of erecting a building to house some of the youth exhibitors during the fair.

Bert Bacon Renamed Prexy Of Brookfield, N. Y., Annual

BROOKFIELD, N. Y., Feb. 26.—Bert Bacon was re-elected president of the Madison County Fair Association at the annual meeting held recently. Irving Baldwin and Albert Rogers were named vice-presidents.

Members of the board are Baldwin, Thomas Craine, Glen Bacon and Rupert Chesebro.

Raymond Burdick, secretary, reported the 1948 gross as \$56,354, about \$3,000 under 1947. The drop was due in part to hard rain on closing day.



APPOINTMENT of Fred Pittera as managing director of the new Westchester County (N. Y.) Fair was announced last week by Mrs. Myra T. Houston, president. Other officers are Thomas H. White, vice-president, and M. I. Houston, secretary-treasurer. Pittera was formerly associated with National Home Shows, Inc., produced the Utah National Home Show of 1948, and was active at the 1947 and 1948 State Fair of Texas.

High Costs Nix Planned Ottawa Spring Annual

OTTAWA, Feb. 26.—Cancellation of a proposed annual spring fair was announced here this week by H. H. McElroy, secretary-treasurer of Central Canada Exhibition Association, which was to have staged the event at Lansdowne Park.

Announcement followed a meeting of the advisory and finance committee which shied from the great expense which would result from the staging of the event as planned. The committee also pointed out that a large building and renovation program would shortly get under way and would likely run over into the busy period preceding the staging of the annual exhibition. This, it was stated, would tax the capacity of the staff.

The spring show was to have been a full-size affair with a midway; grandstand, cattle, horse, dog and fashion shows; a cooking school and athletic contests.

Jos. Courtney Named Head Of Calif. Racing Commission

SACRAMENTO, Feb. 26.—Joseph E. Courtney, of Sacramento, was appointed chairman of the State Fair Racing Committee by W. C. Wright, chairman of the California State Fair Board. Courtney succeeds Joseph T. Grace, of Santa Rosa. Also named to the racing committee was Ward G. Walkup, of San Francisco.

Other appointments include Grace, chairman of the agriculture and horticulture committee, with Daniel W. Beatie as a committee member. The livestock committee was divided into two divisions. The dairy products and cattle division will be headed by E. E. Freeman. The beef cattle, swine, sheep and poultry division will be under the chairmanship of Fred H. Bixby.

Hal Hotchkiss, of San Diego, has been named to the concession and exhibit committee.

Geneva Annual Adds Sat.

GENEVA, Neb., Feb. 26.—For the first time in its history, Fillmore County Fair will be held on Saturday, with the dates set at August 18-20. Saturday was added to obtain desired grandstand acts, said Guy Case, fair board president.

Edmonton Arena's Seating Capacity To Be Increased

EDMONTON, Alta., Feb. 26.—Edmonton Exhibition Association-owned Arena will be extended at a cost of \$170,000, with work to start April 1. Addition of 1,272 seats will boost the seating to nearly 8,000.

Exhibition directors have been notified that the Dominion government will pay \$100,000 toward the cost of the stock pavilion, completed last year, and that payments will be \$10,000 a year. Total cost of the building was about \$300,000.

Miss Barbara Bannerman has been named secretary of the association. She has been acting secretary.

The Exhibition Association and the Edmonton Chamber of Commerce are working together on plans for an air show in 1950, with a preview show this year.

Palmyra, N. Y., Annual Sets New Dates, Buys More Land

PALMYRA, N. Y., Feb. 26.—Dates of the 1949 Palmyra Fair here have been shifted to the week of August 29 to avoid conflict with the New York State Fair, Syracuse, which is to be revived this year.

W. Ray Converse, fair secretary here, reported that the association has purchased a new tract of land to be used for parking and that the fairgrounds electrical system is being modernized.

METROPOLITAN WINDOW CARDS POSTERS
Will Sell Your Show!

Stock LITHOGRAPHS for CARNIVALS * RODEOS FAIRS * CIRCUSES * AUTO RACES
UNION PRINTERS

METROPOLITAN PRINTING COMPANY
1330 VINE STREET, PHILADELPHIA 7, PA.

Acts Wanted for Our 1949 Fairs
Ward (Flash) Williams
SUNNY BERNET
(GENERAL MANAGER)
AMERICAN THEATRICAL AGENCY, INC.
Suite 426, 221 N. La Salle St.
CHICAGO, ILL.

ACTS WANTED
Am Now Contracting
FEATURE ACTS
FOR MY
INDOOR CIRCUS DATES
AND
1949 FAIRS
ERNE YOUNG
155 N. Clark St. Chicago, Ill.

WANTED
FIRST CLASS AMUSEMENT COMPANY
To show at the Third Annual Greenup County Fair which is held at the Greenup County Park, Greenup, Kentucky—August 11-12-13. Would like to hear also from Independent Concessions.
GREENUP COUNTY FAIR ASSOCIATION
GREENUP, KENTUCKY

Winter Fairs

ARIZONA
Tucson—Pima Co fair March 2-5. Norman B. Cobb. Box 1609

CALIFORNIA
Imperial—California Mid-Winter Fair. Feb. 26-March 6 D. V. Stewart, Box 308.
San Bernardino—National Orange Show. March 10-20. R. Z. Smith. Box 29.

FLORIDA
Cocoa—Indian River Orange Jubilee. March 9-12. Mrs. Marion Oxford, Chamber of Commerce.
Daytona Beach—Hallfax Fair. March 3-12.
Sustis—Florida Sportsmans Expo.-Lake Co. Fair. March 14-19. Karl Lehmann, Tavares, Fla.
Fort Lauderdale—Broward Co. Fair. March 15-20. Jack W. Finch.
Miami—Dade Co. Fair. March 4-13. Robert C. Booth. 471 N. W. 44 St.
Palmetto—Manatee Co. Fair. Week of March 7.
Plant City—Florida Strawberry Festival. March 1-5. G. H. Bates.
Sanford—Seminole Co. Fair. Week of March 21.

RHODE ISLAND STATE FAIR

DAY and NITE KINGSTON, R. I. DAY and NITE
AUGUST 30 THRU SEPTEMBER 4

Space available on INDEPENDENT MIDWAY. No exclusives except Bingo. Positively no money gambling permitted. NO GYPSIES. Excellent space for Shows and Rides.

Address all correspondence to
General Manager, R. I. State Fair Assoc.
Room 300, Phenix Bank Bldg., 17 Exchange St., Providence 3, R. I.

ATTENTION
Fair Secretaries—Celebration Committees
Wisconsin, Illinois, Michigan, Indiana, Missouri and Arkansas.
We will open our #2 unit June 27. Have the best in riding devices and outstanding midway attractions on this unit.

NOTICE—The big show, our #1, starts in Illinois April 18. We have some open dates.
Will be glad to have our representative call on you. Address:
FIDLER'S UNITED SHOWS
390 ARCADE BLDG. ST. LOUIS, MO.

NEW DATES 1949 GREAT PALMYRA FAIR NEW DATES 1949
AUGUST 30 THRU SEPTEMBER 3

WANT: Clean Shows for our Independent Midway, Side Show, Fun House, Wild Life, Mechanical or any Show of merit. Write, wire or phone
W. RAY CONVERSE, Secy.
PALMYRA NEW YORK STATE

Tell and Sell WITH POSTERS!
THE MOST EFFECTIVE SILENT SALESMEN!

FOR RESULTS CONTACT **Posters INCORPORATED**
Specialist FAIRS-CARNIVALS PARKS-ORCHESTRAS SPORTING EVENTS TRAVELING SHOWS PROMPT & IMMEDIATE SERVICE
835 CHERRY ST. PHILA. 7, PA. PHONE Lombard 3-2000

ALL NEW in 1949
Jimmie Lynch DEATH DODGERS
WORLD'S GREATEST AUTO THRILL SHOW!
A FEW DATES STILL OPEN

"There is no substitute for Quality!"

— GENERAL OFFICES —
203 North Wabash Ave., Chicago
Phone Randolph 6-3639

ATTENTION
FAIR SECRETARIES!
CONTACT
The **ERNE YOUNG AGENCY**
For Your **GRANDSTAND SHOW**
155 N. Clark St.
Chicago 1, Ill.

Crafts To Push Exp'tion Shows

Will carry 80x200 top for celes, leasing to fairs—20 Big Shows open second

LOS ANGELES, Feb. 26.—Crafts Exposition Shows will be the top org under the Crafts banner this year instead of 20 Big Shows, Secretary J. W. Gilman said this week. According to present plans, 20 Big Shows will not open until after the Orange Show.

Aside from Orville Crafts, owner-manager, and Gilman, other officials are Roger Warren, manager of Exposition Shows; Frank Warren, general agent; Roy Shepherd, general superintendent, and Johnny Miedke, general purchasing agent.

Ride Personnel

This year Exposition Shows will have a new 80 by 200-foot big top which will be used for celebrations or leased outright to fair managers, it was reported.

Shows include the India Girl Show, with a new front and new costumes under the management of Jeff Griffin; a new Mickey Mouse Show, managed by Alvin Perry, and a Side Show, managed by A. J. Budd.

Ride foremen include Clyde Rawlings, Motordrome; Bob Christensen, Pretzel Ride; Joe Duran, Merry-Go- (See Crafts Will Tote on page 76)

Harry Parker Named Manning Asst. Mgr.

NEW YORK, Feb. 26.—Ross Manning, owner-manager of the shows bearing his name, this week announced the signing of Harry Parker as assistant manager and general representative.

Parker, who has been free-lancing his services for the past year, was last with the John H. Marks and James E. Strates shows, and has served with many other orgs.

Manning's quarters at New Jersey State Fairgrounds, Trenton, will be in full operation by the first week in March. This will allow for a little more than a month's refurbishing activity before the show preems in Jersey.

Laredo, Tex., Cele Pulls Big; Winter-Idled Showmen Turn Out

By Frank Joerling

LAREDO, Tex., Feb. 26.—Americans and Mexicans alike, folks here go all out for the annual George Washington Birthday celebration. The event, which Friday (18) opened its 16-day run, even went so far in its early days to top last year's turnout.

J. George Loos, who has held the midway contract here for the past 26 years, estimated that the turnstile count on the midway Washington's birthday was roughly 35,000, up 5,000 from the same day last year.

A resident of Laredo for the past 20 years, Loos is a veteran in the carnival business, having entered it in 1895. He is rated tops with the local powers-that-be, and his contract with the celebration group does not expire until 1953.

He has 8 major rides, 9 kiddie rides, 5 shows, and about 40 concessions in operation here.

The parade ran 2½ hours and was notable for its colorful floats, the large bands, and American and Mexican cowboys.

The annual event here, along with the Charro Days at Brownsville, Tex., which runs February 24-27, are traditional winter-time meeting places of showmen awaiting the opening of the outdoor season.

This year the gathering of showmen is up to past standards. During the first three days, visiting firemen noted included Jack Ruback, Alamo Exposition Shows; W. Jack Moore, Moore's Modern Midway; Louis (Blackie) Ringold, All-American Shows; Mr. and Mrs. H. P. Hill and Clyde Hill, Hill's Greater Shows; Eddie Boothman, Mr. and Mrs. Ben (Lefty) Block and Mrs. J. C. Roberts, San Antonio, Tex.; Mr. and Mrs. Harry Richman, James D. (Jim) Carpenter and Mr. and Mrs. Eddie Davis, of Silver States Shows and Richman-Carpenter Enterprises.

Also Sam Caldwell, Motordrome

Eddie Spring Dies in Crash

CINCINNATI, Feb. 26.—A wire from the Weldon Martin Funeral Home, of Westlaco, Tex., reported the death by auto accident tonight of Eddie Spring, carnival man. The mortuary is attempting to locate Spring's relatives so that funeral arrangements can be made.

operator; Joe Murphy, and Mr. and Mrs. Joe Rosen, Alamo Exposition Shows; Hank Gowdy, formerly with the Snapp Greater Shows; Art Briese and James (Jim) Trevor, Thearle-Duffield Fireworks Company; A. (Booby) Obadal, Texas Exposition Shows; Alvin Van Dike, Victor, Exposition Shows, Mr. and Mrs. Vaughan Richardson, Bob Parker Enterprises, and Mr. and Mrs. Roy DeLeon, of the Greater United Shows.

Gilsdorf Vexed by Video, But Other Ops Play the Icky

NEW YORK, Feb. 26.—There was a time when a general agent or show owner casing a town would count the number of empty stores and let it go at that.

A more studied approach was developed by later agents who, before inking in a town, determined the number of wholesale and retail outlets, the popularity of the spot as a chain store location, the number of banks and their assets and the number of people drawing relief.

Now, Richard E. Gilsdorf, owner-operator-agent of Dick's Paramount Shows, has made the number of television sets in an area the determining factor. An indefinite "too many" in any locale rates the spot thumbs-down action from Dick.

Since New York's video outlets, the most active to date, blanket his usual territory across the river in Jersey, and the 500,000 receivers in the metropolitan area are being added to daily, his search for a route may eventually resemble the proverbial hunt for a needle in a haystack.

Other ops playing video-dominated territory voice no qualms. Consensus is that carnial fun requires patron participation, since people can't ride a Ferris Wheel—or a pony ride, for that matter—in their living room and, except for championship fight nights and the like, the drag on the gate will be inconsequential.

Naylor Joins Hennies as P. A.

HOT SPRINGS, Feb. 26.—William B. Naylor, for the past five years press agent of the Cavalcade of Amusements, has been signed by the Hennies Bros.' Shows in a similar capacity, Henry Hennies, owner, announced here this week.

A veteran of some 30 years as a circus and carnival press agent, Naylor is one of the best known in the business. His career has been marked by his long service with relatively few shows. He was with Sells-Floto, Sparks and the Hagenbeck-Wallace circuses for long periods and, prior to joining the Cavalcade, had served with the Beckmann & Gerety Shows for four years.

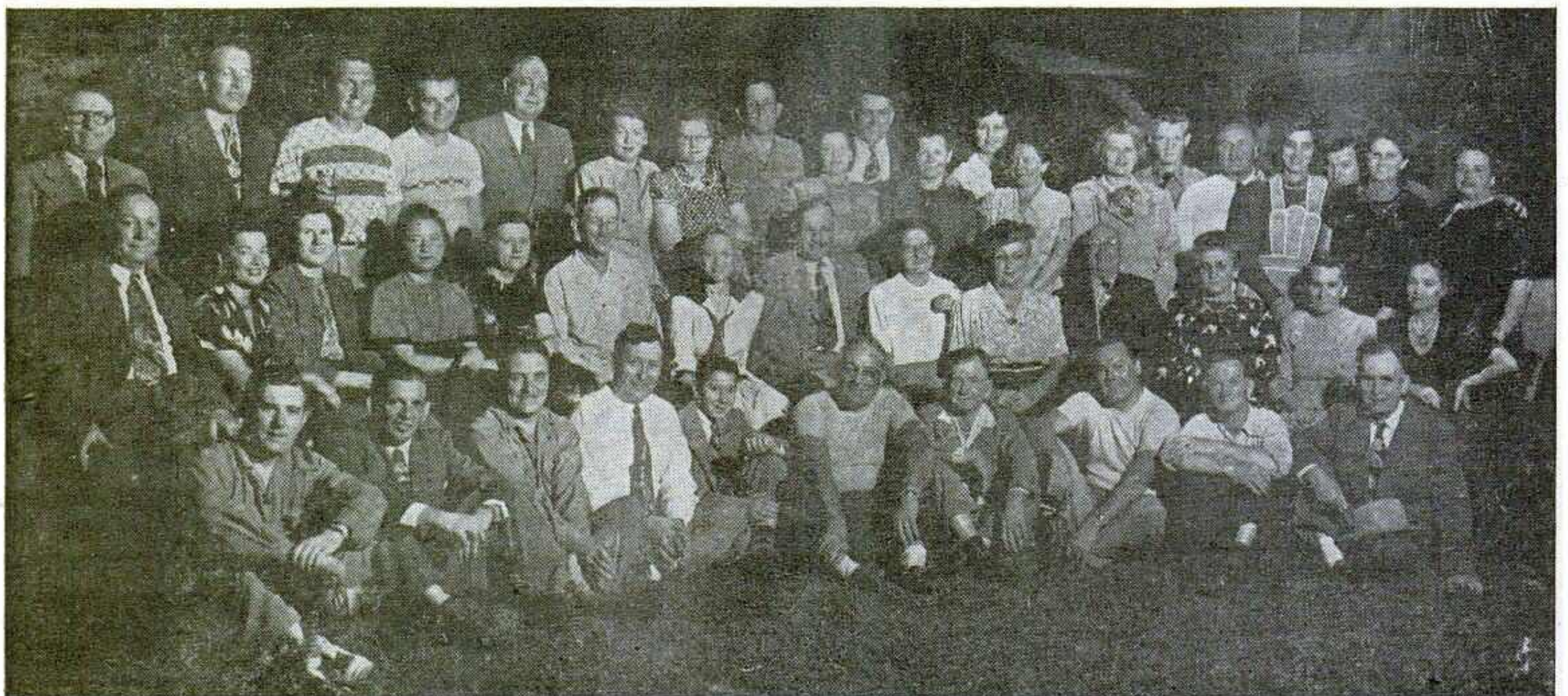
Recently returned from England, where he had gone to close a family estate, Naylor is here with his son, Fred, who is taking the baths.

Sober Named Head Of Keystone Show; April Bow Planned

SUNBURY, Pa., Feb. 26.—Keystone Attractions, Inc., out last season under the banner of Penn Amusement Company, will be headed this year by Mel Sober, Sunbury booker and representative of the George A. Hamid office. He was elected president at the organization meeting here recently. Other officers named were Harry L. Martz, secretary; Hugh Gross, treasurer, and Fred Sassaman, superintendent of concessions and lot man.

Personnel to date includes John M. Coles, Merry-Go-Round; Doc Cook, Ferris Wheel and two ball games; Peck Martz, popcorn, kiddie train and kiddie swings; Mr. and Mrs. Charles Schumaker, ice cream; Mr. and Mrs. Hugh Gross, French fries; Mr. and Mrs. Fred Sassaman, cookhouse and candy floss; Mr. and Mrs. Roy Ruch, glass pitch and duck pitch; Joe Boyd, cigarette gallery; Harry Kemp, short range gallery, and Mr. Shadle, duck pond and string game.

Winter quarters will be opened here March 1, with an April bow planned. Show will play in Pennsylvania, Virginia and West Virginia.



ONE SOCIAL HIGHLIGHT for visiting outdoor showmen during the recent Tampa Fair was a Southern barbecue given at the winter home of Mr. and Mrs. D. Rex Barnes. Shown above on the lawn of the Barnes home (left to right) are: back row, Ed Strassburg, Ed Starr, Tom Wirtz, John Quinn, Tony Shuh, Mrs. E. Starr, Mrs. Ed Strassburg, George Pence, Mrs. Charles Deal, John Gallagan, Mrs. Gallagan, Mrs. Kelley Abbott, Mrs. Al Kelly Deal, Mrs. Charles A. Lenz, Al Lenz, Charles A. Lenz, June Boyles, Harry Boyles, Mrs. George Pence and Mrs. Red Hall. Middle row: Red Hall, Annabelle Wirtz, Mrs. G. J. B. McGowan, Mrs. John Quinn, Mrs. Avory Christy, D. Rex Barnes, Sally Rand, F. E. Gooding, Mrs. D. Rex Barnes, Mrs. W. W. Davis, Mr. Davis, Mrs. Alexander and Mrs. Kay Lorimer. Front row: Kelley Abbott, Fred Lambert, G. J. B. McGowan, Avory Christy, Lorin Pickins, Al Kelly Deer, Mr. Alexander, Charles Deal and Ed Murphy.

St. Louis Showfolk Carry On At Building Fund Frolic

ST. LOUIS, Feb. 26.—The International Association of Showmen's Building Fund Frolic, staged by Mort Silvers, drew a big crowd here. Receipts shaded the Cemetery Fund Frolic. In charge of the checkroom were Red McCoy and Charlie Chaney. Silvers emceed 16 acts and gave a sketch of *Laugh, Clown Laugh*. Participating in the show were Cookie Beckman, Virginia Miller, Delsa Vogt, Edith Maxwell, Shirley Pennington, Shirley Young, Danny O'Connor, LaVerne Young, Ann Young, Edna Beckman, Mrs. Mistachkin and Don Schaeffer. Dance music was furnished by Carroll and her Five Rhythmettes.

At midnight, Bill Ruler, of the Top o' the Town night club, brought in his floorshow, Helen Nixon, Ernie Curiel, Ferree, Thelma Bucy and Tom Newton, and an additional show was put on. Between dances Lillian Hemmler of the Missouri Show Women, was at the piano. Mrs. Florence Silvers, 84-year-old mother of Mort Silvers, was introduced.

Out-of-town visitors were Sunny Bernet, Dave Endy, Esther Speroni, Rose Fitzgerald, Mr. and Mrs. Ed Schantz, Mrs. Della Regan, Stormy Dale, Sunday Meyers and Bobby Klein. In the press box with Sid Sidenberg were Russ Edwards, the club photographer, and Secretary Euby Cobb.

The main prize, an electric clock, was won by Pete J. Byrnes Jr. First door prize went to P. E. Heavy, who donated to the building fund. Second door prize was won by Vera Jansen, and third by Mrs. Gertrude Lang.

Attending were Mr. and Mrs. John Francis, Mr. and Mrs. Euby Cobb, Peggy and Frank Grimm, Mr. and

Mrs. Ed Schantz and children, Mr. and Mrs. Don Donnelly, Margaret Donnelly Herb Lohmar, Wilma Rose Evans, William R. Hoy, Jenitte Rogers, Carl Montgomery, Lowell Specht, Meyer Katz, Walter Payne, John Shelley, Edwin N. Campbell.

J. P. Murphy, Wesley Schumacher, Mr. and Mrs. L. E. Williams, Dave Kieffer and gang, Anthony Kersulis, Stella Shrabacz, Mr. and Mrs. Robert Enze, Mr. and Mrs. Bill Barnes, Mr. and Mrs. John Fleshman, Warren Bockwinkel, Mr. and Mrs. George Regan, Mr. and Mrs. William McCoy, P. E. Waughn, Mrs. C. Beckman and Cookie, Mr. and Mrs. Edward Shay, Jess L. Eaton, Lelah Graber, Phil Cuvant, Frank Shoults, Mr. and Mrs. Pete Byrnes, Roy W. Spears, W. H. Ellis, George Campbell.

Esther Speroni, M. M. Simmors, Opal Black, Carl V. Pape, Jimmy Rogers, Mrs. Eva Rogers, Mr. and Mrs. J. W. Rodwill, Mr. and Mrs. Russell Sopp, Mr. and Mrs. Les Henderson, Mr. and Mrs. Luther Jensen, Mr. and Mrs. Mike Riaff, Mr. and Mrs. Dave Prevost, Mr. and Mrs. George Regan, Rose Spingle, Joetta Steinhauer, Paul L. Specht, Jack Killor, Beverly Specht, Irene Tasudowicz, Rudy and Helen Baumann.

Mr. and Mrs. Leo C. Lang, Daisy Davis, Louise Howe, Edith Maxville, Mr. and Mrs. Jim Brown, Mr. and Mrs. Russ Edwards, Danny LaRaugh, Dan Martin, Mary James, William Klecka, Daniel C. O'Connor, Mr. and Mrs. Walter E. Witte, Mr. and Mrs. Cecil Larrimore, Mr. and Mrs. Melvin Heinicke and Ralph Hoffman.

George Regan was chairman in charge of refreshments, and Meyer Katz, Carl Montgomery and Lowell Specht donated their services as waiters.

WORLD of TODAY SHOWS

TWO SHOWS COMBINED IN ONE

Opening March 26, 1949, Muskogee, Okla.
Finest still route in the Middle West and an exceptionally good fair route to follow

WANT TO HEAR FROM Second Men on all Rides: must drive semi trailer. Those with us last year wire or write at once. Want one Loop-o-Plane Foreman who can handle ride and keep it operating. All other Foremen already hired. Can use some men March 1 to go to Tulsa Live Stock Show. Want to hear from first-class Electrician who can handle big show.

SHOWMEN: Have opening for showmen with new and novel ideas; will furnish everything if you have something that will get money. Want to hear from Monkey, Fat, Unborn or what have you? Ray Ayers wants to hear from Girls for Girl Shows.

CONCESSIONS: Can use any and all kinds of Slum Stores, no Ex. Custard, Mug, Shooting Galleries, Fish Pond, Strings, Balloons, Scales, etc. Johnnie Weatherick, let us hear from you at once. Can use any Slum outfit for Tulsa Live Stock Show, 10 big days, commencing March 4. Can use Counter and Griddle Men for office-owned Cookhouse. Sam Lieb wants to hear from Counter Men and Relief Callers for Bingo.

All replies to **BOX 782, MUSKOGEE, OKLA., or PHONE 7464**

LA CROSS SHOWS

OPEN APRIL 16 IN CONNECTICUT

Featuring fireworks weekly and the Sky Boy, high act, nightly.

FAIR SECRETARIES in New England, New York, New Jersey and Pennsylvania. TAKE NOTICE. Have one of the finest six-ride shows on the road with some open fair dates during September, October and November. Contact me now. Will book legitimate Concessions at \$20.00 per week. Also Wild Life, Fun House, Arcade or any Grind Show of merit with own transportation. Can use Merry-Go-Round and Ferris Wheel Foremen, salary \$50.00 per week. Must furnish references. All write to **LA CROSS AMUSEMENTS, 158 LAKE ST., ST. ALBANS, VERMONT.**

Paul R. La Cross, Owner. Tel. 1555.
We play the best route and do the most advertising of any show of this size.

ROBINSON'S GREATER SHOWS

NOW BOOKING FOR 1949 SEASON

Concessions that do not conflict. Bingo, Popcorn and P. C. are sold. Agents for Slum Stores and Ball Games. Can use two good P. C. Dealers, also Ride Help who can drive semis. Will sell Ex. on Cook House. Can also use Shows that do not conflict. We play Iowa and Nebraska.

30 1/2 FIRST, S. E., MASON CITY, IOWA. PHONE 1612-J.

WM. E. MULDOON
Gen. Mgr.

A. W. (PAT) HANLON
Gen. Rep.

L. G. KING
Adv. Agent

WILLIAM B. MOORE
Business Mgr.

WILLIAM BOUCHEA
Secy.-Treas.

GRANITE STATE SHOWS

10 RIDES

10 SHOWS

New England's Largest, Cleanest and Best Adv. Midway

FEATURING (AN AL MARTIN) ATTRACTION

America's First Jet Propelled Human Rocket

OPENS

MANCHESTER, N. H.

APRIL
2-16

NOTICE TO ALL HANKY PANKS—GET YOUR SUMMER'S B. R. HERE. 2 SATURDAYS—2 SUNDAYS. FOR 1949—28 WEEKS OF POSITIVELY BEST ROUTE IN U. S. A. AND CANADA.

WANT

WANT

WANT

WANT

RIDES, NONE. SHOWS Owing to disappointment want Side Show and Motordrome only. Ride Help in winter quarters by March 14. Frenchie and Fred, come at once. Dick, write again. Sniffen Bros., write. Or any good, sober Ride Help. Can use Talkers, Grinders, Openers, or any real Show Help.

ALL ANSWERS TO 148 LOUDON RD., CONCORD, N. H. TEL. 958

CASEY'S NEW PRICE LIST IS READY

SEND FOR ONE
TODAY!

- Plenty of New Items
- Plenty of Closeouts

WORLD'S LARGEST
MANUFACTURER
OF

NOVELTY-GIFT- CANDY PACKAGES

New List—New Items for
the Biggest Sales

CASEY COMPANY

1132 S. Wabash Ave. Chicago 5, Ill.

OUR NEW SIX CAT



THE PIP OF PIPS
One of our 57 Varieties—weight: 4 1/2 lbs. each, 23" high, 12" wide over all. Colors—You Bet! Packed solid as a rock—I should say so! These cats come with white and yellow background, black outlines and red dots. Looking for flash? This is it!

\$8.00
E.A.

Just one of our 57 varieties. Sorry—no more portable frames. No Time. Write for 46 pg. catalog.

RAY OAKES & SONS
BOX 106 BROOKFIELD, ILL.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round

Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

CALIOPE RECORDS

Ideal for Midway and Merry-Go-Rounds. All records on non-breakable plastic. Will fit and work on all changers. Write for Free Listings.

CALIO RECORDS
ELMHURST, ILL.

WANTED

Cigarette Shooting Gallery, Photo Gallery, Hoop-La, Basket Ball Game, High Striker, Pitch-Till-You-Win; also Lopper Foreman. Opening St. Louis last of March.

MOUND CITY SHOWS
1417 Grattan St. ST. LOUIS, MO.

FOR SALE

New center-join Trailer with Popcorn, Sno-Cone and Candy Floss Machines, and Truck with trailer-type body to live in. Ready to go.

F. L. WEBB

2848 Oakland Ave. Maplewood 17, Mo.
(Phone: Sterling 5828)

MIDWAY CONFAB

D. WADE, general representative of the W. G. Wade Shows, currently vacationing in Orlando, Fla., is expected in Detroit soon to resume preparations for the season.

CHARLES H. HODGES, recuperating in his home in Coldwater, Mich., after an operation, is going out on the road this season with both the Circus Side Show and the Clyde Barrow-Bonnie Parker Death Car. He will be with the L. I. Thomas Joyland Shows until fair time.

Dignity is what an old-timer enjoys instead of show gals.

SIMON KRAUSE, who purchased some of **MAX GRUBERG'S** rides and a light plant, opens on a Philly lot April 18. Associated with Krause will be **BILL KERR**, with three kiddie rides; **BILL HAGELMAN**, concessions, and **GEORGE INGRAM**, grab and French fries. . . . **MRS. ROCCO MASUCCI** and **MR. AND MRS. PHILIP MINELLI** recently visited the Virginia Greater Shows winter quarters at Suffolk, Va. **WILLIAM C. MURRAY**, general agent, is in the north on a booking trip.

Nobody ever tells us who established the relative position of those "top-flight agents."

H. G. INGLISH, formerly secretary of Dodson's World's Fair Shows for 10 years and for the past several seasons associated with a Dallas park, will be assistant manager of the Dodson Imperial Shows this season. . . . **BERT** and **VERNA DOWLAND**, currently in Tampa, will join the World of Pleasure Shows in April. . . . **GEORGE (AMBER) WEST** and **SEANOR (ROSSLYN) ROSS** have been working niteries in and around Macon, Ga., this winter. . . . West has purchased an International truck and custom-built trailer, and a new front is in the making for his "Jewel Box Casino." **TED KITA** will manage the show which will be with Palmetto Exposition Shows this season.

JAMES THOMPSON and daughter, Edith, after spending a few weeks in Indianapolis, are playing niteries in Pittsburgh with their mental acts. Thompson is lining up acts for his Side Show and will go out this season with the O. C. Buck Shows. **LEE LESTRA** again will have the annex attraction. . . . **GRADY STILES**, the Lobster Boy, lost his Side Show tent and contents while playing with the United States Shows in Fort Lauderdale,

Fla., February 16, when a grass fire spread rapidly and burned the entire outfit before firemen arrived.

Observers say that show owners are well off, but fail to advise how far in either direction.

EDWARD K. JOHNSON, Cetlin & Wilson Shows contracting agent, infos that the transportation strike in Philadelphia had all of the boys hoofing it. . . . **RUSSELL C. HARMS** has left Philly to join the Jack Perry Shows at Camden, S. C. His brother George has concessions with the org. . . . **MR. AND MRS. ROX GATTO** and son are on a business trip to Miami. . . . **FRANK RYAN** recently took delivery on a new truck on which he has mounted a root beer barrel. He now owns three units. . . . **LOUIS J. KANE**, cookhouse op, was in Philadelphia last week for a few days.

There was a time when midwayites argued over show fronts, neon and light towers; but now it's, "Who has the best Jig Show?"

MR. AND MRS. STEWART (EDDIE) TAIT, of the Tait-Churchill Shows in the Philippine Islands before the war, are visiting in Newport, Calif. They visited **GLADYS AND EDDIE TAIT** in Los Angeles recently, and the party took in **KEN MURRAY'S** "Blackouts" at the El Capitan Theater in Hollywood. . . . **ED KENNEDY**, scale and age man, ill for three weeks, is okay again. He plans to open the season at the National Orange Show in San Bernardino March 10.

An open question is whether a builder or a junk man could have more fun with the contents of a carnival's storage boxcar.

MAJOR CARL SMITH, after two years on the West Coast with A. J. Budd, will be the mailman and The Billboard sales agent on the J. J. Kirkwood Shows. His wife, Estella, will have horoscopes and crystal gazing in **LEW ALTER'S** Side Show, with which Smith will be second man on front and inside lecturer. In Alter's show will be **GEORGE SPEARS**, manager; **ANN SHAFER**, escape; **STELLA MAY**, monkey girl; **JUDY COOPER**, annex; **SIG ANDERSON**, tattooed artist; **SILVIA PORTUS**, elephant-foot girl; **RAMMY SAMMY**, magician; **TINY SEAY**, big snakes; **BILLY SEAY**, iron tongue; **FRANCES LEPOLA**, leopard girl; **ALFONZO**, human ostrich; **DEVEL**, dog with two noses; **SIR BOKO**, head hunter; **DUBBELAD-**

DA, bicephalic wonder; **SUSIE COLE**, girl that never laughs; **FLORANCE**, frog girl; **TEXAS JOE RUBY**, whip, rifle and rope expert; **DANTIE INFERNO**, fire eater; **RITA CHRISTINA**, double-body wonder; **LOU-LOUISE**, Siamese twins; **FRED MAURER** and **WALLY MILLER**, on front; **HELEN ALTER**, No. 1 box; **JAMES STEWART**, No. 2 box.

There is nothing more binding than a contract sealed with only a handshake—especially after a 5C note is left as a deposit.

DOC W. C. CROSBY, talker and Unborn Show lecturer, is in the Government Hospital, Ward C, Bay Pines, Fla. . . . **W. E. JACK**, billposter on the Imperial Exposition last season, entered Christ Hospital, Cincinnati, February 21. He was struck by a car while billing the Huntsville, Ala., Fair, September 11. In addition to receiving a crushed right leg, he lost his hearing. His leg has never healed and he will undergo another operation. Jack also has been with Max Goodman, John R. Ward and Cole Bros. shows. . . . **R. W. (RED) HARTWIG** recently ran into an old friend, **RAY ELLIS**, in Winter Haven, Fla. They tramped on the K. G. Barkoot Shows 30 years ago. . . . **CHET SPRINGER'S** ork, formerly with Cavalcade of Amusements and Imperial Exposition, are at Martin's Supper

STEBLAR GREATER SHOW

WANTS WANTS

Opens March 5, Varnville, S. C.
CONCESSIONS—Small Cookhouse, Pop Corn, Candy Apples, Frozen Custard, Balloon Dart, Bowling Alley, Guess-Your-Age, Stores that work for stock. SHOWS—5-in-1, Snake Show, Minstrel or any Show with own outfit. RIDES—Will book, buy or lease Merry-Go-Round, Rolloplane or Octopus. Hogan Edger wants Bingo Help who can drive seais. Want Foreman for Ferris Wheel, also Second Man. Buck Wheel, get in touch with me or come on. For Sale—Cook House on trailer, 16x8, complete, ready to go to work in. Reason for selling, ill health. Price \$800.00. Address all mail to
J. G. STEBLAR
c/o Steblar Greater Show Varnville, S. C.

AMERICAN EAGLE SHOWS LAST CALL

Opening March 12, Greenwood, Miss.

Want Merry-Go-Round and Spitfire Foremen. Nice Cookhouse. Will book Kiddie Rides, one Flat Ride and any Shows. Winterquarters open.
Address: Yazoo City, Miss.

FOR SALE

12x12 Top and Frame, top new last summer; 10x14 Top and Frame, good condition; eight 22" High Cats for Six Cat Outfit, brand new. Whitey Murray, write me.
LOUIS M. FARRELL
238 Crete Ave. ELMIRA, N. Y.

FOR SALE TAFY CONCESSION TRAILER

7 1/2 x 12' Calumet Coach, Hildreth Pulling Machine and Kiss Cutting Machine. Used 4 months—like new. \$3000.00. Write
JAMES FLAVIN
108 W. Washington Champaign, Ill.

RAINBOW SHOWS

Want Pan Game, Airplanes, Bumper, Fish Pond. Rides not conflicting. No racket, gate or mitt camp. Earl Young, contact. This week Hawkinsville; next Cochran, then Vienna; all Ga.

TEX ROLLIN - KENNY ETZEL

ELECTRIC FREEZE CUSTARD MACHINE

With freezing cabinet, 25 gal. capacity, mounted on Chevrolet truck, glassed in, equipment to go to work. Will take any reasonable offer.

GEORGE WELCH

Gibsonton, Fla.
P.S.: Can use Truck Driver for Custard.

WANT TO BUY MOTORDROME

State size, condition, price, where can be seen. Write, wire or call **EARL PURTLE**
7612 Sweet Briar Rd. Richmond, Va.

WANT

One Feature Freak. Place good Tattooer, twenty-five per cent; must have flash. Like to hear from **Glass Blowers**, Alligator Boy or Girl. Miami, Fla., now! Ft. Lauderdale, Fla., to follow; then Washington, D. C. Answer

CLAUDE BENTLEY
Care JAMES E. STRATES SHOW.

POPCORN • PEANUTS • SUPPLIES

TOP-POP Hybrid Popcorn Is Backed by a Money Back Guarantee!
Finest Quality Roasted Peanuts—Attractive Circus Bags.

5 sizes boxes, cones, bags, snow cones, floss papers, colors, napkins, spoons, ready-to-use flavors, apple sticks.

Immediate Delivery Star Poppers, Midway Marvel Candy Floss Machines—all rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.
SERVING YOU FROM COAST TO COAST

CHUNK-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.

Last Call—TIVOLI EXPOSITION SHOWS—Last Call

Opening at TULSA, OKLAHOMA, for TULSA LIVESTOCK EXPOSITION beginning March 4th until March 13, inclusive—10 big days and nights. BATESVILLE, ARKANSAS, to follow.

SHOWS—Can place more Shows with own equipment. What have you?
CONCESSIONS—If you want space at Tulsa, act at once. Have room for a few more Legitimate Concessions. POLACK WHITEY, contact us regards Beat the Dealer.

RIDES—Want to place a Dark Ride for the season.
HELP—Want to hire good Lot Man for season. Contact

H. V. PETERSEN, Mgr., or C. S. NOELL, Agent, at Tulsa, Oklahoma, until March 13th.

HELP WANTED

RIDE HELP for Merry-Go-Round, Ferris Wheel, Octopus, new 1949 Rolloplane, Kiddie Rides. Good pay, best of treatment, long season. Winter quarters now open. Must be sober and reliable, no drinking tolerated.

CONCESSION AGENTS for office owned Concessions. Good propositions to the right people. WILL BOOK for a good season's work. Tilt, Caterpillar, Fun House, Motordrome, Shows of good merit. All equipment must be in A-1 condition and meet our requirements.

KEN-PENN AMUSEMENT CO.

619 EARL AVENUE NEW KENSINGTON, PA.

Club, Pensacola, Fla. . . . **JIMMIE HEIMS**, Eastwood Park, Detroit, visited the Folks Celebration Shows in Tucson, Ariz., February 17.

Optimistic manager is the one who never bids for fairs until all meetings are over. on the theory that everybody else will be out of the way by then.

F. O. (TARZAN) BANKS has completed two Snake shows. One is set for Ocean View Park, Norfolk; and the other opens at the Detroit Sports and Boat Show March 5, followed by dates at sport shows in Indianapolis and Flint, Mich. Featured are over 50 species of snakes. . . . **BILLIE-LOU TIMBERLAKE**, Annex, and **JAMES (LEROY) HATFIELD**, mentalist, are in Hot Springs. Former is readying new wardrobe, pictures and drapes, and latter is framing a new mitt camp. . . . **CLYDE GRAHAM**, who has been in showbiz 35 years, and at times general agent for various orgs, is in County Hospital, Route 4, Oklahoma City, and is anxious to hear from old troupier friends.

CECIL and **LILLIAN LOUDON** have booked their shooting gallery with Merriam's Midway Shows, skedded to open May 2 at Boone, Ia. . . . **BILLIE REED** letters that his Boston terrier, Toy, died in Asheville, N. C., February 9. . . . **BERT GEYER**, scenic artist, has signed to do the lettering and scenic work for the sixth consecutive season on the Happy Attractions and Powelson's Greater Shows. . . . **TEX JENKINS** postals from Aransas Pass, Tex., that he has recovered from his illness and has been with the merchant marine. He plans to make one more tanker trip before returning to the road. . . . **BOB ALLEN**, concessionaire, informs that he is in Room 222 at Millard Fillmore Hospital, Buffalo, following a heart attack. He expects to be there at least three more weeks.

BOBBY BURNS will be assistant manager of the Ross Manning Shows and front talker for **EARL MEYERS** on the Side Show. . . . **THE SUM-**

MERS (J. D. and Ann), concessionaires, again will be with Moser's Central States Shows. . . . **ROBERT M. (JOE) CRUMLEY** has booked his three kiddie rides on **HARRY CRAIG'S Heart of Texas Shows**. . . . **MR. AND MRS. BEN HERMAN** will celebrate their 31st wedding anniversary at their New York home, March 1. Herman, an independent concessionaire, was formerly a partner in the Lawrence Greater Shows. . . . **HARRY McNALLY** is convalescing in Charity Hospital, Pineville, La. He recently sustained a broken leg in an auto accident in which his car was demolished. His wife received severe bruises. . . . **T. A. LAGG'S** concessions, owned by **TEX SCRIVENER**, which have been with the Blue & White Shows this winter, will soon join the Model Shows. **H. G. COFFEY** will be associated with Scrivener. . . . **JOHN T. HUTCHENS**, after a year's lay-off with his museum, will again take to the road April 15 and carry a dozen attractions. He has been in the trailer coach sales business.

One of the big problems of running a cookhouse is how to get a waiter's mind off of a racing sheet and on the customers.

The Los Banos, Calif., home of **LOUIS LEOS**, secretary-treasurer of the West Coast Shows, has been the scene of a number of social gatherings recently. Louis, an expert at the culinary art; Mrs. Leos and their daughters, Sophie and La Vern, presided at several dinners. Included among those who attended were **MR. AND MRS. MIKE KREKOS**, **MR. AND MRS. TEDDY LEVITT** and **MR. AND MRS. HARRY MYERS**, all of the West Coast Shows; **MR. AND MRS. LESTER HART**, of San Francisco; **MR. AND MRS. PAUL AILS**, Portland, Ore.; **MR. AND MRS. GEORGE MACKRAS** and daughter, San Jose, Calif., and **MR. AND MRS. ART CRANER**. . . . **MIKE BALOG**, of the Playland Shows, and **SAM STONE**, of the Royal Empire Shows, doubled as stagehands during Sonja Henie's two-week stand recently at the Olympia, Detroit.

All American Midway Shows

HERMAN REYNOLDS, Owner and Gen. Mgr.
LOUIS RINGOL, General Agent and Mgr. **JOE FAYE REYNOLDS**, Secretary
OPEN MARCH 5 AT ALICE, TEXAS. GET ON A GOOD ROUTE
NEED: Hanky-Panky Agents and capable People for Concessions of all kinds.
 Due to disappointment can use Long or Short Range Shooting Gallery, Popcorn, Jewelry, High Striker, Custard, Bumper and Pea-Pool.
WILL BOOK: Spitfire, Tilt, Train, Kiddie Planes, Octopus or any not conflicting.
 Need capable Talker and Man to operate new Fun House. Book any Show with transportation not conflicting.
 Special deal to Monkey or Animal Show. Good Second Men who drive Semis.
 All replies to
HERMAN REYNOLDS
ALL AMERICAN MIDWAY SHOWS
 Alice, Texas, March 5th to 12th.

ALAMO EXPOSITION SHOWS

OPENING MARCH 26 - AUSTIN, TEXAS
CAN PLACE WILD LIFE EXHIBIT, MICKEY MOUSE SHOW, PENNY ARCADE AND FROZEN CUSTARD FOR SEASON
 Can also place capable Side Show Manager. (We have top, front and transportation.)
HEDY JO STARR, contact me. Joe Murphy can place Girls for Posing and Hawaiian Show. Want Second Men on Rides who drive semis.
Now Booking Merchandise Concessions
 For Battle of Flowers, on the streets of San Antonio, April 18-23. **TOMMY PAYNE**, Novelty Man, contact me. All address:
JACK RUBACK, Mgr.
 2240 E. HOUSTON ST. (Phone: Fannin 1812) SAN ANTONIO, TEX.

Happyland Shows

THE BEST IN OUTDOOR AMUSEMENTS

OPENING MAY 3, VICINITY OF DETROIT
 Want: Funhouse, Motor Drome, Glass House, Mechanical Show, other shows of merit. Emil Kedrowitz, would like to hear from you.
 Want: One more ride. Spitfire, C-Cruise, Looper, Tilt-a-Whirl or Dark Ride.
 Want: A few more legitimate concessions.
 Want: Foremen and second men who are semi drivers for twin wheels and Rollo Plane.
 Our season is completely booked at the best still dates, celebrations and fairs in the State of Michigan.
JOHN F. REID, Mgr.
HAPPYLAND SHOWS
 3633 Seyburn Ave., Detroit 14, Michigan.
 Phone: WA 1-7924.

QUEEN CITY SHOWS
 Opening April 16th
WANT
CONCESSIONS: High Striker, Age and Weight, Photo, Penny Arcade, Jewelry, Cane Rack, Clothes Pin Pitch, Ring a Duck
SHOWS: Snake, Geek, Girl, Monkey; good opening for Motor Drome or any Grind Show.
RIDES: Will book any Ride outside of Wheel, Merry-Go-Round and Swing. Will consider furnishing transportation for Tilt or Roll-o-Planes. Wanting for Kiddie Rides, **ART HINNANT**, contact me. **LEWIS**, contact me.
WANT
RIDE HELP: Good sober reliable Help that can drive a semi. Want Free Acts until July 4. All reply to **CURLEY LITTLE**
QUEEN CITY SHOWS
 P. O. BOX 88 MT. HEALTHY 31, OHIO
 This Show will play Kentucky, West Virginia and Ohio. Ted Cole wants Agents for Bingo and Duck Pond. Charlie Krekeler wants Ball Game Agents.

REDWOOD EMPIRE SHOWS
WANT—FOR BIG 1949 SEASON—WANT
 Rides, Shows and Concessions of all kinds. No grift. Also First and Second Men on all Rides. Write or wire
ANTHONY MASSETH
 P. O. BOX 391, SAN LEANDRO, CALIF. Opening March 19th.

WANT
 First class Diesel Man and Electrician. Have four new Caterpillar Light plants (three phase). Must have Carnival experience and can give references. We furnish Assistants. Salary no object for Capable Man. Must be sober as we tolerate no drinking on this Show. Wire
E. L. YOUNG, Mgr., ROYAL CROWN SHOWS
 PLANT CITY, FLA., this week.

2 SATURDAYS **HELLER'S ACME SHOWS** **2 SATURDAYS**
2 SUNDAYS **OPEN APRIL 8 TO APRIL 17 INCLUSIVE** **2 SUNDAYS**
 Winterquarters Now Open Winterquarters Now Open
10 BIG DAYS AND NIGHTS—14 MILES FROM NEW YORK CITY
WANT SHOWS, FREE ACTS, CONCESSIONS AND RIDE HELP.
 Want Foremen for Whip, Spitfire, Chairplane and Bunny Hug (new ride), and Kiddieland—4 Kiddie Rides. Want Carnival Truck Mechanic; Ivan Paxton, Chas. Houston, Clyde Van Vost, Frank Anzer, Stanley Zilinski, will book your Rolloplane. Limited amount of Ball Games. Kindly write. Ride Help with me before: Mousie, Eddie Gallant, Jacob Berger, Chas. Keene, Lorenzo Cole, Sam Brandon and others. Write. Want Semi Drivers, P. C. Agents; own all P. C. Concessions. All Agents with me before, write me; will place you. Concessions all open except Cook House, Bingo, Custard, Want Pop Corn and Candy Apples, Monogram Hats, Guess Your Age and Scales, Candy Floss. Want Free Acts. Shows: Side Show, Wild Life, Monkeys, Rep. Jungle or Geek, Motordrome and 2 Girl Shows, Dancing and Posing. Jack Kerns, Dotter Kerns, Monkey Joe, Mr. Flager Mr. Alders, very good proposition to show folks that know. Will furnish complete outfits and transportation. Interested in man who has Side Show complete; one with something in it. Don't miss this chance. Twelve Still Dates, four Celebrations, three Conventions, twelve Fairs—they start August 8. For Sale—New Kiddie Auto Ride, Kiddie Rocket, Kiddie Chairplane and Kiddie Merry-Go-Round. Want to Buy—No. 5 or No. 12 Eli Wheel, cash, or will book for No. 2 Unit. Or account of disappointment want Custard, Candy Apples and Popcorn. All address: Winter Quarters:
HARRY HELLER, P. O. BOX 6, CAMPGAW, N. J. PHONE: WYCOFF 4-0333-M.

KEYSTONE ATTRACTIONS, Inc.
MEL SOBER, Pres. & Gen. Mgr. **PECK MARTZ, Secy.**
HUGH GROSS, Treasurer **FRED SASSAMAN, Supt. Concessions**
FIRST CALL **FIRST CALL**
RIDES—Can place Chair Plane, Octopus, Tilt-a-Whirl, Rolloplane. **SHOWS**—Wild Life, Motordrome, Funhouse, Mechanical, Snake, Monkey (want Manager with Girls for good Girl Show). **CONCESSIONS**—Long Range Gallery, Pitch Tilt You Win, Fish and Duck Ponds, Novelties, Age and Weight, Penny Pitch, High Striker, American Palmistry (no Calicos), Dart Store, Blanket Wheel, Hoop-La, Cork Gallery, Jewelry, Custard and Photos.
343 MARKET STREET **MEL SOBER, Gen. Mgr.** **SUNBURY, PA.**
 We open last week in April.

GREATER RAINBOW SHOWS
WANT **WANT** **WANT**
 We play two spots a week on the streets.
CONCESSIONS—All legitimate Concessions open. **RIDE HELP**—Capable Men in all departments. **SHOWS**—All open. We have equipment if you can handle. **BINGO MAN** to operate our Bingos. All people who have been with us before contact us now
LOREN LEACH—BOX 57, CLAY CENTER, NEBR.—ROGER WARD.

GEORGIA AMUSEMENT CO.
 Opening April 16th at Toccoa, Ga., uptown, followed by ten of the best Still Dates in the South. Will book Bingo, Photos, neat Grab. Sell Ex. on Shift Camp if I know you. Snow Apples, Candy Popcorn open. Hanky Pank owners, you should make money on this Show as we only carry three PC Stands and no flats and privilege is only \$15.50. **SHOWS**—Book Monkey, Fat, Snake, or 5 in one; 25 per cent to office. **RIDES**—Book Tilt or Octopus. **HELP**—Want Second Man on new Eli No. 5, also Under and Over and Spindle Agents who drive tractors and trucks. No drunks, please. Following get in touch at once: **MIKE ELI**, COASTER JOHNSON, SHORTY MATHEWSON, YOUNG, HUMPY HEWITT, ORR. All mail
H. H. SCOTT, AYERSVILLE, GA.

Michigan Showmen's Association

3153 Case Avenue, Detroit

DETROIT, Feb. 26.—Regular meeting was held Monday (21). On the rostrum were President Jack Gallagher, Third Vice-President Fred Silber, Treasurer Louis Rosenthal and Secretary Bernhard Robbins. George M. Ingram was admitted to membership.

Charles Stone was reported confined in Dearborn Veterans Hospital. Charles Hodges is confined to his home. Sam Sullens is in Michigan Veterans Facility Hospital, Grand Rapids, Mich.

Ora (Pop) Baker returned from a three-month vacation. Abe Lavine stopped here on his way to Chicago. Max Kahn and Irving and Ann Borker returned here after visiting Chicago for the opening of Harry Asheron's cocktail bar. Eddie Parker worked the Sportsmen Show in the Windy City.

Ladies' Auxiliary

Meeting was held Monday (21). On the rostrum were President Bessie Gallagher, First Vice-President Grace Ziegler, Second Vice-President Ann Borker, Third Vice-President Laura Baker, recently returned from Florida, and Secretary Dorothy Gold.

Ann Borker, Clara Silber, Bessie Gallagher and Dot Miller donated curtains and drapes for the kitchen and clubrooms. Dot Miller donated crocheted hats, to be used as pin cushions, to the Gift Shop.

Members of the bingo committee were Hilda DeCarrado, Rose Lewiston, Bernice Stahl, Dot Miller, Marion Dickstein, Clara Silber and Grace Ziegler.

Named to arrange the new clubrooms were Ann Borker, Charlotte Richardson, Leona Bennett, Carrie Dear, Dorothy Gold and Frances Moran. Clara Silber, Faye Green, Ida Schultz and Rose Gold were hostesses at the social Monday (28).

Mrs. Ada Green and Sadie Schwartz are on the sick list.

CLUB ACTIVITIES

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 26.—F. W. (Boxie) Warfield, third vice-president, presided at the regular weekly meeting Friday (18). Secretary Al C. Wilson and Treasurer George Carpenter also were on the rostrum.

There is mail being held at the club for lack of proper forwarding addresses. Members are urged to send in their permanent addresses.

Frank Bradbury is on the sick list. George Elser's sister passed away in Illinois.

Mr. and Mrs. Edward (Slim) Johnson and baby are back from Tucson. Sammy Ansher will leave soon for South Carolina to ready his concessions. Chester and Ruth Ann Levin leave soon for Chicago and New York and will visit Mr. and Mrs. K. H. Garman, of the Sunset Amusement Company, in Danville, Ill., en route.

Ladies' Auxiliary

Regular business meeting was held February 18, with President Billie Grimes presiding. Also on the rostrum were Treasurer Hattie Howk and Secretary Loretta Ryan. Thirty-seven members were present. Mae Warfield was appointed warden. A donation was made to the Red Cross.

Ruby Combs was reported ill and correspondence was read from Hot Springs stating that Blanche Francis, past president, is still very ill at 123 Henderson Street in that city. Mike Hart, son of Mae and Jim Hart, is reported ill. Ruth Martone is visiting in Dallas.

The birthday box did a big business. *Happy Birthday* was sung to Grace McBain, Pearl Strong, Jean Garrison and Senda Klausen. Door prize, donated by Grace McBain, was won by Esther Ray.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 26.—Executive Secretary Walter K. Sibley is back from a three-week auto trip to Florida, accompanied by Mrs. Sibley. Stops were made in Richmond, Raleigh and other towns, winding up with a visit to the Tampa Fair, where he was entertained by Carl Sedlmayr, of the Royal American Shows, and Mr. and Mrs. Hayes, of the Side Show.

Sibley visited a number of friends who have been ill, among them Mrs. Bertha Melville, at Fort Lauderdale; John O'Rear, at his home in Miami, and Jack and Leah Greenspoon. Missed the Hamids but caught up with Dolly McCormick, Mrs. Max Gruberg and Fay Goldman. Also visited the Ralph Endys and the Charlie Gerards in their homes and had a visit with Kate Benet and her new spouse.

One has to keep his wits about him in Tampa and Miami to be certain what town he is in as there are so many members of the National Showmen's Association actively engaged in both places. Found that Neil Berk has moved out of his old offices in Surfside and is looking for new fields to conquer. Met ex-secretary (NSA) Mrs. Larry Benn and Larry in their Cadillac headed for Tampa Fair on a busman's holiday.

Meeting last Wednesday night (23) was presided over by Vice-President Ross Manning. On the dais were Counselor Hofmann, Chaplain Fred Murray, Dr. Cohen, Executive Secretary Sibley and Office Secretary Mrs. Weinberg. The important reading of the new constitution and by-laws took place and was found unanimously acceptable by both the regular and board of governors meetings. One more reading is required before the new by-laws, if approved, take legal effect.

Chairman of the entertainment committee, Dada King, reported progress in arrangements for the barn dance in the clubrooms March 19. Chaplain Fred Murray reported the recent deaths of Louis Ulrich and of the sister of Sidney Herbert and the father of Ted Barton. Dan Thaler gave an impressive talk on looking after the well-being of members who are shut-ins and Sam Rothstein delivered a speech on ways and means and welfare of the club.

Treasurer Daddy Simmons is back from a Florida vacation. Louis Ross-handler just in from a five-month stay in California. J. W. (Patty) Conklin also in town. Murray Friedland, Paul Miller, Tom Quincy, Joe Weissman, Milton Nathan and Allan Travers were recent visitors. Dick Gilsdorf was in town on business. Mrs. Ethel Weinberg visited her husband, Nate, who is at the Veterans' Hospital, Saratoga Springs, N. Y. Sam and Mrs. Rothstein are heading for a Florida vacation.

Dan Thaler and his house committee have the clubrooms in good shape. The television set is playing to capacity almost nightly.

Next meeting is March 9. Dues are due.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Feb. 26.—Mike Wright, back from a Florida vacation, presided at the meeting Thursday (24). With him at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and Jack Duffield.

Jesse M. Norwood, James N. Chanos and Albert T. Lenz were admitted to membership.

Irving Malitz was reported improved. Jack Hawthorne is feeling better and left for a Florida vacation. Harry Mamsch is still recuperating at home. Tom Vollmer, W. C. Deneke and Teddy Underwood are still confined. The death of George Settler, formerly with Hennies Bros.' Shows, was reported. Interment will be in Hot Springs, the League participating.

Mel Harris is back from Texas. Rudy Singer left for Florida. A letter from Vernon L. McReavy was read. Sammy Beyers and Pete Norman were at the meeting.

The Al Sopenar Legion Post held the last of a series of three bingos Friday (25). The house committee will continue bingo every two weeks hereafter, starting March 4.

Visitors during the week included William Meyers, Cecil Meyers, Chick Schloss, Max Jaffee, Andre Dumont, Dave Picard, Joseph Collier, Leo Berrington, Louis Berger, Robert Kline, Harry Simonds, Chick Bohdan, Jack Levine, Charles H. Hall, Ned Torti, Harry (Abie) Levine, George McBeath, Edward Levinson, Paul S. Miller, Harry Taylor, Max Aver, George Brooks, Edward Gamble, Lefty Ohern, Nick Dallesandro and John F. Courtney.

Saturday (19) the club celebrated its 36th anniversary with a party. Highlight of the affair was a huge cake with 36 candles. Entertainment, a supper, community singing and dancing rounded out the evening. Co-chairmen of the event were Charles Zemater and Dave Malcolm. Zemater was host and Malcolm was emcee.

Roberta Markfield, Joan Jean, Jack Klein, Chick Schloss, Mrs. Mary Martin, Eric Philmore, Harry Ferris and Ralph Pope entertained. John Courtney surprised the audience with a fine baritone. The house committee, Jack Benjamin, Paul Miller, Sam Solomon, Jack Hawthorne, Pete Pivor, Jack Levene, Bob Sugar and Charles Hall, under the chairmanship of Max Brantman, turned in a good job.

Walter Driver was introduced as the only charter member present with a continuous membership in SLA.

Ladies' Auxiliary

Regular meeting was held Thursday (17) in Hotel Sherman. Mrs. Robert H. Miller presided. With her on the rostrum were Mrs. A. L. Filograsso, first vice-president; Mrs. Marie Brown, second vice-president pro tem; Viola Blake Parker, treasurer, and Mrs. M. Richard Horan, secretary. The invocation was given by Mrs. Bessie Mossman.

Mrs. Etta Henderson is seriously ill in her home in Paris, Tex. Rose Jarboe has pneumonia and is confined to her home. Mrs. Ralph Glick and Jeannette Wall also are on the sick list. Billie Lou Foreman is still seriously ill in American Hospital. Mrs. Mae Sopenar and Isabel Brantman are recuperating at home.

W. C. KAUS SHOWS

First and Final Call

Opening March 12—Two Saturdays in one of Alabama's Best Show Towns—near Selma
Winter quarters now open in Selma, Ala.

WANT CONCESSIONS: Short and Long Range Galleries, Photos, and will give Ex. on Age and Scale. Have opening for a few more Grind Stores also.

SHOWS: Girl Show or Revue, Monkey Show, Wild Life, Fun or Glass House and any other Walk Thru or Illusion Show.

WILL BOOK for the best riding territory in the country for all season: Caterpillar, Tilt-a-Whirl, Ridee-O or Whip.

For communications wire immediately

RUSS OWENS

NEW BERN, N. C., until March 2nd, then will be in WINTER QUARTERS in SELMA, ALA., after that date. Wire there.

BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

OPENING APRIL 15TH IN VIRGINIA

RIDES—Will book, lease or buy ROLLOPLANE, OCTOPUS, SPITFIRE. **SHOWS**—Want capable Man to take charge of Snake Show, also Shame Show. Have complete outfit for same. Can place any new and novel Show not conflicting. **CONCESSIONS**—Can place Ball Game Operators who have Hanky Panks. Will place Water Outfits. Cigarette Gallery, String Game, Bumper Game, Balloon Darts. Good opening for Photos exclusive. This Show plays a proven route of Celebrations and Fairs thru Virginia, West Virginia, Maryland and Pennsylvania. **GET WITH A WINNER. RIDE HELP**—Can place Chairplane Foreman and Second Men on all Rides. **CURLEY MARCH. ELMER JACKSON, DUKE CALDWELL**, come to winter quarters. Address all communications to **ROCKY MOUNT, VA., Winter Quarters.**

L. C. HECK, Gen. Mgr. DANNIE DONNINI, Bus. Mgr. FRANK Z. HYDE, Gen. Rep.

PEPPERS ALL STATES SHOWS

LAST CALL OPENING MARCH 5TH LAST CALL

TWO SATURDAYS AND TWO SUNDAYS
WANT CONCESSIONS—French Fries, Jewelry, Fish Pond, Duck Pond, Addem Up Darts, Short Range Gallery, Bumper, High Striker, any Hanky Pank that works strictly stock. 40 weeks of work. **WANT Lady Ball Game Agents** for two 24 ft. outfits. Agent for Balloon Dart Store, two Lady Agents, must be smart and capable for Big Six and Best the Dealer, Young Man and Wife for Pan Game. **RIDE HELP**—Second Men on all Rides, wires as ticket sellers; must be able to drive semis. **SHOWS**—Fat Show, Snake Show, Illusion, Mechanical or any other Grind Show with their own transportation. Liberal percentage. No time to write, join on wire.
YOU PAY YOUR OWN AND I PAY MINE.
F. W. PEPPERS, WINTER QUARTERS AT MUNICIPAL AIRPORT, ALEXANDRIA, LA.

LAST CALL

CRESCENT AMUSEMENT CO.

Opening Downtown Festival Grounds, Lutkin, Texas.

Week March 7 — All Contracted Acknowledge.

RIDE HELP—Second Men, semi truck drivers with licenses; Second Men for Wheels, Octopus, Merry-Go-Round, Whip, Kid Rides; come to Jacksonville, Texas, immediately. Want Front Gate Man and Night Watchman. Will book Kiddy Rides, especially want Kid Wheel, Pony Ride. Mr. Wheeler, wire. **SHOWS** that don't conflict: Monkey, Big Snakes, Midgets. **CONCESSIONS**—Short Range, Basket Ball, Coke Bottles, French Fries. Concession Agents for P.C. and Hanky Panks. **FOR SALE**—50 Kw. Transformer, A-1 condition, \$350.00. Neon Front for Arcade reading FREE—Sportland—FREE, all neon letters, mounted on masonite with transformers, as new, \$200.00; cost \$500.00.

Address **L. C. McHENRY, Mgr.**

Box 769, Jacksonville, Texas; Winterquarters, Dallas, Hiway Rte. 175.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, Feb. 26.—The Thursday (17) meeting was presided over by Past President John Francis in the absence of Earl Bunting. Also on the rostrum were Treasurer Leo Lang and George Regan, acting secretary. Secretary Euby Cobb is confined to his home by illness. The invocation was given by Leo Land in the absence of Roscoe Walkup.

William (Red) McCoy and Dr. R. L. Foster were reported on the sick list. Robert Dwyer, nephew of Gail Fulton, ride owner and bingo operator, was accidentally shot in the abdomen and is in a critical condition in the St. Louis County Hospital.

Talks were given by Edwin N. Campbell, J. P. Murphy, Pete J. Byrnes Jr., Leslie Williams and George Regan. Members present after absences were Pete Brophy, John Maher, William Ruler, Frank R. Shoults and Dave Kieffer.

Alonzo Shallow returned from the Houston Stock Show and John Shelley from the Fort Worth show. Edwin C. Campbell reported delivery of a new Ferris Wheel.

Show Folks of America
San Francisco

SAN FRANCISCO, Feb. 26.—Regular meeting was called to order by President Eddie Burke Monday (14). Also on the rostrum were Mike Krekos and Council Raiford.

Corresponding Secretary Albert Roche read cards and letters from Mrs. L. Wakeling, Mrs. Lillian Gibbins; Red Hildebrand, ill at Pismo Beach, Calif.; Steve Murphy, Washington, and Blanche and Pat Treanor, London.

George Helm Hunter donated \$25 to the cemetery fund in memory of his brother, Jimmy.

New members are Hugo Nadaner, James Barber and Reno Camilleri.

Guests presented by President Eddie Burke included Mrs. Tex Cordell, Joseph Dunn, Jerry O'Brien, Thomas Sheppard, Joe Exler, Les Bodde, Mr. and Mrs. Orrie Blome, Polish and Rose Fisher, Denis Pursely, Al Rodin, Chuck Haegler, Buddy Wall, Joe Richards, Mrs. Evangeline Krekos, Marie Levitt, Mrs. Abe Rabin and Doris, and Past President Whitey Monette.

Members present donated \$125 for the purchase of an electric refrigerator.

Dr. Mannheim reported Billie Hodges has been ill but is much improved. Mrs. Lillian Cole Kingston and Fred Ferguson were reported better.

Mrs. Frances Monette won \$26 in the Pot of Gold.

RIDES . . . RIDES
At Liberty

FOR FAIRS and SPONSORED EVENTS
For Sale—\$12 Ell Wheel in first-class condition, good as new, \$6,500.00.
Write
THOMPSON BROS.
2906 4th Ave. ALTOONA, PA.

D. D. HALE
WANTS AGENTS

For two nicely flashed Count Stores, Razzle Dazzle and Roll Down. Opening March 10th with Johnny J. Denton Shows, Lee Carlson, Clifford Farmer, Anthony Burke, Al Morris, Jimmy Mitchell, Jack Cohen and others with me before, answer. All replies:
D. D. HALE, Valley Head, Ala.

WANT WANT WANT
WHITE STAR ATTRACTIONS, INC.

CONCESSIONS—B. B. Gallery, Clothes Pin, High Striker, Huckley Buck, Duck Pond, Duck Gallery. Any Hanky Panks that do not conflict with what we have. We book one of a kind only. Get with a show with a proven route and a long season. Our Celebrations start April 4th. Contact as per route: Vidalia, Ga., this week; then Tifton, Ga., March 7th to 12th. No trips, flats or P. C. Committees—Have one week open in June, July and August.

Greater Tampa Showmen's Association
Tampa, Fla.

Ladies' Auxiliary

Regular meeting was held Monday (21), presided over by President Jeri Ringlin, Secretary Grace Fillingham, and Treasurer Mary Lee Holman. In the absence of Chaplain Dolly Wise, Ringlin gave the invocation. Secretary Fillingham read a letter from the Ladies' Auxiliary of the Michigan Showmen's Association.

Frances Scott was appointed chairwoman of the ways and means committee.

June Boyles, Evelyn Stepp, Deni Berni, Martha Sutrain and Helen Julius served refreshments. The packages donated by the women brought \$514 at auction, which went into the building fund.

A special committee assisted Sally Rand at the citrus dinner. Toni Patterson, Corrine Decca, Hazel Maddox, Rosie Hunter, Evelyn Clain, Mickey Wenzik, Flo Pontico, Louise Pontico, Kitty Cutton, Kay Yennie, Elsie Brizendine, Ruby Hall, Mary Weaver, Jeri Ringlin, Blanche Lemish and Florence Ruben sold \$386 worth of Jamboree tickets. Dena Berni covered the midway Wednesday night and snared many a buyer. The bingo brought in \$192.

Paul Kleider and Whitey Sutton won \$55 each in the jackpot. Mrs. Dolly Young donated her winning game of \$7.25.

Bingo will be a weekly affair on Royal Crown Shows each Thursday at 5 o'clock on still dates.

Most of the jackpot bingo tickets were sold by Florence Ruben, Helen Julius, Evelyn Kleider, Irene Beatty, Elsie Brizendine, Hazel Maddox, Geraldine Gaughn, Evelyn Clain and Kay Yennie.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 26.—On the rostrum for the meeting Monday (21) were Joe Krug, president; Lou Manley, secretary; Mike Doolan, vice-president; Al Weber, treasurer, and Jack Hughes, chaplain.

George Coe, past president, introduced his guest, Truman Paxton, of the University of California. Guest Al Sampley entertained with a few tricks. Other guests introduced included Al Cohen, back from the Florida State Fair; Joe Metcalfe, elephant man; Frank Ward, Curt Prosser, Jack Kent and Hort Campbell, Silver Star Shows; Bob Perry, Freddy Haynes, John Houghstalling, Sam Dolman and Harry Taylor.

Dave Friedenheim, back from Phoenix, Ariz., reported Ed Smithson confined there in the General Hospital. John (Spot) Ragland, confined in Behrens Memorial Hospital, Glendale, Calif., is reported improving.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Feb. 26.—William Cowan, third vice-president, presided at the February 23 meeting in the absence of President Carl J. Sedlmayr.

Walter L. Main, one-time circus owner, was guest speaker. Bill Ketrow, owner of Kay Bros.' Circus, and Main renewed a long friendship at the meeting.

Recent additions to the membership include E. C. Evans, West Columbia, S. C.; Sam Wolfson, Miami; Edward Hartman, Pomona, N. Y.; Charles Small, York, Pa.; Jack Finch, Fort Lauderdale, Fla., and Samuel Brody, New York.

Among recent clubroom visitors were Walter K. Sibley, executive secretary of the National Showmen's Association; Mr. and Mrs. H. William Jones, Norfolk, Va.; Mr. and Mrs. Max Gruberg, Philadelphia; Harry Illions, Jamestown, N. Y.; Bernie Mendelson, Chicago; Mr. and Mrs. Levy, Lawrence Greater Shows; Sam Wolf, St. Louis, and John Kravitz, Baltimore.

RALPH DECKER presents **JOSEPH J. KIRKWOOD SHOWS** AMERICA'S BEST ADVERTISED MIDWAY

PRESENTING
THE ONE AND ONLY
EMANUEL ZACCHINI
SHOT OVER TWO FERRIS WHEELS

WILL OPEN
THOMASVILLE, N. C.
MARCH 21

Followed by the best route of first-in still dates in the East, with 11 bona fide fairs to follow, including the Virginia State Fair

HELP Can place real Ride Men, both Foremen and Second Men, Semi Drivers, Canvas Men, useful Carnival Help.

CONCESSIONS Age, Scales, Novelties, Jewelry, Photos, American Palmistry, Glass Pitch, Penny Pitch, Hoop-la, Bear Hoop-la, Duck Pond, Ball Games, Pitch Till You Win, any Legitimate Stock Concessions and Hanky Panks.

All address
RALPH DECKER, Cherry Hotel, Wilson, N. C.
P.S.—Winter quarters are now open—Watkins Warehouse, Wilson, N. C.

LONE STAR SHOWS
Opening Saturday, April 8, Elizabethtown, Ky.

HEART OF TOWN
WITH TOP STILL DATES TO FOLLOW—ALSO LONG ROUTE FAIRS AND CELEBRATIONS

Want for season any legitimate Concessions except Cookhouse, Bingo, Popcorn and Candy Apples, which are sold. Want Diggers, Long Range, Short Range, Scales, Age, Novelties, Snow, Floss, Custard, Basketball, Photos, Fishpond, Bowling Alley, Hoop-la and any other Hanky Panks. Dick Stanley and brother, answer. Want one or two Wheels. Want Agents for Count Store, Buckets, Pins, Slum Skillo, Jimmy Wright, wire. Want Side Show with own equipment and transportation, real proposition. Jack Corey, Mrs. Golden, answer. We play smoke stacks and coal fields. Want Motordrome. Art Spencer, answer. Best drome territory in country. Want Monkey Show, Wild Life, Girl and Posing Shows. Must be flashy and well lighted. Fat People, Snake, Athletic. Want Penny Arcade. We don't need Rides, we have 14 office owned. Want capable Foreman and Second Men for Merry-Go-Round, Wheel, Tilt, Cat, Octopus, Roll-o-Plane, Chairplane and Kiddie Land with four Rides. Semi Drivers preferred. Want Billposter with car, capable doing second work. Ewards, answer. Also H. E. Savage. Committees in Indiana, Ohio, Kentucky, Michigan, have four open weeks if you want first-class show. Contact us at once. Address LONE STAR SHOWS, Elizabethtown, Ky.

NOTE: RIDE HELP, DON'T COME IN UNTIL YOU ARE NOTIFIED

Crystal
EXPOSITION SHOWS
WORLD'S CLEANEST MIDWAY

Opening March 21 at FERNANDINA FAIR AND AGRICULTURE EXPOSITION, Fernandina, Florida
WANT Concessions of all kinds. Will sell exclusive Photo, Novelties, Guess Your Age and Weight and Long-Range Gallery. Have complete Minstrel Show. Want Man with Performers to take show; good proposition to right party. Have 20 by 30 Top and Pit for Snake Show. Want Man to take over same. Can place any Grind Show with own outfits. Can place Ride Men who can stay sober and drive semi trailer. Address all mail to
W. E. BUNTS, Crystal River, Fla.

WANT TO BOOK MY NEW MOTORDROME
I have almost completed building a Motordrome. Everything is new. My wife, daughter and myself are all drome riders. I have not booked on any show this coming season. Will go anywhere in U. S. A. Would like to play the Middle West or the East. This drome will load on one small truck or wagon. Will book show on following terms: Sixty-fourty, you to furnish one truck or wagon. The show that I join to pay one-half of the freight to get to your show. But here is the catch. I have enough money to complete show, but I will have to have an advance of about \$800 for expenses to join you. Let's hear from you at once. Phone if you can, 8:30 p.m. your time. Phone: Santa Monica 92909.
Wire or Write
CURTIS PROSSER
8514 RIDGE AVENUE PLAYA DEL REY, CALIFORNIA

QUEEN CITY SHOWS

TORONTO, CANADA

ENTIRE SHOW FOR SALE

- 1—2 ABREAST MERRY-GO-ROUND
- 1—FERRIS WHEEL, Big 5 Ell
- 1—CHAIRPLANE
- 1—RIDE-O
- 1—LOOP-O-PLANE
- 1—KIDDIE AUTO RIDE
- 1—KIDDIE AIRPLANE RIDE
- 1—OFFICE TRAILER
- 1—POWER PLANT, Fully Equipped on Truck.
- 1—3 TON DODGE TRUCK
- 1—MUSIC RECORD PLAYER, Switch Boxes, Cab Type Wiring, etc.

Address All Letters To:

MRS. M. ATKINSON

312 Bathurst St., Toronto, Ont., Can.

WANT

Dart Games, Fish Ponds, Hoop Games and all kinds of Booths and Games for "Kiddie Circus" at New Haven Arena on April 25 thru May 1. Following week in Waterbury. Anticipate 30,000 attendance. Action all day. Write, wire or phone your deals (no collects) to

Exposition Manager
NEW HAVEN ARENA
New Haven, Conn.
Phone 5-3123

INSURANCE**IDA E. COHEN**

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WORLD OF PLEASURE SHOWS

Now contracting for 1949 season
Rides—Shows—Concessions
Open in April—vicinity of Detroit

JOHN QUINN, Manager
3550 Cass Ave. Detroit 1, Mich.

INFORMATION WANTED**JOE CUSSON**

Salesman, Wheelman Driving 1-Ton Black Ford Panel, MICH. LICENSE 5386-CU. Wire

HOUSE OF STAPLETON

3509 14th ST. DETROIT 8, MICH.
Phone Temple 1-0397

Thomas Joyland Shows**NOW BOOKING**

SHOWS—RIDES—CONCESSIONS
OPENING APRIL 1
Want Ride Help on all Rides. Agents for Concessions. Good opening for Penny Arcade. Address:

L. I. THOMAS, Mgr.

Box 1953, Riverside Station Miami, Fla.

CARBONS

FOR 60" SEARCHLIGHTS

Type 1, manufactured by National Carbon Co. Excellent condition. 25 sets to metal container; factory packed 20 containers to wood case.

F. O. B. Ogden, Utah, case lots, per container
Special prices for larger quantities. \$4

R. M. B. CORP., 1805 E. First Street Los Angeles 33, Calif.

WANTED

Independent Rides, Shows, Free Acts and Concessions for

COMMUNITY CELEBRATION, JULY 4 TO 9

Contact:

E. S. PUTSAVAGE

TREMONT, PA.

WINTER QUARTERS**Johnny T. Tinsley**

GREENVILLE, S. C., Feb. 26.—

Work in quarters is almost finished.

Ride Superintendent Gordon Crandall and wife, Margaret, arrived from New Brunswick, N. J. Speedy Mullins and the Motordrome crew are here from Los Angeles. Carl Morris and family arrived after wintering in Alabama. Mrs. Morris has taken over the culinary department.

Johnny and Helen Major are visiting relatives in Alabama but are expected here soon. The Hewitts, Pop and Naomi, are expected soon from Florida. They will have the Snake Show this season. Red Hutchinson reported from Lenoir, N. C., that he will be on hand for the opening. He will have the Funhouse.

Mr. and Mrs. Homer Guillemette are wintering in Boston but are expected soon to put the finishing touches on their concessions. Mr. and Mrs. Joe Tuller wrote from Tampa that their new midway confectionery is ready to go. Carl (Hunky) Kalansky sent word from Miami that the cookhouse is loaded and ready. Mr. and Mrs. John Tinsley have returned from their visit at the Tampa fair.

Org will have a new lighting system built by electrician Bob Brockaway. The new rides purchased from Allan Herschell Company are expected March 15, in time for the opening March 26. John Scott, Atlanta concessionaire, purchased a new truck and has built all new frames to go with the canvas recently purchased from Anchor Supply. This will be Scotty's third season with the shows.

Tinsley is putting a ride unit on the lots here in Greenville to operate until opening time.

Myra Ann, daughter of Mr. and Mrs. Tommy Thompson, has recovered from measles and is back in school. Mack McCaslin arrived with a truckload of new stock for his concessions. A. C. Eargle Jr. returned from a visit with his parents.

Douglas Greater

KENT, Wash., Feb. 26.—Work is going along at a good pace despite bad weather. The hot wagon has been rebuilt under supervision of Lloyd Russell, assisted by Fred Schultz, Leon Freethy and Charlie Hupp.

Rolling stock is in good shape, and Owner Earl Douglas is expecting delivery of four new tractors soon. Also expected is a new baby Dipper ride.

Douglas, accompanied by K. R. (Andy) Andersen, general agent, recently returned from a booking trip thru Oregon.

Raymond (Bug) and Bobbie Douglas are in quarters looking after their equipment. Mr. and Mrs. E. M. Butler arrived with their two kiddie rides. The Whale ride has been delivered.

Pickard

STOCKTON, Calif., Feb. 26.—Org,

owned and operated by Elisha Pickard, will be ready to open here March 25 for a 10-day run.

A Merry-Go-Round and Loop-o-Plane, recently purchased from Anthony Masseth, owner of Redwood Empire Shows, have been added. The electric unit No. 2 that was destroyed by fire at Solaad last Thanksgiving is being reconstructed in an Oakland factory.

Work in quarters is directed by Loren Roberts. He will manage Pickard Unit No. 2, which for the past eight years has played Guerneville Park, Guerneville, Calif. Unit opens the season Decoration Day. Two new kiddie rides constructed in the workshop of Loren Roberts will be added to the ride line-up at Guerneville.

Visitors here have included Frank Babcock, Howard Clifford, Margaret McCloskey, Anthony and Bernice Masseth, Mr. and Mrs. Al Wells, Sonny Freeman, Curly Richardson, Blacky and Bee Stine, Jim Davisson, Bill James, Darwin Phieffer and James Weber.

Org will play its usual route in California and Oregon.—WALTON de PELLATON.

Pacific Northwest

LEWISTON, Idaho, Feb. 26.—Rebuilding and painting are progressing at quarters here. Rolling stock is being painted white and red. Org will have a number of new light towers, 8 rides, 4 Side Shows, 30 concessions and will tour in six States, playing two spots a week. Jay Yapp is building cages on trucks. Gerbert Ryan will have four concessions; Robert Smith, five, and Mrs. Ruby Smith, three. Show has contracted 20 celebrations and fairs. Smith has returned from a booking trip in Idaho, Oregon, Montana and Wyoming.

Lankford Overland

MOULTRIE, Ga., Feb. 26.—Show was out during the winter. It was managed by Harold D. Langford and had a successful tour. Walter Lankford, owner, stayed in quarters and booked spots for the regular season. Show will open about May 1.

Already booked are N. C. Petit's rides, a Ferris Wheel, major swing and three kiddie rides. Mr. and Mrs. Petit and son, Art, left for their winter home in Florida after signing. All rides are in quarters and work will start soon to whip them into shape. Org will have new electric light towers.

WANT

Agents for Buckets and Six Cats. Blackie O'Dell, wire me at once.

FOR SALE

One Cook House, 20x30 with floor; one International 1947 Truck, less than 8000 miles, all metal van, 14 ft. body; several 10x14 ft. Concessions such as Roll Down, Razzle, Bear Track, Doll Wheel, two new Pan Games, 10x12, and other Concessions.

WILLIE LEWIS

4900 CHAMBERLAYNE AVE.
RICHMOND, VA.

NOW AVAILABLE

1949 EDITION OF OFFICIAL
CONCESSIONAIRE'S GUIDEBOOK

Jam-packed with money-making ideas, games, formulas, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.

Concessionaire's Guidebook

3918 Secor Road, Toledo 6, Ohio

WANT

Ferris Wheel Foreman, also Rolloplane and Kiddie Ride Men, Agents and Couples who operate Concessions, Ball Games, Stock Wheels, etc. All summer in Pittsburgh territory.

AL BLUMENTHAL

619 Fifth Ave. McKeesport, Pa.

WANTED FREE ACT

(Street Act)

For GOLDEN ANNIVERSARY STREET FAIR

June 27 to July 2, Incl. Address:

KEN CRUSAN, Secy.Mt. Pleasant Volunteer Fire Dept.
Mt. Pleasant, Pa.**Holston's Modern Show**

Opens Waynesboro, Miss., April 18.
Big Rally. Good Route to Follow.

Want Concessions, Photo, Grab, Grind Shows, Animal Circus. Will buy or book 8-Car Kiddie Ride and one major Ride that does not conflict. Can use Ride Help and Concession Agent. Address all mail to **HOLSTON'S MODERN SHOW**, P. O. Box 255, Waynesboro, Miss. Phone 412; no collect calls.

ATTENTION

Rides, Shows, Carnival, Circuses, Concessions, Acts and Hillbilly Bands, now is the time to write for bookings in what is going to be the fun spot of Ohio.

BOX 345

3 C. COURT MT. VERNON, OHIO

See Ernie Jordan for LUXURIOUS TRAILER COACHES

Lot #1—505 NE 23, Ph. 4-7855, Okla. City, Okla. Displaying Vagabonds, Travelites, Dixie Queens, "M" Systems and others.
Lot #2—901-911 North Ash, Highway 77, Ph. 770, Pauls Valley, Oklahoma. Displaying Spartan Aircraft Trailers. All aluminum aircraft constructed, triple insulated, 33 1/2 ft. Royal Mansion, 30 ft. Mansion, 28 ft. Manor, 25 ft. Spartanette.
Liberal Trade-Ins, Easy Terms, Parts & Supplies. The Showman's Friend Everywhere.

GOLD BOND SHOWS

NEW AMPI-THEATRE MIDWAY

NOW CONTRACTING

RIDES — SHOWS — CONCESSIONS
Address: P. O. BOX 229, Mt. Sterling, Illinois

CARNIVAL WANTED

Firemen's Carnival and Big Centennial Celebration, July 4-9. Must have Merry-Go-Round, Ferris Wheel and Kiddie Rides. No Concessions necessary.

S. R. MORTON

SANDY LAKE, PA.

BAKER UNITED SHOWS

Inquiries solicited from Show and Concession Operators interested in a profitable connection for 1949. CAN PLACE MAJOR RIDE NOT CONFLICTING. Address all inquiries to
2257 Madison Ave. Ph.: GARfield 4584
Indianapolis 2, Indiana

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.

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.

WANT

For Concessions Booked With

JOSEPH J. KIRKWOOD SHOWS

Agents for Count Store, Skillo and Cat Rack. General Help for all Concessions. All replies:

HOM ZOLUM

24 N. E. 54TH ST.

MIAMI 38, FLORIDA

FOR SALE**FOUR #25 ELECTRO-FREEZE CUSTARD MACHINES**

Practically new. Complete with front receiving cabinets. \$1,750.00 per complete machine.

CHARLES NASIF

359 HUNT STREET

CENTRAL FALLS, R. I.

MUST SELL
Manley Popcorn Machine
 1946 Model.
 Clean, Perfect Shape \$400.00
Easyway Custard Machine
 Used One Season,
 Like New \$1,250.00
Mangels Shooting Gallery
 Park Type—16 Ft.
 Sacrifice \$1,400.00
 Complete with 6 guns.
LAMBERT BROS.
 Playland Park Houston, Texas

FOR LEASE OR SALE
COMPLETE ORIGINAL CARNIVAL
 With five or seven Rides, new Diesel Light Plant, Fun House, four Shows, good transportation, Ten Fairs and Celebrations already contracted, also good route in Midwest. Fairs and Celebrations are optional with purchaser.
BOX 118, CARE BILLBOARD
 300 Arcade Bldg. St. Louis, Mo.

PIONEER SHOWS
 Now booking Rides, Shows and Concessions. For Sale—Mangels Streamlined Whip, Smith & Smith Chairplane and Kiddie Ferris Wheel. Will buy Fun House and Kiddie Rides. Address
MICKEY PERCELL
 WAVERLY, N. Y.
 Phone: 198

Lawrence Greater Shows
 P. O. Box 1921 Savannah, Ga.
 Now booking Fairs, Celebrations and other Events for 1949 Season. Can place worthwhile Attractions, Concessions and Help—all departments.

FOR SALE
 1947 10-Car Allan Herschell Auto Ride, loaded on late 1946 1 1/2 Ton Dodge Truck, long wheel base, 13,750 actual miles. Both in good condition. Price, \$4,500.00.
TOM YANDA
 Adler Hotel Memphis, Tenn.

DYER'S GREATER SHOWS
 OPEN APRIL 1ST
 Want Shows with own outfits. Have new tents, banners, bannerline. What have you for inside? Magician for Side Show. Want Second Men—all rides; write. Place Diggers, High Striker, Snow and other Hunky Panks. For Sale—1942 Super Buick Sedanette, trailer hitch attached. 1936 Dodge Truck, with or without 2 S.F. 2300 V. Transformers; 1 Semi Trailer, 26 ft., racked for Spitfire; 2 Light Towers; cheap for cash. Come see or write **BOX 128, West Helena, Ark.**

TOMMY HUMPHREY WANTS
 Two Percentage Dealers; Agents for Hit or Miss, Ball Game, Balloon Dart and Hoopla. Two Counter Men for Bingo. (TEX and PAPPY, write me.)
 Opening March 20th in Alabama. Address: **ROUTE #4, HOPKINSVILLE, KY.**
 P.S.: For Sale: 10 Auto-Car Kiddie Ride in good running shape, \$250.00. Come and get it.

WANT CARNIVAL
 For American Legion 3rd and 4th of July Celebration. Grandstand Attractions, would consider Circus, also Balloon Ascension, 3rd Annual Celebration. What have you?
FRANK ROBERTSON
 Chairman of Committee
 FAIRFIELD, ILLINOIS

BLUE GRASS SHOWS
 Now Booking
SHOWS — RIDES CONCESSIONS
 For 1949 Season
ADDRESS: BOX 621 OWENSBORO, KY.

WANTED
 Ride Help—Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Rolloplane and Octopus. Must be sober, reliable and drive semi. Top salaries every week.
THE CONNECTICUT AMUSEMENT SUPPLY
 109 SEYMOUR ST. BRISTOL, CONN.

FOR SALE OR TRADE
 MERRY-GO-ROUND — Beautiful 3-abreast, brass mounted, 365 lights, Wurlitzer band organ, see in operation. Want Kid Rides. For pictures and price write
A. D. SHARPE
 88 North Sierra Madre Blvd. Pasadena, Calif.

Playland
 DETROIT, Feb. 26.—The org will reopen for the season about April 15, playing lots around Detroit, according to owners Jack and Bessie Gallagher, upon their return to winter quarters at East Detroit from a trip thru the East during which they purchased an Octopus, new horses for the Merry-Go-Round and other equipment.

Seven fairs and five celebrations are booked. Gallagher has left on another booking trip, while Mrs. Gallagher is devoting her time to remodeling the Michigan Showmen's Association Auxiliary clubrooms.

Among personnel wintering in Florida, Flo and Bob Venner report their new bingo and arcade ready to go, while Mary and Buster Kelly are due back by March 1. Others taking a Florida vacation include Joe Murphy, Blacky Doss and Curly Ward.

A new cookhouse will be added this season, currently being framed by Vic Johnson for himself and a partner.

Visitors at winter quarters included E. H. Parker, Sam (Pork Chops) Ginsburg, Johnny Moran, Irving Borker and Max Kahn.

Jack J. Perry
 CAMDEN, S. C., Feb. 26.—Show quarters, under the supervision of John (Hopple) Reigle, who will be show electrician, have become active. General Manager Jack J. Perry plans to add three light towers, bringing the total to six.

Crew now numbers 25 men. Several loads of oak have been delivered. Trucks are being painted red, with the show's name in large letters on each side. Trailers are being renovated. Two new show fronts will be built.

G. C. Mitchell, general representative, has returned from a booking tour. Among recent visitors were Sol Wahnisk, who will have the custard; Troy William, Williams Amusement Shows, and Leon and Marion Schlossberg, official greeters for the show when in Camden.

Lawrence Greater
 SAVANNAH, Ga., Feb. 26.—Co-owners Sam and Shirley Levy returned from Florida, and work here in quarters was immediately stepped up. In quarters are Louie Gueth, Roy McGovern, Bob and Stella Young, Mr. and Mrs. Jack Repass, Walter Page, Albert Towne, Burgess Lawrence, Jimmy Blankenship, Chief Congo, Mr. and Mrs. Jack King, Bill Woodall, Mr. and Mrs. Ted Papecki and Mr. and Mrs. Kelly Nelson.

Shows are skedded to open the last week in March. Luther Sinclair, Cash Wiltsie, Jew Murphy, Frank Zorda and Eddie Coe plan to be on hand early.

Crescent Canadian
 PENTICTON, B. C., Feb. 26.—Henry Meyerhoff, owner-manager, returned to quarters from an Eastern tour. A crew of 20 men is on the job here.

While in the East, Meyerhoff purchased a Midget Roller Coaster from the Allan Herschell Company, North Tonawanda, N. Y., a Caterpillar, Hi-Ball and Rocket Plane. Delivery is skedded April 1.

Tentative opening date has been set for April 2.

Robert Buckingham
 Who had the Girl Show on the Jimmy Chanos Shows at Hoytville, Ohio, August, 1947, please contact me at once.
CHAS. PITNEY
 470 E. Main Cross St. FINDLAY, OHIO

WANTED CARNIVAL
 For September 1, 2 and 3, Mansfield, Illinois. Event: Mansfield Homecoming, sponsored by American Legion and Lions' Club. Write
LYNN PENNINGER
 P. O. Box 218 Mansfield, Illinois

L. O. WEAVER & SONS
GRAND AMERICAN SHOWS
Iowa's No. 1 Show
10 RIDES — 8 SHOWS — 30 CONCESSIONS
 WANT CONCESSIONS—All open (except Bingo, Popcorn, Long Range Lead Gallery, Diggers, Mitt Camp). No Grift.
 WANT—Girl Show, Side Show, Fun House, Wild Life, Mechanical, Glass House, Big Snake, any Grind Show. Jon Turner, Jackie Coleman, Margarite and Red, write me.
 RIDE HELP—Foreman for new Tilt-a-Whirl. Second Help on all Rides.
 Opening April 25th Northern Missouri, then in Iowa May 12th at Newton, Marshalltown, Waterloo, Fort Dodge, Oelwein, Iowa Falls, Charles City, July 2-4 Maquoketa and 25 Celebrations to follow. 3 new Rides and more neon for '49. Celebration Committees, we have some open dates. Write
L. O. WEAVER
 FAIRBANK, IOWA
 30 Years on Iowa Lots, Streets and Fairs.

FIRST CALL ROGERS GREATER SHOWS FIRST CALL
 Opening Union City, Tennessee, April 1 To 9, 1949
 WANT—Concessions, Frozen Custard Sno Balls, Candy Floss, Jewelry, Pop Corn and Hunky Panks of all kinds.
 WANT — RIDE — HELP — OF — ALL — KINDS
 For every type of Ride and Truck Drivers.
 Have Side Show Top, 24x100 ft., with banner line for same. Want Acts of every description for same. ALFREDO, WIRE.
 Want—Penny Arcade and Grind Shows of every description.
 All of those writing before, contact again.
H. V. ROGERS, P. O. Box 647, Jackson, Tennessee

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

MINIATURE STEAM TRAIN
 Hauls a big load of kids and adults every trip
GROSS \$2,500 TO \$12,000 A SEASON
 Burns coal for normal steam operation—puffs and chugs like a big train—kids love it and parents can't refuse to let them ride. Can be used indoors with compressed air for safety. Make real money in any town over 10,000 population.
OTTAWAY AMUSEMENT CO.
 Mfrs. Miniature Steam Trains
 224 W. DOUGLAS WICHITA 2, KANSAS

NEW ENGLAND AMUSEMENT COMPANY
WANTS FOR 1949 SEASON
 RIDE SUPERINTENDENT. Have five Rides, want Man to take care of same. Salary and bonus. Also Foremen and Second Men, top wages and bonus. Men to up and down Concessions. Concession Agents, Bingo Caller. Free Act for season. Can place a few more legitimate Concessions, one of a kind. Committees in New England, contact us for open dates.
 All replies to
HARRY J. KAHN, Mgr.
 60 PARKSIDE ST. SPRINGFIELD, MASS.

9 RIDES 5 SHOWS 35 CONCESSIONS
WOLF GREATER SHOWS
 Opening May 1st—with following Still Dates: Mason City, Oelwein, Dubuque, Iowa; Winona, Austin, Mankato, Litchfield, Minn. Annual Celebrations starting in June—all Minnesota, Paynesville Ice Cream Festival—Long Prairie American Legion—Montevideo Fiesta—Willmar Koffee Fest—Sleepy Eye Drum and Bugle Corps—Springfield Sauerkraut Days—more pending. 2 Big 4th of July Spots—Cannon Falls Fair and Gaylord, Minn. Fairs starting Aug. 4th—all Minnesota—Kasson, Howard Lake, Anoka, St. Charles, Garden City, St. Peter, Caledonia, Jordan, Fairmont.
 Want Cook House that will cater to show folks: Pat O'Brien, get in touch with me. Want Shows—Grind, Motordrome, Athletic, or what have you? Want Ride Help on all Rides; must have chauffeurs—drivers' license. Will book Candy Floss, Bumper, Jewelry, Watch-La, Clothes Pin, Swinger, Hoop-La, Games of skill that work for stock. Graves wants Concession Agents. All mail:
 P. O. BOX 2725, Bloomington Sta., Minneapolis, Minn. Phone: Midway 7647.

CUDDLE UP RIDE FOR SALE
 Owing termination of lease. Was operated last season. Stationary type, 8 cars, new two years ago, ride is now disassembled. Must be removed from Bear Mountain, N. Y., immediately. A real buy for only \$5000. Write, wire, phone:
BEAR MOUNTAIN AMUSEMENTS CO.
 2809 N. FAIRHILL STREET Phone: Radcliffe 5-2508 PHILADELPHIA, PENN.

RAFTERY'S SHOWS

Open March 14 near Wilmington, N. C., and 35 weeks of good still dates, fairs and celebrations to follow.

WANT Ride Help on all rides, Truck and Semi Drivers. Robert Harrison and Adrian Bell, contact me.

CAN PLACE one Feature Dancer for Girl Show. Also Canvasman, Ticket Sellers and Candy Pitchmen.

WILL BOOK two Kiddie Rides and any ride not conflicting, to open March 28. Can place Hanky Panks, Diggers, Custard, 1 American Mitt Camp and some P. C.

All people booked kindly acknowledge this ad.

FOR SALE—Cookhouse, kitchen built on semi. Will book same for season.

Address

J. M. RAFTERY

Box 1047, Wilmington, N. C. Phone 22702.

ROYAL

Exposition Shows

WANT FOR HALIFAX FAIR

DAYTONA BEACH, FLORIDA, 7 DAYS, MARCH 5 TO 12

Concessions of all kinds that work for stock except Bingo, Cookhouse and Popcorn and Apples, which are sold exclusive. All Hanky-Panks will be \$35.000 and no space will be held without a substantial deposit. Can use several Demonstrating and Gadget Concessions same price. Want two nicely framed Girl Shows that really has plenty of Girls that can work by orders from management. Want several Grind Shows, Motordrome, Penny Arcade, Glass House, etc. Can use for this and several weeks to follow, Octopus, Spitfire, Tilt-a-Whirl and several Kiddie Rides

SHOWMEN, THIS SHOULD BE ONE OF THE BIGGEST DATES ON EAST COAST OF FLORIDA, AS THIS IS THE WEEK OF THE MOTORCYCLE RACES. THERE WAS AN ESTIMATED 60,000 VISITORS IN 1948 AT THESE RACES, AND FLORIDA IS BULGING OUT WITH TOURISTS THIS YEAR. WE HOLD FENCE TO FENCE CONTRACT ON THIS FAIR, AND THE LOCATION IS CITY ISLAND BALL PARK. All address this week

J. P. BOLT

All address DAYTONA BEACH, FLORIDA, March 3 to 12

DON FRANKLIN SHOWS, INC.

Opening New Braunfels, Texas, Saturday, March 12 for 8 days; followed by our proven established route of repeat sponsored dates, celebrations and the best route of fairs in South Texas.

CONCESSIONS—Can place Custard, Scales, Arcade, Novelties, Fish Pond, Darts, Clothespins, Duck Pond, Bumper, Slum Blower, Penny Pitch, Huckle Buck, Coke Bottles, Hanky Panks—\$20.50 still dates. No Grift.

HELP—Want Foremen for Tilt and Spitfire. Second Men, Help for Towers, Gate, Searchlight, Night Watchman, Ticket Sellers, Concession Agents, man for office-owned Grab. Couple for all new Illusion Show, woman must be small and attractive, man who can work front.

DON FRANKLIN, Mgr.

All replies to Winter Quarters, Boerne, Tex.

JOHNNY J. DENTON SHOWS

OPENING MARCH 10

WANTED—Motordrome Manager with Riders; we have complete drome.

Foreman for Octopus and Chair-o-Plane. Bingo Counter Man wanted.

Wire **JOHNNY J. DENTON**, care of Fair Grounds, Atlanta, Ga.

J. A. SPARKS SHOWS

GRAND OPENING—MARCH 11 THRU 19 . . . BESSEMER, ALA.—TWO BIG SATURDAYS

WANT RIDES—Will book or lease, with transportation, Kolloplane, Octopus or Spitfire. Good territory. 12 Big Fairs. **WANT SHOWS**—Five-in-One, Midget, Big Snake or any Grind Show. **WANT CONCESSIONS**—Will book any legitimate Concession. Will give "X" on Jewelry and Novelties and Short Range Shooting Gallery. Want P.C. Agents. Want Agents for Fish Pond. Joe Hurley, answer. Want Agents for Bowling Alley. Dan Bredden, answer. Bert Edwards, let me hear from you. Have opening for A-#1 Cook House. Must be clean and cater to show people. All people contracted, please be here by March 9. All answers to

J. A. SPARKS, Owner, or E. H. BROOME, Mgr.

4292 AVENUE "U"

BIRMINGHAM, ALA.

TWIN CITY SHOWS

NOW BOOKING FOR 1949 SEASON

We are carrying 7 RIDES AND SHOWS. Will give you a long season's work in the Northern States **CONCESSIONS WANTED.** Will book a flashy Corn Game, no rag bags wanted; Glass Pitch, Bumper, String Game, Watch-La, Ball Games, Penny Pitch, Jingle Board, High Striker, Mug Joint, Pitch-Till-You-Win, Novelties, Scales, Guess Your Age, Custard, Ice Cream or any other good Concessions not conflicting. **SHOWS**—Manager to take charge of Athletic Show, 60-40 basis. Also Girl Show Manager, Pea Pool Charley, who worked last year, answer. **NOTICE**—Missouri Fair Secretaries and Celebration Committees, have open dates for September

GEORGE CRABB

GENERAL DELIVERY

REPUBLIC, MO.

WINTER QUARTERS

O. C. Buck

TROY, N. Y., Feb. 26.—Operations began here last week with Owner Oscar C. Buck and workmen, supervised by William Beldock, launching preparations for the season's opening about April 21.

Two new rides, a Pretzel and a kiddie boat ride, have been purchased. The show also will have new searchlights and a new stainless steel, neon-lit front entrance.

Orville Hagen will handle the newly built Motordrome, James Thompson the Side Show and Roxy (Georgia) Lee will present the Girl Revue and Posing shows.

Mr. and Mrs. Larry Narcassio, Mr. and Mrs. Eddie Evans, Mr. and Mrs. Harry Swartz, Bill Bowman and Charlie Tucker will have their usual midway cafe, and Bill Jones with Mr. and Mrs. Jean O'Donnell, the bingo.

Mr. and Mrs. Luke Seifker are expected to return soon from the South.

The shows' executive staff consists of O. C. Buck, general manager; James L. Quinn, secretary; Roy F. Peugh, publicity-advance agent; Luke Seifker, electrical-mechanical superintendent, and William Beldock, ride superintendent.—**ROY F. PEUGH.**

Lankford Overland

MOULTRIE, Ga., Feb. 26.—The recent arrival of Ernest Barker, ride man, marked the start of activity. Some of the semi-trailers are to be given new bodies, and rides are to be repaired.

Bob McCarthy arrived from Kentucky to help build light towers and get wire in condition. Guy Miller, ride men, will overhaul motors and rolling stock.

Harsh Williams, Nashville, Ga., bus line owner, was in quarters on a business trip. Other recent visitors included Mr. and Mrs. Allen Lanier and Betty Lankford, the latter en route from Miami to South Carolina, where she is to join Harrison Greater Shows. Personnel of the Wallace & Murray Shows, quartered at Spence Field, are daily visitors.

Harold Lankford left this week for Fort Wayne, Ind., on business.

The org will open here Saturday, April 9.—**WALTER LANKFORD.**

West Coast

MADERA, Calif., Feb. 26.—Winter quarters activity is running high in preparation for a mid-March opening. Much new equipment, including 10 trucks, Ferris Wheels, Merry-Go-Round, kiddie rides, light towers and new fireproof canvas thruout, has been purchased.

The shows' illumination will feature much neon. Two Diesel powers will be used, in addition to standby electricity.

Shows' staff consists of Mike Krokos, general manager; Teddy Levitt, general representative; Louis Leos, secretary-treasurer; Everett W. (George) Coe, business manager, and Harry Myers, superintendent.

Two billposters are to be carried, with a full line of pictorial and block paper.

J. G. Steblar

BAMBERG, S. C., Feb. 26.—Org opens March 5 at Varnville, S. C., for 10 days. Doc R. L. Hilborn will head the show. Mr. and Mrs. J. G. Steblar spent the winter at Titusville, Fla. H. O. Edgar again will have the bingo, his fourth season. In addition he will have five stores, and has ordered a new kiddie ride. Rae and Abbie Shoemaker have arrived with six stores and a new ride. Mr. and Mrs. Harley Devine will have four concessions. Mr. and Mrs. Louise Parson's daughter is ill. Parson is the show's electrician. Recent visitors were Walter Cole, his mother and son. Mrs. Cole is in Florida.—**J. G. STEBLAR.**

Virginia Greater

SUFFOLK, Va., Feb. 26.—Plenty of paint work and general overhauling are under way. Bob Crawley has the Ferris Wheel painted and the Whip almost completed, while the Roll-o-Plane has been set up for painting. The kiddie Aeroplane, auto and train rides and Chairplane, too, are getting new paint. Tractors have been overhauled.

General Manager Rocco Masucci returned from a visit to his home in Montclair, N. J.

Dick Killinger reports from Savannah, Ga., that he will arrive a few weeks before opening to overhaul his *Parisier Revue* equipment. Ed Smith, who will operate the *Miss America* revue, is overhauling the show's tractors. Linwood (Spicer) Copeland is overhauling *Cotton Club Revue* equipment. He will manage the *Plantation Show* this season.

A weekly visitor is Doctor L. C. Holland, local dentist, who clowns every year with the Ringling circus at Washington.

Several of the rides have been set up outdoors to facilitate refurbishing. Mrs. Dot Smith has returned to quarters after vacationing in her Hanover, Pa., home. Hamburger Shorty arrived last week. Antonio Bizzella infoes that he will make the opening with his popcorn and candy apple joint.

Wallace & Murray

MOULTRIE, Ga., Feb. 26.—Org opens here March 19, sponsored by the fire and police departments.

All trucks and rides have been painted. Johnny Hassen has the Tilt-a-Whirl overhauled. Frankie Miles and James Kelly have readied the Ferris Wheel and Merry-Go-Round. All ride foremen who were with the show last year are here again.

A. J. Admire will be general agent and promoter. Melvin Bennett will have the free act. Jimmy and Helen Watts will have the Side Show, Wild Life and Snake Show. A new Girl Revue is being built and the Posing Show will be worked from a 30-foot semi.

GEORGE H. HARMS

WANTS

CONCESSION AGENTS

Skillio Man, Razzle Man who can work points, Alley Man for Coupons, experienced Man for Knife Rack, Men or Women for Percentage Dealers; also General Help. Contact me 55 Willis Ave., Rochester, N. Y., until March 5th; then in care Jack J. Perry Shows, Camden, S. C. All Agents report Camden by March 25th.

AT LIBERTY—COOKHOUSE

A clean, high-class Cookhouse that caters to show people.

CORKY ZIMMERMAN

425 Dixon Drive Corpus Christi, Texas

FOR SALE

First \$150.00 takes French Fry Equipment, 4 Tanks, capacity 8 Baskets, Gasoline Burners, French Fry Cutter, 10,000 Cups. This is a good buy.

J. FOLEY

MUNICIPAL TRAILER PARK
3rd St., Lot 27 Tampa, Fla.

FOR SALE

Power Trucks, new 5,000 watt Generator propelled by truck motor. Candy Floss, Deep Freeze, Popper, Cooler, or will equip to suit you. Delivery within 30 days. Also have one used Truck equipped. Write to

DUARD SCHMELKE

2832 15th Ave., So. Minneapolis 7, Minn.

CONCESSION TRAILER

With living quarters, twenty foot, all insulated, built to order. Aluminum exterior, plywood interior, three clothes closets, seven drawers, twenty-four lockers, twenty-foot counter, sink. Built last fall. Selling account sickness. Half price. Pictures.

H. L. BOLTMAN

Branson, Mo.

Hutchen's Modern Museum

WANTS

To join early in April and for a long season. One outstanding Freak for main show and a high-class Annex Attraction. Also other Acts: juggler, Fire Eater, Impalement Act and a strong Musical Act or any good Act. Small Girl for Blade Box and two Ticket Sellers. People that have worked for me, answer. Will open in South Oklahoma. Joe Santos, answer. All address:

P. O. Box 11, Riverton, Kan.

WANTED DROME RIDERS

For two of the most elaborate Dromes in the World. Also Talker and Ticket Sellers. Palisades Amusement Park, N. J., and Cetlin & Wilson Shows. State all.

EARL PURTLE
7612 Sweet Briar Rd. Richmond, Va.

FOR SALE

Popcorn Trailer — 6x10, 6-ply tires, Cretors Machine Model 41, 2 butane tanks, used two seasons, one 12-quart hand popper, 3-gallon Coleman gas burner (new), some stock, \$350.00; 18x14 Top and Frame, used one season, shelves for cork gallery, guns, stock; 1 Evans Spindle and Table, \$100.00; or Trailer and Outfit, \$425.00. Can be seen 233 West Commerce or write **PHILLIP ENOS** General Delivery DALLAS, TEXAS

WANTED IMMEDIATELY PICTORIAL ARTIST

Who can deliver. Wire **PENN PREMIER SHOWS** Carthage, N. C.

FOR SALE

King Fun House, built on Fruehauf trailer, 54 ft. spread, plenty of flash, Chevrolet Tractor, good condition. Bargain. **F. H. CULBERTSON** 301 N. 41st St. LOUISVILLE, KY. Phone: Cypress 5215

Short Range Lead Gallery

FOR SALE, \$150.00
PATRICK O'MONAHAN
Cracker State Shows Sycamore, Ga. Louis Wooley, contact.

FLORIDA amusement company

WANTS

Hanky Panks of all kinds. Downtown Magnolia, Ark. Valdosta, Ga., now; Waycross, Ga., week of March 7th, downtown, auspices Shrine Club. Going north fast. Get with one that plays most first-ins. Wire. Tom Hale wants Agents of all kinds. Wire.

T. J. McMANUS

Wanted—C. A. STEPHENS SHOWS—Wanted

Opening March 18 in industrial section of South Carolina, heading north fast. Eight Fairs contracted, more pending.

Want for opening and balance of season: Concessions—Ball Games, Duck Pond, Weight and Age, High Striker, Jewelry, Long or Short Range, Novelties, American Palmistry, Diggers. Shows—Man to take over Snake Show, Side Show with insides and some help, Animal Show, Mechanical City, or what have you? Joe Carr, wrote you at Mobile regards to banners I talked to you about. Rides—Will book or lease Merry-Go-Round due to misunderstanding; prefer two abreast. We have transportation. Write or wire to

C. A. STEPHENS or JOHN MIDDLE TERRY
Box 1017, Crystal River, Fla., until March 7; then Kingtree, S. C.

RICHMAN—SILVER STATES SHOWS

CARPENTER—Unit #2—Opening Saturday, March 5

9 DAYS—KERRVILLE, TEXAS—9 DAYS

23 Fairs and Celebrations. The best in Colorado, Nebraska, Wyoming, Kansas, and late ones in Missouri and Arkansas. All those booked, come on! Others contact. RIDES—Will book 2 more major Rides. Prefer Tilt-a-Whirl, Rolloplane, Octopus and Spitfire. Good proposition. What have you? SHOWS—Have complete Girl Show Frame-Up for capable operator with talent and wardrobe. Will book any other worth-while Shows with own outfits. CONCESSIONS—All open except Bingo, Diggers, Popcorn and Photos. \$15.00 for Still Dates. Come on! Help and Agents—Can always use capable Ride Help and Agents. If you can "cut it" we'll place you. Top wages and bonus. Need Help in all departments. Write, wire or phone

Jim Carpenter—Harry Richman—Eddy Davis, Kerrville, Texas

FOR SALE

FOR SALE

Super Rolloplane, complete with fence and ticket booth. Both motors new, rewound for single phase. 1941 Ford Tractor with new motor, 28 ft. trailer to haul same. Everything for \$3800.00. One Short Range Lead Gallery, portable, \$375.00. This above equipment is in A-1 condition, no junk. All replies to

TROY E. WILLIAMS, Williams Amusement Co.
Route 6, c/o Fairgrounds, Monroe, N. C. Phone 1005.

Barker's Enterprises

SINCLAIRVILLE, N. Y., Feb. 26.—Work is progressing under the direction of Lawrence Barker, ride superintendent. Several office-owned concessions are under construction.

Booking for the season was completed last week by Gerald Barker, owner-manager. Org will open June 1. Mr. and Mrs. Lawrence Barker recently purchased a 28-foot Zimmer trailer.—MRS. CLARA BARKER.

Blue Grass

AUGUSTA, Ga., Feb. 26.—Org, owned by C. C. (Specs) Groscurth, has returned to quarters and is readying for a late March opening here. M. G. Stokes has completed the route thru November 15. Show will have 12 rides, 8 shows and a free act. Charley Miller will have the cookhouse. Org will play Georgia, Alabama, Tennessee, Kentucky, Indiana and Illinois.—M. G. STOKES.

Johnny Bale's

ST. LOUIS, Feb. 26.—Albert Nash, superintendent, is supervising the repairing and repainting of all equipment. Vernon Germain, foreman of the Ferris Wheel, is being assisted by Charles Germain and Ed Burger. Org is expected to open on city lots about March 26, playing under auspices.

From the Lots

Dickerson

FOLKSTON, Ga., Feb. 26.—Shows moved here for their first Georgia spot of the year, playing to fair crowd Monday (14). Concessionaires include Mr. and Mrs. Sam Spell, Mr. and Mrs. H. W. Jaillet, Mr. and Mrs. J. E. Smalley, Mr. and Mrs. Ray Williams, Mr. and Mrs. R. Dion, Mr. and Mrs. G. W. Bissell, Mr. and Mrs. A. Dion, Mr. and Mrs. Gary Schulte, Mr. and Mrs. Jack Wolcott. L. Hayes is mail and The Billboard sales agent. Aerial Millers, who finished their Florida winter dates, were visitors.—L. HAYES.

WOLFE AMUSEMENTS
"The Show that gets up on Sunday"

8 RIDES 5 SHOWS 50 CONCESSIONS

MOVES ON 25 TRUCKS AND TRAILERS

OPENING SATURDAY, MARCH 26, LANDRUM, S. C.

2 — BIG SATURDAYS — 2

SPARTANBURG IN THE HEART OF TOWN, TO FOLLOW.

CONCESSIONS—Will sell ex. to Custard, Photo, Snow, High Striker, Novelties, Penny Arcade. Will place legitimate Concessions of all kinds. Hoop-La, Coke Bottles, Long or Short Range Galleries, Swinger. Place Concession Agents of all kinds.

SHOWS—Wild Life, Snake, Ten-in-One. Will buy or book Fun House mounted on truck. No junk. Will furnish outfits for any Show of merit.

RIDE HELP—Place Second Men on all Rides, must be drivers and sober.

We are headed for West Virginia coal fields fast. Our 4th of July Celebration is in West Virginia in the heart of a big coal mining town. All Mail and Wires to

BEN WOLFE, Landrum, S. C.

SAM HAUNER Business Manager	ERNIE SYLVESTER Secretary and Agent	BEN WOLFE Owner-General Manager	CURLY MORLY, BLACKIE HOLT Advertising
--	--	--	--

"ENDY SNARES ILL. STATE FAIR"

—Billboard, Feb. 26

And Wants for this Outstanding Annual in Springfield, Illinois, and 12 Other Big Fairs, including YORK INTERSTATE and BLOOMSBURG (both Penna.), plus Full Route of Strong Celebrations:

First-class Side Show • Snake Show

Monkey Circus or Speedway

ALSO WILL BOOK: Glass House • Fun House

Arcade • Spitfire • Scooter

WILL FINANCE: Dependable and proven show people with new ideas. OPENING APRIL 29—Southeastern Georgia Spring Festival, Albany, Ga. All replies to

Endy Bros. Shows INC.

743 Seybold Bldg.

Miami, Florida

SHANKY BROS. SHOWS
WORLD'S CLEANEST MIDWAY

OPENING ATHENS, GA., APRIL 1—Two Saturdays

Want Side Show, Trained Monkey Show, Glasshouse or any other Show with own outfit that does not conflict. We have Minstrel, Funhouse, Drome, Big Snake and Revue. Want Legitimate Concessions, Diggers, Long-Range Gallery or any Hanky Panks for stock. Cookhouse, Bingo, Custard, Popcorn, Floss and Snow are sold. Want Wheel Foreman that can handle Twin Wheel and Second Men on all rides. Must drive semi. Want Musicians, Comics and light-skinned Chorus Girls for Minstrel. Dancers for White Revue and one Girl Rider for Drome.

Address

R. E. (BOB) STEWART or SHAN WILCOX
607 East Broadway, Maryville, Tenn.

CAPITAL CITY SHOWS

OPENING MARCH 5 TO 12, FITZGERALD, GA.

2 SATURDAYS—2 SATURDAYS

38 Weeks—CELEBRATIONS AND FAIRS—38 Weeks

CONCESSIONS all open except Cookhouse, Diggers, Popcorn and P.C. Good opening for Bingo, Age, Weight, Coke Bottle, Ball Games, Balloon Dart or any legitimate Concessions. SHOWS—Mechanical Show, Illusion, Monkey, Circus Side Show. Will furnish Side Show complete to party who has acts for inside. Good proposition for Funhouse. Mr. Groth, contact. RIDES—TILT, CATERPILLAR or any Rides not conflicting. HELP—Second Men on all Rides. All holding contracts acknowledge this ad. Smith & Smith Chairplane for sale, \$1,000.00. All Replies

J. L. KEEF

Box 591, Valdosta, Ga. Valdosta until Thursday, March 3; then Fitzgerald, Ga.

FIREMEN'S JUBILEE

Saxonburg Volunteer Fire Company & Relief Assn.

Saxonburg, Penna., July 18th to 23rd.

Western Pennsylvania's Largest Fireman's Carnival. Want Concessions and Shows. Wire or Write

BEN LASSINGER
Secretary

MIDWAY ATTRACTIONS WANTED FOR LEGION SPRING FESTIVAL

Edison, Ga., March 7-12, on Main Street. Stock Concessions of all kinds. Floss, Popcorn, Age and Weight, \$12.50. Good opening for small Cookhouse, small Bingo. No flats or P. C.'s. Herman List wants Coupon Agents Both Count and Pin Stores. SHOWS—Snake, Monkey or any Grind Show. Will give good proposition to Shows with own transportation. RIDES—Good proposition to set of Kiddie Rides. Also use one Major Ride not conflicting. Andre, of Knoxville, answer.

All replies to

E. A. "Hoppy" Chapman
Leary, Ga., this week; Edison, Ga., next.

JOHN REED

Opening Saturday, March 5, Fitzgerald, Ga.
CAPITAL CITY SHOWS

J. L. Keef, Gen. Mgr.; Herb Bachus, Gen. Agt.; Jack Rainey, Sec.; John Reed, Concession Mgr. 8 Rides, 8 Shows, Free Act, Light Tower. Want Agents for Roll Down, Razzle Dazzle, Skillo, Swinging Ball and Pin Store. Following people get in touch with me: Whitey Campbell, Jack Colendar, Mack, Harry O'Brien, Gene Ensley, Joe Ascher and Earl Dickson. Will book a few choice concessions. All wire: Valdosta, Ga., Daniel Ashley Hotel, until Friday; then Fitzgerald, Ga.

RIDE MEN WANTED

First and Second Men for Merry-Go-Round, Ferris Wheel, Octopus, Chairplane. Must be truck drivers. No drunks. All replies:

TROY E. WILLIAMS

Williams Amusement Co.
Route 6, c/o Fairgrounds, Monroe, N. C.
Phone 1005

WANTED CARNIVAL

For Georgetown Fair

Week Aug. 29-Sept. 3; also July 4-9.

FRED BROWN, Pres.
G. E. BLAYNEY, Sec.
C. E. SPANG, Mayor
Georgetown, Ill.

WANTED

Merry-Go-Round. Also Children's Rides, Ferris Wheel, Live Ponies, Kiddie Cars, Good Side Shows.

JAY GOULD CIRCUS

Ottawa, Illinois

ROYAL CROWN SHOWS

—WANT FOR MOTORDROME—

Have complete Drome, 90-foot panel front, loads on two semis, will turn over to right party to operate. Those having some machines given preference. We have a long season and a wonderful route of still dates and fairs. This is the largest and finest motorized show in the business. Ask the people who know. We tolerate no drunks. If you are a business man and want to make money, wire at once.

RIDE HELP Foremen and Second Men who drive semi trucks. Drunks and agitators, stay where you are. Top salaries and bonus.

All replies to

E. L. YOUNG, Mgr.
Plant City, Fla., this week.

LAWRENCE GREATER SHOWS

"AMERICA'S MOST PROGRESSIVE CARNIVAL"

1949 SEASON OPENS LAST FULL WEEK IN MARCH

WINTER QUARTERS NOW OPEN at Municipal Airport, Savannah, Georgia.

WANT

Man to take complete charge of SIDE SHOW or completely organized SIDE SHOW. ALSO MAN to handle MONKEY SHOW. We also need TALKERS and CANVASMEN. Will place LONG RANGE GALLERY and other HANKY PANK Concessions.

Want ace BILLPOSTER, must have paid-up UNION CARD and have driver's license and able to select and post in choice locations.

RIDE HELP—Foremen with the know-how for Ridee-O, Fly-o-Plane and Caterpillar. SOBER Second Men for all Rides. Need Man for FRONT GATE AND TOWERS. USEFUL SHOW PEOPLE IN ALL DEPARTMENTS.

P. O. Box 1921, Savannah, Georgia

PINE STATE SHOWS

WANT FOR 1949 SEASON

Macon, Columbus Savannah; then smoke stacks north. Stock Concessions of all kind, no flats. Sell X Mitt Camps, Bingo, Penny Arcade, Diggers, SHOWS—Ten-in-One, Jig Show, Motordrome, Snakes, RIDES—Tilt, Fly-o-Plane, Kiddie Rides, Ponies.

All Address: MANAGER, PINE STATE SHOWS, WILLACOOOHEE, GA.
P.S.: "Doc" White, Johnnie Ryan, contact.

Crafts Will Tote Large Top for Celes

(Continued from page 66)

Round; Babe Theibolt, Ferris Wheel; Okie Forest, Wilbur Kerns, and Tex Graves, Rolloplane and Loop-o-Plane; Peewee Costa, Scooter; Frank Carpenter, double Octopus; Tony De-Crisco, Caterpillar; Cotton Strode, Tilt-a-Whirl; Harry Ballard and Pop Stoner, kiddie rides, boat, train, plane and Little Dipper, and Clyde Gooding, Jumping Horse.

Other attractions and managers are Hitler's car, Vic Platten; trained animals, Bill Giberson; Funhouse, Fred Hansen, and Monkey Drome, W. P. Stephenson.

A new cookhouse superintended by Charlotte Warren will go on the road for the first time this season.

Concession Line-Up

Concessionaires include, George Bryant, Penny Arcade; Spot Raglan, rat game, pan game, ham and bacon wheel, grocery wheel and bronze wheel; Ceccini and Levaggia, bronze wheel, ham and bacon wheel, toy wheel, grocery store, glass pitch, fish-pond, household appliance wheel, cigarette wheel and bingo; Roger Warren, pan game, ham and bacon wheel, rat game and grab joints; Howard McMenus, grab joints; Helen Vaughn, bird store; Donald Richman, lucky dog, and Del Glass, short range.

Bill Wilhoit, ice cream; George Charbonneau, snow cone; Phillip Cusano, chocolate dip ice cream; Casey Burns, b.b. guns; Kirkbride and Goldstein, grab bag jewelry; Dan Gordon, fishbowl; Alec Friedman, novelties and crew hats; Irving Tansman, popcorn; Doug Wiser, race horse derby; Bill Davis, bear hoop-la, poker chip game and photo gallery, and Naomi Davis, mitt camp.

Ted Guest returns as lot man and Frenchy LaRue as electrician.



Coming Events

CALIFORNIA

Calexico—International Cavalcade, March 17-19.
Oakland—Oakland Natl. Home Show, March 12-20. I. W. Curry, 1011 Humboldt Bank Bldg., San Francisco.
San Francisco—San Francisco National Home Show, Feb. 28-March 5.
San Francisco—N. Calif. Sportsmen's Show, March 25-April 3. Mel R. Morrison.

CONNECTICUT

Willimantic—Poultry Show, March 11-13. Dan D. Cavanaugh, North Windham, Conn.

DISTRICT OF COLUMBIA

Washington—Sportsmen's & Outdoor Show, National Guard Armory, March 5-13.

FLORIDA

Bradenton—DeSoto Festival, March 22-25.
Jacksonville—Boat & Sportsmen's Show, March 30-April 3.
Miami—Flower & Garden Show, March 9-19
Miami—Miami Home Expo, March 17-29.
Tampa—Tampa Horse Show, March 4-6.

GEORGIA

Macon—Fat Cattle Show & Sale, March 22-23. Clark Gaines, Chamber of Commerce

KANSAS

Wichita—Polite Circus, March 14-20. Ben C. Truex, 217 S. Water St.

LOUISIANA

Delhi—Northeast La. Livestock Show, March 1-4. W. H. Farmer.
New Orleans—Spring Fiesta, March 13-28. Catherine B. Dillon, 546 St. Peter St.

MASSACHUSETTS

Boston—New England Flower Show, March 13-19. Arno H. Nehrling, 300 Mass. Ave.

MICHIGAN

Detroit—Detroit Flower & Garden Show, March 26-31. W. M. Hoy, 4484 Cass Ave.
Detroit—Detroit Sports & Boat Show, March 5-13. W. H. Piau, 4484 Cass Ave.
Lansing—Commandery Circus (Polack's), March 9-12. Ed. Mackey, Masonic Temple.
Lansing—Antiques & Hobby Show, Women's Clubhouse, March 29-April 1. Slout Service.

MINNESOTA

Minneapolis—Shrine Circus, Feb. 28-March 5. Noel Van Tilburg.
Minneapolis—Builders' Show, March 26-April 3. H. H. Cory, 601 Thorpe Bldg.
St. Paul—Shrine Circus, March 14-20. Walter T. King, Masonic Temple.

MISSISSIPPI

Forest—Southeast Miss. Livestock Show, March 17-19. O. S. Redden.
Hattiesburg—South Miss. Livestock Show, March 14-16. N. S. Hand.
Port Gibson—S. W. Miss. Fat Stock Show, March 21-23. E. C. Newman.
West Point—N. E. Miss. Livestock Show, March 31-April 2. Evans E. Wooten.

MISSOURI

Kansas City—Police Circus, March 1-6. H. E. Dodge, 1125 Locust St.
St. Louis—Flower & Garden Show, March 13-24. Lucy T. Kelly, 494 Arcade Bldg.

NEW YORK

Buffalo—Buffalo Sportsmen's Show, March 26-April 3. S. Fairbanks, 929 Park Sq. Bldg., Boston.
New York—American Toy Fair, March 7-18. H. D. Clark, 200 Fifth Ave.

NORTH DAKOTA

Valley City—N. D. Winter Show & Agrl. Fair, March 7-13. A. M. Psaulson, City Hall.

OHIO

Cleveland—American & Canadian Sportsmen's Show, March 18-27. A. W. Newman, Public Hall.
Cleveland—Home & Flower Show, March 5-12. Ralph P. Stoddard, 520 Leader Bldg.
Columbus—Farm & Home Week, March 22-25. G. E. Crane, State University, Columbus.
Columbus—Grotto Circus, Week of March 28. Frank Wirth.

OKLAHOMA

Enid—N. W. Oklahoma Jr. Livestock Show, March 9-12. O. E. Zink and J. B. Hurst
Oklahoma City—Oklahoma Sports & Travel Show, March 12-20. James E. Keenan, Mun Auditorium.
Oklahoma City—Okla. 4-H & FFA Livestock Show, March 14-18. E. A. Deming.
Tulsa—Livestock Expo, March 8-13.

PENNSYLVANIA

Harrisburg—Builders Show of Pa., March 7-12. J. L. Barren, 2501 N. Front St.
Philadelphia—Motor Boat & Sportsmen's Show, March 4-12. C. W. Smullen, 511 Harrison Bldg.
Philadelphia—Flower Show, March 21-26. B. B. Starkey, 1118 Packard Bldg.
Philadelphia—Philadelphia Gift Show, March 21-25. George F. Little, 220 5th Ave., New York.

RHODE ISLAND

Providence—Farm & Home Congress, March 15-18. Wm. H. Cotter Jr., 310 State House.

SOUTH CAROLINA

Florence—S. C. Livestock Show & Sale, March 23-25. J. T. Lazar.

SOUTH DAKOTA

Deadwood—Building & Industrial Show, March 24-26. Noel Perrigoue, Chamber of Commerce.

TENNESSEE

Knoxville—E. Tenn. Fat Cattle Show & Sale, March 3-5. J. S. Robinson, Box 1071.

TEXAS

Amarillo—Fat Stock Show, Feb. 28-March 4. W. M. Gouldy.
Dallas—Dallas Gift Show, March 6-10. Fred Sands, 1810 Dierks Bldg., Kansas City, Mo.
Dallas—Dallas Home Show, March 19-26. G. A. Godfrey, 1101 Commerce St.
Eagle Pass—International Fiesta, March 5-13.
El Paso—Southwestern Championship Rodeo, March 15-20. W. W. Wilson, 310 San Francisco St.
San Angelo—Fat Stock Show & Rodeo, March 3-8. James F. Grote.

WISCONSIN

Milwaukee—Milwaukee Home Show, March 19-26. John J. Roache, 606 W. Wisconsin Ave.

OCEAN VIEW READIES

(Continued from page 60)

straightaways, a double Ferris Wheel, a dance hall with a floor area of 175 by 275 feet and a music hall with a sliding roof.

Contract for the flood lighting has been let to the Otto K. Olesen Company, studio lighting firm. It already has started installing the first of 250 light towers to be located thruout the park. It is estimated the plant will carry 200,000 watts of lighting.

Free acts will get a big play once the entire park is in operation, Lorman said. He plans to contract some of the biggest names in outdoor show business to lure the spenders. There will be 18 entrances to the park but no gate.

Lighting and plumbing has been laid out so that no matter where a concession may be located it is never more than six feet from outlets. All buildings will be permanent and no canvas concession stands will be allowed.

The Ocean View Amusement Park, Inc., is a California corporation, incorporated for \$3,000,000, it was reported.

Jack J. Perry

Leonard Ross will have the bingo. Grover Hill will head the billing crew. Manager Jack Perry has been away from quarters on business. Ben Braunstein, business manager, is supervising in Perry's absence.

Recent visitors included Bernie Spain, Marion Greater Shows; Lou Riley and Eddie Cooper, Dumont Shows, and Mrs. Shirley Lawrence Levy, Lawrence Greater Shows.

W. E. KILGORE SHOWS

OPENING MARCH 10, 1949

Ride Help wanted on all Rides. All Concessions open except Bingo, Cookhouse and P.C. Want Agents for P.C. Will book any Show except Girl Show. Will furnish tops to reliable Showman with something to put inside. Seven Fairs inked and more pending.

W. E. KILGORE

P. O. Box 345 Tyler, Texas

Now Booking for 1949
Rides, Shows and Concessions

HAPPYLAND SHOWS

3633 Seyburn Detroit 14, Mich.
Phone: Walnut 1-7924

FIELD DAY

MAY 19TH THRU 31ST

Concessioners, write. Youth movement sponsored by Men's Club of Salina. Address:

C. F. GRAY

P. O. Box 26, Salina Station, Syracuse 8, N. Y.
Phone: Syracuse 3-5863

CARNIVAL WANTED

in connection with
NATIONAL SOYBEAN FESTIVAL

OCT. 12, 13, 14 & 15

Must be clean and plenty of rides. Contact

JOSEPH A. DeLISLE

President, Junior Chamber of Commerce
Portageville, Missouri

WANT TO BOOK

Show with four or more Rides and Side Attractions. No flat outfits. For July 3 and 4 Celebration at Pender, Nebraska, sponsored by the V. F. W. Club. This is an annual celebration and should be a good play. Contact

JACK RACELY

Pender, Nebr.

Price Hike Aids Agsten Skatery

SAN DIEGO, Calif., Feb. 26.—Favorable reaction by the public to increased skating prices is reported by Henry Agsten, manager of Skateland here who raised his admission price January 1 from 65 to 75 cents, while the storage rate for skates was tripled from \$1 to \$3 per year. Club members continue to get a special rate of 65 cents for skating sessions.

Results of the boost have been good. There has been no dropoff in business, said Agsten. "On the contrary, it is better now than it has been in a long time."

Explaining the results, Agsten said, "The big point in our favor is that we have always operated and are still operating on a high scale. Therefore our skaters accepted the advance in prices as a matter of routine under present-day conditions."

Hammond Palace Polio Show Nets \$178, Wins Nods

HAMMOND, Ind., Feb. 26.—Mr. and Mrs. William Wirth and Mrs. Wiegand, operators of the Roller Skating Palace here, won plenty of publicity and good will when a March of Dimes benefit skating show, staged in the Palace, netted the polio fund \$178, reported Palace pro Tommy DeCicco, who directed the show.

First of its kind staged here in 18 years, the show was acclaimed by clergymen and the sellout crowd of parents seeing it. So popular was the show that it was repeated February 1 for the benefit of local church groups, and negotiations are now under way for civic organizations to sponsor the show in the 4,000-seat Civic Center.

The performance served to show the audience what is accomplished in weekly skating classes conducted at the rink, as the cast of 27 amateurs, ranging in age from seven to 50 years, was made up of Palace patrons.

Highlights of the three-hour show were the skating of Robert Kuscera and Al Guerts, Audrey and Betty Self, DeCicco, Shirley Kistler, and Earl Brady. Music was supplied by organist Lou Frechetti. Costumes were prepared by Mrs. Wirth and mothers of several skaters in the cast.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

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 \$39.60 Doz. Sample \$3.30.

L & L PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.
Write for Price List

MIDWEST FLOORS & RINKS
Manufacturers of Portable Roller Rink Floors and Complete Portable Rinks
MIDWEST FLOOR COMPANY
213 Pulaski St. Calumet City, Ill.

Video Splash

CULVER CITY, Calif., Feb. 26.—A recent three-night roller show staged in A. E. Baker's Culver City Rollerdrome was televised over Station KNBA and brought a flood of requests for more skating events on video. As a result of the public's reception, plans are being made to televise feature events of the Pacific Coast regional championships of the Roller Skating Rink Operators' Association, to be held May 15-17 in the Rollerdrome.

Calls Benefits Sports Showcase

DECATUR, Ill., Feb. 26.—When nearly 500 people were spectators at a polio benefit show staged recently in Mr. and Mrs. F. A. Seiler's Danceland Roller Rink here, the heavy turnout brought some pointed comment on the value of such shows to the roller rink business by Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association.

In commenting on the exceptional attendance, Martin, who attended the event, said: "This proves the importance of such shows, particularly in exploding the theory in the minds of many that shows can only be put on in large rinks. A show is the very foundation for showing the community what can be done on rollers, and also to prove the importance of a well-balanced roller skating recreational program for the average child's welfare."

Major attractions at the Danceland show included a number of skating champions from Chicago; Springfield and Peoria, Ill.; St. Louis, Detroit and Pontiac, Mich. Many of the details were worked out by Claude and Edna Williamson, Danceland professionals.

News Outlets Cover RSIA Fashion Show

NEW YORK, Feb. 28.—Roller skating's first fashion show was staged for an invited audience of newspaper, magazine, television and rink people Thursday afternoon (24) at Gay Blades Rollerdrome here. Sponsored by the Roller Skating Institute of America (RSIA), under supervision of Irwin Rosee and Jerry Nagler, the program also included a luncheon and exhibitions by the following amateur champions:

Jerry Nista, Gay Blades, in a solo number; pair skaters Paul Baumann and Gloria McCarthy, Park Circle; pair skaters Bob Cawley and Merry Ann McSweeney, Park Circle, and the Bauman-Cawley-McCarthy-McSweeney four of Park Circle.

Ten finalists of the 1948 skate queen contest, headed by queen Vikki Stappers Dougan, took care of the fashion end of the affair. They modeled 30 attractive rink costumes, loaned for the occasion by the Lence Company. Max Zera, metropolitan calypso artist, was emcee.

Among news outlets covering the affair were *The New York Journal-American*, *The New York Times*, *King Features*, *United Press*, *Acme Photos*, *International News Photos*, *Women's Wear Daily*, *The Billboard*, *Fawcett Publications*, *American Magazine*, *Sport Magazine* and *Breen Fashion*.

First publicity on the affair was a WPIX Telenews showing, Tuesday evening; an airing by Bill Leonard on his CBS *This Is New York* program, Friday a.m., and a news story in Friday's first edition of *The New York Times*.

John Nicolini is the new organist at Hartford (Conn.) Roller Rink.

Much Can Be Accomplished By an Operators' Association

By Carl C. Johnson, Owner of Skateland, Denver, and Ray McGovern

IN MY LAST article in *The Billboard*, I recommended to the Roller Skating Rink Operators' Association that it adopt a program of activity which would include the solutions, or attempted solutions, to the many problems of management facing rink owners today.

These recommendations were not accepted by the RSROA because of the manner of their presentation. It was made clear to me that as a member of the RSROA, my suggestions should have been made privately to the association. I don't believe in whispering recommendations of this kind in private, for they concern the well-being of every rink owner in the U. S. I should, therefore, have resigned from the RSROA before the last article appeared in *The Billboard*. Once this inadvertently was made clear to me, I did the next best thing. I resigned immediately after the article appeared.

As a member of no association, I am at liberty to continue to express my ideas in public without endangering my ethical standing. It makes no difference to me who takes up this work, so long as it is taken up and carried out. I'll join any association that will crusade for the recommendations I have made and will continue to make thru *The Billboard*. At any rate, I'm perfectly uninhibited and beyond the criticism of any group for the expression of the ideas I am about to set forth. At the moment, that is all I want. I want to be free to spur interest in getting a necessary job accomplished.

The first plank in my platform is an attack upon our exorbitant federal amusement tax. There are several ways of launching this attack. Each way costs money; not a huge sum, but too much for any one operator to stand. Split up among a thousand operators, the \$10,000, or whatever amount is required for this attack, could be easily borne.

The most direct approach to this problem, I think, would be for an association of rink owners to buy a small rink. Let the former owner continue to operate this rink. It won't make any difference how he operates it, for the purpose in owning the establishment will be to set up a test case.

The rink owner would charge a 10-cent admission, which would carry a 1-cent tax. He would further charge 40 cents for skate service. The latter charge would include use of the skating surface, use of clamp skates and free adjustment of all skates. The combined 10-cent admission and 40-cent service ticket would cost the public 50 cents, with only a 1-cent tax. After the test rink were set up and operating on this basis, the Internal Revenue Department would be notified of the operation. The rink's right to make charges as described would be invited to be challenged.

No rink man wants to risk the loss of his business by sticking out his neck like this. But with a war chest collected to make such a fight, the test could be made with no individual risk.

If the federal government closed the test rink because of its collection

of only 1 cent in tax, then the association would fight the case and make the tax collector show why the bowling alley down the street operates without collecting any tax, and bring out the obvious fact that entertainment in a roller rink is not achieved by the mere admission to the rink.

Admission is a small factor of entertainment. The big entertainment feature is service. The ski slides and ski tows carry no amusement tax because the entertainment is derived thru mechanical service. If that is true of a ski tow and a bowling alley, it is also true of a skating rink. In a movie house, your admission covers your full entertainment. All you need to do is sit down and be (See MUCH CAN BE on page 78)

AN EXTRA PROFIT FOR YOUR RINK

RINKS WRITE FOR WHOLESALE PRICE LIST



Waltz

SKATE LITE • Retail For 1.25 pair

- CLIPS ON INSTANTLY TO SKATE PLATE
- A "MUST" FOR EVERY RINK
- INDIVIDUALLY BOXED

JOHNNY JONES JR.
AGENTS FOR
CHICAGO ROLLER SKATE CO.
51 CHATHAM ST. PITTSBURGH 19, PA.

ROLLER RINK SUPPLIES

- PRO-TEK-TOE SKATE STOPS. Doz... \$7.20
- 54" SPORT LACES (Plaids or Solid Colors). Doz. 1.35
- RUBBER CUSHION INSOLES (Men's & Women's). Doz. 3.75
- ACE WHITE SHOE POLISH
Doz. \$2.00 Per Quart 1.35

Terms: Net Cash, F. O. B. St. Louis.

STONE LEATHER CO.
1526 FRANKLIN ST. LOUIS 6, MO.

ONE PORTABLE RINK

45x100 Ft. Maple Floor

\$4,250.00

175 prs. of Skates, 3 Speakers and Tent
Top. Excellent condition.

TOM PICKEL
c/o Louisville Boat Dock
Louisville, Tenn.

WHY "CHICAGO" SKATES

TRADE MARK REG. U.S. PAT. OFF.



No. 778

Manufacturers of All Kinds of Roller Skates

They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

Much Can Be Accomplished By an Operators' Association

(Continued from page 77)

entertained. Not so in a roller rink. You must be mechanically served. An able group of lawyers can prove this and win the case.

When such a test case were won, every roller rink in America would immediately pocket about eight cents more profit. Is this effort worth while? Is it being tried? The answers are "yes" to the first question and "no" to the second.

Another important matter which requires joint action among operators is collective buying. There is no bottom price on precision bearings today. It is possible that if the association "store idea" were carried out we could buy war surplus precision bearings at a price which would allow us to economically equip rental skates. Collective buying of standardized skate parts would mean a savings to all participating rink owners.

It has been called to my attention that Swedish bearings and other foreign bearings are available at prices considerably lower than those of American manufacturers. If this is so, then the "store idea" could function as the importer and distributor of these bearings. There are innumerable items we all buy individually and piecemeal which could be had more economically if bought collectively.

Organized rink owners should be making long-range plans to perfect skating surfaces. We are living in an age of new materials, yet the roller rink business is content to look no farther than the century-old maple flooring upon which to rest its foundation. As an individual rink opera-

tor, I have neither the time nor do I command the buying power to interest possible resources of new materials in experimentations.

An association of rink owners, however, should approach such concerns as the Formica Company in Cincinnati and the DuPont Company, and induce them to create a skating surface slab material combining the hardening of their table top surfacing with a non-slip ingredient. Seventy-five per cent of the 5,000 roller rinks in America need new floors. The manufacturer who solves the problem of a hard, non-slip surface material will find a huge and ready market.

If such a material were also weatherproof, it would open up the outdoor roller skating business and lead to the installation of private rinks on country club and estate properties. Such an eventuality would go a long way toward improving the social acceptance of the roller sport.

Calls for Action

I offer these three ideas for association effort as typical of a score of things that should be done by an organization of rink owners. The father of good roller skating, Perry B. Rawson, gave up nursing the hot-shot competitive skater several years ago and turned his attention to the masses for the sake of perpetuating the sport and improving the rink box office. As business men, it is high time we followed Perry's wise leadership, turned away from the competitive skater and focused our attention on the score of rink management problems we can solve collectively.

If RSROA does not see the wisdom of this course, then maybe the United Rink Operators will. If neither of the associations is ready to tackle these problems, then we need a third association, the birth of which might well be the new operator association of Pennsylvania which Mr. Cooper-smith has formed.

This new association, I suggest, should concern itself solely with matters of rink management and not worry itself with the amateur skater except to exchange ideas for control of his conduct in rinks.

I believe such a third association would attract several thousand members and that by sheer force of numbers this third group would eventually be able to force a truce between the two existing amateur control systems.

I have before me a list of 25 subjects which this new business group might well adopt as its platform. If the readership of *The Billboard* so wishes, I will be glad to discuss the whole 25 subjects in further articles. In this writing I have touched upon three of the 25. In my December articles I discussed a half-dozen others.

There are still a dozen more ideas on my list and new ones are being suggested to me by a rather huge correspondence I have built up with rink owners who see eye to eye with me on this whole matter.

Mystery Disk Night Paying Off at Gate For Allen and Irby

JACKSON, Miss., Feb. 26.—A weekly "Mystery Record Night" is being used to build steady attendance and a mailing list for Star Roller Rink here, operated by O. R. Allen and Stuart C. Irby Jr.

Each week two special tunes, on disks, are selected—one a popular number and the other much less well known, somewhat after the format of popular national radio programs. However, in place of the telephone call, as used by radio programs, Allen and Irby hold a drawing, the winner of which has the opportunity of naming the correct titles of the songs. If the first tune is named correctly, a pass is given as prize. If the more difficult number is identified, the prize is either a number of passes to the rink or merchandise. In the latter case, tie-ups are made with community merchants to provide the prizes.

Idyllwild's Benefit Attracts 500, Nets \$417 for Polio Fund

LOS MOLINOS, Calif., Feb. 26.—Altho a rural spot which must draw from the sparsely populated area within a 20-mile radius, Idyllwild Roller Rink here, operated by Mr. and Mrs. Jack J. Roberts, drew more than 500 people and raised a net \$417 for the March of Dimes with a benefit show held February 9. The net included donations of nearly \$40 from individuals and service organizations. Co-sponsors of the event were the Robertses, who donated the rink, and *The Red Bluff (Calif.) Daily News*.

Emceed by Jack Armstrong and Roberts, the show by the area's youngsters was presented to a predominantly adult audience. Some of the numbers offered were *March of the Roller Skaters*, with chorus; *King and Queen of Rollers*, *Doll Solo*, *Fiesta in Spain*, a symmetry sister team, *Skating Prom*, *Firebrands*, *Six Little Girls on Parade*, *Springtime on Parade*, *Gay '90s*, acrobatic and duet numbers, and *Cavalcade Finale*.

Added attractions were George Bigot's Western Ramblers, a professional act appearing in a local night club, who contributed their services to the benefit, and accordion, acrobatic, tap dance and baton spinning numbers by some of the amateurs.

Chicago Oldtimers Celebrate

CHICAGO, Feb. 26.—Despite rainy weather, a large crowd turned out at Riverview Roller Rink here February 10 when the Oldtimers' Roller Skating Club of Chicago held its 10th anniversary party, reports Bill Henning, Riverview's manager, I. J. Paul, emceed the affair which included races, graceful skating contests and door prizes. Among visitors were Fred Leiser, a club member and part owner of Chi's Planet Roller Rink, and Sally Jordan, of the Jordan Trio. Other club members present were Victor Fransch, Riverview assistant manager, and Joe Laury.

DeCicco Joins Pallomar

MILWAUKEE, Feb. 26.—Tommy DeCicco has taken over the duties of head professional at Phil Hays's Pallomar Roller Rink here. He will divide his time between Pallomar and William Wirth's Roller Skating Palace at Hammond, Ind., where he has been conducting class work. DeCicco, a member of the Society of Roller Skating Teachers of America, has been teaching professionally for the past two years at rinks in and around Chicago.

RSROA Awards Members Pins

DETROIT, Feb. 26.—Fourteen awards for long-term membership in the Roller Skating Rink Operators' Association were made recently, according to Fred A. Martin, association secretary-treasurer. Honored with gold pins for 10 years of service were:

Mr. and Mrs. George C. Gelinis, Delaware Roller Rink, New Castle, Del.; G. L. Small, Rollerland, Oakland, Calif.; Mrs. Maybelle Evers, Anderson (Ind.) Roller Rink; Mr. and Mrs. George W. Karns, Silvermoon Roller Rink, Auburn, Ind.; Mr. and Mrs. Joseph L. Bell, Bell's Roller Rink, Fort Wayne, Ind.; J. A. Arechederra, Crystal Roller Rink, St. Louis, and Ben Glass, Queens Roller Rink, Elmhurst, N. Y.

Sterling silver pins for five years' membership went to Frank J. Moser, New Planet Roller Rink, Chicago; Joachim Fonter, Mill Bridge Roller Rink, Lyons, Ill.; Orville W. Godfrey, Arcadia Roller Rink, Detroit; Robert Rhoades, El Torreon Skating Rink, Kansas City, Mo.; William F. Wagner, Ventnor (N. J.) Athletic Skating Center; Ed Scott, New Skateland Rink, Buffalo, and Irving S. Richland, Hartford (Conn.) Skating Palace.

Two new applications for RSROA membership were also received this week, from James Carl Figari, Rocky Springs Park Rink, Lancaster, Pa., and Frank F. Blair Sr., Casino Roller-drome, Naval Base, S. C.

BROOKLYN, Feb. 28.—Park Circle Roller Rink celebrated Washington's birthday with two well balanced sets of exhibitions by its amateur aces. One group performed during a special holiday matinee and a second group during the evening public session.

Fred Martin Sees Participators as Business Builders

DETROIT, Feb. 26.—Use of participation features as the backbone of a special business-builder for rinks is advocated by Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association.

Martin stresses the idea of a special Fun Night as a regular weekly feature at rinks, and offers the following series of unusual contests as a typical but far from exclusive list of ways to make it completely effective:

Musical chairs, turtle or alligator races; stop and go contests, incorporating "sing with the music"; balloon races, balloon blowing contests, balloon showers, sack races and "you're in the bag," sweetheart contests, and spelling bees.

"When holding these affairs, try to interest the average skater to participate," Martin said. "Don't just have it for the fun of a selected few—see that they mix well."

\$2,000.00 CASH

Here is the opportunity you have been waiting for. The fastest money-making portable rink that money can buy. This 30x70 can be completely set up in one day, moved on one truck, set on small lot, run by one man, any size town, minimum transportation cost.

Consists of the following equipment: 30x70 first-grade hard maple portable floor, 30x70 tent, side walls, side and center poles, stakes, stringers, floor tighteners, blocking, railings, fence, 100 pairs Chicago rink skates, parts and tools, sound system, skating records, skate boxes and counter, all lighting equipment, seats and buckle boxes, sledge hammer and drink box. Set up, sand floor and you are in the rink business and for a small amount of cash. This rink sells for \$4000.00 f. o. b. factory at Taylor, Texas. Two thousand cash and balance in twelve equal payments. If you want to get into this money-making business with a small amount of capital, this is your chance to get started.

If you have been in the rink business before, there is no use telling you that locations clear from one to two thousand per month and more, as you well know this to be a fact. If you are new in this business, we can say frankly that you should make this \$4000.00 back in two to three months. What other business pays such a return on your investment? We will get these rinks built as fast as possible, and orders are filled in order received. Can ship to you via our trucks at 35¢ per mile one way.

BILT RITE FLOORS & RINKS

1817 S. WALL ST., TYLER, TEXAS

PHONE 6088-J

NOTICE

PLEASE, no more letters, phone calls or telegrams in regards to our special Economy Rinks advertised in recent issues of *Billboard*. Thanks for your grand response.

RINK MANAGER AT LIBERTY

Experienced in all phases of roller rink operations. Can furnish references.

CLIFFORD V. "CAP" SEFFERINO
3876 Vine St. Cincinnati, Ohio

FOR SALE PORTABLE RINK

46' by 101'. One of Ohio's finest. 1 year old. Reason for selling, death. Write

C. D. HEBROCK
1031 1/2 Wheeling Ave. Cambridge, Ohio
Phone 7353 between 5 and 7 p.m.

SPECIAL EXCLUSIVE OFFER

Here is a new book . . . the only one of its kind . . . available to

ROLLER SKATING RINK OPERATORS

Benefit by the experience of hundreds of other owners, managers and operators.

"ERECTION AND OPERATION OF A ROLLER SKATING RINK"

\$1.00 per copy. THE COOPER ENTERPRISES, P. O. Box 18, Oxford, Ala.

WANT TO BUY RINK

Building or tent. Prefer Midwest. Write

H. WOODYATT JR.
703 Peoria Ave. DIXON, ILL.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
PERRY S. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

WANTED

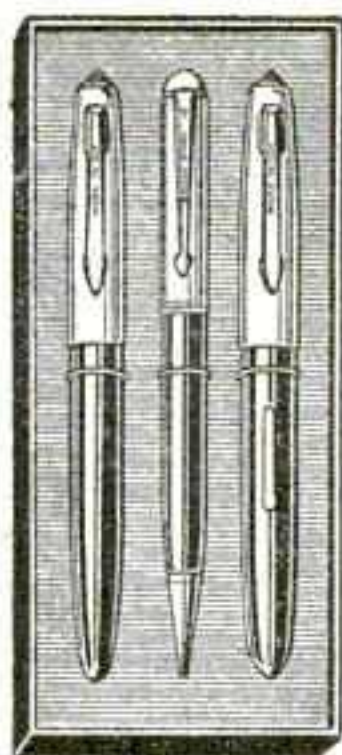
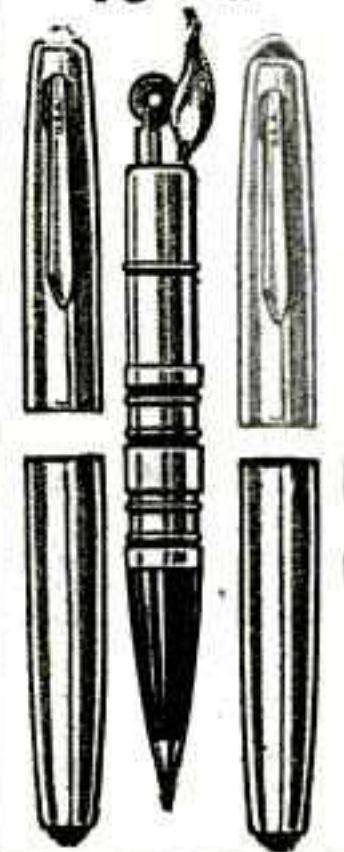
Complete Portable Roller Rink. Give condition of canvas, floor and number of skates in first letter. Must be priced reasonable. All letters cordially acknowledged.

LEE LARSON
518 17th Street Sioux City, Iowa

DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen.

SPECIAL PRICE 75c Per Set



These Pens Sell Like Wildfire! Combination ball pen and lighter.

50c Ea.

Two-color pen writes in red and blue.

40c 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.

NOW DELIVERING!

NEW Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS



Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

MORRIS MANDELL, INC.

26 East 13th St. (Dept. B) New York 3, N.Y. Phone ORegon 3-5912



Heavy Duty Mounted BINGO CARDS In Various Colors

SLUM NOVELTIES

Toys • Novelties • Cosmetics • Jewelry • Kids' Items • Grown-Ups' Items • Teen-Age Items • Give-Aways • Prize Boxes and 1001 Other Items.

3000 Pcs., \$25.00

LUCKY NOVELTY PRIZE BOXES

Assorted Novelty of All Kinds 54 Items \$4.50 Gr. 104 Items 7.00 Gr. 25c Items 12.50 Gr. 50c Items 24.00 Gr. \$1.00 Items 40.00 Gr. 25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N.Y.

PROFIT MAKING • QUALITY MADE



FOR BIGGER REPEAT SALES

FAN BLADE CO. 32 Green Street Newark 2, N. J.

GIVE AWAY ITEMS

Plastic Necklaces—Sample Gr., \$8.50 per gr. 10 Gross 7.50 per gr. Only C. O. D. Shipments

Findings Specialties Co. 132 West 21st Street New York 11, N. Y.

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; 1949 catalog free. Kleinman, 5146 St. Louis Ave., North Hollywood, Calif. ap16

ANNOUNCING—3d EDITION "PENNSYLVANIA Hills;" coming, "Little Face (The American Sweetheart)." Grimes Music Publishers, Shubert Theatre Bldg., Philadelphia, Pa. mh12

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologues, Comedies, Jokes; subscription, five issues \$1; add \$1 for four gap-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

INTRODUCTORY OFFER—TWO NEW, ORIGINAL Parodies, seven Choruses \$1; lists, Terry Maye, 120 Schley, Pittsburgh 5, Pa.

LAUGH LINES #3 OFF PRESS (M. C. COMEDY Bits, Intro, Patter, Heckler Stuff for Jerks) #2 few left; mail dollar for each book. Jimmie Muir, 6185 Buena Vista Ave., Oakland 18, Calif. np

LATEST PARODY HIT—"BABY SITTER'S Lament," socko blackout "My Pants," list tags, monologue, assorted comedy material, all for \$2. Writers Mart, Box 309, Culver City, Calif. mh19

MUSIC PRINTED—200 PROFESSIONAL copies, \$20; 1,000 copies in color, \$70; recordings made. URAH BB, 245 West 34 St. New York, Stamp (booklet.) mh12

QUICK WIT—THE HOW OF IT AND 108 Choice Four-Second-Gems, \$1. Star Scene Co., 1708 Boston Road, Texarkana, Tex.

QUIET! M. C. AT WORK!—GAG-A-TIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keyes To Comedy," Box 421, Venice, Calif. mh12

SENSATIONAL SONG PARODIES—DIFFERENT situations original material, socko endings; lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 5, Wis. iy16

AGENTS & DISTRIBUTORS

AAA MONEY MAKER—103 MEN SPLIT \$37,000 last month selling the Sensational Pres-A-Lite, the only invention that automatically hands you a lighted, ready-to-smoke cigarette while you drive! Fits all cars; attach it in 3 minutes; over 700,000 sold; patented, exclusive; terrific for pitchmen, demonstrators, premium users; retails at \$6.95; you make huge profits; free demonstrator, free cigarette deal and guaranteed sales plan; hurry, 45,000,000 car owners waiting. Dept. B-3, Pres-A-Lite Sales Corp., 79 Madison Avenue, New York 16, N. Y. mh12

A FREE OFFER—1 FULL BOX OF RAZOR Blades with our price list; send 10c to cover cost of mailing. Send to: Leo's Novelty, 2162 76 Street, Brooklyn, N. Y.

ABALONE PEARL SEA SHELL JEWELRY—Italian Branch Sea Coral and Inlaid Mosaic Jewelry; genuine. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ma5

AGENTS MAKING OVER \$8 DAY SELLING Novelty Felt Plaques with assorted wise cracks; sold at 25c each; send \$1 for sample dozen, catalog included. United Joke, 49 Hanover, Boston 13, Mass. mh12

AMAZING OFFER—\$50 IS YOURS FOR SELLING only 100 boxes entirely different, new DeLuxe All-Occasion Cards; patented feature television card included; each box sells for \$1, your profit 50c; surprise items; it costs nothing to try; write today for samples. Cheerful Card Co., 559 White Plains, N. Y. mh26

ATTENTION, MERCHANTS—SWISS WRIST Watches in good condition; seventeen jewels, waterproof and shockproof; limited time only; special price \$6.75. Sydney Eisenberg, 1009 Stockton, Jacksonville 4, Fla.

BIG PROFITS—SELL BIRTHDAY CARDS: \$2.55 retail value, cost you \$1. Lipkin Bros., 709 Flatbush Ave., Brooklyn, N. Y.

BUGBLOTTERS SELL ON SIGHT; MAKE \$1.25 sale, keep half; money-back guarantee. Martin Products, 4906 Canal, Houston, Tex. mh12

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers; write for "Buy Direct and Save." Consumers Assn., 218-D Investment Bldg., Pittsburgh 22, Pa. mh19

CARTOON BOOKS—2x4 INCHES, 8 PAGES; box of 200, \$12; (no C.O.D.'s). Parisian, Box 971-C, Philadelphia, Pa. mh5

CASH IN ON COLORED EASTER CHICKS—Hot seller; cost 10c, sell 25c. Elite Chicks, Cedar Rapids, Ia. ap16

DEMONSTRATORS, PREMIUM USERS AND Coupon Workers—The new "Beshure Line" of Ball-Point Pens means more money for you; Dial-Rite Automatic Phone Pen, \$6 per dozen; Gents Beshure Ball-Point Pen, \$6.50 per dozen; Lady's Perfumed Ink Ball-Point Pen, \$7.50 per doz.; Combination Ball-Point Pen and Automatic Pencil, \$5.40 per dozen; refills yes; 25% deposit, balance C.O.D.; special prices on gross lots. The Beshure Ball-Point Pen & Pencil Co., Room 217, 3319 North Clark Street, Chicago 13, Ill.

DOUBLE DUTY SHOPPING BAG—ZIPS OPEN; instantly changes from small to large size; lightning seller; samples sent on trial. Kristee 116, Akron, O.

ELECTRIC RAZOR, FOUR HEADED, COMPLETE with case, \$22.50; label, \$3 ea. in dozen lots; sample, \$4. National Distributing Co., 416 Calumet Bldg., Miami, Fla. ma14

FASTEST SELLING JOKER'S ITEM YET—"Doctor's Orders": \$1 dozen, \$9.80 gross; sells faster than Strip-Tease. Arlane, 4462-D Germantown, Philadelphia, Pa. mh5

FOUNTAIN PENS, REGULAR #13 WATERMAN sets, \$5 each; net cash in quantities. Hollywood Pens, 160 5th Ave., New York 10, N. Y. mh19

FREE FORMULA CATALOG DESCRIBING Sensational Demonstrators, Fog-Go, Quickmend Sotter, Silver Plating, Cleaners, Polishes, Automobile Specialties, 100 others; anything analyzed \$20. Western Chemical, Salem, Ore. ma6

FRESH NYLONS—FULL FASHION THAT WILL repeat; our No. 1's clear legs, \$6 per dozen; No. 2's, \$3.50, fancy packed; mill rejects, \$1.25 per dozen; sample order, 3 pair No. 1, 3 pair No. 2, 6 pair rejects, \$3.75 postpaid; 1/3 deposit on all orders; satisfaction guaranteed. Mary Lee Hosiery Co., 416 Tremont St., N. Chattanooga 5, Tenn.

FULL FASHION NYLONS YOU CAN DEPEND on—Our select grade "Clear Sheer," \$6 per dozen; #2's, \$3.50; #3's, \$1.50 per dozen; sample order sent parcel post prepaid, \$4 when cash accompanies order, consisting of 12 pair of #3's, 3 pair of #2's and 3 pair "Clear Sheer"; if ordering C.O.D., please send 1/3 cash with order; your money refunded if not entirely satisfied. Hutchinson Hosiery Co., P.O. Box 1514, Chattanooga, Tenn.

FULL FASHION NYLON NATURAL BRINGS them in; values that satisfy jobbers; make your bulk cost \$2.75; any store gladly pays \$3.75 dozen; packed 6 pr. to box; same quality as our '58-51; popular shades, but highly assorted to box; correct one size to box; sample dozen, \$3 postpaid. United Sales Co., 118 West Main, Chattanooga, Tenn.

GET 500 MONEY MAKING PLANS—AMAZING Formulas, Ideas, Secrets; wholesale supply sources; folio free. Formica-Ka, Box 572, Dayton, O. mh19

MAKE BIG MONEY HANDLING POPULAR, fast selling books from your own home by mail; everything furnished; unusual opportunity; details free. Romax, Box 4654, Kansas City 3, Mo. mh19

MAKE QUICK CASH—SELL FRIENDS NEW-est Nylon Hosiery, Lingerie, Blouses; free displays; complete line Greeting Cards; all occasion samples on approval; free stationery samples; special outfit offers. Wear Wright, 1709 Arch St., Dept. B, Philadelphia, Pa.

MANUFACTURERS' LUGGAGE SPECIALS; specially priced for fast turnover and promotions. Write, Behm-Luggage, 3635D Roosevelt, Chicago 24, Ill. mh12

NEW "SPONGE" DISH CLOTH—REPLACES messy dishrags; banishes dishwashing drudgery; lightning seller; samples sent on trial. Kristee 117, Akron, O.

NYLONS—LOWEST PRICES, BEST SERVICE, most dependable quality. United Sales, Hosiery Division, 118 W. Main, Chattanooga, Tenn. mh5

NYLONS THAT CLICK—OUR #1 GRADE, \$6.25 dozen; our #2, \$3.25 dozen; 3 pair to box, inclosed cellophane envelopes; our #375 packed 6 pair to box, not enveloped, \$2.75; sample 3 pair #1 and #2, 6 pair post paid, \$3.75; our #1 grade 6 pair, \$3.75; satisfaction guaranteed. Brown Hosiery, Box 285, Chattanooga, Tenn.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog, Koehler, 335 Goetz, Lemay 23, Mo. mh26

PEARL NECKLACES AND SCATTER PINS—Big demand; generous sample assortment Pearls, \$10; Scatter Pins, \$7.50; 100% profit. Murray Singer, 2024 64th St., Brooklyn, N. Y.

PERFUME—WHOLESALE, FINEST FRENCH Odors; pint \$8; trial ounce \$1. Fischhorn Laboratories, 350 Lincoln Road, Miami Beach, Fla. mh26

PITCHMEN—MAKE \$50 DAY UP WITH "Pedaling Pete," the new wonder toy, \$4.80 dozen, sample 50 cts. Western Arts Co., P.O. Box 2124, Reno, Nev. mh26

REPRESENTATIVES WANTED IN ALL CITIES for Sensational Talking Toys; Bugs Bunny, Porky Pig and Woody Woodpecker actually talk! Send \$3 cash or money order for dozen assorted samples. Talking Toy Co., 4922 Sunset Blvd., Hollywood 27, Calif. mh12

ROLLEM, HIT-THE-JACKPOT—NEW TRADE stimulator for taverns, cigar stores, etc.; over 200% profit. Chas. Jarl, 724 1/2 So. 16, Omaha, Neb.

RURAL ROUTE MEN—MAKE BIG MONEY with America's leading, fastest selling poultry magazine! Excellent market. Peak interest. Unlimited opportunities. Maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. ma5

SALESMEN—SELL MY LINE OF BUSINESS Cards, full or part time, write today. Richard Livingston, 821 Linden Ave., York, Pa.

"SAMBO"—SELLS FASTER THAN BARREL Man! Sample dozen, \$1.50, \$14.40 gross; (jobbers, write), "Action Novelty", 12-S Church-lane, Philadelphia, Pa. mh15

STOP—WANT TO MAKE MONEY ALL YEAR round selling a complete line wool uniforms, Shirts, Caps, Ties, Badges, 2000 Emblems, Personal Initialed Buckles, Belts and hundreds of other easy-to-sell items; sales kit furnished; please write today. Hook-Fast Company, Box 480 BB, Roanoke, Va. np

WHOLESALE LOTS—CACTUS; RESURREC-tion Plants, small, 3" across, field run, med. & large. Aztec Cactus, Presidio, Tex. ma19

\$3 DOZEN PLASTIC APRONS—OTHER quick-selling quality buys including matching Tablecloth-Apron Sets, \$12 dozen; sample set \$1.25; free catalog. Jole Fashions, 251B East 119 St., New York, N. Y. mh26

\$22.50 THREE STRAND PEARLS IN BEAUTIFUL silk box, \$2 each in dozen lots; sample, \$3 postpaid; \$19.50 Electric Razors, \$4; cash or money orders. New Style Co., 320 Bedford St., Johnstown, Pa.

\$100 WEEKLY—NEW, COMPLETE, MODERN Plastic Line; Tablecloths, etc.; over 25 items; every home prospect; 100% profit; free samples. Carwell, 330 FB South Wells, Chicago 6, Ill. mh12

JOBBERS... DEALERS CONCESSIONAIRES... CARNIVAL BUYERS... PITCHMEN... HOTTEST SELLERS IN YEARS!

Sensational Mechanical TOYS (Imported) EVERY ONE FULL OF ACTION... WONDERFUL DEMONSTRATION TOYS!

JOCKO! BRONCHO RIDER! PUZZLE SEDAN! BUMP-O-MOBILE! BOY ON TRICYCLE! CRAWLING TORTOISE! MONKEY ON TRICYCLE! FRICTION MOTORCYCLE!

and many others! ALSO! TOY CAP PISTOLS AND TOY BALLOONS Send for Catalog and Order Forms

OVERLAND WHOLESALERS 13 E. 19th St., New York 3, N. Y.

WAGON MEN! SALESMEN! BECOME AN OVERLAND JOBBER AND BE IN BUSINESS FOR YOURSELF

THE OPPORTUNITY OF A LIFETIME... SELL POPULARITY - TESTED TOYS!

To help you start right we offer these Sample Deals for a limited time only. With these fast sellers you'll begin selling IMMEDIATELY to Drug Stores, Toy Shops, Gift Stores, Variety and 5 and 10c Stores. Act quickly... while this offer lasts!

DEAL No. 1 Consists of ten different numbers of imported mechanical action toys at prices that can't be equaled. Complete list provided showing cost of each number and suggested dealer prices. For complete set of ten Toys, shipped prepaid, send only \$5.00.

DEAL No. 2 Includes ten different styles of fastest selling toy Cap Pistols PLUS 2 gross (288) Balloons in popular sizes K10 and K20. Pistols and Balloons are all-year-round terrific sellers and assure constant repeat business. For Pistols and Balloons, shipped prepaid, send only \$8.50.

President, Overland Wholesalers, 13 E. 19th St., New York 3, N. Y.

I am interested in becoming a jobber affiliated with Overland Wholesalers. Please send me, prepaid:

K-Deal No. 1. — I enclose \$5.00. [] K-Deal No. 2 — I enclose \$8.50 [] Combination No. 1 & No. 2 — I enclose \$13.50. []

Name Address City.....State.....

GIVE TO THE RUNYON CANCER FUND

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only.

Advertisement for jewelry featuring various diamond and gemstone rings with prices ranging from \$16.00 to \$21.00 per dozen. Includes descriptions like '1/20 12K Gold Filled, Large white center, Red sides'.

Advertisement for jewelry featuring 'DISPLAY CASES' and 'DES MOINES RING CO.' with contact information at 1155 26th St., Des Moines, Iowa.

Advertisement for 'AUCTIONEER' and 'JEWELRY' featuring 'GOLD FINISHED 4-LEAF CLOVER "GOOD LUCK" & "KEY TO MY HEART" CHAIN BRACELETS' and '100,000 Pcs. (Mostly Boxed) PINS, NECKLACES, BRACELETS, EARRINGS & IDENT'S, ETC.'

ANIMALS, BIRDS, PETS

ALL KINDS OF WILD ANIMALS—MONKEYS, Kinkagoos, Sloths, Agoutis, Pacas, Coati-Mundis; jungle shipments arriving twice a month: animals on hand, Skunks, Civit, Armadillos, Wildcats, Opossums, Raccoons, Monkeys, etc.; write for list. Ross Allen, Silver Springs, Fla. ma19

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!!!—Complete outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB 971, Philadelphia. mh5

FOR SALE—COMPLETE PENNY ARCADE AND 25 poker tables; now operating in Seaside Park, Rockaway Beach, Irving Hahn, 185 Atlantic Ave., Lynbrook, L. I. mh12

Advertisement for 'GENUINE WHITE ZIRCONS' featuring 'Sterling Silver, Gold Filled and 10 & 14K Gold' and 'Harry Mahren Ring Co.' with contact information at 303 Fifth Ave., New York 16.

TRAVEL ANYWHERE ANYTIME EARN AS YOU GO, be your own boss, make \$45 a week or more: literature free. Traveler La Grange 10, Ind. ma12

COIN-OPERATED MACHINES, SECONDHAND. A Large List of Second-Hand Coin Machine Bargains will be found on page 94 in this issue.

COSTUMES, UNIFORMS, WARDROBES. ALL BRAIDED CELLOPHANE WAISTBAND. Hula Skirts with Lels, \$7.50; Satin Bra, \$1; Combination Oriental and Strip Costumes, \$10; Satin Belly Capes, \$7.50. C. Guyette, 348 West 45th St., New York City 19. Tel. Circle 6-4137.

FOR SALE—SECOND-HAND GOODS. 1 REBUILT SINGER 114-W103 PENNANT Machine, complete with table and drive; cheap for quick sale. Arthur C. Roth, 659 E. Wabash St., Frankfort, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY. 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. ap2

FOR SALE—LIFE SHOW—SOME UNUSUAL Specimens; also Anatomy Show, Drapes, Shadow of Cross Painting, etc. Write A. E. Beasley, 14820 Enclid Ave., East Cleveland, Ohio.

FOR SALE—CANDY FLOSS MACHINE, NASHVILLE Single Head, \$75 for quick sale. Harold Kern, 63 Ploverton St., Rochester, N. Y.

FOR SALE—CANDY FLOSS MACHINE, NASHVILLE Single Head, \$75 for quick sale. Harold Kern, 63 Ploverton St., Rochester, N. Y.

FOR SALE—CANDY FLOSS MACHINE, NASHVILLE Single Head, \$75 for quick sale. Harold Kern, 63 Ploverton St., Rochester, N. Y.

FOR SALE—CANDY FLOSS MACHINE, NASHVILLE Single Head, \$75 for quick sale. Harold Kern, 63 Ploverton St., Rochester, N. Y.

Advertisement for 'STARLET PORTFOLIOS' and 'BORDER NOVELTY CO.' featuring 'Hollywood Glamour Girl Photos' and '4 NICKELS TO DIME TRICK-BRASS'.

Advertisement for 'HAWKERS... PITCHMEN SPECIALTY SALESMEN' and 'INDUSTRIAL ELECTRICAL WORKS, Dept. B'.

Advertisement for 'SELL NYLONS GUARANTEED RUNS!' and 'KENDIX COMPANY, BABYLON 37 N. Y.'

Advertisement for 'HOT DOG! The Genuine Kuli-Kee Chain Telescope' and 'Parker Products Corp.'

Advertisement for 'REED BALLOON STICKS' and 'Charles H. Demarest, Inc.'

**don't
buy
any
stuffed
toys
and
dolls**

Until you receive our new low prices. We are now in a position to ship from our EASTERN Warehouses as well as Milwaukee. PLUSH BEARS in all sizes -- Dogs -- Eskimo Dolls -- Horses -- Elephants -- Bambis -- Cats -- Giraffes -- Goats -- Rabbits -- etc. Large FUZZY WUZZYS, white or colored.

MISS GIBSON DOLLS -- New Look Doll -- as well as Jumbo and other Dolls.

If you are interested in saving up to 25% get in touch with us at once

We will not be undersold. Hundreds of New Items priced right. Wire or write for listing. State your business for prompt attention.

WISCONSIN DELUXE CO.

1902 N. THIRD ST.

MILWAUKEE 12, WISC.

EXTRA VALUES



Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.
No. 775BB.....\$1.70 Each
Same as above, but has luminous hands and numerals.
No. 776BB.....\$2.35 Each
Plated in beautiful color of natural gold. Exclusive New Haven compensating hair spring makes it keep better time under extremes of hot and cold.
No. 777BB.....\$2.96 Each

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

5 PICTURES IN 1 NEW! 5 PICTURES IN 1

TELEVISION CUTIES

MINIATURE Television Set with KEY CHAIN

TURN THE DIAL



5 POSES FOR THE PRICE OF 1

EXTRA VALUE
Five Pictures
Full Color
Hollywood Models
Gold Key Chain

ENTIRELY NEW—CLEAR PICTURES—GUARANTEED IMMEDIATE DELIVERY

BANNER MERCHANDISE CO.
145 S. Wells St., Dept. BB-5 CHICAGO 6, ILL.

2 Doz. Box With Display Card. \$4.20 Doz. \$48.00 Gr. Minimum—2 Doz. Box.
F. O. B. Chicago. 25% deposit for firms not rated.
JOBBER—WRITE FOR QUANTITY PRICES.

BUY NEW LOW WILL

WATCHES WHOLESALE — DIRECT FROM THE SOLE DISTRIBUTOR. ELIMINATE THE MIDDLE MAN'S PROFIT!



Priced for easy selling. Quality and style compares with the best in nationally advertised brands. Beautifully boxed with retail price tag and guarantee.

B601 — Handsome 10K RGP Case. Steel Back. Dome Crystal. Genuine Leather Band. Rhinestone Dial sparkles like diamonds.
7 JEWEL ... \$13.50
17 JEWEL ... 15.50

B27 — Gorgeous 10K RGP Case. Steel Back. Rhinestone Dial.
7 JEWEL ... \$12.95
17 JEWEL ... 15.50

Send 25% with order, balance C. O. D. Our Free Catalog of watches, plus 350 other jewelry items, makes you a Lowwill Watch Agency. Send for it today!

LOUIS PERLOFF
WHOLESALE JEWELERS
DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

ATTENTION
Wholesale Grocery and Wagon Jobbers

Burkhead 17x18 hemmed-stitched handkerchief, 24 to a beautiful display card, @ \$1.75 per card. Clip pocket combs in styrene, 4 colors to a beautiful display card, @ \$2.65 per gross. Household fuse plugs in pyrex glass, 15-20-30 amps, 24 to a nice display card, @ 85¢ per card. Patching rubber kits, 21 square inches of rubber and cement, @ 8¢ a can. All merchandise F. O. B. Winston-Salem, North Carolina, no freight allowed. Terms: Net 10 days to rated firms. All others cash with orders. We only sell to wholesale jobbers.

Industries for the Blind
1010-12 N. Liberty St., Winston-Salem 4, N. C.

"BANZEE ISLAND"
Doz. 80¢; Hundred \$8.00

"OPTICAL ILLUSION"
Doz. 60¢; Hundred \$4.00

FIRST TIME OFFERED! Will outsell MAN IN BARREL! HOT SELLING ITEM! CAN BE SHIPPED THROUGH THE MAIL! FULL PAYMENT ON SAMPLE DOZEN ORDERS. HUNDRED LOTS, 25% DEPOSIT BE FIRST IN YOUR TERRITORY!!

UNITED SALES CO.
5 MILL ST. BEVERLY, MASS.

TOP VALUE IN THE FIELD

MEN'S SWISS WRIST WATCH

— With —

1. RADIUM DIAL
2. SWEEP SECOND HAND
3. TIMED & TESTED
4. CHROME CASE
5. UNBREAKABLE CRYSTAL
6. STAINLESS STEEL

\$3.25 EA.



AETNA WATCH CO.
1151 S. WESTERN AVE. DEPT. 310 CHICAGO 12, ILLINOIS

BOXED INDIVIDUALLY 5¢ Each Extra

ST. PATRICK'S DAY CARNATIONS

Made of Lustrous Cellophane with Foliage on green wrapped stem. An outstanding novelty for quick sales for stores, peddlers and streetmen hustlers. Handmade, therefore supply is limited. Packed 100 to box.

\$5.00 Per 100 \$45.00 Per 1000

Cash in full with order, we pay postage. Sample, \$1; postage paid.
Pink or White Carnations for Mother's Day will be available to our customers.

Kant Novelty Company
323 Third Ave. • Pittsburgh 22, Pa.

Chinese Firecrackers

1 Bundle 1280 1 1/2 Crackers \$3.00
1 Bundle 1600 1 1/2 Crackers 3.50
1 Bundle 1820 1 1/2 Crackers 4.00
1 Bundle 2400 1 1/2 Crackers 4.50

BUCK BROTHERS
Columbia, Tenn.

GIVE TO THE DAMON RUNYON CANCER FUND

Earn Big Money WITH ONE OF THE FASTEST SELLING, MOST PROFITABLE ITEMS ON THE MARKET IDEAL FOR DOOR-TO-DOOR SELLING!



Patents Pending VELVO "WELCOME" RUBBER DOOR MAT

Cash In Now on Fall and Winter Business. Get Complete Information.

Here's a unique type door mat from a company that sells more than a million mats yearly! Of heavy duty construction, "Welcome" mats wear like iron, will not tear, last for years, yet are flexible and soft as velvet.

More than 3,000 rubber "fingers"—25 to the square inch! Mats cost you only \$1.00. You sell them for \$2.49! Packed 40 to a lot, shipping wt. 120 lbs. Color: Black

Mail \$1.00 Today for Postpaid Sample

R. L. Mitchell Rubber Co.

Dept. B-10

2120 San Fernando Road, Los Angeles 41, Cal.

FOR SALE—SECOND-HAND SHOW PROPERTY

TEN CAR ALLAN HERSCHELL CO. KIDDIE Auto Ride, fluid drive, push button operation starting and stopping; the latest ride; never used. L. Katymeyer, 816 Hampden Blvd., Reading, Pa.

TESTED PLANS FOR BUILDING PARK AND Carnival Equipment: Train (gasoline and electric, 3 engine styles) \$10; Kiddie Auto, Boat, Airplane, Chairlane, \$5 each; Kiddie Ferris Wheel, \$8; High Striker, \$3; Concessions: 23 games in shallow one-way joint, \$5; 11 games in 4-way joint, \$5; Short-Range Shooting Gallery, \$5, others; free catalog. Brill, 228-B North University, Peoria, Ill.

THEATER SEATS—MANY RECONDITIONED; 1,500 Folding Chairs, Tents, 16mm. Film Projectors, Lone Star Film Company, Dallas, Tex. mh12

TRAIN—ENGINE, TENDER, 2 CARS, TRACK; 24-seat Chairplane, ready to work; all for \$1,000. Ray Yarham, Newton, Ia.

UNIVERSAL 110 A.C. 1800 WATT PLANT—Condition good, \$200; R.C.A. 16mm. Sound Projector, fine shape, \$225; Bob Steele "Trigger Men," four shorts, good, \$100. Garrison, Box 201, Hapeville, Ga.

WANTED—USED 16MM. SOUND SHORTS. Features: send list, condition and prices desired. Robert Witzke, 302 Copeland, La Crosse, Wis.

1 NEW 7 CAFETERIA TYPE STEAM TABLE—Electrically operated; 1 new Electric Fryer, capacity, 90 lbs.; 1 new electric thermostatically controlled Pressure Steamer, 1 bushel capacity; 1 Electric Broiler, new; 1 new Electric Pastry Oven; to Hquitate; lot price, \$200 f.o.b. Altoona, Pa. J. & C. Mazer, Inc., 212 List Bldg., Altoona, Pa.

3 YR., 6 FT., MEXICAN LION—SEMI TAME. Collar, Chain, Cage; healthy, big Monkey, semi-tame, Collar, Chain, Cage; gentle Porcupine, Cage; Horned Owl, Cage; 5 mounted Wild Birds; 3 ft. Dragon Lizard; small Alligator, pickled; 30 large Photos, world's most deformed freaks; 2 16x16 ft. gov. Tents, like new, 6 animal heads painted front, sidewalk, 50 ft. extra walls, center poles; 2 complete shows, \$385 cash for both. Betty Fretz, R. 1, Box 218-A, Sellersville, Pa.

16MM. SOUND FEATURES FOR SALE OR trade feature for feature. Tom Gillespie, 6 Hospital Drive, Logan, W. Va.

INSTRUCTIONS BOOKS & CARTOONS

NOW AVAILABLE—BOOK ON SNAKES OF U. S., \$3.75; also book on care of wild animals, \$5. Ross Allen, Silver Springs, Fla. mh12

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog, 10c. Balda, The Lightning Cartoonist, Oakkosh, Wis. ap2

15 MINUTES MASTERS SIGN AND ADVERTISING lettering; complete system; sign painters' secrets; cartooning book; all three, \$1; free circular. ABEnterprises, Box 875-B, Peoria, Ill.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10c—"World's Largest Line." (Pitchmen's Headquarters); fast selling specialties; Ariane Mfg. Co., 4462-B Germantown, Philadelphia, Pa. mh5

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit weighs less than pound, easily concealed; write for brochure, specifications, price. Nelson Enterprises, 336 S. High St., Columbus, Ohio. ap9

BE A MAGICIAN—LARGE PROFESSIONAL magic catalog of latest tricks, 25c. Ireland, B-109 N. Dearborn, Chicago 2.

FORTUNE TELLING CARDS—LEARN TO read your own fortune; original, ancient, Egyptian method; illustrated pictures, full deck, interpretation booklet, \$1.05; save C.O.D. fee by enclosing purchase price. P.O. Box 2843, Los Angeles 53, Calif.

HEADS OR TAILS? TOSS EITHER! ANY coin! any time! any place! Copyrighted manual, \$1. Arro Co., M.P.O. 961, Bridgeport 1, Conn. mh26

ILLUSIONS, MINDREADING, ESCAPES. Books, Publicity, Horoscopes, Chemicals, Blueprints; illustrated list 30c. Genova, G.P.O. 217R, New York 1. ap23

NEW 1949 CATALOG—MINDREADING, MENTALISM, SPIRIT EFFECTS, HOROSCOPES, FORECASTS, CRYSTALS, PSYCHICITY, GRAPHOLOGY; Books; 164-page illustrated catalog, 30c; wholesale Nelson Enterprises, 336 S. High St., Columbus, Ohio. ap9

NEW VENTRILOQUIST (BOY) FIGURE, \$25 plus carriage; write for particulars. Hackman, 315 W. Seymour St., Philadelphia.

VENTRILOQUIAL PUNCH FIGURES, WIGS, cases, made to order. Eyes, acts, etc. Kenneth Spencer, 3240 Columbus, Minneapolis 7, Minn. ap2

400-PAGE CATALOG OF 2,000 TRICKS—Pocket, parlor, stage; world's finest magic; send \$1 for catalog (refunded first \$5 order). Kanter's, B-1311 Walnut, Philadelphia 7. mh12

MISCELLANEOUS

FOR SALE—PLASTER, SLUM, 75c GROSS, and 5c, 10c, 15c Plaster, Herman Miller, 738 Warner, Jonesboro, Ark.

NEAT NECK SHAVES AT HOME—AMAZING new discovery guides razor for any style, any size neck; absolute safety; appliance plus complete directions only \$1 postpaid. Standard Guide Mfg., 716 W. Madison, Room 504-A, Chicago 6.

PLASTIC ITEMS MADE TO YOUR ORDER—Lucite or Plexiglass; games, props, signs, etc.; one or thousand pieces. Modern Plastics, 738 N.E. 79th St., Miami, Fla.

SEVERAL 5-TON PACKAGED CARRIER GOVERNMENT Air Conditioners; was running in absolutely A-1 condition when sold. \$350 less motors, 4301 Rossmoyne, Houston, Tex. mh26

TIRES—SAVE 1/3; NEW, RUGGED ALL PURPOSE airplane tires; 10 inches to 56 inches high; complete wheel assemblies attach easily to your axels; free details, write card today. Airplane Tire Co., Box 1201K Tulare 6, Calif.

UNPAINTED PLAQUES, BOOKENDS, STATUES; paint yourself; sell big profit (free list). Arts, 3156 Reading Road, Cincinnati, Ohio.

WANTED—SPONSORS: HAVE POSITIVELY new idea for advertising products over nation, radio, television; also can be used as carnival concession; governor's letters prove my hobby is beautiful. Loesch, 208 Washington St., Jersey City 2, N. J.

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL SIZE SINGLE AND DOUBLE DE CAMERAS made. Aluminum castings. Write for price list. Geo. F. McMillan, Hiltight Camera Co., 205 Franklin St., Fayetteville, N. C. mh5

COMIC FOREGROUNDS AND BACKGROUNDS; Photo Novelties; low priced Photo Mounts; free list. Miller Supplies, 1535 Franklin, St. Louis, Mo. ap23

COMPLETE LINE OF DIRECT POSITIVE SUPPLIES; write for price list. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. ma26

DIME PHOTO OUTFITS, CHEAP—ALL SIZES Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co. 1161 N. Cleveland Ave Chicago 10, Ill. np ma5

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need. Reasonable prices. Eastman D.P. Paper, (chemicals, frames, back grounds) Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1903. P. D. Q. Camera Co. 1161 N. Cleveland Ave. Chicago 10 Ill. np ma5

MARFUL PAPER, 1 1/4, 3 1/4, 5x7; MARFUL 3 1/2 x 5 Threeway Daylight Loading Camera, \$250; 3 1/2 x 4 1/4 Marful Camera, \$150; Moorfield 3 1/2 x 4 1/4 Metal Daylight Loading, \$200; demonstrators with prisms; Direct Paper, Mounts, Frames; 25% cash with order. Heart of America Photo Supply Co., 509 East Gillham Road, Kansas City, Mo. mh5

NEW ADDRESS—LONE STAR PHOTO SUPPLY Co., 2405 Elm St., Dallas, Tex.; complete line direct positive supplies; Direct and Eastman paper; number of used cameras at bargain price; prompt service. mh19

NEW 1949 COMBINATION BLACK BACK AND direct positive street cameras. Glostick Mfg. Co., 544 Monson St., East Peoria, Ill.

PROFESSIONAL MODEL D. P. STUDIOS—FOR immediate delivery, one beautiful mahogany booth, single camera, 2 1/2 x 3 1/2 pictures. Positive Camera Mfg. Co., 1118 Colcord Bldg., Oklahoma City. mh5

PRINTING

ADVERTISE—100 BOND LETTERHEADS AND 100 envelopes, \$1.70 postpaid; attractive designs, photo cuts, \$1; cards, 100 professional, \$1 postpaid. Cut prices on printing. Hallprint, R1, Dixon, Ill.

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid, samples, Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. my7

PRINT YOUR OWN AND SAVE—NEW Automatic Postcard printer, \$15.50; letter size, \$24.95; complete with supplies; free folder. Atomic Sales, 345 S. Pulaaki, Chicago 24. mh5

PRINTS—1000 NOTEHEADS, \$3.90; 1000 6 1/2 envelopes, \$4.90; 1000 6 1/2 envelopes, \$4.85; 1000 3 1/2 x 5 1/2 labels, \$4.00; 1000 3 1/2 x 5 1/2 blotters, \$8.75; 1000 8 1/2 x 11 letterheads, \$5.85; 2000 6 x 9 circulars, \$5.95; 1000 6 x 9 4-page folders, \$15.50; 5000 3 x 6 circulars, \$8.25; 1000 9 x 12 circulars, \$13.25. Gibbs' Press, 500 W. 141, New York.

RUBBER STAMPS, 3 OR 4 LINE, \$1. PPD. Smallwood, 2715 Vine, Cincinnati 19, O. mh26

"SHOWY" WINDOW CARDS—14x22" NON-bending, flashy 2-color bold type; 100, \$10 cash; quick service. Solldays Colorprint, Knox, Ind.

WE SAVE \$\$\$ FOR OTHERS—WHY NOT you? Flashy 14x22 non-bending Cards, three colors, \$7 hundred; radio shows, dances, tent shows, movies, minstrels, rinks, auto races, July Fourth celebrations, etc.; speedy service, Tribune Showprint, Fowler, Ind.

250 SHEETS AND 250 ENVELOPES, POPULAR executive size stationery, fine linen finish, printed to your order, only \$2 postpaid. Stampprint, South Whitley 11, Ind. mh12

SALESMEN WANTED

MAKE LIFE TIME CONNECTION WITH WELL established advertising firm; liberal commissions; full or part time; best co-operation; give complete information, Box C-265, Billboard, Cincinnati, O.

SCENERY AND BANNERS

CIRCUS AND SIDE SHOW BANNERS THAT sell your shows, Don Lutton, 534 Harris, Kansas City, Mo. mh12

SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth, leather straps and rings; also other Banners and Fronts made, quick service. W Courtney, Barboursville, W. Va. Phone 4301. mh5

TATTOOING SUPPLIES

SPECIAL DEVICE FOR SOLDERING NEEDLE bars, adjustable, each bar same length, easy to operate; \$5 Tattoo Machines, new designs, bright colors, complete outfits and supplies. Illustrated list free. Zeis, 728 Lesley, Rockford, Ill. ma5

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3. ap2

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment, Mac Postal, 6416 N. Newgard Ave., Chicago. mh19

FERRIS WHEEL, MERRY-GO-ROUND, KIDDIE Rides; have the cash; must be in good condition. Don Givstina, 1167 E. Main, 4-9269 Waterbury, Conn. mh5

INTERESTED IN BUYING ANY TYPE KIDDIE Ride. Ernest Elliott, 1109 Wash. Blvd., Baltimore 30, Md.

USED SOUND PROJECTOR, ALSO OLD Projectors, film, give lowest price. Acme, Copley St., Auburn, N. Y.

WANTED TO BUY OR RENT—PREFER RENTING for one night only, May 31st, Girl Dummy for comedy ballroom act. Zenobia, 1201 Wilmer Ave., Anniston, Ala.

WANTED—PARK CONCESSION, HOT STAND; season rental; city half million, Lee Mason, 64 Edinburgh St., Rochester, N. Y.

(Continued on page 84)

EASTER and St. Patrick Novelties PRICE LIST READY

"Peek-a-Boo" Key Chains, \$1.50 doz. in lots of 4 dozen. No less sold.

CELEBRATION GOODS

- N1552—Easter Balloon, 8 in. Round, Gr. \$4.50
N1553—Easter Balloon, 5x24 in. Sausage, Cr. 4.50
N5101—Adult Paper Hats, Gr. 4.80
N6308—Min. Met Hats Gr. 4.80
N102—6 1/2 In. Paper Horn, Gr. 4.50
N7201—8 In. Tin Horn, Gr. 8.50
N9005—Serpentine Confetti, Ass't'd colors, 50 rolls in box, (800 streamers.) Box 8.50
N9005X—Fire Proof Serpentine, ass't'd colors, 50 rolls in box, (800 streamers.) Box 6.00
N9000—Bulk Confetti, 50 Lb. Bag 6.25
N9003—Pkgd. Confetti, 100 Pkgs. for 3.85

Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

Carnival Concession Men! Write for Price List BBS. Slum-Flash-Grind Store Stock—Baseballs and other supplies. State your business!

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

BUY DIRECT! PEEK-A-BOO VIEWER & KEYCHAIN

- 1 Gross—\$13.00 (Min. Order)
2 Gross—\$12.50 Gr.
5 Gross—\$12.00 Gr.
10 Gross—\$11.00 Gr.

LATEST PHOTOS! F.O.B. Pittsburgh, Pa. 25% Deposit on C. O. D. Orders. ORDERS FILLED IMMEDIATELY S. R. CANTERMAN 5459 HAYS ST. PITTSBURGH 6, PA. Telephone: Emerson 3083

IMMEDIATE DELIVERY 5 FULL COLOR MODELS 5 NEW SENSATIONAL 5 MINIATURE TELEVISION SET \$4.20 Dozen \$48.00 Gross MIN. ORDER—2 DOZ. 1ST COME 1ST SERVED MINIATURE PARITVE WHISKEY BOBBLES SWEEPING THE COUNTRY DYNAMIC—STUPENDOUS Orders Filled in Rotation \$2.00 Dozen \$22.00 Gross Minimum Order—4 Doz. JOBBERS, DISTRIBUTORS, WRITE US ADVERTISING SPECIALTIES WRITE US YOUR NEEDS TERMS: 25% — BALANCE C. O. D. MERCURY DISTRIBUTING CO. 417-4 Ph. 23442 DES MOINES, IOWA

CLOSEOUT! SIGNET RINGS Assorted Styles Yellow and White Finish \$12.00 PER GROSS WHILE THEY LAST STATE YOUR BUSINESS HARRY PAKULA & CO. 5 No. Wabash Ave. Chicago 2, Ill.

BINGO Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2 Dayton 1, Ohio

FAST SELLERS VIEWERS, with gorgeous, cute models and key chain, 3 styles. Gross, \$18.00, \$16.50, \$14.40. Dozen \$1.75, \$1.65. NOTION ASSORTMENT, 2 deals. Gross \$4.32. NOVELTIES, JEWELRY, etc. 2 price ranges. Dozen \$3.80. PERFUME, COSMETIC SETS, etc. 2 price ranges. Dozen \$3.00. TOYS & GAMES, 2 price ranges. Dozen \$3.75.

Southern buyers can obtain these goods and many others at ADVERTISED PRICES plus handling charges from our big Miami branch store. GLOBE TRADING CO. 109 W. Flagler St., Miami 32, Fla. Nobody anywhere undersells us. Send orders with ads from others, or state goods wanted, with deposit or payment. You will be our customer for life.

MILLS SALES CO Cut-Rate WHOLESALERS Since 1916 901 BROADWAY, New York 3, N. Y.

GENUINE SWISS WRIST WATCHES ONE YEAR GUARANTEE! Every watch has been timed and tested. All chrome case. Luminous assorted dial and hands. Sweep second hand. Unbreakable crystal. Leather strap. \$3.60 Each. In Lots of 6 or more. 25% deposit with order, bal. C.O.D. S. FRIEDMAN 75 W. 47 St. New York 19, N. Y. PLaza 7-2244

MAGIC PLAYING CARDS SOLD FOR AMUSEMENT PURPOSES ONLY! It's possible to entertain for one full hour with this amazing deck! No experience required to do many wonderful tricks. Not a Svengali or Stripper deck! Complete instructions included. Sample Deck \$1.00 Dealer's Price \$7.00 per Doz. Remit with order. We pay postage. D. ROBBINS & CO. 152-B W. 42nd St. New York 18, N. Y.

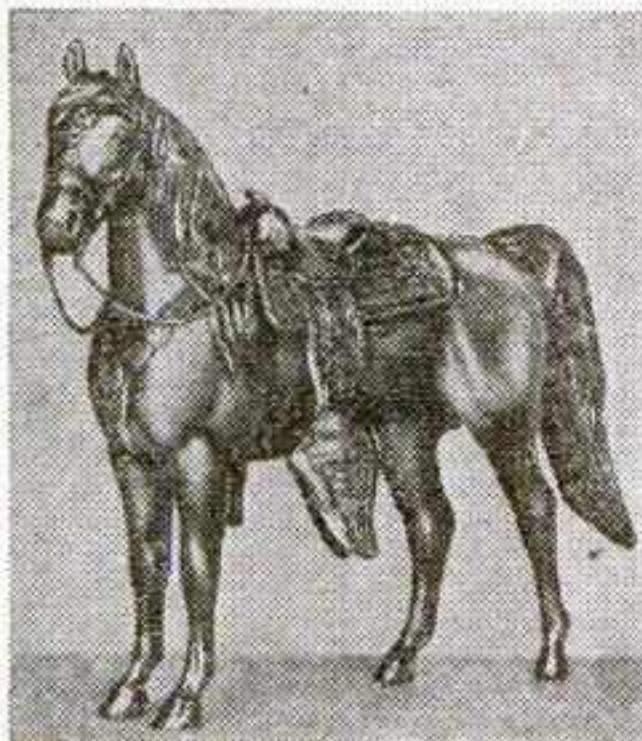
ACT QUICK AND CASH IN ON THIS LINE
"THERE'S GOLD IN THEM THAR HOSSES"
Gleaming Gold Plated WESTERN SADDLE HORSES!!
 NEW-AUTHENTIC REPRODUCTIONS

★
 Highly polished—each with Gold Plated Bridle Reins. Packed each in a carton. Made in the following sizes:

Number	Size	Each	Per Doz.
1G	4½"x5"	\$.65	\$ 7.50
2G	5½"x7"	.95	10.80
3G	6½"x7½"	1.25	14.40
4G	7¼"x8"	1.80	21.00

The following Gold Plated Horses have Silver Plated Saddles:

Number	Size	Each	Per Doz.
5G	8"x11"	\$2.65	\$30.00
6G	11½"x9¼"	3.35	39.00
7G	10"x11½"	3.90	45.00
8G	11¼"x14¼"	6.25	72.00
9G	14"x17½"	15.00	175.00



Orders shipped immediately. Terms: 25% Deposit—Balance C. O. D., unless rated. Orders under \$10.00 must be paid in full.

In Business in Chicago Over 34 Years

★
 WRITE FOR CATALOG
M. K. BRODY

1116 SO. HALSTED STREET

CHICAGO, ILLINOIS

BUY DIRECT

NEW LOW PRICES

Lowest in the Country

Fastest Selling Novelty in the country. Selling like wildfire. The original telescope key chain at the lowest price in the country. Two-piece sliding telescope featuring the newest and latest startling Beauties—in nature's glorious colors. Over 9 (nine) different models in each dozen.

Minimum Order 4 Dozen..... \$ 5.00

One Gross 14.00

WE ALSO HAVE THE PEEK-A-BOO KEY CHAIN WITH GORGEOUS VIEWS, \$11.50 PER GR. ASSORTED VERY NICELY.

Immediate Delivery — Wire or Phone.
 Money Order, Certified Check or Cash with all orders
 All these Telescope Key Chains are guaranteed.

Phone No. — MARKET 7-9848

HARRIS NOVELTY COMPANY

1102 ARCH STREET

PHILADELPHIA 7, PA.

Jobbers and Distributors, write or phone us



is an old saying!

... more and more, merchandise advertisers are finding that this old slogan should be increased by three words ... in The Billboard!

Now, more than ever, merchandise advertisers are realizing that the best medium for moving their goods—quickly—is thru the pages of The Billboard.

With the start of the Popular Items Catalog, merchandise advertisers are receiving an added 25,000 ready-to-buy prospects for the extremely low additional cost of \$10.

And now—the biggest outstanding buy of the '49 season—THE BILLBOARD'S BIG ANNUAL SPRING SPECIAL. Salesmen, pitchmen, demonstrators, coin machine and salesboard operators, owners and managers of amusement parks, resorts, souvenir stands, gift shops, variety stores ... wherever merchandise is sold or given out as prizes ... are eagerly awaiting their season's buying guide ... The Spring Special.

THE THREE R's FOR LARGER VOLUME AND BETTER PROFITS

RIGHT
I**T**EM



No. 1004 — 1/30th-14 Kt. R.G.P. Gent's Ring. Extra Large White center with imitation Ruby or Whitestone sides. \$20.00 Dozen.

RIGHT
T**I**ME



Gold Filled Engagement Ring. No. 901, \$6.75.

RIGHT
P**R**ICE



Gold Filled Wedding Ring. No. 900, \$6.50.

WHOLESALE ONLY

25% CASH WITH ORDER, BALANCE C. O. D.

WRITE FOR CATALOG
 OF NEW ITEMS

HERBERT STEHBERG

1104 COMMERCE ST.

DALLAS, TEX.

HEY, IRISH!!

Plain Shamrocks. Gross	\$1.85	#5 Green Ribbon. 50-yd. roll ..	\$1.35
Shamrocks with Pipe. Gross ..	2.25	#9 Green Ribbon. 50-yd. roll ..	2.00
Shamrocks with Hat. Gross ...	2.25	Green Cellophane Carnations.	
Irish Flags. Gross	1.25	Per 100	5.00
Green Snakes. Dozen80	Green Crepe Party Hats. Gross.	2.00
Gross	9.00	Green Cardboard Party Horns.	
#7 St. Pat. Balloons. Gross ...	4.65	Gross	2.25

Write for complete St. Pat. Day and Easter Goods Price List.
 Prices F. O. B. Indianapolis. 25% Deposit With Orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
 240-42 South Meridian Street
 Indianapolis 4, Indiana

Write, Wire or Phone for Complete Information

New York 19, N. Y.
 1564 Broadway
 Phone: Plaza 7-2800

Cincinnati 22, Ohio
 2160 Patterson Street
 Phone: Dunbar 6450

Hollywood 28, Calif.
 6000 Sunset Blvd.
 Phone:
 Hollywood 9-5831

Chicago 1, Ill.
 155 N. Clark Street
 Phone: CEntral 6-8761

St. Louis 1, Mo.
 390 Arcade Bldg.
 Phone: Chestnut 0443

Detroit 1, Mich.
 1009 Fox Theatre Bldg.
 Phone:
 WOODburn 2-1100

BARGAINS
Must Be Sold Immediately!
Our Loss, Your Gain!
Buy Now From Ad. No Catalog!

SLUM
(Give-Aways)
Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items.

1000 LBS.
(To a Customer)
\$500
50 Lb. Sample Shipment—\$50.00
B. LOWE
HOLLAND BLDG. ST. LOUIS, MO.

HELP WANTED—ADVERTISEMENTS
RATE—12c a Word Minimum \$2
Remittance in full must accompany all ads for publication in this column.
No charge accounts
Forms Close Thursday for the Following Week's Issue

ADVANCE AGENT—TO BOOK AMERICA'S largest Spook and Magic Show; two tons baggage, percentage; no panics wanted. Bennie, Manager, 2020 N. W. 20th St., Miami, Fla.

BOOKER—OLD REDPATH-HORNER CHAUNAUQUA organization has opening for field representative arranging successful local talent productions with leading church and civic groups in smaller towns. Permanent, interesting work; need excellent earnings; write: Field Director, 3419 Broadway, Kansas City, Mo.

CONCESSION HELP WANTED—THOROUGHLY responsible, reliable, experienced couple, young or middle aged, take complete charge game concession in amusement park; no investment required; attractive percentage arrangement; concession fully stocked and strictly legitimate operation necessary; park established; proposition, if mutually satisfactory, can become permanent; game is new, fast, attractive, with tremendous build-up, but strictly game of skill; send recent photo and references; please, only reliable people considered. Ted Metzger, 701 Sixth St., Lorain, O.

DANCE MUSICIANS — ALL INSTRUMENTS for commercial territory band; no drunks or characters. Collins Booking Service, Grand Island, Neb. mh5

HELP WANTED—HIGH WIRE PERFORMER: write Herman Cepler, R-3, Box 169F, San Antonio, Tex.

SOCIETY PIANO, LEAD TENOR, TRUMPET, two beat drummer play Latin; commercial band; Texas locations; salary seventy. Box C-255, Billboard, Cincinnati, Ohio.

WANTED — EXPERT SKATER WITH PERSONALITY to give instructions; salary no limit; new rink established here; oil boom town. Wigwag Skating Rink, Midland, Tex.

WANTED—UNION GIRL ORGANIST DOUBLE piano in combo 2 nites a week; read, fake; must cut for dancing. Box C-269, Billboard, Cincinnati, Ohio.

WANTED—AGENT FOR CANDY COTTON: have good territory; 25%; open April 15. Indiana; write at once. C. J. Rose, care Eddie's Hut, Gibson, Fla.

WANTED—MAGICIAN'S PARTNER: NO INVESTMENT; to do stage magic; no sleight-of-hand, escape or mental; have these; must have car and carry one lady assistant; write full details. Robinson, Magician, 311 1/2 N. Washington Ave., Lansing 30, Mich. mh12

CONCESSION SUPPLIES

- BB 1521—Daisy Cork Guns, Ea. . . . \$ 5.50
- BB 1522—Cork Gun Corks, 1000 . . . 2.75
- BB 1523—Aluminum Milk Bottles, Ea. . . 1.10
- BB 1524—Wood Milk Bottles, Ea.65
- BB 1525—Hoop-La Rings, 4 in. to 7 in. Doz.70
- BB 1526—Hoop-La Rings, 8 in. Doz.85
- BB 831—Worth Special Base Balls. Doz.2.25
- Case of 15 Doz.32.25
- BB 83L—Latex Covered Base Balls. Doz.2.40
- Case of 15 Doz.33.75
- BB 1527—French Weighted Darts. Doz. 1.20
- BB 136—Dart Balloons, Gr.95
- 10 Gr. for9.00
- BB 1520—Add N Win Dart Boards, Ea. .80
- BB 1528—Knife Rack Rings, 100 4.50
- BB 1529—Cane Rack Rings, 100 4.50
- BB 134—Spring Clothes Pins, Gr.89
- 10 Gr. for8.50
- BB 1530—Penny Pitch Charts, Ea. 4.95
- BB 1531—No. 5 Satin Ribbon (all colors), 50 yd. Spools, Ea. 1.35
- BB 1532—Medium Bingo Cards, 100 . . 1.85
- 100017.50
- BB 1533—Professional Bingo Cards. 1004.25
- 100040.00
- BB 1534—Rubber Covered Bingo Shaker, Complete, Ea.9.00
- BB 1535—Plastic Bingo Covers, 1000. . . 2.00

Prices FOB Indianapolis
25% Deposit With COD Orders
KIPP BROTHERS
Wholesalers since 1880
240-42 South Meridian Street
Indianapolis 4, Indiana

AT LIBERTY—ADVERTISEMENTS
5c a Word, Minimum \$1
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

AGENTS & DISTRIBUTORS

MANAGING AND PRODUCING TEAM—REVUE type show; theater and club experience; prefer carnival or tent show; bass fiddle, singer, dancer, chorus producer, bookers, billers, build props, handle fronts, know concessions; travel anywhere; available now. Kelley & Kipp, 705 Cass S.E., Grand Rapids, Mich.

BANDS AND ORCHESTRAS

HOTEL AND COCKTAIL UNIT—LOCATION only; south or west; union; March completes four consecutive years at well known resort hotel in the south; using piano, sax, drums; will add if necessary; good, reliable bookers contact. Box C-266, Billboard, Cincinnati, O.

CIRCUS AND CARNIVAL

FOR TENT REVUE—HILLBILLY; MAN-WO- man Comedy Act; man producing comic; car, living trailer. Wire Eddie Dyer, care Western Union, Tampa, Fla.

MAN AND WIFE—CHARACTER MAN AND Woman; director (or assistant), publicist, costumer, light and sound technicians, stage manager, scenery builder and painter. B. Pershing, 661 W. Palmer, Detroit 2, Mich.

MAGICIANS

AT LIBERTY APRIL 1—MAGIC-MENTAL Acts; 16mm. sound outfit; med or vaude show; best offer. J. Eastwood, 1913 8th, Portsmouth, O.

AGENTS • JOBBERS DISTRIBUTORS

A Surefire MONEY MAKER

This cottage set SELLS FOR \$5.95 in Dept. Stores. YOU PAY \$3.50. YOUR PROFIT \$2.45.

FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation; salary for act; percentage on private readings, Yose, care Kneeland, 75 1/2 W. Chippewa, Buffalo, N. Y.

NEW ENGLAND'S ONLY ONE-LEGGED Magician available for 1949 season; plenty of tricks and illusions; own transportation; nice wardrobe; two lovely assistants; will travel anywhere for salary only; wire or write to: George Kennedy, 76 Longwood Ave., Holyoke, Mass.

NOTICE TO RELIABLE BOOKERS AND AS- sembly Agencies—Landrus, World Entertainer, available after March 25, 1949; travel anywhere; a refined, cultured program; magic, mentalism, hypnotism and ventriloquism; Landrus performs his copyrighted marriage act with Jerry Dugan; the children love it; literature sent on request; write now. Home address, 611 DuBois St., Elmira, N. Y.

ROY AND VIVIAN SHRIMPLIN—GOOD MAGIC and comedy; open at present for clubs, indoor events, International Harvester or other units; booking for summer: Fairs, outdoor events, summer shows; can change; lady also good piano player. Address: Box 416, Alliance, O., Phone 6885, mh12

MISCELLANEOUS

AT LIBERTY—STRATTON'S CANINE ENTER- tainers, featuring Tim the wonder talking dog, speaking 8 words of the English language, assisted by Skip the counting genius and Kwene the unique balancer; 30 minute act for theatres, lodges, clubs, radio, television, free acts and all kinds of celebrations; draw great crowds, full equipment, play out doors or inside. Write M. C. Stratton, Depot St., Guilford, N. Y.

CORRESPONDENT ARRANGER-COMPOSER— For combos, orchestras, shows, best quality; state rates and specifications. Dick Stambaugh, 329 E. Walnut, Shillington, Pa.

ORIGINAL PEEK-A-BOO KEY CHAIN
New collection of Fine Natural Color Photographs of Hollywood's Most Gorgeous Models. Hottest consumer demand item today. Packed 2 doz. assorted in attractive counter display box.

- 1 GROSS LOT \$15.50
- 5 GROSS LOTS 15.00
- 10 GROSS LOTS 14.50

(Per Doz.—4 Doz. Min.—\$1.75)
25% Dep., Bal. C. O. D.

GEM SALES CO.
533 Woodward Avenue
Detroit 26, Mich.

SLUM PRIZES

- Czecho Jewel Rings, Gr. \$1.00
- Metal-Plated Luck Rings, Per M. . . . 6.00
- Plastic Speedy Yo-Tops, Doz.36
- Charms Bracelets (individually carded), Doz.72
- Metal-Plated Skulls With Rhinestone Eyes KEYCHAINS, Doz.36
- Metal-Plated Big Charms (individually carded), Per M. 10.00
- Plastic 7 1/2" Penguin Banks, Doz. . . . 4.00
- Plastic Mechanical Slowpoke Turtles, Doz. 2.35
- Charm Beanie Hats, Doz. 2.35

Terms: F. O. B. Richmond Hill, N. Y.
25% deposit with order — Balance C. O. D.
SAMUEL EPPY & CO., INC.
113-08 101st Ave.
Richmond Hill 19, L. I., N. Y.

"NEW LOOK" LADIES' WALLET

Here's a real buy for the girls! Metal gold-plated frame with snap lock. Contains coin-holder, key chain, 2 identification cards, extra pocket, etc. Sample, \$1.00 postpaid.

#12 \$7.00 DOZ. \$83.00 GR.
25% Deposit, Balance C. O. D.
MANHATTAN GLOVE & NOTION CO.
27 ORCHARD ST. NEW YORK 2

GRAB BAGS
\$1.00 value or more. Send for Sample, 25c; \$15.00 per hundred, f.o.b. St. Paul, Minn.
STEICHEN DISTRIBUTING
969 Thomas Ave. St. Paul 4, Minn.

BINGO SUPPLIES AND EQUIPMENT
IMMEDIATE DELIVERY!
• ELECTRIC FLASH BOARDS
• RUBBERIZED and WIRE CAGES
WIRE OR WRITE FOR CATALOG

John A. Roberts
235 HALSEY ST • NEWARK 2 • N. J.

FIREWORKS and NOVELTIES!

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog
Order Now • Lowest Prices
ACME SALES CO.
P. O. Box No. 1141, Atlanta, Ga.

CHAIRS
FOLDING—NON-FOLDING
WOOD OR STEEL
IMMEDIATE DELIVERY
• DIRECT FACTORY PRICES
WRITE FOR CATALOG
J. P. REDINGTON & CO.
DEPT. 28 SCRANTON 3, PENNA.

SENSATIONAL VALUES!
WATCHES ★ DIAMONDS ★ JEWELRY

New and re-conditioned ladies' and gents' NATIONALLY KNOWN GUARANTEED wrist and pocket watches.

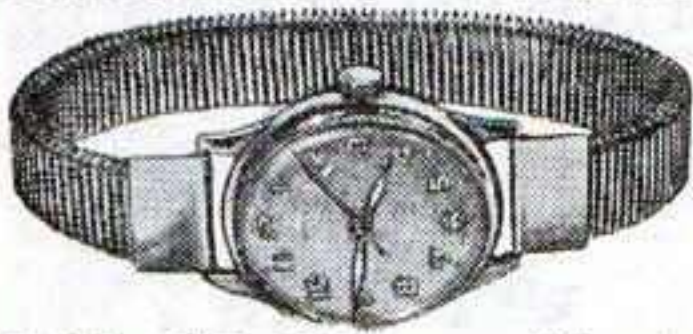
Prices from \$4.95

Eight Waltham Hamilton Bulova Gruen Swiss

Send for our FREE WHOLESALE CATALOGUE immediately.

ARPEL JEWELERS
318 Washington Square Bldg., Dept. 8
7th and Chestnut Sts. Philadelphia 6, Pa.

Unbeatable Values!



Only \$3.25 ea. (6 or More)

Men's Oj. Radium dial and hands. Red sweep second hand. Stainless steel expansion band. \$3.25 each 6 or more. Sample, \$4.25.



FLASH That brings in CASH!

No. 018 — 1/20 12K Gold Filled. Large white center stone. White side stones.

No. 019—Large red center stone. White side stones.

Doz. \$16.00 Sample \$2.00

10% Deposit on C. O. D.'s.

BURTON SALES CO., Dept. B-18
809 W. Madison St. CHICAGO 7, ILL.

SOMETHING NEW, DIFFERENT

No. D1025—Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, bazaars, etc. A two-in-one deal, as numbers 1 to 40 sell for 10¢ and bring in \$4.00; numbers 41 to 80 sell for 25¢ and bring in \$10.00; total take-in \$14.00. You thus have a double appeal, some customers want to spend 10¢, others 25¢, this deal satisfies both. No blanks, not a gamble.



Costs you only \$6.95; 10 deals, \$67.50
SPORS CO., 3-48 Lamont, Le Center, Minn.

Bingo! Bango! Bongol!

NEW ACTION TOYS

- 7" Tall Arms Spin 'Round
- Hand Bells Ring as Arms Move
- Clown's Hat Bounces as He Waves American Flag
- Push Bear's Tail & Head Bobs

Toys Hand Painted in multi-colors • Highly polished, lacquered Hardwood • Individual Boxing • Real Action!

1 & 2 Doz. Mixed Cartons \$5.25 Doz.
3 & 6 Doz. Straight Cartons \$5.15 Doz.
2 Samples, \$1.25
25% with order, balance C.O.D.

ROGER ENTERPRISES
7 Waverly Place
Tuckahoe, N. Y.

MONEYMAKER!

TOM FOOLRY

12" Glove Puppet Rubber face clown, individually boxed with VENTRILOQUIST INSTRUCTIONS

\$12.60 Doz.

3 Different Samples, \$4.00. 1 Sample, \$1.50. 25% Dep., Bal. C. O. D. Jobbers: Write!

PARISIAN ART PRODUCTS
141 Fulton St., B-8 NEW YORK 7

"BELLA"

MIRROR-TINSEL DECORATED FRAMES

Horseshoe Frame illustrated is 8"x8" Retail 49¢ ea., your price \$2.40 doz. Heavy concentration on other popular numbers allows 33 1/3% reduction. Sam ole tree. Write or telegraph orders to:

BELLA PRODUCTS CO.
Established 1935
41 Union Sq., New York City

MUSICIANS

A-1 RSHOA ORGANIST—AVAILABLE FOR progressive year round rink; Eastern location preferred; send details. Box C-270, Billboard, Cincinnati, Ohio.

ALTO, TENOR, CLARINET—STATE MINIMUM salary, transportation and booking office. Muslim, 204 Marion Ave., Punxsutawney, Pa. (Phone 298-M)

BENNIE MARTIN QUINTET—5 PEOPLE playing piano, solovox, vibes, trumpet, drums, bass fiddle, standard guitar, tenor sax and clarinet; three changes of uniforms; modern music, Western swing, old standards, play requests; three vocalists; trios, duets; union, references, over two years at present location; permanent address, Bennie Martin, Box 122, Ponca City, Okla. mh5

COMMERCIAL ORCHESTRA—SIX MEN; FINE appearance, novelties and vocals; accept only location work, nothing under two weeks; fine for resorts, hotels or dance spots; not available until June 1. Write Bob Eliege, Rivola Theater, Okaloosa, Ia. ma12

DRUMMER—SINGLE; TRAVEL OR LOCATION; big band and combo experience; all styles; read; reliable. Drummer, 2750 Cruger Ave., New York, N. Y.

GIRL BASSIST AVAILABLE—EXPERIENCED large, small units; double vocals. Contact Elaine Bravis, 4072 Stinson Blvd. N. E., Minneapolis 21, Minn. Sterling 2403.

H A M M O N D ORGANIST — UNION, MALE, white; big set-up, chimes; now on radio; want tavern, grille, prefer Midwest or South. P. O. Box 208, Chicago.

LEAD TENOR—VERY EXPERIENCED; INTO- nation and tone good; transpose and read well; no character. Box C-268, Billboard, Cincinnati, O.

NAME DUO PIANO, SOLOVOX, VOCALS and drums; will be available soon for night clubs, lounges and hotels where there is dancing; union; operators, write for details. Box C-258, Billboard, Cincinnati, O. mh12

ORCHESTRA — NOVELTY COMBO, PIANO, Guitar, Violin, Bass, Vocals, all showmen; doing three shows nightly present job; gags, stunts, imitations, impersonations, comedy routine galore, record pantomime specialist; club operators, agents, contact: R. Harrison, New Gordon Hotel, Lafayette, La. Available March 1.

PIANO ENTERTAINER—WORK AS SINGLE or in small unit; well experienced, appearance, union, sober. Box C-260, Billboard, Cincinnati, O. mh5

PIANO—ALL STYLES; ANY TYPE OF BAND; single and will travel. Contact Box C-267, care Billboard, Cincinnati, O. mh12

PIANO, ALSO VOCALS — AVAILABLE IM- mediately for location job as single or combo. Prefer single position in 1-A club or hotel; male, neat appearance, reliable; no bad habits; picture on request; union. Phone 6811. Write or wire Marvin Hinton, Morrill, Kan.

PIANO-VIBRAPHONE—PLAY BOTH INSTRU- ments together; flashy set Jenkins vibes; boogie, popular, semi-classic; age 43; good appearance, union, location, playing alone, Trace Charles, 331 California, Arcadia, Calif.

RINK ORGANIST AVAILABLE FOR A-1 EAST- ern location; correct tempo; dependable, recommendations; write requirements, salary. Organist, Box C-254, Billboard, Cincinnati, Ohio. mh5

TENOR, CLARINET, VIOLIN OR VIOLA— Read, transpose; no lead or jazz; dependable and experienced in society-type hotel bands; want to connect immediately with established, steady working hand playing the better hotels, cafes, etc.; locations only; free to go anywhere. Floyd Tenhoff, 137 No. Jefferson Davis Parkway, New Orleans, La.

TROMBONE—LEAD, SECTION, PLENTY SHOW experience; reliable, union, no panics; write, phone, wire. Roy Carpenter, 448 Oakley Ave., Lynchburg, Va.

TRUMPET—AVAILABLE IMMEDIATELY; EX- perient section and combo; good reader and jazz; sent vocals; age 21, married. David Joel, Myers Hotel, Oceanview Ave., Norfolk, Va.

TWO TROMBONE MEN—AVAILABLE IMME- diately; ages 19 and 21; university music majors; road exp.; want work together to preserve section; read well, fake; contact Bill Smiley and Tom Raye, 761 No. Harvard Ave., Provo, Utah. mh26

WESTERN HOT FIDDLE AND GIRL GUITAR, bass and vocal team; do comedy bits and violin specialties; just finished International Harvester tour; tailored Western wardrobe; young, union and reliable; all offers considered with salary guarantee; state all first letter; go anywhere. Phone 3174. Freddie Stone, Millville, Pa., Columbia County. ma12

PARKS AND FAIRS

AT LIBERTY—YOUNG LADY, SINGLE TRAP- eze, ladder, platform, rolling globe. E. R. Gray, 2000 Harding Ave., Evansville, Ind. mh12

AT LIBERTY—GIRL AERIALIST FOR HIGH act; young, small and attractive; write immediately. Girl Aerialist, General Delivery, Sulphur Springs, Fla.

BALLOON ASCENSIONS—PARACHUTE JUMP- ing; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. mh12

HIGH ACT AVAILABLE FOR CELEBRATIONS and fairs. Write High Act, Adel, Iowa. mh19

HIGH CLASS TRAPEZE ACT—AVAILABLE for indoor events; flashy silvered paraphernalia; real act; for particulars address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

NOW BOOKING 1949 FAIRS RUBE CLOWN, Hiram the Juggling Fool, mingles with grandstand and midway crowd creating fun; does sock Juggling Act in Grandstand Show Address Eddie Doyle, Worthington, Ind. mh5

PARK AND FAIR MANAGERS—A FEW OPEN dates for Sandy Creek Jamboree and the Texas Melody Boys; two complete show and dance units; Montana, North and South Dakota, Wyoming and Idaho; a complete grandstand attraction; four to eleven people; write, wire or phone: Texas Benny Doss, Radio Station KGCC, Sidney, Mont. mh26

UNIQUE AND MARVEL HORSE ACT (HOLDS audiences enraptured); I have good name, but have been in retirement; for more information write to: I. Jack Jackowsky, 547 Ashland Ave., Oshkosh, Wis. mh5

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR—OPEN FOR NITE club booking; sing and strip too; fringe; can send photos; salary, \$125 net; transportation one way. Wesley Davis, 620 S. State St., Chicago, Ill. Webster 9-2449. mh26

BUY DIRECT FROM MANUFACTURER AT FACTORY PRICES

THE ORIGINAL HOLLYWOOD KEY CHAIN VIEWER

"PEEK-A-BOO"

NEW MODELS — NEW POSES

WE ARE ESTABLISHING A SMALL, SELECT GROUP OF DISTRIBUTORS IN THEIR OWN EXCLUSIVE PRICE PROTECTED MULTIPLE MARKET AREAS

SEVERAL NEW LIVE ITEMS EACH YEAR

ROCK BOTTOM MANUFACTURER CONTROLLED PRICES

CALL OR WRITE US FOR FRANCHISE IN YOUR AREA

WESTERN PLASTIC, INC.

4407 SAN FERNANDO RD. GLENDALE, CALIF.
Phone CHarleston 5-1036

MINIATURE TELEVISION

TELE-BEAUTS! at its best!

LOOK THRU HERE SEE 5 GORGEOUS MODELS

TURN HERE 5 BUOOTIFUL PICTURES

\$4.20 DOZ. \$48.00 GROSS

F.O.B. Chicago
C.O.D. Shipments 25% Cash with Order.
Firms rated F3 or better, Open Account, otherwise Cash with Order.

WAL-JAC ASSOCIATES, INC. 53 W. JACKSON BLVD. CHICAGO 4, ILLINOIS Dept. T-1

Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

All Orders Shipped Same Day Received
All Phones: CE 6-7966

BIELER-LEVINE 5 NO. WABASH AVE. CHICAGO, ILL.

WRITE FOR FREE NEW 86 PAGE JEWELRY CATALOG
State your business

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

BIG
as life and just as
NATURAL

IMMEDIATE DELIVERY

Original PEEK-A-BOO.
Over 12 Poses in a 4 Doz. Box.
Clearest and Best Fotos. 'Nuff Said.
Lowest Prices to Quantity Users.

1 to 50 Gr. **\$14.00** Per Gross

NYLON MILLS REJECTS, Packed
Individually—No Sizes. \$1.50 Doz. Lots

MECHANICAL BABY
CREEPERS \$8.00 Doz. Lots

PEARLS
60-Inch Rope. Clasp, Pink,
White, Blue \$9.30 Doz.

3 Strand. Filigree Clasp,
White, Pink 7.20 Doz.

4 Strand. Filigree Clasp,
White, Pink 8.75 Doz.

WALLETS
Zipper All Around

Alligator Grain. Doz. \$4.75

Embossed Pictures. Doz. 5.40

"I Love You," heart opening on the front
to insert buyer's own picture. Complete with
Comb, Mirror, Key Chain & Change Purse.
Doz. \$5.40.

Send 1/2 money order, balance C. O. D.

D. L. G. SALES CORP.
153 W. 36th Street New York City

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 and 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.

- Parcel Post**
- | | |
|--------------------------------------|------------------------------|
| Davis, Bennie (Block Wall Chart) 18c | Louder Miss Frances, 5c |
| Achley, J. W. | Davis, Minnie |
| Adair, E. D. | Dawson, Carol A. |
| Adams, E. W. | Delossignob, |
| Adams, Fred (Bull Dog) | DeSilva, Velma Due |
| Aldrick, Wm. | Dean, Aloha Bobbie |
| Allen, Ivan | Dean, Judy |
| Allen, Harry | Deaver, Jos. Richard |
| Allen, Jack | Deibert, Shirley |
| Allen, Mary | Delo, Nick |
| (Aleene) | Demetro, John |
| Allen, Wm. Victor | Delpino, Georgina |
| Amo, Edw. F. | Dexter, Mrs. Mary |
| Anderson, Evelyn | Dink, Harry |
| Annin, Jimmy | Dixieland Shows |
| Arbuckle, Rex | Dodson, Ernest L. & Patricia |
| Arenz (Thos) | Doebler, H. M. |
| Arko, Robt. Glen | Dolen, Roy |
| Armbruster, Geo. | Donner, Rosemary |
| Ashley, T. L. | Donohue, Jack |
| Ashley, Thos. | Donovan, J. Bob |
| Ashurst, Mrs. | Drake, Geo. W. |
| Maxine | Dunn James K. |
| Aston, Tom | Durbin, Paul J. |
| Austin, Clyde | Duty, Pleasant |
| Auskins, Clarence | Eanes, James R. |
| Averill, Billy | Edenbarn, Leslie |
| Ayers, Douglas (Smiley) | Edwards, James |
| Baker, Herman | Eisenberg, Al |
| Barzoui, Dorothy | Ellis, Buster |
| Barbetta, Jos. C. | Emerico, Robt. |
| Barlow, Wm. | Enger, Captain |
| Barnhill, Kader | Engle, Fred |
| Barrett, Ramona | Enquist, Tiny |
| Barry, Geo. | Ephraim, Miller |
| Bates, Mrs. A. | Erhard, Ralph E. |
| Batta, John Henry | Esque, Jim |
| Bay Amusement Co. | Ewell, W. A. |
| Beard, A. Jack | Fairbanks, Jerry |
| Beck, Peter | (Color Stunts) |
| Bedwell, Larry | Fairbanks, Wm |
| Belano, Paul | Faulkner, Eddie |
| Belkot, Theodore | Farmer, Clifford |
| Belnap, Harry | Fawbush, Glen |
| Bell, Forrest W. | Feldman, Max |
| Benjamin, W. | Fien, Mrs. Mitzie |
| Bentley, Harry | Finch Marton |
| Thomas | Louis |
| Bergman, Lila | Fish, Jerry |
| Sears | Fisher Bros. Circus |
| Bergerson, Jos. E. | Fisher, Richard Lee |
| Billen, Mrs. Steve | Fissel, R. |
| Blackley, Mrs. | Flavelle, Chas. B. |
| Dorothy S. | Floyd, Elmer |
| Blackley, J. R. | Ford, Jr., Edw. |
| Blackmon, Flora | Franklin, Albert |
| Mae | Franklin, Herman |
| Blanchard, Mildred | Frazier, Hazel or Willie |
| Blasingame, Wm. | Fredrick, Raymond |
| Travis | Duke |
| Bloomhard, Wm. | Frederick, R. |
| Bockus, Ethel May | Friend, Don |
| Body, Wm. | Frumkin, Ray |
| Boehm, Jos. Jacob | Fulgona, Louis |
| Boland, Mrs. J. H. | Fuller, Robt. |
| Boyer, Chick | Gardner, Lillian |
| Boston, Honey | Helm |
| Braley, Lesley | Gennusa, Ben C. |
| Break, Frank | Gerathy, John E. |
| Brewer, Roy | Gibson, Glen |
| Bright, James H. | Giger, Robt. |
| Britt, Tom | Gilliam, Richard B. |
| Brundell, Billie | Gilmore, Harold L. |
| Broefie, Sunny | Gilmore, Mrs. Eddie |
| Brooks, Mrs. Wm. | Goodman, Blackie |
| H. | Golden Rule Show |
| Brown, Sgt. Elwood | Goodson, Robt. Ray |
| W. | Gordon, Patricia |
| Brown, Mrs. Mary | Grant, U. E. Gen |
| Buckholtz, Eddie | Gray, Roy (Mgr. Gray Shows) |
| Buckingham, Robt. | Green, Alvin (Slim) |
| Burke, Leo H. | Green, Kenneth |
| Burnett, Melvia | Green, Russell |
| Butters, Ed. | Greenwald, Ev- |
| Caldwell, Johnson | rette |
| Capello, Patrick W. | Gregory, Chester |
| Carl, Richard | Griffin, Juanita |
| Carison, Lee | Griffin, Ned W. |
| Carroll, Mrs. Clara | Griffin, Tommy |
| Carroll, Dave | Grimes, Morris |
| Carroll, Frank J. | Allen |
| Carroll, Jack | Gross, Kenneth |
| (Trumpet Player) | Gunn, Mrs. L. |
| Caraswell, J. C. | Guyler, Kenny |
| Casey, Mary | Haflee, Fred |
| Catherwood, Red | Haines, Fred |
| Cephias, E. E. | Hallinger, Eddie |
| Chapman, Alice | Hanfling, V. E. |
| Chapman, Mary | Hanaford, Mrs. |
| Allce | Hansen, Sigurd |
| Christy, Capt. | Harbin, Buddie |
| Eugene | Harrington, Bill |
| Cibull, Frank | Harris, Harry B. |
| Cirell, Frank | Harrison, Russell |
| Clark, Vaughn S. | Hartman, Ralph |
| Clark, Wm. Allen | Hatch, Frank |
| Cochran, Homes | Head, Harry |
| Leon | Heade, B. H. |
| Cockrell, Fred | Heaton, Arthur E. |
| Cohen, Phillip | Hendrickson, Tauno |
| Coleman, James P. | Henley, Bob (Red) |
| Collender, Jack | Herman, Eddie |
| Collins, Carlton A. | Hine, Nathan E. |
| Connors, Bob | Holden, Edw. |
| Cooper, Sam | (Swede) |
| Cooper, Tom | Holmes, Elsie |
| Costello, Louis | Holt, Al J. |
| Cox, Walter B. | Horlem, Scottie |
| Crawford, Alfred | (Broadcasting) |
| Floyd | Houghton, Ross L. |
| Crunk, Willie Lee | Houston, Kenneth |
| Cullen, Bob | (Dutch) |
| Cummings, Pfc. | Howard, Holly |
| Wm. G. | Hubbard, Harley |
| Cunningham, Mrs. | Hubbard, Paul |
| Mary | Hubbs, Mrs. Alcyne |
| Dailey, James Robt. | Ivey |
| Daniel, Chas. E. | Huddleston, Stanley |
| Daniels, Mrs. Fern | Nova, Richard Dick |
| "Gloose" | O'Brien, Jack |
| Dannenburg, Dan | Luther |
| Davidson, Robt. F. | O'Brien, Mickey |
| Davis, C. H. | |
| David, Dick | |
| Davis, Jerry | |
| Davis, Piers | |
- Humphrey, C. H.
Hunter, Harry
Hunter, Bill
Hypes, Kenneth
Ice, Geo. V.
Imig, Otto
Ingle, Fred E.
Irish, Walter L.
Jeffers, Chester
Jellison, Francis H.
Jenkins, Brownie
Jenkins, C. C.
Jenson, Robt.
Frederick
Jewel, Warren
John, Steve
Johns, Ely
Johnson, Geo. & Jean
Johnson, Tommie
Joseph, Geo. Buddy
Kabakoff, Dave
Keating, Robt. J.
Keefer, George
Keefer, Richie
Keeler, John
Kelly, Geo.
Rodney
Kemp, Wesley
Monro
Kennon, C. W.
Keup, Corlyss E.
Klepuro, Jon
King, Mrs. Annie
Lee
King, Larry M.
Kirby, Elaine
Kiser, E. D. Tubby
Kiser, G. B. Jeff
Kitchie, Si
Klinder, Paul
Klingensmith, F. E.
Krug, C. H.
Kutz, Lillie
Knox, Roy
Koch, Wm. L.
Lamb, Pete
Lane, Edith C.
Lang Troupe
Langston, Mrs. Wm.
Lankford, Betty
Lantz, Geo. G.
Leboeuf, Ovlis
Hazel
Lee, Bob
Lefevre, Harry
Lenico, Chas.
Leonetti, Fernand
GI
Lester, Geo.
Lewis, Mrs. Betty
(dancer)
Lewis, Bud
Lieberknecht, Geo.
Lilly, Ed Clark
Lilly, Harold J. & Milliecent
Lindsey, Robt.
Davis
Linton, Alex
Littler, James L.
Loftus, Pete E.
Long, Harry E.
Lorring, Dick
Loter, Marie Dalton
Lynch, Ed.
Lynne, Sherry
Lynse, Rosele
MacClain, Frank
McDonald, Erol
McDonald, Roy
McDonald, (Mickey)
McDonnell, J.
McBride, John
McElroy, Ted
McElwain, Chuck
(Bingo)
McGee, Thomas W.
McGill, Ray
McNatt, Jim O.
McNeal, Irma
McNeil, Boots
Maiman, M.
Maemaham, Joe
Mancuso, Samuel
Manley, Harold
McNeil, Boots
McPherson, James
Wm.
Maloney, John
March, Curley
Marshfield, Jean
Martens, H. R.
Martin, Mrs. Selika
(Dancer)
Matthews, Wm.
May, Sam
Mayer, W. B.
Michael, John E.
Mehl, Grace
Miller, Ephraim
Miller, W. A.
Millite, Jim
Millsapp, Pete
Miner, Mrs. Alton
Mitchell, Green
Mohr, Geo. H.
Montanez, Paris
Montigue, Bert C.
Mooneyham, Thomas
Moore, Harvey
(Frenchy)
Moore, Louis B.
Moore, Wm. & Irene
Morgan, Donna
Morgan, Russ
Morgan, Willard O.
Morris, Harry
Mort, Geo.
Morton, Vincent C.
Mosier, Kenneth
Moyer, Edward
Murphy Sisters
Murray, Mrs.
Murray, Mr. & Mrs.
Myers, Earl (Slide Show)
Myers, Robin Dale
Naakalani, Dan I.
Nash, Larry
Nelson, James Slim
Nicholas, John
Nichols, Geo. (Red)
Nichols, Fred
Nifong, Dee
Nifong, Dwight
Nobler, W. J.
Norton, Jacob F.
Noveck, Mathew
Nover, Richard Dick
O'Brien, Jack
Luther
O'Brien, Mickey

GUARANTEED WRIST WATCHES

BRAND NEW! Fast Sellers!

● Written Guarantee
● Precision Swiss Movement
● Radium & Assorted Colored Dials
● Water Resistant
● Polished Chrome Case, Unbreakable Crystal
● Waterproof Duraplast Strap
● Individually Gift Boxed
(With Sweep Second Hand, 35c Additional)

For the LADIES

with 100% PROFIT APPEAL

Featuring:
● Written Guarantee
● 14K Gold Plated Case & Silver Chrome Back
● 14K Gold Plated Basket Weave Band
● Beautiful 2-tone dial with small sec. hand
● Precision 4 Jewel Swiss Movement
● Unbreakable Crystal
● Looks and performs like \$50 watch
● Individually Gift Boxed

Above prices for orders of 6 or more watches. \$1.00 ea. extra on orders under 6.

25% with order, balance C.O.D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

CARNIVAL WHEELS

24"-30"-36" sizes
Stands - Lay down charts

SEND FOR FREE CATALOG

CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and Supplies
430 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5020

SPECIAL OFFER ELGIN POCKET WATCH

7-JEWEL Fully Reconditioned and Guaranteed Small Size

\$6.00 EACH

Minimum Order 3 Watches.
15 Jewels—\$7.00 Each.
● New Dials
● Lever Set
● New Cases of Natural Gold Color

GOOD GO-GETTER FOR FAST SALES.
25% With Order. Balance C. O. D.

29 Forsythe St. New York 2, N. Y.

M. FRIEDMAN

TOP MONEY GETTERS THAT'S WHAT HUSTLERS SAY ABOUT THESE FAST SELLERS

Glass Cutter-Knife Sharpener	\$14.00 Gr.
Curtain Red Threader	3.00 Gr.
Needle Threader, wire loop	.80 100
Iron Board Cover, Abestos Pad	9.80 Doz.
Combination Shopping Bag-Purse	11.40 Doz.
Ladies' Rayon Scarfs	4.80 Doz.
Ladies' Pure Silk Scarfs	15.00 Doz.
Ball Point Pens (Pencil shape)	1.65 Doz.
Bantam-Lite (Miniature Flashlight)	6.50 Doz.

Samples at Wholesale, plus postage. Deposit 1/3 amount of order for C. O. D. shipments. Prompt service always.

CHARLES UFERT
(Our 36th Year)
16 East 17th St. New York 3, N. Y.

GIVE-A-WAY PREMIUMS

Some quantities very limited, send your order TODAY.

BB-128 Plastic Pocket Combs	Per Gr. 10 Gr.	\$9.50
BB-126 Bundled Rubber Bands	.89	8.70
BB-127 Rubber Erasers	.98	9.50
BB-129 Tiny Comic Books	.98	9.50
BB-131 Magic Pictures	.89	8.70
BB-130 Plastic Thimbles	.69	6.50
BB-133 Silk Flags (on Bamboo Stick)	.98	9.50
BB-20102 Paper Fans	.98	9.50
BB-137 Sharp Shooters	.89	8.50
BB-134 Spring Clothes Pins	.89	8.50
BB-136 Round Balloons	.95	9.00
BB-135 Plastic Cigarette Holders	1.95	18.00
BB-138 Lead Pencils With Erasers	1.95	18.00
BB-132 Carded Tie Holder	1.95	18.00
BB-139 Plastic Finger Rings (72 in Tray)	2.50	22.50
BB-145 Kazooider Whistles	2.95	27.50
BB-467 Plastic Barretts	4.00	35.00
BB-3323 China Pig in Pot.	4.00	35.00
BB-140 Plastic Tea Shooters	2.25	21.50
BB-143 Folding Paper Fans	4.80	45.00
BB-141 Crayons (8 Colors)	3.75	35.00
BB-144 Hypnotops	3.75	35.00

Send for a complete list of Give-Away Articles.

Prices all F. O. B. Indianapolis.
25% Deposit With C. O. D. Orders.
Wholesalers since 1880.

KIPP BROS.
240-42 S. Meridian St., Indianapolis 4, Ind.

New! P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE

NO EXPERIENCE REQUIRED
NO FILMS — NO DARK ROOM

Direct Positive Photos, size 2 1/4 by 3 1/4 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed. NOT TO FADE in this interesting BIG MONEY BUSINESS anywhere—indoors or outdoors. You will make BIG MONEY with the P. D. Q. — "A real Portable Photo Studio." Write or wire

PDQ CAMERA CO., Dept. B
1161 N. Cleveland Ave., Chicago 10, Ill.

Dealers—Jobbers—Salesmen

Natural COLOR Slides
Gorgeous HOLLYWOOD MODELS

New 1949 SERIES

Breath-taking beauties in beautiful, unretouched NATURAL COLOR slides. Unusual poses. Reg. 50c. Samples: 3 for \$1; 50, \$12.50; 100, \$23.50. Catalog 'B' free.

BUCKINGHAM, 50 W. Gunhill Rd., N. Y. C.

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

Anderson, Gary
Anderson, Harry
Anderson, Mary
Archer, Joe
Berry, F.
Bowers, Ray
Byrnes, R. A.
Christy, Claire
Cundiff, C. J.
Cundiff, Dick
Dallone, Harry
Davis, Jack
Dunlevy, Jeanette
Epstein, William E.
France, Bob
Frazer, Grace
Glaser, Ben
Gove, Harold A.
Hendry, Nan
Hilton, Betty
Houle, Henry
LaMarr, Elaine
LaVell, M. M.
Logsdon, Billy
MacBride, Alvan W.
Marcum, Andy
Maxwell, Edward
Miles, Louise
Montello, Estelle
Mulkey, Virgil
O'Neill, Hind
(Helen Rene)
Rand, Sally
Sparks, Chas. A.
Switly, Wm.
Wade, M.
Winchester, Eric

Blanco, Joe
Boatwright, B. E.
Bradburn, Robert
Britton, Myra C.
Bryant, Mrs. Hope
Bullock, R. T.
Burleson, Gene
Burns, Clarence
Burto, L. H.
Clare, James
Clark, John R.
Cibull, Mr. and Mrs. Frank
Clemmons, Arthur B.
Cole, James
Collins, Esco
Corral, George M.
Coutts, Robert
Daley, Charles M.
Daniels, Mr. & Mrs. M. E.
Davis, N. E.
Davis, Richard L.
Davis, Tommie
Delaney, Mr. & Mrs. John
Drumm, Eugene
Dunlap, Charles
Engelheim, Louis
Enquist, C. L.
(Tiny)
Feron, James
Finley, Homer
Fortney, Mel and Don
Freeman, Cecil
Fuller, O. C.
Gaughn, Harry
Gloyd, George
Gray, Miss Paula
Gryton, Mrs. J. H.
Hall, Edward L.
Hancock, Gordon R.
Harrison, William B.
Harvey, Henry F.
Harvey, Mrs. Margrett
Herrington, Mr. & Mrs. Jimmy
Hewitt, Joe
Howard, Harry E.
Jacoba, W. R.
Johnson, Bob
Kerachigens, A. C.
Kolwaski, Andrew
Kramer, Ray L.
Kreuger, Walter
LaForms, The Flying
Lantz, John
Lariter, Fred
Lee, Miss Georgia
Lemke, Joe Frank
Levatin, Mickey
Litta, G. F.
Long, Paul
Louis, A. E.
Luak, Robert Jr.
Lynn, John J.
Martine, Blackie
Martin, Louis James
Masterman, Geo. E.
Masterman, Mary Jane
Meyers, Fred
Miller, Peggy
Miner, Clyde C.
Mitchell, Marty
Montroy, Clarence E.
Morgan, Lou
Morgan, Richard J.
North, Mr. & Mrs. Ward
Ogelvie, L. B.
O'Leary, Dennis
Olinger, F. L.
Oliver, Wm. (Wild Bill)
Plamer, Earl
Patterson, J. D.
Paternel, Frank
Pierce, Wendell
Pruitt, Joe
Rendelle, Harry J.
Ribbennacht, Fay
Rich, Arthur
Rickerson, Miss Paula E.
Ridings, Mrs. W. T.
Riley, Matthew J.
Robinson, Bob
Rogers, Mervin Red
Rowland, Miss Anna Lee
Rosenbaum, Wm. C.
Ross, Lynn D.
Ryan, Mike
Saddlemire, Jerry
Sarama, Eleanor Julia
Schutz, Harry
Servis, Miss Irene
Shufelt, Fred
Silvestri, Antonio
Slinker, Chuck
Small, Charles H.
Smith, James G.
Smiley, Justus J. Jr.
Snyder, William E. (Bill)
Stallings, Bert Sr.
Steffen, John O.
Sutton, Nell
Swanner, R. L.
Todd, Mrs. Minnie E.
Tracy, Miss Teresa
Tucker, Samuel
Updegrave, Texas Tommy
Wade, W. G.
West, Ralph
Williams, Barney
Williams, Mack
Williams, Orval
Williams, Patricia
Wolf, Fred
Wuetherick, John C.
Yeager, Edward L.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

Alderson, James
Anderson, Mrs.
Armstrong, Richard
Arnold, Edward W.
Bales, Pete J.
Bammel, Cliff
Beach, Harry
Bennett, Frank

Nickel Silver Saddle Rings

THEY'RE NEW THEY'RE HOT THEY SELL!

Fast Sales and Big Profits from These Western Rings . . . Priced to MOVE!

MEN'S SADDLE RING. Eye-catching, massive, with plenty of deep, clear detail. Oxidized for richness, then polished for glistening highlights. No. NS-80, in sizes 7 to 13. Dozen **\$8.00**

Women's & Children's Saddle Ring. Same as men's ring except smaller and more delicate in detail. No. NS-60, in sizes 4 to 10. Dozen **\$7.00**

Western Hat Ring. Sterling silver, smooth and lustrous . . . a real Western sombrero in miniature that everybody wants to have. No. H-20, in sizes 4 to 10. Dozen **\$7.00**

TERMS
2% 10 days, 80 days net to well-rated firms. All others 25% deposit, balance c.o.d.

DON'T WAIT! Order these sensational new Western Rings TODAY! Prompt service.

W. G. SIMPSON CO., 2351 E. Van Buren, Phoenix, Ariz.

REAL PROFIT MAKERS AND PROMOTIONS TO PERK UP SALES DURING MARCH!

With Every Watch—Gold Plated Expansion or Mesh Band and Beautiful Display Gift Box.

Ladies' & Gents' Famous Wrist Watches.
• ELGIN
• BULOVA
• GRUEN
• BENRUS
• WALTHAM

Latest Style Round Cases and Dials.
7 Jewel **\$10.95**
15 Jewel, \$17.95.
Square or Rectangular Case, \$1.00 Add.
Rhinstone Dials, \$2 Add.
All watches are rebuilt and guaranteed like new. 10 Kt. R.G.P. case.

CLOSEOUT of Men's Rings
Assorted Styles.
Values to \$27.00 Doz.
imitation diamond in 1/80 14 Kt. R. G. P. extra heavy mounting. **\$15.95** Doz.
25% with order—balance C. O. D.
Wholesale Only! None Sold Retail!
Write for Our New 1949 Catalog.

JOSEPH BROS. 59 E. Madison St., Dept. B-5 Chicago 3, Ill.

ATTENTION, CREW HAT OPERATORS CHECK OUR PRICES!!! WE DELIVER!

TWILL CREW HATS \$57.00 GR.
K. C. PEEK-A-BOO'S, NEW POSES 12.00 GR.
GABARDINE CREW HAT FLOCKED WITH ANY NAME 69.00 GR.
Felt Laced Cowboy Hats 99.00 GR.
Twill Baseball Caps 57.00 GR.
Kiddies' Felt Crew Hats 24.00 GR.

WE ARE SOLE DISTRIBUTORS OF GENE AUTRY AND ROY ROGERS BUTTONS AND PENNANTS. WE CARRY A FULL LINE OF IMPORTED NOVELTIES. WRITE FOR PRICE LIST.

KIM & CIOFFI
912 ARCH ST. PHILADELPHIA 7, PA.

We take orders for Special Buttons and Pennants. 25% Deposit With All Orders.
MA. 7-2283

TOPS in WESTERN HORSE CLOCKS

Rich Looking—Flashy—Novel
SELLS ON SIGHT!

#120-S—17" LONG, 12" TALL



Lacquered Silver-Plated Horse and 24 Karat Gold-Plated Removable Saddle and Reins. Gold-Plated ring around clock dial. Will not tarnish. Clock and horse mounted on hand-rubbed, Mahogany-finish base with felt bottom. Dependable United self-starting electric clock manufactured under Westinghouse license.

\$9.40 EACH
In Doz. Lots
SAMPLES, \$10.50 EA.
25% Deposit, Balance C. O. D.

Our Latest and Finest Number!

"PALOMINO" GOLDEN HORSE CLOCK #121-C—Same as above. Horse is Gold Plated with Silver Saddle, Silver Hoofs, Silver Nose and Silver Tail. Detachable saddle and saddle blanket. Base is beautiful, modern blond wood finish.

\$10.50 Each
In Doz. Lots
Samples, \$12 Ea.

Write for New Easter Circular

CUTTLE & COMPANY, INC.
928 Broadway, New York 10, N. Y. Telephone: OREGON 3-6330

"Everybody Loves a Dog"

HAND CAST METAL STATUES

Beautifully Designed. Every Detail Sharply Highlighted in Two-Tone Copper Plated Finish.

6 DIFFERENT DOGS

SETTER 9" HIGH	POLICE 10" HIGH	\$35.50 Per Doz. Samples, \$3.00 Ea.
COCKER SPANIEL 8" HIGH	SHEPARD 9" HIGH	
BOXER 8" HIGH	SCOTTY 7" HIGH	

Write for our bulletin on other sizes

GOLDFARB NOVELTY CO. 25% deposit, bal. C. O. D.
Harborside Bldg. Jersey City 2, N. J.

tele-beauts
the world's smallest Tele Viewer

DIAL 5 PICTURES



ACTUAL SIZE

TURN THE DIAL—SEE 5
GORGEOUS PICTURES that you'll never see on television

Sells on Sight . . . and we do mean SIGHT

Less than 1 1/2" wide—actual replica of a regular television set—with 5 beautiful, bright, color-shocks of de-lush-ous models—just flick a finger to see the pix you want—a pocketful of thrills that means a pocket-book of bills for you. This is selling . . . NOW!

THE BRUCE CO. Dept. B-26 63 E. Adams Street, Chicago 3, Ill.

Suggested retail 79¢
Gross, \$48.00; Doz., \$4.20
Prepaid. 2 doz. min.
25% deposit on C. O. D.'s.

**Another New Oak-Hytex Squawky Doll—
DONALD DUCK**

**Flashy!
Fast-Selling!**

Squawks
When
Squeezed

Full
Color

\$2.30
DOZ.

Donald Duck is a sensational hit in this OAK-HYTEX soft rubber inflatable doll, with valve and noise-maker. Buy from your jobber at \$2.30 per dozen — plus shipping charge.

Sold through Jobbers Only



The OAK RUBBER CO.
RAVENNA, OHIO.

Pipes for Pitchmen

By Bill Baker

CHIEF GRAY FOX . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

JOE CAPLAN . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

GEORGE A. WARD . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

PROF. JACK SCHARDING . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

LOU DAVIS . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

JOE MOHOUNGO . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

NEW YORK . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

BOB POSEY . . .
I have been off the road for the past 18 months and had planned to keep the dust off my shoes, but it seems once you get those itchy feet, you gotta go. I am closing my store here in Long Beach April 1 and will hit the road again, perhaps this time with a tent show. Have bought a Packard after pushing around a Model A for 17 years. How about some pipes from Doc Durcan, Chief Mexes, King Lamar, Doc James and Doc Miles? I am now in my 68th year and still going strong because I have never taken a drink or used tobacco. Yes, I am still single, too, girls."

ATTENTION

JOBBER and DISTRIBUTORS

ORDER THE NEW HOLLYWOOD TELESCOPE KEY CHAIN HOLDER

With Gorgeous Colored Pictures



Packed
2 Dozen

5 OR MORE GROSS LOTS. GR. . . \$13.50
PER DOZ., \$1.75 PER GROSS, \$14.25

SPECIAL TELEVISION KEY CHAIN NOVELTY
Five colored figures. Turn range finder and new picture appears. First come — first served.

DOZEN \$3.75 PER GROSS \$40.00

WRITE FOR OUR
EASTER SPECIAL CIRCULAR

With New Plush Animals, Special Spring Merchandise, and Timely Sporting Goods.

WISCONSIN DELUXE CO.
1902 No. Third St. Milwaukee 12, Wisc.

LEVIN BROS.
DISTRIBUTOR FOR
**OAK HYTEX
BALLOONS**
6TH & OHIO STS., TERRE HAUTE, IND.

IMMEDIATE SHIPMENTS
On OAK Products.
25% with C.O.D. orders.
KIPP BROTHERS
240-42 S. Meridian St., Indianapolis 4, Ind.

**Authorized Distributor for
ALL OAK HYTEX BALLOONS**
25% With Order, Balance C.O.D.
CASEY COMPANY, Inc.
1132 S. WABASH AVE. CHICAGO 5, ILL.

WIRE ARTISTS
BUY GOLD FILLED
AND
ROLLED GOLD PLATE
DIRECT FROM THE MANUFACTURER

SAVE TIME—SAVE MONEY—GET QUALITY

WE HAVE SUCCESSFULLY SERVED
THE TRADE FOR OVER FIFTY YEARS

EVERY ORDER MADE TO YOUR
INDIVIDUAL SPECIFICATIONS

THE IMPROVED SEAMLESS WIRE CO.
175 EDDY ST. PROVIDENCE 5, R. I.

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics,
oil, salve, soap, tablets, herbs, etc. **LOW PRICES—
RAPID SERVICE!** (Products Liability Insurance Car-
ried) We are Manufacturing Pharmacists established 1934
GENERAL PRODUCTS LABORATORIES, INC.
107 S. LEXINGTON ST. Dept. X COLUMBUS 9, OHIO

**#6268K Imported Miniature
China Pitchers & Vases**



Hand-Painted in beautiful colors and narrow lines of gold. WORKS OR ART in every detail. FIRST TIME IMPORTED SINCE 1939.

The Trade is hungry for all Imported Goods.


SALEMEN WANTED
to sell this and other importations to store keepers.
PROFITABLE SIDELINE
One sample set of 8 sent on receipt of \$2.50 to be refunded as soon as orders for 1 gross are sent in. **LIBERAL COMMISSION ON ORDERS AND RE-ORDERS.**

1" high. Six different designs and **\$3.60** Per Doz.

Packed 1 doz. in box assorted equally among all 6 designs and shapes.

LEO KAUL IMPORTING AGENCY, Inc. 333-335K South Market Street Chicago 6, Illinois

ALL PLUSH SITTING RABBIT



Big value all finest rayon plush rabbit. Cotton stuffing makes it irresistible. Hand embroidered nose and mustache. Movable pink eyes. Silk ribbon tied in bow around the neck. Pink and blue.

#	Size	8 Dz. Lots	1 Dz. Lots	Sample Postpaid
200	13"	\$12.50 Dz.	\$14.40 Dz.	\$1.50
16	10 3/4"	9.50 Dz.	11.20 Dz.	1.25
17	9 1/4"	6.50 Dz.	7.50 Dz.	1.00

Write for 4-page colored catalog

Jerry Gottlieb, Inc.
ASBURY PARK NEW JERSEY

**LOW PRICES — HIGH VALUE
Decorated METAL TRAYS**



ASHTRAYS — COASTERS — SOUVENIRS

SUITABLE FOR:

Variety Stores
Novelty Stores
Department Stores
Gift Stores
Jobbers

BINGO AND CARNIVALS, CHURCH BAZAARS
LOW PRICED — Tray seconds

MODERN ARTWARE COMPANY, Manufacturers 131-5 W. 75th Street Chicago 20, Ill.

Some of
HOLLYWOOD'S
Most important
people are behind
SWEET
16



**PREMIUM & NOVELTY
ITEMS FOR THE TRADE**
STOP IN TO SEE US!

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676
Distributors of Coin-Operated
Machines and Salesboards

NYLONS
NEW COLORS AND PRICES
First Quality Guaranteed

- 54 gauge, 15 denier \$13.75 per dozen
- 51 gauge, 15 denier \$11.00 per dozen
- 45 gauge, 30 denier \$10.00 per dozen

Sizes 8 1/2 to 10 1/2
25% Deposit—Balance C.O.D.
Write for Wholesale Price List on Many Other Items NOW

S & K SALES, INC.
11 South 4th St. St. Louis 2, Mo.

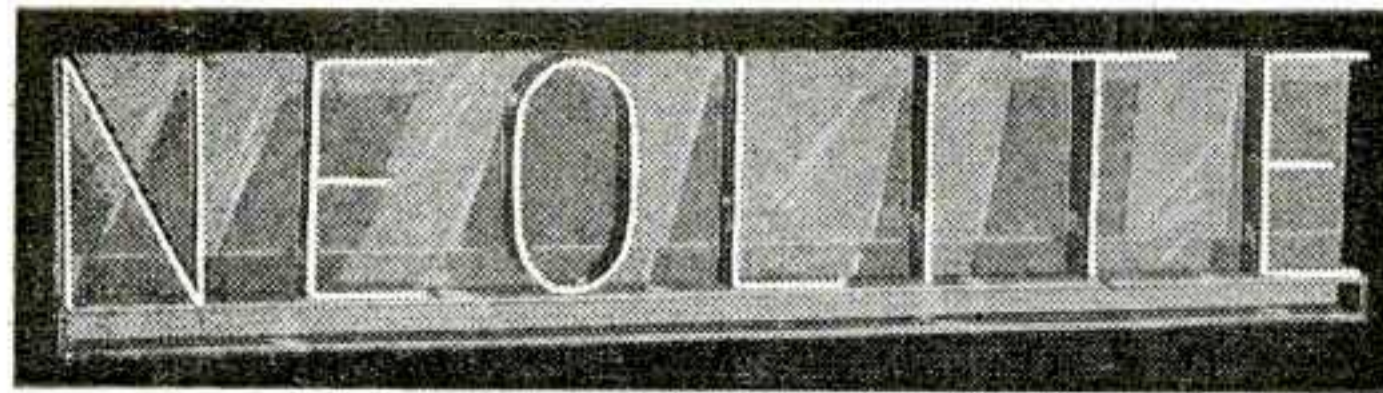
LOVELY LOOP RUGS
TO PEP UP YOUR
SALES OR GAMES!

WRITE TODAY! PROMPT SHIPMENTS TO OPERATORS.
ANY QUANTITY. STATE YOUR LINE.

GEORGIA BED SPREAD CO.
B-6 • NELSON, GEORGIA

THE LATEST SCIENTIFIC MARVEL

NO PICTURE OR WORDS
CAN DESCRIBE THE
RADIANT BEAUTY OF



OUR NAME PRODUCT & NEO-LITE REGISTERED IN U. S. PATENT OFFICE 1949

Brighter Than The Stars

AS NEW AS TOMORROW

REFLECT — REFRACT — MAGNIFY — DAY OR ARTIFICIAL LIGHT

What is Fluorescent? Re Webster's Dictionary new 1949 Edition

FLU-O-RES-CENCE (Flo'o-res'ens), n. Phys., 1, the property of certain substances which, when in solution or otherwise under the action of light, emit light of a color differing from their reflected or transmitted color; the property by which certain substances become luminous when exposed to X-rays or other forms of radiation; 2, the light thus produced.—adj. **FLU'O-RES'CENT**.

BORN 150 DAYS AGO

Tried and proven a tremendous success in Miami, Fla., Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million dollar baby is only 5 months old, and has never been out of its own front yard.

Fluorescent Neolite signs are being sold to stores, salesrooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days, in the downtown area alone. They are the talk of the town. It is impossible to count 5 stores in a row without seeing one of these signs. And in many instances they have been sold to 5 and 6 stores in a row without a miss.

In New York they are being used by such stores, firms and chains as Kresge, Philco, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nationwide advertisers.

More attractive than Neon, at one fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light, fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.

Up to one hundred dollars a day without risking a penny. You can be your own boss, and make \$20 an hour, selling the most fascinating and decorative product ever produced. No investment required. One half of each sale is yours. No such chance has ever before been presented on such a sure fire product. You can't miss, it sells on sight.

TELEVISION

Base or shelf sign. State style of frame with each sign ordered.



This 10 letter sign in 6 inch letters, made in neon, retails for \$105.00. The same 10 letter sign in 6 inch letters made of fluorescent neolite retails for \$20.00, only \$2.00 a letter—your cost 96¢ per letter including frame, allowing you 4¢ per letter express charges. This gives you a clear, net 100% profit.

BEAUTY SHOP

hanging sign with holes



This 10 letter sign in 4 inch letters made in neon retails for \$95.00. The same 10 letter sign in 4 inch letters made of fluorescent neolite retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter including frame, allowing you 1¢ per letter express charges. This gives you a clear, net 100% profit.

HERE IS WHAT OUR AGENTS HAVE TO SAY ABOUT NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS

"Received the sample layout late Friday. I started Saturday morning in a suburban shopping district near my home. Worked till 1:00 on Saturday and all day till 4 p.m. Monday. My sales have totaled \$360. Here is my order, which adds up to \$180. Please rush as I am anxious to make delivery."
MILTON SHOULTZ, Muskegon, Mich.

"I wish you would give me this territory and a radius of 100 miles. I am certain that I can do justice to it. This would take in Grand Island, Fremont, Norfolk, etc., and I think I can produce, as you see I have done over \$150 in 2 days."
AL UNRUH, 1570 34 Ave., Columbus, Neb.

Beware of imitators that copy our name, advertising and product. Only J. A. Whyte makes Neo-Lite. Do not be misled into cheap imitations.

Manufactured by

J. A. WHYTE & SONS

Mail Order Office
1732 Wisconsin Ave.

General Office
and Showrooms
1422 Wisconsin Ave.

SEND ALL MAIL ORDERS TO 1422 WISCONSIN AVE., WASH., D. C. YOUR ORDER WILL BE SHIPPED FROM NEAREST POINT.

FACTORIES

Arlington, Va.
Plant #1, 4411 Lee Highway
Plant #2, 5726 So. 1st St.

Washington, D. C.
1732 Wisconsin Ave.

Detroit, Mich., Western Division
20410 Mark Twain Ave.

Canadian Factory
King Show Print Bldg.
Estevan, Sask., Canada

Cable Address NEOLITE
ABC—5th Edition
and Bentleys
Telephone NOrth 9082

TELLING THE WORLD WITH NEO-LITE

Brighter Than The Stars

SAME DAY SHIPMENTS
We ship all orders same day received because we have thousands of letters made in advance. Our assembly rooms are shelved with pigeon holes, containing all of the alphabet in each size letters. The moment your order is received a runner picks out the letters and feeds them to a setter-upper. The cement sets in 30 seconds. The sign dries, hardens, and is cleaned and packed for delivery. The express company picks up our shipments every hour on the hour.

FLUORESCENT
NON-ELECTRIC
SIGNS

"I spent the first part of this winter in Miami and true to your advertisement, the signs are practically all over. Sincerely,"
HAROLD E. LESTER 350 E. 77th St., N. Y. C. 21, N. Y. Jan. 11, 1949.

"I received your \$10.00 sample layout and was pleased to note that your product is all you claim—so pleased that I am enclosing a Money Order for \$25.00 for which I want you to send me your \$25.00 sample layout. Order enclosed."
R. W. WHITE, Morrisvale, W. Va.

"They all were very much impressed and persuaded me to make a business for myself of them. I sold better than \$100.00 worth in a few hours."
HAROLD B. ADAMS, 111 S. 3d St., Mt. Vernon, Ill.

Telephone KEarney 2-1077 American Made Merchandise Only
VEE RAY GRO ASSOCIATES, Division of Industrial Discount Corporation
884 Devon St., Arlington, N. J.

"I am convinced that NEO-LITE is the Hottest advertising medium that I have ever seen in my entire sales experience. I have carefully made a survey of the sales potentialities since I received the samples three days ago. The conclusion I reached was this: I believe that NEO-LITE can be built into a lifetime business."
V. RAYMOND GROBOLZ, Sales Mgr.

"Received the literature and the sample layout today. Kindly send me 2 more \$10 salesman's sample layouts; also signs for which I am sending diagram. I am organizing sales force at once. You stated that this territory is open. I have found the public reaction to your product very satisfactory and am very much enthused. Kindly find certified check for \$43.72 to cover this order. Yours truly,"
LEO M. MARTIN, 20410 Mark Twain, Detroit 21, Mich. Jan. 20, 1949.

NOTE: Leo Martin is now Gen. Sales Agent for State of Michigan (Exclusive).

SALESMEN'S SAMPLES cash with order. Remit by postal money order. Checks must be certified.

AGENTS AND SUB-AGENTS

You can appoint sub-agents on commission, pay them 25 or 33 1/3 per cent and still have a nice profit in addition to the 100 per cent you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection, and cease selling to anyone who might trespass on your territory. Letters come in 2, 4, 6 and 8 inch sizes.

SECURITY DEPOSIT \$10 REFUNDABLE

We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples, you may return them for refund if they are not exactly as represented or if for any reason you cannot devote your full time to this agency.

SECURITY DEPOSIT \$25 REFUNDABLE

This sample layout consists of one 10 letter 6-inch sign, *Television*, one 10 letter 4-inch sign, *Beauty Shop*, one 4 letter 2-inch sign, *Open*, and one 4 letter 8-inch sign, *Cafe*. This is by far the best sales producing layout of samples. Your deposit is refundable if they are not exactly as represented or if for any reason you cannot devote your full time to this agency.

SAMPLES OF YOUR CHOICE

We make samples of your choice at the regular price per letter. These samples are not refundable, as stock samples of our choice may be sent out again in case of return.

PRICE LIST BLOCK LETTERS

	Your Cost	Retail Price
2-Inch Letters	49 1/2c	\$1.00
4-Inch Letters	74c	1.50
6-Inch Letters	96c	2.00
8-Inch Letters	\$1.46	3.00

Above prices include luminous crystal clear plastic frame.

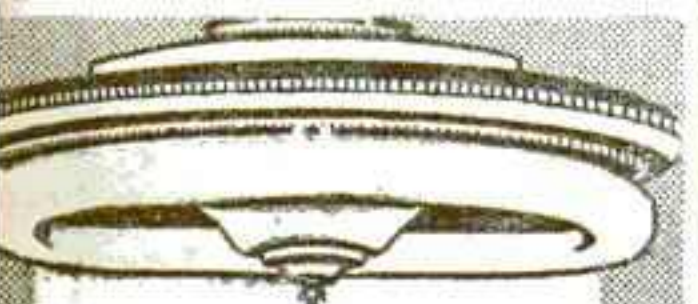
Add 20% additional for Old English Script.

Script comes 4 and 6-inch letters only; 4-inch letters have 6-inch capitals, 6-inch letters have 8-inch capitals.

All prices are F. O. B. Washington, D. C. We ship by Railway Express only. Above prices to agents are designed to cover cost of express shipments, giving you a clear 100% net profit.

der? I haven't seen any pitch-all winter. I still have the store Indiana and one demonstrator king department stores. Expect hit the outdoors about May 10. e's to a big season for all."

ED (SIZZ) CUMMINGS . . . headquartered in St. Louis, re- that his success with Mrs. Cum- rug braider is just about the gest thing he has had in his many rs in the biz. According to Cum- gs, he now has 50 stores on his k roster, all spots with top-flight dems.



A MILLION SALES
with
CIRCLINE
Fluorescent Fixtures
The greatest lighting fixture yet made.
Here's Your
Big Opportunity for
Big Money Making
LOWEST PRICES
Direct From Manufacturer
Write for Catalogue

ABRAMS LIGHTING
MANUFACTURERS - FLUORESCENT FIXTURES
13 No. 7th St., Philadelphia 6, Pa.
Phone: WALnut 2-1947-1948

CUTIE SLIDES
Sharp, double-frames, 2"x2", natural color pictures of Hollywood's most glamorous models.
OVER 500 POSES
Free picture folder with every order.
Send \$1.00 for 3, \$5.00 for 20, \$10.00 for 50, \$90.00 for 500.

Robbers, Novelty Dealers, Key Chain Mfrs., Write for Special Discounts.
R. J. ROSS
41 N. LaBrea Hollywood 36, Calif.

ENGRAVERS!
(I'm with it since 1907)
Originator of the ALL-ALUMINUM IDENT.
\$3 Doz., \$35 Gr.
Grab Bag Jewelry—40 different items complete—Sample Assortment \$3.00
SHELLS and GOLD WIRE FOR WIRE WORKERS
Have worked stores with jewelry joints myself for years and know your needs.
LOWEST PRICES AVAILABLE
SEND FOR CATALOG
MILLER CREATIONS MFR.
6628 Kenwood Ave. Chicago 37, Ill.

SOUVENIR PENNANTS
For Parks, Beaches, Carnivals, Celebrations, Games, Conventions, Resorts, Picnics, etc.
Made of good grade felt with screened lettering and design.
4x9" . . . 3 1/2 cts. 8x24" . . . 10 cts.
5x12" . . . 5 1/2 cts. 9x27" . . . 13 cts.
7x18" . . . 8 1/2 cts. 12x30" . . . 15 cts.
Add \$2.00 for orders less than 250. 50% deposit. balance C.O.D., F.O.B. Cold Spring.
H. A. WALES CO., INC.
Cold Spring-on-Hudson, New York

FIRECRACKERS!
1280 CHINESE \$2.75
FLASH
Send for Complete Price List & Catalog
Displays • Guns • Caps • Fireworks
Standard Specialty Co.
Oostburg, Wisconsin

Cole Show Cracks Season April 14

(Continued from page 62)
since 24 Wally Wanger cuties are now being trained by Vander Bar-bette, former Ringling aide, at Christ Church Studio, West 36th Street, in ballet, aerial, webbing, tumbling and iron jaw.

Plenty of Color
Particular attention is being paid to lighting and costuming and this, Tavlin believes, will more than compensate for a possible lessening of eye-appeal resulting from the elimination of the spec.

The general spruced up appearance of the org will probably result in accenting the newness of the show in its bid for patronage. Tavlin is still hopeful of strengthening the appeal with the addition of a Hollywood name.

The show will tour on 30 cars, including 14 flats, 10 sleepers, 5 stock and one in advance, Tavlin said.

While here Tavlin signed the Mathis, bike act, and confirmed that Henry Kyes will again have the band, and Jackson Kyes, a nephew, will be the leader.

Press chief Bev Kelley was due in Louisville quarters today.

UNDER THE MARQUEE

(Continued from page 62)
after undergoing an operation. . . . **HAPPY RAY ALTEMOSE** and his partner, **BOZO LAMONT**, are on Hoxie Bros' Circus, the former as equestrian director, and latter, producing clown. . . . **JAMES (SLIVERS) MADISON**, presenting the MGM elephants on the Polack Western Unit, hails from Los Angeles, not Stockholm, Sweden, as stated in the Polack ad in issue dated February 26. . . . Seen back stage viewing the performance of Polack's Western Unit at the Taft Auditorium, Cincinnati, last week were **PAT PURCELL** and **FELIX MORALES**. . . . **BILLER BROS.** will bow for the season April 8 in Mobile, Ala., **EMMETT W. SIMS**, org's general agent, announces. Show will make a three-day stand there.

Troupers never feared threats of towners but they're pushovers for the stuff that comes out of circus offices.

ARTHUR G. BERRY, who suffered a heart attack February 12, is convalescing at St. Joseph's Hospital, Keokuk, Ia. He has been with Floyd and Howard King circuses, Downie Bros. (motorized), Charles Sparks and John Robison. . . . The Louisville billing for the Polack Shrine Circus was handled by **L. C. LANGHART**, assisted by **BEN SUPOWIT** and **LARRY ZILL**. Of the 10 seasons the show has played there, Langhart and Supowit have been doing the outdoor advertising. Langhart has trouped ahead of most of the large circuses. He and Supowit handle the billing for the Memorial Auditorium and other attractions. They are members of the Billers' Alliance, Local No. 137.

Every dressing room has one character who acts as tho he took his degree in grouching.

CHARLES DAVITT and **JOE BEACH**, of Springfield, Mass., caught **J. C. HARLACKER'S** circus at the Worcester (Mass.) Auditorium and **FRANK WIRTH'S** Shrine doings in Hartford, Conn. Beach later saw the **AERIAL NOBLES** in Springfield and the **GIBSONS** in Holyoke, Mass. . . . **JOHN MURRAY ANDERSON** and **HENRY SULLIVAN** are in Sarasota, Fla., supervising rehearsals of the Big Show spec. Anderson will again direct production and Sullivan will write the musical score. . . . **MR. AND MRS. GOTTLIEB FISCHER**, featured **RB** giants for years, will not tour with Ringling this year. . . . **JOHANN PETTURSON**, Scandinavian giant imported for the 1948 **RB** tour, grew a beard for the pageant of Sara De Sota. He recently celebrated his 36th birthday with a party

Fate of Berlin's Only Show Hinges On Aid of Reds

(Continued from page 62)
sented by the Danish showman, Albert Schumann; Klein Family (5), aerialists; Two Morlings, perch, and Five Simonettis, acrobats. Others on the bill are the Two Rossis, acro comics; Baerbel Brumbach and partner, equestrians; Little Hansy, comedy horse, the two and one half Ferronis, comedy musical act, Barlay's Roller Skating Girls, and clowns.

Other shows which have attempted to play Berlin are Circus Blumenfeld, which claims to be the oldest circus in Germany; Circus Gnidley, which played here two seasons, and Circus Busch. Not enjoying the co-operation of Soviet authorities, they were unable to overcome food and currency problems and dropped out.

There is a possibility that Mrs. Paula Busch, owner of Circus Busch, will reopen this spring at the Zoological Gardens if she is able to bring in some of her animal acts from Sweden where they have been quartered since before the end of the war.

Blumenfeld Biz Rough

Circus Blumenfeld has had difficult sledding since it reopened in 1945. At present its assets consist of a worn big top, two bears and four horses. Scarcity of good acts available in Berlin and competition of Circus Barlay make it almost impossible for smaller circuses to make money here.

Most of the tent circuses in Germany are still in quarters, but Circus Franz Althoff and Circus Krone, both of which have indoor arenas, have played all thru the winter—Krone in Munich and Althoff simultaneously. In Stuttgart Circus Franz Althoff is presenting a good show with the mixed animal group of Fischer; Four Bentos, comics; Camilla Mayer Troupe, high wire; Bunte's Taxi 551 (funny Ford); Johnnie's bears and Fischer's elephants. In Frankfurt Althoff has been playing since November in his demountable wooden arena at the Zoological Gardens, but instead of circus fare is presenting the operetta *White Horse Inn*, with the popular *Man on the Flying Trapeze* number. Both shows are sell-outs.

at Harmes Studio where he is studying art. . . . **MR. AND MRS. CHARLIE HUNT**, Hunt Bros' Circus, recently visited Sarasota. . . . **ABE GOLDSTEIN**, clown, will be with Clyde Beatty this season.

Best way to win over a city hall knocker is to hire him as a press agent for his hometown stand.

FLOYD SAMSON, tattooed artist, will be with Ted Milligan's Side Show on Bailey Bros. . . . **CLYDE BROS.** performers, while in Columbus, Ga., February 18, trekked 40 miles to Warm Springs, Ga., to put on a benefit show at the Polio Foundation. After the performance, which was staged on the lawn in front of the medical building, the showfolk were shown around the foundation and tendered a dinner. Among performers making it were the **SEVEN MARVELS**, teeterboard; **BARBARA, GRACIE** and **POODLES HANNEFORD**; **HAP, GLEN** and **ETHEL HENRY, HELEN** and **JERRY HARTLY, LAURENCE CROSS, DEL GRAHAM, HAPPY JOHNSON, ROY ATKINSON** and **WILLY WHITE**, clowns; **MANAGER WEST'S** wife, **CLARA**. Music was by **CHARLES CUTHBERT'S** band. . . . **ED LEININGER**, of the Leininger Troupe, was a recent visitor at the Showmen's Club in Hugo, Okla. He recently purchased a new trailer and will spend this season with Stevens Bros' Circus.

In the old hometown when a circus went broke nobody had pity for it because it was taking all of the money out of town.

ATTENTION! DEMONSTRATORS AND PITCHMEN

GET ON THE BANDWAGON WITH THE MAGIC RUG BRAIDERS

Made of all steel, nickel plated. Featuring the new strong metal lacer. Each set consists of three steel folders and a light-weight strong metal lacer, packed individually in envelopes with full illustrated instructions. No fuss . . . no muss. Each set a guaranteed worker. Still going strong at Goldblatt's department store in Chicago. See our demonstration. Minimum order one gross. In gross lots, \$25.00 a gross. Shipment sent day order received. They retail for one dollar.

One-half deposit, balance C. O. D.
Send for sample today, 50c

ADVANCE PRODUCTS
1012 N. THIRD STREET
MILWAUKEE 3, WIS.

IMPORTED SWISS STOP CHRONOGRAPH
with 2 Push Buttons
In Lots of 6 \$5.20
SAMPLES \$6.20
Plus Metal Stretchband

Tells Time • Stop Watch measures SPEED measures DISTANCE
"Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.
FREE Instructions Included.

PLUS 8 BIG FEATURES
• Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Red Sweep Hand • Hands and Numbers Glow in Dark.
C. O. D. orders from non-rated concerns, 10% with order.

JEWELBO, 1674 Broadway, N. Y. 19, N. Y.

FAST SELLING RINGS

3670
1/20 12 K G.F. Massive with 3 whitestones or "ruby" center.
1948 Catalog Free.
JEWELRY CO.
740 Sansom St. Phila. 6, Pa.

SUPERIOR

FLASHLIGHT BALL PENS

Flashlight one end, Pen on other end. ALL METAL, beautiful GOLD finish. Extra fine quality.
Dozen, \$6.60; Carton, 6 Doz., \$6.00
Pen cartridges, complete with screw on section, easily changed, red or blue, \$2.40 doz.; Cartridges only \$1.50 doz. All pens postpaid on prepaid orders.

2 SAMPLES, \$1.50
SPECIALTY PENS
Box 1080 Columbus, Ohio

ATTENTION GOLD WIRE JEWELRY BUYERS

Prepare yourself for the Easter rush. We are presenting the most outstanding values in hand-crafted Costume Jewelry made of 12 karat 1/20 gold-filled wire which is guaranteed not to tarnish. We specialize in Men's and Ladies' Rings, Chokers, Earrings to match, Spray Pins, Brooches, matching Cigarette and Compacts inlaid with mother-of-pearl, Pearl Shells with personalized names and pearl covered Cigarette Lighters of various designs. Sample orders range from \$10.00 to \$25.00 with money-back guarantee in 5 days if items do not meet with your approval. A 25% deposit required with all orders send C. O. D. Prepay orders to save postage and insure faster delivery.

UNIQUE NOVELTY JEWELRY COMPANY
98 PARK PLACE NEW YORK 7, N. Y.

Walter L. Main, one-time circus owner, is vacationing in Cuba.

**NEVER BEFORE—
A SOLID GOLD ZIRCON
AT THIS PRICE!**

No. 288
LADIES'
10 KT. SOLID
GOLD ZIRCON



This beautiful ring is sensationally priced and represents the greatest value in zircons. Zircon is slightly less than one carat size.

\$33.00 per doz.
Sample ring, \$5.00

MEN'S GOLD-FILLED SOLITAIRE



No. 153
\$9.75
Per Doz.

Free catalog. Send \$20.00 for sample assortment. 25% with order, balance C. O. D.

STERLING JEWELERS

44 East Long Street Columbus 15, Ohio

Brooch Pin...
Sure Sales for Mother's Day!



\$3.25
per dozen

\$36 Gross

- Genuine Mother of Pearl (Small Shell)
- Non-Tarnishing Gold Rolled Plate Wire.
- Attractively carded.
- Stock Names (Mother, Sister, Sweetheart, Wife).
- Any assorted names slightly higher.
- Other items shaped as Small Leaf—\$2.25 per doz.—\$24.00 per gross. Love-Bird; Double Heart & Arrow—\$2.50 per doz.—\$28.00 per gross. Large Feather—\$3.50 per doz.—\$36.00 per gross.

Send for FREE Samples and Price List. 1/3 deposit required with order, Bal. C.O.D.

WELL-DONE NOVELTY, Inc.

129 Pierrepont Street
Brooklyn 2, New York

• • • • •
• **Start Planning for the**
• **EASTER**
• **RUSH!**
• Send for our FREE
• 1949
• **EASTER CATALOG**
• featuring extra popular Plush ani-
• mals with "S.A."*

Joe End & Co.
INCORPORATED.

435 W. B'WAY, N. Y. 12, N. Y. WA 5-8280

*Sales Appeal!

Correction

PIC-TEASE—HORSE DERBY—NU'D's
\$6.00 Dz. \$57.60 Gr.

WALLACE NOVELTY CO.
626 S. Alvarado Los Angeles 5, Calif.
Phone: DUnkirk 8-1085

FIREWORKS

Wholesale, minimum order \$5.00.
BRISTOW'S FIREWORKS
Box 408, 2500 Triplett, Owensboro, Ky.

WARNING!

- 1.** The King Tut Magic Mummy is a patented item — Patent Nos. 2458969-70
- 2.** All manufacturers of imitation King Tuts, or items that function on the same patented mechanical principle, are being prosecuted.
- 3.** All people selling imitations of King Tut, etc., whether he be jobber, retailer or consumer, will be liable to prosecution.



**BUY THE ONE IN THE ORANGE
AND BLUE BOX
BE ON THE SAFE SIDE!**

**Orders are
being filled in
rotation!**

Franco-American Novelty Co.

1209 Broadway

New York, N. Y.

KEYCHAIN TELESCOPE VIEWERS

NOW FOR THE FIRST TIME AVAILABLE
DIRECTLY FROM THE MANUFACTURER



Assorted
Sparkling Photo
Subjects in Color

- Minimum—2 doz. \$ 1.50 per doz.
- One Gross 14.00 per gr.
- Five Gross Lot . . 13.00 per gr.
- Ten Gross Lot . . . 12.00 per gr.
- Fifty Gross Lot . . 10.50 per gr.

Each Two Dozen Packed in Attractive
Counter Display Box

Money order or cashier's check with all orders. Merchandise shipped from factory stock same day order received. ALL VIEWERS GUARANTEED

HART SPECIALTY COMPANY

542 N. FAIR OAKS AVENUE

PASADENA 3, CALIFORNIA

**BUY DIRECT FROM MFR.
WESTERN HORSES**

TWO-TONE COPPER PLATED METAL WITH
GOLD PLATED REINS

Highlighted finishes, no seams or marks, highly polished and specially treated to prevent dulling or tarnishing. Each in shipping cartor

7-C, HEIGHT 10 1/4" **\$3.35** ea. **\$39.00** dz

6-C, HEIGHT 8 1/4" **\$2.00** ea. **\$22.00** dz

Height	Each	Doz. Lots or Only
5-C 6 1/2"	\$1.00	} Doz. Lots Only
4-C 5 1/2"	.75	
3-C 4 1/2"	.50	
2-C 3 1/4"	.37 1/2	
1-C 2 1/2"	.25	



25% Deposit, Balance C.O.D.
Send for our circular of other metal items.

CRYSTAL CRAFT, INC. HARBORSIDE BLDG., JERSEY CITY 2, N. J.

ELECTRIFIED BUNNIES



The Eyes Light as You Touch it. Standard Flashlight Bulbs and Batteries — Eyes Replaced in a jiffy.

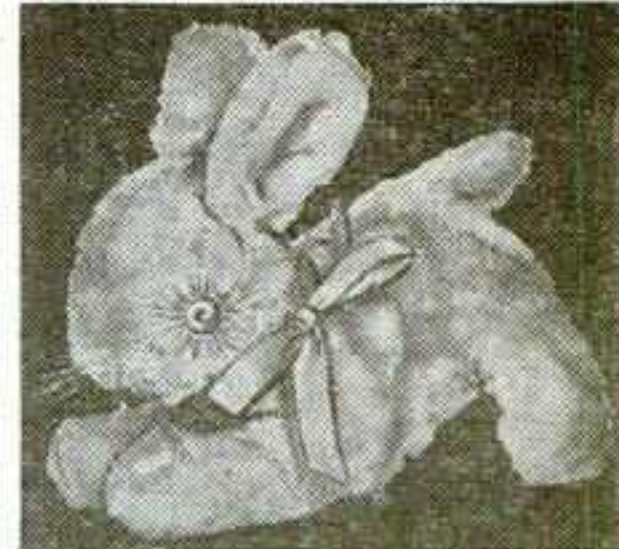
BEGGAR

No. 801. All high lustre plush. 14" high. Packed 2 dozen per carton. **\$18.00** DOZ.

SAMPLES \$2.00 EA.

HOPPY BUNNY

No. 802. All high lustre plush. 8" high, 9" long.



\$18.00 DOZ. SAMPLES \$2.00 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.

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$3.50

1 Bundle or 1600 1 1/2" Crackers 4.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS.....\$1.25

NO. K20—PER GROSS..... 2.50

Cash With Order

United Fireworks Mfg. Company, Inc.

DAYTON 7, OHIO

ATTENTION!

GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities
- Stone-set and plain bangles as follows: hearts, stars, clovers
- crescents, beaded hearts, wagon wheels
- crosses, etc. Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls
- 3-stone ring top or beaded stock
- Beaded band wire
- Plain findings such as crosses
- anchors
- bowknot pins
- springings
- jumpings
- rivets
- chains
- plain and twisted hoops
- ar-wires
- ear-crowns, etc.
- Hoop earrings
- earrings for pierced and unpierced ears
- Hand-made adjustable bangle bracelets
- Wire knot rings of rolled gold plate
- Pearl plates of small shell
- Cameos, etc.

Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D.

EMROW JEWELRY CO.
Box 93, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save.

30 CIGARETTES FOR 5 CENTS

Pitchmen, Novelty, Cigar, Confectionery Dealers, ATTENTION! Sensational Cigarette Gun Shoots them off the barrel. No skill required, a child can do it. Makes them on the spot as you want them. No Waste. Small, fits in any 5¢ sack of tobacco. Agents needed. Doz. \$9.50. Gross \$89.00. 6 wks. delivery. Money-back guarantee. Half down with order. Write today for sample, postpaid, 95¢. **COWBOY GIGGIE ROLLER**, 3138 Meramec, BB1012, St. Louis, Mo.



SPECIAL! IN TIME FOR EASTER All Plush—Stuffed RABBITS



—In 3 sizes —
Amazing Fast-Selling
Profit Maker FOR YOU

High Quality — Top Value
Your Low Price

NO. 600R 11 1/2" HIGH
\$7.80 per dozen
\$7.20 per doz. in 3 doz. lots
\$6.90 per doz. in 6 doz. lots
SAMPLE 80¢

NO. 602R 14 1/2" HIGH
\$11.70 per dozen
\$10.80 per doz. in 3 doz. lots
\$10.25 per doz. in 6 doz. lots
SAMPLE \$1.20

NO. 2800 28" HIGH
\$28.00 per dozen
\$26.00 per doz. in 3 doz. lots
SAMPLE \$2.75

Soft; life-like moving, rolling eyes; whiskers, hand embroidered nose and mouth, ribbon bow; contrasting color combinations. Big demand as year round gifts, prizes. Send 25% deposit, balance, C.O.D.

SELL STORES AND DIRECT—Write today for FREE NEW ILLUSTRATED Spring Catalog big value leather goods, novelties for all the family.
GOLDEN NOVELTY CO.
648 Broadway, Dept. B-29, New York 12, N. Y.

Owner of Centennial Greater Top Figure in Show Business

(Continued from page 52)

later.) A couple of years later when the Century of Progress was held in Chicago she learned they were searching for a nudist. She applied for the job and got it.

After basking in the Chicago sun for a year for a fee, she signed a contract to appear at the Pacific International Exposition in San Diego. The attraction was called Zoro Gardens and it was in this Southern California city that she was dubbed Zorima, a name she was to carry to two world's fairs—San Francisco and New York—and even in some circles to this day.

Makes Midway Bow

Between fair engagements Margaret was introduced to midways. In 1939 she appeared with the Royal American Shows and two years later with Beckmann & Gerety. The following year (1942) she returned to Royal American and left it for Los Angeles, where she was featured at the Burbank after playing the Oriental, Tower, Taber, Palomar and other theaters en route from the East.

McCloskey's return to the carnival field was by accident, or rather by incident. While the McCloskeys were touring the countryside near the City of Angels, they saw an opportunity to buy a Parker Q Merry-Go-Round. That settled it! "Mac" wanted to take to the road again. When he passed away in 1946 they had accumulated, in addition to the Parker Q, a Chairplane, Loop-o-Plane and a kiddie ride. There were, of course, sufficient trucks to transport this equipment.

"I had these rides and trucks. While it wasn't much when compared with other shows, it represented a lot of hard work," Margaret says. "Never being one to stay in any one place for more than a week and also a gambler at heart, the opportunity to keep moving with something like a carnival appealed to me."

Learns Biz End

Altho carnival operation is a long way from posing at world's fairs, Margaret was successful from the start. She pitched in and learned the business end and could even solve the mechanical problems. Hunting lots, booking spots, driving trucks, putting up, tearing down and settling beefs became all in a day's work. No "fair weather showman," she has driven thru snow and ice in Northern

California, Oregon and Washington to book a spot and stayed on the job from Sunday morning until Tuesday night without sleep to see that the show got off the lot, over the road and open on the new date.

Learning the mechanical end of the business was the hardest part of the game. But Zorima had traveled tough roads before—first, as a youngster when she devoted more than the required time in the first grade until the teacher discovered that she spoke only Finnish, and later when she turned from what was to be a school teacher's career to that of a showgirl.

"A woman has to learn the mechanical end of the business, for the ride help won't respect her unless she can do a man's job and do it as well or better than they can," the exposor explains. "If I see one of them loafing, I just tell them that I can do it faster. And usually the job is done in double-quick time."

On occasions when this boast has been made, the ride boys have called her bluff. But so far she has been able to live up to her claims.

Sets Fast Pace

The time required to put up the Merry-Go-Round has become a pace-maker for the other equipment on the show. However, the help doesn't know that the "Q" in Parker Q stands for "quick." This time gauge was established in Eastern California when Margaret, forced by the labor shortage, added several inexperienced Indians. They took several hours to set up the ride. When the work lags now, all that is needed to put it on a double-quick basis is to mention "the Indians in Cedarville can do better than that."

Margaret McCloskey can intelligently discuss with any showman the features and advantages of the rides on her show. Naturally there are rides she likes better than others, but all are evaluated on the basis of mechanical stability and money-making possibilities. There are other phases of the business that Margaret knows well. For example, when she took over the carnival, she found herself well versed in show publicity. She had learned the tricks of the trade from her late husband. But Mac's space-getters, she recalls, had put her into uncontrollable predicaments on several occasions.

Swims Ohio

While playing the Cat and Fiddle Club in Cincinnati, Mac hit on the idea of Zorima swimming the Ohio River. So that the stunt would help business at the club, the feat had to be done immediately. This was all right—except the Ohio was at flood stage. Always athletic and never one to ignore a dare, Margaret did it—and well. It went off so successfully it gave Mac other ideas for stunts that would get newspaper banner lines.

Remembering how the Cincinnati papers responded to the channel swim, Mac thought something similar to conquering the Ohio would pull business at Zorima Gardens at the Golden Gate Exposition, held on Treasure Island, San Francisco Bay. "Golden Gate Exposition—Golden Gate Bridge," a natural, Mac thought. However, Zorima nixed the idea of jumping off the bridge into the bay, a drop of some 240 feet.

The stunt boiled down to swimming the bay from San Francisco to Treasure Island. When she started that cold day in April, newspaper photographers were all over the place. She plunged into the water and struck out for the exposition site. When she was about 200 yards out they called her back. All of the photographers had not gotten the pictures they wanted. Then—all over again—she started the swim.

Things were going along smoothly until suddenly she got caught in one of the currents for which the bay is

noted. She was carried far off her course to Alcatraz Island, the site of the federal penitentiary. She did not make her destination, but she proved one thing—it is possible to swim to Alcatraz. However, she wouldn't advise the average swimmer to try it.

Show Changes Name

When the McCloskeys started out, the show was known as "McCloskey's Greater Shows." The title was changed to Centennial Greater Shows early in 1948 to tie in with the 100-year program currently celebrated in California and Oregon, its playing territory. The chances are that the title will return to that of McCloskey's Greater Shows at the close of 1950 when the centennial programs are completed.

When she was posing at the world's fairs, Margaret maintains she appeared as often as 50 to 60 times daily, seven days a week. Altho the "work" was tedious, it was not manual labor. She has a warm spot in her heart for her old posing days and recently returned to them for a brief spell in San Francisco at the Barbary Coast, a Harry Seber-Sammy Corenson enterprise. But putting up and tearing down rides is still more interesting and the life for her, she contends.

The possibility that she may open a posing attraction on her own show has been given considerable thought. The Queen of the Nudist publicity has always pulled many cash customers at fairs and on midways. Some male press agents have disagreed with her on this, Zorima declares, but she adds that she has seen many occasions when the people came down the midway and directly to Zorima Gardens.

With the past nationwide publicity and the attention-getting paper that could be designed for her attraction, Margaret believes it would be good business to capitalize on the name. She even believes some of the publicity stunts that Mac devised can be rehashed, brought up to date and used to an advantage.

Competes With Polar Bears

Altho it got her column upon column of publicity when she was playing a theater in Louisville, there is one stunt that Margaret isn't likely to repeat. Mac had induced her to challenge members of the Polar Bear Club to see who could remain in the ice-covered river the longest. It was Zorima against a group of Polar Bears. The contestants walked into neck-deep water and treaded to keep up their blood circulation. One by one the Polar members returned to the shore, leaving only a lone member to carry the colors.

Zorima recalls that it seemed like eternity that they were in the water—or in the ice—in the latter stages of this stunt. However, she realized that it couldn't last much longer.

"I got to get out," the last remaining PBC member finally said, icily, as he staggered for high ground and a glowing bonfire.

Margaret McCloskey was the winner, and the answer to her contender's remark was, "Brother, you don't know the half of it—I can't get out. I'm frozen."

BIG BUSINESS FOR YOU
DAY AFTER DAY WITH
LEE COUNTER CARDS!
LEE RAZOR BLADES

Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price list.

LEE PRODUCTS CO., INC.
437 Whitehall St., S. W., Dept. B.
Atlanta 2, Ga.

LUMINOUS PENNANTS
They glow in the dark!
4 in. by 9 in.05 | 9 in. by 27 in.14
Regular Souvenir Pennants
4x9035 | 9x27095
250 minimum . . . If less add \$2.00 plate charge.
Samples, 25 cents. 50% cash with order, balance C. O. D.

JACK SNYDER
829 West 55th St. New York 19, N. Y.

CHAIRS
Folding, Non-Folding
Many Styles
Steel, Wood
Bridge

Minimum order—two dozen.
ADIRONDACK CHAIR CO.
Dept. 5, 1140 Bway., New York 1, N. Y.

FOR SALE
5000 COOLIE HATS
Priced right, crated, ready to ship. Will sell for half of cost.

RALPH D. SANDERS
619 Earl Avenue New Kensington, Pa.
Phone N.K. 4235.

PRICE \$68.50 EACH
3 OR MORE 65.00 EACH

REBUILT SINGLE PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.
F. O. B. New York. 25% With Order, Balance C. O. D.
Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

MITCHIE GOLDMAN
5 BRIGHTON 1ST ROAD BROOKLYN 24, NEW YORK

Silk Import ShamrocksGross \$ 2.00
Shamrocks With Clay PipeGross 2.50

FAST SELLING POCKET NOVELTIES

Novelty Rubber Shimmie DancersDox. \$.70; Hundred \$ 5.00
Photo Handled Pocket Knives With Beaded Key ChainDox. 3.75;
"Kilroy Was Here" Plastic StatuetteDox. 1.20; Hundred 9.00
"Kilroy Was Here" Cocktail Stirrers, Ass'd. ColorsDox. .80; Hundred 6.00
"Cutie Telescopes," Beautiful PosesDox. 1.20; Gross 13.00

SAMPLE OF EACH AND PRICE LIST SENT FOR 75¢ in Stamps.

We have a complete line of Carnival Game Supplies and Merchandise, Base Balls, Cork Guns, Dolls for Racks, Wooden Hoops and Rings. Write for Carnival Catalog.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

JOBBER - DISTRIBUTORS
Write for new 1949 Easter catalog O of 150 sure-selling numbers in Fur and Plush. Special set-up for Jobbers! Salesmen: Choice territories still open.

See our display at Toy Fair, Mar. 7-18, 1949
McAlpin, Rm. 632

ACE TOY MFG. CO. 122 W. 27 ST. NEW YORK 1, N. Y.

JEWELRY VALUES
HIGH QUALITY
FAST SELLING

- ENGRAVING JEWELRY • RINGS
- IDENTIFICATION BRACELETS

Write for Catalog Now
(State Your Business)

'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.

Fine Hand-Dipped Assorted
CHOCOLATES, \$5.76 Doz.
Gorgeous, large, flashy, cellophaned 1-Lb. Boxes (\$1 to \$1.25 value.) Case lots of 24 only sample \$1. No C. O. D. s at this price.

Barbara Fritchle Chocolates
Frederick, Md.

SALESBOARD SIDELIGHTS

CONSOLIDATED MANUFACTURING COMPANY, Chicago, reports a steady rate of activity on its sales front, with **IRVING SAX**, general sales manager, off to Texas Tuesday (22) to introduce a new representative, **MARK GOLDSTEIN**, to accounts there, and **LEWIS KAUFMAN**, national sales manager, heading for the New England States. Both boys are expected back on or before March 1. Irving says Goldstein's territory will take in Texas, Louisiana and Arkansas, and that initial contacts will be made in Dallas. One of Consolidated's old-line friends, **LEONARD KAUFMAN**, of the Lewis S. Cohn Company, Butte, Mont., came in last week and was hosted by **CHESTER SAX** with brother **IRVING**. Leonard, by the way, was saddled with the rank of colonel during the war when he was an aid to General Montgomery.

MANNY GUTTERMAN, sales director for Harlich Manufacturing Company, Chicago, ambled back in town Monday (21) from a four-week tour of the Northwestern regions. Manny, used to traveling by plane, found train schedules, due to the snow conditions, a bit trying when he attempted to keep appointments en route. He's ensconced in a home-office chair now hatching plans for a follow-up trip.

JACK MORLEY, Container Manufacturing Company, St. Louis, vice-president, has occasion to smile as he reports that firm's Silver Top boards have proven to be such operator favorites that it "is virtually impossible to keep them in stock." However, with hyped production getting under way, orders on these boards will be filled promptly, Jack says. . . . **IRWIN SECORE**, of Secore & Secore, Chicago, on tour thru Iowa this week, reported that with the still-mounting acceptance of the Club Bell Slot board, he was concentrating on this number during his travels.

GAY GAMES, INC., Muncie, Ind.,



PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write

W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WISC.

IF?

You Want Fast Delivery
Beautiful Salesboards
Full Count Jar Deals
FAIR PRICES

Write

GALENTINE NOVELTY CO.
322 E. Colfax Ave., South Bend 24, Ind.

A REAL MONEY MAKING
PUSH CARD DEAL!!

OPERATORS WRITE
FOR CIRCULAR GIVING
FULL DETAILS

STEINBERG & CO.
105 W. 9th St. Kansas City, Mo.

continues to feature the ticket idea under the Redi-Pac label, which it originated in package form. **GUY E. NOEL**, president, declares the package deal has been acclaimed the most advanced dispensing method in game merchandise in the ticket line. And from this basic package idea, the firm is producing a steady stream of newer and better ticket ideas, Noel adds, with several unique developments slated for announcement soon.

ROBERT G. McNABB, president of Werts Novelty Company, Inc., Muncie, Ind., is another to report demand for ticket games on the up-sweep. He states that the well-rounded operation carries a line of ticket games these days as well as machines and boards. Werts, with over 30 years of continuous jar game, carded game, and various type book manufacture to its credit, attributes its year-in year-out success to insistence on high quality products, officials say.

H. M. SHOEMAKER, Muncie Novelty Company, also of Muncie, comes in to add his "definitely on the up-trend" comment with regards to the ticket deal field. With many new operators from all over the country entering the business, demand for high type merchandise will continue, he feels. . . . **THOMAS A. WALSH JR.**, Thomas A. Walsh Manufacturing Company, Omaha, is still another to get on the good news train with the statement that "business is excellent and production shifts at the plant are putting in full 48-hour weeks to keep up with demand."

PIONEER MANUFACTURING COMPANY, Chicago, welcomed back Vice-President **HAROLD BOEX** from his 10-day Florida trip Tuesday (22). Harold says the firm's two pellet numbers, Gold Cup and Mystery Reel, are meeting with a good level of acceptance. Immediate delivery is still the rule, he stresses. **WILLIAM T. WOLLPERT**, sales manager, is hard at work putting the finishing touches on some new board designs that will be re-

H-M JAMS 'EM

(Continued from page 62)

Gautier's Steeplechase, dogs and ponies; Athos, balancer, featuring his one-fingered stand; Pickard's sea lions; Linon, pantomime; Johnny Welde's bears; Sheridan Brothers, tight wire; Aida, the Girl in the Moon, and Miss Volante, who gives the show a sock finish with a "stratospheric flight."

A commendable job is done by the show's 10 clowns: Roy Cosmo, Roy Barrett, Toy Thomas and Company, Rube Simonds, Alf Florence, Say-So, Billy Rice, Slim Collins, Gingo and Marlett.

Highlights of the program are the Loof Rio, the Danish importation; Athos; Linon, whose act is solid for an adult audience but a bit slow for children, and Billy and Tiny Sheridan, who arrived recently from South Africa. Costuming is attractive and lighting effects are excellent.

In addition to General Manager Morton, who handles the mike, the staff includes Len Humphreys, manager, with Joe Basile directing the band.

Line-Up

Display 1.—Aerial Royals, comedy bars. Display 2.—Capt. Warren Bradley, wild animals. Display 3.—Loof Rio, aerial anchor bar. Display 4.—Gautier's Steeplechase, dogs and ponies, and Montana Bill Buschbaum and his horse. Display 5.—Aerial ballet featuring Miss Francine. Display 6.—Athos, finger balancer. Display 7.—Walkmir's perch act. Display 8.—The Norbertys' ladder balancing. Display 9.—Pickard's seals. Display 10.—Linon, pantomime. Display 11.—Johnny Welde's bears. Display 12.—Hip Raymond, comedy. Display 13.—Sheridan Brothers, tight wire. Display 14.—Aerial ballet featuring Conchita. Display 15.—Cooper's Liberty horses. Display 16.—Aida, the girl in the moon. Display 17.—Five Ericksons, acros. Display 18.—Clowns. Display 19.—Robinson's elephants. Display 20.—Flying Romas. Display 21.—Miss Volante, stratospheric flight.

Muncie Novelty Co. Moves to New Plant

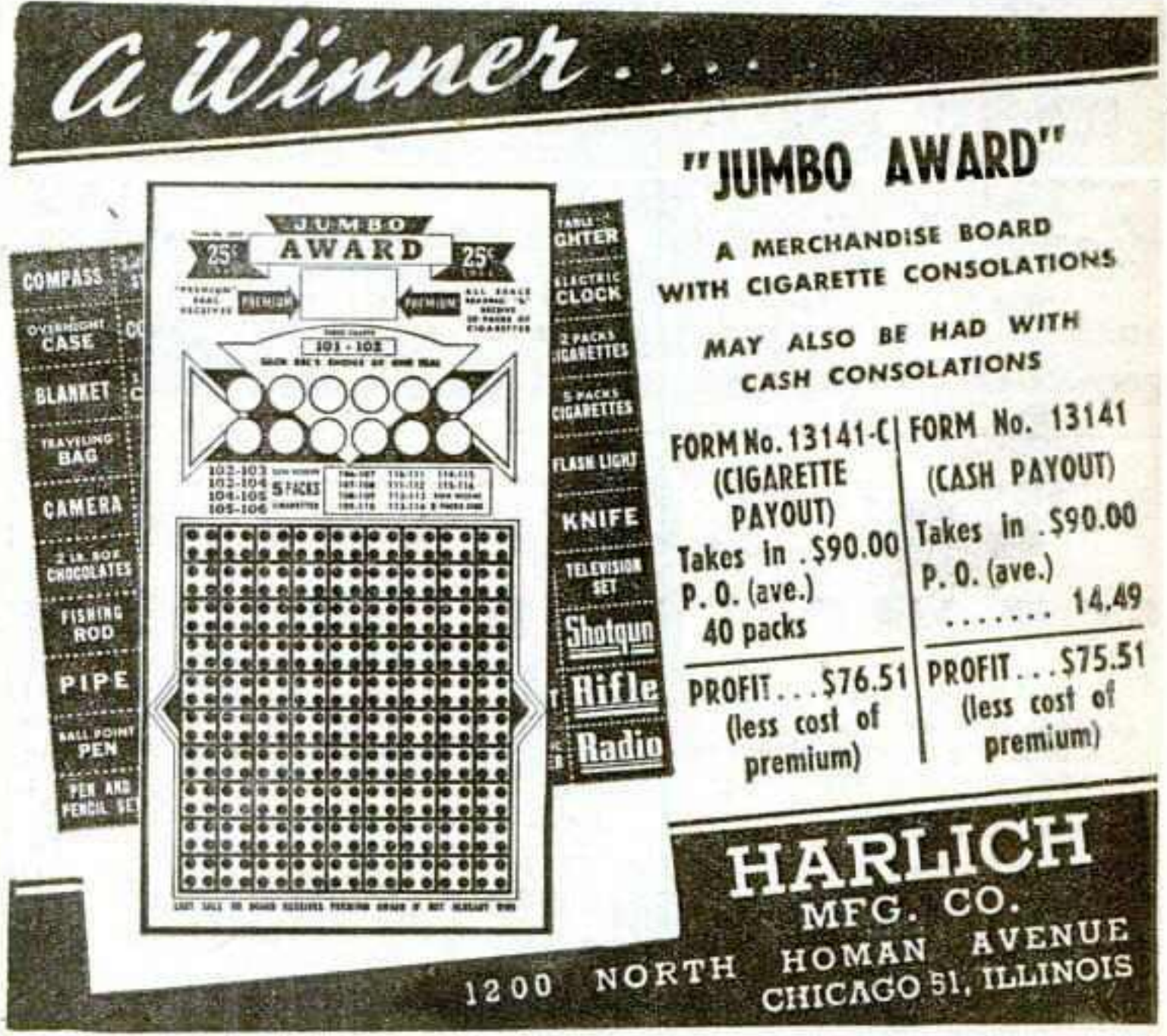
MUNCIE, Ind., Feb. 26.—The Muncie Novelty Company is moving its plant into larger quarters this week. H. H. Shoemaker, firm official, stated the new location at 309-11 North Jefferson Street here would be manned by an increased staff of production employees and that new, automatic machinery would be added. Shoemaker declared that the welcome mat would be out for all visitors at the quarters. In the near future, new ideas, products and new services would be introduced to the trade, he added.

leased shortly. Harold says they are straight ticket type, but are top-flight invitations to increased punch-interest by the public.

GARDNER & COMPANY, Chicago, reports that incoming board orders from its field representatives indicate continued high-sales activity on the punch front. Most of the business is centered on the new series of numbers shown at the firm's open house festivities during the board show in January, officials say. **MAURIE KAYE**, divisional sales chief, is on a trip thru the Middle West and adds his word of good tidings pointing up favorable board reception.

GARDNER
for **40** years
THE LEADING PUNCHBOARD MANUFACTURER
QUALITY IDEAS SERVICE
THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED.
WRITE FOR CATALOG
GARDNER & CO.
2222 S. MICH. AVE. CHICAGO, 16, ILL.

A Winner . . .



"JUMBO AWARD"
A MERCHANDISE BOARD WITH CIGARETTE CONSOLATIONS
MAY ALSO BE HAD WITH CASH CONSOLATIONS

FORM No. 13141-C (CIGARETTE PAYOUT) Takes in . \$90.00 P. O. (ave.) 40 packs PROFIT . . . \$76.51 (less cost of premium)	FORM No. 13141 (CASH PAYOUT) Takes in . \$90.00 P. O. (ave.) 14.49 PROFIT . . . \$75.51 (less cost of premium)
---	---

HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

SENSATIONAL WATCH and BOARD DEAL

Genuine Swiss Watch \$9.95 and Colorful Salesboard. Complete Deal

800 hole, 10¢ punch salesboard takes in \$80.00, pays out \$20.00 in cash, LEAVES YOU WITH \$60.00 DEFINITE PROFIT.

Fully guaranteed Swiss made Watch has sweep second hand and genuine leather wrist band.

Terms: All orders must be accompanied by 25% Deposit—Balance C.O.D.

ALL CASH ORDERS SHIPPED PREPAID

MONARCH INDUSTRIES
8405 N. Greenview Ave. Chicago 26, Ill.

SALESMEN WANTED

We need two more men to round out our sales force. You must have some experience in the Bingo Ticket or Punchboard field.

We manufacture a complete line of Bingo deals under the "BEST LINE" label. If you are willing to work on a straight commission basis, get in touch with us at once.

MISSOURI NOVELTY MFG. CO.
2625 LUCAS AVE. Telephone: FRanklin 8920 ST. LOUIS 3, MO.

LATEST CREATION "MYSTERY BELL SLOT" IMMEDIATE DELIVERY

3 Reel Slot Action
1 Reel Slot Action
PELLET BOARD

1140 Holes at 25c
Takes in \$95.00
Avg. Payout 45.00
Avg. Profit 50.00
Max. Profit 75.00

11 WESTERN STATES (Denver W.)
Contact Pioneer Products SAN FRANCISCO

FAST SELLING GOLD CUP-PELLET
One Reel Slot Action
120 Seals—30 Will Go
Attractive Bonus Award
480 Holes at 25c Play
Takes in \$120.00
Avg. Payout 52.20
Avg. Profit 67.80
Max. Profit 90.00

Pioneer MANUFACTURING CO.,
2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

NEW LOCATION FOR INCREASED BUSINESS

Our customers have steadily increased their orders until we are forced to expand. New machinery and personnel have been added, along with more adequate stock space. Our production layout is the best, speeding the delivery of your orders. A spacious display room allows thorough inspection of our complete line. Many new ideas, products and services are being planned—all with the idea of making more money for you.

SALE OF OVER \$10,000 STOCK AT GREATLY REDUCED PRICES!

To clear out odd sizes and lots of our old products, and make room for the new ones being made. Send for—

COMPLETE LISTING OF CLOSE-OUT ITEMS

"THE HOME OF FAIR PLAY DEALS"—Manufacturing carded deals, pullboard deals, table top boards, can deals, jar games, stapled tickets, jackpot cards, bingo deals, baseball dailies, weeklies, tips and series.

MUNCIE NOVELTY CO.
309-311 N. JEFFERSON ST. PH.-8301 MUNCIE, IND.

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Del. \$ 7.00	\$.65
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.40
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.75
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5¢	Pick a Cherry, Thick, Bear Board	Avg. 30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes 1000-1200-1260

Writing your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1¢, 2¢ or 5¢. 25% deposit with all orders—balance O. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

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 BARGAINS — CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postal #418 N. Newgard Ave., Chicago. mh19

A-1 BUYS: ANDREWS VARIETYS LIKE NEW. \$25 ea.: Ball Gum, Peanut, Sanitary, Stamp Machines. U.S.P., Waterbury 5, Conn. ma19

ALMOND VENDORS—AGAIN TRENT LEADS: California small Vendors, Almond, 68c; 5lb. bag, 5 bags carton; price guaranteed until '49 crop arrives; we also have 20 Blue Birds, \$25 for the lot; 300 stick and tab gum machines, \$5 ea. Trent Automatic Sales Co., Box 375, Loveland, Ohio.

ARCADE EQUIPMENT FOR SALE—25 PIECES, good mechanical condition; including Voice-O-Graph Sound Movies, Scales, Grips, Guns, etc.; act quickly; bargain; complete lot, \$3,950 F.O.B. N. Y. The Marba Sales Co., 303 4th Avenue, New York City.

ADVANCE NORTHWESTERN, COLUMBUS OR Silver King, with 5 lbs. Peanuts or 1,000 Balls Gum, \$8; booklet, "Dollars From Pennies" free. T. O. Thomas Co. 1572 Jefferson, Paducah, Ky. mh19

BARGAIN—PENNY CANDY AND NUT VENDING machines; have 100-5 compartment "Variety Shops" on stands; used 2 months; \$85.50 each; any number for sale; no reasonable offer turned down. A. Talley, Haddon Heights, N. J.

BARGAIN—29 GRIP MACHINES, EXCELLENT condition, with 29 iron stands for \$250. C. B. Fant, 103 N. Main, Anderson, S. C.

CIGARETTE MACHINES BOUGHT, SOLD, RE- paired; 25c conversions; parts, locks, mirrors for all vending machines; special this week, Uneseda 500's 9 col., quarter vending, \$100. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa.

CLOSING OUT — LATE NICKEL, DIME, Quarter, Half Dollar Money Boards, about half factory net, one dozen assorted, \$25; one Mills postwar Three Bells, like new, used less than month, \$350. The John M. Stuart Co., Paris, Ky.

CLOSE OUT—80,000 ASS'T PENNY AND DIME Wrappers, \$37.50; 32 RX Penny-Operated Weighing Scales, \$50 each; third deposit with order. Associates, 1797 Union, San Francisco.

DIGGERS GETTING SCARCE—IRON CLAWS, Erie Diggers, Merchantmen, Electro-Hoists, Buckleys, Mutoscopes, Exhibit Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

DOWNEY ELECTRIC COIN COUNTER — Counts and bags pennies, nickels, dimes or quarters, \$150; deposit required. Muskegon Music Company, Muskegon Heights, Mich.

FIVE SPECIAL ENTRIES, F.P., \$105 EACH: one 5-25 Two-Way Bonus Super \$410, all clean; inspection allowed; 1/3 deposit. Hightower Coin Machine Exch., 1909 S. Harwood, Dallas, Tex.

FOR QUICK SALE, LIKE NEW—Master Ball Gum or Bulk Merchandise Venders, penny type, \$10 each; 1/3 deposit. Box 1189, Aransas Pass, Tex.

FOR SALE—AN EXCELLENT SMALL ROUTE; must sell because of death of my husband; for full details write Mrs. Marion Hayes, 119 10 1/2 Street Southeast, Rochester, Minn.

FOR SALE—THREE STRIKES 'N' SPARES; 2 ready for location, 1 for parts; all for \$175. Curtis Coin Machine Co., 3033 Hamilton, Detroit 1, Mich.

FOR SALE—3 5c BUCKLEY TRACK ODDS with coin conveyor or will trade for new pin games; also 5-10-25c Mills Bonus, like new; will take best offer on the 3. Frank Guerrini, Burnham, Pa. Tel. 5726. mh12

FOR SALE—20 HAWKEYE POP CORN Venders, like new, used only 3 months, \$60 each or \$1,000 for the entire lot. Ray Thraen, Tracy, Minn.

FREE STAMP MACHINE FOLDERS (WITH national advertising); write I. Flatto, 17 West 60th St., New York City.

QUICK TURNOVER—9 COIN POOL TABLES on location; listed new at \$365; for sale at \$175 each, 4 months old; owner has other interests on Coast; single units, \$200. Joe Falcaro Jr., 142 Laurel Hill Terrace, New York 33, N. Y.

RAY GUN OPERATORS — CONVERT WITH our new type extra moving target conversions, complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill.

REBUILT POPCORN MACHINES FOR SALE— Fully guaranteed, priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. mh5

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list, New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SHOE SHINERS FIVE "SHINE-EASY" demonstrators, regular \$289, to clear \$139; in crates for immediate shipment. Arnold C. Kennedy Enterprises, San Bernardino, Calif. mh19

SEEBURG RAYGUN AMPLIFIERS—EFFICA- ciously repaired \$1.75 plus parts; parts for sale, Northside Vending, 2215 Arthur, Chicago.

SKEE ROLLS—SIX WURLITZER, THREE NA- tional, \$160 each. K. Ulaky, 278 Wayne Ave., Cliffside Park, N. J. Phone Cliffside 6-1369.

WANT—FROM ONE TO FIFTY FLIPPER PIN Games; state price and quantity in first letter; for sale: Six Ten Strikes, \$25 ea.; 2 Tumblers, \$46 ea.; 3 Western Baseballs, \$45 ea.; 6 Singapore Itoll-Downs, \$25 ea.; 5 Total Rolls, \$45 ea.; 1/3 deposit. Donald Zak, 3017 So. 14th St., Milwaukee, Wis.

WANTED TO BUY—ERIE DIGGERS, GOOD condition, at once. Write Joe Smith Rt. 6, Box 419-A, Pine Bluff, Ark. mh12

WANTED—1c COUNTER GAMES; BINGOS, ABT Challengers, ABT Model F (post war models only); clean, A-1 games only. B. & O. Sales, 206 S. Dallas Ave., Pittsburgh 17, Pa. mh12

3 U. S. CANDY VENDING MACHINES—NEW Mechanisms, \$225 each. Turner's Vending Co. 3935 Beaconsfield, Detroit, Mich.

28 USED COIN OPERATED RADIOS—FAMOUS Rod's Columbia make, reconditioned and guaranteed like new; \$24.75 F.O.B. factory. Columbian Products Co., 605 N. LaSalle St., Chicago 10, Ill.

in a hurry..

WE GIVE YOU IMMEDIATE DELIVERY OF CONSOLIDATED'S "PLAY 21" 5¢-10¢-25¢ PLAY

HARLICH'S "GOLDEN FLOOD"
BEE JAY'S "WINDY CITY"
SECORE'S "CLUB BELL SLOT"

WE STOCK A COMPLETE LINE OF CONSOLIDATED BOARDS

We sell at factory prices and terms to operators and jobbers only. When writing please state your business.

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676
Distributors of Coin-Operated Machines and Salesboards

SALESBOARDS

IMMEDIATE DELIVERIES — 20% DEPOSIT

Holes	Name	Def.	Profit	Price
1000	25¢ Charley	Def.	\$50.00	\$.85
1440	5¢ Barrel Board	Def.	18.00	1.15
1440	10¢ Barrel, X Tk.	Def.	36.00	1.39
1800	5¢ Lulu Board, X Tk.	Def.	18.00	1.59
1000	25¢ J.P. Charley, X Tk.	Avg.	\$52.08	\$1.25
1000	10¢ Ready Money	Avg.	50.70	1.59
1200	25¢ J.P. Texas Charley	Avg.	102.28	1.59
600	25¢ Jumbo Q.T., X Tk.	Avg.	85.00	2.10
1020	25¢ Black Buster, X Tk.	Avg.	81.58	2.48
1200	5¢ Win-A-Fin	Avg.	34.40	2.49
1000	5¢ J.P. Ass't. Boards	Avg.	29.00	2.59

NEW 6 TICKETS PER HOLE BOARDS
200 25¢ Kwick Fin .Max. Avg. \$39.50 \$2.48
300 25¢ Lucky Fives .Max. Avg. 73.50 2.98
2170 5¢ Red Wh. Bl. Tkts. Def. \$36.50 \$1.39
2170 Red, White, Blue 5 Fold 1.49
120 Tip Ticket Bks. Gr. \$18.75; Doz. . . 1.89

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

WE ARE MANUFACTURERS All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturer At Very, Very Reasonable Prices.
Columbia Sales Co.
302 MAIN ST. WHEELING, W. VA.

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.

GIVE TO THE DAMON RUNYON CANCER FUND

Communications to 155 No. Clark St., Chicago 1, Ill.

Census Shows Industry Growth

Okum Speaks Against Free Shuffleboard

Claims Unfair Competition

DETROIT, Feb. 26.—An attack on free shuffleboard operation, long characteristic of the Detroit area, was launched this week by Ben Okum, retiring vice-president of the Michigan Automatic Phonograph Owners' Association (MAPOA), who is also head of the Okay Vending Company. In up-State cities, as in most of the country, Shuffleboard, as disclosed by recent surveys, is operated upon a fee basis, but in Detroit the situation has been reversed.

Okum personally views this situation as unfair competition in two respects—first, unfair to the coin machine operator, using juke boxes or any other type of machine, who also engages in the shuffleboard business, perhaps to satisfy the demand of his location owners rather than for revenue, and second, unfair to a bar location near by. In either case the location which offers the free-play boards is, he considers, definitely unfair to the location owner and to the operator as well. Okum himself operates no shuffleboards. He pointed (See Okum Speaks on page 111)

ABT To Use Finance Plan in Skill Gun Sales

CHICAGO, Feb. 26.—Skill Gun, new electric target gun which the ABT Manufacturing Company here will put in production March 15, will be offered to quantity buyers on a finance plan worked out in co-operation with the Walter Heller Company, officials of both firms told *The Billboard* this week. To Heller's knowledge, this marks the first time a piece of equipment like the target gun has been handled directly by a finance company.

ABT's new gun—operated at either a nickel or a penny—was first shown during the January convention of the Coin Machine Institute. All-electric, it features automatic scoring (total score: 420), has different size targets with the smaller targets offering larger scores for hits. Shipping (See ABT Finance Plan on page 111)

Coin Taxes Rise

WASHINGTON, Feb. 26.—The upward trend in collections of coin machine taxes continued in January, an Internal Revenue report revealed this week. January receipts amounted to \$315,588, compared with \$304,903 for the same month in 1948.

Collections from the cigarette levy were also up, totaling \$98,020,155 for January. In the corresponding month in 1948 collections were \$95,475,277. Cigar receipts dropped from \$3,752,892 in January, 1948, to \$3,383,422 last month.

Growth of Coin Machines: '39-'47

	1947	1939
Number of Manufacturers	73	54
Total Number of Employees	5,125	Not Asked
Total Salaries and Wages	\$14,800,000	Not Asked
Production and Related Workers	4,438	2,748
Total Production Man-Hours	8,900,000	Not Asked
Production Workers Wages	\$10,900,000	\$3,200,000
Total Value of Shipments	\$56,900,000	\$17,000,000

These statistics are based on preliminary reports issued by the Bureau of the Census which is now tabulating the 1947 census of manufacturers. The figures do not include juke box, scale, drink or ice cream machine manufacturers since these are to be issued in separate reports later this year.

Legislative Round-Up:

Coin Machine Legislation Activity Beginning To Ebb

CHICAGO, Feb. 26.—Some State legislators were packing up their suitcases this week after their sessions had adjourned or gone into recess and there were some indications that the flood of coin machine bills would slow down. Most of the measures affecting the industry are still in committees, however, so action on the legislative front is likely to be prolonged well into spring.

In Arkansas, the Senate proposal to change the vending machine tax received an unfavorable report and unless new pressure for its passage is exerted the measure can be considered dead. Other than this one move, Arkansas lawmakers had an uneventful week.

Connecticut legislators are not considering bills proposed after February 9 and the Georgia Legislature has

recessed until the next session, unless reconvened in special session.

In Idaho, Senate Bill 142, which eliminates bell machines from "permissible gambling," has passed the Senate and gone to the House. The House, meantime, got a new proposal Monday (21) which would limit coin amusement games to those which require no more than a quarter to operate. This measure obviously was directed at bells.

Indiana is not considering any new legislation and there has been no action on the several coin machine proposals dropped into the hopper during January. In Iowa, the lawmakers recessed yesterday (25) until March 7. Prior to their adjournment, the House City and Towns Committee favorably recommended the pro-

(See Legislation Round-Up, page 105)

NAAMO Outlines Tax Plans At Miami Beach Conclave

MIAMI BEACH, Feb. 26.—In a meeting held here last week at the Traymore Hotel, a committee of the National Association of Automatic Machine Owners (NAAMO) outlined plans for requesting changes in the method of paying federal coin machine taxes on music and games.

At the session were NAAMO's president F. McKim Smith, Atlantic City, Ben Rodins, Washington, vice-president; Joseph Geist, Rockaway Beach, N. Y.; John Fitzgerald, New Haven, Conn., and Al Goodman, Atlantic City.

Specifically, the NAAMO group agreed that the \$10 federal tax on amusement and music machines worked a hardship on the operators whose business is largely seasonal. The \$10 machine tax is due July 1 each year and the law specifies that the full tax must be paid regardless of the length of time the machine is on location. Said the NAAMO group, "This is not only unfair to the small business man doing only a seasonal business but is also a hardship on all operators to ask them to pay this tax in one lump sum."

Tax High

NAAMO estimated that the seasonal operators are in business between three and six months and therefore pay from 50 to 75 per cent more tax

than they rightfully should. The association announced it would petition the government to allow quarterly payments on the first days of January, April, July and October.

Quarterly payments, NAAMO concluded, would eliminate other objectionable features of the federal tax law: 1. Payment of taxes by a new owner on machines despite the fact that the machines have already been taxed previously; 2. overpayment of the federal tax because operators must pay the full tax when only a few months of operating remain after July 1.

Issue Stamps

NAAMO suggested that stamps or decals be issued, preferably thru local post offices for most efficient distribution, and that the machine be licensed instead of the location. The location owner, however, would still be responsible for making certain that each machine in his place of business bore the license, NAAMO's suggestions added.

At the conclusion of the meeting, Smith said he, Geist and Rodins will meet again in Washington to discuss the best method of bringing their proposals to the attention of the proper authorities. If necessary, Smith said, the group will request a hearing before the House ways and means committee.

Issue Report Showing Gain For Postwar

Figures Not Yet Complete

By Dick Schreiber

CHICAGO, Feb. 26.—Growth of the coin machine industry between 1939 and the postwar years was clearly illustrated this week in a preliminary census report which shows coin machine manufacturers' 1947 shipments increased 235 per cent in dollar value over 1939. Similarly the number of manufacturing establishments grew from 54 in 1939 to 73 in 1947.

Bureau of the Census officials in Washington pointed out that these statistics are not final. They were taken from preliminary tabulations of reports made in the 1947 census of manufacturers.

This set of preliminary facts does not include statistics on juke boxes, scales, drink venders or ice cream venders. The census bureau commented that these particular machines will be treated in separate reports to be issued later this year.

Census figures released this week (See CENSUS SHOWS on page 111)

Mills Operating Corp. Appoints Tregenza Pres.

CHICAGO, Feb. 26.—A. E. Tregenza was elected president and Ralph J. Mills, chairman of the board of the Mills Automatic Merchandising Corporation, at the firm's annual stockholders meeting held recently. The operating firm has headquarters in Long Island City, N. Y., and is a wholly owned subsidiary of Mills Industries.

Other election results at the meeting were as follows: J. Morgan Johns, executive vice-president; Edward J. Gessick, treasurer; Charles W. Hnis, secretary; Mrs. Marie M. Knepp, assistant secretary; directors, Tregenza, Johns, Hnis and Ralph J. and Herbert S. Mills.

During the annual session, stockholders were advised that 1949 plans include stepping up the placement of new and reconditioned automatic merchandising equipment. Major development along this line will be the use of new gum and other venders produced by Mills Industries, Tregenza explained.

Fullerton Plant

It was also announced by Mills Industries this week that the complete compressor and condenser unit division has been moved to the main plant on Fullerton Avenue from the Lake Street branch factory location. This move was made to consolidate all manufacturing and to make use of improved facilities at the Fullerton building. It also signified a change in plans regarding the disposal of Mills real estate. Late in 1948, it was announced that the Lake Street plant would be kept for production purposes, while the Fullerton quarters (See Mills Corporation on page 98)

NEW TREND IN PIN GAMES

United Stress On Simplified Player Action

Ramona Sets Pattern

CHICAGO, Feb. 26.—After more than a year of production of increasingly complicated playfields by all pin-ball manufacturers, two major firms this week introduced simplified, yet entertaining games which would appear to presage a new trend in the field. New entries were the D Gottlieb game, Bowling Champ (see accompanying story) and United Manufacturing Company's Ramona. Each stressed simplicity in play and scoring, with the Gottlieb entry also including an important technical refinement said to eliminate 90 per cent of the present servicing problems.

Instead of the usual four and five-million top scores that have been featured on recent games, Ramona's top score is 45,600. A simplified playfield features bumpers spelling out the game's name, plus bumpers and rollovers featuring numbers from 1 to 8 inclusive.

Scoring Replays

There are eight ways to score replays on the game, including, among others, high score, rollovers for numbers 1 to 8 which score one replay each, and which are located at the top of the playfield, and two bottom rollovers scoring five replays. By spelling out RAMO and entering a special pocket a free play is scored while additional replays are scored when the full name is spelled out and a special pocket contacted. Further player-appeal is achieved thru a special triple-value pocket.

Top rollovers are two-way, so that scoring may be made by passing over them in the conventional course, or by backing up thru them when projected back into the playfield by flippers.

Ramona, according to Lyn Durant, president, is now in production and deliveries have started.

Indpls. Licenses Shuffleboard Play

INDIANAPOLIS, Feb. 26.—The Indianapolis City Council turned thumbs down this week on a request by Police Chief Edward D. Rous that shuffleboard games be halted at midnight in the city's taverns.

The council passed an ordinance licensing shuffleboards at \$5 a year. Councilwoman Mary Connor, who authored the measure, had asked that the license fee be made \$10 monthly.

Chief Rous reported many complaints that shuffleboards had been operated as late as 4 a.m. Since taverns are required to close their bars at midnight, the problem of inspecting the taverns, where most of the city's 125 boards are located, would be complicated, according to the chief of police. The midnight closing deadline is being enforced, he added.

Form Mero Industries

CHICAGO, Feb. 26.—Col. L. T. Lewis, formerly an operator of amusement machines in this area, has formed his own manufacturing firm and will produce coin and manually operated shuffleboard score boards. Firm is called Mero Industries and will make its headquarters at 1332 West 69th Street in this city.

Location Reports Shuffleboard Ups Bar Biz 10-15 Pct.

CHICAGO, Feb. 26.—Shuffleboard-minded tavern owners continue to discard booths, and tables, to make room for installation of a board which brings a higher profit, per square foot of space, than the former equipment. Latest booster of the trend is Victor Weiss, whose Old Pine Tavern here boasts a coin scoreboard over the board playfield. Weiss says that the board's average weekly gross, since last September when it was installed, has been between \$50 and \$60. "And that's without league play," he emphasizes. Current plans for regular league competition will bring an even greater return, he predicts.

Weiss, who removed four tables to make room for the board, declared that the shuffleboard has also increased bar business by 10 to 15 per cent. He cites a like business boast by a tap-owning friend, Edward Kubany, who has two shuffleboards installed in his location, Edward's Liquors.

Indianapolis Digs Up Old Coin Mach. Tax

INDIANAPOLIS, Feb. 26.—Vending machines and juke boxes here are being checked by city authorities in a move to collect a \$5 annual license that has been on the books for years but had not been enforced. All possible locations for such equipment are being checked to determine if the tax has been paid this year.

European Ops Ingenious In Keeping Mchs. on Location

NEW YORK, Feb. 26.—Coinmen in Europe are doing an excellent job of keeping old and outmoded equipment in operation despite almost insuperable obstacles, according to Sid Mittleman, who returned here last week from a short but intensive tour of five Western European countries.

Mittleman, who has been active in the East as distributor and operator, covered England, France, Belgium, Italy and Switzerland in a survey of current coin machine conditions for a group of American manufacturers. He was away for one month.

He was struck by the ingenuity operators are showing in maintaining machines that are, in most cases, 10 or more years old. Many of these have been rebuilt and modernized so often that little more than the basic mechanism remains of the original machine. But with little domestic manufacture of equipment, and imports from the United States cut off by dollar restrictions, operators have to make what they have on hand last.

Trend to Tape Recorders

Mittleman noted an increasing trend in England toward wire and tape recorders. "The public there seems to prefer them to records," he observed, "and they are catching on rapidly." Estimating that no more than 700 juke boxes are still being operated in England, he pointed out that publishers find records a poor medium for tune promotion. They rely mostly on programs aired via British Broadcasting Company.

In Switzerland, he said, music is piped into locations by telephone. Standard telephone wires are used to

Gottlieb Bows New Bowling Champ; 5-Ball

Features Simplicity, Action

CHICAGO, Feb. 26.—In what appears to be the start of a new trend in five-ball game design, D. Gottlieb & Company this week introduced Bowling Champ, stressing all the high points of bowling but in the form of an easy to understand modern amusement machine playfield with a new technical refinement, cutting service calls drastically.

Unique in appearance because of its direct take-off on the pinsetting area of the regulation bowling alley, Gottlieb's new game has nine round bumpers and one rollover button set in a triangle and numbered 1-10. Each of the numbers on the scoring features, corresponds with regulation numbers traditionally attached to the spots pins cover when set up for regulation kegler play. In addition to these 10 numbers, number 7 and 10 are duplicated at the bottom of the playfield to give players an additional chance to make the traditionally hard 7, 10 "railroad split."

Simulates Bowling Scores

As in bowling, object of Bowling Champ is to make as many strikes as possible. Each time player hits all 10 scoring devices, one complete inning lights up on the game's strike chart and 30,000 points are added to his (See Gottlieb Debuts on page 111)

Amusement Sales Sets Bonus Plan To Speed Output

CHICAGO, Feb. 26.—In an effort to step up production on its Criss Cross and Bonanza Bell cabinet sets, Amusement Sales Compa. has inaugurated a bonus system for plant workers, Harry Brown, president, has announced.

Brown disclosed that his firm had been adding production workers since the CMI show in January. The incentive plan for increasing output, he said, was decided upon when a survey of representative coin machine plants in the area disclosed the bonus system had proved popular with both labor and management, and production per worker increased.

Criss Cross cabinet sets include disk and reel strips, escalator glass, set of reel glasses, complete set of castings, guaranteed jackpot glass made in any denomination, club handle, drill proof plate and award plate for reserve-type jackpot.

Powers Co. Opens Sacramento Office

LOS ANGELES, Feb. 26.—The Ray R. Powers Company, coin machine distributor, is opening a branch office in Sacramento. The announcement was made this week by Powers, who said expanding business in Oregon, Washington, Idaho and Northern California made the move necessary. Powers will head the Sacramento office, making frequent visits to his office here.

The local office will be under the management of Nels Nelson, who recently announced his affiliation with Powers. Nelson was formerly associated with the M. S. Wolf Distributing Company.

Chicago Coin Sets Northwest Distrib

CHICAGO, Feb. 26.—Ed Lewis, sales manager of the Chicago Coin Machine Company, has announced the appointment of the Lieberman Music Company, Minneapolis, as exclusive distributor for all the firm's products, including Shuffle-King and Rebound shuffleboards.

Lieberman Music, headed by Harold Lieberman, will cover Minnesota and North and South Dakota for Chicago Coin.

New Shamokin Tax

SHAMOKIN, Pa., Feb. 26.—The borough council here has approved a motion to tax all amusement machines in the community in order to raise additional 1949 revenue. The types of devices to be taxed will be designated in an ordinance to be presented at a future council meeting.

Lesson in Taxes

CONSHOHOCKEN, Pa., Feb. 26.—City officials who think that taxing amusement machines will solve their revenue problems will have to think again. For that is what the borough officials here are doing. Six months ago, in a frantic search for fresh revenue sources, an amusement admissions tax ordinance was passed. In addition to a 10 per cent levy on all theater admissions, the ordinance called for a \$5 fee on all coin-operated amusement machines.

The revenue from these sources, about \$7,640 in six months, borough officials this week admitted, was not nearly enough to meet the community's need for additional operating income.

Ops Encouraged by Bar \$\$ Cuts

Searles On Production of 3-Way Kalva

Tests Carton Machine

CHICAGO, Feb. 26.—With the announcement of initial production on the Kalva 3-Way '49-er this week, Searles Welding & Manufacturing Company released additional details on its new dual flavor milk-carton vender.

Walter Ashton, general manager, declared that the new machine, which is fully automatic and of the upright type, will handle square cartons. Capacity is over a hundred cartons, and the price and size details are not yet available, it is reported that production will start within 60 days. Test model of the new unit, on location for over a week and to be operated under test conditions for another 30 days, carries the one-third quart size carton. Ashton stated that various size cartons may be vended thru the machine upon installation of suitable dispensing mechanism. This will be offered as optional equipment. A national coin changer will be standard on the machine.

Searles' pilot production run of 25 units on its three-flavor bottle-carton vender, started this week, will be followed by gradually increased runs during coming months, Ashton said.

Boettcher Sets Hankie Vender

BRIDGEPORT, Mich., Feb. 26.—E. Boettcher & Sons, a tool and die-making company of this city, has built 25 handkerchief vending machines and placed them on location in Saginaw for testing. President E. B. Boettcher said this week that his firm does not intend to manufacture the machine but will sell it outright.

Meantime, Boettcher reported the firm has developed a machine 7 by 7 by 16 inches designed to vend a variety of small articles from cleansing tissues to razor blades. Boettcher plans to market this machine, which will be priced in the neighborhood of \$35, thru his own organization. Details of the machine, Boettcher said, will be released at a later date.

The handkerchief machine is 30 inches high, 10 inches wide and 10 inches deep. Equipped with a slug ejector, the machine holds 44 25-cent handkerchiefs in its vending compartment and has storage room for 300 additional packages. Boettcher buys his handkerchiefs (cotton with satin finish) direct from the mill at approximately 12½ cents each, then packages them in cellophane bags.

Announce Price On Ex-Cell Unit

CHICAGO, Feb. 26.—Joseph Goldberg, head of Ex-Cell Products Manufacturing Company, has announced a price tag of \$850 on the recently introduced single-flavor Ex-Cell cup vender. Machine, a companion unit to firm's two-flavor vender, is a replica of the larger model in design, operation, and construction.

Production of both venders is proceeding on a limited scale, with gradual increases, Goldberg declared. Currently, output is divided on a 50-50 basis.

Pencil Vender Patent Granted

WASHINGTON, Feb. 26.—A patent for a pencil vending machine was granted to Cletus B. Alexander, Newcastle, Ind., this week, according to the latest issue of the U. S. Patent Office's *Official Gazette*. Alexander filed his patent application May 23, 1946, listing 10 claims.

The vender, equipped with a rotary wheel with notches corresponding to the length and circumference of the average size pencil, dispenses two pencils at a time. Loading of machine is done from the top and storage compartment is angled toward the rotary dispensing wheel.

NCA Appoints Chemist To Head Candy Research

CHICAGO, Feb. 26.—National Confectioners' Association (NCA) has announced that a full time chemist, Helen M. Robinson, has been appointed to the association's candy research work carried on in co-operation with the U. S. Department of Agriculture. She will be stationed at the department's Chemical Research Division in New Orleans.

Dr. H. H. Hall, who formerly supervised the candy work, has been transferred.

Adopt "Go Slow" Policy on Future Planning; See More Savings Coming Up Shortly

Increased Service, Enlarged Routes Soon Possible

By Fred Amann

CHICAGO, Feb. 26.—Candy operators are breathing freely now that the long-awaited bar price cut has materialized, but expansion plans, including elaborate programs for added services, sudden decisions to add new equipment and personnel, are being tempered with a good deal of caution.

Generally, operators are encouraged to increase their routes, but not "all at once" or indiscriminately; instead, such expansion will be gradual and selective. Many express the desire to "wait a bit until prices go still lower," the feeling is that the recent price drop was just the beginning.

Operators in seven important market areas (New York, Buffalo, Washington, Chicago, Indianapolis, Dallas, Los Angeles) combined to report their reactions to the bar price move this week to *The Billboard*. Consensus was that bar price is in many in-

stances down to 2.85 cents per bar (from the former 3 cents) or about 67 cents per 24-count pack.

As about 95 per cent of all operators contacted reported buying only two weeks ahead, and 90 per cent of all candy manufacturers offered a retroactive credit on goods bought on or after February 1, operators were not caught with sizable high-priced inventories. Because of the perishable nature of their merchandise, however, they are continuing to order on the two-week basis, trusting to low stockpiling and continuance of the retroactive deal to prevent losses resulting from further price cuts.

Most operators report they will earmark savings in bar prices for a moderate amount of new equipment (venders, trucks, tools, etc.) and modernization of present equipment (such as adding coin changers to venders). Those who uniform their servicemen say they will invest in new outfits where needed. Few expressed intention of instituting "extra-time" servicing of machines, mainly because most had not discontinued such services. Many operators stated they would "wait and see" what developed before adding to their overhead expenditures.

Route Expansion

Expansion of routes was a 50-50 proposition with operators. With the break-even point now bettered by the lowered price, they took two definite (*See BAR PRICE CUTS on page 100*)

Cig Vender Bill Nearing Passage By Iowa Solons

DES MOINES, Feb. 26.—A bill which would permit the operation of cigarette vending machines legally in the State moved ahead in the Iowa Legislature. The House City and Towns Committee brought the bill out with a recommendation for passage and it goes on the House calendar. The committee amended the bill, however, to increase the license fee for the machines from \$5, as originally drafted, to \$10 a year.

Frantz Appoints 3 New Distributors

CHICAGO, Feb. 26.—John Frantz, J. F. Frantz Manufacturing Company, has announced the appointment of three distributors for firm's new model General scale. They will also handle the conversion column designed for older Pace scales.

New distributors are General Scale Distributors, Louisville, for Kentucky; Parkway Sales, Baltimore, for Maryland and Virginia, and Vee-Co Sales, Philadelphia, for Pennsylvania.

The scale business has taken a definite upturn during recent weeks, Frantz declares, and adds that his current backlog of 180 units necessitated the addition of a second shift at his Lake Street plant.

Dime-a-Wake Corp. Begins Production on Coin Clock

LAS VEGAS, Nev., Feb. 26.—A new coin device will be put into production shortly by the Dime-a-Wake Corporation which this week reported more than 2,000 units already have been ordered in advance. The corporation is to manufacture a coin-operated clock which awakens hotel or motel residents when a dime is dropped into the chute the night before.

Altho the firm's officers all live here, the clock mechanisms are being specially manufactured by the United States Time Company, Waterbury, Conn. The mechanisms will be shipped to a California firm for assembly, then shipped directly to distributors.

The device was invented by R. L. NorVelle, of this city, who was named treasurer of the firm. He died January 18 of a heart attack before seeing his invention marketed. Other officers are: Dr. R. W. Hemington, president; F. E. Dawson, vice-president, and William J. Moore, general manager of the Last Frontier Hotel, director.

The clocks will not be sold to hotel or motel owners but to area distributors who will receive exclusive franchises and install the machines without cost to hostellers. The distributor will receive the revenue from the clocks and from a small window designed to hold advertising matter. The hotel operator will be relieved of the nuisance of awaking guests at assorted hours. A patent is pending.

FTC-Automatic Canteen Co. Case Drawing to a Finish

WASHINGTON, Feb. 26.—The six-year-old case of the Federal Trade Commission (FTC) against Automatic Canteen Company is finally nearing a climax, with oral argument on Canteen's exceptions to the legal admissibility of much of the government's evidence set for Thursday (3). There is some chance, however, that even this final step will be canceled in favor of a settlement of the case.

The various legal maneuverings have been finished except for a ruling by the Commission on Canteen objections to material which the trial examiner permitted to be introduced in the record during the presentation of FTC's case. This material consists mainly of letters and documents, which FTC legalists claim show that Canteen received unjustified price discriminations from manufacturing confectioners.

Canteen has waived its opportunity

to present evidence and has rested its defense on the contention that FTC attorneys have not proved that any favorable treatment received by the company was not justified by differences in the cost of doing business with Canteen.

In alleged violations of the Robinson-Patman Act, dealing with discriminatory prices, the burden of proof that any existing price differentials were unjustified, rests entirely on the FTC. Under the law, it is permissible for a firm to receive a price differential if the reduction can be justified because of a lower cost to the manufacturer in doing business with the favored firm.

In the event that any final settlement of the case is unfavorable to Canteen, the firm's lawyers indicated some months ago that an appeal would be taken to the Circuit Court of Appeals in Chicago.



for **BIGGER PROFITS**
per vender
THAN YOU'VE EVER HAD BEFORE—

Northwestern
MODEL **49**

ENTIRELY DIFFERENT
from any other
VENDING MACHINES!



New Sani-Carry Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man... bringing servicing costs down to new lows... boosting profits to new highs. Equally important, by checking merchandise in returned globes against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. Wire, phone or write for details.

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS
Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.
ROY TORR, Lansdowne, Pa.

NEW!
REVOLUTIONARY!

Northwestern
MODEL **49**

1c OR 5c
LESS THAN 25 \$17.55
LESS THAN 100 \$17.25
100 OR MORE \$16.95

Write — Wire Phone

NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributor
4105 16th Ave. Brooklyn 4, N. Y.
Phone: Gedney 8-3600

Thousands of locations are waiting for the new

ALKUNO
5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 130-MM
Metal Cabinet and Base.
Ht. on Base, 60" x 18"
Wt. on Base, 64 Lbs.
Price \$69.50
Base 15.00
Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
408 Concord Ave.
New York 54, N. Y.
Meirose 5-7757

Citrus Products Conducts Bottle Vender Survey

CHICAGO, Feb. 26.—Citrus Products Company here, makers of the multiple-flavor carbonated and non-carbonated Kist brand soft drink line, has announced the undertaking of a survey aimed at determining whether v.nder operation should be combined with a bottler's over-all operation, set up as a separate unit, or passed on by the bottler to independent firms. While not reporting definite conclusions to date, officials declare they are inclined to favor the two latter methods.

A. E. Matthews, assistant to firm's general sales manager, declared that the necessity of having vender outlets for the company's product was evident, and that proper setting up of such vender operation and promotion was essential to continued successful volume production. Along this line, one of Citrus Products' vender-aimed promotions is the free supply of silk screen stencils of its Kist trade-mark for use on venders. These are presented to vender manufacturers on request. Currently, four leading bottle vender makers are using the stencils.

Production of firm's Chocolate Soldier drink, a non-carbonated milk base drink, discontinued during the war and resumed last April, was recently doubled. Matthews stated that vender sales were responsible to an important extent for the increase.

Mills Corporation Elects Tregenza

(Continued from page 95)

would be sold. According to announcement this week, the Fullerton facilities will remain company property, while the Lake Street plant will be sold.

Other Mills news concerned the appointment of the Freez-King Corporation as national distributors of the Mills automatic ice cream freezer. Freez-King, 23 years in the freezer field, is headed by Leo S. Maranz, president. Other key personnel with the firm are A. E. Wilson, 18 years general sales manager of Mills' freezer division; Walter C. Graves and L. H. Ounsworth.

To make ice cream with the Mills Freezer, the concessionaire pours in the mix and the flavor, sets the controls and the freezer does the rest. The automatic temperature regulator maintains the correct temperature after freezing while the freezing time control shuts off refrigeration when freezing is complete. The machine's agitator whips the mixture to the proper overrun and the regulator maintains the temperature and helps keep overrun and consistency at the proper point. The freezer is available in two and one half and five-gallon capacities. The smaller capacity machine produces 15 gallons per hour (six two and one half-gallon batches), while the five-gallon unit produces six five-gallon batches per hour.

J. H. Keeney Readies 2d Kleenex Vender

CHICAGO, Feb. 26.—J. H. Keeney & Company reported this week that it was readying a second, larger capacity Kleenex vender as a companion unit for the model introduced during the coin machine show in January. John Conroe, firm official, stated that the new model would have a 72-pack capacity (smaller machine contains 50 packs) carried in two columns.

Production plans for the venders hinge on availability of the standard nickel Kleenex package used in both units. Price, and other construction details, are set for early release.

ALL PURPOSE VENDER



VICTOR
1c DELUXE
UNIVERSAL

5/8 140 Count
COLORED BUBBLE BALL GUM
25 lb. cartons
26c LB.
(Prepaid in lots of 100 lbs. or more)
FULL CASH WITH ORDER.

PISTACHIOS
25 lb. Carton
Large. 74c lb.
Small. 49c lb.
Full Cash With Order.

Plastic Charms
\$2.75 Per M

Virginia Peanuts
80 Lb. Carton
\$8.40

\$14.95 Ea.
In lots of 24—
\$14.50 Ea.

Write for details on
MONEY-MAKING "HUNTER" MACHINES
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 BACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

CIGARETTE VENDORS
NEW and USED

20 LIKE NEW—P.X., 10 col. ... \$129.50
10 ROWE PRESIDENTS 95.00
10 930 NATIONALS 69.50
9 NEW DuGRENIER, 7 col. 165.00
5 LIKE NEW DuGRENIER, 7 col. 135.00
18 EASTERN ELECTRICS 199.50
1 ROWE ROYAL, 10 col. 72.50

FACTORY DISTRIBUTORS FOR OHIO, KENTUCKY AND WEST VIRGINIA

THE NEW KEENEY DELUXE ELECTRIC CIGARETTE VENDOR
PROMPT DELIVERIES

CENTRAL OHIO COIN MACHINE EXCHANGE
525 So. High St. Columbus, Ohio
Phone: Adams 7254

OUR NYLON PROMOTION!

1	THE MACHINE—guaranteed the best conversion.
2	THE HOSE—no one else offers 51 Gauge, 15 Denier Nylons for \$1.00.
3	THE PRICE—the lowest for both machines and hose.

WRITE TODAY FOR COMPLETE INFORMATION
STEINER MANUFACTURING CO.
322 Atlantic Avenue Brooklyn, N. Y.
Phone: Triangle 5-0835

California Vending Almonds

Per Lb. Case Lots
F.O.B. Los Angeles **65c** Per Lb.
5 LB. vacuum tins. @ **80c** 600 Count
to a case, 400 count.

We Manufacture **BULK MERCHANDISE**. All Types—Highest Quality.
Lowest Prices... Samples

Southern California Operators, order your **ACORN BULK VENDORS** from...
Operators Vending Machine Supply Co.
1023 S. Grand Ave. Los Angeles 15, Calif.

CHARMS
NEW LOW PRICES

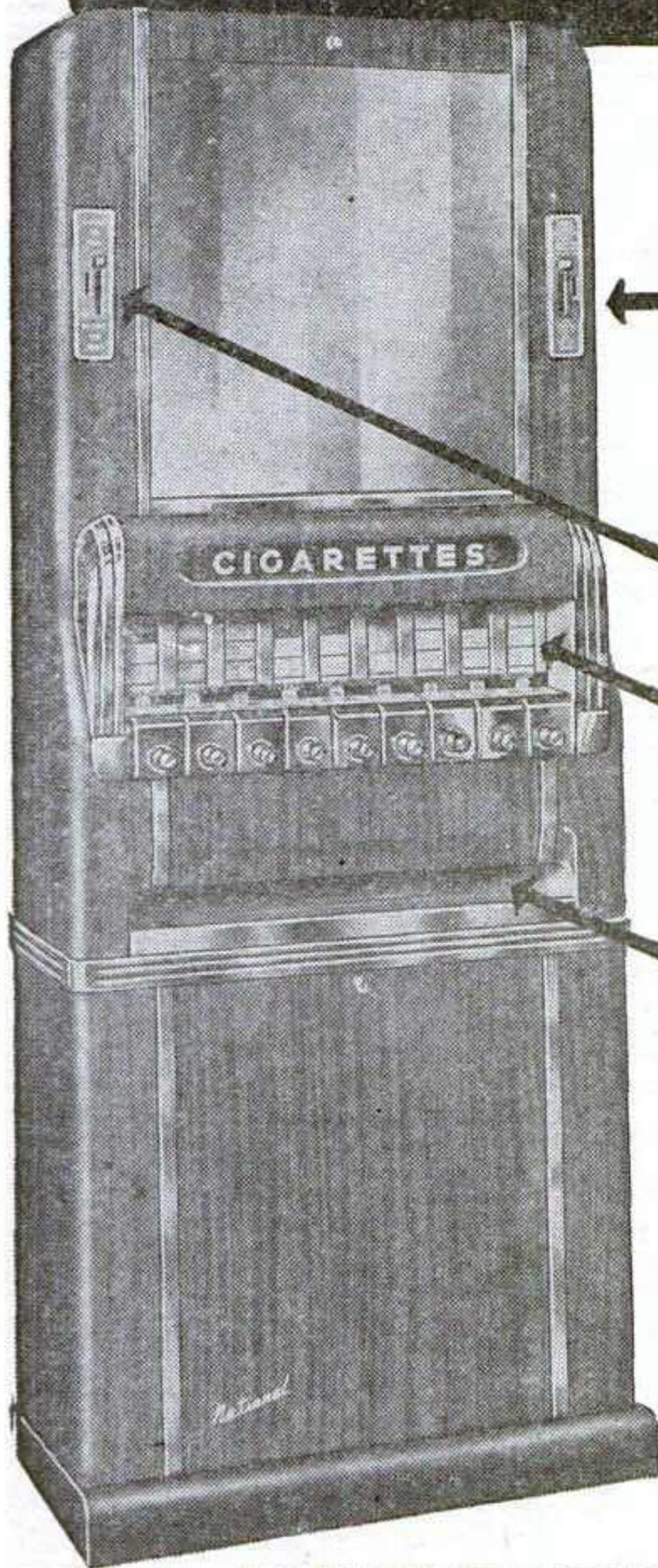
Write for price list. Send \$1.00 for sample assortment which will be refunded on first order. Increase your business 25% to 50%.

Jack Nelson & Co.
2320 Milwaukee Ave. Chicago 47, Ill.

LOOK AT THEM ALL! • SEE FOR YOURSELF!

The NATIONAL 9M STANDS ALONE!

THE *Only* MANUALLY-OPERATED
CIGARETTE MERCHANDISER



With ALL THESE FEATURES

SINGLE COIN INSERT
MULTIPLE COIN OPERATION
← (5c — 10c — 25c)

•
NICKEL CHANGE-MAKER AVAIL-
ABLE WITH ADJUSTMENTS FOR
PRICE CHANGES REQUIRING NO
NEW PARTS, COSTING YOU
NOTHING

•
PENNY BOX MATCH ASSEMBLY
AVAILABLE

•
PROFITABLE CAPACITY WITH
BRAND DISTRIBUTION... 9 COL-
UMNS HOLD 440 PACKS OF
CIGARETTES — ADEQUATE BOOK
MATCH CAPACITY

•
CENTRAL DELIVERY OF CIGAR-
ETTES, MATCHES AND CHANGE
• ALSO COIN RETURN

Now Available:

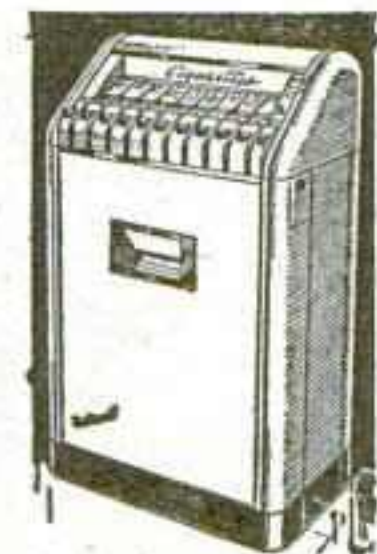
- 1—PENNY PUSHERS
- 2—NICKEL CHANGERS
- 3—BOX MATCH ASSEMBLIES
- 4—QUARTER CONVERSION SETS for
Pre-War NATIONAL MERCHAN-
DISERS



NATIONAL 9E
Electrically-operated
Conventional-Type Cig-
arette Merchandiser.
Can be equipped with
NATIONAL nickel
Change-Maker



NATIONAL 8CE
Electrically-operated
Console-Type Auto-
matic Merchandiser for
Candy, Cigarettes,
many other items



NATIONAL 9EC
The last word in Elec-
trically-Operated, Con-
sole-Type Cigarette
Merchandiser — with
built-in Change-Maker
and other exclusive
NATIONAL features

NATIONAL VENDORS INC.

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.
MEMBER N. A. M. A. AND N. A. V. D.

Bottler Earnings

LOS ANGELES, Feb. 26.—The Mission Dry Corporation reported a net profit of \$54,854 for the fiscal year ended October 31, 1948. This is equal to 20 cents a share on the 279,160 common shares outstanding, and compares with a net loss of \$27,080 in the preceding fiscal year. Net sales for the 1948 year aggregated \$2,177,716 against \$1,891,192 in the preceding fiscal year.

**ATTENTION
POPCORN MACHINE
DISTRIBUTORS and OPERATORS**

SupRpop hybrid specially made POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ machines.

Wire or write for prices.

Dwight Hamlin Company
5958 Baum Blvd. Pittsburgh 6, Pa.

**Bar Price Cuts Encourage
Ops; Adopt "Go Slow" Policy**

(Continued from page 97)

stands: Those that were for expanding said it would be done in a moderate manner (some declared they would reinstate service in marginal locations) while operators advocating "hold tight" measures said they would concentrate on present locations until the new price trend was proved to be a real help.

A number of operators reported that news of the chocolate price and bar cost declines in local newspapers resulted in demands for upped commissions from location owners. This they counteracted by detailing operational expenses (help, equipment, repairs) which continue on an inflated plane, and, as one operator expressed it, that while before they were "only handling money, they now could realize a moderate profit on their operation."

Taken on a city-by-city basis, op-

erators surveyed by *The Billboard* reported as follows:

New York operators declared that with per bar price now about 2.75 cents, from an average 2.9 cents two weeks ago and 3 cents and over prior to that, they could initiate plans for moderate expansion. Nat Shapiro, of Vendo-Matic Service, operating about 400 units in diversified locations, said that if bar prices settle at a steady lower level, he would add new equipment and expand his route by placing units in marginal locations which under high costs were operable only at a loss.

New York Ops Cautious

Other New York operators agreed that a two-week inventory was most practical, from the cost and "perishable" angles. They said it was impractical to buy for shorter periods of time, even if a slight saving might be effected. Another operator, spotting his vendors in theaters almost exclusively, carries a maximum of 3½ weeks stock. He stated that while theater patronage has fallen off, he found vander gross in movies had not dropped "anywhere near as much (18 per cent). "Reason is that children still go to the pictures in undiminished numbers and they are always the best candy customers.

Buffalo

Buffalo operators are not registering too much enthusiasm over the recent bar price break. Most claim it's been a long, hard pull thru the postwar high-price years and the reduction is hardly enough to bring them from "rags to riches." They still have to contend with the "high costs of operating," they say. Frank Bradley, a leading candy operator, commented that the price drop "was not a cure-all, but was in fact greatly overrated and just started a lot of explaining to locations."

Washington Story

In Washington, operators are going to expand their routes very slowly, if at all. Common comment is that operations during the past few years have been on such a narrow profit margin that the small boost as a result of the price cut will be utilized to build working capital and up net profits where possible.

Robert Mittman, Berlo Vending Company, went on record as voting down any "wild" location expansion, and was seconded by D. R. Drewyer, manager of Canteen Company. Drewyer said that since Canteen puts in candy orders on a big monthly basis, his firm won't get the benefit of the price cut until the next order. "In our last order the price ran between 80 and 85 cents, he stated. As to route expansion, he added that it was not being considered at present. "For a long time candy vendors have been caught in a vice," he said. "We've had to hang onto the nickel bar in face of rapidly increasing prices. Now it will be nice to get off the hook somewhat."

Chi Ops Speak

Chicago firms also backed up the two-week order system, reporting that route expansion would be "slow but that it would be definite," and that price cuts meant that a 9 or 10 per cent increase in the profit margin was realized. They indicated most of this increase would be channeled to new equipment, to consolidating their position which had been threatened by too many months of "break even" operation, and to "sensible route increases." The Chicago scene, however, was clouded with talk of reduced number of workers in factories, which had an adverse effect on industrial locations. Joseph Kaden, Kandy Kit Company, figures that 150 people per machine is the ideal yardstick by which to figure plant installations. A drop-off in workers means that equipment should be



MODEL "46Z"

SPEEDY PROFIT MAKER

Put fool-proof "Columbus" vendors in every spot to make money quicker. Easy to service... no tools required to completely dismantle, service and clean. Model "46Z"... penny, general purpose for vending candies, charms and nuts. Base and top in a choice of eye-catching colors. Model "46G" for ball gum. Write for facts.

The **COLUMBUS** Vending Co.

2007 East Main Street
Columbus 9, Ohio

Your "Columbus" distributor for Ga., Fla., S. Car., East Tenn. Also Charms, Hard Shell Candies, Chic and Bubble Gum.

R. R. WHITEHEAD

947 Alloway Place Atlanta, Ga.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW BULK VENDORS

ONLY Northwestern MODEL 49
GIVES OPERATORS SO MUCH
Write for Literature and Quantity Prices.

"SILVER KINGS"

Ball Gum \$13.95 Bulk 5¢ \$13.95
Bulk 1¢ 13.95 Charm King 13.95
Write for Literature and Quantity Prices.

"COLUMBUS"

Model 46Z, 1¢ \$13.00 Bimor \$36.00
Model 46ZB, 5¢ 13.75 Tri-Mor 45.00
Write for Literature and Quantity Prices.

"MASTER"

1¢ Novelty Vendor \$13.95
No. 2—1¢ & 5¢ Comb. 17.50
No. 6—5¢ 17.50
Write for Literature and Quantity Prices.

RECONDITIONED VENDORS

1¢ Variety Shops With Stands \$14.50
1¢ Snacks With Stands 14.50
Shipman 3-Col. Stamp Vendor (New) 39.50
1¢ You Chu Ball Gum 6.50
Silver Kings, Either 1¢ or 5¢ 8.00
Cash Tray, 5¢ (New) 5.95
N. Y. Stamp Vendors, 1¢ and 3¢ 12.50
Ship. Stamp, Sells 1¢ & 3¢ Stamps 19.50
Adams Gum Vendors, 1¢, 4 Col. 12.50
Adams Gum Vendors, 1¢, 6 Col. 14.50
Adams Gum Write
Columbus Tri-Mor, 3 Comp. 29.50
Columbus, 5¢ 8.00
Columbus, 1¢ 7.50

**WE TAKE TRADE-INS—
LIBERAL ALLOWANCE**

**COLUMBIA
BELLS
SLIGHTLY USED
\$85.00**

**MERCURY
ATHLETIC SCALE
DeLuxe Model
Biggest Money-Maker
Ever Known—
13 Different Plays
\$129.50
Special Quantity
Discounts**

**BUBBLE BALL GUM.
Per Lb. 25¢.**

NEW SLOTS

Mills Vest Pockets \$ 65.00
Mills Q.T., 5¢ 115.00
Col. Bell, Double Jack-
pot, Interchangeable,
5, 10 or 25¢ 145.00

USED COUNTER GAMES

Camera Chief, 1¢ \$14.50
Marvel 1¢ Token 22.50
American Eagle, 1¢ 19.50
Vest Pocket, 5¢ 44.50
Imp, 1¢ 10.00
Yanks, 1¢ 14.50
Cubs, 1¢ 10.00
Windmills, 1¢ 4.95
Star Card Vendors 9.95
Pop Up 14.50
Sparks Champ, 10¢ 22.50

NEW COUNTER GAMES

ABT Challengers \$39.50
ABT Model F Targets 42.50
ABT Strkalites 42.50
Buddy 19.50
Gottlieb Grip Scales 24.50
Exhibit Card Vendors 19.50
Steeplechase, 1¢ 35.00
Target Kings, 1¢ 45.00
Imp, 1¢ or 5¢ 14.50
Test Quest, 1¢ 29.50
Hunter, 1¢ 45.00
Electric Shockers 18.75
Whirl-a-Ball 19.50
Camera Chief, 1¢ 19.95
Kicker & Catcher, 1¢ 34.50

DISTRIBUTORS AND SALESMEN WANTED — WRITE FOR SPECIAL DEAL
Send for our Complete List of Coin-Operated Machines and Supplies.
1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

**NEW PROFITS!
A BRAND NEW MARKET!**

**VENDOR KLEENEX POCKET-PACK
TISSUE**

\$50 ea.

Size: 10"x5"x35"
Shipping Wt.
25 lbs.

**PROMPT
DELIVERY**

FULLY GUARANTEED!

Full remittance must accompany order. Shipped F. O. B. our plant. Terms, quantity discount available.
*T.M. Reg. U.S. Pat. Off. I.C.P. Co.

E. B. METAL PRODUCTS CO.

229 East 144 Street Bronx 51, N. Y.



WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.

BUBBLE BALL GUM

140 or 170 Size, Crown Jack Brand with Colored Centers, 25-lb. Carton \$ 5.85
100 lbs. or more 21.90
Miniature Pen Knives, 5 Gross 5.95
Gold Plated "Georgie" Pins, 1 Gross 3.95
Gold Plated Bracelets in Capsules, 100 5.95
Silver Wedding Rings, 1000 8.95
Gold Wedding Rings, 1000 2.50
Cameo Rings, 1 Gross 6.50
Sassy Wise Crack Buttons, 1000 3.75
Gold Plated Basketballs, 1 Gross 3.75

NEW COUNTER GAMES

Buddy, \$19.50 Hunter, 1¢, \$45.00
Target Kings, 1¢, \$45.00
Electric Shockers, \$18.75
Exhibit Card Vendors, \$19.50

PARKWAY

MACHINE CORP.
623 W. North Ave. Baltimore 17, Md.

CHARMS

COPPER PLATED SKULLS... \$8.00 per M
COPPER PLATED BASKETBALLS 8.00 per M
PLASTIC SKULLS... 4.50 per M
LUMINOUS SKULLS... 6.00 per M

WRITE FOR FREE SAMPLES

PENNY KING CO.

415 NEPTUNE STREET
PITTSBURGH 20, PA.



VICTOR'S MODEL "V"

The original Ball Gum and Charm Vender . . . and still the best, say thousands of successful operators.

VICTOR'S UNIVERSAL

Tops for modern design and efficiency . . . truly a worthy rival for the Model V as an all-purpose vender.

HOT-POP

Victor's New Sensational POPCORN VENDOR

Only \$47.50

Write for Descriptive Matter and Prices

VICTOR VENDING CORP.

5701-5713 W. Grand Ave. CHICAGO 39, ILL.

Supplies In Brief

Bayuk Production

PHILADELPHIA, Feb. 26.—Record production is planned this year by Bayuk Bros., local manufacturers of Phillies cigars. Last month, the company introduced in a few limited markets a new 5-cent cigar, Prince Hamlet Junior. Harry P. Wurman, president of the company, estimated that last year's sales reached a record \$38,500,000 and stated present production schedules call for higher sales this year. In 1947, Bayuk reported sales of \$36,300,150.

Wurman attributed the present slump in cigar sales to a return of the normal seasonal pattern in sales accentuated by an effort on the part of distributors and retailers to cut inventories. Normally, he said, the first quarter of the year accounts for only 20 per cent of the annual sales because of the January slump following heavy Christmas purchases. Bayuk does not plan to introduce its feature brand, Phillies, into any new markets this year, but it may broaden its distribution in certain markets to take in more area.

Cig Output Up

WASHINGTON, Feb. 26.—Cigarette production increased during 1948, but cigar output fell off slightly, Internal Revenue Bureau reports, basing its findings on tobacco tax collections. Cigarette taxes in 1947 returned \$1,175,907,459, compared with \$1,220,566,147 in 1948. Levy on cigars amounted to \$46,722,471 last year, compared with \$47,134,463 in 1947.

As usual, North Carolina and Virginia contributed some 90 per cent of the total. Virginia manufacturers paid \$314,990,959 while North Carolina tobacco houses paid out \$710,672,382.

Sugar Stock Down

WASHINGTON, Feb. 26.—Sugar stocks on hand at the beginning of the year were almost a half-million tons below those of January 1, 1948, Agriculture Department reported. Stocks totaled 1,492,721 tons the first quarter of the year as compared with 1,938,504 tons at the beginning of 1948.

Regulate Cuban Sugar

HAVANA, Feb. 26.—The Cuban Government has approved a decree regulating the volume of the 1949 sugar crop and its distribution under

Pa. Soft Drink Tax Okay Stumps State's Bottlers, Suppliers

HARRISBURG, Pa., Feb. 26.—With the approval of the State soft drink tax for another two years by the House of Representatives last week (15), Pennsylvania bottlers predict a see-saw battle to keep volume and profits at a minimum level to assure continued operation. Clarence G. Stoner, president of the Keystone Bottlers' Association stated that the tax has, and will continue to inflict serious business losses not only on the State's soft drink bottlers, but also on the bottle, crown and sirup manufacturers supplying them. Cup and bottle vender operators, too, look for a continuation of tax-itis troubles, revolving around lowered sales or self absorption of the levy.

Based on queries sent to 12 such manufacturers within the past week or two, Stoner issued the report that sales to the State's bottlers have fallen off drastically while sales to bottlers in non-tax States have increased steadily. Quoting one of the nation's largest crown manufacturers, Stoner revealed that this firm's sales to Pennsylvania bottlers took a 49.4 per cent drop in 1948, compared to crown sales in the no-tax year of 1946. In the balance of the U. S., firm's carbonated beverage crown sales jumped to 142 per cent for 1948, as against 1946.

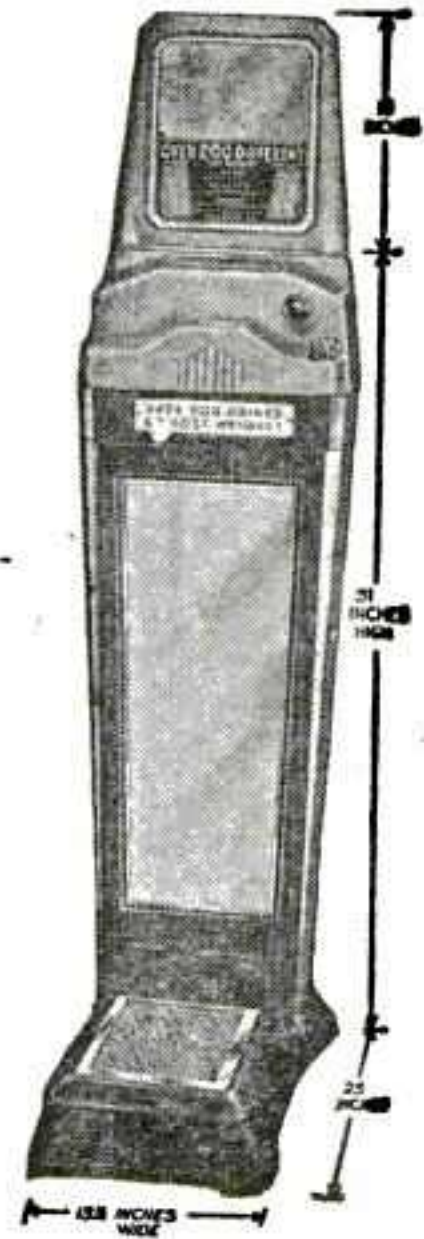
Shipments Drop

Replies of bottle manufacturers, according to Stoner, showed that shipment of beverage bottles into the State, after the tax went into effect, dropped 32.9 per cent. A sirup company reported that its sales to Pennsylvania bottlers dropped 25 per cent in the year after the tax was passed.

Originally, the soft drink tax was declared an "emergency" measure when it was first passed by the 1947 session of the Legislature and became effective June 1, 1947. Its reinstatement last week means that instead of expiring May 31 this year, it will continue in effect until that date, 1951.

fixed quotas.

The decree provides that the 5,000,000 tons of the 1949 crop be distributed by the Cuban Stabilization Institute (CSI) as follows: domestic consumption quota, 200,000 tons; export to U. S. A., 2,900,000 tons; export to other countries, 800,000 tons. Remainder of production, to be known as the "special quota of the 1949 crop," will be aggregated at the disposal of the Institute for purposes which are set forth in the decree.



\$25

DOWN

Balance \$10 Monthly

200

FORTUNE TELLING

NO SPRINGS

SCALE

Height, 51 in. Width, 13 in. without sign

Depth, 25 in. Sign, 15 in.

Net Weight 185 Lbs.

Shipping Weight . . 245 Lbs.

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

ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 20 weekly payments

WRITE FOR DETAILS

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lbs to Carton 170c
3/8th 210c
140c

25 to 475 lbs. 27c lb. 29c lb.
500 lbs. or over 26c lb. 28c lb.

Freight paid on 100 lbs. or over FULL CASH WITH ORDER

For better cash returns try

TORR DeLUXE SALTED NUT MIX

Made up of Cashews, Pecans, Filberts, Virginia and Spanish. Packed 30 lbs. to carton.

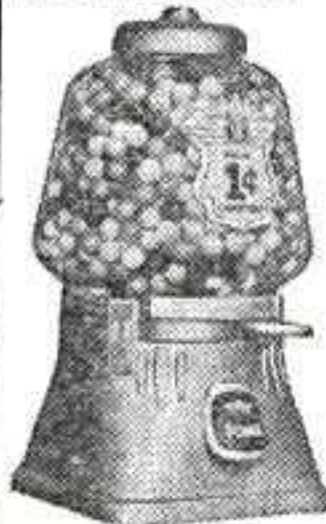
47c PER LB.—\$14.10 PER CTN.

Cash with order—F. O. B. Philadelphia.

ROY TORR LANSDOWNE, PENNA.

Brand New "CHARM KING" Ball Gum + Charms = \$\$\$

The Kids Really go for THIS one because it DISPENSES BOTH GUM AND CHARMS!



Only \$13.95* F.O.B. Aurora, Ill.

All kids go for Gum Balls. And they go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

*Others as low as \$10.55 in quantities. "Hot Nut", Nut and Ball Gum Venders 1c, 5c; 2 for 1c. U.S. and Foreign Coins.

... and Here's ANOTHER WINNER! The New "HUNTER" Nets up to 75¢ of EVERY DOLLAR You Take in!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter". But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75c out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.



Only \$45.00 F.O.B. Aurora

SILVER-KING CORP. 622 Diversey Parkway CHICAGO 14, ILLINOIS

ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

ROY TORR, Lansdowne, Pa.

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO. 549 W. Washington St., Chicago 6, Illinois

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Outs Service Time in Half.

\$17.55

SAMPLE

Write for Quantity Discount.

Other Popular Northwestern Vendors \$10.35 and Up

- Contact us for
- BULK MACHINE CHARMS
- MERCHANDISE
- BALL GUM

Parts and Supplies 1¢-5¢ and Foreign Coins.

Write for Circulars and Price List.

BADGER SALES CO., Inc. 2251 W. Pico Blvd. Los Angeles 6, Calif.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS. Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC. **BECKER VENDING SERVICE - BRILLIANT WISCONSIN**



ATTENTION—25c & 30c CONVERSIONS
 Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship. \$8.50 for Silver Quarter conversions.
ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

- NEW NATIONAL 9E\$275.00
- NEW ROWE Crusader, 8 and 10 Col. \$165.00
- NEW UNEEDA, 8 Cols., 510 Pack Cap. 139.50
- National 9-50, 350 Pack Cap. 90.00
- Rowe Imperial, 8 Col., 240 Pack Cap.. 70.00
- Rowe Imperial, 6 Col., 180 Pack Cap.. 60.00
- Rowe, 6 Col., 150 Pack Cap. 35.00
- Uneeda Model 500, 9 Col. 115.00
- Uneeda Model E, 15 Col., 350 Pack Cap. 62.50
- Uneeda Model E, 8 Col., 240 Pack Cap. 57.50
- DuGrenier, 9 Cols., Model W. 270 Pack Cap. 62.50
- DuGrenier VD, 7 Col. 57.00
- DuGrenier, 6 Cols., 150 Pack Cap. ... 32.50



SPECIAL \$65.00
 Candyman, 72 Bar Capacity with enclosed base.

CANDY MACHINES

- National 9-18\$100.00
- Vend-It 55.00
- U-Select-It 35.00
- Advance Candy Machines 27.50
- Shipman Candy Vendor 22.50
- 5c & 1c GUM VENDORS 17.85

SPECIAL
 Rowe Imperial, 8 col. 240 Pack Cap. \$70.00
 6 col., 180 Pack Cap. 60.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

SPECIAL! 20 JR. STONER 6 COL. CANDY MACHINES.....\$72.50

BRAND NEW HOT NUT MACHINES

Dispenses all types of bulk merchandise for 5c, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

- \$10.00 Lots of 10 or More.
- \$11.50 Lots of 5
- \$12.50 Sample



YOU COLLECT PROFIT IN ADVANCE

VICTOR'S NEW MONEY MAKER HI-POP POP CORN MACHINE

Non-Coin Operated OPERATOR MAKES \$4.20 Per Week On Sale of 2 Lbs. WRITE FOR DETAILS

15 MINIT POP MACHINES—Automatic Pop Corn Machine.....\$225.00 EA. 1/3 Deposit. Balance C. O. D.—Write for Our Catalog.
VEEDCO SALES COMPANY
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

ADVANCE & COLUMBUS VENDING MACHINE OPERATORS

New Round Prizes Suitable for Your Machines

Vends in All Other Machines Too

- Fortune Balls with precious stones Per M \$10.00
- Fortune Balls with 1 dice 12.50
- Fortune Balls with key chains ... 18.50
- Fortune Balls with bracelets (per gross) 6.00

Price Reductions on CHARMS

- Plastic Charms, Famous Series #1 \$ 3.00
- Plastic Charms, Big Series #2 .. 4.00
- Plastic Skulls 5.00
- Plastic Rings, 20 Styles 3.00
- Metal Plated Charms, Series #1 .. 6.00
- Metal Plated Charms, Series #2 .. 7.50
- Metal Plated Skulls 9.00
- Metal Plated Skulls with Rhinestone Eyes 18.00
- Metal Plated Rings, 20 Styles ... 7.00

Samuel Eppy & Co., Inc.
World's Largest Charm Manufacturer
113-08 101st AVE.
Richmond Hill 19, L. I., N. Y.

USED ADVANCE MODEL "D" BALL GUM MACHINES \$3.95 ea.
Jack Nelson & Co.
2320 Milwaukee Ave. Chicago, Ill.

NOW TOT Brand KOLOR-BUB Ball Gum

33c pound, any quantity BRAND NEW 1948 SILVER KINGS



\$12.50 Lots of 10. Sample Either Peanut or B. Gum Machine, \$13.95.

HOT NUT SILVER KING \$29.95

Ask for our booklet, "Dollars From Pennies." It's FREE. Address mail to Dept. B.

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky. Phone 2131

REAL LOW PRICES U-SELECT-IT

CANDY MACHINES

- 54 Bar Capacity, \$22.50 ea. Lots of 10, \$20 ea VEND IT, 150 Bar Cap. Each \$40.00
 - Cigarette Machines
 - DU GRENIER, 7 Col. 8 \$40.00
 - DU GRENIER VD, 7 Col. 40.00
 - DU GRENIER W, 9 Col. 40.00
 - DU GRENIER CHAMPION 50.00
 - UNEEDA MONARCH, 8 Col., Like New 70.00
 - UNEEDA, 8 Col. 40.00
 - NATIONAL 9-30 50.00
 - ROWE ARISTOCRAT, 8 Col. 22.50
- Half Deposit.
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa. Phone: BA 9-0808

Correction

In the February 12 issue of *The Billboard*, pages 93 and 98, a story describing the vender possibilities of the Kleenex pocket pack incorrectly stated the number of packages in a case.

There are 36 dozen packages in a case, or 432 individual packages of the Kleenex pocket pack tissues.

Chase Candy Closes Two Chicago Plants

ST. LOUIS, Feb. 26.—Chase Candy Company officials anticipate a saving of \$1,000,000 in operational costs this year with the closing of their two Chicago plants (April 1) and the already shutdown St. Joseph, Mo., factory. Production will be concentrated in the two remaining plants, here and in San Jose, Calif., it was stated. Both will be equipped for multiple-shift operation.

It was also reported that Chase's quarterly dividend, usually payable in February, will be by-passed this year. Last quarterly dividend was made in November (15 cents). According to officials, for the first five months ended November 30, 1948, Chase chalked up a loss of \$246,000. For the six months ended December 31, 1947, firm reported a net profit of \$2.67 per common share.

SPECIAL AT A LOW, LOW PRICE



NOVELTY CARD VENDOR

Brand New in Original Cartons. Original Price \$29.50.

CLOSEOUT \$12.50 PRICE

Capacity 500 cards . . . 250 cards in each column. A steady money maker. Exhibit Cards—all series—\$4.00 per M. 1/3 With Order—Balance C. O. D.

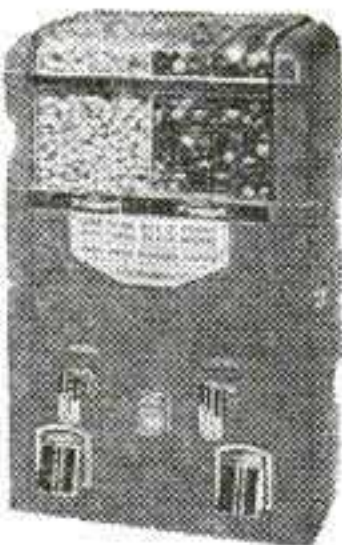
J. SCHOENBACH

Distributor of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

A MONEY-MAKER ON EVERY LOCATION!

Northwestern DUAL VENDER

- 1c AND 5c OR 5c AND 10c
- Less Than 25 \$45.00
- Less Than 100 \$44.50
- 100 or More \$44.00



Write, Wire, Phone
NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributor
4105 16th Ave. Brooklyn 4, N. Y. Phone: Cedney 8-3600

INDIAN NUTS



FOR GREATER PROFITS IN VENDING MACHINES AND CELLOPHANE PACKAGES ask for

ZALOOM'S GOLDEN NUGGETS

Finest Quality — Deliciously Roasted — Crisp — Highly Polished — Spotless. The Fastest Selling Grade of Indian Nuts on the Market.

Packed in 5-Lb. Moisture-Proof Bags—12 5-Lb. Bags to a Carton. Also Available in 25-Lb. Cartons and 100-Lb. Bags.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

JOS. A. **ZALOOM & CO.**
8 Jay St., New York 13, N. Y. BEekman 3-7646

America's Original Masters in Roasting and Salting of Pistachio & Indian Nuts

NOW! 'T-NEE' CALIFORNIA VENDING ALMONDS

Vacuum Packed in 5 Lb. Tins NEVER UNDER SOLD LOWEST PRICES WRITE TODAY TO E. LARUE, Sales Mgr. LEON "HI-HO" SILVER, INC. 540-542 Hayes St. San Francisco, Calif.

CHARMS

... that are different
Shiny Metal Hobby Pins. Per Gross \$4.00
Gold Charm Bracelet (In Capsule) Per Hundred 6.50
Blade Knife. Per Gross 1.10
Skulls, Guns, etc.
All items will fit any Vending Machine. Send for Samples and Prices.
1/3 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties
6050 Market St. Philadelphia 39, Pa.

HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

GIVE TO THE RUNYON CANCER FUND

5-STATE MAJOR MUSIC MEET

Central Ohio Juke Ops Set Organization

Dressel Elected Prexy

COLUMBUS, O., Feb. 26.—Ninety-five per cent of the phonograph operators in Columbus and Franklin Counties have already signed up as members of the newly formed Central Ohio Phonograph Association (COPA), M. Mike Cohen, secretary-treasurer, announced this week.

The association, which recently formalized its organization by the adoption of a constitution and by-laws, was founded by a committee of operators headed by Jack Shaucet, of the Times Tonomic Company. Meetings are held each Thursday night at the Broad-Lincoln Hotel.

Cohen, who operates under the firm name of Myco Automatic Sales, said that COPA had received valuable aid from several other music operator groups during its formative period. Two of these groups co-operated by lending the new association copies of their constitution and by-laws.

COPA officers for this year, in addition to Cohen, are M. E. Dressel, of R & D Music Company, president, and Nick Neibel, of G & N Vending Company, vice-president. Trustees are Tony Anthony, of Anthony Bros.' Coin Machine Company; Tom Polk, of Central Music Company; Mike Charie, of Acme Amusement Company, and William Grace, of Ferguson & Grace Music Company.

Dennison Names Taran Solotone Rep in Florida

MIAMI BEACH, Fla., Feb. 26.—Taran Distributing, Inc., headed by Sam Taran, has been appointed exclusive distributor for Solotone products in Eastern Florida and Southern Georgia, it was reported this week by H. F. Dennison, president of the Dennison Sales Company, national sales representative for the Solotone system.

Taran will handle the account thru his offices here and in Jacksonville, it was stated.

Dennison, who spent this week in Florida with Taran, is scheduled to return to his Chicago headquarters next week.

CPMA Picks Hit Tunes for March

CLEVELAND, Feb. 26.—The Cleveland Phonograph Merchants' Association (CPMA) has selected *Do You Still Love Me?* as its Hit Tune of the Month for March it was announced this week by Sanford Levine, chairman of record promotions for the association. Disk was released by Gold Medal and features Don Dennis on the vocals.

Hit Tune extras selected for March are *Lonesome for You* by Jon and Sondra Steele on the Damon label, and *I'm Thru Callin' Everybody Darlin'* as recorded by Al Trace.

The three recordings will be featured on more than 3,000 music machines in Greater Cleveland area during the entire month.

MAPOA Names Goldman Prexy; Okum To Retire

DETROIT, Feb. 26.—Morris Goldman has been unanimously chosen for re-election as president of the Michigan Automatic Phonograph Owners' Association (MAPOA) for a period of two years. Goldman was inactive for some months last year as the result of serious illness.

Actual elections will be held March 10, with nominations only for contested offices now being made. Ben Okum, of the Okay Vending Company, who was vice-president and acting president during Goldman's absence, is retiring as he has gone into the record manufacturing business, establishing the Alben Record Company. Under the MAPOA constitution, there is some question of eligibility of any manufacturer or distributor for office in the association. Okum retains his own juke route but preferred to step down from office.

Resolutions of tribute for service performed were passed naming Roy Clason, business manager, and Irving Ackerman, counsel, of the MAPOA.

Twin Cities Convention To Open April 25; Distribs and Manufacturers Will Exhibit

1949 Confab Sponsored by Five Music Associations

MINNEAPOLIS, Feb. 26.—The Five State Phonograph Operators' Convention, official title for gathering scheduled to be held at the Radisson Hotel April 25-26, looms as the major music machine meeting of 1949. The Iowa music operators have joined with associations from Minnesota, Wisconsin and North and South Dakota to sponsor the event.

Leo C. Miller, president of the Iowa Automatic Music Operators' Association, this week stated: "We of the Iowa association appreciate the friendly spirit of our neighboring States in asking us to join with them in advancing the cause of phonograph operators in general."

"I personally think this will be the time from which our business will be on the way to bettering itself and

should lead to better understanding among individual operators.

"The Automatic Music Operators' Association of Iowa takes great pleasure at this time in thanking the associations of our neighboring States for the helping hand they have extended to us."

Exhibit Space

Display space for the 1949 show will be sold starting the middle of March, with the convention again taking over the mezzanine area at the Radisson for the exhibits. Exhibits floor will be open most of Monday (25) and will close Tuesday (26) prior to the annual banquet which will be held in the ballroom adjoining the exhibit area.

(See 5-State Music Meet on page 106)

Wurlitzer Sets New Distribs For Michigan, San Francisco

DETROIT, Feb. 26.—Frank Alluvot and Carl Angott are incorporating the Angott Distributing Company as a distributor for Wurlitzer in Michigan. The company will maintain headquarters at 2616 Puritan Avenue, home of Angott's former operation, the Angott Sales Company, which handled the Packard line here for a number of years.

Angott has long been associated with the local machine industry, having been in both the operating and distributing ends for many years. Alluvot also has been in the business for some time, operating a juke route under the name of Frank's Music.

The Angott Sales Company will continue to represent other music and appliance products, apart from the juke distributing set-up, which will be handled by the new Angott Distributing Company.

The Porter Distributing Company, which has handled the Wurlitzer line since last May, is to be dissolved, it was stated at the offices of the company. Harris Porter, head of the

SAN FRANCISCO, Feb. 26.—The Emarcy Distributing Company has been appointed a distributor of Wurlitzer commercial phonographs and auxiliary equipment in this territory. Appointment, which becomes effective immediately, was announced this week by M. H. Rosenberg and T. C. Crummett, owners of the Emarcy firm. Both were previously associated with Wurlitzer as distributors in the Midwest.

Emarcy has taken over the offices of the Jack R. Moore Company in this city. W. H. Schetter, president of the Moore firm, stated that directors of that company had reached a decision to close its local branch, effective March 1, after contemplating such a move for some time. He added that the firm would continue to maintain branches in Seattle and Spokane, as well as its headquarters in Portland.

company, and a former factory executive for Wurlitzer, was out of town, and could not be reached for a statement.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

1909 COPYRIGHT SESSIONS BEGIN. Initial interviews get under way and will eventually move into the juke box problem.

MUSICRAFT MAY GET NEW DOUGH. Diskery is reported to be arranging for new money, pending the okay of the creditors on the refinancing.

DECCA INKS DAILEY FOR RELEASES. Firm signs Dan Dailey, film star, for recordings; first session will be with Andrews Sisters.

TEMPO ANNOUNCES THREE-SPEED SET-UP. Plattery will make disk catalog available in all three speeds.

SUPREME OPENS STEM OFFICES. Record firm, specializing in race disks, opens branch in New York.

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

Evans Names 3 To Distribute Constellation

CHICAGO, Feb. 26.—Continuing to expand its distributor set-up into a nationwide organization, H. C. Evans Company, thru Lester Rieck, music machine sales manager, announced the appointment of three additional firms to handle Constellations.

They are: B & W Distributing Company, Knoxville, owned by Bill and Wallace Williams, assigned the Eastern Tennessee territory; Simplex Distributing, Jacksonville, Fla., headed by Jowe Mondelli, named to cover Florida, and the Star Sound Service, Hastings, Neb., managed by C. M. Fuller, contracted for Nebraska distribution.

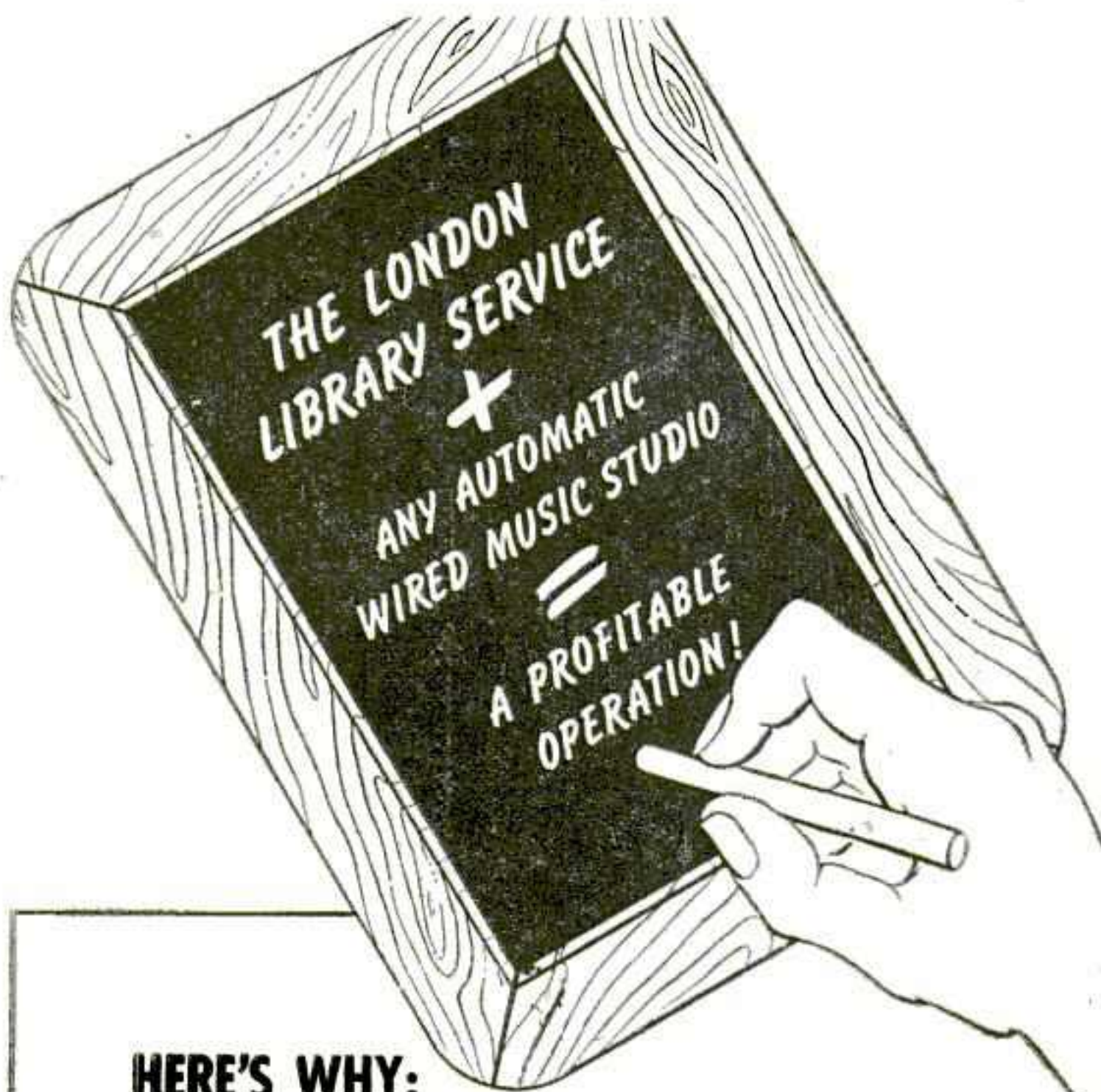
Videograph Ups Tele Tube Size

NEW YORK, Feb. 26.—Videograph coin-operated and commercial television sets will now be equipped with 16-inch direct view tubes, according to Lou Forman, president of Videograph, Inc. The larger tubes will replace the standard 15-inch viewers on all new production models, he announced here this week, but prices of the sets will remain the same.

Videograph is producer of a combination television-juke box and several commercial units which can be used both with and without coin mechanisms.

New Juke Note

GRAND RAPIDS, Mich., Feb. 26.—For those jive-jaded patrons of the juke box in the Tarry House restaurant here, a new note was added last week in the form of hymns. They can now select a hymn for their juke nickel, and, according to proprietor Otto Katt, many do so. The hymns were added after the location received many requests, Katt stated.



HERE'S WHY:

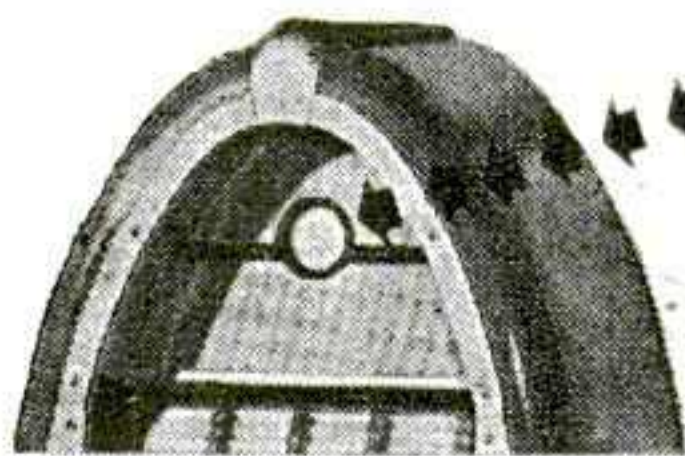
- ✓ INSTRUMENTAL SELECTIONS ONLY (NO VOCALS)
- ✓ 10"-78 RPM DISCS FOR USE ON ANY AUTOMATIC EQUIPMENT
- ✓ FULL RANGE RECORDING—REPRODUCING EVERY SOUND AUDIBLE TO THE NORMAL EAR
- ✓ BEST KNOWN STANDARD SELECTIONS PLUS THE HITS OF THE DAY
- ✓ LONGER WEARING DISCS
- ✓ SUPPLEMENTAL RELEASES EVERY MONTH

For Additional Information, WRITE — WIRE — PHONE

LONDON LIBRARY SERVICE

16 West 22nd Street, New York 10 N.Y. OR. 5-6050 A Division of THE LONDON GRAMOPHONE CORP.

This is TONAR



The Most Fascinating PLAY APPEAL Ever Put on a Juke Box!

Mr. Operator: If you haven't seen TONAR in action, you're missing the most electrifying sight in juke box history.

You've inspected a lot of phonographs, with various types of "play appeal"—lights, colors, decorations—and you're not easily impressed. But we guarantee that TONAR will interest you . . . and it will be a sensation in your locations!

TONAR employs the cathode ray principles of radar, to make the playing of each record a new, exciting adventure. Let your Aireon representative demonstrate TONAR in action. You'll see why the new CORONET is fast becoming the top location-getter of the industry.

Aireon

THE OPERATOR'S PHONOGRAPH

Record Reviews

(Continued from page 32)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
 OVER-ALL
 DISC JOCKEY
 OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
 OVER-ALL
 DISC JOCKEY
 OPERATOR

POPULAR
PATTI PAGE (The Rael Chorus)
 (Mercury 5251)
Where Is the One? 77--77--76--78
 Patti sings well as she and a chorus turn in a satisfying etching of a fine Alec Wilder ballad.
Money, Marbles and Chalk 83--83--82--84
 Patti proves her versatility by handling this Western song with full folk feeling and making it just as acceptable for pop buyers.

POPULAR
RUSS MORGAN ORK
 (Decca 24569)
You, You, You Are the One 89--88--88--90
 The German waltz adaptation gets a promising whirl here. Full-flavored clefting spots the Skylarks and organ, with the regular tune-selling Morgan ork.
Forever and Ever 91--90--90--92
 Another waltz in the same genre swings along with smash potential in this strong rendition.

EDDY HOWARD
 (Mercury 5248)
Everywhere You Go 81--82--81--80
 Howard is not up to his par in this reading of a promising ditty.
I Wish Somebody Cared Enough To Cry 80--80--80--80
 The maestro is more himself with a slow, attracting vocal of a current plug ballad.

LAWRENCE WELK ORK
 (Decca 24573)
Bye Bye Blues 76--76--76--77
 Welk dresses up the oldie in appropriate corn garb, complete with wah-wai trumpet, bounce beat and whistling chorus. Should click with the man's fans.
Love Me! Love Me! Love Me! 78--78--78--78
 The "Champagne Music" sparkles on this bouncy ditty from the current pop crop. "Tex" Cromer and Trio dispatch the vocal chores in adequate fashion.

HELEN CARROLL & THE CAROLERS
 (Mercury 5249)
(The Gang That Sang) Heart of My Heart 76--76--75--77
 Clean, good and spirited dupe of a dishing on the Collegiate label which has shown signs of "sleeper" potential.
Cruising Down the River 80--80--80--80
 Again the group and ork capture the spirit of the song and give out with a topnotch etching of the growing hit.

FRANCES LANGFORD
 (Decca 25418)
Blue Moon 73--74--73--72
 Reissue of side cut some years back is occasioned by its use of the tune in "Words and Music" pic. Chirp handles it in straight fashion.
Falling in Love With Love 72--75--72--68
 Another reissue to tie in with the same flick. The "smart" waltz lyrics are rarely heard, but Frances does them, verse and all here.

THE RAVENS
 (King 4272)
Honey 81--80--80--84
 The bass of Jimmy Ricks dominates in this slow interpretation of the oldie; the hot group should pick up plenty coin for this one.
THE THREE CLOUDS
Matinee Hour in New Orleans 68--68--66--70
 Tenor, guitar and piano turn in a nice series of blues choruses.

JOHNNY MERCER (Paul Weston Ork)
 (Capitol 15385)
My Heart's in the Middle of July 67--68--67--67
 Johnny isn't projecting in peak form on this "All for Love" ditty.
The New Ashmolean 78--77--72--68
 Novel march from "Where's Charley?" offers an amusing bit of production material, tossed off in loose limbed style by Mercer.

PAT TERRY-Batt
Masian Ork
 (Signature 15249)
Oh, How I Miss You Tonight 68--60--60--70
 Rendition of the oldie lacks distinction despite up-tempo instrumental try in the middle.
Tamara 63--65--62--60
 Synthetic Latin-type instrumental mixes a tango and a samba, for only so-so results.

HUGH CAMERON
 (Buzx Adlam Ork)
 (Crystal 201)
I'll String Along With You 64--62--62--68
 Crooner affects a few Crosby mannerisms here, but his version of the revival is unlikely to touch several of the name cuttings already riding.
Oh, How I Miss You Tonight 62--60--60--66
 Nothing to get excited about on this side.

THE STARLIGHTERS
 (Paul Weston Ork)
 (Capitol 15389)
Down by the Station 79--80--78--78
 The clever vocal group offers one of its more straightforward renditions on the nursery-novelty hit. Provides the label with quality coverage on the tune.
Sixty-Two Ladies in Sea Green Pajamas 78--78--72--67
 Amusing China-jazz novelty should win its way with wax whirlers.

LOUIS JORDAN & HIS TYMPANY FIVE
 (Decca 24571)
Have You Got the Gumption 85--85--85--85
 Another in the string of humorous Jordan novelties—and this one has earmarks of the other clicks.
Roamin' Blues 81--81--80--83
 Jordan wails the leveling blues. Fresh lyric approach, leader's singing and strong combo backing augur heavy plays for this side, too.

CHARLES MAGNANTE
 (Decca 25321)
Bolero, Pts. I & II 55--55--55--55
 Virtuoso accordionist solos the Ravel classic with technical competence, but dubious ear-interest. Without orchestra color to inject variety, piece can be—and is here—dull and monotonous.

CHARLES MAGNANTE
 (Decca 25321)
Bolero, Pts. I & II 55--55--55--55
 Virtuoso accordionist solos the Ravel classic with technical competence, but dubious ear-interest. Without orchestra color to inject variety, piece can be—and is here—dull and monotonous.

(Continued on page 112)

Legislative Round-Up:

Coin Machine Legislation Activity Beginning To Ebb

(Continued from page 95)

posal to legalize cigarette venders but amended the bill to increase the per machine fee from \$5 to \$10.

Yesterday (25) was the last day for introduction of new bills in Kansas. The Kentucky Legislature adjourned its regular session but will reconvene in its first special session, with no fixed time limit, March 1. No action was reported in Minnesota this week where legislators are weighing a proposal to tax all types of cup type beverage dispensers.

Montana Picture

Montana is not considering new legislation either, but the number of bills affecting the coin machine industry in that State has already reached sizable proportions. Generally, the outlook for bell operations in Montana was bright this week. The House passed Bill 359, amending it to add veterans' organizations to the list of those clubs where bells may be legally operated. At the same time, the Montana lawmakers killed two measures which would have set aside the existing law under which bells may be operated in certain specified locations.

No new bills may be introduced in Nebraska without the consent of the governor or a majority of the elected members of the Assembly. A proposed \$5 per machine tax on coin radios, musical devices and television sets (L. B. 195) got a favorable nod from the lawmakers.

New Hampshire, like Nebraska, is not considering any new bills with this difference—the rules committee may put forth new measures.

Proposed Taxes

The text of North Dakota's House Bill 345 was released this week. It calls for a per machine tax on a wide variety of coin-controlled equipment. Amusement games would be taxed \$10 per year; juke boxes, \$25; candy, gum and nut machines, \$3, and all other vending machines, \$10. Automatic merchandising operators will obviously protest this bill. Music operators, too, will call for some explanation of the discrepancy between the games and juke box fees.

Utah is considering an enabling act which would permit local authorities to tax any type of business or oc-

cupation. Since the bill is still in committee, its passage is doubtful. Utah bills are now being examined by a sifting committee in order that the lawmakers can concentrate on more important legislation.

Washington lawmakers have considered no new legislation since February 19 and there is no provision for the introduction of bills beyond that date.

West Virginia juke box operators can now operate their music machines for the full time taverns are open. They need only shut off their boxes between midnight and 7 a.m. on weekdays and midnight and 1 p.m. on Sundays. This measure (House Bill 52) passed the Senate Wednesday (23).

Wisconsin is considering no new bills. Last day for introduction of new business was February 16. The Wyoming lawmakers adjourned their session February 20.

Find Jukes Hit Hardest by Pa. Home Rule Tax

HARRISBURG, Pa., Feb. 26.—Farmers have joined the chorus for repeal of Pennsylvania's local tax law under which municipalities may and do tax anything not already levied on by the Commonwealth.

Music machines have been among the hardest hit by this law, enacted two years ago as a means of giving local communities home rule and the right to raise revenue on their own instead of looking to the State for funds.

The Pennsylvania Council of Farm Organizations and the Pennsylvania Association of Farmer Co-Operatives, at a recent joint meeting here, came out against the tax and asked for its repeal in the 1949 Legislature now in session.

Democrats, with a minority in both houses, also are asking that the local tax law be scrapped. The Republican majority might agree to some minor amendments, but political observers say there is little chance the law will be repealed.

Webb Distributing In New Quarters; Feb. Juke Biz Up

CHICAGO, Feb. 26.—Irv Webb, Webb Distributing Company, announced completion of firm's move to new quarters this week. Firm, a Rock-Ola distributor, stresses customer convenience at its new building at 4958 West Chicago Avenue, with a completely equipped kitchen for impromptu meals for visitors and improved car parking facilities.

Webb, who reported a 50 per cent increase in phonograph orders during February, added that the optional six-plays-for-a-quarter mechanism on Rock-Ola units is ordered by two out of three operators.

Name Atlas AMI N. E. Distributor

CHICAGO, Feb. 26.—Atlas Distributors, Boston, has been appointed to handle AMI products in the New England territory, Lyndon C. Force, the music machine manufacturer's manager of general sales, announced this week.

Erstwhile distributor of Seeburg equipment in the same area, Atlas has offices and showrooms on Commonwealth Avenue and is headed by Barney and Louis Blatt.

Jack Mitnick, a principal in Beacon Coin Machines, which had been distributing AMI products in the New England territory, will take a month's leave of absence, Force said, to recuperate from a broken ankle, incurred in a recent accident. Later he will rejoin AMI in an affiliation to be announced.

TIME-TESTED
QUALITY
RELIABILITY
VALUE - PROFIT

The Jewel of All Record Changers

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

attracts coins like a magnet!

The Seeburg Select-O-Matic 100 and Wall-O-Matic 100 are the best money-making team on today's market!

- Wide selection of numbers from old-time favorites to light classics and hit tunes.
- 50 records, 100 choices.
- Complete visibility of the Select-O-Matic 100 playing device.
- Beautiful, well-distributed tone, new scientific sound distribution.
- Wall-O-Matic 100 remote control system.
- 5-group "library" classification of selections.
- Nickel, dime and quarter plays, 6 plays for a quarter.

All these improvements in the new Seeburg Select-O-Matic 100 and Wall-O-Matic 100 are aimed at bigger profits—and they're hitting their target!

Put a Seeburg Select-O-Matic 100 in one of your top locations and let it attract more coins for you.

SHAFFER MUSIC CO.

COLUMBUS 13, OHIO
604 South High St.
WHEELING, W. VA.
2129 Main Street
CHARLESTON, W. VA.
1819 W. Washington St.
PORTLAND, OREGON
1238 S. E. Union Ave.
SEATTLE, WASHINGTON
3208 Fourth Ave.

BRAND NEW NON-SELECTIVE SOLOTONE WALL BOXES - - - \$10.95 EA.

Can be converted to new type Selective Solotone Box for very little cost.

WOLVERINE SALES CO.

2200 W. WARREN Phone: TYler 8-1212 DETROIT 8, MICH.

386 Coinmen Meet Jack Rosenfeld at St. Louie Opening

ST. LOUIS, Feb. 26.—The J. Rosenfeld Company celebrated the opening of its newly enlarged headquarters here with a special operator showing of the various lines of coin machines which it handles and two-day open

house festivities, Saturday and Sunday (19-20). The two-day attendance was 386 coinmen and guests. With Jack Rosenfeld, firm head, and Ed Randolph, office manager, welcoming guests, the showing began at noon on the first day and featured products manufactured by Bally Manufacturing, O. D. Jennings, U-Need-A, Encore, Como and the Northwestern Corporation.

Food and refreshments were served to visitors, and music and a floor-show entertained the evening crowd.

Father, Son Team Head Newfound'd Coin Machine Firm

ST. JOHN'S, Newfoundland, Feb. 26.—For the Nichols of St. John's the operating, distributing and servicing of coin machines is a father and son partnership. R. E. Nichol established his business a decade ago, concentrating on juke boxes and pinball games. The firm coverage includes the Avalon peninsula, Newfoundland, with the accent on St. John's and environs.

Associated with the founder is his son, R. E. Nichol Jr. All the servicing, as well as the selling, is handled by the father and son. They have just ordered a carload of new music machines for arrival before Newfoundland formally becomes the 10th Canadian province, at which time the island will be amenable to Canada's laws, including the import restrictions and levies on coin machines and parts. In the meanwhile, there is no restriction other than the regular duty on imports from the U. S.

The Nichols operate a restaurant, joined with an arcade for coin machines, at St. John's. The location is called the Blue Puttee, in honor of a Newfoundland army regiment in the first world war. It is one of the oldest eating places in the St. John's district.

The senior Nichol contends he was the first person to bring into Newfoundland many types of coin machines. Current indications are that he will widen his distribution coverage to embrace all of the big islands, and the pulp and paper mill centers of Corner Brook and Grand Falls.

Springfield Solons Cut Juke Box Tax \$5

SPRINGFIELD, Ill., Feb. 26.—Juke box license fees were reduced from \$40 to \$35 when the Springfield City Council amended ordinances Wednesday (23).

About 250 music machines were affected, the city clerk estimated.

5-STATE MUSIC MEET

(Continued from page 103)

Recording companies are lining up talent to appear at the convention and on the entertainment program at the banquet, as was the cast last year. Talent booking offices have advised Ken Ferguson, publicity chairman for the convention, that they are bringing top names into local theaters and clubs during the convention and will make the talent available for the banquet show.

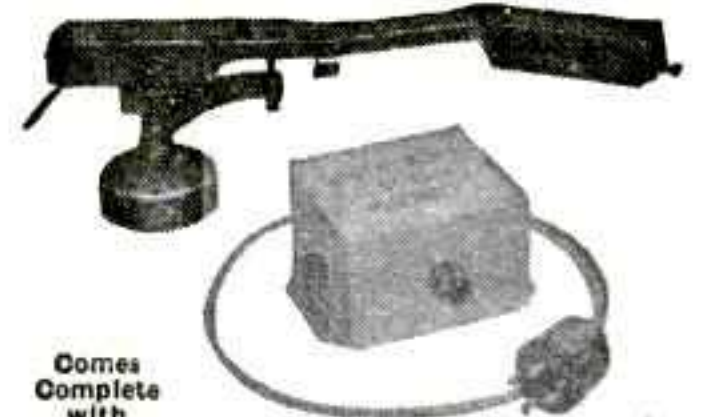
A 1949 year book will be printed, with all editorial and advertising matter due in to Ferguson by April 4.

New Invention

SPRINGFIELD, Mass., Feb. 26. — T. F. Hannigan, retired salesman, has invented a record changer dart to make possible the playing of old phonograph records, without the automatic groove, on juke boxes and automatic home phonographs. Hannigan said the dart is a pie-shaped piece of fiber which can be gummed to the record to guide the tone arm toward the center of this disk, thus actuating the changer mechanism.

South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly

No Record Wear. No Scratch. Long Life.

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with Southwind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs. FULLY GUARANTEED—ORDER TODAY

\$11.95

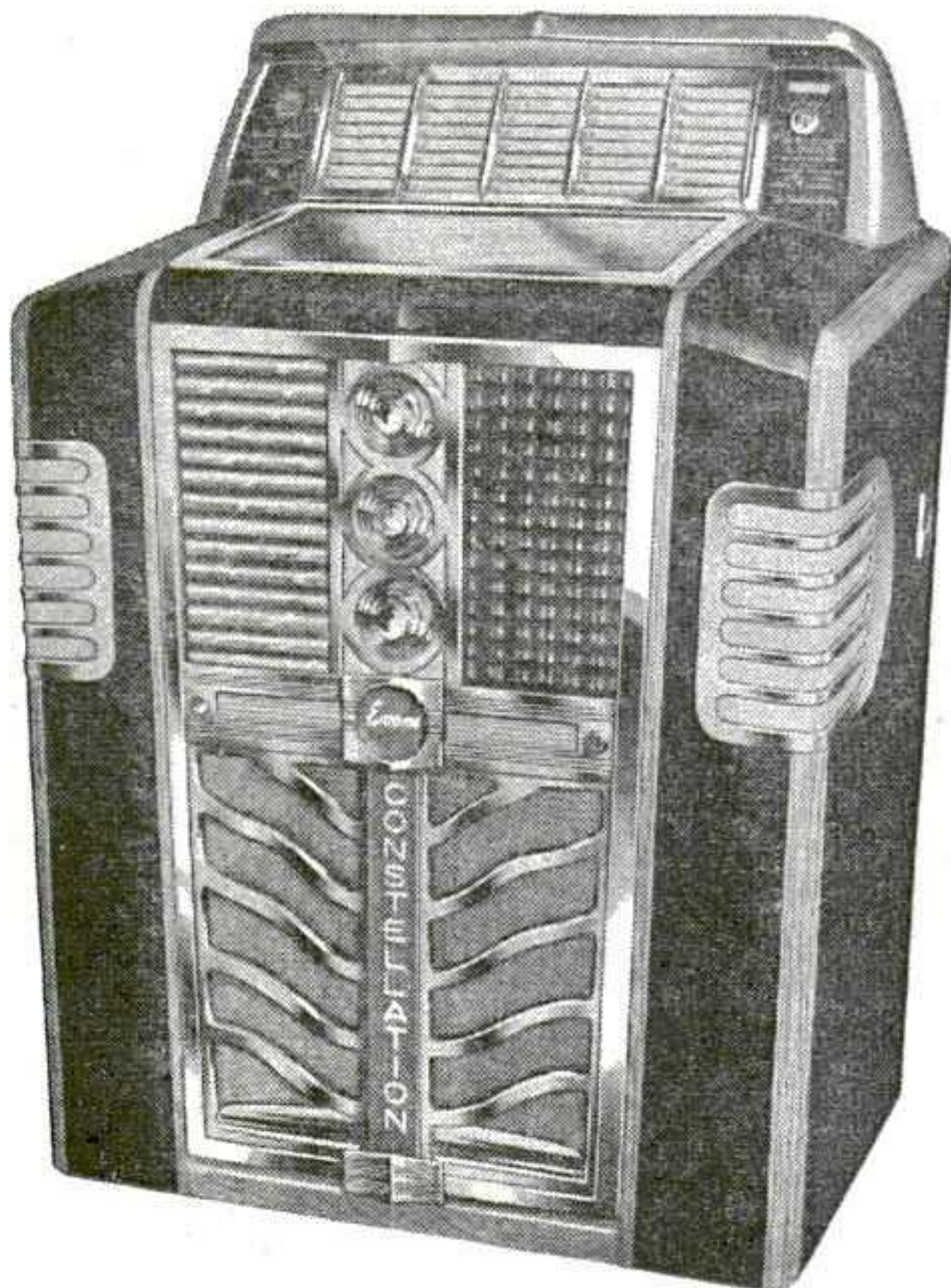
COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

JOBBER'S INQUIRIES INVITED

Phillips Distributing Co.
2816 Aldrich Avenue South
Minneapolis 8, Minn.

"America's Brilliantly New Phonograph"



EVANS'

CONSTELLATION

GIVES YOU BRILLIANTLY SUPERIOR

TONE QUALITY

To many who have heard the satisfying full tone and faithful reproduction presented by Evans' new Constellation, the comparison between "live" and recorded music is in favor of the phonograph! This amazing listener reaction to Evans' Constellation is the result of excellence in electronics and skillful cabinet design. The finest available Amplifiers and 15-inch Dynamic Speakers are combined to project and protect the tone values in recorded music, even to the most delicate phrasings. Add to high fidelity the mellowing, enriching influence of Evans' acoustically engineered wood cabinet and you have Superior Tone quality . . . a solid reason why you can operate Evans' Constellation more profitably!

Your Evans' Constellation Distributor is now in position to furnish Specifications of America's Brilliantly New Phonograph. The informative data will substantiate our claims for Evans' Constellation . . . will prove that, performance-wise and profit-wise, it is your phonograph.

H. C. EVANS & CO.

1528 WEST ADAMS STREET

CHICAGO 7, ILLINOIS

SEE EVANS' CONSOLE ADVERTISEMENT, PAGE 122

For the Finest in Record Reproduction Use

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In



Wurlitzer Seeburg Rock-Ola AMI \$14.95

Elec. Cancel \$4 extra Also other makes.

ADVANCE MUSIC CO.
1808 Grand Kansas City, Mo.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs Perfect Tone—Easy on Records



Nothing to change—just plug it in.
JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

ATTENTION, OPERATORS

TIMER MECHANISM, LIGHT CORD AND FITTINGS. \$2.83

(5¢ for 10 minutes) or (25¢ for 1 or 2 hours)

MULTIPLE COIN MECHANISM, TIMER CLOCKS FOR POWER OR UTILITY OUTLETS, FOR TELEVISION SETS AND RADIOS, WASHING MACHINES, IRONS, FANS, AIR CONDITIONING, REFRIGERATORS, HEATERS, ICEMAKERS, ETC. ALSO FOR COIN MACHINE OPERATION.

For quantity lots write

RADIO-COIN-MATIC

F. O. B. Los Angeles

1110 S. Normandie, Los Angeles 6, Calif.

COINMEN YOU KNOW

Chicago:

MEL BINKS, Universal Industries president, is constantly stepping up production on his Arrow Bell, a new twin head multiple coin console featuring positive increasing odds across the board. . . . **WALLY FINKE**, general manager of World Wide Distributors, is still receiving pats on the back for his recent passing of CPA exams with a high mark of 92. Wally has been with the firm two years and has a total of seven years of coin machine experience. In the 1942-'46 period he was with the Treasury Department as an internal revenue agent. With the passing of the accounting exam, Finke achieved an ambition of long standing.

Given the legal go ahead sign in court tests on both the Shuffle-King and Re-Bound shuffleboards, Chicago Coin is more optimistic than ever on sales of both pieces of equipment, **SAM WOLBERG** and **SAM GENSBURG**, firm officials claim. **ED LEVIN** and **SAM LEWIS**, of the same firm, are encouraged by response from coinmen on Pistol, the firm's shooting gallery game which occupies little location space but gives customers the feeling of being at an outdoor shooting gallery. . . . **JOE BATTEN**, Exhibit Supply executive vice-president and general manager, is receiving congratulations from friends in all parts of the country on the recent birth of his son, **JOSEPH ALLEN JR.**, at the University of Chicago's Lying-In Hospital. . . . **LINDY FORCE** and **JOE CALDRON**, AMI's key sales staffers, are looking forward to stepped up spring business. They claim the addition of **HERMAN PASTER** in the Midwest and **BARNEY** and **LOUIS BLATT** for the New England area will help their cause noticeably.

HYMIE ZORINSKY, head of H. Z. Vending, Omaha, was a Gottlieb visitor last week. Bowling Champ, new Gottlieb game, features as much realistic action of bowling in a pin-ball game as is possible according to **NATE** and **ALVIN GOTTLIEB**, who are both high scoring keglers. . . . (See Chicago on page 109)

Las Vegas, Nev.:

RONAL GRAHAM will continue to operate his string of bells in North Las Vegas on week-ends altho he moved last week to Caliente, Nev., 120 miles away, where he has leased the Cove Night Club. He has resigned as president of the North Las Vegas Chamber of Commerce. . . . The Boulder Club in Las Vegas has resumed operation following granting of a State license to **JAMES L. YOUNG**, **LARRY HEZZELWOOD** and **MARION WOODWORTH**. The license formerly held by the club in the name of **CONNIE HURLEY** lapsed last December. . . . **KIT CARSON CLUB**, **MELODY INN** and **SAM TAYLOR**, all of Las Vegas, have been granted bell machine licenses by the Nevada State Tax Commission.

Reno parking meters are netting the city about \$1,300 per month in fines in addition to the regular revenue, according to **L. R. GREESON**, chief of police. The meters bring in \$6,000-\$7,000 per month. . . . Bell machines at three locations were rifled in one night this month in Las Vegas. (See Las Vegas on page 108)

Hartford:

RALPH COLUCCI, owner of State Music Distributing Company, distributors of music machines and other coin vending items, attended the recent **WILLIE PEP-SANDY SADDLER** featherweight championship fight at Madison Square Garden in New York. Pep, who won the fight, is a Hartford boy.

Detroit:

S. B. PAUL, pioneer in the cigarette machine field here, has been on the sick list, his partner, **M. M. MARCUS**, of the Superior Service Company, reports. . . . The Cigarette Vending Machine Company, formerly headed by **NATHAN V. MILLER**, a brother-in-law of Paul, is no longer active. . . . **HAZEL RICHLIN** is getting the firm of A. P. Sauve & Son settled in its new headquarters, while **ART SAUVE** vacations in Florida.

BEN OKUM, retiring vice-president of the Michigan Automatic Phonograph Owners' Association (MAPOA), reports that the Alben Record Company, which he heads, has just got its okay from American Federation of Musicians to record new disks. . . . **HENRY C. LEMKE**, pioneer operator, is giving up his popcorn machine route to concentrate on his other operations and is also going into the retail television field. He is erecting a two-story addition to his present building, to be used for storage and shipping facilities. . . . **HARRY AND IZ LEVIN** are moving the Cadet Distributing Company to new and enlarged quarters. (See Detroit on page 108)

Buffalo:

Local operators report collections on music and games as off generally, and ciggie business curtailed also, especially during January, due to Christmas carton buying, according to operator **JAMES D. BLAKESLEE**. It's the the same old hue and cry, he says, with equipment too high, routemen's salaries up and operating costs generally above previous levels.

Television here (seen locally for a year and on network for a few weeks) hasn't helped the operator's cause any. The taverns still feature the free shows via video, and the novelty appeal has been rekindled since network shows are on. Possibility of tax on tavern television is being mentioned and may help ops some.

AL BERGMAN, president of Alfred Sales, Inc., one of leading distributors here, is on the sick list. He suffered a recurrence of an attack of bursitis which laid him low about a year ago. He went to Buffalo General Hospital for treatment, and spent an additional week at home recuperating. Last week found him back at his desk, wearing a cast, but attending to business in his usual manner. Bergman has added sev-. (See Buffalo on page 108)

Miami:

From **WILLIE (LITTLE NAPOLEON) BLATT'S** notebook, these items on outlanders who are arriving in droves in Miami, droves so large that Blatt is seriously thinking of taking the next six weeks off so that business won't interfere with pleasure:

All the way from San Francisco came **LOU** and **MRS. WOLCHER**, of Advance. They stopped at **GEORGE SAX'S** new Saxony Hotel on the beach. . . . **DAVE** and **MRS. GOTTLIEB** were in from Chicago, stopping at the Martinique and seen having dinner at the Copa with **JOE MANGONI**. . . . **MAX WEISS**, of New York's E. & W. Cigarette Machine Company, in town with his wife and two daughters. They've been at the Normandy Hotel.

CHARLIE and **MRS. AARONSON**, with their son, at the Cleveland taking a well-deserved vacation from business. . . . **ABE** and **MRS. GREEN**, of Newark's Runyon Sales, flew in with **DAVE** and **MRS. STERN**, of East Coast, finally locating a cottage on the King Cole Hotel grounds waiting for a vacancy.

Twin Cities:

JACK KARTER of Midwest Coin Machine Sales, St. Paul, has taken on the exclusive distribution in this area of Trans-Vue television, a remote control teevee unit built for the coin machine industry. Predicting that it will be a boon to operators, Karter has converted his first floor stockroom into a television department and has brought back **MEDRIC GODBOUT**, former serviceman who left to study video engineering, to head up the new division. The stock room has been moved to the basement with a conveyor belt installed to aid the Midwest staff. Karter expects his first Trans-Vue sample here in about two weeks.

In addition to the new television, Midwest also has obtained exclusive distribution of **CHALLENGER** and **SUPERIOR** shuffleboards for the Northwest. Already carrying American shuffleboards, Midwest now becomes "shuffleboard heaven," according to Karter, showing eight different models and three different types of scoring equipment. Shuffleboards, he reports, are moving extremely fast for this territory.

Mayflower Novelty Company, which recently became exclusive distributor in this territory for AMI phonographs, has taken on exclusive representation of National shuffleboards, **MATT ENGEL**, sales manager, reports. He said the AMI line, with the first shipment just arriving, (See Twin Cities on page 108)

Philadelphia:

CAROL THORNTON, music operator of near-by Merchantville, N. J., joined his wife in appearing as contestants on the "Stop the Clock" audience participation television show on WCAU-TV here and won an electric blanket. . . . Shoe-shine machines, which were introduced here for the first time at subway station locations, are appearing in increasing numbers in rest rooms at many local hotels and night clubs.

Venders, particularly ice cream machines, were prominently displayed at the Regional Restaurant Exposition and Convention held last week at the Bellevue-Stratford Hotel. Local newspapers went for publicity pictures showing professional athletes sampling ice cream from the new automatic dispensers.

Y AND Y SALES COMPANY leased new offices and showrooms at 256 North 13th Street, being forced out of present Vine Street quarters because of the street widening program under way. . . . Many industry members attended the auction sale of the **AMITY MANUFACTURING**. (See Philadelphia on page 108)

Indianapolis:

Audio, Inc., has acquired the wired music operation formerly conducted by the Meeker Music Company, a partnership composed of **EMORY A. KENYON**, **HAROLD** and **FLOYD MEEKER**. The new company is headed by **J. R. KIEL**, Chicago, and **KENNETH HOVEY**, Baltimore, with headquarters at 38 North Pennsylvania Street. While most of the equipment has not been installed at the new location, the new owners are busy making the change without interruption of service. **FLOYD** and **HAROLD MEEKER**, operating under the name of Meeker Music Company, have dissolved partnership and in the future will operate independently.

MRS. BONNA MARTELL has joined the personnel at the Southern Automatic Music Company as stenographer. . . . **JOE ROBILLARD**, of the Record Music Company, 6141 East Washington Street, has gone to (See Indianapolis on page 108)

New York:

BILL RABKIN, president of International Mutoscope Corporation, reports that deliveries of the firm's new games, Cross-Country Race, Drop Kick and Twin-Bowl, will begin early this month. The games were introduced at the Coin Machine Institute show in January. At that time Twin-Bowl was called Twin-Strike. **HERB KLEIN**, Muto sales manager, returned last week from a biz trip to California.

HARRY BERGER, head of West Side Distributing, is introducing the coin game, "52," in this area. The game combines the elements of pool and poker. . . . **AL BLOOM**, of Speedway Products, is constantly adding to his route of Tele-Jukes, the combo set he both manufactures and operates in this area. Bloom claims about 75 of the sets are now on location here.

NED LEON and **JIM FITZPATRICK**, of Fitzrock Distributing, New Haven, visited Avenue outlets this week on biz. . . . **LEO KNEBEL**, of (See New York on page 109)

Washington:

SAM SCHWARTZMAN, of the Pepsi-Cola Bottling Works, reports that he has received a number of commendations on the company's new radio program. Pepsi recently took over sponsorship of "Counter Spy." Pepsi's full-page ads instituted last month in several national magazines are also beginning to show results, Schwartzman said. The publicity campaign features the company's new slogan, "Why take less when Pepsi's best?" In the Washington area Schwartzman termed business "fairly satisfactory."

The Alexandria (Va.) **JUNIOR CHAMBER OF COMMERCE** is temporarily stymied in its plan to install penny gum ball machines in the city because of the high State and city taxes. Jaycee members are trying to have the \$4 local fee waived by the city manager. Results so far have not been promising, tho. In fact the municipality is considering (See Washington on page 116)

Los Angeles:

JAMES E. BERGSTEDT, who puts out the Hercules shuffleboard, is getting good reaction from the new green playing field now being used on some models. It gives the boards more eye appeal. . . . Phoenix, Ariz., coinman, **TALMAN ANDRESS**, was in town last week. Another out-of-towner was **A. ALVARADO** who hails from down San Diego way.

WILLIAM E. HAPPEL JR., headman of Badger Sales, is reported to be improving his golf game with the new set of clubs his employees gave him for a Christmas present. However, the only way to golf in L. A.'s unusual winter is to carry an oil heater around the course. Following a snowplow, too, has been helpful on occasions. **JOE DUARTE**, of the Badger export department, is waiting for a big deal to break.

R. E. SMITH, who manufactures Pacific shuffleboards, is working on (See Los Angeles on page 116)

Petersburg, Va.:

Ball gum venders machines are going to help the **PETERSBURG JUNIOR CHAMBER OF COMMERCE** raise funds to carry on its public welfare activities. The Jaycees have completed plans to install such machines in local stores and will place 300 of them in the city. The Chamber of Commerce will receive 20 per cent of the proceeds from the machines. Money collected in this manner will be used to support various civic projects and co-operation of merchants will be sought to make it a success.

Indianapolis:

(Continued from page 107)

Kenosha, Wis., to visit his family, and while there will look after some business interests. . . . **NICK SARIS**, operator at Linton, Ind., was a visitor on coin row.

A preview of what television may be like when it is presented commercially to Indianapolis next summer was given by the **GRIFFITH DISTRIBUTING CORPORATION** to its Admiral radio dealers Monday at the Hotel Antlers. . . . **PETER STONE**, Indiana distributor for Rock-Ola shuffleboards, reports a heavy list of orders for immediate delivery as soon as the boards arrive. . . . In defending the shuffleboard and its operation after closing time in taverns **STONE** contended that "people drink but don't become intoxicated" while playing the shuffleboard. He called the game "good clean sport."

Detroit:

(Continued from page 107)

ters in a more central location on Woodward Avenue.

NINO GARAFOLO, of Nino's Music, is making plans for national expansion with the Jan-Dee Company, to offer a special records service, which he also heads up. . . . **ROMEO AND ART GALLO**, who established the G and G Vending Company, operating a cigarette route on Cameron Avenue about two years ago, are moving to new headquarters on Cardoni Avenue. . . . **J. J. GOODWIN**, of the Temp-Rite Products Corporation, advises that the company is redesigning its carbonator units for application to a wider range of drink dispensers. It was a component part of the Drink-o-Mat.

Las Vegas, Nev.:

(Continued from page 107)

Vegas. Victims were: **WHITE HORSE BAR, COTTAGE GROCERY and HAMLET'S HUT.**

HARRAH'S CLUB in Reno is running a series of newspaper ads called "Oddities in Sports" and features the same series in a daily radio program at 10:15 p. m. over **KOLO**. . . . **E. O. UNDERHILL**, Coca-Cola distributor here, has been named a director of the Las Vegas Chamber of Commerce for 1949. . . . **HUGHIE ROACH**, distributor, is pushing the Mills '49 Black Beauty machine. . . . **GRAY LINE and LUCKY CAB COMPANIES** here have asked the Nevada Public Service Commission for permission to install meters on their taxis. Rates proposed would closely follow those in force in San Francisco.

COINMEN YOU KNOW

Philadelphia:

(Continued from page 107)

COMPANY at Perth Amboy, N. J., where cigar vending machines and patents were included with the parcels offered, but no one locally entered any bids. . . . **RALPH W. PITMAN**, city treasurer, advertised notice that the \$20 city tax on all coin-operated machines or devices was due March 1. . . . **JORDAN HOFFMAN** is back, after a long siege of illness, as assistant to **LARRY GOLDMEIER**, head of Poppers Supply Company.

At near-by Atlantic City, new choice location in the opening of the Midtown Bar and Cocktail Lounge, saw **TOOMEY VENDING COMPANY** getting the spot for the cigarette machine with **THE MUSIC BOX CORPORATION** placing the music machine and television set. . . . All's well with the coins produced by the U. S. Mint here, according to the findings this week of the 15-member **FEDERAL ASSAY COMMISSION**, bowing to a 157-year-old habit, in coming here to test "the fineness and weight of coins."

Buffalo:

(Continued from page 107)

eral exclusive distributorships of some of the leading games to his enterprise. His latest exclusive is the Williams distributorship for New York State, as well as American Shuffleboards in this district.

FRANK BRADLEY, vending operator in this territory, was featured guest speaker at the local Bryant and Stratton Business College for the **ELMER WHEELER** sales course commencement. His topic was "What Makes the Difference Between a Successful Salesman and a Mediocre Order Taker." Frankie ought to know; he is said to rank with the best of them, salesmen as well as speakers.

JIMMY THOMPSON, who works for **JIM BLAKESLEE** at Iroquois Amusement Company, is the proud father of twins, who are thriving, but are keeping papa working hard. . . . Music operator **HOWARD MAURER**, whose headquarters are in Buffalo and Tonawanda, and Mrs. Maurer recently announced the engagement of their daughter, **JOAN GLORIA**, to **GERALD S. SIDELL**, of Tonawanda.

Twin Cities:

(Continued from page 107)

is being well received by operators and orders are being written in goodly numbers. Shuffleboards are going so well that Mayflower presently has no stock on hand and is making arrangements to pick up a load in New Jersey.

HY GREENSTEIN, of Hy-G Music Company, has given up his Chicago Coin Company franchise which was taken over by Lieberman Music Company. The change-over includes five-ball games and Shuffle-King, made by Chicago Coin. . . . Operators and jobbers alike report that business on five-ball machines has taken a nose-dive in recent weeks. . . . **ARCHIE LaBEAU**, of LaBeau Novelty Sales Company, St. Paul, has been confined to his bed all week with a strep throat but **KENNY NELSON**, of his staff, expected he would be back on the job by next week.

HAROLD LIEBERMAN goes to Chicago over the week-end looking for delivery of more shuffleboards. His sales chief, **JONAS BESSLER**, is due back from a month-long Florida vacation by March 1. Altho he won't discuss it, Lieberman reportedly plans to go to Bermuda for some sunshine for about a month. . . . Silent Sales Company has taken over distribution of selective Solotone for Minnesota, North and South Dakota and Wisconsin. The unit, says **DAVE ZISKIN**, sales manager, is being well received by the operators. The Keeney electric cigarette machines also are gaining wide attention from operators, he reports.

The industry extended condolences to **HY GEENSTEIN** on the death of **MRS. GREENSTEIN'S** mother, **MRS. EDNA NOODLEMAN**, 75, Saturday (19) in Minneapolis after a long illness. Among other survivors is a son, **ROBERT**, who operates Robert Lawrence Electronics Company, manufacturers of coin-operated radios. . . . The South Dakota Operators' Association, with **MIKE IMIG**, of Yankton, S. D., president, in charge, will meet Sunday, March 6, at Mitchell, S. D., to discuss current legislation affecting the coin machine industry. . . . **HERMAN PASTER**, head of Mayflower Distributing Company, contemplates a Florida vacation for himself and family in March.

The North Dakota State Operators' Association met Sunday and Monday (20-21) at the Dakota Hotel in Grand Forks, N. D., **FRED FIXEL**, of Pembina, N. D., president, presided. Principal discussion concerned rates of discounts and several operators reported that because of the weather they hadn't been able to see some of their locations for as long as two months. . . . The Hy-G Music Company ran a service school for North Dakota operators at Grand Forks, with **SOLLY ROSE, NELS NELSEN** and **EMIL ZELMER** there for the company and **FREEMAN WOODHULL**, Seeburg service engineer, representing the factory. **MANNY KARON** was there for Lieberman Music Company, Wurlitzer distrib. . . . **BOB DUNLAP**, of the J. P. Seeburg Corporation, Chicago, spent the week here with **HY GREENSTEIN**, his distributor in this territory. He expressed satisfaction with the acceptance by operators of the Select-o-Matic phonograph.

MIKE CRAKES, Minneapolis coinman, is going into the shuffleboard business and is loading up on boards. . . . **EARL DITCH**, of Walker, Minn., was in the Twin Cities buying one-balls and reporting that business in his territory is not too brisk. . . . Shuffleboards were the interest of **JIM ROONEY**, Chippewa Falls, Wis., on his recent visit here. . . . **A. S. BUCK**, White Bear, Minn., is ex-

panding his music route and adding new units. . . . **JERRY KARON**, St. Paul, is doing the same with shuffleboard and music. . . . **ED KUBAS**, New Prague, Minn., was in buying music.

HENRY H. (HANK) KRUEGER, operator at Fairfax, Minn., recently bought out the routes operated by **FRED KERSCHMAN** and **FRITZ FANK**, St. Cloud. Both operated pin games and music. Krueger followed this up with a visit to the Twin Cities to pick up new equipment for his expanded operation. . . . Hy-G Music now distributes the Electro line of cigarette machines and, according to **SIDNEY LEVIN**, is receiving considerable operator acceptance of the equipment. . . . **FRED GROSS**, St. Paul, is back from a one-month vacation in Florida, tanned and rarin' to go on his coin machine route.

JOE TOTZKE, Fairmount, Minn., was in buying pin games as was **TED HEIL**, Gaylord, Minn. . . . **L. R. ROBERTS**, of Estherville, Ia., ordered shuffleboards, music and pin games on his recent visit to the Twin Cities. . . . **LYLE KESTING**, Bellingham, Minn., picking up phonographs last week, said he is looking ahead to a good spring and summer business season. . . . Records were the principal interest of **EDDIE LePAGE**, International Falls, Minn., while **HARRY NOLD**, Cambridge, Minn., was buying records and supplies for his music and cigarette route. . . . **OSCAR SUNDEM**, Montevideo, was in shopping. . . . **A. E. OBERT**, Grand Forks, N. D., who brought his wife to Minneapolis for a consultation with her physician, took the opportunity to buy shuffleboards.

Two top-flight prizefighters in this area, **GLENN AND DEL FLANAGAN**, caused a near riot at LaBeau Novelty Sales Company when they showed up to play shuffleboard. The boxers were so enthralled by the game that their trainer couldn't get them away from it, **KENNY NELSON**, of LaBeau, reported. . . . **WILLIAM WELCH**, Chippewa Falls, Wis., bought phonographs on a recent visit to the Twin Cities, while **A. QUADE**, Tri-State Novelty, Rochester, Minn., concentrated on shuffleboards. . . . **JIM STANCHFIELD**, Winona, Minn., stocked up on parts on his visit to Minneapolis and St. Paul. . . . **FRANK MAGER** Sauk Rapids, Minn., was in town buying pin games and phonographs. . . . **NORMAN HANSON**, Osakis, Minn., spent time in the Twin Cities looking at Solotone, while **PAUL FELLING**, Sauk Center, was just shopping.

DISTRIBUTORS! OPERATORS!



The Best Shuffleboard Deal in America!

Fastop SHUFFLEBOARD
MAPLE FORMICA - Also Genuine Maple Wood Tops

Available in 11-16-18-20-22-Foot Lengths

Get in on the "hottest" moneymaker in the amusement industry—**FASTOP SHUFFLEBOARDS!** Finished in finest quality, seasoned materials: will give years of foolproof service and **AMAZINGLY HIGH PROFITS** for your dealers and **FOR YOU!**

- FORMICA FASTOP cannot warp or be damaged by cigarettes, acids, weights, etc.
- Eliminates daily cleaning and waxing.
- Fastest, smoothest playing surface made.
- Sturdy—built like a pool table.

LOWEST PRICED QUALITY BOARD
Immediate Delivery
LOCATIONS REPORT UP TO \$600 PER MONTH CLEAR TAKE

Write, Wire or Phone for Exclusive Territories

SHUFFLEBOARD SPECIALISTS
We Are Manufacturers—Visit Our Large Modern Plant
1114 SOUTH MICHIGAN AVENUE WEBSTER 9-3795-6-7 CHICAGO 5, ILLINOIS

ILLINOIS SIMPLEX DISTRIBUTING CO., Inc.

Distributors for

- REVCO** Ice Cream Venders
- FALCON** Shoe Shine Machines

Manufacturers of

- SIMPLEX** Shuffleboard

831 So. Wabash Ave., Chicago 5, Illinois
Phone: WAbash 2-4090



financial tears? operate Mills Bells

BELL-O-MATIC-Chicago 39

Chicago:

(Continued from page 107)

Proof that there is a need for newspaper venders in the remote parts of metropolitan areas is a little homemade newspaper sack hanging on a steel bus stop sign on 99th and Jeffrey Avenue here.

HARRY BROWN, head of Amusement Sales, claims he can't quite figure out why his three office sales correspondents can't keep up with current business conditions while during most of '47 and '48 one correspondent could not find enough work to do to put in an honest day's work. He is now featuring Criss Cross and Bonanza cabinet sets complete with all component parts. . . . **JOHN NEISE** and **ED VOJAK**, of Jennings, came back from open house festivities at the new St. Louis headquarters of the Jack Rosenfeld Company full of praise for the new layout and the host. . . . **PAUL LEVIN**, head of L and L Tobacco, Grand Rapids, Mich., was a coin row visitor, looking over new cigarette and candy machines. During the war, Paul was a B-17 pilot despite a case of sinus trouble which would have kept most people out of uniform.

A. GARRICK ALEX, Vendall service Corporation head, tempers the good bar-price news and the 18 cents per pound cocoa price last week, which is the prime cause for the bar cost skid, with the tidings that a fall-off in industrial plant employment has reduced per machine grosses. . . . Ex-Cell Products Manufacturing Corporation is busy turning out its one and two-flavor Ex-Cell cup machines at its plant at Grand and Racine avenues.

PAUL A. CRISMAN, King & Company, gives his vender customers the last say in bar choice, using more-than-average quantities of the top priced 80-cent per 24-count bar items. If the candy price trend continues he looks for a drop in price of the last-stand (pricewise) bars, too. On several bar makers' production programs are increases in size of their product, along with price reductions, he says.

H. F. (DENNY) DENNISON, president of Dennison Sales Company, left for Miami on business early Monday (21), after making sure that **MARY HERBERT** was safely settled in the firm's new offices on West Adams Street here. Denny was expected back last week-end, at which time **JOE CUDD** was scheduled to leave Chicago for Miami to take over as regional sales manager for the firm, covering Florida, Georgia and the Carolinas.

LYN DURANT, president of United Manufacturing Company, played host to **MRS. HERB OETTINGER**, wife of the firm's comptroller, and the couple's two children, at luncheon Tuesday (22). The kids had a school holiday and decided they would like to make the trip from their South Shore home. **BILLY DE SELM**, sales manager, and **RAY RIEHL** were reporting favorable results to the tests of the firm's new game, Ramona, which many traders predict will start a new trend in simplification of playfields. **HERMAN PASTER**, Mayflower Distributing Company, St. Paul, made one of his visits to the plant last week to see the new game.

GRANT SHAY, of Bell-o-Matic, is wondering if sensational stories about the coin field will ever become a dead issue. Writers following this tack fail to realize that it takes just as much if not more hard work to click in the coin field as any other and only those applying sound business principles can make a living in it.

GIL KITT, partner with **RALPH SHEFFIELD** at Empire Coin, reports a sharp upswing in the game field, particularly on late model used five-balls, while **HOWIE FREER**, head of the firm's vending and export divi-

sions, claims that Far East coinmen have been increasing their monthly requirements during the past two months. . . . **DICK WIGGINS**, president of Standard Coin, is experimenting on a changer for outdoor locations. . . . **NATIONAL BANK OF HYDE PARK** officials say that their battery of three roll-type stamp venders has received compliments from customers.

SAM DRUCKER, formerly vice-president of the National Filben Corporation, who left that firm a few months ago to start his own business, distributing lighting fixtures and appliances, was visiting several of the coin machine manufacturers this week. Sam reports the visits were purely social. . . . Several music firms are planning to attend the **FIVE STATES MEETING** which will be held in Minneapolis April 25-26. With Iowa ops joining the convention for the first time, manufacturers look to the show as an increasingly important one, second only to the Coin Machine Institute exhibit in the Midwest.

Exhibit Supply's card catalog will be put in the mails later than usual this year because the selections are being revised with many new subjects and photos replacing those which have been on the list for a number of years. . . . **JOSEPH A. BATTEN**, Exhibit's executive vice-president and general manager, explains that some of the card series eliminated were still popular but the line must be revised to make room for new ideas in order to keep the whole card line up to modern standards.

New York:

(Continued from page 107)

REX-LEE ENTERPRISES, has his staff working on two more long-playing hideaway units for music op **MAX SCHWARTZ**, who placed one of the sets a few weeks ago. **TONY (REX) DIRENZO**, Leo's partner, is spending part of his time on the road rounding up used Aireon phonos for a custom reconditioning job Rex-Lee has developed.

MAX LEVINE Scientific Machine prexy, is moving Pokerinos to fill the normal spring pick-up in orders by arcade locations. . . . **MAC POLLAY**, of United Phonograph Service, was one of the few coin row proprietors to keep his doors open Washington's Birthday. He had a few repair jobs that had to go out. . . . The hotel that **JOHN NIKICH**, of John's Music, recently bought is in Congers, N. Y., up-State resort area.

SOL WOHLMAN, of Pan Coast Distributing, is keeping close tabs on legislative developments in Albany while operating his local route with his brother **MURRAY**. . . . **LOU FORMAN**, president of Videograph, is enthusiastic about reports that **AL LAYNE**, who manages his Florida distributing subsidiary, is sending about the potential for commercial and coin tele placements there. One station in Florida started transmitting a television signal this week. Layne owns a juke and tele route here.

MARTY LEMONOFF, of Young Distributing, died Friday (19) while on vacation in California. He was buried there Sunday (20). . . . The Dale Automatic Pistol, distributed here by **SIMON SALES**, drew crowds of players last week at the National Sportsmen's Show in Grand Central Palace. Two batteries of the miniature shooting galleries were in operation.

WILLIAM FURST and **WILLIAM SCHWARTZ**, heading Furst & Schwartz, local distributors for Stoner Manufacturing Company, have announced the moving of their warehouse facilities to 308 Furman Street, Brooklyn, and offices to 354 West 44th Street.

NASH GORDON, manager of the Automatic Music Operators' Association (AMOA), reports that the group's membership campaign is

continuing to pull in independent ops. Five have already joined this month. . . . **CLARENCE SORRENTINO**, of Maestro Music, relays word that he is expanding his route of coin-operated television sets. . . . **JACKSON DOWNS**, newly appointed promotion man at Penn Shuffleboard, left last week on a biz trip during which he will stop off at Detroit and Cincinnati.

HAROLD M. SCHAEF, president of Victor Vending, reports that the firm's new popcorn unit, formerly called the Hi-Pop, but now officially tagged the Hot Pop, is in production. Samples are being shipped to distributors this week, while quantity shipments should start in about three weeks.

HERE IS A BUY!

22 ACE SHOE SHINE MACHINES

Like New—Original Cost \$335.00 ea.

ONLY \$149.50 EA.

\$2,750.00 for the Lot

1/3 Dep., Balance C. O. D.

DAVID ROSEN, INC.

Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa.
Stevenson 2-2903

EARNING CAPACITY
\$4 per hour
!!!

Get in **QUICK**
On the **BIG MONEY**
Elco-bowl

Sensational New Automatic Bowling Game
(Protected by Patents Pending)



Here's the greatest moneymaker of them all . . . really NEW, really DIFFERENT, really TERRIFIC! A scaled down, fully automatic bowling alley, "Elco-bowl" gives the great competitive thrills of bowling . . . America's biggest sport, now enjoyed by 40,000,000 people! The list of profitable locations for this fascinating and exclusive game is almost endless. Investigate its tremendous opportunities today.

"Elco-bowl" is a product of Elco, famous builder of Elco PT boats, motor yachts and Elco bowling pins. It's engineered for long, trouble-free operation, minimum upkeep, and easy, economical servicing.

18 ft. long, 26 inches wide.
Real fongue-and-groove maple alley. Push button or 10c coin box.

DEALERS:
Sign up now for rich restricted territories!

OPERATORS:
Cash in on Elco-bowl's tremendous earnings.

Write for literature today to
ELCO DIVISION
ELECTRIC BOAT COMPANY
Bayonne, New Jersey

K. C. NOVELTY SPECIALS!

NEW MACHINES	USED CONSOLES
BALLY WILD LEMON \$375.00	BALLY TRIPLE BELL, 5-5-25 . . . \$365.00
BALLY DOUBLE UP 395.00	KEENEY GOLD NUGGET, 5-5 . . . 275.00
BALLY HI BOY 5¢ 295.00	KEENEY TWIN BONUS, 5-5 . . . 325.00
BALLY HI BOY 10¢ 300.00	BALLY DRAW BELL, m.b. 150.00
BALLY HI BOY 25¢ 325.00	BALLY DRAW BELL, r.b. 189.50
EVANS BANGTAILS, J.P. WRITE	BALLY DE LUXE DRAW BELL . . . 225.00
BALLY MULTI BELL 125.00	MILLS 3 BELLS, Late, 5-10-25 . . 199.50
2 GOLD COLUMBIA 125.00	BAKERS PAGES 48 #8792 J.P. Daily Double 295.00
SPOT-LITE AMUSEMENT GAME, Originally \$399.50, Special . . . 79.50	3 COLUMBIA TWIN JACKPOT, Like New 79.50
Jobbers, write for spec. price on five or more	SPECIAL ENTRY, J.P. 140.00
SPOT LITE	8 VICTORY SPECIAL 75.00
BALLY HEAVY HITTER with Metal Stand, complete \$79.50	2 BIG PARLAY J.P. Comb. 50.00
EXHIBIT DALE GUN, very good, write for prices.	Used Like New 4LL STARS 199.50

1/3 deposit, balance C. O. D., F. O. B. Philadelphia

K. C. NOVELTY CO. 419 MARKET ST., PHILADELPHIA 6, PA. MARKET 7-4641 OR 7-6391

ROUTE FOR SALE
IN CENTRAL CALIFORNIA

Consists of 10 late 1100's, 10 '48 and '49 Seeburgs, 3 other late phonos; 15 of the '49 model Seeburg 5¢, 10¢ and 25¢ three Wire Counter Boxes, 30 Bally Triple Bells, 10 Drawbells, etc. Fully equipped Shop, Records, Parts, etc. This route is compact. Rooks and route will stand close inspection. Owner has good reason for selling. A down payment of \$50,000 will handle. Don't answer with less. For further information, write giving financial references, etc. BOX A-79. Care THE BILLBOARD, 600 SUNSET BLVD., HOLLYWOOD 28, CALIFORNIA

GIVE TO THE DAMON RUNYON CANCER FUND



WAX-OLA
THE FINEST
POWDERED WAX
FOR
SHUFFLEBOARDS
ON THE
MARKET

A tried and proven product produced by the firm that specializes in Shuffleboard Powdered Wax. Players and owners alike prefer and recommend Wax-ola because it is superior in every respect.

SOME DISTRIBUTORS AVAILABLE
WRITE FOR INFORMATION

WAX-OLA CHEMICAL CO.
510 FRANKLIN AVE. NUTLEY, N. J.
Telephone Nutley 2-4084

We also manufacture Shuffleboard Paste Wax, Shuffleboard Cleaner, Shuffleboard Covers and other allied products.

SHUFFLEBOARD
OPERATORS and
DISTRIBUTORS

STEP UP THE PLAY
IN EVERY ONE
OF YOUR LOCA-
TIONS WITH . . .



SHUF-L-BOWL

Amazing New Game
That's Really Hot!

A \$35.00 INVESTMENT
WILL EARN HUNDREDS
IN EXTRA PROFITS

Write — Wire — Phone for
Complete Information and
Descriptive Circular. Distrib-
utor Territories Available!

U. S. SHUFFLEBOARD EXCHANGE
EXCLUSIVE NATIONAL
DISTRIBUTORS

60 E. 42nd St., New York 17, N. Y.
Phone: Vanderbilt 6-4972

SPECIAL!
3 BRAND NEW
A.M.I. MODEL "B"
PHONOGRAPHS
Never Used—Write for Price

**BRAND NEW
KEENEY
BONUS
SUPER
BELLS**

\$595.00

5c & 25c PLAY COMB.
IN ORIGINAL CASES

WRITE—WIRE—PHONE FOR PRICES!
SEABOARD NEW YORK CORP.
583 10th Ave. NEW YORK 18, N. Y.
Phone: Bryant 9-5620

Bar Price Cuts Encourage Ops; Adopt "Go Slow" Policy

(Continued from page 100)

moved and placed in spots where a greater customer potential is possible. Along this line, Kaden said that many prospective locations could now be taken, using such equipment, and adding new units, that previously could not be touched due to low-profit margins.

Vendall Plan

A. Garrick Alex, head of Vendall Service Corporation, reported that the price dip has resulted in a saving of about 15 cents per hundred bars, on the average. This means an increase of \$150 per \$2,000 gross business done per serviceman per month. If this pattern is sustained, he said, the additional profit will be used to "cleaning up equipment, new uniforms, truck overhauls and new trucks where needed, and addition of new venders."

Paul Crisman, partner in the King & Company operation, feels that in general Midwestern operators will expand their routes in a spotty manner. New machine purchases, it is felt, will be most common by the smaller operator who has good locations in view. The larger firms, pulling many of their units from plants where personnel has been reduced, will have "venders left over" for installation in any new spots they may uncover.

Expect New Cut

From Indianapolis, operators report that they are buying candy in the smallest possible quantities (barely scraping the average two-week requirements) so that they will not be caught by another price cut which they are certain is coming. A number of the smaller operators here ceased activities during the peak prices rather than operate at "a serious loss." Others left the business, storing their equipment until the price fell to a level where they could operate at a profit. Now, some are reinstating services, but others are holding off, anticipating still lower prices. One major firm here, Indiana Vendors, operated by Earl and Edward Siler, declared they were now paying "top" prices of 75 cents per 24-count pack, with numerous brands going for less.

Decent Break

In the Dallas area, operators call the price break "just a decent break for the candy operator." Indicative of the general feeling here are the comments by Harold Rheder, head of Canteen Service of Texas. He stated that his firm, utilizing a fleet of 21 trucks and furnishing a 24-hour service in Dallas, Fort Worth, Denton and McKinney, will not plan increased service, or expansion, until there is a still larger drop in the price of bar goods.

Rheder's average bar cost, after the latest cut, is still 78 cents per 24-count pack. This average is held up because a few candy firms, following the example of a large Chicago manufacturer, are still asking 80 cents per 24-count pack, he says. His biggest concern, reflected by most of the other operators locally, is the average location owner's reaction after "big splashes" in newspapers announcing the drop in chocolate costs. Rheder stated that he was promptly "swamped with requests for increased commissions."

Main result of the downward trend in bar price is that a legitimate profit to the operator is now possible again, Rheder concluded. Prior to the cut in price, operators were being squeezed between mounting wage scales and top-heavy candy prices, with the net result that they had little return on their investments.

Los Angeles operators declare bar price is now averaging between 68 and 72 cents per 24-count. Feeling there, too, is that it is only the forerunner of further price drops. A variation in order rate was noted,

with many operators reporting candy purchases on almost a daily basis in anticipation of additional price reductions.

A general equipment modernization program will be undertaken by most operators there, it was indicated, with stress placed on venders rather than "extra time" services or route expansion. A number of leading operators (William Breen, Weymouth Service, Edward Nelson Company) say 6 to 10 per cent more gross is being realized now than during the corresponding period last year.

Williams Puts 5-Ball Dallas In Production

CHICAGO, Feb. 26.—Dallas, a new five-ball by Williams Manufacturing Company, is in full production, Sam Stern, vice-president, announced Friday (25). Game features player-controlled scoring, thumper and flipper bumpers and the possibility of players winning a free play on the first ball.

After player inserts coin to inaugurate play, two side roll-over switches near the top of the playfield light up and remain lit until first ball has dropped in the out hole. If player can guide ball thru either of the roll-overs with the first ball he wins a free play. Other free plays may be contacted by making a series of scoring devices numbered 1-8, followed by dropping a ball in a center kickout pocket in mid-playfield or guiding a ball thru either of two roll-over switches located directly under the previously described switches. On the final ball only, player can win five free plays by getting ball in the center kickout if he has already made the 1-8 series.

High Scoring

Top score on Dallas exceeds 9,000-000 points. All side roll-over switches register 500,000 points when energized. The game's two kick-out pockets and a roll-over switch just above the out hole also register 500,000 points when lit.

Williams's latest game has its thumper bumpers, which kick and score from any angle (360 degrees), in the upper half of the playfields and its flippers are at the bottom of playing surface. Since the lower section has a virtually clear area fenced in by flippers and stretch rubber rebounds, players have a chance for cross-ball action and to flip balls to the top half of the playfield for additional runs thru the entire playfield.

Propose Soft Drink Tax in New Jersey

TRENTON, N. J., Feb. 26.—A 1-cent soft drink tax, instead of the proposed gross receipts tax to pay a veterans' bonus and aid education, was voted by the board of directors of the New Jersey Farm Bureau which met here this week. It was estimated that such a tax would produce \$12,000,000 a year.

A similar 1-cent soft drink tax in neighboring Pennsylvania has all but crippled the soft drink industry and has not produced the anticipated income. The soft drink industry in Pennsylvania, joined by drink machine venders, has been fighting the tax since it was introduced in 1947. Similar opposition may be anticipated here if the Legislature gives any serious consideration to the Farm Bureau's proposal.

Peanut Sales Heavy

WASHINGTON, Feb. 26. — The country's biggest dealer in peanuts, the Department of Agriculture, continued its heavy activities in December. During the month the agency disposed of 301,098,848 pounds of peanuts to the army for civilian feeding and to domestic purchasers.

NOW DELIVERING
GOTTLIEB'S GREAT NEW BOWLING CHAMP

RUSH YOUR ORDERS
H-Z VENDING & SALES CO.

1205 Douglas, Omaha 2, Neb.
920 M. St., Lincoln, Neb.

You Can't Go Wrong With COVEN!

CITATION SPOT-BELL HOLLYCRANE

VICTORY SPECIAL	\$ 99.50
VICTORY DERBY	89.50
SPECIAL ENTRY	165.00
TRIPLE BELL	475.00
MILLS 3-BELLS, '48 (Like New)	275.00
GOTT, MAISIE	39.00
MILLS PUNCHING BAG	79.50
ROCK-OLA PHONO, '39 DELUXE	79.00
BALLERINA	129.50
CENCO 1-2-3	174.50
BALLY CARNIVAL	139.50
CHI COIN GOLD BALL	39.50
KEENEY SUPER BONUS BELL, 5-25¢	475.00
BALLY MULTI-BELL, 5¢ MODEL	Write

COIN MACHINE PARTS FOR ALL EQUIPMENT AT LOWEST PRICES

Exclusive Bally Distributor

COVEN DISTRIBUTING CO.
3181 ELSTON AVE. CHICAGO, ILL.
Phone: Independence 3-2210



ALOHA BAZAAR BUTTERFLY

\$125.00 each. Send in Hawaii, Nevada, Mexico and Singapore for \$25.00 allowance.
Crown Jewels, glass for Humpty, \$15.00 each.
LEHIGH SPECIALTY CO.
826 N. Broad St. Philadelphia 30, Pa.
Phone: PO 5-3299

FOR SALE
JOCKEY SPECIALS \$200.00
Clean. Deposit required.

H. G. PAYNE CO.
312 Broad Nashville 3, Tenn.

CLEAN EQUIPMENT! CHEAP!

Bing-a-Rolls . . . Each	\$239.50	Bank Roll Alley . . . Each	\$ 85.00
Bang-a-Fitty . . .	149.50	Tally Roll	29.50
My Rolls	134.50	Advance Rolls . . .	85.00
Lite League	95.00	Wurl. 1015's	899.50

OLSHEIN DIST. CO.
1100 BROADWAY ALBANY 4, N. Y.

Census Shows Growth of Biz

(Continued from page 95)

cover only the games segment of the industry and all vending and service equipment, except drink and ice cream machines and scales.

During 1947, the 73 manufacturers reporting said they shipped equipment valued at \$56,900,000—an increase of 235 per cent over the \$17,000,000 valuation placed on machines shipped in 1939 when the last census was taken.

The average number of production workers engaged by the industry was 4,438 in 1947, as compared to 2,748 in 1939. Wages paid these production workers increased 241 per cent, from \$3,200,000 in 1939 to \$10,900,000 in 1947.

Of the 73 establishments responding to the census questionnaire, 29 are located in Illinois. (The report does not indicate how many of these 29 are Chicago firms, but the majority undoubtedly are.) The 29 Illinois firms accounted for in excess of 80 per cent of the total value of shipments made during 1947, the preliminary tabulation indicates.

The census report is further broken down to show the cost of materials, fuel, electricity and contract work. These costs amounted to \$28,200,000 of the total \$56,900,000 valuation. In 1939, these costs came to \$8,700,000 of the total \$17,000,000.

During 1947, the 4,438 production workers put in total man-hours of 8,900,000—approximately 38½ hours per week based on a 52-week work year. Total number of employees engaged by the 73 coin machine manufacturers was 5,125 and their total salaries and wages amounted to \$14,800,000.

The 1939 census figures did not show the total number of employees, total salaries and wages or total man-hours.

Since juke boxes and beverage vending machines, the two highest priced lines in the field, were omitted from this preliminary study, total dollar value for the industry as a whole will be considerably higher when final figures are released.

COLUMBIA DOUBLE JACKPOT BELL

Factory reconditioned like new

SPECIAL \$85.00 EA.



Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.
Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lb. wt.

For NEW COLUMBIAS WRITE FOR PRICES WE BUY USED SLOT AND COUNTER MACHINES—WRITE US. WE REPAIR ALL TYPES OF COIN MACHINES.
1/3 deposit with order, balance O. O. D., F. O. B. Chicago.

ABC NOVELTY CO.
Phone: Everglade 4-3523
2009 W. IOWA ST. • CHICAGO, ILL.

hear about Mills new Bells? write!



BELL-O-MATIC Chicago 39

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Feb. 26, 1934.—Lee S. Jones, president of the Coin Machine Manufacturers' Association (CMMA), and J. O. Huber, secretary, combined to report that the 1934 coin machine exposition, the third successive meet held under the auspices of the association, had chalked up a total estimated attendance of 12,000 and included 135 exhibits of all types of coin equipment. Hitting a record, the annual banquet registered a sale of 1,385 tickets, double that of the 1933 attendance. . . . Fred A. Mann, who was elected president of the newly formed Automatic Merchandisers' Association (AMA) during the coin show, announced plans for a national organization were nearing completion and that the group would be called the National Association of Coin Device Operators.

Formation of the Northern California Coin Machine Operators' Association (NCCMOA) was announced, following the dissolution of the Sacramento Pin Game Operators' Association (SPGOA). Officers of the new group were William C. Buckley, president; H. H. Locey, secretary-treasurer, and Mrs. L. B. Smith, vice-president. Peanut and gum vender operators were excluded from the organization, accent being placed on "amusement and crane operators." . . . Among the exhibitors at the coin show was the United Coin Machine Company, Chicago, showing its new Arlington pin game, which featured a race track down the middle of the playfield. Balls scored in proper pockets moved horses along the track. Firm officials at the display were Nathan Rubin, C. Weiss and Ruby Rubin.

At the annual meeting of the National Association of Coin-Operated Machine Manufacturers, officers re-elected were Fred L. Mills, president; N. Marshall Seeburg, vice-president, and O. D. Jennings, treasurer. Elected secretary was C. D. Darling. Directors, in addition to the officers, were W. E. Bolen, D. Gottlieb, William H. Rowe and W. A. Tratsch.

F. E. Turner, president of the Automatic Merchandisers' Association of Michigan (AMAM), announced the association's intention to back the establishment of a national code covering jobbers and operators, either thru a national council or association representing the established organizations of the industry. . . . The Vending Machine Company, Fayetteville, N. C., stated that it would make coin-operated pool tables to order, in addition to its regular line of coin De Luxe Aristocrat tables. Used tables were listed as selling for \$5 and up."

Okum Speaks Vs. Free Board Play

(Continued from page 95)

he did not speak from the standpoint of personal interest in the matter, but rather as a juke box operator who sees a specific situation which he feels needs correction.

Legal Peg

His position, he said, is based upon a possible good legal peg—"The Michigan Liquor Control Commission, which has complete power over all beverage dispensers, has a long-standing rule against any bar owner giving away anything free—free lunches, or the like, are strictly barred.

"Shuffleboard is not a service, like the free music occasionally provided, via Muzak or thru radios," he said. "It is, instead, a game, and the location owner who gives it free is giving away something of definite value that, I believe, should be stopped."

10 Years Ago This Week

CHICAGO, Feb. 25, 1939.—Music operators were offered used Capehart Orchestrope phonographs at \$19.50 each by the Sun Sales Company, Cincinnati. Machines were stated to be in excellent condition and to feature "tone quality superior to any phonograph on the market today." The juke offered 10 selections. . . . Fred Montesi, president of Liberty Cash Grocers, opened a coin-operated self-service store in Memphis, designed by L. O. Garner. Called the Money Dozit method of store operation, the demonstration store featured a drug section fully coin-operated. Automatic money changers were also installed at convenient points about the store, returning four nickels and five pennies for a quarter, all coins "protected from germs by a cellophane wrapper."

The Vi-Ped-Ex Corporation, Stockton, Calif., introduced a coin-operated foot-massaging machine called the Foot Oscillator. For best results the firm recommended that patrons remove their shoes before using the machine. It was dime operated. . . . O. D. Jennings & Company began delivery of its new sanitary In-a-Bag Bulk Vender, dispensing peanuts in a glassine bag.

Joe Calcutt, Vending Machine Company, Fayetteville, N. C., announced that he would manufacture his own phonograph needle, the Calcuttone. David Davidson, president of the Phonograph Operators' Association of Maryland, Inc., reported that there were 1,200 juke machines being operated by members of the organization, with expectations of adding another 2,000 machines when the Baltimore membership drive got under way.

Another O. D. Jennings entry in the 1939 coin machine parade was its Ciga-Rola, dispensing cigarettes, which was available for "15-cent and 20-cent territory." Offering six selections, delivery was effected by a handle on one side. A special amusement feature of the machine made it possible to receive a pack of cigarettes for a nickel, but under all circumstances enabled a patron to receive a pack for each 15 or 20 cents deposited.

National Vending Company, Inc., Elizabeth, N. J., Rock-Ola distributor for that State, went after operator orders by offering special trade-in deals for the new juke. To effect trade-in allowances, firm listed consoles, pin games, automatics, counter games, in addition to phonographs, as top barter material. . . . Ray Moloney, president of Bally Manufacturing Company, reported day and night shifts were kept busy turning out the Spotten free-play novelty game. The 5-ball game featured a 12-bumper play field and was priced at \$89.50.

Gottlieb Debuts New 5-Ball Game

(Continued from page 96)

score. After all 10 simulated pins have been contacted, the lighted numbers on each pin re-light and player attempts to make another 10 strike. Pins continue to reset until all five balls drop into outsole.

To win one free-play seven strikes must be made. Additional free-plays (one at a time) can be garnered by making eight, nine and 10 strikes during the same game. Other possible free-plays can be made by going thru either end of strike rollover switch alleys placed on the right and left sides of the playfield. If player drops a ball in a kick-out pocket just above Bowling Champ's outsole after making 10 strikes in the same game, he wins five replays.

Free Plays

Cross-ball action on the new Gottlieb product develops from co-ordinated manipulation of a pair of powered flippers just above the kick-out pocket which awards five free-plays. Thru the use of these flippers, actuated by the player when he presses the game's flipper control buttons, players can hurl a virtually spent ball far up on the playfield and try for additional points and pins.

Alvin Gottlieb, firm director of advertising, stresses the game's percussion bumpers (pins 2 and 3), which not only score points but kick balls sharply on contact, and Bowling Champ's single kick-out pocket which lifts the ball out of the hole before kicking it up the playfield, thereby preventing contact with the game's playfield glass. He also disclosed that each of the game's bumper contacts has a new type contact, designed to eliminate one of the amusement machine business's major service problems. Tho in the experimental stage for over a year, this new bumper contact completed final test location in time to be embodied on Bowling Champ.

ABT FINANCE PLAN

(Continued from page 95)

weight of the gun is 38 pounds. Quantity prices have been quoted on the gun by ABT. The schedule: One to nine guns, \$57.50; 10-24, \$54; 25-49, \$49.50; 50-99, \$47.50; 100 or more, \$45.

Financing will be available for qualified operators on purchases of 10 or more, according to Rollo Budde, assistant to the president at ABT. The Heller Company will handle collections direct from the operator.

No specific rules have been laid down for financing the gun, but it was understood that the paper would be short term and that downpayment requirements would probably average out to one-third.

OPERATORS' INFORMATION ON REQUEST

RECONDITIONED PIN GAMES READY FOR LOCATION

<table border="0"> <tr><td>Ballerina</td><td>\$ 90.00</td></tr> <tr><td>Beemuda</td><td>69.50</td></tr> <tr><td>Blue Skies</td><td>147.50</td></tr> <tr><td>Cover Girl</td><td>69.50</td></tr> <tr><td>Dynamite</td><td>13.00</td></tr> <tr><td>Flying Trapeze</td><td>32.50</td></tr> <tr><td>Gizmo</td><td>142.50</td></tr> <tr><td>Hi Ride</td><td>25.00</td></tr> </table>	Ballerina	\$ 90.00	Beemuda	69.50	Blue Skies	147.50	Cover Girl	69.50	Dynamite	13.00	Flying Trapeze	32.50	Gizmo	142.50	Hi Ride	25.00	<table border="0"> <tr><td>Humpty Dumpty</td><td>\$ 75.00</td></tr> <tr><td>Kilroy</td><td>19.50</td></tr> <tr><td>Lucky Star</td><td>29.50</td></tr> <tr><td>Major League</td><td></td></tr> <tr><td> Baseball</td><td>57.50</td></tr> <tr><td> Marjorie</td><td>29.50</td></tr> <tr><td> Manhattan</td><td>47.50</td></tr> <tr><td> Melody</td><td>89.50</td></tr> <tr><td> Moon Glow</td><td>142.50</td></tr> </table>	Humpty Dumpty	\$ 75.00	Kilroy	19.50	Lucky Star	29.50	Major League		Baseball	57.50	Marjorie	29.50	Manhattan	47.50	Melody	89.50	Moon Glow	142.50	<table border="0"> <tr><td>Paradise</td><td>\$125.00</td></tr> <tr><td>Sally</td><td>129.50</td></tr> <tr><td>Serenade</td><td>165.00</td></tr> <tr><td>Short Stop</td><td>92.50</td></tr> <tr><td>Thrill</td><td>119.50</td></tr> <tr><td>Trade Winds</td><td>105.00</td></tr> <tr><td>Virginia</td><td>95.00</td></tr> <tr><td>Wisconsin</td><td>90.00</td></tr> <tr><td>Yanks</td><td>70.00</td></tr> </table>	Paradise	\$125.00	Sally	129.50	Serenade	165.00	Short Stop	92.50	Thrill	119.50	Trade Winds	105.00	Virginia	95.00	Wisconsin	90.00	Yanks	70.00
Ballerina	\$ 90.00																																																					
Beemuda	69.50																																																					
Blue Skies	147.50																																																					
Cover Girl	69.50																																																					
Dynamite	13.00																																																					
Flying Trapeze	32.50																																																					
Gizmo	142.50																																																					
Hi Ride	25.00																																																					
Humpty Dumpty	\$ 75.00																																																					
Kilroy	19.50																																																					
Lucky Star	29.50																																																					
Major League																																																						
Baseball	57.50																																																					
Marjorie	29.50																																																					
Manhattan	47.50																																																					
Melody	89.50																																																					
Moon Glow	142.50																																																					
Paradise	\$125.00																																																					
Sally	129.50																																																					
Serenade	165.00																																																					
Short Stop	92.50																																																					
Thrill	119.50																																																					
Trade Winds	105.00																																																					
Virginia	95.00																																																					
Wisconsin	90.00																																																					
Yanks	70.00																																																					

KEENEY CONSOLES Single Bonus Super Bell \$180.00
Twin Bonus Super Bell, 5¢-5¢ or 2¢ 340.00

NOW DELIVERING NEW EQUIPMENT Citation, Floating Power, Grand Award, Ramona, Tucson and Swanee.

Keeney's Electric Cigarette Vender, Keeney's Twin Bonus Super Bell, Mills Bonus Bell, Mills Jewel Bell, Mills O.T. Bell, Mills Vest Pocket Bell, Mills New Blue Bell and Black Beauty.

Established 1913

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MD. • PHONE: BELMONT 1800

THIS IS YOUR ANSWER FOR PROFITABLE SPRING LOCATIONS

REBUILT POSTWAR PHONOGRAPHS

Thoroughly Overhauled and Refinished

Wurlitzer 1100	\$569.00	Seeburg 147M	\$499.00
Wurlitzer 1080	399.00	Seeburg 146M	399.00
Wurlitzer 1015	369.00	Rock-Ola 1426	339.00
AMI, 1946	459.00	Rock-Ola 1422	289.00

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN WORKING ORDER. FOR REBUILT, REFINISHED, UNCONDITIONALLY GUARANTEED MACHINES, ADD \$35 TO PRICE OF EACH.

A DAVIS GUARANTEE MEANS

1. Mechanism Overhauled
2. Worn Parts Replaced
3. Amplifier Reconditioned
4. Speaker Inspected
5. Tone Head Renewed
6. Cabinet Professionally Refinished

WURLITZER	SEEBURG	ROCK-OLA
780 \$178	1941 R.O. Scop. \$199	Commando \$79
950 139	Lotone Write	Super 89
850 139	Colonel 199	Master 79
500 89	Commander 119	De Luxe 79
600 84	Classic 89	President 79
Victory 69	Vogue 89	
61 49	Regal 79	
	Concert Grand 69	

WALL BOXES

Seeburg 3W2-L59, 54, 3 Wire	\$35.00
Seeburg W1-L56, 54 Wireless	37.50
Seeburg Pre-War, 54 3-Wire and Wireless	15.00
Seeburg WB-125/10/25 Wireless	27.50
Seeburg DSB-125/10/25 3-Wire	22.50

Terms: 1/3 Deposit With Order, Balance C. O. D.

DAVIS

DISTRIBUTING CORPORATION
SEEBURG
FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST
SYRACUSE, NEW YORK

PHONE 5-5194
BRANCHES BUFFALO ROCHESTER

Everything About It Tells You That

SEBRING "Dura-Top" SHUFFLEBOARD

AVAILABLE IN 11-18-22 FOOT LENGTHS

is the Best **BUY** of all

Sebring Dura-Tops will not warp, dent, twist or stain. Immediate delivery. Our REPUTATION and BACKGROUND in the Coin Machine Business is your assurance that YOU CAN BUY FROM US WITH CONFIDENCE THAT YOU ARE BUYING THE BEST AT THE LOWEST PRICE.

See your local distributor or write us direct.

DISTRIBUTORS—WRITE FOR EXCLUSIVE DEAL

A. G. SEBRING CORPORATION

2300 W. Armitage

Chicago 47, Illinois

Exceptional Opportunity

FOR QUALIFIED DISTRIBUTORS

Well-known manufacturer has choice domestic and foreign territories available for the distribution of the world's finest

SHOE SHINE MACHINE

FOR FULL DETAILS WRITE BOX D-144

c/o The Billboard Cincinnati 22, O.

IMMEDIATE DELIVERY

on BALLY CITATION
EVANS WINTER BOOK AND ALL NEW MILLS SLOTS
GOOD RECONDITIONED SLOTS

Show Boat, Telecard, Floating Power. Tucson, Swanee, Grand Award. All the Latest 5 Ball Games.

Will Buy 100 of the Latest Flipper Games

PALISADES SPECIALTY CO.

498 Anderson Avenue Cliffside Park N. J. Cliffside 6-2892
Only One Mile South of the George Washington Bridge on 9 W. New Jersey

Record Reviews

(Continued from page 104)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR
TEDDY PHILLIPS ORK
(Tower 1453)
Don't Call Me Sweetheart Any More 63--63--63--63
(Lynn Hoyt)
An overloaded corn-opus in the "You Call Everybody Darlin'" technique, but without special flair.
I'll Get By 61--61--61--61
(Lynn Hoyt-Dick Hayes)
Boy-girl harmony and heavily mickey orking on the standard add up to nothing much.

HARVEY HARDING & HIS SONGSTERS
(Standard S-35000)
Red Lips and Red Wine 74--74--74--74
Rousing polka with the flavor of continental cafes and pre-war gemütlichkeit.
The Ski Polka 75--75--75--75
Dashing polka recaptures the speed and joy of skiers racing down Alpine slopes.

HERB JEFFRIES
(George Wyle Ork)
(Columbia 38414)
It's Easy To Remember 74--75--74--73
Jeffries makes his Columbia debut with the Rodgers and Hart standard. Shows good voice, but lacks in warmth and sympathy.
A Dreamer With a Penny 77--77--77--77
All that could be desired for bigness and resonance, but phrasing is somewhat stiff. Tune is first rate.

KAY KYSER (Gloria Wood-Harry Babbitt)
(Columbia 38413)
I'll Wait 67--67--66--68
Listless rendition of a cute novelty tune whose potential was indicated on a London version by Lee and Nichols some months back.
Funny Little Money Man 71--71--70--72
Babbitt sings the lullaby in good form.

DICK HAYMES-CARMEN CAVALLARO
(Decca 24561)
Where or When 74--74--74--74
Re-issue of a class Haymes vocal on a class standard.
Say It Isn't So 76--76--76--76
Also a re-release, probably scheduled for the recent pubber attempt to revive the fine Berlin standard. A fine side, nevertheless.

RACE
ROBERT RICHARD
(King 4274)
Wigwam Woman 56--56--55--56
Fair fare for the deep South in this rather inconsequential and noisy mess of blues.
Root Hog 55--53--55--57
A lot of squeaking harmonicas dominate a side which is aimed at the deep South.

IVORY JOE HUNTER
(King 4275)
Don't Know 61--60--60--62
Outside of a beat, there's nothing special about this pseudo-calypso side.
In Time 59--60--58--60
Tune and treatment are both more Western than Race. It's confusin' and no cause for enthusin'.

ARTIST
TUNES
LABEL AND NO.
COMMENT



RACE
WARREN EVANS
(Rockett PKX-1-48)
You Swept Me Off My Feet 54--54--54--53
Evans displays a virile set of pipes here, but there isn't much he can do with the amateurish lyrics.
I Just Can't Stop Loving You 59--59--59--59
More interesting material than the flip, but there's little to recommend here.

MEMPHIS SLIM-THE HOUSE ROCKERS
(Miracle M-132)
Timsy's Whimsy 71--72--70--71
Tenor sax forensics in this medium jump opus in the accepted honk style of the day.
Frisco Bay 82--82--82--82
Good beat, fine setting for Slim's blues shouting make this a worthy waxing.

DINAH WASHINGTON
(Mercury 8102)
You Satisfy 78--77--77--80
Dinah sing-shouts typically on this slow blues; should win race box favor.
Laughing Boy 67--67--67--68
After a rather silly intro, Dinah settles down to do a straightforward and unspectacular job with a song which is several notches above her usual selection of material.

JOE THOMAS QUINTET-BABE MATHEWS
(Secco 10-001)
Lost in a Dream 60--60--60--60
The chirp does a poor job with a pretty tune; she draws sympathetic small ork backing.
Smilin' to Myself Over You 53--53--52--55
Rather inane rhythm ditty done with no particular distinction by the chirp with some nice Thomas trumpet spotted.

DETROIT COUNT
(King 4265)
I'm Crazy About You 76--76--76--76
Warbler turns out the race ballad in infectious down-to-earth style.
Hasting Street Woogie Man 70--70--70--70
Eccentric off-beat boogie figure and screaming tenor contribute heavily here, but words are lost in badly balanced cutting.

KING PORTER ORK
(King 4267)
King Porter Special 75--76--74--74
Instrumental jumps along at a bright tempo, with highlights provided by freak notes from the tenor. Side should click with dancers.
Shuffling Boogie 75--75--75--75
Hard-driving boogie, with choral chanting, moves at an ideal Lindy tempo.

ROY BROWN & HIS MIGHTY-MIGHTY MEN
(DeLuxe 3212)
Rockin' at Midnight 84--84--83--85
Effective holler stomp in the "Good Rockin' Tonight" formula. Brown swings a strong vocal, with ork rocking hard in back.
Judgment Day Blues 81--81--80--82
Brown cries the fearful blues convincingly—side should get many plays when disk is flipped.

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

ARTIST
TUNES
LABEL AND NO.
COMMENT



RACE
GEORGE BARKLEY QUINTET
 (Uptown 120)
Breathing Easy 71--71--70--72
 Tenorman Bubber Brooks blows a mean slow blues with a big, breathy, soft tone, but doesn't build to an effective resolution as side terminates abruptly.
Bubber Gets Salty 67--67--66--68
 Up tempo jump blues on a repeated riff. Brooks puts out, but, as with flip, conception is not strong.

DEEK WATSON-THE BROWN DOTS
 (Manor 1170)
Bow-Wow-Wow 83--83--83--83
 Deek really gets it here with a rollicking performance of a zany nonsense novelty. Rhythmic baritone sax, hand-clapping and bongoes make a leaping beat in back.
At Our Fireplace 73--73--73--73
 Switch of mood here as Deek and group do a sentimental ballad with a gypsy-type melody.

WYNONIE HARRIS
 (King 4276)
I Feel That Old Age Coming On 84--84--83--85
 Wynonie shouts a compelling fast blues vocal, with combo driving a hard boogie beat behind. Surefire for the jukes.
Grandma Plays the Numbers 85--85--84--86
 Even more commercial than, if not the musical equal of flip, as Harris chants a rousing comic vocal.

TOMMY EDWARDS TRIO
 (National 9067)
A Long Time 75--75--73--77
 Edwards shows good voice and feeling in his debut on National. Arrangement is a replica of the original Don Juan on Modern, echo effects and all. Should get a share of the juke play.
Up in the Alley 55--53--55--57
 Lightweight novelty material has no particular charge.

HADDA BROOKS TRIO
 (Modern 20-649)
I've Got My Love To Keep Me Warm 65--65--64--66
 Thrush - pianist's note-bending delivery of the Berlin revival ditty doesn't quite make it.
Melody in "F" Boogie 64--64--63--65
 Hard to see commercial possibilities in Miss Brooks' rattling boogie-woogie piano treatment of the Rubinstein piece.

JOHN LEE HOOKER
 (Modern 20-627)
Boogie Chiffen' 84--83--85--86
 Sobbing deep South blues, with an arresting stop-time boogie-woogie guitar backing. A natural for the jukes.
Sally May 72--70--72--74
 Hooker warbles an orthodox Southern blues in more conventional manner here.

SONNY THOMPSON ORK
 (Miracle M-131)
Blues On Rhumba 67--67--65--68
 Thompson plays some blues piano in rumba tempo to no special advantage.
Blue Dreams 83--83--82--84
 Slow blues, featuring an evil-mood tenor, guitar, and Thompson's fine after-hours 88-ing.

ARTIST
TUNES
LABEL AND NO.
COMMENT



RACE
SAVANNAH CHURCHILL-THE FOUR TUNES
 (Manor 1168)
Would You Hurt Me Now 66--66--64--68
 Tune has potential as a race ballad, but thrush isn't up for it. Part of difficulty may owe to a loose, incohesive clefting.
All of Me 64--64--63--65
 Nothing special about Churchill's and Tunes' adequate rendition of the standard.

EARL BOSTIC ORK
 (King 4277)
Blip Boogie 82--82--81--83
 Exciting riffer builds strong to a sock climax with Bostic's also thrilling the boogie woogie blues in front of the driving combo.
Watch Where You Walk Boy 66--66--65--67
 Unison chanting and patter featured on an attempt at comedy piece that doesn't come off.

FOLK
COWBOY COPAS
 (King 777)
Forever 79--80--77--80
 Plaintive, simple and tasteful little ballad which Copas does in his best style.
Candy Kisses 85--85--85--85
 Copas renders a feelingful vocal with this currently popular Western ditty.

STUBBY AND THE BUCCANEERS
 (Decca 46149)
Money, Marbles and Chalk 89--89--89--89
 This is the original waxing of a ditty which has every symptom of being a folk smash and at least a small pop fave.
Tennessee Tears 81--81--80--82
 For the country folk, the group turns out a pleasing chunk of sentiment.

COWBOY COPAS
 (King 775)
Down in Nashville, Tennessee 78--78--78--78
 Catchy rhythm item which should be a big local thing and which has enough on the ball to draw attention elsewhere.
I'm Waltzing With Tears in My Eyes 78--77--78--79
 Effective rendition of one of those heart-breaking country lyrics with a waltz setting.

JOHNNY CROCKETT
 (Blue Ridge Pals)
 (Specialty SP 702)
Just a Minute 72--72--72--72
 Recitation in the Tex Williams manner. Material has humor and is well presented.
Smoky Mountain Polka 62--62--60--65
 Hill polka satisfactorily warbled but without special appeal.

EARL NUNN-BILLY LEE
 (Alabama Ramblers)
 (Specialty SP 701)
Double Talkin' Woman 66--66--65--67
 Bluesy mountain novelty of no special import, the Lee shows sincere warbling quality.
I've Loved You Too Long 64--64--63--65
 Listenable vocal again, but material and backing are of a middling order.

LIKE NEW EQUIPMENT AT LOW, LOW PRICES!!!

THOROUGHLY RECONDITIONED AND READY FOR LOCATION
 All Prices Include Crating—No Extra Charges! (Unless Specified)

USED ONE BALLS
 Thoroughly reconditioned by factory trained experts
 Daily Races \$ 49.50
 Special Entry 134.50
 Gold Cup 299.50
 Jockey Special 229.50

29 SUPER DELUXE AIREONS
 New coin conversion on door, new accumulator, up-to-date mechanism, discs repainted. These machines perform and appear in better condition than when originally shipped from the factory.
\$219.50 ea. Lots of 5 \$200.00 ea.

AIREON
BLONDE BOMBSHELLS and FIESTAS
 Latest mechanisms and all improvements. Machines almost like new!
\$329.50 ea.

USED PHONOGRAPHS
WURLITZER
 61 with new trays..... \$ 59.50 ea. (stand \$10.00 extra)
 500 \$ 79.50 ea.
 600 79.50 ea.
 700 149.50 ea.
 750M 184.50 ea.
 750E 199.50 ea.
 780E 189.50 ea.
 800 179.50 ea.
 850 149.50 ea.
 950 149.50 ea.
 1015 with crystal cartridge and electric cancel, all new bubblers and plastics where necessary... 399.50 ea.
 1015 25 cycle 424.50 ea.

ARCADE EQUIPMENT
 Premier Barrel Rolls, 10 1/2'... \$ 84.50 ea.
 Premier Barrel Rolls, 12 1/2'... 79.50 ea. (\$15 additional for crating)
 Bally Bowler, 6 months old, like new, 8' to 15' adjustable 219.50
 Bally Heavy Hitters (used), with stand 54.50 ea.
 Goalec, crated 89.50
 Skyfighter 59.50
 Undersea Raider 89.50

SEEBURG
 Regal \$59.50 ea.
 Envoy, E.S. 89.50 ea.
 Colonel 69.50 ea.
 All thoroughly reconditioned and guaranteed!

ROLLDOWNS—METAL BALL
 Singapore \$49.50 ea.
 Hawaii 49.50 ea.
 Tropicana 54.50 ea.
 Gold Mine (original flipper)... 64.50 ea.
 Cover Girl (original flipper)... 64.50 ea.
 Bermuda (original flipper)... 64.50 ea.
 Melody Roll (original flipper)... 74.50 ea.

WURLITZER WALLBOXES
 Model 120 (5¢), 125 (5-10-25¢) and 30 wire (5¢) "As Is"... \$6.95 ea. Unlimited quantity. Complete in working order—no broken plastics. We do not recondition these boxes.

All Thoroughly Reconditioned
ROLLDOWNS—WOODEN BALL
 Total Rolls \$49.50 ea.
 Advance Rolls 79.50 ea.
 Auto Roll 89.50 ea.

POPCORN SEZ VENDORS
 Thoroughly reconditioned like new!
 In lots of 5 \$ 99.50 ea.
 Singly 109.50 ea.

Alfred Sales has a reputation for satisfied customers who know that all the reconditioned equipment sold by this firm is as represented. This used equipment is all thoroughly reconditioned, in some cases in better shape than when it came off the assembly line.

1/3 Deposit, Balance C. O. D.
WRITE, WIRE OR PHONE



881 MAIN ST. Lincoln 9106 BUFFALO 3, N. Y.

ALFRED SALES IS THE EXCLUSIVE DISTRIBUTORS IN THIS TERRITORY FOR WURLITZER, BALLY, GOTTLIEB, WILLIAMS, EXHIBIT AND OTHER LEADING MANUFACTURERS. WE HAVE COMPLETE LINES OF PARTS, PLASTICS AND AUXILIARY EQUIPMENT.

NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY
 Gottlieb BOWLING CHAMP
 United SHOW BOAT
 Exhibit SWANEE
 Bally CARNIVAL
 Genco FLOATING POWER
 OhioLIN GRAND AWARD

75 DuGRENIER CIGARETTE MACHINES
 9 Column - Model W
 Completely reconditioned—worn parts replaced. New Hammeroid finish—in Blue and Silver, Maroon and Silver, Light and Dark Mahogany. Equipped with National Slug Rejector. 25¢ Operation **\$95.00 EA.**

10 USED BAKERS RACES with J.P. & D.D. \$150.00 ea.

WANT TO BUY—Bally Gold Cups, Barnacle Bill, Buccaneer, Round Up, 1-2-3, Merry Widow, Trade Winds, Puddinhead, Screwball, Alice in Wonderland, All Baba. State prices and quantity available.

RECONDITIONED 5-BALL FLIPPER-TYPE GAMES
 Buccaneer \$160.00
 Barnacle Bill 150.00
 All Baba 150.00
 Carnival 150.00
 Screw Ball 149.00
 Summertime 145.00
 Jack and Jill 145.00
 Thrill 130.00
 Mardi Gras 135.00
 Merry Widow 135.00
 Trade Winds 135.00
 Cinderella 130.00
 Monterey 130.00
 Shanghai 125.00
 Triple Action 125.00
 Wisconsin 120.00
 Robin Hood 120.00
 Banjo 119.00
 Spinball 115.00
 Humpty Dumpty 115.00
 Yanks 110.00
 Major League 85.00
 Rio 45.00
 Havana 35.00
 Kilroy 30.00

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 1-6466) CHICAGO 14

GIVE TO THE DAMON RUNYON CANCER FUND

MYCO AUTOMATIC SALES CO.

READY FOR LOCATION!

Photomatics \$295.00	Panoramas \$149.50
ABT Chal'gers 12.50	Pan. W. Boxes 7.50
ABT. T. Skills 12.50	Pan Adaptors 5.00
KL. O'd Vend. 24.50	Ten. Leaguers 24.50
Mu. O'd Vend. 24.50	Ten Strikes 39.50
Adv. Shockers 12.50	Peo B'Ball 24.50
Totallizers 7.50	Ex. Bar'l o Fun 49.50
Wor. P'y Targ't 7.50	Vendo Coks 79.50
KL. S'marine 89.50	Itl. Muto Peeks 39.50
Mu. 8ky-Filers 89.50	2 on base, com. 39.50
Chicken Sams 89.50	I.M. V'w o Sc'p's 39.50
Shoot Chutes 89.50	2 on base, com. 39.50
Air Raiders 89.50	Name in H'dline 149.50
Ace Bombers 89.50	Press. comp. 149.50

1/4 Deposit—Balance C.O.D.

347 S. HIGH ST., COLUMBUS, O. MA 1600

FOR SALE

10 DeLuxe Draw Bells, used 2 months, like new, \$250.00; 12 Columbia Bells, A-1, will ship open for buyers' inspection.

HERMAN KRAUS
RFD #3 Galion, Ohio

STILL THE BEST BUYS!!

YANKS \$ 89.50 MAJOR LEAGUE \$ 79.50 RAINBOW \$159.50
CONTACT 149.50 MOROCCO 159.50 SPEEDWAY 149.50

SPECIAL! Like New QUIZZER, Free Play . . . \$225.00

RUSH YOUR ORDERS! Terms: 1/3 Deposit, Balance Sight Draft.
"The House that Confidence Built"

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
1329 Calhoun St., Ft. Wayne 2, Ind.

228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

OUR MONEY BACK GUARANTEE
IS YOUR ASSURANCE OF SATISFACTION

MILLS AND JENNINGS SLOTS
IN ALL MODELS
JEWEL BELLS
BLACK CHERRY BELLS
BLACK GOLD BELLS
MELON BELLS

TRY THE NEW
CRISS CROSS BELL
THE MOST POPULAR PAYOUT SINCE THE BONUS BELL!

HEADQUARTERS FOR THE BEST IN CLUB EQUIPMENT

BAKER NOVELTY CO.
1700 Washington Blvd. Chicago 12, Illinois

EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

- GOTTLIEB BOWL'G CHAMP
- UNITED RAMONA
- GENCO BIG TOP
- EXH. SWANEE
- OHIOIN GRAND AWARD
- BALLY CARNIVAL

NEW ONE BALLS

- BALLY CITATION, F.P. \$645
- BALLY LEXINGTON, P.O. 645

New Phono Specials

- Wurl. 1015 \$495.00
- Wurl. 1080 475.00

NEW SKILL GAMES

- EXH. DALE GUN .. \$289.50
- EV. BAT-A-SOORE .. 355.00
- FLASH HOOKEY .. 79.50
- OHIOIN PISTOL .. 378.00

NEW COUNTER GAMES

S. K. HUNTER .. \$ 45.00	S. K. TARGET KING \$ 45.00
UN. 10TH INNING 129.50	ACME SHOCKER ... 24.50
IDEAL CD. VEND. 29.50	SKILL THRILL ... 24.50
ABT MODEL F 47.50	DAVAL BUDDY, FS 14.50
AB TOHALLENGER 45.00	1¢ AMER. EAGLE 37.50
SHIPMAN ART SHOW 49.50	GROET. CAMERA, CH 19.95
GRIP-VUE 49.50	IMP. 1¢ or 5¢ 17.50
KICKER & CATCHER 34.50	1¢ MARVEL, OIG., FS 27.50
NON-CN. MARVEL, FS 34.50	BAT-A-BALL JR. 21.50

BALLY HEAVY HITTER, Brand New—Closeout 99.50

NEW CONSOLES

- BALLY SPOT-BELL .. \$149.50
- MILLS 3-BELLS .. WRITE
- KEEN. GOLD NUG. .. \$800.00
- EVANS RACES .. 931.00
- BAL. TRIPLE BELL .. 895.00
- EV. WINTERBOOK .. 826.00
- EVANS BANGTAILS .. 871.50
- EV. CASINO BELL .. 637.50
- JENN. CHALLENGER .. 595.00
- BAL. WILD LEMON .. 542.50
- BAL. DOUBLE UP .. 542.50
- BAL. RESERVE BELL 549.50

NEW SLOTS

- MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE BELL, MELON BELL, BONUS BELL, JEWEL BELL, JENNINGS SUN CHIEF, STD. CHIEF, LITE-UP CHIEF.
- COLUMBIA, J.P. \$139.50
- De L. COLUMBIA ... \$169.50
- VEST POCKETS 65.00
- Q.T., 5¢, \$115.00; 25¢ 142.50

NEW VENDORS

- ATLAS DE LUXE 1/2 NUT & B.G. VEND. \$ 14.50
- ATLAS 5¢ BANTAM TRAY VENDOR .. 14.50
- N.W. STAMP VEND. .. 14.50
- POP CORN WARMER .. 69.50
- ARISTOCRAT POP CORN VENDORS .. 225.00
- MARION SCALE .. 79.50
- SILVER KING .. 13.95
- S. K. HOT NUT VEND. 22.50
- 5¢ 4-WAY MINT .. 17.50
- ADVANCE 25¢ MODEL 21¢ VENDOR .. 29.50

SLOT SAFES, STANDS, ETC.

- CHICAGO METAL REVOLVAROUND SAFES—DE LUXE
- Single—\$132.00 Double—\$192.00 Triple—\$288.00
- UNIVERSAL—Single Safe—\$87.50 Double Safe—128.50
- EXH. FLIPPER KIT—\$3.95 NICKEL NUDGER 3.95
- BOX STANDS .. \$27.50 EXH. ROLL TILT 2.75
- WICO SPINNER—\$11.95 EXH. CONTACT BUMPER 6.95
- SEBRING CHANGEMASTER, Mechan. Coin Changer .. 129.50
- 5-WAY SENIOR COIN CHANGER .. 37.50

NORTHWESTERN BULK VENDORS

- NEW MODEL 49 \$17.55
- DUAL NUT \$45.00
- DE LUXE 27.00
- MODEL 33 12.60
- MODEL 39 14.40
- MODEL 40 11.00
- 33 BALL GUM 11.55

UNIVERSAL ARROW BELL

Exclusive Factory Distributors for Ill., Mich., Wis., Iowa, N. Ind. Write for Prices.

TELEQUIZ Sensational Question and Answer Game **\$660**

WANTED ROCK-OLA STANDARDS, DELUXES, SUPERS, MASTERS, LATE FLIPPER-TYPE PIN GAMES, COLUMBIAS AND SLOTS, BALLY CONSOLES AND ONE-BALL

FLIPPER TYPE 5 BALLS

Buccaneer .. \$164.50	Shanghai ... \$124.50
General .. 159.50	Cinderella .. 124.50
Puddin' Head 159.50	Build Up .. 119.50
Bernacle Bill 159.50	Monterrey .. 119.50
Daw-Wa-Ditty 149.50	Trinidad .. 119.50
Allice .. 149.50	Bermuda .. 119.50
Summertime .. 149.50	Catalina .. 119.50
Screwball .. 149.50	Humpty D'ty 119.50
Merry Widow 144.50	Cover Girl .. 109.50
Jack n' Jill .. 139.50	Sunny .. 109.50
Mardi Gras .. 139.50	Maj. Leag. BB 109.50
Contact, w/1 .. 129.50	Yanks .. 109.50
Triple Action 129.50	Melody .. 99.50
Short Stop .. 129.50	Gold Mine .. 89.50

SLOTS

- MILLS BLACK CHERRY, Orig., 5¢, \$120.00; 10¢, \$125.00; 25¢ \$130.00
- 5¢ MILLS BLUE FRONT, ORIG. 79.50
- 5¢ MILLS BONUS BELL .. 109.50
- 5¢ MILLS ORIG. CHROME, 2-5 .. 99.50
- 5¢ BROWN FRONTS .. 89.50
- 5¢ MILLS VEST POCKET .. 44.50
- 25¢ Q. T., BLUE CABINET .. 89.50
- WATL. ROL-A-TOP, 5, 10, 25¢ .. 79.50
- JENN. 4-STAR CHIEFS .. 79.50
- JENN. STANDARD CHIEFS, 5¢, \$159.50; 10¢, \$164.50; 25¢, \$169.50; 50¢ 259.50

ONE BALLS

- GOLD CUP, F.P. \$325.00
- JOCKEY SPECIAL, F.P. 225.00
- JOCKEY CLUB, P.O., '47 MOD. 249.50
- BALLY ENTRY, P.O. 189.50
- SPECIAL ENTRY, F.P. 175.00
- VICTORY SPECIAL, F.P. 109.50
- VICTORY DERBY, P.O. 109.50
- LONGACRE, F.P. 89.50
- TURF KING, P.O. 79.50
- JOCKEY CLUB, P.O., '42 MOD. 69.50
- KENTUCKY, P.O. 62.50
- LONGSHOT, P.O. 59.50

SAVE 3 WAYS!

No. 1 Guaranteed Non-Flipper 5-Balls.*
No. 2 With Flipper Kit Installed.*
No. 3 With 2 Contact Kickers Installed.*

TREASURE CHEST \$69.50	\$74.50	\$84.50
TROPICANA .. 59.50	64.50	74.50
OO-ED .. 49.50	54.50	64.50
LUCKY STAR .. 49.50	54.50	64.50
HAVANA .. 44.50	49.50	59.50
KILROY .. 44.50	49.50	59.50
FLAMINGO .. 44.50	49.50	59.50
FIESTA .. 44.50	49.50	59.50
SUPER SCORE .. 44.50	49.50	59.50
SPELLBOUND .. 44.50	49.50	59.50
BALLYHOO .. 44.50	49.50	59.50
MYSTERY .. 44.50	49.50	59.50
STEP UP .. 34.50	39.50	49.50
CANTEEN .. 34.50	39.50	49.50
MIDGET RACER .. 34.50	39.50	49.50
ANY PRE-WAR PIN GAME .. 24.50	39.50	49.50

*Please give second choice for fast shipment.

ARCADE

- TELEQUIZ, F. S. WRITE
- WWS. ALL-STAR .. \$219.50
- CHICOIN BASKETBALL CHAMP .. 249.50
- DRIVEMOBILE .. 129.50
- SUPER BOMBER .. 129.50
- UNDERSEA RAIDER .. 119.50
- SUPREME BOLA-SOORE .. 109.50
- KIRK ASTROL SCALE .. 99.50
- EXH. MERCHANTMAN DIGGER .. 89.50
- BATTING PRACTICE .. 79.50
- HOCKEY, CHICOIN .. 79.50
- LIBERATOR OR PERISCOPE .. 79.50
- ROCKET BUSTER .. 79.50
- GENCO WHIZZ .. 69.50
- BUCKLEY TREAS. IS. DIGGER .. 119.50
- MUTO. CARD VEN., 2 for 5¢, New 39.50
- GOTT. GRIP SCALE .. 22.50
- POP UP, Like New .. 22.50
- 4ST CHALLENGER, Like New .. 29.50

CONSOLES

- 5¢ EV. RACES, CONV., NEW .. \$595.00
- 25¢ EV. RACES, P.O., USED 1 WK. 495.00
- BALLY DE LUXE DRAW BELL .. 299.50
- KEENEY 3-WAY BONUS SUPER .. 595.00
- 5-25 TWO-WAY BONUS SUPER .. 465.00
- BALLY TRIPLE BELL .. 495.00
- EVANS 1947 BANGTAILS, J.P. 275.00
- 5¢ KEEN. BONUS SUPER BELL .. 249.50
- BALLY DRAW BELLS, Reg. 199.50
- MILLS 3-BELLS .. 159.50
- HI HAND, COMB. 89.50
- MILLS 4-BELLS, 5-5-5 .. 89.50
- BALLY CLUB BELL .. 89.50
- MILLS JUMBO, COMB. 79.50
- KEENEY 5¢ SUPER BELL COMB. 79.50
- WATLING BIG GAME, P.O. or F.P. 69.50
- 5¢ PACE SARATOGA SR., P.O. 69.50
- BALLY BIG TOP, P.O. or F.P. 69.50
- MILLS JUMBO, LATE HEAD .. 69.50
- PACE REELS—CHR. RAIL .. 69.50
- JENN. SILVER MOON, P.O. or F.P. 69.50

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL.

GAMES REVAMPED

We will revamp your Kilroys, Tornados, Mexicos, Havanas or any other game with a high score. Playing field revamped, flippers installed, bang bumpers installed, name changed on backboard glass; games completely cleaned and checked, legs resanded, daisy caps replaced. This complete service \$35.00
Repainting of cabinets—extra 10.00

DAISY CAPS
Change the appearance of your machines by replacing old and outmoded caps with new and better looking Daisy Caps—Lots of 12 \$1.50

BANG BUMPERS
Increase collections with the installation of at least one Bang Bumper on all games.
Bang Bumpers \$4.50
In Lots of 12 4.00

PACKARD OUT OF THIS WORLD
SPEAKERS, Brand New \$75.00
FLIPPER KITS 3.95

COILS
Complete stock of coin machine coils of every description.
Special, 3 coils for \$2.00
20-6 SM20 21-H-1
123 26-H-10
W25 W28
One of each of these a necessity in your kit at all times.

Complete line of coin machine parts.
Special parts made upon request.
Special coils wound upon request.

ROYAL MUSIC CO.
84 Park St. WEBSTER, MASS.

Mills Bells are the Cats!

BELL-O-MATIC—Chicago 39

BRAND NEW KEENEY BONUS SUPER BELLS \$595.00 F.O.B. N.Y.

5c & 25c PLAY COMB. IN ORIGINAL CASES
Write—Wire—Phone Your Order!
SEABOARD NEW YORK CORP.
583 10th AVE. NEW YORK 18, N. Y.
Phone: Bryant 9-5620

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 25)

Table with columns: Songs, Publisher, Heard in N. Y., Heard in Chi., Heard in Calif., Add. Sur. Tot. and sub-columns for SI, SV, CI, CV, SI, SV, CI, CV, SI, SV, CI, CVPts. Pts.

Trade Directory

New Equipment

Handkerchief vender by John S. Baer, Kansas City, Mo. Television set (coin-operated) by Television Coin-A-Matic, 1451 Broadway, New York. Kleenex vender by Tish-U-Vend, 475 5th Avenue, New York.

Change of Address

Coin Machine Acceptance Corporation moved main operations to 50 Church St., New York, headquarters of American Business Credit Corporation.

New Firms

Allied Record Distributors (records) 625 10th Avenue, New York. Musitone Corporation (wired music) Des Moines.

Personal Notices

J. George Bendon was appointed representative of the Pulver Company for the New York metropolitan area. Jackson Downs was appointed for public relations-promotion work by the Pulver Co., Rochester, N. Y. Milton Hult was re-elected president of the National Dairy Council. Lawrence Schultz was named superintendent of the George Ziegler Company, Milwaukee. Paul E. Rauber was appointed credit and collection manager for Rudolph Wurlitzer Company, North Tonawanda, New York.

Distributor Appointments

AMI, Inc., Chicago, appointed Paster Distributing Company, St. Paul, for Minnesota and Eastern North and South Dakota. Coradio, Inc., New York, appointed E. O. Miller & Company, Ardmore, Okla., for Oklahoma, Arkansas and Northern Texas; Gulf South Marketing Service, Baton Rouge, La., for Louisiana territory.

Dennison Sales Company appointed Franco Novelty Company, Montgomery, Ala.; Joe Cudd will become regional manager for Florida, Georgia, North and South Carolina.

Eastern Electric Vending Machine Company, New York appointed Atlas Music Company, Detroit and Hy-G Music Company, Minneapolis.

H. C. Evans & Company, Chicago, appointed Automatic Games Supply Company, St. Paul, for Minnesota, North and South Dakota and Western Wisconsin; Indiana Music Company, Terre Haute, for Indiana; Keystone Panoram Company, Philadelphia, for Eastern Pennsylvania, Southern New Jersey and Delaware; Vic Manhardt Company, Milwaukee, for Eastern Wisconsin; South Coast Amusement Company, Houston, for Texas territory.

Shuf-L-Bowl Corporation, Hempstead, N. Y., appointed U. S. Shuffleboard Exchange, New York, as national distributor.

Trans-Vue, Chicago, appointed Acme Sales Company, New York; Alfred Sales Company, Buffalo; Coin Machine Exchange, Pittsburgh; Distributing Corporation of Illinois, Chicago; Erb-Wirtz Distributing Company, Cleveland; H. & B. Enterprises, New Orleans; M. W. Commercial Television Company, St. Paul; David Rosen, Inc., Philadelphia.

Rudolph Wurlitzer Company appointed the O'Connor Vending Machine Company, Richmond, Va., for the State of Virginia.

Purchases

Eagle Lock Company, Terryville, Conn., purchased the Bell Lock Company, Michigan City, Ind.

Deaths

Tolay J. Marchetti, operator of United Cigarette Service Venders, Bridgeport, Conn.



\$150.00

BRAND NEW ROL-A-TOPS

5c-10c-25c PLAY

EQUIPPED WITH NEW CLUB HANDLE Above Price F. O. B. Chicago

WATLING MFG. CO.

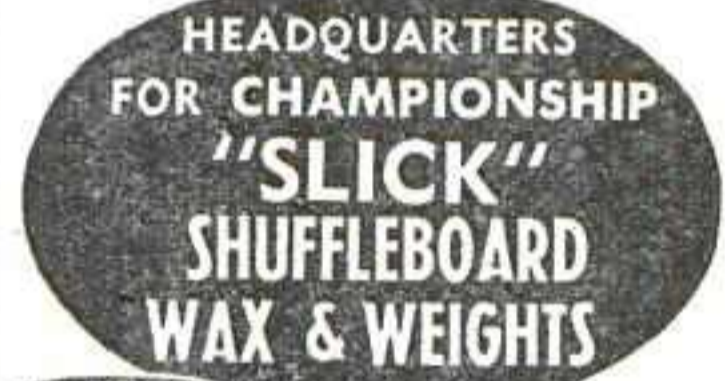
4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2772 Cable Address "WATLINGITE." Chicago

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Table with columns: POSITION, Weeks Last | This, Title, and Ldc. By. Lists top records like 'POWDER YOUR FACE WITH SUNSHINE' and 'SO TIRED'.



Sold Thru Dealers Only!

Slick Shine specialty waxes and cleaners for Shuffleboard assures smooth, fast, accurate play. Contain no plastics or other injurious ingredients. Guaranteed not to pit, scratch or harm any make of board. Approved by leading shuffleboard makers.

- "Slick" Shuffleboard Powdered Wax "Slick" Shuffleboard Quick Drying Cleaner "Slick" Liquid Shuffleboard Polishing Wax & Cleaner "Slick" Shuffleboard Weights

Territories Open! Write for Price List.

Manufactured by THE SLICK SHINE CO. Established 1901 207-15 ASTOR ST., NEWARK 5, N. J.



Pool Season Is Here— We are offering a special deal to operators. If you are an operator, write for information. G. F. PERRY, Johnston, S. C. From Factory to You

Thanks For Your Wonderful Response

Mercury '49er Shuffleboard

has been acclaimed by operators and players everywhere as truly the finest shuffleboard ever made.

With the most durable and slickest playing field in the world. Made of black, glass-like, die-hardened die-stock.

- Will Not Warp
- Will Not Dent
- No Costly Resurfacing
- Needs Less Attention
- Faster—Always Accurate
- Strongest Construction

In 22 ft., 20 ft., 18 ft. and 16 ft. sizes. Also 11 ft., 10 ft., 9 ft. and 8 ft. rebound. Only shuffleboard made in two sections which can be converted into two rebound shuffleboards. Also easier handling. Lowest price for a top quality shuffleboard. Don't accept less than the best!

Some distributorships still available.

EXHIBIT'S DALE

Automatic Electric

SHOOTING GALLERY

Realism that thrills every one! A 50 ft. Shooting Gallery in a unit requiring less than 5 sq. ft. of floor space.

Write or phone for further information

CASH IN ON ASTROLOGY WITH

ZODI

Types, sells horoscopes automatically while they watch! . . . While they wait! Reconditioned.

At a fraction of the original cost.

Write or wire today

DOLLARS WITH DALLASI

No question about it, Williams DALLAS will earn more dollars for you than any other 5-ball game.

Exclusive for Williams in N. Illinois and N. W. Indiana

Keeney is First again with consoles that produce long-run rich earnings.

TWO WAY MODERN BELL

with criss-cross payouts. Any combination of 2 coin chutes, 5¢-10¢-25¢.

RECONDITIONED CONSOLES

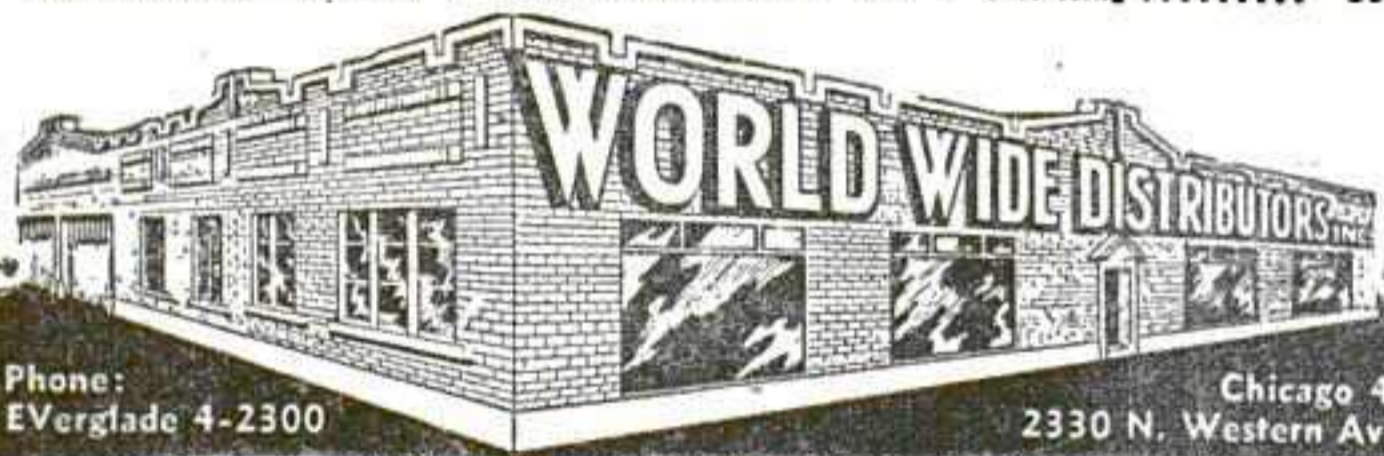
- Drawbell \$225
- Challenger 5-25¢ 325
- Gold Nugget 5-25¢ 400
- Wild Bell 5-25¢ 495

NEW CONSOLES

- Evans Winterbook 25¢ \$550
- Ball Hi Boy 5¢ 295
- Bally Hi Boy 10¢ 300
- Bally Hi Boy 25¢ 325

ONE BALLS

- Jockey Club \$285
- Victory Derby 85
- Turf King 50



Phone: Everglade 4-2300

Chicago 47 2330 N. Western Ave.

2 + 2 = 6 — and we'll prove it!!!

OUR RECONDITIONED SHUFFLEBOARDS ARE LIKE NEW WE SELL THEM FOR LESS THAN 1/2 THE PRICE NEW

- 16 TO 28 FT. NATIONALS AND AMERICANS
- EXPERTLY RESURFACED TOPS ● CABINETS COMPLETELY REFINISHED
- NEW SET OF STEEL WEIGHTS ● NEW UPHOLSTERY

\$299.50

F.O.B. N.Y.C. Plus Crating 1/2 Deposit, Bal. C.O.D.

Crating and delivery at no charge on orders for 8' to 14' boards in lots of two or more.

COMPLETE LINE OF QUALITY SHUFFLEBOARD SUPPLIES AT THE RIGHT PRICES

U. S. SHUFFLEBOARD EXCHANGE

60 EAST 42nd STREET, NEW YORK CITY 17 VANDERBILT 6-4972

COLUMBIA DOUBLE JACKPOT BELL

CIGARETTE OR FRUIT REELS CONVERTIBLE



Changeable right on location in a few moments' time to 1-5-10¢ play.

IMP CIGARETTE OR FRUIT REELS



WRITE FOR PRICES

GROETCHEN TOOL & MFG. CO.

126 N. Union Ave. Chicago 6, Ill. Phone: RANDolph 6-2807

KOEPPEL'S BARGAINS

- Wurlitzer 1015 \$375.00
- Wurlitzer 850 125.00
- Wurlitzer 750E 199.50
- Wurlitzer 700 199.50
- Wurlitzer 61CM (Stand) 50.00
- Wurlitzer Victory 24 49.50
- Wurlitzer 616 39.50
- Seeburg 8800 Lo-Tone R.O. 125.00
- Seeburg Maestro-Major R.O.E.S. 140.00
- Seeburg Vogue 84.50
- Seeburg Classic 84.50
- Seeburg Commander 84.50

1/3 Deposit; Balance C.O.D. or S/D Many others. All our equipment is guaranteed ready for location.

KOEPPEL DISTRIBUTING CO.

629 10th Ave. New York 19, N. Y. Phone: Circle 6-8939

OPERATORS WANTED!

● Reliable and experienced only. To operate new consoles and one-balls on percentage basis. State full particulars in first letter. Write

BOX No. 249, c/o The Billboard 155 N. Clark St. Chicago 1

FOR SALE

- 46M SEEBURG WRITE
- R.C. SPECIAL HIDEAWAY WRITE
- SEEBURG W.O.M. WI-L56 WRITE
- SEEBURG 3 WIRE 3W2-L56 WRITE

FLINT AMUSEMENT COMPANY

3114 DETROIT STREET FLINT, MICH.

COINMEN YOU KNOW

Los Angeles:

(Continued from page 107)

a new model to meet competition. . . . JOHN HOPKINSON, Colton operator, was in town. Ditto for L. W. HANSFORD, of Santa Barbara. . . . LARRY JACKSON, of the W. H. Leuenhagen Company, says he has some future champs in the litter of springer spaniel pups he recently acquired. And Larry should know. He's reputed to be an expert on the subject of dogs. . . . R. G. HANSFORD, of Santa Barbara, made the rounds on coin machine row.

Western Shuffleboard Company's MARY SIMS reports the firm is now experimenting with a new type of playing field. . . . BARNEY SMITH, Long Beach operator, was a recent visitor.

The Paul A. Laymon Company is now handling the new combination shuffleboard and roll-down Newbole game, according to ED WILKS, PAUL LAYMON says that business has taken a decided upswing, which sounds good. The company is also handling the Modern scoreboard, an electrical coin-operated scorer for shuffleboards.

JIM MURPHY, Inyokern operator, was in town last week. Another visitor was S. L. GRIFFIN, Pomona coinman. . . . BULL MOOSE JACKSON, King Records artist, visited Leuenhagen's Record Bar for a chin-fest with his operator friends. . . . C. T. GIRDNER, of Royal Shuffleboards Company, and his sales manager, LON GARRET, visited Pico Street.

LEE NELSON, of Southwestern Amusement Company, Santa Ana, was a recent visitor. . . . JOE SOARES, Tulare coinman, was in town last week. Ditto for R. G. PATTERSON, of Corona. . . . NAT SMITH made one of his frequent trips in from Barstow.

MOON MULLICAN is due in town to fill an engagement with CLIFFIE STONE. . . . BUD AVERILL, author of "Colorado," has a new tune out on the Four Star label, recorded by BUCKY BATES. It's called "Driving That Great Highway."

PETE MORRISSEY, Santa Monica operator, was making the rounds last week. . . . Another visitor was BERNARD MILLS, of Bell Gardens. . . . MR. AND MRS. FRED ALLEN were down from their Bakersfield operation to get the latest gossip from coin machine row.

NELS NELSON, of the Ray R. Powers Company, headed north this week to install a television set at one of their Visalia locations. Those Superior shuffleboards are still going strong, the firm reports. . . . BARNEY SMITH was up from Long Beach for a quick business trip. . . . Another visitor was S. W. KETCHERSID, San Bernardino coinman.

WILLIAM R. HAPPEL JR. had a visitor in PERRY IRWIN, of Ventura. . . . AL SILBERMAN reports that candy machine sales are up. . . . E. L. WILLARD, Paso Robles operator, was in town last week.

LARRY JACKSON is forgetting about selling records for the time being so he can concentrate on a new radio series he's writing. . . . LEE KNOX and BILL CURRY have completely recovered from their recent auto accident. . . . MARY SOLLE says BOYE O'DELL'S "Okies in California" looks like a winner on Exclusive. It's a take-off on "Dear Okie." . . . FRED GAUNT, of General Music, is still laid up with the flu. However, he's expected back on the job next week.

AUBREY STEMLER says he still has that coin-operated television deal on the fire. . . . HARRY WILIAMS, of the Williams Manufacturing Company, was a recent visitor

here. . . . WALTER ROSS, former Long Beach operator, may be getting the urge to return to the business. He's been spending plenty of time on Pico Street lately looking over the latest in equipment. . . . BILL LEUENHAGEN donated \$10 to the Lynwood Police Department when he made a u-turn in the middle of the block. . . . OSCAR TEZLAFF, of the Pacific Vending Sales Company, Banning, was in town on business.

Washington:

(Continued from page 107)

doubling the tax on all vending machines. In addition the State of Virginia collects \$2 per dispenser. If an outlay of several hundred dollars for taxes alone is required before the proposed 200 machines are placed, PRESIDENT VINCENT CURTIS said his Jaycees did not foresee any returns for their civic fund.

JUICE-O-MATIC, a relatively new enterprise in Bethesda, Md., is trying to get locations in Washington government offices before the warm weather, when their sales are best, sets in. The job is not easy, a Juice-o-Matic spokesman declared, because a number of other vending companies already occupy these profitable spots.

JACK KAPLAN, of Music Supply Company, finds business "very slow" at this time. "People don't know whether to spend money or hold on to it," he remarked. The situation in home sales is further complicated, he said, because of the three record speeds now advertised. Until recently the Columbia long-playing records had been selling well. Now his customers do not know whether to stock up on Columbia platters or wait for the Victor 45 r.p.m. disks, he observed.

JEROME OXENBURG, of Funland Amusement Company, on the other hand, remarked that his operations were picking up somewhat. He looks forward to a good month in March.

SILVER SPRING grossed \$7,121.17 from September thru January on its parking meters, plus \$1,411.82 in fines for violations. The high court fees were attributed to motorists' lack of knowledge of the operation of the new toll boxes. Dimes, for example, register the same amount of time as pennies since the meters take only nickels and coppers. Residents in neighboring Bethesda, where meters have been in use for a longer time, paid only \$274 in fines during the same five-month period while they dropped \$6,406.65 into the meters. The community found the meters paid for themselves. Silver Spring divides meter receipts 50-50 between paying for the meters and contributing to the community parking lot fund. Bethesda is financing its new meters from collections. The old meter posts, incidentally, have just received a fresh coat of aluminum paint.



BELL-O-MATIC Chicago 39

YES! IT'S STURDY IT'S DEPENDABLE IT'S PROFITABLE

OUR 22 FOOT SHUFFLEBOARD

CHOICE OF MASONITE OR
MAPLE TOP PLAYING FIELD



TERRITORIES
AVAILABLE

NOW
AVAILABLE!

PRICED RIGHT

SEE IT ON DISPLAY AT OUR SHOWROOMS

MARVEL MFG. CO.

2847 W. Fullerton Ave.

Chicago 47, Ill.

Phone: Dickens 2-2424

**ELECTRIC
SCOREBOARD**
For Coin Operation or Remote Control
The ONLY Scoreboard That Can Be Used for Popular Games Like "HORSE COLLAR" and "BASE-BALL" (50 Points). Also Scores 15 and 21 Points for Regular Shuffleboard Games.

"OVER

A wonderful new play incentive called "Over and Under" is now available on all these Mills Bells, Jewel—Black Gold—Club Royale—Black Beauty—Blue Bell—Token Tests have proven "Over and Under" increases play 30% to 50%.

AND

How it works! When a player gets a 3 bar alignment over or under the arrow in center of reel window he automatically receives an 18 payout. No longer does he oh! or ah! because he almost hit the Jackpot. He gets a special 18 award! "Over and Under" is available at a very nominal extra charge.

UNDER"

BELL-O-MATIC CORPORATION, 4100 FULLERTON AVENUE, CHICAGO 38, ILLINOIS

TWO Sensational NEW 5 BALLS

BOWLING CHAMP by Gottlieb

It's a Strike Right Up Your Alley
Most Realistic Bowling Theme Ever Built
Into a Pin Game
It's Completely Different
A Sure-Fire Money Maker

DALLAS by Williams

Sensationally Popular
Controlled Scoring
Original Thumper Bumpers
Action Packed—Draws the Crowd
A Sensational Money Maker



Member
N. C. M. D. A.

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480

PURVEYOR SHUFFLEBOARD FLUORESCENT LIGHT-UPS

FITS ALL MAKES OF SHUFFLEBOARDS

Easy to install—simply clamp on the side and your board gets added flash... more profitable play. Beautifully chromed.

SINGLE \$19.50 PAIR \$35.00

We are still taking orders for the Purveyor Shuffleboard... 16, 18 and 22-foot lengths.



EQUIP YOUR BOARD
WITH LIGHTS AND
WATCH THE PLAY
INCREASE!

PURVEYOR SHUFFLEBOARD CO.

4324 N. WESTERN AVE.

Phone: Uniper 8-1814

CHICAGO, ILL.

NEW GAMES

RAMONA BOWLING CHAMP
SWANEE GRAND AWARD
DALLAS FLOATING POWER
CARNIVAL UNITED 10th INNING
EXHIBIT DALE GUN
CITATION (1-BALL FREE PLAY)
LEXINGTON (1-BALL PAYOUT)

SHUFFLEBOARDS!

At last! A top quality board at a low price! New Dura-Top playboard GUARANTEED! No servicing required! 18 and 22 ft. models.

\$495.00

FAST SHUFFLEBOARD WAX
1-LB. CAN 60c CASE OF 12 \$7.00

NOW! SAVE UP TO 50% OR MORE ON OFFICIAL SCORE BOARDS!

• WHY PAY MORE WHEN YOU
GET SO MUCH FOR LESS!

ELECTRIC OPERATION

Simple 20-Minute Installation—Mounts on Board or Wall—Three-Way Visibility—No Glass... No Glare!—Light Weight (37 lbs.)—Accessible Mechanism—Compact, Quality Built!—Beautiful, Rich Natural Wood Cabinet!—Comes Complete With Scoring and Set-Up Buttons!

Sensational Low Price!

NON-COIN OPERATED, METERED, REMOTE CONTROL, ONLY \$135.00

COIN OPERATED, METERED, ONLY \$147.00

PROMPT DELIVERY!
ORDER NOW!

TELEQUIZ

THAT SENSATIONAL QUESTION AND ANSWER GAME—SWEEPING THE COUNTRY. NOT JUST A NOVELTY, BUT A TRULY EDUCATIONAL AND AMUSING GAME.

PROFITS ARE TERRIFIC!
Nickel Play \$660.00
Dime Play 680.00
Order Now—Immediate Delivery



Terms:
1/3 Dep.,
Balance
C. O. D.

SLOT OPERATORS

WHAT DO YOU NEED?
WE CAN SUPPLY ANY AND ALL OF THE NEW SLOTS AT PRICES YOU CAN AFFORD TO PAY! WE ALSO CARRY A COMPLETE LINE OF USED SLOTS AT SENSIBLE PRICES!

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 6-5005 CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9





"ACES"
BACK
TO
BACK!

**IT'S YOUR LOSS
IF YOU DON'T OPERATE
CRISS CROSS . . .
. . . and BONANZA**

CRISS CROSS and BONANZA Cabinet Sets complete with all component parts necessary to make any old Mills escalator type slot into the very latest and flashiest looking piece of equipment you ever had.

**THESE PARTS ARE INCLUDED IN
YOUR CRISS CROSS CABINET SETS:**

- Drill Proof Plates
- Club Handle
- Complete Set of Castings
- One Taken Chamber with Slugs, Taken Chute, Overflow Chute, CRISS CROSS Payout Lever Bracket.
- Guaranteed Jackpot Glass made in any Denomination
- Attractive Award Plate for Reserve Type Jackpot
- Disc and Reel Strips
- Set of Reel Glasses
- Escalator Glass

These machines are real money makers since they have a greater play and take in more money than any other type slot made.

*Get in the big action
with the main attraction*

SOLD ON A MONEY BACK GUARANTEE
REF: 1ST NATIONAL BANK, CHICAGO
WRITE, WIRE OR PHONE
FOR FULL INFORMATION

**AMUSEMENT
SALES CORP.**

164 E. GRAND AVE., CHICAGO 11, ILL.
Phone: WHitehall 4-4370

SHUFFLEBOARD



fast waxes
polishing wax
cleaners
weights

DISTRIBUTORSHIPS AVAILABLE

WRITE FOR
PRICES & INFORMATION
Hanson-Loran Chemical Co.
5590 Paramount
Long Beach, California



ONE BALL PAY-OUTS

FULLY RECONDITIONED

6 ENTRIES. Each \$175.00
4 DERBYS (Chrome Rail). Each.. 65.00

Also One Ball Free Plays, Special Entries, Victory Specials, Keeney Favorites, Three-A-Lines at low prices.

1 BONUS SUPER BELL 5¢ (5 multiple) COMBINATION F.P. & O.P. . . \$250.00
PRICE INCLUDES CRATING. IMMEDIATE SHIPMENT ON RECEIPT OF 1/3 DEPOSIT. WILL TAKE WILLIAMS ALL STARS IN EXCHANGE.

THE R. F. VOGT DIST'S
Milner Hotel Bldg. Salt Lake City, Utah
(Phone 5-0481)

**WATCH
FOR
OUR NEW GAME!**

—and remember—
**Every Day is a
GOOD DAY with
GENCO GAMES**



**GUARANTEED
FACTORY RECONDITIONED
JACKPOT BELLS
\$60 TO \$150
5c-10c-25c PLAY**

Thoroughly reconditioned by experienced, factory trained mechanics. Your choice of 2/5 or 3/5 payout combinations

**SOLD ON 10-DAY
MONEY-BACK GUARANTEE**

Repair Parts for All
Types of Jackpot Bells

• IMMEDIATE SHIPMENT OF •
**NEW, GENUINE
BUCKLEY CRISS-CROSS
JACKPOT BELLE**
BUCKLEY TRADING POST
4223 WEST LAKE ST. CHICAGO 24, ILL.

**IMMEDIATE DELIVERY
EXHIBIT'S—THE ORIGINAL
"DALE"
GUN**



(ALL ELECTRIC)
**SHOOTING
GALLERY**

The sensation of the coin machine show. An apparent 50-foot target range, tho it takes less than 5 square feet of floor space. A PROVEN MONEYMAKER.

\$289.50

**ORDER
TODAY!**

FREE! 8 Page, 52 Illustrations, Catalog
New or Factory Rebuilt Amusement
Machines—Any Make or Model—Parts,
Supplies & Cards—Munves Has Them All.



575 11th Ave. at 43rd
N.Y. 19, N.Y. (Bryant 9-6877)

**PRICE SLASHED!
HI-LO-FIELD
DICE
GAME**



ORIGINALLY
PRICED AT
\$39.50

NOW \$17.50 IN LOTS OF
12 OR
EACH MORE—\$16.50

- ★ BEAUTIFUL 5 COLOR LAYOUT
- ★ FOOL-PROOF CONSTRUCTION
- ★ NO FEDERAL AMUSEMENT TAX
- ★ TOP EARNINGS FOR COUNTER SPACE

The new, larger, more attractive and improved HI-LO-FIELD Dice Game. Earnings from \$50 to \$100 daily in ordinary locations. Hi-Lo-Field is helping thousands of cigar stores, taverns, night clubs and road spots revive their dice game earnings. NO COIN SLOT . . . portable and easily removed from counter. Ideal for closed territories. OVER-ALL SIZE, 14x21 inches.

1/3 Deposit With Order, Balance C. O. D.

VALLEY SALES SERVICE
31 North Broadway AURORA, ILL.



BELL-O-MATIC Chicago 39

**WE HAVE PARTS
STRIKES 'N' SPARES**

Automatic Bowling Alley
Also new and used Games at reasonable prices. Write
Jack Nelson & Co.
2320 Milwaukee Ave. Chicago 47, Ill.

TELEVISION FOR HOTEL ROOMS COIN OPERATED---AUTOMATIC SHUT OFF

Read The Facts . . .

It took over 1500 hours of continuous, trouble-free operation to convince us that we could ABSOLUTELY AND FULLY GUARANTEE you the FIRST REALLY PERFECT Coin Operated Hotel Room Television Receiver. The ANSWER is in the PROVEN PERFECT "Television Coin-A-Matic Timer". The ONE and ONLY electric time clock that ACTUALLY WORKS and ASSURES YOU No Blown Out Tubes, No Distorted Pictures, No Shadows . . . AND . . . Beautiful Tone Quality AT ALL TIMES. The "Television Coin-A-Matic Timer" is COMPLETELY ADJUSTABLE. With the simple turn of only one screw you can adjust it to operate anywhere from 5 to 60 minutes for 25c. A red light bulb burns brightly and consistently while the set is in operation. And this is one feature NO ONE HAS EVER BEFORE BEEN ABLE TO ACCOMPLISH—the "Television Coin-A-Matic Timer" CUTS OFF AUTOMATICALLY when time is up. THIS IS IT!! This is the FIRST, REALLY PERFECT coin operated television receiver for hotel rooms, clubs, beauty shops and hundreds of other locations. You can COMPLETELY and UNQUALIFIDELY DEPEND on the "Television Coin-A-Matic Timer" — IT'S FULLY GUARANTEED! Be first in your territory! Cash in and continue to earn bigger and bigger PROFITS as television grows greater and greater every day! Write! Wire! Phone TODAY!! Act QUICK!!

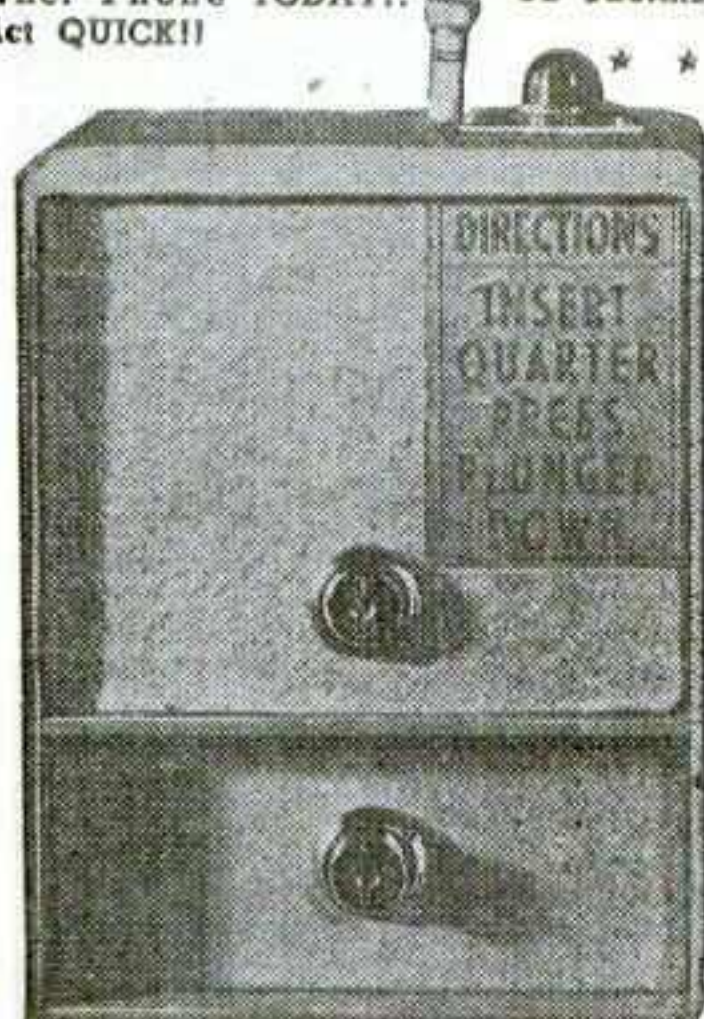
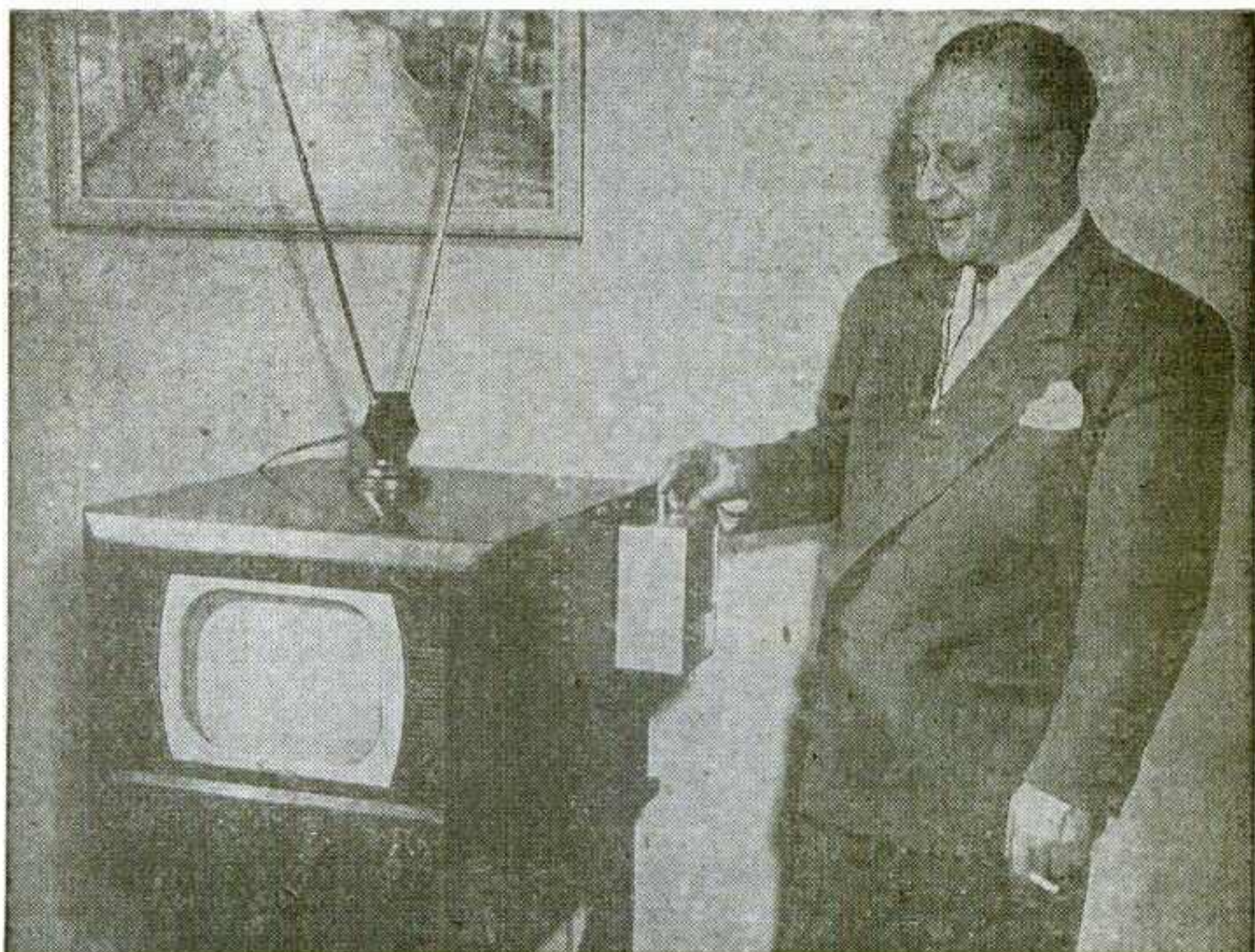
COMPLETE AS SHOWN

Emerson Model 611 Plus
"Television Coin-A-Matic
Timer" Including Indoor
Antenna

\$269.50

50% DEPOSIT WITH
ORDER—BAL. C.O.D.

52 SQUARE INCH PICTURE



Coin-A-Matic Timer is compact measuring only 5 1/4" x 6 1/4" x 3 1/4"

DISTRIBUTORS—THIS IS IT!!!

We are now allocating territories to distributors and operators; territories may be large or small, but only one franchise to any given territory. Television Coin-A-Matic Timer (television clock and coin box timer) will positively operate on any make of television set; it is very, very simple to attach and with this timer an indoor antenna is the only installation necessary. The timer is to operate half an hour for twenty-five cents, but a simple screw twist can change timer to run any length of time, from five minutes to an hour. THOUSANDS OF PROFITABLE LOCATIONS — HOTEL ROOMS — LUNCHEONETTES — HOSPITAL ROOMS — BEAUTY PARLORS — BARBER SHOPS — BOARDING HOUSES — MOTELS, ETC.

BE FIRST IN YOUR TERRITORY! WRITE! WIRE! PHONE TODAY!

TELEVISION COIN-A-MATIC COMPANY

1451 BROADWAY, Suite 407

(Tel: LOnacre 5-9104)

NEW YORK 18, N. Y.

SHUFFLEBOARDS

Both new and used, rebounds and standards, coin operated or non-coin operated. Our prices are the lowest in the industry.

NEW COUNTER GAMES

- Penny Target \$39.50
- A.B.T. Challenger 42.50
- A.B.T. Model F 44.50
- Kicker & Catcher 35.00
- Acme Electric Shocker 19.50
- Duck Hunter 45.00
- Target King 45.00
- Shipman 5¢ View-a-Scope 49.50
- Silver King Grip View 25.00
- Special Prices for 10 or More.

POPCORN VENDORS

- 20 Like New Kunkel 10¢ Pop Corn Vendors \$ 89.50
- 10 Pop Sez 10¢ Pop Corn Vendors 89.50
- Brand New Star 50-P Theater or Location Pop Corn Machine. 247.50

BRAND NEW

- Exhibit's Dale Gun \$289.50
- Belgium Pool Table . 289.50
- Lynco's Wurl-a-Ball . 399.50
- Mills Vest Pockets, new 64.50
- Gushers, new 22.50

ROLL DOWNS

- Brand New Pro-Scores \$175.00
- Tri-Scores 60.00
- Tally Rolls 60.00
- Sportsmen Rolls 60.00
- Big City 60.00
- Super Score 60.00
- One World 60.00
- Total Rolls 60.00
- Steel Ball Roll Downs 50.00
- X-Ray Pokers 85.00
- Esso Arrows 75.00
- Arrow Bells 85.00
- Advance Rolls 85.00

SLOTS AND BELLS

- 1 Set of 5¢-10¢-25¢ Mills Club Bells, All for \$425.00
- Mills Black Cherry Originals, 5¢ 125.00
- 10¢ 135.00
- 25¢ 145.00
- Columbias 85.00
- 10¢ Watling Treasury 50.00
- 25¢ Watling Roll-a-Top 69.50
- JENNINGS LUXURY LITE UP BELLS, 1-2-5 clean merchandise, 5¢-10¢-25¢, 1 Cherry Pay Out, Each 165.00

IMMEDIATE DELIVERY

Advance 21F Vendors

ARCADE EQUIPMENT

- Brand New Atomic Bomber \$165.00
- 25 Exhibit Merchants 85.00
- 2 Strikes & Spares 295.00
- 1 Super Bomber 150.00
- 1 Pitchem & Ketchum 75.00
- 1 Scientific Baseball 75.00
- 5 Ten Strikes 99.50
- 2 Batting Practices 75.00
- 3 Chicken Sams 95.00
- 3 Keeney Air Raiders 95.00
- 3 Bowl-a-Scores 95.00
- Keeney Submarine 95.00
- 2 Western Baseballs 95.00
- 2 Goalees 100.00
- 8 Boomerangs 50.00
- Jack Rabbit 135.00
- Hoot Mon Golf 75.00
- 1 Under Sea Raider 115.00
- 1 Exhibit Vitalizer 95.00
- 2 Bat-a-Ball Srs. 39.50
- Groetchen Metal Typewriter 195.00
- 1 Paces La Boy Scale 50.00
- 6 Late Model Photomats 595.00
- Panorams 195.00
- Brand New Quizzers Write Heavy Hitters 75.00
- Chicago Coin Basket Ball 285.00
- Rover Metal Typewriter 150.00

USED VENDORS

- 200 N.W. 1¢ #33 Ball Gum Vendors with Plastic Globes \$ 8.50
- 50 N.W. 1¢ #39 Peanut Vendors 8.50
- 25 Silver King 1¢ Ball Gum Vendors 8.50
- 25 Silver King Nut Vendors 8.50
- 10 Shipman Duo Stamp Vendors, like new 15.00
- 12 Northwestern 1¢-5¢ DE LUXE 18.50
- 6 Automatic Distributor Postage Stamp 2 Column Vendors 12.50
- 150 Late, Like New Model D Advance 1¢ Ball Gum Vendors 8.50
- 20 Columbus 1¢ Ball Gum Vendors 8.50
- Bubble Ball Gum, all sizes, 25 lb. cartons 7.50

CONSOLES

- 2 Keeney Super Bonus Bells, 5¢-25¢ \$395.00
- 4 Baker's Pacers, D.D. 150.00
- 3 Mills 3 Bells, F.S. 295.00
- 2 Keeney Super Bells, 5¢-5¢-25¢ 125.00
- 1 Bally 25¢ Hi Boy 195.00
- 3 Keeney Single Super Bonus Bells 240.00

SKEE BALLS

- 15 Wurlitzer Skee Balls \$150.00
- 10 Bank Bells, 14 Ft. 85.00
- 2 Jafco 9-Ft. Barrel Rolls 95.00
- 2 Bowling Leagues, 9 Ft. 95.00

USED COUNTER GAMES

- Pop Ups \$14.00
- Penny Pistol Shots 12.50

TERMS: 1/2 Deposit, Balance C. O. D.



100 brand new WHIRL-A-BALLS, 1¢, Originally \$49.50, now \$19.50. In lots of 10 or more, \$18.00.

MUSIC

- Packard Wall Boxes, new \$ 32.50
- Buckley Wall Boxes, new 29.50
- Buckley Wall Boxes, used 17.50
- Packard Wall Boxes, used 22.50
- Packard Brackets 3.00
- 30-Wire Coded Cable, 100 feet, Per Ft. .20
- 6 Wurlitzer 850E 195.00
- 2 Wurlitzer 780 175.00
- 15 Pre-War Rock-Ola Wall Boxes 12.50
- 5 Pre-War Rock-Ola Bar Boxes 12.50
- 6 Wurlitzer Victories 100.00
- 2 Wurlitzer 500 125.00
- 8 Like New Packard Hideaways 295.00
- 10 New Solotons 5¢-10¢ Wall Boxes 19.50
- 25 Personal Music Wall Boxes 19.50
- 1 '39 Rock-Ola Counter Model 95.00

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO

M.S. GISSER, INC.

ALL PHONES: TOWER 1-6715



Nevada Bell Taxes

LAS VEGAS, Feb. 26.—A total of \$439,295.70 in license fees was paid by operators of bell machines and other devices in Clark County, according to the sheriff's department. Casino operators paid \$361,050 in fees on their establishments, as well as \$18,149 for general fees covering all their tables and devices.

More than 1,500 bells are licensed in the county, the report shows.

An additional \$56,307 was collected from licenses for the sale of cigarettes, beer, liquor, operation of cafes, theaters and pool parlors.

G. E. Norris Dies

COLUMBUS, O., Feb. 19.—G. E. Norris, founder and president of the local Norris Manufacturing Company, died here February 4 at the age of 74. Originator of the Master line of vending and amusement machines, Norris had many patents to his credit. He was one of the organizers of the first coin machine operators convention, as well as of the Coin Machine Manufacturers' Association. In the vending machine field for 50 years, he was a pioneer in the business, and in the early days was associated with such men as Charles Fey, Adolph Caille and Tom Watling.

Sugar Distrib Up

WASHINGTON, Feb. 26.—Sugar distribution for the week ending February 5 was 134,410 tons, Agriculture Department reported. This figure represented an increase of 10,000 tons over the preceding week and of 45,000 tons over the same week of 1948.



BELL-O-MATIC · Chicago 39

VEST POCKET BELLS



\$65.00

1/2 Deposit With Order.

We Have All Mills Bells in Stock

FRIEDMAN

AMUSEMENT COMPANY

441 Edgewood Ave. S. E., Atlanta, Ga. AUTHORIZED BELL-O-MATIC DISTRIBUTOR

TWO GOLD CUPS

Used four and six months, good as new, \$300.00 each.

Rutherford Enterprises

608 Johnson St. Amarillo, Tex.

LONDON PRICES COMING DOWN!

YOUR CHOICE

\$19.50 EA. — 6 FOR \$100.00

Cleaned and Checked

- KILROY
- SPELLBOUND
- BIG LEAGUE
- BALLYHOO
- MIDGET RAGER
- STEP UP
- SURF QUEEN
- SUPER SCORE
- SUSPENSE

YOUR CHOICE

\$39.50 EA. — 3 FOR \$100.00

Cleaned and Checked

- LIGHTNING
- HONEY
- CROSSFIRE
- MYSTERY
- GOLD BALL
- TORCHY
- BRONCHO
- GINGER
- MEXICO
- FLAMINGO
- VANITIES
- SEA ISLE

PHONOGRAPHS—Cleaned and Checked!

- 8800, 9800, 8200, RC. Ea. \$150.00
- Colonel or Envoy, RC. 150.00
- 3 AMI Automatic Hostess Units, complete (30 turntables, 1947 model), like new. MAKE AN OFFER!
- 800 Wurlitzer \$125.00
- Colonial (780) Wurl. 125.00
- 950 Wurlitzer 125.00

ARCADE

- Lite League \$49.50
- Ten Strikes (High Dials) 49.50
- Tumbler 49.50
- Boomerang 34.50
- Total Rolls 49.50
- Box Score \$ 79.50
- Goalee 99.50
- All Stars (Late Serial Numbers) 224.50
- Bang-a-Deer (Comp. With Rifle) 99.50

ROLL DOWNS

\$49.50 EA.

- BUBBLES
- MIMI
- TRI SCORE
- COVER GIRL
- TALLY ROLL
- SINGAPORE
- HAWAII
- SUPERTRIANGLE
- TROPICANA

ADVANCE ROLLS

- BING-A-ROLLS
- WRITE

TERMS: 1/2 Deposit, Balance C. O. D.

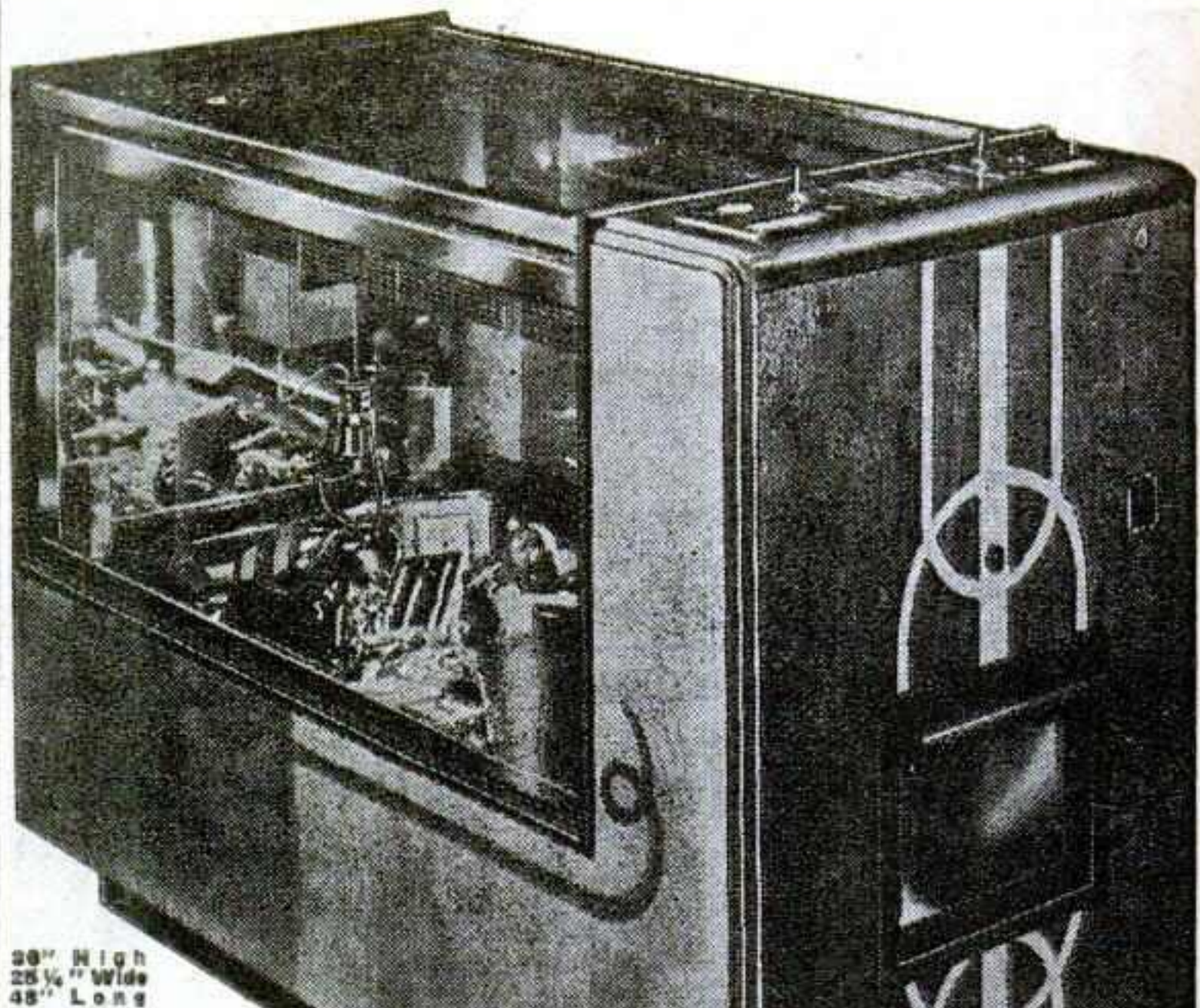
Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan

PHONE: KILBOURN 5-7323

J. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

GIVE TO THE DAMON RUNYON CANCER FUND



39" High 25 1/2" Wide 45" Long

HOLLYCRANE

SENSATIONAL EARNINGS!

PERFECT CONTROL OF ITS FASCINATING ACTION ASSURES CONTINUED PLAYER APPEAL

- ★ Wide Store Front Visibility Attracts Attention—Holds Play
- ★ Welcome in Locations Not Permitting Ordinary Games
- ★ Dual Control Speeds 12 Second Play
- ★ Realistic Overhead Industrial-Type Crane Fascinates All Types of Patrons
- ★ New Floating Play Field Big 30" x 20"
- ★ Complete Fluorescent Lighting Permits Rich Display of Merchandise
- ★ Easy To Dress
- ★ Location Tested for Almost 2 Years

WRITE FOR NEW ILLUSTRATED FOLDER
COMO MANUFACTURING CORP. 2532 N. ELSTON AVE. CHICAGO 47, ILLINOIS

When you buy from Runyon

YOU BUY THE BEST

AMI MODEL A

Factory Reconditioned—Like New
\$559.00 EA.

No Reasonable Offer Refused.
Closing Out

KUNKEL POP CORN MACHINES

Brand New—In Original Cases.
WRITE—WIRE—PHONE

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

Shuffleboard USN

CHICAGO, Feb. 26.—The chief Petty Officers' Club, of the U. S. Naval Reserve training center here, will begin the first round of its championship shuffleboard tournament March 5, A. D. Horne Jr., club secretary, announced this week.

Open to all member CPO's in good standing, the tournament will be played on a board which Jim Guichard, Perma Top Corporation president, donated to the club recently. It will be conducted on a one-game elimination basis with first-round shuffleboard winners advancing to the next round until the final round which will be decided on a best two out of three game basis. Guichard announced that the champion will be awarded a round-trip plane ticket to any point in the United States or the cash equivalent.

All play will be held on successive Saturdays beginning at 1 p.m.

SICKING'S GUARANTEED RECONDITIONED MACHINES

CONSOLES

Keeney Gold Nugget (Comb.), 5¢-25¢	\$424.50
Keeney Bonus Super Bell (Cash Model), 5¢-10¢-25¢	549.50
Keeney Bonus Super Bell (Comb.), 5¢-25¢	424.50
Keeney Super Bell (Comb.), 5¢-25¢	99.50
Bally Double Up (Comb.), 5¢	349.50
Bally Wild Lemon (Comb.), 5¢	325.00
Bally Triple Bell (Comb.), 5¢-5¢-25¢	424.50
Bally Draw Bell, R.B. (Comb.), 5¢	229.50
Bally Draw Bell, M.B., 5¢	174.50
Bally Deluxe Draw Bell (Comb.), 5¢	279.50
Bally Deluxe Draw Bell (Comb.), 25¢	299.50
Late Mills Three Bells (Cash), 5¢-10¢-25¢	299.50
Mills Four Bells, 5¢ play	89.50
Mills Jumbo (Cash)	69.50
Evans Bangtails (NEW) (Comb.) Jackpot, 5¢	699.50
Late Model Evans Racers (Cash Only), 5¢	425.00
Late Model Evans Racers (Comb.), 5¢	449.50

Late Model Evans Racers (NEW) (Comb.), 5¢	\$599.50
Evans Lucky Lucre, Cash	89.50
Buckley Track Odds, 5¢	299.50
Late Model Baker's Pacers (Like New)	399.50

ONE BALL FREE PLAY GAMES

Gold Cup	\$274.50
Jockey Special	249.50
Special Entry	149.50
Victory Special	74.50
Daily Races	79.50
Longacres	32.50
Thoroughbreds	32.50

LATE 5-BALL F.P. GAMES

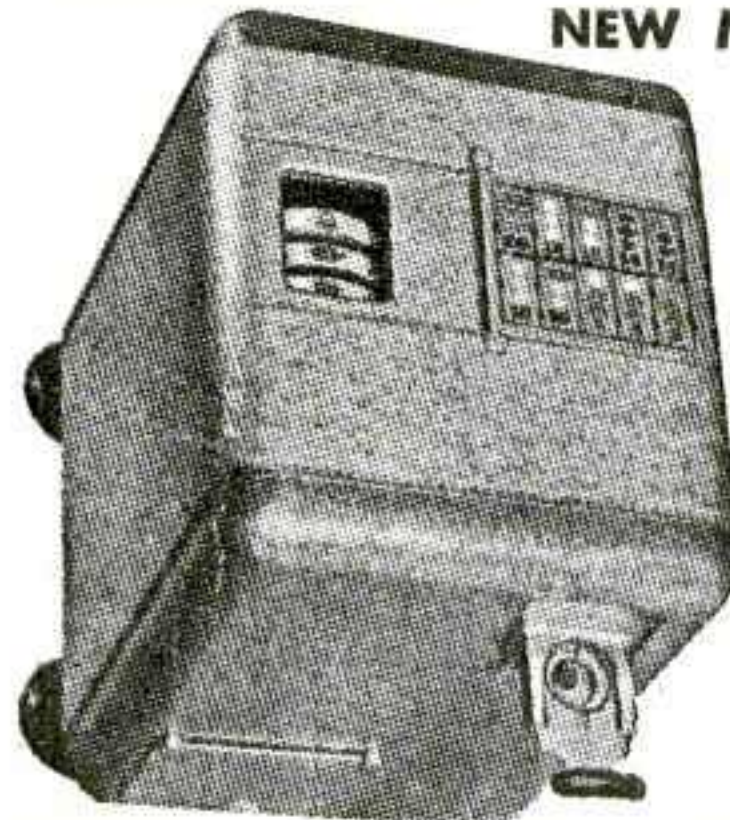
Singapore	\$ 64.50
Crazy Ball	124.50
Robinhood	109.50
Cinderella	129.50
Maglo	144.50
Round Up	149.50
Thrill	129.50
Manhattan	79.50
Yanks (Williams)	89.50
Contact (Exhibit)	149.50
Cover Girl (with Flippers)	89.50
Sally	129.50
Caribbean	124.50

FIVE BALL FREE PLAY GAMES

Bonanza	\$44.50	Stage Door Canteen	\$22.50	Defense	\$22.50
Treasure Chest	44.50	Smarty	25.00	Rio	87.50
Jungle	12.50	Double Barrel	22.50	Oyclone	29.50
Liberty	22.50	Salute	12.50	Fiesta	29.50
Big Hit	15.00	Step Up	15.00	Surf Queen	17.50
Towers	12.50	Torpedo Patrol	12.50	Ballyhoo	25.00
Invasion	12.50	Catalina (Pre-War)	17.50	Seven Up	12.50
Gun Club	17.50	Nudgy	22.50	Smack the Japs	12.50
Target Skill	12.50	Kilroy	22.50	Zig Zag	15.00
Yacht Club	12.50				

When Ordering Machines From \$12.50 to \$17.50, Please Give Second Choice.

NEW MILLS BELLS



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System
5¢ Play \$65.00



MILLS' NEW Q T
A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play. \$115.00
25¢ Play Write

MILLS' LATEST BELLS

BLACK BEAUTY	BLUE BELL	TOKEN BELL
5¢ - 10¢ - 25¢ - 50¢ Play		WRITE FOR PRICES

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.

EXTRA!

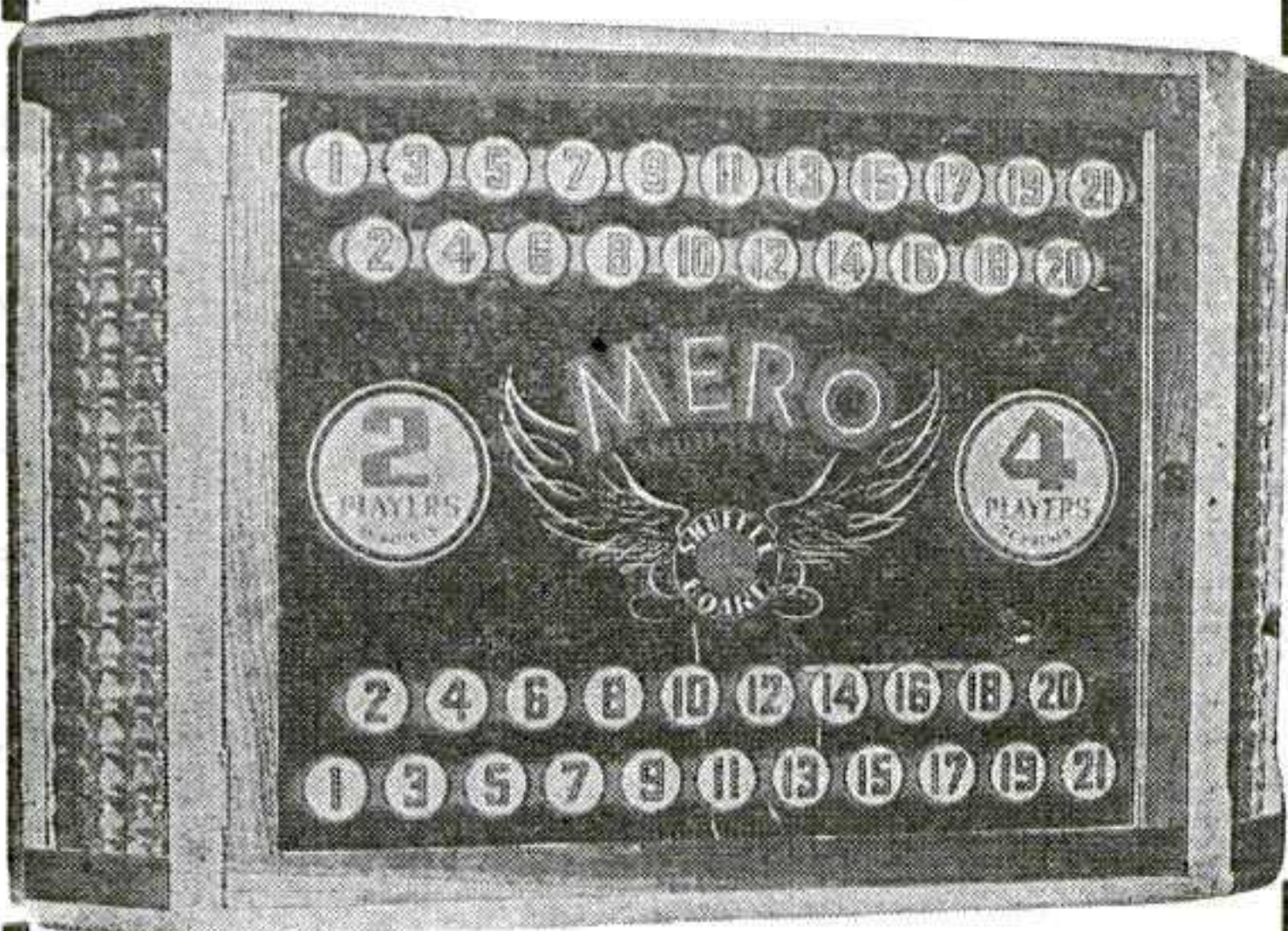
EXTRA!

It's Here!

The Operator's Scoreboard — Built
by Operators — For Operators

MERO COIN OPERATED ELECTRIC SCOREBOARD FOR ALL SHUFFLEBOARDS

With INSTANT ACTION Push-Button Scoring
at BOTH ENDS of Shuffleboard



\$149.50 TO OPERATORS

Location tested to perfection. Illuminated Mirror Face lights into 5 brilliant colors. Gives Extra Flash... Draws Attention to Board.

COMPARE These Outstanding Features:

- Instant-Action Push-Button Scoring at Both Ends of Shuffleboard.
- Easily Installed on ANY Shuffleboard.
- Saves Errors and Embarrassment on Collections.
- You Collect From METERED Cash Box.
- Attaches to Wall.

MANUALLY OPERATED ELECTRIC SCOREBOARD

\$119.50 to Operators

Same features as above with metered counter.

NO COIN CHUTE

DISTRIBUTORS:

Some territories still available. Write or phone for details.

MERO INDUSTRIES 1332 W. 69TH ST. CHICAGO 36, ILL.
PHONE: HUDSON 3-2387



JOE ASH

ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

ORIGINAL FLIPPER GAMES

HUMPTY DUMPTY	\$79.50
ROBIN HOOD	84.50
SPIN BALL	79.50
YANKS	89.50

1/3 With Order—Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Philadelphia 30, Pa. Fremont 7-4495

98 Clinton Ave. Newark 5, N. J. Mitchell 2-8527

1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

GIVE TO THE DAMON RUNYON CANCER FUND

CENTRAL OHIO QUALITY BUYS

NEW PIN BALLS

GENCO	FLOATING POWER
EXHIBIT	SWANEE
UNITED	SHOWBOAT
WILLIAMS	TUCSON
CHICAGO COIN GRAND AWARD	

SLOTS — USED

5¢ BLUE FRONTS	\$ 79.50
10¢ BLUE FRONTS	84.50
25¢ BLUE FRONTS	89.50
5¢ BROWN FRONTS	79.50
10¢ BROWN FRONTS	84.50
25¢ BROWN FRONTS	89.50
5¢ BLACK CHERRYS	129.50
10¢ BLACK CHERRYS	134.50
25¢ BLACK CHERRYS	139.50
5¢ GOLDEN FALLS	135.00
10¢ GOLDEN FALLS	140.00
25¢ GOLDEN FALLS	145.00
5¢ SILVER CHIEFS	69.50
10¢ SILVER CHIEFS	74.50
25¢ SILVER CHIEFS	79.50
5-10-25¢ MELON BELLS	99.50
5¢ VEST POCKETS	39.50
5¢ MILLS Q.T.'s	65.00
10¢ MILLS Q.T.'s	70.00

NEW SLOTS AND SAFES

MILLS 5¢-10¢-25¢-50¢
BLACK CHERRYS
JEWEL BELLS
BLACK BEAUTY
BLUE BELL
TOKEN BELL
5¢ VEST POCKETS
JENNINGS NEW BELLS
STANDARD & CLUB MODELS
CHICAGO METAL
SINGLE, DOUBLE & TRIPLE REVOLV-AROUND SAFES & STANDS
HEAVY STEEL REVOLV-AROUND SINGLE, DOUBLE & TRIPLE

CONSOLES — USED

KEENEY BONUS, 5¢-25¢	\$425.00
KEENEY BONUS, 5¢	275.00
DRAW BELLS	195.00
DE LUXE DRAW BELL	275.00
EVANS RACES, COMB.	495.00
5¢-25¢ JENNINGS CHALLENGER	345.00
BALLY TRIPLE BELLS	425.00
KEENEYS, 5-10-25¢	595.00
JUMBO PARADE, CP	69.50
BALLY BIG TOP, FP	69.50
JENNINGS TOTALIZER, FP	69.50
MILLS 4 BELLS	69.50
MILLS 3 BELLS, LATE	375.00

CONSOLES — NEW

KEENEY TWIN, 5¢-25¢	\$800.00
ARROW BELL, 5¢-25¢	800.00
EVANS RACES, COMB.	989.50
KEENEY WILD BELL	800.00
BALLY MULTIPLE BELL	749.50
BALLY WILD LEMON	545.00
KEENEY GOLD NUGGET	800.00
MILLS 3 BELLS	WRITE

ARCADE EQUIPMENT

TOMMY GUN, LATE	\$ 69.50
EXHIBIT DIGGERS	99.50
CHICAGO COIN HOCKEY	69.50
CHICKEN SAMS	79.50
MUTO. VOICEOGRAPH	425.00
LITE LEAGUE	79.50
BATTING PRACTICE	79.50
KIRK NITE SOMBER	165.00
TOTAL ROLL	69.50
UNDERSEA RAIDER	139.50
PITCH 'EM & BAT 'EM	315.00
NEW SKEE ROLLS	200.00
SKY FIGHTERS	69.50

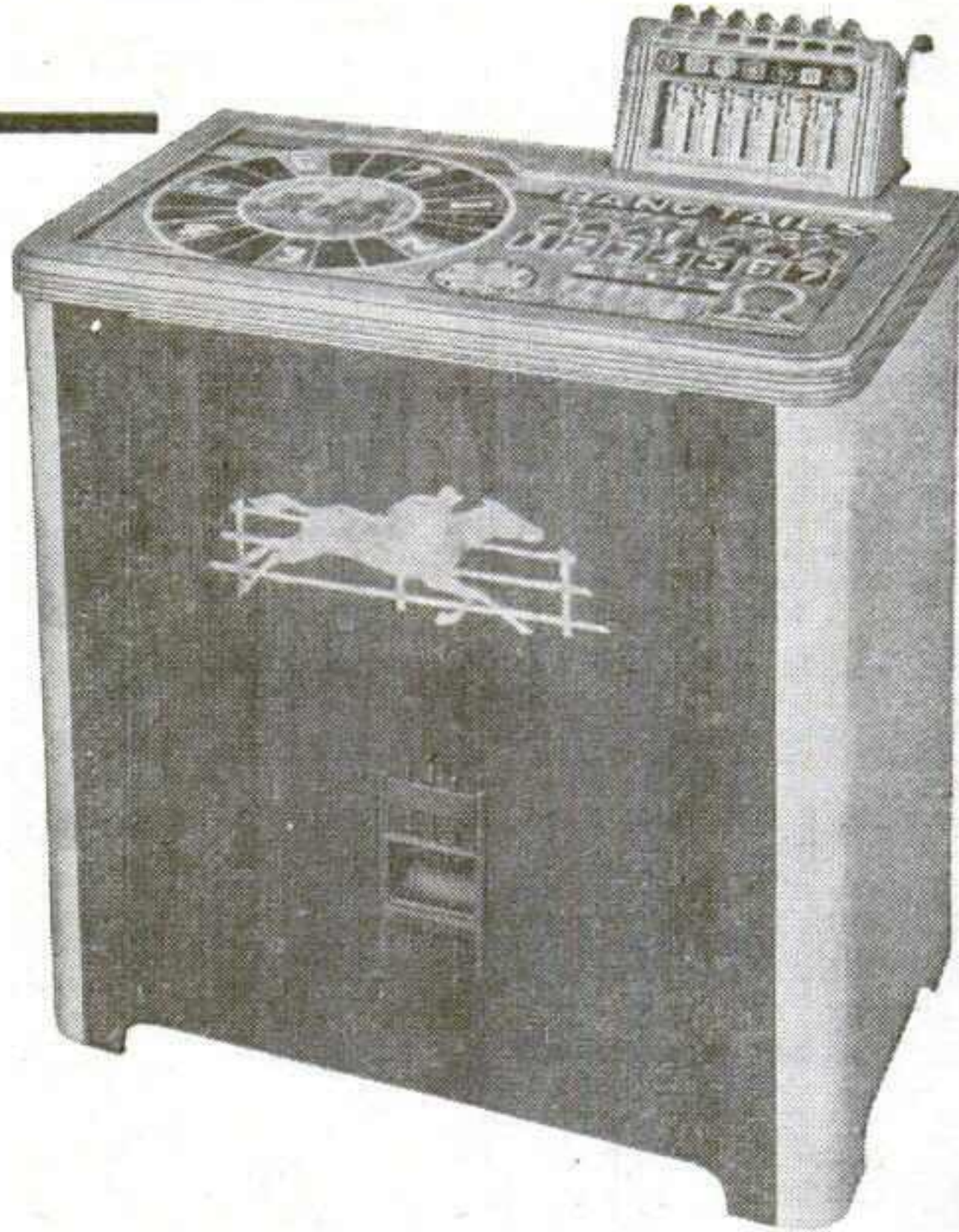
NEW MACHINES, MISC.

CHICAGO COIN SHUFFLEKING, REBOUND	
CHICAGO COIN SHUFFLE KING, 22 FT.	
PACKARD WALL BOXES	\$ 32.50
DAVAL BUDDYS	27.50
KEENEY ELECTRIC CIGARETTE VENDOR	294.50
EXHIBIT DALE GUN	289.50
DAVAL CUSHERS	32.50
VENDIT 150 BAR CANDY VENDOR	169.50
GOTTLIEB GRIPPERS	32.50
BALLY CITATION	642.50
ROCK-OLA MAGIC GLO	WRITE
STANDARD SHUFFLE BOARDS	

WIRE—WRITE—PHONE FOR PRICES

CENTRAL OHIO COIN MACHINE EXCHANGE

525 So. High St., Columbus, Ohio
PHONE: ADAMS 7254



THE MAN WHO OPERATES EVANS' WINTER BOOK Knows and Acclaims These Facts About the Greatest Money-Making Console Ever Built!

FASTER ACTION than any other multiple play console!
KEEPS TERRITORY SAFE—stabilizes your operating!
HOLDS THE PLAY steady and profitable!
HOLDS THE LOCATION against any competition!
MECHANICAL RELIABILITY minimizes operating expense!

OPERATORS WHO HAVE PROVED THE AMAZING WINTER BOOK EARNINGS SAY:

"If you haven't got WINTER BOOKS on location, you've got a lot to learn about operating!"

Here are just a few of many more reasons why WINTER BOOK is, by all odds, your best bet in Consoles from now on! Sensational Winter Book Odds provide up to \$25.00 High Jackpot on 5c Play. Odds range from 10 for 1 up to 500 for 1 with only a Single Coin Played! No build-up necessary! — Evans' Nonpareil 7-Coin Head, greatest improvement in the history of the industry, takes in up to 7 coins every game. Why be satisfied with less? — Precision Engineered! — Custom-built Cabinets! — 5c or 25c Play

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.

1528 W. ADAMS ST. CHICAGO 7, ILLINOIS

SEE THE EVANS' CONSTELLATION AD ON PAGE 106

BARGAIN TIPS

146 Seeburg	\$350.00	1422 Rock-Ola	\$275.00
147 Seeburg	450.00	1015 Wurlitzer	385.00
1426 Rock-Ola	350.00	1100 Wurlitzer	write

WE WILL TAKE IN TRADE OR PAY CASH FOR THE FOLLOWING
 Majors, Classics, Envoys, Cadets, 8800, 8200, 600 Keyboard, 700, 800, 850, 750.

DAVE LOWY & COMPANY EXPORTERS AND DISTRIBUTORS

594 TENTH AVE. • NEW YORK 18, N. Y. • CHICKERING 4-5100-1-2-3

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION

MANHATTAN (W/Flip)	\$ 49.50
MAJOR LEAGUE	59.50
HUMPTY DUMPTY	79.50
CARIBBEAN	89.50
ROBIN HOOD	89.50
STORMY	79.50
YANKS	89.50
SPINBALL	89.50
TENNESSEE	94.50
TRIPLE ACTION	99.50
WISCONSIN	99.50
CINDERELLA	109.50
CARNIVAL	129.50
MERRY WIDOW	134.50
DEW-WA-DITTY	139.50
KING COLE	134.50
SCREWBALL	139.50
ALI-BABA	144.50

1/2 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
 Philadelphia, Pennsylvania
 Rittenhouse 6-7712

YOUR SHUFFLEBOARD SUPPLY HOUSE

- FAST WAX • MEDIUM WAX
- CLEANING POLISH •
- PRECISION GROUND STEEL WEIGHTS •
- SCORE PADS • WALL HANGERS
- ★ CRAYONS ★ T-SQUARES ★ SIMONIZE
- ★ LOW-PRICED CLAMP-ON LIGHTS
- and the indispensable
- DUO ELECTRIC BUFFER AND POLISHER

Write for Price List

COIN MACHINE SERVICE CO.

1547 N. Fairfield Ave., Chicago 22, Illinois



BELL-O-MATIC • Chicago 39

GENERAL DISTRIBUTING CO.

1225 N. Broad Ave. New Orleans, La.
 Phone AU 3415

ONE-BALL	
Gold Cup	\$ 79.50
Special Entry	Victory Special \$59.50 \$110.00

FIVE-BALL	
Trinidad	\$ 79.50
Trade Wind	89.50
Triple Action	79.50
Robin Hood	84.50
Ballerina	69.50
Sunny	54.50
Merry Widow	99.50
Yanks	69.50
Monterrey	89.50
Moon Glow	134.50
Banjo	\$ 64.50
Buccaneer	139.50
Stormy	64.50
Contact	109.50
Screw Ball	134.50
Caribbean	79.50
Jack & Jill	99.50
Cinderella	89.50
Barnacle Bill	144.50
Blue Skies	124.50

One-Third Deposit Required, Certified Check or Money Order

PHOTOMATIC

LATEST MODEL, A-1 CONDITION

Quick Sale — \$450.00

SWANK AMUSEMENT CO.

2345 W. 111th St. Chicago, Ill.
 Call CEarcroft 8-3693



TODAY'S MOST PROSPEROUS OPERATORS ARE:

Replacing ALL TYPES OF MECHANICAL AND ELECTRICAL EQUIPMENT WITH UNIVERSAL'S "Arrow Bell" TWIN MULTIPLE COIN HEAD (5c and 25c play)



INSTANTLY CONVERTIBLE
AUTOMATIC or FREE PLAY

No Other Console Has All These PLAY COMPELLING FEATURES:

1. WILD ARROWS — Make EVERY Symbol "Wild"!
2. POSITIVE ADVANCING ODDS with EACH COIN!
3. Tantalizing Big Jumbo Electric Motor-Driven Reels!

All Combining to provide the most HEAVILY LOADED CASH BOXES of all time!

You can't afford to miss investigating its EARNING POWER and MECHANICAL SUPERIORITY!



ORDER "Arrow Bell" TODAY... Write—Wire—Phone—See Your Distributor NOW!

UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

8737 NORTH BROADWAY • Telephone UPTown 8-2345 • CHICAGO 40, ILLINOIS

AUTOMATIC COIN
America's Bell Machine Center

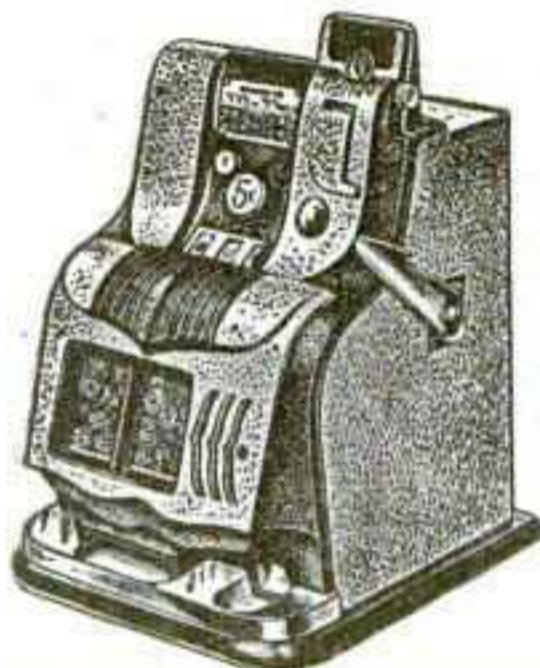
Exclusive Authorized Distributor for Mills Bell Products

NOW SHOWING THE BEST BELL LINE IN 1949!
7 BRAND NEW MILLS MODELS

BLUE BELL • BLACK BEAUTY • TOKEN BELL
JEWEL BELL • MELON BELL • BONUS BELL • BLACK GOLD, H. L.

GUARANTEED RECONDITIONED SLOTS

MILLS 5c, 10c or 25c BLACK CHERRY BELL, 2/5.....	\$129.50
MILLS 5c, 10c or 25c GOLDEN FALLS, HANDLOAD, 2/5..	129.50
MILLS 10c GOLD CHROME, 2/5 OR 3/5	89.50
MILLS 10c BLUE FRONT	80.00
JENNINGS 10c CHIEF	55.00
MILLS JUMBO, PAYOUT	60.00
MILLS 3-BELLS	150.00



BRAND NEW MILLS	
5c Q.T. with stand	\$125.00
25c Q.T. with stand	149.50

BALLY VICTORY DERBY, 1-BALL AUTOMATIC P. O.	\$119.50
BALLY VICTORY SPECIAL, 1-BALL AUTOMATIC F. P.	\$119.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT

Bally Jockey Special	\$229.50	Mills Post-War 3-Bells	\$229.50
Seeburg Casino Phono	139.50	Keeney Twin Super Bell, 5c-25c	495.00
Evans Bangfalls, J.P. Model	149.50	Mills 4 Bells	109.50

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CApitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

DELIVERY MARCH 15TH

It's Here! **ABT'S Skill GUN**

- IT'S NEW!
- IT'S FAST!
- IT'S FUN!



Made in 1c and 5c play

- ALL-ELECTRIC
- AUTOMATIC SCORING
- LEGAL EVERYWHERE
- SMALL INVESTMENT
- LARGE CASH BOX

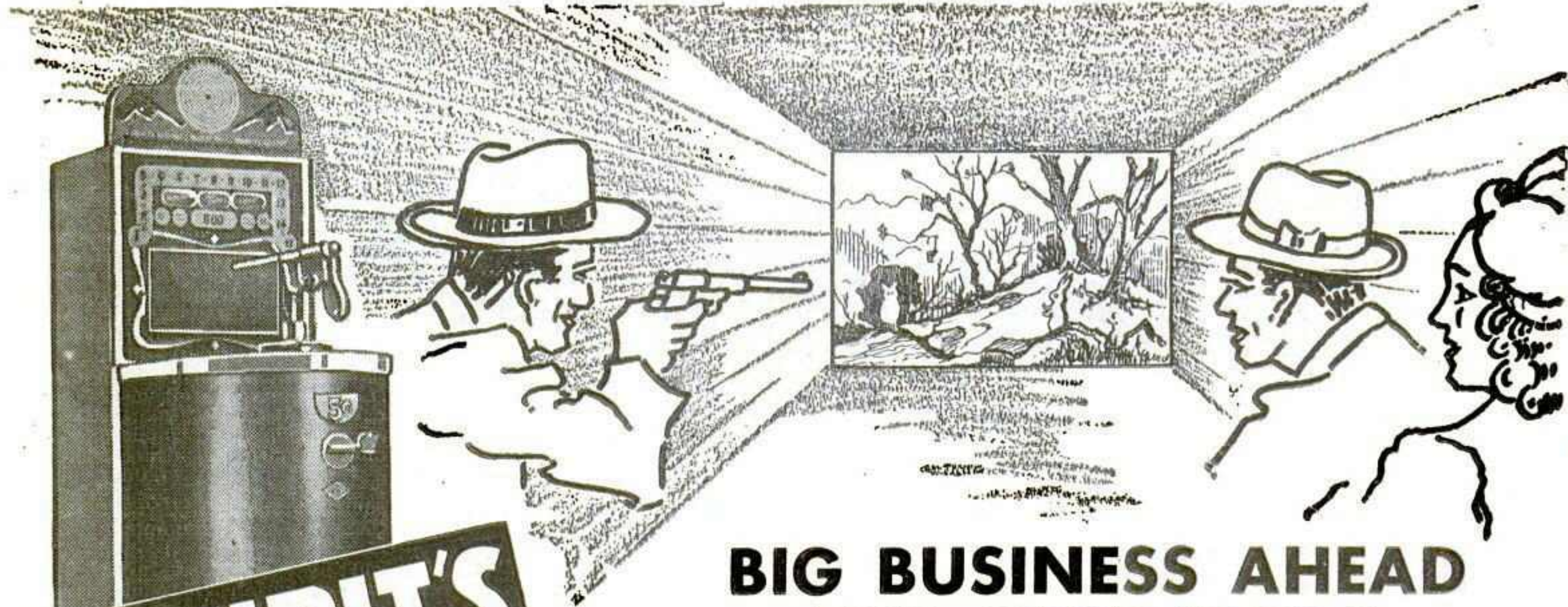
PRICES

1 to 9	\$57.50 each
10 to 24	54.00 each
25 to 49	49.50 each
50 to 99	47.50 each
100 and over	45.00 each

all prices not cash L. A. Chicago
Terms Available on orders of 10 or more.
Shipping wt. 38 lbs.

Write for beautifully illustrated literature today!

a product of  **A. B. T. Manufacturing Corp.**
715-723 No. Kedzie Avenue Chicago 12, Illinois



EXHIBIT'S
 - ORIGINAL "DALE" GUN -
SHOOTING GALLERY
 (ALL ELECTRIC)

AN APPARENT
 50 FOOT
 TARGET RANGE

BIG BUSINESS AHEAD FOR OPERATORS

Join the Smart Operators who are out for Big Earnings. Reports are Sensational. Proving daily the most profitable Coin Machine offered today. Install anywhere in your territory. Will earn big for you all year round. Contact your "EXHIBIT" DISTRIBUTOR NOW . . . to be assured of earliest possible deliveries.

THE EXHIBIT SUPPLY CO.

4218-30 W. LAKE STREET • CHICAGO 24, ILL.

(ESTABLISHED) 1901



AT YOUR
EXHIBIT DISTRIBUTOR

See that Great
 5 Ball
'SWANEE'

IN BIGGER
DEMAND THAN EVER

NOW DELIVERING
SHUFFLEBOARDS
 22 FOOT
 BLACK TOP OR MAPLE TOP
 Write for Details

ELECTRIC SCOREBOARDS

That are built for heavy duty with plenty of "Eye Appeal."
 Built for Operators—Write for prices

MID-STATE COMPANY 2369 MILWAUKEE AVE
 CHICAGO 47, ILL.
 Phone: Dickens 2-3444

Latest and Best Money Maker
NAVAJO

Loads of Fun

Small investment. Excellent pays investment each month. returns. Easy to operate. Initial cost your only expense. Takes Pennies, Nickels, Dimes Every business place location. or Foreign coins. Usually re-

SAMPLE, \$14.50: CASH WITH ORDER
 Four or More, \$12.50 Each: one-third with order.
 Distributors and Operators, write, wire or phone.

IMMEDIATE DELIVERY

If you are in Louisiana, write, wire or phone your State Distributor.

O. K. SPECIALTY CO.
 Box 8224 Istrouma P. O. Dial 3-8388 Baton Rouge, La.

CAUDLE & McCRORY MFG. CO.
 116 Winters Bldg., P. O. Box 4423, 39 W. Adams
 Phones: 2-7423, 2-3425 PHOENIX, ARIZ.

SHOOT THE BEAR RAY GUN
 Completely reconditioned and repainted. Money-back guarantee. Terms 1/8 Deposit with order.
\$124.50

★★★★★
Special!

Muto Ace Bomber\$95.00
 Drive-Mobile ... 95.00
 Chicago Coin Hockey 49.50
 Keeney Air Raider 79.50

SEEBURG RAY GUN
 Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts. Write for List.

Coinex CORPORATION 1346 Roscoe Street, Chicago 13, Ill.
 GR 2-0317

We are now delivering the sensational Exhibit
"DALE GUN"

Step up your collections with this different and exciting game. Don't get left out. Place your orders now.

OLIVE NOVELTY CO.
 2625 LUCAS AVE., ST. LOUIS 3, MO.
 (Phone: Franklin 3620)

GIVE TO THE DAMON RUNYON CANCER FUND

CASH IN ON TELEVISION!

With Trans-Vue Entertainer



Designed specifically for YOUR location...

The only commercial television set with multiple remote control units that can be placed separately in any part of the room or rooms, yet controlled simultaneously from the conveniently placed "Master Tuner" . . . No more "bunching up" in one spot around a small screen . . . everybody can sit or stand wherever they choose and enjoy TRANS-VUE Television at its best.

LET TRANS-VUE MAKE TELEVISION PROFITABLE FOR YOU!

Television has forged ahead and so can

you . . . profitably. Trans-Vue "Entertainer" gets its sound through the speaker of your automatic phonograph or with Trans-Vue sound equipment . . . think what that means for you . . . coin-controlled sound . . . television profits!

NO NEED TO CHANGE YOUR PRESENT EQUIPMENT!

Only a small investment that pays big dividends brings you up to date with . . . TRANS-VUE TELEVISION. Fast, simple installation.

DON'T LET TELEVISION PROFITS PASS YOU BY . . . get on the bandwagon NOW

Trans-Vue **CORP.**
 20 E. JACKSON BLVD.
 CHICAGO 4, ILLINOIS

NOW READY FOR DELIVERY! MONARCH DeLUXE SHUFFLEBOARDS

The Finest Boards in the World!



Only the Best is good enough for operators who want long-life operation and greater profits! That's why they're turning to Monarch DeLuxe Shuffleboards. Follow the leaders—don't buy price . . . buy Quality! A couple of weeks' play makes up the little difference, and you're ahead—all ways—from then on! Monarch Shuffleboards are richly styled of beautifully grained and finished domestic and imported woods, trimmed with colorful leatherette. Solid Maple Top, 1-piece construction, is alcohol resistant. Has indirect lighting at scoring areas—extra heavy padding to prevent break-through of weights. Sturdily built by master craftsmen to insure years of service and attractive appearance. Easy installation—sets up in half the time required by ordinary boards. Special piano-type leg design adds strength and long life. Each Shuffleboard includes set of weights, cleaning and polishing wax, powdered wax, official rules, indoor and window display signs, bulletin board, score sheets and crayons and T-square for measuring close plays.

AVAILABLE IN 22 FT. REGULATION AND 18 FT. JUNIOR MODELS. 22 FT. BOARDS ALSO AVAILABLE WITH COMBINATION HARD WALNUT AND SOLID MAPLE TOPS.

OUR SPECIAL PACKING FACILITIES SAVE YOU MONEY!

MONARCH SCORE BOARDS
 For All Shuffleboards and All Types of Play Available in
WALL MODELS
PEDESTAL MODELS
 with removable metal pedestals
CENTER-OVERHEAD MODELS
 High Visibility—Fool-Proof Performance!
 All Equipped with National Slug Rejector
 New over-size Cash Box holds up to \$200.00 in coins!

MONARCH Electric Coin-Operated SCORE BOARD for "HORSE COLLAR" or "BASEBALL"

A Monarch Quality product with all around utility! This center-overhead Score Board fits any Shuffleboard, provides perfect scoring action to 50 points for "Horse Collar" or "Baseball." Also adjusts to score 15 points (2 players) or 21 points (4 players) for standard Shuffleboard play. Available in Wall or Pedestal models.



"Our Tops Are 'TOPS!'" We are not the largest . . . not the oldest . . . but what we make is the Finest!

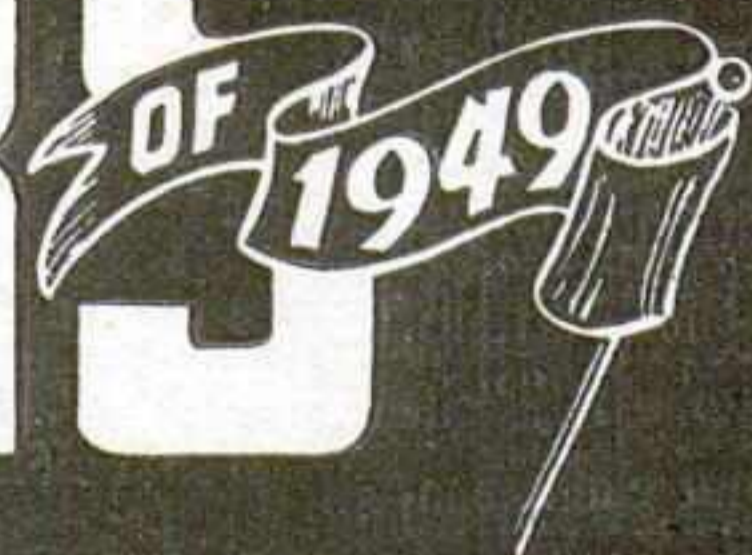
Monarch Shuffleboard Inc.
 1545 NO. FAIRFIELD AVE. | CHICAGO 22, ILL. | ARMITAGE 6-1434

**WONDERFUL
BASEBALL GAME**

**PLACE YOUR ORDER
NOW FOR EARLY
DELIVERY!**

Chicago Coin's

MAJORS



SHORTLY AT CHICAGO COIN DISTRIBUTORS EVERYWHERE!

FLIPPER-BATS—Something New! Fast! and Snappy!

Chicago Coin Machine Co. 1725 Diversey Blvd. Chicago 14, Ill.

BADGER'S Bargains
"Often a few dollars less—Seldom a penny more"

LOS ANGELES 200
Bill Hoppel
MILWAUKEE 100
Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-5-5	\$595.00	KEENEY BONUS 1-WAY, 5-5	\$229.50
KEENEY BONUS 3-WAY, 5-10-25	650.00	KEENEY BONUS 2-WAY, 5-25	425.00
BALLY TRIPLE BELLS, 5-10-25	475.00	KEENEY BONUS 2-WAY, 5-5	425.00
BALLY TRIPLE BELLS, 5-5-25	465.00	KEENEY GOLD NUGGET	895.00
BALLY TRIPLE BELLS, 5-5-5	450.00	BALLY DRAW BELLS (R. B.)	209.50
JENNINGS CHALLENGERS, 5-25-5	295.00	BALLY DRAW BELLS (M. B.)	189.50
KEENEY TWINS, 5-25, F.P., P.O.	89.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, P.O.	39.50
BALLY DOUBLE UP	295.00	1948 BUCKLEY TRACK ODDS	295.00
BALLY WILD LEMON	295.00	BALLY HI HANDS	49.50
EVANS BANGTAILS	195.00	BALLY CLUB BELL, F.P., P.O.	49.50
EVANS WINTER BOOK	825.00	PAGE SARATOGA	49.50
NEW BALLY HI BOY	Write	EVANS LUCKY LUORE	49.50
NEW BALLY RESERVE BELL	Write	NEW EVANS BANGTAILS	Write
NEW BALLY MULTI-BELL	Write	NEW DOMINOES	Write
BALLY GOLD CUP	279.50	NEW BALLY TRIPLE BELLS	Write

GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100	WRITE	SEEBURG MODEL 1-48	WRITE
NEW WURLITZER MODEL 1015	WRITE	SEEBURG MODEL 1-47	\$425.00
NEW WURLITZER MODEL 1080	WRITE	SEEBURG MODEL 1-46	350.00
WURLITZER MODEL 1015	385.00	ROCK-OLA MODEL 1425 (1948)	WRITE
A.M.I. MODEL B	WRITE	ROCK-OLA MODEL 1458 (1947)	350.00
A.M.I. MODEL A	550.00	ROCK-OLA MODEL 1422 (1949)	295.00
PACKARD MANHATTAN	WRITE	ROCK-OLA 1947 PLAYMASTER	295.00
SEEBURG HIDE-A-WAY 240	295.00	ROCK-OLA 1940 PLAYMASTER	149.50
PACKARD PLA-MOR BOXES	22.50	SEEBURG 1946 WIRELESS BOXES	29.50
BUCKLEY BOXES	12.50	SEEBURG 1948 3-WIRE BOXES	34.50

NEW AND RECONDITIONED PHONOGRAPHS

JENNINGS SUN CHIEF	WRITE	MILLS BLUE BELL	WRITE
JENNINGS STANDARD CHIEF	WRITE	MILLS BLACK GOLD	WRITE
PAGE 1947 CHROME, \$1.00	\$275.00	MILLS JEWEL BELL	WRITE
COLUMBIA TWIN JACKPOT	89.50	MILLS BLACK CHERRY, ORIG.	\$139.50
NEW MILLS VEST POCKET	89.50	MILLS BLUE FRONTS (REFIN.)	89.50

RECONDITIONED EQUIPMENT

BALLY BOWLERS	\$249.50	GENOO BING-A-ROLLS	\$189.50
STRIKE 'N SPARES	295.00	BALLY HI ROLLS	124.50
CHICAGO COIN BASKET BALL	189.50	UNDERSEA RAIDER	89.50
BALLY VICTORY SPECIAL	89.50	CHICAGO COIN GOALER	79.50
QUIZZER	825.00	HOLLYORANE DIGGER	WRITE
KEENEY FAVORITE	89.50	BALLY HEAVY HITTER	89.50
WESTERN POKERINO	89.50	GENOO ADVANCE ROLLS	89.50

TERMS: 1/3 Deposit • Immediate Delivery • Price Includes Crating

Badger Sales Co., Inc.

2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.

2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

GUARANTEED USED PHONOGRAPHS AT RIGHT PRICES

WURLITZER:		WRITE	
1015-1080		
950	\$155.00	
850	165.00	
800	175.00	
750	200.00	
700	175.00	

SEEBURG:		
146M	\$365.00
HITONE	135.00
LOTONE	175.00
ROCK-OLA:		
1422-1946	\$260.00
1426-1947	295.00

We carry all the latest Pin Games—will take late Flipper Games in trade. Need 50 Flipper Games.

New sensational featherweight Tone Arm—available for all Wurlitzer and Seeburg Models—big record saver.

Order your records from us—we carry all the top 25 labels—no order too large or small to fill.

We are set up to export Used Phonographs.

EXCLUSIVE WURLITZER DISTRIBUTOR FOR NEW ENGLAND

PHONE ST 2-3320

REDD DISTRIBUTING CO., INC.

298 LINCOLN ST., ALLSTON, MASS.

PRICES YOU CANNOT BEAT

Renewed - Reconditioned - Ready for Location

Wurlitzer 800	\$129.50	Wurlitzer 850 Hideaway	\$69.50
Wurlitzer 850	119.50	Seeburg 1947 Wireless Boxes	24.50
Wurlitzer 780	129.50	Seeburg 24, 3-wire Boxes	12.50
Aireon rebuilt 1946	149.50	Packard Pla-Mor Boxes	17.50
Mills Gold Vest Pockets	29.50	Bally Undersea Raider	44.50

Wurlitzer, Seeburgs—Motors A-1 Condition, \$5.95 each
Seeburg Colonel, Cadet, 8800 LoTones, \$59.50 each
3 Seeburg Colonels, mechanisms only, \$25.00 each

We have been in business since 1933.

1/3 Deposit With Order, Balance C. O. D.

Gaycoin **DISTRIBUTORS**

4856 Woodward Ave.

TE 2-7300

Detroit 1, Mich.

FREE—Parts Catalog—FREE

Most complete Parts and Supply Catalog in the coin machine business.

Write today for your copy.

HEATH DISTRIBUTING CO.

17 Third St.

Macon, Ga.

CASH FOR LATE USED PIN GAMES!

WANTED — Humpty Dumpty, Robin Hood, Cinderella, Jack & Jill, King Cole, Triple Action, Montorrey, Trade Winds, Wardi Gras, Paradise, Star Dust, Merry Widow and other late Flipper Games. State price and quantity in first letter.

WIRE

SOUTHERN AMUSEMENT CO.

CALL

628 MADISON AVE.

Phone: 5-3609

MEMPHIS, TENN.



Williams

DALLAS

Sensationally Popular CONTROLLED SCORING

HIGHEST RATING FOR SERVICE-FREE PERFORMANCE AND PROFITABLE PLAY!

SEE IT — BUY IT
AT YOUR DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY

161 W. HURON ST.

CHICAGO 10, ILL.

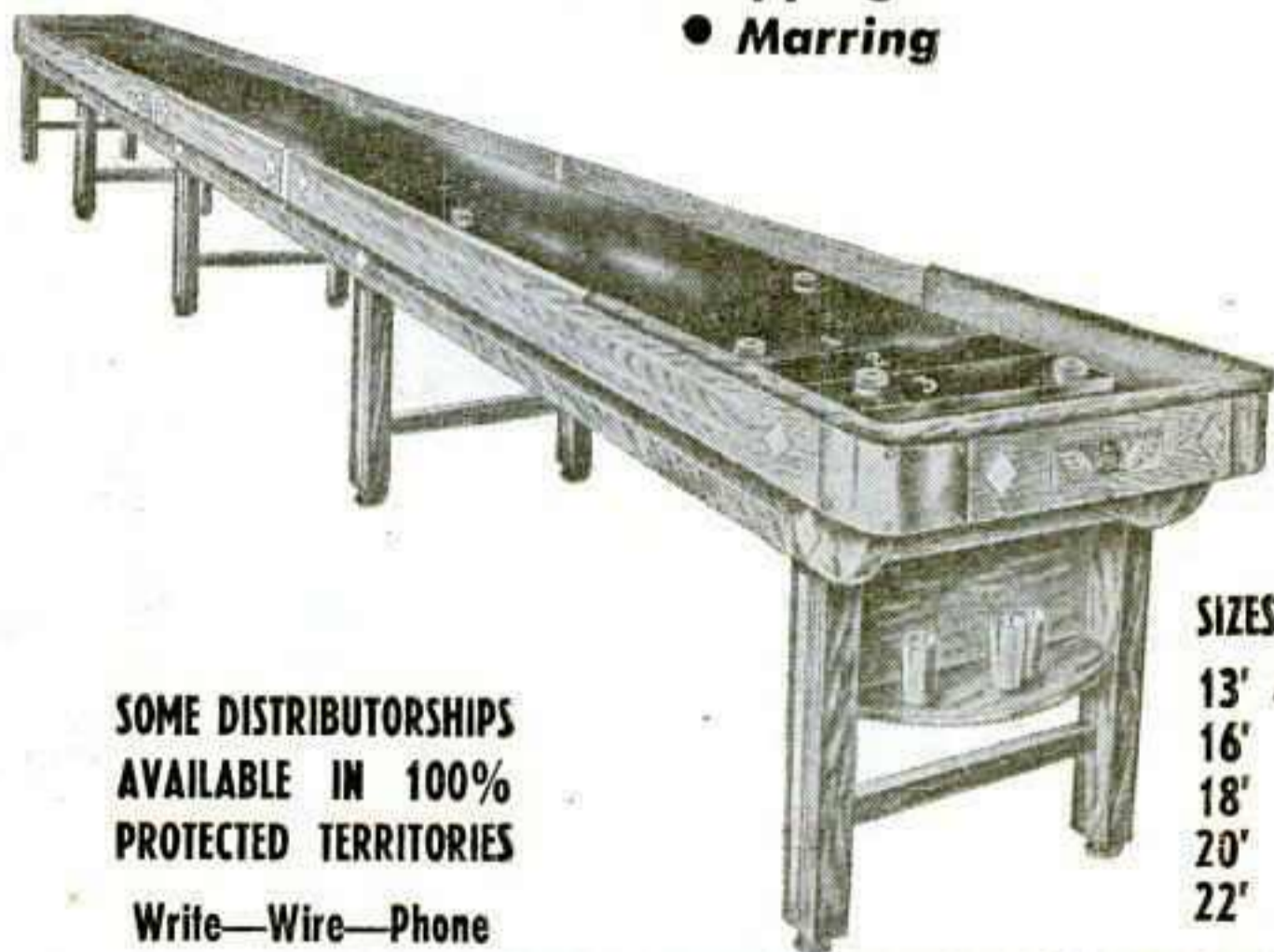
Creators of Dependable Play Appeal



THE BOARD EXPERIENCE BUILT!!! ADJUSTABLE "EBONIZED-COSOLITE" (Pat. Pending) PLAY FIELD

Designed to Eliminate:

- *Warping*
- *Splitting*
- *Resurfacing*
- *Chipping*
- *Marring*



SIZES
13' 4"
16'
18'
20'
22'

SOME DISTRIBUTORSHIPS
AVAILABLE IN 100%
PROTECTED TERRITORIES

Write—Wire—Phone



PENN'S Black Beauty SHUFFLEBOARD

THE LOWDOWN...

A WORD TO THE WISE

OPERATORS, make it your business when investing in shuffleboard equipment to know you are receiving 100c value for every dollar spent. BE SURE the distributor you purchase from is handling the equipment of one of the established, bona fide shuffleboard manufacturers.

NATURALLY, because the shuffleboard "gold rush" is on, speedy supply and fulfillment of orders is of prime importance. BUT the wise operator will, on occasion, wait a few more days for merchandise of proper specifications and performing requirements.

PENN SHUFFLEBOARD COMPANY'S more than twenty (20) years' background and experience manufacturing the truest-fastest shuffleboards in the world assures all investors "the mostest of the bestest" on each and every transaction.

Penn's latest and greatest creation, the "Black Beauty" shuffleboard, is positively the biggest value in today's shuffleboard market.

Signed: "MR. SHUFFLEBOARD"
Jackson Downs



PENN SHUFFLEBOARD CO.

DIVISION OF
COSGROVE INDUSTRIES, INC.
WEST CHESTER, PENNA.
PHONE 2940

Cabinet Makers Since 1888

NEW

KEENEY IS **FIRST AGAIN** WITH

Consoles...
THAT PRODUCE LONG-RUN
RICH EARNINGS



**KEENEY'S 2-WAY
"BONUS SUPER-BELL"**

Protect your console locations with this twin chute, 5 multiple console. Lite-up diamonds on all 3 reels. Increase awards. Odds increase with each coin played. Up to 5 coins can be played in each chute. Big Jackpot awards!
A PROVEN MONEY-MAKER!

NEW
FASCINATING
SCORING
COMBINATIONS!
FAST!



KEENEY'S 2-WAY
"MODERN BELL"

THREE BARS IN ANY POSITION ON REELS SCORE 20 with ONE COIN; 40 for TWO COINS; 40 on THREE COINS; 60 with FOUR COINS; 80 for FIVE COINS. THREE BARS IN A LINE with DIAMONDS LITED SCORE 80 on 1, 2, 3 and 4 COINS. TOP AWARD: 580 on JACKPOT with FIVE COINS PLAYED!

ODDS INCREASE in accordance with number of coins played. Awards obtainable on any of 3 rows with lite-up diamonds. EVERY SYMBOL A POSSIBLE WINNER! Instantly convertible: Payout or Free Play.

THE MOST TANTALIZING SCORING PRINCIPLE OF ALL!

IMPRESSIVE!
MODERN DESIGN!
ORNATE!



KEENEY'S 2-WAY
"Luxury BELL"

Operators—this is IT! New scoring opportunities with THREE BARS IN ANY POSITION ON REELS! Same awards as Keeney's MODERN BELL. Same INCREASING ODDS! Lite-Up Diamonds! Your next game purchase!

**STYLED TO COMMAND
CHOICE LOCATIONS!**

SEE YOUR KEENEY DISTRIBUTOR NOW!

J. H. *Keeney* & CO., INC.

WRITE-WIRE-PHONE FOR FULL DETAILS!

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

**NOW YOU CAN GET TO THE PROFITS FASTER with
ATLAS' AMAZING NEW, SENSATIONALLY LOW PRICED.**



ZINGO 7 1/2 FT., Non-Coin
REBOUND

Only **\$169.50**

Complete with
Weights, Scoring
Device and Official
Rules of Play.

Terms: 25% Deposit, Balance C. O. D., F. O. B. Chicago

LAMINATED MAPLE TOP! 7 FOOT PLAYING FIELD PROVIDES 14 FEET OF FAST ACTION! LIVE PURE GUM RUBBER CUSHION AT BACK and SIDES. . . . NO GUTTERS! BILLIARD-TYPE MANUAL SCORING DEVICE OR SCORING PADS, OPTIONAL. STURDILY CONSTRUCTED OF QUALITY MATERIALS THROUGHOUT! SMART, MODERN CABINET OF BLOND, BEAUTIFULLY FINISHED WOOD. ADAPT-ABLE FOR ANY GAME PLAYED ON ANY SHUFFLEBOARD, INCLUDING MINIATURE BOWLING!

**PROFITABLE
FROM "SCRATCH"!**

You're money ahead from the start with ZINGO! No long waiting for revenue to catch up to your investment before you begin to cash in! Don't pass up this opportunity to make more money—faster—with less outlay of cash on your part!

WRITE, WIRE, PHONE YOUR ORDER TODAY!

DISTRIBUTORS: Good Territory Is Still Available! Write at Once for Information.

HOME OF PERSONAL SERVICE

Atlas **NOVELTY COMPANY**

2200 N. WESTERN AVE. - PHONE ARmitage 6-5005 - CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVI., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

NEW... BY GOTTLIEB:

**MOST REALISTIC BOWLING THEME
EVER BUILT INTO A PIN GAME!**

BUMPER "TEN-PINS"!

AUTOMATIC "PIN" RE-SET!

**PERCUSSION BUMPERS—WHIZ-BANG ACTION!
SPECIAL "STRIKE" ROLLOVERS!**

NEW TYPE TROUBLE-FREE BUMPER CONTACTS!

**PLUS
HIGH SCORE AND FLIPPERS**

**... THERE'S EVERYTHING YOU NEED
TO KEEP YOU ROLLING IN TOP FORM—**

Bowling CHAMP

ORDER FROM YOUR DISTRIBUTOR TODAY!

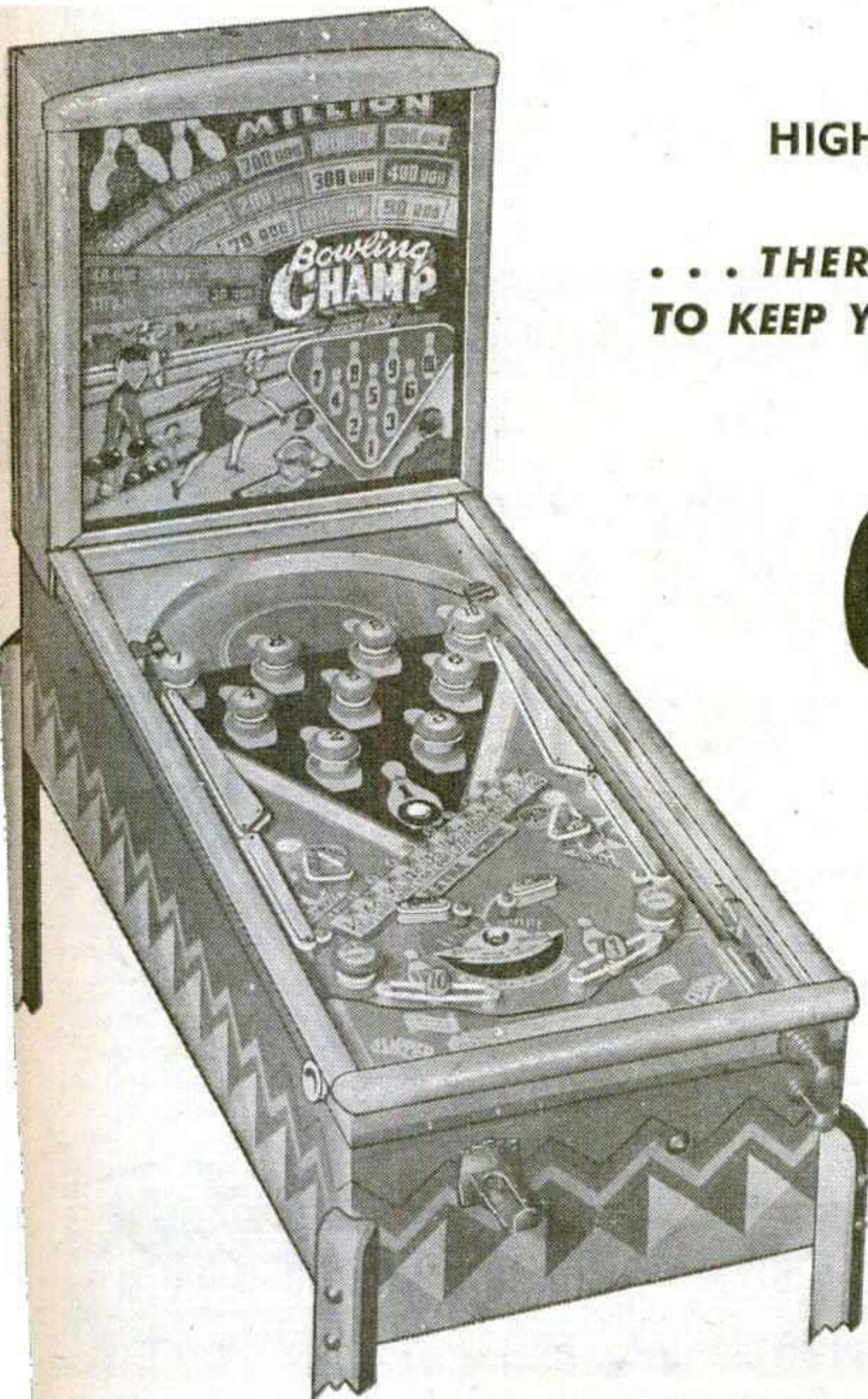


**"There is no
substitute
for Quality!"**

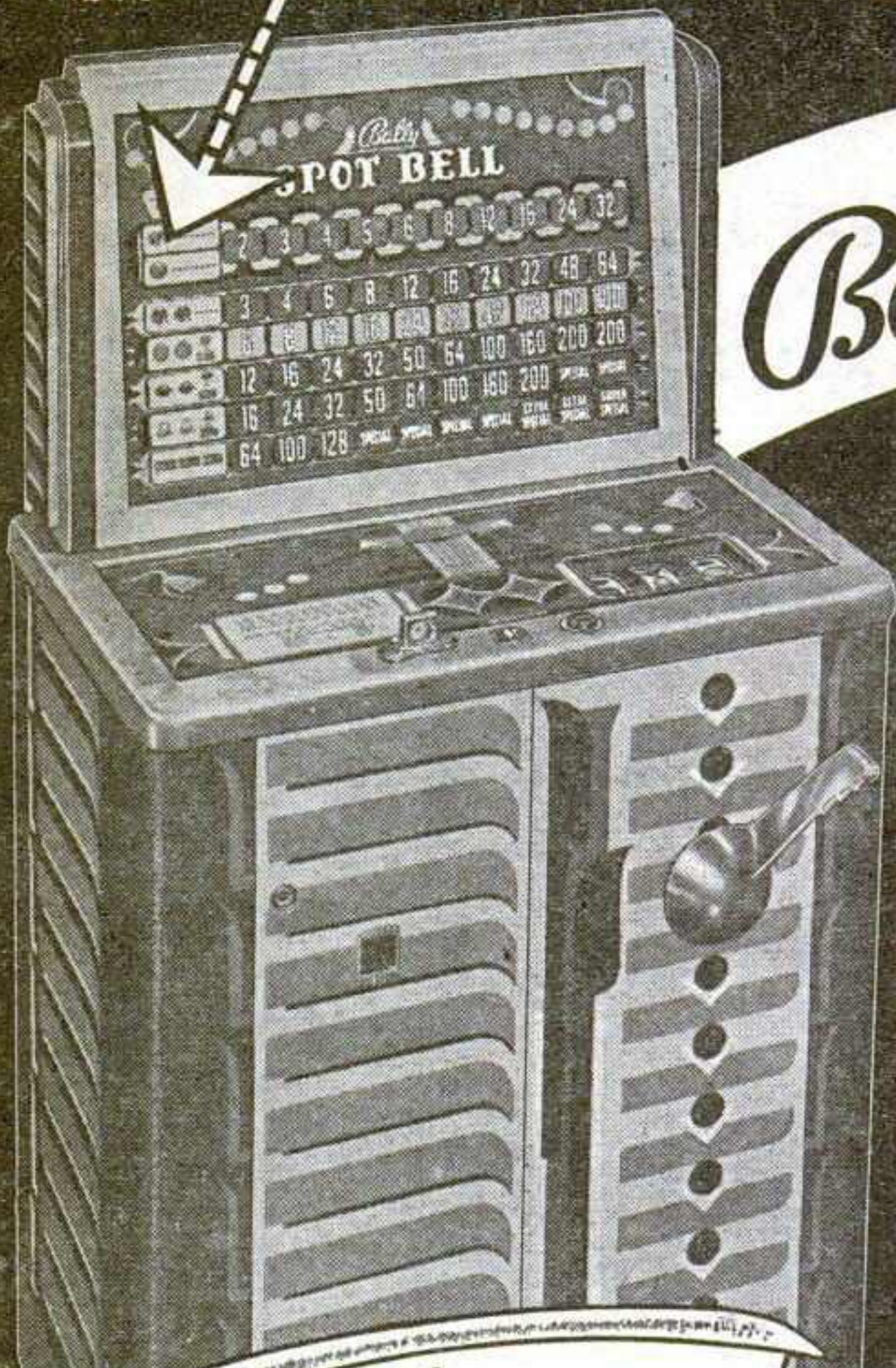
D. Gottlieb & Co.

**1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS**

TWENTY-TWO YEARS OF LEADERSHIP!



NEW "SPOTTED" SYMBOLS FEATURE AND "CITATION" ODDS BOOST BELL PROFITS



Bally® SPOT-BELL

Fast MULTIPLE COIN Play



SINGLE CHERRY WINNERS



SINGLE ORANGE WINNERS



*Greatest
Coin-Coaxer
in
Bell
History*

SINGLE-CHERRY and SINGLE-ORANGE flash for each coin deposited . . . Just like Selections on a one-ball game. When Single-Cherry or Single-Orange remains lit, after flash, symbol remains lit during entire game. Both single-symbols may light . . . giving player two EXTRA EASY WINNERS. Extra coins advance Odds from 2 up to the big juicy Special, Extra Special and Super-Special. Odds either advance or remain as high as on previous coin . . . NEVER DROP BACK TO A LOWER BRACKET. Players actually play 10, 12 or more coins before spinning reels! Get your share of the SPOT-BELL profits . . . order today!



GREATEST ONE-BALLS EVER BUILT

The new MYSTERY "MULTIPLE" and GUARANTEED ODDS built into CITATION and LEXINGTON keep players pouring in coins by the hour. Odds "multiply" on a mystery basis . . . AND NEVER DROP BACK TO A LOWER BRACKET . . . always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. Month after month, CITATION and LEXINGTON have been piling up the fattest profits one-ball operators have ever known . . . and profits are greater than ever today. Order from your Bally distributor now.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

THE Select-O-matic:

★ **OFFERS 100 SELECTIONS**

All visible at one time . . . under five musical classifications. Uses only 50 records . . . Select-O-Matic "100" plays both sides of records.

★ **PLAYS 10 OR 12-INCH RECORDS**

Makes better music available including classical, light opera, symphonies. 10 and 12-inch records may be intermixed . . . no pre-setting.

★ **PLAYS RECORDS VERTICALLY**

New sales appeal. The completely exposed operation of the mechanical "brain" develops unprecedented public interest.

★ **6 INDIVIDUAL SELECTIONS FOR QUARTER**

The single coin chute of the Select-O-Matic "100" accepts nickels, dimes, quarters. One play, nickel—2 plays, dime—6 individual plays, quarter.

These are but a few of the reasons why the Select-O-Matic "100" offers greater service to operators, locations, the public. By every measurement, the Seeburg Select-O-Matic "100" is the only mechanism that fulfills today's need for a truly modern music system, including scientific sound distribution and remote control.

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago, Illinois



THE SELECT-O-MATIC "100"

The most revolutionary music system ever developed. A new sensation in sales appeal with a fascinating mechanism that intrigues the public. A beauty in appearance. An engineering triumph that reduces service to a minimum.

THE WALL-O-MATIC "100"

The most remarkable remote selection system you ever saw. Brings 100 selections right to the finger tips of every guest—cataloged under five music classifications. Single coin chute for nickels, dimes, quarters—6 individual plays for quarter. 3-wire type—easy to install.

NOW BEING HELD. ENROLL IN YOUR DISTRIBUTORS' SERVICE SCHOOL.

