

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

FEBRUARY 18, 1950



Guy Lombardo, always a top favorite on juke boxes, calls attention to his latest big seller, Decca's "Enjoy Yourself," on the nation's newest juke box, the Wurlitzer 1250. Ed Wurgler, general sales manager of Wurlitzer's phono division, is about to interrupt Guy with his sales pitch on how easily and inexpensively the machine may be converted to play either of the new-speed disks. Photo was taken in New York at a sneak preview for top record company execs and artists preparatory to nationwide operator showings last Sunday (12).

IMPORTANT DATES...

... to anyone who recognizes the exploitation and sales value of the operators of America's 400,000 juke boxes

1950		FEBRUARY				1950	
SUN	MON	TUES	WED	THUR	FRI	SAT	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28					

Just these 4 days left to get your powerful selling message across to America's Juke Box Operators in

The Billboard 1950 JUKE BOX SUPPLEMENT

(A Special Section of the March 4 Issue)

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Hollywood
9-5831

ST. LOUIS
390 Arcade Bldg.
Chestnut
0413

DETROIT
1009 Fox Theater Bldg.
Woodward
2-1100

RADIO AWAKENS TO REALISM

Miami Niteries Pitching Drink-Dinner-Tax-and-Tip Packages To Pull in Dollars

Desperate Moves Necessary as Biz Hits Skids

By Bill Smith

MIAMI BEACH, Feb. 11. — Local cafes are now practically all working on package deals as customer lures. The gimmick consists of giving all parties special rates that range from \$3 to \$6, which include a cocktail, dinner, tax and tip.

All the major clubs hire solicitors to canvass the hotels and make door-to-door calls on private residences in an effort to get up parties to visit their clubs. The plan operates seven

days a week and is partly successful in overcoming the blight that has hit this resort area.

The average cafe makes a buck with this new gimmick, tho it isn't a big buck. Droppers-in, however, still pay the usual tariff that calls for liquor minimums that start at \$3 and go up to \$7, and these don't include food minimums.

Two-Bit Payoff

All hotels have a man on the club payroll who circulates among the guests to make up the parties. His bite is approximately 25 cents a head, which the clubs pay him.

The practice started with Ned Schuyler at his Beachcomber, when he had Martin and Lewis as the headliners, and has been in effect ever since; even with Danny Kaye the deal was in effect. Today the gimmick is used by all the major cafes except the La Boheme, the Colonial Inn and Jack Goldman's Clover Club in Miami proper.

Business is fair to bad. The beach is no longer a Saturday-all-weektown. The first shows do okay; the second shows draw only sparsely. According to a casual check-up of local shows, the Clover Club is probably the most successful operation at present. The show with Jan Murray, the Vagabonds and Rose Marie has had full houses for both shows almost

HST Pep Talk For D. C. Sesqui Reported Set

WASHINGTON, Feb. 11. — White House sources said this week that President Truman has indicated his readiness to give Freedom Fair preparations a fresh boost with a pep message at the National Capital Sesquicentennial Commission's meeting which will formally select Paul M. Massman, of Chicago, as general manager of the exposition.

The meeting, to be held in the next two weeks, will vote a formal deferment of the fair's opening until 1951, in keeping with the sesqui executive (See HST PEP TALK on page 55)

New Birth for Dance Bands

RCA Outlines Big Bally for Ork Revival

Significant to Trade

NEW YORK, Feb. 11.—Details of the most intensive attempt ever made to revive name bands as a major factor in the pop disk business—and perhaps to resuscitate the band business as a whole—were completed this week by Joe Csida, RCA Victor a. and r. chief. Crux of the plan centers around the release of the heaviest pop record package ever created—a series of 15 albums coupling the diskery's name bands with the most outstanding composers. All albums are already cut and are scheduled to be shipped February 17. Meanwhile the diskery has blue-printed an elaborate promotion campaign, costing \$159,000. Co-ordinated (See RCA Reviving Dance on page 12)

Hollywood Amateurs To Preem "The Son"

HOLLYWOOD, Feb. 11.—William Saroyan's newest play, *The Son*, will be given its world preem by the Circle Players, local nonpro group. Play, a combined drama and musical, is set to open early in March and will be directed by Ross Bagdasarian, a cousin of Saroyan.

Included will be original music, with words and music by Saroyan and Bagdasarian. Circle group has previously snagged world preem rights to another Saroyan epic tagged *Sam Ego's House*, or *Angels Aghast*, which never went beyond its local showing.

Labor's Songbook

NEW YORK, Feb. 11.—International Association of Machinists, large indie union, Monday (13) will announce sponsorship of eight labor songs written by Gerald Marks and Milton Pascal. The songs, to be included in a book titled *Sing a Labor Song*, are being published by Gerald Marks Music, Inc. The tome will sell for 25 cents, with discounts to union members. Marks, of course, is the author of such hits as *All of Me*, *Is It True What They Say About Dixie?* and *Songs of Safety* (written by Irving Caesar).

The tunes, according to Al Hayes, union president, tell labor's story and "help us, as Americans, to understand each other."

Diskers Pour Mil in a Year Into AFM Till

NEW YORK, Feb. 11.—With contributions to the music performance trust fund from record manufacturers for disks sold in the second half of 1949 expected to approximate or exceed the returns for the first half of the year, diskeries will have paid in about \$1,300,000 to the fund for 1949.

Since the royalty is 1 per cent on disks retailing under \$1—and a great majority of disks sold come under this heading—the rough calculation is that \$130,000,000 worth of records were sold in 1949. Translated into records on the basis of 79-cent plat- (See 1-Mil In AFM on page 13)

Atom Science Opens Way to Doc Trends

Whodunits on Way Out

NEW YORK, Feb. 11. — Network program execs are becoming increasingly convinced that radio's next major program cycle will be based on realistic drama, as opposed to the current craze for whodunits and crime shows. Meanwhile the program toppers point to a definite upsurge in the number of "science fiction" programs being packaged for radio, and claim that these shows, too, fall in the realism pattern, in view of the development of the atom bomb and the hydrogen bomb. "The bombs have proved," one exec declared this week, "that the 'unbelievable' stuff we laughed at not so long ago is all too feasible. Rockets and super-power bombs are real, not imaginary, today."

The decreasing interest in giveaways and a long standing overdose of whodunits are partly accountable for the new trend. More important, however, is that by airing such programs as *Dragnet*, the National Broadcasting Company (NBC) series dramatizing case histories of the Los Angeles police and one of the top clicks of the past radio year, listeners are given the same sort of crime shows but with greater fidelity and credibility.

National Psychology

The national psychology also enters the picture, it is believed. The constant threat of atomic war has increased the need for escapism, but the *Dragnet*-documentary type of escapism gives listeners an "anchor," in the sense they are reassured as to "the final victory of morality and decency," to quote one web representative.

NBC alone has a slew of such shows now being built, a number of them at the request of advertising agencies. In Hollywood the web is building *Bunco Squad*, another documentary based on L.A. police records, with Joel Murcott scripting. NBC is also prepping a series dramatizing news stories covered by Jack Lait; a series called *Silent Men*, based on exploits of agents of the Treasury, Immigration and Customs departments, and *Alcatraz*, dramatizing stories of cons sentenced to that federal pen. This show however, has not yet been cleared for rights. Another NBC Hollywood offering is a series based on exploits of hotel detectives, prepped by mystery writer Raymond (See *Atom Science Opens* on page 8)

In This Issue

Burlesque	52	Music Machines	93
Carnival	68	Music Pop Charts	18
Circus	61	Night Clubs	46
Classified Ads	80	Parks and Pools	64
Coin Machines	92	Pipes for Pitchmen	88
Fairs & Expositions	66	Radio-Television	5
Final Curtain	54	Repertoire	53
General Outdoor	55	Rinks and Skaters	78
Honor Roll of Hits	18	Roadshow Films	53
Legitimate	50	Routes	60
Letter List	87	Salesboards	90
Magic	52	Shuffleboards	114
Merchandise	80	Vaudeville	46
Music	12	Vending Machines	105

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Next Week . . . Tax Review

In the next issue of The Billboard Lewis C. Lebish, tax consultant to varied groups in show business on legal and taxation problems, will outline the 1950 income tax picture, as it applies chiefly to individuals and companies in the entertainment industry. To prepare for March 15, read Lebish's summary beginning on Page 3 of the February 25 issue.

Heat Is Rising For FCC Thaw On Television

But the Hope Is Slim

WASHINGTON, Feb. 11.—Mounting pressure for an end to the TV freeze is causing the Federal Communications Commission (FCC) to re-examine its agenda for the next six months in the hope of speeding (See *HEAT IS RISING* on page 52)

U.S. Okays Copyright Convention

Global Treaty Action in '51 Seen Assured

State Dept. Indorses It

WASHINGTON, Feb. 11. — The first major move in 1950 toward a global copyright pact developed this week when the State Department decided to give a formal yes to the all-important question in the global copyright questionnaire of the United Nations Educational, Sociological and Cultural Organization (UNESCO), which asks each member nation, "Is an international copyright convention desirable?"

America's answer in the affirmative on the key global treaty question is viewed as giving almost certain assurance that UNESCO will stage the long-debated convention sometime in 1951, if not sooner. Before inking in an official U. S. reply to the UNESCO document, State Department officials plan to hold several informal confabs of the government-labor-industry copyright panel which was briefed on world pact developments in a series of meetings here and in New York late last year (*The Billboard*, December 3).

Six-Week Delay

State Department officials told *The Billboard* that the agency will take its time in drafting answers and probably will not return the completed questionnaire to UNESCO headquarters in Paris for another six weeks.

It was indicated that if any controversy develops on what the U. S. stand should be toward any of the questions, it probably will come about over the query as to whether this country wants to include any reservations in the proposed treaty.

Officially, the State Department has an open mind on this question, but most of the key officials working on copyright matters would like to see a copyright pact without any reservations, especially since the proposed treaty is to supply only minimum standards.

Another Question

Another question asked of this country is whether the U. S. feels the pact should include a provision assuring to the works originating in each nation the highest degree of protection given the work of any country by the U. S., or whether the U. S. would prefer such protection to be extended only on a strict reciprocity basis.

The United States is further called upon by UNESCO to suggest provisions for minimum copyright protection that the proposed treaty (*See U. S. Okays Copyright, page 14*)

White Plains To Get 125G Arena-Theater

WHITE PLAINS, N. Y., Feb. 11.—Westchester County will get a \$125,000 arena-type theater which is expected to be ready for use in June. Parking space for 400 autos will be provided.

The new playhouse, which will be called the Carousel, will seat 1,200 spectators around a central stage. Project is backed by a group of local summer theater operators, headed by Mr. and Mrs. Julian Olney and Mrs. Harold Bromley.

Site of the new project is a 7½-acre plot adjacent to the Bronx River Parkway, north of White Plains.

"Depreciation" Hits New High On Yock Meter

CHICAGO, Feb. 11.—It's hard to imagine Spike Jones topping any of his former shows, but that is what the 1950 version of his *Musical Depreciation Revue* did Thursday (9) at the Great Northern Theater here. It's a yock affair for 180 minutes.

This year's show is the most colorful. Evidence is Jones's 10 changes of costume and such routines as a strobe presentation of *Hawaiian War Chant*. Jones has plenty of assist on the dis-taff side, with Lois Ray, a statuesque brunette who is tops for taps; Lucille and Betty, who do an excellent stationary tumbling bit during the chant; Laverne Pearson, chubby blonde who does a great shaking laugh bit, and Jones's spouse, Helen Grayco, who does a trio of excellent novelty pieces.

Bulwarks of the male comedy staff are Doodles Weaver and Sir Frederic Gas. Weaver is one of the greatest comics around. His presentation is tops and his material fits him like a glove. A 10-minute gag session in the second act by Weaver drew the biggest mitt of the show. Gas isn't far behind. The fright-wigged gagster did a five-minute session around *When a Gypsy Makes His Violin Cry* that rivaled Weaver's top mitt.

Jones's fans will find all the disk hits, including *Laura*, *Poet and Pleasant Overture*, *Cocktail for Two* and *My Old Flame*. While each of these numbers has been utilized before, each one has been enlanced by a thoro refurbishing job on the gimmicks. George Rock, in addition to his brilliant trumpet, is still doing his Little Lord Fauntleroy-voiced bits. Bill King's juggling, especially his finale with the flaming

DuMont To Scan The Races After Regular Closing

NEW YORK, Feb. 11.—The DuMont tele web this week set a deal whereby it will show each night, after regular programing ends, films of six horse races run earlier that afternoon at Hialeah Race Track, Florida. The series will kick off Monday (13) on WABD New York, only, but web officials are seeking to clear problems so it can air over the web at the earliest possible date. The films will be shot up to 4:30 p.m. each afternoon, and developed in a portable lab en route to the airport whence they commence the 1,300 mile journey to New York.

The showings will be at 11 p.m. Mondays, Tuesdays and Thursdays, at 10 p.m. Wednesdays and after the Chicago wrestling program ends Saturday nights Clem McCarthy will do live color from the DuMont studios. Interspersed with the race films will be interviews and featurettes featuring Bill Corum, who with newsman Max Kase owns part of the package.

torches, a peak feat of flipping, consistently pulled salvos.

Jones and Ralph Wonders intend to remain in Chicago for a month or more before breaking camp with the 40-person crew to hit the one-night concert circuit.

Principals' Doodles Weaver, Sir Frederic Gas, Dr. Horatio Q. Bird-bath, Betty and Lucille, Freddy and Dick Morgan, George Rock, Bill King, Eddie Metcalf, Dick Gardner, Spike Jones and Helen Grayco. Producer, Spike Jones; president, Ralph Wonders; press, Bert Lang.

Johnny Sippel.

Pix Lead Showbiz Battle For Cut in Admish Taxes; Heavy Mail for Congress

AFM, Niteries and Radio Also Apply Pressure

WASHINGTON, Feb. 11. — The tempo of mail pressure on Congress in behalf of excise cuts is increasing sharply as the House Ways and Means Committee prepares for the excise phase of the tax hearings, which begins Wednesday (15) and is to be crowded into approximately five days.

By far the heaviest volume of mail concerns the 20 per cent admissions tax, with the movie industry supplying most of the impetus. Cuts in other showbiz taxes, however, are also urged in the load of mail piling up in the offices of individual congressmen, as well as the tax committee. The Radio Manufacturers' Association (RMA) this week filed documents with the committee protesting strenuously against the proposal of the administration to stick a 10 per cent bite on TV sets.

Locals of the American Federation of Musicians (AFM) and nitery operators have been bombarding Capitol Hill with letters urging a cut in the 20 per cent cabaret levy, and retailers are putting on the pressure for a reduction in the 10 per cent tax on radio sets.

Best organized campaign is that of the flicker industry. From all over the country, printed cards urging a cut in the admissions levy are pouring

into congressional offices. Washington movie operators have been doing a job that they describe as typical for the best of the country. Trailers protesting the "unfair tax" are flashed on the screen at every performance, anti-tax signs are plastered all over the theaters, and pretty girls are handing out printed cards in the lobby all ready to be mailed to legislators.

If the film campaign is successful, it will be of benefit to almost all parts of the entertainment world, since the tax on movie admissions is the same one that covers admissions to legit houses, concerts, operas, lectures, skating rinks, carnivals, circuses and sporting events.

RMA based its pitch against the proposed extension of the radio set tax to TV receivers on the "heavy burden" it would be "on the nation's newest and fastest growing industry." RMA's excise committee met yesterday (10) to discuss additional testimony to be offered before the House tax group. A meeting is scheduled for next week in Chicago, which will be attended by RMA's board of directors, a group of set makers, and representatives of other industry groups. They expect to plan an industry-wide drive against the proposed receiver levy.

Prizes for Scripts

NEW YORK, Feb. 11. — The Sidney Hillman Foundation, Inc., for the first time is setting up Hillman prize awards in radio, TV, legit and motion pictures this year. A \$500 award will be presented for the best radio or TV broadcast, best legit play and best film "dealing with a labor theme and honestly portraying the labor struggle." Only work appearing in 1950 is eligible and final scripts must be submitted to the Sidney Hillman Foundation, Inc., 15 Union Square, New York 3, N. Y., not later than February 1, 1951.

Philly Inquirer Sells Its Log To Advertisers

PHILADELPHIA, Feb. 11. — The *Philadelphia Inquirer*, morning sheet owning WFIL and WFIL-TV, has joined the list of dailies selling their daily radio and TV log to advertisers for the first time. Altho *The Evening Bulletin* has accepted with varying success a small advertising fee for listing the sponsor's name in the regular log, *The Inquirer* is going all out in selling space that will allow for sponsor or program trademark, program description and a direct commercial sales message for the product. Ad copy will be interspersed with the regular log, set off in boldface type between ruled lines, appearing at the beginning of the time period. Sponsors may use a minimum of three lines up to 14 lines (one inch) in depth by one column. Agate rate for the daily radio log, which runs in half-column measure, is \$1 per line, with \$1.50 for Sunday. For television listing, which runs full-column width, its \$2 an agate line daily and \$3 Sunday, on which day the newspaper carries a special four-page program directory.

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The Billboard also publishes Vend. the monthly magazine of automatic merchandising

"LIGHTNING" STRIKES NAB

KECA-TV Sells All Monday Night Time to CDA

HOLLYWOOD, Feb. 11. — Three tele "firsts" were established when KECA-TV (American Broadcasting Company) sold out its entire Monday night time to Southern California's Chevrolet Dealers' Association. Chevy dealers will fill the four hours with a triple-feature film bill, making it the first time a single sponsor has presented a full evening's film entertainment. More impressive is the fact that this is the largest time block ever purchased by a single sponsor on a regular 52-week contract basis. It is also the first time that one bankroller has taken over a station's entire night's tele time. Rate card time figures at \$2,000.

Three film features will include one J. Arthur Rank film having its first run on U. S. tele, a domestic feature film and a Western. J. Arthur Rank pic will come from the pool of 39 British films which KECA-TV acquired last week. Deal is believed to be one of the largest film-tele transactions in Coast video and includes flickers never before televised in this country plus many features never shown in U. S. theaters.

Gulf May Buy Seg For Special Promosh

NEW YORK, Feb. 11.—The Gulf Oil Company this week was considering buying a 15-minute radio program either three or five times a week for a 20-week special promotion. The talent on the show hasn't been decided upon but the bankroller is weighing Lanny Ross.

The web is still to be selected. However, it will be either the American Broadcasting Company (ABC) or the Mutual Broadcasting System (MBS). Young & Rubicam is the agency.

Harris-Faye Stay With NBC Stable

HOLLYWOOD, Feb. 11.—It's now official that the Phil Harris-Alice Faye air show will remain in the National Broadcasting Company (NBC) stable. As reported in *The Billboard*, (February 11), Harris and Faye were given a long-term "security" deal by the network, guaranteeing a minimum income whether their show is sold or sustaining. Moreover, Harris was promised a long-term lease on his 7:30 p.m. EST Sunday night time slot, a time which Harris has always insisted on holding.

Deal dished out to the Harris-Faye combo was similar to the guaranteed income contracts which NBC passed out to *Fibber McGee and Molly*, Eddie Cantor and Fred Allen, and was a device used to prevent further talent raiding by Columbia Broadcasting System (CBS).

Speidell Nears Agency Choice

NEW YORK, Feb. 11.—The Speidell Company, makers of watch bands, this week-end was coming to a decision as to its new agency. The account is now held by Ceci & Presbrey.

Among advertising firms under consideration are Benton & Bowles, Kenyon & Eckhardt, Young & Rubicam and J. Walter Thompson, with perhaps the first named the leading contender.

The account was offered to the Arthur Kudner Agency but was turned down because Jacques Kreisler Company, makers of Swank, one of its clients, objected on the ground that Speidell is a jewelry competitor. Speidell is sponsoring a 15-minute segment of the radio version of *Stop the Music*. It also has TV plans, but of a modest nature.

Board Nixes Industry Film; Creates Gen. Mgr. Post; Ends AM Division; Raises Dues

CHANDLER, Ariz., Feb. 11.—In one of the most active meetings in years the board of directors of the National Association of Broadcasters (NAB) wound up a three-day session yesterday (Friday) by taking a number of major steps. The two most important were:

Reorganizing the entire structure of NAB and eliminating the recently established AM division.

Passing a unanimous resolution which, while not so worded, virtually scraps for the time being *Lightning That Talks*, the all-radio presentation (ARP) film designed and produced as a sales promotion picture for the entire broadcasting industry. It represents an investment of \$135,000, \$50,000 of which was paid by the four major radio networks, the remainder via subscriptions from radio stations, both NAB and non-NAB members.

798C Budget

The board also approved a budget of \$798,000 for the fiscal year starting April 1, 1950—\$3,000 less than the current budget; raised dues in the four lowest grossing categories of memberships; eliminated the 12½ per cent dues cut put thru last year, and passed a resolution calling on the board of Broadcast Measurement Bureau (BMB) to continue audience measurement studies, with BMB reorganized along stock-ownership lines. BMB is a tri-partite organization representing advertisers, agencies and broadcasters, supported by the latter. The proposed corporation would operate along lines similar to Broadcast Music, Inc. (BMI), the broadcaster-owned publishing and licensing organization.

In addition, the board voted

\$200,000 to Broadcast Advertising Bureau (BAB), its sales-help adjunct, and, along with ordering an audit of NAB's books within the next month or so, voted to set up a BAB auditing system to account for that operation's contribution, if any, to NAB coffers.

Lightning, which was to have been shown to the general advertising and radio-TV industry at a king-sized shindig in New York March 1 drew the board's criticism, reportedly, because of a lack of sales potency. While this was not formally stated, it was held implicit in the board's action, which urged ARP to "re-edit" the film before further release was made. The picture was previewed for the trade press last week, and *The Billboard* was the only one to criticize it as "lacking sex and sell."

The board's action on *Lightning* followed consultation with the presidents of the four networks, in view of the web's \$50,000 investment. One network president was quoted as saying the film was "amateurish." While there is no doubt *Lightning* will be salvaged, it also will, it is anticipated, undergo extensive revision and re-taking.

The NAB's new organization plan creates one major new post, that of general manager, directly under President Justin Miller. The TV department, headed by George Markham; BAB, headed by Maurice Mitchell; Secretary-Treasurer Bee Arney and the FM division (Ed Sellers), will report directly to the general manager. Six currently existing departments, engineering (Neil McNaughton), legal (Don Petty), employer-employee (Dick Doherty), public affairs (Robert K. Richards), research (Ken Baker) and government relations, now vacant, will function for the department and report to the general manager. A committee is to be named to select the new NAB officer who is to draw a top salary of \$25,000 and qualify as a "practical broadcaster."

The dues increases—NAB dues are based on annual gross—plus elimination of the 12½ per cent dues cut voted last year, will bring NAB an additional \$140,000, it is estimated. (See "Lightning" Strikes on page 8)

NBC Is Hot for New Daye-Time AM Series

NEW YORK, Feb. 11.—The National Broadcasting Company (NBC) is close to buying a new type of daytime program which would rotate a permanent board of experts in discussing fashions, movies and the like. The program has been packaged by Dorothy Daye, former fem commentator on WINS, New York.

Miss Daye's show has as its permanent panel judge Anna Kross, who will discuss domestic relations one day of the week; Rose Peiswick, *New York Journal-American* film critic; Eddie Senz, make-up man and beauty expert; Patrician Ciff Coffin, *Look* magazine "game" editor and Sally Kirkland, associate *Life* magazine editor, on fashions. Each expert would take over a different day of the week, the program to be linked by Miss Daye. NBC is considering the show for the 11:15 a.m. spot, regarding the show as a new twist in daytime programming.

Hope Gets Record Showbiz Dough

40G for 1½ Hr. TV Seg; Lever Nixes DJ Deal

Comic's Easter Tele Debut

NEW YORK, Feb. 11.—What is believed to be the highest salary ever to be paid a performer for one show will be chalked up by Bob Hope in his television debut this coming April. The comic was signed this week by the Frigidaire division of General Motors for the Easter show, and will be paid \$40,000 for his stint. The program will run an hour and a half.

Hope's good news in this direction was partly negated in another, however, when his radio sponsor, Lever Bros., refused to give him permission to do a daily disk jockey series for Borden's. Reasons for the Lever stance were not divulged, with the decision having been made yesterday (Friday). Actually, it is reported that Lever Bros. said he could do the show, but placed such heavy conditions on the deal that it was virtually

!hctaN

NEW YORK, Feb. 11.—Serutan reportedly is looking to buy a half hour for a show on one of the major TV networks.

Only thing blocking the deal is that Serutan wants a Thursday night spot, with the time to run from 9 to 9:30 p.m.

impossible for Hope to take the Borden offer. Borden's would have paid the comic 10G weekly.

The Frigidaire show is the first of five such special hour and a half programs Frigidaire plans, to be telecast over the Columbia (CBS) TV network. Talent budget for each program will be \$100,000 with New York the origination point.

Hope also has asked Lever Bros. for permission to tape record his program but no word has been forthcoming as of this week-end.

Meanwhile with the Hope deal out, Borden's is planning a series of meetings, to start Monday (13), with a view to re-examining the entire advertising picture. It's possible that the disk jockey proposal will be offered other top radio names.

The \$40,000 to be paid Hope for the 90-minute-plus-rehearsal effort may (See *Hope Sets Record on page 8*)

Tele Actors To Seek \$50 Per ¼ Hour

NEW YORK, Feb. 11.—The final draft of Television Authority (TVA) scales reveals that the union is expected to ask approximately \$50 a quarter hour, \$65 a half hour and \$95 an hour for performance fees and \$6 an hour rehearsal fees when it goes into negotiations with video management. A membership meeting will be called shortly by the TVA to get their reactions.

The TVA this week also filed papers of voluntary association with the National Labor Relations Board (NLRB). These papers, which comply with the regulations of the Taft-Hartley law, also contain statements certifying that none of the officers are Communists. The filing will make certain that the TVA will be placed on the ballot, if any election is needed to determine which union has television jurisdiction.

Meanwhile, the TVA elected temporary office, this week. They are John Kennedy, chairman, and Margaret Speaks, Virginia Payne and Terry Baker, vice-chairmen.

DuMont May Set Net Pattern With Yank Home Game Tele To Assure Summer Aft. \$\$

NEW YORK, Feb. 11.—The DuMont video network, the first TV network to ring the cash register during the daylight hours, is now working on a plan to assure it regular revenue on summer afternoons by networking telecasts of New York Yankee home games. The local DuMont outlet, WABD, has carried the Yankee contests for the past three years. If a number of troublesome problems can be solved in the next few weeks, DuMont may well set another new pattern with its plan.

To date there have been no network baseball telecasts other than for such events as the All-Star game or the World Series. Regional radio webs are standard, however, and only this week the Mutual Broadcasting System secured rights for national radio networking of selected American League games. The DuMont plan would give the TV web close to 80 contests which it could sell, a neat bundle of business.

With some 26 cities now interconnected, DuMont is seeking a minimum of about 15 stations at the onset. Four types of stations in major league cities automatically are stymied, however, from carrying the contests: Those in which the teams are planning to televise out-of-town games as well as those at home, such as Cincinnati; Eastern American League cities, like Washington, where the home team plays at home at the same time as the Yankees; certain National League cities, such as Pittsburgh, which also plays at home when the Yankee games are on, and cities with clubs in each league, Boston, Philadelphia, Chicago and St. Louis, where one of the clubs is always at home. This, aside from New York, leaves only Cleveland and Detroit, among major league cities, as likely to be able to air the games.

Marketable Cities

Altho this knocks out some important towns, DuMont toppers still feel they have a good bill of goods to offer. Cities with minor league clubs, such as Baltimore, Buffalo;

"Take Cable Away," Boyle Tells TBA

NEW YORK, Feb. 11.—The video industry, at the week's end, still was discussing the remarks of Jack Boyle, director of WAVE-TV, Louisville, at the Television Broadcasters' Association (TBA) broadcast clinic earlier this week. Boyle maintained, in effect, that the coming of the cable to previously non-interconnected areas tends to reduce the profit-making possibilities of stations today, and in some cases may even knock a black ink outlet back into the red.

One of Boyle's major points was that his station, as a non-interconnected outlet, now carries about 90 spots per week. If it were on the cable, he said, this would be reduced to no more than 43. Also the webs with which a cable station is affiliated are in a position to demand use of network option time, with a reduction of income to 30 per cent of card rate for web show, whereas it could keep 100 per cent of local shows.

Jack Poppele was re-elected to his sixth term as TBA prexy. E. A. Loveman, of Philco, was elected veepee, succeeding G. E. Markham; Will Baltin was elected to his seventh term as secretary-treasurer, and Paul Railbourn, of Paramount, was voted in as assistant secretary-treasurer.

Columbus, O., and Milwaukee, are not expected to offer any problems except possibly on Sundays, as the teams there play virtually all games at night.

The current sponsor of Yankee games, P. Ballantine & Sons Beer, reportedly has not yet decided whether it would go for a network deal. This is one of the items believed holding up finalization of the deal with the Yankees, who have had a close association with Ballantine for some time and are believed reluctant to end it. Also the Yankee front office still is studying closely the new radio-TV broadcasting regulations to determine whether any further hitches possibly could develop.



KLZ News Director
SHELDON PETERSON

KLZ's popular "Voice of the News" is one more reason why KLZ is Denver's No. 1 Hooper Station. Responsible for KLZ news leadership is Sheldon Peterson—NARND board member and winner of the 1949 Denver Press Club award.

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

NBC May Keep "Clock" After Levers' March 29 Kayo

"The Clock," now on the National Broadcasting Company (NBC)-TV web Wednesday evenings, 8:30-9, will be canceled by Lever Bros. after its March 29 telecast. Indications are that NBC will keep the show in the slot. J. Walter Thompson is the agency.

Whitehall Quits "Hollywood Theater" May 6

Whitehall Pharmacal Corporation last week canceled the Anacin "Hollywood Theater" radio show airing over the National Broadcasting Company (NBC). The show is in the 8 p.m. time period Saturdays. NBC is reported dickering with a major food company to take over the stanza when Whitehall bows out May 6.

Phillips Buys Friday 10 P.M. on CBS's Midwest-Mt. Net

The Phillips Oil Company last week purchased Friday evening 10-10:30 on the Columbia Broadcasting System's (CBS) Middle-Western and Mountain network for Rex Allen, a hillbilly singer. It is expected that Phillips will cancel its Saturday night "Barn Dance" which now covers the same area of the country on the American Broadcasting Company's (ABC) partial network. Lambert & Feasley is the agency.

Alden's Signs for Experimental TV Show in Chi

Alden's mail-order house, one of the country's largest, will start a test TV show on WENR-TV, Chicago, for an eight-week period beginning March 4. Show will be a variety package aired from 8 to 8:30 p.m. and will be retained if responses to catalog offers are satisfactory. Altho Alden's and other mail houses have used spot TV in the past, this is said to be the first regular video series for this type of advertiser.

Falstaff To Bankroll Willson Show on 40 Stations

Beginning April 3 the Falstaff Brewing Corporation will sponsor a new radio musical series, the "Meredith Willson Show," three times a week over a special market of 40 stations, covering 20 States. The show, which will originate in Hollywood, features Willson as maestro and emcee, a vocal quintet and twice-weekly guest stars. The agency is Dancer-Fitzgerald-Sample.

D. C. Bus Radio Fought in Congress and Courts

The aid of both Congress and the courts was sought last week by opponents of Transit Radio in Washington. Rep. Walter Norblad (R., Ore.), hopped a bill to fine the D. C. transit company \$1,000 for each day it operates a radio-equipped vehicle. The Transit Riders' Association (TRA) filed suit against the company asking for a permanent injunction against Transit Radio.

Packard Starts 5-Week Spot Bally on 250 Stations

The Packard Motor Car Company has started a five-week radio spot campaign covering over 300 Packard dealer cities on approximately 250 stations. The \$250,000 factory campaign which is designed to tell the company's "low price story" is expected to increase in scope as the dealers themselves supplement the radio barrage on a local basis.

"Girls" Reprieved as Packager, Writers Agree

"The Girls," which was slated for cancellation last week because of continuing difficulties over the rights, has been reprieved by an agreement reached between packager Carol Irwin and authoresses Emily Kimbrough and Cornelia Otis Skinner. The program, a TV version of "Our Hearts Were Young and Gay," was yanked once before for one week because of similar problems. It is on the Columbia Broadcasting System (CBS)-TV web Sunday from 7 to 7:30 p.m.

"Gildersleeve" to TV Audition for Kraft

Next on the list of National Broadcasting Company (NBC) top radio shows to take a tele test will be "The Great Gildersleeve." Stanza is being prepped for a tele film audition here with a view to dual sponsorship by Kraft Foods. Audition script is in the hands of Norman Blackburn, Coast NBC tele network programing chieftain. Show will feature Hal Peary in title role, with rest of cast still to be selected.

Where's Zenith Gonna Get Pix For Phone TV?

McDonald Isn't Talking

NEW YORK, Feb. 11.—Zenith Radio Corporation, having received Federal Communications Commission (FCC) approval for a 90-day experimental test of its phonevision system, is still faced with the terrific problem of obtaining movie films for which phonevision subscribers will be willing to pay the \$1 charge for each program.

Altho Comdr. E. F. McDonald Jr., Zenith president, has stated that movies will be supplied by major Hollywood and foreign producers, he would not reveal production company names.

At the moment, too, major musical films cannot be used because of the failure of TV and film interests to come to an agreement on payment to members of the American Federation of Musicians (AFM).

If Zenith finds that it is able to obtain movie fare only of the same (See WHERE'S ZENITH on page 11)

NBC Ups Ante Stakes in Sat. Night Gamble

NEW YORK, Feb. 11.—The Saturday night TV gamble by the National Broadcasting Company (NBC) this week loomed larger than ever, as the web contracted to buy the Studebaker Theater in Chicago from the Select Lake City Theater Operating Company (Shuberts). Meanwhile, the web continued to ink talent by signing Jack Carter, late of DuMont's *Cavalcade of Stars* as emcee of the one-hour Chicago portion which will lead the 2½ hour stanza which tees off February 25.

The web is shooting for big stakes, of course, with a goal of 15 sponsors each buying a one-minute announcement. With each of the 15 kicking in \$76,000 for 13 weeks, the web would stand to take in \$1,173,900 if it sells out all the spots over the 22-station interconnected network at which it is aiming. Should some of the outlets not be able to clear some or all of the time, charges to the sponsors would be reduced accordingly.

Touch and Go

NBC therefore is rolling its dice on the chance that it will be able to get clearance on most of the desired stations. Its owned-and-operated outlets, of course, are all set to take the full show. However, should enough affiliates be unable to clear all or part of the time needed from 8 to 10:30 p.m., NBC could find itself in a pretty spot, in view of its talent and facilities commitments.

In addition to the purchase of the 1,300-seat Studebaker Theater in Chicago, which it will remodel at a cost of about \$100,000 or more, the web has iron-clad talent commitments which will run it a minimum of \$50,000 weekly and in many cases considerably more. The New York 90 minutes will feature Sid Caesar and Imogene Coca, with Robert Merrill and Margaret Piazza already set as guests. Furthermore, NBC is guaranteeing continuance of the show to stations clearing for it and will have to pay off stations on their 30-minute rate whether or not.

TV RESHAPING MAD. SQ. GARDEN

Out-of-Town Audience Rated As Good in Winter as Summer

NEW YORK, Feb. 11.—In spite of seasonal differences, New York's out-of-home radio audience is just as important in winter as it is in summer, according to the second survey conducted by The Pulse, Inc., in 10 metropolitan New York counties to measure the extent and size of this heretofore unsuspected group of listeners. Altho the November figure (23.0) was slightly lower for the average daily weekday audience, as compared to Pulse's initial survey of the market (*The Billboard*, October 5), last August (24.7), a considerably higher percentage of the population listened on Saturday in November (23.6) than in August (18.7). In November, in line with this, the reverse was true on Sunday, with November listeners polled at 20.1 and August slotted at 29.3. The weekday-week-end differences in daily audience sizes in November were also less pronounced than in the summer.

Even more of this away-from-home dialing took place in automobiles in November (41.2) than it did in August (35.4). However, "listening at work" ranked second (25.1) for winter, followed by "while visiting others," reversing their summer positions. Portables, of course, scored considerably lower this time (2.5) as compared to (7.5). Both surveys identify these out-of-home listeners as primarily a young audience, in the 20-44-year group, but there were more males (59.8) than female listeners this time and a greater percentage was in the middle and upper income groups.

By Quarter-Hours

In place of the hourly audience figures reported in August, this second survey pin-points listening by quarter-hours, and since the dialers are reported in terms of the familiar "rating," the at-home and out-of-home ratings can be readily combined into a "rating" measure of the total audience for the first time. This combination chart, based on Pulse surveys of both fields, conducted during the first week of November, shows several important differences between the two types of audiences, which well might influence future sales pitches for New York stations. Out-of-home listening fluctuated more sharply and its listening peaks and lows frequently occurred at different times of the day. In fact, at times one's peak period was the other's low point. For example, on weekdays the height of morning out-

of-home dialing was reached between 8 and 9 a.m., while at-home figures were lower than at any time between 7 a.m. and the rest of the morning.

According to Pulse, Station WNEW had the largest unduplicated out-of-home audience in November, during the week and on Saturday, and had the second largest (296,000) on Sunday. WJZ was first with 348,800. The independent is currently shaping up a special sales promotion brochure, designed to cash in on its impressive record. Claire Himmel WNEW's research director, is assembling the project under the supervision of Nicholas Freyberg, the station's sales promotion and advertising director.

Tele Information Swap Purpose of New Coast Group

HOLLYWOOD, Feb. 11.—Coast video station management officials will form a new organization, "representative of all Hollywood television stations and designed for the exchange of information on common problems." Tele toppers met here Thursday (9) to formulate plans for the new org and have skedged another meeting next Thursday (17) to formally launch the new association. In effect, functions will parallel those currently performed by Southern California Broadcasters' Association (SCBA).

Behind the formation of the new (See *Tele Information* on page 8)

Arena Changes Bookin' Policy For Video Fare

Sonja Henie Show Dropped

NEW YORK, Feb. 11.—Television seems likely to reshape basic policies in the administration and operation of Madison Square Garden, most important indoor sports arena in the world. Video already has begun to change the booking policies, with at least one major standard Garden event (Sonja Henie) due either for discard or reslotting next year because of the rise of the new medium. What the Garden biggies have in the back of their minds is the development of an orientation and procedures directed at ultimately making TV revenue the major instrument of Garden income.

In his speech before the television clinic of the Television Broadcasters' Association (TBA) this week, Ned Irish, executive veepee of the Garden, stressed that the blackout of video from the Garden this winter enabled his organization to check on the effect of TV on attendance. His findings were that this effect has been negligible, based on several different sports which have recently resumed tele coverage.

All Out for Video

With this major problem settled in their own minds, Garden factotums now are going all out in their enthusiasm for TV. They regard it as the most significant development in the arena's history, permitting a new source of revenue to flow into their already bulging coffers. A particularly important place in their thinking is given over to future use of Garden events for theater TV, perhaps on a national basis.

In his TBA talk, Irish let slip, as an aside, the comment that "TV isn't our primary business now, but it may be some day." He amplified on this later for *The Billboard*, saying that while he did not anticipate a time when the Garden would stage events for video alone, he did feel that it would be but a brief period until revenue from TV rights constituted the major earnings for the Garden.

Costs? Just an Excuse

An indication of the importance placed on such income was the reference by Irish to the industry complaint that "the high cost of rights was the cause of the TV blackout." This, he admitted, may be true, but he thinks it is merely an "excuse" by the industry for not skedging enough sports. He noted that sports cost less for basic talent than today's prices for one or two-hour programs in another form of entertainment.

(See *MAD. SQ. TELE* on page 8)

Capitol To Pick Up Tab on Bozo Circus

HOLLYWOOD, Feb. 11.—Capitol Records will pick up the tab on Bozo Circus when it returns to KTTV as a live show February 25. Filmed version of the Capitol Records tele package will go on in conjunction with the live sequence once film is readied for scanning. Footage has been shot but is being edited. Cap will carry show until it is peddled to another sponsor. Bozo is a tele treatment of the Cap character created for waxing by Alan Livingston, diskery's kid album chief.

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

ABC Hunts Summer Fill-In for Don McNeil

The American Broadcasting Company (ABC), having to all intents and purposes sewed up Don McNeil to continue as emcee of its "Breakfast Club" show, this week was looking ahead to the summer when it will have to get a six-week replacement for McNeil while he vacations. Prominently mentioned as in the running for the post are Rudy Vallee and Joe E. Brown. Talk about McNeil leaving the show was regarded at the web as merely scuttlebutt started to improve McNeil's bargaining position in the contract talks.

CBS Plans Barber for a Three-a-Week This Spring

The Columbia Broadcasting System (CBS) has a three-times-a-week, 15-minute TV sports show (Monday, Wednesday, Friday) featuring Red Barber in the works. The program is expected to go on sometime this spring. Also in the programing hopper, but for radio, is a five-minute across-the-board sports show with Barber as the sportscaster. This program will be transcribed and will be peddled by the CBS sales staff across the country.

Finast-WELI Life May be Daily Tabloid

A persistent rumor in the Connecticut daily newspaper field is that Finast-WELI Life, launched by Station WELI, New Haven, Conn., and distributed thru First National Stores in the New Haven area, may eventually be turned into a daily afternoon tabloid. Richard W. Davis, general manager of WELI, declined to comment on the rumors. "Readership response," he revealed, "has been excellent so far." He said the main reason for starting the monthly publication was because of the "refusal of the New Haven newspapers to run radio time schedules."

Andy Wilson AM-TV Column in Detroit Times

The second local newspaper column devoted to radio and television in Detroit is now running in *The Detroit Times*, under the byline of Andy Wilson, who formerly handled the movie and saloon beat. The new feature, "Looking and Listening," is tentatively slated to appear daily. The *Times*, which has an informal tie-in with WJBK and WJBK-TV, has not had a radio column since before the war, when it was conducted by Pat Dennis, subsequently made real estate editor. The only other paper to have one is *The Detroit News*, owner of WWJ and WWJ-TV, which Herschell Hart writes. The *Free Press* carries the syndicated John Crosby column.

Husing Back With CBS, To Cover St. Nick's

Ted Husing returns to the Columbia Broadcasting System (CBS) March 1 as sportscaster for the Pabst Brewing Company, the new sponsor of boxing from the St. Nicholas Arena. The fights are on CBS-TV every Wednesday, 9:30 to 11 p.m. Husing was with the web for about 20 years before he left in 1947 to become a disk jockey over WMGM, New York. He will continue that chore.

AFRA Wins NLRB Vote at WFBM, 14-1

The American Federation of Radio Artists (AFRA) last week won a National Labor Relations Board (NLRB) election at WFBM, Indianapolis, by a vote of 14 to 1. The union already has a contract at the station, but when it wanted to enlarge its unit to take in writers, the station asked for an election.

ABC Sets "Happy Landings" Interviews With Collyer

A new radio audience participation show featuring Bud Collyer has been set by the American Broadcasting Company (ABC). Titled "Happy Landings," the format calls for Collyer to interview air travelers at airports. The show will be slotted in the 4:15 to 4:30 p.m. period across the board.

WCBS-TV To Sustain "Winners" After Chevy Bows Out

WCBS-TV has decided to keep "Winner Take All" as a sustainer in the Saturday 9:30-10 p.m. slot, even after it is canceled by Chevrolet. The package, owned by Mark Goodson and Bill Todman, boasts a good rating for a low-budgeted show.

Coast Grunters Boycott Arenas With Tele Pacts

HOLLYWOOD, Feb. 11.—Town's top wrestlers banded together this week to put a crippling strangle hold on the television industry by refusing to work in any arena which televises the grunt and groan ballet matches. Affected were five local stations, KTLA, KTSL, KNBH, KECA-TV and KLAC-TV. By the week's end all five had been obliged to reshuffle program skeds and accept the loss of one of the town's most vital tele attractions.

In bolting the video harness, wrestlers claimed that they were impoverished by tele coverage. Video was credited with having revived the dying wrestling game several (See *Coast Grunters* on page 8)

RCA Sees "Orderly" Color By '53 If System Is Adopted

WASHINGTON, Feb. 11. — Radio Corporation of America's (RCA) top engineers are now envisioning "orderly" commercialization of color TV by 1953 if the Federal Communications Commission (FCC) this year authorizes basic standards proposed under the RCA system. The 1953 date is a much earlier one than ever hitherto expressed as possible by RCA officials. The stepped-up timing was disclosed in the wake of RCA's latest color TV demonstration this week when vast improvements were shown, particularly in RCA's ability to keep color patterns from shifting.

Charles B. Jolliffe, veepee in charge of RCA laboratories division, said that on the basis of progress already shown, color TV would be a commercial reality from 18 months to two years after the FCC sets basic standards, if those standards call for 525-line color TV, the same as present black-white TV (RCA's color system uses 525 lines, while the Columbia Broadcasting System uses 405 lines). Jolliffe emphasized that color TV thereby make its public appearance on a substantial basis without jeopardy to monochrome TV industry and without bringing undue obsolescence to sets already purchased by millions. Dr. Elmer Engstrom, chief engineer, said that when the FCC color hearings are resumed, RCA "at the proper time will reiterate a request for the establishment of basic standards immediately." Such basic standards, he said, could be limited to basic requirements, such as the number of

Atom Science Opens Way to Doc Trends

(Continued from page 3)

Chandler. The web is also developing two science fiction programs.

Another science dramatization deal has been set by Wilbur Stark and Jerry Layton, who've signed for radio and TV rights to *Amazing Stories*, published by the Ziff-Davis Publishing Company, with primary emphasis on radio. The American Broadcasting Company (ABC) is reported interested in the program. *Amazing Stories* is the magazine which had the story of the atom bombs development months before the news was officially announced and which has a stable of top scientists penning fiction under pseudonyms. Stark and Layton secured rights to the mag's entire 20-year files. Another packaging duo, Bob Arthur and Arthur Kogan, have a "cosmic ray" series, *Journey Into the Future*.

Leonard Reeg, ABC's radio program head, declared this week that science fiction will develop into a major source of AM programming. He also declared, however, that unlike the *Buck Rogers* type of kid show, science fiction must be accurate rather than screwball, with a major problem involved in acquiring material written by qualified writers.

WLW

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lines and the size of the channel on which color TV will operate. All factions are in accord that the band should be 6mc. wide.

Color Television, Inc. (CTI), which has suggested color TV standards similar to RCA's, will give its first demonstration here February 27 at the Interior Department auditorium, with direct testimony to be heard from the following: Joint Technical Advisory Committee, Radio Manufacturers' Association, RCA, CBS, CTI, Dr. Charles W. Geer, inventor of a color TV tube; Philco Corporation; Allen B. DuMont Laboratories, Inc.; Webster-Chicago Division; American Television, Inc.; American Telephone and Telegraph Company, and Western Union Telegraph Company.

Elgin-American Acct. to Seeds

CHICAGO, Feb. 11.—After several leading agencies here had been making pitches for months, the account of the Elgin-American Company (compacts and cigarette lighters) this week was snared by the Russell M. Seeds Agency. Account amounts to about \$1,000,000 a year for all media.

In addition to Seeds, Ruthrauff & Ryan and Foote, Cone & Belding had been trying to capture the account, which has been handled by Weiss & Geller for the past few years.

Execs of Seeds said that radio and TV definitely will be used, but that specific plans had not been made. In the past Elgin-American has sponsored the Groucho Marx radio show and expensive holiday variety packages on TV.

"LIGHTNING" STRIKES

(Continued from page 5)

Dues changes are: Class A, \$7.50 to \$15; Class B, \$15 to \$20; Class C, \$20 to \$25, and Class D, \$30 to \$35.

The board also approved creation of a membership representative, to be attached to the general manager's office.

One question which still is unanswered is as to the future of Ralph Hardy, who resigned from KSL, Salt Lake City, to head up the recently created AM division, eliminated in reorganization. Both he and his TV opposite number, George Markham, are in NAB at \$17,500 annually. Sentiment among NAB members is that the TV division, as was pointed out yesterday by Clair McCollough, head of the NAB streamlining committee, now can grow with TV itself. Those same members, tho, saw no need for a like operation in AM.

CBS Plans Coast Comedies; Talent Abounds, Kine Better

NEW YORK, Feb. 11.—Because of its recent radio and television successes with comedy packages from the Coast Columbia Broadcasting System (CBS) this week was making plans to make Hollywood its comedy center. In the works for this summer are seven new comedy shows, five for radio and two for TV. The AM programs will use film names in situation comedies, while the video shows will star two well-known comics.

Already scheduled for TV next season are Groucho Marx, *Amos 'n' Andy* and perhaps Joan Davis, if a deal can be worked out. In line with this expansion of programming, the Hollywood division of CBS is looking for more TV space. It has only one video studio.

The basic reason for CBS's belief that Hollywood will be a comedy cen-

Tele Information Swap Purpose of New Coast Group

(Continued from page 7)

group is the mounting dissent and opposition to Academy of Television Arts and Science (ATAS) (*The Billboard*, February 11). It was asserted that ATAS was loaded with outsiders, rampant with job seekers and far from representative of the trade. Three local stations, KTSL, KTTV and KFI-TV withdrew active support from ATAS affairs, KTSL leading the pack.

In setting up the new group, it was stressed that the org would "be limited only to those actively engaged in the television broadcasting industry." This tight control on membership, execs feels, will prevent any indiscriminate swelling of membership rolls with "fringe members," as was the case with ATAS. Stations will help finance and operate the new group.

Syd Cassyd, newly elected head of the ATAS, answered critics of the Academy by declaring that many teletraders have the wrong concept of ATAS purposes and functions. It was his contention that ATAS was not a trade organization but a civic and cultural group formed to promote the betterment of television. As such, persons interested in furthering the new medium, whether principally or occupationally involved in video at the present time, could qualify for membership by virtue of allied experience and interest.

MAD. SQ. TELE

(Continued from page 7)

ment "without all the extras for studios, script writers, rehearsals and scenery that go with other live shows."

Irish also told *The Billboard* that the Garden might well cancel the annual two-week visit of the Sonja Henie ice show unless it could be shifted to a date non-competitive with sports on TV. Theater as well as network TV plays an important part here, since Irish said he realized the necessity of arranging schedules on a strict basis with weekly continuity, so that video plans can be made for a full season without any weekly lapses.

HOPE SETS RECORD

(Continued from page 5)

be smaller than the weekly take made by other performers via personal appearances, but no actor, it is believed, ever before has been paid at the rate of \$26,000 an hour as a single.

Frigidaire is handled by Foote, Cone & Belding; Hope by James L. Saphier.

Coast Grunters Boycott Arenas With Tele Pacts

(Continued from page 7)

seasons ago, but telecasting five nights weekly was too much for any mat matador, it was held. Therefore, a 30-day "experimental" anti-video ban was imposed.

Altho telecasters had signed contracts with arena officials and matchmakers, none was inclined to sue for breach of contract on grounds that arena ops were blameless and legal recourse could be of little benefit. Videomen took their medicine without a whimper and reskidded their shows.

KTSL To Use Kine

Don Lee's KTSL snagged at least a partial victory by acquiring kine-scope wrestling matches from Sunnyside Gardens, New York. The hour-long mat show was peddled immediately to Buick TV dealers, who previously had picked up the tab for the American Legion events. KTTV, one of two stations which didn't carry wrestling, announced it had bought the kines of St. Nicholas Arena in New York and peddled the show to Dr. Ross Dog Foods, thus taking quick advantage of the local mat scarcity. KLAC-TV skidded basketball remotes, KECA-TV planned forums, while KTLA had announced no changes. KNBH, skidded to start televising wrestling this week, changed to film fare.

At press time it was learned that a compromise plan was in the offing which would allow telecasting of matches from one or two smaller arenas but impose a permanent ban on the bigger houses. Johnny Doyle, who controls grunt and groan lads as the town's top match agent, is understood to favor such a deal on grounds that gates at small arenas can't be injured too badly and wrestlers can gain thru tele build-up.

Still another factor which might influence the outcome is public resentment to the ban. One station now carrying matches said it had been flooded with letters from fans protesting the ban and pledging not to patronize offending arenas. If the move spreads to a city-wide boycott, wrestling lads might well be forced to change their tune.

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Sight on TV Plugs Scores Over Sound

NEW YORK, Feb. 11.—The sight portion of TV commercials packs considerably more impact than the sound portion when they are measured separately, it was indicated this week in a survey made by Gilbert Television Research, which utilized its "Gilbertest" portable projection machine, which is able to show a TV commercial either sound alone, sight alone or both together.

Analysis was made of two typical TV commercials, one for Rheingold Beer and the other for the New York Central Railroad. Half those interviewed were tested by sight without sound, the other half by sound without sight. Males only were interviewed, since the most important audience segment was regarded as masculine. One of the prime purposes was to measure retention of the commercials after a four months period since their showing had elapsed.

Of those shown the sight portion without sound, 32 per cent remembered having seen the plug. When shown sight and sound together, 46 per cent had recall. Of those given the sound portion without sight, only 14 per cent remembered seeing the commercial, altho 41 per cent recalled it when shown both sight and sound.

The New York Central commercial found only 1 per cent recalling it when given sound without the sight, and 8 per cent of the sound-only group recalled the plug when given both sight and sound. The sight-only respondents had 4 per cent recalling the plug, with 7 per cent remembering it when shown the full pitch.

No Traitor Plez!

PHILADELPHIA, Feb. 11.—WIP Program Chief Murray Arnold and his wife expect a baby this spring. Arnold wanted the kid named after the president of the station, Benedict Gimbel Jr. Mrs. Arnold, the former Marilyn Hughes, who had been the station head's secretary, says she will not contend with a young "Benedict Arnold."

NBC Plans Western Kine Net

WCPO-TV Is Nearing Black Ink With Its Tight-Budget Shows

CINCINNATI, Feb. 11.—In operation less than seven months, WCPO-TV, the Scripps-Howard tele affiliate of The Cincinnati Post, is now well on the way to black-ink booking. The station management is optimistic over prospects of reaching the break-even point before long, pointing out that thus far it has been held back because of costs resulting from its extremely heavy programming schedule.

WCPO-TV now bills about 52 per cent of air time weekly, 40 per cent of which is represented by local business. Its programming is made up of 50 per cent local studio shows; 20 per cent network airers, divided between American Broadcasting Company (ABC) and DuMont, with pickups and kinescoped shows accounting for the remainder.

Ambitious Start

With its debut date July 26 WCPO began programing 11 hours a day, seven days a week, while most TV stations in the country were content to operate four to six hours a day. People in the industry, including his co-workers, told Mort C. Watters, station general manager, that the program schedule was too big a bite for an infant outlet, but station execs stuck to their guns and before long opposition stations in town were increasing their air time. Since then an hour has been added to each end of the current 11 a.m. to 11 p.m. program sked. Some time soon WCPO-TV expects to increase its air time still further with a daily schedule beginning at 9 a.m. but the programing has not been set.

WCPO-TV's formula is the same as that of WCPO-AM, emphasizing news, music and sports. There is no sharp delineation between AM and TV, as WCPO execs see it. Using the WCPO staff as a nucleus, the TV outlet added a few technicians and found itself in business, with most of the former staff doubling between the two mediums, even clerical workers taking their turn at the mike boom. Directors moved furniture.

Long before WCPO-TV went on the air, in the planning and engineering stage, the management was faced

with the problem of what to do to fill the hours when the ABC and DuMont networks would supply no shows. Watters' decision, over the objections of station personnel, was to use disk jockeys, with variations. Thus Paul Dixon and Bill Dawes, AM spinners, now do equally popular versions of their shows on TV. Also in the picture are Waite Hoyt, the baseball broadcaster, and Jack Fogarty, the news announcer. Camera handling during Hoyt's broadcasts of Cincinnati Reds' games have brought the station plenty of praise.

Dixon can't dance, sing or whistle, nor is he a great wit or actor, but his *Song Shop* (3 to 5 p.m.) attracts viewers and sponsors. Other shows that claim their share of viewers are *Coco the Clown* (Ed Weston, program director), for kids; *Penny Pruden's* kitchen show (1 to 2 p.m.), and *The Merry-Go-Round* (12 to 1 p.m.) for mid-day music.

The past Christmas WCPO-TV backed *The Cincinnati Post-Fire Department Mile of Dimes* campaign—a charity to provide Christmas funds for needy children—with a show starting at midnight and lasting until 4 a.m. Employing its entire staff, big-time acts from local niteries and amateur talent, the show drew pledges totaling \$5,000 for the fund.

WCPO-TV's success to date apparently stems from use of operating policies which put the AM outlet on a paying basis. Years ago the AM (See WCPO-TV Near Black, page 52)

Web Would Encompass Six States

To Use Coast Video Segs

HOLLYWOOD, Feb. 11.—A Western States "kine net," embracing key video outlets in California, Washington, New Mexico, Arizona and Utah, is currently being planned by National Broadcasting Company (NBC) Hollywood tele programers. Still in the embryonic stage, outlets to use Hollywood-produced kinescopes would include KRON-TV, San Francisco; KING-TV, Seattle; KFMB-TV, San Diego; KDYL-TV, Salt Lake City; KPHO-TV, Phoenix, and KOB-TV, Albuquerque. As more Coast stations are airborne, the kine net would be enlarged.

Basic idea is to provide Hollywood-made entertainment to local outlets on a profitable basis of open-end sale to local sponsorship. Recognizing that expense of coaxial networking, even when available thruout the West, would be prohibitive to many smaller TV outlets, NBC planners here hold to kine as the only answer.

Estimated monthly cost of a coaxial hook-up between San Francisco and Hollywood, for instance, is rated at approximate \$18,000 for a normal operating span. Few, if any stations or bankrollers can hope to pay this tariff (See NBC Western Net on page 52)

ABC Has Non-Cable Quiz Gim With Local Lensing

NEW YORK, Feb. 11.—With non-interconnected stations now outnumbering cable-connected TV outlets for the first time, the increasing problem of programing material with special angles for such stations has become more acute. American Broadcasting Company (ABC) this week came up with a new angle in video quiz shows which would enable a film program to maintain its freshness and impact on non-cable stations. It is considered likely that other such efforts will be developed in greater number in the near future.

The ABC show, as yet untitled, is produced in conjunction with the Woody Closs package outfit. A camera crew is to be sent around the country shooting films in various cities, with the most popular radio or TV personality or disk jockey used in each locality as emcee. The show is being geared for use of a manufacturer with widespread dealer or distributor connections. Contestants and would-be contestants in each town will be informed that to be called on, they will have to register their names at the local dealer or distributor.

When the camera crew comes to town, it will visit a number of the contestants in their homes and shoot the films there. It may also make some films of each local dealer. The show itself will be in the nature of an "inquiring photographer" type of stanza, with contestants required to come up with unusual, clever or convincing answers to the question of the week. Films taken in each town will be shipped back to New York, where best respondents will be put together to form a 30-minute show. Winners will be announced at the time the program is aired, so all contestants themselves will have to tune in to see if their segments are used and if they won.

The show reportedly is being considered actively by Chevrolet. A sample film was shot a couple of weeks ago at the showroom of the largest Chevrolet dealer in New York, Doug Allen. The result of making the test is that several people who heard about it have already gone to this dealer to register their names for future participation, when the show itself gets going.



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Time for Beany

Reviewed Thursday; broadcast Tuesdays thru Saturdays, 6:45 to 7 p.m. Sustaining on WOR-TV. Producer, Bob Clamptt; camera director, Gordon Minter; writer, Charles Shos; music, Korla Pandit; sets, Bill Oberlin.

As the middle portion of WOR-TV's three-act kid group (sandwiched between *Mystery Rider* and *Comedy Carnival*), the station is offering a puppet show syndicated by Paramount Pictures, taken via kine from the film outfit's Hollywood outlet. *Time for Beany* is not the best puppet show on TV, nor is it the worst. It lies somewhere in the vast in-between area.

The characters would seem to offer enough promise, altho the puppets themselves are not particularly outstanding in appearance or movement. The writing, however, seems condescending even for a kid audience, and the gags somehow don't really come off. The story line has Beany, a kid with a gigantic grin permanently set on his kisser involved in trying to make friends with the man from Mars, who resembles very closely a man in a diving outfit. His associates include Cecil, the seasick sea serpent (who looks and talks quite a bit like Ollie, of *Kukla, Fran and Ollie*), the old seadog Uncle Captain and a stock villain, Dishonest John, among others. This show won't win any prizes but it doubtless will prove of value to non-web or non-interconnected stations. Kine quality, however, seemed poor.

Sam Chase.

Dangerous Assignment

Reviewed Monday, 10:30-11 p.m. EST. Sustaining via NBC. Producer-director, Bill Karn. Writer, Bob Ryf. Cast, Brian Donlevy, Herb Butterfield, Betty Moran. Music: Buz Adlam.

Dangerous Assignment, NBC's new self-styled "exciting adventure series," starring film actor Brian Donlevy, is surprisingly juvenile for a show purportedly designed for adult listening. The plot, scripting and acting on the preem program, were singularly uninspired and even slightly inferior to the usual blood-and-thunder variety of kid show.

In the title role of Steve Mitchell, a foreign correspondent who doubles on FBI duty, Brian Donlevy, a good actor, was hampered by a banal plot and stereotyped dialog. However, strictly from a thesping viewpoint the actor also was off center. His colorless, flat-toned portrayal may have been a deliberate attempt to contrast radio's current run of high-voltage tough guys but in the process he lost all sense of characterization.

The plot itself, which centered in South America and dealt vaguely with smuggling operations, was confusing and totally unconvincing. Musically, the show was far superior to its story material. In fact, the score is the only legitimately "exciting" thing about the series. *June Bundy*.

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Radio and Television Program Reviews



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High Adventure

Reviewed Sunday, 4:30-5 p.m. Sponsored by Shulton's Old Spice over the National Broadcasting Company (NBC) thru Wesley Associates. Producer-director-writer, Robert Munroe; musical director, Lew Davies. Cast: John Larkin, Inge Dams, Mort Lawrence and Jim Boles.

A hairy-chested action story, this radio stanza has kicked off on the National Broadcasting Company (NBC) after a whirl with the Mutual Broadcasting System. The tee-off show was a tale of current aviation which brought flying back to the adventurous tin crate spirit, telling of a trio including a former stunt man who cared little for new-fangled piloting methods, an efficient if humdrum pilot and the stunt man's gal. The action took place somewhere in Latin America, where Freddy brought a C-47 for ex-stunter Speed to use in setting up a local airline.

The theme called for the nerveless Speed to crack up, forcing Freddy to combine the former's adventurous spirit with his own technical ability to fly thru an Andes pass to the nearest hospital. Altho Speed died in transit, the experience transmitted to Freddy some of the spirit of the stunt man, and it was implicit that he took over the airline and the gal. The show hung together well, with a maximum of suspense, thanks to an able assist from the sound crew. Writing was taut and gave a real flying flavor to the in-the-air scenes. Thesping and direction likewise were of high caliber. Plugs for Old Spice shave lotion were punched for the same male appeal and should have registered well. The series, off to a good start, should build.

Sam Chase.

Nona From Nowhere

Reviewed Thursday, 3-3:15 p.m., Monday thru Friday EST. Sponsored by B. T. Babbitt, Inc., thru Duane Jones Company via CBS, New York. Producers, Frank and Anne Hummert. Cast: Tony Barnay, Karl Weber, James Kelly.

Nona From Nowhere is a patently phony soap opera version of life as it was never lived in Hollywood or any place else and, as such, it should garner its full share of glamor-starved hausfraus and their movie-crazy offspring. The show took over David Harum's time slot when Harum switched to NBC.

According to the glib narration, Nona is the adopted daughter of Pat Brady, who refuses to tell her the names of her real parents. It seems that "Daddy Pat" saved the life of movie magnet Vernon Duttell 20 years ago and, unbeknownst to our heroine (sweet and pure, natch!), the flicker exec has agreed to express his gratitude by marrying Nona. The episode caught took place at Duttell's mansion. "Stardust," the former home of silent movie queen Christabel Lane. Nona's parentage is evidently going to remain a mystery for some time, but the script's none-too-subtle dialog planted a strong suspicion that la Belle Lane will turn out to be her mater. Nona's boss, Ward Trevor; another film biggie, Basil Newton, and a bitchy movie queen, Thelma Powell, meandered in and out of the proceedings, Thelma obviously slated to be the villainess of the piece.

On top of all that "glammer," the commercials for Babo Cleanser ("Get two cans, one for the bathroom. One for the kitchen") and Glim for "greasless dishwashing" struck a welcome mundane note.

June Bundy.

What's My Line?

Reviewed Thursday, 8-8:30 p.m. EST. Sustaining via CBS-TV, New York. Style: Audience participation. Packaged by Mark Goodson, Bill Todman, Producer, Gil Fates, Director, Paul Munroe, Emcee, John Daly. Panelists, Dorothy Kilgallen, Louis Untermeyer, Dr. Richard Hoffman and New Jersey Ex-Governor Harold G. Hoffman) *What's My Line?* has all but one of the ingredients necessary to make a first-rate TV audience participation series. That one is action.

It's a static show, and unnecessarily so, since the basic gimmick involved (the panel tries to guess contestants' occupations on the basis of handwriting and a cursory examination of their physical appearance) would readily lend itself to more movement.

Monotony Triumphs
The first contestant, a telegenic blonde hat check girl, pranced up and down in front of the panel table, balanced a book on her head and attempted a cautious kick, but the rest of the participants spent most of their time at the table with Daly, and the panelists never left their chairs. Consequently, the cameraman fought a losing battle against monotony of lens composition, and never equalled the effectiveness of the show's opening shot, a head-to-toe scanning of a sinister slouch-hatted man, who snarled the title line in typical "Raymond Chandler" style.

The panel members were allowed to ask "yes or no" questions to help determine the "lines" and the contestants received \$5 for every "no" answer, with 10 "nos" making them a winner. In spite of their divergent fields, Daly and the panelists are all veteran showmen, the interrogation sessions were consistently witty, well-phrased and interesting. Daly maintained a particularly fine balance between consideration for the contestants' feelings and an appreciation of the inherent entertainment values in their various occupations.

June Bundy.

Mark Trail

Reviewed Wednesday, 5-5:30 p.m. EST. Monday, Wednesday, Friday. Sponsored by Kellogg Company thru Kenyon Eckhardt via Mutual. Packager, Rockhill Radio, Inc.; producer, Allen Ducovny; director, Drex Hines; adapter, Max Ehrlich. Cast: Matt Crowley (Mark Trail), others. Background music, John Garth.

Mark Trail, based on the comic strip of the same name, is a fast-moving, action-packed adventure series, which smoothly combines a knock-'em-down and drag-'em-out technique with lessons on the importance of conservation. The hero preaches with a punch, tho, so the kids should go for the show, sermons and all.

Teeing off with a mournful call for the title character (a la Mark Twain's riverboat christening), last Wednesday's episode spotted Trail on the track of illegal traffic in duck hunting. In the process the apparently indestructible Trail triumphed over a phony murder rap, the villain's fists and a swamf full of quicksand. The quicksand almost got him, but he finally escaped via a hanging vine, which was conveniently fastened to a tree stump by a smart canine. West, the villain, who shot ducks with a battery gun for cash, not sport, was

Stage Door

Reviewed Tuesday 9 to 9:30 p.m. EST. Sustaining over the Columbia Broadcasting System (CBS) tele network. Producer, Carol Irwin; director, Ralph Nelson; writer, Frank Gabrielson. Cast, Louise Albritton, Scott McKay, Berry Kroeger, William Lynn.

The video adaptation of this old Edna Ferber-George S. Kaufman legit hit showed flashes of becoming something interesting in the course of the series' tee-off. There were rough spots which will need attention, however, before it really can pay off. It must be said that the debut show did maintain a pace, after a most unwieldy start, which made it seem to skip right by.

Thesping, by and large, was excellent, altho Louise Albritton, playing young actress Celia Knox, had a tendency to fluff some lines and appeared to improvise in other cases. Scott McKay made an able Hank Merlin, one who should attract a fair portion of the distaff viewing audience with his physique alone. Berry Kroeger did an interesting, if semi-swishy interpretation of a legit director. But endowed with able acting help, packager Carol Irwin would be wise to avoid that old debbil stereotype, which tended to creep into a few sequences.

One of these was the lengthy introductory scene showing McKay trying to read for a producer in the face of innumerable interruptions. Not only was this unnecessary as a prop to set character, but it was repetitious to the point of boredom. The plot also used that hackneyed device of having the love interest start out by hating each other and wind up hip-deep in amour. That's the way the first show ran, and it's odds-on that it will continue to happen with depressing regularity unless Miss Irwin or someone else with authority steps in and insists on some scripting originality. It's to be hoped that happens, for the show does possess charm and character.

Sam Chase.

finally trapped when Trail tricked him into thinking his gun was defective and would blow up if he used it. Trail was bluffing, natch. There was a gal in the story, too, name of Sherry, but she spent most of her time playing straight woman to the show's conservation plugs—"Then that's why the passenger pigeon doesn't exist anymore?" Wednesday's "pun-full" moral: "In time every petty criminal ends up like West here—a dead duck."

Kellogg pitches Pep on this show and, in view of the hero's excess diet (See *MARK TRAIL* on page 52)

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Brief and Important
Phono and AM-TV Receiver News Digest

Rosen Warns Against "Fire Sale" TV Ads

Raymond Rosen & Company, Philadelphia RCA Victor distributor, last week hit at the dealers splashing price reductions in TV ads that make it appear that fire sale or basement bargains are being offered. **Dick Andrews**, advertising and sales promotion manager for the firm, advised dealers to advertise the "new low prices" of the 1950 RCA Victor line in a dignified manner, with the emphasis on performance, quality and styling. Rosen is concerned lest low price ads, if unchecked, cheapen the company's products. Therefore, only authorized ads are eligible for co-op funds.

Philadelphia Area Doings

John A. Hickey, Raytheon Manufacturing Company; **Al Saunders**, James Millen Manufacturing Company, and **Sam Sabaroff**, Lynmar Engineering Company, lectured last week to the Philadelphia Radio Servicemen's Association. . . . Raymond Rosen & Company, RCA Victor distributors in Philadelphia, sponsored a TV clinic session at Town Hall, with **John R. Meagher** discussing the company's TV dynamic demonstrator. . . . The Barrett Bros. Radio Company, Philadelphia distributors, are moving to new and larger quarters with the addition of TV lines. . . . **Ed Martin**, Nicholas Equipment Company, presented a two-day demonstration of the company's antenna rotator at the Almo Radio Company showrooms in Philadelphia.

Haas Heads TV Contractors; Lau Philly Servicemen

The election of new officers for the year were announced by two Philadelphia TV industry associations. Officers of the Television Contractors' Association are **Al Haas**, president; **Sammy Wittingham**, vice-president; **George Weber**, treasurer, and **Jack Phillips**, secretary. **Dave Krantz** was elected chairman of the board of governors. Officers of the Philadelphia Radio Servicemen's Association are **Paul A. Lau**, president; **George Greenberg**, vice-president; **Stanley W. Myers**, treasurer; **Frank Gerhard Sr.**, secretary, and **John Zagury**, corresponding secretary. Elected to the advisory board for three-year terms were **Dave Krantz**, **Richard Devaney**, **Carl Savage**, **Samuel Brenner** and **William Humes**.

Notes on the Manufacturers

Sightmaster Corporation announced the issuance of a \$250,000 preferred stock issue last week. Company plans call for an expansion of operations to include a national sales organization. . . . **Sylvania** appointed **Gabriel V. Bureau** as field engineer for the equipment sales department of the radio tube division. . . . **Andrea** introduced a 19-inch console TV set to retail at \$649.50. . . . **Pilot** started deliveries this week of its first 16-inch table model receiver to retail at \$319.50. . . . With the completion this month of a 43,000-square foot addition to its Fort Wayne, Ind., plant, the **Capehart-Farnsworth Corporation** will increase its manufacturing facilities by 41 per cent, enabling a 100 per cent increase in output. . . . **Dr. Allen B. DuMont** was elected a life trustee of **Rensselaer Polytechnic Institute**. . . . **Lee Hahn** was appointed premium sales manager of **Emerson**. . . . **Technical Advertising Associates** have published the "Television Components Handbook" for the **Philco Corporation**. The new volume and its companion book, "Radio Components Handbook" are obtainable from **Philco** distributors or the company's accessory division.

De Luxe Video
By Majestic

NEW YORK, Feb. 11.—Majestic Radio & Television, Leonard Ashbach's newly formed manufacturing company, is going to introduce a "Mastercraft" series of higher-priced video sets in 16 and 19-inch picture tube sizes, it was announced this week. Ashbach also stated that the entire Majestic output will be placed on allocation, altho production will be doubled within the next 60 days when the company adds two more production lines to its plant facilities here.

The announcement of the new line once more started trade speculation on the future of Ashbach's Garod line. Despite statements that it would continue to market Garod sets thru present channels, it is being rumored that the company will eventually use the Garod brand as a promotion line for sale direct to retailers.

The first of the new Majestic sets will be a 16-inch console at \$339.95, a 16-inch console with doors at \$379.95 and a 19-inch console at \$489.95. All sets will be "custom built" and in de luxe cabinet stylings. Slightly higher prices will be listed for the same sets in a blonde finish.

The complete Majestic line of eight video receivers will be shown for the first time in a three-day dealer showing to be held in Chicago beginning February 15.

Laubscher To Make
Meritone Needles

NEW YORK, Feb. 11.—International Merit Products Corporation, producers of Meritone phono needles, have discontinued their phonograph and parts business, it was announced this week. The American Laubscher Corporation has been organized here to take over the complete inventory of Meritone phono needles.

The Laubscher company will continue to manufacture and distribute phono needles under the Meritone name and also issue a new line of needles under the Laubscher trademark. **Edward M. Bieber**, formerly general manager of International Merit Products, will act as general manager for the new firm.

DuMont Labs Name
Doug Day Ad Chief

NEW YORK, Feb. 11.—The Allen B. DuMont laboratories this week named **Doug Day** as director of advertising. Day handled the DuMont account at the Buchanan Agency, where he was executive vicepres. **Henry R. Geyelin**, ad manager of the DuMont receiver division, will continue in his present slot. An ad manager for the telecasting end of the DuMont empire is expected to be named soon.

At the same time it was disclosed that DuMont has named the Southern Bearings & Parts Company, Charlotte, N. C., as distributor in the Piedmont area of the Carolinas.

TV Services Prep N. Y. Ruling
Protest; Cap May Use Court;
Pacts Don't Insure, Says Pa.

Penn Insurance Dept. Conducts Probe for BBB

PHILADELPHIA, Feb. 11.—The Pennsylvania State Insurance Department ruled this week that a television owner's service contract or a renewal thereof does not constitute an insurance contract. **John A. Skelton**, general counsel for the State Insurance Department, made the ruling at the request of the Better Business Bureau (BBB) here.

"Our legal research to date indicates that a manufacturer's guarantee during the first year of operation of the television set is not an insurance contract," the BBB was advised. "Moreover, a contract to service a television set after the expiration of the manufacturer's guarantee is still not an insurance contract but merely a contract for service, regardless of the possibility that the television set may not need servicing during that period and regardless of the expense of the service that would be required."

BBB had received a number of inquiries concerning television service contracts from both dealers and video set purchasers. The question was raised as to whether or not such contracts constituted an insurance policy, since they seemed to combine some of the elements of insurance policies and have been adjudged such in some States. As a result, the BBB passed the problem on to the State Insurance Department, along with advertisements of television service contractors and some typical contracts.

NEW YORK, Feb. 11.—Further action is expected on the TV servicing front in New York State as several large service companies are set to question the rulings by the attorney general's office on second-year renewals and insurance on video sets. It was learned this week that the Capital Television Corporation, one of the largest service companies in this area, may eventually go to court to upset the rulings.

The basis of the contention is the State ruling that service companies cannot issue contracts which insure replacement of parts. Such action, says the attorney general, puts the service company in the insurance business, for which it is not licensed. Recently, however, service companies have been issuing such contracts which carry the addition of a guarantee of the Massachusetts Bonding & Insuring Company.

Out-of-Court Plan

Rather than take the issue to court, Capital, thru its legal counsel, Moser & Henkin, is trying to work out a plan whereby both the service companies and the attorney general's office will be satisfied. According to **Alexander C. Moser**, of the law firm, it may be either thru arrangement with an insurance company which will be the primary insurer, as in the case of automobile collision insurance, or by an amendment to the present insurance laws. Only as a last resort will the issue be brought to trial in the courts.

Moser contends that placing an additional guarantee on the service contract sold to set owners does not legally remove service companies from the "insurance business." In explaining Capital's stand, Moser said, "If a promise by a television service company to replace parts constitutes an insurance contract and hence is illegal because the service company is not a licensed insurer, then such a promise is not made legal in having the promise backed by the indemnity of a licensed insurer."

Moser's Answer

According to Moser, the answer to the attorney general's opinion, "assuming that it correctly states the law," is either to amend the law or for TV service companies to contract only to service television sets and not to undertake the replacement of parts. The New York State Insurance Department, however, maintains that the attorney general's ruling is quite legal.

New TV Slot Sought
By Chi IBEW Brass

CHICAGO, Feb. 11.—Attempting to set a TV union jurisdictional precedent, Local 1220, of the International Brotherhood of Electrical Workers (IBEW), is going to try to get jurisdiction over video switchers and boom mike operators at **WBKB**. To date this type of employee has been represented by **IATSE** or **NABET**.

An exec of the local IBEW office said that in exchange for the right to represent switchers and boom mike men, his union has made an agreement with **IATSE** allowing the latter union to represent remote crew lighting men at **WBKB** and **WGN-TV**. To date remote lighting has been handled by other members of the crew, and **IATSE** is expected to ask for one man to be paid a full day's wage for remote lighting on any one show.

Where's Zenith
Gonna Get Pix
For Phone TV?

McDonald Isn't Talking

(Continued from page 6)

caliber and vintage as that now being telecast, it may raise a question whether phonevision subscribers will be willing to pay the \$1 per program fee.

FCC Commissioner Edward Webster dissented from the FCC okay on the grounds that the tests "may prove to be the first step toward the introduction of subscription television and radio into the American system of broadcasting." He declared that no such step should be taken without a public hearing. Webster said that if phonevision should prove the most profitable method, then the best evening hours "will be devoted to subscription television rather than free television," with every TV licensee "clamoring for a subscription franchise."

Emerson Purchases
Jersey City Plant

NEW YORK, Feb. 11.—Emerson Radio & Television Corporation this week acquired an additional 450,000 square feet of production space when the company purchased a Jersey City plant formerly used by the Continental Can Company. According to **Benjamin Abrams**, Emerson president, production facilities will be installed as soon as possible.

The new plant is in addition to the 350,000 square feet used by Emerson in the Port Authority Building in New York. Both radio and TV sets will be produced in the new space.



RCA REVIVING DANCE ORKS

"Here Come the Bands" Bally Centers on Heavy Popular Album Releases

All-Out Promosh Covers All Angles; Has Trade Significance

(Continued from page 3)
by Herb Hendler, this involves exploitation via newspapers, magazines, disk jockeys, spot announcements and special display kits.

Built around the theme *Here Come the Dance Bands Again*, the promotion will strongly tie into the new 45 r.p.m. campaign. Tho available on both 45 and 78, the 45 albums will be shipped first, with 78s to follow.

Promosh Details

About \$100,000 of the allotted total sum will be spent on 400-line newspaper ads, to be run in key dailies across the country. Each of 87 dailies will carry four ads, one each week. Consumer advertising will include space in *The Saturday Evening Post*, *Collier's*, *Ebony* and other national mags. Radio-wise, RCA will use spot announcements on NBC stations, plus commercials on NBC's *Screen Director's Playhouse*, plus additional tips with NBC affiliates. Distributors will stage local parties for key dealers, disk jockeys, newspapermen—these parties to be timed with the arrival of disks. A special publicity kit will be made up for distributors, including posters, pix of band leaders, by-line stories by Fred Astaire, Music Corporation of America (MCA) exec Larry Barnett, Meadowbrook's Frank Dailey, Paramount Theater's Bob Weitman and other names in the band business. Quota contests are planned for record managers and distributor salesmen, etc.

Disk Jockey Bally

The disk jockey end of the promotion is particularly extensive. RCA will give 1,000 key jocks the entire set of 15 albums, totaling 45 records. The cost of this is estimated at \$22,000. In order to cash in as heavily as possible on this facet, distributors are urged to get from each station a definite commitment by February 8 as to how much air time the albums will be given during the first 10 days. Distributors will work with stations on a priority basis. It is already known that jockey response is very strong, with stations promising high air time totals. Jockys, in addition, will receive a 40-page kit, containing script material, biogs, a history of all phases of the band business and other material which will simplify the station's programming task.

The foregoing includes the chief highlights of the promotion.

RCA's Thinking

The thinking behind the RCA Victor band promotion stems back to Joe Csida, who early in his regime considered the possibility of reviving the sales potential of the band end of the RCA pop talent roster. The diskery has a grip on top names in this field. Loathe to experiment with such time-tested names as Tex Beneke, Vaughn Monroe, Tommy Dorsey and other properties, Csida conceived the idea of building a new band—Ralph Flanagan—who would record a series of disks in the musical style of the classic dance maestri. These disks, strictly for dancing, would deliberately play down the vocals. Dancing would be the theme, and the intent would be to revive the excitement which formerly

attached to the sounds of Benny Goodman, Artie Shaw, the Dorseys, etc. Flanagan, tradesters today admit, has been successful. Spotting him on the low-priced 49-cent Bluebird label, he first made two disks. RCA followed this with a precedental four-record release. The diskery's idea was that if the Flanagan formula had a flaw, this would show it up. (See *New Birth for Dance*, page 45)

The 15 Albums

NEW YORK, Feb. 11.—The 15 albums recorded by RCA Victor for its series, *Here Come the Dance Bands Again*, are Tommy Dorsey Plays Cole Porter, Vaughn Monroe Plays Victor Herbert Freddie Martin Plays Jerome Kern, Sammy Kaye Plays Irving Berlin, Tex Beneke Plays Hoagy Carmichael, Ralph Flanagan Plays Rodgers and Hammerstein Claude Thornhill Plays George Gershwin, Wayne King Plays Johann Strauss, Ray McKinley Plays Rogers and Hart, Larry Green Plays Vincent Youmans, Erskine Hawkins Plays W. C. Handy, Charlie Ventura Plays Duke Ellington, Spade Cooley Plays Billy Hill, Miguelito Valdes Plays Ernesto Lucuona and Spike Jones Plays the Charleston.

Dixieland Push Set by Capitol; Daily Kicks Off

HOLLYWOOD, Feb. 11.—Capitol is aiming its sales guns on Dixieland, and this week will launch a 10-week drive designed to blanket the field with Creole music. For the next 10 weeks, each Cap issue will contain a Dixieland release. Cap's Dave Dexter, head of diskery's rhythm and blues department, feels his firm pioneered Dixieland's return with its release last summer of *South*, by Pete Daily and his Chicagoans. Disk, according to Dexter, was one of Cap's top sellers for the season.

Buyer interest in the Daily disk prompted Dexter to hop to New Orleans, where he inked and recorded Sharky Bonano. Latter is reportedly one of the hottest attractions in the Delta town where he doubles nightly from the Roosevelt Hotel's Blue Room to the Famous Door in the Latin Quarter. Current all-out Dixieland drive resulted from the Daily and Sharky platter sales.

Cap kicks off its Dixie push with a Pete Daily Dixieland album. In succeeding weeks, this will be followed with singles by Pee Wee Hunt (sans vocals), Red Nichols and His Pennies, Sharky, Marvin Ash and His Mason-Dixon Music, Armand Hugg (noted New Orleans Steinwayer), accompanied by rhythm, Nappy Lamare, Ray Bauduc (recorded prior to his joining Jimmy Dorsey), Zutty Singleton and his Creole crew and Pete Daily.

12 Nominees Up for ASCAP Board Election

NEW YORK, Feb. 11.—Nominating committees designated four publishers and eight songwriters this week as nominees for eight openings on the board of directors of the American Society of Composers, Authors and Publishers (ASCAP). The publishers named are Tommy Valando, of Valando Music; Bob Miller, of Bob Miller Music; Abner Silver, Lincoln Music, and Willard Sniffen, Harold Flammer, Inc. The first three are pop, the latter a standard firm. The cleffers tabbed are Walter Bishop, L. Wolfe Gilbert, John Latouche, John D. Marks, Maurice Sigler and Mabel Wayne for the popular-production writers, and Walter Golde and Irwin Rowan for the standard writers.

Incumbent Opposition

In accordance with ASCAP regulations, the new nominees will be opposed by the four publisher and four writer incumbents whose tenure is expiring. The latter are automatically candidates. For the publishers, these are Abe Olman, Lester Santly, Frank H. Connor and Irving Caesar. The writer incumbents whose terms are up are Edgar Leslie, Otto Harbach, Deems Taylor and Stanley Adams.

The board consists of 24 members—12 writers and 12 publishers, each serving for three-year terms. Elections are staggered, so that four openings in each category are filled each year.

The nominating committees this year have been Ben Bloom, George Paxton and Joe Fischer for the publishers; J. Fred Coots, Mack David, Allan Flynn, Carl Sigman, Jimmy Shirl and Jacques Wolfe for the tune-smiths.

Marks Sues Warners Over "Ta Ra Ra" Foreign Dough

NEW YORK, Feb. 11.—The E. B. Marks pubbery filed suit in Southern District Court this week against Warner Bros. Pictures, Inc., over the foreign revenues earned by the flick *Horse and Buggy Days*, in which the tune *Ta Ra Ra Boom Der E* is synchronized. According to the complaint, filed by Arthur Garmaize, counsel for Marks, the plaintiff is entitled to a share of the collections earned by licensing exhibitions of the film abroad and also a share of the money paid by the American Society of Composers, Authors and Publishers (ASCAP) to Warner Bros.' music publishing subsidiaries. The action also seeks an injunction restraining the defendants from licensing foreign exhibition of the film during the pending action.

U. S. Public Domain

The *Ta Ra Ra* tune is in the public domain in the United States, but according to Marks, is still protected abroad. The song, written by Henry J. Sayers, was copyrighted by Willis Woodward & Company in 1891. In 1912 Marks bought the entire Woodward catalog. When renewal rights on the song came up in 1919 they were acquired for a limited period by another publisher. Sayers died in 1932 and subsequently Marks ob-

tained the renewal rights in *Ta Ra Ra*. In England and elsewhere outside the United States the copyright is valid until 50 years after the death of the composer. Warners, according to Marks, had the right to synchronize the tune and exhibit the film without permission or payment in the United States, but must account and pay for exhibition abroad.

Unique Complaint

The complaint is unique in that it charges the Warner music subsidiaries with collecting from ASCAP money turned over by foreign performing rights societies for performances of the tune abroad as well as claiming that plaintiff is entitled directly to a piece of the picture's licensing earnings from foreign screening.

If Marks owns the foreign rights to *Ta Ra Ra*, it is not clear why ASCAP pays Warner's music subsidiaries for foreign performance, as claimed in the complaint. Attorneys for the flickery say that they cannot comment on their position until they investigate the charges in detail. It is believed that *Ta Ra Ra* may be one of the tunes in dispute arising from the ASCAP-BMI argument ensuing when Marks pulled out of ASCAP several years ago to join BMI.

Stop Price Cuts on LP's in NY, Times-Columbia Agents Warned

NEW YORK, Feb. 11.—Times-Columbia, Metropolitan area Columbia distributor, this week moved to reinforce its drive to maintain list prices on long-playing disks. Salesmen and dealers in the area were notified in writing that price-cutting must cease—or else. Salesmen for the district were equipped with large lapel buttons reading, "Times-Columbia means fair trade," and instructed to spread the gospel on their calls. One prominent dealer was notified that he had received his last Columbia shipment.

Several midtown dealers expressed the belief that the action was prompted by some powerful beefing on the part of a large department store, but expressed satisfaction with that store's role. That outlet's peeve stems from heavy national advertising

of cut-rate items by several New York retailers. It is generally felt "at if the department store is forced by competition to break its prices, the smaller dealers in the area will be snowed under."

According to George Hayes, sales manager for Times-Columbia: "Responsibility from here on rests with the dealers. Obviously we're doing everything in our power to stabilize the prices." He indicated that several more dealers would be shut off this week. "If we don't get co-operation and don't succeed in this effort, I'm afraid it could mean the end of fair trade in New York City."

Meanwhile, Columbia's national sales organization took steps to check any transshipping into the area from out-of-town dealers and distributors.

1-MIL IN AFM TRUST TILL

RCA Catalog Of 33 1/3 Disks Out March 15

18 12-Inchers, 4 Tens

NEW YORK, Feb. 11.—RCA Victor's initial catalog of 33 1/3-r.p.m. records includes 18 12-inch disks, four 10-inch, and three multiple sets. Although prices have not yet been disclosed, the release date for the new line is now set at March 15. With the exception of the newly issued *Well-Tempered Clavichord* and the *Bach B-Minor Mass*, most of the sets have been among the catalog staples on both 78 and 45-r.p.m. issues.

Following is the complete list:

10-inch—LM-1: *The Moldau* (Smetana) and *Husitska Overture* (Dvorak), Boston Pops Ork; LM-2: *Highlights From Madame Butterfly* (Puccini), Albanese, Melton, Brown; LM-4: *Scottish Fantasy* (Bruch), Heifetz; LM-5: *Concerto in E Minor* (Mendelssohn), Eiman.

12-inch—LM-1000: *Siegfried*, Act 3, Scene 3 (Wagner), Farrell, Svanholm, Rochester Philharmonic, Leinsdorf; LM-1001: *Gaiete Parisienne* (Offenbach), Boston Pops; LM-1002: *Scheherazade* (Rimsky-Korsakoff), San Francisco Symphony, Monteux; LM-1003: *The Swan Lake* (Tchaikovsky), St. Louis Symphony, Golschmann; LM-1004: *Grand Canyon Suite* (Grove), Toscanini, NBC Symphony; LM-1005: *Concerto No. 2* (Rachmaninoff), Rubenstein, NBC Symphony; LM-1006: *Piano Concerto* (Khachaturian), Kapell, Boston Symphony, Koussevitzky; LM-1007: *Carmen Excerpts* (Bizet), Swarthout, Merrill, Vinay, Leinsdorf, Shaw; LM-1010: *Sleeping Beauty Ballet Music* (Tchaikovsky), Stokowsky and Ork; LM-1011: *Symphony Espagnole* (Lalo), Menuhin; LM-1012: *Bolero and Ma Mere l'Oye Suite* (Ravel), Boston Symphony, Koussevitzky; LM-1013: *Symphony No. 5* (Dvorak), Stokowsky Ork, Mitchell Miller; LM-1014: *Pictures at an Exhibition* (Moussorgsky), Horowitz; LM-1015: *Sonatas in D*, Opus 12 (Beethoven), Heifetz; LM-1016: *Sonata No. 7* (Prokofiev), and No. 3 (Kabalevsky), Horowitz; LM-1017: *Well-Tempered Clavichord*, Book I (Bach), Landowska; LM-1018: *Concerto* (Grieg) and *Concerto No. 1* (Liset), Rubenstein; LM-1019: *Romeo and Juliet Overtures* (Tchaikovsky and Berlioz), Toscanini, NBC Ork.

Two-record sets—LM-6000: *Etudes* (Chopin), Brailowsky; LM-6001: *Symphony No. 9* (Beethoven), Boston Ork, Koussevitzky.

Three-record set—LM-6100: *Mass in B Minor* (Bach), Shaw, Victor Choral.

Columbia Rings Profits for 1949

NEW YORK, Feb. 11.—Altho the record business went thru a particularly rough year in 1949, with sales down in most spheres, Columbia Records, Inc. (CRI), wholly owned subsidiary of Columbia Broadcasting System (CBS), wound up with a profit. While the extent of the CRI profit isn't being divulged, Frank Stanton, CBS president, told *The Billboard* it ran "into six figures."

CBS this week made public a tentative financial report for 1949, showing an estimated net profit of \$4,184,100 compared to \$3,041,700 for

Flys Thru the Air and Tootles Besides; Airline Seeks AFM Okay

MINNEAPOLIS, Feb. 11.—A new gimmick for musicians to entertain air passengers is under consideration here by Northwest Airlines (NWA), which is awaiting word from James C. Petrillo, president of the American Federation of Labor (AFM), on what the pay scale ought to be.

Joe Ferris, NWA flack here, dreamed this one up for the line's 10 Boeing Stratocruisers now in service between here and Chicago, New York, Seattle and Honolulu.

He tried a test run, using Johnny Pineapple, Hawaiian guitarist; a gal ukulele player who doubled as a song and dancer, and another femme terpreter-songstress. Ferris capably declined to indicate how much he paid the trio except to say "rehearsal scale," but wouldn't explain whether that was New York, Chicago or the scale here.

The plan, if it can be worked out, calls for two entertainers for each Stratocruiser, with the NWA running two flights daily from here to Chicago, New York and Seattle and three weekly to Honolulu.

He said that if the deal works out, the NWA will feature Hawaiian-type entertainment exclusively as a build-up for the line's service to the Islands.

Scale Questions

Scale questions involved are several. Would the entertainers get hotel, night club or dance hall fee? Would they be entitled to the point-to-point scale of an excursion steamer ork? Because Stratos are double-deckers, would there be a difference whether they played top deck or lower deck? Would scale differ depending

upon where the Strato took off from and where it was heading to?

Initial indications filtering thru to the hinterlands from Petrillo's office are that he probably will insist on the cruise ship musician's scale which may bring up the added question of stand-ins, too.

Meanwhile Ferris, who said the stunt was used once, declared it met with top approval from the plane-riders, some of whom learned a little hula dancing from the terppers aboard the airship.

Hallstrom Signs As Biz. Mgr. of Valando Firms

NEW YORK, Feb. 11.—Jack Hallstrom, former artists and repertoire chief at RCA Victor Records, this week completed a deal whereby he will join Tommy Valando's music firms, Laurel and Valando, as general business manager. Hallstrom, who resigned from the Victor repertoire post some six months ago and was succeeded by Joe Csida, will start with Valando February 27.

The addition of Hallstrom to the Valando firms will allow the fast-rising pubber to work on the expansion of his business and catalogs. It also will allow Valando greater fluidity in co-ordinating the nationwide functionings of his organization, something which he has not been able to do in the past.

Spitzer Fixing Big Guarantee Pact With BMI? He Says No

HOLLYWOOD, Feb. 11.—Long rumored deal between music pubber Henry Spitzer and Broadcast Music, Inc. (BMI), will be consummated after March 6 when Spitzer arrives in New York. Pubber refused to divulge details but agreed that BMI's Robert Burton, presently on the Coast, has approached him. Terms are rumored in the \$50,000 bracket, a figure which was denied by Spitzer.

Spitzer already owns a BMI catalog, Vogue Music, which will not enter into the new BMI deal. For the latter, Spitzer will build an entirely new catalog which will be divorced from Vogue's operations.

NEW YORK, Feb. 11.—Despite unqualified denials by Broadcast Music, Inc. (BMI), Veepee Bob Burton and pubber Henry Spitzer, both currently on the Coast, Spitzer is reportedly negotiating a BMI publishing affiliation involving a stiff advance guarantee deal. According to the grapevine, the deal would involve Jack Ostfeld and perhaps the professional

1948, both figures pertaining to profits after provision for federal taxes. Profit before taxes, also down for 1949, was \$7,634 against \$8,141,700 the preceding year.

No indication is being given by CBS reps as to whether the record subsidiary profits derived from the Columbia LP record or its shellac sales.

Fund Shows Disks Close To 200-Mil

Final Figures Tabulated

(Continued from page 3)
ters, this comes to about 175,000,000 records. These calculations do not allow for the price differences introduced by LP's, 12-inch shellacs, etc., but are considered a fairly good rule-of-thumb estimate by the fund people.

200 Mil Disks

When it is figured that perhaps 25,000,000 "black market" disks, i.e. records made without benefit of American Federation of Musicians (AFM) license may be added to the total, a final approximation is 200,000,000 records manufactured in the United States in 1949.

According to trustee Samuel R. Rosenbaum's report for 1949, which will be released Wednesday (15), there were 603 signatories to the trust agreement as of January 1, 1950. Up to December 31, 1949, contributions were received from all but 67. Of these, 63 are recording studios, and the signed agreements are being withheld from the other four.

The report shows that \$663,272 was received for records sold during the first half of 1949. Of this, \$600,000 is allocated to be spent on concerts for employment of musicians during the first half of 1950.

Statements from signatories on records sold during July-December, 1949, are due Wednesday (15), and the over-all statistics for the year are expected to take some weeks to compile.

La Stafford Is KC Queen of Hearts

NEW YORK, Feb. 11.—Jo Stafford, Capitol Records thrush, will be crowned Queen of Hearts Tuesday (14) in Kansas City, where she will stage a show for the benefit of the heart campaign. Miss Stafford will take Paul Weston and the Starlighters with her.

The program will be given before 11,000 at the Kansas City Auditorium. The Mutual Broadcasting System will carry the proceedings from 9:30-10 (CST) and the next day (15) will broadcast a transcribed version.

The Billboard

DJ Monitoring Service

Week of February 1-7

Monitored Leading Jockeys in BOSTON, CINCINNATI, NASHVILLE, DENVER

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U. S. Okays Copyright Convensh

Global Treaty Action in '51 Seen Assured

State Dept. Indorses It

(Continued from page 4) should include and to make any additional proposals it cares to.

The UNESCO copyright office in Paris has now virtually completed its mailing of the questionnaire to every country of the world, whether UNESCO members or not. Polling of the countries, however, is running about a month behind the tentative timetable laid out by delegates to the conference of copyright experts held last summer (*The Billboard*, August 13) and this may mean that UNESCO will be unable to make a final decision on the proposed copyright treaty at its next scheduled meeting in May.

Whether a decision will be made at that time depends upon the speed with which the various nations return the questionnaires to UNESCO. The organization plans to have another meeting of world copyright experts for an examination of the replies before it rules whether it will go ahead with plans for drafting a treaty.

The treaty contemplated by UNESCO would be much less broad than such existing copyright pacts as the Berne treaty and the Inter-American Copyright Convention but would bring into copyright agreement a number of countries now not bound by any pacts or bound only by bi-lateral agreement with a few other nations.

U. S. Drive Due On Dirty Disks

WASHINGTON, Feb. 11.—A campaign by the Justice Department against party disks can be expected as a result of a Supreme Court decision this week, ruling that such records are banned by the U. S. Criminal Code. The court ukase gives the Justice Department the power to act as a censor in the case of phonograph records deemed "obscene," "lewd" or "lascivious." The Justice Department had been holding off action pending a court ruling on the Celler Bill, which it sponsored, to ban such wax. The bill is now headed for the scrap heap.

The House Judiciary Committee, which had ordered the Celler Bill reported, is now expected to backtrack, since Congressional authorization for the Justice Department's jurisdiction over disks is now unnecessary.

The case involved a Justice Department prosecution of Alexander Alpers on the grounds of shipping dirty records in interstate commerce. A District Court convicted Alpers; a Circuit Court of Appeal reversed that decision, and the Supreme Court verdict upholds the original conviction.

Gala Buys "Lies" Rights

DETROIT, Feb. 11.—Publication rights to *Tell Me Lies*, currently recorded on Metro and London labels, were sold this week by B. & B. Music Company to Gala Music Publishing Corporation. The deal is slated to be followed by Gala's acquisition of any other B. & B. tunes which show hit potentialities.

Gomulka Polish Ork Clicks With Decca

NEW YORK, Feb. 11.—A measure of good fortune seems about to overtake the Gomulka Polka Band.

Back in October the Gomulka brothers, Ted and Tom, fresh from Detroit, tried to sell some polka material to Al Brackman, of Mills Music. Brackman listened to the demonstration disks, which gave out with good Polish polka tunes. "Great," he said. "The band is terrific too. Who are they?"

"That's us," the brothers replied. Brackman, charmed by the idea of a polka band led by the Gomulka brothers, touted them to Decca's Paul Cohen, who signed them to a pact.

Last week Decca got around to the boys and cut eight sides.

BMI's Harlow, Geiringer VP's

NEW YORK, Feb. 11.—Roy Harlow and Jean Geiringer were named to veepeeships by Broadcast Music, Inc. (BMI), this week. Harlow has been director of station relations; Geiringer, director of foreign relations. Their new titles will be vice-president in charge of station service and vice-president in charge of foreign relations, respectively.

The promotions were announced at a BMI board meeting, at which it was announced that the number of AM, FM and TV licensees in BMI now totals 2,734. In his progress report, BMI Prexy Carl Haverlin noted that the present music catalog is at its highest in both quantity and quality since the organization's inception, pointing out such current BMI clicks as *Rag Mop*, *Cry of the Wild Goose* and *Chattanooga Shoe Shine Boy*. Plans were approved for the celebration of the organization's 10th anniversary, the principal observance to take place during the forthcoming National Association of Broadcasters (NAB) meeting in Chicago during the week of April 10.

The board meeting concluded with a farewell luncheon in honor of Renato Tasselli, prexy of G. Ricordi, publishers. His replacement, Franco Colombo, was introduced.

Treasury Department To File Appeal on Laramar Terp Tax

WASHINGTON, Feb. 11.—The Treasury Department will soon file an appeal in the Laramar Ballroom Case (*The Billboard*, January 21) and in the meantime will continue to expect ballroom operators to pay the 20 per cent cabaret tax, officials told *The Billboard* this week.

"As far as we're concerned, every ballroom operator in the country is subject to the cabaret tax except the owners of Laramar," one spokesman commented. It was stated that the Treasury Department is not discouraged over the District Court ruling which freed the Laramar from the 20 per cent bite since that decision came from the lowest rung on the judicial ladder, while an okay for setting the tax on ballrooms was given in the Avalon case by a Circuit Court.

Treasury officials also feel that a certain amount of prestige is given their stand since the Circuit Court judge who backed it was Sherman Minton, now a member of the Supreme Court.

The decision to appeal the Laramar

Ork Buyers Get Chance Soon To Fight Social Sec. Change

WASHINGTON, Feb. 11.—The Senate Finance Committee has tentatively slated early March for a hearing on the section of the new Social Security bill which has aroused the ire of band buyers, committee aides told *The Billboard* this week. Expected to appear are representatives of the American Federation of Musicians (AFM) and the National Ballroom Operators' Association (NBOA), to argue over the House-approved amendment which would negate an earlier Supreme Court ruling and levy taxes for musicians' Social Security and Unemployment Compensation on locations rather than on band leaders.

A committee vote on the section is not expected until around the middle of April, since open hearings on the entire bill are scheduled to run at least until mid-March and probably later. After closing the public phase of the hearings, the committee will hold two, and, possibly, three weeks of executive sessions to vote on various parts of the bill and to revise it according to the votes.

Altho committee action will be subject to approval by the full Senate, the chances are about 10-1 that if the Finance Committee okays the House change the whole Senate will go along. Complicated bills like the omnibus Social Security package, which runs well over 100 pages, are rarely amended much after being reported by a committee.

If the Finance Committee and the Senate vote to wipe out the proposed change in present practice, the section will go to a joint House-Senate conference for what, in effect, would be a final decision. Fate of the provision in conference would depend upon factors in addition to its merits. There are likely to be a great number of provisions in the whole bill that will vary in the House and Senate versions, and each differing point will be handed to the conferees to be ironed out. Such a situation usually leads to trading, whereby conferees from one body will back down on one of their provisions in return for a concession on another item.

The section affecting bands concerns the definition of employer in the Social Security Act. Under the old Form

B contracts of the AFM, ballroom operators were listed as the employer of a band and were responsible for the employers' share of the Social Security tax. This contract was voided by the Supreme Court in 1947, and since that time band leaders have had the responsibility for paying the employer tax.

When the Social Security bill was drafted by the House Ways and Means Committee, a section was inserted for the express purpose of overruling the Supreme Court and again making operators liable for the tax bite. The House failed to change the section when the bill was voted upon last session.

Jones, Wonders Set P.A. Office

CHICAGO, Feb. 11.—Arena Stars, formed three years ago by Spike Jones and Ralph Wonders, ex-General Artists Corporation (GAC) exec, with the *Music Depreciation Revue* as a nucleus, is blossoming out as a nationwide personal management office. Jones and Wonders are getting the new p.a. wing underway during their run at the Great Northern legit house here.

With Leonard Romm, who left GAC's New York act department last week, they are setting up a nationwide series of outlets. Romm, in addition to bossing their Gotham office, will travel across the country, superintending the operation, working under Wonders, who will continue to travel with the Jones package. Bob Weems, formerly GAC's Chi office manager and for the past two and a half years an indie concert promoter in the Midwest, will head the Chicago office.

Dick Webster, another GAC alumnus in Hollywood, will head the coast office, which encompass a publicity department, where a staff will handle general promotion, including such items as answering artist's fan mail. Eddie Maxwell, studio writer, will head a material department, which will work up specialty stuff for artists.

Within the next two weeks, Wonders will make several junkets to both coasts, lining up additional talent. Up to now, Homer and Jethro, Victor recording h. b. comedy duo, and the Nov-Elites, London waxing comedy trio, have signed with the firm.

Jones and Wonders plan to continue their concert promotion work, firm's original aim, despite the formation of the subsidiary operation. The duo plans to promote additional concert attractions. They had tours on Charles Laughton and Jose Iturbi last year.

Decca Workers Win Pay Hike

BRIDGEPORT, Conn., Feb. 11.—A wage increase of 5 cents an hour for 450 Decca Record Company workers was ratified this week at a membership meeting of Local 258, United Electrical Workers.

The raise, negotiated on a company-wide basis, will cover workers in Hollywood, Chicago and New York Decca plants as well as those here.

The new contract is retroactive to February 1. It includes higher rates for pressing of long-playing records.

*"Whispering Hope" still running
10,000 a week... and now*

**THAT DUO DOES IT AGAIN
ON THESE TWO GREAT SIDES**

**Jo Gordon
Stafford - MacRae**

**'NEAR
ME'**

Backed by
the beautiful duet

'BEYOND THE SUNSET'



78 rpm Record No. 868

45 rpm Record No. F868

Merc. Grows Longhair With Bavarian Deal

Hall Returning to Firm

NEW YORK, Feb. 11.—Mercury Records will undertake a wide expansion of its longhair line following the completion of a deal to lease tapes from the Bavarian Radio of Germany, which will open an extensive catalog to the diskery, and the return of David Hall to the firm as head of the Mercury classics repertoire department. The diskery is planning to turn out about 100 long-playing longhair disks from now to the end of the year, with at least 2 platters due in the next 90 days.

The Bavarian agreement, made thru Herbert Rosen, American representative of Bauerischer Werbefunk of Munich, is for at least a one-year period and is a first refusal right deal—the diskery has first crack at the Bavarian product but has the right to refuse anything it does not like. The deal calls for a straight royalty to be paid on any material which is kept in the Mercury catalog and in production. When production ceases on an item, the matrice rights return to the Bavarian outfit. No matrice exchanges are involved. All the Bavarian products are of recent vintage, done within the past five years, and are recorded on high fidelity tape.

"Dutchman" First

The Bavarian catalog is heavy on symphonic, operatic, chamber and solo efforts and will form the crux of the coming Mercury product. The first available full-length recording of Wagner's *The Flying Dutchman* on

Boff Hands Drawn by Kenton's "Innovations" Preview in L. A.

HOLLYWOOD, Feb. 11.—An invitation-only crowd packed Los Angeles' Philharmonic Auditorium for a preview of Stan Kenton's newly formed 40-man ork and his freshly scored *Innovations in Modern Music* concert book. So new are the scorings many selections are untitled. Kenton staged the admission-free concert to get public reaction to the new numbers, and on the basis of audience response he will select the compositions to be included in his tour's program and in his forthcoming Capitol album.

The audience aided little in sifting selections, as each item drew wild outbursts of applause. Whether this was intended for the music's merits or as a tribute to Kenton could not be determined.

Some of the numbers deserved cheers for their originality in concept, refreshing instrumentation and novel rhythmic treatment. Others were too abstract to be properly grasped at first hearing. Furthermore, this was the aggregation's first public appearance, and it's a question

of whether some of the extreme dissonances should be credited to the arranger or blamed on the sidemen. Hence, it would be unfair to delve too deeply into analyzing the works.

As a whole, the new book offers a fresh slice of Kentonia which borders closely to the modern symphonic school. *Mirage*, for example, would not be out of place on a symphony program. A Pete Rugolo clefting, this work is one of the finest in Kenton's new book. With the kettle drums pounding home the beat, it leans heavily on unique tonal colorations to paint the scene, and ends with a musical chuckle. *Theme for Sunday*, a Kenton clefting, is another example of the maestro's topflight musicianship. Piano is featured here, with strings working against the bass. *Conflict*, another Rugolo penning, is more on the abstract side, in which unorthodox harmonic combinations are intensified by equally strange instrumentation to create a restless, nervous setting.

Latin Tunes Favored

Amazonia, arranged by Laurindo Almeida and featuring his terrific guitar, is one among many selection revealing Kenton's strong favoritism toward Latin rhythms. This taste for the Latin pulse is further reflected in generous use of Carlos Vidal's congo drums thruout many of the numbers. *Incident in Sound* (Bob Graettinger) is no mere incident, but a wild, frenzied piece that works up to a white heat, and deserves to be classed among the better newcomers.

With this crew, Kenton enjoys greater instrumental elbow room in which to express himself. Kenton almost has a miniature symphony ork, using 10 violins, three violas and three celli, a tuba and two French horns, further emphasizing his departure from standard band make-up. At this hearing, aggregation's balance seemed off, with his 10-man brass wing far outsounding the strings. By permitting this, Kenton nullifies the value of his strings. Marriage of the two sections will probably be achieved only after more ensemble work.

Thrush June Christy, affiliated with Kenton's former band, is as good as ever. She only sang three numbers, but will do more on tour. Kenton has corralled a number of standout sidemen. Most noteworthy is youthful Maynard Ferguson, whose terrific trumpeting shows plenty of promise. Others include Laurindo Almeida's excellent guitar work. Shelly Manne's drums remain the rhythm keystone of the band. Kenton's own pianistics have lost none of their old luster.

If audience reaction here is a criterion, this aggregation will ring the bell in box-office grosses and record sales. *Lee Zhitto.*

Reviewed at Los Angeles Philharmonic Auditorium, Los Angeles. Booked thru General Artists Corporation. Managed by Bob Allison. Road manager, Bob Gioga. Press, Gene Howard.

VIOLINS: George Kast (concertmaster), Lewis J. Elias, Earl Cornwell, Alexander Law, Carl Ottobrine, James Cathcart, David Schakne, Herber Offner, James Holmes and Anthony Doria.

VIOLAS: Leonard Selic, Stanley Harris, Samuel Singer.

VIOLINCELLI: Harold Bemko, Jack Wulfe and Zachary Bock.

TRUMPETS: Maynard Ferguson, Don Paladino, Buddy Childers, Shorty Rogers and Chico Alvarez.

TROMBONES: Bart Varsalona, Harry Betts, Bill Russo, Milton Bernhart and Francis Fitzpatrick.

TUBA: Gene England.

FRENCH HORNS: Lloyd Otto and John Grass.

SAXES: Bud Shank, Bob Cooper, Art Pepper, Bart Caldarell and Bob Gioga.

RHYTHM: Shelly Manne, drums; Laurindo Almeida, guitar; Don Bagley, bass; Carlos Vidal, congo drum, and Stan Kenton, piano.

VOCALIST: June Christy.

LEADER AND PIANO: Stan Kenton.

ARRANGERS: Stan Kenton, Pete Rugolo, Johnny Richards, Neal Hefti, Frank Marks, Bob Graettinger, Bill Russo, Manny Album, Chico O'Farrell, George Handy, George Russel, Tommy Talberts and Shorty Rogers.

Cap Promotion Push in Works To Build Bands

HOLLYWOOD, Feb. 11.—Capitol Records is aboard the dance music bandwagon and will throw its promotional weight behind building its terp aggregations. Diskery will direct the built-up spotlight on one band at a time, with the Ray Anthony group first in line. Others skedded for same treatment include Jan Garber, Skitch Henderson and Benny Strong.

Cap's band building formula includes special disk jockey treatment, preference on plug tunes and special dealer promotion. In the case of Anthony, batoner has his three contact men covering spinners in New York, Chicago and Hollywood. Diskery has prepared a package of vinyl Anthony pressings for spinner distribution.

Cap dealers are instructed to tie in in areas where band is appearing. Once push gives band the necessary momentum, Cap will move its promotional spotlight to the next band. Idea is to cash in on rejuvenated interest in dance music.

NBOA Plans Illinois Chapter

CHICAGO, Feb. 11.—First of a series of regional meetings of the National Ballroom Operators' Association (NBOA) held at the LaSalle Hotel here Tuesday (7) set up plans for an Illinois chapter of the terpery ops' org, discussed the Petrillo-American Federation of Musicians (AFM) campaign to return to the old Form B contract and the next step to be taken in the cabaret tax banishment battle.

Rudy Verdebar, Oh Henry Ballroom, Willow Springs, Ill., was elected chairman of the Illinois organizational move. He plans to appoint two subalterns, one to organize the Cook County area and another to cover the State terpalace men.

About 28 operators from Wisconsin, Indiana and Illinois attended the emergency confab, chaired by Ken Moore, Prom, Inc., Minneapolis. Indiana has its own State group, while plans for a Badger contingent are being formulated.

Ops withheld any definite action at this meeting on the AFM's move to push thru the return of the old Form B contract thru Congress (*The Billboard*, February 4). Results of the local meeting will be sent to NBOA's Des Moines office, where they'll be compared with the reaction at other State meetings to be held next week (*The Billboard*, February 11). Herb Pauley, Nebraska group prexy, announced that his unit will meet February 24 at the Cornhusker Hotel, Lincoln.

Skitch Crash Victims Sue

HARRISBURG, Pa., Feb. 11. — Suits aggregating \$165,000 have been filed in Dauphin County Court against the Harrisburg Railways Company as the result of an auto-bus crash last May 11 involving a carload of Skitch Henderson band personnel.

Nancy Reed, pianist and vocalist, is asking \$75,000. She suffered several fractures and was hospitalized for months. Max Davis, brother and administrator of the estate of saxophonist Harry Davis, who died after the accident, seeks \$50,000. Edwin Stein, drummer, alleges a compound fracture of the right leg caused a permanent disablement and demands \$35,000. Sante Russo, saxophonist, seeks \$5,000 for lacerations and contusions.

The crash occurred on U. S. Route 22, east of Harrisburg.

How much of your juke box take goes down the drain on record "duds"?

Many juke box operators have found a way to stock their machines with records that really coin the cash. Their methods are reviewed in a 2-part article on "New Trends in Juke Box Record Buying," another of the special features of *The Billboard's Big 1950 Juke Box Supplement* to be published as a section of the March 4 issue. Don't miss this and the more than 15 other features of special value to your operation.

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Merchandising Pays Off:

Business Is in the Bag -- If It's Shopping Bag, With a Slogan

By Allen M. Widem

HARTFORD, Conn., Feb. 11.—Mr. and Mrs. Ralph Colucci, owners of the Record Shops, two downtown record stores, report "plenty of success" thru the use of shopping bags imprinted with the slogan, "If It's Available, We Have It." The color of the bags or the type may be changed occasionally, but the slogan persists. "This has really paid off," Colucci says, "because it's brought the idea of our record stores being completely stocked at all times home to the buying public, and that's where it counts."

"We back up this shopping policy by plugging the slogan in extensive newspaper and radio advertising. In newspaper ads featuring the line, 'If It's Available, We Have It,' we also run the line, 'Hartford's Most Complete Record Stock.'"

Record Shops' newspaper advertising in the past has challenged readers: "Compare our record stock with any record store location in the Northeastern United States. You'll find that we carry all popular labels and, in addition, are able to procure out-of-the-ordinary record requests."

"The matter of color selection on shopping bags," according to Colucci, "is of top importance. You have to

choose a color that will not only attract the customer's eye, but also remind him—thru such slogans as ours—that we're in business to please the customer." The shopping bag colors of the Record Shops are occasionally changed, dependent, of course, upon seasons of the year.

"It's not a costly matter. We've found it an economical method of hammering home our advertising."

Unfair Borsht Warning Out

NEW YORK, Feb. 11.—Members of Local 802, American Federation of Musicians (AFM) have been warned to steer clear of jobs in a flock of Catskill resort spots on the union's unfair list. The warning came from Henry Joseph, secretary and business agent of Local 809, under whose jurisdiction are the blacklisted locals.

Naming seven well-known hotels in the out-of-bounds category, Joseph said that members "have been caught playing in some of these places and have been expelled from their locals and the AFM." He cautioned that "it is impossible to hide your identity in this jurisdiction, as there are too many honest members who play here and resent members who disobey the law."

The 809 exec said that he had reluctantly agreed to a seven-day work week in the resort area because of compelling circumstances, but stipulated that musicians must receive two-sixths of the local weekly scale, plus 10 per cent to cover taxes for the seventh day's work.

Decca Waxes 'Cocktail Party'

NEW YORK, Feb. 11.—Decca Records, in pursuit of its arrangement with the American National Theater Academy (ANTA), this week recorded a full-length, spoken-word etching of T. S. Eliot's play, *The Cocktail Party*. The diskery also is contemplating a full-length recording of Arthur Miller's *Death of a Salesman*, with Frederic March likely to portray—on wax—the part of Willy Loman.

Meanwhile the waxery has released its first ANTA project—Volume 1 of the *ANTA Album*, which houses a group of excerpts from famous plays and which features such outstanding thespians as March, Helen Hayes, Eva Le Gallienne and John Gielgud. It was released on viny disks in a package and on one LP disk as well.

Sabat, Ill, Returns To Cuba; No Deals Set After Few Talks

NEW YORK, Feb. 11.—Ramon Sabat, head of Cuban Pan-Art diskery, who came here several weeks ago to set publishing and recording deals (*The Billboard*, February 4), left for Havana last week without having concluded negotiations. The Latin disk magnet, who headed South because of illness, has been dickering with London Records to take over his masters for North America. Sabat is known also to have discussed a possible arrangement with Decca but had to leave before Decca Veepee Dave Kapp returned from Europe.

Regarding publication here of Cuban tunes picked up by Pan-Art, Sabat is known to have held talks with Jose Morand, of Pemora Music, and with the Edward B. Marks pubbery.

MCA Inks Welk To 3-Year Pact

CHICAGO, Feb. 11.—Music Corporation of America (MCA) here kept one of its richest plums in the fold last week, when Lawrence Welk re-signed with the office for another three years. Welk had been getting considerable romancing from two other major offices prior to inking the new pact. Jim Breyley, MCA's Chi band chief, is currently in New York dickering for a summer engagement for Welk at the Roosevelt Hotel.

Despite declining grosses for orks during 1949, Welk reported that last year was his biggest in the 20 years he's had a band. He grossed nearly \$300,000 with his one-nighters and locations netting him \$240,000, while his current American Broadcasting Company (ABC) web sponsored airer for Miller Hi-Life brew grossed the remainder. Welk feels that the hypo of the ABC weekly shot and a promotion with Oldsmobile were the chief factors in boosting his band income.

Slates Summer Trek For Jerry Gray Ork

HOLLYWOOD, Feb. 11.—Batoner Jerry Gray will take his 18-man band on a 10-week tour next summer after his *Club 15* air show goes into its hiatus. Berle Adams, Gray's p.m., said decision on the tour came as a result of growing interest in Gray as indicated by his mounting Decca disk sales.

Booking agency for Gray has not as yet been set, nor have any dates been arranged.

WHO'S FOOLISH NOW?

NEW YORK, Feb. 11.—Everett Anthony's infringement action against Herman Kanes, Excelsior Music, and tunesmith Gladys DeJuse (*The Billboard*, February 4), was thrown out of Federal Court this week. Anthony had contended that the tune *I've Been a Fool*, licensed for several recordings by Excelsior, was pirated from an unpublished work of his bearing the same title. Judge John W. Clancy stated that Anthony submitted nothing to support his application for a restraining order. Attorney Julius Schein represented the defendants.

DECCAGRAM

TO: ALL DECCA DEALERS AND OPERATORS

IMPORTANT! EIGHT NEW! SPECIAL RELEASES!

ACT NOW!.. ORDER TODAY!

GOD'S COUNTRY
LET'S GO WEST AGAIN
AL JOLSON

DECCA 24905

(She's My Lily of Laguna) MY LILY AND MY ROSE
DEARIE
GUY LOMBARDO

DECCA 24899

SENTIMENTAL ME
COPPER CANYON

(From Paramount Picture "Copper Canyon")

RUSS MORGAN

DECCA 24904

DID ANYONE EVER TELL YOU, MRS. MURPHY
YOU'RE IRISH AND YOU'RE BEAUTIFUL
JACK OWENS

DECCA 24903

THE 3RD MAN THEME
THE CAFE MOZART WALTZ

Both from Carol Reed Motion Picture Production "The 3rd Man"
(Presented by David O. Selznick and Alexander Korda)

ETHEL SMITH

DECCA 24908

ON SAN FRANCISCO BAY
PUT ON AN OLD PAIR OF SHOES

FRANK FROEBA

DECCA 24909

SECOND HAND HEART
SOMEBODY'S STEALIN' MY BABY'S SUGAR

BOB EATON

DECCA 46129

THE CRY OF THE WILD GOOSE
DUST

MERVIN SHINER

DECCA 46220

America's
Fastest
Selling Records!



Sugar 'n spice 'n everything nice!

MINDY CARSON

Serves a delicious platter of...

CANDY and CAKE

backed by

"MY FOOLISH HEART"

RCA VICTOR No. 20-3681

RCA VICTOR RECORDS

The **Billboard** MUSIC POPULARITY CHARTS

The Nation's Top Tunes

PART I
TRADE SERVICE FEATURE

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

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

HONOR ROLL OF HITS
(Trade Mark Reg.)

- | This Week | Last Week |
|--|------------------|
| <p>1. CHATTANOOGIE SHOE SHINE BOY
By Stone and Stapp
Published by Acuff-Rose (BMI)
Records available: Bradford & Romano, V(78)20-3685, (45)3208; B. Crosby-V. Schoen Ork, Dec 24863; T. Duncan, Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "T" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147; P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669; The Pepperettes-Horace Heidt, "Horace Heidt MS 1022; Two-Ton Baker, Mer 5369.
(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>2</p> |
| <p>2. RAG MOP
By Wills and Anderson
Published by Hill & Range Songs (BMI)
Records available: Ames Brothers, Coral 60140; Bradford & Romano, V(78)20-3685, (45)47-3208; R. Flanagan Ork, V(78)30-0025, (45)54-0020; the Foggy River Boys, Dec 46214; D. Sausage, Regal 3251; J. Wills, Bullet 696; J. Dorsey, Col(78)38710, (33)1-499; The Starlighters-P. Weston Ork, Cap(78)844, (45)F-844; L. Hampton, Dec 24855; G. Daniels, 4 Star 1414; Pee Wee King, V(78)21-0167, (45)48-0179; J. James, 4 Star 1419; J. Bond Ork, MGM 10627.
(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>3</p> |
| <p>3. DEAR HEARTS AND GENTLE PEOPLE
By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP)
Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596, (45)47-3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016; B. Pandis, Process 523.
Electrical transcription libraries: Kay Armen, Associated; Bob Crosby, Standard.</p> | <p>1</p> |
| <p>4. THERE'S NO TOMORROW
By Hoffman, Corday and Carr
Published by Paxton (ASCAP)
Records available: A. Dale, Harmony 1078; T. Martin, V(78)20-3582, (45)47-3078; C. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636.
Electrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worth; Bob Eberly, World.</p> | <p>6</p> |
| <p>5. MUSIC! MUSIC! MUSIC!
By Steven Weiss and Bernie Baum
Published by Cromwell (ASCAP)
Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavaliaro, Dec 24881; Homer & Jethro-J. Carter, V(78)21-0169, (45)48-0181; M. Katz, Cap 862; F. Martin Ork, V(78)20-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col(78)28704, (33)1-489; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369.
(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>7</p> |
| <p>6. OLD MASTER PAINTER, THE
By Beasley Smith and Haven Gillespie
Published by Robbins (ASCAP)
Records available: P. Harris Ork, V(78)3608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Lanson, London 555; J. Paris, National 9094; F. Sinatra-The Modernaires, Col 38650; P. Lee-M Torme, Cap 791; J. Livingston, Varsity 232.
Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard, World.</p> | <p>4</p> |
| <p>7. I CAN DREAM, CAN'T I!
By Irving Kahn and Sammy Fain
Published by Chappell (ASCAP)
Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; J. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553, (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092; J. Livingston, Varsity 204; R. Eberhart, Columbine 105.
Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard.</p> | <p>5</p> |
| <p>8. JOHNSON RAG
By Hall, Kleinhauf and Lawrence
Published by Miller (ASCAP)
Records available: P. Bailey, Col(78)38673, (33)1-455; P. Bailey, Harmony 1088; J. Dorsey Ork, Col 38649; Holyman Quartet, Rondo 207, G. Moore, MGM 10589; R. Morgan Ork, Dec 25442, and Dec 24819; A. Rey Ork, Cap 57 735; J. Teter Trio, London 501; J. Teter Trio, Sharp S 2; C. Thornhill Ork, V(78)20-3604, (45)47-3110.
Electrical transcription libraries: Dick Jurgens, Associated; Al Trace, Lang-Worth; Claude Thornhill, Thesaurus; George Wright, Thesaurus.</p> | <p>7</p> |
| <p>9. BIBB'DI-BÓBBIDI-BOO
By Mack David, Al Hoffman and Jerry Livingston
Published by Walt Disney (ASCAP)
From the Walt Disney film, "Cinderella"
Records available: Aristokats, Dec 24807; P. Como, V(78)20-3607, (45)47 3113; R. Robbins, Cap 57-778; J. Stafford, Cap 57-782; D. Shore, Col 38659; L. Welk, Mer 5347; Ilene Woods, Bluebird 30-0019; B. Crosby-J. Conlon's Rhythmaires-V. Schoen Ork, Dec 24863; Jimmy Durante, MGM 30226.
Electrical transcription libraries: Lawrence Welk, Standard; the Satisfiers, Associated; Frankie Carle, Lang-Worth.</p> | <p>8</p> |
| <p>10. CRY OF THE WILD GOOSE, THE
By Terry Gilkyson
Published by American (BMI)
Records available: F. Laine, Mer 5363; Tennessee Ernie, Cap(78)40280, (45)F-40280; T. Gilkyson, 4 Star 1430.
(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>10</p> |

WARNING

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Simply
Wonderful...

Perry

COMO

singing...

"PLEASE BELIEVE ME"

78 rpm
20-3684



RCA VICTOR RECORDS



45 rpm
47-3211

And Now!

another
super-duper
record of...



"MARTA"

(by Moises Simon and L. Wolfe Gilbert,
writers of the "Peanut Vendor")

by

DICK HAYMES

Decca's singing star tops the best
he's ever done

Accompanied by the superb
orchestral background of

GORDON JENKINS

and His Orchestra

and here are
more marvelous

MARTAS...

- TONY MARTIN—VICTOR 20-3598
- THE STREET SINGER—DECCA 24831
- ARTHUR TRACY—LONDON 128
- CARLOS RAMIREZ—VICTOR 23-1508
- BENIAMINO GIGLI—VICTOR 1570
- NORO MORALES—HIT 3001
- PHIL REED—DANCE-TONE 447

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The
Billboard
MUSIC POPULARITY CHARTS
PART
II
Billboard
TRADE
SERVICE
FEATURE

Sheet Music

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

BEST-SELLING SHEET MUSIC

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

POSITION			Songs	Publishers
Weeks to date	Last Week	This Week		
10	1	1.	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
7	5	2.	BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney
4	4	3.	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
11	2	4.	OLD MASTER PAINTER, THE (R)	Robbins
3	8	5.	I SAID MY PAJAMAS (R)	Leeds
9	7	6.	THERE'S NO TOMORROW (R)	Paxton
18	3	7.	DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
10	10	7.	I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell
3	11	9.	RAG MOP (R)	Hill & Range
12	9	10.	JOHNSON RAG (R)	Miller
2	12	10.	MUSIC! MUSIC! MUSIC! (R)	Cromwell
1	—	12.	QUICKSILVER (R)	E. H. Morris
19	6	13.	I CAN DREAM, CAN'T I? (R)	Chappell
2	15	14.	DADDY'S LITTLE GIRL (R)	Beacon
6	13	15.	CHARLEY MY BOY (R)	Bourne

ENGLAND'S TOP TWENTY

POSITION			Songs	English	American
Weeks to date	Last Week	This Week			
11	1	1.	HARRY LIME THEME	Chappell	Chappell
5	2	1.	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
11	3	3.	HOP SCOTCH POLKA	Leeds	Cromwell
4	6	4.	JEALOUS HEART	E. H. Morris	Acuff-Rose
4	9	5.	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell
11	5	6.	I'LL STRING ALONG WITH YOU	Feldman	Witmark
16	4	7.	YOU'RE BREAKING MY HEART	Chappell	Algonquin
4	10	8.	MULE TRAIN	Chappell	Walt Disney
8	11	8.	WHY IS IT?	Cinephonic	BMI
17	7	8.	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
12	12	11.	OUR LOVE STORY	Unit	J. J. Robbins
4	14	12.	DOWN IN THE GLEN	L. Wright	Mills Music
23	13	13.	CONFIDENTIALLY	Chappell	Chappell
36	8	13.	FOREVER AND EVER	Francis Day	Robbins
9	18	15.	KISS IN YOUR EYES	Bosworth	*
2	1	16.	WE ALL HAVE A SONG IN OUR HEARTS	20th Century	*
3	20	17.	SCOTTISH SAMBA	Sun	*
13	—	18.	MONDAY, TUESDAY, WEDNESDAY	Dash	Leeds
24	15	18.	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
10	16	20.	IS IT TOO LATE?	Kassner	Dave Dreyer
1	—	20.	BEST OF ALL	Sun	*

*Publisher not available as The Billboard goes to press.

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218 PC



Decorative flourish
PEGGY LEE
Decorative flourish

Sings

'Goodbye, John'
*WITH ORCHESTRA CONDUCTED
by DAVE BARBOUR*

'Sunshine Cake'
WITH PETE RUGOLO AND ORCHESTRA



78 rpm Record No. 849 • 45 rpm Record No. F849

And keep your eye on these Peggy Lee platters

'MY SMALL SEÑOR' • 'WHEN YOU SPEAK WITH YOUR EYES'

78 rpm Record No. 801 45 rpm Record No. F801

'THE OLD MASTER PAINTER' • 'BLESS YOU (For the Good That's In You)'

78 rpm No. 791 45 rpm No. F791

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

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

TRADE SERVICE FEATURE

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys 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 Last to date	This Week	Record Title	Artist	Label
5	1	1	RAG MOP	Ames Brothers	Coral 60140—BMI
5	3	2	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
2	7	3	CRY OF THE WILD GOOSE, THE	F. Laine	Mercury 5363—BMI
19	2	4	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins	Ork. Dec 24705—ASCAP
3	5	5	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen	Ork. Dec 24863—BMI
12	4	6	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078—ASCAP
2	9	7	RAG MOP	R. Flanagan	Ork. V(78)30-0025; (45)54-0020—BMI
3	11	8	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604—ASCAP
14	7	9	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368—ASCAP
5	10	10	I SAID MY PAJAMAS	H. Rene Ork-T. Martin-F. Warren	V(78)20-3613; (45)47-3119—ASCAP
11	6	11	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby	Dec 24798—ASCAP
6	15	11	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344
4	12	13	BAMBOO	V. Monroe	V(78)20-3627; (45)47-3143—ASCAP
2	—	14	RAG MOP	L. Hampton	Ork. Dec 24855—BMI
14	17	15	I CAN DREAM, CAN'T I?	T. Arden-H. Winterhalter	Col(78)38612; (LP)1-377—ASCAP
3	18	16	IT ISN'T FAIR	S. Kaye	Ork. V(78)20-3609; (45)47-3115—ASCAP
4	—	17	DEAR HEARTS AND GENTLE PEOPLE	Dennis Day	V(78)20-3596; (45)47-3102—ASCAP
1	—	18	RAG MOP	The Starlighters-P. Weston	Ork. Cap(78)844; (45)F844—BMI
7	16	19	OLD MASTER PAINTER, THE	P. Harris	Ork. V(78)20-3603; (45)47-3114—ASCAP
10	14	20	OLD MASTER PAINTER, THE	R. Hayes-M. Miller	Ork. Mercury 5342—ASCAP
19	23	21	DREAMER'S HOLIDAY, A	P. Como	V(78)20-3543; (45)47-3036—ASCAP
4	13	22	JOHNSON RAG	J. Dorsey	Ork. Col 38649—ASCAP
2	—	23	SITTING BY THE WINDOW	B. Eckstine-R. Case	Ork. MGM 10602—ASCAP
4	—	24	SCARLET RIBBONS	J. Stafford	Cap 57-785—ASCAP
2	19	25	RAG MOP	J. L. Willis	Bullet 696—BMI
7	26	26	OLD MASTER PAINTER, THE	P. Lee and M. Torme	Cap 791—ASCAP
3	30	26	JOHNSON RAG	C. Thornhill	Ork. V(78)20-3604; (45)47-3110—ASCAP
1	—	28	DADDY'S LITTLE GIRL	D. Todd	Rainbow 80088—BMI
9	28	29	OLD MASTER PAINTER, THE	D. Haymes	Dec 24801—ASCAP
1	—	29	CRY OF THE WILD GOOSE, THE	Tennessee Ernie	Cap(78)40280; (45)F40280—BMI
1	—	29	MY FOOLISH HEART	G. Jenkins	Ork. Dec 24830—ASCAP

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The 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. This music checked is preponderantly (over 60 per cent) alive.

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(F) Indicates tune 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.

Songs	Publisher	Tot. P
All the Bees Are Buzzin' Around My Honey (R)	Santly-Joy—ASCAP	60
Bibbidi-Bobbidi-Boo (F) (R)	Walt Disney—ASCAP	100
Bye, Bye, Baby (M) (R)	J. J. Robbins—ASCAP	128
Charley My Boy (R)	Bourne—ASCAP	76
Chattanooga Shoe Shine Boy (R)	Acuff-Rose—BMI	79
Copper Canyon (F) (R)	Famous—ASCAP	66
Dear Hearts and Gentle People (R)	E. H. Morris—ASCAP	207
Don't Do Something to Someone Else (R)	Fisher—ASCAP	62
Dream Is a Wish Your Heart Makes, A (F) (R)	Walt Disney—ASCAP	185
Dreamer's Holiday, A (R)	Shapiro-Bernstein—ASCAP	80
Echoes (R)	Valando—ASCAP	68
Enjoy Yourself (R)	E. H. Morris—ASCAP	120
Happy Times (F) (R)	Harms, Inc.—ASCAP	63
Home Town Band (R)	Duchess—BMI	63
I Can Dream, Can't I? (R)	Chappell—ASCAP	120
I Gotta Have My Baby Back (R)	Peer, Int.—ASCAP	84
I Said My Pajamas (R)	Leeds—ASCAP	76
I Wanna Go Home (R)	Paxton—ASCAP	64
I've Got a Lovely Bunch of Coconuts (R)	Cornell—ASCAP	64
Johnson Rag (R)	Miller—ASCAP	116
Lost in a Dream (R)	Triangle—ASCAP	60
Old Master Painter, The (R)	Robbins—ASCAP	58
Open Door—Open Arms (R)	Leeds—ASCAP	145
Pag Mop (R)	Hill & Range—BMI	111
Sitting by the Window (R)	Shapiro-Bernstein—ASCAP	108
Sorry (R)	Henry Spitzer—ASCAP	82
Stay Well (M) (R)	Chappell—ASCAP	65
There's No Tomorrow (R)	Barton—ASCAP	164
With My Eyes Wide Open (R)	Crawford—ASCAP	64
You're Always There (R)	Bregman-Vocco-Conn—ASCAP	70

(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; 2 points per sustaining vocal; 3 points per commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

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

Week of February 3 to February 9

Songs	Publisher	Tot. P
All the Bees Are Buzzin' Around My Honey	Santly-Joy	60
Bibbidi-Bobbidi-Boo (F)	Walt Disney	100
Bye, Bye, Baby (M)	J. J. Robbins	128
Charley My Boy	Bourne	76
Chattanooga Shoe Shine Boy	Acuff-Rose	79
Copper Canyon (F)	Famous	66
Daddy's Little Girl	Beacon	71
Dear Hearts and Gentle People	E. H. Morris	207
Dearie	Laurel	62
Don't Do Something to Someone Else	Fisher	62
Dream Is a Wish Your Heart Makes, A (F)	Walt Disney	185
Dreamer's Holiday, A	Shapiro-Bernstein	80
Echoes	Valando	68
Enjoy Yourself	E. H. Morris	120
Have I Told You Lately That I Love You?	Duchess	63
Happy Times (F)	Harms, Inc.	63
I Can Dream, Can't I?	Chappell	120
I Gotta Have My Baby Back	Peer, Int.	84
I Said My Pajamas	Leeds	76
I've Got a Lovely Bunch of Coconuts	Cornell	64
Johnson Rag	Miller	116
Marta	E. B. Marks	60
Musical! Musical! Musical!	Cromwell	58
Old Master Painter, The	Robbins	145
Open Door—Open Arms	Leeds	111
Sitting by the Window	Shapiro-Bernstein	108
Sorry	Spitzer	82
Stay Well (M)	Chappell	65
There's No Tomorrow	Paxton	164
You're Always There	Bregman-Vocco-Conn	70

Vox Jox

GOTHAM GAB . . . Joe Franklin has started a *Record of the Month* series on his nightly WJZ show, picking a disk which he feels has possibilities and featuring it for one month. . . . WMGM's Jack Eigen and Ted Brown are running March of Dimes *Celebrity Hat* contests. Listeners are asked to send in short slogans on the March of Dimes along with contributions. Winners will receive toppers of Jack Benny, Bing Crosby, Ginger Rogers, Hedda Hopper, Al Jolson, Danny Kaye, Eddie Cantor, Helen Hayes, Bob Hope, Mayor O'Dwyer, Mae West and Ed Wynn. . . . Rosalie Allen, WOV, played a week's stand at the Palace Theater beginning Thursday (19). . . . Lee Donahue has returned north from New Orleans, spinning 'em now at WGBB, Freeport. . . . Art Ford has taken over production of his WPIX video show, *Art Ford's Saturday Night*. . . . Harold Russell, the army vet who played one of the leading roles in *Best Years of Our Lives*, visited John Savage, maestro of WJZ's *Around New York* show to try his hand as a U. S. Savings Bond salesman. . . . Leonard Feather, jazz critic and pilot of WMGM's *Jazz at its Best*, who was injured in an automobile accident 11 weeks ago, hopes to be discharged from Knickerbocker Hospital in a week or so. Mrs. Feather, who was injured in the same accident, was discharged two weeks ago.

GIMMIX . . . George Gowen, who programs *Let George Do It* at WBKA, Brockton, Mass., helps housewives with their home chores. Any listener can call George while he's on the air, present the problem, and also request a favorite record. Other listeners are asked whether they can solve the problem. They, too, are privileged to ask for a record. . . . Don Roberts, WANE, Keene, N. H., writes that his station has come up with a telephone program that does not tie up the phone company. Titled *Call for a Song*, it's a Saturday afternoon two-hour seg divided into four half-hours. The first disk of each half hour is a "mystery melody." The listener must tell the jock which ork is playing the tune, the name of the vocalist and the tune. If answers are correct the listener can request anything he likes. Calls are accepted just while the mystery disk is spinning. . . . Bill Ryan and Tom Earley, WKAP, Allentown, Pa., write that the mail count on *Shellac Shack* has bounced since the start of the year. Live and taped interviews with names and excellent service from disk distributors have been instrumental. . . . Jack Davis, WQUA, Moline, Ill., on the occasion of his second anniversary recently, gave a gratis early morning breakfast to listeners who appeared in night clothes, such as pajamas, robes, house coats, etc. . . . Jack Rowzie, WINX, Washington, is now airing a new one tabbed *Rowzie With Records*, a showcase for old wax sent in by listeners. Rowzie sends albums of new records (furnished by sponsors) to those sending in old ones. . . . Buddy Deane, WHHM, Memphis, figured that with so many maestri turning disk jockey, it might be fun to reverse the procedure. Freddy Nagel appeared on the *1340 Club* over WHHM, claiming his ambition has been to become a jock. "He really hammed it up," says Deane, who got his revenge by rendering *Blue Skies* with Nagel's ork. "The entire ork fell apart."

EASTERN BEAT . . . Russ Offhaus, WPIT, Pittsburgh, Pa., made a guest p.a. on Al Morgan's TV show Monday (30). . . . Howard Malcolm, WCOP, Boston, was voted the favorite jock at Burdett College in a recent poll of the student body. . . . WINX, Washington, launched three new deejay shows conducted by veteran Jack Rowzie and newcomers Connie Ray and Milton Grant. . . . Bill Herson Washington, collected more than 44,000 dolls and toys and \$2,000 in his Christmas campaign to raise gifts for the local needy children. Herson was named "citizen of the month" by the D. C. division of the American Legion for his efforts. . . . Jackson Lowe, WWDC, Washington, has started a policy of playing requests only if they are accompanied with a contribution to the March of Dimes. Lowe, who was hit hard by polio years ago, plans to continue the policy thruout the anti-polio campaign. . . . Studios at WEIM, Fitchburg, Mass., are always crowded with visitors during Dave Rodman's *Rhythm With Rodman* show afternoons from 3 to 5. . . . Don Larkin, WAAT, Newark, has co-cleffed a successor to *Game of Broken Hearts* with collaborators Sally Clark and Eddie McMullen. It's called *You've Never Known Love*.

HITHER AND YON . . . Earl (Grandpappy) Davis, jock at WNOP, Newport, Ky., is in serious condition in Cincinnati's General Hospital with a basal skull fracture sustained in an auto crash. . . . Malcolm Richards, early-morning disk jockey at WCPO, Cincinnati, leaves that station March 1 to join WJBK, Detroit, to take over the station's early-morning program. Walter Phillips replaces Richards at WCPO. . . . Ed Penney, formerly staff announcer and d.j. at WEIM, Fitchburg, Mass., has switched to WFGM, new station in the same city, as program director. He plans to carry over with him his disk show, *Penney Serenade*.

EDDY HOWARD'S SMASH HIT!

DETROIT MICH RACKING UP NICKELS EDDY HOWARD HAS THE TOUCH= ROBIN SEYMOUR WKMH... HOLYOKE MASS I'LL DANCE YOU
 TIPPING TOP TEN= RICHARD LAVIGNE WHYN... ATL CITY NJ SMOOTH RELAXED HAS LOTS TO OFFER= ED DAVIS WFPG...
 CLEVELAND O EDDY'S NEWEST MERCURY DANCING ITSELF INTO TOP LISTS= WALT KAY WJW... ROCH NY I'LL DANCE YOU IS JUST
 THE RIGHT PRESCRIPTION TO CURE THE CORN EPIDEMIC WE'VE BEEN SUBJECTED TO= JOE DEANE WHEC... HWOOD CAL MY CHOICE
 FOR TOPS= BILL STEWART KLAC... DANVILLE VA HATS OFF TO I'LL DANCE YOU A NATURAL= DICK CAMPBELL WDVA..
 WILKES BARRE PA DEFINITELY ONE OF HIS BEST NUMBERS= HAL BERG WILK...GALV TEX IT'S A CLICK OF A DISC=
 JIM MCCONNELL KGBC...ROANOKE VA SMOOTH VELVET POTENTIAL HIT= LEE GARRETT WROV,ALTOONA PA BETTER THAN ANYTHING

EDDY EVER WAXED= BOB MICHAEL WRTA... FITCHB MASS DESTINED TO BECOME BIG= DAVE RODMAN WEIM... HWOOD CAL
 REFRESHING IS THE WORD FOR THIS SONG= IRA
 COOK KECA...BURB CAL NIGHTLY REQUESTS FOR
 I'LL DANCE YOU=GEORGE JAY KWIK.TUSCON ARIZ
 TOPS FOR ANY RECORD SHOW=BILL RIDER KCNA..
 SYRAC NY EDDY AT HIS BEST=ERNIE CUNO WSYR.
 WASH DC DELIGHTFULLY DIFFERENT= JERRY
 STRONG WINX... PROV RI I'LL DANCE YOU
 WONDERFUL COMBINATION WILDER AND HOWARD
 ANOTHER HIT FOR HOWARD= JAY CREEDEN
 WHIM...ALBANY NY I'LL DANCE YOU OFF
 BIG= BOB SNYDER WOKO... HWOOD CAL
 PROVES HOW PRETTY A WALTZ CAN BE= BILL
 ANSON KFVB... DULUTH MINN SONG IS A
 NATURAL FOR EDDY HOWARD= TRAV BAYLY KDAL...
 HTFD CONN SUPERB DISC= JOE GIRAND WTHT...
 HWOOD CAL HOWARD PICKED A HIT=BILL EWING KMPC.

I'll Dance You



IND IND FEATURING I'LL DANCE YOU TWICE
 DAILY ON EASY LISTENING= EASY GWYNN WIBC
 ...AUGUSTA ME IT'S A SPINNER WINNER=
 DAN KELLY WRDO.. HTFD CONN BEST HOWARD
 YET= JACK ,DOWNEY WONS... JACKSON TENN
 HOTTEST BIT OF WAX IN DIXIE= GRADY M
 REEVES WDXI...PITTS PA TYPICALLY HOWARD
 HIT MATERIAL=AL NOBEL KQV... DALLAS TEX
 EDDY HOWARD SMOOTHIE= JOHNNY MURRAY KLIF
 HTFD CONN EDDY HOWARD AT HIS BEST=SYD BYRNES
 WCCC...IND IND GREAT POPULARITY HERE FOR I'LL

I'll Dance You

DETROIT
 RACKING
 NICKELS
 EDDY'S
 NEWEST

DANCE YOU= ROBIN BRIGHT WIRE...TWIN FALLS
 ID I'LL DANCE YOU A CHARMER= GEORGE
 PLATIS KLIX... PORTLAND O I'LL DANCE
 YOU SWELL HERE= SAMMY TAYLOR KWJJ...
 TYPICALLY HOWARD HIT MATERIAL= AL NOBEL

BIRMINGHAM ALA WITHOUT A DOUBT HIS GREATEST TO DATE=BILL WRIGHT WSGN..QUINCY ILL SHOULD CLICK=HAL BARTON WTAD.
 EL PASO TEX KIND OF MUSIC EVERYBODY LIKES= PHIL AKINS KEPO...HWOOD CALGOOD VERSION OF A CATCHY WALTZ=AL JARVIS
 KLAC... SACR CAL EDDY WILL PICK UP NEW FANS WITH THIS ONE= BOYD ALLEN KROY... MANCH NH DANCE YOU TAKEN OVER
 REQUEST DEPT= DONN TIBBETTS WKBR...ATLANTA GA AM SPINNING HOWARD DISC DAILY= HERB HARRIS WQXI... PHOENIX ARIZ
 I'LL DANCE YOU WILL ENTRANCE YOU=DICK GILBERT KYL..LITTLE ROCK ARK ANOTHER EDDY HOWARD HIT= ROY MITCHELL KGHI.
 NEW ORLEANS LA EXCLUSIVE INTRO HERE BIG= DICK BRUCE WDSU. HBGH PA SPINNING DANCE YOU PLATTER DAILY=RED MCCARTHY
 WHGB..DES MOINES IO GREAT LISTENING AND GREAT DANCING= DON BELL KRNT..SFRAN CAL FEATURING HOWARD I'LL DANCE YOU
 REGULARLY= LES MALLOY KYA...MILW WIS GIVING DANCE YOU BOTH BARRELS OUT HERE= TOM SHANAHAN WEMP... BOSTON MASS
 SPINNING HOWARD MERCURY DISC OF DANCE YOU= BOB CLAYTON WHDH...DENVER COL DANCE YOU LOOKS FINE=RAY PERKINS KFEL

MERCURY RECORD NO. 5351

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

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



PART IV
TRADE SERVICE FEATURE

BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
5	2	1		CHATTANOOGIE SHOE SHINE BOY	R. Foley	Mercury 5363-BMI
3	6	2		MUSIC! MUSIC! MUSIC! COPENHAGEN	T. Brewer	London 604-ASCAP
6	1	3		RAG MOP SENTIMENTAL ME	Ames Brothers	Coral 60140-BMI
15	3	4		THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-ASCAP
2	11	5		CRY OF THE WILD	F. Laine	Mercury 5363-BMI
11	5	6		DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
22	4	7		I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins	Ork
4	8	8		I SAID MY PAJAMAS	F. Warren-T. Martin	V(78)20-3613; (45)47-3119-ASCAP
2	22	9		IT ISN'T FAIR	S. Kaye	V(78)20-3609; (45)47-3115-ASCAP
2	13	10		RAG MOP	L. Hampton	Ork
20	9	11		JOHNSON RAG	J. Teter Trio	London 501-ASCAP
3	26	12		CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen	Ork
12	7	13		DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368-ASCAP
5	14	14		JOHNSON RAG	J. Dorsey	Col 38649-ASCAP
5	27	15		ENJOY YOURSELF	G. Lombardo	Dec 24825-ASCAP
11	9	16		OLD MASTER PAINTER	D. Haymes	Dec 24801-ASCAP
3	29	17		BIBBIDI-BOBBIDI-BOO	P. Como	V(78)20-3607; (45)47-3113-ASCAP
3	25	18		DADDY'S LITTLE GIRL	D. Todd	Rainbow 80088-BMI
5	18	19		WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344
4	20	20		BAMBOO	V. Monroe	Ork
17	21	21		I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin	Ork
2		22		SENTIMENTAL ME	Ames Brothers	Coral 60140-BMI
5	27	23		WEDDING SAMBA	Edmundo Ros	Ork
2		24		QUICKSILVER	Bing Crosby and Andrews Sisters	Dec 24827-BMI
1		24		RAG MOP	R. Flanagan	Ork
2		26		WEDDING SAMBA	C. Miranda-Andrews Sisters	Dec 24841-BMI
6	16	27		BLUES STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107-BMI
18	17	28		DREAMER'S HOLIDAY	A. P. Como	V(78)20-3543; (45)47-3036-ASCAP
5	22	28		JOHNSON RAG	R. Morgan	Dec 25442-ASCAP
1		28		THIRD MAN THEME	A. Karas	London 536-ASCAP
1		28		IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE	D. Shore-H. Zimmerman	Ork

CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
88	2	1		LITTLE TOOT	Don Wilson-The Starlighters	Cap(78)DAS-80, (45)CASF-3001
19	4	2		WOODY WOODPECKER AND HIS TALENT SHOW	M. Blanc-B. May	Ork
19	1	3		BOZO AND THE BIRDS	P. Colvig-B. May	Ork
8	6	3		HOWDY DOODY AND THE AIR-O-DOODLE	Bob Smith-H. Rene	Ork
25	5	5		BUGS BUNNY IN STORYLAND	Mel Blanc-A. Livingston	Cap DBX-3021
88	3	6		BOO AT THE CIRCUS	Alan Livingston-Vance	Colvig
85		7		BUGS BUNNY	Mel Blanc	Cap(78)CC-64, (45)CCF-3004
28	8	8		THREE LITTLE PIGS	W. Disney-Don Wilson	Cap DBX 3013
1		9		CINDERELLA	I. Woods & Others	V(78)Y-399, (45)WY-399
63		10		NURSERY RHYMES	Frank Luther	Dec CS-5
40		11		JOHNNY APPLESEED	Dennis Day	V P-368
58		12		BOZO SINGS	Alan Livingston-Vance	Colvig
6		13		MR. TOAD	B. Rathbone-E. Blore	Cap EAS-3048
66		14		BUGS BUNNY AND THE TORTOISE	Mel Blanc-Billy May	Cap DBX-93
27		15		TUBBY THE TUBA	D. Kaye	Dec CU-106

CLASSICAL SINGLES

224	1	1		Clair de Lune	Jose Iturbi	V(78)11-8851; (45)49-0176
10	3	2		Sleigh Ride	Boston Pops Ork, Arthur Fiedler, conductor	V 10-1484
163	5	3		Warsaw Concerto	Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist	V(78)11-8863; (45)49-0252
211	4	4		Chopin's Polonaise	Jose Iturbi	V(78)11-8848; (45)49-0134
170	2	5		Jalousie	Boston Pops Ork, Arthur Fiedler, conductor	V 12160

CLASSICAL ALBUMS

7	1	1		I Can Hear It Now (Vol. 2)	Edward R. Murrow, Narrator, F. W. Friendly	Col(78)MM-881; (LP)ML-4261
3	2	2		Renata Tibaldi (One Record)	R. Tibaldi	London (LP)LPL-142
12	4	3		Beethoven Symphony No. Three in E Flat Major	The Philharmonic Symphony Ork of New York	B. Walter, conductor
115		3		Tchaikovsky: Nutcracker Suite	Eugene Ormandy, conductor	Philadelphia Ork
9	2	3		Hamlet: Excerpts-Music by William Walton	L. Olivier-Philharmonic Ork, M. Mathieson, director	V DM-1273

POP ALBUMS

40	1	1		SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850, (LP)ML-4180
3	4	2		GENTLEMEN PREFER BLONDES	Original Broadway Cast	Col(78)MM-895, (LP)ML-4290
24	3	3		JOLSON SINGS AGAIN	A. Jolson	Dec(78)716, (LP)DLP5006
17	2	4		THAT MIDNIGHT KISS	Mario Lanza-RCA Victor Ork	V DM-1330
4	5	5		DIXIE BY DORSEY	J. Dorsey	Col(78)C-196, (45)CL-6095
2	7	6		SONGS BY BILLY ECKSTINE	Billy Eckstine	MGM 48
49	6	7		KISS ME, KATE	A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Col(78)C-200, (LP)ML-4140
31		8		THEME SONGS	S. Kaye-T. Dorsey-T. Bencke-Larry Green-V. Monroe-F. Martin-W. King-Three Sons	V P-217
22		9		SQUARE DANCE	C. Stone and His Square Dance Band	Cap(78)BD-44, (45)ADF-4002
13		10		OKLAHOMA	J. Roberts, A. Drake, H. DaSilva, C. Holm, L. Dixon, with Oklahoma Ork and Chorus, J. Blackton, Dir.	Dec 359

Dealer Doings

NEW MUSIC DIRECTOR . . . A note from Drexal's, Clarksburg, W. Va., reads, "WPDG, independent 1000-watt station here, has a new musical director, Sarah Lucian. Record buyers and broadcasters remember her as the pert little brunette that worked behind the counter in Drexal's Music Shop for four or five years and then worked as secretary and girl Friday for folk artist Buddy Starcher. WPDG, which already has an enviable reputation for unusually good music on the air, should have still better programming with Sarah drawing on her past experience. Here's luck to both the station and their new music director."

PHILADELPHIA . . . Theodore Presser Company promoted a Presser Record Week as part of a campaign for the opening of the newly refurbished music store. Designed as a "get acquainted sale," it was two records for the price of one, including a gift album with the purchase of another album. Records as a Valentine gift were emphasized. . . . Renel Electric staged a half-price clearance sale, offering a wide selection of classics, albums and pops, with an inventory of some 25,000 disks. . . . A similar half-price clearance sale of its large stock was also staged by R. & C. Music Shop in the Roxborough sector, and downtown at the H. Royer Smith Company, where the off-labels were offered at even greater reductions. . . . Sherman Record Shop is sponsoring the One o'Clock Jump Time record show for an hour each night at 1 a.m. via WHAT, with Ramon Bruce handling the mike. . . . Les Saunders, record promotion chief for Raymond Rosen & Company, local RCA Victor distributors, grabbed up all the wall space at the WHAT and WCAM studios for the placement of color portraits of the label's recording artists.

DISKS-DIMES-SHOE SHINES . . . "My latest gimmick didn't work out the way it was planned, but it certainly benefitted a marvelous cause—the March of Dimes. I tried to promote *Chattanooga Shoe Shine Boy*, our top disk, by setting up a shoeshine stand in our store and offering free shins. The more I thought of it the larger the thing got, until I had to collaborate with the Junior Chamber of Commerce and city officials and work it out for the March of Dimes. Result—had the major shining shoes in the public square with other city officials, and promoted, with the jaycees, a terrific talent show on a flat-top truck. My next gimmick was an authentic old-time shoeshine stand in the store window with a cardboard dummy sitting in the chair and a cardboard shoeshine boy moving a rag back and forth across the shoes. I used a motionizer. It's just proof that there is business if you go after it!"—Gus Anthony, The Record Shop, Hagerstown, Md.

MERCHANDISING TIPS . . . The record department of the Sears Roebuck store, Williamsport, Pa., promoted the London disk of *Music, Music* by calling a few scattered customers each day and playing the record over the phone. Many listeners, according to the store, asked to have a record held aside. . . . The Cudahy Record Shop, Cudahy, Wis., recommends keeping children's records and albums on racks away from the rest of the stock so that children—and their parents—can browse. The shop also keeps a complete list of all customers for mailing purposes. Alongside each name is listed the buyer's favorite artist or music. Penny postcards serve as salesman each time the customer's favorite artist is out on a new disk. Knowing your customers' first names makes for extra sales, says Cudahy. . . . Joe's Music Shops, St. Louis, decorated the window of one of their stores with a dummy shoeshine boy that's said to be the talk of the town—and selling plenty of *Chattanooga Shoe Shine Boy* disks. The second Joe's Music Shop window uses kitchen mops to help sell *Rag Mop*.

SUPER SALESLADIES . . . Self explanatory is the letter from Renee Manola, Carlisle Radio & Record Shop, Carlisle, Pa. "For years we wondered who our best customers were and finally learned they were the kids. So we put in an elaborate kiddie record department and allow the children to select their own records. We advertise once a week in the local newspaper and the response is often surprising. The kids come in and ask about new releases. The mothers seem to like our attitude toward the children. I wait on most kids personally and let 'hem feel they are grown-ups. My own daughters, Judy, six, and Sandy, three, are my best critics on the new releases. Judy takes the new records to school and her teacher plays them for the kids. Sandy also takes records to her kindergarten class. That way I have two super salesladies who seem to be following in their mother's footsteps. I believe most mothers tend to buy records for their children that are too sophisticated. They always say, 'Oh, that's too childish for my child.' But when I insist that they bring the child into the store to hear the record the child always picks the one I suggested at first. Kids are kids and mothers are mothers. When it comes to platters I prefer selling them to the youngsters rather than the parents."



It's so good!

JOHNNY DESMOND
sings
C'EST SI BON (It's So Good)
IF YOU COULD CARE
M-G-M Non-Breakable 10613

M-G-M HITS RIDING HIGH

BETTY GARRETT

POISON IVY

DON'T THROW COLD WATER
ON THE FLAME OF LOVE

M-G-M Non-Breakable 10621



JACK FINA

and his Orchestra

SPAGHETTI RAG

SHANGRI-LA

M-G-M Non-Breakable 10610



IVORY JOE HUNTER

S. P. BLUES

WHY FOOL YOURSELF

M-G-M Non-Breakable 10618

ART MOONEY

and his Orchestra

MONDAY, TUESDAY, WEDNESDAY

(I Love You)

MY LILY AND MY ROSE

M-G-M Non-Breakable 10626

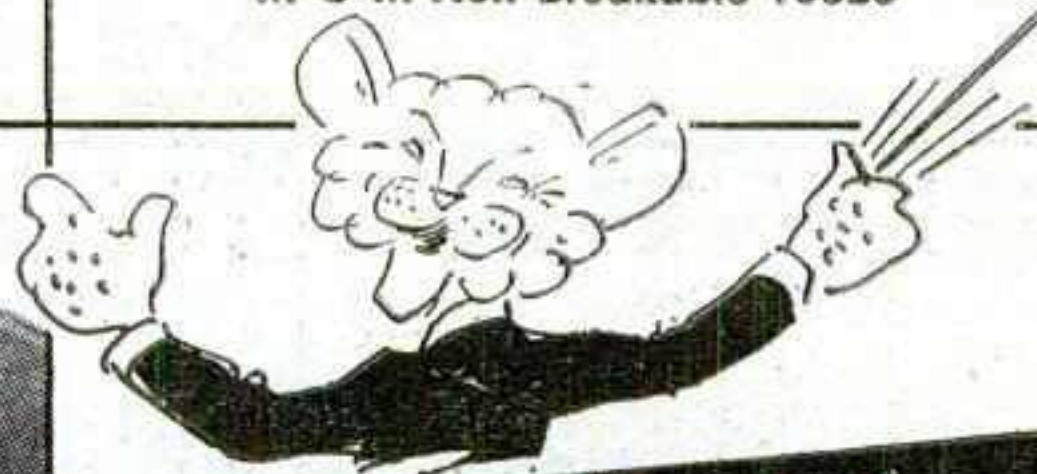


BOB WILLS

MEAN WOMAN WITH GREEN EYES

SHE'S GONE

M-G-M Non-Breakable 10620



Pressed on
METROLITE
NON-BREAKABLE
under Normal Use

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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

Still Clicking

RUM AND SODA by **NORO MORALES** M-G-M 10520

2 SMASH HITS!

from WALT DISNEY'S CINDERELLA

Words and Music by:

MACK DAVID • AL HOFFMAN
JERRY LIVINGSTON

"A DREAM IS A WISH
YOUR HEART MAKES"

- PERRY COMO
Victor
- RUSS CASE
MGM
- MARJORIE HUGHES
Columbia
- THE JUBILAIREES
Capital
- SY OLIVER
Decca
- LAWRENCE WELK
Mercury
- ILENE WOODS
Bluebird

"BIBBIDI-BOBBIDI-BOO"

- PERRY COMO
Victor
- DINAH SHORE
Columbia
- STAFFORD-McCRAE
Capitol
- RAY ROBBINS
Capitol
- JIMMY DURANTE
MGM
- BING CROSBY
Decca
- SY OLIVER
Decca
- LAWRENCE WELK
Mercury
- JACK BERCH
London
- ILENE WOODS
Bluebird

and soon to follow . . .

'SO THIS IS LOVE'
and
'CINDERELLA WORK SONG'

WALT DISNEY MUSIC COMPANY

1270 Sixth Avenue, New York

FRED RAPHAEL, Vice Pres. - Gen. Prof. Mgr.

JACK SPINA, Prof. Mgr.

NEW YORK,
Mickey Glass

CHICAGO,
Paul Salvatori

HOLLYWOOD,
Julius Losch

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

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

MOST-PLAYED JUKE BOX RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record	
4	1	1	1	1	1	1	1	1	CHATTANOOGIE SHOE SHINE BOY...R. Foley...Dec 46205—BMI
5	4	2	2	2	2	2	2	2	RAG MOP...Ames Brothers...Coral 60140—BMI
12	2	3	3	3	3	3	3	3	DEAR HEARTS AND GENTLE PEOPLE...Bing Crosby-P. Botkin's String Band...Dec 24798—ASCAP
21	3	4	4	4	4	4	4	4	I CAN DREAM, CAN'T I?...G. Jenkins Ork-Andrews Sisters...Dec 24705—ASCAP
1	—	5	5	5	5	5	5	5	MUSIC! MUSIC! MUSIC!...T. Brewer...London 604—ASCAP
14	5	6	6	6	6	6	6	6	THERE'S NO TOMORROW...T. Martin...V(78)20-3582; (45)47-3078—ASCAP (C. Ravazza, Dec 24782; C. Spivak Ork, London 554; A. Dale, Harmony 1078; H. Winterhalter, Col 38636)
6	15	7	7	7	7	7	7	7	JOHNSON RAG...R. Morgan...Dec 25442—ASCAP
2	17	8	8	8	8	8	8	8	CRY OF THE WILD GOOSE, THE...F. Laine...Mercury 5363—ASCAP
10	7	9	9	9	9	9	9	9	OLD MASTER PAINTER, THE...D. Haymes...Dec 24801—ASCAP
23	6	10	10	10	10	10	10	10	SLIPPING AROUND...J. Wakely and M. Whiting...Cap 57-40224—BMI (Texas Jim Robertson & Panhandle Punchers, V 21-0074 & 48-0071; D. Holly & His Southern Troubadors, Folk-Star 505; W. Carter, Macy's Recordings 100; T. Wallace, ABC-Eagle 148; E. Tubby, Dec 46173; J. Dale, Vocalion 55022; F. Tillman, Col 20581)
10	8	11	11	11	11	11	11	11	DEAR HEARTS AND GENTLE PEOPLE...D. Shore...Col 38605—ASCAP
3	10	12	12	12	12	12	12	12	CHATTANOOGIE SHOE SHINE BOY...Bing Crosby-V. Schoen Ork...Dec 24863—BMI
2	—	13	13	13	13	13	13	13	DADDY'S LITTLE GIRL...D. Todd...Rainbow 80088—BMI (P. Regan-L. Bring Ork, V(78)20-3550, (45)47-3043; B. Eberly, Coral 60158; R. Smith, Col 20670)
19	21	14	14	14	14	14	14	14	DREAMER'S HOLIDAY, A...P. Como...V(78)20-3543; (45)47-3036—ASCAP (J. Livingston, Varsity 231)
3	15	14	14	14	14	14	14	14	RAG MOP...L. Hampton...Dec 24855—BMI
3	24	16	16	16	16	16	16	16	BAMBOO...V. Monroe Ork...V(78)20-3627; (45)47-3143—ASCAP (R. Anthony, Cap 859)
4	10	16	16	16	16	16	16	16	QUICKSILVER...B. Crosby-Andrews Sisters...Dec 24827—ASCAP (D. Day, Col(78)38638, (LP)1-407; E. Britt-R. Allen, V(78)21-0157, (45)48-0168)
1	—	16	16	16	16	16	16	16	SENTIMENTAL ME...Ames Brothers...Coral 60140—BMI (M. Lou Harp, Autograph 813; K. Griffin, Rondo R-213)
15	22	19	19	19	19	19	19	19	JOHNSON RAG...J. Teter Trio...London 501—ASCAP
4	17	19	19	19	19	19	19	19	BIBBIDI-BOBBIDI-BOO...P. Como...V(78)20-3607; (45)47-3113—ASCAP
6	22	21	21	21	21	21	21	21	JOHNSON RAG...J. Dorsey Ork...Col 38649—ASCAP
3	—	22	22	22	22	22	22	22	BIBBIDI-BOBBIDI-BOO...J. Stafford-G. MacRae...Cap 57-782—ASCAP
14	29	23	23	23	23	23	23	23	I'VE GOT A LOVELY BUNCH OF COCONUTS...F. Martin Ork...V(78)20-3554; (45)47-3047—ASCAP (P. Scala, London 449; M. Bianc, Cap 57-780; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553)
3	17	24	24	24	24	24	24	24	IT ISN'T FAIR...S. Kaye Ork...V(78)20-3609; (45)47-3115—ASCAP (R. Dorey, Gold Medal GM 943; B. Harrington-3 Beas & a Beep, Coral 60156; B. Goodman Ork, Cap 860; B. Harrington-Three Beas and a Beep, Coral 60156)
2	12	24	24	24	24	24	24	24	BROKEN DOWN MERRY-GO-ROUND...M. Whiting-J. Wakely...Cap(78)800; (45)F800—BMI (R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880; B. Lee, 4 Star 1434; R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880)
3	13	26	26	26	26	26	26	26	RAG MOP...J. L. Wills...Bullet 696—BMI
1	—	27	27	27	27	27	27	27	ENJOY YOURSELF...G. Lombardo Ork...Dec 24825—ASCAP (T. Dorsey Ork, V 20-3375; D. Day, Col(33)1-497, (78)38709; L. Prima Ork, Mer 5361)
2	—	27	27	27	27	27	27	27	QUICKSILVER...Doris Day...Col(78)38638; (LP)1-407—ASCAP
10	—	27	27	27	27	27	27	27	DREAMER'S HOLIDAY, A...B. Clark...Col(78)38599; (LP)1-360—ASCAP
7	24	30	30	30	30	30	30	30	OLD MASTER PAINTER, THE...F. Sinatra-The Modernaires...Col 38650—ASCAP
1	—	30	30	30	30	30	30	30	DEAR HEARTS AND GENTLE PEOPLE...R. Flanagan...Bluebird 30-0016—ASCAP

WARNING!

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DINAH SHORE

says

**IT'S SO NICE TO
HAVE A MAN
AROUND THE HOUSE**

COLUMBIA RECORD # 38689

backed with

**MORE THAN ANYTHING
ELSE IN THE WORLD**



© Columbia, "Masterworks" and  Trade-marks, Reg. U. S. Pat. Off. Marcas Registradas.  Trade-mark



ROY ACUFF

Just Released

"THE DAY THEY LAID MARY AWAY"

(Written by Fred Rose—ASCAP)

coupled with

"IT'S ALL RIGHT NOW"

(Written by Juanita Acuff—BMI)

COLUMBIA RECORD NO. 20644



LEON MCAULIFFE

Just Released

"CHATTANOOGIE SHOE SHINE BOY"

(Written by Harry Stone and Jack Stapp—BMI)

on

COLUMBIA RECORD NO. 20699

WILMA LEE and STONEY COOPER

Just Released

"I DREAMED ABOUT MOM LAST NIGHT"

(Written by Fred Rose—ASCAP)

on

COLUMBIA RECORD NO. 20654



MOLLY O'DAY

Just Released

"WITH YOU ON MY MIND"

(Written by Jimmy Martin—BMI)

coupled with

"MOTHER'S GONE BUT NOT FORGOTTEN"

(Written by Molly O'Day—BMI)

on

COLUMBIA RECORD NO. 20657

NOTE: ORDER FROM YOUR COLUMBIA RECORD DISTRIBUTOR . . .

WE DO NOT SELL RECORDS
SHEET MUSIC AVAILABLE
2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE

Acuff-Rose
PUBLICATIONS

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

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

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks to date		This Week		Last Week		Title		Label	
5	1	1	1	1	1	1	1	1	CHATTANOOGIE SHOE SHINE BOY...R. Foley	Dec 46205—BMI	Sugarfoot Rag
1	—	—	—	—	—	—	—	—	RAG MOP	Bullet 696—BMI	Near Me
8	3	3	3	3	3	3	3	3	TENNESSEE BORDER, NO. 2	Dec 46200—BMI	Don't Be Ashamed of Your Age
8	6	6	6	6	6	6	6	6	I LOVE YOU BECAUSE	Cap 57-40238—BMI	Link in the Chain of Broken Hearts, A
1	—	—	—	—	—	—	—	—	CRY OF THE WILD GOOSE, THE	Cap(78)40280; (45)F40280—BMI	Donkey Serenade, The
24	2	2	2	2	2	2	2	2	SLIPPING AROUND	Cap 57-40224—BMI	Wedding Bells
23	4	4	4	4	4	4	4	4	BLUES, STAY AWAY FROM ME	King 803—BMI	Goin' Back to the Blue Ridge Mountains
1	—	—	—	—	—	—	—	—	I JUST DON'T LIKE THIS KIND OF LIVIN'	MGM 10609	May You Never Be Alone
5	9	9	9	9	9	9	9	9	TAKE ME IN YOUR ARMS AND HOLD ME	V(78)21-0146; (45)48-0150—BMI	Mama and Daddy Broke My Heart
2	6	6	6	6	6	6	6	6	BROKEN DOWN MERRY-GO-ROUND	Cap(78)800; (45)F-800—BMI	Gods Were Angry With Me, The

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Broken Down Merry-Go-Round
B. Lee (Half a) 4 Star 1434
- Broken Dreams
M. Mullican (Don't Ever) King 839
- Cry of the Wild Goose, The
J. Gilkyson (Rabbit Where) 4 Star 1430
- Del Rio Boogie
W. Raney (I Feel) King 840
- Dolly Dimple Dance
Z. Turner (I Could Lose) King 833
- Don't Ever Take My Picture Down
M. Mullican (Broken Dreams) King 839
- Good Luck and Goodbye
G. Lee (My Mind) Bullet 698
- Guess I'm Better Off Without You
W. Graves (When the) Columbine 104
- Half a Heart
B. Lee (Broken Down) 4 Star 1434
- Have I Told You Lately That I Love You?
E. Grant (Yodel Blues) Cap 882
- Hoyle's Fox Trot
H. Nix (You're Throwing) Star Talent 755
- I Almost Lost My Mind
F. Tillman (Precious Memory) Col 20673
- I Could Lose These Blues (If You'd Bring My Baby Back)
Z. Turner (Dolly Dimple) King 833
- I Feel a Streak of Love Coming On
W. Raney (Del Rio Boogie) King 840
- If My Tears Were Gold
R. Crabtree (Ozark Waltz) Star Talent 756
- I'm Gonna Tear Down the Mail Box
T. Stroud (You Don't) Dec 45217
- I'm Saving Mother's Wedding Ring for You
R. Smith (Mommy Can) Col 20672
- Love Song in 32 Bars
J. Bond-Red Rover Valley Boys (Tennessee, Kentucky) Col 20671
- Mommy Can I Take My Doll to Heaven?
R. Smith (I'm Saving) Col 20672
- More Precious Than Silver or Gold
Cowboy Copas (Open Door) King 846
- Music! Music! Music!
Homer & Jethro-J. Carter (I Said)
V(78)21-0169; (45)48-0181
- My Mind Won't Have a Care
G. Lee (Good Luck) Bullet 698
- Open Door-Open Arms
Cowboy Copas (More Precious) King 846
- Ozark Waltz
R. Crabtree (If My) Star Talent 756
- Precious Memory
F. Gillman (I Almost) Col 20673
- Rabbit Where Is Your Mama
J. Wiseman (Cry of) 4 Star 1430
- Tennessee, Kentucky and Alabama
J. Bond-Red River Valley Boys (Love Song)
Col 20671
- There's a Teardrop in Your Eye
H. Hawkins (Wanted Someone) King 838
- Too Big for His Britches
C. Robison (Yodelin' Tex) MGM 10635
- Year of City Livin' A
E. Kirk (Away Out) Cap.78)40285; (45)F40285
- Yodel Like a Cowboy
B. Gregory (Why Tell) Lincoln 512
- Yodel Blues
E. Grant (Have I Told) Cap 882
- Yodelin' Tex
T. Roy (Too Big) MGM 10635
- Yodelin' Dan
B. Gregory & His Cattle Cowboys (Rocky Mountain) Hi-Tone 254
- You Don't Need Me Any More
T. Stroud (I'm Gonna) Dec 46217
- You're Throwing Life Away
H. Nix (Hoyle's Fox) Star Talent 755



VOTED #1 WESTERN RECORDING ARTIST OF 1949 by the MUSIC MACHINE OPERATORS OF AMERICA, and WHO BROUGHT YOU . . .

“SLIPPING AROUND”
“ONE HAS MY NAME”
and
“I LOVE YOU SO MUCH IT HURTS”

SOLD OVER 2½ MILLION RECORDS IN 1949

JIMMY WAKELY

LATEST RELEASE

“DUST”

“THE TOUCH OF GOD’S HAND”

with FRANK DE VOL and his ORCHESTRA

CAPITOL No. 40283 (45 rpm-F40283)



1950 RADIO & TV
BOB HOPE SHOW—NBC
GRAND OLE OPRY—NBC
KEN MURRAY TELEVISION—CBS

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Nationally Famous Vocalist

Sings and recites his way into every HEART and onto every JUKE BOX with New

ALADDIN SMASH HIT!

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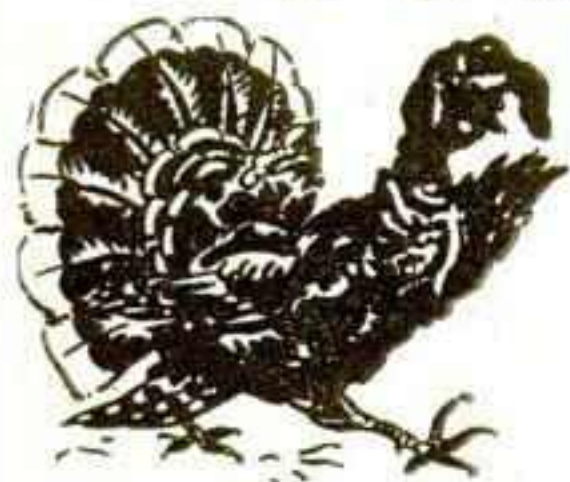
"WHY DO I LOVE YOU"

AL 3048



SAVOY
HOPPIN' To The TOP
 From Coast-to-Coast!

"THE **TURKEY HOP**"
 HERE'S PROOF OF A **HIT!**



SAVOY #732

ON ITS WAY TO

#1 IN THE NATION

PART 1 Vocal
 PART 2 . . . Instrumental

BY THE **JOHNNY OTIS ORCHESTRA**

Little **ESTHER** SINGS

"DOUBLE CROSSING BLUES"

WITH JOHNNY OTIS' ORCH.
 SAVOY #731

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

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

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
4	1	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley
3	5	2	2	RAG MOP	J. Wills
2	—	2	2	LETTERS HAVE NO ARMS	E. Tubb
7	2	4	4	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold
30	5	5	5	SLIPPING AROUND	J. Wakely & M. Whiting
6	3	6	6	TENNESSEE BORDER NO. 2	E. Tubb & R. Foley
2	8	7	7	DON'T BE ASHAMED OF YOUR AGE	R. Foley & E. Tubb
1	—	7	7	PAN AMERICAN BOOGIE	Delmore Brothers
1	—	7	7	SUGARFOOT RAG	R. Foley
16	4	10	10	BLUES, STAY AWAY FROM ME	Delmore Brothers

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
5	1	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley
11	2	2	2	I LOVE YOU BECAUSE	L. Payne
4	4	3	3	RAG MOP	J. Wills
11	3	4	4	ANTICIPATION BLUES	Tennessee Ernie
2	10	5	5	CRY OF THE WILD GOOSE, THE	Tennessee Ernie
6	6	6	6	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold
2	—	7	7	BLUES, STAY AWAY FROM ME	D. Bradley Quintet
2	—	8	8	BEYOND THE SUNSET	E. Britt-R. Allen-Three Suns
1	—	9	9	BROKEN DOWN MERRY-GO-ROUND	M. Whiting-J. Wakely
9	8	10	10	BLUES, STAY AWAY FROM ME	Delmore Brothers

FOLK TALENT AND TUNES

By Johnny Sippel

Artists Activities: Toby Dowdy and the Highpointers (Mercury) of WRUF, Gainesville, Fla., will be featured until February 11 at Florida State Fair, Tampa. They are doing 12 to 15 shows daily under the sponsorship of a milling firm, which also airs them over seven Florida stations. . . . Murray Nash, Mercury folk brass, was in New York, setting the release and promotion schedule for the new Jerry Byrd-Danny Kuaana Hawaiian album. He will visit the Coast the second and third weeks of February. . . . Smiley Wilson and his Range Partners, with Kitty Carson and Clyde Moody (King) are now airing over WBTM, Danville, Va. Wilson has not inked with 4 Star as was reported. . . . Dave Lebby, owner of the Trocadero, Corpus Christi, Tex., reports that he is vacating his present 3122 Leopard Street location March 1 when his lease runs out. He intends to find another location for his h.b. music bistro. On February 11 he had a unit composed of Ramblin' Tommy Scott, the Tennessee Valley Quartet and Carolina Cotton (King) play an early-evening show at the local auditorium and do the remainder of the night at the club. Lebby reports that Corpus Christi will soon break ground for a new 5,000-seat auditorium, in which major country music shows can be presented.

The Wilburn Family, Lester, mandolin; Leslie, electric guitar; Doyle, emsee and fiddle; Theodore, standard guitar, and Don Warden, steel, of KWKH, Shreveport, La., may have a pact with a leading diskery soon. . . . Fred Thompson, of Gordon V. Thompson, Inc., the Toronto pubbery, reports that their diskery, Gavotte, has inked Tex Bloye, who has cut four sides for the label. . . . Jack Good, manager of Jack Good Promotions, Glen Moore, Pa., has taken over management of The Deacon and the XL Ranch Hands of WCOJ, Coatesville, Pa. This station recently inaugurated a Saturday afternoon "Chester County Jamboree" which includes the Skiles Family, the North Carolina Ranch Pals, Marjorie Lee, Don Owens and the Rainbow Valley Gang, Red Swanely and the Smoky Valley Folks. Deacon Wayne and Good will operate their Radio Park in 1950.

Jim Eanes (Capitol) has joined WPAQ, Mount Airy, N. C. . . . Freddie Burns and his Ranch Boys of WHBQ, Memphis, are now being heard daily on the Mutual web. They just cut eight sides for Star Talent label. Smoky Paul, formerly with Curley Williams

(Continued on page 36)

The Billboard
MUSIC POPULARITY CHARTS
Rhythm & Blues Records
PART VII
Billboard TRADE SERVICE FEATURE

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

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION			Weeks		Last		This		Week	
Weeks	Last	This	to date	Week	Week	Week	Week	Week	Week	Week
5	2	1	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578					
15	1	2	FOR YOU, MY LOVE	L. Darnell	Regal 3240—BMI					
3	3	3	DOUBLE CROSSING BLUES	Little Esther & the Robins	Savoy 730					
3	6	4	RAG MOP	Doc Sausage	Regal 3251—BMI					
7	9	5	NO ROLLIN' BLUES	J. Witherspoon	Modern 20-721					
20	4	6	SATURDAY NIGHT FISH FRY	L. Jordan	Dec 24725—BMI					
1	—	6	MY MOTHER TOLD ME	King Cole & Trio	Cap 57-70050					
6	8	8	BIG FINE GIRL	J. Witherspoon	Modern 20-721					
6	7	8	I QUIT MY PRETTY MAMA	Ivory Joe Hunter	King 4326—BMI					
14	12	8	I'LL GET ALONG SOMEHOW	L. Darnell	Regal 3236					
1	—	8	DOUBLE CROSSING BLUES	J. Otis	Savoy 731					
3	8	12	RAG MOP	L. Hampton Ork.	Dec 24855—BMI					
1	—	12	FOR YOU, MY LOVE	King Cole Trio-N. Lutchter						
2	—	12	SITTIN' ON IT ALL THE TIME	W. Harris	King 4330—BMI					
1	—	15	RAG MOP	J. Liggins	Specialty 350—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.

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION			Weeks		Last		This		Week	
Weeks	Last	This	to date	Week	Week	Week	Week	Week	Week	Week
12	1	1	FOR YOU, MY LOVE	L. Darnell	Regal 3240—BMI					
3	3	2	DOUBLE CROSSING BLUES	Little Esther & the Robins	Savoy 730					
7	2	3	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578—BMI					
1	—	4	FAT MAN, THE	Fats Domino	Imperial 5058					
3	4	5	RAG MOP	L. Hampton Ork.	Dec 24855—BMI					
4	—	6	SITTIN' ON IT ALL THE TIME	W. Harris	King 4330—BMI					
13	6	7	I'LL GET ALONG SOMEHOW	L. Darnell	Regal 3236					
6	7	8	I QUIT MY PRETTY MAMA	Ivory Joe Hunter	King 4326—BMI					
11	—	8	WHY DON'T YOU HAUL OFF AND LOVE ME	Bull Moose Jackson	King 4322—BMI					
1	—	10	DOUBLE CROSSING BLUES	J. Otis	Savoy 731					
11	—	11	JEALOUS HEART	Ivory Joe Hunter	King 4314—BMI					
6	—	12	NO ROLLIN' BLUES	J. Witherspoon	Modern 20-721					
20	10	13	SATURDAY NIGHT FISH FRY	L. Jordan	Dec 24725—BMI					
6	—	13	PLEASE DON'T GO	R. Brown and His Mighty-Mighty Men	De Luxe 3226					
1	—	13	DON'T HAVE TO RIDE NO MORE	The Ravens	National 9101—BMI					

ADVANCE RHYTHM & BLUES RECORD RELEASES

Adam Bit the Apple
 J. Turner (Still In) Freedom F 1531
 All I Need Is You
 Dozier Boys (She's Gone) Aristocrat 409
 All I Need Is You
 L. Williams (I Know) Macy's 5004
 All Through My Dreams
 L. C. Williams (Mean and) Freedom F-1529
 Artistry in Moods
 J. Thomas (Wham-a-Lam) King 4339
 Back Biting Woman
 B. Wright (Thinkin' Blues) Savoy 733
 Big Town
 Little Johnny-Muddy Waters (Shelby County)
 Aristocrat 405
 Bon Ton Roulé
 C. Garlow (In a) Macy's 5008
 Creole Gal Blues
 E. Blanchard (She'll Be) Peacock 1814

Crying Good Morning Blues
 G. (Mr. Blues) Jones (Piney Brown) Dec 48133
 Coming Back Home
 Silver Cooks (Mr. Ticket) Peacock 1510
 Jidin't Reach My Goal
 C. (Gatemouth) Brown (Mercy on) Peacock 1500
 Don't Put My Biz'ness in the Street
 C. Jordan (I'm Gonna) Coral 65022
 Don't Bring Me P-ies
 Sister Slocum (Whistlin' Boogie) King 15032
 Glad You Let Me Go
 B. Johnson (No Letter) Peacock 1502
 Hattie Green
 L. Durst-Dr. Hep Cat (I Cried) Peacock 1509
 I Can't Take It No More
 W. Harris (I Like) King 4342
 I Know That Chick
 L. Williams (All I) Macy's 5004
 (Continued on page 94)

America's Greatest
GOSPEL
SINGER



on **DECCA RECORDS**

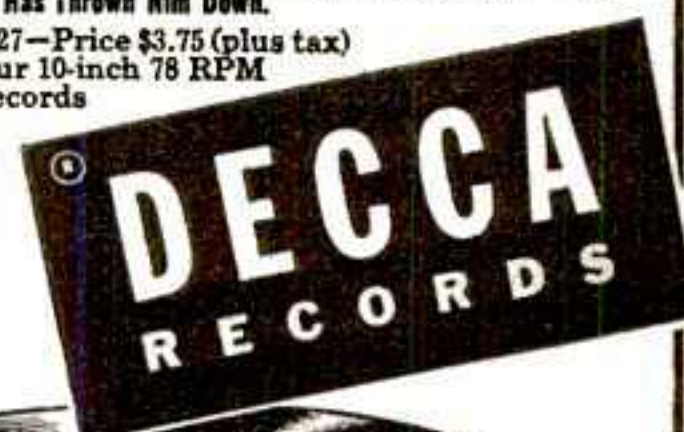
Sister Rosetta Tharpe

- WERE YOU THERE WHEN THEY CRUCIFIED MY LORD?
HE AROSE FROM THE GRAVE **Decca 48136**
- SILENT NIGHT (Christmas Hymn)
WHITE CHRISTMAS **Decca 48119**
- NINETY-NINE AND A HALF WON'T DO
DANIEL IN THE LION'S DEN **Decca 48116**
- DOWN BY THE RIVER SIDE **Decca 48106**
- MY LORD'S GONNA MOVE THIS WICKED RACE **Decca 48106**
- HE WATCHES ME **with Marie Knight Decca 48098**
- HE'S ALL I NEED
- MOVE ON UP A LITTLE HIGHER **Decca 48093**
(Two Parts)
- UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR **with Marie Knight Decca 48090**
- MY JOURNEY TO THE SKY
- NOBODY'S FAULT BUT MINE **Decca 48089**
- SIT DOWN
- TEACH ME TO BE RIGHT **Decca 48083**
- LAY DOWN YOUR SOUL
- EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE **Decca 48071**
(Gospel Boogie)
- MY LORD AND I
- BEAMS OF HEAVEN **with Marie Knight Decca 48070**
- PRECIOUS MEMORIES
- THAT'S ALL **with Lucky Millinder Orchestra Decca 48057**
- SHOUT, SISTER, SHOUT!
- DIDN'T IT RAIN **with Marie Knight Decca 48054**
- STRETCH OUT
- TROUBLE IN MIND **with Lucky Millinder Orchestra Decca 48053**
- BIG FAT MAMA **Lucky Millinder Orchestra**
- OH, WHEN I COME TO THE END OF MY JOURNEY **with Marie Knight Decca 48043**
- THIS TRAIN
- THE LORD FOLLOWED ME **Decca 48030**
- HOW FAR FROM GOD
- I CLAIM JESUS FIRST **Decca 48029**
- SINGING IN MY SOUL
- DON'T TAKE EVERYBODY TO BE YOUR FRIEND **Decca 48025**
- WHEN I MOVE TO THE SKY
- JESUS IS HERE TODAY **Decca 48013**
- JONAH
- THERE IS SOMETHING WITHIN ME **Decca 48010**
- STAND BY ME
- TWO LITTLE FISHES AND FIVE LOAVES OF BREAD **Decca 48009**
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 Vocal with Guitar

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London

RECORDS

The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

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

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

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
FERKO STRING BAND Palda 124	Do You Ever Think of Me? The Philly string ork and chorus may have a live one in this exuberant standard rendition with gang vocal, plunking banjos, etc. Could be a sleeper.	83--82--83--84
	As Long as I Have You Raggedy barbershop vocal breaks the tempo of this uneven side. Writer credits on label are intriguing: "Frank Palumbo and Charles Chisler."	45--40--45--50
JIMMY DORSEY Columbia 38710	That's a Plenty A sampling of the clever, machine-tooled Dixieland that's rocketing the Jimmy Dorsey crew on up. Album from which this side was taken is selling strong; this single could do well.	83--83--81--82
	Rag Mop The Dorseyland formula is applied to the hit nonsense ditty to excellent effect. Claire Hogan is joined by band for a lively vocal.	85--87--84--83
JUBALAIRES Capitol 843	That Old Piano Roll Blues Quartet and tiny upright make a load of record of a nostalgic ragtime tune. A fine bet for the juke boxes.	83--83--81--85
	A Dream Is a Wish Your Heart Makes Adequate harmony treatment of the pretty "Cinderella" ballad.	72--70--72--74
MARGARET WHITING (Frank DeVol Ork) Capitol 809	He's Funny That Way Sensitive, ear-filling piping of a durable standard.	72--74--72--70
	You're an Old Smoothie Maggie's a smoothie herself on a bright, happy rendition of the novelty. Could get good play.	76--78--74--75
GORDON MacRAE (The Starlighters-Paul Weston Ork) Capitol 842	Half a Heart Is All You Left Me The educated MacRae pipes do warmly and resonantly with the popcorn weeper. A mite more spark might have made this a big side.	77--78--77--76
	Poison Ivy A rhythm novelty in the citybilly vein gets a happy, animated job from MacRae and company. Might go places.	81--82--81--80
MARGARET WHITING-FRANK DE VOL Capitol 841	I Said My Pajamas Frank DeVol, the eminent Capitol house orkster, reveals topnotch vocal talent as he joins Miss Whiting in a fetching duet on the popular novelty ditty.	78--80--77--78
	Be Mine This one is a tour de force—a song built on one note. For a one-note song it's remarkably tuneful. Thrush, chorus and ork dress it up nicely.	73--77--73--68
DICK ROBERTSON-THE OWEN BRADLEY QUINTET Coral 60150	I'll Never Do a Thing To Hurt You Robertson, who, was a big item for Decca some years ago, is back on wax with one of his typical old-time song jobs. Tune, a simple sentimentalizer, is catchy. Bradley ork backing enhances.	72--68--72--76
	Old Songs Bring Memories Another tearjerker is done in same simple, pleasant style as flip. Both sides should make profitable juke box fare.	75--71--75--79
SHARKEY & HIS KINGS OF DIXIELAND Capitol 846	Over the Waves Solid New Orleans two-beat conception of the standard may draw play in the current Dixieland revitalization movement. Santo Pecora's tram work is virile.	77--78--74--78
	I'm Satisfied With My Gal Sharkey and ensemble knock around a fair old ditty vocally and kick it in two-beat instrumentally. Excellent tuba work and more fine Pecora tram.	67--65--65--70
CHARLIE BARNET Capitol 843	All the Things You Are Windy high note trumpet solo by Maynard Ferguson is the highlight of this instrumental slaking. It may make fine stage material but for the record it's strictly trivial.	60--70--60--50
	Ill Wind Trudy Richards sings this oldie in a fine Holiday-ish style and fares exceptionally well in the midst of an exotic and over-arranged background.	70--74--70--63
JUNE HUTTON (Sonny Burke Ork) Decca 24856	All the Bees Are Buzzin' Round My Honey A contemporary rhythm novelty is handled cleanly and spiritedly by Miss Hutton with a fine helping hand from the Burke orking.	71--73--70--70
	For You, My Love Expert Burke orking boots Miss Hutton thru the fast-stepping blues item which has been cleaning up so far in blues and rhythm sectors and is making a strong bid for pop coin.	72--72--70--74

(Continued on page 34)

Which side are you on?

**IRVING BERLIN'S
STOP! STOP! STOP!**

**WALTZ ME AROUND
AGAIN, WILLIE!**

"HOW CAN YOU MISS
WITH THIS
NEVER-BEFORE-RECORDED
MILLION-COPY HIT
BY BERLIN"

"YOU CAN'T!
BUT WAIT'LL YOU HEAR
THE TERRIFIC JOB
LINCOLN'S DONE
WITH THIS SWEETHEART
OF THE OLD-TIMERS!"



ENOCH LIGHT & His Orchestra
... vocal by the Cloverleaf Four
TV's foremost quartet!

ENOCH LIGHT & His Orchestra
... vocal by 3 Beaus and a Peep
An incomparable combination!

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RECORD #515

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Fact is—with a never-before-recorded Berlin tune* on one side—and the famous old timer, Waltz Me Around Again, Willie, getting the full Enoch Light treatment on the other side—you don't have to do any experting! You've got TWO sock hits on your hands . . . and you've got 'em on one unbreakable Vinyl disk!

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MUSIC!
MUSIC!"
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"WAY BACK HOME"
Teresa Brewer and Bobby Wayne accompanied by Jack Pleis and his Orchestra
75¢ plus tax

London

RECORDS

Record Reviews

(Continued from page 32)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
GUY LOMBARDO (Fred Kreitzer-Euddy Brennan) Decca 24854	Reindrop Serenade A bright Lombardo instrumental featuring the twin pianos should find favor with the orkster's large disk following as well as others in pursuit of expert dance music.	83--84--84--80
	La Gelandina Highly effective slow waltz treatment of the standard again features the twin pianos. Add this to the long list of ever-moving Lombardo catalog items.	83--84--84--80
VICTOR YOUNG ORK Decca 24848	There's No Man Like a Snow Man Bright instrumental production of a Young melody written for his West Coast show "A La Carte."	67--70--66--64
	The Packer Polka Another spritely tune from the same show score is done instrumentally and effectively.	67--68--65--69
HOAGY CAR-MICHAEL (Matty Matlock's All Stars) Decca 24871	The Darktown Strutters' Ball More bait to help along the Dixieland revival. Hoagy's at home with the idie and the two-beat band drives it hard.	76--78--74--76
	That's a Plenty One of the two-beat standards which is showing the way in the Dixieland revival is handled with much ginger and spice by Hoagy with a big boot from the Matlock group, particularly Joe Rusht...s bass sax.	80--80--80--80
WOODY HERMAN ORK Capitol 837	Not Really the Blues Add another explosive, winging instrumental to Woody's long, impressive list. An item which should find jazz fan favor readily.	67--73--69--60
	Debut Ahead Mary Ann... sings a highly esoteric ballad most effectively while the band slices one of its usually superb... sounds.	63--66--63--60
PAUL WESTON ORK (Jud Conlon Singers) Capitol 833	Big Movie Show in the Sky A windy production number from "Texas L'il Darlin'" is reduced to swiny essentials by Weston. A neat d'king which lacks a kayo punch.	70--75--70--66
	The Little Gray House Lovely tune from "Lest in the Stars" is done most tastefully. Song is too pretty and smart for popular success.	65--70--63--63
PERRY COMO (Mitchell Ayres Crk) RCA Victor 20-3684	Did Anyone Ever Tell You, Mrs. Murphy The amiability of Como's relaxed bounce novelty delivery sells this one all the way. A St. Patrick's Day sure-fire winner.	89--89--89--89
	Please Believe Me Como sings an attractive new ballad slowly and effectively. He opens up his tonsils all the way to sock it home in a well-conceived, building vocal. Could make this a two-sided winner.	89--90--89--88
BILLY BUTTERFIELD ORK Capitol 815	More Than You Know Great dance cringing or... standard spots the rich tones of Butterfield's trumpet in a fine solo effort.	68--70--65--68
	How Am I To Know Excellent medium... arrangement of another lovely standard features more fine Butterfield and some top-notch clarinet work.	70--75--70--65
LOUIS JORDAN & HIS TYMPANY FIVE Decca 24877	Hungry Man Typical Jordan blues and rhythmic item which should find favor. Louis relaxes as he runs thru the country digging up his favorite foods.	84--84--83--84
	Push Ka Pee Shee Pie One of these... items which Jordan does so well. He's supported by a kicking ork at least twice the size of his Tympany Five.	83--84--82--84
LEIGHTON NOBLE ORK Coral 60149	Ack Her While You're Dancing This promising ork shows more of its good taste, clean execution and fine sound in the handling of an attractive new waltz item.	73--75--70--75
	Ch, Mabel Noble and ork haven't the incisiveness they usually show in this etching of an oldie.	66--68--64--66
ETHEL MERMAN Decca 24866	A Little Girl From Little Rock Miss Merman... a perfect job of delivering the Carol Channing show-stopper from "Gentlemen Prefer Blondes." Spinners should go for this in a big way.	74--80--74--67
	Diamonds Are a Girl's Best Friend More Channing-"Blondes" show-stopping material of a slightly more... nature is chanted winningly by the showmanlike Miss Merman.	77--80--77--74
BING CROSBY (Jeff Alexander Chorus-Victor Young Ork) Decca 24875	The Horse Told Me Novelty item from Bing's coming flick, "Riding High," may score sales to those seeing the film.	72--75--75--65
	Sunshine Cake Bing Crosby-Carol Richards Another airy novelty number from "Riding High" is done lightly and gayly by Bing with the aid of thrush Richards.	78--81--79--75
BING CROSBY (Victor Young Ork) Decca 24846	Eileen Der Lingle does a warm job with this lovely ballad which was penned by Sylvia Fine for her husband, Danny Kaye, some years ago.	83--84--82--82
	How Can You Buy Killarney? Magnificent Crosby etching of a lovely tune which should clean up for St. Patrick's Day and wind up a standard item. Could be another 'alway Bay' for Bing.	89--90--90--88
MILLS BROTHERS Decca 24872	If I Live To Be a Hundred A tune of a year or so ago which didn't live up to initial promise is done most effectively in the Mills' two-tempo style. Ideal stuff for tavern-type disk customers.	85--85--85--85
	Daddy's Little Girl Splendid performance of a sentimental ballad which is showing signs of hitdom. If tune socks, this d'king should be one of the leaders on it.	89--90--89--89

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
EILEEN WILSON-DICK THOMAS Decca 24880	Broken Down Merry-Go-Round A new country-pop boy-girl duo team effectively to work out a fast-stepping new country-styled pop item.	83--82--82--84
	The Gods Were Angry With Me Another new country-pop item is treated handily by the new and pleasing duo	81--81--80--82
BING CROSBY-RUSS MORGAN ORK Decca 24853	The Big Movie Show in the Sky Pretentious production number from "Texas L'il Darlin'" is performed impressively by Crosby and the Morgan organization.	79--83--80--75
	The Yodel Blues Bing is especially convincing with this "Texas L'il Darlin'" hit. He's brilliantly supported by Morgan and vocal group. Tune's a bit classy, but the performance should draw plenty of action nevertheless.	87--89--87--85
TWO TON BAKER Mercury 5369	Chattanooga Shoe Shine Boy Competition is stiff on this item. This version is late and inferior.	61--60--60--62
	Music! Music! Music! Another current national fave is done adequately but is a bit late and not up to competitor versions.	67--65--65--70
VAL TINO-RAY BLOCH ORK Dana 2067	I'll Sit Right on the Moon Tino's Columbo-ish tones serve up a relaxed two-tempo job with a light, happy tune as the subject. Bloch's setting is noteworthy.	77--79--74--77
	Just a Few Lines Tino does a most effective job with a pleasant tho ordinary ballad.	75--75--75--75
HUGO WINTER-HALTER Columbia 38706	Come Into My Heart An attractive ballad is treated richly in a tasteful Winterhalter setting spotting big-sounding strings and a fine choral group.	78--79--77--77
	The Third Man Theme The only version of the movie theme which spots more than a zither. It's a concise, tightly-knit production spotting a large ork and chorus and Tony Mottola making his guitar give out with a zither sound. Should draw plenty of action if the tune lives up to advance huzzahs.	87--87--87--87
AMES BROTHERS Coral 60154	Clancy Lowered the Boom Irish novelty that showed some life last year in the Dennis Day waxing, is delivered with gusto by the hot group. Coupling is strong for St. Patrick's Day.	78--78--77--80
	I Didn't Kiss the Blarney Stone Jiggy novelty cutting should show life around St. Pat's day.	77--77--75--78
ARTIE SHAW ORK Decca 24869	I Get a Kick Out of You Slightly over-arranged and over-blown cleffing of the standard mars Shaw's Decca debut. Dance beat is ever-present tho.	67--70--67--65
	Love Walked In Slightly more successful is this danceable reading of another pretty evergreen. The band is clean but seems to lack sparkle.	70--73--68--70
ARTIE SHAW & HIS GRAMERCY FIVE Decca 24870	There Must Be Somethin' Better Than Love Rhythm ditty from "Arms and the Girl" is sung dance band style and neatly by Mary Ann-McCall with some hanoy and tasty Gramercy Five support.	72--75--72--70
	Nothin' for Nothin' Another ditty from the same show score opens with an instrumental chorus and is followed by a mediocre McCall vocal.	67--70--68--64
ELLA FITZGERALD (Sy Oliver Ork) Decca 24868	I'm Waitin' for the Junkman Ella's wonderful singing makes the most of a bit of trivia.	68--68--68--68
	Basin Street Blues Billed as Ella "Satchmo," she does a remarkable last half chorus as she mimics King Louis' gravel-style singing. A wonderful record which collectors will eat up.	84--88--84--80
JOE ADAMS Mercury 8166	I Dedicate to You An unctuously insincere male voice is heard reading a queasy bit of doggerel while vague strings fiddle in the background. Conceivably might appeal to certain "inspirational" type jocks.	30--40--20--NS
	Lady in White More "poetry" set to "music." As tasteless as flip.	30--40--20--NS
GUY LOMBARDO Decca 24839	Cafe Mozart Waltz Lombardo gets a good gemutlich waltz instrumental out of the "Third Man" tune. Don Rodney does the "zither" solos on guitar.	77--77--77--77
	The Third Man Theme If the "Harry Lime" ditty breaks thru, this relaxed, pretty orking should snag a big share of the biz. Rodney's guitar and the band turn in a strong job.	89--89--89--88
BENNY STRONG ORK Capitol 834	If You're Irish Come Into the Parlour Rousing, good-humored march-like rendition of the standard is a St. Pat's Day special.	74--74--72--76
	Elsie Schultzenheim Old-timey, vaude-type ditty is a dancey vehicle for Strong.	78--78--78--78
FRANK DEVOL Capitol 835	Sing a Happy Song Dizzy hunk of whimsy, like Chas. Addams cartoons set to music, is talked out by clemfer DeVol and girl trio, in a Carson Robison take-off.	79--83--78--77
	Lady, Play Your Mandolin Oscar Levant's oldie provides a pleasant instrumental with some neatly handled mandolin gimmicking. Nothing to start a stampede here however.	70--70--70--70
TOMMY DORSEY ORK (Johnny Amoroso) RCA Victor 20-387	Just for Old Times Typical, tasteful ballad styling by TD, for the terpsterns who aren't looking for something special.	72--73--72--70
	When Nothing distinctive here. An uninspired effort.	66--68--66--63

(Continued on page 96)

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

THE BILLBOARD PICKS:

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

MY FOOLISH HEART.....Billy Eckstine.....MGM 10623
Billy puts heart and soul into his rendition of this very lovely Victor Young--Ned Washington movie title ballad, which is showing signs of growth via the previously picked Gordon Jenkins Decca etching.

DEARIE Gordon MacRae and Jo Stafford...Capitol 858
Polite duet-ing of this nostalgic air sells the charming song all the way. The expert team should have a goodie in this rendition which is a mild understatement after the rowdy spirit of the Ray Bolger-Ethel Merman slicing.

IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE Eileen Barton.....National 9103
Infectious, spirited delivery of a cute-as-a-button novelty item with verve and vinegar. Miss Barton glitters with exuberance in her very auspicious disk debut.

WITH MY EYES WIDE OPEN.....Ink Spots.....Decca 24887
The dreamy tune, revived via Patti Page's "Quartet" job on Mercury, gets a most commercial rendition in the Spots' highly stylized manner. Should be one of their big items.

SPAGHETTI RAG..... Jack Fina Ork.....MGM 10610
The orkster's catchy, piano-roll keyboarding leads the band thru a crisp, old-timey corn jamboree that echoes the Pee Wee Hunt "Twelfth Street Rag" click.

THE DISK JOCKEYS PICK:

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

1. GOD'S COUNTRY Frank Sinatra.....Columbia 36708
2. C'EST SI BON Johnny Desmond.....MGM 10613
3. THE FLYING DUTCHMAN Richard Hayes.....Mercury 5362
4. MONDAY, TUESDAY, WEDNESDAY Jack Owens.....Decca 24874
5. PLEASE BELIEVE ME Perry Como.....Victor 20-3684
6. DONCHA GO 'WAY MAD Harry James.....Columbia 38602
7. IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE Dinah Shore.....Columbia 38689
8. I'M CRAZY TO LOVE YOU Sarah Vaughan.....Columbia 38701
9. BROKEN DOWN MERRY-GO-ROUND Margaret Whiting-Jimmy Wakely...Capitol 800
10. DEARIE Ethel Merman-Ray Bolger.....Decca 24873

THE RETAILERS PICK:

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

1. BROKEN DOWN MERRY-GO-ROUND..... Margaret Whiting-Jimmy Wakely...Capitol 800
2. DEARIE Ethel Merman-Ray Bolger.....Decca 24873
3. THE CRY OF THE WILD GOOSE..... Tennessee Ernie.....Capitol 40280
4. DADDY'S LITTLE GIRL..... Mills Brothers.....Decca 24872
5. MY FOOLISH HEART Gordon Jenkins Ork.....Decca 24830
6. I SAID MY PAJAMAS Margaret Whiting-Jimmy Wakely...Capitol 841
7. DID ANYONE EVER TELL YOU, MRS. MURPHY... Perry Como.....Victor 20-3684

THE OPERATORS PICK:

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

1. DADDY'S LITTLE GIRL..... Mills Brothers.....Decca 24872
2. OPEN DOOR—OPEN ARMS Jo Stafford.....Capitol 824
3. THE KID'S A DREAMER Rosemary Clooney.....Columbia 38678
4. SHE WORE A YELLOW RIBBON..... Tommy Tucker.....MGM 10572
5. THE GODS WERE ANGRY WITH ME..... Margaret Whiting-Jimmy Wakely...Capitol 800

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. THE GODS WERE ANGRY WITH ME Owen Bradley Quintet.....Coral 60152
2. THE GYPSY TOLD ME..... Cowboy Copas.....King 825
3. LOVIN' LIES Little Jimmy Dickens.....Columbia 20662
4. I LOVE YOU BECAUSE "T" Texas Tyler.....Four Star 1411
5. LETTERS HAVE NO ARMS..... Ernest Tubbs.....Decca 46207
6. QUICKSILVER Elton Britt-Rosalie Allen.....Victor 21-0157
7. TAG ALONG Patti Page-Rex Allen.....Mercury 6231
8. UNFAITHFUL ONE Ernest Tubbs.....Decca 46213
9. WITH MEN WHO KNOW TOBACCO BEST..... Tex Williams.....Capitol 40276

FOLK TALENT AND TUNES

(Continued from page 30)

and the **Georgia Peach Pickers**, has joined Burns. . . . **Mike Prinzi** was incorrectly identified as booker for the Roosevelt Lounge, Detroit. Prinzi is owner of the club and is seeking top h.b. artists to work the lounge. . . . **Floyd Tillman** (Columbia) underwent a tonsilectomy January 30 and his doctor advises him he will have to lay off singing for about four weeks. . . . **Doc Cassidy** reports that KXEL, Waterloo, Ia., is staging a Saturday night jamboree, with **Asher Sizemore** in charge of the cast. . . . **Lost John Miller**, writer of "Rainbow at Midnight," is reorganizing his unit and looking for a radio spot. . . . **Sleepy Marlin**, who copped first place in the national fiddle contest at Kentucky State Fair, now has his own d.j. show at WJPS, Evansville, Ind. He still fronts the **Covered Wagoners** on personals.

Pete Cassell (Mercury) has been forced to drop his singing stint at WARL, Arlington, Va., because of larynx trouble. Since August he's been doing a straight mike job on country music for the station.

(Continued on page 99)

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Other Hit Record Releases...

- | | |
|--|---|
| 3001 MARTA TEMPTATION | Noro Morales & Orch. |
| 3003 HAVE I TOLD YOU LATELY THAT I LOVE YOU? HOLIDAY FOR THE BLUES | Foy Willing & the Riders of the Purple Sage |
| 3004 MY KIND OF COUNTRY WHEN THE ONE YOU LOVE WON'T LOVE YOU | Phil Harris & Orch. |
| 3005 YOUR RED WAGON I'VE GOT THE RIGHT TO SING THE BLUES | Ray McKinley & His Orch. |
| 3006 GOODBYE, MY LOVE, GOODBYE HUNTIN' FOR A NEW LOVE | Hugh Ashley with Art White Orch. |
| 3007 PIANO CONCERTO "B" FLAT MALAGUENA | Jack Fina, Piano Solo |
| 3008 EARLY MORNING BOOGIE BOPITY BOP | Slim Gaillard Trio |
| 3009 SHE OF THE COFFEE BLACK EYES PRINCESS POOPOOLY | Felix Martin & His Orch. with Vocal Group |
| 3010 UPTOWN SATURDAY NIGHT BRAZILIAN BOOGIE | Felix Martin & His Orch. with Vocal Group |

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

TONY MARTIN
and
FRAN WARREN

"I SAID MY PAJAMAS"

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

MY LILY *and* MY ROSE

SAMMY KAYE'S

LATEST HIT

45 rpm 78 rpm
47-3115 RCA VICTOR RECORDS 20-3609

The Billboard
MUSIC POPULARITY CHARTS
PART X
Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- All of Me**
R. Eberhart (I ♯) Columbia 105
All the Things You Are
D. Hyman (You Couldn't) Relax L3
Are You Lonesome Tonight?
B. Barron Ork (Penny Wise) MGM 10626
As Long as I Have You
Fenko String Band (Do You) Palda 124
Beyond the Sunset
Luke the Drifter (Funeral, The) MGM 10630
Bicycle Song, The
Two Ton Baker (I've Got) Mer 5368
Blue Sails
J. McLean Ork (Ruth) Crystalette CR-621
(Fif) Bring Her Out Again
E. Smith (French Can-Can) Dec 24886
Buck-a-Boo
M. Buckner Ork (Yesterdays) MGM 10632
By a Soldier's Grave
V. Shelby (Search, The) Summit SR-016
Can I Come in for a Second?
B. Garrett-L. Parks (You Missed) MGM 10629
Candy and Cake
A. Godfrey (Dear Old) Col 38721
Caravan
F. White (12th Street Rag) Columbia 101
Chattanooga Shoe Shine Boy
The Pepperttes-Horace Heidt (Don't Trifle)
Horace Heidt MS 1022
- I'll Sit Right on the Moon**
V. Tino-R. Bloch Ork (Just a) Dana 2067
I'm Not Falling in Love With You
J. Otis Quintette (Cry Baby) Regent 1016
It Isn't Fair
B. Goodman Ork (You're Always) Cap 860
I've Got Tears in My Ears
Two Ton Baker (Bicycle Song) Mer 5368
Jealous
L. Vincent (How's My) Pearl 800
Just a Few Lines
V. Tino-R. Bloch Ork (I'll Sit) Dana 2067
Lady Is a Tramp, The
D. Hyman (Gentleman Is) Relax L1
Laughing Polka, The
D. Collier (She's a) Col 12444
Lazy River
W. Beauty (You Took) Crystalette CR-622
Linger Awhile
F. White-B. Butterfield (South) Columbia 102
Little Red Hen
J. Otis Ork (Going to) Regent 1017
Lost in a Dream
Ink Spots (With My) Dec 24887
Lover Come Back to Me
H. Heidt (Dearie) Horace Heidt MM 122
Lowdown Billy
H. "Sugarfoot" Garland (Third Man) Dec 46218
Melissa
R. Morgan Ork (Tell Me) Dec 24888
Memories of You
D. Howard-S. Burke Ork (Enchanted April) Dec 24891
Mucho De Nada
A. Shaw Ork (Orinoco) Dec 24889
Music! Music! Music!
J. Bond Ork (Rag Mop) MGM 10627
Music! Music! Music!
Two Ton Baker (Chattanooga Shoe) Mer 5369
My Heart Will Always Be Lonely
F. Wojnarowski (O, Katharina!) Dana 2069
My Lily and My Rose
K. Kyser Ork (Open Door) Col 38712
My Ring of Gold
B. White (Roses for) Metro 8031
Nothin' for Nothin'
P. Bailey (There Must) Col 38722
O Katharina!
F. Wojnarowski Ork (My Heart) Dana 2069
On the Other Side of the Water
D. Falligant (I'm Irish) MGM 10633
Open Door-Open Arms
K. Kyser Ork (My Lily) Col 38712
Orinoco
A. Shaw (Mucho De) Dec 24889
Peg o' My Heart
J. Murad's Harmonicals (Harmonica Boogie)
Mer 5365
Penny Wise and Love Foolish
B. Barron Ork (Are You) MGM 10628
Put on Your Old Grey Bonnet
J.-M. Mulcay (Farewell Blues) MGM 10631
Rag Mop
J. Bond Ork (Music! Music!) MGM 10627
Roses for You
B. White (My Ring) Metro 8031
Ruth
J. McLean Ork (Blue Sails) Crystalette CR-621
Search, The
V. Shelby (By a Soldier's) Summit SR-016
She's a Beauty
D. Collier (Laughing Polka) Col 12444
South
F. White-B. Butterfield (Linger Awhile) Columbia 102
Kay Starr Sings Album—K. Starr (4-7")
Crystalette (45) CR-45
After You've Gone . . . Crystalette CR-45-101
All of Me . . . CR-45-104
Honeysuckle Rose . . . CR-45-102
I'm Confessin' . . . CR-45-103
Love Me or Leave Me . . . CR-45-103
St. Louis Blues . . . CR-45-101
Stormy Weather . . . CR-45-102
Who's Fooling Who? . . . CR-45-104
Sunny South by the Sea
B. D. Brown (Yodel Blues) Horace Heidt MS-1021
Sunshine Cake
R. Lenn (Yodel Blues) MGM 10634
Tell Me You Love Me
R. Morgan Ork (Melissa) Dec 24888
Texas Li'l Darlin' Album—K. Delmar-D. Scholl
M. Hatcher-F. Wayne-L. Smith & Entire
Chorus & Ork (4-10")
Dec DA-748
That Wonderful Boy of Mine
Marlin Sisters (Wedding Samba) Col 8265
There Must Be Somethin' Better Than Love
P. Lailey (Nothin' for) Col 38722
Things That Might Have Been
C. Warren (I Wasted) Cora! 54033
Third Man Theme, The
H. "Sugarfoot" Garland (Lowdown Billy) Dec 46218

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

- Chattanooga Shoe Shine Boy**
Two Ton Baker (Music! Music!) Mer 5369
Come Into My Heart
H. Winterhalter (Third Man) Col 38706
Cry Baby
J. Otis Ork (I'm Not) Regent 1016
Daddy's Little Girl
B. Eberly (With My) Coral 60158
Daddy's Little Girl
R. Smith (Unfaithful One) Col 20670
Dear Old Girl
A. Godfrey (Candy and) Col 38721
Dearie
H. Heidt (Lover Come) Horace Heidt MM122
Did You Ever See a Dream Walking?
D. Allen (I Can't) Discovery 518
Do You Ever Think of Me?
Fenko String Band (As Long) Palda 124
Don't Trifle With Me
The Pepperttes-Horace Heidt (Chattanooga Shoe) Horace Heidt MS 1022
Enchanted April
D. Howard-S. Burke Ork (Memories of) Dec 24891
Farewell Blues
J.-M. Mulcay (Put on) MGM 10631
French Can-Can Polka, The
E. Smith (Bring Her) Dec 24886
Funeral, The
Luke the Drifter (Beyond the) MGM 10630
Gentleman Is a Dope, The
D. Hyman (Lady Is) Relax L1
Going To See My Baby
J. Otis Ork (Little Red) Regent 1017
Half a Heart
K. Griffin (Under a) Rondo 221
Harmonica Boogie
J. Murad's Harmonicals (Peg o') Mer 5365
Honeysuckle Rose
K. Starr-All Stars (I'm Confessin') Crystalette CR-616
How's My Baby Tonight
L. Vincent (Jealous) Pearl 800
I Can Dream, Can't I?
R. Eberhart (All of) Columbia 105
I Can't Believe That You're In Love With Me
D. Allen (Did You) Discovery 518
I Knew From the Start
J. Tarto (Tin Pan) Mer 2090
I Love You More Each Day
B. Johnson (What Can) King 4338
I'd Rather Be Wrong Than Blue
The Shadows (You Are) Lee 202
Idaho Moon
G. Davis (With All) Skating Rhythms SR-351
I'm Confessin'
K. Starr-All-Stars (Honey-Suckle Rose) Crystalette CR-616
(I Never Kissed the Blarney Stone But) I'm Irish
Just the Same
D. Falligant (On the) MGM 10633

(Continued on page 94)

...NEED READY CASH? GO NO FURTHER BROTHER, HERE IT IS!



Frankie Laine

His First Double Hit!

"CRY OF THE WILD GOOSE"

"BLACK LACE"

Mercury
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"GOD'S COUNTRY"

Mercury
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Eddy Howard

"Howard — the master of sentiment and schmaltz — lays it on smooth and teary as he, his trio and a sub-toned clarinet fashion a winning rendition of a tune which seems to be catching on."
Billboard Picks

"DADDY'S LITTLE GIRL"

Mercury
5371



Patti Page

Patti Page, Patti Page and Patti Page
Sing The Unique Four Voice Hit!

"With My Eyes Wide Open" (I'M DREAMING)

Mercury
5344



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"MY FOOLISH HEART" "The Flying Dutchman"

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The Billboard MUSIC POPULARITY CHARTS

Album and LP Record Reviews

PART XI

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

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

THE RATES

(100 points—the maximum)

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

THE CATEGORIES

1. Production Idea15	Max. Pts.
(grouping of selection continuity)		
2. "Name Value"15	
3. Caliber of Material15	
4. Manufacturers' Distribution Power10	
5. Exploitation Aids10	
(Record company and other advertising promotion, film, legit and other plugs)		
6. Interpretation15	
7. Record Quality5	
8. Manufacturers' Production Efficiency5	
9. Packaging10	
(art work, binding, wrapping)		

DVORAK: CONCERTO IN A MINOR, OP. 53—Berlin Philharmonic Ork, Eugen Jochum, Dir.; Georg Kulenkampff, violin (1-12'') 70

Capitol Telefunken (33) P-8052

Altho not a major work in the idiom, this concerto could find a fair market among died-in-the-wool Dvorak fans. There are shades of both the Brahms and Tchaikowsky concerti here, tho the impact of this one falls far below those more profound pieces. There's a fair share of melody, and some pleasant folk quality in portions of the Dvorak. Kulenkampff, who may be considered one of the top fiddlers on the Continent, plays in what we have come to regard as schmaltzy, old-fashioned European style—tho it is style, rather than plain, slick virtuosity. After the customer has taken all available Dvorak symphonies, it's conceivable that he'd take a chance on this one.

JUKES Not suitable. **JOCKS** Pleasant, if unexciting fare for long-hair shows.

SONGS BY BILLY ECKSTINE—Billy Eckstine (3-10'') 85

MGM 48

Someone to Watch Over Me; Nobody Knows the Trouble I've Seen; My Old Flame; Over the Rainbow; I Don't Want To Cry Anymore; You Go to My Head.

Included here are some of the finest sides the hot warbler has committed to wax. The beautifully recorded, well-recorded productions, with lush, full-ork backing really give Mr. B. a chance to put across those pear-shaped tones. Tunes are standards, most of which could do well on their own as singles. Outstanding are "Someone to Watch," "You Go to My Head" and "I Don't Want To Cry," but there isn't any that falls below "excellent." The arranger-conductors (who are not credited) include Hugo Winterhalter, Buddy Baker and Pete Rugolo.

JUKES Any side can earn its keep. **JOCKS** Strong program fare here.

ARNOLD SCHOENBERG: THE KAMMER-SYMPHONIE, OPUS 9—Orchestra Concerts Pas De Loup—Pierre Deveraux, Dir. (1-12'') 68

Dial (33) 2

If the Schoenberg name doesn't scare the more timid longhair buyers, they'll find some interesting, even pleasing music here. The work was composed just as the modern theorist was switching from the post-Wagnerian models, such as Mahler and Bruckner, over to the intellectual atonality he has since worked with. This selection, scored mainly for wind instruments, has a strong emotional quality, some moments of chromatic schmaltz, like his "Transfigured Night," but also some precedential instrumental voicings and harmonies. It could serve as an excellent introduction to the ultra-modern school. Schoenberg himself wrote the program notes, which reveal his strong concern for formal structure in his music. Playing and recording are better than adequate.

JUKES Not suitable. **JOCKS** Special feature for heavy longhair segs.

GENTLEMEN PREFER BLONDES—Carol Channing, Yvonne Adair, Jack McCauley, Eric Brotherson, George S. Irving and Original Broadway Cast (1-12'') 86

Columbia (23) ML 4290

The overwhelming performance of Carol Channing lifted "Gentlemen Prefer Blondes" from the ranks of an adequate musical into a solid smash. On the record, Miss Channing, tho she does a vigorous job, doesn't have enough to offer to make this set more than just an enthusiastic waxing of a score which is hardly monumental. Her "Diamonds Are a Girl's Best Friend" comes off as one of the better single efforts in the original cast album. Outstanding for the recording are the Don Walker orchestrations and the Hugh Martin choral arrangements. These have a buoyancy and sharpness which are quite uncommon in the average Broadway musical. The recording of the spirited set of performers is excellent. Undoubtedly the hit status of the show will sell many an album and, in addition, those who see it will want this package. Also available on shellac in a 7-10-inch disk package.

JUKES Not suitable. **JOCKS** Topical material for pop spinners.

BELA BARTOK: SONATA FOR TWO PIANOS AND PERCUSSION—Messelos-Ajemian-Marcus-Goodman (1-12'') 78

Dial (33) 1

Here is some of the most exciting music on wax. The modern Hungarian master, whose direct, dynamic, neo-primitive-yet-architectural music has finally caught the public's ear, has in this unusual piece the essence of his style. Wild folk rhythms, folk themes, atmospheric suggestions—all are created by the two pianos and two-man battery. And two of the best percussionists around compose the battery. Their performance in fact overshadows the pianists, who struggle valiantly with the difficult pages, and manage to come out just on the credit side of the ledger. Recording quality is fine, and Sidney Finkelstein's brilliant program notes can serve as a model for all annotators.

JUKES Not suitable. **JOCKS** An exciting longhair novelty.

MOZART: CONCERTO NO. 2 IN E-FLAT MAJOR FOR HORN AND ORCHESTRA. MOZART: CONCERTO NO. 4 IN E-FLAT MAJOR FOR HORN AND ORCHESTRA—Dennis Brain-Walter Susskind, director, the Philharmonia Ork—Dennis Brain-The Halle Ork (1-10'') 72

Columbia (33) ML 2088

For Mozart or wind-instrument addicts, this is a strong coupling. Only the third horn concerto has been available on wax to date, and that also was done by Brain on an earlier Victor date. The Concerto 2 is more melodious, graceful Mozart, while the No. 4 is perhaps more of a showpiece for the instrument. Both are typically transparent, and the incredible virtuosity of Brain enables him to toss off some technically "impossible" passages with ease while devoting full attention to pure Mozartian style. Ork support is on a par with the soloist, and the recording is tops.

JUKES Not suitable. **JOCKS** Pleasing, semi-short longhair fare.

TCHAIKOVSKY: SERENADE IN C MAJOR, OP. 48—DVORAK: SERENADE FOR STRINGS, OP. 22—Amsterdam Concertgebouw Ork, Mengelberg, Dir.; Berlin Philharmonic Chamber Ork, Hans Von Benda, Dir. (1-12'') 83

Capitol Telefunken (33) P-8060

The Tchaikovsky Serenade in C, best known for the lovely waltz melody of the second movement, is a lyrical, singing work thruout. Mengelberg and the Amsterdam play is straightforwardly and sympathetically—a pleasing, tho not transfigured performance. The flipover, one of Dvorak's early works, is much in the same elegaic vein. The coupling is an intelligent one, since it brings forward a superb piece of little-known music with a superb work of comparative familiarity. The Dvorak is performed with much grace and warm sensibility. There should be a substantial market for this disk.

JUKES Not suitable. **JOCKS** Either side fine for classic shows.

MOZART: SERENADE IN B FLAT MAJOR FOR 13 WIND INSTRUMENTS—Hewitt Chamber Orchestra (1-12'') 74

Vox (33) DL 6020

Among other virtues, this recording of Mozart's B Flat Serenade is notable in that it has all seven sections of the work—the only complete version available. The only other waxing available thru regular domestic channels, last year's Victor version with Koussevitsky and members of the Boston Symphony, is a superlative job, but omits the "Romance" and one of the "Minuets." The version at hand, a two-sided 12-inch LP transferred from Disconpiles Francais, is done in a delightfully baroque hand. Intonation has an organ sound (the Mozartian idea in this work), which enjoys a handsome reproduction in gross and particular.

JUKES Not suitable. **JOCKS** For the purest of the purists only.

MUSIC—AS WRITTEN

Capitol's Conkling Set for Field Trip

Jim Conkling, Capitol Records' artist-repertoire topper, was set to leave Monday (13) on a month's field trip into the Midwest and New York. One purpose of the junket will be to record the Ray Anthony band, now in Cincinnati. The a.-and-r. chief will also visit Nashville and Chicago during his trek. Main reason for the trip is to gain a firsthand pulse of music tastes plus some talent hunting.

Kenton "Innovations" Gross \$6,700 in Seattle

Stan Kenton's "Innovations in Modern Music" concert at Seattle Thursday (9) drew a hefty \$6,700 gross, pulling in 4,040 persons. This was the first date of the Kenton tour. Next week, Kenton's 40-man orchestra will play Vancouver, Portland, San Francisco, Oakland and Sacramento. Seattle date was Kenton's own promotion, hence, he will get most of the gross.

Nash Cuts "Isn't Fair" Again, for Happiness

Joey Nash, who launched the tune "It Isn't Fair" on its way to popularity as the warbler on the original Dick Himber waxing, has cut the tune again for Happiness Records.

Langworth Signs Patti Page for Year

Patti Page has signed for one year with Langworth Transcriptions. She is skedded to cut 20 sides beginning February 28. The thrush will also make a screen test for 20th Century-Fox Pix in April.

Lina on Line With New Unbreakable Line

Lina Records, Latin-American line, last week introduces a new 10-inch line of unbreakable platters, with six minutes of music per side. A variety of artists will be featured on each disk, with releases to appear at the rate of one a week. The idea is to offer Latin-American importers a saving on duty and freight costs. The line will retail for \$1.

Berne in England To Talk With Lewis

Dan Berne, executive vice-president of London Records, flew to England Friday (10) for a conference with the diskery's head, E. R. (Ted) Lewis. He was expected to return Tuesday (14).

Bradley Lines Up Tower Distrib Net in East

Dick Bradley has lined up a network of Eastern distribution for Tower Records, his scouting facilitated by the fast-breaking Bill Snyder grooving of "Bewitched." Bradley returned to Chicago Saturday (11) after two weeks here on the distributor job. The line-up gives him representation in New York, Philadelphia, Boston, Hartford, Pittsburgh and Atlanta—areas in which Tower had not been pushed until now.

London Buys Mossman's Master of "Heart"

London Records bought Ted Mossman's master of his own tune, "Heart of Stone." It was recorded by Bill Pennell's orchestra on Mossman's own label, Fanfare Records. Mossman also sold pub rights to Pic Music, the Berle Adams firm. Cleffer reportedly received a \$2,000 advance on the tune from Adams, plus royalty. Terms of the London deal were not revealed, but it is understood Mossman peddled the master on a royalty basis. "Heart" was penned by Mossman in collaboration with KFWB disk jockey Bill Anson.

New York:

Dick Linke has moved his new promotion business into the offices formerly occupied by Jack Philbin at 250 West 57th Street. Philbin is moving to the Coast. . . . Bill Farrell is being held over indefinitely at Bop City. General Artists Corporation (GAC) is booking the MGM warbler. . . . Tony Valentine has signed a two-year pact with Pete Doraine's Abbey Records. The Morgan group and Valentine are both managed by Eddie White. . . . Flack Elle Kofler has added Victor—"South Pacific" thrush Juanita Hall to her stable.

Vick Angle has been appointed West Coast rep for Clarick Music. He was formerly with Sammy Kaye. . . . Phil Kornheiser is back from Miami, where the mayor presented him a key to the city for his job on "Miami Beach Rhumba." . . . Guy Ward, sales manager of Supreme Records, is soon to hit the Coast and Southern States on a promotion and talent tour.

Art Ward, manager of the Honeydreamers, last week married Sally Fisher, non-pro, of Evanston, Ill.

Mr. and Mrs. George Joy and Mr. and Mrs. Perry Como left for Florida Monday (13) for a 10-day vacation. . . . Henry Spitzer has taken over as national selling agent for Fred Stryker's Fairway Music firm on the Coast. Altho Stryker retains the copyright, Spitzer will handle exploitation as well as sales. . . . London Records has purchased a brace of masters from tunesmith Ted Mossman's Fanfare label. Bait in the deal was "A Heart of Stone," cut by the Bill Pennell group. . . . Thrush Mindy Carson opened Monday (13) for a week at the Carousel Club, Pittsburgh. . . . Flack Marvin Drager is handling the team of Johnny Bradford and Tony Romano. Lads have a daily show over the National Broadcasting Company (NBC) and record for RCA Victor. . . . Coral diskier Bill Darnel goes into Chubby's, Camden, N. J., for one week starting February 20. . . . Steel guitar king, Jerry Byrd, now an exclusive Mercury artist, has waxed an album of Hawaiian music, to be released in March.

Chicago:

Frankie Masters has received his release from MGM and is currently dickering with Victor, for which he does a weekly TV audience participation show with his frau, Phyllis Miles. . . . Benny Strong does four weeks at the Aragon here, opening June 20. . . . Pfau, the Milwaukee (See Music—As Written, on page 43)

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The Billboard
MUSIC POPULARITY CHARTS
Part XII
TRADE SERVICE FEATURE

The Honor Roll of Popular Songwriters

By Jack Burton

No. 49—SIGMUND ROMBERG (Part IV)

SIGMUND ROMBERG'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

1924—ARTISTS AND MODELS
 With J. Fred Coots. Book by Harry Wagstaff Gribble, lyrics by Sam Coslow and Clifford Grey, and starring Trini in a cast that included Frank Gaby and Mabel Wither. Harms, Inc.
 WHAT A VILLAGE GIRL SHOULD KNOW
 TOMORROW'S ANOTHER DAY
 ALWAYS THE SAME
 WHAT A BEAUTIFUL FACE WILL DO
 OFF TO GREENWICH VILLAGE
 I LOVE TO DANCE WHEN I HEAR A MARCH
 PULL YOUR STRINGS
 SHOES
 MODEL DODDLE
 WHO'S THE LUCKY FELLOW?
 DANCING COLORS
 BEHIND MY LADY'S FAN
 MEDITERRANEAN NIGHTS
 RIVIERA ROSE

1924—STUDENT PRINCE
 Book and lyrics by Dorothy Donnelly, and presented by a cast headed by Howard Marsh, Ilsa Marvenga, George Hassell and Roberta Beatty. Harms, Inc.
 BY OUR BEARING SO SEDATE
 GOLDEN DAYS
 TO THE INN WE'RE MARCHING
 DRINKING SONG
 (Available on the following records: Columbia 4509-M, Rise Stevens and Nelson Eddy; Columbia 37491 in C-134, Marek Weber orchestra and chorus.)
 WELCOME TO HEIDELBERG
 DEEP IN MY HEART DEAR
 (Available on the following records: RCA Victor 1151, Fritz Kreisler, violinist, with piano accompaniment; Columbia 36556 in C-88, Al Goodman orchestra; Columbia 4340-M, Andre Kostelanetz; Columbia 4510-M, Rise Stevens and Nelson Eddy; Columbia 37490 in C-134, Marek Weber orchestra and chorus; Capitol 10106, Lois Butler with Paul Weston orchestra.)
 SERENADE
 (Available on the following records: Columbia 4114-M, Kullman, tenor, with orchestra; Columbia 35817 in C-37, Wladimir Selinsky and string ensemble; Columbia 4510-M, Rise Stevens and Nelson Eddy; RCA Victor 1487, Richard Crooks with orchestra and chorus; RCA Victor 10-1226 in M/DM-1056, Lawrence Melchior and Nodine Conner; RCA Victor P(27969) in P-133, Dorothy Kirsten and Felix Knight.)
 I'VE NEVER HEARD ABOUT LOVE
 STUDENT LIFE
 JUST WE TWO
 (Available on Columbia record 4509-M, Rise Stevens and Nelson Eddy.)
 WHAT MEMORIES
 SING A LITTLE SONG
 COME, BOYS, BE GAY, BOYS
 (Available on the following Columbia records: 4508-M, Rise Stevens and Nelson Eddy; 37489 in C-134, Marek Weber orchestra and chorus.)
 BIRDS ARE WINGING
 (Available on Columbia record 37491 in C-134, Marek Weber orchestra and chorus.)
 COME ANSWER TO OUR CALL
 (Available on Columbia record 37490 in C-134, Marek Weber orchestra and chorus.)
 THE FLAG THAT FLIES ABOVE US
 (Available on Columbia record 37489 in C-134, Marek Weber orchestra chorus.)
 "The Student Prince" Selections: RCA Victor record 35757, RCA Victor Light Opera Company's "Students' Marching Song," "Golden Days," "Serenade," "Deep in My Heart Dear," "Drinking Song." Columbia Album MM-724 with Rise Stevens and Nelson Eddy with chorus and orchestra. "Golden Days," "Come Boys, Be Gay Boys"; "Drinking Song," "Just We Two," "Deep in My Heart Dear," "Serenade."

Columbia Album C-134 with Marek Weber orchestra and chorus. "The Flag That Flies Above Us," "Golden Days," "To the Inn We're Marching," "Heidelberg Fair," "Come Boys Be Gay Boys," "Deep in My Heart Dear," "Oh Tell Me If With Your Heart," "The Magic of Springtime," "Come Answer To Our Call," "Farmer Jacob," "When the Spring Awakens Everything," "Student Life," "Gaudemus," "Thought Will Come to Me," "Birds Are Winging," "Drinking Song," "Overhead the Moon Is Beaming," "Serenade," "Just We Two."

1925—LOUIS THE 14TH
 Book and lyrics by Arthur Wimperis, and starring Leon Errol in a cast that included Ethel Shutta and Evelyn Law. Harms, Inc.
 MARKET DAY
 WAYSIDE FLOWER
 REGIMENTAL BAND
 TAKING A WIFE
 THE LITTLE BLUE PIG
 PEP
 RIN-TIN-TIN
 THE MAJOR DOMO
 FOLLOW THE RAJAH
 I'M HAROLD, I'M HAROLD
 MOON FLOWER
 VAMP YOUR MAN
 EDELWEISS
 HOMELAND
 ME LITTLE PEACH
 MY FIRST LOVE LETTER
 SWEETHEART OF MINE
 TRUE HEARTS

1925—PRINCESS FLAVIA
 An operetta based on "The Prisoner of Zenda" with book and lyrics by Harry B. Smith and starring Evelyn Herbert in a cast that included Henry Welchman. Harms, Inc.
 YES OR NO
 ON COMRADES
 MARIONETTES
 WHAT CARE I?
 CONVENT BELLS ARE RINGING
 I DARE NOT LOVE YOU
 BY THIS TOKEN
 DANCE WITH ME
 TWILIGHT VOICES
 ONLY ONE
 I LOVE THEM ALL
 IN RURITANA

1926—THE DESERT SONG
 Book and lyrics by Otto Harbach, Frank Mandel and Oscar Hammerstein II, and co-starring Vivienne Segal and Robert Halliday in a cast that included Eddie Buzzell. Harms, Inc.
 SONG OF THE RIFFS
 (Available on the following records: Columbia 4456-M, Dennis Morgan with chorus and orchestra; Capitol 10107 in CD-61, Lee Sweetland.)
 MARGOT
 I'LL BE A BOUYANT GIRL
 FRENCH MARCHING SONG
 WHY DID WE MARRY SOLIDERS
 ROMANCE
 (Available on the following records: Columbia 4339-M, Andre Kostelanetz; Capitol 10104 in CD-61, Lois Eutler and Lee Sweetland.)
 THEN YOU WILL KNOW
 I WANT A KISS
 IT
 DESERT SONG
 (Available on the following records: Columbia 4455-M, Dennis Morgan with chorus and orchestra; Columbia 36555 in C-88, Al Goodman orchestra; Columbia 4339-M, Andre Kostelanetz; Columbia 37491 in C-135; Decca 24039 in A-1926, Fingerle and Schutt, duo pianos; Capitol 10105, Lois Butler.)
 SONG OF THE BRASS KEY
 ONE GOOD MAN GONE WRONG
 LET LOVE GO
 ONE FLOWER GROWS ALONE IN YOUR GARDEN
 (Available on Columbia record 4455-M, Dennis Morgan and chorus.)
 ONE ALONE
 (Available on the following records: RCA Victor 1370, Richard Crooks; RCA Victor P(27968) in P-133, Dorothy Kirsten and Felix Knight; Columbia 36555 in C-88, Al Goodman orchestra; Columbia 36625 in C-92, Don Baker, console; Columbia 4456-M, Dennis Morgan, chorus and orchestra; Columbia 36440 in C-76, Fred Felbel, console; Decca 24039 in A-1926, Fingerle and Schutt, piano duo.)
 "The Desert Song" Selections. RCA Victor Record 35809 with RCA Victor Light Opera Company. "The Riff Song," "Desert Song,"

PERTINENT DATA ON SONGS AND SONGWRITERS
 Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.
 Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).
 In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.
 In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

"One Alone." Columbia Album MX-260 with Dennis Morgan with chorus and orchestra.
 "Desert Song," "One Flower Grows Alone in Your Garden," "One Alone," "The Riff Song," Decca Album DA-370 with Kitty Carlisle, Wilbur Evans, Felix Knight and Vicki Vola with chorus and orchestra. "The Riff Song," "French Marching Song," "Romance," "Then You Will Know," "Desert Song," "One Flower Grows Alone in Your Garden," "One Alone," "The Sabre Song."

1927—CHERRY BLOSSOMS
 Book and lyrics by Harry B. Smith, and co-starring Desiree Ellinger and Howard Marsch. Harms, Inc.
 I'LL PEEK-A-BOO YOU
 IF YOU THINK WHAT I THINK
 FEAST OF THE LANTERNS
 HAPPY RICKSHAW MAN
 I WANT TO BE THERE
 ROMANCE
 I'VE WAITED FOR YOU
 MY OWN WILLOW TREE
 SOME DAY
 TELL ME CIGARETTE
 WAIT AND SEE
 "NEATH THE CHERRY BLOSSOM MOON

1927—MY MARYLAND
 Book and lyrics by Dorothy Donnelly, and starring Evelyn Herbert and Nathaniel Wagner. Harms, Inc.
 STROLLING WITH THE ONE I LOVE THE BEST
 MISTER CUPID
 WON'T YOU MARRY ME
 YOUR LAND AND MY LAND
 THE SAME SILVER MOON
 THE MOCKING BIRD
 STRAWBERRY JAM
 MEXICO
 SOMETHING OLD SOMETHING NEW
 OLD JOHN BARLEYCORN
 SONG OF VICTORY
 KER-CHOO
 MOTHER
 (Available on RCA Victor record 10-1044, Gladys Swarthout and ork.)
 BOYS IN GRAY
 THE BONNIE BLUE FLAG
 HAIL STONEWALL JACKSON

1927—MY PRINCESS
 Book and lyrics by Dorothy Donnelly, and presented by a cast headed by Hope Hampton, Leonard Creeley, and Donald Meek. Harms, Inc.
 GIGOLO
 I WONDER WHY
 FOLLOW THE SUN TO THE SOUTH
 WHEN I WAS A GIRL LIKE YOU
 HERE'S HOW
 DEAR GIRLS GOOD-BYE
 EVIVA
 OUR BRIDAL NIGHT
 MY PASSION FLOWER

1927—THE LOVE CALL
 A musical version of the play, "Arizona," with book by Edward Locke, lyrics by Harry B. Smith, and presented by a cast headed by Berna Deane, John Barker and Volez and Volanda. Harms, Inc.
 TONY TONY TONY
 WHEN I TAKE YOU ALL TO LONDON
 BONITA
 EYES THAT LOVE
 GOOD PALS
 I LIVE I DIE FOR YOU
 'THIS LOVE
 IF THAT'S WHAT YOU WANT
 THE RANGERS' SONG
 THE LARK
 I AM CAPTURED
 HERE THE TRUMPET CALL
 YOU APPEAL TO ME
 FIESTA
 SPANISH LOVE
 MY LITTLE NEST OF HEAVENLY BLUE
 By Sigmund Spaeth and Franz Lehar.

1928—ROSALIE
 With George Cershwinn. Book by William Anthony McGuire, lyrics by Ira Gershwin and P. G. Wodehouse, and presented by a cast headed by Marilyn Miller, Gladys Glad, Bobbe Arnst, Frank Morgan, and Jack Donahue. Harms, Inc.
 HERE THEY ARE
 ENTRANCE OF THE HUSSARS
 HUSSAR MARCH
 THE KING CAN DO NO WRONG
 WEST POINT BUGLE
 WEST POINT MARCH
 KINGDOM OF DREAMS
 EVERYBODY KNOWS I LOVE SOMEBODY
 FOLLOW THE DRUMS
 George Gershwin contributed the following songs to this production:
 SHOW ME THE TOWN
 SAY SO
 LET ME BE A FRIEND TO YOU
 OH GEE, OH JOY
 NEW YORK SERENADE
 HOW LONG HAS THIS BEEN GOING ON
 YANKEE DOODLE RHYTHM

1928—THE NEW MOON
 Book and lyrics by Lawrence Schwab, Frank Mandel and Oscar Hammerstein II, and starring Evelyn Herbert and Robert Halliday. Harms, Inc.
 MARIANNE
 THE GIRL ON THE PROW
 GORGEOUS ALEXANDER
 TAVERN SONG
 SOFTLY AS IN A MORNING SUNRISE
 (Available on the following records: RCA Victor 28-0403, Al Goodman orchestra; Decca 19352, Kenny Baker; Decca 23155 in A-155, Frank Forest and orchestra; Columbia 4240-M, Nelson Eddy with orchestra; Columbia 36627 in C-92, Don Baker, console.)
 STOUT-HEARTED MEN
 (Available on the following records: Decca 23576 in A-470, John Raitt and male chorus; Columbia 4241-M, Nelson Eddy.)
 ONE KISS
 (Available on the following records: RCA Victor 2048, Jeanette MacDonald; Columbia 36554 in C-88, Al Goodman orchestra; Columbia 4338-M, Andre Kostelanetz; Capitol 10107 in CD-61, Lois Butler and Lee Sweetland.)
 WANTING YOU
 (Available on the following records: RCA Victor 1506, Lawrence Tibbett; RCA Victor P(27967) in P-133, Dorothy Kirsten and Felix Knight; Columbia 4241-M, Nelson Eddy; Capitol 10105, in CD-61, Lois Butler and Lee Sweetland.)
 FUNNY LITTLE SAILOR MAN
 LOVE IS QUITE A SIMPLE THING
 TRY HER OUT AT DANCING
 LOVER COME BACK TO ME
 (Available on the following records: Capitol 10106 in CD-61, Lois Butler and Lee Sweetland; Decca 24119, Roy Eldridge orchestra; Decca 18352, Kenny Baker; Decca 24045, in A-1928, Basil Fomeen orchestra; Decca 23154 in A-155, Florence George; RCA Victor 1506, Lawrence Tibbett; RCA Victor 2048, Jeanette MacDonald; RCA Victor P(27397) in P-64, Joe Reichman, piano; Columbia 4430-M, Rise Stevens; Columbia 4240-M, Nelson Eddy; Columbia 35706 in C-32, Eddy Duchin, piano with rhythm section; Columbia 36554 in C-88, Al Goodman orchestra; Columbia 36625 in C-92, Don Baker, console.)
 "New Moon" Selections. Decca Album 4-114 with Florence George, Paul Gregory and Frank Forest with chorus and orchestra. "Stout-Hearted Men," "Paree," "Lover Come Back to Me," "One Kiss," "Wanting You," "Softly As in a Morning Sunrise."

1930—NINA ROSA
 Book by Otto Harbach, lyrics by Irving Berlin, and starring Ethelind Terry and Guy Robertson. Harms, Inc.
 PAY DAY
 PABLO
 NINA ROSA
 WITH THE DAWN
 PAYADOR
 THE SECRET OF LIFE
 YOUR SMILES YOUR TEARS
 SERENADE OF LIFE
 PIZZARO WAS A VERY NARROW MAN
 A KISS I MUST REFUSE
 LATIGO
 THE ONLY ONE FOR ME
 A GAUCHO'S LOVE SONG
 MY FIRST LOVE MY LAST LOVE

1931—EAST WIND
 Book and lyrics by Frank Mandel and Oscar Hammerstein II, and starring Charlotte Lawrence and J. Harold Murray. Harms, Inc.
 IT'S A WONDERFUL WORLD
 EAST WIND
 I SAW YOUR EYES
 THESE TROPICS
 CONGAI
 GOOD NIGHT
 ARE YOU LOVE
 YOU ARE MY WOMAN
 MINNIE
 TWO SOFT ARMS
 I'D BE A FOOL TO FALL IN LOVE AGAIN
 LOVE WHEN YOUR HEART IS YOUNG

1933—MELODY
 Book by Edward Childs Carpenter, lyrics by Irving Caesar, and presented by a cast headed by Evelyn Herbert, Everett Marshall, Hal Skelly and Walter Woolf. Harms, Inc.
 OUR LITTLE LADY UPSTAIRS
 MELODY
 I'D WRITE A SONG
 GOOD FRIENDS SURROUND ME
 ON TO AFRICA
 I AM THE SINGER YOU ARE THE SONG
 NEVER HAD AN EDUCATION
 THE WHOLE WORLD LOVES
 GIVE ME A ROLL ON A DRUM
 TONIGHT MAY NEVER COME AGAIN
 (To be continued next week)

SONGWRITERS COMING UP!
SIGMUND ROMBERG (V)
 In Subsequent Issues *The Billboard* Will Present

AL HOFFMAN
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 J. FRED COOTS
 HOAGY CARMICHAEL
 HARRY RUBY
 FATS WALLER
 HARRY REVEL
 JIMMY McHUGH
 BILLY HILL

BMI-N. Y. LQ Suit Settled Out of Court

NEW YORK, Feb. 11.—The suit brought by Broadcast Music, Inc. (BMI), against the Latin Quarter nitery here was dropped when Elias M. Loew, owner of the spot, this week made a settlement on the amount due in back license fees. Loew also signed a new two-year performing rights license with BMI dating from January 1, 1950.

Harry P. Somerville, director of non-radio licensing for BMI, represented the licensing organization in the settlement and contract negotiation.

David and Livingston To Pen 'Army' Score

HOLLYWOOD, Feb. 11.—Tune-smiths Mack David and Jerry Livingston were inked to write the score of the new Dean Martin-Jerry Lewis film production, *At War With the Army*, which will roll shortly. Martin, Lewis and personal manager Abby Greshler will produce the pic thru York Pictures, independent financing set up by the comedy duo and Greshler.

David and Livingston, handled by Greshler, recently completed the score of Walt Disney's *Cinderella*.

THE OLD MASTER PAINTER

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PHIL HARRIS.....RCA Victor
 RICHARD HAYES.....Mercury
 DICK HAYMES.....Decca
 SNOOKY LANSON.....London
 PEGGY LEE-MEL TORME, Capitol
 JACKIE PARIS.....National
 FRANK SINATRA.....Columbia

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Music—As Written

(Continued from page 41)

label, has added **Bob Kames** and **Eddie Daniels**, organist; **Gene Heier**, polka band, and **Joe Potzner**, novelty combo. Kames's "You Are My One True Love," cut originally for Pfau, has been sold to Mills Music, which have five disks coming on it. . . **Hughie Keough** has taken the Mills Music contract post here. . . **Chick Kardale** is back at work for Leeds, working with **Archie Levington**. . . Life Records here is going into 45 r.p.m., according to **A. T. Maras**, the firm's recording chief. **Ray Magee** has been appointed Eastern division manager for the diskery. . . **Frank Holzene**, op of the Blue Note, Loop jazz stronghold, has told bookers that he will go into a week-end name policy starting in March. He is using **Art Hodes's** Dixie combo as the house band. . . **Ray Herbeck** goes into Oh Henry Ballroom, Willow Springs, Ill., March 8 thru a GAC booking. Herbeck has left Associate Booking.

Cincinnati:

Sigmund Romberg will do a benefit concert here April 14 for Our Lady of Mercy Hospital. . . **Larry Vincent**, piano-playing boss man of Pearl Records, Covington, Ky., is doing a half-hour, 12:30-1 p.m., Monday thru Friday, over WNOP, Covington, sponsored by the Lookout House, that city, where he formerly held forth at the bar piano for three years. . . **Jack Shelle**, violin, and **James Park**, bass viol, until recently at the exclusive Fox and Crow dine and dancery, Montgomery, O., have joined the string combo, led by **Ethel Ponce**, pianist, in the Continentale Room of the Netherland Plaza. . . **Duke Ellington's** concert at Cincinnati Garden Saturday night (4) attracted some 7,200 people, with a \$2.40 top and 8,000 seats pegged at \$1, taxes paid.

Hartford, Conn.:

The Hotel Bond, largest hotel location in this area, has limited its dancing nightly policy—temporarily, at least—to Friday and Saturday only. . . **Bob Halprin**, Hartford bank booker, has opened a branch booking office, under supervision of **Russ Rega**, at 23 Church Street, New Haven. Main offices will remain here. . . **John H. McClure**, business agent of Local 93, Bridgeport Musicians Association, has been named for his 36th consecutive term as sergeant at arms of the Bridgeport Central Labor Union. . . **Jack Gordon**, of Gordon's Entertainment Bureau, Hartford, believes spring band bookings will be good. "We have a lot of private bookings lined up," says, "and we expect this trend to make up in profits the drop in night club band bookings."

Philadelphia:

Hot Lips Page and **Al Hibbler** follow the **Delta Rhythm Boys** into the Club 421, with **Dinah Washington** and **Joe Thomas's** band set for March. . . **Belle Barth**, 88-er at Drury Lane Inn, sold her "Give Me a Break" song to Mills Music. . . **Mike Pedicin** and His Men of Rhythm, currently at Ciro's, waxed two sides, "Lucia" and "Love Me," for the local Scoop label. . . With **Marty Magee** winding up at the Bellevue-Stratford Hotel, **Lou Chaikin** takes over for the dinner music, with dancing Friday and Saturday nights. . . **Cathy Allen**, former **Louis Prima** canary, handles the vocals for "The Girl Next Door" television show on WPTZ. . . **George Sommer** is the first in for the return of dancing Saturday nights to the new Swing Club. Dancery used a juke box until now. . . **Mildred Phillips** and **Frances Kaye** placed their "Say It" song with the Grimes Music Publishing Company here. . . **Sammy Kaye**, **Guy Lombardo**, **Jerry Colonna** and **Carman Cavallaro** will come here March 24 for the Lions' Charity Ball, booked by **Bill Honey**.

CARNIVAL COMEBACK

NEW YORK, Feb. 11.—The newly-reactivated Banner Record Company, which specializes in Jewish language disks, has now revived its American pop wing, Carnival Records. Purpose of the revival at this time is an effort to cash in on the new popularity of warbler **Dick Todd**, whose Rainbow dinking of **Daddy's Little Girl** is currently riding high. Carnival has several Todd sides, cut several years ago, prior to the Rainbow time and never released.

Banner, which will continue to confine itself to Jewish material will release a series of Jewish and Hebrew children's records in about five weeks.

Signature To Join Parade of 45 & 33's

NEW YORK, Feb. 11.—Signature Records is the latest firm to join the swing to the new speeds. The waxery goes both LP and 45 in mid-March. The firm will issue eight long-play disks (**Paul Whiteman's Rhapsody in Blue**, etchings by **Alan Dale**, **Ray Bloch**, **Monica Lewis**, **Errol Garner** and others) and 25 outstanding catalog singles on the doughnut disk.

The disks will be peddled at the prevalent industry prices, with 45's going at 79 cents and 10-inch LP's going at \$2.85.

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 15081 We'll Build a Bungalow
 Skirts
 15035 Silver Dollar
 Dixie
 15012 All the Bees Are Buzzin' 'Round
 My Honey
 Signed, Sealed and Delivered
 15030 All the Way Choo Choo
 University of North Carolina
 Medley
- ★ **SISTER SLOCUM AND "WOODY" BLOCK**
 15026 Ja Da
 Avalon
 15023 I've Got Rings on My Fingers
 Bye Bye Blues
 15020 Black and White Rag
 I Ain't Got Nobody
- ★ **CARROLL LUCAS**
 15021 The Wise Old Owl
 If You Were Mine
- ★ **AL GRANT**
 15019 Goodbye, My Love
 Lovebirds
- ★ **FREDDY MILLER**
 15031 Row, Row, Row
 I Can't Make You

- HILLBILLY-WESTERN**
- ★ **DELMORE BROTHERS**
 826 Troubles Ain't Nothin' But the Blues
 Pan American Boogie
 803 Blues, Stay Away From Me
 Goin' Back to the Blue Ridge Mountains
 - ★ **HANK PENNY**
 828 Bloodshot Eyes
 I Was Satisfied
 - ★ **COWBOY COPAS**
 825 The Gypsy Told Me
 Crazy Over You
 - ★ **MOON MULLICAN**
 830 I'll Sail My Ship Alone
 Moon's Tune
 - ★ **CLYDE MOODY**
 837 I Love You Because
 Afraid
 - ★ **ZEB TURNER**
 833 I Could Lose Those Blues
 Dolly Dimple Dance
 845 Why Don't You Haul Off and Get Religion
 All Dressed Up
 - ★ **GRANDPA JONES**
 834 I Do
 Daisy Dean
 - ★ **RED PERKINS**
 836 I Hate You
 Crocodile Tears

- SEPIA-BLUES**
- ★ **BULL MOOSE JACKSON**
 4335 Must You Go?
 Not Until You Came My Way
 - ★ **IVORY JOE HUNTER**
 4326 I Quit My Pretty Mama
 It's You, Just You
 - ★ **LONNIE JOHNSON**
 4336 Confused
 Blues, Stay Away From Me
 - ★ **WYNONIE HARRIS**
 4330 Sittin' on It All the Time
 Baby, Shame on You
 - ★ **TINY BRADSHAW**
 4337 Gravy Train
 Teardrops
 - ★ **EDDIE "CLEANHEAD" VINSON**
 4331 I'm Gonna Wind Your Clock, Baby
 I'm Weak But Willing
 - ★ **MEMPHIS SLIM**
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On the Stand

Jimmy Dorsey
 (Reviewed at the Cafe Rouge, Hotel Statler, New York, February 7. Band manager, Gil Koerner. Booked thru General Artists Corporation.)

TRUMPETS: Dick Hoffman, Charley Teagarden, Dick Murphy, Shorty Sherock.
 TROMBONES: Dick Bellerose, Bob Hackman, Frank Rehack.
 REEDS: Ben Fussell, Nino Pallotti, Frank Mayne, Phil Anicola, M. La Rocca.
 Rhythm: Ray Bauduc, drums; Bill Lolatte, bass; Al Waslohn, piano.
 VOCALISTS: Kenny Martin, Claire Hogan, Chaney Teagarden.
 ARRANGER: Howard Gibelung.
 CLARINET: ALTO SAX AND LEADER. Jimmy Dorsey.

You just can't keep an old master down. This is evidenced propitiously in the excitingly refreshing output of the latest edition of veteran Jimmy Dorsey's band. The elder Dorsey has a whale of a dance band and, after several years of descendency following the loss of the Bob Eberly-Helen O'Connell vocal team, has found the gimmick with which to push his product. Dorsey's scheme of things is built around a Dixieland unit culled from within his crew, and it is this—via Columbia platter promotion—and a general revitalization of the free-wheeling two-beat jazz idiom across the country which is catapulting the new Dorsey band back into the band business lime-light.

Dorsey makes adroit use of programming to draw the maximum benefit from the spirited and happy two-beat work of the Dorseyland Eight, the maestro's dispensers of Dixie.

Well-Balanced Book

The group is on infrequently enough to sustain the freshness of the two-beat gimmick. And Dorsey surrounds the Dixieland offerings with a profusion of superlatively paced, cleanly played and imaginatively clefled dance music. The band's library, almost all written, and expertly, by Howard Gibelung, is a well-balanced book which spots equal portions of current pops, standards, J. Dorsey record hits of yesteryear as well as his contemporary slicings, and a handful of originals.

The Dorsey vocal department is at its strongest in a long time. Kenny Martin is an outstanding ork warbler. His is a virile, big, controlled baritone voice which is supplemented by a pleasing and personable appearance. Claire Hogan, in handling the femme side of the vocal picture, shows herself to be a much improved thrush and a decided visual and vocal asset to the crew.

Brilliant Tootlers

The band spots a number of brilliant tootlers including trumpeters Charley Teagarden and Shorty Sherock and Drummer Ray Bauduc—each accruing additional plus values to the over-all positive picture of the band. And, of course, there's always Dorsey and his distinctive alto and clary tootlings.

With Dixieland showing the way, Dorsey's band should rapidly reassert its right to be in the top ork brackets. This is a crew which will please any type of terp lover.

If this band's spirit and enthusiasm is any indication, then it's going to help show the way for all the other lads who are trying to bring back the band business. Hal Webman.

Philly's Tunesmiths Elect Myers Prexy

PHILADELPHIA, Feb. 11.—James E. Myers, head of Myers Music Company and of Cowboy Records, was elected president of the Song Writers' Association of Philadelphia (SWAP) this week, succeeding Publisher-Composer Frank Capano. SWAP, organized a year ago, brings together all the town's writers and publishers on a social basis in an effort to advance the welfare of the industry and eliminate unfair practices. It is in no sense a performing rights society.

Other officers elected for the new year were Duke Morgan, Gus Braun and Ann Tumolo, vice-presidents; Dave Grimes, executive secretary; Florence Moss, recording secretary; Johnny Richards, treasurer; Ted Donofrio, sergeant at arms. Board members on the SWAP council are Cecil Dunlap, Dr. Louis Menaker, Len McCall, Marty Spoerl, Al Alberts, Jack Howard, Domer Brown and Billy Uhr.

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New Birth for Dance Bands; RCA Outlines Revival Bally

(Continued from page 12)
 Instead, disk jock reaction and sales figures proved beyond a doubt that Flanagan, strictly on a dance kick, had developed into a strong piece of talent.

Other Company Moves

Victor's move was followed by Decca, which built bands around Jerry Gray and Sonny Burke, and Capitol, which restyled Ray Anthony's work along lines of the traditional names and immediately signed a flock of maestri including Jan Garber and Benny Strong. Columbia concentrated efforts on Les Brown and Harry James.

As Flanagan got hotter he sold more records on Bluebird than long-established name bands sold on the 79-cent label—proving beyond a doubt that the public's interest in dance music was not completely dead. With this established, Victor decided to take the dramatic step of putting out its album series, coupling the diskery's strong names with the greatest composers. Bands were urged to "play as they played 10 years ago"—and, according to reports, the tooters outdid themselves.

Csida Blueprints

The job of rounding up the talent and cutting the albums was done in rapid time. Csida started blueprinting the project two and one-half months ago. By January 1 all sides were cut with the exception of the Monroe album. This was done by January 17.

From a financial point of view RCA's band venture would seem to be rolling already. Victor first aimed at an initial order of 100,000 on the first distributor round-up. With only three-fourths of the distributors accounted for as of Wednesday (8), orders totaled 200,000. It's estimated

that the total, on the first distributor round-up, will hit 250,000.

Trade Significance

Apart from its significance to the disk industry, the RCA venture is of vast interest to the entire band business and music trade. Should the move catch on strongly it could conceivably revive the dance band field, which has been dormant since 1942, when vocalists, under the impetus of the craze for Frank Sinatra, preempted the field from the dance beat maestri. Such a revival, of course, would mean the rebirth of the road, a reorientation of publishers' plugging practices, etc. Such a complete renaissance would be the optimum result of Victor's strategy. Plans are now brewing to tie band agencies, ballroom operators and ballroom operators' associations into the over-all dance band movement in order to accomplish as thorough a revitalization as possible. From Victor's standpoint such an optimum result, while desirable and hoped for, would not be necessary for the success of the venture. A heavy disk sale and consequent upping of the sales potential of the diskery's band list, all of which seems very likely, would more than write off the cost of the venture.

Parade To Bow With New Speeds, No 78

NEW YORK, Feb. 11.—Parade Records, a new diskery producing 45 and 33 1/2 r.p.m. platters but no 78's, will make its debut February 21. The outfit is operated by Wally Wolsky and Murray Dichter.

The first artist inked exclusively for the label is organist Jesse Crawford, who has already sliced eight Strauss waltzes for the first release. These will come out first on a single LP disk, followed about a week later by single 45 couplings. Crawford, according to Wolsky, has a five-year pact.

Wolsky is also head of the New York Record Company, indie pressing plant in Brooklyn. The pressery is now handling 45, 33 1/2 and 78 production for other indie labels.

Shay & Channing Now 'Hon. Citizens' Of Little Rock

NEW YORK, Feb. 11.—The Park Avenue hillbilly and the blonde preferred by gentlemen have been made "honorary citizens" of Little Rock, from the song of the same name. Thru the intercession of a member of the Little Rock Chamber of Commerce, Dorothy Shay and Carol Channing were given fancy scrolls by the mayor of the Arkansas city, conferring "citizenship" on them for their "help to the city" via their recordings of *Little Girl From Little Rock*. The tune is from *Gentlemen Prefer Blondes*, in which Miss Channing stars.

Little Rock's appreciation found further expression. The C of C sent deejays 700 diskings of the tune in a brochure describing the wonders of the burg. The C of C also sent preview copies of the record to 27 Arkansas radio stations, and prevailed on Arkansas juke ops to feature the tune in boxes.

It was learned at press time that flack Henry Okum, who has the J. J. Robbins pubbery, pubbers of the *Gentlemen* score, as an account, is alleged to have had some connection with Little Rock's spontaneous measure in behalf of the misses Channing and Shay.

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XXX—IMITATORS, BEWARE—XXX

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Desperate Measures Needed

(Continued from page 3)
since it opened. The Copa City does okay some nights with Frankie Laine, Harvey Stone and the Step Brothers, but its most successful operation is in the lounge, where ex-Billboard guy Barry Gray sits on a throne and "experts" on everything from show-biz to politics to mysticism. He carries on interviews with names and semi-names, only occasionally spinning a record.

Columnists Scold

Small newspapers all have one or more columnists, some of whom pontificate regularly on the operations of night clubs, scolding the ops for paying high salaries and scolding them still more for charging big prices. The fact is there isn't a cafe man in town who wouldn't gladly cut his budget if he could withstand competition.

The Kitty Davis Theater-Restaurant, an all-year operation, is doing as well as some clubs and better than most. Operating on a smaller budget than its larger competitors, the room goes in for so-called secular entertainment. Right now it has George Givot, the Barton Brothers, Kenny Davis and a dance team, and the Danny Davis is complaining, he seems to be doing better than the bigger rooms.

Strips in Demand

In the smaller spots the strip act is in great demand. The Chez Paree, (See Miami Tries Bait on page 49)

AGVA News Sheet

NEW YORK, Feb. 11.—The local chapter of the American Guild of Variety Artists (AGVA) this week published the first edition of a chapter newspaper, which is designed to serve as an educational and institutional sheet. The newspaper, tagged the *New York Branch Newsette*, will be issued monthly. The AGVA branch organ was a brain-child of Jimmy Lyons, New York branch and Eastern regional rep, and it was he who wrote and edited the first edition.

La Stewart Joins Blackburn Duo

NEW YORK, Feb. 11.—Martha Stewart and the Blackburn Twins will pick up where Janet Blair and the Blackburns left off when the act breaks in at the Copley Plaza Hotel in Boston March 1 for a two-week stand.

The "new" act, which in fact is a renewal of the Blair-Blackburns original, with Miss Stewart, a movie starlet and ex-Mrs. Joe E. Lewis, performing Miss Blair's chores, will draw a reported \$2,500 per week plus rooms for the engagement.

N. Y. Martinique Bow Falls Thru

NEW YORK, Feb. 11.—The skedded reopening of La Martinique, which has been shuttered for the past year, fell thru this week when Phil Rosen, who was due to have headed up the revival of the operation, nixed the proposition.

The nitery was supposed to make

Broadway Flacks Shaping Up Org; 3 Huddles Held

NEW YORK, Feb. 11.—The effort being made by Broadway press agents to organize themselves into an association appears to be shaping up following the group's third and most successful meeting Wednesday (8) in the Pine Room of the Hotel Warwick here. A group of over 60 flacks who deal in what they term "marginal theatrical publicity"—press work involving night clubs and personalities—temporarily have dubbed the new organization Press Agents' Club.

The move to organize was sparked by Sam Geison and Frank Law, with Geison selected temporary prexy and Law named honorary prexy. Objectives of the org include the establishment of fair-trade practices and to eliminate cut-throating. These, it is hoped, can be dealt with by closer fraternization among the agents. Ultimately, they hope, that some sort of price standardization may be accomplished in a profession which is noted for tremendous fluctuation in fees.

Committee Named

The group elected a membership committee and a bylaws committee, with the latter due to prepare a temporary constitution and bylaw paper for the next session, which is slated for February 24.

Attempts to build flack associations have been made in previous years, but never have they been so expansive in scope as to cover all Broadway agents. Usually these attempts have been confined to small cliques of flacks who had established close personal relationships.

a March bow under the aegis of Rosen in collaboration with the former Martinique op, Dario.

Monroe Will Build Show 'Round Ziggy

NEW YORK, Feb. 11.—Orkster Vaughn Monroe will pull a Horace Heidt shortly when he builds a package vaude snow around Ziggy Talent, a comedy singer-musician who has been a feature of Monroe's ork for almost a decade.

Talent will pull out of Monroe's crew for a tour of one-day theaters one-night concerts in early April. He will work with about four little known and little tried acts and a seven-piece band. The new package will be booked thru the Willard Alexander Agency.

Uretsky and Merlin Buy A. C. Club Nomad

ATLANTIC CITY, Feb. 11.—Club Nomad, one of the oldest niteries at this resort, was sold by Charlie and Morris Goodelman this week to Max Uretsky and Charlie Merlin for a reported \$65,000. Both new owners have operated taverns around town and Uretsky has a share in a big Florida hostelry. Final settlement is expected to be made by March 20. Included with the nitery is the building which houses a 40-room hotel patronized largely by the theatrical trade.

The nitery room, which once featured large floorshows, was converted into a musical bar by the Goodelmans. The new owners plan to remove one of the bars and return the space to floorshows. The entire room will be refurbished. Opening is expected at Easter.

AGVA Agents Plan New Franchise Talks

NEW YORK, Feb. 11.—The American Guild of Variety Artists' (AGVA) proposition involving a new franchise plan for agents (*The Billboard*, February 11) remained at a status quo this week pending the renewal of talk with the Artists Representatives Association (ARA) and other non-affiliated agents.

AGVA and agent groups will meet again February 16 to kick around the proposal of the levy of a \$50 franchise fee and other incidental terms for agent franchises being mulled by Henry Dunn, AGVA president.

N. Y. Mocambo \$ Up for Maxies

NEW YORK, Feb. 11.—Joey Kaugman's Mocambo nitery here, which kicked off with a name talent policy but has since reverted to low budget acts, will try again with the higher-priced product beginning March 9, when the freshly reorganized team of Maxie Rosenbloom and Maxie Baer open there.

The pair will work the spot for a couple of weeks and will draw an estimated \$1,250 against a percentage of the take. A low budget singing act will round out the bill.

same year he had introduced an act and small band policy in the Buttery of the Ambassador West.

Byfield, who was prexy of the Hotel Sherman and the Ambassador Hotel Corporation, is survived by his widow, Adele Sharp Thomas, and two sons, Ernest Jr. and Hugh, and a daughter, Gene.

Services will be held Monday (13) with burial following in Rosehill Cemetery.

Midwest Bookers Eye Rule B

EMA Members Sponsor Move To Aid Agent

Seek Code Amendment

CHICAGO, Feb. 11.—A movement to secure protection for club date and outdoor bookers under Rule B, in negotiations between agents, acts and the American Guild of Variety Artists (AGVA) is underway here. The proposal is being sponsored by a contingent of Midwest agents within the Entertainment Managers' Association (EMA), the central chapter of Artists Representatives' Association (ARA). Rule B is currently under consideration by committee members of ARA and AGVA, who intend to meet before the year's end to revise the current 58-page booklet to conform better to present conditions (*The Billboard*, December 3).

Feeling among some Midwest percenters is that there is a definite need for insertion of a provision which would give the club date and (See Midwest Bookers on page 49)

Philly LC Sticks To Name Policy

PHILADELPHIA, Feb. 11.—Harry Steinman, operator of the Latin Casino nitery here, tagged as erroneous any impression created by the booking of Steve Gibson and the Red Caps that the room was changing to a musical lounge policy for its floor talent. The Red Caps come in in mid-April as floorshow headliners and not as the start of any new policy calling for the instrumental-vocal combos.

Names, added Steinman, will still remain the standard policy for the room, with the close of the Florida season awaited to resume the name parade for the spot. Meanwhile the Latin Casino brought in a Western hillbilly name for the first time, putting the spotlight on folk singer Elton Britt this week.

Eateries Drop to 895 Mil.

WASHINGTON, Feb. 11.—Receipts of the nation's eating and drinking places dipped to \$895,000,000 in November, marking the second lowest month of 1949, the Department of Commerce reported last week. November business was \$66,000,000 below October, and \$92,000,000 less than November, 1948.

Ernest Byfield Succumbs in Chi

CHICAGO, Feb. 11.—Ernest Byfield, 59, prominent hotel executive and well-known as a nitery show creator and host to national conventions of the International Association of Amusement Parks, Pools and Beaches, died in St. Luke's Hospital Friday (10) of a heart ailment.

Byfield had a large number of firsts to his credit, especially in the operation of the Hotel Sherman's College Inn. Shortly after World War I, he introduced the first ice show in a nitery. During the depression, when the talent budget hit a low ebb, Byfield introduced a succession of novelty sports to bolster attendance. In 1938, Byfield introduced the first of a string of top name swing bands and made the Inn the cradle of swing. In 1949, Byfield introduced the first of a series of salutes to composer revues, which have since been presented in theaters and niteries across the country.

In addition to his work in developing the College Inn as a top entertainment room, he was credited with creating the Pump Room of the Ambassador East Hotel, which has utilized top society name bands since its opening in 1938. Earlier in the

Capitol, New York
(Thursday, February 9)

Capacity, 4,027. Price policy, 55 cents-\$2. Number of shows, four daily, five Saturdays. Loew chain booker, Sidney Piermont. Show played by Gordon Jenkins's ork.

Evidently the 50-man Gordon Jenkins organization, assembled especially for this Stem date, consumes a hefty chunk of the house's budget, with little left over for the supporting acts.

Essentially the Jenkins presentation has changed only slightly since the last time around. His big, handsome *Manhattan Towers* production is again the feature and wrapper-upper. Since last year's appearance here, the maestro has cut several hit Decca disks, which he recaps here with the aid of a comedy, competent thrush, Betty Brewer. In the *Towers* opus, the Tattlers (vocal foursome) and narrator Barry Thomson are again cast in the leading roles, and do an excellent job. The quartet, two guys and two gals, make a lively contribution visually and vocally, drawing a spontaneous hand midway thru the piece with their sparkling *New York's My Home* stanza.

Two shorter production pieces by the band, *Chinatown* and a swing version of *Blue Danube*, are less distinctive.

Good Draping

The entire musical unit is draped effectively across the stage, where it remains thruout the bill without any apparent crowding. At any rate, the supporting acts don't need space—just material.

Mimic Nip Nelson, whose "rhythmic impressions" included fine simulations of Clyde McCoy, the Harmonicats, Louella Parsons, Jimmy Stewart and Spike Jones, lacked the laugh lines to put them over.

Thrush Marion Hutton and her new spouse, Jack Douglas, are breaking in their act here, and they too could use some sock comedy material. Altho the gal can still sing a good song, during the skits she breaks up too frequently for professional behavior and usually with little reason. Douglas, with more material and less milking, probably could prove himself funny to the audience, as well as to his wife.

Pic, Mrs. Mike. Bill Simon.

The Olympia, Miami Beach
(Wednesday, February 8)

Capacity, 2,100. Price range, 60 cents-\$1.15. Chain booker, Harry Levine. Number of shows, four daily. Show cut by Les Rhodes house band.

The show headed by Connee Boswell runs okay, tho there's little on the bill to set a hot pace or keep it once it is started.

First on was the balancing team of Ferdinand and Jerry, two husky, good looking lads who do some clever teeterboard two-man balance and stands. For obvious reasons the act can't work too fast, but an effect of speed could be obtained by stepping up the tempo. The boys showed some clever tricks and walked off to good hands.

Harmonica Miss

Irene Kaye, tall, good looking brunette, did an outstanding harmonica act, using fast familiar rhythm numbers on a highly commercial routine. Later she came back to straight for Al Mardo (and company). Mardo starts off in a lazy dog routine, using a brindle bull a la Bob Williams. It got titters which occasionally grew to yocks. In his bit with Miss Kaye, both played harmonicas, tho his was a tiny no-hands instrument.

The Catron Brothers do an okay new act, breaking up their chatter with some excellent precision hoofology. The kids have improved a lot since last caught but could use more chatter. As it is, their sight bits pull solid yocks, but their talk needs some work.

Connee Boswell, brought on in a roller-bearing chair, hit them with her collections of songs, and the show wound up in good style.

Pic, Inspector General. Bill Smith.

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, February 9)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily; five on weekends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The Place drew a cold house for the dinner show, but the bill itself was briskly paced with solid entertainment values, outstanding comedy and a couple of fine novelty acts.

The show opened with considerable flash, via an up tempo ork number, *Strike Up the Band*, and the deftly executed acro-balance routines of F' ward and Wanda Bell. The latter scored with a succession of neat back-flips to her partner's shoulders and her lithe ballerina-like grace enhanced the turn's showmanly presentation.

Duke Art a Topper

In the second spot, Duke Art and Junior packed plenty of sales savvy into a speedy clay modeling session. Art, whose father used to play the Palace with a similar novelty act in the old days, has nimble fingers and topflight stage presence. His streamlined sculpting of a baby, clown and glamour gal clicked big with the crowd. It was easily the smartest act on the bill.

Comedian Stubby Kaye parlayed a parcel of jokes about his weight (300 lbs.) into a good round of yocks and had a sock finish in a parody-mimic of *You Made Me Love You*. Incidentally, Kaye's own voice is excellent and he could easily sell a number straight.

Working in No. 4, the Albins rated consistent giggles and several sizable yocks with their comedy routine. The tiny blonde is a perfect foil for her tall partner's frizzy wig appearance, and their knock-about dances and shrewdly-timed slapstick drew the best hand of the evening.

Markham Draws Laughs

Yock-wise, the bill's biggest laugh-getter was Dewey (Pigmeat) Markham and Company. The three-person sketch, tagged *Catch That Ghost*, had something to do with hunting buried treasure in a graveyard and undoubtedly suffered from blue penciling for the family trade. However, Markham's show-wise comedy talents overshadowed the slight plot anyway and the audience howled from start to finish.

The bill was low on glamour, and pretty blond vocalist Dorothy Claire sparked a big hand when she walked on in a well-filled strapless sequin gown. The gal is cute and self-assured, but she works too hard to get the crowd. In spite of a professional delivery and good materials, she needs more warmth to get an audience like the Palace. Right now she's all g'tter and no heart.

Serutan Edmondson

The next-to-closing spot went to Professor Backwards (Jimmy Edmondson), who specializes in it's backward. The dour-faced gimmick artist spends most of his time at the r'le making with gags. The house was cool to his opening chatter but warmed up to his political jokes and was receptive to his inverted spelling skill at the close. Edmondson makes a mistake, tho, in playing down to his audience. They resented one of his cracks: "I'm not a smart comedian. I'm the kind you folks like."

In the final slot, Roberta's Circus provided a flash with one of the most spirited, spontaneous animal acts in the business. Assisted by a guy and gal, Naida Roberta put four ponies, six dogs and a monkey thru the usual paces. Trick-wise, the act isn't spectacular, but the animals are so personable that the over-all impression is socko. Unlike most circus acts, Roberta's zoo kids seem to be genuinely stage-struck. One of the dogs is a real ham.

Pic: The Tattooed Stranger. June Bundy.

Oriental, Chicago

(Thursday, February 9)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Four shows daily, five shows weekends. House Booker, Charley Hogan. Show played by Carl Sand's house band.

Tho the bill lacks a highlight, the four-acter runs smoothly. It's a low-l 'get a fair, but pack' substantial talent. Carl Sand's ork, onstage, introduced Carlos and Linda ... Cuban medley. The youngsters were a good opener, offering a Cuban style of dancing not often seen here. The twosome exhibited some excellent stepping, with the boy's glass-balancing a standout. Their closer, a j-bug, is incongruous to the rest of the act.

Wally Vernon is one celluloid character who comes out of Hollywood well prepared. While the beak-nosed comic used some hackneyed stuff, his asides brighten his delivery and he got consistent chuckles. He did one sister bit with Ginger Sherry, who's worked more into the act since caught last. Vernon's eccentric and soft shoe stuff enhances the act.

Vic Hyde is still using his multiple hero work, but has come up with an innovation—playing piano and trombone simultaneously. The addition brightens his turn and makes for good pacing. Closed to a big mitt with his standard bugle corps walk-off.

The Christiani Troupe (three men and two fems) mix expert tumbling and teeterboard work to good advantage. The teeterboard acts to three-men stands and one hand-to-foot stand are thrillers. They closed with a two-minute display of varied types of single tumbling.

Pic: East Side, West Side. Johnny Sippel.

Goldkette's Fantasia In Detroit Folderoo

DETROIT, Feb. 11. — Jean Goldkette's Fantasia, formerly the Latin Quarter and long Detroit's swankest theater-type nitery, folded last Sunday night (5) after a month of formal operation under the banner of the formerly famed orkster. The spot, which housed a long string of failures, ran into a financial jam after a tough New Year's Eve and progressively weakened biz.

Both the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) stepped in to protect membership employed in the spot. Both acts, featured in a low-budget ice show, and a band, led by Buddy Milton, were working under either bond or advance pay.



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Radio City Music Hall, New York

(Thursday, February 9)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Number of shows, four daily. House booker and producer, Leon Leonidoff. Show played by Alexander Smallens's house symphony ork.

Cosmopolitan is the name given to this show and as usual it's the production that counts. Staged by Russell Markert, with settings by Bruno Maine, costumes by James Stewart Mercun and lighting by Eugene Braun, the over-all effect deserves—and gets—the plaudits.

Richard Tetley-Kardos opens the show on stage playing *Warsaw Concerto* backed by the symphony ork. It was well played and the audience liked it. Following the concert-styled opening, the house Corps De Ballet came on with a lushly-gowned waltz routine that was effective.

The major portion of the show was given over to a stage within a stage routine called the "Haw Haw Club." Decored in night club fashion, the entire group on stage goes thru pop favorites like *Music! Music! Music!*, *Let's Harmonize* and *Dear Hearts and Gentle People*. Gene Nelson, the top-billed act got a special intro via paging by a waiter. Jessica Haist started to sing *Envy* but didn't get a chance to finish it as Nelson came on. It's all part of the production, tho.

Nelson Impresses

Nelson's ballet-tap routine impressed the pew sitters, but it isn't (See Radio City on page 49)

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Wedgwood Room, Waldorf-Astoria, New York

(Thursday, February 9)

Capacity, 282. Price policy, \$2, cover after 10:30. Show at 12. Booking policy, non-exclusive, with current show booked by William Morris. Publicity, Ted Saucier. Estimated budget this show, \$2,500.

The Wedgwood Room, after its click with Dinah Shore, has followed up with a strong combination, perhaps not too strong on the marquee but plenty boff from the entertainment pay-off. The talent is Georgia Gibbs and Sid Caesar, and both do a bang-up job.

Caesar is now on his way up. He's clicked in a film, was a standout in a not-too successful tele show, *Admiral Broadway Revue*, and did well in the Broadway musical, *Make Mine Manhattan*. At the Wedgwood Room, tho, he's on his own and, altho the pressure of the typically overly friendly opening night mob kept him on too long, Caesar proved he has the talent and ability to make him a powerful attraction.

He's not really a comedian in the average sense. He's a satirist of present and past habits and behavior and he does his take-offs with understanding and sympathy, mixed with a shrewdly observant eye and a touch of acid. His Wedgwood numbers were his familiar *Zero Hour* take-off, an hilarious rib on boxing pictures, a routine satirizing a high school boy at his first dance and another of an expectant father in a hospital waiting room. The last one is too long and peters out at the end. It isn't strong enough to follow the high school number, which he does entirely in pantomime and which seems likely to become a showbiz classic. The *Zero Hour* number, altho a show piece for the comic, could be improved by abbreviation, but at times it has wonderful moments, almost James Thurberish (*Secret Life of Walter Mitty*)-like in character.

Georgia Gibbs focussed her attention mostly on oldies and sold in her punchy, rhythmic manner. She's a highly capable songstress and deservedly scored solidly, altho she could de-emphasize some of her over-stylized gestures. She got able support from Emil Coleman's crew.

Jerry Franken.

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NIGHT CLUB REVIEWS

Ruban Bleu, New York

(Wednesday, February 8)

Capacity, 130. Price policy, \$3-\$4 minimum. Continuous entertainment from 10:30 until 2:30. Owner-operator, Al and Tony Mele. Publicity, Ross Associates. Booking policy, non-exclusive.

The accent is on sophisticated comedy in the latest spread at this late-hour intimate nitery.

Jim Kirkwood and Lee Gordon, a young team playing a return engagement at this spot after having won some plaudits for their work in the legit musical *Dance Me a Song* (from which show they are doubling), are strong on material but can stand polishing in delivery and timing. Kirkwood does a biting, satiric take-off on Louella Parsons, which won hefty mitting and which is the brightest bit in the act.

Ronnie Graham Goes Over

Ronnie Graham, who is billed as a chanter of Freudian fables, has a very funny intine room act which is cleverly built around the currently popular acceptance of psychiatry.

The personable Graham delighted the after-theater house with his smoothly turned patter, satire and dash of double entendre. His impression of a Western movie is a show-stopper and his opening *I Wish I Were a Neurotic Again* is a highly effective introduction to the narrow channel in which his comedy flows. Graham makes excellent use of the piano to build his act into one of the finer new intine things available.

Clara Cedrone and Bill Meigs compose a comedy song-and-dance team which is dependent largely on satirical borrowings from the gaslight era and turn-of-the-century vaudeville. Their closing *I Want To Go Back to the Farm* is made quite amusing by the energetic rapid chatter and mugging of Miss Cedrone, who, tho plaintive in appearance, is an explosive mite. This is an engaging act which probably would fare well on video

Mocambo, Hollywood

(Thursday, February 2)

Capacity, 220. Shows at 9:30 and 12. Price policy, \$1 cover. Booking policy, non-exclusive. Owner-operator-booker, Charley Morrison Press, Charlotte Rogers. Estimated budget this show, \$3,500. Estimated budget last show \$3,500.

Thanks to a contagious personality, Lisa Kirk clicked on her Coast debut. The fact that she's fresh from Broadway's *Kiss Me, Kate* hit figured strongly in her enthusiastic reception. More actress than vocalist, she impressed patrons with her polished stage manner, but on the whole, offered too much froth and not enough warmth for so intimate a room as this.

She injected plenty of sparkle into *Fascinatin' Rhythm*, *The Gentleman Is a Dope* which she introed in *Allegro*, cooled 'em with a so-so *Danny* and wound up with *True to You in My Fashion*, her click tune in *Kate*. She pulled chuckles with *Stop and Go* for which she wore a red and green glove to direct a wolf's advances. David Saxon provided capable instrumental support.

Lee Zhitto.

and in vaude houses, but which scores only moderately well in the intimate trappings of a small supper club.

Three Riffs Still on Hand

The Three Riffs, a standard Ruban Bleu act for the past couple of years, is a diversified singing threesome that scores with a couple of straight harmony tunes and then breaks it up with a most amusing Ink Spot take-off.

The Norman Paris Trio cuts smart shows for all the acts except Graham's and does a fine job of splitting the musical interims with Julius Monk, who is a personable emcee, host and intermission pianist.

Hal Webman.

IN SHORT

New York:

Nat Harris, veteran on the bistro belt, will manage and reportedly holds an interest in Monte Proser's forthcoming Vignette nitery, which will situate on the grounds of the old Le Directoire. . . . Reported tiffing in the Harlem territory between Frank Shiffman, manager of the Apollo Theater, and the RKO Circuit, which opened the Alhambra Theater uptown with a vaude-film policy in competition with the noted 125th Street house. Shiffman reportedly steamed at RKO when he was refused first-run flicks. He finally got the movies and claims that the RKO people threw vaude against him because of his clamor for the films.

Bill Miller's Riviera will reopen around April 21. Miller is believed trying to get warbler Frankie Laine and Peter Lind Hayes with wife, Mary Healy, to head his first bill. Tony Martin is set for the Palisades nitery for a four-weeker beginning May 15. . . . Jack Gilford returns to Cafe Society Downtown for a couple of weeks beginning February 23. Mimicomic George Kirby will make his New York debut at the same nitery March 23 in a four-week engagement. . . . Warbler Don Cornell, who recently cut from Sammy Kaye's ork to do a single, drew immediate return engagements following his first two nitery jobs. The singer goes back to the Tryton Hotel, Rochester, N. Y., March 17 for two weeks and returns to the Carousel, Pittsburgh, for a couple of stanzas April 17.

Peter Donald, who is noted for his radio work, will do a rare theater date the week-end of February 18 at the State Theater, Baltimore. . . . Mel Torme's projected appearance at Copa City in Miami, skedded for sometime in March, has been canceled. . . . Thrush Mindy Carson goes into the Thunderbird, Las Vegas, Nev., March 20 for a couple of weeks. . . . Connie Haines will headline and Tony Pastor's ork will supply the music for the New Yorker Terrace Room bill opening March 9 for four weeks. . . . Val Parnell and Lew Grade left for England last week after completing successful business stays here.

There will be no replacement for Leonard Romm in the General Artists Corporation theater department. It is generally believed that Harry Anger and Jerry Katz will absorb Romm's duties, at least temporarily. . . . Dizzy Gillespie's ork will be held over and Mel Torme will come in for Bop City's next bill which kicks off for two weeks Thursday (16). . . . The New York branch AGVA benefit, which will be held in collaboration with the local Variety Club, will be staged in Madison Square Garden May 21. . . . Noble S'ssle, veteran orkster at the Diamond Horseshoe, has been selected to replace the late Bill Robinson as mayor of Harlem. . . . Lisa Kirk returns to the Hotel Plaza's Persian Room February 23. . . . Frank Martin, singer, is in his 11th month at Larry's Cocktail Lounge, Rochester, N. Y., a long-run record for the town. Don Niger, Rochester agent, made the booking.

Bill Richards, formerly of New York, has opened the Richards Theatrical Agency, Tampa, with exclusive bookings for the Diamond Horseshoe, Tampa.

Bop City, New York

(Tuesday, February 7)

Capacity, 900. Price policy, 98 cents admission, \$1.50 table minimum. Operator, Ralph Watkins. Publicity, Mike Hall. Estimated budget this show, \$4,750.

Current layout of this giant-sized jazz emporium is a well-balanced musical entertainment. A young singer of much promise, Bill Farrell, was promoted to headliner on the bill as the result of excellent reaction to his work with the previous Gene Krupa bill. Dizzy Gillespie's new band, which de-emphasizes the bop music which shot it to prominence, and Flip Phillips' Quartet are generously satisfying spot's consumer yearning for pulsating jazz.

Farrell, a small-sized kid with a big-sized baritone voice, seems destined to join the ranks of top money-making warblers in a short time. He employs an affected styling which at different moments reminds of Eckstine, Como, Jolson, Crosby and Haymes. But when this potpourri is added to a unique voice quality, the singer stacks up as quite distinctive. Farrell's buoyant youth, confident delivery and a winning on-stage personality helped build the warm reception which this tough audience accorded the youngster.

Uncertain Pacing

Farrell is far from a perfect performer. His choice of material—culled mostly from his MGM recorded efforts—can be greatly improved. His pacing is uncertain. His singing is generally forced and impersonal. But experience and good management should wipe out the deficiencies in short order.

Gillespie's crew has done a radical about-face since its last showing in town. Much of the bop hokum which dominated a sloppy band's book has given way to modern swinging works which are executed with considerable precision and clean, exciting musicianship. Gillespie, too, has developed into an amusing, personality conscious fronter and, of course, still is a thrilling trumpeter. He mugs and hams it up righteously in a show-stopping *Oo Pop Pa Da* scat duet with Joe Carroll. Thrush Tiny Irvin is a fair, straight-singing canary who commits herself passably on a couple of ballad efforts.

Phillips' foursome, which spots Bassist Ray Brown and Drummer Don Lamond, serves up interim jazz periods which, judging from customer reactions, are exciting and soul-satisfying.

Hal Webman.

Follow-Up Review

KITTY DAVIS, MIAMI BEACH: George Givot, who opened here this week, suited his act to the spot. He now does a lot of Yiddish combined with his standard Greek dialect, and on the night caught (9) he just about killed them. But if he got big laughs, the Barton Brothers got gigantic yocks. The three guys have been caught before but seldom have they worked as well. They punched, they had timing and sold beautifully. Kenny Davis, son of the op, a clean-cut lad with a Hibernian pan, has a gimmick that makes commercial in a secular spot. He sings cantorial hymns in a moving fashion. The surprise element is tremendous.

Bill Smith.

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Rain Drenches Stem -- 357G; MH, 100; Roxy, 85; Cap, 45

NEW YORK, Feb. 11.—Rain and generally poor weather put the damper on the grosses accumulated by the Broadway vaude-flick houses last week. The total for all the houses combined slipped to \$357,000 from the previous week's \$394,000.

Radio City Music Hall (6,200 seats; average \$134,000) fell off to an even \$100,000 in the third week of Bob Williams, Helene and Howard and *My Foolish Heart* after a \$112,000 second stanza. The new bill (reviewed this week) spots Gene Nelson, George Conley and *Young Man With a Horn*.

The Roxy (6,000 seats; average \$78,000) fell off to \$85,000 after a sock opening stanza of \$115,000 with Dean Murphy, Rolly Rolls, Betty Bruce and *12 o'Clock High*.

The Capitol (6,627 seats; average \$55,000) dipped to \$45,000 for the third and final week of Sam Levenson, the Ink Spots, Betty Reilly, Bobby Sherwood's ork and *Ambush* after having racked up a good \$62,000 second week. The new show (reviewed this issue) has Gordon Jenkins' ork and chorus, Marion Hutton, Jack Douglas and Mrs. Mike.

Para Under Par

The Paramount (3,654 seats; average \$73,000) opened its new show disappointingly with an under-par \$62,000 first week for Celeste Holm,

RADIO CITY

(Continued from page 47)

vaude material—even with his movie build-up.

George Conley, last seen at the Roxy here in November, still relies on his memory. Bits from a half dozen other comics and routines appear to make up his act. In fairness, however, he sold it well, particularly his movie impressions.

The closing routine with the Rockettes was Latin-American, replete with floating clouds and even the sun coming over the mountain. Music Hall-goers won't be disappointed in seeing this production—it's in the expected groove.

Pic: *Young Man With a Horn*.
 Joe Martin.

Midwest Bookers Eye Rule B; EMA in Move To Aid Agents

(Continued from page 46)

outdoor agents protection under the projected ARA-AGVA code. At present, when a club date or an outdoor booker puts thru a contract, he receives no ARA protection. On a club date, the agent involved buys the acts at one salary figure, packages a group of acts and makes a net profit. There is no set 5 or 10 per cent commission. As a result, AGVA holds that the agent is the employer and, therefore, does not fall within the limits of "theatrical agent" as defined in the current Rule B agreement. The same holds for an outdoor booker who packages a revue for a swing thru the summer fair circuit. Here, again, the agent inks an act and guarantees the attraction a certain amount of work. In such a situation AGVA holds that the the booker is the employer.

This particular gripe was brought into the open in 1948, when AGVA hauled William Wheeler, Denver agent, on the carpet after a complaint was lodged with the actors' union by Joe and Eddie Dayton, novelty act. When Wheeler attempted to go thru ARA in the arbitration of the dispute, Dave Fox of AGVA's Gotham office, told the ARA attorney that Wheeler would have to work out the case by himself, for he was not operating as an agent but as em-

ployer. In the final settlement of the Wheeler-Dayton episode, the Denver percenter had to fork over \$1,200 in full payment of the act's contract. The Daytons alleged that they were forced to work on a slippery stage at an outdoor date, and when they refused to work because of what they felt was precarious footing, an argument followed with Wheeler. They left the show and filed a claim with AGVA. The \$1,200 represented the remainder of their summer salary.

The Midwest contingent behind the insertion of a protection clause for club date and outdoor bookies feel that such a provision would encourage added membership in their org. They point out that in many of the smaller cities the agents in the town subsist principally on the local club dates and small outdoor engagements which they can book. At present they contend that the New York ARA chapter could benefit itself thru insertion of the provision because Associated Artistes of America (AAA), a group of Gotham percenters, most of whom are club date skedders, have not entered the ARA fold. Both the smaller city percenters and the AAA could be encouraged to join ARA if they could be assured of protection in their club date and outdoor booking.

PHILADELPHIA, Feb. 11.—Jack Howard, for many years identified with Western and hillbilly recordings, music publishing and artist promotions, has turned to booking. In addition to his interests in a record firm devoted to cowboy songs and his own music publishing house, Howard's new venture called Jack Howard Promotions, will specialize in folk and Western talent. Howard doesn't intend to take any such acts under his personal management wing. Rather, he will represent other booking offices in the East for their Western and folk attractions.

MIAMI TRIES BAIT

(Continued from page 46)

for example, which opened with a big budget show with Jerry Lester, Frances Faye and a line on a four-week deal, called it quits after two weeks, and is now building a runway and is putting in seven or eight strippers. The big strip booker, Sammy Clarke, out of Chicago and New York, who came here in 1946.

Clubs are now looking, fearfully toward the expected added petition from the hotels, which they got an okay from the courts to run entertainment. There'll probably be about four or five hotels that'll use acts, tho that won't be until the season's over. It will mean more headaches for the clubs, but it will mean more work for acts. Some people here seem to think that eventually the hotels here will start what will in effect be a borscht circuit. Others don't know what to think.

Jack Howard Now Booker

PHILADELPHIA, Feb. 11.—Jack Howard, for many years identified with Western and hillbilly recordings, music publishing and artist promotions, has turned to booking. In addition to his interests in a record firm devoted to cowboy songs and his own music publishing house, Howard's new venture called Jack Howard Promotions, will specialize in folk and Western talent. Howard doesn't intend to take any such acts under his personal management wing. Rather, he will represent other booking offices in the East for their Western and folk attractions.



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Shubert Probe Is Due in May; The Heat's On

Celler Gets HST Green Light

WASHINGTON, Feb. 11. — The Celler monopoly subcommittee expects to take up the theater situation (*The Billboard*, February 11) in early May, it was indicated this week after Chairman Emanuel Celler (D., N. Y.) received an official okay from President Truman. After his talk with the President, Celler declared: "The Shubert monopoly and its baneful practices are drawing the public away from the legitimate theater."

In New York, Milton R. Weir, counsel for the Shuberts, charged that Celler was "wholly unfamiliar" with theatrical business, "otherwise he could not have made such broad and wholly irresponsible charges." The attorney denounced the congressman's statements as "inflammatory" with "no support of whatever." Weir stated further that on opportunity to disprove "these extravagant statements" the Shubert interests will show that no theater monopoly exists and that there are no abuses requiring correction by government intervention.

Celler Amplifies

In an extension of his remarks on the House floor, Celler said that he had made a check on "the Shubert stranglehold on the theater in this country, and I find a very malodorous picture." He asserted that the Shuberts control 60 per cent of the New York legit houses and 90 per cent of the theaters thruout the country. He added: "They dominate the League of New York Theaters and arrange for the allocation of tickets to their own pet brokers."

Celler, who heads a House judiciary subcommittee which has been probing monopolies for nearly a year, claimed that "in Boston a sister of the Shuberts has control of the brokerage agencies, and on hit shows it is almost impossible to get tickets unless one gets them thru an agency."

Chi and Philly Better

In Chicago and Philadelphia, he went on, "this is true only to a minor extent." In those two cities, Celler said, the Shuberts "control only the box offices of the theaters they rent, thru the distribution of tickets and affiliation with the ticket brokers."

Celler indicated he expects trouble in lining up witnesses when his group gets around to holding open hearings. "Theater people hesitate to testify," he said. "They are afraid of being put out of business for they don't know where they could house their productions, either on the road or in New York if they were to speak out."

Hostile to Critics

The congressman said that the Shuberts "have even kept the critics out of certain of their theaters if they disapprove in their reviews." He mentioned Wolcott Gibbs and Louis Kronenberg as "two examples of this practice."

In his talk with the President, Celler said he had also received approval for investigations of other situation, including the liquor distiller set-up, newsprint production and distribution, steel, airlines, chemicals and soap. The subcommittee will launch its new phase of hearings about March 15 by calling in representatives of U. S. Steel. The remainder of the program, including the theater investigation, will follow.

BROADWAY OPENINGS

ALL YOU NEED IS ONE GOOD BREAK

(Opened Thursday, February 9)

MANSFIELD THEATER

A drama by Arnold Manoff. Staged by John Berry and J. Edward Bromberg. Sets by Sam Love. Lighting by Peggy Clark. Costumes by Paul Dupont. Company manager, Norman Stein. Stage manager, Bernard Gertsten. Press representatives, Bill Doll, Dick Williams, Michael O'Shea. Presented by Monte Prosser and Joseph Kipness in association with Jack Small.

- Cop Charles Cooper
- Clerk Harry Davis
- Lawyer John Sylvester
- Martin Rothman John Berry
- Meyer Rothman Reuben Wendorff
- Fanny Rothman Ellie Pine
- Mrs. Rothman Anna Appel
- Charlie Shimen Ruskin
- Gordon J. Edward Bromberg
- Hockflesch Phil Carter
- Sleepy Duke Lee Krieger
- Willie the Hack John Sylvester
- Benny Numbers Edwin Max
- Sam Philip Pine
- Helen Marianne Loris
- Diane Lee Grant
- Headwaiter Anthony Mannino
- Harry Sa'em Ludwig
- Ruth Louis Craig
- Ester Ronnie Parris
- The Girl Marianne Loris
- The Boy Lee Krieger
- First Discussor Anthony Mannino
- Second Discussor Gene Saks
- The Waiter Andy Ball
- Stella Lucille Patton
- Nurse Gertrude Corey
- Attendant Anthony Mannino
- Marty's Double Gene Saks

Dice players, reporters, people in the bagel, moviegoers—Andy Ball, Phil Carter, Roy Hammerman, Charles Cooper, John Sylvester, Harry Davis, Lee Krieger, Luise Craig, Marianne Loris.

All You Need Is One Good Break, of course, is not a play at all. It premises nothing and resolves nothing. If it can be bracketed dramatically, it is a character analysis of a superficially smart lad from the Bronx, obsessed with delusions of his cleverness and relying on happy chance for rewards which his frustrated megalomania makes him think he deserves. Unfortunately, the analysis is as superficial as the lad's smartness. Author Manoff doesn't attempt to tell what made him that way. He has just put together a lengthy and frequently repetitious saga of overweening conceit and belief in Santa Claus.

Manoff starts his boy off in a local police cell after a hectic afternoon and evening of pursuing lady luck. Thence, via flashbacks, the lad recalls a sequence of family bickerings, playing the numbers, an abortive attempt to marry money, a bit of luck at craps, and finally a small riot in a hospital office which lands him back in the clink for the final curtain. With it all, he can't figure out how he got there. Which is as good a commentary on the character as any. In sum, he's a gabby, dull, strutting fellow—far from likely bait to lure customers into the Mansfield.

Pleasant Moments

However, it must be nonestly reported that *Break* has a good quota of entertaining moments. These stem from supporting roles which run to little more than bits, but they are sharply etched in the writing and played for everything in them by superior players. Some of the dialog packs considerable wit, and in spite of a tedious theme of frustration, frequently crackles with laughs. John Berry and J. Edward Bromberg have accomplished a creditable job of co-ordinating these sometime repetitious matters into a reasonably fluent whole, and Samuel Love's tricky turnstile settings are an asset to the vignette style of the production.

Berry talks his way—sometimes for excellent effect—thru one of the lengthiest assignments hereabouts in a long time as the turbulent pot-of-gold-chaser. Bromberg and Shimen Ruskin have a few hilarious moments as a pair of Bronx storekeepers. However, sharpest acting honors go to rib-tickling and poignant portraits of the lad's parents by Reuben Wendorff and Anna Appel. Also

THE HEIRESS

(Opened Wednesday, February 9)

CITY CENTER

A drama by Ruth and Augustus Goetz, based on Henry James' novel "Washington Square." Setting by Peter Wolf. Costumes supervised by Emeline Roche. Production executive, George Schaefer. Artistic supervisor, Maurice Evans. Company manager, Ben Ketcham. Stage manager, Edward McHugh. Press representatives, Jean Dalrymple and Marian Graham. Presented by the New York City Theater Company.

- Maria Mary McNamee
- Dr. Austin Sloper Basil Rathbone
- Lavinia Penniman Edna Best
- Catherine Sloper Margaret Phillips
- Elizabeth Almond Katharine Raht
- Arthur Townsend Paul Anderson
- Marian Almond Olive Dunbar
- Morris Townsend John Dall
- Mrs. Montgomery Betty Linley

This reporter did not rate a revival of *The Heiress* as the fourth and final winter season offering by the New York City Theater Company a particularly good choice. *Heiress* had a walloping Stern run in 1947 and 1948 and has since played around and about on silo and subway circuits. More important, its release in movie form has taken the interest edge off Ruth and Augustus Goetz's comedy drama. It seemed as though practically everybody interested had had an opportunity to see it. Certainly there was no such opening night crowd on hand to greet it at the City Center as was present for its three predecessors, and there were vacant pews in the orchestra.

However, it may be reported to any faithful who have not yet seen *The Heiress*—or to any who want to see it again—that the current edition is excellently contrived and in most respects quite as good as the original. As is generally known, the play is a period piece (circa 1850), based on Henry James' novel, *Washington Square*, and concerns the wooing and jilting of the shy, awkward, ugly duckling daughter of a wealthy medico by a handsome, fortune-hunting heel. Her renaissance, brought about thru utter humiliation, and her final revenge offer scenes of heavy impact and opportunities for sharp characterization. The current troupe takes full advantage of these opportunities and Peter Wolf has backgrounded the revival with all the lush magnificence of Raymond Sovey's original Washington Square drawing room.

Margaret Phillips Scores

Basil Rathbone is back at his old chore as the tyrannical father, slightly mellowed perhaps as against his original waspish creation, but a splendid performance nonetheless. But it is Margaret Phillips as the daughter who carries off the honors of the revival. She builds the character with the surest touch from the shy, plain girl who wants so desperately to be loved to a steel-fibered woman of depth and stature. She is exactly right all the way thru. Edna Best is likewise excellent as the misguided aunt who is a sap and a sucker for a pretty suitor. Of the four principals, John Dall alone is something of a misfit in the character of the heel. Originally, the part was played so by Peter Cookson that a pew-sitter was never quite sure until the final scenes as to whether or not the lad was really a louse. Dall's playing makes no secret of it; the boy is evidently on the make from his first entrance. Katharine Raht and Betty Linley are also on hand to score in their original Stern roles and there is able support from the rest of the company.

In sum, the City Centerites have put on a fine production. But *The Heiress* is of too recent vintage to predicate a sellout revival. It's not likely to kindle anything like the same b.-o. spark as the troupe's recent *The Devil's Disciple*.

Bob Francis.

acquitting themselves well are Lee Grant, Ellie and Philip Pine.

But over-all, *Break* is a sickly sister drama-wise. A few character bits, no matter how well projected, don't make up for a superficial peek into the habits of a nit-wit.

Bob Francis.

Legiters Drive For Tax Repeal

NEW YORK, Feb. 11. — With all legit trades alerted to get their memberships behind the drive for theatrical admission tax reduction, the League of New York Theaters (LNYT) is spear-heading the movement via a join-up with the National Committee for the Repeal of Wartime Excise Taxes. Brock Pemberton, LNYT's prexy, represents legit's interests on the committee, consisting of 51 execs of 27 industries. The aim is an across-the-board cut in excise taxes to pre-1941 levels.

A hearing has been set by the House Ways and Means Committee for Tuesday (14), at which time officers of the National Committee—Leon Henderson, economist, and Wilson W. Wyatt, general counsel—will state its arguments for all-over excise tax repeals. Pemberton and James Reilly, LNYT's exec secretary, will go to Washington, but the latter stressed the fact this week that no individual member of the National Committee will speak unless specifically called upon to answer questions with regard to his own industry.

At a meeting on Tuesday (7), the Committee of Theatrical Producers, which is actively seeking reduction (See *Legiters Drive on opp page*)



BROADWAY SHOWLOG

Performances thru February 11, 1950

DRAMA

	Opened	Perfs
All You Need Is One Good Break (Mansfield)	2-9, '50	4
As You Like It (Cort)	1-26, '50	20
Caesar and Cleopatra (National)	12-21, '49	60
Death of a Salesman (Morosco)	2-10, '49	420
Detective Story (Hudson)	3-23, '49	372
I Know My Love (Shubert)	1-12, '49	118
Mister Roberts (Alvin)	2-18, '48	483
Mr. Barry's Etchings (48th Street)	1-31, '50	15
The Cocktail Party (Henry Miller)	1-21, '50	25
The Enchanted (Lyceum)	1-18, '50	29
The Happy Time (Plymouth)	1-24, '50	23
The Heiress (City Center)	2-8, '50	5
The Innocents (Playhouse)	2-1, '50	14
The Man (Fulton)	1-19, '50	28
The Member of the Wedding (Empire)	1-5, '50	44
The Rat Race (Barrymore)	12-22, '49	60
The Velvet Glove (Booth)	12-26, '49	56

MUSICAL

Alfie and Kicking (Winter Garden)	1-17, '50	31
Arms and the Girl (46th Street)	2-2, '50	12
Dance Me a Song (Royale)	1-20, '40	27
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '49	76
Kiss Me, Kate (Century)	12-30, '48	466
Lost in the Stars (Music Box)	10-30, '49	120
Miss Liberty (Imperial)	7-15, '49	243
South Pacific (Majestic)	4-7, '49	356
Texas 'li Darlin' (Mark Hellinger)	11-25, '49	91
Touch and Go (Broadhurst)	10-13, '49	160
Where's Charley? (St. James)	10-11, '49	560

ICE SHOWS

Howdy, Mr. Ice of 1950 (Center)	5-16, '49	351
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COMING UP

(Week of February 13)		
Come Back, Little Sheba (Booth)	2-15, '50	

CLOSED

The Devil's Disciple (City Center)	1-25, '50	15
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February 5, 1950

OFF BROADWAY REVIEWS

THRONG O' SCARLET

(Opened Sunday, February 5)

LENOX HILL PLAYHOUSE

A comedy by Vivian Connell. Staged by Mary Morris. Music by Edmond W. Rickett. Costumes, Edna James Chappell. Lighting, Mason Arvold and Elaine Small. General production manager, Robert Parks. Assistant stage manager, Robert Stonebridge. Presented by the National Theater Conference Tryout Studio.

Harry Boyle, M.F.H. Paul Levitt
Doris Boyle Beth-Sheva Lalkin
Sean Hogan Newton Arnold
Mikey Stanley Pitts
Kate Ogaenia Caulkins
Hector Maugham James Van Wart
Cynthia Maugham Nancy Marchand
Clark Brown Donald May
Dolly Brown Polly Porter
Thaddeus O'Brien Mitchell Agruss
Robinson Robert Parks
Mrs. Robinson Alice Winston
Susie Priscilla Dodge
Gentility Marilyn Moore
Sergeant Byrne Robert Stonebridge

Like a pre-St. Pat snake, sex rears its ugly head in Vivian Connell's script about Ireland, *Throng O' Scarlet*. As a showcase for aspiring talent, the National Theater Conference has achieved its purpose. But the individual performances stand out against a script which is as colorless as the neutral velour draperies of its set.

Between constantly pouring themselves drinks and lighting cigarettes, the players make continual duo treks to the upstairs bedrooms or to some dark corner for touches of illicit romance; that is, when they're not off to or coming from a fox hunt. There is considerable blather about what makes Eire Eire, and how Eire makes humans of us all, particularly the tallyho and yocks set and a few visiting English cousins. They're just a horsey lot—and that's all.

Nancy Marchand's outstanding acting makes what there is to the show, tho there are others who give her good support. Ogaenia Caulkins is superior as Kate, and Polly Porter has a fine talent, tho she's not too sure what to do with it. Newton Arnold also is excellent, avoiding the pit that so many of the Irish contingent fall into—stressing the brogue and forgetting the character—and Donald May runs him a close second.

Aside from a choppy script, the lack of unified playing may have been intended by director Mary Morris to achieve individual showcasing, because every actor plays—and too frequently over-plays—his own role and lets the rest of the show go hang. But Miss Morris's direction is smooth and otherwise flawless. The three drapery backgrounds are tastefully done, making few attempts at realism which can be irritating if lack of budget prevents proper execution.

Production-wise *Throng* is fine, but the script falls on its neck and crop.

Dennis McDonald.

THE CREDITORS

BLEECKER STREET PLAYHOUSE

(Reviewed Tuesday, February 7)

A drama by August Strindberg. Staged by Frank Corsaro. Setting by Bob Ramsey. Lighting by Paul Starr. Stage manager, Sadie Long. Press representative, James C. Macdonald. Presented by On-Stage.

Tekla Beatrice Arthur
Adolph DeWitt Drury
Gustav George Roy Hill
A Waiter Paul Starr
Passersby Sadie Long, Pat Basch

Creditors is not a play for the general public or the weak-stomached theater-goer. It is a probe made by a misanthropic playwright into relationship between the sexes, especially the marital state. Its pessimistic conclusion is that man is always the loser in such an arrangement. But for all its bias there are thought-provoking moments of illumination for the audience in search of harsh theater.

Plot-wise Adolph, the husband of Tekla, confesses his doubts about his marriage to a recent friend, Gustav. The latter is Tekla's ex-husband. Mercilessly humiliated by the deser-

THE CENCI

(Opened Thursday, February 2)

WALT WHITMAN SCHOOL

A tragedy by Percy Bysshe Shelley. Staged by Marjorie Hildreth. Production manager, William Dodds. Costumes by Dwight E. Hook Jr. Lighting by Charlotte Falkenburg and Harry Bergman. Press representative, David Looivis. Presented by Dwight E. Hook Jr. and T. J. Ritter and Theater Classics, Inc.

Count Francisco Cenci James Daly
Cardinal Camillo Russell Gold
Andrea Joseph Gilbert
Beatrice Margaret Hill
Orsino Ralph Longley
First Servant Norbert Edwards
Second Servant Alan Foster
Lucretia Velma Royton
Cardinal Peter Starr
Prince Colonna Raymond Christian
First Guest David Wainwright
Second Guest Henry Waldon
Bernardo Harry White
Orsino's Servant Tracey Woodward
Giacomo Richard Carleton
Olimpio Fred Kappes
Marzio Saul Davis
Savella Bill Griffis
Officer Raymond Christian
Guard Henry Waldon

Theater Classics, Inc., is giving Percy Bysshe Shelley's *The Cenci* the best production it deserves. They face terrific handicaps with a platform instead of a stage, no curtain and no backstage area in a small auditorium at 25 East 78th, and overcome them. It seems too bad, therefore, that the one thing which should defeat them is the play itself, which is a tragedy in many respects.

Without a glimmer of relief, Shelley dissects a villainous father who curses his sons, then rapes his daughter, reveals the daughter driven to patricide, and ends it all with arrests, tortures and executions of those involved in the murder. Along the way he adds sundry nefarious characters presumably to give his play a little more bite, as tho there isn't too much already.

Cast Is Top-Drawer

In the finest off-Broadway production this reporter has seen to date, a well-selected cast provides high standard performances. James Daly proves that he rates with any classical actor alive today. Margaret Hill reaches moments of excellence in an otherwise fine job, and Russell Gold and Bill Griffis are standouts in lesser roles.

Except for a pedestrian pace and some acting flaws which slipped by her, Marjorie Hildreth's direction is good. Dwight E. Hook Jr. converts the small platform into a real stage with good taste and excellent imagination and execution in his costuming and staging arrangements.

There is need for a place where those interested may see classic drama, and there's no reason why Theater Classics shouldn't be the one to provide it. But there also seems to be no reason why *The Cenci* should be done by anyone.

Dennis McDonald.

tion of his former wife, Gustav takes his revenge by needling Adolph's sprouting marital suspicions.

After craftily seeding the husband's mind with doubts of his wife's faithfulness, the heel clinches them via a frame-up wherein she agrees to an extra-marital affair. Adolph, whose belief in his wife is completely destroyed, commits suicide. Gustav, the creditor, has collected his debt.

George Roy Hill dominates the play with a strong portrayal of Gustav. He makes a masterful Machiavelli. Beatrice Arthur turns in another first-rate acting job as the wife. She lends color and even sympathy to a difficult role. Tho De Witt Drury is properly weak as the husband, somehow his work was not entirely convincing.

Bob Ramsey's set adequately presents a drab room in a summer cottage. The direction by Frank Corsaro is intelligent and unobtrusive.

Leon Morse.

Sides and Asides

Lee Tracy Sets Up Scholarships

Lee ("Mr. Barry's Etchings") Tracy has established two scholarships at the local Alviene Academy of Theater Arts, from which he was graduated into his first Stem juvenile lead in "The Show-Off." Awards are limited to one boy and one girl. Applicants should write to the Lee Tracy Scholarships, in care of the school, before March 25. Incidentally, reports have "Etchings" undergoing some stringent revisions, after a somewhat unfavorable press. Starting Sunday (12), Sunday mat and evening showings will be given thereafter. Monday evenings and Wednesday mats will be eliminated.

Out-of-Town Crix Organize; Barry Topper

The Outer Circle is the group title adopted by 12 out-of-town drama crix at a meeting Monday (6) in the Hotel Algonquin. The new org, repping papers covering Broadway legit thruout the country and Canada, elected Virginia Barry, Asbury Park Press, as its first president. Others of its first group of officers are: William W. Vosburgh Jr., Waterbury Republican and American, vice-president; Kenneth G. Wallace, Bergen Evening Record, secretary; Creighton Peet, Los Angeles Daily News, treasurer. It is the group's purpose to sponsor an annual Stem legit best production award. A straight play or a musical or both will be accoladed in late April.

Miller To Set London Version of "Happy Time"

Gilbert Miller planed to England Wednesday (8) with a script of "The Happy Time" in his suitcase. Miller concluded negotiations last week with Rodgers and Hammerstein for the British rights to their latest hit. He expects to open a West End edition sometime in May.

ELT Sets Sessions To Pick 18 for Exec Committee

The Equity Library Theater (ELT) has set Wednesday (22) for a special election meeting at the Lenox Hill Playhouse at 8 p.m. The purpose is for the selection of 18 members for the ELT executive committee for a two-year term. All Equity members are eligible to vote and may submit one nomination in writing before 5 p.m. Friday (17).

Dimond Quits "Roberts" Nat'l Co. for TV Directing

Eddie Dimond, after a year-and-a-half general stage managing stint for the National Company of "Mister Roberts," resigned Saturday (11) to take over TV directional chores for the National Broadcasting Company, on Channel 5, WNBQ, Chicago. He will be associated with Ted Mills. The new job starts Monday (13).

Tabbert Returns to "South Pacific" After 3-Week Illness

Bill Tabbert is back in his tenor assignment in "South Pacific." Tabbert rejoined the cast Monday (6) after a three-week lay-off due to sinus complications. Alan Gilbert, who has been subbing for him, returned to his chore in the chorus. In turn, Bill Dwyer, who subbed for Gilbert, is now back in his original slot.

Well, Rex Gets Into Print, Anyway

Who do you read? One press agent advises that Rex Harrison can't direct the Peggy Wood-Roger Stearns-Joseph Moon production of "House on the Cliff," due to doctor's orders that "he must take a rest." Same day arrives a release from another p.-a. announcing that Harrison will sail for England in early March to set details for a pic in which he and his wife, Lilli Palmer, will co-star in Italy this summer. Harrison will come back in April to wait until his wife winds up in "Caesar and Cleopatra." Both will depart for Italy in early June. Meanwhile, Wood, Stearns et al. are looking for another director for "Cliff."

Sadlers Wells Ballet Plans Return in September

Dance fans who missed a peek at the visiting Sadlers Wells Ballet last year—and a lot of those who didn't—will be glad to note that the London troupe will open another terp season at the Metopera September 10. A season of eight weeks, according to S. Hurok's office, will include a tour of major cities out to the West Coast, winding up in Los Angeles in mid-January. Approximately the same company will come over, headed by Margot Fonteyn and Moira Shearer. Hurok will announce complete programs in March to relieve expected advance sale demands for ducats.

"Kate" Slices 62G Melon, Making 590G to Angels

"Kiss Me, Kate" last week cut another backers' melon to the tune of 62G. The total distribution of profits now racks a tidy \$590,391.64.

ROUTES
Dramatic and Musical

- Ballets de Paris (Shubert) New Haven, Conn., 14-15.
- Ballet Theater (Curran) San Francisco.
- Barretts of Wimpole Street (Walnut) Philadelphia.
- Bird Cage (Locust St.) Philadelphia.
- Brigadoon (Palace) Hamilton, Ont., Can., 13-15; (Capitol) Ottawa 16-17.
- Death of a Salesman (Erianger) Chicago.
- Detective Story (Orpheum) Kansas City, Mo.
- Diamond Lil, with Mae West (Court Square) Springfield, Mass., 13-15; (Auditorium) Rochester, N. Y., 16-18.
- Harvey (Davidson) Milwaukee, Wis., 12-15; (High School Aud.) La Crosse 16-17; (Auditorium) St. Paul 18.
- Inside U. S. A., with Beatrice Lillie (Lyceum) Minneapolis.
- Jones, Spike (Great Northern) Chicago.
- Kiss Me, Kate (Shubert) Chicago.
- Lend an Ear (Shubert) Philadelphia.
- Mad Woman of Chailot (Ford) Baltimore.
- Man Who Came to Dinner (Biltmore) Los Angeles.
- Merry Widow (Blackstone) Chicago.
- Mr. Roberts (Murat) Indianapolis.
- Now I Lay Me Down To Sleep, with Frederick March (Shubert) Boston.
- Oklahoma (Orpheum) Phoenix, Ariz., 14

LEGITERS DRIVE

(Continued from opposite page)

in legit costs, decided to let LNYT carry the ball rather than take immediate action on its own account. It was felt that any other course would result in a duplication of effort. Meanwhile, Actors' Equity, according to Louis Simon, exec secretary, has alerted its membership to write its congressional representatives and is standing by until negotiations reach a point where individual industries may be heard.

- (Paramount) Tucson 15-16; (Plaza) El Paso, Tex., 17-18.
- Philadelphia Story (Geary) San Francisco.
- Private Lives, with Tallulah Bankhead (Hanna) Cleveland.
- Street Car Named Desire (American) St. Louis.
- Street Car Named Desire (Plymouth) Boston.
- That Lady, with Katharine Cornell (Harris) Chicago.
- Wisteria Tree, with Helen Hayes (Colonial) Boston.
- Yes M'Lord (Wilbur) Boston.

THE FINAL CURTAIN

ARNOLD—Dick, 60, general manager of Freddy Martin's Music, Hollywood, publishing firm, February 3 in that city. Survived by two sisters and five brothers. Burial in Hollywood Cemetery February 6.

BELL—Henry B., 58, Western actor, February 4 at his home in Los Angeles. Survived by a brother, Fred. Burial in Valhalla Cemetery, Los Angeles.

BYFIELD—Ernest, 59, well-known hotel executive and nitery show creator, February 10 in St. Luke's Hospital, Chicago, of a heart ailment. Survived by his widow, Adele, and two sons, Ernest Jr. and Hugh, and a daughter, Gene. Burial in Rosehill Cemetery, Chicago, February 13. (Further details in Night Clubs-Vaudeville Department.)

CARLOS—Charlie Axel, 75, outdoor and vaude showman and producer, recently in Linchoping, Sweden. When a youth he came to this country with a circus and was later known for his large troupe of high-jumping greyhounds. A former partner of Miss Josie La France, he last appeared in the U. S. at Hamid's Million-Dollar Pier in Atlantic City.

In Dearest Memory
of My Pal and Partner

CHAS. AXEL CARLOS

Passed away December 5th, 1949
JOSIE LA FRANCE

IN LOVING MEMORY
Of My Dear Husband

BOB HANCOCK

Who passed away February 9, 1945
Wife VERA

IN MEMORY



of my
Beloved Wife
and Partner
for
sixty
years

DORA DEAN

Who passed away December 13, 1949

CHARLES E. JOHNSON

Tribute by Columnist George Grim of
The Minneapolis Tribune, December 14,
1949.

DEATH OF DORA DEAN
ENDS FABULOUS CAREER

"Dora Dean died in her sleep."
So said a woman's voice on extension 345.

"I'm calling for her husband, Charles Johnson. He thought you would want to know."

Thus gracefully ended the fabulous career of a gentle and kindly lady, who met and married a soft-spoken, adoring man.

Charles Johnson met Dora many years ago—he's nearly 80 now—when she was a dancer in a traveling Creole Show.

There was a soft and wonderful beauty about her. And she fell in love with the man whose dancing feet rarely seemed to do more than touch the stage.

Johnson and Dean, said the announcer cards in theaters everywhere. They originated the joyful dance, the cake walk.

Seventeen years of tramping took the couple to Berlin, London, Budapest, where they were met by a Hungarian brass band, a coach with white horses, a parade.

THEN EVERYBODY LOVED ONE
ANOTHER

"We played in the days when everybody seemed to love one another," Dora once told me. There were four tours through Russia.

In Hamburg, Germany, an artist bought off two weeks of their contract so that he might paint a picture of Dora, proud, smiling, in her long, white dress. A copy of that painting, life size, still hangs in the Johnson home in Minneapolis . . . keeping fresh the memory of a beautiful, vivacious, graceful lady.

I glimpsed Charles Johnson a few months ago backstage at the Orpheum. He gave his regards to old Pat Rooney. And told Pat that Dora wanted to be remembered too. She was 77 now. Many of us will remember Dora Dean. Not for the cake walk—but for her dignity that must have made all who saw her understand in their hearts the message of goodwill to all men.

A memory that will give peace of heart and mind, this Christmas season, to Charles—who understood all this more than anyone else.

CHOLA—Sebastian, popular Argentine stage and screen actor, February 7 in Rosario, Argentina.

FOSTER—Mrs. Agnes V., wife of Albert E. Foster, manager of Station WLAB, Lawrence, Mass., February 6 in Boston. Burial in Calvary Cemetery, Boston.

GUYMAN—Francis F., 77, former vocalist, February 2 in Adrian, Mich.

HAJOS—Karl, 61, composer and musical director who had been associated with Broadway musicals, February 1 in Hollywood. He entered the film business in 1927.

HARRIS—Mack, veteran outdoor showman of 37 years, February 4 in Asbury Park, N. J. For many years he had worked for the late David Epstein, arranging and promoting fraternal bazaars and carnivals. His widow, Ida, a brother and several sisters survive.

HYDE—Arthur, 77, opera tenor in England in the late 1800's, February 3 in Edgewood, R. I.

He had been with the Krone Circus for 20 years.

NAUL—Arthur P. S., 67, former secretary of the American Horse Show Association and managing director of the National Horse Show in Madison Square Garden, New York, for 10 years, February 3 in Doylestown, Pa.

NELSON—John L., 52, Detroit sports and show promoter, February 3 in St. Petersburg, Fla. Nelson was chairman of the Northville Horse Show, held in conjunction with the Wayne County (Mich.) Fair in Northville for many years. Survived by a daughter. Burial in Oakview Cemetery, Detroit.

NICOLSON—Alexander McLean, 69, a leader in the development of the piezoelectric crystals and vacuum tube oscillators in television and radio, February 2 in New York. An inventor of wide renown, he held one of the first television patents and worked for many leaders in the industry. Four sisters survive.

OSSYRA—Charles, 74, for over 20 years general resident manager of Chain of Rocks Amusement Park, St. Louis, February 4 in that city. Survived by his widow, Olga, and son, Robert, of Frederick, Md. Burial in Bethlehem Cemetery, St. Louis, February 7.

PARKS—Orlie L., 61, well known to circus and carnival owners who have showed on the Parks show grounds in Lima, O., February 6 in that city of a heart attack. Survived by his widow, Mary; mother, Hulda, and a sister, Mrs. John J. Klay. Burial in Woodlawn Cemetery, Lima, February 9.

PARLIN—Albert C., 56, former newscaster at Station WHKC, Columbus, O., and for the past two years with WTOL, Toledo, January 29 in the latter city. Parlin's first radio work was with WINX, Washington, and before going to Toledo had been with WMRN, Marion, O. Survived by his widow, Lola, and a son, Harry, of Washington.

PERRY—Charles C., 60, Detroit theater manager, suddenly February 6 at Belle River, Ont. He was a rep actor at one time, and for a number of years was treasurer of the Orpheum Theater, Minneapolis vaude house. He subsequently went with Fox West Coast Theaters as a district manager, and then was with the Paramount theater operations division in charge of houses in Toledo and Rochester, N. Y. He opened the Adams, in Detroit for Harry and Elmer Balaban during the depression, later going to the Downtown Theater in Detroit, which he managed until his death. At one time he was a partner in the Madison Theater, Detroit. Survived by his widow, Ethel, and his mother. Interment in Jolin, Mo.

PRALL—Mrs. Jane B., 78, widow of Anning S., former chairman of the Federal Communications Commission, January 28 in Westerleigh, Staten Island, N. Y. A son and two sisters survive.

RAPP—Ryan, 85, musician, January 30 in Colonial Convalescent Home, Quakertown Pa. He was well known as an organist and was the founder and director of the Riegelsville (Pa.) Community Band. His widow, Ellen; a daughter, two sons, a brother and three grandchildren survive. Services February 2 in Riegelsville, Pa., with burial in Union Cemetery there.

ROGERS—Bert, the past few years with the Great Plains Shows and the Bill Hames Shows, February 3.

ROSSI—Martino, 58, opera singer with New York, Philadelphia and Chicago companies, February 5 in New York. Five sons survive.

SAINT-SAENS—Mme. Camille, 94, widow of the French composer, January 30 in Bordeaux, France.

SCHMIDT—Harry F., 81, Chattanooga theater owner for 17 years and former stock actor, January 30 in Kingston, N. Y. He had made many extensive tours with the old theatrical stock companies.

SIMPSON—William, dancer known as Willie Tapps and formerly of the team of Bailey and Simpson, suddenly January 31 in Philadelphia. Surviving are hi. widow, his father, a brother and a sister. Services and burial in Atlantic City February 3.

SNELLENBERG—John H., 67, pioneer motion picture theater owner in Atlantic City, January 30 in Miami following a long illness. His widow and son survive. Services in Miami January 31, with burial there.

SUCHER—Herbert, 58, concessionaire, also known as Herb Usher, in Los Angeles suddenly of a heart attack February 9. Starting out 40 years ago, Sucher had been with the Con P. Kennedy, C. A. Wortham, B. D. Murphy, O. N. Crafts and Ben Martin shows. Because of the difficult pronunciation of his name, he was known as "Usher." Survived by his widow, Violet. Funeral services Monday (13), with burial in the Pacific Coast Showmen's Rest in Evergreen Cemetery, Los Angeles.

SPRIGG—Mrs. Naomi, 75, widely known contralto in Cincinnati in the early 1900s, January 9 at her home in Norwood O. She was soloist with Cincinnati's first Fall Festival, held September 12, 1901, and was featured in several productions of the former Opera Club of Cincinnati. Survived by her husband, William; son, William; a daughter, Helen, and three sisters. Crematory services in Norwood February 13.

STANTZ—Henry, 74, former circus clown, recently in St. Vincent's Hospital, Toledo, of injuries sustained when hit by a car January 13. Stantz had tramped with the Barnum & Bailey and Sells-Floto circuses.

STANZEL—Walter E., 60, manager of the Binghamton Strand Theater, January 24 in Binghamton, N. Y. He formerly conducted and played solo piano at the old Stone Opera House in Binghamton and later became conductor of the Strand. His widow and a son survive.

STEWART—Buddy, former Gene Krupa vocalist, February 1 near Albuquerque, N. M. He had also been with the Charlie Barnet band. His widow and daughter survive.

STREBEL—Hermann, 72, former Bavarian comedian and night club manager, recently in Munich, Germany.

THOMAS—Jack, carnival concessionaire, of Fort Worth, of a heart attack February 1. Survived by his mother, Mrs. T. N. Thomas; two sisters and three brothers, one of whom is a circus agent. Burial in Houston.

VAUGHN—Rousia, 34, wife of William J. Vaughn, showman and builder, February 6 in Tampa of a heart ailment. Besides her husband she leaves a daughter, Judy, well-known concessionaire. Services in Tampa February 9.

WISE—Roger M., 52, nationally known authority on radio vacuum tubes, February 4 in Temple University Hospital, Philadelphia, after a short illness. Since March, 1949, when his own company, Roger M. Wise, Inc., was acquired by the Philco Corporation, he had served as special consultant on tubes for that manufacturer. He was instrumental in developing the radio tube for automobile and portable radios and was a member of the Radio Club of America. Surviving are his widow, Mrs. Virginia Kerrick Wise; a son, his mother and three sisters. Services and burial February 7 in Philadelphia.

WISER—Oba, 82, father of Doug Wisner, of Electro Manufacturing Company, Los Angeles, in Downey, Calif., February 4. He also leaves his widow, Ellen, and two other children.

ZENDER—Anthony P., 84, former Lima, O., musician and band leader, recently in Scarsdale, N. Y., of a heart attack. Owner-manager of Zender's Musi. Store in Lima for 40 years, he moved to Scarsdale three years ago. Zender organized the Second Regiment Band in Kenton, O., and organized and conducted the Lima Merchants and City Band in the early 1900's. Survived by his widow, Margaret, and daughter, Mrs. O. O. Bottorff, Scarsdale, former Broadway actress. Burial in St. Mary's Cemetery, Kenton.

IN MEMORY

Of Our Loved One

LEO MORTENSEN

Who Passed Away Feb. 22nd, 1948
Mother, Dad, Clara and Gwen

Communications to 188 W. Randolph St., Chicago 1, Ill.

TAMPA GETS SUN, BIGGER GATE

HST Pep Talk For D. C. Sesqui Reported Set

(Continued from page 3)

committee's recommendation. Preparatory to the confab, sesqui legalists are busy clarifying legal problems in connection with the fair's postponement.

April 15 the Date

If all goes according to plan, the full commission will formally designate April 15, 1951, for the opening and will authorize a contract for at least two years for Massman as director general of the exposition. Original plans for the fair called for staging it at least two years, and possibly three, commencing next July. Since the sesqui commission has a congressionally mandated lease of life to December 31, 1952, sesqui officials hope to keep the exposition for two seasons if they can open it by spring of 1951.

If the fair proves highly successful, legislation for its continuation will be sought. A number of legal problems involving congressional outlays nevertheless still have to be worked out preparatory to the full commission session, but sesqui officials are hopeful everything can be straightened away to get and keep the exposition plans on the track. To give the commission meeting a national platform, the Oval Room of the White House is being sought for the staging. Truman is expected to attend, at least briefly, or, if he can't spare the time to send a message to be read aloud.

Program for '50

Manwhile, plans are being stepped up for sesqui festivities this year, the 105th anniversary of Washington as the nation's capital. There will be an intensive program of music for a season running from April 15 to November. (See HST To Make on page 65)

Hefty License Fees May Hit Show Units In Meriden, Conn.

MERIDEN, Conn., Feb. 11.—Court of Common Council is considering a city ordinance levying license fees on athletic events as well as outdoor and indoor amusements. License fees will be levied on any event where admission is charged in cash, voucher or advance sale of tickets. Fees proposed are maximums and the license committee of the council is given discretionary power to reduce the levies.

Text of the ordinance includes the following clauses: "(a) Circuses, Wild West shows and other outdoor and tent performances of an itinerant or transient character, \$150 per day.

"(c) Theaters, for all performances that may be held in them, as follows: 1. Any theater having a seating capacity of 1,000 persons or more and which gives performances during the year for seven consecutive days in any week, \$200 per year. 2. Any theater having a seating capacity of less than 1,000 and more than 500 persons, and which gives performances during the year for seven consecutive days in any week, \$150 per year. 3. Any theater having a seating capacity of 500 persons or less and which gives performances during the year for seven consecutive days in any week, \$100 per week. 4. Any theater which

Next Week . . . Tax Review

In the next issue of The Billboard Lewis C. Lebish, tax consultant to varied groups in show business on legal and taxation problems, will outline the 1950 income tax picture, as it applies chiefly to individuals and companies in the entertainment industry. To prepare for March 15, read Lebish's summary beginning on Page 3 of the February 25 issue.

Tampa Clubhouse Sparks Raves; Jamboree on RAS Tops \$3,500; Banquet - Ball Crams Ballroom

TAMPA, Feb. 11.—Visiting show people here for Florida State Fair this week doffed their hats in respect to the Greater Tampa Showmen's Association, its officers and the spirit of the membership. The visiting gentry, schooled in discounting adjective-laden descriptions, were amazed to find the organization's new clubhouse surpassed the glowing build-up it had been given by members. However, visitors, after being escorted thru the buildings and around the grounds, joined in chorusing praise for the building and for the club itself. The praise was heightened because the club is scarcely two years old and because already it is nearing the point where it can pay off in full for the building.

That, visitors pointed out, is no little achievement. The country club-like building is by far the finest clubhouse of any outdoor showmen's organization and, indeed, is comparable to some of the country's better type clubs, visiting observers opined.

Spirit Impresses

Just as impressive as the building, visitors found, was the spirit of the membership and of such hard-working officers as President C. J. Sedlmayr, of the Royal American Shows, and Gean Berni of this city.

This spirit was evident at the club's banquet and ball, held Sunday night (5) in the Hillsboro Hotel, with close to 400 persons in attendance, and at the jamboree, staged Tuesday night (7) on the Royal American Shows which, without dinging, yielded between \$3,500 and \$4,000.

Mayor Lauds Club

Tampa's Mayor Curtis Hixon, speaking at the banquet-ball, lauded the club in no uncertain words and gave high praise to outdoor showmen. (See Tampa Clubhouse on page 65)

Mich. Supreme Court May Hear Arguments On Eastwood Battle

DETROIT, Feb. 11.—Michigan Supreme Court, in all probability, will provide the setting for the next round in the two-year old battle for life of Eastwood Park in East Detroit. Latest legal action was the denial in Mount Clemens, Mich., of a petition by park attorneys, asking for a rehearing in Circuit Court.

The park has had a running feud with at least one faction of local residents and civic leaders, and was a major factor in the local election in East Detroit last year. The present administration has refused to grant the park a license to operate, altho it was pointed out by park officials that the city itself did not come into existence until after the park was well established.

gives performances for only six consecutive days in any week, \$150 per year.

Miami Bazaar Big for Endy

MIAMI BEACH, Fla., Feb. 11.—Perfect weather and excellent business to date indicate a bang-up engagement for attractions appearing under the direction of Endy Bros.' Shows at the first annual bazaar of the local Elks and Veterans of Foreign Wars post. The event is said to be the first of its type here in 20 years, proceeds of which go to a crippled children's fund.

Under the management of Louis Rice, manager, and David B. Endy, the affair is offering eight major rides, four kiddie devices and three shows, Sally Rand's Star-Studded Revue with a cast of 30 Fred Munn's Chimpanzee Show and Monte Carlo Nights, and about 40 concessions plus several stands operated by the sponsors.

Publicity-wise, too, the bazaar has been doing well. Local papers have been giving the affair good breaks, and Miss Rand has made guest shots on most of the better local radio programs. In addition, Munn's chimp was a guest on Barry Gray's program aired from the Copa City cocktail lounge. The Miami Daily News devoted nearly a half page of pictures to the Great Zacchini, bazaar free act. Kicking off the event was an opening-night parade nearly a mile long. Merchants have given away over 1,000,000 tickets for nightly TV set giveaways.

The committee is composed of Saul Merrinhoff, Harry Adams, Ike Gold and Al Gaument. Tommy Allen is in charge of the front gates and William J. Tucker has charge of grounds. Ralph Decker is furnishing Diesel light plants.

Visitors have included Jack Wilson, Wilson Shows; Mr. and Mrs. Johnny J. Kline, Greater Show World; Jack Gilbert, Phil Isser, Harry Ross; J. J. Murphy, Augusta, Ga.; Mr. and Mrs. Charles Geard and daughter, Violet; Harry Modelle, Harry Weiss, Leonard Ross, Bennie Weiss, William Cowan, Peazy Hoffman, Mr. and Mrs. Ralph Endy, H. W. Jones, Tommy Carson, Joe Rowan, Buster Gordon, Louis A. Shafkin, Charles Taylor, Jake and Morris Shapiro, Kilty and Kirk Decker, Mickey Timmines, Weymour Scalar Harry Berger, Ross Manning, Mr. and Mrs. Sidney Goodwalt, Mr. and Mrs. Leo Lefever, Johnny Hayes, Ike Evans, Donna Court, Mrs. Lewis A. Rice, Jerry Geard; Norman Shapiro, Globe Poster Company; Barry Gray, disk jockey; Charite Caryle, comic and emcee, and Paul Bruhn, Florida Sun columnist.

Best Weather In Years Ups Fair's Totals

Per Capita Spending Off

By Herb Dotten

TAMPA, Feb. 11.—Aided by excellent weather, its best in over 10 years, the Florida State Fair this morning entered the final day of its 11-day run with attendance, both at the gate and grandstand, and business on the midway up over last year.

Each of the first 10 days was marked by warm, clear weather, and only one night, Wednesday of this week, did weather hurt. Then rain fell about the time the evening turnout began to arrive and midway play was killed.

Grandstand in Hike

The fair's outside gate count was up between 5 and 10 per cent over last year going into the final day, according to P. T. Strieder, veteran fair secretary. Grandstand patronage showed a greater increase, with Strieder placing it at fully 10 per cent over last year.

Increase in the grandstand business was ascribed to several factors besides excellent weather. The Children's Gasparilla Parade, introduced last year, was larger, more impressive than last year; Shrine Day was bolstered by the appearance of Harold Lloyd, flicker star and imperial potentate of the Shrine, and auto races and thrill shows demonstrated an over-all greater pull than last year.

Spending Off Slightly

The increased attendance was offset in some departments by lower per capita spending. George Bush, of Bush & Laube, grandstand and eat and drink concessioner, reported that going into the final day the gross for the B & L operations was down 5 per cent from last year.

The Royal American Shows have been enjoying brisk ride and show business. In fact, increases over last year in each of those departments were chalked up on all but one day and one night of the first 10 days.

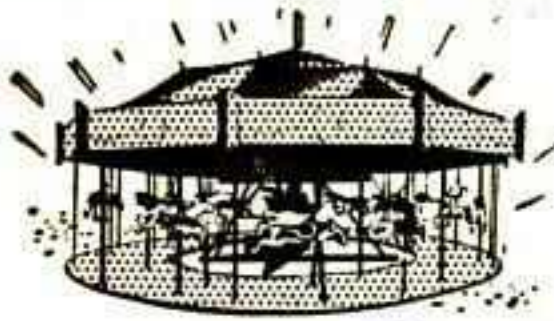
Concessions Okay

Concessionaires on the midway reported better than satisfactory business. Most, however, pointed out (See Top Weather on page 66)

Hamid's Sked Plans For Lengthy Cruise

NEW YORK, Feb. 11.—George A. Hamid, the outdoor booking agent, is leaving New York with Mrs. Hamid February 21 for a cruise of from seven to eight weeks. Among the countries to be visited are France, Italy, Greece, Egypt, Lebanon and Spain.

This is the first lengthy vacation that Hamid has taken since starting in business more than 30 years ago. George A. Hamid Jr., will hold the fort during his father's absence.



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Close-Ups:

Sammy Corenson Puts Reliance On Sharp Pencil; It Pays Off

By Sam Abbott

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

SAMMY CORENSON, the only man to serve two terms as president of Show Folks of America, San Francisco Chapter 2, by his own unblushing admission is one of the century's outstanding promoters. As such, he looks askance at those who contend that a promoter must have sufficient financial backing to do a good job. "What a good promoter needs," contends Corenson, "is a sharp pencil." Corenson, small of stature, wiry and gravel-voiced, has been working on this basis for many of his 52 years and has found it, on several occasions, to be the answer to a lot of problems. Some credit must, in all fairness, be given to Corenson's theory, for he can cite success upon success in outdoor show business that would never have come to pass had he operated any other way. In and out of show business for 37 years, during which he signed many contracts with fairs and celebrations, the number of years he actually had a show of his own can be counted on the fingers of one hand.



SAMMY CORENSON

The shows that he "owned," and the word is used advisedly, were secured by the "Little Giant" in the greatest of his numerous pencil manipulations. Even the affectionate title "Little Giant" was obtained in one of his deals. He was bidding for the Arizona State Fair against some Eastern outfits, and the late C. A. Wortham was present. Upon seeing Corenson work, Wortham told him that he would pass the "Little Giant" tag on to him upon his death, and Corenson, who sometimes forgets details about his career, took over the title when Wortham died. Corenson comes by his knack for shrewd promotions naturally. His father was an employee of the Santa Fe Railroad, charged with the job of interesting people in the fine climate and fertile soil of the Riverside, Calif., area, and his mother operated a beauty school. Both of these vocations required ability to get action based on a strong pitch.

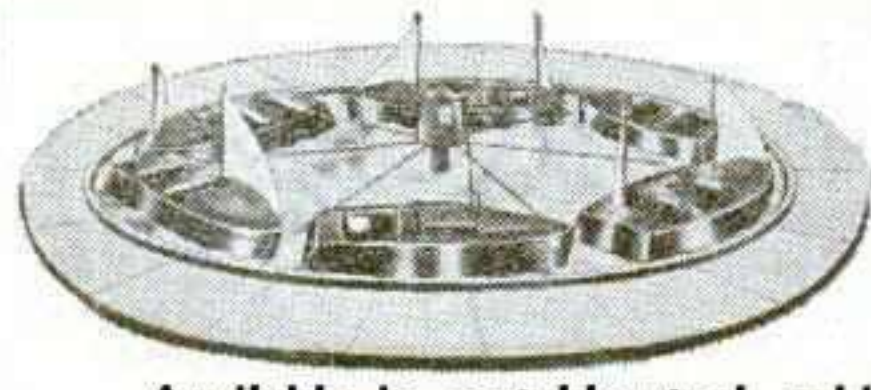
Sammy did not reach the apex of his promoting career for some years (See Sammy Corenson on page 74)

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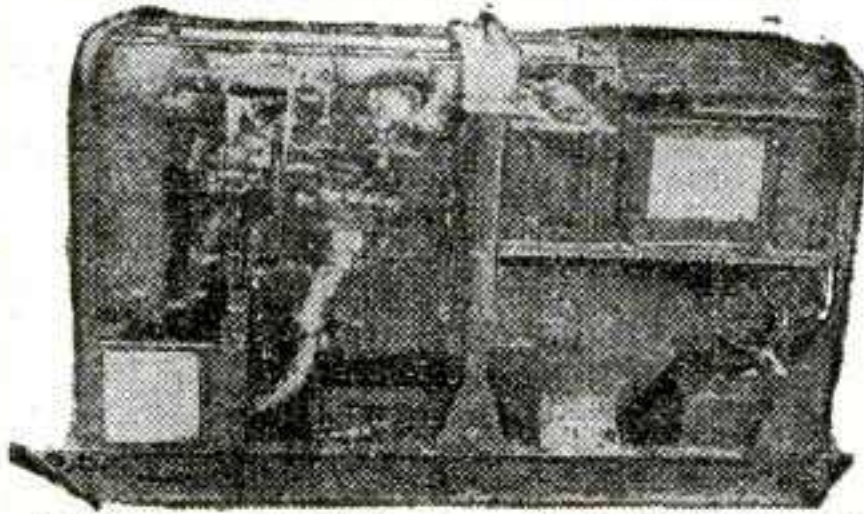


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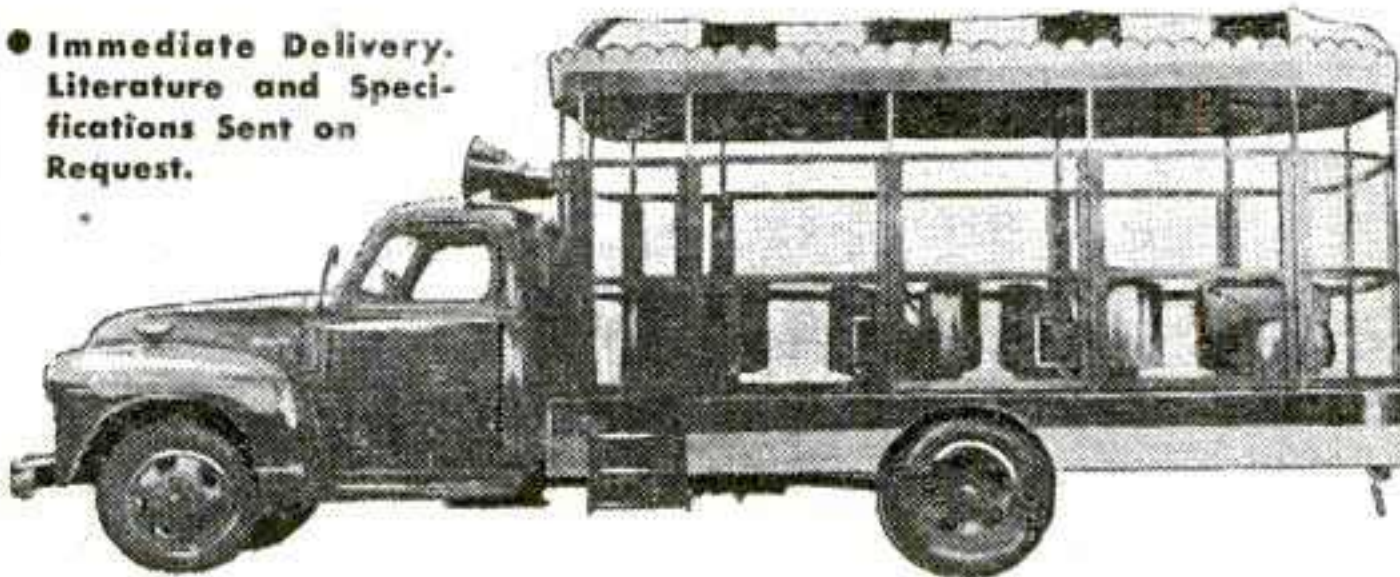
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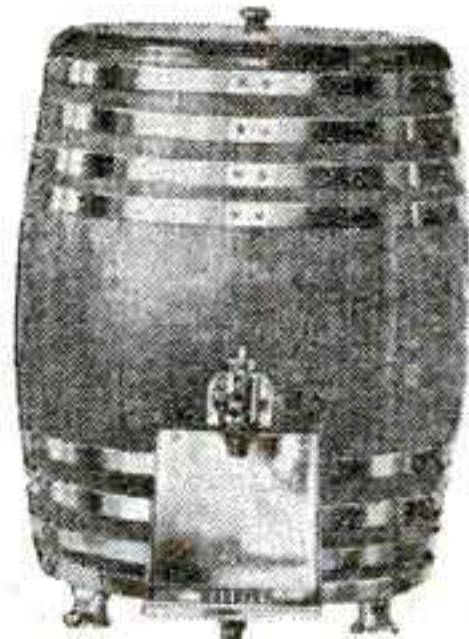
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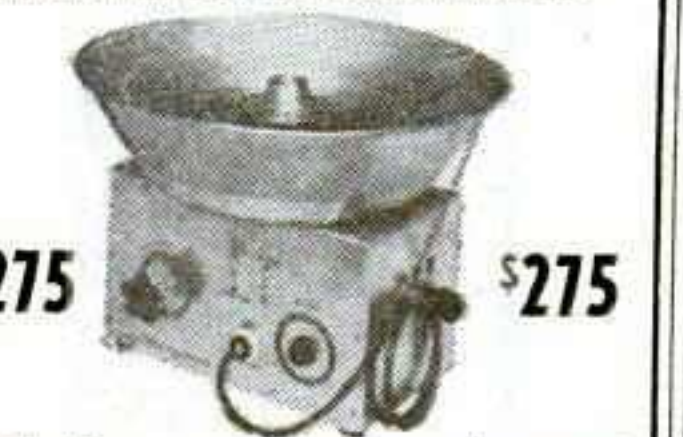
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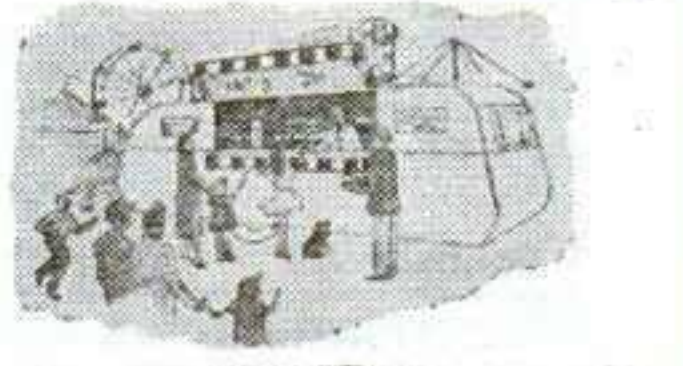
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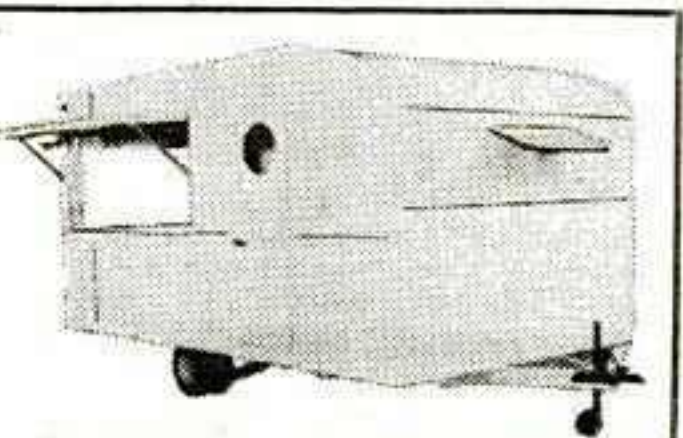
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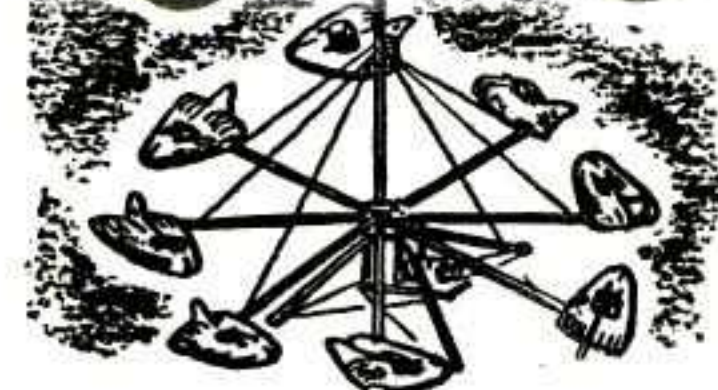
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Talent Topics

Clowns George Barnaby and Billie Burke are working dates with the Terrell Jacobs circus unit. Later they will make the Minneapolis Shrine Circus for Mrs. Edna Curtis and the Chicago Stadium Circus for Barnes Bros. . . . Clyde Craft and Clyde Ward, 66-year-old former wire walkers of Columbus, O., who survived a 60-foot fall in 1910 while performing over a street in the Ohio capital, were the subject of a feature article in The Columbus Sunday Dispatch of February 5. In their fall, caused by a guy rope unraveling, Ward sustained a broken leg and Craft a broken back. Both are in sound condition today.

The Winlows, bicyclists, are in Chicago following a series of dates in Eastern United States and Canada. . . . Great Francisco, swappole, joined Polack Bros.' Eastern Unit in White Plains, N. Y. . . . The Roxettes, 16-girl line, will play fair dates this year with the No. 1 Revue to be produced by the Boyle Woolfolk Agency, Chicago.

Talent appearing in the recent J. C. Harlacker-promoted Charity Circus in Worcester, Mass., all inked thru the Al Martin Agency, Boston, included Joe Basile and his band; Dwight Moore's Roustabouts; Penny, baby elephant; Shaller Bros., trampoline; Dornan Bros., comedy; Miss Malikova, high wire; the Idalys, aerialists; Ben Yost Singers; Tom Pack's elephants and the Thorens, comedy cyclists. . . . Talent appearing in the floorshow at the banquet of the New York fair association

meeting, all furnished by the George A. Hamid & Son agency, included Lee Barton Evans, vocalist; Joe Basile's band; Bill Behney's line; the Francanas, acrobats; Don Henry Trio, harmonica novelty; Brick Brothers and Gloria, trampoline; Ted and Art Miller, musical novelty; Chester Dolphin and Company, jugglers, and Linfield's Crazy Scouts. Emil Lowe, AGVA rep, was on hand during the show.

Francine, annex attraction on Joe Lemke's Side Show on Raney's United Shows, opened at the Empress Theater, Milwaukee, February 9, following a successful run at the Persian Palms, Minneapolis. She's with the Billy Earle company. . . . Jessie J. Franks, woman bag puncher and veteran trouser, is at her home in Appleton, Wis., with an illness that kept her off the road last season. She last appeared with the Lorow Bros.' Side Show in 1948 after a career in showbiz that saw her appear with numerous circuses and carnivals and in vaude. She also has played the fair circuits and parks.

The Flying Lemars, aerialists, will appear with the Hamid-Morton indoor circus in Milwaukee and Kansas City, Mo. . . . Don Dorsey high act with Orrin Davenport's indoor circus, who missed the opening week in Detroit, is back at work. . . . Jimmy Jamison, high diver, recently returned from amusement park dates in Sweden, again has signed with the Charles Zemater Agency, Chicago, for the fair season.

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Glades Am. Co.: Dania, Fla., 17-19.
Greater United: Laredo, Tex., 13-26.
Imperial Expo.: Pomona, Calif., 13-19.
Midwestern Expo.: Brazoria, Tex.
Migrahy, Curley: Laplace, La.
Orange State: Deerfield, Fla.; Key West 22-March 4.
Palmetto Expo.: Darlington, S. C.
Royal Crown: Winter Haven, Fla.
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Roller Skating Vanities (Coliseum) Tulsa, Okla., 15-19; (KRNT) Des Moines, Ia., 21-27.
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Polack Bros. (Western): (Taft Auditorium) Cincinnati, O., 15-25.
Rogers Bros.: Fort Pierce, Fla., 14; Melbourne 15; Vero Beach 16; West Palm Beach 17-18; Stuart 20.
West Bros.: Yoakum, Tex., 14; Victoria 15; Corpus Christi 16-17; Brownsville 18-19.

Out in the Open

Emery Boucher, secretary of the Canadian Association of Exhibitions, reports that as a result of a survey of all Canadian fair secretaries the following colors for ribbons used at exhibitions and shows in Canada will be used: first prize, red; second, blue; third, white; fourth, yellow; fifth, green; sixth and up, pink; royal purple, championship; mauve, championship reserve; tri-color, grand championship and grand championship reserve.

Frederick J. Ashley, Chicago, who handled promotion for the Chicago Railroad Fair for two years, has been appointed to a similar post with the Chicago Fair of 1950, official name for the permanent lake front event. Maurice A. Melford has been appointed full time director of the fair's resident publicity staff.

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Detroit Gate May Top 1949 For Davenport

Second Week Proves Big

DETROIT, Feb. 11.—Despite some inclement weather and a general sagging of local spending as a result of the Chrysler strike, Orrin Davenport's Shrine Circus was drawing practically capacity crowds even on midweek nights in its second week here.

Thru Wednesday (8) show played to an estimated 170,000. Final attendance of around 250,000 was predicted by Tunis (Eddie) Stinson, general manager. This would run about 10 per cent ahead of last year's 220,000 total.

Friday, Saturday and Sunday matinees, with strong juvenile support, drew capacity houses, as well as the night shows starting with the first Thursday (2). A few ringside seats inside the arena have been about the only vacancies in the house, even on Tuesday and Wednesday nights. Matinees this week ran about half to three-quarters houses.

Capacity Stretched

Actual capacity of the State Fair Coliseum, figured at about 12,000, has been stretched a little at some shows with the presence of solid blocks of standees between the arena guard-rail and the first (elevated) seats.

Novelty and concession sales were reported 25 per cent ahead of last year. Advertising sales are about even with last year, including \$18,000 from programs and \$22,000 from banners. The latter figure included \$8,400 from 56 banners carried by the 14 Ringling-Barnum elephants, each of which does four walk-arounds under a different banner, at each show. An additional \$2,000 revenue came from floor space sold to Pontiac for a car demonstration in space off the entrance to the stadium. Don Dorsey, featured in the aerial number, who suffered an injury in Grand Rapids two weeks ago, recovered sufficiently to return and appear in the show beginning Saturday night (11).

Grace Killian, sister of Art Concello, Ringling show chief, who was in charge of the Big Show's payroll with this unit, returned to Sarasota Friday (10) because of illness. She was to be accompanied by Charlotte Hagger, featured in the center ring in the elephant number, who will undergo an operation in Florida.

Jimmie Crocker, catcher in the Concello flying act, was called home by the death of his mother in Bloomington, Ill., but is slated to return to the show Sunday (12).

Intestinal flu struck the show with the effects of an epidemic this week. Harry Thomas, announcer and equestrian director, and Izzy Cervone, musical director, were victims but continued on the job. Others forced to miss several shows included Nina Unus, daughter of the featured juggler, Unus; Norma, Jeanie Sleeter and Mata Leetock, all aerialists.

The Davenport unit closes Sunday night (11) moving virtually intact to Cleveland for a two-week stand there under Grotto auspices.

Andrew To Produce Shows In Houston and Ft. Worth

HOUSTON, Feb. 11.—John L. Andrew will produce the Houston Arabia Temple Shrine Circus, November 1-14, and the Fort Worth Moslah Shrine Circus, November 17-26.

Committees will visit the St. Louis Police Circus April 30; the Chicago Stadium Circus May 1, and Ringling-Barnum May 3.

The Houston committee is headed by Chief Rabban Charles Kamp, and the Fort Worth committee by I. S. McConnell.

Ben Davenport Injured in Car Accident; Condition Is Okay

HUGO, Okla., Feb. 11.—Ben Davenport, co-owner of Dailey Bros. Circus, and four other circus people, including Henry Riggs, Stevens Bros. Circus, were injured in a car crash here at 12:15 a.m. Sunday (5). All are patients in the Hugo Hospital.

Davenport was the most seriously injured. His physician, Dr. H. W. Kenaga, said today, however, that Davenport's condition was good and "he will be released from the hospital within the next few days."

Davenport, the physician said, suffered internal and chest injuries and lacerations of the tongue and one hand.

Riggs' injuries, Dr. Kenaga said, included a dislocated hip and a fractured rib.

The others injured were Wesley Spears and Carl McArdeil, both of the Stevens org, riding with Riggs, and Ginger Moody, of the Dailey Show, riding with Davenport. Miss

Moody was en route to Hugo to visit her brother.

Davenport was traveling east on Highway 70, with Riggs, driver of the other car, going west.

L. A. Elks' Show Attracts 2,500; Carroll Emsees

LOS ANGELES, Feb. 11.—The 10th annual Elks' Circus for the March of Dimes was staged here in the BPOE 99 clubrooms Wednesday (8). Playing to approximately 2,500 in the lodge rooms as well as being televised over the Don Lee station, KTSL, the show ran 90 minutes with 15 presentations.

The circus committee assigned by Exalted Ruler George Beck consisted of J. Ed. Brown, chairman; Paul Eagles, general agent of the Clyde Beatty Circus; Walter Trask, booking agent; S. L. (Buster) Cronin, manager of the Clyde Beatty Show, and Hunter Farmer, vice-president of the Pacific Coast Showmen's Association (PCSA).

Emseed and produced by Norman Carroll, the show featured the DeWayne Troupe, trampoline; Moraes' Dogs; Penny Parker, comedy trapeze; Detrick's Ponies; Marilyn Rich, aerialist; Medinis Troupe, unsupported ladder and Risley, and Si Otis and his mule. A clown display, featuring nine clowns, included Mark Anthe, Bobby Kay and Abie Bernstein in the line-up.

The Side Show, furnished by Pete Korte, had seven stages and featured Eko and Iko.

More than 150 PCSA members on invitation from the lodge, witnessed the show.

Ora Parks, press agent for the Clyde Beatty Circus, handled publicity.

Belgian Orgs Head For Road in March

BRUSSELS, Feb. 11.—The circus season in Belgium gets under way next month with about 10 Belgian units hitting the road under canvas. Better known orgs are Cirque De Jonghe, of Malines; Cirque Demuyneck, of Ghent; Cirque Semar, of Malines, and Cirque Tondeur, of Baerode.

Cirque Gustave Demuyneck will quit Ghent winter quarters to open under canvas at the Place Saint-Pierre there March 5, as a feature attraction of the annual street fair of that quarter of the Belgian seaport.

The big Cirque Bouglione, of Paris, also will make a bid for Belgian biz this summer. It will head for Belgium early this spring when it terminates its winter indoor season at the Cirque d'Hiver in Paris. The Bougliones are veteran circus operators and carry a really large big top, several large groups of performing animals and horses and a well stocked menagerie.

Plenty of Shows Set For Cleveland Area

AKRON, Feb. 11.—The Akron-Cleveland district won't want for circus entertainment from now thru April. The Orrin Davenport Circus opens in Cleveland's Public Hall Monday (13), with Polack Bros. Eastern Unit scheduled in the Akron Armory under Shrine sponsoring March 15.

Mills Bros. Circus, which opens in Circleville, O., April 22, has booked Barberton, O., under Lions' Club auspices April 29, and will play Akron for the Veterans of Foreign Wars May 19.

H-M Debuts 24 European Acts

MEMPHIS, Feb. 11.—Hamid-Morton Circus, which opens its winter tour here today under Al Chymia Shrine Temple auspices, will use 24 performers recently arrived from Europe. Manager Bob Morton announced.

The acts have been contracted to appear at all Hamid-Morton dates, he added.

Show's local seven-day opening run ends February 17.

Polack East. Draws 2,000 at White Plains

WHITE PLAINS, N. Y., Feb. 11.—Polack Bros. Eastern Unit opened here at the County Center Building Wednesday (8) afternoon and will wind up a six-day run Monday (12). Show, under sponsorship of the Masonic Masters and Wardens Association of Westchester and Putnam Counties, drew 2,000 at opening matinee. Three performances are skedded for today and Sunday (12).

Line-up of acts appearing here included the Polack elephants (4), presented by Cheerful Gardner; Alexander Konyot, high school horse; Elly Ardely, equilibrist-trapezist; Great Veno, high wire; Seven Flying Wards; Natal, gorilla novelty; Five Harstons, teeterboard, and Four Sidneys, bike.

Also on the bill were the Tong Brothers, acro duo; Monte De Ocas Duo, tumblers; Joannidis, slack wire juggler; Francisco, high pole; Ernie Wiswell, Funny Ford, and Albert Fleet's chimps.

The Georgetty Brothers, Gene Randow and Dime Wilson are featured in clown entries. Henry Kyes fronts the band.

Admits Slaying Of Dailey Worker

SAN ANTONIO, Feb. 11.—Homicide Detective Fred San Miguel said here this week that James (Jim) Wilson McMichen, 37, crippled circus worker of Charleston, W. Va., had signed a statement that he killed a fellow circus worker in Lamar, Mo., in October 1948. McMichen said he ran a circus wagon over a man he knew only as Butch.

Officers in Springfield, Mo., said 140 persons, including McMichen, had been questioned about the death of William (Bill) Pettit, 19, circus worker, found dead in a circus wagon when Dailey Bros. Circus unloaded in Springfield after appearing the day before in Lamar, Mo.

Polack Snags Big Business In Louisville

20 Per Cent Gain Over '49

LOUISVILLE, Feb. 11.—Mounting business here this week for Polack Bros. Western Unit gave Louis P. Stern, managing director, confidence that by the time the run ends Sunday night (12), previous attendance records would easily be topped.

By the week-end, the 7,500-seat armory would not hold the crowds, and Stern predicted a gain of 20 per cent over last year. Turnaways were registered Friday night and again today, and like business is the prospect for Sunday. Jimmy Rison reported his promotion 30 per cent ahead of last year.

The show's new 1950 edition received strong reviews from the usually conservative daily press, which carried plenty of circus features with art. The city's seven radio stations also gave generous support, keeping the show's talent busy with interviews and ringside pick-ups.

Siegrists Perform

Joe and Bebe Siegrist's high act, billed as *Above the Crowd*, was added for this engagement, spotted just after intermission. The armory, with its lofty ceiling, provides an ideal setting for the act.

The engagement, as usual, was for 7 days, with 13 performances scheduled. Altho the show was unable to move into the armory until after Sunday night's hockey game, the show was ready for Monday (6) night's opening with time to spare.

The show came here from a four-day stay (1-4) at Chanute Air Force Base, Ill. This date had been made possible by putting Fort Wayne, Ind., ahead of Hammond, Ind., and opening the season a week earlier than scheduled. Sponsors were the officers and non-commissioned officers clubs of the base.

Return Contract Inked

The departure for Polack, the date proved a big success, and a return visit was contracted for next year. The promotion was handled by Walter Ullman, under supervision of Jimmy Rison, who came from Louisville for the opening. The two dailies and two radio stations at Champaign-Urbana, 15 miles away, were used to publicize the circus and co-operated well. Virtually all the show's personnel was quartered on the base during the four days.

Show moves from here to Cincinnati for its annual 11-day run (15-25) for Syrian Temple Shrine, where George W. Westerman again is in charge of the advance.

Medrano Failing To Draw in Paris

PARIS, Feb. 11.—Sixth bill of the current season, at the Cirque Medrano indoor arena is not drawing well, altho it's offering a line-up of good circus acts. Still featured are the Fratellinis, trio of French joeys and two groups of horses from the Knie Bros. Circus of Switzerland, presented by Jules Hanni.

Outstanding circus numbers on the bill are the Australian Air Aces, aerialists; Paolo (Bedini), juggler, and the Tilibs, hand-to-hand duo. Other standard acts are Three Rethlems, perch; Kerwick, contortionist; Baudy's Greyhounds, dogs and monkeys; Madeleine & Annette, Norwegian dance duo; the Romanys, comedy bike, and De Roze, mystery drink concocter. A new program gets under way this week-end.

Eng. Talent, Fans Hold Their Annual Reunion in London

LONDON, Feb. 11.—Prior to the war, the annual Circus Reunion in London served as a gay wind-up of the mid-winter circus season in England. Event, an informal dinner-dance was revived last year and repeated this year on a bigger scale.

This year's reunion was held at the Park Lane Hotel January 22, with more than 200, including leading circus owners, producers, agents, performers and fans in attendance. Circus owners present included members of the Mills, Chipperfield and Sanger families of England and the Schumanns, from Denmark.

Majority of the guests were circus acts, many of whom have been with circuses in the United States, such as the Ortons, Alzanas, Alma Piala, the Kimris and members of Digger Pugh's troupe.

The Circus Reunion was organized by circus owner Leslie Sanger and Edward Graves, of England's outdoor trade weekly, *The World's Fair*, whose publisher, Frank Mellor, was chairman and toastmaster.

Guests included: Sonia Allen, V. Biddall, A. Byford, Mr. and Mrs. A. Bird, J. Chipperfield, A. M. Chapman, Ro Cook, Charlie Catroll, J. Davis, R. Fossett, J. Freeman, Edward Graves, A. Gudnow, Mr. Irving, Priscilla Kayes, Arthur Kayes, S. Kenyon, F. Mellor, E. J. May, W. Eadmore, R. E. Pickering, S. V. Parkin, John Powell, Joe (Bicycle) Powell, the Rosaire family, Mr. and Mrs. S. Sanger, W. Smart, Mr. and Mrs. Leslie Sanger, Mr. and Mrs. Jimmy Scott.

Mrs. K. Sloan, Mrs. B. Stennett, A. K. Wylie, C. Butson, Mr. and Mrs. S. Bird, Mr. and Mrs. Busby, Mr. and Mrs. A. Bean, Mrs. Douglas Cooke, Miss Chapman, Mr. Curtis, Maurice Chester, A. R. Delbosq, Mr. and Mrs. S. J. Franklin, Carl Fisher, Mrs. F. Ginnett, Mr. and Mrs. Hipsley Cox, H. Hobbs, Mr. Ivanko, Mr. Kayes, Mr. Kocka, B. N. Mills, Lord and Lady Morrison, W. H. Maer, Harry Nutkins, Madame C. Paulo, Mr. Parkins, Pepino, J. Purchase, Mr. and Mrs. T. Roberts, Sir William Savory, Mr. Shears, Mrs. Sinclair, J. Sloan, Mrs. L. Smith, Mrs. K. Williams, Mr. and Mrs. C. Zola.

Mr. and Mrs. Balcombe, Miss Briggs, Jack Fry, Percy Mead, Miss Mitchell, Mr. McCrea, A. R. Perkins, Polo Rivels, the John Scott family, Ronnie B. LaCombe, Mr. and Mrs. Frank Foster, Miss Kay, Max Myers, Miss McKinzie, A. Natsche, Albert Parkin Jr., Mr. and Mrs. L. Smith and Mr. and Mrs. Wisling, all from Bingley Hall.

The Alzanas party, Francis Duncan, W. Kossmayer, Miss Leese, Mrs. Proctor, A. Schumann, Barrie Sloan, the Enrico Caroli party, Ollie Gray, Les Kimris, Digger Pugh's party, Madge Proctor, Ernest Schumann, Billy Merchant, Young Wazzan, Joe Barry, H. G. Russell and Mr. and Mrs. J. Gindi, all from Tom Arnold's Harringay Circus.

Larry Turnbull, T. Smaha, Mr. Testo, Mrs. Amaha, Miss Hellia, Sascha Coco, Mr. Decker, the Orton party, H. Ashton, Mr. and Mrs. Coco, Miss Coco, Mr. and Mrs. K. Kemsley, P. Huxter, Alby Austin, Tamara Coco, Lena Kayes, Miss Joyce, B. Brasso, Maurice and May Peplon, Mr. and Mrs. Bailey, Mr. Perton, Mr. Niek, Mrs. Golding, Mrs. Scott, R. Alywin, Billy Manning, Miss Wynn, Mr. Gray, Miss De Trafford, Mr. and Mrs. T. Brasso, Mr. and Mrs. Piai, Arturos, Mr. and Mrs. J. Lupesco, Mr. and Mrs. Steinhoff, Lat Founs, May Longs, Mrs. Ingleby, Mrs. O'Rourke, Mrs. Clapham, F. Foster Jr., Michael Coco, Mrs. Foster, J. Dokansky, all from the Bertram Mills Olympia Circus.

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UNDER THE MARQUEE

Emil Pallenberg and Snookums, his Himalayan bear, are playing a seven-week engagement with E. K. Fernandez's Circus in Honolulu. The act has been signed for the Sportsmen's Show in Seattle, March 16-26, by the George A. Hamid office, and will play parks and fairs thru the Al Martin agency.

Really fussy ticket seller is one who refuses to change big bills.

Fred Leonard reports that he and Dr. Cooper, both of Wichita, Kan., recently returned from England where they caught Tom Arnold's Harringay Circus, playing London at the same time as the Bertram Mills Circus. The Harringay show is presented in one ring and on two platforms, while the Mills org shows in a single ring. Fred says that he and Dr. Cooper were royally entertained by both shows. A sight-seeing tour was arranged for them by Mr. and Mrs. Vernon (Dutch) Orton. On the Arnold circus they were greeted by Kimris and Ernest Schumann.

Housekeeping apartments baffle old showmen, who always considered a lower berth a cozy home for two.

While en route to the Al G. Kelly & Miller Bros.' Circus at Hugo, Okla., Don McIntosh stopped off in Whispering Pines, Benton, Ark., for a brief jackpot session with Thomas Arenz. . . . Sage-Allen & Company, Hartford, Conn., department store, had the Robert W. Harned Miniature Circus on display January 30-February 11. The layout covered a 35-by-60-foot area. Harned carved the model circus in 22 years. . . . The Charles Sparks Tent, Circus Fans of America, met last week at the home of Mr. and Mrs. Charles McNamara, Norwich, Conn. Circus movies were shown.

An authority on circus biz is any troupier who has been away from them for 15 years.

Bill Bailey, clown, has signed with Mills Bros.' Circus. . . . Homer R. Sharar, formerly with Cole Bros. and Dailey Bros., will be in the cookhouse on Rogers Bros.' Circus. . . . After playing the Moose Circus date in Chattanooga, Willie returned to Macon, Ga., where he opened a shine parlor, named Willie's. . . . Guy Smuck, in a call at The Billboard, Cincinnati office, February 3 stated that he would be inside ticket seller with Capell Bros.' Circus this season. He will be in Cincy for a few days, then leave for Memphis to catch the Hamid-Morton Circus. . . . Karlo, clown, and George Perkins are playing a four-week engagement at the Brass Rail, Santa Monica, Calif.

Agent whose expense account showed he had a weakness for money and women, was reported normal.

Following his stand at the Florida State Fair, Tampa, which closed February 11, Merle Evans, Ringling-Barnum band leader, will do a three-week tour thru Indiana, Illinois, Wisconsin and Ohio for the School Assembly Service. . . . Naida Roberta, who was bitten by a monkey in her animal act while appearing at the Court Square Theater, Springfield, Mass., has recovered from the wound which required 30 stitches to close. While she was hospitalized in Springfield she enjoyed a visit

from Joe Beach, circus fan. Dr. Ganey, also a circus fan, removed the stitches while Naida was fulfilling a vaude date in New London, Conn. . . . The photo of Harry Dann, clown on Polack Bros.' Western Unit, which appeared on the cover of the April, 1949, "Popular Photography" mag, is being used on the program cover of Circo Razzore.

"I am the living spirit of the old-saw, 'It's never too late to mend,'" replied an old canvasman when a manager asked him what he could do in quarters.

Sparkplug Goodman, Side Show comic, and his wife are wintering in Tuskegee, Ala. . . . James M. Beach, general agent of Biller Bros., after a few days in Macon, Ga., has joined the org in Athens, Ga. He has been wintering at his home in Seneca Falls, N. Y. . . . J. R. Lowe, formerly in charge of the Erie Lithographing Company, Erie, Pa., show printers, until his retirement several years ago, is spending the winter at his farm near Erie. . . . Frank Ellis and Mrs. Anderson have leased the candy stands with the new Cole & Walters Circus. . . . Dave Budd is running an oyster bar in Sarasota, Fla., but he will return to the King Bros.' Circus. . . . Leo Loranger, billposter with King Bros., last season, is wintering in Philadelphia.

J. C. Goddard, circus agent, formerly with J. C. Wolcott's Rabbit Foot Minstrels, is in Jackson, Miss. . . . Henry A. Carter, butcher, and nephew of the late Elmer Myers, is in Houston. . . . The Robinson Family, Wild West performers with Rogers Bros. last season, are in Phoenix, Ariz. . . . Bill Bailey, clown, who has trouped with most of the larger circuses, is building new clown props at his shop in Memphis.

Mrs. Frank (Ma) Rooney, formerly with the Al G. Barnes Circus, is still at her home, 4014 Madison Avenue, Madison, Wis., where she has been confined for the past two years. She says that she would like to read letters from friends. . . . Roy Barrett writes from Penn Yan, N. Y., that the School Days Circus unit opened February 1 in Naples, N. Y., and has seven week of schools booked, in addition to 10 days of theaters. Show closes April 1 in Newark, O. James M. Cole and his three bulls will play Syracuse, April 10-16, for Frank Wirth. Barrett also will play that date. The Cole bulls are contracted for the St. Louis Police Circus, opening April 28, while Barrett will play the Chicago Stadium for Barnes Bros.' Circus, opening April 21. Acts on the school unit include Buck Leahy, contortion; Sonny's canines, Mitzie's high diving dogs, Senior Leo, slack wire, Dick and Pauline, balance; Barrett and Leahy, clown number; the James M. Cole elephants and the Heerdinks, bar act. . . . Robert J. Green, manager, Saginaw Auto Theater, and Vincent Picard, formerly in a bar act and now sales manager of WSAM, have organized a club of Hagenbeck - Wallace "alumni" in Saginaw, Mich.

Danish Owners Organize

COPENHAGEN, Feb. 11.—Circus owners of Denmark have formed the Union of Circus Directors of Denmark to safeguard the interests of all licensed circus directors in the country. Ernest Schumann, of the Circus Schumann, was elected president and Arnold Schmidt, of Circus Schmidt Bros., vice-president.

Wanted Bar Performers

Straight and Comedy for Aerial Bars.

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WALTER C. GUICE

2219 North Oregon Ave. TAMPA, FLA.

Mills Adds Semis; Banquet for Opening

CIRCLEVILLE, O., Feb. 11.—Several additions were made to Mills Bros. rolling stock this week, including a semi for horses. Charley Brady's crew has turned out the refurbished water wagon and began construction of a stake driver-puller combo. Another long semi was driven in from Cleveland and will be made into a performers' sleeper.

Thirty friends, relatives and show-folks, including the entire Mills family, General Agent H. W. Ahrhart Jr. and Press Director Fred Stafford attended Mr. and Mrs. Jack Mills's 12th wedding anniversary banquet Monday (6) at Alpine Village, Cleveland. Herman Pirchner, Village cop, staged a special circus number featuring Danny Goodman.

Jack Mills and Stafford paid quarters a visit Wednesday (8), the same day a Circleville civic committee staged a kick-off on its campaign for opening day, when proceeds will go to the County Children's Home. Plans were completed for the inaugural banquet to be held between shows opening day at Memorial Hall here, under direction of Pickaway County Rainbow Division women.

Jake and Harry Mills were quarters visitors Thursday (9). Signed contracts were received from Jack LaPearl, clown, and Buffalo Ben, Western veteran, virtually completing the performers' list. Stafford will complete his staff by next week. The working force has been increased by five men, with more checking in daily.

Mr. and Mrs. H. R. Marteney checked in from Kansas City, Mo., and joined other promotional crews already active. Marteney and H. C. Willard are adding men to their crews. Don Fosgate headed a group of fans visiting the Mills home. Mechanics Don Mann and Ray Haddix have overhauled nine tracks.

RB, Hagenbeck Swap Acts

NEW YORK, Feb. 11.—Ringling circus has arranged a deal with the Carl Hagenbeck Zoo, of Stellingen-Hamburg, Germany, thru which the group of tigers presented during the past three seasons by Rudolph Mathies with the Big One will be exchanged for a group of performing bears from the Hagenbeck Zoo, which are expected to arrive here next month.

Biller Bros. Sign Rossi

GONZALES, Tex., Feb. 11.—Joe Rossi, last year bandmaster on Cole Bros.' Circus and in previous years bandmaster on Dailey Bros.' Circus, reports he has signed to lead Biller Bros.' Circus band this year. Rossi has been playing winter dates this year, starting at the Parkersburg Shrine Circus last November 26.

MUSICIANS WANTED

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THREE (3) LIVE ELEPHANTS

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BOB MORTON

Hotel Claridge, Memphis, Tenn., until Feb. 18; then Hotel Schroeder, Milwaukee, Wis., week of Feb. 20.

WANTED

YOUNG MAN OR GIRL BAREBACK RIDER

or with slight knowledge of same willing to learn with recognized troupe.

BOX D-328

The Billboard Cincinnati 22, O.

Dressing Room Gossip

Polack Bros. Western

The Chanute air base date at Rantoul, Ill., was successful from all angles. We had a grand time while quartered there. All the personnel ate in camp. In fact, we didn't leave the base for six days. A vote of thanks to the field's NCO Club for an enjoyable time. Butchers had a good week.

Harry Dann has shown that he can do first-rate papier mache work in addition to clowning. It didn't take Nana Woolford long to get a new trailer. Nana, incidentally, has one of the best dog acts in the business. The Loyal Repensky riding act is going over with a bang. Justino and Zefta Loyal are riding as well as ever. It seems only yesterday that Freeman was in there riding his brains out with Justino. Shades of May Wirth: Zefta Loyal doing somersaults over banners and thru a hoop on a galloping steed.

The writer thought we had some pretty fair card players among the men until he ran up against Honey Shyretto on the trip to Louisville. Hanna Pallenberg and Joe Madison are sick. Visitors: China and Dorothy Durbin, Eldon and Joann Day, Joe and Bebe Siegrist; George Lorraine and Sue Valentine, of the Flying Valentinos; Ed Racraft, C. D. Curtis, Art Carnahan; Earl Reynolds, of the Skating Reynolds, and Al and Bernice Sweeney.—FREDDIE FREEMAN.

Ayres & Kathryn Davies

Show has been making long jumps, but we manage to start performances on time. On one jump Captain Christy was late, but the act's arena was set up during the performance and he appeared in his proper place. Christy was bitten on the ear recently by one of his lions. Manager Ayres Davies has one of the Liberty ponies doing a single. We have encountered some snow and ice recently. David, son of Harry and Mary Rawls, has stolen the writer's song from the rocking ladder act. Collinsville (Ill.) High School band has a leader who is an ex-vaudevillian. At Roxana, Ill., we encountered a band leader who formerly trouped on the Walter L. Main Circus and the Big Show. Aerial Christensen visited at Vandalia, Ill. He was en route to Southern Illinois from the fair meeting at Springfield. Other visitors included Lew Gorman and son, last year with Stevens Bros. Circus; J. C. Admire; Bob Mason, clown, and Mr. and Mrs. E. E. Gray, Evansville, Ind.—HARRY VILLEPONTEAUX.

Gran Circo Americano

Final segment of opera's stand in Oranjestad, Aruba, N. W. I., was punctuated by three birthday anniversaries—Betty Hodgini, Bonnie Bonta and Miguel Dacal. Miguel's birthday also was closing day of show and his final performance with the org for this season, as he went home on business. Earl Dean made some new clubs and Tom Hodgini was adding final touches to a new rigging box. Eddie Pedrero's wardrobe trunk is novel, being trimmed in red and black, plus having show's route lettered in silver on the front.

Show's next stop is Curacao. Phil Bonta's movie test turned out to be okay. Janis Wilson left to fly to Sarasota, Fla., where she will reside for several months. Among those flying from Aruba to Curacao instead of going by ship were Phil, Bonnie and Phil Jr. Bonta, the Rosettis, Tom and Betty Hodgini, Kenny Leach, Jacques Cordon and Jimmy Harrington.—JOE HODGES HODGINI.

WANTED

Another capable Agent to set promotions under auspices. Start working immediately. Also want Phone Directors and Phone Men. Want Horse Trainer for six-horse Palomino Liberty Act. Will buy one more Elephant. No collect calls or wires accepted. Answer:
Kelly & Morris Circus
P. O. Box 49 HAVANA, ILL.

Orrin Davenport

Visitors in Detroit were numerous and included Henry Kyes, Louie Stern, Dennis Stevens, Kinko and Mary Kinko, Vern Wood, Toy Wallace, La Brac and Bernice, several members of Jimmie Lynch's Death Dodgers; Hal Reves, of the Detroit office of *The Billboard*; Rose and Clary Bruce, Mary Hayworth and Pearl Bailey.

Big event in Detroit was the coming out party of the Alpha Beta Gamma Kappa Phi Omega FFM. Party was held in the Gay '90s Club. Felix Adler emceed the floorshow and acts were presented by Paul Jerome, Jimmy Armstrong, Tommy Hanneford and Irvin Romig. Next meeting will be held in Cleveland, at which time members will receive their pins and diplomas.—DICK LEWIS.

Rogers Bros.

Opening date in Naples, Fla., was marred by the death of Si Kitchie. Floral wreaths were received from shows and friends.

Show makes a big flash with its newly painted trucks and spread of canvas. The four rings are kept in nearly constant use. Billy Sheets, is equestrian director.

Visits were exchanged recently with members of the Ringling, Cole and Hamid-Morton shows. Recent visitors were Charles Hunt, Jimmy Albanese, Mr. and Mrs. Noyelles Burkhardt, Abe Tavlin, Frank Orman, Phil Strife and Piano Drago.—GEORGE HUBLER.

Reinhart Vest Pocket Unit

Rates Group Sponsorship

NEW YORK, Feb. 11.—Robert Reinhart's Vest Pocket Circus, under the sponsorship of the Educational Department of the YM and YWAH, gave a matinee performance at the Theresa Kaufman Playhouse here Sunday afternoon (5).

Line-up of animal acts, jugglers, novelty numbers and clowns was headed by Reinhart, who will act as ringmaster.

Pan American Postpones Bow

MOUNT DORA, Fla., Feb. 11.—Pan American Animal Exhibit has postponed its early opening in order to complete training of the newly received baby elephant, as well as the pony drive and dog acts. W. F. Duggan has returned from a business trip to supervise winter quarters work. Bob Dickman, who will handle billposting, has arrived. Dub and Jean Duggan are expected to arrive soon. Jim Stut—who has been with the show the past three years, has resigned and left for his home in Trenton, N. J. S. L. May, who will have the concessions, has returned from Chicago with a new concession trailer and tents.

Winter Quarters

King Bros.

MACON, Ga., Feb. 11.—The new menagerie tent will be delivered in time for the spring opening. Floyd King, co-owner, reports. Another shipment of animals is due late this month.

Carl Wyche, boss canvasman, returned from Albany, Ga., where he supervised erection of the show's grandstand for the ice show staged at the airport.

Dee Aldrich, Side Show manager, was in Fort Worth with the Side Show at the Southwestern Exposition and Fat Stock Show.

Recent visitors: Mickey Dale, owner of Dales Bros. Circus, and his general agent, Harry Kackley; Bernie Mendelson, O. Henry Tent & Awning Company, Chicago; Howard Y. Barry, Harry Anderson, Thomas A. (Reno) Renaud, Neal Walter and Chick Schloss.

Dutch and Belgian Ops Switch Talent

BRUSSELS, Feb. 11.—Circus Strassburger, of Holland, is playing the indoor season at the big Cirque Royal here, alternating programs with the Theater Carre in Amsterdam. Bills are changed monthly.

The line-up of acts appearing at both the Belgian and the Holland arenas includes the Danish circus owner, Max Schumann, with his high school horses and Liberty ponies; Two Clerans, aerialists; the Durbins, novelty balancing act; Gosta Kruse, with Trolle Rhodin's Zoo Circus elephants from Sweden; Teddy Holmberg, with Rhodin's 12 Polar Bears; Two Arvings, comedy bike, and a big water ballet finale. The Three Rivels head the clown alley.

A second unit, also playing both arenas, includes M. Williams, with mixed group of animals from Circus Knie Bros.; Carl Strassburger, several horse numbers; Petroff Trio, horizontal bars; Regina Strassburger, high school horses; Joe Ortens and Sister, jugglers; Manuela Bergh, football dogs; Borra, sleight-of-hand; M. Charles, baby elephants; De Riaz Trio, aerialists, and Carl Kosmayer's comedy mule. Bario and Barios are feature clowns.

Circus Historical Society

WICHITA, Kan., Feb. 11.—Burns Kattenberg has severed his connection as assistant manager of the Mansfield-Leland Hotel, Mansfield, O., and will return to the Samuels at Jamestown, N. Y., which has been recently remodeled. The family of the late Ed Le Baron, frog man, sent his fro tights and head, scrapbook dated 1906, letterhead, pix, music and other souvenirs of his career to add to Burns's collection on contortionists.

From Edmund Hawthorn, Croydon, England, comes three pictures of the Bostocks-Wombwell's Circus and Menagerie, 1907. The Wichita Police Circus will again have pictures taken from the writer's collection of old-time favorites, showing the half century of costumes of then and now. Put a copy of *The Sawdust Trail* on your must list, edited by Ted Meyers, CHS No. 40.

Jim McInnis, Allentown, Pa., is a grandpa. Allen Wescott, North Castine, Me., who underwent surgery around Christmas, is well on his way to recovery. Walter W. Tyson, past president of CHS, has received two very scarce one-sheets of Buffalo Bill Wild West lithos. Leonard Quist, please send me your correct address.

Marion W. Organ, Wilmington, O., spent his vacation on the Mack Show. Harry Simpson, editor of *Banwagon*, received a cage wagon from George Graf, Peru, Ind. Arthur Dodge, Niagara Falls, N. Y., reports that his collection of star performer clippings is growing, as well as his collection of circus books. The writer received as Christmas gifts the *Red Wagon*, by Eleanor Smith, from John Van Matre; *Hey There Sucker* from Harry Simpson and *Gus the Great* from Burns Kattenberg.

Walter L. Main writes that in the fall of 1883 William Main Circus went into winter quarters in Chetopa, Kan. Bill Main was his father. He (Walter) was the youngest general agent in show business. J. W. (Pop) Barrett had his miniature circus in Convention Hall in Philadelphia. Sid Baker, of Bondi, Australia, spent his annual Christmas vacation on Silvers Bros. Circus.

Robert D. Good was associated with the Christiansens Creamoline Stallions as stable boss in 1929. Walter W. Pietschmann, treasure of CHS, has been appointed general secretary for the Photographic Society of America, South America, portfolios. Thanks J. A. Havirland for the life story of Jeremiah Mugivan and Ben E. Wallace.—BETTE LEONARD.

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Hotel Chain Seeks Lease On Cedar Point on Lake Erie; Rides, Concessions To Stay

Stockholders To Hear Terms at Meeting in Sandusky

SANDUSKY, O., Feb. 11.—If the Melrose Hotel chain is successful in leasing Cedar Point on Lake Erie—and all signs this week indicated it would—the firm will continue to operate the amusement park which has been popular for three generations, D. M. Schneider, general manager of the hotel chain, announces. After emphasizing that the Melrose offer still is to be acted upon by the stockholders of the G. A. Boeckling Company, present owner, Schneider said: "We will rent to concessionaires as soon as possible. We expect to have space for many old concessionaires and hope to attract new ones with our policy."

Thus Schneider spiked the rumor that the Melrose chain planned to close the ballroom, rides, shows and concessions, operating only the Breakers Hotel and the resort dining rooms during the season.

Formal offer of the hotel chain to rent the property, which includes a ferry steamer plying from Sandusky to the Point, the 1,000-room hotel and a cottage colony, in addition to the amusement area, was made in Cleveland Monday (8) in the office of Harold A. Minnich, a vice-president of the Central National Bank and a trustee of the G. A. Boeckling Company, which, up to now, operated its own property.

Terms of the offer will be made public Monday (13) when stockholders of the company meet in Sandusky to consider the deal. Cleveland financial centers predict the offer will be accepted.

Silent on Terms

Beyond the fact the lease will run for 10 years, both Schneider and Bernard G. Zeiher, general manager of the Boeckling org, were silent regarding the terms. It was said the resignation of G. W. Smith, president of the Boeckling company, will be submitted to the stockholders at Monday's meeting.

The Melrose chain operates the Gillsy, Tudor Arms and Bolton Square hotels here, in addition to a hotel in Yuma, Ariz., and several residential hotels.

Cedar Point may be reached by lake steamer from Toledo and Cleveland as well as by automobile. It is served by a railroad spur for excursion trains and operates the steamer George A. Boeckling from Sandusky. There also is a narrow gauge line for patrons' baggage and supplies.

Cedar Point observed its 50th anniversary last year, having been founded in 1899 by the late George A. Boeckling. Boeckling died in 1935 and Edward A. Smith was named president-general manager. Zeiher recently took over as general manager.

In a letter to stockholders, Zeiher said:

"Your directors feel that the company's property has a very substantial physical value despite the poor record of earnings, and that a period of profitable operations of the resort area by a competent operator, such as the Melrose organization, will develop a market value for the property commensurate with its potentialities."

Another rumor making the rounds here was that the Walter Schott interests of Cincinnati were in the background on the deal. The Melrose interests will operate the hotel, grill, cafeteria and tavern, while the Schott interests will take over operation of the ballroom, bathhouse, rides and concessions, it was rumored.

A. C. Ops Back Full Tax Cut

ATLANTIC CITY, Feb. 11.—Edward J. O'Keefe, secretary-treasurer of the local Amusement Men's Association, stated that resort amusement interests are calling for complete removal of the 20 per cent federal amusement tax. Support of congressmen from this district has been sought, O'Keefe said.

New Kiddieland Set For South Bend; Sacco Books Rides

SOUTH BEND, Ind., Feb. 11.—Robert Grooms, South Bend, was granted a zoning permit here Thursday (9), to build a Kiddieland on Highway 31 at the Indiana-Michigan border. Tommy Sacco Chicago, will book the rides and manage the park, to be known as Grooms' Hollywood Kiddie Park.

Work on the project, costing an estimated \$150,000 will start in a few weeks. Plans call for 6 kiddie rides, including a Miniature Train; 10 concessions, a roller rink and parking facilities for 1,000 cars.

Edgewater's Freak Show To Get New House

DETROIT, Feb. 11.—The improvement campaign at Edgewater Park, taken over last fall by the Wagner family interests, has begun with construction of new quarters, 80 by 30, to house the Freak Show, operated by Harry Lewiston. Building will be located at the rear of the midway near the Kiddieland. It will be of wood with nine light pylons out front.

Another major improvement is being made in park lighting. All light towers are undergoing rebuilding, and 2,000 extra feet of neon is being installed around the funspot.

Improvements are under the directions of Milton Wagner.

A. C. Merchants Hit Ugly, Phony Signs, Plug Extra Features

ATLANTIC CITY, Feb. 11.—The Boardwalk Association moved this week to halt use of unsightly and misleading signs on windows of Boardwalk shops. Because existing ordinances leave numerous loopholes for merchants unwilling to adhere to ethical business practices, city commission will be petitioned to adopt amendments designed to keep such firms in line.

The association also is continuing efforts to bring special entertainment to the resort. Aiming to build the Easter holiday season, the association assigned Henry Glaser, head of James' Salt Water Taffy, to make arrangements to present a group of Philadelphia Mummers' Parade string bands as an Easter attraction in Convention Hall. Glaser is going to Philadelphia next week.

A.C. Convention Hall To Operate on 861G

ATLANTIC CITY, Feb. 11.—A budget providing \$361,000 for operating the city-owned Convention Hall during 1950 was approved this week by the city commission. This marks the first time that local tax-payers will not be required to contribute toward it. Instead of the usual \$100,000 deficiency appropriation made from the city treasury in previous years, the 1950 budget shows \$60,000 as an amount usable from previous appropriations.

Because of the large number of conventions in the postwar years and good resort business generally, the auditorium management has been able to bring the big hall out of the red for the first time in history. The new budget, proposed by Philip E. M. Thompson, manager of Convention Hall, shows a total of \$801,000 in estimated income for the year, which with the \$60,000 surplus set up a total budget of \$861,000.

New Kid Spot In Baltimore Well on Way

10-Ride Line-Up Planned

BALTIMORE, Feb. 11.—The recent wet spell slowed the construction program for Baltimore's newest funspot, Kiddieland Park, an Isaac-Swan enterprise. The mirror pool, of Olympic size with regulation diving equipment, has been started. Retaining walls are in place and the double wall fill was started before the rains came. The pool will be finished in light blues, with dark blue racing lanes. Plans are to invite the South Atlantic AAU to hold its annual championship meet here this summer.

Ten Rides

Rides already contracted include a Parker Merry-Go-Round, a 10-car Kiddie Jeep and Chairplane. The Gingham Ride Corporation is building three new rides, one, a boat ride which will follow the conventional pattern: a hook and ladder fire engine ride and a Jingle Brocs' Circus Parade. This ride features circus wagons, but instead of ponies, wild animal figures will be used, all on cams to furnish up and down motion. In all, the Kiddieland will feature 10 rides, including four majors.

Dave Maurice has contracted for all wheels in the park, including stuffed toys, dolls and groceries, while the Silent Sales System will take over the Arcade building, now under construction. This building will act as hub of the midway, with concession stands backed against the four walls.

A bus, to provide transportation for church and school picnics has been purchased despite the fact the park is located on a direct Baltimore bus line with a stop at the park gate.

Additional amusements contemplated include a Dodgem, Funhouse, portable skating rink, Motordrome and an open air dance pavilion. The park is located on the dual highway, opposite the North Point Drive-In Movie, one of the largest in the State.

John W. Isaac is president of the park; C. W. Swan, vice-president and general manager, and M. K. Boyle, secretary.

A. C. 1949 Luxury Tax 7% Under '48

ATLANTIC CITY, Feb. 11.—Final luxury tax receipts for 1949 compiled by city officials showed the total was about 7 per cent less than in 1948, but that the month of December was ahead. Receipts for this year's taxes, best index for resort business, totaled \$1,451,385.33, compared with \$1,554,037.14 in 1948, or \$102,701.81 less than last year.

December of 1949 showed a \$939.39 increase over the previous year, with a total of \$64,373.76 for the month, compared with \$63,434.37. The resort's record New Year's Eve business, which was far ahead of 1948, was not included in the report, since most of the visitors stayed over the entire week-end and their tax levy will be filed for January.

West Coast Organ Company Moves Into New Quarters

EL MONTE, Calif., Feb. 11.—After some 12 years in Los Angeles, the West Coast Organ Company has moved into its own building here. Headed by Louis Bacigalupi Sr., the inventor of the paper roll organ, the firm is planning to make a small concert organ.

Assisting in the manufacture of small music makers is Louis Bacigalupi Jr. Bacigalupi Sr. is 77 years old and has spent most of his life in the manufacture and repair of musical equipment.

Fayetteville Spot To Expand Layout

FAYETTEVILLE, N. C., Feb. 11.—American Legion Park here, new funspot in operation since fall by two Legion posts and T. L. Dedrick, general manager, has been doing good business. Perhaps the biggest aid to the park is the \$4,000,000 monthly payroll at near-by Fort Bragg. Plans are under way for further expansion, with a contemplated 10 rides and a kiddieland by spring.

Park is on eight acres of ground leased by the operators for 10 years. They offer a free gate and free parking and expect to emphasize special events, free acts, fireworks and picnic bookings during the regular season.

A combination skating rink-ballroom is now under construction. Mr. and Mrs. Dedrick recently returned from Florida, bringing with them contracts for Sherlock's Merry-Go-Round and kiddie ride, Pete Joseph's Spitfire and Curley Sayre's Motordrome, which is expected to arrive late this month. In addition, Dedrick has booked K. Gillen's popcorn and candy apples and J. W. Cropp's seven stock stores and Hi Striker.

Currently operating to good business are Joe Kaus's Ferris Wheel and two kiddie rides, Bill Jones's merchandise bingo, and N. W. Harris's Legion Grill.

Cincinnati's Coney Gets Annual Dunk

CINCINNATI, Feb. 11.—Coney Island here got another dunking last week when the flooded Ohio River reached a stage of 59.1 feet to put the park under about nine feet of water in the lowest area. The water approached the rooftops of some buildings.

Aside from entailing a costly clean-up job, little damage is expected to be revealed after the water leaves the park. In recent years President and General Manager Edward L. Schott has followed a policy of removing from the park at the season's end motors and portable equipment that might be damaged by floods.

Ocean Beach Park Board Acts on Boating Concession

NEW LONDON, Conn., Feb. 11.—Concessions committee of Ocean Beach Park Board, which operates the city-owned Ocean Beach Park, has recommended a one-year contract for CNS Amusements, Inc., of New London, to operate the boating concession in Alewife Cove at the park. The company, sole bidder, asked for a five-year contract, offering 20 per cent of gross revenue with a \$600 guarantee.

The committee, at a meeting last week, took no action on the company's proposal to construct a new building for the concession, providing it could sell light refreshments there.

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HST To Make SesquiPep Talk

(Continued from page 55)
 vember 22, according to Carter T. Barron, exec vice-chairman of the sesqui commission. "We aim to make Washington the musical capital of the nation this year," Barron said.
 Musical activities will draw from the ranks and leadership of both amateur and professional talent, with Albert P. Stewart, of Purdue University, serving as the sesqui's national director of festival music and with H. Emerson Meyers, of the American University, serving as director of professional music. Stewart, who is Purdue's director of musical organizations, has been enlisting participation from recreational, academic and other non-professional musical organizations, including high school and college glee clubs and bands, community and club bands and other non-pro groups. Stewart is co-operating with State musical directors, appointed by governors of the various States to organize mass movements of these musical groups to Washington.
 Indiana alone has organized 5,000 members of these organizations to pour into Washington for that State's "honor day," July 12, with Gov. Henry Schricker leading a parade down Constitution Avenue to a mass musical demonstration. Other States will participate in similar demonstrations. Meyers is arranging to bring big-name stage and concert troupes to the capital for concerts on an elaborate scale and he is co-ordinating his arrangements with Stewart.

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Existing N. Y. Annuals Get Assurance of Permanency, Credit for Accomplishments

Prexy Valentine, Other Officers, Are Re-Elected

By Jim McHugh

ALBANY, N. Y., Feb. 11.—Earl C. Foster, assistant commissioner of the New York State Department of Agriculture and Markets, speaking at the sixth annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel Tuesday (7), said "There is no possibility that any program will be undertaken which will in any way harm our county or town fairs."

Foster referred to published reports that some agricultural leaders proposed to consolidate many of the county fairs into regional fairs. "Certainly we recognize the great service these fairs are rendering to our farm people—especially to youth groups—and we hope to correct the impression which was given by the erroneous report," he said. "The very fact that the State budget just released appropriates \$475,000 for premium purposes shows that no such move is anticipated."

Existing Fairs Secure

Foster concluded: "Perhaps some of our county fairs will be eliminated some day, but those that survive will be there because of the active participation of the people in your community and locality. That's why the Department of Agriculture and Markets feels that county agricultural societies and the fairs they produce will maintain their present position until such time as the need for larger fairs becomes more apparent than it is today."

All officers were re-elected. They are J. Alfred Valentine, East Williston, president; W. Ray Converse, Palmyra, first vice-president; J. Victor Faucett, Bath, second vice-president; Edward L. Hardeman, Elmira, secretary; James A. Carey, Albany, executive secretary; William A. Dardess, Chatham, treasurer; George W. Harrison, Albany, and Clyde E. Shults, Hornell, honorary secretaries.

Name District Reps

District representatives are Alan C. Madden, Middletown; Phil Caird, Schaghticoke; Gilbert T. Seelye, Burnt Hills; Paul J. Woodard, Sandy Creek; Bert E. Bacon, Brookfield; Oliver Wilcox, Penn Yan, and Glenn W. Grinnell, Batavia. Ex-officio members are John F. Williams and John Greenman.

King Reid, owner-operator of the shows bearing his name, proposed the establishment of a commission to set fair dates, much in the manner that horse racing dates are set. His suggestion was prompted by the indecision and tardiness of fair execs in setting their 1950 dates.

Reid said, "It is high time that a carnival midway be considered another department in your fair structure and the operator of that carnival be considered another superintendent in your official family, accountable to the directors and officers of your society."

Common Sense Rule

"It has been a popular practice in recent years at meetings of this sort to select a showman to speak on the carnival man's side of the midway question. To me, this has always seemed ridiculous. There is no carnival man's side, any more than there is a fair secretary's side of the midway question. There is a 'right side' and a 'wrong side' and the policies and practices on any midway should be dictated only by the simple rules of fairness and common sense," Reid concluded.

Arthur B. Porter, secretary-manager of the Rutland (Vt.) Fair, credited amusement segs, both midway

and grandstand, with paying the freight on many of the fair's education aspects. The critics of midway expansion fail to realize that the earnings of the carnival indicate that a sizable percentage of fair patrons favored the fun zone and that the profits derived went to the support of agricultural, educational and other serious aspects, he said.

Nags on Way Out

Porter also told the group that harness racing at Rutland would be cut to three days in 1950. At an open forum during the opening session Monday night (6) a number of fair managers stated that harness racing was on the way out at their annuals. The competition of pari-mutuel tracks, the lack of drawing power and the high promotional costs involved were cited as reasons for the demise of the sport.

Adrian L. Potter, assistant manager of the Eastern States Exposition, Springfield, Mass., told of the notable strides made by his annual in the fostering of commercial exhibits. Commercial exhibits have a three-fold purpose, Potter said. First, the space sold to the exhibitor produces an income. Second, the attractive exhibits produce increased attendance. Third, commercial exhibits have a sound educational value not otherwise obtained.

Special Events Favored

Clifford M. Hodge, director and publicity manager of the Columbia County Fair, Chatham, spoke in favor of special events as attendance stimulants. He cited, among others, square dancing, fife and drum corps competition, bike races and horse pulling.

Samuel C. Rhode, president of the Trumansburg Fair, warned that many annuals were overlooking the advantages to be gained from the participation of veteran's groups.

George A. Hamid, head of the booking agency bearing his name, cautioned execs not to bill grandstand attractions as 'free acts.' Patrons today are not looking for something for nothing, Hamid said. Careless billing could result in patrons getting the wrong impression, he said.

Bligh A. Dodds, past president of the International Association of Fairs and Exhibitions (IAFE) and of the New York association, reviewed the high spots of the recent meeting of the international group.

The annual banquet, which was attended by an overflow audience, was a testimonial to Dodds.

Ia. Harness Race Boosters Protest Ban on Trotters

DES MOINES, Feb. 11.—A delegation of Iowa harness racing boosters called on Gov. William S. Beardsley and Lloyd Cunningham, fair secretary, to protest the fair board's elimination of harness racing at the 1950 Iowa State Fair. The delegation was headed by R. H. Stobbart, Chariton.

"We know the public wants harness races at the State fair because of the letters of protest received since the board's decision," Stobbart said. He pointed out that harness racing saved the day for the State fair two years in a row when it rained.

Cunningham is expected to present the protest to the board at its next meeting.

Ad \$ Formula

ALBANY, N. Y., Feb. 11.—Arthur B. Porter, manager of Rutland (Vt.) Fair, revealed his successful formula for spending budgeted advertising monies to New York fairmen attending their annual confab here Sunday thru Tuesday (5-7). The breakdown, in percentages, is as follows: Newspapers, 45 per cent; bulletin flier 29 per cent; radio, 9 per cent; outboards, 8 per cent; window and bumper cards, 6 per cent; miscellaneous, 3 per cent. Porter particularly recommended the use of the flier. Of the 90,000 printed, 60,000 were distributed by R. F. D. carriers, 25,000 by hand and 5,000 by regular mail.

Top Weather Gives Tampa Bigger Gate

Grandstand, Midway Up

(Continued from page 55)

that the spending was tighter than last year, reflecting, they opined, a generally tightened money situation in this area.

The tighter money situation was mirrored in the increased business done by the low-priced attractions, such as Harry Julius's Penny Arcade on the midway.

Closes With Races

Feature attraction today will be big car auto races staged by National Speedways (Al Sweeney and Gaylord White). Program will be the third staged by the Sweeney-White org during the fair. The first two yielded excellent grandstands.

Joie Chitwood's Auto Daredevils, who made an afternoon and night appearance early in the fair, return tomorrow afternoon in a post-fair date as an encore to the excellent crowds they pulled during the fair.

8 N. Y. Annuals Ink Martin Acts

ALBANY, N. Y., Feb. 11.—Eight New York fairs awarded grandstand attractions contracts to Al Martin, head of the Boston talent agency bearing his name, at the annual meeting of the New York State Association of Agricultural Fair Societies, Sunday thru Tuesday (5-7).

Contracted annuals are Norwich, Boonville, Afton, Fonda, Ballston Spa, Brookfield, Ithaca and Caledonia. Several will use a revue-type show, plus acts, Martin said.

Martin reported his contracts in New England to date as being on a par in numbers and gross with the records set in 1949.

Jacksonville, Tex., Annual Is Revived

JACKSONVILLE, Tex., Feb. 11.—Cherokee County Fair will be revived here this year under sponsorship of the American Legion. Dates are October 10-14.

Committee appointments include: Publicity and advertising: J. A. Scarborough, Raymond West, John A. Templeton, Bill Laurie, Frank Main, Frank E. Welmer, Quasah Price, Emerson Edwards, Geylon Gaultier, Charles Goforth and Ewell Thompson.

Grounds and concessions: George Carter, J. C. Wrigley, Dr. W. H. Steffens and Allen Goforth.

Beef cattle: A. H. McCutcheon, Frank Young, Carl Wipprecht and George W. Rice. Dairy cattle: Clyde Small, H. L. Stephens Jr. and Rex Butler.

Swine: R. E. Soape.

Ladies' exhibits: Mrs. A. R. Odom Jr., P. B. Elliott, W. H. Bramlette, Mrs. D. E. Lattimore and Mrs. Flora May Miller.

Pomona Plans Improvements Costing 303G

To Relocate Midway

POMONA, Calif., Feb. 11.—An outlay of \$303,106 for plant improvements at Los Angeles County Fair here this year will include relocation of the midway, it was announced at a fair board meeting here this week. The new zone will be located in the parking area, west of the present site, with the area behind the grandstand thus vacated for the use of machinery, automotive and sportsmen's shows.

Another project will be the consolidation of Gates F and G, with miscellaneous improvements expected to cost \$53,106.

Seeks 933G State Aid

To finance this year's annual, the fair submitted a request for an allocation of \$933,017 from the State fairs and exposition fund, derived from revenue of pari-mutuels. An executive order for \$298,737 was approved and the annual recently applied for \$303,106 for the four projects.

C. B. (Jack) Afferbaugh, president-manager of the fair, said the fixed annual appropriation from the State of \$125,000 had remained the same for 12 years. He pointed out that the annual should be given more recognition when applications are submitted for building funds, inasmuch as pari-mutuel money to the State from the fairgrounds track here in the last 16 years has totaled \$1,034,893. He also advocated a revision of the law to rectify the allocation of fair and exposition funds.

Lists 1949 Improvements

In his report, Afferbaugh listed 1949 improvements as follows: building of Ganesha Boulevard cut-off from the Holt-Garvey highway, purchase of 40 acres from the Peyton Corporation, purchase of 22½ acres from C. H. Reeves; resurfacing of parking lots, including the 62½ acres purchased in 1949, and addition to the administration building, and installation of seven new rest rooms.

Afferbaugh pointed out that 1949 was the "great leveling year" which (See Pomona Makes Plans on page 90)

San Diego Annual Seeks World-Wide Foto Salon Entries

DEL MAR, Calif., Feb. 11.—Success of the 1949 photographic salon at San Diego County Fair here has prompted Ray Smith, who heads the department, to make the exhibit international in scope by mailing entry blanks to photographers in all parts of the Western hemisphere and several European countries.

Smith, appointed to fill the post vacated by the death of Dr. E. Watson, announced May 29 as the closing date for entries.



Meetings of Fair Assns.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., March 3. Glen B. Boyd, Springfield, Mo., president.

Association of Connecticut Fairs, Home Building Institute, 10 Prospect Street, Hartford, April 29, at p.m.

Akron Annual To Be Revived July 31-Aug. 6

Lease 160-Acre Ascot Park

AKRON, Feb. 11.—Revival of Summit County Fair here, dormant since the late '20s, moved toward reality this week. The event was skedded for July 31-August 16 with the leasing of 160-acre Ascot Park by Griffiths-Palmer Enterprises, Inc., Akron, leader in the reopening drive.

Bill Griffiths, Ed Palmer and Bill Reed, promotional firm heads, have been active here in promoting auto racing, civic events and football games, including the Rubber Bowl game.

Ascot Park is equipped with a grandstand, barns, exhibit space and ample parking facilities. Fountain Park, former fair site, belongs to the county school system.

O. D. Carter, R. C. Kibler and John Poda, county commissioners, have put their stamp of approval on the project, and a representative group of citizens has been invited to organize Summit County Fair Association.

Saunders Tops Southwick's Fair, Skedded for Sept. 9

SOUTHWICK, Mass., Feb. 11. — Walter Saunders has been elected president of the Southwick Fair Association, which sponsors the Southwick Fair, set for September 9.

Other officers are vice-president, Simon Faas; secretary, Mrs. Fannie Faas, and treasurer, Gerald Celey. Board of directors consists of Clifford Sponberg, chairman; Sidney Anderson, Mrs. Ellen Millot, Edgar Guertin, Mrs. Hazel Feldman, Isabel Carr, Godfrey Nelson and Mrs. Marguerite Van Mater. Association membership also voted to join the Massachusetts Fair Association.

Bodart's Rides, Zemater's Acts Inked by Shawano, Wis.

SHAWANO, Wis., Feb. 11.—Shawano County Fair here, September 1-4, has inked Bodart's rides for the midway, and acts will be furnished by the Charles Zemater Booking Office, Chicago. Harness races are scheduled September 2-3, with big car races set for September 4. Louis W. Cattau is fair secretary.

Mid-Century Theme Scheduled For 1950 State Fair of Texas

DALLAS, Feb. 11.—State Fair of Texas, October 7-22, will build its 1950 exposition around the mid-century theme.

The grounds will get a face-lifting job to support the mid-century theme. The front entrance will be rebuilt as a "pylon of time" and a "court of decades," with an outdoor "lobby" extending into the esplanade. Decorations will include dramatic theme stanchions suggested by various types of time instruments.

Already announced for the 1950 fair are South Pacific as the Auditorium attraction, and the All-American Jersey Show, America's largest cattle show, in the grandstand oval, which will be tented.

An elaborate science show, the most ambitious educational effort of the

fair to date, will parade accomplishments of science from the turn of the century to the atomic age.

The four museums on the grounds will have special displays.

A doubleheader football attraction, booked for the Cotton Bowl the second Saturday of the fair, already traditionally the fair's biggest day, pits the Universities of Texas and Oklahoma in an afternoon game and Southern Methodist against Oklahoma A&M at night.

Hamid Awarded Contracts for 21 N. Y. Annuals

ALBANY, N. Y., Feb. 11.—Talent contracts for 21 New York fairs were awarded to the George A. Hamid & Son agency at the meeting of the State association here Sunday thru Tuesday (5-7).

The signed annuals are Malone, Gouverneur, Watertown, Lowville, Lockport, Hamburg, Little Valley, Dunkirk, Batavia, Elmira, Bath, Morris, Cobleskill, Vernon, Schaghticoke, Palmyra, Middletown, Mineola, Waterloo, Plattsburg and Sandy Creek, N. Y.

Waterloo, Plattsburg and Sandy Creek are new on the Hamid books. The annual at Plattsburg is being revived after a long lapse.

George Hamid Sr. said that his experiences at the meeting here followed the pattern encountered at other Eastern meetings. Fair execs were more cautious and price conscious and did plenty of shopping before buying, he said. Total expenditures, however, were on a par with those of recent years, and two annuals, Morris and Cobleskill, increased their budgets for grandstand features.

Hamid, Bush-Laube And Lagasse Rate '50 Weymouth Pacts

WEYMOUTH, Mass., Feb. 11.—Lagasse Amusement Company has been awarded the exclusive midway contract for the 1950 Weymouth Fair, August 13-19, reported Milton Danziger, general manager. Bush-Laube, Kansas City, Mo., concessionaires, have been awarded grandstand privileges on an exclusive basis. George A. Hamid & Son talent agency will provide all night grandstand attractions, including fireworks.

There will be six days of parimutuel running horse racing. Highlight of last year's special events, the Abigail Adams Ladies' Day, will be repeated on Wednesday of fair week with the probable appearance of Mrs. Alben W. Barkley as guest of honor, Danziger said.

Harlan, Ia., Annual Still Seeking Candidate for Prez

HARLAN, Ia., Feb. 11. — Shelby County Fair Association still is seeking a candidate for president to succeed Jack Lewis, whose three-year term expired.

Lewis announced, before election time, that he would not be a candidate for re-election. Gaillard Hefling is vice-president, and Wayne Lytle, director.

San Diego Expo Names Board

SAN DIEGO, Feb. 11.—A 60-member board of directors for the proposed 1953 California World Progress Exposition has been chosen, Ewart Goodwin, acting president of the non-profit corporation staging the event, said. Additional directors and permanent officers will be named later.

Cassopolis, Mich., Elects

CASSOPOLIS, Mich., Feb. 11. — Russell Goddenough was elected president of Cass County Fair here. Oscar Burch was named vice-president, Clyde Corbit, secretary, and William Ervin, treasurer.

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TURNER COUNTY FAIR
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Winter Fairs

ARIZONA
Mesa—Maricopa Co. Fair & Citrus Show. Feb 18-26. Marcel Delporte.

CALIFORNIA
Imperial—California Mid-Winter Fair: Feb 25-March 5. D. V. Stewart.
Indio—Riverside Co. Fair & National Date Festival Feb. 17-22. R. M. C. Fullenwider
Riverside.
San Bernardino—National Orange Show March 9-19. R. Z. Smith.

FLORIDA
Cocoa—Indian River Orange Jubilee. Feb 24-March 1. Mrs. Marian Oxford.
Daytona Beach—Halifax Fair. March 6-11. Turner Scott.
Delray Beach—South Fla.: Gladioli Festival & Fair. Feb. 20-25. G. Moore Lapham.
Eustis—Lake Co. Fair-Fla. Sportsmen's Expo March 13-18. Karl Lehmann, Tavares, Fla.
Fort Lauderdale—Broward Co. Fair. Feb 20-25. Jack W. Finch.
Miami—Dade Co. Fair. March 2-11. E. Ross Jordan.
Orlando—Central Fla. Expo. Feb. 20-25. Crawford T. Bickford.
Plant City—Florida Strawberry Festival. Feb 27-March 4. G. R. Patten.
Sarasota—Sarasota Fair. Feb. 13-18.
Sebring—Sebring Firemen's Highlands Co. Fair Feb. 27-March 2. R. C. Baguley.
Venice—Community Fair. Feb. 25-March 4. E. J. Peter.
West Palm Beach—Palm Beach Co. Expo. Feb 18-25. Karl Lattons.
Winter Haven—Florida Citrus Expo. Feb. 13-18. Phillip E. Lucey.

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The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.
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climaxes his act with this feat that leaves grandstand patrons with heart-in-mouth.
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ALL NEW THIS YEAR

NOTICE, ACTS
High quality Acts looking for long fair route, send photos and all particulars.
KLEIN'S ATTRACTIONS
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N. Y. Pattern Holds Steady Despite Big Pitch for Dates

ALBANY, N. Y., Feb. 11.—Competition for midway contracts was especially keen at the annual meeting of the New York State Association of Agricultural Fair Societies at the Ten Eyck Hotel here Sunday thru Tuesday (5-7).

Only 37 of the more than 50 annuals represented had set their dates by Monday night. As a result, show ops were in a quandary when it came to the tentative planning of routes, and the resulting loss of time hiked the tempo of booking action.

At exodus time, Wednesday morning (8), no major changes had been recorded. Well entrenched orgs had inked facsimile routes of those held last year. Actual contracting, however, was slower this session, both because of the tardiness in setting dates and the time-killing shopping of execs.

Strates Only Rail Org

Altho New York harbors many good dates, only one railroad org, the James E. Strates Shows, was represented. Strates personally represented his unit, assisted by Curtis Bockus, his general agent. The northern half of Strates's fair route will include York and Clearfield, Pa.; Batavia, Hamburg and Cortland, N. Y.

No contracts of any kind have been inked for the State Fair at Syracuse. Strates furnished the midway attractions last year and hopes to repeat this year. His org is believed to be the only rail unit available to play the biggie, which this year has been extended to eight days, including Labor Day.

The inclusion of Saturday, September 2, in State fair dates, encroached on the schedules of several annuals. As a result, dates encompassing full weeks in August became extremely popular.

Oscar C. Buck, owner of the shows bearing his name, was awarded midway contracts for the Gouverneur, Elmira, Malone, Morris and Bath,

N. Y., fairs. Buck will again show the Great Barrington, Mass., and Danbury, Conn., annuals.

Dick Coleman, owner-operator of Coleman Bros.' Shows, was awarded fun zone pacts at Boonville, Middletown, Altamont, Norwich and Fonda, N. Y. Other dates held by Coleman include Greenfield and Belchertown, Mass.; Rochester, N. H.; Stafford Springs, Conn., and the new exchange Club Fair at Middletown, Conn. Coleman said he had only one week open in his fair route, but intimated that its availability was deliberate on his part.

King Reid, owner-operator of the King Reid Shows, was awarded the Schaghticoke and Rhinebeck, N. Y., annuals. Reid is expanding his territory in '50 with the inclusion of Skowhegan (Me.) Fair, a railroad show spot for years, and South Paris (Me.) Fair.

Champagne Signs Three

Roland Champagne, owner-operator of the Continental Shows, will furnish the midway attractions at the Caledonia, Westport and Sandy Creek, N. Y., fairs.

Show and attractions reps registered by the association included: O. C. Buck Shows, Oscar Buck, Jim Quinn and Roy Peugh; James E. Strates Shows, James E. Strates and Curtis Bockus; LaCross Shows, Paul LaCross; King Reid Shows, King Reid, Leonard Farley; George A. Hamid & Son, George A. Hamid Sr. and Jr., Joseph H. Hughes; Manning Shows, Ross Manning; Klein At- tions, Mr. and Mrs. C. A. Klein; Continental Shows, Roland Champagne and Danny Dorso; American Carnivals Association, Max Cohen; B & C Shows; Gaiety Shows, Anthony Santillo; Consolidated Racing Associa- (See N. Y. Pattern Holds on page 73)

Manning's Haiti Take Only Fair

NEW YORK, Feb. 11.—Business at the Bicentennial Exposition in Haiti has been just fair, Ross Manning, midway contractor, reported this week. Manning, owner-operator of the shows bearing his name, stopped here on his way back to Haiti, after attending the annual meeting of the New York State Association of Agricultural Fair Societies in Albany, Sunday thru Tuesday (5-7).

The Haiti doings got off to a big start December 8, Manning said, but lack of patronage after the first few days turned biz into a slow grind. However, Manning said that he hoped to break even in the venture. The official opening will take place tomorrow (12).

Manning said he hoped to return to the United States with his equipment and personnel about the end of March. After docking in Miami, the equipment will be trucked north for the usual still date route.

Jack Korie, former side show op with the Cetlin & Wilson Shows, will have the entire back end on his org, Manning said. Korie will present a Side Show, two Girl shows, Snake Show, Unborn Show and a pit unit.

Playland Sets Up Pay Gate Policy

DETROIT, Feb. 11.—Playland Shows will inaugurate a paid gate policy for this year's Michigan tour, Jack Gallagher, owner-manager, announced. Org is skedded to open here April 15.

Shows will carry a free act for the first time, having signed Fearless Forest, high pole, who will be with the org until the fair season. New

West Coast Shows Launch No. 2 Org

SAN FRANCISCO, Feb. 11.—A second unit of the West Coast Shows, to be known as West Coast Exposition Shows, will be launched in mid-April, Mike Krekos, general manager announced.

No. 2 unit will be under the management of West Shows, Inc., and will debut in the bay area.

The No. 1 unit will hit the road in mid-March.

Floyd Gooding Inks Louisville, Nine Mich. Fairs

TAMPA, Feb. 11.—Floyd E. Gooding, Columbus, O., has been awarded the midway contract for Kentucky State Fair, Louisville, for the second straight year. Gooding, here visiting Florida State Fair, made the announcement Thursday (9) after receiving confirmation from George Lambert, Louisville secretary-manager.

The Gooding organization already has closed to provide midway attractions at nine Michigan fairs, Gooding also announced. The Michigan annuals are Saginaw, Jackson, Hillsdale, Centerville, Adrian, Charlotte, Monroe, Hartford and Hart.

The Belding (Mich.) Labor Day celebration also has been contracted, Gooding said.

C&W Garners 4 Dates To Round Out Fair Route

MIAMI, Feb. 11.—Cetlin & Wilson Shows have rounded out their fair schedule with the addition of four dates, John W. Wilson, co-owner and manager, announced here this week.

The recently signed dates are: Fort Wayne (Ind.) Fair, July 22-29; Ann Arbor (Mich.) Fair, August 14-19; Great Hagerstown (Md.) Fair, September 18-23, and Southwest Georgia Fair, Albany, October 23-29. The new dates give the org a 16-week route of fairs, Wilson said.

Cetlin & Wilson will again furnish midway attractions at Indiana State Fair and Reading (Pa.) Fair.

Mr. and Mrs. Wilson are vacationing here. They will be joined by Issy Cetlin, co-owner of the shows.

Weiss Units Set For 14 Annuals

NEW YORK, Feb. 11.—Bennie Weiss will have bingo operations at 14 annuals, all independently contracted, in 1950.

The annuals, and the sequence in which they will be played, are Harrington, Del.; Middletown, N. Y.; Center Hall and Leighton, Pa.; Flemington, N. J.; York, Reading, Allentown, and Bloomsburg, Pa.; Trenton, N. J.; Union, and Spartanburg, S. C.; Macon, Ga., and Orangeburg, S. C.

Union and Flemington are new spots for Weiss and his son, Jackie. Weiss has had a long tenure, up to 35 years, at most of the other annuals.

Weiss returned to his Miami home after attending the New York fair meeting at Albany Monday and Tuesday (6-7). His wife, Martha, did not accompany him because of her duties as president of ladies' auxiliary of the Miami Showmen's Association.

Girl Show, featuring Dardanella, has been booked.

Work in quarters starts April 1.

Weather Aids RAS Top '49 Tampa Gross

Execs Prep for New Shows

TAMPA, Feb. 11.—General satisfaction prevailed among execs and personnel of the Royal American Shows here today as the Carl Sedlmayr organization went into the final day of the 11-day Florida State Fair.

Given excellent weather, the RAS has run up a gross which tops that of last year to the same point by a pleasing margin. Increased fair attendance, caused by the weather, plus the fact that there was no sudden coldness or, with one exception, only one rain to break up midway crowds, proved the big boon.

Per Capita Spending Off

The larger and longer-staying crowds offset a lowering of per capita spending. Economic conditions in the greater Tampa area are below last year's levels, and this showed up in midway spending.

Rides and shows did extremely well. Comparatively, concessions were not as strong, but the concessions nevertheless did business which was described as "more than satisfactory" by Sam Gordon, RAS concession manager.

People, generally classified as being in the lower income level, such as Negroes, spent less money than last year, and showmen observed that there appeared to be more shopping around by patrons before they put out their cash.

Confer on Shows

While shows, rides and concessions ground out good grosses here, Royal American execs, headed by Carl Sedlmayr; his son, C. J., and General Agent Bob Lohmar devoted considerable time to working on details (See Weather Helps RAS on page 73)

Meriden, Conn., May Ban Touring Units

MERIDEN, Conn., Feb. 11.—At Monday (6) night's session of the Court of Common Council a new code was presented, which if adopted, would make it unlawful to put on carnivals, excepting bazaars staged by religious or educational institutions, in the city. The code would simply make the ban on carnivals official, as an unofficial ban has been in force for 30 years.

One section of the code is worded as follows: "It shall be unlawful for any person to exhibit, open, maintain or operate performances or shows commonly known as carnivals anywhere in the city; provided that this section shall not apply to any amateur show, bazaar, festival or other similar amusement conducted for the benefit of a church or religious or educational institution, whether or not it is carried on in a hall used occasionally for such affairs and located in an edifice maintained in connection with or part of the religious or educational work of such organizations, or upon the grounds thereof."

The new code would also grant the chief of police power to enter and inspect all places of amusement operating under city license, and would oblige the chief to keep a record of all licenses issued.

Big Four Inks Rides For Chi Italian Fair

CHICAGO Feb. 11.—The Big Four Amusement Company will provide the rides at the annual Italian Street Festival here this year. Affair was promoted last year by Tommy Sacco, with Ray Marsh Brydon furnishing the shows.

Tampa Clubhouse Sparks Raves; Jamboree on RAS Tops \$3,500; Banquet - Ball Crams Ballroom

(Continued from page 55)

men, many of whom winter here, inasmuch as this is the base of the Royal American Shows. He lauded the club for its contribution to the life of the city, pointing specifically to the large Christmas party given by it for underprivileged children, and declared that "Tampa welcomes showmen."

C. J. Sedlmayr, in addressing the banquet, paid tribute to the club's membership and its spirit, and emphasized that the club's achievements have been due to the wholehearted co-operation of the membership.

Others at the banquet dais were Ned E. Torti, representing the Showmen's League of America; Bernard (Bucky) Allen, National Showmen's Association; Al R. Cohn, Pacific Coast Showmen's Association; Robert L. Lohmar, International Association of Showmen; Al Wagner, Michigan Showmen's Association; Carl J. Sedlmayr Sr., Miami Showmen's Association; Phil Cook, chaplain of the Miami Showmen's Association, who gave the invocation, and Tampa officers, Edward L. Young, first vice-president; Nat D. Rodgers, third vice-president; Harry B. Julius, treasurer; Gean Berni, executive secretary, and George Ringlin, chaplain.

The floorshow, emceed by Don Lanning, was topped by Roberta Sherwood, song stylist, who at one time was in the carnival business; Larry and Lynn, cycle act; Hall and Dolly, comics, and Ted and Dennie Peters, with Bob Graham and his ork supplying the music for the show and dancing which followed.

The banquet and ball committee was headed by Paul Sprague, with Gean Berni, Paul Kleider, Charles Parr, A. W. Morris and Harry Jarkey as other members.

Jamboree two nights later was emceed by Cortez Lorow, of the Royal American Shows. Excellent entertainment was provided by Leon Claxton's *Harlem in Havana* cast on the Royal American Shows, Merle Evans' band and Lowe, Hite and Stanley, knockabout comedy act, both from the Florida State Fair's grandstand show, and other acts, including Jerry Colonna, motion picture comic; Johnny Wise, comic-singer, and Francis Kay, comedienne-dancer, all from Tampa night clubs.

C. J. Sedlmayr took over the mike to conduct the auction, which was notable because no one was permitted to bid substantially more than the actual worth of the articles up for auction.

A feature of the jamboree was the

distribution of plaques to individuals and shows as a token of the club's appreciation for large contributions of various kinds made to the organization during the past year.

Awarded plaques were the following: Carl J. Sedlmayr, Royal American Shows; Lloyd Serfass, Ned E. Torti, P. T. Streider, George Schwerdtfeger, Hazel Maddox; Dena Berni, Edward Hunter, Evelyn Clain, Hal H. Hall, Earl Maddox, Pete Burkhardt, James E. Strates Shows; Harry (Irish) Gaughn; Ray Meyers, Royal Crown Shows; William (Bill) Clain, George Ringlin, Everett Fillingham, Dave Wise, June Boyles, Gean Berni, James Owens and Sam Holman.

Robert Wicks, Joe Pontico, Charlie Fogel, Ida Cohen, Eddie Young, Nat D. Rodgers, Cortez Lorow, W. E. Taylor, Charles Taylor, Eddie Lowe, San Gordon, Raynell, Norman Six, E. M. Scott, Gene Filardo, Lou Figuero, Larry Ford, Eddie Yeager, Eddie Zacchini, Rit and Cliff Chambers, Egle Zacchini and Duina Zacchini.

PCSA Charity Hi-Jinks Draws Record Throng

LOS ANGELES, Feb. 11.—A record 500 persons attended the annual Pacific Coast Showmen's Association (PCSA) Hi-Jinks here Monday (6). An estimated \$900, for the sick and welfare fund, was realized.

Charles Walpert was chairman, assisted by Executive Secretary Al Flint. Herb Usher, assisted by the Ladies' Auxiliary, was in charge of refreshments, with Vice-President Larry Ferris, judge of the kangaroo court.

Harry Golub was emcee and John Lobo supplied the music. Dave Friedenheim, Dutch McCarthy and Sid Sillberg were bartenders; Fred Donnelly and Art Thompson handled the check room and Curtis Little and Leo Haggerty handled the door, assisted by Ben Beno and Moe Levine.

Shan Bros. Contracts Galax Firemen's Event

GALAX Va., Feb. 11.—Shan Wilcox, operator of Shan Bros.' Shows, has signed to supply entertainment features at the 16th annual carnival and celebration of the Galax Volunteer Fire Department, July 3-8 in Felt's Park here, reports Elbert L. Lundy, secretary-treasurer of the sponsoring group. Under the contract the Shan organization will furnish rides, shows, concessions, free acts and fireworks.

High spot of the week will be a large firemen's parade on July 4 with bands and floats, with prizes awarded for the best entries. The parade will be led by the Gary (W. Va.) High School band, which appeared in the parade last year.

Lewiston Inks Four Freak Acts for Edgewater Park

DETROIT, Feb. 11.—Four acts have been signed for the new Freak Show in Edgewater Park, Detroit, by Harry Lewiston. They are Martin Laurello, man with the revolving head, doubling with an animal act; Larry Koutz, magician and lecturer; Tony Moreno, sword swallower and impalement thrower, and Dick Hilburn, half boy. Lewiston plans to take the unit on the road at the close of the park season.

Last Call—Last Call—Last Call

5th Annual Gala Opening—Beaumont, Texas, Gulf Street Downtown, 8 Big Days and Nights. We operate only ONE unit. ONE complete show. All people contracted please acknowledge. Can place the following Rides, Shows, Concessions and Help for our 1950 tour thru Texas, Arkansas, Louisiana, Oklahoma, Kansas, Missouri, Iowa, South Dakota and Illinois. 2 and 3 day Fairs and Celebrations.



WANT
RIDES—Tilt, Cat, Pony, Octopus, Loop, Spitfire. SHOWS—Wild Life, Fun or Glass House, Little Farm, Monkey or Fat Family. We have complete Girl, Athletic, Snake and 5-in-1. Need Managers and Talent. CONCESSIONS—Popcorn, Floss, Snow, Photos, Diggers, Custard, Novelties, Long and Short Range Galleries, Age and Weight, any Sium not conflicting, as we only carry one of a kind.

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WANTED WANTED WANTED
Playing best territory in the East. 10 bona fide fairs already booked. SHOWS: Side Show, one Girl Show, Wild Life, Motordrome, Penny Arcade. RIDES: Will book Caterpillar, or any Fiat Ride that does not conflict. We own 10 Rides and have our own Light Plants. CONCESSIONS: Will sell exclusive Cookhouse, Scale and Age, Ball Games, Penny Pitches, French Fries, or any Hanky Panks. Also Swinger, Buckets, Bowling Alley, Clothes Pin Pitch, Spot Game, Mitt Camps. Have three open weeks. Fair Secretaries or Committees, get in touch with us. All Concessions answer to Willie Lewis, 4900 Chamberlayne Ave., Richmond, Va. **WILLIE LEWIS, Bus. Mgr. EDWARD E. COOPER, Gen. Rep.**
W. C. KAUS SHOWS
P.S.: Have Custard mounted on trailer for sale. Will book same on show. NEW BERN, N. C.

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WANTS
Kiddie Boat Ride, Kiddie Train, Kiddie Fire Engine Ride and Merry-Go-Round. Also large Animal and Bird Exhibit Tent and Shooting Gallery.
Show runs May 26-30, inclusive, at Hartland, Vt., Fairgrounds. Attracts large crowds.
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BOX 629, WHITE RIVER JUNCTION, VERMONT

RED'S UNITED SHOWS

OPENING MAY 26. NOW BOOKING. PLAYING 2 A WEEK.
Will book No. 5 Wheel and Octopus. Concessions open—String Game, Jewelry, Photos, Candy Floss, Novelties, Scales, Coke Bottles, Clothes Pins, strictly Hanky Panks. Will book Shows—Athletic, Monkey, Animal, Mechanical, Fun House, or others not conflicting, with own transportation. Can use Ride Help. If you drink, don't write. Barn open April 20th.
H. M. (RED) SALAWAY, Manager, Rosalie, Nebraska
P.S.: Have 50 kw. Transformer for sale.

FOR SALE

All the Concession Equipment and Paraphernalia that I own. Equipment consists of one 20x40 Bingo complete. Bingo has new Royal Blue Anchor Top, used 3 months in '49. Also Bingo Cards, Blower and Amplifier System. Also 1941 Ford Tractor and 24 ft. Fruehauf Trailer. All complete, ready to go, \$2,500.00. Have about 20 Concession Tops and Frames for sale. Most of these Concessions are complete, ready to put up and operate except stock. Will name a few of them: Duck Pond, Fish Pond, Cat Rack, Milk Bottle, Duck-Shoot-Til-You-Win, 2 Watch-Las, 1 10x12, and 1 10x14. 4 10x15 Tops and Frames used for Grind Stores; also 1 10x20 used for Blanket Wheel. Have 12x12 Pan Game and 2 4x8 P.C. Tables. Pea-Pool and Color-Block. One Popcorn and Snow Ball Trailer in good condition, \$500.00. Have one 1948 Vagabond Living Trailer for sale, also my Trucks. Just write to me and tell me your needs and we will get together on prices. WRITE:
HERMAN S. LIST, DOTTIE'S GIFT SHOP, Valdosta, Ga.

\$200.00 REWARD

For information on location of King Pony Cart Ride, 1949 Model, Serial No. 506. Also Studebaker 1 1/2 ton Truck, 1947 model, engine No. 3M31274, Tenn. license 6871. Double Deck Stake, 12 ft. long. cab painted red, body green. Stolen from W. G. Wade's Winter Quarters, Coldwater, Mich.
NOTIFY: R. C. McQUEEN
R. 1, BOX 158 (PHONE 313483) TAMPA, FLA.

WANTS—HARRY LEWISTON—WANTS FREAKS

Opening early in April in building, Edgewater Park, Detroit; then on road all next winter. Will pay cash for LARGE SNAKES. Interested in strong Feature Attraction (no Sex). Good proposition for same.
Write **HARRY LEWISTON, 200 MONROE, DETROIT 26, MICH.**

Crescent Org Inks Jacksonville, Tex., Rollo, Mo., Fairs

JACKSONVILLE, Tex., Feb. 11.—Crescent Amusement Company has signed the midway at the new Jacksonville, Tex., Fair, October 10-14, L. C. McHenry, manager, announced. Org also inked the Rollo, Mo., annual, which heretofore has booked only rides, operating the concessions themselves.

Ted Snyder supervised the Crescent Motordrome at the Southwestern Exposition and Fat Stock Show, Fort Worth. Luther Sinclair will join the Crescent org with concessions and Bob Parker's diggers for the season's opening. O. H. Mabry also will join with his concessions. Octopus, Rollo-Whirl, Motordrome, cookhouse and popcorn trailer will play the Fat Stock Show at San Antonio and other rides and concessions will play lots in Galveston and Port Arthur until the regular season starts.

MIDWAY CONFAB

Harry and Alice Hennies are visiting Barney Gerety at the latter's San Antonio ranch. . . . Mr. and Mrs. Sam Glickman, formerly of the Beckmann & Gerety Shows, are vacationing in Hot Springs. . . . William B. Naylor, info from Hot Springs that Tom Sharkey, of the Cavalcade of Amusements, visited him at his Buffalo home before Naylor left for Arkansas.

The weatherman always is forgiven when his mistake is in favor of shows.

Hutchens Modern Museum will leave Cassville, Mo., quarters March 1 to join the Model Shows in Bonham, Tex., Owner John T. Hutchens reports. Hutchens says he'll carry about 12 attractions and plans to be out 35 weeks this season. . . . Ernie and Vivian Slavin and their Motor-drome left Chicago recently for the St. Louis Mardi Gras. Eunice Lanko and Leslie Evans, riders, will join from San Antonio.

Press agents may lose many arguments to show gals, but never when trying to persuade them to pose for a photo.

Harry E. Sundvall, manager of Harry C. Miller's French fries stand on the James E. Strates Shows, is still in Cleveland Clinic Hospital where he has been confined since November 15. He expects to be released in time for the shows' opening in Washington. . . . Among recent visitors to Red Ray's Cafe, Morehouse, Mo., were Justin Newman and Irene West, of the Jimmie Henson Shows. Irene has recovered from injuries sustained in a recent fall.

Building a carnival is the simple business of finding a showman who will borrow his money to frame shows and not forget to pay it back.

Frederick Thumberg, son of Mr. and Mrs. Fred Thumberg, ride owners, Columbus, O., was discharged from the navy February 3 after a year's service. He will be back on the road this season with his parents. . . . Leon Long visited Leon Claxton and his "Harlem in Ha-

vana" attraction on the Royal American Shows during the org's stand at the Florida State Fair, Tampa. Long renewed acquaintances with Jimmy and Ethel Simpson, S. H. Dudley, Willie Too Sweet and Madam Burlington.

Mr. and Mrs. O. C. Buck and their son, Oscar Jr., were hosts at a party for friends in the French Room of the Martinique Hotel, Miami Beach, Fla., prior to their leaving for the North to attend some fair meetings and open winter quarters. Guests included Mr. and Mrs. Sidney Godwalt, Mr. and Mrs. Jack Gilbert; Mr. and Mrs. David B. Endy and daughter, Joan; Mr. and Mrs. William Cowan, Mr. and Mrs. Ralph B. Endy, Mr. and Mrs. Louis A. Rice, Mr. and Mrs. Art Lewis and Mr. and Mrs. Harry Weiss.

Report that general agents often fight like cats and dogs, but remain friends, is correct, subject to a 95 per cent discount.

George Kimbrell is reconditioning his home at Hale, Mo. . . . Red and Florence Cundiff report that they will leave Miami March 5 for the Perry, Okla., winter quarters of State Fair Shows, where they have booked their cookhouse for the coming season. . . . Rita Cortez, Hirst Circuit principal, will have charge of the Girl Show on Endy Bros.' Shows this season. . . . Jack Birmingham, who has been handling shows at the French Casino, New Orleans, has signed as general representative for John H. Marks Shows.

Threats of a telephone strike don't disturb a manager who gets bad news from his agent attending fair meetings every time he lifts a receiver.

Having completed her Southern tour, Rita Raye visited in Washington while en route to New York to fill club engagements. While in the nation's capital she was host at a party for friends in the Willard Hotel. Guests included Roxie Day, Jackie Leeds, Connie Howard, Annabelle Ashley, Fifi Roche, Johnny Tradde, Tommy Cruze, Bobby

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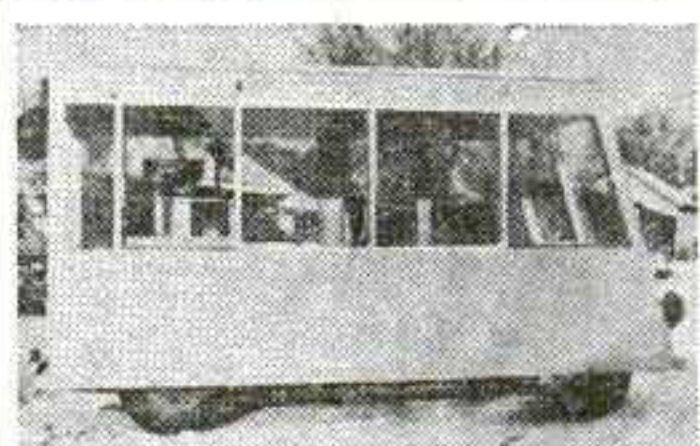
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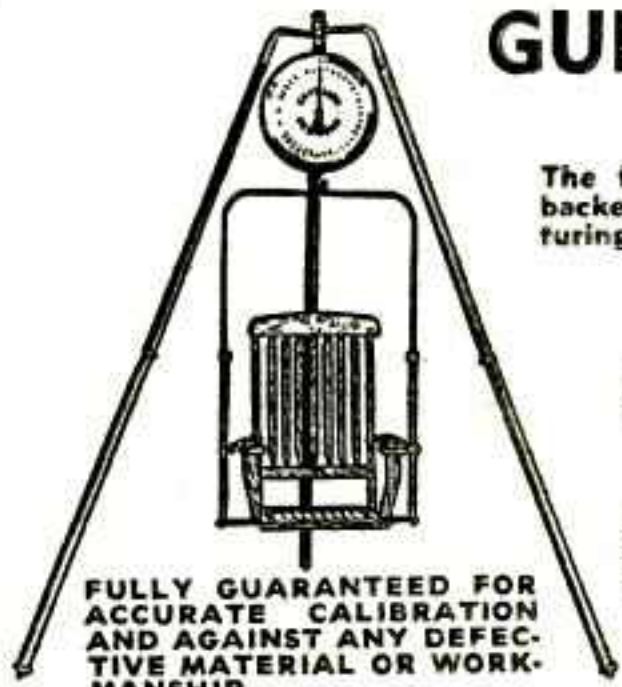
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1 Truck, Chev., 1937, ton and half, well made to live in after unloaded. 1 Tent, 20x40, in fair shape, and Side Wall. Panel Front, well lit up, 60 feet; high-class painting of monkeys on panels. A 14x30 Pit, well made. 1 Baboon Monkey, 1 year & half old. 1 big Spider, big as any Spider you ever saw. 2 Rhesus Working Monkeys. 2 Coati-Mundis, in nice shape. 1 large Agouti, best you ever saw. 1 big Skunk, fixed. All tame. 1 Ticket Box, well made, one monkey on each panel side painted, front and both sides. 50 Ford Axle Stakes, Wires and Lights. Tent is blue fireproof. \$1250 will take Show at Columbus, Ohio. Have a 2-Headed Baby, 3 arms and 2 legs, and Jar, for \$50. 1 Shrinking Jap, about 4 feet long and 18 inches wide, in box, for \$15. Going out of business.

JAMES F. MULHOLLAND
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Due to sudden illness, must sell my show. 4 good Rides and good Power Units, etc., for all Rides. New Bingo, complete with stock. Pop Corn and Snow Cone Trailer, complete with stock. 1 Long Range Shooting Gallery, built in truck. 5 good Concessions, complete. Light Plant, Trucks, Trailers, good and good tires. Lots of surplus Canvas, etc. Ground Cable, Globes, Switch Boxes, Stakes, etc., and odds and ends. All goes. A good deal. Come and see it. Ready to make money with price right. Write

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Quersing, LeClair Garwood, Sgt. R. C. McDaniels and Gordon Bell. . . . Mr. and Mrs. Frank Dickerson visited Mr. and Mrs. Bob Miller at Orange Lake, Fla., where the Millers are operating a floating diner on the lake.

A lot superintendent who has been moving wagons off of muddy lots for 30 years advised: I'll bet I could have moved the "Mighty Mo."

Contracted recently by Pioneer Shows for 1950 were Nelson Cooper, palmistry booth; Mr. and Mrs. Ralph Golden, Working World and Horse Show, and Harold Owens, toy wheel, ham and bacon stand and two hanky panks. . . . Joseph Lehr pens from Philadelphia that Sammy Glickman closed his concessions at Miami after playing winter fairs in Florida and joined his wife, Margie, at Hot Springs for a two-week vacation after which they will motor to their winter home in Jersey City, N. J. Mrs. Glickman has spent the last six weeks at Hot Springs with Mr. and Mrs. Bobby Gloth.

Showmen are unwilling to be quoted on what they think of methods others use to operate their shows because they, or anybody else know who may be next.

Moore's Modern and Greater United shows combined to provide the midway at the Laredo, Tex., Washington Birthday Celebration February 11-22. Mr. and Mrs. Jack Moore and Buddy Buck, Girl Show operator on the Moore org and sales agent for The Billboard, are taking in the sights in Mexico. . . . Alfred Parr, former manager of Palais de Danse, Riverview Park, and the old Wayne Pavilion, Detroit, is rechristening Gordon's Trailer Coach Park, which he manages at Pontiac, Mich., as Showmen's Rest. . . . C. Joe Bennett, Royal Empire Shows, was on a trip in Detroit recently, contacting fair men and sponsors. Shows open April 15 in Taylor Township, west of Detroit.

Gary Hern letters from Denver that he has been repainting equipment of the Larry Nolan Shows for the past two weeks. He adds that he has signed George Dunn, George Wilmot, Marty Zorn and Jimmie Travis for his Side Show, and Mr. and Mrs. Lou Pease along with Mary Hern for the Girl Show. He says that Dunn will frame a single-o-matic and mental attraction. . . . Robert S. Brockway, formerly with John T. Tinsley, Cetlin & Wilson and Willie Glick's Ideal Exposition shows, has been signed as lot man with Pioneer Shows for 1950. Another recent addition to the Pioneer roster is Joe Irwin, who booked his race game. . . . Herman Weiner again has signed his concessions on the W. G. Wade Shows.

Midway biz is just one sporting chance after another for managers, who always wonder whether they can keep it going thru the wet springs and, if they do, whether they will bring it back.

Detroit showfolk leaving for a Southern vacation recently included Mike Englebrink and Mr. and Mrs. Harry Stahl. . . . I. (Red) Sobel has returned to Detroit from a business trip to Cincinnati. . . . James (Bill) Hanson celebrated his birthday with a party at the home of Mr. and Mrs. William Gillispie, Decatur, Ill., where Hanson and his wife are wintering. Guests included Mr. and Mrs. Fred Greisch, Frank and Donald Bretz and Mr. and Mrs. Henry Valentine. . . . Nat Golden, Detroit concessionaire, left the Motor City recently on an extensive tour of the East. . . . Oscar (Pop) Baker, of Michigan Showmen's Association, is still vacationing in Florida. . . . Edward Bates, costume designer of Dallas, has designed and made all new wardrobe for Zora Blaire, who is getting ready for the 1950 tour on the M. A. Srader Shows, marking her second season there with the Bill Kennedy Side Show.

DERBY RACE GAMES

24 Unit With Truck and Trailer, \$8,500.00

Sacrifice Sale. All games original All-Aluminum Derbies built in 1948. Cost more than twice selling price to build.

Completely equipped. Ready to go. Leather seats on aluminum bases, public address system with speakers and mikes, interior fluorescent lighting, tools, hydraulic jacks, canvas, spare parts.

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Write or wire

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743 SEYBOLD BLDG. MIAMI, FLA.

GIVE TO THE DAMON RUNYON CANCER FUND

TAMPA, Feb. 11.—Attendance of park operators, fair execs, carnival reps, concessionaires and show suppliers at Florida State Fair, which today closes its 11-day run, has been strong, tho down from last year. The drop-off, probably 10 to 20 per cent, is attributed to the fact that the '49 season was not as profitable to most showmen as was the preceding year.

Harry Batt, operator of Pontchartrain Beach, New Orleans, and Mrs. Batt were early arrivals. They stayed a few days and then headed for Del Ray, Fla., where they were to join Mrs. Art Briese, of the Thearle-Duffield Fireworks Brieses. Also slated to visit Del Ray are Mr. and Mrs. Bill Wendler (Alan Herschell Company), here for almost the full duration of the fair.

Ray Lee, veteran secretary of Minnesota State Fair, St. Paul, is making an extended stay at the fair before heading for Miami and a vacation. Also in from St. Paul are Harry Frost, that fair's concession manager, and Mrs. Frost. Among the early arrivals among fair secretaries was I. V. Hulme, of Anderson (S. C.) Fair. . . . Ben Sawyer, concession manager at the Saginaw (Mich.) Fair, is working a concession here.

Four execs of South Carolina State Fair, Columbia, were escorted about town by Bucky Allen, of the World of Mirth Shows. The South Carolina delegation consisted of D. D. Witcover, president; R. J. Williams, vice-president; P. V. Moore, secretary, and Dr. H. D. Hood.

Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, and Mrs. Huedepohl drove in from Chicago, spent a few days here and then headed for Del Ray. . . . Herb Shive, general agent of the Lawrence

Seen, Heard at Tampa:

Showmen's Turnout Is Heavy, Tho Off Due to Tighter Buck

Greater Shows, and John Gallagan, independent concessionaire, motored in from Knoxville, with Herb, upon arrival, waxing enthusiastic over the strong route mapped out for the Lawrence org this season.

Nat D. Rodgers infoed he'll have three war shows out this season, with the units spotted on Royal American Shows, Johnny J. Jones Exposition and James E. Strates Shows. Unit on the RAS will be all new, Nat said. In addition to the war shows, Nat will have the Posing Show on the Royal American.

Viola MacLeod and Nellie Vaughan, affectionately known as the Dead End Kids, planed in from Chicago, had themselves much fun and even cracked the local gazettes with quotes from their lips. Then the vacationing Girl Fridays motored to Miami with Ida (Insurance) Cohen for a few days before returning to their respective desks. Viola to the Polack Bros.' Circus-J. C. McCaffery office and Nellie to the Thearle-Duffield Fireworks Company.

Bob (Diggers) Parker made the midway wearing a yatching cap matching one worn by Charlie (Insurance) Lenz. Mrs. (I've Got Shoes) Parker infoed that her mother, Lottie Mayer, will play the coming sports show in Chicago with her diving ballet troupe.

Floyd E. Gooding had a full schedule while here and spent considerable time eying the new rides. He made no purchases, but

said that he expects to make some within the next few months. Other Gooding personnel here included Mr. and Mrs. William J. Goutermout and Mr. and Mrs. J. F. Enright. . . . Syd Jessop, of the U. S. Tent & Awning Company, Chicago, commuted between here and Sarasota, where he and Mrs. Jessop have been vacationing.

Mabel Wright, here for the fair, is becoming a crack angler, Mr. and Mrs. T. F. Work, of White Lake, N. C., reported. And the Works should know. They had been fishing with her before coming here for the fair.

J. M. Dean, secretary of Mississippi State Fair, Jackson, checked in with the news that the old administration building on the Jackson Fairgrounds has been razed. . . . Jim Malone, veteran publicity chief for the fair here, is back in the press department after recovering from an illness which had confined him to an oxygen tent for five weeks. He also is back on The Tampa Times staff. Before making his permanent home here, Jim was press agent for the late Ralph A. Hankinson and Alec Sloan in the auto race field.

Mr. and Mrs. Lloyd Serfass, owners of the Penn Premier Shows, purchased several rides and other equipment as replacements for property damaged in a recent fire at the org's winter quarters in Sanford, N. C. . . . Art Spencer, motordrome operator, was on hand, along with Orville Hagen, motordrome rider, and said he will open his season with the Royal Crown Shows next week at Winter Haven.

Mr. and Mrs. John Quinn, owners of the World of Pleasure Shows, were daily visitors at the fair, coming in from St. Petersburg, where he owns and operates a motel. . . . Gyp McDaniels, ride operator on the Johnny J. Jones Exposition, was in for the full run of the fair, coming in from Bradenton Beach, Fla., where she is staying at a motel owned and operated by Bill Dumas, formerly of the Happy-land Shows.

Eddie Young, owner of the Royal Crown Shows, booked many concessions here to play his org's opening stand at Winter Haven. Harry (Irish) Gaughn, Royal Crown concession manager, also was active in that respect. Don Del Greco, who has his iron lung here, will be with the Royal Crown this season.

Two Girl Show operators, Joe Sciorino, who will have his unit on the Royal Crown Shows, and Jack Norman, who will have one on the James E. Strates, were in attendance. . . . Casey Sens infoed he has booked his rides and concessions on the Crescent Amusement Company for the coming season.

Frank Mancuri and Clair Meyer, sales manager and chief engineer, respectively, of Exhibit Supply Company, Chicago, both arrived pale-faced, but at the halfway point in the fair's run each was deeply tanned, the result of long stretches put in on the midway where they supervised the operation of arcade machines.

Clyde Byrd, Arkansas State secretary and secretary-manager of Arkansas State Fair, Little Rock, spent much time on the boat of Charlie Lenz, insurance man, who moored his craft near downtown Tampa. Pat Ford, Byrd's right-hand man in fair operations, and Tommy Fuzzell, Little Rock ride operator, accompanied the senator here.

Sammy Smith, for the past 16 years trainmaster of the Royal American Shows, this year will serve the Cavalcade of Amusements in that capacity, Al Wagner, of the Cavalcade, announced. Other Cavalcade personnel here included Mrs. Al Wagner, Mr. and Mrs. O. J. (Whitey) Weiss and Archie Wagner.

Ben Braunstein, last year with the Jack J. Perry Shows, disclosed he will be with the Greater Lawrence Shows this year as legal adjuster. . . . James E. Deal, last year with the Penn Premier Shows, will also go out with the Lawrence org as lot superintendent, having closed here with Sam and Shirley Levy owners of the Lawrence show.

Mr. and Mrs. Barney Lamb, their daughter and granddaughter and Mr. and Mrs. Ross Sinderson, of the L. B. Lamb Shows, interrupted a two-week vacation for a visit before returning to the Lamb winter quarters at Malvern, Ala. . . . Mr. and Mrs. Lou Riley, owners of the Dumont Shows, made their first visit to the fair in 10 years. They made their trip from winter quarters in their house car, accompanied by Barney Williams, org's lot superintendent.

Ned E. Torti, of Wisconsin De-Luxe Company, Milwaukee, was a daily visitor to the midway, yet found time to visit his mother and brother, Louie, in Bradenton. Louie, who is wintering in Bradenton, spends much of his time there on his boat, Ned infoed.

Joe Murphy, in from Dallas, placed several orders for kiddie rides for his operations at State Fair Park, that city. . . . Ray Marsh Brydon, independent midway show operator, who again will have the shows at the State Fair of Texas, booked Sally Rand to play the first two stands of the Royal Crown Shows.

W. E. (Shotgun) Page, of Page Bros.' Shows, reported that T. J. Tidwell, with whom he had received his start in the carnival business, is recovering from a gun wound sustained recently in Aransas Pass, Tex. . . . Bob Edwards, last year with World of Mirth Shows, conferred with owners of several railroad shows relative to booking his Posing Show, as he will not be back on World of Mirth.

Bob Lohmar and Sam Gordon, general agent and concession manager, respectively, of the Royal American Shows, last fall took to opposite diets. As a result, Bob, now thinned down, and Gordon, fattened up, both are in the pink, but each has a worry.—Bob having to dispose of his now too big clothes, Sam to pop for new, bigger suits.

Slim Donaldson, here with his double six cat, reports good business and that he has booked his concessions with the William T. Collins Shows for the coming season. Bill Carsky, of Casey Concession Company, Chicago, was on hand with a tan so dark it would seem he spent the entire winter here.

Al Wallace, now sole owner of the Wallace and Murray Shows, lined up concessionaires while here for his opening date, March 17 at Albany, Ga. From Tampa, he and Mrs. Wallace will go to his show's winter quarters at Moultrie, Ga., to prepare for the seasons's opening.

The Joseph J. Kirkwood Shows this year will go out under a new title, Art Frazier and Ralph McGee having bought into the show. Ralph Decker, former sole owner, retains an interest and will be with the org. All three were here for a confab.

Gean Berni, at one time one of the country's top bingo operators, is a busy man. Not only does he have two concessions (imported baskets and orange juice) but he also has to oversee his permanent (See Showmen's Turnout on page 75)

PEERLESS CELEBRATION AMUSEMENTS
 Clean Attractions for Fairs and Celebrations
 NOW BOOKING AND CONTRACTING FOR 1950—OPENING IN APRIL

Want Agent and Assistant Manager or Office Man with contacts in North and South Carolina, Virginia, West Virginia, Maryland and Pennsylvania. Want Ride Foreman, Electrician, Truck Mechanic, Ride Help for new Wheel, Merry-Go-Round, Kid Train and Plane. Will book Comet, Tilt, Roll-o-Plane, Octopus, Autos, or what have you with transportation? Opportunity for shows—have tops for capable people. Place Monkey, Fat, Midget, Mechanical, large Snake, Circus or any Show of merit with transportation. Concessions are all held open for two weeks, including American or English Palmistry, Eats, Drinks, Stock Stores and Percentage. Want Bingo Caller and Agents for Percentage, Stock and Ball Games. Committees, contact for open time. Remember no gypsies, strippers, flats or racket, and no drunks tolerated. No collect wires. All address:

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WANT WANT

SHOWS: Side Shows, Fun House, Monkey Show, Illusion Show, Mouse Circus, Wild Life or any other show with own equipment and transportation. Good route. Early May until the middle of October bookings.

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GULF COAST SHOWS

Get with a Carnival that knows where to go and when. Opening Saturday, April 15.

Would like to book on small percentage, Octopus, Rolloplane, Spitfire, Tilt. Also any Show that does not conflict. (Would like to hear from Ray, who had Octopus with me when I closed.) Will furnish New Tent and Front for 10-in-1. Can use Stock Concessions and Ball Racks. Will sell exclusive on Miff Camp. ADDRESS:

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 FAIR GROUNDS CARUTHERSVILLE, MO.

FOLK'S CELEBRATION SHOWS
 OPENING MARCH 15, CARLSBAD, NEW MEXICO

CAN PLACE LEGITIMATE CONCESSIONS. WANT FIRST-CLASS SIGN AND SCENERY PAINTER TO START WORK MARCH 5. SHOWS, LET US HEAR FROM YOU. FAIRS AND CELEBRATION COMMITTEES: Get in touch with us for a good clean show.

Write or Wire BOX 1005, Albuquerque, New Mexico.
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8 BUCKLEY DIGGERS FOR SALE

With octagon frame, canvas, light stringer and booster, all in A-1 condition, \$950.00.

HUB LUEHRS

2440 So. 59 St. West Allis 14, Wis.

**1500 HEAVY CANVAS
CATWALK STRIPS, 18"x90"**

1/2" ROPE, 105" long one end;
2" HOOKS other end. ENTIRE
LOT, 50¢ EA. SAMPLES \$1 EA.

AMCO BRASS AND STEEL SUPPLY CO.
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Real Tanagra Illusion!

Now, at last, you can buy the equipment. Price reasonable, with full instructions for set-up. Attraction played two World's Fairs, Parks, Night Clubs, also under canvas, as "Venus of the Sea" or "Nudist Colony" or "Eve in Garden." Girls and all appear small, doll-size. Can move freely, clear view, never out of focus!! State your requirements.

W. CHILD
P.O. BOX 346 FLUSHING, N. Y.

FOR SALE

Mechanical Farm Show. Pit has just been overhauled. Good living quarters. Mounted on Chevrolet Truck. This show was built by Al Gifford. It is one of the best on the road today. Ask any show manager. He knows.

MARY M. KING

1729 Lawrence St. Denver 2, Colo.
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P.S.: Also Devil's Bowling Alley, crated, \$30.

Quality Trailers New & Used
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Easy Terms Liberal Trades
The Showman's Friend

WANTED RIDES

(Merry-Co-Round and Ferris Wheel preferred) for Annual 4th Celebration, June 30-July 4. Contact at once.

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Middlebourne Community Park
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World of Pleasure Shows
Now Contracting for 1950
RIDES—SHOWS—CONCESSIONS
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WANTED

Balloon Ascension Act, Trampoline Act, Animal Act and other type Fair Acts. Contact with photos and description.

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In Month of June for St. Alfio Festival, Omaha, Nebraska. No gambling or obscene shows. Write:

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FOR SALE OR TRADE**

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SHOWS—RIDES—CONCESSIONS

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FOR SALE

1 Trailer, 7x12, complete with Jumbo Giant Popper, used 3 months, flash case all plate glass, steam tank under case at one end, complete Grab Joint at other end. This is a center joint, lots of flash, for quick sale, \$700.00.

DUTCH LASCH

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BLUE GRASS SHOWS

NOW BOOKING

SHOWS — RIDES — CONCESSIONS

P. O. BOX 621, OWENSBORO, KY.

**N. Y. Pattern
Holds Steady**

(Continued from page 68)

tion, John Carpenter; George L. Grogan; Posters, Inc., Ben S. Allen; Sol Bogorad & Son Concessions, Samuel Bogorad; Triangle Poster Company, Louis Rosenberg; Regalia Manufacturing Company, L. R. Tarbox; Eastern States Racing Attractions, Don Strong; Atwood Tent & Awning Company, Gus Thiele; Clem Schmitz, insurance; Arthur Campfield, canvas products; Smith Tent Company, Paul H. Smith; Music Box, Inc., Bert Nichols; Handy Sound Service, George and Bill Handy; E. J. Warner Poster Company, E. J. Warner and Louis Wogan; Montross Sound Laboratory, James G. Montross; Fair Publishing House, Kenneth Lee and Herbert Lawrie; AAA Auto Races, Sam Nunis; Congress of Daredevils, B. Ward Beam; Joie Chitwood Daredevils, Bill McGaw and Jack O'Neill; Kochman's Hell Drivers, Jack Kochman; Lucky Hell Drivers, Irish and Lorraine Horan and Bob Conto; Interstate Fireworks Company, Joseph J. Godin; Spencer Fireworks Corporation, J. DeRitis; Weaver Tent & Awning Company, M. J. Weaver; Eureka Tent & Awning Company, Weston Hulse and A. C. Legg; International Fireworks Company, Fred C. Murray; North American Fireworks Company, William R. Bottieri; C. S. Marcy, bingo; Freddie Blythe, bingo; McDougall-Butler Company, J. M. Augley; M. J. Leahy, Inc., Henry Wendeborn and M. J. Leahy; Paul Mattle Shows, Paul Mattle; Frank Wirth Booking Agency, Frank Wirth; Al Martin Agency, Al Martin; Art Daley Agency, Art Daley; John H. Marks Shows, Allen Travers and Joe Scherman; American Guild of Variety Artists, Emil Lowe; I. T. Shows, Phil Isser and I. Trebish; Cooke & Rose Agency, Harry Cooke; Hex Manufacturing Company, Ken Learman; Bill Jones, bingos; George H. Jung Company, Earl Belnap; Frank Melville Agency, Frank Melville.

**Weather Helps
RAS at Tampa**

(Continued from page 68)

of new attractions which Royal American will have when it opens its full-scaled season at the Memphis Cotton Carnival May 6.

Gypsy Rose Lee, featured name in '49, is making her final appearance here under terms of that contract. Her replacement, Bonnie (Oh, Johnny) Baker, was represented by Frank Taylor, her agent, who flew in from Chicago to confer with RAS execs and Leon Miller, veteran producer, who is to build the Bonnie Baker production.

The Baker unit, according to present plans, will be the most ambitious which the RAS has ever offered. It will have a line of 16 girls, working on three stage levels, plus specialty acts, with Bonnie using her radio jingle style in the featured spot.

Leon Claxton's 1950 edition of *Harlem in Havana* already has been whipped into shape and packs entertainment value even higher than the '49 unit.

Nat D. Rodgers this year will have the Posing Show, bringing it out at Memphis. He also is framing a new War Show.

In addition to the standard attractions, such as the Side Show, again operated by the Lorow brothers, and the new Baker show and the Rodgers unit, RAS is planning on several new shows and is working on details for those.

Staff personnel of the RAS in its coming tour will be virtually the same as last year, the only change being the addition of J. C. (Tommy) Thomas, in recent years with Ringling-Barnum circus and prior to that with Royal American. Thomas will serve as a general aid.

**PRELL'S
BROADWAY SHOWS**
"BROADWAY AT YOUR DOOR"

**WANT FOR DELRAY BEACH,
SEBRING AND OCALA, FLORIDA
ALL FAIRS**

CONCESSIONS

Fat and Drinking Stands, Hanky Panks, Ball Games, Long and Short Range Galleries, Age and Scales, Bowling Alley, High Striker.

WANTED—A-1 Truck Mechanic; must have own tools.

All Replies To:

SAM PRELL, Mgr.

This Week: Fair, Stuart, Fla.; next week: Delray Beach, Gladiola Festival and Fair

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CANADIAN NATIONAL EXHIBITION
WESTERN FAIR**

TORONTO—AUGUST 25 TO SEPTEMBER 9
LONDON—SEPTEMBER 11 TO SEPTEMBER 16

TWO OUTSTANDING SHOWS—KIDDIE RIDES—ONE REAL FUN HOUSE—CATERPILLAR—WHIP—NATIONAL FUN HOUSE—TRAIN—OR ANY OTHER NEW AND MODERN RIDE.

WILL CONSIDER SELLING 32 PASSENGER SUPER HURRICANE RIDE OR WILL PLACE IN UP-TO-DATE AMUSEMENT PARK WHERE A RIDE OF THIS TYPE HAS POSSIBILITIES OF A GROSS OF \$20,000.00 OR MORE.

Address **J. W. CONKLIN**

FLAGLER HOTEL
DELRAY BEACH, FLORIDA
FEBRUARY 22D-25TH

RONEY PLAZA HOTEL
MIAMI BEACH, FLORIDA
MARCH 1ST TO 5TH

BAKER UNITED SHOWS
"A CLEAN U MODERN S MIDWAY"

"A Clean, Modern Midway"

OUR POLICY WILL NOT BE CHANGED

We will continue to present only CLEAN, HIGH GRADE AMUSEMENTS. If you have this type of concession or show, you can prosper on our route of Indiana and adjoining states best CELEBRATIONS and FAIRS. A few stock concessions still open. Positively NO DRIFT OR GYPSIES. Have A-1 proposition to offer CLEAN, MODERN COOKHOUSE, medium to large size. Must cater to show folks. Opening April 21st. Address all communications to:

TOM L. BAKER

P. O. BOX 1146 POMPANO BEACH, FLORIDA
P.S. Can always use good Ride Help.

WANTED—GIRLS—WANTED

Need four more Girls for my two shows
Booked for season, Hill's Greater Shows

Loretta, Speedy, Billy Carter, Libby or any others who have worked for me before, contact.

Open territory. Work every week. Will open March 1st. Highest salary and good treatment guaranteed. Experience not necessary.

Write, wire or phone

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General Delivery, Aransas Pass, Tex. Phone 285.

COLUMBIA SHOWS

THE BEST IN THE EAST

NOW BOOKING FOR 1950—OPEN EARLY IN MAY

CONCESSIONS—Custard, French Fries, Novelties, Photos. Still a few No. 1 Grind Stores open. HELP IN ALL DEPARTMENTS—Foreman on Chairplane. Semi-Driver. Up and Down Help in Concession Department. All replies:

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Southern States Shows
"AMERICA'S CLEANEST CARNIVAL"

WANT FOR VENICE, FLA., FREE FAIR

8 days and nights, starting Saturday, February 25 through March 4. Stock Concessions Including Bingo. Can place 2 Clean Shows, also Free Act. Some Ride Help. All answers until February 23 care Chamber of Commerce, Eustis, Fla.

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NOW CONTRACTING FOR 1950
RIDES—SHOWS—CONCESSIONS

For Sale—Kiddie Ferris Wheel, Kiddie Airplane Ride, 8-Car Streamlined Whip, Loop-o-Plane, 20x40 Bingo Top, 20x20 Marquee, two 12x12 Ball Game Tops and Frames, complete 12x12 Grab Outfit ready to operate. Lots of other equipment can be seen at Winter Quarters here.

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Wanted AGENT Wanted

Can place SOBER, CAPABLE Agent who can meet following requirements: Must not be afraid of work and willing to do anything the position requires. Must be able to keep show routed—We have at least half of season already booked. Must understand and handle all publicity, contests, special features, Kiddie Days, etc. Must have car. No Hotel Lobby telephone men needed. An opportunity for the right man to establish a permanent future with reliable organization in the Midwest. A knowledge of Illinois, Indiana, Michigan and Ohio will help. Address:

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TERRELL BROS.' CIRCUS**WANTS****CONTRACTING AGENT**

Billy Breese, answer.

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Room 310—Phone 53-2312
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"SOUND TRUCK"

Late model, panel painted white, 75 Watt Amplifier, 4 Trumpets, Tape Recorder, all band and calliope, fast, snappy music. Enough recording for a complete change each night. Truck and service for K and 100% of my Under and Over. No show too large, none too small. No spot too far. If interested, let's hear from you. It's neat, new and flashy.

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"Our 27 Years in the candy business gives us the 'know-how' . . . We are again ready to serve you in 1950."

Variety of 38 Different Type Novelty and Candy Packages for All Occasions
Your Dependable Source of Supply

CASEY CONCESSION CO., INC.

1132 S. WABASH CHICAGO, ILL.

WANTED

Good all-round Man capable of wiring Carnival Midway and operating Rides. Also Foremen for Ferris Wheel, Merry-Go-Round, Kiddie Ride.

FOR SALE

Cooper—Good as new. King Fun House, on Trailer.

MOUND CITY SHOWS

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FOR SALE**VERY REASONABLE**

Complete Cookhouse, 20x36, ready to go. Long Range, Arcade, Cane Rack, Knife Rack, Photos, Glass Pitch, Teddy Bear Pitch, Bowling Alley, Novelties, Frozen Custard, Age and Weight, Basketball, High Striker, Cigarette Gallery. Reason for selling, I am building a larger one. Contact:

BILL LEON

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WANT TO BOOK

No. 3 Eli Ferris Wheel, set of Diggers, Long and Short Range Galleries, Snow Cone and other Concessions if desired with Show with good route for season. Will book any or all.

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M. A. SRADER SHOWS

Want for 1950—Operator for office owned Bingo, Long Range, Arcade, Cane Rack, Knife Rack, Photos, Glass Pitch, Teddy Bear Pitch, Bowling Alley, Novelties, Frozen Custard, Age and Weight, Basketball, High Striker, Cigarette Gallery. Address:

BOX 1895, WICHITA, KANSAS

Sammy Corenson Puts Reliance
On Sharp Pencil; It Pays Off*(Continued from page 56)*

after his first venture of handling 15 taxi cabs on Broadway in Los Angeles when he was not yet 20 years old. He took leave of the cab business after a couple of years when the fleet was taken over by a large, recognized system.

Staged Road Races

At a loss for something to back, Corenson soon found that road races in Venice, Calif., were his meat. With "Doc" Toughy as a partner, he packed spectators into the stands. By all rules and regulations the venture was a success, but there had been more outgo than income.

About 1920 Corenson met Oriel Bloome in San Francisco and talked him into letting him have his Merry-Go-Round for an American Legion July 4 celebration in Fort Bragg. Corenson held the contract for the rides and concessions and sold space for five stands each to Harry Low, a former secretary of the Show Folks of America, and Jack Rose and his wife, the latter well known in mitt-reading circles. As this was the town's first major Independence Day celebration, Sammy walked away with a wad of folding money. He doesn't recall how Bloome, Low and Rose fared.

Wins With Cherry Fete

The pencil used in figuring that event again was sharpened and Corenson bid for the proposed Cherry Festival in San Leandro, Calif. He not only got it for the initial event but tied it up for six consecutive years. He brought in the Boucher Shows. The Cherry festivals, Sammy contends, made it possible for the American Legion to build a \$75,000 meeting hall.

Money jingled in Corenson's jeans and he looked for bigger and better events. Thus he signed the contract for the California Native Sons' convention in Oakland. Realizing that to secure a suitable show for this date he had to offer something exceptional—outside of the financial deal—he pulled strings to get a choice lot at 14th and Franklin, right in the heart of everything. He put on a 10-cent gate, which he believes was the first in the West, and the money from it, along with that from real estate, brought him \$20,000.

Gets Something To Sell

Donald Marshall, then Oakland chief of police and now with the California Board of Equalization, gave Sammy a highly complimentary letter on this operation. Thus, for the first time, Corenson had something he could show a committee!

Oakland Cele Red One

Corenson next talked with the then Mayor Rolph, Police Chief Dan O'Brien and the late Angelo Rossi, who later became the Bay City's mayor, into appointing him amusement manager of the proposed Diamond Jubilee.

The \$20,000 Corenson had made in Oakland was gone for at that point that promotion had been over for some time, for Sammy is a fast man with a buck. Operating in the usual fashion, with pencil alone, he rented a store from which he handled the details for the jubilee. Orville N. Crafts, today owner of Crafts 20-Big Shows, Inc., signed a deal to bring in a Merry-Go-Round and 15 concessions. When Crafts paid for the space, Sammy took that money and bought all privileges for the entire town for \$8,500, he recalls. Then he began to peddle them piecemeal. As he had no equipment, this was about all he could do. The juice and ice cream brought \$1,000 each. On top of these he sold \$16,000 worth of space to indie concessionaires, revenue from which was in addition to that received from percentage of indie shows, rides and concessions.

The event was a showcase for Corenson's talents as fair secretaries

from a wide area came to see the 1925 event. He bid and got a number of fairs, none of which he was in a position to handle. With his pockets bulging with contracts, he sold three fairs and a Fourth of July celebration for \$1,000. The dealings did not stop here but these are all that Corenson remembers.

In 1927 things were pretty good for Sammy and the world. So, the "Little Giant" returned to Oakland, his stamping grounds, and signed the American Legion for another celebration in combination with an Industrial Exhibition. Mike Kekos's West Coast Shows played the date and, with the 10-per cent gate, Corenson, at least, came away well-heeled.

Broadened Operations

About this time, the "Little Giant" was feeling his talents and looking for greener pastures. California alone was not big enough so he made a pitch for the Arizona State Fair. The usual array of general agents was on hand in the hotel lobby and Corenson walked smugly about where they congregated. This air of confidence gave him away at least, to, one showman.

Archie Clark, whose show was well established at the time, offered to shoot Corenson a game of pool, with the stakes being \$10 per foot if the show owner won and \$15 if he lost. Sammy vehemently denied he had the contract but agreed to the game. Clark won and paid the lower rate. At the fair that year they had two locations—one downtown for the afternoon crowds and one at the fair for the evening play.

Corenson returned to San Francisco later and promoted the Polk Street Merchants' Association for a Christmas season send-off. Charlie Stefans brought in a Ferris Wheel; Boucher, a Merry-Go-Round and Art Craner directed the queen contest, the latter getting about \$10,000, according to Sammy.

Membership Mystifies

How Corenson got "The Magnificent Lion" celebration in Chinatown will probably always remain a mystery. Thru some unexplained method, he became a member of the Bing Tong Association, membership in which up to then had been confined to Chinese. The celebration blocked the famed section for a week. Corenson made money but there was a loud squawk when the promoter won the car that was given away. No one wonders how he got the contract. Many, tho, would like to know how he obtained membership in the organization.

Bloome and Corenson had become partners in a friendly sort of way. Perhaps it was a 50-50 deal, with Bloome putting up equipment and Sammy a pencil. Anyway, they were playing Benicia, Calif., when a wire came from C. W. Parker in Kansas. "Are you interested in a 10-car show?" Parker's wire read.

Gets Shows for Nix

Corenson telegraphed that he was, and a meeting date was set for as soon as Parker could get to the Coast.

They met in the Palace Hotel dining room and, after a meal, got down to business. Parker put his cards on the table. He wanted \$100,000 for the show. Corenson put his cards on the table, too. He didn't have a dime.

Corenson contends that he is the only man who ever promoted Parker for a 10-car show. However, to some observers this point remains in doubt, considering the deal that followed and the outcome.

Convinces R.R. Men

Parker countered with a deal that Sammy take the show that was on a railroad siding in San Jose and operate it, paying 25 per cent of the day's take each night to Jack Eslick, Park-

er's representative, who was to forward the money. After some verbal battling, Corenson insisted, because of the lack of capital, that the show be delivered in Santa Clara.

With the money from this stand, Corenson moved the Pacific Coast Shows to San Leandro for the Cherry Festival. They moved to fairs in Red Bluff and Anderson, where an offer of \$1,000 was received to bring it to Lithia Park in Ashland, Ore., to play under auspices. The hoof and mouth disease broke out and all shows were stopped in interstate travel. After some promoting, the org was allowed to cross the California-Oregon line.

When the shows were ready to move back into California, Corenson was told that the brakes on the train needed replacing. He convinced the officials they would hold for this trip and was allowed to start over the mountains.

Out Three Years

The shows stayed out two more years and by then Parker had gotten about \$25,000. After repeating for the third year in Ashland, Corenson asked Parker to finance the show's move. Parker refused. After a stop in Shasta City and then the Lodi Grape and Wine Festival, Sammy wired the owner that his equipment was again back on a sidetrack and he was on his way to San Francisco. The show was sold to Levitt, Brown & Huggins.

Corenson entered the fur business in San Francisco. In 1945 Show Folks elected him president to succeed its founder, Mary Ragan. Sammy was drafted for the second term in 1946. His administration was highlighted by the purchase, at Milt Williams's suggestion, of 300 graves in Mount Olivet Cemetery for \$14,000. Corenson succeeded in paying off much of the debt during his administrations, mainly thru events such as *Night of Stars*, which featured movie star Gale Storm.

Last May he and Vic Gracio narrowly escaped death when their car plunged off the road in Oregon and was demolished. Corenson is still under doctor's care. His friends visit him at his new fur store and cut up a few touches. Things go well until Sammy reaches for his pencil. Then its time to go.

W. G. WADE SHOWS

Now Contracting for 1950 Season
RIDES—SHOWS—CONCESSIONS

CAN PLACE**MOTOR DROME**

Full Operating Season Starting in April,
Thru Middle of October.

G. P. O. Box 1488**Detroit 31, Michigan****WANT TO BUY****#5 ELI FERRIS WHEEL**

WRITE:

MICHAEL DEMBROSKY

M. D. AMUSEMENT CO.
Susquehanna Blvd. West Hazleton, Pa.
Phone: 6720 or 4651
P.S.: Need Ferris Wheel and Merry-Go-Round Foremen.

WANTED**A LARGE CARNIVAL**

For July 1-4 Celebration

BECKER COUNTY FAIR ASSN.
DETROIT LAKES, MINN.**WANT TO BOOK**

Legitimate Concessions that work for stock. Clean Shows. Also high Ride that does not conflict. Open May 13th in Escanaba, Mich., with best territory in the North to follow.

EUGENE W. SKERBECK
SKERBECK'S AMUSEMENT CO.**Dorchester, Wis.**

Showmen's Turnout Is Heavy, Tho Off Due to Tighter Buck

(Continued from page 72)
Tampa business as a basket importer. What's more, he gives much time to the affairs of the Greater Tampa Showmen's Club, of which he is one of the sparkplugs, and during the run of the fair show affairs required much of his time.

Howard P. (Punk) Hill, who with his brother, O. P., owns and operates the Hills Greater Shows, flew in from Aransas Pass, Tex., with Jimmie Byers, ride operator in the latter's private plane. While here Hill closed with A. J. Murphy, concessionaire of Miami, for the latter to have four concessions and a battery of rotaries on the Hill org this season.

Lee Eyerly, of the Eyerly Aircraft Company, Salem, Ore., was in attendance for the first time in more than 10 years. He made the trip in company with his son, Jack. Lee Cuddy, Eastern sales rep, also was on hand for the Eyerly organization.

R. M. Spangler, owner-operator of Rolling Green Park, Sunbury, Pa., and secretary-general manager of the Red Lion (Pa.) Gala Week Fair, purchased two kiddie rides from the Alan Herschell Company while here. He also negotiated with carnival reps for the Red Lion Fair contract.

L. W. Guthrie, who with his father owns and operates Pla-Mor, Kansas City, purchased three light towers and several kiddie rides while here. The purchases will be used in a new kiddieland to be built on property adjacent to the Pla-Mor ballroom.

John F. Courtney closed with the Johnny J. Jones Exposition's co-owners, Morris Lipsky and Buddy Paddock, to have his law-outlaw show with the Jones org this season. Pat Purcell, general agent, and Harry Ross, concession manager, also were here as reps of the Jones show. Purcell doubled as representative of Joie Chitwood's Auto Daredevils and will continue to serve both the Jones and Chitwood organizations.

The L. J. Heth Shows were represented by Owner L. J. Heth, General Agent Joe Fortana and Concession Manager Floyd R. Heth. . . Joe Colihan of Excelsior Park, Minneapolis, attended, accompanied by his wife and son. The Colihans are in Florida for a month, with Miami as their base.

Bill Cowan said he will be back on the Biller Bros. Circus as concession manager. . . Mr. and Mrs. Leonard Aylesworth, of the Ringling-Barnum circus, were in from Sarasota for the banquet and ball of the Greater Tampa Showman's Association.

Among show owners noted were W. R. Geren, Mighty Hoosier State Shows; M. S. Earl, Eastern Amusement Company; Lloyd I. Thomas, Thomas Joyland Shows; C. A. Stephens, C. A. Stephens Shows; Johnny T. Tinsley, Johnny Tinsley Shows; Harry Boyles, Harry's Greater Shows, and Arthur Roxy, Roxy's Rides.

Prominent concessionaires noted included Howard Percy, F. A. (Whitey) Woods, Morris Friedenheim, Swede Erickson, Fitzie Brown, Jimmie Annan, Thomas F. Stevens, Jerry O'Reilly, George Reinhardt, Eddie Hunter, Louie Leonard, Pete Burkhardt, Raymond Clayton, Dave Wise, Tommy Arger, Avery Christy, Toronto Red McGuey,

Bill Corbett, Joe (Chicago) Murphy, Reed McDonald, Mrs. Roy Duffy, Johnny P. Ciabbari, Mark Reilly, George Ringlin, Russell Phillips and Walter J. McCracken.

Maurice Jencks, veteran Topeka Fair manager, and Mrs. Jencks were late arrivals, coming in from Miami after making a cruise which took them to Haiti and the Virgin Islands, among other places. . . Julius Kahn, known as the Count of Luxemburg, is a daily visitor to the fair. The veteran Luxemburg, Wis., fairman winters here. . . Sen. Taylor Brown, Oshkosh, Wis., long identified with Wisconsin fairs, and Fred C. Tennant, concession manager at State Fair of Texas, Dallas, were among early visitors.

H. Barkoot, one-time carnival owner, announced he will return to operation as a Penny Arcade operator. He placed an order for a 30 by 90-foot top with Bernie Mendelson, of O'Henry Tent & Awning Company and said he is buying all new arcade equipment.

Winter Quarters

Virginia Greater

SUFFOLK, Va., Feb. 11.—Manager Rocco Masucci has returned from the various fair association meetings and is supervising quarters work. Bob Millikin and crew are renovating the Whip. Hoover Bryam, foreman, assisted by Ike, Mike and Leo Martina, is readying the kiddie rides.

Recent arrivals included Jim Burgess, Johnny Riley and Evan Willie. Sam (Sheriff) Mitchell has added helping in the mess hall to his duties. Manager Masucci had Dr. Karl Land Frishkorn, Libby Condon, Jim Burgess and Ronnie Prue as guests at a recent spaghetti dinner.

Visitors included Dr. L. C. Holland, Johnny Covington and Jobbie Holland. Mrs. Noel Carleo writes that she will be back on the show with pea pool after a two-year absence.

Wilson Greater

PHOENIX, Ariz., Feb. 11.—A crew is getting the org ready for the season. Work is under direction of J. J. Ricky, assisted by Loren Wood. L. S. Uselton is here. . . Wilson will have 7 rides, 3 shows, 15 concessions and a power plant and will move on six trucks. Wilson was elected president of the Arizona Showmen's Association last month. The writer has been retained as general agent.—W. A. FORTIER.

Mid-Way of Mirth

TRENTON, Ill., Feb. 11.—Quarters work is progressing under supervision of James Rogers. Opening is scheduled for early March. Recent visitors included M. M. Simmons, Carl V. Pope, Elmo F. Robinson, John De-laney, Norman Fleiss, Betty George, Bill Barrett and Marie Muirheid.

Esther Speroni has returned from a trip to Arkansas, Missouri and Kansas.—ROSE DAVIS.

Avery's Modern

ROYAL OAK, Mich., Feb. 11.—Org opens its second season March 1. Les Curtis, manager, is on the sick list but hopes to be fit for the opener.

Gene Avery is supervising work in quarters. Edward (Red) Horwitz, concession op with the org last year, is touring Michigan signing fairs and celebrations.



VIVONA Bros.
Amusement Shows
ENTERTAINMENT AT ITS BEST

10 RIDES **5 LIGHT TOWERS** **6 SHOWS**

OPENING APRIL 17TH NEAR PHILADELPHIA, PA., WITH 15 BONA FIDE FAIRS STARTING IN JULY

RIDES: Caterpillar, Whip, Tilt Can use good, capable Ride Foreman, also Second and Third Men. Semi Drivers preferred. **SHOWS:** Midget Snake, Arcade, Monkey. (Mr. Mason, contact.) Good proposition for Motordrome. Must have own equipment. We play virgin territory for all shows. **CNCESSIONS:** Will sell "ex" on Novelties, Age and Scale, Long Range Gallery, Photos, Jewelry. **WILL BOOK** Dart Balloon, Cork Gallery, Coca-Cola, Slum Bowling Alleys or Derby Racer. **CONTACT:** MORRIS VIVONA 103 So. 21 St., Irvington, N. J. JOHN VIVONA c/o Gen. Del., Delray Beach, Fla.

UNITED EXPOSITION SHOWS
OPENING MARCH 9 — GREENVILLE, TEXAS

WANT **WANT**

Have Athletic Show want Capable Man to manage and run same; good proposition. Man who is first class Elephant Trainer, or Man and Wife, must be sober and drive semis. Elephant is tame, works with Howdah, doing parades. Can use a few more Hanky Panks. Also Independent shows with own equipment. **ADDRESS:** C. A. VERNON, Mgr., Box 244, Greenville, Texas
P. S.: Johnny Turpin, wire

GEORGE CLYDE SMITH SHOWS
OPEN LATTER PART OF APRIL IN PENNSYLVANIA

WANT **WANT**

Ball Games, Fish Pond, Duck Pond, Darts, Six Cats, Hoop-La, Glass Pitch, Photos, American Palmistry, Buckets, Swinger, Slum Spindle, Penny Pitch, Penny Arcade, and Custard. **WANT** Side Show, Girl Show, Snake Show, Monkey Show. **WILL BOOK** Spitfire, Tilt, and Pony Ride.

ALL REPLIES TO:
GEORGE CLYDE SMITH SHOWS P. O. BOX 521, CUMBERLAND, MD.

ORANGE STATE SHOWS
WANT FOR KEY WEST, FLA., 10 DAYS COMMENCING FEB. 22ND; THEN DANIA TOMATO FESTIVAL, MARCH 6 TO 11; PANOCKEE, FLA., MARCH 13 TO 18.

WANT **WANT** **WANT**

Hanky Panks, well lashed Ball Games that give out stock, Long Range, Short Range, Potato Chips, American Palmistry, Novelties, one Six Cat and one Swinger. No Rides or Shows are wanted. Have all can place owing to space. Get your UP MONEY at these spots. **Address:** LEO BISTANY or J. P. BOLT
Deerfield Beach, Fla., this week; then as per route.

MAD CODY FLEMING
SOME BIGGER • NONE BETTER

45 ANNUAL TOUR 45
We open April 22. Two Saturdays. Will book Straight 10 Cent Stock Concessions, Floss, Apples, Popcorn, Bingo. Cookhouse Man and Wife who can and will feed my working men and keep place clean. Will buy Midget Cattle, Midget Mule, Small Pony, Large Dog. Kingfish Crane. Sim, get in touch with us.

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EASTERN AMUSEMENT CO.
PLAYING MAINE EXCLUSIVELY — NOW BOOKING FOR 1950

WANT **WANT** **WANT** **WANT** **WANT** **WANT**

CNCESSIONS—Jewelry, Novelties, Photos, Dart Game, Basketball, French Fries, String Game, Bowling Alley, Cig. Gallery, Glass Pitch, Bumper, Coke Bottle or any other Hanky Pank; not conflicting. **SHOWS**—with own equipment and transportation: Monkey, Snake, Freak, Geek, Big Horse, 5-in-1, Mechanicals and Midget Show. **RIDES**—Will buy or book one Flat Rive, prefer Tilt or Octopus. **HELP**—Wanted in all departments, Ride Help who drive semis. Prefer men with wives to work Concessions. Need Ball Game, Cat Rack, Penny Pitch, Popcorn or any other Concession Agents. Also P.C. Dealers. Drunks or Chasers, don't answer.

Write—M. S. EARL or C. R. ROSS
c/o Municipal Traller Park, Lot C55 22 28th St. S.W., Grand Rapids 8, Mich.
Tampa, Fla. (Until March)
Permanent Address: P. O. BOX 483, Farmington, Maine

DIXIE EXPOSITION SHOWS
Opening around middle of April. Can place Small Cookhouse, Bingo that works for stock, Pan Game—Must have other Hanky Panks, American Mitt Camp, High Striker, Age and Scale, String Game Short Range, Ball Games, Penny Pitch, Fish Pond or Duck Pond, Cig. Gal'ery, Pitch 'Til U Win. All Hanky Panks open. **NO GLASS PITCHES.** Shows with own outfits. Rides—Place one more Kid Ride; also Ride Help on Wheel, Ridee-O, Merry-Go-Round, Chairplane who drive and don't drink. **Address:** ROUTE 10, BOX 549, CHARLOTTE, N. C.
P.S.: Fair Committees in Virginia, North and South Carolina, have 2 open weeks in September and October.

SOUTHERN VALLEY SHOWS
OPENING AT DELHI, LOUISIANA, FAT STOCK SHOW. WEEK BEGINNING FEBRUARY 27

WANT **WANT**

Concessions of all kinds that do not conflict with the exclusives already sold (exclusive sold on Bingo, Custard, Fish and Duck Pond Popcorn and Scales), all others open. **Want Shows** with own outfits. No Ride Help needed. Can use general Show People in all lines. No drunks, comic book readers or agitators wanted.

Write or wire EDDIE MORAN, Mgr., Monroe, La.

Gowns, Jewels Lend Glamour To Greater Tampa Org's Banquet

TAMPA, Feb. 11.—The first annual banquet and ball of the Greater Tampa Showmen's Association was a big success, with the beautiful gowns and jewelry worn by the women guests a highlight.

Gypsy Rose Lee wore brown taffeta, untrimmed. A high hairdo and pointed brown satin pumps completed her costume. Mrs. Al Wagner's choice was black jet, covered with black sequins and steel beads. An orchid corsage, pinned at the shoulder, added just the right touch. Mrs. O. J. (Whitey) Weiss wore dusty pink satin with Dubonnet velvet inset halfway down the strapless gown. Lola K. Hunter's gown was green taffeta. Her corsage was a white orchid. Martha Wagner wore a white crepe dinner model with crystal bead trim.

Mrs. Sedlmayr in Satin

Mrs. C. J. Sedlmayr Sr. was dressed in ice blue satin embroidered with seed pearls. Her daughter-in-law, Mrs. C. J. Sedlmayr Jr., wore royal blue lace and taffeta. Mrs. Curtis Hixon, wife of the Tampa mayor, chose a street-length dress of crepe and satin. Her hat, with feathers, matched the dress. Mrs. Raymond Lee and Mrs. R. H. Zimmer, St. Paul, who were guests at the Sedlmayr table, wore traveling suits.

Freda Wilson's choice was beige crepe in a Grecian design, with embroidered green beads. Clover Fogle wore heavy white brocade. Both carried orchids. Mrs. Jeri Ringlin's choice was a formal white net, trimmed with silver sequins. Mrs. J. C. Weir's gown was a dinner dress of imported beige lace, with orchids her floral choice. Mrs. Russell J. Caughey, who also carried a pink corsage, wore a sapphire blue slipper satin model untrimmed. Mrs. Jean Berni wore grey crepe, with a single pink camelia as adornment. Mrs. Sam Gordon, in flame lace, had a half-circle of baby orchids in her hair. Mrs. Harry Julius wore white lace, embroidered with gold thread. Her headdress was an evening hat of white feathers. She wore a dark orchid at her shoulder.

Mrs. Joe Pontico's gown was a white crepe dinner dress with an orchid as trim. Grace Fillingham wore a black crepe and lace dinner gown, while Mrs. Jerry O'Reilly's choice was an aqua dinner dress, trimmed in seed pearls. She wore an orchid corsage. Mrs. Harold (Buddy) Paddock chose an original brown taffeta dinner suit, embroidered with multi-colored beads on the collar and on the large pockets. Mrs. Johnnie Johnson wore a white satin dinner suit and Mrs. John DeMarco's choice was a black taffeta nylon dinner gown, complete with a corsage of roses.

Multi-colored sequins trimmed the black crepe model worn by Mrs. Sammy Applebaum. Ruth Leworthy wore

a soft blue crepe gown. A black chiffon and lace over blue was Mrs. Eddie Young's choice. Duina and Egle Zaccini were dressed in white and green lace, respectively. Hazel Maddox wore a black lace dinner dress, with Evalyn Clain dressed in white crepe.

Mrs. McLeod in Black

Mrs. Viola McLeod, secretary in Polack Bros.' Circus office and Amusement Corporation of America, Chicago, and Mrs. Nellie Vaughn, secretary in the Thearle-Duffield Fireworks Company office, also Chicago, who are Florida visitors for 10 days, both chose black crepe dinner dresses. Ruth Winters' gown was white net, with Mrs. Eddie Hunter's choice rose chiffon. Mrs. Pete Burkhardt was dressed in a green lace ballerina. Mrs. E. Kemp's choice was white chiffon and net, while Mrs. Morris Freidenheim chose a lace-trimmed red faille model. Mrs. Art Frazier wore a bright silk print, while Minnie Yazvak's choice was aqua crepe and Kay Horbett chose a pale blue chiffon formal.

Mrs. Nat Rogers was gowned in a soft white formal. Berite Perrott and her sister, Connie Austin, wore formals of white taffeta and orchid net, respectively. Lois Hanson's choice was black lace and net with a sheer beige yoke. Mrs. Joseph Brown wore a plain black dinner dress and Mrs. Robert L. Parker chose black chiffon and net. All carried orchids.

White Nylon Net

Mrs. Harry Dennis chose white nylon net and cascading ostrich feathers. Mrs. Ernie Wenzik's gown was sea green sheer, trimmed with eyelet embroidery. Mrs. Joe Sanfratello wore a black crepe dinner dress.

Pie Raffle Featured:

Regular Associated Troupers Hold Annual Going-Away Party

By Virginia Kline

LOS ANGELES, Feb. 11.—The annual going away party of the Regular Associated Troupers was held in the clubrooms Wednesday night (1). A pie raffle was featured.

More than 100 members and guests attended and more than 50 pies were auctioned and consumed. Joe Krug served as auctioneer and Sam Dolman and Dave Friedenheim as collectors. Mrs. Pete Cortez's Brazil-nut rum flavored 12-inch pie brought top price. Most persistent bidder was Howard Lovell, son of Lucille King, founder and first president of the Troupers. Mrs. King is in French Hospital with a heart condition. Next most persistent bidder was Mrs. C. F. Zeiger.

Mrs. Fred Smith baked two apple pies for your correspondent to take to the party. I was lucky enough to buy one of them back.

Brent's Ork Plays

Jerry Brent's ork furnished the music for dancing and the program. Appearing on the program were Marie Ladue, Sunshine Jackson, Tillie Palmateer, still confined to her wheel chair; Jimmie Dunnlong, long-time Los Angeles resident and former cookhouse operator on the Great Patterson Shows; Mickey Goldberg and Mr. and Mrs. Abe Goldstein.

Corned beef and cabbage featured the menu, with Joe Krug as head chef. Kitchen helpers included Mrs. Joe Krug, Rose Fitzgerald, Florence Lusby, Peggy Butler and Eva Scott. Among those attending were Rita and Slim Brazier, formerly with the C. F. Zeiger Shows but now operators of the Big Arrow Shop, Houck, Ariz., who leave today for South

Rhinestones formed an unusual trim from hem to neck on the silk grey print chosen by Mrs. Sid Jessop. Mrs. Jerry Collins chose a dinner dress made from an India Surah scarf. Mrs. Bertha Cohen wore a soft silk print, while Arlene Cooper's choice was pink net and satin. The satin formed a petal bodice and rhinestones made it look as tho it was covered with dew. Mabel Wright's gown was a green silk cocktail dress. Evelyn Kleider wore a car sole topped black chiffon, trimmed with sequins.

Virginia McGee wore a red suit and carried an orchid corsage. Mabel Dalsheimer's choice was navy sheer nylon. Her corsage was a single pink camellia at the bosom. Marie Skelly wore black and white polka dot with silver sequins. Dolly Weber's choice was a deep green satin formal, topped with a single white carnation. Corine Decco's gown was a white crepe. She wore a carnation corsage. Jeane Barrett wore a pale pink silver embroidered lace and net creation and pink apple blossoms in her hair. Sally Morris wore white crepe, floor length. June Tate's choice was white jersey. Mrs. L. I. Thomas and Mrs. Pete Thompson wore black cocktail dresses. Mrs. Louis Swed's choice was a black dinner dress with a rose at the waistline. Mrs. Ernie Dellabates wore a blue crepe cocktail dress with tiny tucks at the hip and bodice. Her evening wrap was white ermine.

Geraldine Gaughn wore a grey net and pink lace ballerina. Billie Cooper's ballerina was pale pink braid embroidered net over deep pink taffeta. Both wore rhinestone jewelry and slippers. Mrs. Harold Hirsch wore a heavy black taffeta and white carnations. Mrs. Ralph Woody's choice was black taffeta and rose net, with one rose her only adornment. Bertha (Gyp) McDaniels wore white callia lilies with her beaded blue crepe. Mrs. Denny Krassness wore brown crepe, Mrs. Eddie Edwards wore beige and Mrs. John Mundy black crepe. All were dinner dresses.

Winter Quarters

Neeslers

SANDOVAL, Ill., Feb. 11.—The Ferris Wheel and Tilt-a-Whirl have been overhauled and the crew is working on other rides. Org will carry seven office-owned rides, including two new kiddie rides. Rolling stock is being overhauled and painted.

Mr. and Mrs. B. V. Neesler, owners, attended the convention of the Illinois Association of Agricultural Fairs at Springfield.

Sammy Silverstein has joined as general agent and is on the road signing celebrations and still dates. J. E. Neesler, owner's son, is on a trip to get two new kiddie rides which he will operate. Walter Deering is still in a veteran's hospital at Marion, Ill., but is expected back in time to operate bingo.

James M. Raftery

WILMINGTON, N. C., Feb. 11.—Shows are being readied for their tour thru North Carolina and Virginia. All rolling stock is in top shape and general repairs are being made on all other equipment.

Fred A. McKinney, general representative, is completing bookings for the summer and the new territory to be played.

Nick B. Stepp, secretary and assistant manager, is lining up ride help and personnel. Shows will carry six major rides, three new kiddie rides and a number of new shows. Four light towers will be carried and electrical department is in A-1 condition.

Org leaves quarters March 11 and opens March 13 on a 34-week tour.—MRS. CARRIE RAFTERY.

Patrice Amusements

ELK GROVE, Calif., Feb. 11.—Agent G. L. Patrice has returned from a booking trip. Several celebrations and fairs were lined up, including the Nevada State Fair at Fallon. Owner Sam Johnston will take out a Merry-Go-Round, ponies and five kiddie rides, to be known as Johnston's Fiesta Shows, opening late this month near Sacramento.

John Francis

ST. LOUIS, Feb. 11.—Mr. and Mrs. John Francis are back from the Little Rock fair meet. He booked four late fall spots to complete his itinerary. Les Henderson, winter quarters foreman, reports that his light towers are coming along okay and that he will have the new trucks lettered in a few days. All equipment is being overhauled and the new fluorescent front arch is drawing attention. Visitors recently were William Snyder, Buff Hottle, Euby Cobb, Ralph Lockett, James Reece and Bob Brady.

American Beauty

PERRYVILLE, Mo., Feb. 11.—J. H. Sharp has returned from the Arkansas fair meeting. He booked five fairs in that State. A new bingo top has been ordered, also new kiddie ride top. Three new tractors and two trailers have been received. Show will have a new Octopus. Recent visitors were Lynn Small, Spot Mason, Lloyd Johnson, Al Sterner and Mr. and Mrs. H. W. Talpin.

John Francis

ST. LOUIS, Feb. 11.—Owner John Francis returned from the fair meeting in Springfield, Ill., and immediately took the missus off to the fair meet at Little Rock. Foreman Les Henderson is keeping the boys working feverishly while painters are lettering three tractors and trailers delivered last week. Crates are being built to take care of the new light towers. George Regan, Sid Sidenberg, James Reece, Heinie Berger, Dave Keifer, Edwin Schantz and Frank Hanasaki visited quarters.

KIDDIELAND

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MANAGER CHIPPEWA LAKE PARK

Chippewa Lake, Ohio Phone 2481 or 2401

WANT TO BUY

Late model Ice Cream Machine in top condition. Must be a bargain for cash.

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To be held week of July 2

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JOSEPH M. SAROSKY, Secy.

Jeddo Stars A. A., Jeddo, Pa.

CLUB ACTIVITIES

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 11.—Board of governors meeting Wednesday night (8) was presided over by Third Vice-President Joseph A. McKee, who has fully recovered from a long siege of gout. The regular meeting which followed was conducted by Secretary Phil Isser as Veepee McKee had to attend a special meeting in another part of the clubrooms. Isser returned last week from a vacation in Florida and is looking fit.

Other officers attending the meeting were Chaplain Fred C. Murray, Counselor Max Hofman and Dr. Jacob Cohen. The annual financial report was read by Auditor H. H. Leves, showing the club in a good financial condition. President Emeritus George A. Hamid sent greetings and regrets at his inability to be present. Mr. and Mrs. Hamid are leaving soon on a vacation voyage.

Welcomed back after a long absence were Irving Sherman, Jack Hornfeld, Ernest P. Moore, D. D. Simmons, Harry Rosen, Assistant Treasurer Ben Weiss, Second Vice-President Ross Manning, Frank Schillizl, Max Tonken and Michael Wynn.

Other recent visitors were Sam Miller, Sidney Herbert, Max Gruberg, William A. Mariash, William Dieckmann and Ben Merson. Application for membership by Edward E. Doyle, sponsored by George A. Hamid Jr., was approved. Al Katzen sent greetings from Haiti. A letter is being held for Al Shriner.

Club's sympathy is extended to the widow and members of the family of Mack Harris, who died February 4 in Asbury Park, N. J. Many members of the Ladies' Auxiliary and the NSA attended funeral services Monday (6).

On the sick list are Herman S. Robinson, John Nichols, Jack Lichter, Fred Perkins and Herman Moskowitz, True Perkins, Irving Udowitz, James Cox and John O'Rear.

The auxiliary will hold a card party in the clubrooms Tuesday (14). House committee is busy making many improvements in the clubrooms. Next meeting February 22.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 11.—Regular meeting Thursday (2) was presided over by Buff Hottle. Also on the rostrum were William Snyder and Euby Cobb, secretary. A spirited meeting was held after Cobb read a letter received from H. E. Stahler, secretary of Miami Showmen's Association, in which Stahler stated that the admission tax is coming up before the Senate and that all show people should lobby against it. Others beside Snyder who talked on the tax subject were Buff Hottle, John Francis, George B. Flint, J. P. Murphy and Euby Cobb.

Charles Chaney received a vote of thanks for his donation of fish to the annual fish fry held by both clubs. Morris Cransberg, of the Northwestern Bottling Company, was thanked for the two gross of cocktail glasses donated to the club.

Preparations for the St. Patrick's Day party are going ahead and Pat Miller's five-piece band has been retained for the event.

Tommy Tidwell is in a hospital in Aransas Pass, Tex. Harry W. Ewers is on the sick list and Fred ZaChille is not showing any signs of improvement at Bethesda Hospital. Jack Thomas died and was buried at Houston.

Among visitors or members who came to the club for the first time were S. A. Holzman, Frank Weber, Monti Matthews, Bill Piggott, Mack McCurry, George B. Flint, William Henderson, Ed Mahoney, Don Martin, Danny Martin and Ralph Lockett.

George Regan, P. E. Waughn and William (Red) McCoy report business good at the Fort Worth Stock Show despite inclement weather.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Feb. 11.—Charles Zemater presided at the Thursday (9) meeting, assisted by Treasurer Walter F. Driver and Secretary Joe Streibich. Also on the rostrum were Al Sweeney and Jack Duffield. Application of Anthony R. Sibano was presented. Letters from Neil Webb, Patty Conklin, Charles A. Lenz and Mrs. Morris Lipsky were read.

Mickey Blue invited members to be guests of Louis Stern at the Polack Bros.' Circus in Medinah Temple March 4.

George B. Flint is back in town working on another issue of *News Flashes*.

Sick list included Ralph Wiberly, Jack Benjamin, Tom Auman, Pete Andrish, W. O. Perrot, W. C. Deneke, William E. Saunders and Ernie Young, the latter now home from the hospital.

Visitors to the clubrooms were Phil Fein, Dave Malcolm, Carl A. Mann, Frank J. Bligh, Harry Cherniak, William Meyers, Gerald Snellens, John Lempart, Jack Kaplan, Dave Picard and Arthur Warning.

Ways and means committee is considering holding a spring party in April, and also requests response to cards sent out on the Buick award so records may be completed. Ned Torti announced that members still having tin banks in their possession should keep them for the 1950 campaign. A report on the banquet and ball showed profits topped those of the last several years.

Mr. and Mrs. Ray Oakes entertained in their home recently in a combination wedding-anniversary and birthday celebration for Mrs. Oakes. The Ed Sopenars also were hosts to several League members in their homes.

Jack Hawthorne writes he will be on hand for the Buffalo Bill party Saturday (25). Eddie Murphy is in Tucson.

Show Folks of America

1191 Market St., San Francisco

SAN FRANCISCO, Feb. 11.—President Mike Krekos called the Tuesday (7) meeting to order. Third Vice-President Art Craner and Corresponding Secretary Albert Roches were absent. Bill Kindel was seated on the rostrum. Minutes of the preceding meeting were approved.

The following were presented for membership and voted into the club: Jacque Roth, Frank Skinner and Harry Schwartz.

Past President Eddie Burke reported that his street vaude show in behalf of the club raised \$458.71 for the March of Dimes. A rising vote of thanks was given Burke and his helpers.

President Krekos announced the scheduling of a hi-jinks to coincide with the March 6 opening of new club rooms at 145 Turk Street. He named Bill Kindel, chairman, and Fred Weidmann, vice-chairman of a committee to handle arrangements.

Letters were received from Helen and Harry Dilbeck, Indio, Calif.; Estelle Rosenthal, Miami, and Gertrude Yurka, San Pablo, Calif. Recess was called for the pot of gold. Holder of the \$25 winning ticket was Adam McBride, who donated \$5 to the building fund. Other donors to the fund were Bill Kindel, \$25; Mr. and Mrs. Ted Levitt, \$25, and Lester Hart, \$25.

It being ladies' night, the following program was presented thru the courtesy of Jessie Silver, director: Joan Finnegan, pianist; Ray Lombardi, emcee; Red Rose Ballet, by Helen Haight, Lauvanne Silver, Carolyn Vogel, Joan Blackman, Diana Smith, Ruthie Olafson, Patsy Girfray, John Sabature and Ray Lombardi; Frank Lazzarino, guitar; Leary and Limert, mental act, and music for dancing by Mr. and Mrs. Charles Payne and Mr. Hennessey.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Feb. 11.—Regular meeting was held in the clubrooms, with George A. Golden, first vice-president, presiding in the absence of President Carl J. Sedlmayr.

The softball team is in practice every day. On February 19 the team will play the Greater Tampa Showmen's Club in Miami. The annual basket picnic will be held at Crandon Park February 19.

At the meeting talks were made by Clarence Luther, Maxie Herman, John Keeler, L. I. Thomas, Mel Dodson, Max Goodman, Louis A. Rice and George Goodman.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, Feb. 11.—A regular business meeting was held February 6, with Louise Hickman presiding. Ruth Martone was back for a visit.

Negotiations are under way to purchase more cemetery lots, with Riley Hickman acting as go-between. It is planned to add 67 more grave spaces. Joe Murphy will donate two big stone lions to be mounted as an abutment to the present monument. Margaret Pugh has donated a wrought-iron bench, and Eddie Vaughan a bird bath.

Ohio United Showmen's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., Feb. 11.—Association met in regular session February 5 at the clubrooms, with President B. Jay Myers presiding. All officers were present and the new by-laws were read and approved. Following committees were appointed by President Myers: Tony Diano, financial advisor; L. A. Hufler, chairman special entertainment committee; Bert Crawford, grievance committee; Howard Neil, tickets and entertainment. Tony Rossetti, Louis Moore, John Halbert and William Flinn, publicity, were appointed to serve with Neil.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 11.—A social and bingo party was held at the club Thursday (2). Mrs. Tillie Kahl, sick most of the winter, attended. Mrs. Floella Chaney came up from Biloxi, Miss., for the first time this season. Mrs. Lotis Francis, who was awarded the \$50 bond at the ladies' installation party, donated it to the club. Mrs. Lillian Hemmer was the pianist at the installation party. Frames for the pictures taken at the installation were donated by Estella Regan. A luncheon and party is being prepared by the club for St. Valentine's Day.

Hot Springs Showmen's Association

310 1/2 Central Avenue, Hot Springs

HOT SPRINGS, Feb. 11.—President Harry W. Hennies presided at the Friday (3) meeting with about 70 members attending. Principal business was discussion of details for the burial in the showmen's plot of W. T. (Trusty) McCulley, who was killed February 1 in a Los Angeles automobile accident. The President reported the widow and two children in financial distress, and it was decided that the club would bury McCulley, altho he was not a member. Wires were sent to showmen's clubs in Miami, Tampa, St. Louis; Hugo, Okla.; Detroit and Chicago, giving details and asking assistance for the widow. The body arrived Sunday (5) and burial took place Monday (6).

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 11.—Regular weekly meeting was called to order by President Lester K. Carter, with all officers present except First Vice-President Raymond Clayton, who was on his way to Tampa to attend the Greater Tampa Showmen's Club banquet. He was accompanied by his wife, Charlotte, H. E. Jackson, A. E. Brumbaugh, William Morgan Pilgren and Charles E. Wheeler were elected to membership. The ways and means committee's Saturday night jamborees continue to draw capacity attendance. George Carpenter, treasurer, tendered his resignation effective March 9.

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and all kinds of Hanky Panks, Buddy Buck wants Girls for Girl Show.
Moore's Modern Shows
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MAGIC EMPIRE SHOWS, Columbus, Georgia

EAST COAST SHOWS
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Can place few more Hanky Panks, \$12.50 at present. Will place Wheel and Kiddie Auto, low percentage. Show booked N. Y. State for summer. Will book Shows with own equipment. Wes Millican, country cousin, contact
"BUD" POINT
P.S.: Danny Festa (have new store).

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Mort Messias wants Agents; immediate placement. Brooklyn Red, contact.
Wire this week Goulds, Fla.
P. S.: Watch ads for Lake Worth, Fla., right on highway.

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SUNSHINE SHOWS, 2105 EAST CHELSEA ST., TAMPA, FLA.

700 See First Home-Grown Show For Polio at Middletown Midway

MIDDLETOWN, O., Feb. 11.—More than 700 persons braved a sleet storm January 30 to witness the first home-grown skating revue, *Skating Frolics of 1950*, and the Butler County polio fund was \$350 richer, as receipts of the show were turned over to the March of Dimes drive.

For two hours the overflow audience witnessed a full-scale roller skating extravaganza complete with lights, music, costumes and 40 youngsters. The show was under the direction of James Alex, professional at Midway Roller Rink near here,

Curvecrest Trophy Awarded for Keeps In Dance Contests

MUSKEGON, Mich., Feb. 11.—The Curvecrest challenge trophy became permanent property of Dale Elliott January 22 when he and his partner, Lois Weaver, won the sixth annual Muskegon skate-dance championship at Perry B. Giles's Curvecrest Roller Rink. The trophy was to become the property of any skater winning the event three times. Dale won twice previously. His partner was also a previous winner, having held the title last year with another partner.

Elliott and Miss Weaver received another citation the same night as the first couple in Western Michigan to pass a silver dance test. Bronze dance tests were passed by Jack Vanderwier, Ruth Shepard, Mitzi Smith, Glenn Wolffis, James Bakke, Terry Pfiel and Barbara Mosier, all of Muskegon; Pat Pawlick, Grand Rapids, and professionals Cleona Seibert, Frankfort, Ind., and Goldie Engel and Joe Hackett Jr., Grand Rapids. Judges for the tests and competitions were Mat and LaVerne Solomon and Edward O'Brien, all of Chicago.

On Valentine Day Curvecrest will repeat its "sweetheart night," having as guests all couples who met at the rink and were subsequently married. On the same night the roller skate "king" and "queen" will be crowned, climaxing a contest being conducted by the rink.

who was national junior dance champ in 1941 and holds several Ohio skating titles. Martin Bevis supplied musical background for the show on the Midway's Hammond.

The program opened with a medley from the show, including: *Show Business, Tico Tico, A Pretty Girl Is Like a Melody, St. Louis Blues and Lover*. To the tempo of *Begin the Beguine* the chorus supplied background for a ballet duet by Marlene Smith and Carolyn Null. Seven girls participated in a number titled *On the Pond* to the tune of the *Skater's Waltz*. *Washington Post March* provided background for five majorettes, twirling as they skated. *The Blue Danube* provided the setting for *Ballet Class*, featuring Betty Bevis, Joann Welch and Susan Hagen, which ended with a quick-switch comedy ballet by Bob Hagins, Gene Cole and Bill McNabb. The chorus then stepped out to the strains of *March Militaire*, forming a wheel.

Heavy applause was given the group's *Slaughter on 10th Avenue*, a reproduction of the scene Gene Kelly and Vera Ellen danced in *Words and Music*. Jeane Anne Young and Bass Brandenburg skated the Kelly-Allen roles. Every show has a stopper and the Whirling Wonders (Lafe Henderson, John Brown and Thelma Wise), filled that niche. Brown later teamed with Alex to present *Mom and Dad* to the tune of *Meet Me in St. Louis*. An off-skates number, blues singing by Mrs. Helen Lensaw, brought curtain calls to the ex-vaude performer, who added greatly to the show's success. A cute tap number was performed by Molly Rossi and the show swung into the finale following a 14 step by six couples. The curtain fell on the cast skating to *There's No Business Like Show Business*. After the finale, Alex was called back by the crowd and cast to give a skating exhibition.

With limited rehearsals the entire cast and crew did a job, and spectators left the rink amazed at the skaters' skill. Costumes and make-up were handled by Mr. and Mrs. Ed Kempf; direction and choreography, James Alex; music, Martin Bevis; emcee chores, Bernie Wullkotte, of Station WFPB; public relations, John Brown, and electrical work, Robert Gray.

Stockton Gross Registers Gain; Sets Two Clubs

STOCKTON, Calif., Feb. 11.—A shake-up in personnel and operating policies has taken place at Stockton Rollatorium since Paul J. Gilbert, formerly of Del Monte Gardens, Monterey, Calif., took over the management December 3. December operations at the rink, owned by Len Honey, Bill Honeyfeld and Gilbert, hit a new high, Gilbert reported, and the anticipated January slump failed to materialize. In fact, the gross was better than December's.

One of Gilbert's first moves was to obtain the services of pro Richard McIlroy, former Oakland, Calif., teacher, to assist him. McIlroy, who will instruct the senior club, is a silver medalist and former State dance champion, having won the California title of the United States Amateur Roller Skating Association in 1946. He formerly was pro-manager at Skateland, Pittsburg, Calif., and had also taught at Modesto and Merced, Calif.

First on Gilbert's program was formation of two clubs at the rink, the Stockton Junior Skating Club and the Stockton Skating Club. The former is open to skaters under 15 and now has 54 members who receive free Saturday morning lessons. The latter, organized February 1 with membership of 20, meets Wednesday evenings one hour before the general session for class work. Members remain after the general session for an hour of dancing.

Gilbert also has inaugurated free beginner classes on Tuesday nights before the regular session and free classes for advanced skaters on Thursday nights. Sunday mornings have been set aside for the coaching of competitive skaters in figures, pairs, free style and racing.

The junior club holds its first party February 11, a Valentine affair. There will be games, races, prizes and novelties.

Stockton Skating Club officials are: Dee Riggs, president; George Hunt, vice-president; Marguerite Hunt, secretary-treasurer; Paul J. Gilbert, business manager, and Richard McIlroy, club professional.

400 Attend USARSA Dance

NEW YORK, Feb. 11.—Over 400 skaters and friends turned out for the third annual United States Amateur Roller Skating Association (USARSA) ball Saturday night (28) at the Lincoln Square Ballroom of St. Nicholas Arena here. Co-chairmen of the dance were Maurice Carreiro, of the skating club of Boulevard Arena, Bayonne, N. J., and Dick Scwerko, of the skating club of Hackensack (N. J.) Arena. Dress was optional, with most guests coming formal. Tickets were \$1.50 a head. Music was by the nine-piece Barry Brothers' band.

Torrington "Dimes" Benefit

TORRINGTON, Conn., Feb. 11.—A public skating party for the benefit of the March of Dimes was held January 28 at St. Stephen's Hall here, with a skating exhibition by Arthur and Juliette Forcier, former national champions, the feature attraction. The rink was open from 8 p.m. to 1 a.m.

Hillbillies Play Coliseum

CHARLESTON, S. C., Feb. 11.—Coliseum Skating Rink here has a giant Saturday afternoon promotion underway that is aired by a local radio station from 2 to 5 p.m. *Crossroads Jamboree*, a hillbilly program featuring 30 local professional entertainers, is staged each week for the matinee patrons. Operators report the gimmick holding up well.

Swing Partners

MUSKEGON, Mich., Feb. 11.—Square dancing on roller skates was a feature of a public square-dance festival held here February 2 under the direction of Horman Holes, local caller. Four couples from Perry B. Giles's Curvecrest Roller Rink here participated in the affair, John and Shirley Myer, James Bakke and Nancy Plumley, Bob Hepburn and Yvonne Angel, and Lois Weaver and Dale Elliott.

Chi Shoe Firm Afoul of FTC

WASHINGTON, Feb. 11.—Failure to reveal the foreign origin of shoes sold as parts of roller skating outfits is challenged as deceptive in a complaint issued by the Federal Trade Commission against Sports Shoes, Inc., Chicago.

According to the complaint, the skating outfits consist of imported shoes to which roller skates of domestic manufacture are attached. Some of these shoes are stamped on the sole with the legend "Made in Mexico," but this is covered when the skates are attached, the complaint states, adding that the skates themselves carry the stamping "Made in U. S. A." Cartons in which the outfits are packed—bearing the corporation's name and the word "Chicago"—contain no statement showing the Mexican origin of the shoes, the complaint declares. It alleges also that salesmen employed by the corporation fail to disclose that the shoes are of Mexican origin, and that advertisements in a national magazine likewise make no such disclosure.

Declaring that a substantial portion of the purchasing public accepts merchandise as being of domestic origin unless it is marked in such a way as to disclose its foreign origin, the complaint charges that the corporation's failure to make such a disclosure has the capacity and tendency to mislead and deceive purchasers. It asserts that among the purchasing public there is a "substantial and subsisting preference for products which are wholly of domestic manufacture or origin."

The corporation is allowed 20 days to answer the complaint, which alleges violation of the Federal Trade Commission Act.

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Skateland "Revels" Polio Benefit Pulls Attendance of 600

CLEVELAND, Feb. 11.—A full-scale revue, *Roll-A-Revels*, drew about 600 persons to Skateland here to see a benefit performance for the March of Dimes. Production was under the direction of Al Campana, rink manager, with details handled by teachers Cliff Campana and Dorothy Law Brodek.

Accompaniment was furnished by organist Billy Mellert, including an overture. Numbers included *Bachelor Takes a Holiday*, Bobby Jones and Dick Rasgaitas; *Merry Widow Serenade*, Ray Biro, Dick Horsfall, Steve Brodek and Casey Grabowski; *Barber Shop Quartet*, Allen Gross, Ken Emerson, Don Huth and Gordon Stahl; *Little Princess*, free style by Jackie McCormick; *Sherwood Forest*, Ray and Bonnie Gaydos and ensemble; *Rhythm Revelry*, Chuck Zamencnik and Gwen Bowen; blues, Dick Horsfall and Carol Boyle; Westminister Waltz, Steve Brodek and Gergette Grabowski; Iceland Tango, Bib Jones and Evelyn Litvaitis; Drop Three Continental, Dick Rasgaitas and Terry Theisen; Flirtation Waltz, Vic Wilscek and Dorothy Garber; *Young Smoothies*, Skip and Lynn Power; *Study in Jade*, ensemble number featuring Bobby Jones; *Boulevard of Broken Dreams*, Rose Demian, Dick Rasgaitas and Terry Theisen; *Orientele*, acro work by Peggy Peterlain; *Miss Prim's Charm School*, satire on a skating class by Bob Kalish, Jack Nettis, Bob Molnar and Jim Jones, and *Carribean Enchantment*, ensemble finale featuring Janet Pagnoli and Joe Nemenich. There was cast of about 50.

Among those attending were Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, and Mr. and Mrs. V. Swanson, Roller Derby Skate Company.

Holland Holds Polio Benefit

BRIDGEPORT, Conn., Feb. 11.—Ruth Holland, owner-operator of Holland's Skateland here, turned over receipts taken in January 21 night to the March of Dimes campaign. That night the Holland Roller Skating Club put on a three-hour exhibition. Rink received considerable publicity because of the gesture. In addition to radio mentions, several of local newspapers carried pictures of the club group.

Shore's "Fantasy" Draws Big

NEPTUNE, N. J., Feb. 11.—Near capacity crowds turned out Wednesday (1) and Thursday (2) for *Flight Fantasy*, first show presented by a newly formed skating club at Shore Roller-drome here. Production featured 100 colorfully costumed skaters in numbers designed to transport spectators from the Bowery to San Francisco to the Orient.

Million of 'Em!

CLEVELAND, Feb. 11.—"A million kids" is the term used by Manager Jack Dalton to describe Saturday and Sunday afternoon attendance of children at the Roller-cade here. Roller-cade Skating Club, directed by Tony Mayo, is now rehearsing the annual show to be held February 26-28 for the benefit of the polio campaign and Roller Skating Rink Operators' Association.

Tommy L. Hopton, organist, is in his seventh year with the Roller-cade, which is emphasizing variety in its programming. Two meeting rooms and theater-type chairs for 2,000 patrons are features stressed by the operators, Dalton and Clarence and D. J. Reynolds.

2d Roller Hockey Front in Gotham

NEW YORK, Feb. 11.—With American League pro roller hockey established by wrestling mogul Bill Johnston as regular Sunday night fare at St. Nicholas Arena, a second puck-and-stick front opened last week at Jamaica Arena, Queens. Matches at the latter site will be held every Tuesday evening.

Early press notices on the game have made up in enthusiasm what they lacked in quantity. Mike Lee, sports editor of *The Long Island Press*, for instance, wrote: "See for yourself the thrills and spills of the newest sport, Murder on Wheels." Bill Love, in his *Journal American* skating column, said: "A filling dish for those whose appetites crave fast action, thrills and miscellaneous mayhem." Makes the touted Roller Derby seem creampuff." While both Lud, of *The Hudson Dispatch*, and Nino Lo Bello, *Ridgewood Times*, assured readers that roller hockey packs more wallop than the ice brand.

Johnston reports that altho crowds have not lived up to advance hopes, roller hockey is slowly taking hold. For one thing, individual players are building up followings and some are getting to be draws.

All-Out Polio Drive At Centralia Drome

CENTRALIA, Wash., Feb. 11.—Five-year-old Chuck Coleman, Chehalis, Wash., and Ronnie Skinner, eight-year-old Centralian, both polio victims, were featured attractions, along with top skaters of the Walter Anderson Dance and Figure Club, at March of Dimes benefit shows staged January 30 and 31 in Mr. and Mrs. Walter Anderson's Centralia Roller-drome.

Large crowds of adults and children attended the parties Monday (30), designated as Centralia Night, and Tuesday (31), Chehalis Night. During the program the little polio victims skated about the floor as James W. Davis, local March of Dimes chairman and program emcee, told of work accomplished thru contributions to the polio fund.

Presenting the program of exhibition skating were Donna Benedict and Wayne McDonald, U. S. national dance champs of 1947 and '48 in the novice and intermediate divisions; Joy Miller, Roller-drome pro and silver medalist; Charles Howell, senior; Helen Ziebell and Dean Brown, and Marilyn Loop and Douglas Brown, dance routines, and club members in several precision dance numbers.

Round-Up to Kienke's Avalon

GREENVILLE, Mich., Feb. 11.—Western Michigan Skaters' Round-Up for February will be held tonight at Avalon Rink here, operated by Harold Kienke, formerly of Muskegon, Mich. The January affair was held at the Rolladrome, Muskegon, with 11 rinks represented, tho a heavy blizzard cut attendance.

Empire Marks Anniversary

BROOKLYN, Feb. 11.—Empire Roller-drome operated by John Swanson and Mike Durante, celebrated its ninth anniversary Tuesday (7) with a program of special events. Included were games, prize contests and skating exhibitions by George Joseph and Coni Nicholas, adagio team from Gay Blades Rink, and home clubsters Frank DeJohn and Betty Jahn.

Anselmys Open New Rollery in Pontiac, Mich.

PONTIAC, Mich., Feb. 11.—The new Rolladium near here was opened recently by Anthony and Alice Anselmy, with a capacity crowd estimated at 2,000 visitors out for the preview. Formal presentation of membership in the Roller Skating Rink Operators' Association by Fred A. Martin, secretary-treasurer, was a highlight of the opening.

An exhibition program was presented by visiting skaters, including Nancy Lee Parker, senior ladies' champion; Laurene Anselmy, junior girls' champion, and her partner, Paul Lampkin, in a pairs exhibition, and a novel free skating number by Patricia Jerrard, former national juvenile speed champion.

Michigan visitors included Mr. and Mrs. Earl King, Flint Park Roller-cade, Flint; Mr. and Mrs. Jesse Bell, Walled Lake Rink, Walled Lake; Mr. and Mrs. Harry Collins, Collins Rink, Imlay City; Mr. and Mrs. M. B. Thompson, Parkway Arena, Saginaw, and Mr. and Mrs. Ed Martin, M & M Skate Supply Company, Detroit, who took turns at introducing skaters to the various service departments of the rink.

The Rolladium is a structure 102 by 230 feet with a floor 89 by 190 feet. It was constructed virtually by Anselmy himself, and paid for as construction progressed. Concrete was poured about 18 months ago, followed by erection of columns, setting up of blocks for sidewalls and front, and construction of 15 cross beams, each 10' feet in length, all done with the help of only one man. A mechanical hoist was used to erect beams. Roofing, heating plant and sub-flooring were completed by December 15, when flooring was delivered, and extra hands were then hired to complete the project.

The structure includes a five-room apartment for the resident manager—a post filled by Bert and Marilyn Anselmy. Parking space for several hundred cars encircles the building.

Skating classes have been moved from West Huron Rink, formerly operated by the Anselmys, with Bert and Marilyn Anselmy in charge. Classes for children are proving popular. A considerable amount of private skating instruction is being booked.

Anthony Dies in Newark; Was Veteran Pro Racer

NEWARK, N. J., Feb. 11.—Marc (Gus) Anthony, 82, former international roller skating champion, died February 1 of complications resulting from a fractured hip sustained in a fall at his home here.

Anthony won his first race in 1883. A few months later he took several big events, including the diamond belt race for the championship of New Jersey, and then won the national amateur championship. He captured his biggest prize by taking first place in an international professional contest in Chicago in 1907. When his active skating career ended he served as manager of several rinks.

Talent Scout Show Gets Polio Dimes

RICHMOND HILLS, N. Y., Feb. 11.—Almost 1,000 skate fans turned out for a March of Dimes benefit show Tuesday (7) at Hillside Roller-drome. Production, directed by Manager-Pro Eddie O'Neill, was patterned after the Arthur Godfrey *Talent Scout* program, with comic Max Zera, of Roller Skating Institute of America, playing the Godfrey role.

A dozen skating and non-skating acts, each introduced by a scout, comprised the show. Winner of the grand prize, six to *South Pacific*, was the fours team of Ken Doscher, Dotty Rates, Louis and Janet McWilliams.

ARSA Gold Dance Tests Set

NEW YORK, Feb. 11.—The U. S. Amateur Roller Skating Association (USARSA) has announced gold medal proficiency tests in skate dancing for February 26, at Harry Kleinman's Staten Island Rolladium. According to Ozzie Neisor, USARSA secretary-treasurer, there will be 23 aspirants.

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AGENTS—SELL FINEST FOOD PRODUCTS DIRECT to homes; successfully sold for 25 years; big profits; powerful combination sales plans make sales easy; permanent repeat business; powerful premiums and free door openers for easier sales; samples furnished; live territories open to distributors. Mother Hubbard Products Co., 4139 Grand, Dept. B-1, Chicago.

AGENTS—STIMULATE BUSINESS WITH TERRIFIC, new, fast selling Automatic Gun that shoots colorful bubbles; 79¢ retailer; your cost, \$18.60 per gross, f.o.b. Balto. You resell for \$13.70; your profit, \$65.16. Mail check or money order today; samples, \$4.80 doz.; exclusive territory open. Write Viking Corp., 27 So. Howard St., Baltimore 1, Md.

A FULL SIZE, ALL NEW, IMPORTED, Dependable Electric Portable Sewing Machine, round bobbin; guaranteed perfect stitching; every demonstration a sale; \$69.50 each; above heads only \$44.50 each; used Treadle Stands, \$5 each. Mitchell Goldman, 5 Brighton First Rd., Brooklyn 35, N. Y. mah18

A LARGE ILLUSTRATED CARTOON BOOKLET! Big profits! Buy wholesale! 10 copies plus twenty different illustrated Comto Laugh Cards, send only \$1. Kaye Harris, Box 550, Palm Springs, Calif. fe25

ALUMINUM AWNINGS, BIG PROFITS: PARTS furnished to quick assembly and installation; any size or color for homes and commercial bldgs.; distributors write for territory desired. Sy Kramer, 1315 S Wilson St. Los Angeles, Calif. Box 10262 Tampa, Fla. fe18

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes: also entirely different, new Deluxe All-Occasion assortment with television card; Little Pearl's, Hankie Gift Greetings, other surprise items; feature boxes on approval; free notes imprinted stationery and Rose Scented Notes; write today; it costs nothing to try. Cheerful Card Co., 1108 White Plains, N. Y. fe25

A NATURAL FOR GIFT, NOVELTY SOUVENIR and gift shops; over 200% profit selling Mexican style Rayon Lace Cactus-type Scarfs and Handkerchiefs; one dozen sample scarfs, assorted colors and sizes, \$13.50 doz.; 2 doz., \$25. The famous rose-scented Buflight Lace Handkerchiefs, 6 assorted colors, \$12.50 gross; sample dozen, \$1.50. 25% deposit, balance C.O.D.; immediate delivery; order from ad; no catalogs. Cactus Textile Creations, Box 3163, Terminal Annex, Los Angeles 54, Calif.

ANOTHER SENSATION—TALKING GREETING Cards, Actually talk; simple to operate. Assortment of 5 cards for all occasions. Sell on sight; 5 samples and selling plan, \$1. Don't delay. Mims Novelties, 2003 Main St., Santa Monica, Calif.

BEST QUALITY WALLETS, PURSES, ETC.— Manufacturers' prices; Alligator Grain Wallets, \$4 doz. \$1 doz. deposit, balance C.O.D. Also brand new fast selling styles; send for price list. Crescent Sales Co., 150 Broadway, N.Y.C.

BLACK LIGHT ADMISSION CONTROL — Complete with black light, invisible ink, pad, stamp; only \$17.50 Glowspar 601 S Vermont, Los Angeles, Calif. fe18

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing 218-F Investment Bldg. Pittsburgh 22 Pa. fe25

CALIFORNIA KNOT TIES IN BEAUTIFUL Jacquards, solid colors or stripes, Dozen, \$8.50 postpaid. Sample Tie, \$1. Sam Hoge, Box 144, Columbus, Nebr.

COWBOY RIDING HORSE—COLORFUL WESTERN Souvenir Sensation! The Ridin' Cowboy, 4 1/4"x7" high; cowboy swings his lasso as his white horse actually prances and moves in lively manner, swinging his tail; horse also dances on his hind feet; two full minutes of action each windup; terrific summer pitch! Sample, 75¢ prepaid; special dozen and gross prices. Ellswood's, Pueblo, Colo.

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples; free illustrated folder Wonderland Studio Inc. P O Box 709B, St Petersburg, Fla. fe25

DUPONT NYLONS—FANCY PACKED, 3 PAIR to box, \$151. \$7.50 per dozen; \$500, \$6 per dozen; \$300, \$3.50 per dozen. Sizes 8 1/4 to 10 1/4. Rejects, \$1 per dozen in 10 dozen lots; or more. Sample order consisting of 3 pairs \$151, 3 pairs \$500, 3 pairs \$300 and 12 pairs of rejects, for \$5.25. McDonald Mfg. Co., Ooltewah, Tenn. mh11

EARN \$10 DAILY SELLING LATEST COLORED Auto Key Chain Puzzle; sells fast; send \$1 for sample dozen and see them go; special price in gross lots. United Joke Co., 49 Hanover St., Boston 13, Mass. mah4

ERIE—DIGGERS—HAND OPERATED; POKER-nos; Merchantmen, Iron Claws, Microscopes, Rotary Merchandisers; we buy Diggers, Rotaries, National, 4243 Sansom, Philadelphia, Pa.

FREE FOLIO 700 MONEY MAKING DEALS: Business Plans, Formulas, Mail Order Ideas; wholesale supply sources; unusual items. K'n'mite Box 572 Dent A. Dayton 1, O. fe18

FULL FASHIONED DEPENDABLE NYLONS—Our select grade \$6.50 per doz.; \$2's, \$3.50; \$3's, \$1.25 doz.; sample order sent postpaid for \$4 consisting of 12 pair \$3's, 3 pair \$2's and 3 pair \$1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

FULL FASHIONED NYLONS \$1 PER DOZEN in lots of 10 dozen or more. Shearnit Hosiery Co., Box 1524, Chattanooga, Tenn.

FULL-FASHIONED NYLONS IN VOLUME only; we are leading the field in low prices and quick service; price list furnished. Sibert Jobbers, Chattanooga 4, Tenn. Phone 9-7949

"GEM-LITE" LUMINOUS GIMMED (CLOTH) Tape, any width length; sample foot 25¢; other luminous products; Sellers "Gem-Lite," 12691 Charret, Detroit B-12 Mich. fe25

"GIRL FRIEND"—12 MINUTES ORIGINAL laugh material for male singles, night club com'cs, \$1. Springer, 58B Wilklow, Hempstead, N. Y. fe25

HOSIERY DIRECT FROM MILL—LADIES' NY-lons, new spring shades, \$1.25-\$1.10; Men's Hosiery, \$1.83; Men's Nylons, \$5.25-\$6; Misses' and Children's Anklets, in all shades and sizes, \$1.93 per doz. Satisfaction guaranteed or money refunded; all orders C.O.D. A trial order will convince. Ruth Hosiery Company, Box 1011, Chattanooga, Tenn.

HUNDREDS OF SOUVENIRS, DECALS AND Stickers; American and foreign; 20 different samples; quantity prices, \$1; 100, \$4 postpaid. J. R. Brownlow Box 3163, Terminal Annex, Los Angeles 54, Calif.

LADIES' FULL FASHIONED NYLON HOSE—51 gauge, 15 & 30 denier, packed 3 pairs to box; latest shades, standard sizes; our best number, \$6.50 doz.; lower grade, \$3.50 doz.; rejects, \$1.50 doz. Sample order of 3 pairs each number, \$3 prepaid. 1¢ deposit on all c.o.d. orders. Nylon Hosiery Co., 2323 Broad Street, Chattanooga, Tenn.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad (lock or return it for full refund; exclusive territory; to good men; no experience needed. Electric Ad Clock Co 222 North Jefferson St. Chicago 6 ap1

MAKE PERFUME FROM OUR CONCENTRATED extracts; information free. Men, women write. Carey Laboratories 1914 Chouteau RB St. Louis 3, Mo. fe18

MAKE "MAGIC MIRRORS" FROM ANY WIN-dow or door glass; you can see out, no one can see in! Instructions in booklet form, 8 1/2"x11, \$1. Gaurhar, Box 12, Philadelphia, N. J.

MAKE MONEY FAST—SELL GORGEOUS, NEW metal and \$1 Plastic Greeting Card assortments; 100 other sell-on-sight items; \$1 all-occasion cards for \$1; Birthday, Easter, Relative cards; wrappings, scented stationery, gifts; amazing profit; bargain offers; write for samples on approval. Heenkamp, Dept. BD-4, 361 Broadway, New York.

MEN—LARGE SIZE SHOES, LARGE SIZE SOCK; we specialize in large sizes 10 to 16, widths AAA-EEE; dress, sport, work shoes; guaranteed; write for free catalog. King-Size, 305, Brockton Mass.

MEXICAN NOVELTIES—CLAY TURTLES, AR-millos, Alligators, moving the head and tail, \$6 gross, \$40 for list. General Mercantile Co. Laredo, Tex.

MEXICAN DESERT CACTUS PLANTS—SMALL size, for pots, \$5 hundred, assorted; ten samples, \$1 postpaid. General Mercantile Co., Laredo, Tex.

MEXICAN DESERT RESURRECTION PLANTS —Commercial size, \$20 thousand; small size, \$10 thousand. General Mercantile Co., Laredo, Texas.

NUDIE CUTIE TABLE LIGHTER—SHE'S A hot seller. Sample and wholesale prices, \$1 postpaid. New York. Article Company, G.P.O. Box 465 New York 1, N. Y. mh11

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y. fe25

ORIGINAL—DRINK HAROUPOLO; HAVE A punch; Polar Punch, the perfect fruit beverage. Softco System, 58 Washington St., Hoboken, N. J. mh4

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890. 1500 varieties for stores, taverns, etc., \$4 per 100 also changeable Signs and Religious Motives. Free catalogue. Koehler, 335 Goetz, Lemay 23, Mo. fe25

ABALONE PEARL SEA SHELL JEWELRY — Italian Coral and Inlaid Mosaic Jewelry, Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties. Joseph Fleischman 3201 Granada, Tampa, Fla. fe18

A BIG PROFIT FOR NOVELTY STORES, wagon men, salesmen; new, different; sell tap-rooms, bars, night clubs, barber shops, stores; everyone buys this red-hot number; send 25¢ for prepaid sample and particulars to Shafer Co., Box 723, Kansas City, Mo. mah4

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Men's & Ladies' Famous WRIST WATCHES

★ ELGIN ★ BULOVA
★ GRUEN ★ BENRUS
★ WALTHAM

Brand new 1950 model cases. Reconditioned and guaranteed like new.

\$8.75
7-Jewel

15-Jewel \$12.45
17-Jewel \$14.50
Rhinestone Dial, \$1.50 add.

Gold Filled Stretch or Comb. Band, \$1.50 add.
Feb. Only! Plastic Gift Box FREE with every watch.



NEW 1950 RINGS at NEW LOW PRICES

Sterling Engagement Ring with 3/4 ct. sparkling whitestone and 2 side baguettes. Specially priced. No. 189, Doz. \$7.50.



Wedding Ring to match. No. 199, Doz. \$7.50.

Men's 3 Sparkling Whitestone Ring, each 1/2 ct. Heavy 1/30 14kt. gold filled mounting. No. 325W, Doz. \$13.50.



Men's Heavy Gypsy Ring with 3/4 ct. center whitestone and 6 side simulated rubies. 1/30 14k. gold filled mounting. No. 272R, Doz. \$16.50.



Wholesale Only.

FREE New 54-Page 1950 Catalog jammed with premium items.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO.

5 S. Wabash Av. Dept. B-16 Chicago 3, Ill.

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC.

817-823 Broadway, Newark 4, N. J.

CANDY DEALS, MONEY BOARDS, PUSH CARDS

SEND FOR FOLDER

FRANKLIN'S CANDIES

LEWISBURG, KENTUCKY

SLUM

GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25¢ ea.

3000 PCS., \$25.00 Lot

LUCKY PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS
5¢ Items \$4.50 Gr. | 25¢ Items \$12.50 Gr.
10¢ Items 7.00 Gr. | 50¢ Items 24.00 Gr.
1.00 Items \$40.00 Gr.

HOT BUY! HOT BUY!
BANKRUPT STOCK, SACRIFICING FOR CASH
100,000 pcs. asst. JEWELRY, all boxed—some sold up to \$5.00 ea.
Pins, Bracelets, Necklaces, Beads, Earrings, Pin & Earring Sets, ETC., ETC., ETC.

- 100 Pcs. Asst. \$25.00 LOT
- 200 Pcs. Asst. \$45.00 LOT
- 300 Pcs. Asst. \$60.00 LOT

FIRST COME, FIRST SERVED, RUSH YOUR ORDER AT ONCE!!
Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO.

19 E. 16th St. NEW YORK 3, N. Y.

RUBBER LIZARDS

They Look Alive— Jungle Green. Made in U. S. A.

- 6" Size, Gr. \$7.2)
- 9" Size, Gr. 18.00
- 1-20 Puzzle (new), Doz. \$3.00, Gr. \$33.00.
- "15" Puzzle, Doz. \$6.50. Nose & Spectacles (Hot), Gr. \$9.00.
- Pistol Lighter, Hot Item, Doz. \$13.50.
- Mermaid Pencils, now in stock— priced low.
- Jerry Mahoney Key Chain (New), Doz. \$2.00.
- Twinkle, lights nose & rolls Eyes, Doz. \$4.00.
- Mr. Beak, new sensation, Doz. \$7.20.

NEW HOT NUMBERS

- Living Pictures Winking Girl Dozen \$5.40
- Hawaiian Dancer
- Crying Baby

25% Deposit With C. O. D. Orders. Allow for postage on prepaid orders.

BENGOR

119 Fifth Ave. New York 3, N. Y.

JEWELRY SPECIALS!

100 Jewelry Items, such as Stick Pins, Brooches, Rings, Clips, Necklaces, Bracelets, etc., \$5.00. 5 lbs. Costume Jewelry, \$5.00.

B. LOWE

Holland Bldg. St. Louis 1, Mo.

EVERY ONE A WINNER! METAL HORSES NEW LOW PRICES!

IN GOLD OR BRONZE FINISH

**BUY DIRECT FROM
MANUFACTURER!**
WE GUARANTEE OUR PRICES!

Either finish at the same low prices

721	2 1/2"	\$ 1.80	per doz.
728	3 1/2"	2.75	" "
713	4 1/2"	4.00	" "
727	5 1/2"	6.60	" "
731	6 1/2"	9.00	" "
725	7 1/4"	12.60	" "
730	8 1/2"	16.80	" "
717	10 1/4"	21.00	" "

When ordering, please give size and mention finish desired



FAST SELLING ORNAMENTAL CLOCKS

10 1/4" Horse Clock, Cowboy on Horse, Cowboy on Broncho Clock, Artistic Lady Clock, Setter Dog Clock. Specify Gold or Bronze. **\$7.50** Each

GET SAMPLE LINE

Send \$15.00 for sample line of Horses, Ash Trays, Novelties, etc., or Write for Circular Today!

Order shipped immediately. Terms: 25% Deposit—Balance C. O. D. unless rated. Orders under \$10.00 must be paid in full.

CRYSTAL CRAFT, INC. 34 EXCHANGE PLACE, JERSEY CITY 2, N. J.

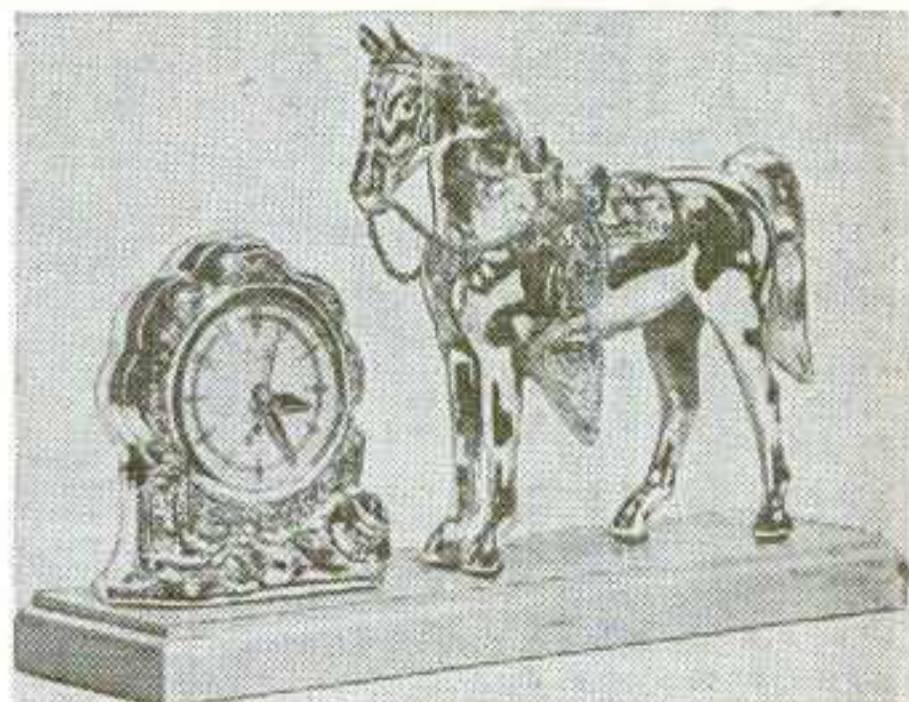
NEW PRICE

Original HORSE CLOCK

Gold & Silver Two-Tone Finish
17" LONG, 12" TALL

Lacquered Gold-Plated Horse with lustrous Head, Tail, Hoofs and Bridle Reins. Will not tarnish. Onyx-type base in your choice of light or dark color.

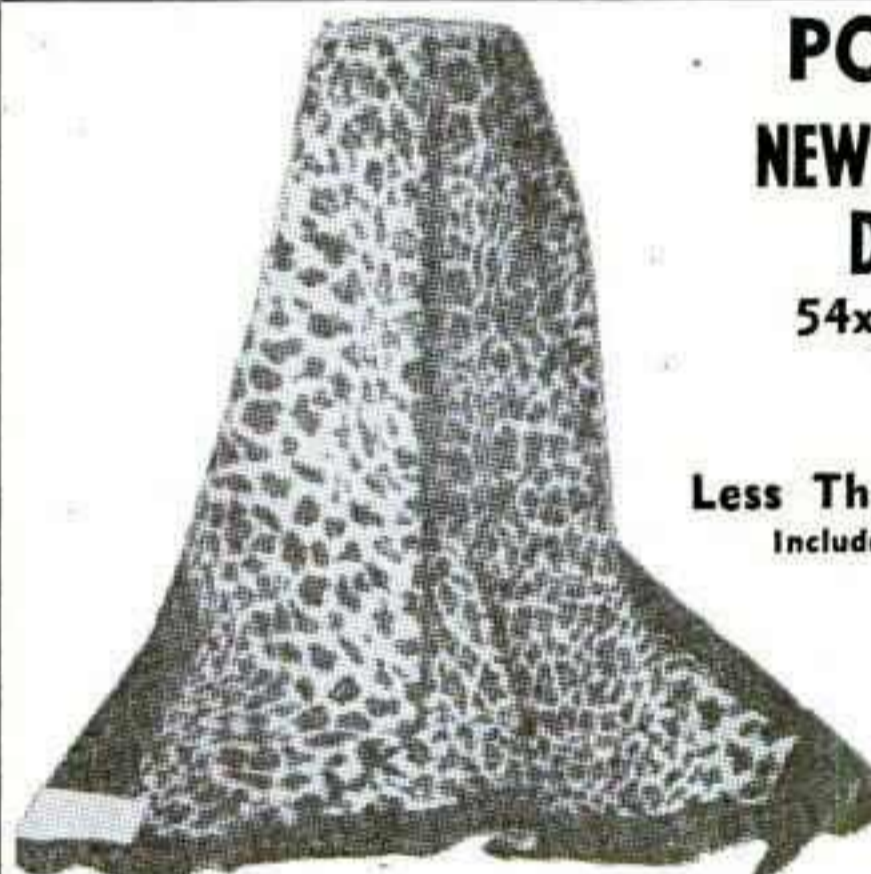
Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).



#215-G **\$6.65** Ea. in Doz. Lots
Samples \$7.50 Ea.

25% Deposit, Balance C. O. D. If not for resale add Federal Excise Tax.
Tel.: ORegon 3-6330

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.



POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case
Ea. **\$2.90**

Less Than Case Lots, \$3.00 Each
Include 25¢ Postage for Sample Order

Do You Have Our No. 59 Catalog Issued in 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO. 1902 N. THIRD ST. MILWAUKEE, WIS.

NEW PRICE

Sensational New Low Prices!

7-JEWEL SWISS WATCHES LADIES' OR MEN'S

\$8.25

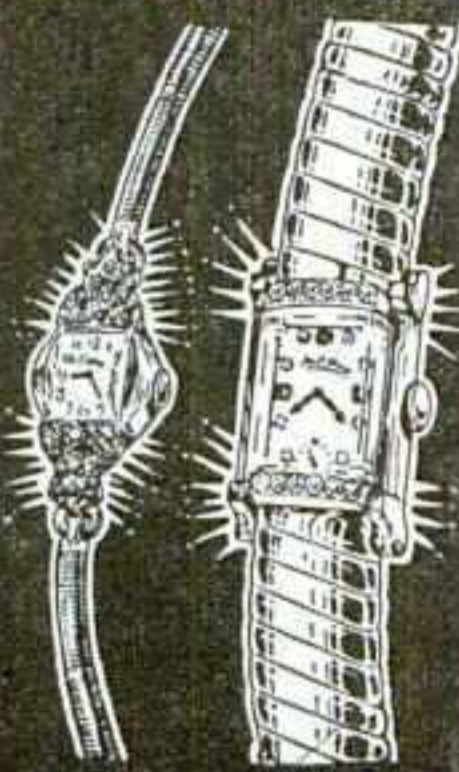
Genuine Swiss Movements Precision Re-built and GUARANTEED LIKE NEW!
Ladies' or Men's in Lots of 3 or More
7-Jewel \$ 8.25
15-Jewel 9.25
17-Jewel 10.25
25% deposit on all C.O.D. orders.

Gold Plated Expansion Band, 90c additional
Beautiful Rhinestone Dial, 45c additional

WRITE FOR New Value-Packed Catalog—ORDER TODAY!

Cel-Max 198 S. Main St. P. O. Box 473 Memphis, Tenn. WHOLESALE JEWELERS

BEAUTIFUL NEW STYLES!



Introducing the Fastest-Selling Line of

STUFFED FUR TOYS

Each Item Individually Housed in a Beautiful Acetate Box



These toys are made from genuine sterilized rabbit fur. Harmless dye used for assorted colors — brown, blue, white, gold and pink. We are presently showing a beautiful line of Easter bunnies.

Ideal for salesboards, gifts, toys and confectionery novelty use. Choice territories open for salesmen on commission basis.

Also, we have a complete line of stuffed plush toys with or without acetate containers (i. e., Rabbits, Lambs, Ducks, Swans and Roosters). For further information regarding prices, etc., contact us.

METROPOLITAN FUR TOY CO. 800 SIXTH AVE. MURRAY HILL 4-2033 NEW YORK 1, N. Y.

EASY TO MAKE \$18.00 PER DAY with this deal



PEARL ENSEMBLE, containing CREME SACHET, in beautiful large jar IMPORTED SIMULATED PEARLS in graduated necklace with non-tarnishable clasp.

Packed in Plastic Jewel Case

For Store Demonstrators and Coupon Workers, we supply a coupon that brings 'em in. For Direct to Home Salesmen, this deal gets the money at every stop.

Write for full details, or better still, send \$6.00 for sample dozen. If you do not sell in 30 minutes return for full refund plus postage.

GOODIER COMPANY

400 N. Bishop Avenue Dallas 8, Texas

GELLMAN BROS. Inc. a Catalog CHUCK FULL OF VALUES! Send for Your FREE Copy Today!

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminum-ware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Sium, 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.

\$1000 PIGGIE BANKS
Hand-painted China with "Confetti" decoration.

America's hottest selling bank with the original new SNOOTIE expression. Giant size 13 1/4"x7". Holds \$1000 in bills or coins. Individually boxed. Quantity prices and jobber set-ups available. Open account to rated firms, otherwise 25% deposit, balance C.O.D. Write for 1950 circular for complete "Happy Piggie" family items. SAMPLE, \$2.50 Postpaid; \$18.00 per dozen f.o.b. Chicago.

BERKELEY MFG. CO. 2720 ARCHER AVE. CHICAGO 8, ILL.

**Biggest Profit Makers
in WATCH History**



**RHINESTONE
DIAL WATCH**

In 14K Gold Plated Case

\$4.25 • Brand New • Written 1-Year Service Guarantee.

- 8 Flashing Rhinestones and 4 Simulated Rubies
 - Genuine Swiss Movement
 - Looks Like \$50 Watch
 - Individually Gift Boxed
 - Genuine Leather Strap
- (Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)



**JEWEL MOVEMENT
Chronograph**

\$3.75 (In Gold Plated Case \$4.50)

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials

- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

Other Men's Wrist Watches, \$3.05 Up. Ladies' Wrist Watches from \$3.95.

Above price for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

**Miss Gorgeous Blond
FAN DANCING PHOTO**

Smiles and dances before your eyes—REAL SALES APPEAL. An ideal push card or prize item. ORDER this (GORGEOUS BLOND) photo by name.

Send \$1.00 for sample prepaid. 1/2 doz. for \$5. 1 doz. or more only \$9 per doz. (We send one FREE push card label with each 1/2 doz.) 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepay in U. S. A.

AL HAWKINS & CO.
Box 1285, Sioux City, Iowa

**MORE PROFIT AND
EASIER, FASTER SALES**
with our push card
ITEMS

SEE OUR AD FOR DETAILS
AL HAWKINS & CO.
Box 1285, Sioux City, Iowa

Salesmen, Wagon Jobbers, Agents

Here is that SECOND-LOOK GIVE-ME-ONE, useful Pocket Novelty that you have been looking for. It makes an ideal gift push card or salesboard item—IT'S A SURE-FIRE HIT. This smart gold-finish mechanical pencil has a Hollywood cutie in the panel, and the window closes while writing. IT'S A SENSATION—Send \$1.00 for 1 sample postpaid. 1/2 doz. for only \$5.00. 1 doz. or more only \$9.00 per doz. (Free Push Card Label With Each 1/2 Doz.) Each in box, with guarantee. 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepay in U. S. A.

AL HAWKINS & CO.
Box 1285
Sioux City Iowa



Jobbers--Salesmen--Agents

WE CAN'T SHOW PIXEE HERE and do justice to the item or to anyone concerned—but we promise to amaze you with this ACTION NOVELTY PICTURE. This (5x7) framed photo of a lady comes to life, smiles and winks as you move to or from it. It is not magic—it is mysterious and durable. IT'S A SURE HIT HONEY—makes an ideal prize gift, salesboard or push card item. (WE SEND 1 FREE PUSH CARD LABEL WITH EACH 1/2 DOZEN, taken in 1950.) Send \$1 for 1 sample postpaid 1/2 doz for only \$5. 1 doz for \$8. 6 doz or more, only \$7 per doz. 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepay in the U. S. A.

AL HAWKINS AND CO.
BOX 1285
SIOUX CITY, IOWA

AGENTS & DISTRIBUTORS

(Continued from page 80)

PERFUME—WHOLESALE, BIG PROFIT! WE manufacture only the finest perfumes; catalog free. Fischborn, 350 Lincoln Rd., Miami Beach, Fla. fe18

PLASTIC SCALLOPED TABLE CLOTHS—Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free details. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y. fe25

POCKET COMBS—100 CARDS, 12's, \$15; Pocket Clip Combs, 100 cards 12's, \$20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. fe25

REAL GIRL PHOTOS—TREMENDOUS PROFIT! sell on sight; 34 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. ma4

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 190, Morris, Ill. ap1

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connections. Pickering Co., B-19 Bank St., Attleboro, Mass. mh4

SELL DUPONT NYLON UNIFORMS—Complete line famous exclusive Hoover styled Nylon Uniforms for beauty shops, nurses, doctors, waitresses, others. Best quality, splendid values. Exceptional income. Real future. Equipment free. Write: fully Hoover Dept. C-109, New York 11, N. Y. fe25

SELL ARBON PAPER TO OFFICES—A NECESSITY with luxury profit. Write for free circular of amazing facts and details. Metropolitan Business Service, 124 South Pennsylvania, Indianapolis 4, Ind. fe18

SKIPPY RABBIT — HOTTEST PITCH FROM now 'til Easter; bulb attached to long tube to 4x6" plastic beautiful Colored Rabbit, which is holding swinging carrot; press bulb, Skippy hops along swinging carrot; \$4.50 doz.; up to \$1 pitch; send cash, we prepay; c.o.d. you pay postage. Ellwood's Balloon and Helium Headquarters, Pueblo, Colo. fe18

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Joker Items. Eagle Specialty Co., Akron 14, O. fe25

STAG ASSORTMENT! FOR MEN! Illustrated Cartoon Booklets, Photos Breath-Taking Lovelies, \$1, postpaid. Steele, Box 4763-Y, San Francisco.

STAMP FOLDERS—DIRECT FROM MANUFACTURERS; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

YOUR OWN BUSINESS — OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12¼¢; Ladies' Coats, 34¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558 Roovelt, Chicago 7.

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A Large List of Second-Hand Coin Machine Bargains will be found on page 91 in this issue.

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WARDROBES**

BUNDLE CLOWN ODDS, ENDS, \$7; RED WIGS, \$4; Orchestra Coats; Curtain (8'2"x27'), Gold Green Rayon, \$30; beautiful Red Velvet (14x20), \$75; Chorus Costumes Red Caps, Coats, Minstrel. Wallace, 2416 N. Halsted, Chicago.

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BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W 52d St., New York 19, ny fe25

BARGAIN—JONES CHAIR PLANE, 24 SEATS, A-1 shape, \$650; 9 Merry-Go-Round Horses, A-1 shape, newly painted, \$45 each; must be sold, going out of business. Blue Lantern Amusement Park, Box 99A, Rt. 1, De Land, Fla.

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(Continued on page 84)



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(Continued from page 82)

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THEATER SEATS, FOLDING CHAIRS. Screens, Projectors, Floodlights, Blues, Stadium Seats, Film. Lone Star Film Company, Dallas, Tex. fe18

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INSTRUCTIONS BOOKS & CARTOONS

CARTOON BOOKLETS! FOR MEN!—LAUGHS, Gags, Humor; 10, all different, \$1, postpaid. Steele, Box 4763-X, San Francisco.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. fe18

5 ADULT BOOKS, 1 SET, REAL GIRLS PHO-tos, only \$1 postpaid. Lucas, 12812 Frankfort, Detroit 13, Mich. mah4

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10¢—Joker's Novelties, Magic, fast-selling Specialties! (Pitchmen's Headquarters.) Ariane Mfg. Co., 4462-B Germantown, Philadelphia. mh11

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope, pitch; each unit less than pound, easily concealed; brochure, specifications, price. Write Nelson Enterprises, 336-B S. High, Columbus, O mh11

NEW #22 CATALOG MINDREADING, MEN-talism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. mh11

VENTRILOQUIAL (\$45 UP); PUNCH FIGURES, \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbia 7, Minneapolis, Minn. fe25

MISCELLANEOUS

FOR SALE—TWO LIKE NEW KOFFEE KING Venders, complete with coin changers. Floor samples; priced at \$375 each for quick sale. Aubrey Stemler, 2667 West Pico, Los Angeles 6, Calif.

NEWS!—YOUR NAME FEATURED IN LIGHTS on famous Broadway Theater. Photograph amazes friends! Yours, \$1. Old customers please contact for new idea. Rickarby, 403B W. 115th St., N.Y.C. 25. mh11

WANT TO RENT BUILDING SUITABLE FOR use as Roller Rink; cash or percentage, or will consider buying half interest in good portable; have 400 pair of skates. Write Don White, Faribault, Minn.

MUSICAL INSTRUMENTS, ACCESSORIES

WEST COAST ORGAN CO.—NOW IN OUR own building, manufacturing small Organs for kiddie rides, Band Organs, etc., Sound Equipment for advertising. 1363 Chico Ave., El Monte, Calif. All work guaranteed like new.

PARTNERS WANTED

BEAUTIFUL MODEL WANTS PARTNER—Male or female, in growing photographic modelling school near Washington, D. C. Only school in this area giving such a course. Wonderful opportunity for right party. Miss Rita Artino, 3310 Buchanan, Mt. Rainier, Maryland.

PERSONALS

GLAMOUR GIRLS! REAL DELIGHTFUL PHO-tos, gorgeous, curvaceous beauties; "close-up poses." \$1 postpaid. Steele, Box 4763-X, San Francisco.

MUSICAL SINGLES, COMBOS—SEND NAME, brief description, current booking, availability for listing in 1950 directory. Musicalities #11, 110 1st Ave. N.W., Rochester, Minn. fe25

STOP CHAFING! IF YOU CHAFE BE RE-lieved with No Chafe. Send \$1 to No Chafe, Box 349, Jackson, Mich. mh4

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACKGROUNDS -Photo Mounts and Supplies; Rings and Comic Cards for Small Photos. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ap1

COMPLETE STOCK DIRECT POSITIVE SUP-plies, Drex and New Eastman Paper. Lone Star Photo Supply Co., 2403 Elm St., Dallas, Tex. ap22

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds; Cameras for in-doors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago Ill. nfe25

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. nfe25

D.P. DOUBLE CAMERA—1½ IN. AND 2½ IN. 70mm Lens F3.5 with extra Betax Shutter; works fine; \$100; ship \$20 deposit. F. C. Clark, Pete's Filling Station, 4503 So. Michigan, South Bend, Ind. nfe25

ENLARGEMENTS—5x7 DOUBLE WEIGHT, silk finish; 6 for \$1. Rudy Leeftma, 375 Riverside Drive, New York 25. fe25

HIGH CLASS PHOTO FINISHING-ENLARGING—Eight, 25¢; twelve, 40¢. Oversize add 10¢. Mississippi Finishing, 2212 East 12th, Davenport 10, Iowa. mh11

LEATHERETTE PHOTO CASES, ASSORTED colors, 1½x2, \$3 per 100, \$25 per 1,000; we take all sizes; 25% deposit. Frank Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap8

MOVIE FILM EQUIPMENT—SACRIFICE prices; 16mm. Sound Features, \$22.50; Shorts, \$3.95; Projectors, \$97.50; Silent Features, \$15; Shorts, \$1; Projectors, \$22.50 and up. All types film-equipment sold-bought-traded. Lists free. Mogull's, 112 W. 48th St., N.Y.C.

PHOTOMOUNTS—1½ TO 10" EACH; WRITE for price list Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. mh11

THE NEW EASTMAN DOUBLE WEIGHT DI-rect Positive Paper now available in all sizes. Marks & Fuller Inc., 70 Seio St. Rochester 4, N. Y. fe25

PRINTING

ATTENTION GETTING BUSINESS CARDS! Your copy on front, Snappy Humorous Illustrated Comic Cartoon on back. Send only \$1 for 100. K. Harris, Box 550, Palm Springs, Calif.

1,000 3x6 CIRCULARS PRINTED (BLANK backs), \$1.95 postpaid; 3 day service. Farley Printery, Box 15, Everts, Ky.

BUSINESS CARDS—ATTRACTIVELY EM-bossed; black or blue ink, 1,000, \$3 postpaid; fully guaranteed; quick service. Levine Specialties, Atlantic Bldg., Washington 4, D. C.

LOWER WINDOW CARD PRICES!—FLASHY three-color 14x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. fe25

POSTERS, CARDS, HERALDS—PHOTO OFFSET Reproductions, Write Cato Show Printing Co., Cato, New York. Service, Quality. Price. ma4

RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID; stamp pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati O. fe25

14x22 TYPE WINDOW CARDS. THE BELL Press, Winton, Pa. fe25

1,000 ADVERTISING, NAME, ADDRESS BLUE-print Stickers, \$1 postpaid; samples free. National Ad-Agency, 15 East 3rd, Cincinnati 2, Ohio. fe25

ATTRACTIVE 100 8½x11 LETTERHEADS AND 6% Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples. Dickover Printing, 5253 Cleveland, Kansas City 4, Mo. mah11

100 LARGE ENVELOPES, 100 8½x11 LETTER-heads, \$1.90; 2 colors on letterheads, 50¢ extra; 200 cards, statements, billheads, \$1.25 prepaid. Crown Print, Adelphi, O.

FREE

MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old, YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kenon nylon hose-ery sold with amazing guarantee that gives free replacement if hose runs or snags (regardless of cause) within period up to 3 months. Complete line including sneezest 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not an additional therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robe at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stocking, samples of lingerie-robe fabrics and complete money-making outfit. Nothing to pay now or later. No obligation. Write:
KENDEX CO., BABYLON 57, N. Y.

FREE

MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old, YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kenon nylon hose-ery sold with amazing guarantee that gives free replacement if hose runs or snags (regardless of cause) within period up to 3 months. Complete line including sneezest 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not an additional therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robe at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stocking, samples of lingerie-robe fabrics and complete money-making outfit. Nothing to pay now or later. No obligation. Write:
KENDEX CO., BABYLON 57, N. Y.

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set: Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed. Free Cartridges.

SPECIAL PRICE

50¢ Per Set
Sample Set, \$1.00.

**These Pens
Sell Like
Wildfire!**
Combination ball pen and lighter.

35¢ Ea.
Two-color pen writes in red and blue.

25¢ Ea.
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for samples.

ORDER NOW!
H. EPSTEIN
27 East 22nd St.
New York 10, N. Y.

SILVER PLATED 32-Pc. SERVICE FOR SIX

HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

#108B Per Set \$3.95 10 Sets or More \$3.85 Per Set

Display Chest Extra, \$1.00 Each.

ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

Values . . . Values . . . Values

Duchess Nation Doll, Closing Eyes	\$14.40 Dz.	31.60 Dz.
Finest Asstd. Easter Plush	\$10.80 Dz.	32.00 Dz.
30" Plush Cuddle Rabbit		36.00 Dz.
36" Plush Begging Rabbit		40.00 Dz.
32" Plush Fawn		36.00 Dz.
Plush Majors and Bears		6.00 Ea.
Mantel Clocks		7.00 Ea.
Bronco Horse Clocks		8.00 Ea.
Horse on a Clock		9.00 Ea.
Novelty Bird Cage Clocks		40.00 Dz.
Lg. Gibson Blvd. Dolls		40.00 Dz.
Lg. Glamour Girl Blvd. Dolls		40.00 Dz.
Sm. Glamour Girl Blvd. Dolls		34.00 Dz.
Lg. United Nation Blvd. Dolls		42.00 Dz.
3-Pc. Set—Lighter, Cig. Urn and Tray		36.00 Dz.
Chrome 10" Horses		23.00 Dz.
Chrome 10" Remov. Saddle Horses		28.00 Dz.
Bronze & Gold Horses of All Sizes.		
25% Deposit With Orders, Balance C. O. D.		

BELL SALES CO.
1107 S. Halsted St. CHICAGO, ILL.
HAYmarket 1-2013

Simulated PEARLS

1 Strand	Dox. \$ 2.00
2 Strand	4.00
3 Strand	6.00
PEARL ROPES, 6MM	7.00
PEARL ROPES, 8MM	8.00
TEAR DROP EARRINGS	2.50
TEAR DROP ASSY.	2.50
FLAT BUTTON EARRINGS	1.25
25% Deposit, Balance C. O. D.	

Elvee Manufacturing Co.
866 Sixth Ave. New York 1
MURray Hill 6-4177-8

**Salesmen — Wagonmen
Dealers — Distributors
Profits WHIRL Your Way With
The "WHIRL-A-GIG"**

Young and old go for 'em. The novelty with action for automobile, bicycle, etc. Equipped to fit or attach on anything, anywhere. A product of durable Tenite Plastic. In attractive assorted colors. Packed 2 dozen to box.
Per Gross \$18.00
Sample Order, 2 doz...\$3.50



Another "Fast" Money Maker



A "chick" in every egg... two eggs to a bag. A novelty with a reason... which is the Slick Chick — WOWIE!
It's hot—be the first in your territory. Per dozen bags on attractive display card \$3.00

All Prices F.O.B., Kansas City.
25% deposit with order, balance C.O.D.
Write for our other hot items.
CENTRAL MOLDING & MFG. CO.
1509 Central Kansas City 8, Mo.

"STILL THE BEST BUY"
OUR 3 PIECE "KIMCO" PEN SETS
Beautifully boxed with \$7.50 gold embossed price tags. All sets fully guaranteed.
**\$5.00 Dz.
\$57.60 Gr.**
We also have the new 3 pc. Eye Dropper Pen Sets. These sets are also boxed with gold price tags.
**\$4.00 Dz.
\$45.00 Gr.**

**ALL GOLD 3 PC. PEN SETS, \$75.00 GR.
BRAND NEW: 3 PC PEN SETS WITH PEN KNIFE INCLUDED, \$7.20 DZ. ITCHY DOGS, \$24.00 GR.; BIRD WARBLERS, \$1.00 GR.**

KIM & CIOFFI
912 ARCH ST. PHILADELPHIA 7, PA.
MARKET 7-2283

HORSE CLOCK Model 711
With dependable Sessions self-starting guaranteed electric clock. Hand-rubbed base in blonde or mahogany finish. Horse has polished 2-tone silver finish.
\$6.95
ea. in doz. lots
Sample \$8.00
25% Dep., Bal. C. O. D., F. O. B. Chicago.
IMMEDIATE DELIVERY NATES SALES CO.
1354 S. Halsted St. CHICAGO, ILL.
Open Sundays

ZIRCON JEWELRY!
Men's and Women's—Big Variety.
If not in stock, we will make any ring to order.
B. LOWE
Holland Bldg. St. Louis 1, Mo.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2544. fe25
SIDE SHOW BANNERS—8x10 FEET. \$31.75; artistic, painted on good cloth; complete with leather straps and rings; quick service; also other banners made; banners for rent. W. Courtney, Barbourville, W. Va. Phone 4301. fe18

THE BEST IN CIRCUS AND SIDE SHOW Banners painted to order. Don Luton, La-Cygne, Kan. mah4

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits, illustrated catalog free. Milt Zeis, 728 Lesley Rockford, Ill. mail

TATTOO STUDIO FOR SALE OR LEASE—Completely equipped; located on Long Beach Pike, home of Pacific Fleet; for further information write Eddie Rivers, 1710 No. Vermont, Hollywood 27, Calif., or phone Normandy 2-3665. fe18

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3, mh25

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

ACCORDIONIST AND GUITAR PLAYER wanted immediately for traveling combo; must be experienced in Latin and American music; neat appearance and good deportment. Phone Fulton 9-2862 or write to Joe Raff, address 1516 S. 6th St., Philadelphia 47, Pa.

ACTS WANTED—VAUDEVILLE AND CLUB dates; send 8x10 photos, salary and experience, first letter. Appalachian Productions, 430 1/2 State St., Bristol, Tenn.

BASS MAN AND LEAD TRUMPET—Prominent and well established dance band. Box C-44, c/o The Billboard, Cincinnati 22, O. fe25

BOOKER—OLD REDPATH-HORNER CHAU-tauqua organization has opening for field representative arranging successful local talent production with leading patriotic and civic groups in smaller towns; permanent, interesting work; need car; excellent earnings. Write Field Director, 3419 Broadway, Kansas City, Mo.

EXPERIENCED BIRD TRAINER—NICE PER-sonality, no riff-raff. \$35 week start, more when value proved. Permanent position. Best surroundings. Miami Rare Bird Farm, Box 100, Kendall, Fla. fe25

EXPERIENCED AERIALISTS — FOR ESTAB-lished high acts; long season; state age, height, weight, photo. Xcellos, 102 Gold St., New Britain, Conn. mh11

AT LIBERTY—ADVERTISEMENTS
5c a Word, Minimum \$1
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

AVAILABLE FOR HOTELS, CLUBS, RESORTS and Ballrooms—A well-organized, commercial, nine piece tenor band; large library of special arrangements presenting all of the popular rhythms, novelties and vocals; cut shows, radio, etc.; clean appearance; professional background; have own transportation and all promotional material. Hal Carlton, 3306 Fuhrman Ave., Seattle 2, Washington. mh11

DANCE BAND—SEVEN TO NINE PIECES AND attractive vocalist; available in June; waltzes, rhumbas, fox trot, polkas; have been organized three years; neat, sober, dependable; would prefer summer location; consider all offers. Manager, 742 Gunderson, Oak Park, Ill.

TWELVE PIECE DANCE ORCHESTRA WANTS summer work—Resort, dance hall, tour, etc. Employers and agents write c/o Dale Wells, Three Rivers, Mich. fe25

CIRCUS AND CARNIVAL

AT LIBERTY—MAN AND WIFE COOKS FOR cook house, circus or carnival; have own car and living quarters and one act for side show; will join at once. Write and state salary. Mr. and Mrs. J. M. Chesher, Philpot, Ky. R.R. 2 fe25

AT LIBERTY—MEDICINE LECTURER; AGE 40, new car, p.a. work with torso; do magic, vent, straight. What have you to offer? Lecturer, P.O. Box 381, Macon, Ga.

AVAILABLE—STRONG KNIFE ACT; ONE OF the best; some whips; work guaranteed; ticket one way, refunded. Jack Cortell, Stevensville, Mont., Rt. 1.

AVAILABLE—TUMBLER; 21, SINGLE ACT OR would join a troupe; three times National A.A.U. runner-up, three times Southwest A.A.U. champion. Paul Chapman, 4238 McKinney, Dallas, Tex.

TATTOOED MAN THAT'S ALSO TATTOO ART-ist open for 1950 circus or carnival side-show. Write Lynch, 317-F. St. San Diego, Calif.

WANTED TO BUY

ANY KIND OF NEW NOVELTY SOUVENIR or Joke Items, for retail or mail order; send sample and quantity prices. Olvera Trading Post, 107 E. Sunset Blvd., Los Angeles 12, Calif.

CALIOPE WITH BLOWER, ALSO EXTRA Pipes, would consider steam piano or circus type, wagon mounted or portable. Write information to Hugh Robertson, 1105 Euclid, Oklahoma City 4, Okla.

HOUSE CAR, TRUCK OR BUS, NO TRAILER—Clean and in good condition for cash. Joe Darpel, Hotel Victoria, Norfolk, Va. mh4

INFORMATION ON MATERIAL AND MER-chandise for Mail Order Business. R. R. Osborn, Morton Road, East Peoria 8, Ill.

USED 16MM. SOUND WESTERN FEATURE—Priced reasonable for cash. Herbert Dry, 922 9th St. Northeast, Canton, O. mh18

WANTED—OLD VAUDE PROGRAMS AND phonograph records of vaude stars for private collection. Milt Larsen, 1558 Vine St., Hollywood 28, Calif.

WANTED TO BUY—SET OF SWISS HAND Bells, Orchestra Pitch. Tunis, 111 So. Tenth St., Philadelphia, Pa.

WANTED—PORTABLE MERRY-GO-ROUND, also Kid Rides; state make, size, condition and best price. Allen, 1400 Brewerton Rd., Syracuse, N. Y.

WANTED TO BUY—GOOD COMPLETE USED Roller Rink at least fifty by hundred forty. Heath, Rt. 4, Box 335, Fayetteville, N. C.

16MM. SOUND FILMS WANTED—WILL PUR-chase small or large quantities. Rogers, Box 26, East Atlanta, Ga. fe25

HIGH DIVER FIRE JUMPER—DIVING GIRLS for coming season north. State all. Diving Act, 2670 N.W. 18 Terr., Miami, Fla.

PERSONABLE PIANIST TO ACCOMPANY very attractive Hildegarde-type vocalist with large pop repertoire. Trent, Box NY-116, c/o Billboard, New York.

VENDING ROUTE SALESMEN—IF YOU HAVE had experience selling new routes through Business Opportunity ads, we have a new exclusive deal which should appeal to you. Ads are acceptable in all newspapers because this is the new patented Sizzle Snack Electro Hot-Dog Broiler. Exclusive territories allotted to your customers. Operators exceedingly happy with results. Protected territories now being assigned to experienced producers. Write or wire for details, Wesson Distributing Corp., 1060 Broad Street, Newark 2, N. J. mh4

WANTED—CONCESSIONAIRES FOR KIDDIE rides, games; shooting galleries, drink stands, etc., on newly remodeled, redecored Russell Point Boardwalk, Ohio's million dollar playground, on beautiful Indian Lake. Contact French L. Wilgus, owner, or Jack Stone, manager, Russell Point, Ohio.

WANTED—CELLIST DOUBLING SAX OR drums; short hours, good salary. Write Box C-45, c/o Billboard, Cincinnati, O.

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

MISCELLANEOUS

COLLEGE STUDENT, 22, DESIRES ANY TYPE summer job; psychology major; personnel experience; neatness, competency, travel anywhere; June to September. Box C-28, Billboard, Cincinnati, O. fe18

FEMALE IMPERSONATOR DESIRES JOB—Night clubs, private parties or what have you? Has extensive wardrobe and is willing to travel. Reply wages, etc., to Billboard Pub. Co., Box 320, 188 West Randolph St., Chicago, Ill.

MAN—AGE 27, WANTS JOB WITH FUTURE. John Sciortino, 2415 Cortland, Chicago, Ill. Phone Spaulding 2-1147. fe25

VERNON HOFF—FEMALE IMPERSONATOR. Stage, screen, radio, vodvil, fairs, benefits; currently booking overseas; AGVA; photographs free. Vernon Hoff, Billboard, N. Y.

YOUNG MAN, COLLEGE-PROFESSIONAL school background plus experience; available any phase show business; actor, comic, sketch writer, promotion, press and advance work; go anywhere. Contact Lewis Lloyd Richman, 1395 State St., Bridgeport, Conn.

MUSICIANS

A-1 WESTERN SWING FIDDLE—GIRL BASS, guitar player, travel as a team (or) will go single for fiddle position; beautiful Western wardrobe; young, sober, union; best of references; prefer established radio units; guaranteed salary. State all in first. Phone 3174. Freddie Stone, Millville, Pa. Columbia County. fe25

ADVANCE BOOKINGS AVAILABLE NOW—The artist that plays keys to your heart: Hammond Organ, Theatre-Organ, Novachord, Piano, Solovox, Vocals. Contact Radio Recording Artist, 512 Jefferson Bldg., Philadelphia, Pa. (Continued on page 86)

LAMPS
DIRECT FROM ONE OF AMERICA'S GREATEST LAMP FACTORIES
SPECTACULAR VALUES!
ALL PRICES! FOR SALES BOARDS!
ALL NEWEST STYLES! FOR PRIZES!
CLOSEOUTS always on hand of the factory FOR EVERY PURPOSE!
WRITE for CATALOG and PRICE LIST
ROART CO.
FACTORY: 830 MONROE ST. HOBOKEN, N. J.
SHOWROOMS: 61 W. 23 ST. NEW YORK 10, N. Y.

SALESMEN!
WRITE **THREE WORDS COLLECT \$9.95** with *Light*

SENSATIONAL NEW ADVERTISING SIGN
YES, MAKE \$9.95 on 10-second demonstration to merchants. Write on glass with amazing magic crayon and presto—a 5-color advertising message takes fire and glows like a brilliant neon sign! Three sales a day and \$29.86 profit is for "lazy" men. Workers can double to triple that amount. FREE SALES KIT. Don't wait. Rush your name and address on a penny postcard for full details and complete sales kit—ALL FREE. Write Today!
MAXILUME CO., 125 W. Hubbard St. DEPT. L-132-C CHICAGO 10, ILLINOIS

SPECIAL 0 & 3/0 Size ELGIN-WALTHAM
BRAND NEW
10 kt. R.G.P. Top, Steel Back Case, Gilt Figure Dial, Strap, Boxed, Reconditioned Mov.
7 Jewels **\$7.90**
15 Jewels **\$9.90**
Rhinestone Dial, \$1.25 Extra.
Minimum Order, 3 Watches.
25% Deposit, Balance C. O. D.
Catalog ready on reconditioned watches.
IRVING BERK 145 W. 45th St. New York 19, N. Y.

WIREWORK FOR THE TRADE
We are specialists in Wirework, made to order from your specifications. Quantity orders only.
You also can learn the art of Wirework. Send \$1.50 for copyrighted instruction booklet with over 200 diagrams.
SIRL JEWELRY CO.
1133 Broadway New York 10, N. Y.

EASTER BABBITS
#33—36" Cuddly Rayon Plush Rabbit, cotton-stuffed, asst. colors—\$36.00 Doz. **SAMPLE \$4.00 Ppd.**
#24R—24" Rayon Plush Begging Rabbit, asst. colors—\$21.00 Doz. **SAMPLE 2.25 Ppd.**
#82—12" Real Fur Begging Rabbit, white rabbit skin—\$16.50 Doz. **SAMPLE 2.00 Ppd.**
Send \$7.75 for all THREE SAMPLES Ppd. (See our other ad in this issue.)
ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

GET YOUR SHARE OF DIVIDENDS . . .
 You can buy direct from one of America's
 Largest Suppliers of guaranteed precision
 reconditioned Watches at unbelievable
 values.

OUR PRICES CANNOT BE BEAT!



MEN'S STYLES
\$8.75

With Brilliant Rhinestone Dials. \$1 extra.
 Outstanding Extra Fancy Nationally Adversed Expansion Bands.
 \$1.10 extra

- ★ ELGIN
- ★ BENRUS
- ★ BULOVA
- ★ WALTHAM
- ★ GRUEN

All new 1950 Styles beautifully cased and fitted to perfection. Guaranteed like new. **WHOLESALE ONLY.** Large Quantity Users Write for Prices.

SPECIAL BANGLE BRACELETS



\$6.25
 Doz.
 (Regular \$13.50 wholesale)
25% with order, balance C. O. D.

Charm Bracelets with 12 Charms, 6 of which are movable. In Gold or Silver Finish. Steady Year-Round Seller.

J. ENGEL & SON
 59 E. Madison Chicago, Ill.

MUSICIANS

(Continued from page 85)

A-1 BARITONE-UNION; FOR CIRCUS COMING season; cut or no notice; sober, reliable musician. Care Mrs. Jackson, 1850 Filmore, Chicago, Ill. fe25

ALTO AND CLARINET MAN AVAILABLE ON two weeks notice. Experienced on tenor and baritone. Semi-name experience; good tone, read, fake, lead or section. Reliable and sober. Box C-42, Billboard, Cincinnati 22, O.

ALTO SAX-CLAR.—LEAD OR THIRD, GOOD tone, good reader, play a solid lead and in tune. Solo on either instrument; thirty-six yrs. old, twenty yrs.' experience; am not bald-headed. Adaptable to any type band. No whisky bands please. Byron Mengerink, Route 2, Napoleon, O.

AT LIBERTY — COWBOY SINGER AND guitarist; good wardrobe, will travel; available for radio, vaudeville, etc.; now vacationing; write or wire all in first. Ramblin' Red Brown, Rt. 2, Beverly, Ill.

AVAILABLE—WESTERN SINGER AND ENTERTAINER; experienced in radio, stage and dance work; play good rhythm and take-off guitar; reliable and sober; will consider all offers and will go anywhere. Contact Gene Cobb, 928 La., Lawrence, Kan. Phone 3248-W.

BARITONE SAX — DOUBLING ALTO AND clarinet; experienced, will travel. Contact Roy Johnson, 748 W. Idaho, St. Paul, Minn. Hu 2788.

BASS—RECORDING TUBA DOUBLING STRING bass; fine equipment, wide experience commercial bands; formerly Art Kassel, Don Ried, Johnny Gilbert, others. Have station wagon. Bob Beatty, 2040 West "O" St., Lincoln, Nebr. fe25

BASS PLAYER, DOUBLING SECTION-VIOLIN— Neat, clean-cut appearance, tone, all-round experience; interested combo-band doing mainly location work. Wire R. Barbee, 95 Stanhope St., Ridgewood 21, Queens, N. Y.

BASS DOUBLING VIOLIN—ALL ESSENTIALS, union, reliable, go anywhere. John Giebitz, c/o Gen. Del., Orange, Tex.

DRUMMER — 12 YEARS' EXPERIENCE; DO vocals, play good commercial two-beat; new equipment; read well, cut shows, Latin; formerly with Reggie Childs; travel anywhere. Musician, 4517 43rd St., Sunnyside, N. Y. IRonsides 6-2924. fe18

DRUMMER—AGE THIRTY; TWO OR FOUR beat; Latin; cut shows; sober, good appearance; will travel. Del Murphy, 623 Skyview Dr. Nashville, Tenn. fe18

DUO—ACCORDION AND GUITARIST, DOUBLING vocals, Play Western and some popular. Both union; prefer location. Hank Riley, 814 East 4th Street Bicknell, Ind.

EXPERIENCED DRUMMER — JOIN IMMEDIATELY; any proposition considered; dance or shows; new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

PIANIST, NOVA-CORD, SOLOVOX — READ; swing or commercial. Prefer South; minimum, \$85. Dick Miles, Gen. Del., Lake Charles, La.

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Free Catalog Available.

STERLING JEWELERS
44 East Long St. Columbus 15, Ohio

PURCHASE YOUR WATCH STOCK DIRECT FROM IMPORTER!

\$3.00 Each
COMPLETE WITH STAINLESS STEEL EXPANSION BAND and BOX 6 or More

LOOK AT THESE FEATURES!

- ★ Guaranteed imported Swiss Movement
- ★ Radium Dials to tell time in the dark
- ★ Heavy metal bands
- ★ Unbreakable Crystal
- ★ Sturdy Chrome Case
- ★ Removable push-pin lugs
- ★ Printed 1 Year Service Guarantee
- ★ Individually Boxed

10% DEPOSIT WITH ORDER. BALANCE C.O.D.
SAMPLE \$4.00

YORKSHIRE WATCH CO.
103 S. WELLS STREET CHICAGO 6, ILL.

NOSE AND GLASSES \$7.20 Per Doz.
Immediate Delivery

Terms: 25% with orders, balance C. O. D. DEALERS, SEND FOR LIST.

ST. PIERRE'S HOLLYWOOD MAGIC CO.
6660 Hollywood Blvd., Hollywood 28, Calif.

Sell Ultra-Blue Stock Signs

THANK YOU CALL AGAIN

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs. COST 6¢—Sells 35¢

15 Samples Ultra-Blue Store Signs, 7x11 ... \$1.00
15 Samples Ultra-Blue Religious Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11. 1.00

Samples Mailed Postpaid.
100 Ultra-Blue Store Signs, 7x11 \$4.00
No C. O. D.'s.

L. LOWY, 8 W. Broadway, N.Y. 7, N.Y., Dept. 530

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

Pipes for Pitchmen

By Bill Baker

EDDIE GILLESPIE . . . ace cleaner worker, is purveying that item in the H. L. Green store, Fort Worth, for Glenn Hosberg Enterprises. He's reported to be getting plenty of long green too.

The successful pitchman does all the talking while his tip does the listening.

J. J. BROWN . . . well-known Chicago pitcher and well mender worker, recently purchased a new home at Whispering Pines, Benton. Ark.

MIKE GUNN . . . is reported to be clicking with combs and white mice in Fort Worth.

STEVE R. McCLAIN . . . advises from Charlotte, N. C., that business on the sheet continues good in that neck of the woods, with farm days being especially lucrative. He says that he plans to leave there soon to make the Southern produce markets.

A pitchman can do well with a quality product, but without it he soon becomes a poor pitchman.

"THIS STRETCH . . . is beginning to look like a midway," Thomas Arenz letters from Whispering Pines, Benton, Ark. "Numerous pitchmen have been stopping by daily to cut up jackpots with the Ragan Twins."

BIG AL WILSON . . . blasts the following from Mayo Court, Fort Worth. "I'm working on the coils here for Jock Murphy, who is tops in this demonstration. Chet Nairne, a good worker and good closer, is working med to sock returns. Also here is Jerry Martin, med worker of note, who is doing well. The outside spots here are slow because of inclement weather, but we're looking to a few days of good business at least. Mr. and Mrs. Red Davis are working lavender, while Margie and Brother Thomas are purveying stove cleaner. Opening day at the big stock show here was a dandy. The weather hurt some, but all are coming out on top. Business was fair at the night shows and rodeo, but afternoon results have been the best. There are plenty of pitchmen here including seven of Glenn Hosberg's workers. Murphy has a fine layout of automobile coils. In fact, it's one of the best on the road today. It is a great boost for Pitchdom to have a man with good clean outfits to work with. It makes a good impression for all of us. Plan to leave here for the sport show in San Antonio."

The most expensive luxury a pitchman can possess is a short temper.

THE HOSBERGS . . . Glenn and Marcia, are reported to be knocking 'em dead with kitchen gadgets in Fort Worth.

FOLLOWING . . . a successful run with three-piece pen sets in Roanoke, Va., Philip Cullivan headed for New Orleans.

WORKING GADGETS . . . to good results in Fort Worth are Tubby McDonald and June Kare.

DUKE GREENLEAF . . . is still working with A. L. Clark, ace purveyor of socks.

THE ROANS . . . Bobby and Kitty, are getting good long green counts with hair shampoo in Fort Worth.

JOHN D. DELANEY . . . continues to present his pool exhibition and magic decks in Philadelphia to good returns.

Some pitchmen we know make many impractical, long-winded talks under the impression that it is super-salesmanship.

FRANK WILDE . . . old-time pitchman, jam man and lecturer, known as the Silver-Tongued Orator of the South, is operating an

arcade and museum in New Orleans. Associated with Wilde is Madame Leon, who conducts a tea room in connection with the museum. Wilde would like to read pipes here from the old-timers with whom he once was associated, such as Morris Kahntroff, E. Y. Meyers and Paul Houk.

He handles prosperity well because he's had plenty of adversity.

DAN CRABB . . . following a lengthy silence, advises from Logansport, Ind., that he worked Michigan fairs again last season with gadgets, eye-glass cleaner and mice. "The past Christmas I worked the Goldblatt store, Hammond, Ind., and have been on the glass cleaners since then," Dan says. "I don't think much of the towns I worked in the Hoosier State. Will go to Chicago for the sports show and then head into Wisconsin for a few weeks before returning to Michigan for some spring dates. Just missed the Rockefellers in La Porte, Ind. I don't see as many pipes from Stanley Naldrett in the column as I formerly did. And what has happened to Tom Kennedy, the Hess family, Harry Belt, Whitey Elm, Giles Puryear, the Hosberg Enterprises, Hale Kjarlein, Charles Halligan, Windy Lewis, Ulm Newcomb, Pop Adams, Eddie Kiehl and Carl Swanson. Altho business has been off in the larger towns, I've found that the small ones are good."

DOC JACK MURRAY . . . former herb worker of note, is in Cheboygan, Mich., where he is operating a restaurant and small hotel.

Think individually and act collectively, and then count up your score.

STILL WORKING SHEET . . . around Charlotte, N. C., to good results are W. M. Hipp and Steve McClain.

PROF. JACK SCHARDING . . . who recently celebrated his 69th birthday and 50th year of tramping simultaneously, letters from Long Beach, Calif., that he positively is going into retirement. Jack, who has been pitching health books and horoscopes for the past 20 years, at one time owned and operated the World's Exposition Shows for about five years. Jack's tenure in Pitchdom totals 35 years. Scharding says that he has sold his car and all of his equipment and currently is doing a mail-order business. Meantime he's writing a book titled *How To Live Without Money*, which is scheduled for publication in the spring. "I lived in Atlanta during World War I and can't understand why many of the pitchmen who live there never pipe in," Jack writes. "Some of them are W. I. Hightower, of pen note; Doc Bob Smith, med; Doc Padgett, med; Doc Ridell, med; Doc Wilber, salts; Jack Holliday, tie forms; Slim Lance, med and sheet; Doc Besser, herbs; Joe Straus, novelties; Johnny Shields and Ned House, ink sticks. Let's hear what you are all doing down yonder."

Some of Pitchdom's most successful exponents were down and out at one time or another but they just didn't know it.

DAVE ROSE . . . letters the following from New Orleans: "We're still in the Mardi Gras city and enjoy summer weather. The big doings is only about two weeks away but so far there aren't many peddlers in town. I suppose it won't be long tho until they begin pouring in. Some come from great distances and some of them can't make any money because they spend more than they make. There are a few pitchmen here but they aren't doing so well, including myself. Money is harder to get than last year, but I have learned a long time ago to spend less than I make. I have been pitching almost daily since coming here in October. I have a fairly good location in the" (See *PIPES* on page 90)

OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT!
Workers Available See your Jobber

The OAK RUBBER CO. RAVENNA, OHIO.

CARNIVAL WORKERS and PEDDLERS
There are many imitators but there is only one original.

HEAVY SHANK HOOP GYPSY! \$12.00 Doz.

25% Deposit, Balance C. O. D.
D. FELDMAN 159 Canal St. New York 13, N. Y.

Always First with the Latest!
For

UNUSUAL PREMIUMS, GIFTS, PRIZES, NOVELTIES, Etc.

Write

LEONARD HILL CO.
112 South LaBrea Ave. Los Angeles 36, California

GORGEOUS! CHOCOLATE EASTER EGGS

BEAUTIFULLY DECORATED IN COLOR
Direct From Factory. Jobbers' Prices. Beautiful Cellophanned 1 Lb. Boxes, 58¢. 24 to Case. Case Lots Only. No C.O.D.'s at this low price. Sample \$1.

BARBARA FRITCHIE CHOCOLATES
Frederick, Md.

SCOOP—RED HOT
New Sensations Sweeping the Country.
Famous Hollywood Beauty Pencil, gold finished, \$8.50 Per Doz. Sample \$2.
Pocket Pistol Lifter, chrome plated, \$15.00 Per Doz. Sample \$2.
Special—Imported Expansion Watch Bands—latest styles—yellow and chrome, \$4 Per Doz. Up.
Send \$3 for Beautiful Sample Assortment.
25% with order—balance C. O. D.
Full Payment required on orders under \$10. Send money order, cash or check.
All orders shipped promptly.
WORLD ENTERPRISES
Suite 502, 152 West 42 Street, New York City
Telephone: Wisconsin 7-1346

CLOCK RADIOS

Wake up to music instead of the old-fashioned alarm. Set clock for desired time and the radio will automatically start your favorite program.
Combination 5 Tube Radio and Sessions Electric Clock are available in ivory and black plastic cases. Radio and clock guaranteed. EXCELLENT FOR PUNCH BOARDS, PREMIUM OR GIFT.
Price \$18.50 (6 or more) Sample \$20.00
25% deposit with all orders required—Balance C. O. D. Delivery immediate.

DIANCO PRODUCTS CO.
3128 Edgemont St. Philadelphia 34, Pa.

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc.
LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. Spring St. Columbus 15, Ohio Dept. X

NEW AUTO WASHER

Your car sparkling clean—in a jiffy—Amazing "Suction" Auto Washer. Simply glide over car. PRESTO! Dust, grease, dirt, and grime disappear like magic. Leaves finish clear, lustrous. Auto gleams like a mirror.

SAMPLES FOR AGENTS
Sample offer sent immediately to all who send name & address. Hurry, postal will do. SEND NO MONEY—Just your name.

KRISTEE Co., 1590 Bar St., Akron, O.

1950 PROFIT MAKERS!

Choice of Bronze or Simulated Gold Plate for All Items!

MINUET LAMP



All metal, 16" high. Approved U. L. cord.
\$1.75
Ea. in Doz. Lots, Complete with Shade.

WESTERN HORSES

Height	Doz. Price
10"	\$18.00
8 1/4"	16.20
6 3/4"	8.50
5 1/2"	6.60
4 1/2"	4.00
3 1/4"	2.40
2 1/2"	1.95

HORSE CLOCK



Beautiful Western Horse Clock with reliable Sessions self-starting electric movement. Mounted on fine hand-rubbed Mahogany or metal base. Size 17" by 11 1/2".
\$7.00 Ea.
\$6.30 Ea. in 3 Doz. Lots

HOUSE OF BRONZE

1497 Myrtle Ave. Glenmore 2-8261 Brooklyn 27, N. Y.

A PARROT CAN SAY . . . "Just as Good!" BUT—OVER THE COUNTER SALES OF

THE BIG NOSE HOLLYWOOD BEAKS



WITHOUT

Prove them money-makers in Los Angeles retail outlets. MADE OF NATURAL FLESH COLORED MATERIAL. Not rubber or machine made.



WITH

THE CONSUMER HAS SEEN THE REST . . . HE HAS BOUGHT THE BEST . . . AND WILL IN YOUR SHOP, TOO

Volume production has enabled us to quote

NEW LOW PRICES
SAMPLE, \$1 PPD.

Your money refunded if not satisfied.

\$7.75 DOZ.
\$7.50 I

(F. O. B. Los Angeles)

In Cr. Lots

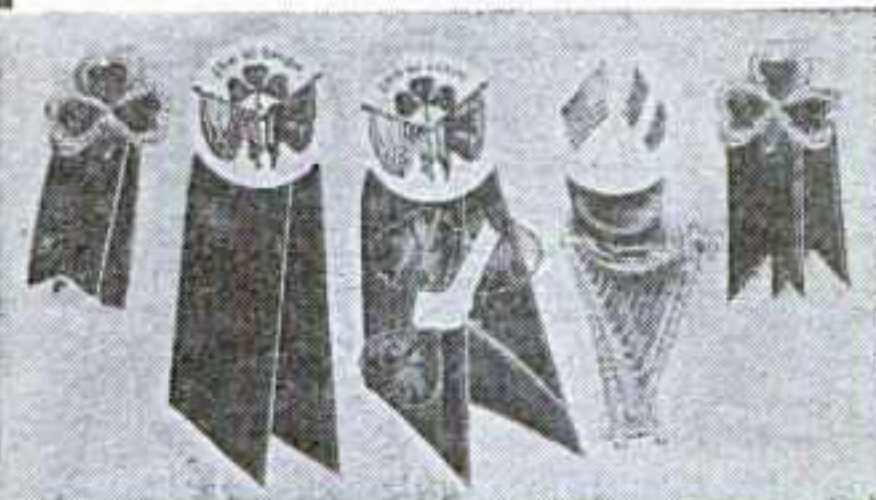
Phone, Wire, Air Mail **YOUR ORDER TODAY**

DERBY STYLE FELT HATS \$6.00 Doz.

J. R. BROWNLOW

Olvera Trading Post 107 E. Sunset Blvd. LOS ANGELES 12, CALIF.
Phones—Day: MUtual 7014; Nite: NOrmandie 5894

ST. PATRICK'S SPECIALS



#14 #10 #11 #15 #14

Hop-a-Long Cassidy Buttons NOW IN STOCK.

1950 Catalog Now Ready. 25% Deposit on all orders, bal. C.O.D. Same day service.

CHARLES SHEAR 150 PARK ROW, NEW YORK 7, NEW YORK

- #10—2 Ribbon Badge, 1 dz. on card, Gr. \$3.50
- #11 Shamrock with Pipe on Badge, Gr. 5.00
- #12 Shamrock with Hat on Badge, Gr. 5.00
- #13 2 Ribbon Badge with Cross, Gr. 4.80
- #14 Metal Shamrock with 2 Ribbons, Gr. 4.20
- #15 Metal Harp Badge, Green or Gold, Gr. 6.00
- 50L Buttons, Erin Go Bragh or Free State, per 100 2.00
- #5 Satin Ribbon, any color 100 yards 2.00
- Irish Flags, Erin Go Bragh, 12x18, Gr. 24.00
- Irish Free State, 12x18, Gr. 24.00
- Irish Free State, 8x12, Gr. 12.00
- Jap Silk, 1 1/2x2, 50¢ Gr.; 2x6, 75¢ Gr.; 4x6, \$3.00 Gr.

JOBBERS — DISTRIBUTORS
SENSATIONAL PRICE SLASHES!

Never before such Terrific values and Flash for Carnival and Punch-Board Men and Merchandisers. **WARNING:** This offer good only until March 25. Act now! 25% deposit will hold your order for later delivery.

- #500 19x21" Rayon Plush Black and White Boston Terrier
- #800 19x23" Rayon Plush Donkey. Open mouth.
- #700 20x24" Rayon Plush Elephant. Asst. colors.
- #800 14 1/2x25" Rayon Plush Colt. Open mouth.

The above sure-sellers dressed in colorful plastic collars, saddles, bridles, blankets, etc.

Each of the above packed 1 dz. to a carton, \$33.00 dz. In six dozen dz. **\$30.00!** **SAMPLE \$3.50!** Ppd. \$ Send \$13.50 and receive all FOUR SAMPLES PPD.!

SPECIAL EASTER OFFERS: 38" Rayon Plush Begging Rabbit, \$36.00 dz. **SAMPLE** \$3.75 Ppd. 12" REAL FUR Crouching Rabbit, \$11.40 dz. **SAMPLE** \$1.35 Ppd. (See our other ad in this issue for other specials.)

ACE TOY MFG. CO. 122 West 27 St. New York 1, N. Y.




Send for FREE illustrations and price list of our new Easter line and Jumbo Concession and Carnival numbers. Closeouts always on hand. Inquire.

25% Dep. Req., Bal. C.O.D. if not rated.

PREMIUMS—GIFTWARE—NOVELTIES

Tele-Vision Clocks, Horse Clocks, Horse Radios, Horse Lamps, Evans Lighters, Horses, Etc. Ideal for Punchboards, Stores, Auctions, Wagon Jobbers, Installation Houses.

FREE CATALOG
Cash Sales Company
608 Fifth Ave. Pittsburgh 19, Pa.



BIG PROFITS
Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

Hart Mfg. Co.
303 Degraw St. Brooklyn 2, N. Y.

STOP! LOOK!

Soft Flesh Colored

ORIGINAL HOLLYWOOD NOSE

\$7.20 DOZ. F. O. B. 1/3 Dep. With Order. Samples \$1.00 Each.



\$7.20 DOZ. F. O. B. Special Discount to Jobbers.

ORDER NOW BE FIRST IN YOUR TERRITORY

ORDERS FILLED IMMEDIATELY

Attention—Peddlers, Pitchmen and Novelty Stores.

WILSHIRE NOVELTY Mfrs.

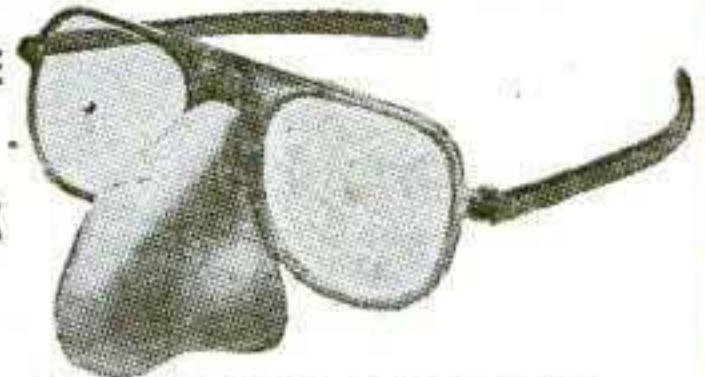
850 OAK ST.

SAN FRANCISCO, CALIF.

Phone: Market 1-3728

WOW

BE THE LIFE OF THE PARTY GET THE NEW LOOK with the



HOLLYWOOD COMIC NOSE

IT LOOKS REAL AND FEELS REAL. HAS A FLESH APPEARANCE WHEN WORN. IT IS DIFFERENT and NOT RUBBER.

SAMPLE \$7.75 DOZEN **GROSS \$7.50** LOTS Per Doz. **Sample \$1.00** Postpaid

F. O. B. Hollywood

25% With Order, Balance C. O. D. Write or Wire

CHARLES L. BERRY

1610 NORTH WILCOX

HOLLYWOOD 28, CALIF.

SENSATIONAL NEW LOW-PRICED HORSE CLOCK

The most beautiful Horse Clock available with dependable self-starting Sessions guaranteed electric clock. Artistically hand rubbed molded base in Swedish Modern or Mahogany finish. Horse and clock in white metal with lustrous silver 2-tone finish. Size: 17"x12".

PRICE \$6.95 ea. in Model #711 doz. lots.

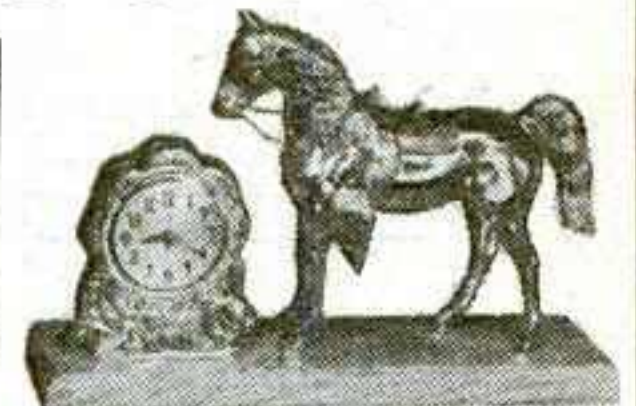
Sample \$8.00

Terms: 25% With Order, Bal. C. O. D., F. O. B. Chicago

M. K. BRODY

Serving the trade in Chicago for over 34 years

1116 SO. HALSTED ST. CHICAGO 7, ILL.



RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR NEW CATALOGUE



Engagement . . . \$2.63 Doz. Wedding 1.63 Doz.

We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS—BIRTHSTONES — COCKTAIL RINGS—They are just what you need for Department and Drug Store Dollar Ring Sales.



Also, 101 New Flashy Jewelry Items for Fairs, Carnivals and Resorts.

State Your Business.

HARRY MAHREN RING CO.

303 5th Ave., N. Y. 16, N. Y.

Red and White Stone Combination . . . \$3.00 Doz.

SALESBOARD SIDELIGHTS

Irving Sax, new general sales manager of Superior Products, Chicago, reports the company's recently released nickel board, Racing Special, is setting sales records because of its unique play idea. The number features actual miniature racing horses, in bronze, silver and gold. There are six "steeds," each in a separate stall in the upright board. About six inches high, each horse represents a seal. Winners take the horse itself, which is a cast model, plus the money prize. Irving states Superior is set to introduce new novelty board numbers at the rate of one each week.

Bill Stone, Consolidate-Container Corporation, St. Louis, has been out covering Illinois on a sales-contact tour. . . Peerless Products, Inc., Chicago, carries on with more good sales news, with boss boys **Ben and Marshall Maltz** concurring on upped level activity. Firm's new 100-board series, set for release, will be coming out periodically and should serve to further hypo business, Marshall feels.

Jerry Scanlan, Chicago, announced the appointment of **Harley Reminger** as sales representative for Kansas and Nebraska. Harley has already started out on the rounds. Jerry also tells of a follow-up number for the successful Sky High com-

ination ticket and merchandise deal. New item is Golden West, a combination ticket and coin deal, which should hit the sale spiel shortly, Jerry advises. Firm's Sky High number will continue to be offered with the new release as a companion piece.

Gardner & Company, Chicago, report present volume sales indicate 1950 will easily equal, if not exceed, 1949. Latter was a record year in firm's 40-odd-year history, officials say. Sales continue to hit the top of the sales chart with jobbers merchandise boards now running a dead heat with the Gardner money-board line for first place. Bunched close behind are the cigarette, premium and special die-cut lines. All shifts are working to keep production ahead of demand, according to firm's **Joe Robinson**.

From Universal Manufacturing Company, Inc., Kansas City, comes word that the new improved Bingo deal is a hitting a sizzling sales trail. **Joseph Berkowitz**, who also heads Bee-Jay Products, Inc., Chicago, says both firms are enjoying a real run for the money, order-wise, now that they have stressed the "convenience and fast delivery" angle by setting up multiple shipping points over the country.

Dick Hitter, Carol Sales Company, Elmira, N. Y., is still keeping on top of the mail-sales business. His M. R. Hitter Company, Inc., is active in direct sales, and Dick himself does almost 100 per cent of the required traveling and selling. And the stream of long-distance visitors who come to Elmira headquarters to do on-the-spot buying is still as strong, maybe stronger, than during the last few years, Dick opines.

PIPES

(Continued from page 88)

Negro section of town and have been working at that same location for about two months now. The spot is still holding up okay but just as soon as it drops too low I can change corners. Nowadays it costs too much money to tour the country as a pitchman. So the longer we can work in one town the better off we will be. Let's have some pipes from some of the old-timers, just like years ago. In those days the boys exchanged information as to open and closed towns, how much a reader cost, where one could work in the town and who one should see in that town. Since there are so very few towns open now, I believe that it would be a good idea to do that very same thing again. So give with the spots boys and girls and lend a helping hand to those on the road who are looking for open towns. I know of quite a number of open towns between New Orleans and Chicago on Route 51. If anyone wants that information, pipe in requesting it and I'll be happy to name the towns. Let's have a pipe from Red Hallie."

MORRIS KAHNTROFF . . . left New Orleans recently for other pastures following a successful run in the Mardi Gras city.

HARRY CORRY . . . blew into New Orleans recently sporting a new car. He since has set up shop in the city and is reported to be doing well.

RED McCOOL . . . is working farm sales at Michigan spots to good results.

PECOS MAYNARD . . . is purveying eye-glass cleaner in a chain store in Grand Rapids, Mich.

BOB TOUSIGNANT . . . is among the many pitchmen playing Fort Worth to good returns.

Jack L. Warren Heads Sales at Container Corp.

ST. LOUIS, Feb. 11.—Jack Morely, vice-president of Consolidated-Container Corporation, announced the appointment this week of Jack L. Warren as sales director. Warren replaces Irving Sax, who resigned to take up a similar post with a Chicago salesboard manufacturer.

With Container Corporation for many years (prior to the merging of Consolidated Manufacturing Company with Container), Warren has covered every territory. Currently, he is traveling thru Illinois and Indiana with Irving Weiss, and plans to cover Florida and Georgia with Russell Couey, new division sales director for those States.

POMONA MAKES PLANS

(Continued from page 66) saw attendance considerably below the 1948 peak. He declared that "only by aggressive procedure, such as interesting exhibits, high class entertainment and a strong, sound publicity program can we expect to maintain or top the 1949 fair."

Afferbaugh was re-elected president-manager of the annual and all other officers were also renamed for 1950. These are Arthur M. Dole, vice-president; B. Chaffey Shepherd, secretary-treasurer; Gladys M. Donlavy, assistant secretary; and Joseph A. Allard, attorney. Directors are: W. A. Kennedy, chairman, T. J. Brownrigg, Phil J. Curran, Merrill E. Fellows, Fred C. Froehde, Raymond E. Smith, Hugh W. Stiles, H. L. Stoker, Afferbaugh, Dole and Shepherd. William A. Smith, county supervisor, is an ex-officio member.

DO

YOU WANT BOARDS THAT ARE DIFFERENT!

WE HAVE NEW RELEASES COMING IN EVERY DAY . . . YOU CAN'T MAKE MONEY WITH CLOSEOUTS, SPECIALS AND RUN-OF-THE-MILL BOARDS. RELEASE S501: "SUPERIOR'S" BIG FEATURE THE HORSE DEAL THAT "WINS," PLACES AND SHOWS FOR YOU. NOW MAKE DELIVERY. RELEASE S502: "SECORE & SECORE'S" DERBY A 5 BOARD WITH A HORSE RACE SET-UP. RELEASE S503: "SECORE & SECORE'S" DOUBLE DOUBLE SAWBUCK . . . THIS BOARD WILL DOUBLE YOUR TAKE. WATCH THIS AD FOR NEW RELEASES. WE SELL AT FACTORY PRICES TO OPERATORS AND JOBBERS ONLY. STATE YOUR BUSINESS.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET
PHILADELPHIA 23, PA.

ATTRACTIVE and UNUSUAL PUSH CARDS

Designed and Manufactured by **RAY MERTZ & CO.**
525 S. Dearborn St. • Chicago 5

B SALESBOARDS AND TICKET DEALS
WRITE WIRE OR PHONE FOR JOBBERS & OPERATORS PRICE LIST
B.F. PRODUCTS
1910 PIEDMONT RD., CHARLESTON, W. VA.
PHONE 25-771

LOWEST PRICES IN THE U.S.A. PUNCHBOARDS Finest Quality Made

1000 J. P. Charley 25c, Thick.....	80
1000 Charley Board, 25c, Thick.....	70
1200 Texas Charley, 25c, Thick.....	1.35
2400 E. Z. Pickin 5c, 10c.....	2.10
400 Dollar Game Thk. (Nos. or Tips)45	
1000 Plain Board (or sections).....	45
1000 Hole 1c Cigarette Board (24 - 26 - 30 Pack Payout).....	55
1000 Nickel Special (1/2 free).....	50
2000 Lu Lu Belle, Thick.....	1.40
120 Tip Boards, Thick.....	40
240 Tip Board, Thick.....	45
300 Kuter Kolors, 25c.....	45
300 Fin & Sawbuck 25c Sup. Thk 2.10	
420 Double Sawbuck, 25c Sup. Thk 2.35	
1200 Pick A Cherry 5c.....	1.85
1000 Cherry Pickin Time 5c.....	1.65
2000 Jar of Jack, 10c, Thk. Pro.....	1.95
2530 Jack in Barrel, 5c, Thk. Pro.....	2.90
1200 Pays Double J. P. Charley 25c, Super Thick.....	2.95
220 Kwik Fin 25c (6 Tick in Hole) 1.65	
2000 Akron Spécial, Protected.....	1.45
2500 Canton Spécial, Protected.....	1.95

Assortment of 12 Brand New Girlie Boards, 900 to 1200 Holes 1.85

SUPER SALES CO.
100 W. Chicago Ave. Chicago 10.
We Make Prompt Delivery.
Deposit Required on All Orders.

Superior's TOP SECRET

COMING SOON

6 sensational new punchboards *STYLE G

SALESBOARDS—JAR TICKETS

Holes	Play	Description	Def.	Profit	Price
400	5¢	WIN A BUCK, Thick	Def.	\$ 7.00	\$.60
300	25¢	Quarter Kolors, Thick	Def.	15.00	.60
1000	25¢	Charley Board, Thick	Def.	50.00	.90
1000	25¢	Jack Pot Charley, Thick	Avg.	52.00	1.15
1200	25¢	Texas Charley, Thick	Avg.	102.90	1.60
1200	5¢	Squealie, Thick	Avg.	34.15	2.50
2592	5¢	Jack in Barrel, Thick	Avg.	49.75	3.25
300	25¢	Fin & Sawbuck, Thick (5-25¢)	Avg.	33.15	2.25
2000	10¢	It Grows on Trees (Die Cut)	Avg.	71.00	4.75

Jar Tickets—Bingo Tickets, 1000, 1200, 1260, 1600, Tip Boards.
All orders shipped same day received. 25% deposit, balance C. O. D.

LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
10th year giving immediate delivery on finest boards

LEGALSHARE SALES
P. O. BOX 86-A 222 2nd St. HUNTINGTON BEACH, CALIF.
Ph.: Lexington 6-3218

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

LETTER LIST

(Continued from page 87)

Lee, Sandra Peyton, Elmer
Lee, Walter Blackey
Lebright, J. R. Phelan, Peter J.
Lemmons, A. L. Phillips, D.

Spann, Lee Sparks, Jim
Spaulde, Diamond Jim
Spencer, Art
Spencer, Mrs. Chas

Yennie, Harold Zabin, Jack Steve
Yoffa, Louis Zontini, Rusty
York, Mrs. Howard Zorro, El
Young, Reubin Zuniga, Joan

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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

A-1 BARGAIN - CIGARETTE AND CANDY
Vending Machines; all makes, models; lowest prices; what have you to sell? Mar Postel 6416 N Newgard Ave. Chicago, Illinois fe18

A.B.T. CHALLENGERS - GOTTLIEB THREE
Way Grippers, \$8 each. Microscope Photomatic (uncratered) supplies, complete, \$75. Victory Specials, \$25. Amusement Sales Co., 127 N. Main, Midvale, Utah.

ARCANE BARGAINS—LARGE VARIETY
Machines and equipment; write for list. McKee Saes Co., 2041 Kenneth Road, Glendale 1, Calif. fe25

ARE YOU BEING CHEATED? - TRY OUR
Coin Operated Premium Cabinet. Deal consists of punchboard machine with attached g'a'sed-in display cabinet with locking device; \$50 worth of merchandise such as: Watches, Rings, Lighters, etc., at wholesale prices, attractively mounted in display cabinet. Deal takes in \$250, costs you \$79.50 complete with cabinet, merchandise, inserts, etc. Your profit on first deal \$200. Replacement deals, \$50 each. Try sample deal. If not satisfied in 10 days money will be refunded. Stewart Saes Co., 2120 South State Street, Salt Lake City, Utah.

BARGAINS—MILLS 25¢ BONUS, \$125; MILLS
25¢ Golden Fall, \$75; Mills 5¢, 10¢, 25¢ Black Cherry, \$65 each; Mills 10¢ B'us Front, \$45; Mills 10¢ Q.T., \$45; Pace 25¢ Chrome, \$75; Columbia Twin Jackpot, \$55. First class condition. 1/3 deposit, balance c.o.d. Owl Distributing Co., 108 E. Sycamore, Independence, Kan.

CIGARETTE MACHINES - SPRING SPECIALS;
write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CLEARANCE SALE BARGAINS—16MM. SOUND
Features, short subjects; send stamps for listings. Mertz Film Service, 359 3rd St., San Bernardino, Calif. fe25

DRINK VENDING MACHINES LOCATED IN
Army camps around New York. Concessions and machines for sale. Write Box 818 B, 217-7th Ave., N. Y.

EXCEPTIONAL BARGAIN—5¢ SHOE SHINE
Machines, perfect condition, only \$49.50 each. Berry Amusements, 878 Almaden Ave., San Jose, Calif.

EXHIBIT SUPPLY CO. IDEAL 1/2 CARD
Vendors, Counter models. Write Box 118, c/o Billboard, St. Louis 1, Mo.

FOR SALE—250 USED MACHINES, ALL ON
Bronx, Manhattan locations, at \$10 per machine; you can buy from 50 machines to 250. Call: LUdow 9-0025 for appointment.

FOR SALE OR EXCHANGE—THREE WILCOX-
Gay Recordio-Grams in perfect condition, \$200 each; cash or in exchange for other coin-operated machines. O'Connor Coin Machine Co., Cincinnati 18, O.

FOR SALE—LATEST MODEL FLASH BOWLER
Skee Balls, 9 and 12 foot, \$75 each. Hysol Music Co., 897 Clarkson Ave., Brooklyn, N. Y. Dickens 2-9530.

POPCORN SEZ VENDORS, GOOD RUNNING
condition. Model TC 10, \$65 each. Henry Spiegel, 560 Main St., Hayward, Calif.

RAY GUN—10 SKEEBURGS CHICKEN SAMS,
just off location, A-1 condition; no reasonable offer refused. Bell Tavern, 327 W. 51st, N.Y.C. CI-7-9047

SALE OR TRADE—11 NINE FOOT ELECTRIC
Skee Ball Alleys (Bowl-a-Bomb), \$35 each. \$ fourteen foot electric Ro-Lo Bowling Alleys, operated Coney Island 10 years, \$150 each. Daiell, 1014 Ave. Jay, Brooklyn 90, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER;
low, low price; immediate delivery; write for prices and sample, J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANTED—5 BALL ORIGINAL FLIPPERS
Games, also 1 Ball Pay Outs 5¢ Peanut Vendors, any quantity. No dealers, no junk; cash on the line. Write, wire, phone. Montana Theater Equipment, Box 1000, Phone 33, Sunburst, Mont. fe18

SALESBOARDS—JARGON TICKETS
NEW LOW PRICES
ALL ORDERS SHIPPED SAME DAY RECEIVED
JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS

WANTED—BULK VENDING MACHINES, 1¢
and 5¢; good condition; state lowest price, details. Box 499, Billboard, N. Y. C.

6 UNEEDA SHOE SHINE MACHINES - PRACTICALLY
brand new, used less than one month, \$100 each; 1/3 deposit required, balance c.o.d. Harry Dashew, 1435 Meridian Ave., Miami Beach 39, Fla. Phone 58-1639. mh4

16MM. "SOUNDIES" USED PRINTS FOR PANORAM
projection. Only complete stock in existence. Prices as low as \$13.95 per dozen prints. Write for list of currently available titles. Blackhawk Films, Dept. BB, Davenport, Iowa. mh11

30 USED CORADIOS - GUARANTEED PERFECT
working order. \$18.95 each. Entire lot, \$525. Hotel Radio, 307 7th Ave. New York City.

BUY BY MAIL
FACTORY WHOLESALE PRICES
No Job Lots or Close Outs
BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO
No Order Too Large No Order Too Small
JAR DEALS—PAD DEALS
R W B—LUCKY SEVEN MATCH PAKS
Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.
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CAROL SALES CO.
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PUSH CARDS
Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.
W. H. BRADY CO., Mrs.
Established 1914
CHIPPEWA FALLS, WISC.

Table with 4 columns: Salesboards—Bargains, Description, Price, Profit. Rows include 400 5¢ Jumbo Lulu, 1000 25¢ Charley, etc.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA
DISTRIBUTORS — JOBBERS
100 NEW 1950 SALESBOARDS 100
Lowest Prices in History!
PEERLESS PRODUCTS, INC.
Manufacturers of High Grade Salesboards

COIN MCH. EXPORTS HOLD UP

Market Solid As Game, Juke Prices Climb

Vender Sales Soar

WASHINGTON, Feb. 11.—Continuing the steady rise in sales of the previous two months, the November, 1949, dollar export total reached \$214,310 for 856 amusement games, music machines and venders, according to the latest official figures announced by the U. S. Department of Commerce. This amount was the highest monthly total recorded in 1949. A breakdown of the figures shows that all phases of the coin machine export trade enjoyed sharp increases and that juke box and vender unit prices were up to the highest level in several months.

Venezuela again proved to be the largest buyer of American-made machines in November. Operators in the South American nation spent \$35,688 for music boxes, \$28,725 for automatic merchandisers and \$1,849 for games. This added up to \$66,262 for 106 units. While Venezuela has been a heavy buyer of coin phonographs in the past, November marks the first instance in which operators there made volume purchases of venders. The new stress placed on merchandisers by Venezuelan operators plus the \$20,490 spent by Philippine vending interests helped make November the top dollar month in 1949 for vender export sales. The \$68,541 overall total also was the third highest in the history of vending export sales.

Other leading coin machine buyers in November included operators in Cuba, Belgium and Japan. Cuban coinmen purchased 172 machines valued at \$20,895; Belgian coinmen spent \$16,802 for 122 units and Japanese firms bought 52 coin units with an aggregate total of \$16,802. Significant in this run-down is that the five leading buyers, including Venezuela and the Philippine Republics are widely scattered geographically.

Among the newcomers on the 1949 list in November were Belgium, the French Pacific Islands and British Malaya. While Belgium has appeared occasionally in previous years, neither the French Pacific Islands, which include New Caledonia, the Society Islands, the Walpole Islands, the Isle of Pines and Chesterfield Island, nor British Malaya have appeared before.

In the game field Belgium, Panama and the Union of South Africa were the biggest customers. One of the (See COIN MACH. on page 111)

Shuffle Skill

NEW YORK, Feb. 11.—Player appeal of the new shuffle-bowling games will be used by the Shell Oil Company to focus attention on its booths at the Tool Industries Show in Chicago next month. Two of the games were being modified here this week for Shell by the Structural Display Company to operate on free play and a shorter play cycle. Prizes will be awarded for high scores.

Coin Machine Exports

November, 1949

Country	Total		Phonographs		Av. Price	Venders		Av. Price	Amusement Games		Av. Price
	No.	Total	No.	Total		No.	Total		No.	Total	
Venezuela	106	\$66,262	62	\$35,688	\$575	38	\$28,725	\$756	6	\$1,849	\$308
Philippine Rep.	80	28,852	14	6,682	477	50	20,490	409	16	1,680	105
Cuba	172	20,895	37	12,299	332	134	7,961	59	1	635	635
Belgium	122	16,802	18	11,977	665	—	—	—	104	4,825	46
Japan	52	16,256	13	7,578	583	31	6,903	319	8	1,775	222
Honduras	14	9,517	14	9,517	679	—	—	—	—	—	—
Guatemala	14	9,052	14	9,052	661	—	—	—	—	—	—
Finland	76	8,000	76	8,000	105	—	—	—	—	—	—
Salvador	15	7,637	15	7,637	507	—	—	—	—	—	—
Canada	109	4,846	—	—	—	21	851	40	88	3,995	45
Un. of S. Africa	20	4,304	—	—	—	—	—	—	20	4,304	215
Panama	8	4,000	—	—	—	—	—	—	8	4,000	500
Haiti	9	3,498	9	3,498	388	—	—	—	—	—	—
Portugal	5	3,025	5	3,025	605	—	—	—	—	—	—
British Malaya	10	2,430	—	—	—	—	—	—	10	2,430	243
Nicaragua	3	1,650	3	1,650	550	—	—	—	—	—	—
Mexico	6	1,507	—	—	—	—	—	—	6	1,507	251
United Kingdom	2	1,034	—	—	—	2	1,034	517	—	—	—
New Zealand	2	789	—	—	—	—	—	—	2	789	395
Colombia	1	600	1	600	600	—	—	—	—	—	—
Bermuda	1	595	—	—	—	—	—	—	1	595	595
Newfoundland	1	525	1	525	500	—	—	—	—	—	—
Fr. Pacific Is.	1	500	1	500	500	—	—	—	—	—	—
Other Countries	27	1,734	3	150	50	19	1,070	56	5	514	103
TOTALS	856	\$214,310	286	\$118,378	\$414	301	\$68,541	\$227	269	\$27,391	\$101

Brief and Important

Late Digest of Coin Machine News

Iowa Cig Price Law KO'd

Iowa's law prohibiting the sale of cigarettes below cost was declared unconstitutional by District Judge G. K. Thompson. The law, passed by the 1949 Legislature, makes illegal the sale of cigarettes at less than the defined cost. The selling price for the wholesaler was defined as cost plus 4½ per cent and for the retailer at cost plus 8 per cent. Judge Thompson said the act was an attempt to obtain "security from too much rugged competition."

New Music, Game Tax

A new city ordinance in Okmulgee, Okla., provides for a tax on coin-operated radios and phonographs and on all coin-operated games. The annual tax is based on the type of device and will range from \$1.50 to \$20 per unit. Revenue will accrue to the city's general fund, W. C. Alley, city attorney, announced.

Empire Coin Roadman Stricken

Jerry Bremner, ace road representative for Empire Coin Machine Exchange, Chicago, was taken to Garfield Hospital in that city last week when he collapsed following a heart attack. His condition is critical.

Coin Ops Offered Drink Disp. Deal

ATLANTIC HIGHLANDS, N. J., Feb. 11.—Coin machine operators are being approached with a new method to increase take at locations by Sam Rabinowitz, of the Tap Mixer Service here. He has developed a manually-operated carbonated drink dispenser which it is claimed can easily be installed in taverns and other stops now using bottle drinks. Operators would rent the dispenser at locations, said Rabinowitz, and also furnish supply sirups to them. (See COIN OPS on page 111)

Babcock Enters Coin Mch. Field

HALIFAX, N. S., Feb. 11.—A newcomer to coin machine trade is Reg Babcock. He recently sold out a retail hardware store business here in order to concentrate on the distribution and operation of coin machines in the maritime provinces, including Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. Babcock, formerly a golf professional at a suburban Halifax golf club, also had operated a restaurant for some years. At the start, shoeshine machines are being featured on the Babcock route.

Next Week... Tax Review

In the next issue of The Billboard Lewis C. Lebish, tax consultant to varied groups in show business on legal and taxation problems, will outline the 1950 income tax picture, as it applies chiefly to individuals and companies in the entertainment industry. To prepare for March 15, read Lebish's summary beginning on Page 3 of the February 25 issue.

Paster - Sandler Firm Chartered For Biz in Iowa

DES MOINES, Feb. 11. — The Paster-Sandler Distributing Company here has been issued a charter by the secretary of state. Authorized capital stock of the new company was listed at \$100,000.

Irving R. Sandler, of Des Moines, who headed the Sandler Distributing Company, was named president of the firm, and Allen I. Nilva, of St. Paul, vice-president and secretary.

Previously it had been reported that the Mayflower and Paster Distributing companies of Minneapolis would open a branch office in Des Moines.

Make a Wish!

NEW YORK, Feb. 11.—A coin device with no moving parts, which is activated by the flip of a finger, is gathering in money here at a terrific rate. All proceeds go to charity.

Its backers have added skill features to the old "Wishing Well" idea to attract play. In a month's test at the Hotel Taft, the well took in \$1,229.95. The take, including 37,000 pennies, was turned over to the National Council to Combat Blindness.

Built by Gillespie Games Company, Long Beach, Calif., the 250-pound device resembles the superstructure of a well. A metal box in the center, filled with water, serves as the coin receptacle. It contains a submerged bell and open abalone shells. Over the metal box a plate of glass is fitted, raised about an inch over the rail to allow donors to aim flipped coins at the bell and shells.

The well is being distributed here by Mrs. Elizabeth H. Breeze and Grace Bickers, 336 Madison Avenue. They said they are exploring ways of marketing or placing the wells thru the coin machine trade.

WURLITZER DEBUTS NEW JUKE

Baltimore Ops Install Execs At '50 Dinner

500 Guests Attend Affair

BALTIMORE, Feb. 11.—To the strains of Tex Beneke's *Music in the Miller Mood*, the Amusement Machine Operators' Association of Greater Baltimore (AMO) launched its second annual dinner dance Sunday (5) at the Lord Baltimore Hotel. Some 500 persons, including the AMO's 76 members, were present for this year's affair, the primary purpose of which was to install officers and board of governors for 1950.

New Execs

The new officers are Irvin Goldner president; Irvin Mason, vice-president; Moe Kaminsky treasurer, and Gabe Camhy, secretary. Geraldine Burns remains as staff secretary. The board of governors for 1950 consists of Bernard Rose, Duncan Faulkner, Charles Castora, Bunny Levinson, Al Caplan and Edward Rudo.

The former officers were Bernard Rose, president; Bunny Levinson, vice-president; Harry Rosenberg, treasurer, and Louis Wiener, secretary. Last year's board of governors was comprised of Gabe Camhy, Duncan Faulkner, Irvin Mason, David Koenigsberg, Al Caplan and Joseph Hasenkamp.

Civic Officials Attend

Harry Rosenberg, partner with Sam Weisman in the Double-U-Sales Company, distributor for United Manufacturing Company and Universal Industries, Inc., was toastmaster. Prominent city officials were present and spoke briefly. Among these were J. Neil McCardell, comptroller; Thomas N. Biddison, solicitor; (See *Baltimore Ops* on page 98)

Vaughn Cannon Sets Up C&W Music Company

ASHEVILLE, N. C., Feb. 11.—Vaughn J. Cannon, who formerly headed Tri-State Distributing Company and Pennies, Inc., this week obtained a charter for a new music firm here, the C & W Music Company. Cannon is the majority stockholder with 51 shares. C. A. Worrall holds 48 shares, and Cannon's brother, Fred, has a single share. The firm has an authorized capital stock of 200 shares at no par value.

The company will deal in all types of coin-operated equipment, including phonographs, radios, etc.

Priced at \$759.50, 1250 Will Offer 48 Selections and Play All Different Disk Speeds

Can Convert to 45, 33 1/3 R.P.M. Play for Less Than \$10

NORTH TONAWANDA, N. Y., Feb. 11.—The long-awaited debut of the new Wurlitzer Model 1250 phonograph will be held tomorrow and Monday (12-13) in the showrooms of all Wurlitzer distributors from coast to coast. Highlighting the unveiling was announcement of the price, \$759.50, which had been held in strict confidence. The 48-selection phono is designed to play any speed. According to Ed Wurgler, general sales manager of the Wurlitzer Phonograph Division, no previous Wurlitzer models have ever incorporated so many mechanical improvements as the Model 1250. All were designed, he said, to increase the operator's profits, reduce his costs and offer him protection on his investment.

Most important mechanical change is the Adapta-Speed record changer, which offers 48 selections on both sides of 24 records. This unit, for less than \$10 and within one-half-hour's time, can be adapted to play 45 or

MOA Prexy Urges Heavy Op Turnout at Chi Convention

OAKLAND, Calif., Feb. 11.—George A. Miller, national chairman of the Music Operators of America (MOA), this week issued an invitation to all music operators throughout the country, whether they are affiliated with an association or not, to attend the MOA Convention in Chicago March 6-8 at the Palmer House. Miller also revealed that Ed Mehren, president of the Squirt Company, would address the gathering on the fractional coinage activity now in Congress.

Pointing out that this convention will confine its entire activities to the automatic phonograph industry, Miller said other matters to be brought before the operators in attendance would include:

Copyright Coverage

1. Coverage of the copyright legislation picture by Sidney H. Levine, MOA legal counselor.

2. A discussion on the excise tax

situation by a committee previously appointed to study the problem, considered one of the most important facing the industry today.

3. Music merchandising and public relations. Hirsh de la Viez, president of the Washington Music Guild and Dick Steinberg, New Jersey Music Guild, speakers.

4. A special presentation to the association with the largest attendance at the convention (excluding Illinois groups).

Strictly Business

Miller, in closing, said: "We do not promise a lot of hilarity, special trips and banquets, but we do assure every operator who is interested in the welfare of his business that he will receive more personal consideration and obtain more valuable information at this meeting than at any other gathering held in the history of the automatic phonograph business."



ED WURGLER

33 1/3 r.p.m. records. Altho it now handles more selections, the new model will utilize present Wurlitzer remote control equipment.

In discussing the various record speeds, Wurgler said: "Should a change to a different speed record be (See *Wurlitzer Bows* on page 99)

AIREON FACILITIES ON BLOCK

Report Three Firms Eying RFC Offering

Future Output Doubtful

KANSAS CITY, Kan., Feb. 11.—Closed after operating for two years under trusteeship, the Aireon Manufacturing Company's facilities are being offered for sale by the Reconstruction Finance Corporation (RFC). David Powell, RFC manager in Kansas City, said this week that one prospective purchaser has already made an offer for the company, another is negotiating and a third has offered to operate it under lease.

RFC officials could not say whether there was a possibility that the purchaser would continue to produce the Aireon phonograph line. One of the companies however, already manufactures radio and television sets and presumably would use the facilities for those products.

(See 3 FIRMS on page 98)

Trimount Holds Seeburg Service School in R. I.

PROVIDENCE, R. I., Feb. 11.—In harmony with J. P. Seeburg Corporation policy of providing music operators with service school instruction, regionally and in distributor showrooms, a service school was conducted the nights of January 31 and February 1 in the Hotel Narragansett here, with Trimount Automatic Sales Corporation, local Seeburg distributor, as host, reported Dave S. Bond, president of Trimount.

Despite icy roads, the meetings, conducted by Al Teeple, Seeburg field engineer, drew 28 operators and servicemen Tuesday (31) and 24 Wednesday (1) to hear instruction in the care and operation of the Seeburg Selecto-Matic 100A and a discussion of record programming. Assisting Teeple in the three-hour sessions, designed to help operators maintain their operations at the most profitable and efficient level, were these Trimount personnel: Bob Bourque, service manager; George Rabinowitz, Joe Smith (See *Trimount Holds* on page 98)

WMG Elects La Viez Prez At Feb. Meet

Elect Other Officers

WASHINGTON, Feb. 11.—The Washington Music Guild (WMG) elected new officers at its February meeting held this week. The officers are: Hirsh de la Viez, unanimously re-elected president; Evan Griffiths, also unanimously re-elected secretary-treasurer, and Leonard Abrams, new vice-president.

The board of directors elected includes Charles W. Bowles, Jack Kaplan, Ira T. Byram Jr., John H. Phillips and Simon M. Davis.

Bill Schwartz will continue in his present capacity as business manager and publicity director of the organization.

The WMG was addressed by Bob Arkin, sales manager of the music operators department of the Decca Record Company. Arkin spoke on *Programming Music Boxes*.

L.A. Locations Must Pay New \$7.50 License

City Income Jumps

LOS ANGELES, Feb. 11.—Shifting of tax responsibility from the owner of music machines on location to the location owner was adopted by the Los Angeles city council when a new license fee of \$7.50 annually for each machine was set. This is an actual decrease from present imposts in some cases, it was pointed out, but the new ruling specifies that the license tax must be collected from the location owner.

Under the old ordinance the license fee had to be collected from the owner of the music machines, which proved impractical, the city clerk's office said. Every machine in the future also will have to bear a license tag.

The city council estimates that the new license tax for coin-operated juke boxes and other music machines will increase city revenue from \$12,000 to \$75,000 annually.

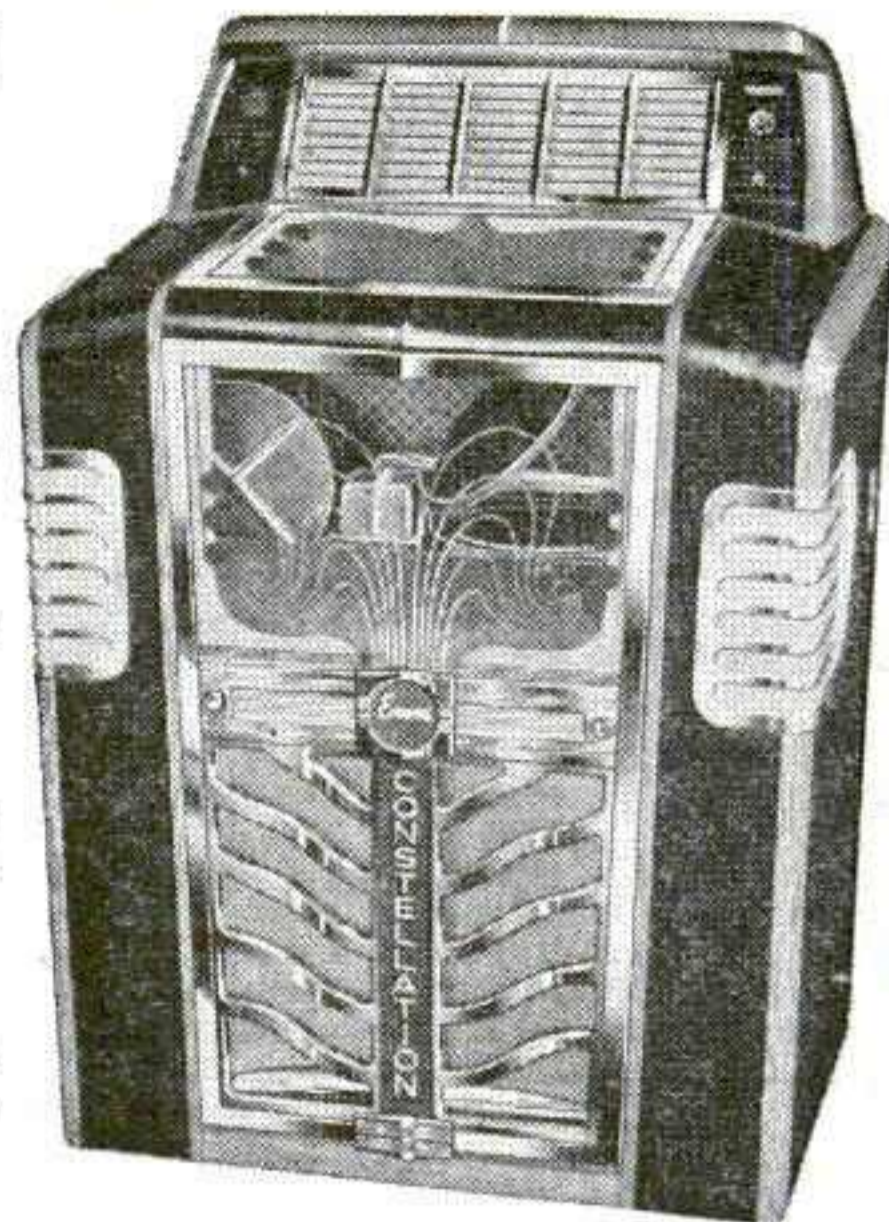
TO OWN THE BEST INVESTMENT IN MUSIC,
GET THE PHONOGRAPH THAT GIVES YOU
THE BEST IN

DESIGN

TONE

PERFORMANCE . . .

SELECTIVITY*



EVANS' 1950

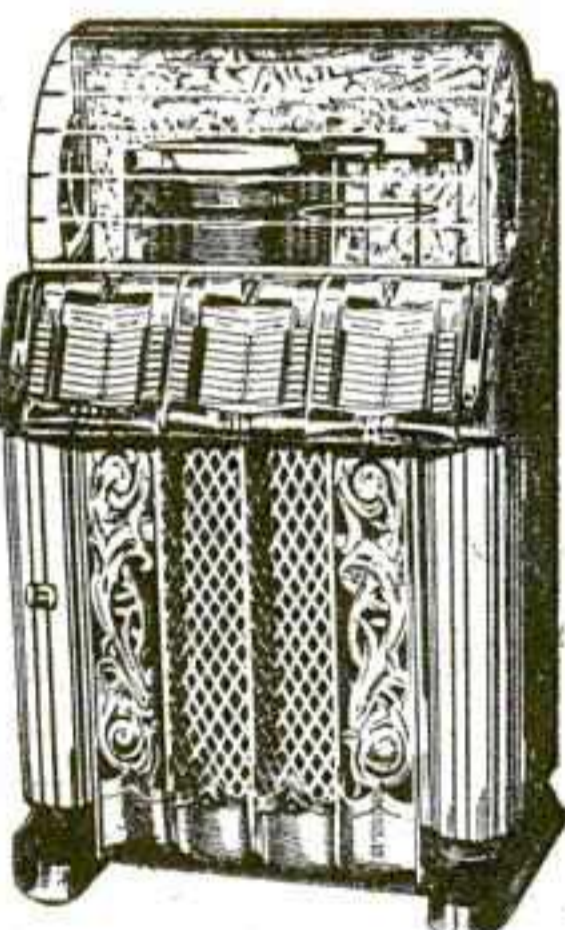
20 RECORD 40 SELECTION
CONSTELLATION

AVAILABLE NOW — Record Popularity
Meter for Original Constellation.

GENUINE PARTS for Mills Empress, Throne
of Music, Original Constellation.

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Illinois
See Our Coin Machine Ad, Page 120



WE
HAVE IT
THE
AMAZING NEW
WURLITZER
TWELVE FIFTY

▶ COME IN AND SEE WHY ITS A
SENSATIONAL PROFIT PRODUCER
—WHY IT PROTECTS YOU'
AGAINST OBSOLESCENCE

ANGOTT DISTRIBUTING COMPANY, INC.
Authorized Wurlitzer Distributor
2616 PURITAN AVE., DETROIT, MICH.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 38)

- 3rd Man Theme, The
H. Winterhalter (Come Into) Col 38706
- Tin Pan Polka
J. Tarto (I Knew) Mer 2090
- 12th Street Rag
F. White (Caravan) Columbine 101
- Under a Red Umbrella
K. Griffin (Half a) Rondo 221
- Unfaithful One
R. Smith (Daddy's Little) Col 20670
- Wedding Samba, The
Marlin Sisters (That Wonderful) Col 8265
- What Can I Do?
B. Johnson (I Love) King 4338
- With All My Heart
G. Davis (Idaho Moon) Skating Rhythms SR-351
- With My Eyes Wide Open, I'm Dreaming
B. Eberly (Daddy's Little) Coral 60158
- With My Eyes Wide Open, I'm Dreaming
Ink Spots (Lost in) Dec 24897
- Yesterdays
M. Buckner Ork (Buck-a-Boo) MGM 10652
- Yodel Blues, The
B. D. Brown (Sunny South) Horace Heidt MS-1021
- Yodel Blues, The
R. Lenn (Sunshine Cake) MGM 10634
- You Are Closer to My Heart (Than My Shadow)
The Shadows (I'd Rather) Lee 802
- You Couldn't Be Cuter
D. Hyman (All the) Relax L 3
- You Missed the Boat
B. Garrett-L. Parks (Can I) MGM 10629
- You Took My Man
W. Beatty (Lazy River) Crystallite CR-622
- You're Always There
B. Goodman (It Isn't) Cap 860

RELIGIOUS

- At the End of the Trail
J. Daniel (I Give) Bama 101
- Blessed Are the Dead
Spirit of Memphis Quartet (Days Passed) King 4340
- Child of God, A
Lincoln Gospel Singers (Dark Trials) Regent 1015
- Dark Trials
Lincoln Gospel Singers (Child of) Regent 1015
- Days Passed and Gone
Spirit of Memphis Quartet (Blessed Are) King 4340
- Down on My Knees
Swan's Silvertone Singers (My God's) King 4344
- I Give God the Glory
J. Daniel (At the) Bama 101
- If I Had My Way
Bethel Gospel Singers (Living Humble) Dec 48137
- I'll Be Listening
King's Sacred Quartet (Old Country) King 841
- Living Humble
Bethel Gospel Singers (If I) Dec 48137
- My God's Getting Us Ready
Swan's Silvertone Singers (Down on) King 4344
- My Body Belongs to God
K. Bell Nubin (Pressing on) Dec 48132
- My Home Over There
V. Cooper-S. Price Trio (You Can't) Dec 48134
- Old Country Church
King's Sacred Quartet (I'll Be) King 841
- Pressing on the Upward Way
K. Bell Nubin (My Body) Dec 48132
- That's Why I Love My Jesus
John Daniel Quartet (When I) Bama 100
- When I Get There
John Daniel Quartet (That's Why) Bama 100
- You Can't Hurry God
V. Cooper-S. Price Trio (My Home) Dec 48134

HOT JAZZ

- All of Me
E. Garner (I Don't) Savoy 724
- I Can't Believe That You're In Love With Me
E. Garner (I Only) Savoy 723
- I Don't Stand a Ghost of a Chance
E. Garner (All of) Savoy 724
- I Only Have Eyes for You
E. Garner (I Can't) Savoy 723
- More Than You Know
E. Garner (Over the) Regent 1014
- Over the Rainbow
E. Garner (More Than) Regent 1014

CLASSIC & SEMI-CLASSICAL

- Favorite Oratorio Choruses Album—Calvary Chorus—
C. Ennis, Cond. (1-10")
Key (33) 11
- Martucci: Symphony No. 2 in F Major Album—
La Scala Ork-A. Guarnieri, Cond. (1-12")
Capitol: . . .Junken P-8064
- Mozart: Serenade in B Flat for 13 Wind In-
struments Album—Hewitt Chamber Orches-
tra (1-12")
Vox DL 6020

INTERNATIONAL

- Cuckoo Bird Waltz
Vagabond Polka Ork (Tic-Ti) Dec 45091
- Hora Mechudeshet
H. Kipnis (Maladfti) V 25-5097
- Kocham Panieneczki
Silver Bell Ork (Muzyka Plynie) V 25-9217
- Megettem a Kenyerem Javat
T. Rakossy (Volt Szeretom) V 25-6090
- Moladfti
H. Kipnis (Hora Mechudeshet) V 25-5097
- Muzyka Plynie W Kolo
Silver Bell Ork (Kocham Panieneczki) V 25-9217
- On Your Birthday
L. Logist (Whirling Around) Dec 45090
- Tic-Ti: Tic-Tac
Vagabond Polka Ork (Cuckoo Bird) Dec 45091
- Volt Szeretom Tizenharom
T. Rakossy (Megettem a) V 25-6090
- Whirling Around Polka
L. Logist (On Your) Dec 45090

LATIN-AMERICAN

- Amor Del Alma
Trio Vegabajeno (El Ventarron) V 23-1494
- Chiquita Bacana
El Gringo's Brazillians (Strange Melody) SMC 1263
- Culebra y Mare Mare
Los Universitarios (Tamakun) Discos Cafamo
- El Ventarron
P. Diaz Ork (Amor Del) V 23-1494
- Es Imposible
M. A. Mejia (Paloma Blanca) V 23-1507
- Espana, Madre Querida
Angelillo (Lunita Pinturera) V 23-1506
- Lunita Pinturera
Angelillo (Espana, Madre) V 23-1506
- Paloma Blanca
M. A. Mejia (Es Imposible) V 23-1507
- Pecado
P. Vargas (Pequena) V 23-1502
- Pequena
P. Vargas (Pecado) V 23-1502
- Pobre Corazon
F. Fernandez-L. Palomera (Tu Solo) V 23-1503
- Strange Melody
El Gringo's Brazillians (Chiquita Bacana) SMC 1263
- Tamakun
Los Universitarios (Culebra y) Discos Cafamo 509
- Tu Solo Tu
F. Fernandez-L. Palomera (Pobre Corazon) V 23-1503

CHILDREN

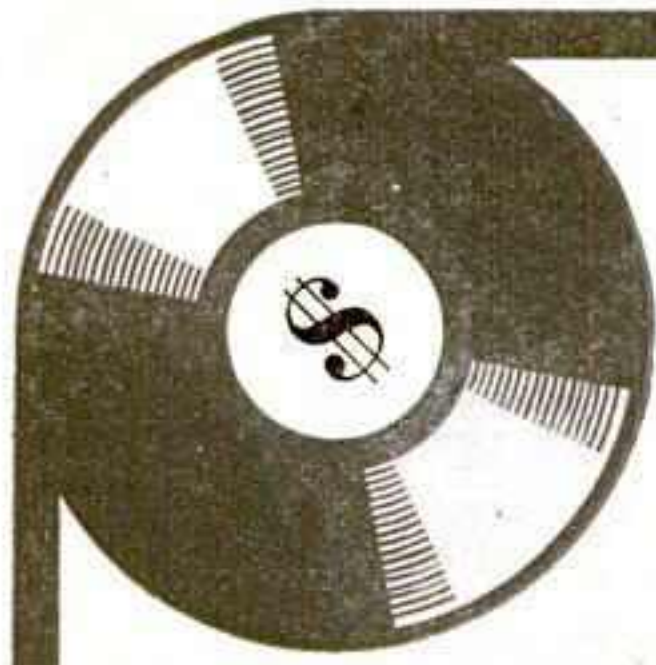
- Adventures of Harry the Horse, The
A. Stang (1 & 2) Admiral K-201
- Elephant Who Forget, The
A. Stang (Percy the) Admiral K-202
- Percy the Polite Seal
A. Stang (Elephant Who) Admiral K-202
- Song-Stories Album—I. Wicker (The Singing Lady) (4-7")
Regal 30
- Cinderella . . . 118
- Dollar a Dollar . . . 117
- Goldilocks and the Three Bears . . . 115
- Hi Diddle Diddle . . . 118
- Jack and the Beanstalk . . . 116
- Little Red Hood . . . 117

ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from page 31)

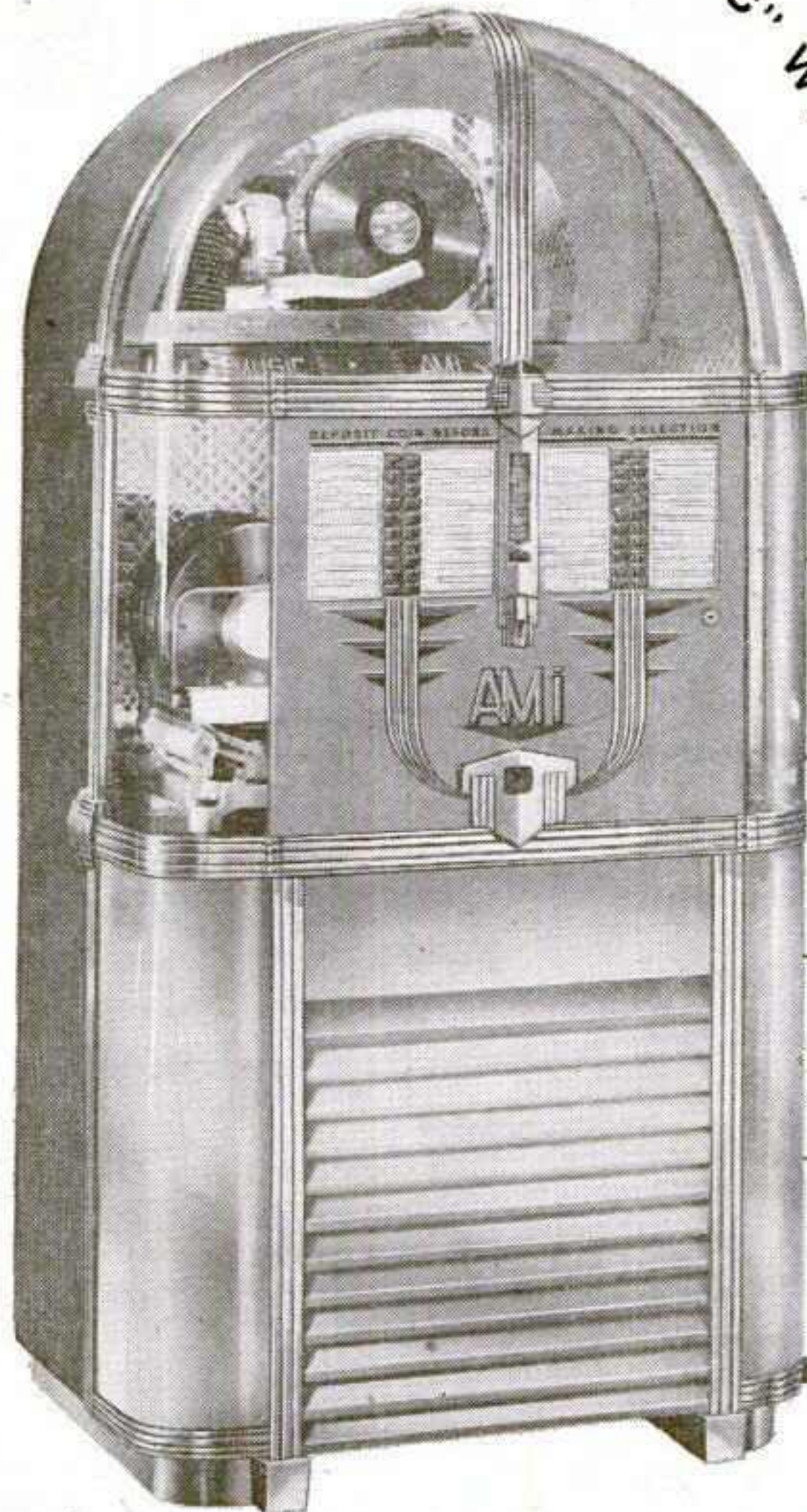
- I Like My Nobby's Pudding
W. Harris (I Can't) King 4342
- If This Is Love
N. Dunlap (You Mean) Peacock 1515
- In a Boogie Mood
C. Garlow (Bon Ton) Macy's 5002
- I'll Be a Good Boy
R. Thomas (I'm So) Star Talent 807
- I'm So Worried
R. Thomas (I'll Be) Star Talent 807
- I'm Gonna Rock
C. Jordan (Don't Put) Coral 65022
- Is My Heart Waiting Time
Orioles (Would You) Jubilee 5018
- I've Just Found Love
B. J. Greer (Rocking Jenny) V(78)22-0066; (45)50-0051
- Mean and Evil Blues
L. C. Williams (All Through) Freedom F-1529
- Mercy on Me
C. (Gatemouth) Brown (Didn't Reach) Peacock 1500
- Mr. Ticket Agent
Silver Cooks (Coming Back) Peacock 1510
- New Kind of Loving
R. B. Thibadeaux (R. B. Boogie) Peacock 1513

- No Letter Blues
B. Johnson (Glad You) Peacock 1502
- Pan American Boogie
L. Glosson (Trouble Ain't) Dec 46215
- Piney Brown Blues
G. (Mr. Blues) Jones (Crying Good) Dec 48133
- R. B. Boogie
R. B. Thibadeaux (New Kind) Peacock 1513
- Rag Mop
J. Lippins (Ramblin' Blues) Specialty 350
- Ramblin' Blues
J. Lippins (Rag Mop) Specialty 350
- Rocking Jenny Jones
Big J. Greer (I've Just) V(78)22-0066; (45)50-0051
- Screaming and Crying
Muddy Waters (Where's My) Aristocrat 406
- Shelby County
Little Johnny-Muddy Waters (Big Town) Aristocrat 405
- She'll Be Mine After Awhile
E. Blanchard (Creole Gal) Peacock 1514
- She's Gone
Dozier Boys (All I) Aristocrat 409
- Still in the Dark
J. Turner (Adam Bit) Freedom F 1531
- Tormented
C. Brown Trio (Did You) Aladdin 3044



Records are Dollars!

AMI MODEL "C" WITH



Entirely new sound system

Feather-weight crystal pickup

New wasp needle, osmium-tipped

Improved gain control

Record wear compensator

"Built for the Operator"

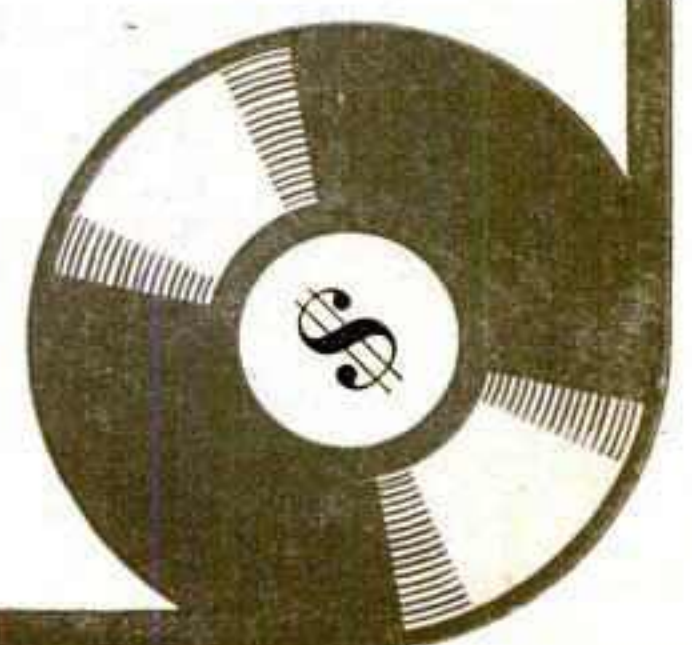
Time, experience and the all-knowing cash box have satisfied you that 20 records, playing both sides to give 40 selections, are the right number for profitable juke box operation. Record economy is the high road to profit! On the AMI Model "C" record changing is simple: just reach through the front door! Title changing is simple; title racks are removable and numbered for easy identification. The "C's" new sound system

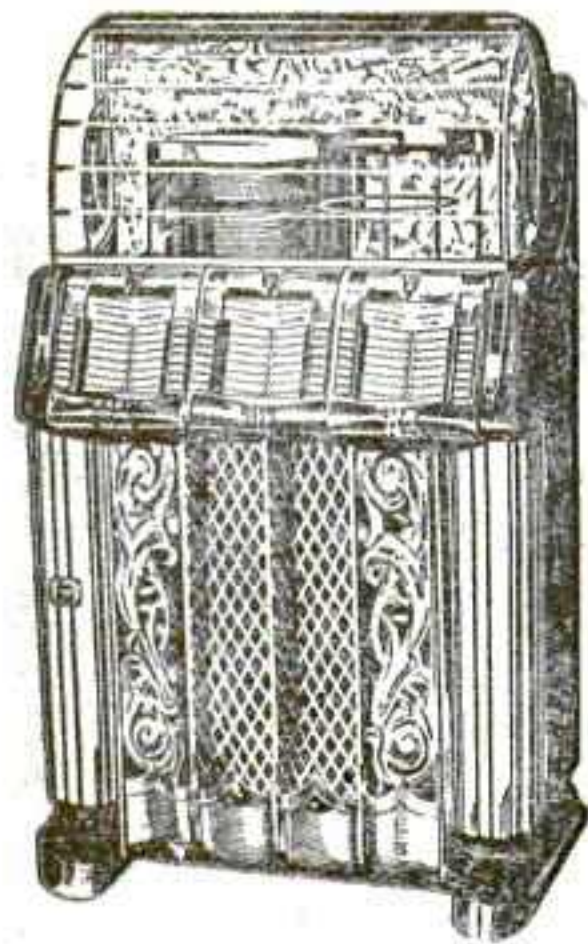
adds tremendous life to every record—this extra life is just as truly PROFIT as money in the cash box! Go to your AMI distributor today and hear the magnificent music the "C" gives out—with new amplifier, new pickup, new wasp needle and a score of other major refinements and improvements. Invest your dollars in the juke box that means more income, longer life, higher trade-in value.

AMi Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.

Sales Office: 127 N. Dearborn St., Chicago 2, Ill.





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The
Sensational
WURLITZER
Twelve Fifty

- ★ PROTECTS YOU AGAINST OBSOLESCENCE
- ★ UTILIZES PRESENT REMOTE CONTROL UNITS
- ★ PLAYS 48 SELECTIONS FROM 24 RECORDS

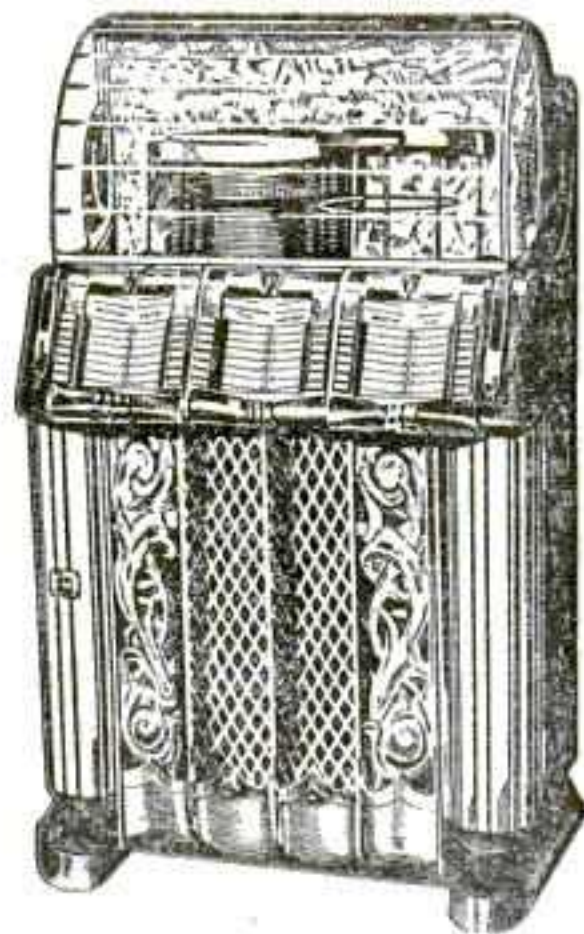
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Authorized Wurlitzer Distributor

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400 WATER ST., PORTSMOUTH, VA.

PROTECTS YOU AGAINST OBSOLESCENCE

The New
WURLITZER
Twelve
Fifty



▶ PLAYS 48 SELECTIONS FROM 24
RECORDS OF ANY SPEED OR SIZE.
DOES NOT OBSOLETE PRESENT
REMOTE CONTROL EQUIPMENT.

STERLING SERVICE

Authorized Wurlitzer Distributor
ROCKY GLEN PARK, MOOSIC, PA.

Record Reviews

(Continued from page 35)

OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
BILL HARRINGTON (3 Beaux and a Peep) Coral 60156	It Isn't Fair Solid masculine bit of warbling provides Harrington's most impressive disk to date. Good coverage of the revived hit.	77--77--76--80
	High on the Eiffel Tower Frenchy piece of material is from the flick of the same name. Side doesn't come off.	69--70--68--68
JO STAFFORD-GORDON McRAE Capitol 868	Beyond the Sunset The great harmony team could have the follow-up to their smash "Whispering Hope" in this mellow, pious offering.	89--90--90--88
	Near Me Dreamy, romantic material has old-fashioned appeal.	77--77--77--78
DORIS DAY (George Siravo Ork) Columbia 38698	Imagination Burke-Van Heusen smash of several years back is a single issue from the thrush's album. Could pull some weight coin-wise.	79--82--78--78
	Bewitched Another album side, this one the great Rodgers-Hart tune from "Pal Joey" which could pop out again at any time. Side does a wonderful job.	79--82--78--78
THE MODERNAIRES Columbia (33) 1-473	The Yodel Blues "Texas L'il Darlin'" material piece gets pleasant contrived corn treatment from the vocal crew, but Bing will be tough to catch if the tune happens.	71--73--70--70
	The Big Movie Show in the Sky Production number from same show gets a handsome rendition by the accomplished group. Pop potential is doubtful.	71--72--70--70
HARVEY HARDING (Henri Rene Ork) Grand G-25015	Rancho of the Roses Rene's musette accordion provides most of the backing on an uneven paso doble. Could have used more bass presence.	62--64--60--62
	When Manuel Shakes His Maracas An innocuous novelty side.	60--60--60--60
THE STARLIGHTERS (Paul Weston Ork) Capitol 844	Rag Mop Highly competent rendition of the smash Isn't likely to approach a number of less hip versions.	72--72--70--77
	It's Not Bad Lively, entertaining calypso bit of a pleasant synthetic nature.	70--72--68--70
EDDY HOWARD ORK Mercury 5371	Rag Mop Howard and trio handle the beat-ful vocal on the rhythmic hit. Should find a sizable market of its own.	81--80--80--82
	Daddy's Little Girl Sentimental hit is tailored to the Howard tonsils. Should place along with the Todd and Mills versions in the top echelon.	89--89--89--89
AL TRACE ORK Columbia (33) 1-471	Half a Heart Is All You Left Me Bob Vincent's vocal provides okay coverage of the oncoming hit, but is unlikely to match the performance of several earlier, stronger versions.	73--72--72--76
	Philosophy Polished corn effort is breezy, but inconsequential.	68--68--68--68
THE MODERNAIRES Columbia (33) 1-468	Home Town Band Stronger versions of the march novelty haven't shown up altho they've been around for several months.	72--74--72--70
	Olly Olly Oxen Free Precious novelty offers little to get excited about.	61--62--62--60
VICTOR YOUNG ORK (Bill Shirley) Decca 24847	Until Tonight Young's own number is from "A La Carte." Fancy, schmaltzy exotica is rung and played in lush fashion. No pop stuff here.	68--72--70--62
	A Face in the Crowd Almost overly pretty ballad from same score is a little fancy for pop peaks.	67--72--68--60
AMES BROTHERS (Roy Ross Ork) Coral 60153	Music! Music! Music! Full, straight-forward harmony rendition of the hit could be the follow up to the lad's "Rag Mop" click.	88--88--88--88
	I Love Her Oh! Oh Oh! Sprightly oldie recently revived on a Lincoln platter is a moderately strong vehicle for the knowing Ames-Ross combination.	81--82--80--82
LEE LAWRENCE-STANLEY BLACK ORK London 375	How Can You Buy Killarney A standout Irish pop ballad gets a straightforward, pleasant reading from a legit-ish bary. Competition will be strong on this tune.	73--73--71--75
	Helene More clear, direct warbling. Tune's a passable sweetheart ditty.	70--70--70--70
PRIMO SCALA ORK-THE KEYNOTES London 537	Arm in Arm The always bright Scala treatment makes a fair side of a kind of "Side by Side" ditty. Gang vocals, banjos, accordions, etc.	72--72--70--74
	He Played His Ukelele as the Ship Went Down Ork and chorus do a lively chantley with a catchy tag line.	83--83--82--84
JACK OWENS (3 Beaus and a Peep) Decca 24874	Half a Heart Is All You Left Me Owens does warm, sincere job with a popcorn ditty that's been stirring. This performance might overtake the Al Morgan and Ed "How" leaders.	88--87--88--89
	Monday, Tuesday, Wednesday A tentative ditty in the orthodox plug tradition is done up pretty here.	80--80--80--80
BING CROSBY (Jeff Alexander Chorus-Victor Young Ork) Decca 24876	Sure Thing The number one ballad from Bing's forthcoming "Ridin' High" is subtly constructed. Bing does it with his usual ease and aplomb.	76--80--77--72
	Someplace on Anywhere Road This one is the philosophical novelty song from the flick. Pleasant, but not of "Swingin' on a Star" caliber.	70--70--70--70

Record Reviews

ARTIST
TUNES
LABEL AND NO.
COMMENT

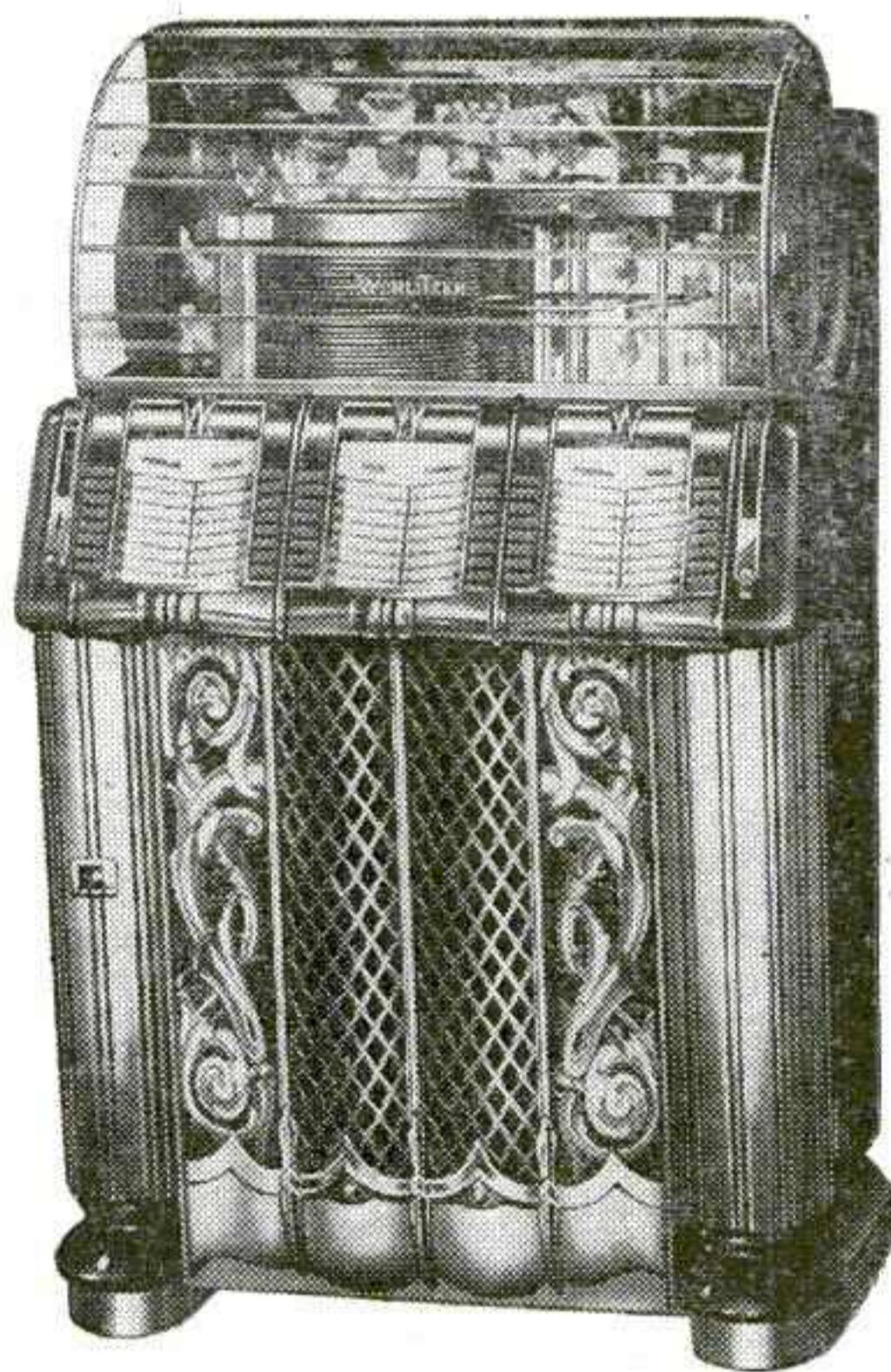
RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

POPULAR		
DICK PIERCE ORK Decca 24879	Orchids in the Moonlight First-rate dance orking of the Youmans classic. Clean, modern, but not extreme. A fine library item for deejays.	75--77--73--75
	The Gypsy in My Soul Another fine standard gets another fine dance treatment. Even brisker and more appealing than flip.	79--81--77--78
HARRY BABBITT- THE ALLEN SISTERS Coral 60148	Monday, Tuesday, Wednesday Babbitt again displays his high grade vocal talent on this pretty formula tune.	80--80--80--80
	One! Two! Three! An engaging novelty from the current musical, "Alive and Kicking" gets winning "'A' You're Adorable" treatment that could spell \$.	86--86--86--86
THE KING COLE TRIO Capitol 813	If I Had You A superior standard performance by Cole, as he warbles simply, sincerely and minus tricks. A warm mood job.	79--81--79--77
	When I Take My Sugar to Tea In same spirit of unadorned sincerity as flip. Nat does handsomely with another good oldie.	75--76--75--74
KEN GRIFFIN Rondo 221	Half a Heart Organ solo in up tempo. Bright and dancey—for Griffin fans and rinks.	71--68--72--74
	Under a Red Umbrella Old-fashioned waltz ditty with a pretty melody is done in thumping, steady tempo.	69--66--70--72
TWO TON BAKER Mercury 5363	I've Got Tears in My Ears Baker does a resounding performance with this silly ditty and could draw a light rain of coin for his efforts.	70--70--68--72
	The Bicycle Song Old-fashioned waltz with a tongue-twisting lyric is done enthusiastically by Baker and his group. Should do 'Midwestern juke box biz.	72--70--70--77
BENNY GOODMAN Capitol 860	You're Always There Effective rendition of a new ballad plug has been reissued with a new pairing.	79--80--79--79
	It Isn't Fair Fine dance interpretation of an oldie which is undergoing a successful revival; via a Sammy Kaye etching. Buddy Greco and a vocal group do the honors lyrically.	82--84--82--80
NELLIE LUTCHER- NAT "KING" COLE Capitol 847	For You, My Love Powerhouse teaming for the fast-stepping blues item turns out successfully. Should do business in rhythm and blues sectors as well as with the pop hipsters.	84--85--83--84
	Can I Come in for a Second? Nat and Nellie fill out the platter with a windy and unimpressive side.	64--64--64--64
GLENN DAVIS Organ Rhythms OR 342	Florida, My Sunny Florida A bouncy anthem for the State is wrapped up as an organ solo without lyric. Unimpressive.	48--46--46--52
	Monongahela Valley Another bouncy organ solo tagged for the Pennsylvania territory is corny enough to be infectious.	59--55--60--62
LOUIS PRIMA ORK Varsity 240	Brooklyn Boogie A Prima hit of yesteryear is reissued at 39 cents. Still has plenty of life, enough to grab some new coin.	67--65--65--70
	Robin Hood The item which sent Prima's big band zooming during the war also is reissued at the low tariff and also has plenty of steam left in it.	70--70--67--73
SNOOKY LANSON- BEASLEY SMITH ORK London 565	God's Country Lanson does the new Beasley Smith-Haven Gillespie item with simplicity. A completely happy waxing which should score if the song goes.	88--88--88--87
	Lies The warbler delivers another relaxed, winning vocal on a simple and not unpleasant ballad.	75--77--73--75
ENOCH LIGHT ORK (Three Beaus & a Peep) Lincoln 515	Stop! Stop! Stop! Light captures an old-timey flavor successfully in his orking as the organization slices a reasonably attractive slicing of an ancient Berlin ditty.	67--68--65--68
	Waltz Me Around Again, Willie The oldie is given a breath of new life in an engaging waxing with a yesteryear flavor. A buy at the low 49-cent price, especially for juke box ops.	77--77--74--80
BILLIE STEVENS & PAUL Freedom F 5000	Moonlight and Roses Country flavored rendition, duet fashion, of the ever-green. Good beat helps.	63--60--60--68
	Send Me the Pillow You Dream On Country ballad is done in duet. Song is weak. Ork has a fine background beat.	50--50--50--50
RHYTHM & BLUES		
CONNIE JORDAN Coral 65022	Don't Put My Biz'ness in the Street Fresh, original, humorous blues lyric is projected with style and presence by Jordan, while combo jives easy behind.	83--83--82--84
	I'm Gonna Rock The umpteenth variation on "Good Rocking Tonight" doesn't have the real gone spirit.	66--64--66--68
JOE MORRIS ORK Decca 48135	Wig Head Mama Blues Novelty jump blues with vocal is contrived and forced.	60--60--60--60
	Ooh, Ooh, Ooh, That's Good Novelty ditty has a catchy riff melody, but lyric is nowhere, delivery stilted.	64--66--64--62
JOE TURNER Freedom F 1531	Still in the Dark Turner sings with all his old fervor and arresting conviction in a topnotch slow blues job. Orking sets a great mood in back.	84--84--84--84
	Adam Bit the Apple Another standout side, this one a jump novelty blues in boogie.	82--82--82--82

(Continued on page 118)

NOW ON DISPLAY!

IN OUR SHOW ROOMS



The Perfect Combination!

The Phonograph Designed and Priced for Today's Market

The Sensational New WURLITZER

Twelve Fifty

AND

ALFRED SALES, INC.
881 MAIN ST. LINCOLN 9106 BUFFALO 3, N. Y.

Western New York and Northern Pennsylvania Exclusive Factory Distributor for WURLITZER

Trimount Holds Seeburg Service School in R. I.

(Continued from page 93)

and Bill Staniewicz. Also present were Bond; Irwin Margold, Trimount general manager, and Dan Brown and Dave Riskin, of the firm's sales department.

Among operators and servicemen attending were Anthony Cinquegrana, Leo Del Ricci, James P. Marzorchi, Antonio Mancini, John Banas, Harry Rougas, John D'Andrea, Walter Legenza, Leo Sherry, Joe Liro, Sam D'Angelo, Charles Bardi, Joe and Roger Turcotte, Ray Thurston, Ernest Paulin, Norman Fontain, Dan McCarthy, Ray West, Alfred and Anthony Petterutti, Stanley Laparto, Alfred Di Orto, George Brien, Paul Joseph, Charles W. Carp, James A. Malloy, Larry Arguin, Paul Manning, Sam P. Carrozza, Fred Pierce and James Cappa.

For the Finest in Record Reproduction
Use the New

G. E. Magnetic High Fidelity
LIGHTWEIGHT PICKUP
With Removable Needle

- No Needle Scratch
 - Only 3/4 Oz. Needle Pressure
 - High Fidelity
 - Long Record Life
 - Just Plug In
- Wurlitzer Seeburg Rock-Ola A. M. I. **\$14.95**
Elec. Cancel \$4 extra
Cartridge Only—\$5.80
Needle Only—\$2.10
Also other makes.

ADVANCE MUSIC CO.
1606 GRAND KANSAS CITY, MO.

It's All in the Point:

Permo Combines 20 Years' Hard Work, Experience, Research and Funds To Perfect Juke Needles

CHICAGO, Feb. 11.—Continuing its promotional program, Permo, Inc., this week is sending an open letter by Art Olsen, president, to juke box operators explaining just what has gone into the development of the new 1950 point materials. The letter is written in down-to-earth language, which the average layman can not only easily read but, more importantly, readily digest. Basically, the story is one of 20 years of hard work and experience, three years of intensive research and an investment passing the \$150,000 mark.

8-Point Program

To develop a needle which would fill the rigid requirements of the juke box operator—that is, to wear in quickly, wear out slowly and, of vital importance, not chew up records—Permo followed these steps:

1. Invested \$25,000 in a metallurgical development project at Armour Research Foundation of Chicago. This work was carried on during the construction and expansion of Permo's new metallurgical laboratory.

2. Employed William H. Lenz, metallurgist, to plan the new laboratory and direct its research. He assisted in the supervision of the Armour Research Foundation project for Permo and assumed control when the laboratory was completed.

3. Purchased and installed new and additional metallurgical, production and quality control equipment.

4. Expanded the metallurgical staff.

Experiments

5. Investigated and experimented with over 300 alloys to discover those which would materially improve phonograph needle point metals.

6. Tested in the laboratory and in the field thousands of phono needles with tips made with the new alloys.

7. Perfected production practices to assure commercial production of the new alloys.

8. Installed quality control equipment and procedures to insure uniform daily production of new alloys.

Working under Lenz in this exacting program were, and are, the following experts in their line. Paul W. Kloeris Jr., metallurgist; Ray C. Peterson, supervisor of quality control and testing; Rinaldo M. Curcio, research metallurgist; John Farkas Jr., chief chemist, and Barney Ross, production manager, precious alloys.

Finished Products

Permo is now offering four needles to phono ops which fill the "wear in quickly, wear out slowly" bill. They are: The standard (flat spade) with patented elliptical point; the round; the nylon (latest to be introduced and focal point of Permo's national op contest which is now in effect), and the muted stylus for P-30 type cartridges.

BALTIMORE OPS

(Continued from page 93)

Irvin Wasserman, chief of the municipal license bureau, and Judge Joseph Wyatt, chief magistrate of the Traffic Court.

Manufacturers' representatives present included AMI's Jack Metnick; Sol Gottlieb, of D. Gottlieb & Company; Ralph Petri, of Rock-Ola, and Herb Jones, Ray Moloney, Tom Callahan, George Heusseman and Ben Becker from Bally Manufacturing Company.

Oscar Appel, president of the Musical Union of Baltimore, and Hugh Wanke and Jack Wells, WITH disk jockeys, were among the local celebrities present.

Entertainment

Besides his orchestra, Beneke presented Bob Mitchell and the Moonlight Serenaders, Glenn Douglas and Buddy Yeager. Stars of the show were the Ames Brothers, appearing this week on the vaude bill at the Hippodrome here. Also receiving a good hand were the Carroll Brothers, a flash act now playing Eddie Suez's club in Philly. Sid Cwren and his rumba band played while Beneke's men intermissioned.

3 Firms Eyeing RFC Offer

(Continued from page 93)

Officials said no sizable quantity of finished phonographs remained in inventory. Between 17 and 20 boxes, returned to the factory for overhauling, were left on the lines when the plant closed. RFC executives said no claims had been filed for these phonographs and offered the explanation that operators probably preferred to leave the boxes stand in the hope the new owners would continue to offer the overhauling service.

Altho operators have been unable to obtain parts since the plant closed, RFC said there was an estimated \$450,000 parts supply on hand so music firms should be able to keep their Aireon phonographs in operation.

Under an order of the Federal District Court, Aireon operated from December, 1947 until the first of this year under the trusteeship of Harold Pearson, Aireon's president, and Harry F. Miller Jr., a Kansas City attorney. The trusteeship terminated January 1 and the company was subsequently turned over to RFC.

Barney Craig, sales manager for Aireon, was retained by RFC on a temporary basis to help wind up the business. The plant was officially shut down January 17 and RFC is in process of taking inventory.

Founded in California in 1937 as Aircraft Accessories, the company moved to Kansas City in 1939. In December, 1944, the firm name was changed to Aireon Manufacturing Corporation. During the war, Aireon employed some 3,100 persons and manufactured radar and electronics equipment valued at \$106,000,000.

In November, 1945, Aireon entered the juke box manufacturing business, and by the end of 1946 reported it had produced 10,000 phonographs and was setting its sights for another 10,000 in 1947.

During the 1945-46 fiscal year, however, Aireon management reported an operating deficit of \$5,500,000—due largely to problems encountered in converting from war work to peacetime lines. Most of this loss was met by a tax refund of \$3,500,000.

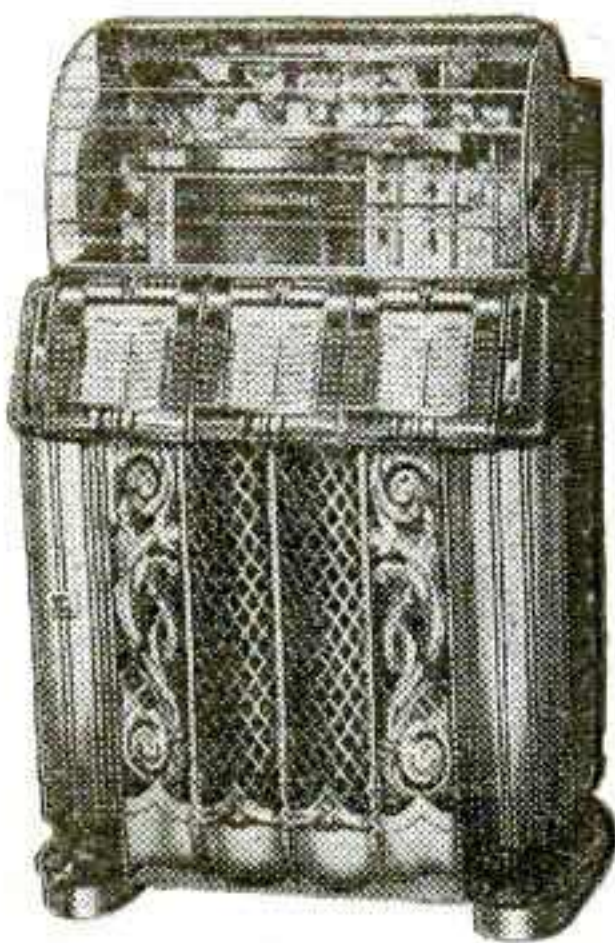
In January, 1947, RFC and eight banks in Kansas City loaned Aireon \$2,000,000 for a five-year period. The banks agreed to handle \$500,000 of the loan with RFC taking the remainder. The loan was designed to enable Aireon to retire short-term bank loans and provide working capital for 1947.

Unable to meet its maturing obligations, Aireon filed a petition for corporate reorganization at which time Pearson and Miller were made trustees.

Hampered by mechanical difficulties with its early model, Aireon finally re-shaped its selling methods to sell direct to operators at \$595—making it the lowest priced new phonograph on the market. The company introduced its last new model at the coin machine show in January, 1949.

Several reorganization plans failed and with the failure of the third such plan, the courts turned the facilities over to RFC which is now liquidating court approved claims.

ON DISPLAY NOW!



THE WURLITZER TWELVE FIFTY

PLAYS 48 TUNES
ON 24 RECORDS

PLAYS ANY SPEED
ANY SIZE RECORD

DOESN'T OBSOLETE
PRESENT REMOTE
CONTROL UNITS

DESIGNED AND PRICED
FOR TODAY'S MARKET

COVEN DISTRIBUTING COMPANY, INC.

Authorized WURLITZER Distributors

FOR NORTHERN ILLINOIS,
NORTHWESTERN INDIANA
and BERRIAN COUNTY, MICH.

3181 NORTH ELSTON AVENUE

CHICAGO 18, ILLINOIS

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

HERE COME THE DANCE BANDS AGAIN. RCA starts push to revive dance orks with big disk release and bally on music for dancing (General Department).

SIGNATURE TO JOIN PARADE OF 45 AND 33S. The diskery plans a mid-March release on the new speeds (Music Department).

CARNIVAL COMEBACK. Banner Records is revitalizing the Carnival label, its pop wing, with Dick Todd's success (Music Department).

PARADE TO BOW WITH NEW SPEEDS, NO 78S. The new diskery plans bow February 21, but will omit the 78 speed (Music Department).

CAP AIMS GUNS ON DIXIELAND. For the next 10 weeks the diskery will push its jazz music (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

Wurlitzer Bows New 1250 Juke; Price Is \$759.50

(Continued from page 93)

desirable, operators don't have to buy another complete record changing mechanism, but can, instead, adapt their 1250 in less than half an hour with a kit containing an idler and 24 record locating spacers that we will furnish them for less than \$10."

All that is required for the conversion to 45 or 33 1/3 r.p.m. play is an idler to reduce the number of turntable revolutions per minute, and record locating spacers which fit into the standard record tray and accommodate the seven-inch disks. The tray then slides out from the rack and the smaller record is picked by the turntable in the same manner as it activates the larger platters.

"The new Dynatone Sound System which has been incorporated in the 1250 has been designed to bring out the best musical qualities in any speed record," Wurgler said. "It has greater power which reduces distortion at high volume, an increased frequency range to reproduce the high fidelity of the new records and a perfect balance between bass and treble. By turning a tone control knob the sound system can be adjusted for the perfect reproduction of any speed, be it 78, 45 or 33 1/3 r.p.m."

Design

Smartly designed, the 1250 offers many new features over previous Wurlitzer models, according to Paul Fuller, the designer. For the first time the automatic record changer is completely visible. It is housed in a cylindrical cover made of transparent golden plastic. The compartment is colorfully decorated, has a mirrored background and is brilliantly illuminated.

The side panels of the cabinet are made of grained walnut, while the 48-selection program holder is divided into six columns for direct selection with feather-touch push buttons. The cabinet rests on two chrome pilasters, one at either side of the unit. Between the pilasters are illuminated plastic panels and a chrome lattice work grille.

Simplified Service

Record changer program slips, the coin mechanism and amplifier controls are easily accessible from the front of the 1250. All related parts are assembled into major units which can be removed and replaced in a matter of seconds.

To acquaint the distributors and their service personnel with the 1250, Wurlitzer recently conducted three-day schools. Following National Wurlitzer Days, similar schools will be conducted by the distributors thruout

Michigan Ops Spearhead Drive To Raise Funds for MARF Use

DETROIT, Feb. 11.—Co-operation of the juke box industry is being enrolled in direct support of the first drive for the new Michigan Alcoholic Rehabilitation Foundation (MARF), with the Michigan Automatic Phonograph Owners' Association (MAPOA) taking a key part in the campaign. Because of the prominence of the juke box in position, amusement value and attention-getting power in liquor dispensaries the aid of the MAPOA is expected to be a significant factor in the fund drive.

The MARF is being sponsored by members of the Michigan Liquor Control Commission. Harry Henderson, commissioner, was to appear this week before a meeting of the MAPOA and discuss the plan. Other incorporators are John Kozaren, chairman, and David Martin, third member of the liquor commission.

Pilot Plant

Objective is to "establish a pilot plant," presumably in an existing major hospital, for the rehabilitation of alcoholics. The group, which is setting \$100,000 as the immediate goal for the "pilot plant," will co-operate also with the Metropolitan Detroit Committee on Education in Alcoholism and Alcoholics Anonymous as well as with other groups. Supporting bodies for the fund itself will include the Michigan Table Top Licensees Congress, State Licensees Advisory Council, various package, retail and wholesale associations in the liquor,

their territories for all operators and their service personnel.

Instead of being a radical departure from the Simplex record changer which was used in all previous Wurlitzer phonos, the Adapta-Speed changer is actually a simple evolution of Wurlitzer's basic design. The disks still lie flat in a stack of trays. When a selection is made the proper record slides out from the stack and is elevated to playing position by the turntables.

However, instead of employing a single tone arm to play the top side of the records, the new unit uses two arms to play the selections on both sides. Zenith Cobra Tone pick-ups are used in the dual tone arms. The latter, according to Wurlitzer engineers, can save from 50 to 75 per cent in needle and record costs.

The 1250, according to Wurgler, will not obsolete present Wurlitzer remote control equipment, which will play the 24 selections on the top sides of the records. Kits are available for converting models 3020, 3025 and 3045 wall boxes to play all 48 selections. Two new wall boxes, models 4820 and 4825, also will play all 48 selections.

beer and wine trades, and the waiters and bartenders' unions.

Keynote of the program is the adoption of Ken Griffin's *The Little Brown Jug* as the theme song for the campaign, which will run from February 20 thru March 20. During this time the commission members have asked that this number be placed No. 1 on the selector panel on every juke box in the State. Canisters will be placed in each establishment for the collection of funds.

Direct support of the project has been secured by the MAPOA from Rondo Records and their local distributors. Panamerican Record Distributors, headed by John S. Kaplan and Bernard Besman, have arranged a special pressing of this number coupled with *Under a Red Umbrella*, a forthcoming Griffin release, which is being made available only to Michigan ops. MAPOA also is furnishing colored title strips to all operators in the State without charge, to promote the drive.

Special five by seven-inch stickers to be placed on the machines are being mailed by the drive leaders to all operators to give the added value of point-of-sale suggestion.

Other Promotions

Another project being tentatively contracted this week is the sponsorship of a name band at the State Fair Coliseum here, sponsored by the MAPOA, possibly in co-operation with other organizations in the drive. Date has been tentatively set for April 14 or 16, depending on band and location availabilities, to either precede or follow the annual convention of the MAPOA, which would utilize the same talent array.

South Wind
TONE ARM
Especially designed for WURLITZER and SEEBURG PHONOGRAPHS "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life PERFECT REPRODUCTION

WURLITZERS (except counter models and P-21) \$11.95

SEEBURG Hi-Tones 9.95

Earlier SEEBURG Models 10.95

"Specify Model When Ordering."

PHILLIPS MFG. CO.
2816 Aldrich Ave., So., Minneapolis 8, Minn.

COIN OPERATED

RADIO SPECIAL

LIMITED QUANTITY!
Can't Be Told From New

NATIONALLY ADVERTISED

CORADIO

6-Tube All-Steel Cabinet, National Slug Rejector. \$29.95 in lots of 5 or more

We also have a limited quantity of the following Coin Operated Radios in first class condition:

RCA	TRADIOS
\$34.50	\$27.75

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

ALL MERCHANDISE FULLY GUARANTEED.

BRADLEY ASSOCIATES
1652 N. Damen Ave. CHICAGO, ILL.
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FOLK TALENT AND TUNES

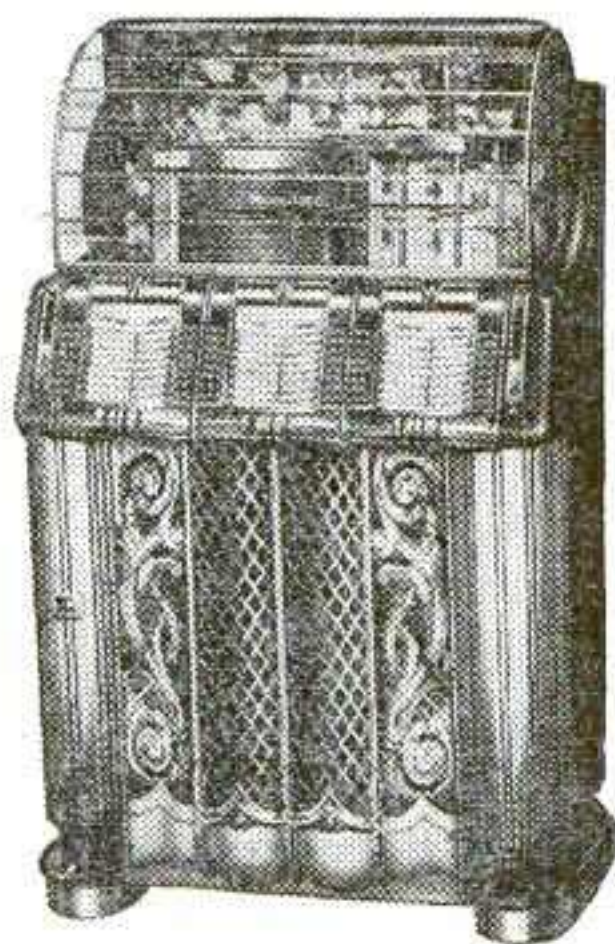
(Continued from page 36)

... **Doc** ("Beyond the Sunset") **Williams** celebrates his 18th year in country music radio February 13 at WWVA, Wheeling, W. Va. His group now includes **Marion Martin**, blind accordionist; **Cy Williams**, vocal and fiddle; **Chickie Williams**, bass and vocals, and **Hiram Hayseed**, comedy. Williams reports he will not operate his Musselman's Grove, near Altoona, Pa., next season. He will work the folk music park circuit with his own unit instead. ... **Jim Cox**, of KCSJ, Pueblo, Colo., has inked a waxing and writing pact with **Chaw Mank** of Blue Ribbon Music. ... **Nita Lynn** reports that the "Atlantic Barn Dance," staged Saturday nights at the Atlantic Rural Exposition Grounds, Washington, is working to 4,500 persons weekly. Cast includes **Little Nita Lynn**, **Bill** and **Arlene**, **Dewey Ritter**, **Lennie Jones**, **Oscar Quiddlemurp** and **Tex Galloway**. **Frank Porter**, d.j. at WLEE, Richmond, Va., is emcee of the jamboree.

Disk Jockey Doings: **Biff Collie**, KNUZ, Houston, reports that **Roy Rogers**, **Dale Evans**, **Gabby Hayes** and **Foy Willing** and the **Riders of the Purple Sage** worked the local Fat Stock Rodeo Show recently. Collie reports that his Thursday night promotions at the Hoedown Club are still running 1,000 patrons at \$1 per head. Collie reports that the station is now doing 9 1/2 hours of country music disks on its 18-hour daily air sked.

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

COME IN AND SEE IT



WURLITZER Twelve Fifty

ONLY PHONOGRAPH THAT WILL PLAY 48 SELECTIONS OF ANY SPEED, ANY SIZE RECORD—YOUR PROTECTION AGAINST OBSOLESCENCE

UNITED, INC.

EXCLUSIVE DISTRIBUTORS IN WISCONSIN AND UPPER MICHIGAN
4227 WEST VLIET STREET, MILWAUKEE 8, WIS.

See the **SENSATIONAL** NOW ON DISPLAY

DESIGNED AND PRICED FOR TODAY'S MARKET

See and hear the Wurlitzer Twelve Fifty and you will agree that it is *new* all the way through. *New* advanced styling — *new* simplified record changing mechanism — *new* record playing capacity — *new* protection against obsolescence — *new* time-saving service features.

PLAYS 48 SELECTIONS

The Twelve Fifty plays the 48 selections on both sides of 24 records — the number which operators agree is economically sound and sufficient to satisfy the most exacting patrons.

WON'T OBSOLETE YOUR PRESENT REMOTE CONTROL EQUIPMENT

The 24 selections on the top sides of the records can be played from your present Wurlitzer remote control equipment, and Models 3020, 3025 and 3045 Wall Boxes can be converted at small cost to play all 48 selections.

CAN BE ADAPTED TO PLAY 45 OR 33-1/3 RPM RECORDS

For less than ten dollars you can buy a kit and in thirty minutes adapt the Twelve Fifty to play 45 or 33-1/3 RPM records.

FAMOUS ZENITH COBRA TONE PICKUPS

Zenith Cobra Tone Pickups will continue to save Wurlitzer Music Merchants from 50 to 75% in record and needle costs.

NEW EYE APPEAL, PLAY APPEAL

The greatest play appeal is concentrated at the top where everyone can see it. No tables and chairs can obstruct the view. For the first time, the visible record changer, long one of Wurlitzer's greatest crowd pulling features, is *completely* visible. It is housed in a spectacular cylindrical compartment made of transparent golden hue plastic, molded with prismatic bands that catch the light and shine with myriad reflections.

NEW CABINET BEAUTY

Side panels are beautifully grained walnut, finished in the Wurlitzer tradition. The illuminated 48 selection program holder is divided into six columns for direct selection with conventional push buttons. The chrome pilasters and illuminated, colorful plastic front make the Twelve Fifty the center of all eyes.

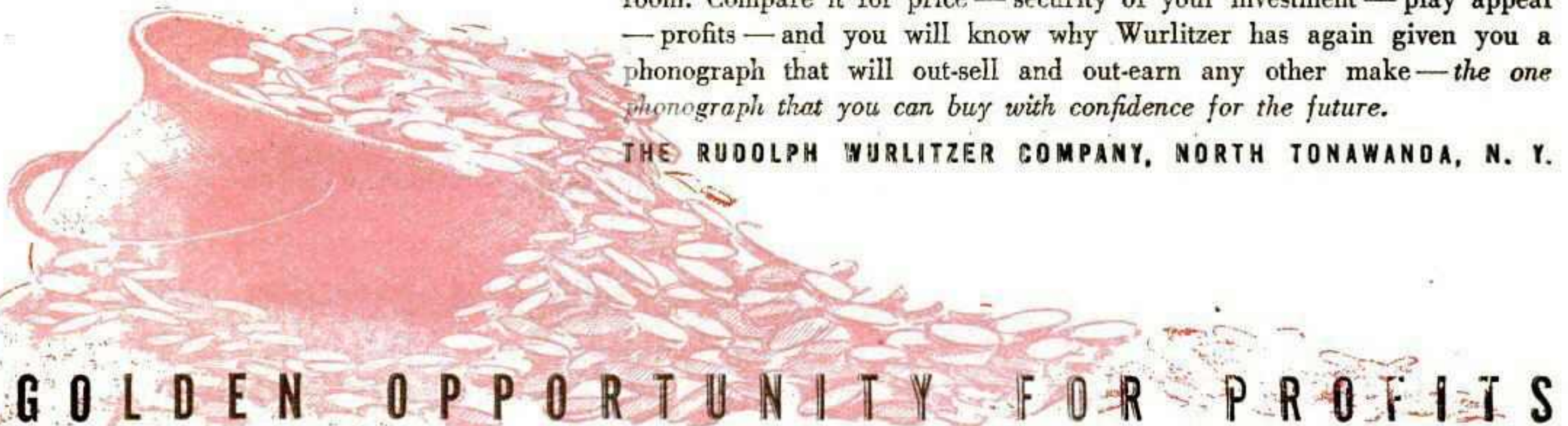
EASIER, FASTER SERVICING

The record changer compartment has a hinged cover that can be raised to provide access to the mechanism. Program holder drops forward to allow serviceman to change slips and can be lifted out to provide full access to the chassis. The left and right sides open to expose the coin mechanism and amplifier controls.

Coin mechanism, amplifier, slug rejector, program holder, junction box and other major components are assembled into quick-as-a-flash replacement units that can be removed and replaced with little more effort than is required to insert a plug in a socket.

See the new Wurlitzer Twelve Fifty at your Wurlitzer Distributor's showroom. Compare it for price — security of your investment — play appeal — profits — and you will know why Wurlitzer has again given you a phonograph that will out-sell and out-earn any other make — *the one phonograph that you can buy with confidence for the future.*

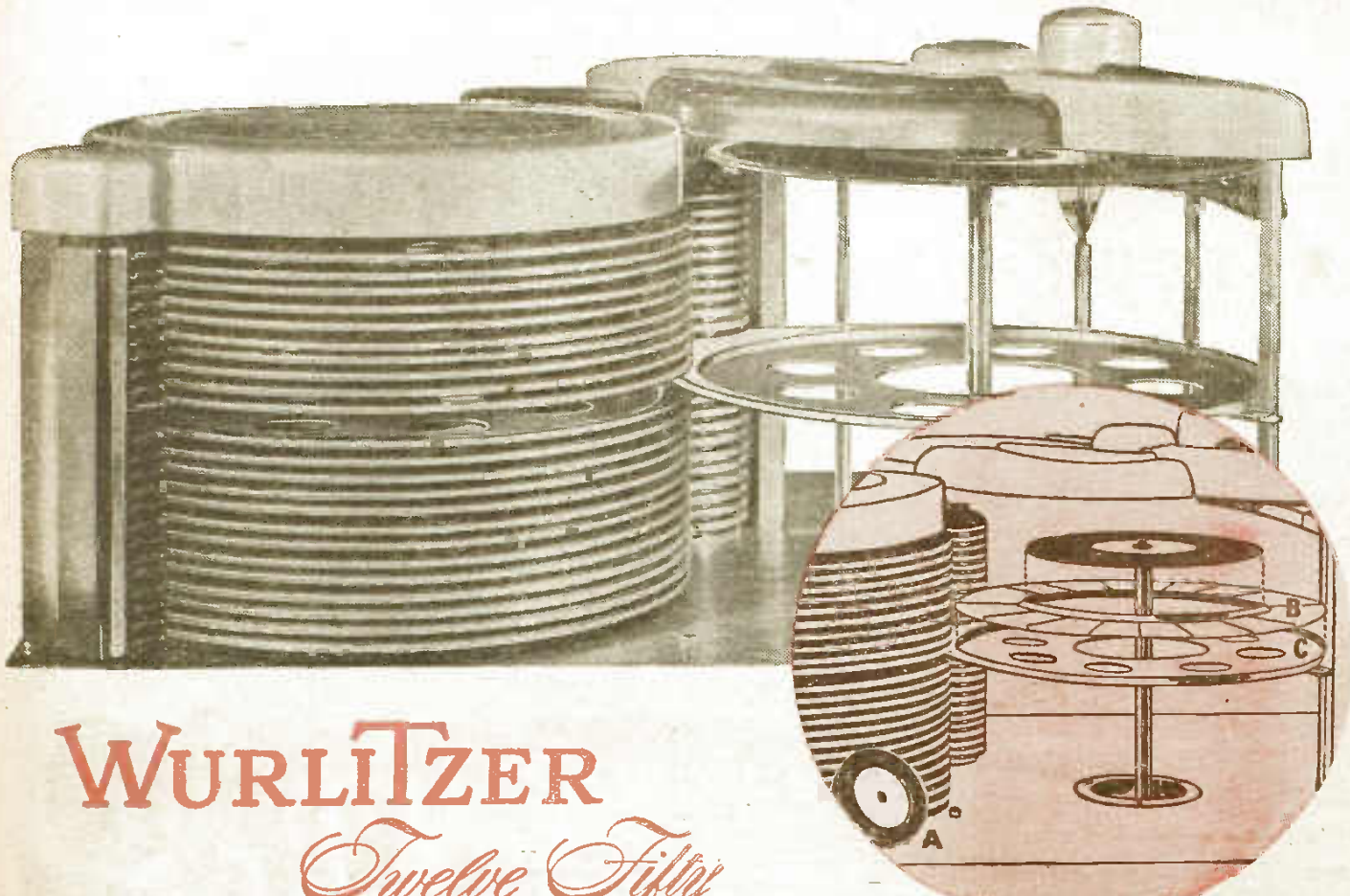
THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.



A GOLDEN OPPORTUNITY FOR PROFITS

WURLITZER *Twelve Fifty* AT YOUR WURLITZER DISTRIBUTOR





WURLITZER

Twelve Fifty

ADAPTER KIT FOR 45 OR 33-1/3 RPM RECORDS CONSISTS OF ONE NEW IDLER (A), 24 RECORD-LOCATING SPACERS (B), WHICH FIT INTO STANDARD TRAYS (C).

HAS ADAPTA-SPEED RECORD CHANGER
that PLAYS 48 SELECTIONS

**COSTS
 LESS THAN \$10**

to Adapt Changer,

from 78 to

45 or 33 $\frac{1}{3}$

RPM RECORDS

The Adapta-Speed Record Changer is designed to play both sides of 24 records — 48 selections in all. It retains Wurlitzer's time-tested principle of handling records — fully supported on trays — locked in the stack — gently elevated to playing position by the turntable. Records are not subject to warping, chipping or breaking as are records that are stacked on their rims — unsupported — picked up on the edge. Thus record replacement is held to a minimum.

The record changer has been greatly simplified. Fewer parts! Oilless bushings! Chassis and trays are of steel — stronger than ever before. Its performance is not affected by floor vibrations or external jolting because casters that provide 3 point suspension assure accurate, permanent leveling of the phonograph.

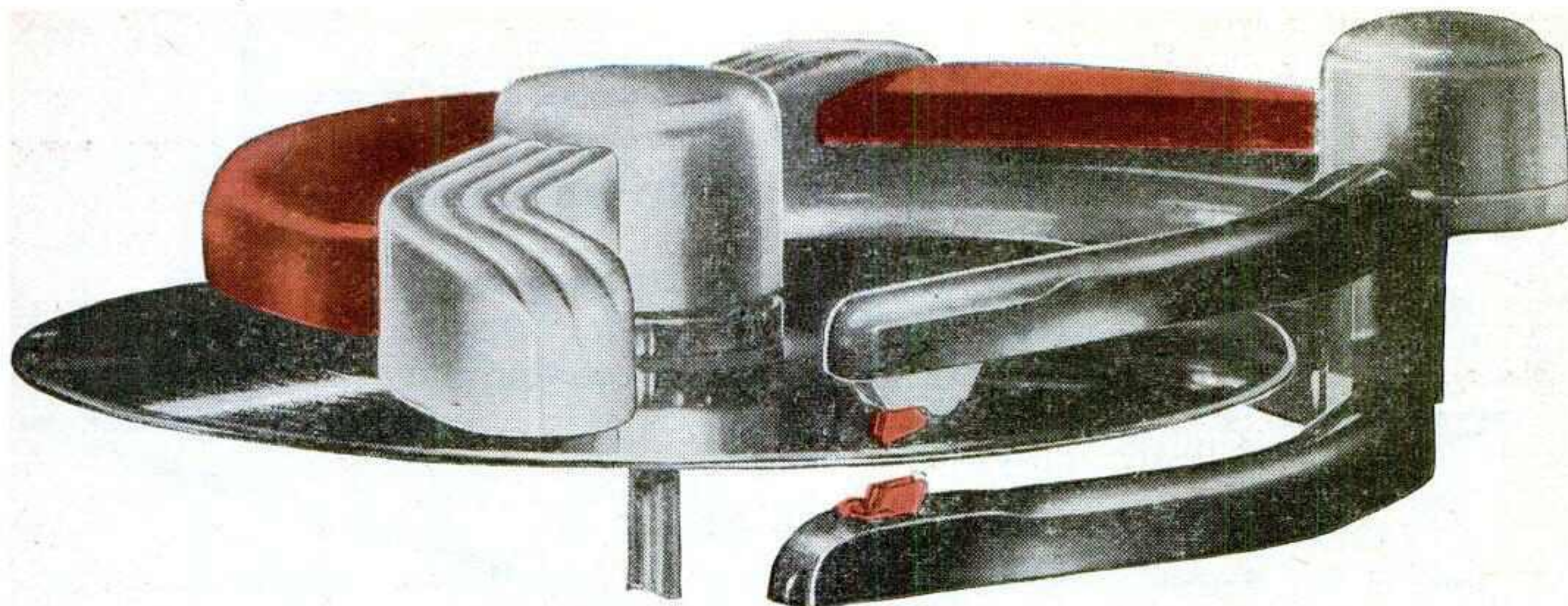
**PROTECTS YOU AGAINST
 OBSOLESCENCE**

**KITS FOR QUICK CHANGEOVER
 TO 45 OR 33-1/3 RPM RECORDS**

For less than ten dollars you can buy an Adapter Kit as illustrated above and in thirty minutes adapt the record changer to play 45 or 33-1/3 RPM records.

All that is necessary is to slip in new pickups, install the new idler and place the record locating spacers in each tray.

No need to tear out the complete record changer and, provided one is available for the speed you need, replace it with an expensive new mechanism. You can't get caught the way you would with a phonograph designed only for conversion to 45 RPM records if 33-1/3 RPM records become the vogue — or vice versa. Wurlitzer has made provision for both contingencies.



STONE BRILLIANCE ENHANCED BY **ZENITH** COBRA TONE PICKUPS

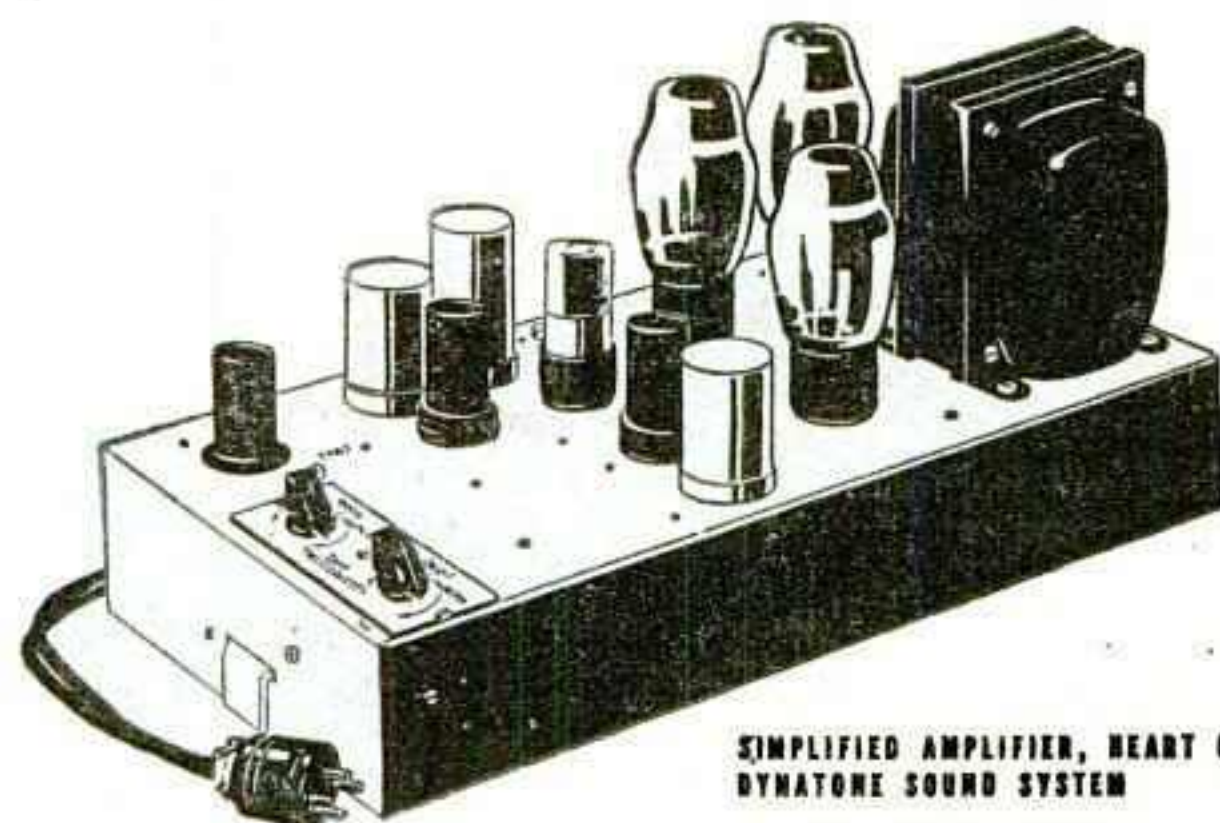
In the Twelve Fifty, Wurlitzer continues to use the famous Zenith Cobra Tone Pickups which have saved Wurlitzer operators more money — done more to improve the quality of music in their locations — than any other feature ever built into a phonograph.

With less than 1/2 ounce pressure on the record and the extremely free compliance of the floating filament stylus point, Zenith Cobra Tone Pickups reduce surface noise to an extremely low level — pick up the finest modulations — give you unsurpassed musical reproduction.

SENSATIONAL SAVINGS IN RECORD WEAR

With the Zenith Cobra Tone Pickups, one record will play the entire life of the tune — will have 95% fidelity after 2,000 plays — will still be suitable for secondary spots or resale.

You can conservatively figure a 50 to 75% reduction in needle and record costs — a saving that can represent hundreds of dollars in extra profits for you from every Wurlitzer Twelve Fifty.



SIMPLIFIED AMPLIFIER, HEART OF DYNATONE SOUND SYSTEM

NEW DYNATONE SOUND SYSTEM

Designed for Perfect Reproduction of All Speed Records

To further protect you from obsolescence, the Dynatone Sound System has been designed so that by simply turning a tone control knob it is possible to bring out the best musical qualities in any speed record, be it 78, 45 or 33-1/3 RPM. The sound system has greater power which reduces distortion at high volume — an increased frequency range to reproduce the high fidelity in the new records — a perfect balance between bass and treble.

WON'T OBSOLETE PRESENT REMOTE CONTROL EQUIPMENT

To further protect you from obsolescence, the Wurlitzer Twelve Fifty has been designed so that the 24 selections on the top sides can be played from your

present remote control equipment. Models 3020, 3025 and 3045 Wall Boxes can also be converted at a small expense to play all 48 selections, and

NEW WALL BOXES — Models 4820 and 4825
have been designed to play forty-eight selections.

A COMPLETE LINE OF WALL AND CEILING SPEAKERS IS AVAILABLE FOR USE IN WURLITZER ENGINEERED MUSIC SYSTEMS

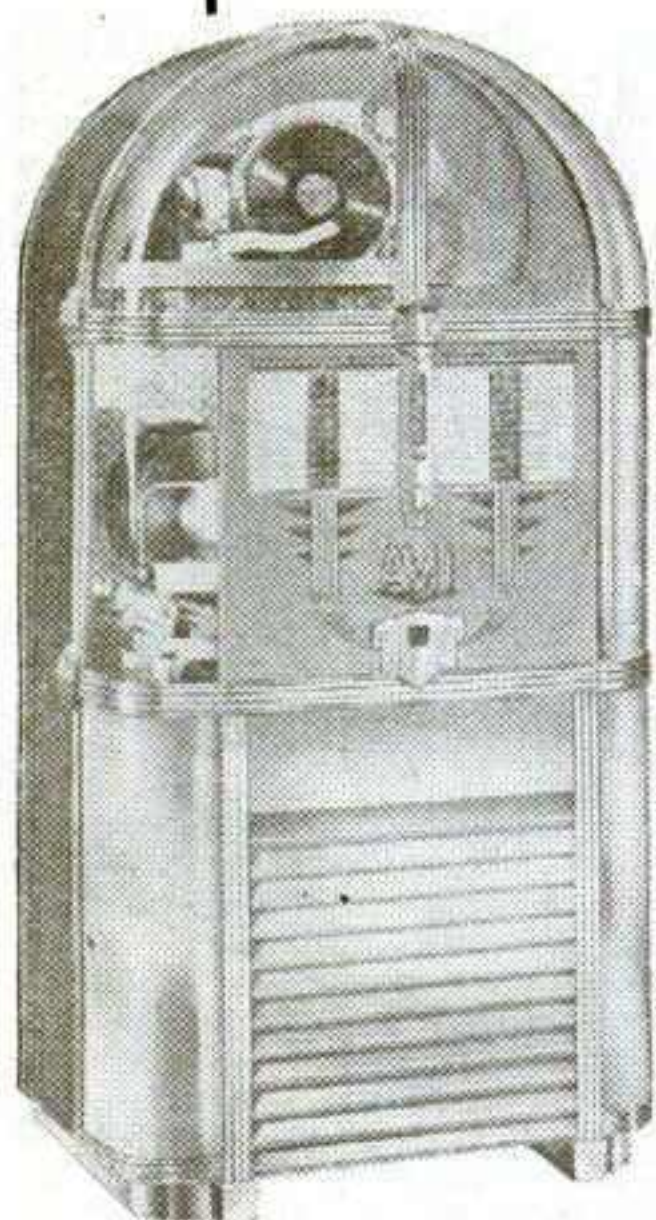
See and hear the **WURLITZER** *Twelve Fifty* greatest phonograph of all time

VALUABLE PRIZES

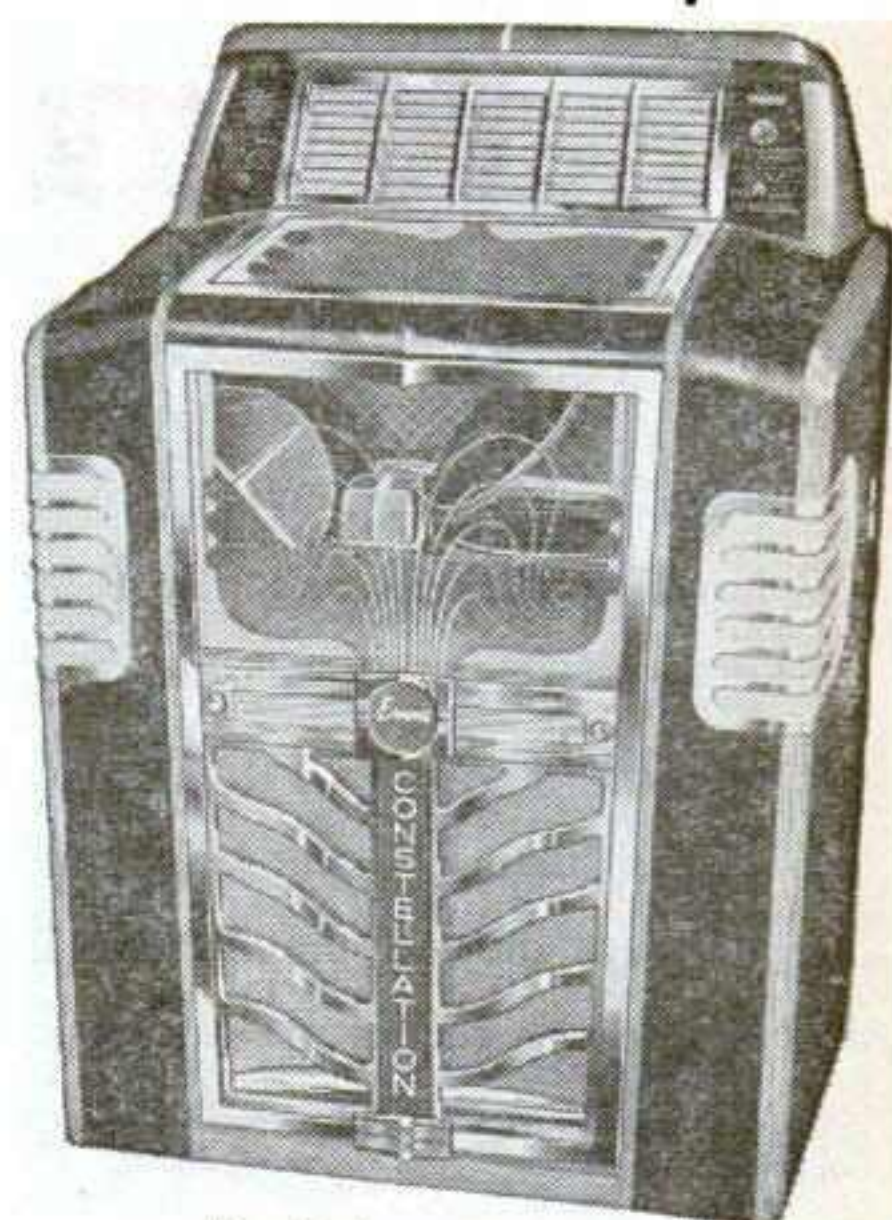
Can Be Yours for
Attending the

FIRST ANNUAL CONVENTION OF MUSIC OPERATORS

FREE!
Phonographs



A.M.I.
Model C



H. C. Evans
Constellation

These and many other valuable prizes will be given away to Music Operators attending the convention.

...But most important of all, the most valuable thing you will get will be the benefits of the discussions on your problems ... the "get-together" sessions with your fellow operators to meet and talk over the everyday problems of operating a music route.

SO DO IT NOW!

MANY OF YOUR FAVORITE RECORDING STARS WILL BE THERE TO GREET YOU, INCLUDING MARGARET WHITING, JIMMIE WAKELY AND TENNESSEE ERNIE.

Send Your Reservations to **RAY CUNLIFFE** Convention Chairman
3018 E. 91st Street Chicago 17, Illinois

PALMER HOUSE, CHICAGO

**MARCH
6-7-8**

Sponsored by

MUSIC OPERATORS OF AMERICA

Java Vender Mfrs. Offer Op Aids

Lyon To Add Low-Capacity Cup Venders

Other Units Planned

NEW YORK, Feb. 11. — Lyons Industries, Inc., formed recently to handle distribution of cup venders produced by Worthington Pump & Machinery Corporation (*The Billboard*, February 11), plans the introduction of several low-capacity drink machines, it was learned this week. Stuart G. Lyon, president, said the new units will be available either for coin or manual operation. They will carry low price tags permitting installation in moderate-traffic locations.

Together with the company's 1,400-cup venders, in both the single and dual-flavor versions, the smaller machines will serve to round out the full line the firm seems to be reaching for. It was believed, as well, that Lyon eventually will market other than drink venders.

With current orders for 1,400-cup units being filled out of inventory, Lyon said that production of additional equipment would not get under way at Worthington's Holyoke, Mass., plant for another two months. The needed tools and dies are being

(See *Lyon To Add* on page 108)

Baruch Named Vend Manager At Orange Crush

NEW YORK, Feb. 11.—In a step-up of its campaign to penetrate the vending market, the Orange-Crush Company has named E. Maurice Baruch manager of its vending department. Baruch, formerly with Lymo Industries as Eastern district manager, is currently concerned with furthering the use of the Orange-Crush line among operators in the metropolitan area.

His main duties, it was said, will be to conduct market surveys, counsel new operators and work closely with them in getting routes established on an efficient basis. Baruch retains his connection with the Hupp Corporation as marketing consultant.

Aviation Insurance Venders Grossing \$86,200 Per Month

CHICAGO, Feb. 11.—Air travel insurance policies, offered via venders, have sold in steadily increasing numbers since the automatic merchandising principle was introduced by Associated Aviation Underwriters in October, 1946. In the February issue of *Vend* the growth of insurance vending is graphically illustrated by actual sales figures over the three and a half year period, with Associated reporting \$1,500,000 in premiums sold to date. As each dollar of this figure represents \$20,000 in insurance coverage, venders have sold \$30,000,000,000 of insurance, or almost \$10,000,000,000 per year.

There are now 212 Insurograph venders operating in 41 States and the District of Columbia, grossing about \$86,250 in monthly premium

(See *Aviation* on page 108)

NAMA Boston Meet

BOSTON, Feb. 11.—Massachusetts operators, members of Region 1, will hold the National Automatic Merchandising Association's (NAMA) first 1950 regional meeting when they gather February 20 at the Copley-Plaza Hotel here.

Of first importance to the Massachusetts operators are two House bills proposing to place per-machine taxes on all types of automatic merchandising equipment. Most of the regional meeting's business sessions are expected to revolve around ways and means of fighting the discriminatory tax proposals.

Nickel Drink Favored by Most Firms; All Advocate Use of Top Ingredients

Concentrate Makers at Odds on Future Price Moves

By Fred Amann

CHICAGO, Feb. 11.—Three out of five hot coffee vender manufacturers responding to a survey by *The Billboard* went on record as favoring continuance of the nickel cup, with two firms offering definite operating-cost reduction plans. Out of a total of six vender makers now active in the coffee field, one did not indicate its attitude on cup price or operator cooperation activities, while two other companies advanced different views on vending price policies. One advocated that the dime peg should be held, while the other felt the cup price should depend upon the type of location.

Automatic Products Names New Reps; Sets Nehi Deal

NEW YORK, Feb. 11.—Appointments of distributors handling Automatic Products' Smoke Shop during the past month increased its net of outlets to 35, according to Sam Kresberg, executive vice-president. It was learned also that Automatic had closed a deal with the Nehi Corporation whereby Refresh-o-Mat cup venders would be supplied in quantity to Nehi bottlers.

With many of the new cigarette machine distributors known primarily as phonograph specialists, Kresberg attributed the tie-ins largely to the "light-up" features of the firm's vender. Animated lighting incorporated in the new model of the machine is claimed to approach that of a juke box in patron appeal. The new Smoke Shop is now in production.

The recently named distributors, many of them Wurlitzer phonograph outlets, are Commercial Music, Dal-

las, for Texas and Oklahoma; Draco Sales, Denver, for Colorado; Emarcy Distributing, San Francisco, for Northern California; F. A. B. Distributing, New Orleans, for Louisiana, South Carolina, Georgia and Alabama; Knudson Music Provo, for Utah; Lieberman Music Minneapolis, for Minnesota; Maestro Music, Tucson, for Arizona; O'Connor Distributors, Richmond, for Virginia; Southland Distributing, Los Angeles, for Southern California; Atlantic New York, for the New York area; Atlantic Pennsylvania, for the Philadelphia area; Seacoast Distributors, Elizabeth, for New Jersey, and Interstate Coin Machine, Springfield, Mass., for New England.

Under the agreement with Nehi, the sirup house will purchase from Automatic cup venders finished in the Nehi yellow. Its bottlers will order the machines from the parent company's Columbus, Ga., headquarters.

Postwar Vender Operation in France Hits Comeback Trail

CHICAGO, Feb. 11.—A current picture of vending activity in France, presented in the February issue of *Vend*, sister publication of *The Billboard*, reveals two negative factors are handicapping the growth of postwar automatic merchandising on the Continent. These are coins and prices. Called *Vending's Comeback in France*, the article dispels the fallacy that vender operation is nil, due to lack of equipment, and tells of the 2,000 candy machines and 2,783 scales now on location in French railroad and subway stations.

First hand facts on present problems and future plans for candy operation were detailed during a recent visit to America by Paul Du Chayla, director of Les Distributeurs Automatiques (Society of Vending Machines, operating candy equipment) and administrator of Ste Francaises Des Bescules Automatiques, France's largest scale operation.

Du Chayla states that coins and prices present the big question mark in France, while equipment—alho not in plentiful supply—is not the insurmountable stumbling block it is commonly thought to be. Candy supply is fair, and now improving since sugar is available for its manufacture. The society now has 300 new candy machines in operation, with the remain-

der of its 2,000 units either rebuilt prewar machines or units used "as is" after escaping damage during the war.

The new machines were made and assembled by Du Chayla's firm as the production and repair of venders has not been resumed by manufacturers who were in the field prior to 1940.

Candy Sales

Vender sales of candy in France has a 55-year history, with the first equipment operated in railroad stations in 1895. The Paris subway took its initial installation of candy bar venders in 1901. By 1939 there were about 4,300 candy machines in the country, of which 3,700 were located in railroad stations and 600 in subways. Du Chayla's firm began operating in 1924.

The feeling in France is that the successful outcome of future vender placement depends entirely upon the coin and price problems, he said. Cited by Du Chayla is the ever-increasing prices, and the lessening buying power of the five and 10 franc pieces as major difficulties. In addition, there are problems posed by a scarcity of hard money, since the number of coins in circulation decreased proportionately to the rise in paper money.

To combat this coin problem, in

Next week's issue will cover the operator picture, presenting problems and views of coffee operators from different sections of the country. It will be based on a survey now being conducted among coffee operators by *The Billboard*.

All vender manufacturers, however, were in agreement on use of top quality ingredients, and on extending all operating and "sensible cost saving" aids possible to the operator.

Supply Costs

With concentrate prices still a matter of conjecture, and suppliers themselves not agreeing on future up or down moves, the coffee operator is closely watching his supply costs, machine placement and maintenance expenditures. On the more-to-come side of the picture, George Harrison, the Harrison Company, feels that concentrate prices are in for a new rise soon. He points out that in the futures market recently, price increases have taken place. The firm now pegs its light concentrate at \$7.20 a gallon and \$8.60 for the heavier preparation.

Dave Sheinker, W. Scheinker & Son, charges \$8.50 per gallon for concentrate, but thinks prices will start a downward trend before long, returning to "reasonable levels." However, he qualifies his prediction with the statement that he is not an expert on coffee, as the major portion

(See *Nickel Drink* on page 108)

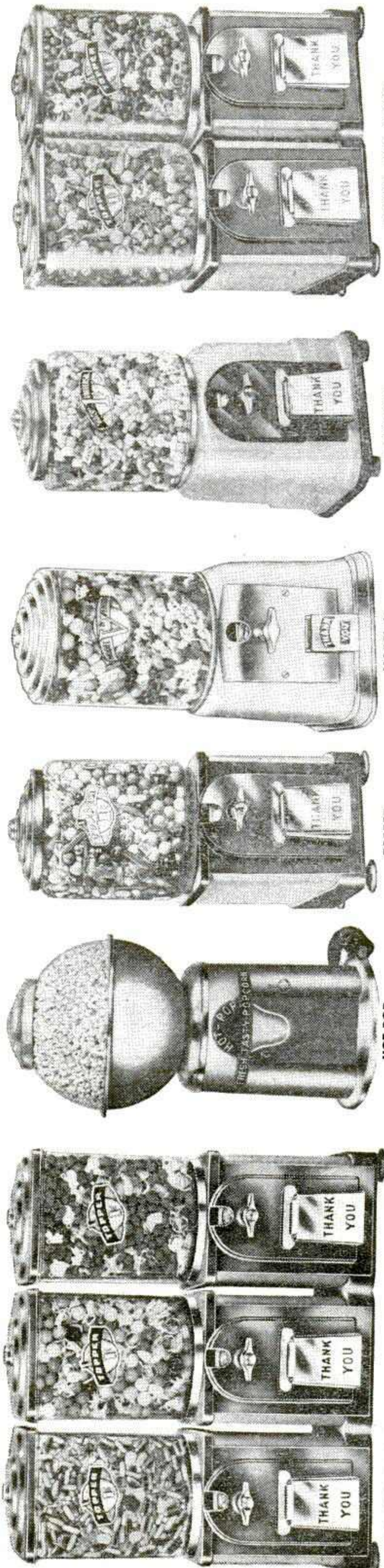
Rowe Buys Rowe

LOS ANGELES, Feb. 11.—The Rowe Corporation, New York, has acquired the majority interest in the Rowe Service Company of Los Angeles and will run it in the future as the Rowe Service Company, Inc.

George M. Seedman, vice-president of the Rowe Corporation, has moved his headquarters to Los Angeles and told *The Billboard* this week he intended to remain for an indefinite period.

Purchase of the controlling interest in the Los Angeles operation puts this company on a similar basis with San Francisco where the corporation has the Glenn-Rowe Service.

Rowe officials in New York and Los Angeles declined comment on the transaction beyond verifying that the deal had been closed. In addition to sizable operating companies in practically every major city, Rowe is one of the nation's leading producers of manual and electric cigarette vending machines.



TRIPLE UNIT TOPPER
WITH PLASTIC GLOBES

Our response to the operator's demand for compactness... Space-Saving... Attractive battery of Bulk Venders... Enjoy maximum sales with increased selectivity... Plastic Globe is standard equipment on VICTOR'S Double and Triple-Unit TOPPER—8% increase in capacity—saves operators thousands of dollars a year in breakage, loss of merchandise and money. The Plastic Globe is available on other VICTOR models at small additional cost at time of machine purchase.

PRICED AS LOW AS \$31.50 PER TRIPLE UNIT

VICTOR OFFERS THE ONLY COMPLETE BULK VENDING LINE

When new, successful innovations and improvements are built into bulk vending equipment... features that increase the operators' earnings and decrease his servicing costs... YOU WILL FIND THEM ALWAYS FIRST

It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

Supplies in Brief

Sugar Report

HAVANA, Feb. 11.—A total of 104 mills have begun to process the 1950 sugar crop despite a new difficulty which has arisen.

Workers are demanding payment of 48 hours' pay for 44 hours' work; the modification of the size of sugar bags to conform to a 200-pound limit; appointment of interventores for the Cuban-American, Arrechabala and Fontecha refineries to liquidate amounts said due the workers and to check operation costs; a special session of Congress to revise the Sugar Retirement Law; appointment of inspectors for mill and plantation scales; liquidation of wages on the basis of a sugar price of 4.96 cents, and revision of sanitary laws for the "bateyes," workers' homes, so that a standard-type dwelling may be constructed at all mills and plantations. Furthermore, the National Federation of Maritime Workers adopted a resolution to the effect that the port and maritime workers should refuse to handle bags of sugar.

FTC Ruling

WASHINGTON, Feb. 11.—Federal Trade Commission (FTC) this week denied for the second time pleas by 19 makers of corn derivatives for dismissal of price fixing and price discrimination charges. The firms supply candy manufacturers with the bulk of non-sugar sweetenings produced in the country.

The case was one of the first filed against an industry group using the basing-point system of arriving at freight charges. FTC first rejected the motion for dismissal July 12, 1949, but later gave the respondents another chance to present arguments. The second chance was in line with FTC's policy of re-arguing a number of important cases which have been in litigation so long that a majority of the commissioners have been replaced since the cases were first filed.

Cigar Sales Up

WASHINGTON, Feb. 11.—Cigar sales reached 1949's highest monthly figure in October, altho cigarette sales dropped off about 8 per cent from September, Commerce Department reported.

Cigar consumption increased to 534,274,000 from the September level of 532,446,000, which was the previous high mark for the year. Cigie sales totaled 29,506,000,000 as compared with 31,743,000,000 in September. The 1949 record was set in August when sales totaled 35,347,000,000.

Cuban Label Ruling

HAVANA, Feb. 11.—The Cuban cabinet ordered all the labels on food products, such as candy, popcorn, chocolate, vegetable and fruit juice in bottles and cans and food imported here from the United States, to be printed in Spanish. The cabinet agreed to grant a term of six months in which to conform to that provision.

Philip Morris Sales Up

NEW YORK, Feb. 11.—Sales by Philip Morris & Company for the nine months ending last December 31 showed an increase of 12 per cent over the same period a year ago, O. Parker McComas, president, reported last week. The 1949 figure was \$192,639,200, compared to \$172,016,648 in 1948. Estimated net earnings were \$5.49 per common share, contrasted with \$4.43 for the same nine months in 1948.

Sugar Use Drops

WASHINGTON, Feb. 11.— Sugar consumption for the first three weeks of the year was 10 per cent below the same period in 1949. Agriculture Department reported. Consumption totaled 337,313 tons as compared with 399,892 tons for the first three weeks of 1949.

Popcorn Group Meets

CHICAGO, Feb. 11.—The Popcorn Processors' Association (PPA) elected the following officers and directors during its annual meeting here recently:

Harry C. Lazear, Wyandot Popcorn Company, Marion, O., chairman; Robert Pelton, Pelton Popcorn Company, Bloomdale, O., vice-chairman, and William S. Traubel, Embro Popcorn Company, St. Louis, secretary-treasurer. Directors elected were William Kuster, Peppard Seed Company, Kansas City; J. V. Blevins, Blevins Popcorn Company, Nashville, and G. C. Atkins, Atkins Popcorn Company, Dallas.

Cocoa Prices

WASHINGTON, Feb. 11.—Cocoa prices advanced 1/2-cent a pound in October to 20 1/2 cents but still remained about half of the prevailing price of 40.2 cents a year earlier, Commerce Department stated. Over the past several months, the wholesale price has leveled off in the neighborhood of 20 cents a pound after reaching a postwar low of 18 1/2 cents in March. According to Commerce statistics, the price started breaking in November, 1948, when the average was 40 cents. It dropped 2 1/2 cents by March, 1949.

Smoke—Smoke—Smoke

HAVANA, Feb. 11.—Consumption of cigars and cigarettes increased considerably in the period from January to September last year compared with the same period of 1948, according to statistics released this week. A total of 262,004,806 cigars were consumed during that period, an increase of 1,077,330 over 1948. Cuban cigarette consumption jumped 10,128,777 packets to 367,239,373. The consumption of American cigarettes also increased by 12 per cent over 1948 figures.

Peanut Report

WASHINGTON, Feb. 11.—After several years of steady declines in the use of peanuts in candy, candy-makers are once again stepping up their peanut buying, Agriculture Department has reported.

During the first four months of the 1949-'50 peanut season 47,561,000 pounds of peanuts were used in candy as compared with 39,488,000 for the same period of the 1948-'49 season. Salted peanut use declined, however. The September-December, 1949, period saw 44,015,000 pounds salted as compared with 45,136,000 pounds a year earlier.

Shelled peanuts consumed during 1949 totaled 378,000,000 pounds, an increase over the 258,000,000 pounds consumed during 1948. The large bulk of the shelled peanuts for both years was crushed to make peanut oil.

Contrasweet Introduced

NEW YORK, Feb. 11.—The flavor firm, Widmayer & Jungling, has introduced a new type of ingredient to the candy trade which controls the sweet qualities in their product. Known as Contrasweet, the new ingredient reduces the "over-sweetness" in candy when included in formulas. It is said not to detract from or change the flavor of the candy.

Utah Tax Receipts Up

SALT LAKE CITY, Feb. 11.—Utahans spent a total of \$8,464,398 on cigarettes, \$11,902,710 for beer and \$12,551,327 on liquor, the State Tax Commission reported. All three were up over the preceding year, according to the tax commission. The per capita average was figured at \$12.44 for cigarettes, \$17.49 for beer and \$18.45 on hard liquors. Taxes on cigarettes, beer and liquor totaled \$1,894,393.

WE'RE TOGETHER AGAIN— to help you *cash in* on the *Golden Days* of automatic vending machines!



MIKE HAMMERGREN
President

We sincerely believe
this is the finest drink vendor
in merchandising history



LARRY COOPER
Vice-President



HERMAN PASTER
Vice-Pres. & Sales Mgr.



PAUL M. FULLER
*V.-P. in charge of Design,
Production & Engineering*



J. J. BOOTH
Consulting Engineer



C. A. BRINKERT
Chief Engineer



GEORGE DICK
Secretary



HARRY HENNING
Regional Sales Director



HAROLD MOE
Regional Sales Director



DICK EATON
Regional Sales Director



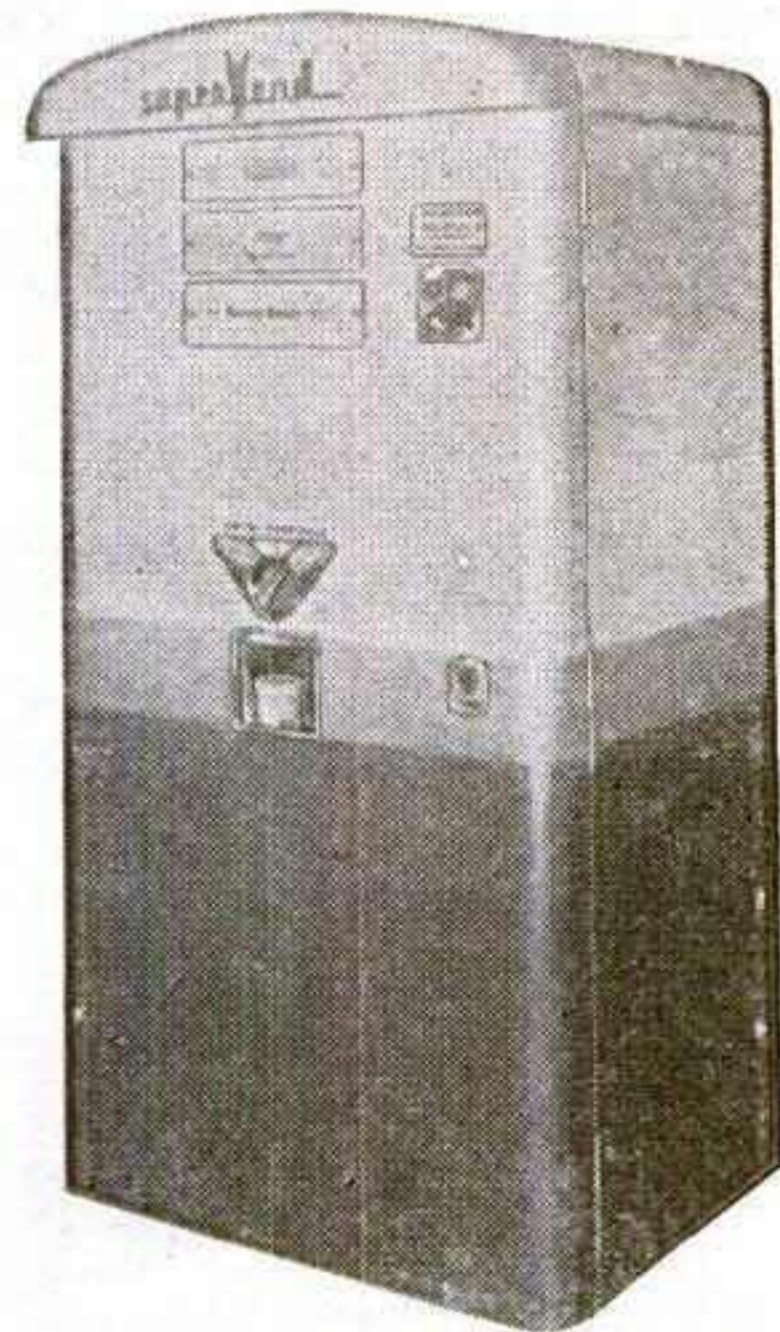
JIM HOSLER
Regional Sales Director



HARRIS PORTER
Regional Sales Director



JACKIE FIELDS
Regional Sales Director



Above Machine Also Available with
HOT DRINK ATTACHMENT
For Hot Chocolate and Hot Soup

Look at the photos above once more.

How many of us are old friends of yours? Well, all of us are back together again—backed by a complete staff of experienced men—a real merchandising team under the leadership of Mike Hammergren.

We know—as you know—that the GOLDEN DAYS of automatic vending machines are right ahead. We want to help you make more money, bigger profits.

You can't cash in on the FUTURE possibilities with YESTERDAY'S methods. (Don't live in the past!) SuperVend is geared for tomorrow! Already, SuperVend has coast-to-coast coverage from distributors—distributors who can help you capitalize fully on the Golden Days of automatic vending machines—including your financing problems

WRITE NOW FOR FULL INFORMATION—AND WE'LL BE SEEING YOU SOON!

Other superVend automatic vending machines
CIGARETTE MACHINE
BROOKE COIN CHANGER

superVend

SALES CORPORATION
134 N. LaSalle St., Chicago 2, Illinois.

**NEW LOW PRICE
SILVER KING
CHARM KING**



2 GREAT VENDORS

Sample \$13.95
2 to 3 \$12.50
1 to 5 cases \$42.00 case
6 cases or more \$40.00 case
Packed 4 to Case

RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street
Phila. 23, Pa.
Lombard 3-2676

RAKE COIN MACHINE AGENCY
2120 Fifth Avenue
Pittsburgh, Pa.

EXPERIENCED VENDER SALESMEN

This is your chance to ditch the inferior junk and "one time over" deals and climb on the bandwagon with new fast selling quality built venders with an old line Company—Top commissions to real promotional producers. Tell us what machine you sold—who you sold for. Will send information. No amateurs, curiosity seekers, free sample artists need apply. Exclusive territory granted. Write **BOX CH-129, The Billboard**
188 N. Randolph St. Chicago 1, Ill.

Nickel Drink Wins Nod From Java Vender Manufacturers

(Continued from page 105)

of firm's business is in flavor extracts.

Rudd-Melikian, Inc., selling its own concentrate made by Standard Brands, Chase & Sanborn coffee firm, does not indicate the possibility of early price reductions. After a year and half, its concentrate increased almost 50 per cent in price, from \$6 to \$8.35 a gallon. Officials admit the price rise produced an increase of about 1/2-cent per cup of delivered coffee. Marbac Corporation, vender firm, which also produces its own liquid concentrate, is another supplier to make no mention of early price cuts.

Mr. Front

On the machine manufacturer front, the Bert Mills Corporation has initiated three separate moves to permit hikes in operator earnings, in spite of the rising coffee prices. Bert Mills, president, points to the most recent move which was the introduction of a lower priced machine, offering 200 cup capacity at \$394. Unit

is designed to make a wider location coverage profitably possible.

Other operator cost-saving moves by Mills include enriched cream concentrate and use of "cold" cups (The Billboard, November 19). Coupled with the one gram saving of cream per serving, the use of wax-impregnated "cold" cups which alone save 1/2-cent per cup, bring the per serving cost for the operator to 2.1 cents, Mills states.

Dime coffee would reduce sales, in industrial plants especially, to such an extent that the coffee vender business would be unprofitable, Mills believes. With operators of firm's equipment holding to the nickel price, experience has been that a vender's sales volume grows for the first eight weeks in a new location, then levels off. "It seems that coffee, like cigarettes, is a habit and it takes time to build a location up to the peak," he declared.

Cup Dispenser

John E. Bacon Jr., Marbac Corporation, reports the problem of increased coffee costs has been solved in a different manner by his firm. He cites the introduction of a cup dispenser unit, manufactured by Marvac, which vends a cup for a penny. Soon to be produced commercially, the unit will be available at moderate cost. "The penny payment for cups is the simplest, surest way of meeting higher coffee costs," Bacon feels.

On the price-per-cup question, the firm does not feel the field is ready for a 10-cent vender-sold cup of coffee.

Rudd-Melikian, thru its sales promotion manager Charles Kafka, reports the firm's policy will continue to be to support the nickel cup of coffee. Holding of the 5-cent price, he said, was being strengthened by close co-operation with operators. This has been in the form of helping develop more efficient and time-saving methods of servicing and operating, working for better commission arrangements, and the relocating of machines doing below a certain number of sales.

Koffee King

Koffee King National Distributing Corporation, advocating the dime price for vended coffee, plans to advise operators of its equipment to use the 10-cent peg due to the present high ingredient costs. Bernard Braun states that when ingredients prices go to the level where an operator can vend coffee "properly for a nickel," the company will recommend a decrease in the vending price.

"We believe at this time that the general public has been educated by the drastic increase in retail price of coffee to expect an increase in coffee price thru a vending machine," Braun stated.

Use of ordinary "cold" cups is not advocated by Koffee King. After experimenting with the cheaper cup, the firm discovered that in order to keep the wax from going into the drink the liquid temperature could not go above 132 degrees. "And at that temperature the coffee, to the average customer, is merely lukewarm and not hot," according to Braun.

Dual Price Policy

Leroy M. Lewis Sr., president of American National Dispensing Company, Inc., favors a dual price policy, depending upon type of location. Where venders are installed in plants, as a means of securing good will and bettering morale of employees, the nickel price should be held. This, however, is contingent upon whether the operator can realize a daily sale average above the break-even point. Where the location caters to the convenience of the customer, and where larger commission is paid, "then it is possible to go to the dime basis," Lewis said.

Aviation Insurance Venders Grossing \$86,200 Per Month

(Continued from page 105)

payments of 25 cents for each \$5,000 of insurance. During the past year 16 cities and four States have been added to the territories already covered by Associated. This has raised the volume of monthly premiums approximately 15 per cent.

Personal Touch

Because of legal objections to the facsimile signature of its representatives on policies in Massachusetts, Associated has placed units in that State with a representative on hand to sign policies in person. However, vender installations are necessarily limited. Three of the remaining seven States in which insurance venders have not been placed object to their installation on the grounds that the facsimile signature is not legal. They are Maine, Utah and Montana.

In major airports Associated's equipment is usually installed in pairs. Largest number of units in any one airport is at La Guardia where 12 machines are in operation. Chicago's Midway Airport is second with 10 venders.

Expansion

Following the recent expansion of insurance vender operation, officials of Associated Aviation (which is made up of a pool of 63 insurance firms) predict that there will not be too much additional expansion in the future since most of the airports with a high volume of out-of-town traffic are now covered.

The company is not resting on past and current success, now that the main job has been accomplished. It reports that the operation and maintenance of its equipment will be made simpler with new models put out during the past few months. This includes alterations in the vending mechanism, which now operates more on a mechanical basis than thru electrical components.

Associated is also readying a new improved insurance vender model slated to make its appearance this year.

Eskimo Pie Execs Discuss Vending at Chi Sales Meeting

CHICAGO, Feb. 11.—During a two-day semi-annual sales meeting at the Edgewater Beach Hotel here this week (7-8) officials and sales representatives of the Eskimo Pie Corporation included discussion of ice cream vending equipment. W. G. Warnick, merchandising manager, stated a study of automatic merchandising of the firm's product was being undertaken, but no definite conclusions were reached during the meeting.

While details of the meeting were not announced, it was made known that distribution and sales was taken up the major portion of discussion time. However, some definite conclusions regarding vending would be reached prior to the next sales meeting, it was indicated.

LYON TO ADD

(Continued from page 105)

shipped to Worthington from Chicago, where the venders formerly were manufactured.

The dual-flavor units will be ready for delivery next month. Lyon explained that these units are turned out as conversions from the single drinkers and until production begins at the Holyoke plant the multi-flavor units will be made from machines on hand in inventory.

Lyon is setting up a sales force. The firm will not sell thru distributors but thru direct representatives of the main office here.

Here's STEADY PROFITS of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

2 MACHINES IN 1

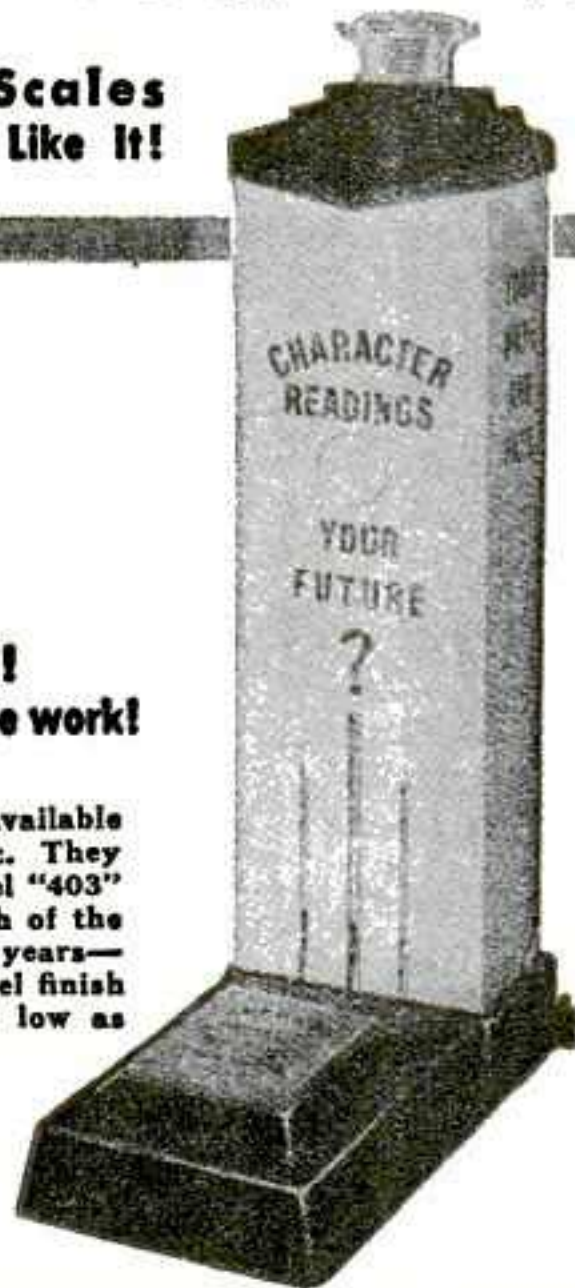
TELLS FORTUNE & WEIGHT

FULLY AUTOMATIC!

NO TROUBLE! • No knobs to turn!
• No handles to pull!
• The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. Monthly terms as low as \$10.

Shipped to you for only **\$25 deposit**



AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

MAIL THIS COUPON TODAY for further details for immediate delivery

ATTENTION, VENDING MACHINE SALESMEN SALES ORGANIZATIONS

It's possible for you to make the most profitable connection of your career if you have had Asco-Shipman or similar experience. A unique new angle makes our new machine an all-time winner and has established it at the top of the earnings list. You can make \$1,000 weekly from the start if you can sell new operators through business opportunities. Territories are now being assigned to experienced producers. There are just a few of them still open.

BOX D-324, c/o The Billboard, Cincinnati 22, Ohio

France's Postwar Vending Operation Does Comeback

(Continued from page 105)

In some measure, venders in some areas carry placards advising the patron to obtain coins at the desk in exchange for paper currency. An additional problem revolves around the use of multiple-coin operation, a practice necessitated by the inflationary trend in French economy.

At present candy machines are operated five ways. A few are working with either two coins of five francs, or two 10 francs, and these are gradually replacing units set for single-coin five and 10 franc operation. Du Chayla declared that if the franc, which is currently worth 2.8 cents in U. S. money, were stabilized it would be a tremendous aid to vending.

10 Franc Chocolate

Chocolate candies, made available for sale thru venders only seven months ago after nine years' absence, command the 10 franc price. Various types of hard and hard-shelled filled candies vend for five and 10 francs. Latter, in small cartons, and chocolate in paper wrappers, are self-packaged by the society since candymakers do not package their product for vender use.

Four types of candy venders are now being operated. Older prewar units are of the two-column type, with 20 and 26 bars per column capacity. One column handles 10 franc goods. Other two-column machines, wall mounted, have a 25-bar-per-column capacity and are set for straight 10 franc operation.

Four-column machines, with 47 and 40-unit column capacity, are set two columns for five franc and two for 10 franc sales. Six-column venders with 47 and 40-bar capacities, also, are divided between five and 10-franc operation, too. Usually, larger capacity columns carry the five-franc candy.

Servicing

While routemen (called technicians in France) are available on call to repair equipment in any section of the country, the actual stocking of the

machines is left to station managers or if the station is a large one with multiple machine installation, to a person specially hired for the purpose. Latter remains on the premises at all times. A percentage of the gross profits, varying from stop to stop, is paid these people in addition to location commission, which is 20 per cent. In high traffic stations, four and six-column venders are refilled as often as two and three times a day. Regular routemen make the coin collections periodically.

In addition to plans for expanding into the Paris subway, the society is also planning installations in drug-stores and similar retail establishments. Placement of machines on beaches during summer months is likewise being considered. Industry placement, on a scale comparing with such operation in the U. S., is highly improbable, according to Du Chayla. He points out that there is a vast difference in working conditions and wages between French and American factory workers. Even if candy and other items were made available to them during working hours, workers would not be volume customers because of the high cost ratio of candy and similar products to their weekly wages.

While a nickel or dime represents a minor portion of an American plant employee's salary, five and 10 francs constitute an important part of the French worker's weekly wage. And the amount of candy obtained for 10 francs is small compared to U. S. nickel candy bars and packaged goods.

North Africa Plans

Altho actual details are still in the discussion stage, the French Society is looking to placement of candy and cigarette venders in North Africa, in Morocco, Algiers and Tunisia. Du Chayla believes that cigarette machines especially would meet with enthusiastic reception in railway and like locations in these areas. (In France, cigarette venders are not permitted because the sale of cigarettes is a government monopoly with rights given to world war veterans only).

A big problem in the North Africa operation, however, would be the necessity for super-sensitive coin mechanisms to handle the featherweight coins used there. While the coins are the same size as French five and 10-franc pieces, they are made of aluminum and would pose a weight problem.

Du Chayla indicated that his firm was also interested in the operation of cup-type drink machines and ice cream venders. But the placement of this type of equipment, as well as expansion of candy machine operations, depends almost entirely upon the availability of U. S.-built equipment. Unfortunately, the outlook for an import license to secure American made venders is not too bright, Du Chayla stated.

Scale operation in France has also been subjected to price increases. The weighing price has been increased from one and two francs a year ago to two and five francs. Straight dial scales, of which there are now 2,089, operate at two francs, while 694 dial units are set for five franc operation. All scales, which are in both railway and subway stations, are prewar models. Commissions are 50 per cent for railway and 48 per cent for subway locations.

Record Sales for Reynolds

WINSTON-SALEM, N. C., Feb. 11.—R. J. Reynolds Tobacco Company reported a record in both sales and earnings for the year ending December 31. Net income of \$40,454,161, or \$3.75 a share, was earned on sales totaling \$746,345,301.

Sales in 1948 amounted to \$724,921,310, with a net income of \$34,617,204, or \$3.26 per share.



BANTAM TRAY VENDOR

The NEW 1950 Bantam "money maker" is improved in every way. Die-cast aluminum construction and a minimum of movable parts make for ease of operation and quick servicing. This 5c tray vendor is ideal for any type of bulk merchandise, but is made especially for vending almonds in locations where adult traffic will assure PROFITS.



MIDGET 1c BALL GUM VENDOR

This inexpensive ball gum vendor is made for ANY LOCATION. Built-in wall bracket and sturdy base make it available for spots where a larger vendor would be impractical. The large globe holds 2 1/4 pounds or 325 balls of 3/8" gum, assuring plenty of profit with a minimum of servicing. Operators can place one in EVERY stop.



SALESMEN AND DISTRIBUTORS: A few choice territories are still open. Write today for complete details. OPERATORS: These machines will assure you profit. Contact your jobber or write direct TODAY!



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MANUFACTURING AND SALES CORP.

EST. 1925

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COMING SOON!

VICTOR'S UNIVERSAL JUMBO

For Vending JUMBO SIZE Ball Gum

Tested and proven on location by Victor for over one year

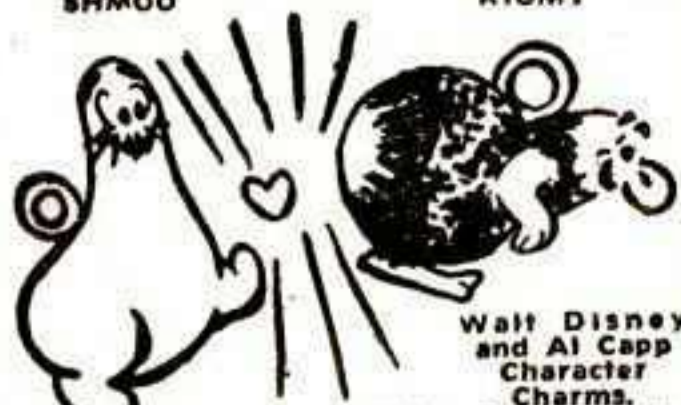
Be FIRST with the FINEST ... Buy Victor's

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois

FOR THE HOTTEST LINE IN CHARACTER CHARMS

SHMOO KIGMY



Walt Disney and Al Capp Character Charms.

CHARACTER CHARMS, Inc. 1407 East 14th St. Los Angeles 21, Calif.

SPECIALS! SPECIALS!

- DuGrenier Model W, 9 Columns, 25¢ Play, Refinished & Reconditioned \$79.50
- New Adams Gum Vendors, 6 column, 375 capacity, while they last..... 17.50
- Master 5¢ Bulk Vendor, porcelain sides, refinished & reconditioned. 7.95
- Master No. 2, 1¢ & 5¢ Comb. Vendor, porcelain finished, like new..... 10.00
- Advance Model D 1 1/2 Ball Gum Vendors, Vends 5/8" Ball Gum, new 7.95 Used 4.95
- Columbia Bells, 5¢-10¢-25¢ play, look and work like new..... 79.50
- Exhibit 1¢ Picture Card Vendors . . . 15.00
- Sanitary Napkin Vendors, 10¢, new. 20.00
- Penny Back 1¢ Amusement and Ball Gum Vendors, Shoots penny..... 14.50
- ABT 1¢ Challengers, 1¢ Amusement Game, 10 shots for 1¢..... 19.50
- ABT Stands, New 5.95

MILLS VEST POCKET BELL
Pays Out Automatically
\$65.00 Ea.



USED... \$44.50 Each
MILLS Q.T., 5¢, NEW \$115.00
1/3 Deposit With Order, Balance C. O. D.
We carry a full line of Vending Machines, Coin Operated Machines and Vending Supplies.
We are factory distributors for all types of Coin Operated Machines.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

PITTSBURGH OFFICE
2120 Fifth Avenue Pittsburgh, Pa.

Trade Directory

New Equipment

Hamilton Automatic Milk Dispenser—4 flavor bottle-carton milk vendor—Hamilton Automatic Dispensers, Inc., Chicago.

Super Shuffle Alley—straight novelty game—United Manufacturing Company, Chicago.

Change of Address

Samuel Eppy & Company, Inc., moved to 91-15 144th Place, Jamaica, L. I., N. Y.

New Firms

Lyons Industries, Inc., 342 Madison Avenue, New York—joint enterprise of Stuart G. Lyons, former President of Lymo Industries, and the Worthington Pump & Machinery Corporation.

Purveyor Distributing Company, 4322-24 N. Western Avenue, Chicago—to handle all types of coin machines.

Willow Coin Machine Company, 252 North Second St., Philadelphia—repair and rebuild vending machines and amusement games.

Personals

Milton A. Gordon, vice-president, was elected a director of Walter E. Heller & Company, Chicago.

Leaf Brands, Inc., Chicago, appointed Gerald White as vice-president and general counsel, and pro-

moted Rolphe Lobell to vice-president in charge of sales.

Robert Liess was appointed manager of coin machine sales for Guardian Electric Manufacturing Company, Chicago.

Lou Rosenberg, of Arrow Amusement, was elected president of the Associated Amusement Machine Operators of New York (AAMONY). Other officers: Murray Lax, vice-president; Jack Semel, treasurer; Philip Greitzer, secretary; Joe Kochansky, financial secretary, and Dave Lowy, sergeant at arms. Members-at-large who will serve with the officers on the AAMONY board of directors are Harry Ross, Harry Berger, Milton Green, George Ponsler, Irving Kaye, Bob Hartnett and Sanford Moore. M. Mendelson is executive director.

John A. Stewart was appointed assistant sales manager of AMI, Inc., Grand Rapids, Mich.

Richard H. Stubbs was reappointed coin machine director of Charles County, Maryland.

SuperVend Sales Corporation named the following officials: Mike Hammergren, president; Larry Cooper, vice-president; Herman Paster, vice-president and sales manager; Paul Fuller, vice-president in charge of design, production and engineering; C. A. Brinkert, assisting in engineering and production, and George Dick, secretary.

Abe Villinsky was elected director of the Automatic Phonograph Owners' Association (APOA), Cincinnati.

Sam Waldor was re-elected president of the Music Guild of America, New York. Other officials include Jack Roberts, of 20th Century Amusement, vice-president; Lambert Marks, Marks Magic Music, treasurer, and Jules Rusoff, Automatic Wired Music, secretary. Board of governors: Humbert Betti, H. Betti & Sons; Harry Steinberg, Metropolitan Amusement; Herman Halperin, Automatic Music; Edward Burg, Royal Music and Rudy Leitgeb, of L & W Vending.

Purchases

Lobee Pump & Machinery Company, Gasport, N. Y., purchased the Vendall Division of the Hydro Silica Corporation.

SuperVend Corporation, Dallas, was sold to group headed by Mike Hammergren, Chicago.

Distributors

AMI, Inc., Grand Rapids, Mich., appointed Cleveland Coin Machine Exchange to cover Cleveland and other counties in the State, and P-S Distributing Company, Des Moines, for Iowa.

Eastern Electric Vending Machine Corporation, New York, assigned additional territory to Coin Machine Distributing Company, Pittsburgh to cover entire State of West Virginia.

Exhibit Supply, Chicago, appointed Lieberman Music Company, Minneapolis.

J. H. Keeney & Company, Chicago appointed R. F. Jones & Company to cover 11 Northwestern States and Northern California thru its offices in San Francisco, Portland, Seattle, Salt Lake City and Denver; Reliable Coin Machine Company, Hartford, to cover Connecticut; Reed Distributing Company, Allston, Mass., to cover the New England States except Connecticut, and Rocky City Amusement Company, Memphis, to cover Tennessee territory east of the Tennessee River.

Metro-Electronic Company, Inc., Indianapolis, appointed Purveyor Distributing Company, Chicago, to cover Michigan, Illinois and Wisconsin.

Nation Wide Novelties, Inc., Chicago, appointed Sicking, Inc., 2833 West Pico Boulevard, Los Angeles; Sicking, Inc., 927 Fort Wayne Avenue, Indianapolis, and Consolidated Distributing Company, Kansas City, Mo.

Rock-Ola Manufacturing Corporation, Chicago, appointed Calderon

NAMA P.-R. Victory Told in Yearbook

CHICAGO, Feb. 11.—Results of a public relations victory for the National Automatic Merchandising Association (NAMA) will be included in the association's annual yearbook, now on the press, according to C. S. Darling, executive director.

For the first time the Bureau of the Census has completely segregated automatic merchandising machine production figures from those of other types of coin-operated devices. This was a result of an NAMA protest against the old practice of combining all coin machine production figures in one report.

Detailed U. S. figures on production of service and merchandise machines are published for the first time in the NAMA yearbook as a result of a special tabulation of the 1948 Census of Business made expressly for the association by the Bureau of the Census.

In the president's message, George M. Seedman calls on all members of the association to co-operate in making NAMA a stronger national organization thru increased membership.

The 1950 Buyers' Guide, as the yearbook is titled, will be ready for distribution shortly.

Darling To Address Lions' Club Meeting

CHICAGO, Feb. 11.—A talk on *Automatic Merchandising* by C. S. Darling, executive director of the National Automatic Merchandising Association (NAMA), will be a feature of the February 14 meeting of the Elgin Lions' Club.

Darling will discuss the size, scope, past history and future potential of vending. His appearance before the club was arranged by Victor B. Neiswanger, operator of a vending firm in Elgin.

Name Koffee King Distrib for Conn.

NEW YORK, Feb. 11.—Futuramic Machines, Inc., producers of the Koffee King vender, has appointed the A. G. Distributing Corporation to handle sales of the hot coffee machine in Connecticut.

The outlet a firm new to the vending business, is located in Hartford, Conn.

4 V.-P.'s Named by Lamont, Corliss and Peter Cailer

NEW YORK, Feb. 11.—The election of two vice-presidents was announced by Lamont, Corliss & Company last week. New officials are Donald Cady, who will act as merchandising manager, and M. H. Saxe, manager of the bulk chocolate sales department.

Like appointments were announced by the Peter Cailer Kohler Swiss Chocolate Company, Fulton, N. Y., manufacturing subsidy of Lamont, Corliss. Glenn E. Truax was named vice-president, and John M. Whitaker vice-president in charge of raw material purchases.

New Nestle Bar

NEW YORK, Feb. 11. — Lamont-Corliss & Company announced availability this week of the new Nestle chocolate peanut bar, bringing to four the number of Nestle bars suited for vending. The bar, made of Spanish peanuts and chocolate crunch, weighs one ounce. It is wrapped in paper and will be supplied to operators packed 200 to the box.

Distributing Company to cover Indianapolis area.

Stoner Manufacturing Corporation, Aurora, Ill., appointed Bert Farmer, Seattle, as sales representative for Oregon, Washington, Montana and Idaho.



SALE ROWE ROYAL

Cigarette Vender
\$95.00
10 Col., 400 Pack Cap.
\$85.00
8 Col., 320 Pack Cap.

ATTENTION —25¢ & 30¢ CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

- UNEEDA, 8 Cols. \$100.00
- UNEEDA, 6 Cols. 90.00
- Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
- 9 Col., Model E, 270 Pack Cap. 59.50
- ROWE PRESIDENT, 10 Col. . . 100.00
- Rowe Imperial, 8 Col., 240 Pack Cap. . . 70.00
- National 9-30 75.00
- DuGrenier, Model W, 9 Col., 308 Pack Cap. 62.50
- DuGrenier, 6 Col. 32.50
- Special! 4 Col., 100 Pack Cap. 27.50

CANDY MACHINES

- ROWE, 120 Bar Cap. \$85.00
- Candyman, 72 Bar Cap., with base . . . 65.00
- VENDIT, 150 Bar Cap. 57.50
- U-Select-It 35.00

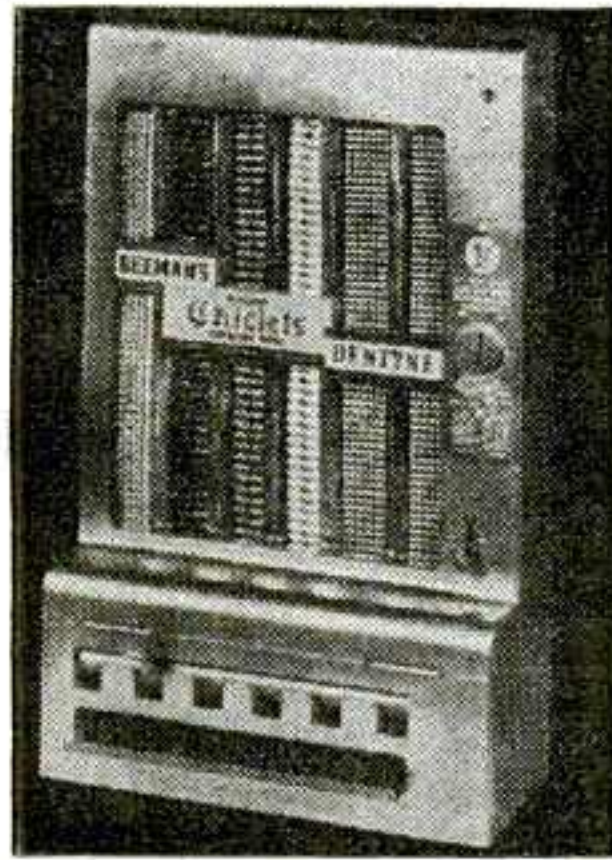
TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergeen 7-4568 BROOKLYN 11, NEW YORK



SALE NATIONAL
Candy Vender
\$100.00
9 Col., 162 Bar Cap.
\$80.00
6 Col., 108 Bar Cap.
\$70.00
Wall Model



MILLS FAMOUS DISPLAY PENNY GUM VENDER

Dispensing Dentyne, Beeman's Pepsin and Peppermint, Spearmint and Cinnamon Chiclets.

SOME FACTORY RECONDITIONED AND GUARANTEED MACHINES AVAILABLE.

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National Distributor
55 W. 42nd STREET NEW YORK 18, N. Y.

Way for Those Who Walk in Darkness
The American Foundation for The Blind Lights the

Coin Mach. Exports Hold Up; Market Solid as Prices Climb

(Continued from page 92) encouraging signs in this part of the business was the fact that 12 countries bought games in November. In previous months the average number of nations on the game list was six. As a group the operators in 12 countries spent \$27,391 in November compared with the \$17,278 for game products purchased in the previous month.

Unit Price Up

The unit price paid for a music box in November was \$414, a sharp gain over the \$375 average for the previous 10 months. Coinmen in Honduras, concentrating on late model used units paid the highest price, \$679 for each of 14 music machines, while Finnish operators bought old units exclusively and paid an average of \$105 for 76 units. The vendor average price reached the all-time record of \$227 in November, influenced mostly by the \$756 spent by Venezuelan operators for 38 larger type automatic merchandisers. Game prices varied from the \$595 spent by a Bermuda operator for one new game to the \$45 Canadian operators

averaged in buying 88 amusement games.

It now appears that the \$2,000,000 goal set by the export segment of the industry for 1949 will be reached without too much trouble. In the first 11 months, the dollar total was \$1,797,391. While this was slightly below the 1948 total for the same period it is nevertheless encouraging in view of the partial and complete embargoes in effect in several nations whose coinmen had previously been leading customers. Other encouraging signs are the number of new markets opened up during 1949 as well as the resumption of trade on a large scale with such nations as Japan, Finland, Belgium and the United Kingdom.

Seeburg Rifle Shown in N.Y.C.

NEW YORK, Feb. 11.—Seeburg's new ray-rifle game, Shoot the Bear, was introduced here this week by the Atlantic New York Corporation. Offered at a list of \$419.95, it was said to be ready for immediate delivery.

The target is a running bear which travels around a scenic course. When a hit is scored, the bear rears on its hind legs, turns around and takes off in the opposite direction. It is constantly pursued by a hunting dog. Twenty shots are given for a nickel, with a quarter buying six complete rounds.

Speed Up Output Of Abbott Counters

NEW YORK, Feb. 11.—The Abbott Coin Counter Company has increased production on both its hand and motor-driven model counters. H. J. Bunce, sales manager, announced this week.

The machines count only one denomination coin at a time. Through a simple adjustment they may be used for packaging coins, as well as bagging. The counters are portable.

L. R. Cook Resigns as V-P of Wilbur - Suchard Chocolate

LITITZ, Pa., Feb. 11. — Wilbur-Suchard Chocolate Company, Inc., has announced the resignation of Vice-President L. Russell Cook. His duties will be assumed by Walter Mann, president.

COIN OPS OFFERED

(Continued from page 92) He asserted arrangements had been concluded with Coca-Cola and Canada Dry to drop-ship sirup anywhere in the country to operators going along with the plan.

The three-tap dispenser can be fitted flush with the bar, it will be sold to operators who will also be required to pay a small monthly royalty per location to Tap Mixer. Operators will be awarded protected territories on a franchise basis.

Rabinowitz, who holds eight patents on the device, has operated it in this area for more than a year. He has offices at 163 First Avenue.

Eppy & Co. Buys New Bldg.

NEW YORK, Feb. 11.—Samuel Eppy & Company, Inc., has announced the purchase of a building in Jamaica, L. I., for its production and distributing departments. Sam Eppy, president, reported the company will add the packaging of numerous types of confections.

K. C. Novelty Moves

PHILADELPHIA, Feb. 11. — The K. C. Novelty Company, jobbing firm specializing in games, will move to new headquarters at 800 North 3d Street here Monday (13). Tomorrow (12) it will hold a preview showing of the new game, Shuffle Ten Strike.

Move To Cut Ga. Cig Tax

ATLANTA, Feb. 11.—A bill to repeal the 1949 law raising cigarette taxes was introduced in the State Legislature last week by Sen. Lee Purdom. He also introduced a companion measure amending the bill passed last year.

SPECIAL! 100 ASCO HOT NUT VENDORS

Lots of 10 . . . Ea. \$9.50—Sample \$12.50



Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

- 1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
 - 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
 - 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
 - 25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)
- Prompt Delivery

Write for Our Illustrated Catalog! 3/8 Dep. With Order, Bal. C. O. D. **VEEDCO SALES CO.** 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

CIGARETTE MACHINES

Buy With Confidence From STEINER—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927 There was, is and always will be a demand for my famous "E", "A" and "500" Models. WE BUY AND SELL USED EQUIPMENT—and what we sell is always completely refinished and reconditioned inside and out to look and work like new. King Size Chutes, Mirrors, Parts and Locks for all vendors Get the Facts on Our Nylon Deal **STEINER MANUFACTURING CO.** 363-5 Hudson Ave. Brooklyn 1, N. Y. Phone: TRIangle 5-0835

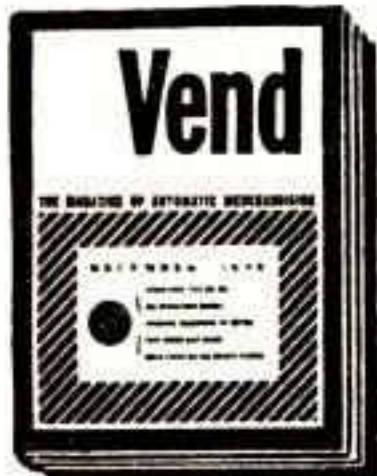
ATTENTION, OPERATORS

"Bill," the coin machine mechanic, formerly associated with "Rake," "Asco," "Unit," "Rowe," is now personally supervising all repairing and rebuilding of vending machines and amusement games for

Willow Coin Machine Co.

"A Shop Where Repairs Have Priority" 252-254 N. Second St. Philadelphia 6, Pa.

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CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25¢ for cost of mailing samples, to be refunded with first order.

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EARN OVER \$10,000 Per Year as distributor for FREEZ-KING

Frozen Custard Machines

World's lowest priced continuous freezers. Restaurants, theaters, drive-ins, roadside stands, drug and confectionery stores, ice cream parlors — prospects galore! Large profit on sale of machines as well as ingredients. Investment required, \$5,000.00. No charge for franchise. Write for details.

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BY EPPY—OF COURSE!

The Most Famous Packages in America Now in Perfect Miniature

GROCERY STORE CHARMS 58 Varieties

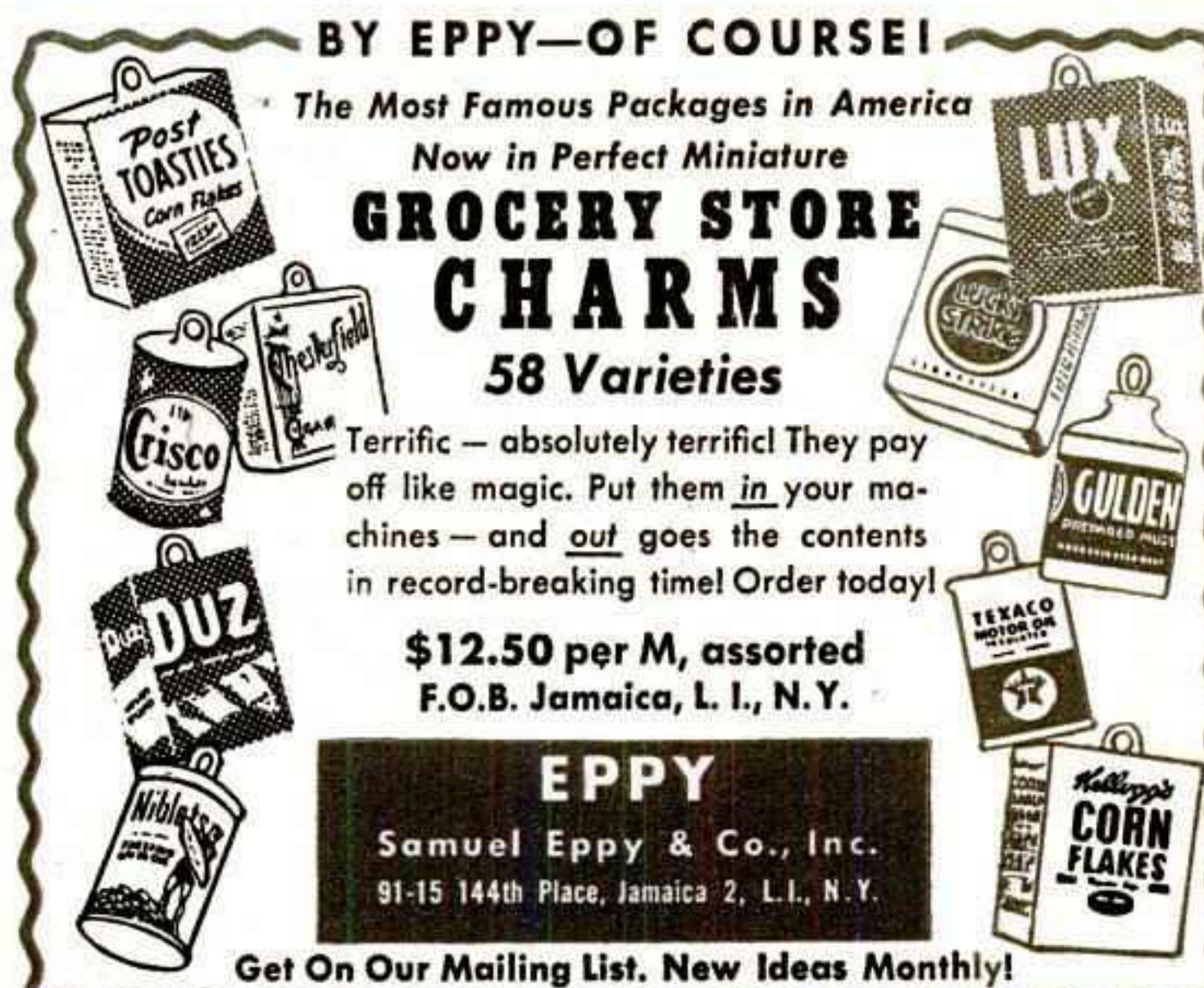
Terrific — absolutely terrific! They pay off like magic. Put them in your machines — and out goes the contents in record-breaking time! Order today!

\$12.50 per M, assorted F.O.B. Jamaica, L. I., N. Y.

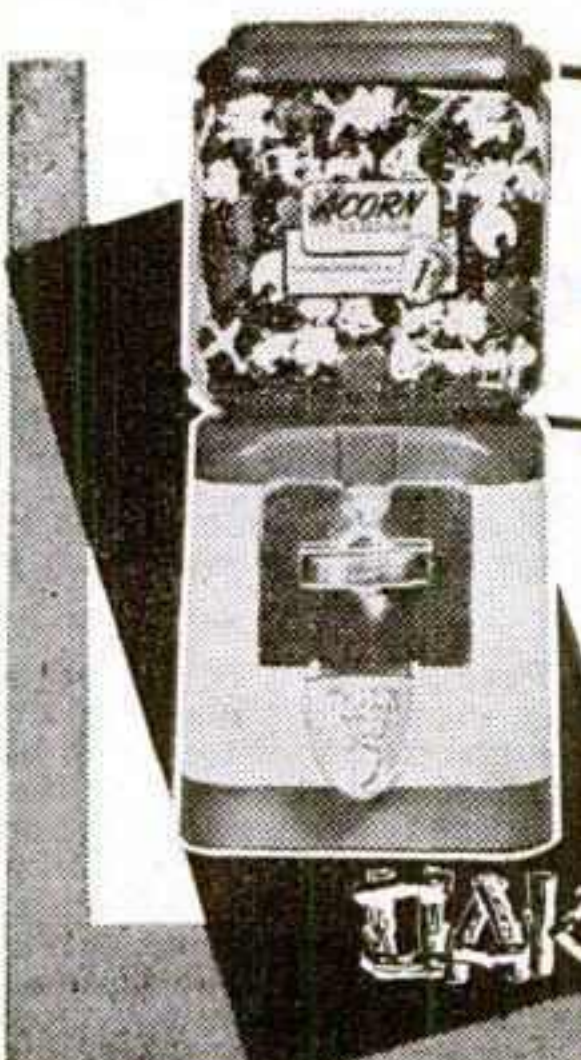
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'50 will be NIFTY with ACORN 1c or 5c All Purpose Bulk Merchandisers Order Yours Today!



Look at These **OUTSTANDING Service Head Features**

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

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INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

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MODEL 49 SPECIAL

Less than 25 . . . \$13.75
Less than 100 . . . 13.55
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5 Model 49 Specials plus 25 lbs 210 Ball Gum and 1000 of Rake's Special Assorted Charms—**\$79.50**

1/3 deposit with order, balance C. O. D.

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BRAND NEW
LUCKY BOY VENDORS



\$9.75 EACH
14 or 24 MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

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CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS . . . Write now for detail and price list on our Gold Copper and Plastic Charms, Basketballs, Stone Rings and Novelties

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COINMEN YOU KNOW

Chicago:

Over at Universal Industries, all hands are working to keep up with demand for Twin Bowler, which can be played by one or two persons and features a game a minute play. Among the visitors in for a look at the game last week were **Morris Gross**, Scott-Crosse, Philadelphia, and **Hymie Zorinsky**, H. Z. Vending, Omaha. President **Mel Binks** recently completed a successful business trip in the western part of the country. . . . **S. I. Neiman**, publicity director for the National Coin Machine Distributors' Association, says that the group's members report business activity thru January and the first week in February has been encouraging.

Joseph A. Batten, Exhibit Supply's vice-president and general manger, attended the three-day Shuffle Bowl showing at Central Ohio Coin Machine Exchange, Columbus, February 4-5. Meanwhile, **Bill Doll**, Exhibit Supply production engineer, attended a similar showing at the Cleveland Coin Machine Exchange headquarters in Cleveland.

At the Nation Wide Novelties plant President **Charlie Gillard**, Production Manager **Nick Wurtz** and Sales Manager **Meyer M. Marcus** are working day and night to step up Shuffle Pool output. Calls last week from **Charles Trau**, United Distributing, Cincinnati; **Bill Greco**, Kenny Sales, St. Paul, and **Sid Marenstein**, Economy Supply, Baltimore, indicate the game is building up a steady following in several sections of the country.

Art Garvey, New England district manager for Bally Manufacturing, and **Phil Weinberg**, district manager in the Southwest, were in to see General Sales Manager **Jack Nelson** this week. Garvey has been with Bally for 17 years and Weinberg is not far behind in length of service. The latter just bought a home in Dallas. **Dan Moloney** is in the South in the interest of Shuffle Bowler. Visitors at the Bally factory last week included **Herman Paster**, Mayflower Distributing, St. Paul, and **A. Cooper**, who manages the Milwaukee Mayflower office. . . . **Ralph Nicholson**, Como exec, is in the Southwest in the interest of Holly-crane machines.

Mike Spagnola, Automatic Phonograph Distributing Company, reports the pleasing plus-rate of orders for the new AMI Model C are continuing right on thru the weeks following the big unveiling. The company's roadmen, **Fred Minter**, covering Western Illinois, and **Eugene Smith**, who is now tackling the Eastern part of the State, are following thru in fine order. Both boys find Model C reception top-notch and are turning in a corresponding array of orders.

J. H. Keeney & Company, via Vice-President **John Conroe**, turns in word of still mounting acceptance on the Ten Pins game. John attributes the high sales level to the game's realistic bowling action, using actual pin knockdowns to total up scores. Initial reaction on test installations of Ten Pins in four cities indicated sales-play potentials, he said. Pre-production models were tested in Washington, Baltimore, Philadelphia and Chicago, with seven games placed in normal type locations.

Herb Perkins, head of Purveyor, is rapidly completing his new distributing company set-up, and has his road personnel all assigned. New firm has already contracted to handle Metro-Bowl in a three-State area. . . . **Irving Ovitz**, who underwent a major operation several months ago, is now in Miami Beach recuperating. Meanwhile, **Oscar Schultz** is holding down the fort at

Automatic Coin. **Morris Ovitz** is also on hand at the firm's headquarters here to handle customers seeking Keeney and Mills products handled by the company.

Ted Rubenstein, Marvel, reports business going along on an even keel. He is shipping his counter games all over the country, and is also filling all parts requests for the Daval lines. Meanwhile, Ted surprised his wife last week with a new DeSoto, trading in his seven-month old Oldsmobile. . . . **Frank Roehlke**, who is specializing in engineering and development at his Milwaukee Avenue headquarters, has a new coin machine item ready for release in the next few weeks. Product, like others developed by Roehlke has been patented.

Gil Kitt, Empire Coin Machine Exchange, left for Miami Thursday (9) with his wife, **Valerie**, and son, **Alan**. While he enjoys his long deferred vacation, **Ralph Sheffield** and **Howie Freer** have taken over Kitt's executive and sales duties. Freer reports the shuffle games are still in peak demand and the firm is receiving many orders for United's Shuffle Alley, Chicago Coin's Bowling Alley and Universal's Twin Bowler. Sheffield adds that the Gottlieb game, Just 21, also is a current operator's favorite.

W. E. Bosche, Rutherford Enterprises, Amarillo, Tex., was a visitor at the Gottlieb plant last week. **Sol Gottlieb** is on an Eastern trip which will take him to Upper New York, New York City and Baltimore. With **Dave Gottlieb** in Miami and Sol also away, **Nate** and **Alvin Gottlieb** are combining their talents to run the plant and expedite Just 21 shipments.

Sam Lewis, Chicago Coin, states the firm is still seeking ways to increase Bowling Alley output. . . . **Sam Wolberg** is on a brief vacation trip. . . . **Nick Wurtz**, plant manager for Nation Wide Novelties, says production on Shuffle Pool will be stepped up again beginning Tuesday (14). **Meyer M. Marcus**, sales manager, says the firm's Indianapolis distributor, **Sicking**, is getting a lot of activity on the game from ops in the Indiana territory. Firm is headed by **Mrs. Lottie Berman**. . . . **Wally Finke**, World Wide Distributors, got back from a Los Angeles vacation last week. When he returned to the office **Al Stern** and **Monty West** informed him that shuffle games were still going strong. They added that Exhibit Supply's conversion, Shuffle Bowl, is also winning operator friends.

Paul M. Brown, Western Automatic Music, Inc., is scratching his head over the record speed question. While he thinks the 78 will keep whirling on juke turntables for a long time as the predominating factor in juke play, he just wonders. . . . **Anton (Andy) Oomens**, Walter Oomens Sons, finds the three-speed question not so hard to decipher now that the public is becoming accustomed to the idea and knows more about it. Andy, of course, is referring to his retail record store and not his juke operation. He has set up special displays of the 45 and 33 1/2 disks in the shop and finds buying brisk.

News concerning Alco-Deree's refrigerated cheese vander appears to be "all to the good" according to **Nick Angelus**. The cheese units are finding high favor wherever they are placed in choice tap spots.

Frank Padula, Melody Music, is primed to visit the Music Operators of America (MOA) convention in the Palmer House March 6-8. . . . **Bob Gnarro**, ABC Music Service, attributes firm's good play-rate in the

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Special Feb. Offers



1 Case (4) Toppers PLUS 25# 210 Ball Gum or 25# Candy PLUS 1000 Charms All for only \$50.00 (with plastic globe) \$52.00

1 Double Unit Topper with Plastic Globes PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms All for only \$36.00

1 Triple Unit Topper with stand, plastic globes, PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms. All for only \$51.25
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RAIN-BLO GUM
140, 170 or 210 count, in 25# cartons, 27# lb. In lots of 150# or more with freight prepaid. 25# lb., less 2%

COLORED BALL GUM—All Sizes 25# carton, 25# lb. 150# lots, 23# lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
25 lb carton Large 45# lb. Small 38# lb. Full Cash With Order. Autographed Football Charms \$3.75 per 1000

Write for our FREE Complete Charm List.

BE FIRST WITH VICTOR'S UNIVERSAL **JUMBO** IN YOUR LOCALITY

Tested and proven on location for over one year with jumbo size ball gum. Sample machine \$14.95

Special Introductory Offer of 2 Machines and 20# carton Jumbo ball gum. All for \$34.35

DELIVERY FEBRUARY 25th. Orders filled in rotation.
Jumbo Gum, 20#, 27# lb. On 160 lb. cartons 25# lb. less 2% Freight prepaid

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.

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Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/4" x 2" x 7/8". Has large merchandise display and self-illuminating plastic sign.

MODEL 703
Metal Cabinet and Base
Ht. on Base, 60". Wt. on Base, 64 Lbs.

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Teeny LB.
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SITROUX TISSUE AND
OTHER SANITARY NAPKIN
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majority of its locations to its record selection system. Bob says this is left entirely up to the individual routeman; he knows the "what, when and where" about disk placement as no one else does, says Gnarro.

Low Gasman and Hyman Feldman, heads of Pastime Music Company, are busy these days on the street to see their units carry what the customer wants when he wants it and that everything is ship (or juke) shape.

At Empire Coin Machine Exchange the game business continues at a high level, **Howie Freer** reports. Firm is getting a lot of inquiries on Universal's Twin Bowler, Gottlieb's Just 21 and the United Super Shuffle Alley. . . . **Gil Kitt**, who with **Ralph Sheffield**, heads Empire Coin, also notes a general increase in bulk venders. . . . **Jerry Bremner** is expected to be back on the road soon. He was injured when his car skidded on an icy road and was demolished.

Washington:

James Kaplan, of Amusement Arcade, and **Al Denniberg**, of the D. C. Trading Post, recently opened the D. C. Arcade at 436 Ninth Street, N. W. Kaplan, the manager, reports it is doing well and the Just 21 Gottlieb machine is popular.

Richard Tigner, of Fairfax Luchonette, reports the spot is going to install a Shuffle Alley game. . . . **Myron A. Loewinger** says the Seeburg M-100 is doing a wonderful job. He reports his pinball machine trade is off slightly but feels it is partially due to the fact that the manufacturers aren't producing many new games at present. **Jack Kaplan**, of Music Supply Company, also praises the M-100. He feels that it is the "box of the future."

John N. Deoudes and John D. Cokinus, co-owners of Domestic

Novelty Company, are recent grooms. Since they are close friends as well as business partners, the boys had hoped to make it a double wedding but, as the firm couldn't spare them both at once, they marched down the aisle exactly six months apart. Deoudes and Cokinus feel they have licked the business slump in their firm. Last Easter, when business started slowing up, they moved into cheaper quarters, cut out slow route stops, etc. They now find that their net profit in '49 was as great as in the busier '48.

Irwin Greenfield recently purchased the Midway Arcade from **Mark Gerber**, operator of a pinball route. Greenfield is a watchmaker and owns the Tick-Tock shop next door to the arcade.

Al Mazur, of Mazco Enterprises, former owner of the Joyland Arcade, reports he is looking for a good location in which to open another arcade. . . . **Whitaker Bros. & Company** announces its affiliation with the Coin Audit Company of Boston. The firm is now the local distributor of an automatic machine which in one operation, sorts, counts, and bags or wraps change. They also have factory trained representatives to service the machines. **Whitaker Bros. & Company** also distributes Schermack stamp venders and announces the installation of the stamp machine in banks for the first time in this area. Some new locations are: **McLaughlin Banking Corporation**, **Columbia Federal Savings & Loan Company**, **Arlington Trust Company** and **Prince Georges Bank & Trust Company**.

Harry Schwartz, of Schwartz Bros., is planning a business trip to New York. He will stop in at the Mercury and Atlantic Record companies. He also plans to see **Patti Page** on a promotional deal.

Max Silverman, recently returned from Florida, is obtaining an international reputation as an expert on jazz. Recently a member of the Swedish navy in Washington for a short stay, came into Quality Music Company and announced that a friend in Sweden had suggested he look up Silverman for advice on good jazz records.

Guy Interdonotta reports that the Williams Twin Shuffle Alley is going over big with his customers. . . . **Eddie Gallaher**, WTOP, disk jockey, picked "Dearie," sung by **Ethel Merman** and **Ray Bolger**, as the juke record of the week.

Frederick A. Turner, of Kaufman-Washington Company, announces a special Al Jolson release. Al sings "God's Country" and "Let's Go West Again." Turner reports the firm's new Baltimore location doing well.

The G. B. Macke Corporation recently installed an automatic snack bar in the Bureau of Labor Statistics Building at Eighth and Independence Avenue (Old Escanaba Hall). They have sandwiches, coffee, Coca-Cola, candy, etc., all automatically dispensed from Macke's vending machines.

**BUY SILVER KINGS
KING OF VENDORS**
Nut and Ball Gum Candy, Charms Vendors,
1¢-5¢ U. S. and Foreign Coins. "Hot
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Bigger Profits from locations are a natural With
Silver Kings
or
"Charm King"
Ball Gum Vendor
Designed for sales compelling eye appeal as low as
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At All the Best Dealers—or Write.
Ask About the New "Hunter."

SILVER-KING CORP.
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**DE LUXE
LATE MODEL
PORCELAIN TOP**
\$9.95 Each
Lots of 10
SAMPLE, \$12.50
Reconditioned, \$5.00
per machine extra.
Machines just off
location—in good
working order—need
cleaning.

Floor Stands, Used \$2.95 Ea.
Asco 5¢ Hot Nut Vendors . . . 9.95 Ea.

Terms: Full Cash With Order,
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1¢ or 5¢ All Purpose
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It's the Best
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TOPPER**
**VICTOR'S
TERRIFIC VENDER**
Amazing new operating
features and a low
price that enables you
to clear cost of machine
in a matter of
a few weeks. Packed
and sold 4 to case,
\$43.00 case in lots of
1 to 5 cases. Further
disc. on orders of
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The first and finest electric
cigarette vending machines
are now the lowest in price!

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Finest
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PRODUCTS OF C-B LABORATORIES



WRITE FOR CATALOG
On Bulk Vendors, Merchandise,
Games, etc.
BUBBLE BALL GUM
140 or 170 size, Crown Jack Brand
with colored centers, 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90

CHARMS
Plastic Charms, small, 1,000 \$2.25
Copper & Nickel, small, 1,000 4.25
Plastic Charms, large, 1,000 2.95
Copper & Nickel, large, 1,000 5.50
Silver Wedding Rings, 1,000 5.95
Schmoo Buttons, 1,000 6.50
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Hep Cat" Buttons, 1,000 5.95
Plastic Colored Rings, 1,000 2.50
Walt Disney Charms, copper, 1 lb. 2.50

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U-SELECT-IT
CANDY MACHINES**
U-Select-It, 54-Bar Size. Each \$22.50
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CHARMS—PROVEN SALES BOOSTERS

COMPASS TREASURE BALLS. Real Imported \$5.75 Compasses encased in 3/8" GR. Treasure Balls.	MYSTERIOUS FACES FROM FAR-AWAY PLACES. 6 asst. faces in gleaming gold finish. May be used as lapel ornaments. \$7.50 M	NEW BASKETBALLS 24 Team Names Approximately 5/8" Colorful Plastic \$4.50 M Copper Plated . . . 8.00 M Gold, Silver Plated 11.00 M
NEW!!! #500 CHARMS #500 Bright Plastic \$3.00 M #500M Metal Plated 5.75 M #500C Color Plated 5.75 M #500 Gold or Silver Plated 6.75 M #500 Metallic Plastic Bronze or Silver 3.25 M	#494 ANIMAL CHARMS #494 Bright Plastic \$3.00 M #494M Metal Plated 5.75 M #494 Color Plated 5.75 M #494C Gold or Silver Plated 6.75 M #494 Metallic Plastic Bronze or Silver 3.25 M	#3 Asst. Small Plastic Charms \$2.50 M #3M Asst. Small Metal Plated Charms 4.50 M

KARL GUGGENHEIM, INC.
33 Union Square
New York 3, N. Y.



BALL GUM
Bubble or "Chicle"
All Sizes
From 3/8ths to new 1-Inch Jumbo

NEW CHARMS
Brilliant colors
Opaque or Translucent

BARKER BRANDS, INC.
Sea Bright, N. J.

Shuffle Gimmicks Aid Comeback

Conversions Help To Win Back Patrons

Feature Multiple Play

CHICAGO, Feb. 11.—As the shuffleboard leagues go into their final phases of the 1949-'50 season, several favorable factors have entered the picture which indicate the field as a whole is benefiting from renewed player interest. Part of the increase has been due to a general pick-up after the slump period which marked the end of last year, while the remainder stems from play stimulators which have given players and locations a variety of games to play on shuffleboard tables.

Many locations are reporting increased activity now that most of the patrons who regularly played shuffleboard a year ago are back in the field. While some of them do not play as often as they did in the past, there is a general feeling that before too many weeks have passed they again will be looking for serious competition and tournament play, which begins just after league schedules end in mid-April. But they stress that among their new patronage, there is developing a group which not only likes to play shuffleboard but likes to play variations of the game made possible by conversion units.

Cite Units

The first of the conversions was Exhibit Supply's Shuffle Bowl. This unit includes all the equipment necessary for converting a shuffleboard into a shuffle game, including the puck return chute, plastic illuminated pins, score sheets and electrical contacts which make the bowling game automatic. The Exhibit product was closely followed by Metro-Bowl. Made by Metro-Electronic, this conversion is available in two models. One model can convert a rebound game to shuffle bowling play while the double model, when placed over the playfield, makes a regulation shuffleboard suitable for shuffle play at both ends of the table. The latest unit to hit the market is a kit which converts any length shuffleboard into a horseshoe game (see separate story) and is made by King Pin Amusement Company, Kalamazoo, Mich.

New Players

Most important influence the conversions have had on the field is that they have brought in new players. Moreover, the conversions have shown the operator that when smartly promoted, they can return the boards to peak revenue. Up to five may play Shuffle Bowl, eight the double version of Metro-Bowl and six the horseshoe game.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Feb. 9, 1935.—The scene was set for the 1935 coin machine exposition at the Hotel Sherman sponsored by the National Association of Coin Machine Manufacturers (NACOMM). Under the direction of Joe Huber, the event consisted of 147 booth displays and was one of the most successful in the pre-World War II era. New games introduced included Stoner's Beacon; Genco's Criss Cross; Evans' Derby; Baly's C.O.D.; (See *Turning Back* on page 121)

Puck Patter

CHICAGO:

With a spurt in shuffleboard activity being noted in many sections of the country, Ted Rubenstein, Marvel, reports his shuffle scorers are being shipped on a daily basis. The unit has been in demand with the operators steadily since it was introduced, and the Marvel plant on Fullerton Avenue ships the units out as fast as they come off the production line.

Herb Perkins, Purveyor Shuffleboard prexy, reports shipments on the firm's new 1950 Sportsman are now being made daily, and that orders on the unit are above expectations. Bill Tucker, who has been on the road fairly regularly the past few months, was back home for a change, and reported new signs of shuffle activity in the areas covered on his jaunt. Meanwhile, Perkins has set up the Purveyor Distributing Company, and reports his road men are now out selling Metro-Bowl, which the firm will distribute in a three-State territory.

Horseshoe Kit for Boards Unveiled by King Pin Firm

KALAMAZOO, Mich., Feb. 11.—A kit to convert any length shuffleboard into a horseshoe game was announced this week by King Pin Amusement Company. Operator's price on the complete kit is \$18.50. J. L. Pieters, head of King Pin, said deliveries of the kit are being made.

Called Shuffle-Shoes, the kit consists of two chrome pegs, six shoes (three chrome, three bronze), installation diagrams, two rules and instruction sheets, on-location promotion cards and a 14-inch ruler designed to slip over the pegs to measure distance of the shoes.

Does Not Damage Board

Pieters said the pegs should be placed in holes drilled approximately 16¼ inches from the edge of the board. A quarter-inch hole is required. This enables the operator, location owner or player to insert and remove the pegs at will so that

the board can be used, game for game, either for horseshoes or regulation shuffleboard.

Pieters stressed that existing scoring equipment is used with Shuffle-Shoes. The horseshoe game can be played 8 or 10 frames, or 15 or 21 points. As in regulation horseshoes, ringers count five points; shoes in a shoe width count three and all shoes of the same color count one point. A double ringer counts 10 points.

Game Speed-Up

The six shoes, which Pieters said make the game faster than regulation shuffleboard, are flanged to hook the peg and spin.

Pieters said his company, which is a distributor for Rock-Ola, will handle national distribution on Shuffle-Shoes and appoint other distributing firms to handle specific territories.

Constant Plugging Builds Op Locations in Hartford

HARTFORD, Conn., Feb. 11.—The "steady" trade evidenced by shuffleboard installations in the Hartford area is directly due to the "consistent plugging" on the part of coinmen, according to Abe Fish, owner of General Amusement Game Company, Hartford, local coin concern.

Fish, who is also president of the Connecticut State Coin Association, Inc., believes that the feeling, "something new and something different," in reference to shuffleboard installations is another contributing factor to the over-all good business chalked up

by the shuffleboards.

Fish notes that "because coinmen in this area have gone out and approached their locations with the idea of shuffleboards as "something new and something different, the introduction of the boards in the Hartford area has been accomplished with a minimum of confusion."

He admits that in isolated situations, shuffleboards "need intensive pushing, but on the whole, they seem to be catching on quite well."

Fish's coin concern handles all major makes of shuffleboards.

Step Up Output Of Metro-Bowl

INDIANAPOLIS, Feb. 11.—Demand for Metro-Bowl has been so heavy following its introduction three weeks ago that production on the unit was increased, effective Monday (6). Joe Mettler, general manager of the Metro-Electronic Company, manufacturers of Merto-Bowl, announced.

An attachment which converts regulation shuffleboards for shuffle game play, Metro-Bowl is available in either double-end or single-face style. On double-end play, up to 8 persons may participate. The single-face is used to convert rebound type shuffleboard tables, while the double unit is placed over the center of the playfield and makes a regulation shuffleboard playfield into two shuffle games.

Available with or without a coin chute, Mettler stated that thus far operators have shown a preference for the coin-operated model. The single or double-faced units can be set up for play on locations in two minutes, Mettler stressed.

\$30, \$60 Tax on Scorers in Texas

AUSTIN, Tex., Feb. 11.—Robert S. Calvert, comptroller of public accounts for Texas, has clarified the tax rate to be placed on coin-operated shuffleboard scorers under a law recently put into effect.

Scoreboards operated for more than 5 cents will be taxed \$60 per year, while those operating on a nickel will be subject to a \$30 annual levy, Calvert stated.

American Resumes Production on Board Tops; Sets New Plant

UNION CITY, N. J., Feb. 11.—The American Shuffleboard Company has completed the conversion of its main plant here to provide for the production of board tops. The playing fields were formerly turned out at its Union plant No. 2, severely damaged by fire (*The Billboard*, January 28).

Auditing to determine the exact financial loss suffered in the blaze has not been completed, but the firm already has an architect working on plans for a new plant on the same site.

Calendar for Coinmen

February 14 and 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

February 16 and 23—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

February 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

February 23—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.

February 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 1—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

March 2—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.

March 6—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore.

March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

March 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

March 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

March 26-31—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual national packaging exposition, Navy Pier, Chicago.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

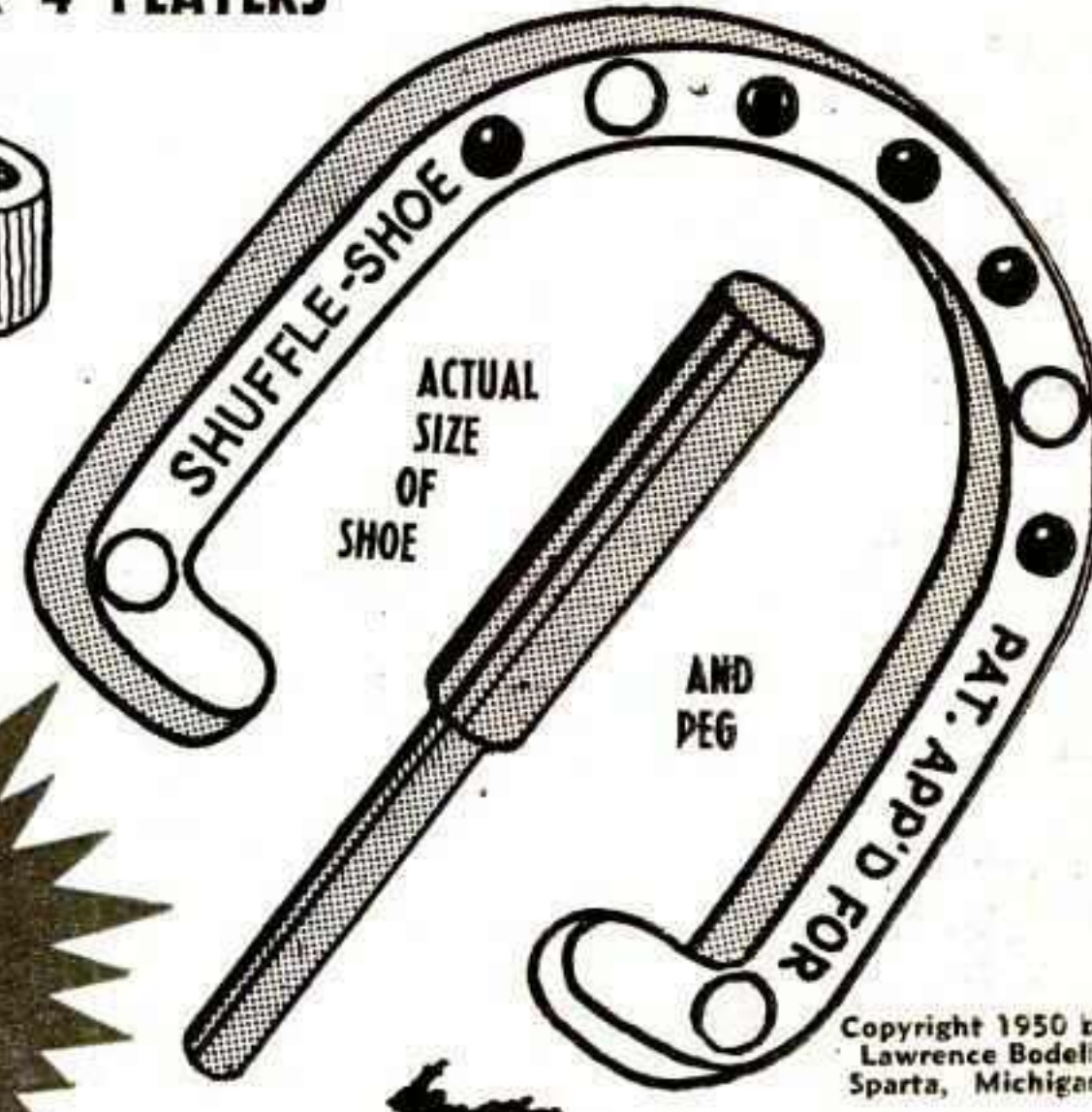
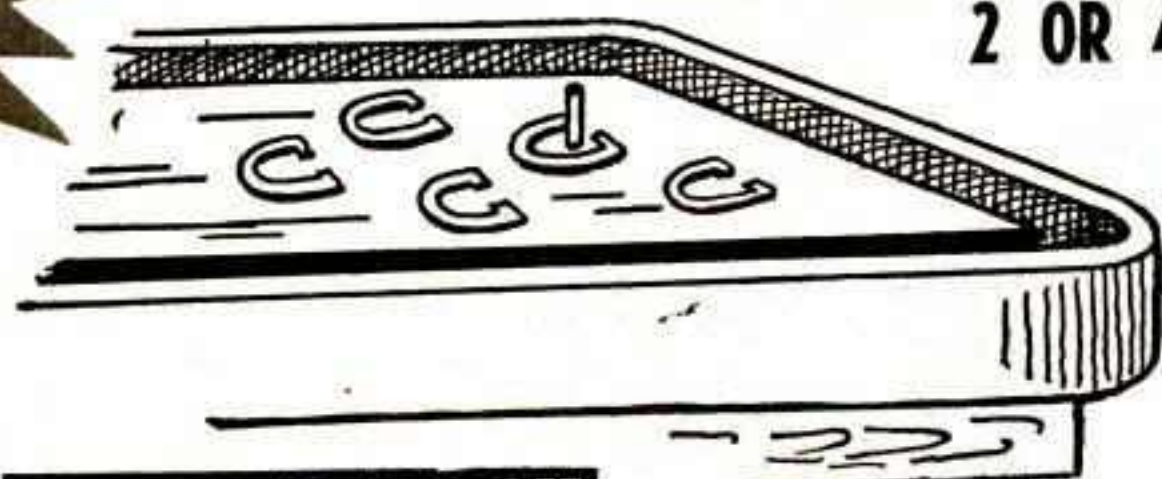
(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

SHUFFLE-SHOE

Trade Mark

SCORE LIKE REGULAR HORSESHOE GAME
2 OR 4 PLAYERS

*Pitch New
Earning Power
Into Your
Shuffleboards*



Copyright 1950 by
Lawrence Bodell
Sparta, Michigan



National Distributors
826 Mills St. Kalamazoo 2, Michigan

HOW IT IS PLAYED

Exactly like horseshoes . . . Slide a 3" shoe like a puck. Object is to ring the peg or get close to it at the other end of the board. Scoring: Ringers 5 points; Shoe's width away 3 points; Shoes on board 1 point.

Present electric or pad scoring can be used. Play for high score in 8 or 10 frames or play to 15 or 21 points.

Games go faster than regulation shuffle-games and picture the excitement when a ringer is made!

TWO OR FOUR PLAYERS

HOW TO INSTALL

Installed in less than 3 minutes! Bore 1/4" hole, 16 1/4" from each end of board. Push in steel pegs and you're all ready to play. DOES NOT DAMAGE THE BOARD. Pull out the pegs and you're ready for standard shuffleboard!

Just the thing for any size board!

LOOK WHAT YOU GET

- 6—3" Horseshoes. 3 finished in gleaming chrome with red studs. 3 in golden bronze with green studs.
- 2—Steel Pegs.
- 2—Rules Cards.
- 2—"Play Shuffle - Shoe" Advertising Cards.
- 2—"10¢ Per Player" Cards.
- 1—14" Ruler that fits on peg to measure distance of shoe from peg.
- 1—Diagram and Installation Instructions for peg.

ALL FOR ONLY
OPERATOR'S PRICE

\$18.50

OPERATOR'S PRICE
ONLY \$18.50

ORDER TODAY! WE PAY POSTAGE ON ALL CASH ORDERS!

DISTRIBUTORS:

Some territory still open. Write or wire for quantity discounts.

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL & All Other Games

\$200 New 1950 Deluxe Shuffleboard
WITH MASONITE TOP
Also Maple Top

BEST QUALITY
LOWEST PRICES



New Maple Tops \$125

BEST ELECTRIC SCOREBOARDS, \$95
Used Shuffleboards, New Tops, \$75 Up
100% Hard Wood Hand-Rubbed Cabinets with world's finest Maple or Masonite Tops.

SHUFFLEBOARD Specialists
1114 S. Michigan, Chicago. Phone: WE 9-3795

Hard Chrome Pucks (8), \$10. Can't rust or dent. Beaded fast Wax (12), \$3.50. Set (6) Climatic Adjusters, \$10.

PURVEYOR CUTS PRICES!

Used Shuffleboards

JUST OFF LOCATION!
Valley, Rock-Ola, Mercury (Masonite), Nation Wide **\$75.00 Up**

Shuffleboard Supplies

Wax • Pucks
Score Pads
Electric Scoreboards
Adjusters
Bowling Sets **LOWEST PRICES**

USED EQUIPMENT

- Total Rolls \$ 24.50
- Advance Rolls 39.50
- Dale Guns, Late Model 89.50
- Gliders 99.00
- Shuffle Alleys 195.00
- Pro Score 39.50

WE HAVE YOUR FAVORITE SHUFFLEGAME
New and Used—Immediate Delivery.

★ **EXTRA SPECIAL!** ★

★ Used Keeney Scoreboards, like new, ready for location. **\$79.50★**

NEW FLUORESCENT LIGHTS

For all Shuffleboards—
Clamp-On Lights **\$12.50 Ea.**
For all Shuffle Type Games.
Fits all makes **\$9.50 Ea.**

NOW DELIVERING 1950 MODEL PURVEYOR "SPORTSMAN" SHUFFLEBOARD

METRO-BOWL

2 Games Going on the Same Shuffleboard at the Same Time!



Write for Prices, Coin-Operated Available.

EXCLUSIVE DISTRIBUTORS
Wisconsin • Michigan
Illinois

● **WANT CITATIONS**
● Will pay top cash or trade equipment.

PURVEYOR DISTRIBUTING CO. 4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS

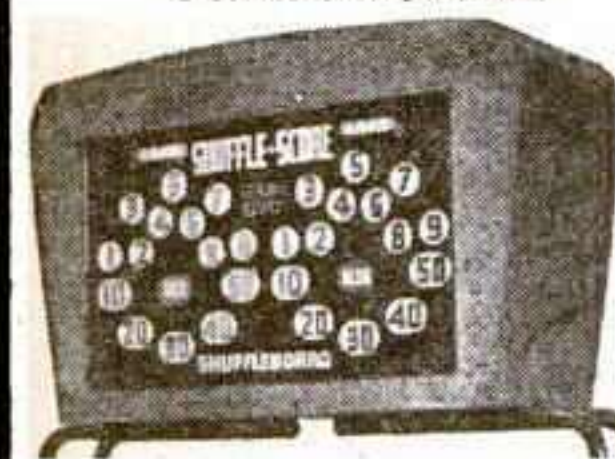
Juniper 8-1814—8-1815—8-1816

Coin Operated SCOREBOARDS Fits ALL Electric Shuffleboards

Frame Scoring—Horse Collar—Baseball—Etc.

CENTER OVERHEAD SCOREBOARD

- Double Faced
- Trouble Free
- Scores 1 to 50 Points



SINGLE FRONT SCOREBOARD

Floor or Wall Models.
Scores up to 50 points for 2, 4 or more players.
ABT Slug Rejector—coin box holds over \$200.00.

WRITE FOR "GIVE AWAY" PRICES!
IMMEDIATE DELIVERY.

M & T SALES CO.
2847 Fullerton Ave. Chicago 47, Ill.
Dickens 2-2424

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

COINMEN YOU KNOW

New York:

Illness has kept several coinmen from work including **Morris Kahan**, of County Enterprises, down with laryngitis, and **Al Layne**, local phono op, in bed nursing an attack of the flu. . . . **Bill Alberg**, of Brooklyn Amusement and **Sal Trella**, of Elkay Amusement, returned from Florida vacations. Trella has a home in Sarasota. . . . **Mac Pollay**, of United phono, leaves for Florida this week.

Dr. G. A. Lowenstein, of Good & Cold Drinks, is planning to liquidate his city cup vending route. He was an unsuccessful bidder for operating rights in the subway. But the move may not affect his military-post vending routes. . . . **Everett Newcomer**, of City Milk, will place several new venders in apartment houses next week. On Thursday (2), The New York Times carried a reference to the firm's milk venders on its editorial page. The machines "may revolutionize the present method of home delivery of milk," the editorial read.

Jack Mitnick, AMI Eastern rep, was in Baltimore Sunday (5) to attend a music ops' get-together. He then began a trek thru his Southern territory. **Sam Sacks**, of Uneda Shine and Acme Sales, is remodeling his 43d Street store. The purpose is to have more showroom space, he says.

Joe Young, head of Young Distributing, was completing arrangements last week for the gala showing of Wurlitzer's new juke box. Local ops got their first look at the 1250 Sunday and Monday (12-13) in Young's 43d Street showrooms. Right after the two-day affair, the Young establishment planned to move to new headquarters at 599 10th Avenue.

H. J. Bunce, sales manager of the Abbott Coin Counter Company, headed a staff exhibiting the Abbott line at the National Association of Mutual Savings Banks' confab at the Statler Hotel last week. . . . **George Seedman**, vice-president of the Rowe Corporation, was in Los Angeles last week in connection with the reported transfer of a large cigarette operation.

Stuart G. Lyon, head of the newly formed Lyon Industries, and **Don Reynolds**, chief engineer, are cramped for room in their temporary offices at 342 Madison Avenue. But in April they will occupy a roomy suite in the same building. . . . **Paul Zimmerman**, sales manager of American National Dispensing, ran a special showing of the firm's coffee vender at a midtown hotel Thursday and Friday (9-10). He reported production at the Lansdale, Pa., plant is now at a satisfactory level.

Jack Pero, national distributor of Maryland cups to the vending industry, often visits the company's plant (See New York on page 122)

Vital Statistics

Deaths

Ollie Trevillian, one of the oldest coin machine operators on the West Coast, in point of service, in Santa Barbara, Calif., January 25. He specialized in pin games and phonographs. He is survived by his widow and a brother.

Births

A son, Lawrence Cuellar, to Mr. and Mrs. Tony Moreno February 2. Father is superintendent of the Playland Arcade, Detroit.

Twin Cities:

Demands for Gottlieb's new Just 21 game are coming in to Hy-G Music Company so heavily that the firm is having difficulty keeping up with the requests. Operators are even calling **Hy Greenstein**, firm head, at his home asking for shipments of the new game, claiming it is a new "shot in the arm" similar to the flippers of several years ago. . . . Hy-G also reports Universal's Twin Bowler has arrived and that orders are being taken altho no sizable quantity of units have as yet been received. . . . Word from La-Beau Novelty Sales Company, operated by **Archie LaBeau**, is that Rock-Ola phonos are getting a sudden play of interest from operators and that quite a number of new units are moving. . . . **Matt Engel**, of Mayflower Novelty Company, reports the shuffle games still get heaviest play, while the new AMI juke boxes are receiving fine reception from the operators. . . . **Al Meyerowitz**, of S. L. London Company, Seeburg rep in this territory, is being kept busy filling operator orders for the units carried by this firm. . . . Business is good at Silent Sales Company according to reports from **Dave Ziskin** of that firm.

Halifax, N. S.:

The city authorities of Halifax have given **Wilfred Currie** a contract for supplying and installing two-hour parking meters on the business streets. This marks the first use of the two-hour meters in the city. Previously only the one-hour meters were allowed by the city heads. These had been installed by Currie not only in Halifax, but elsewhere in Nova Scotia province and also in the sister provinces of New Brunswick and Prince Edward Island.

For many years Currie, with **Jack Jones**, of St. John, N. B., has operated a coin machine arcade on the main stem of Halifax, Barrington Street, and has been a pioneer in the distribution and operation of coin machines of all kinds in Nova Scotia. As a side line, he is an electrical contractor and dealer in electrical appliances.

Houston:

The Houston division of R. Warncke Company has moved from 1217 Taft Street to 1815 Congress Ave. Firm is the South Texas distributor for AMI phonographs, Gottlieb games and Capitol records. **L. R. Gardner** is local branch manager. The new location of the firm was formerly occupied by a Capitol Record distributing branch. Under the new set-up R. Warncke Company acquired distributorship of Capitol Records.

South Coast Amusement Company was recently named exclusive distributor for MGM records in Southern Texas. The firm also handles several other lines of records including Broadcast, Four Star, Imperial, Bullet, Fortcraft and Peter Pan. South Coast Amusement, with headquarters in Houston and a branch office in Beaumont, is owned by **H. W. Daily**. The concern has been known as distributor of the complete Mills line since long before the war.

Columbia, S. C.:

Kwik-Kafe, coffee and cold drink dispenser, may soon be distributed thru a local firm here. **William S. Guthrie**, Rudd-Melikian agent from Philadelphia, is in the city seeking an operator for a company franchise. The machine vends hot coffee for a nickel and cold drinks in South Carolina for six cents. It dispenses 1,100 cups with a single serving. It is currently in use in 122 cities thruout the nation, Guthrie announced.

Indianapolis:

Karl Higgins, a partner in the Best Music Company, and his wife are taking an extended vacation in Florida. . . . **Peter Stone**, who relinquished his Rock-Ola agency to **A. S. Calderon**, announced he will continue to operate his shuffle board locations which were not included in the recent changes concerning the Indiana Automatic Sales Company.

Robert White has been added to the Southern Automatic sales office staff. . . . **Don Jackson** has resigned from the Decca Distributing Corporation and joined the Hoosier Simplex Music Company's record department.

The regular meeting of the Music Operators' Association of Indiana, Inc., was held Tuesday (7) at which tax problems were discussed. The wage and hour laws were also discussed. . . . **Joe Connelly**, Automatic Music Company, Muncie, Ind., was on coin row during the week on business.

The two most popular disks used on phonographs at present are "Music! Music! Music!" (London) and "Rag Mop" (Coral). Collections are only fair in most locations, according to leading operators, due to tax paying time and inclement weather. . . . The Midland Music Distributors, Inc., exclusive distributors for Wurlitzer coin-operated phonographs, 409 North Noble Street, will participate in National Wurlitzer Days February 13-14. . . . **Larry Vollrath**, of the Automatic Coffee Service, Inc., reports a steady growth of business. . . . The Janes Music Company reports its record shop sales are steadily increasing due to newspaper advertising, and radio broadcasting every Saturday.

Detroit:

Robert Robertson, who heads the Automatic Phonograph Company, formerly on Hudson Avenue, has moved to a downtown location on Park Avenue. The company provides service on juke boxes for operators, particularly those on smaller routes. . . . **Joseph Brilliant**, of the Brilliant Music Company, who has been suffering from arthritis, is leaving March 4 for a session at Hot Springs, where he will take treatments for several weeks.

Jack Kirschner, owner of Jack's Music Company, is planning to sell his juke box route and go into the baby furniture business. . . . **Bernard Besman** and **Jack Kaplan** are welcoming the trade at their new, enlarged headquarters next door to the Paradise Theater, and are adding to their lines of independent record labels. . . . **Edward Helbig**, who operates his own independent service company for juke box operators, as well as handling service directly for Pat's Music Company, reports a recent spurt of activity in this field.

Fred James, vice-president in charge of sales for the Hayes-Sloan Products Company, manufacturers of the bowling-ball washer, spent the week in Chicago on a business trip. . . . **Irving Ackerman**, counsel for the Michigan Automatic Phonograph Owners' Association, has presented a model ordinance for licensing juke boxes to the city council in Ferndale.

Al Curtis, coin machine operator, is in University Hospital, Ann Arbor, where he is taking special treatment for a heart condition which has kept him away from business for several months. . . . **George M. Burgess** has suspended operations of the Burgess Products Company, which manufactured a vender for (See Detroit on opp. page)

Hartford, Conn.:

Police in suburban Windsor, Conn., have apprehended three juveniles, who, it is alleged, have been filing down pennies to the size of a 10-cent piece and using them in cigarette vending machines. . . . The board of directors of Peter Paul, Inc., Naugatuck, Conn., candy manufacturers, has announced a dividend of 50 cents per share, to be paid March 10. It was also announced that stockholders on record of March 31 will be eligible to vote at the annual meeting of stockholders to be held April 28 at the company's Naugatuck offices.

Veeder-Root, Inc., of Hartford, manufacturer of counting and computing devices for coin machines, has signed a contract to exhibit at the Chicago vending show in November, held under the auspices of the National Automatic Merchandising Association. It will join more than 140 other firms in displaying its products to the thousands of vending operators expected to attend the annual convention and exhibit November 12-15.

Corrado P. Sipal, operator of Dispensing & Vending Candy Company, 29 Grand Street, Hartford, has registered his trade name, Dispensing & Vending Candy Company, with the office of Hartford's town clerk. . . . During the Hartford March of Dimes campaign, every cigarette thrift coupon on packages of cigarettes purchased thru cigarette vending machines operated by a number of Hartford vending concerns will be redeemed for cash at ½-cent each and contributed to the polio fund under the sponsorship of the Cigarette Machine Premium Corporation. The following distribution companies will join in the plan: Self-Service Sales Corporation, Hartford Cigarette Vendors, Inc., Cigarette Vending Machine Company and the Hartford Cigarette Service.

Membership in the Connecticut State Coin Association, Inc., the recently formed coin operators' organization, headed by **Abe Fish**, of General Amusement Game Company of Hartford, is continuing to grow, with Fish now reporting a membership figure of 50 and "definite indications of future additions to this number."

Los Angeles:

Jack Leonard, of the Badger Sales Company parts department, is laying in a heavy supply of parts for all types of shuffle games. **W. E. Hoppel**, of the firm's vending department, is showing the new shipment of charms he got in last week. . . . **Niles Smith**, Oildale coin machine operator, was in town looking over new equipment. . . . Ditto for **Clyde Denlinger**, of Balboa.

Bill Leuenhagen has changed the date on his next record preview party to February 23 at Rodger Young Auditorium. **Mary and Katy Solle** are helping work out the details. Tentatively set for guest appearances at the shindig are **Kay Starr**, **Billy Eckstine**, **Firehouse Five**, **Mr. Goon Bones** and **Sons of the Pioneers**. Attempts by MGM to line up **Art Lund** and **Coral** to snag **Bob Crosby** for guest chores are being made. . . . **James Esposito**, who operates in rear-by Burbank, was in town checking over some new games. . . . Also visiting Pico Street were **Mr. and Mrs. Harry Rowe**, of Van Nuys.

Ed Wilkes, of the Paul A. Laymon Company, finally broke down and bought his kids a television set. But Ed is a bigger fan than the kids and now wonders why he didn't get the idea months ago. . . . **Marvin Drenke**, secretary of the Western Vending Machine Operators' Association (See Los Angeles on opp. page)

Additional Coin Men You Know on pages 112-113

Milwaukee:

A decline in receipts the past few months is reported by **Morrie Lisberg**, of M. L. Distributing Company. Morrie operates a string of 250 Victor vending machines specializing mainly in gumballs and charms. Part of the cause for the drop in business may be seasonal, he opines, so he is awaiting warmer weather which will bring heavier traffic into his locations. Before going into business for himself about a year ago, Morrie operated machines for **Sam Philips**, of St. Louis.

The new location of the Fourteen Company is at 4101 West Greenfield Avenue. **President Zuehlke** and **Manager Herbert Westpahl** have been busy the past few weeks moving all equipment into the new building. Previous location was at the Curtiss-Wright Airport building. Now their interests are centered on vending, particularly Spacarb and Arctic Vender machines.

Vince Waters, music operator, made the rounds of distributors, keeping his eyes on new equipment. Vince says that the bigger job of operators these days is to buy records carefully, so that the right wax gets into the right spot. A keener study of what records are doing the best job in keeping his grosses up, he reports.

Joe Pelligrino and **Bob Puccio**, partners in the P. & P. Distributing Company, are quite happy these days over the response their new Belgian Pool game, designed and built by Pelligrino, a cabinetmaker. **S. J. Hastings** is the distributor of the table in this area.

An immediate big response in sales was reported by **Sam Cooper**, of Paster Distributing Company, as soon as the firm announced the handling of United's Super Shuffle. Operators also responded favorably to the offerings of Bally Bowler.

A good job in public relations is reported by **Milton Bender** and **Marvin Engler**, operators of Kwik-Kafe, coffee vender machines. They have placed a machine in the busy Plankinton Arcade and a sign on it tells the public that all the proceeds go toward establishing and maintaining a Civil Air Patrol (CAP) flight

scholarship. Interest in CAP stems from fact that **Milton Bender** is a major in that organization.

Al Kramer, of Coin Machine Parts & Supply, is awaiting warmer weather so he can put the finishing touches on his new home. Al has done most of the working himself and can take credit for a fine job on a modern, well built house.

Los Angeles:

(Continued from opp. page)
(WVMOA), is lining up new spots for his popcorn route.

Not seen on Pico Street for some time is **Tod Faulkner**, coin machine operator, who formerly boxed under the name of **Kid Mexico**. . . . **Robert Boyd** was up from San Diego. Ditto for **Robert Frazer**, who hails from the same bailiwick. . . . **Perry Irwin**, Ventura coin operator, was in town.

John Hawley, of the firm bearing his name, is making a swing thru New Mexico and Arizona selling Seeburg adapters and Genco, Chicago Coin, Bally and Williams shuffle games. . . . **Jack Arnold** was down from Barstow looking over coin machine row. . . . Also seen on Pico Street was **G. H. Stebbins**, who operates in Monrovia.

Eileen Bloomer, who lends glamor to the phonograph business, was in town from her Valley Music headquarters at Mojave for another load of platters. . . . **Madelyn Russell**, Mercury artist, whose latest release is "Copper Canyon," wants her friends to know she's now appearing at **Larry Potter's** Supper Club in San Fernando Valley. . . . Speaking of the record business, **Joe Mathews**, of Capitol, was on Pico Street plugging "With Men Who Know Tobacco Best It's Women Two to One." . . . **Henry Van Stelton**, Whittier coin machine operator, was in town to look over the latest in games. . . . Also making the rounds was **Anton Jeppessen**, of Rivera. . . . **Stanley John** and **Les Jordan** were in from Oceanside.

Jack Ryan, of Sicking, is showing Gillespie's new Wishing Well while his boss, **Jack Simon**, is looking over the promising tests on a new game. . . . **C. C. McGovern** was in town from his Las Vegas headquarters.

Detroit:

(Continued from opp. page)
aspirin and other tinpack products, and is resuming his regular field of operation as a manufacturers' representative.

Louis Nemesh, manager of the Music Systems, Inc., distributors for Seeburg, was in Mount Clemens to visit the trade in the Bath City. . . . **Ben Okum**, head of the Okay Vending Company, traveled to Grand Rapids for the week-end to compete in the B'nai B'rith bowling tournament. His entire service organization also played. . . . **Jack Baynes**, of Baynes Music, and **Ben Okum** attended the opening of **Andy Palmer's** Military Inn in Dearborn Monday (6). . . . **Carl Angott**, of Angott Distributing Company, was slated to have a visiting recording artist as special guest at the opening for the new Wurlitzer models over the week-end.

Bill Hewitt, of Conway, Mich., who is an operator of amusement games in Northern Michigan, was scheduled for a Detroit visit this week to inspect the Chicago coin bowling game. . . . **Sam Lewis**, of Chicago Coin Manufacturing Company's home office, was a visitor at the A. P. Sauve offices last week. **Art Sauve** flew back to Chicago with him for a return business visit.

Dale Sauve reports a marked increase in the demand for pin games again among operators planning to open up summer locations. . . . **Bernard Besman**, head of Panamerican Records, left last Friday for a Miami Beach vacation, leaving his partner, **John S. Kaplan**, in charge of operations here.



from far away places!

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Table listing phonograph models and prices under three categories: WURLITZER, ROCK-OLA, and SEEBURG.

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WALL BOXES

Table listing wall box models and prices: Seeburg W6-L56, Seeburg 3W2-L56, Seeburg W1-L56, Seeburg WB-1Z, Seeburg DSB-1Z, Seeburg WS-2Z, Seeburg S-20-12-30, Wurlitzer 3020, Wurlitzer 3031, Wurlitzer 125, Wurlitzer 120, Rock-Ola Dial-a-Tune.

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Record Reviews

(Continued from page 97)

RATINGS OPERATOR, RETAILER, DISK JOCKEY, OVER-ALL

ARTIST LABEL AND NO. TUNES COMMENT

Main record review table with columns for Artist, Label and No., Tuning, Comment, and Ratings (Operator, Retailer, Disk Jockey, Over-All).

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY & WESTERN		
RED KIRK-JUDY PERKINS Mercury 6237	Fairy Tales Kirk sings harmony to thrush's lead. The blend isn't outstanding, team doesn't get much feeling into this coverage job.	67--67--66--68
	I Wonder Who We Think We're Fooling Duo get more animation and meaning into a rather pop flavored hillbilly ballad. Tune is catchy, promising material.	76--78--76--74
MILTON ESTES Coral 64031	Thirty Pieces of Silver Poignant sacred material has wide market potential in Estes' clear, warm projection.	83--84--84--79
	House of Gold Deep moralizer is delivered in popular, rhythmically flowing country style by the excellent warbler.	82--83--83--80
GUY LOMBARDO Decca 24867	Song of the Islands Don Rodney warbles the standard, as band provides the definitive dance arrangement of same. Should be another Lombardo perennial.	78--78--77--80
	Sweet Leilani Kenny Gardner's turn here in a dreamy, but dancey version of another evergreen.	78--78--77--80
CARMEN CAVALARO ORK (Bob Lido-The Cavaliers) Decca 24881	Music! Music! Music! Flashy, sparkling gang-band-piano dishing of the novelty hit is partially patterned after the big Eddie Miller version and should get a fair share of the play.	79--78--78--82
	O Katharina Infectious, Dutchy oldie is thumped out in resounding fashion by the pianist-maestro and male group. Commercial Cavallaro here.	78--78--77--80
BILL BOYD RCA Victor 21-0164	Texas Blues Relaxed Western Jazz Instrumental, with a series of competent solos, can fill the bill wherever a moderate dance disk is needed.	75--76--73--75
	Yes You Did Southwester is banged out in snappy dance time, with Boyd handling the vocal chores competently.	69--68--68--70
CHET ATKINS RCA Victor 21-0165	One More Chance Corn-fed boy-girl ditty has a bright, light beat. That's about all, but it's almost enough.	69--70--68--70
	The Old Buck Dance Easy, rhythmic riff novelty makes for a fine dance side.	70--71--68--71
BOB EATON Decca 46216	I'm Saving My Mother's Wedding Ring for You New warbler shows promise in a strictly-from-formula song.	70--70--70--70
	If I Could Write a Love Song Eaton registers stunner on a simple, unaffected ballad.	73--74--73--72
SEVEN ROWE BROTHERS Columbia 20660	Walking With the Blues Blues instrumental is moderately-paced, and has a heavy, slam-bang beat. An okay country dance side.	65--65--64--68
	Save Some Love for a Rainy Day Southwest jazz ditty, with vocal, is too heavy to get off the ground.	61--60--62--60
MERLE TRAVIS Capitol 40272	Petticoat Fever Pop novelty type song features some strong jazz accordion and Travis' own guitar. For the pop trade.	72--73--70--72
	I'm Pickin' Up the Pieces of My Heart Another light pop offering that's unlikely to hit hard in the folk field.	67--68--66--66
ERNEST TUBB Decca 46213	I Love You Because Easy-going retentive song provides an average Tubb side.	80--80--80--80
	Unfaithful One More poignant stuff here.	83--83--84--83
JERRY JERICO 4 Star 1421	Three Little Girls Dressed in Blue Material offered in routine fashion.	51--52--50--50
	I Almost Lost My Mind Tune started by Ivory Joe Hunter in the rhythm-blues field gets bluesy, bucolic treatment here. Wobbly pitch mars an intense effort.	72--72--72--72
TOBY DOWDY Mercury 6233	The Angels Must Have Cried Last Night Sax is used as a harmony instrument with the guitar here. In the total effect, the vocal is paled.	64--65--66--62
	Somebody's Been Around Here Warbler shows to better advantage on an amusing country novelty.	68--68--68--68
ROY HOGSED TRIO Capitol 40286	Rainbow Polka Country polka with strong accordion flavor is a lively dance bit.	71--72--70--72
	Rag Mop Spanking beat is the only special feature of this coverage try.	68--66--68--72
OWEN BRADLEY QUINTET Coral 60352	The Gods Were Angry With Me Dottie Dillard and Jack Shook harmonize the lyrics while the organ-guitar dominated Bradley group beats out an infectious, different tune in perfect tempo. Disk has pop potential too.	86--86--86--86
	When I Take My Vacation in Heaven Sacred typer gets the same sort of business-like rendition, tho the appeal is limited more to the prayer-meeting regulars.	89--80--80--77
RAY SMITH Columbia 20670	Daddy's Little Girl Country version of the new hit shows warbler Smith to fine advantage. Could find its own special segment of the market.	74--74--74--75
	Unfaithful One Poignant tune started by Ernie Tubb is sung and orked in Western-timed style.	74--74--73--75
LESTER FLATT-EARL SCRUGGS Mercury 6230	I'll Be Going to Heaven Sometime Sacred moralizer is harmonized in tangy style by the male group. For the Southern and mountain folks.	77--78--77--NS
	I'll Never Shed Another Tear Lively, sparkling broken-romance ditty is in the banjo-country manner, with-riding banjo backing the harmonizers.	72--72--72--72

(Continued on page 120)

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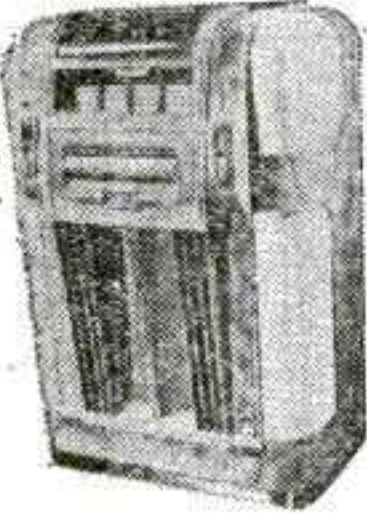
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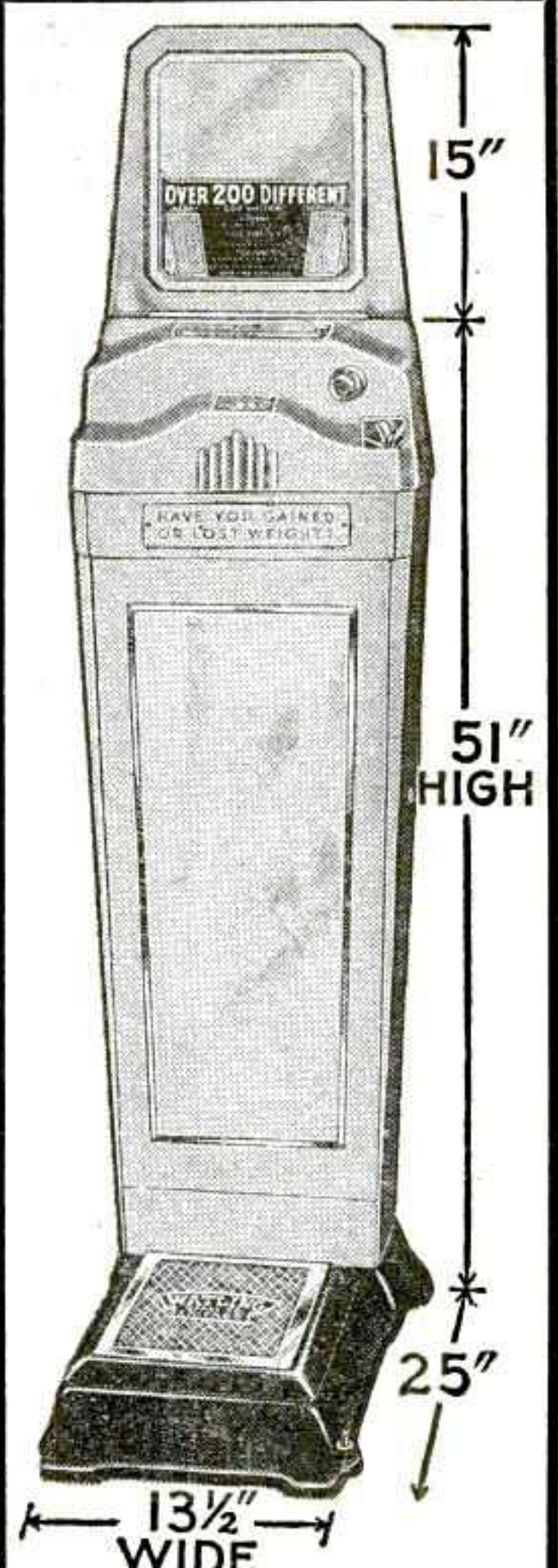
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Record Reviews

(Continued from page 119)

OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL
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ARTIST	TUNES	COMMENT	
LABEL AND NO.			
COUNTRY & WESTERN			
LEON McAULIFFE Columbia 20669	Rag Mop Overly-jazzed country version of the hit is likely to miss its market.		69--68--66--72
	Chattanooga Shoe Shine Boy Disking follows similar pattern set by earlier renditions of the tune. Good coverage of the hit.		76--76--74--78
HAL BLAIR - MARY MORGAN - GLENN WILLIS - WESTERN RANGERS Cormac CRS 1091	Second Hand Romance Common theme is handled simply and directly in tonky tavern style.		65--64--66--66
	Fool's Gold Strong country tune is poorly recorded here.		55--52--56--56
WEBB PIERCE & HIS SOUTHERN VALLEY BOYS 4 Star 1357	Sweetheart, You Know I Love You So Routine rural tune is warbled in down-to-earth manner but lacks special attributes.		58--58--58--58
	Heebie Jeebie Blues Run-of-the-mill Western blues maintains a good-enough beat.		65--65--64--65
SMOKEY ROGERS Capitol 40284	Dimples or Dumplings Amusing novelty in a pop-hillbilly style. Orking is too contrived for country tastes, however.		67--68--67--66
	Wedding Ring Same applies here.		67--68--67--66
EDDIE KIRK Capitol 40285	Away Out on the Mountain Kirk gets off a vigorous vocal, with yodeling and falsetto breaks on a Western novelty tune.		71--72--71--70
	A Year of City Livin' Novelty jingle is sung and played in lively but un-authentic style. For the city hill williams.		66--68--66--64
SMILIN' EDDIE HILL Decca 46212	Tears on Her Bridal Bouquet A wedding weeper gets the heartbreak treatment from Hill.		70--70--70--70
	Bless Your Little Thumpin' Gizzard Comic novelty doesn't register.		63--63--63--63
DEUCE SPRIGGENS (Tex Williams' Ork) Capitol 40279	Mosey On Engaging novelty in bright tempo. The tag line, "Mosey On," is repeated in catchy fashion.		83--83--83--83
	Who Clipped Samson's Hair? Material that might be typical of Louis Jordan—and clever is it—gets a fine pop-country novelty go.		81--82--81--80
WILBURN FAMILY 4 Star 1429	Give a Little, Take a Little Okay down-home coverage of a blossoming country ditty.		70--70--70--70
	Anticipation Blues Coverage here is well done, but rather late.		70--70--70--70
ROY ACUFF Columbia 20664	It's All Right Now A rousing, spirited sacred performance, with a spanking beat booting Acuff and a mixed vocal group.		80--80--82--78
	The Day They Laid Mary Away Acuff gets his heart into a mournful weeper.		76--76--77--75
JIMMY WAKELY Capitol 40283	Dust The high riding country warbler makes a strong bid for pop stardom here in a Western epic type production, backed by Frank De Vol ork and choir. All the potential for another "Riders in the Sky" is here.		88--89--87--87
	The Touch of God's Hand The same forces are deployed here on a reverential tune. This one is more for the linsey-woolsey market than the pop grooved flip.		81--82--81--80
TOMMY SOSEBEE Coral 64030	If the World Ends Tomorrow The upcoming young warbler sells a convincing country torcher with feeling and honesty.		76--77--76--78
	My Tears Are Still Falling for You Sosebee does an okay tearjerker with style and presence.		73--73--72--74
LONNIE GLOSSON Decca 46215	Trouble Ain't Nothin' But the Blues Persuasive brother harmony with steady, slow boogie stated by single-string guitar and wah-wah mouth organs. A subdued, haunting blues work.		80--80--80--80
	Pan American Boogie Jump boogie blues, with brothers and instrumentalists rocking right along.		76--76--74--78
JIMMY SNOW 4 Star 1422	I Just Don't Like This Kind of Livin' The fast-coming Hank Williams philosophizing ditty gets a real backwoods rendition by Snow and string band.		76--76--76--76
	Rocky Mountain Boogie Chugging country boogie instrumental.		65--63--65--67
RAMBLIN' TOMMY SCOTT Macy's 116	Tennessee Scott warbles a sparkling up-tempo jingle in winning country style, backed by small string combo. Material is catchy, the singer shows big league ability.		74--74--74--74
	Rosebuds and You Tune, a ballad torcher, isn't much of anything, but Scott displays great style.		66--66--66--66
WALLY MOORE & HIS TENNESSEANS Savoy 3025	Down at the Picture Show The simple pleasures of Saturday night back home are chronicled with zest and spirit by Moore in a swingly, dancey country side.		82--82--81--83
	A Vision of Yesterday Sentiment is the motif here, as Moore and the boys give out with simole but unprepossessing waltz.		71--71--71--71
COWBOY COPAS-GRANDPA JONES King 844	The Feudin' Boogie Side, originally paired with "Mule Train," is uncoupled here. Strong duet material here.		83--84--82--82
	Raggin' the Banjo Marvin Montgomery Formidable banjo rag, in a red-hot syncopated style should draw the nickels.		81--81--78--84
ZEB TURNER King 845	All Dressed Up Turner croons a fairish weeper with tender wistfulness.		72--74--72--70
	Why Don't You Haul Off and Get Religion In the rhythmic and melodic pattern of its secular predecessor, the follow-up to "W. D. Y. H. D. & Love Me" tackles an ethical problem in urgent and persuasive style.		84--84--84--84

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Record Reviews

ARTIST	TUNES	RATINGS
LABEL AND NO.	COMMENT	OVER-ALL DISK RETAILER OPERATOR JOCKEY
INTERNATIONAL		
DICK COLLIER Columbia 12444	She's a Beauty Novelty polka is delivered spiritedly by Collier and has plenty of yock lines which should draw the nickels. The Laughing Polka A downright silly record reminds of the "Laughing Record," which was a popular novelty item for a long time. Last half of the dinking is immersed in roudy outbursts of laughter. Closest thing to lunacy in a long time.	77--77--75--80 82--80--83--84
MARLIN SISTERS Columbia 8263	That Wonderful Boy of Mine English-Yiddish reading of a recent adaptation from the Yiddish is done with loads of schmalz in a slow rumba setting by the sisters. The Wedding Samba Another adaptation is treated to a two-language interpretation by the sisters. Done with spirit and a clean, rhythmic orking.	75--77--73--75 76--77--75--75
FRANK WOJNAROWSKI ORK Dana 2069	O, Katharina! Spirited performance of a spritely polka should draw business. My Heart Will Always Be Lonely Engaging performance of an attractive waltz which falls into the pop category.	79--80--78--79 67--65--65--70
KISMET ENSEMBLE Kismet K-2-139 (Jewish)	I. Barciges Tanz 2. Hora Both numbers are instrumental. First is slow, East-European in style, while the Hora is Palestinian. Playing is typical. Carinca Altho Philippine in origin, the minor melody and gypsy treatment makes the pairing fairly logical. Salon music.	69--70--70--66 61--62--60--60
KISMET ENSEMBLE Kismet K-2-138 (Jewish)	Patch Tanz Characteristic instrumental has a definite rhythm. Vira Number is Portuguese, and in waltz time, but could appeal to buyers of the flip.	67--68--67--65 64--66--64--60
NICOLA PAONE Etna ET 1303 (Italian)	Mamma Mia A fervent mother song is projected intensely by the Italian tenor, who wrote it. Strong sob stuff. Quando L'Amore Vuole Torna Luogo Brighter stuff in a folk vein, given fiery, florid treatment.	81--82--80--80 81--83--80--80
JOLLY POLKATS Capitol 90063	My Treasure Full-blown international waltz features strong accordions and tuba. Dance tempo is fine. Friendship Polka Brisk instrumental is essayed in a universal style, with a strong beat.	76--76--75--77 74--74--74--75
JOHNNY PECON Capitol 90060	Question and Answer Polka Snappy, positive polka playing in the Slovenian squeeze style. An infectious instrumental. Dorothy (waltz) So-so warbling doesn't help the pretty waltz, tho the side is danceable.	77--77--76--77 64--62--64--66
JOHNNY PECON Capitol 90059	I Want Some Lovin' Accordion-organ-rhythm unit of the Yankovic variety delivers a snappy polka in pungent style. Gal delivers a brief innocuous vocal. Waltz You Danced With Me, The Nettie Pecon does the vocal here, too. Orking is in today's most popular international vein.	74--74--73--75 75--75--74--76

Turning Back the Clock

(Continued from page 114)

Exhibit Supply's Whirl Pool; International Mutoscope's Magic Finder; Pacific Amusement's Chieftan; J. H. Keene's Quick Silver, and D. Gottlieb's Match Play.

In the music machine field, Wur-litzer, Rock-Ola and Seeburg were leaders in the trade and the John Gable Manufacturing Company was one of few in the field giving them much competition. Top tunes played on the juke boxes were *Isle of Capri*, *Blue Moon*, *Good Ship Lollipop*, *I Believe in Miracles*, *June in January* and *Tiny Little Fingerprints*.

The O. D. Jennings basketball team was regarded as one of the leading teams in the Midwest. It was comprised wholly of plant personnel and coached by Ken Morley, advertising manager. The Calvert Novelty Company, headed by O. L. Nyberg and Stuart Anderson, was formed in Baltimore. Among the largest jobbers at a time when the industry was best known for its huge jobbing concerns were the George Ponsler Company and the Vending Machine Company, headed by Joe Calcutt. The Ponsler organization had headquarters in Newark, N. J., and several branch offices in New York and New Jersey, while Calcutt handled his large volume business from Fayetteville, N. C.

10 Years Ago This Week

CHICAGO, Feb. 10, 1940.—O. D. Jennings & Company introduced its Bottle Beverage Dispenser. It had a 120-bottle capacity. Jerry Haley, who later became a Buckley official, was in charge of Jennings' vender sales. The Second Annual Regional Show of the Northwest, later known as the Five States Convention, drew 700 operators to St. Paul. Tom Crosby, president of Amusement Games Association, Inc., handled the show. The event was noteworthy because it drew representatives from practically every big name plant in the industry.

Among the new games coming on the market were Jennings' Fast Time; Stoner's Fantasy; Western Products' 1940 model Baseball; Bally's Triumph; Genco's Big Town; Gottlieb's Big Show; Chicago Coin's Roxy; Evans' 1940 Ten Strike; Exhibit Supply's Flag Ship, and Keene's Super Six. One of the new manufacturing firms in the field in mid-February, 1940, was the A. M. Wazer Company, Minneapolis, which at that time produced a game called Casino Golf, a unit with a 4-foot playfield and designed to take advantage of the miniature golf fad which was going strong.

Top tunes of the week included *It's a Blue World*, *In an Old Dutch* (See *Turning Back on page 122*)



CLUB HANDLE

\$139⁵⁰

BRAND NEW ROL-A-TOPS

SIZE:
23" High, 14" Wide Net Weight:
15" Deep 88 lbs.

5c-10c-25c PLAY
FACTORY REBUILTS
\$95 EACH

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No orders accepted in less than lots of 36 bags per order.

25% deposit with all orders, balance C. O. D.

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Prewar Photo-matic	\$285.00
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Kumpty	40.00
Dumpty	40.00
Lady Robin-hood	40.00
Major League	35.00
Baseball	35.00
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Speedway	55.00
Wisconsin	35.00
Build Up	38.00
Triple Action	45.00
Spinball	35.00
Marjorie, W.F.	20.00
Tropicano	20.00
Singapore	20.00
Treas. Chest	21.75
Ginger, W.F.	20.00
Baseball (Chi. C.)	20.00
Tally Ho	18.00
Bonzza	18.00
Gold Ball	18.00
Lucky Star	15.00
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Nevada	15.00
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Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in **BEAUTIFUL SHAPE, READY FOR LOCATION**
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|--------------------------|--|----------|
| Quantity | | |
| <input type="checkbox"/> | Wurlitzer 1015 | \$249.50 |
| <input type="checkbox"/> | Wurlitzer 750E | 129.50 |
| <input type="checkbox"/> | Wurlitzer 600K | 69.50 |
| <input type="checkbox"/> | Rock-Ola #1428 (1949), like new | 449.50 |
| <input type="checkbox"/> | Rock-Ola #1422 (1946) | 195.00 |
| <input type="checkbox"/> | Rock-Ola Master, repainted .. | 79.50 |
| <input type="checkbox"/> | Rock-Ola Deluxe | 69.50 |
| <input type="checkbox"/> | Rock-Ola Standard | 69.50 |
| <input type="checkbox"/> | Rock-Ola 1941 Playmaster, converted for 30-Wire Boxes .. | 109.50 |
| <input type="checkbox"/> | Rock-Ola 1941 Playmaster, converted for 3-Wire Boxes .. | 99.50 |
| <input type="checkbox"/> | Seeburg 3-Wire Boxes, repainted | 16.00 |

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|--------------------------|--|----------|
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| <input type="checkbox"/> | WMS. QUARTERBACK with new, powerful Flipper Coil, like new | 179.50 |

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International Mutoscope Photomatic, excellent condition, \$300.00—F.O.B. Youngstown.

ROY'S JEWELRY

24 East Federal St. Youngstown, Ohio

New York:

(Continued from page 116)

in Baltimore. Before his last trip, when he expected to be away from home for several days, he explained to his 2½-year-old daughter that he had to go to the cup company and that he would miss her very much. Whereupon the little girl doubtfully queried: "Cup company?" Then, "Oh, I know, Daddy, like Dixie cups."

Bobby Colt, Admiral Records artist, was down at **Meyer Parkoff's** Atlantic New York showrooms Wednesday (8) to look over the Seeburg Select-o-Matic. Among those he took publicity photos with were local juke luminaries **Frank Calland**, **Barney Schlang**, **Sidney Levine** and **Al Denver**.

Bob Petricone is back supervising his phono route, Royal Music, after recuperating from an illness. . . .

Dave Shutkofsky, of D & J Music, was at home last week with the flu. . . .

Joe Connors, head of Connors Automatic Music, went to Boston this week on biz. . . . **Bernie Braun**, director of operations for Koffee King, reports that the output rate of the coffee machine is soon to be increased.

TURNING BACK

(Continued from page 121)

Garden, Careless and Darn That Dream. **Joe Calcutt**, head of The Vending Machine Company, Fayetteville, N. C., opened new showrooms to display the Mills Empress and Throne of Music model coin-phonographs. Meanwhile, Penny Phono, a unit which played records in a juke box for a cent was in production in the California plant of Cinematone Corporation. Other music news centered around the success of the Wurlitzer 700 and Rock-Ola's Luxury Lightup boxes.

Operators in Canada imported 67 per cent of all the phonographs shipped in February, 1940, which had a total dollar value of \$48,545. While this was an impressive total for the times it was to more than double in succeeding years. National Coin Machine Exchange was appointed a distributor of Rock-Ola products. Modern Vending celebrated the opening of a branch office in Newark, N. J. The firm's main office was in New York.

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Vicinity of Orlando, Florida.

20 Phonographs, 26 Pinball Machines and remote equipment.

Price \$8,500.00

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Established over 15 years in Westchester County.

60% of Equipment is new.

Flipper Pins and new Shuffle-Alleys.

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GOTTLIEB'S JUST 21

Sensational 5-Ball!

GENCO BOWLING LEAGUE

8 feet long with Real Gutters—Raised Playfield—Mechanism Drawer for easy servicing.

Immediate Delivery!

CHICAGO COIN BOWLING ALLEY

FASTEST of all 1 or 2-player bowling games! 1 player, 10-2 players, 20-2 players compete at same time, frame by frame. Each score totals separately, completely automatic. Only 8 ft. long, just right for all locations! Place it anywhere! Accepted everywhere! Legal in Chicago. Order Now!

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UNITED SUPER SHUFFLE ALLEY!

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Universal TWIN BOWLER

New! Fast! Quiet! Instant Puck Rebound! Two players or one. All splits can be scored! Higher playboard for relaxing play! Mechanism easily serviced at back door!

Prompt Delivery!

MILLS ORIGINAL BLACK CHERRY BELLS

Nickels, Dimes or Quarters. Some used less than 8 weeks. All thoroughly Atlas-reconditioned inside and outside—guaranteed to look and operate like new! **\$99.50**

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Proved by location tests to be the biggest money-maker in the shuffle class . . . Real excitement insures repeat play by the hour.

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For all shuffleboard operators . . . converts boards into immediate big profit-makers . . . smartest bowling performance of today.

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PIN BOY . . . proven popularity and earning power. TEN PINS . . . a real bowling alley with ten genuine plastic pins which reset automatically.

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Conversion Unit
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ORDER TODAY!

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10 USED United SHUFFLE ALLEYS

\$225.00 Cash

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PAID OWN COST
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Here's how it works: player tosses coins at "Mr. Penny Pops" mouth. When a coin enters the open mouth, the eyes light up. Player wins a prize... and the game goes on!

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Mills Vert Pockets	\$ 32.50
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Cherry Bells, 5-25	\$ 47.50 ea.	Black Cherry, Rebuilt, 5-25	\$ 65.00 ea.
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Black Hawk, 5-25	65.00 ea.	we will sell for \$75.00 refinished in Grey,
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WAX	28¢ EA.	23¢ EA.	22¢ EA.	21¢ EA.	20¢ EA.	19¢ EA.

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PUCKS	Sets of 8	100 Sets	50 Sets	25 Sets	10 Sets	Less Than 10
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WURLITZER SKEEBALLS \$95.00 Ea.
Crating extra—these machines have been thoroughly reconditioned and painted to look like new. Ready for location. Buy with confidence.
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 UNITED'S Shuffle Alley, Deluxe Model—CHICAGO COIN'S Shuffle Bowling—
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10 United Shuffle Skills	\$ 59.50
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Exhibit Dale Gun	100.00
Groetchen Metal Typer	195.00
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Shanghai	44.50
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Sally	59.60
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'49 Majors	115.00
Thrill	59.50
Treasure Chest	29.50
Cover Girl	34.50
Carolina	89.50
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Cinderella	59.50
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 NATIONAL, PURVEYOR, NATIONAL WIDE, PERMA TOP, 20 Ft. and 22 Ft. ...\$175.00
 GENCO SCORING UNITS ... 95.00

9 Melo-Tones, 1 Mills Do Re Mi, 3 Mills Thrones, 1 Mills Zephyr, 7 Mills Empress, 2 Rock-Ola Twin 12, 2 Rock-Ola Imperial, 2 Rock-Ola Masters, 1 Rock-Ola Super, 1 Seeburg Envoy, 2 Seeburg Classic, 1 Seeburg Gem, 2 Seeburg Colonel, 1 Seeburg Cadet, 1 Seeburg Commander, 2 Seeburg 8800, 2 Seeburg 8200, 1 Seeburg Royal, 4 Seeburg Vogue, 1 Seeburg Regal, 1 Wurlitzer P-12, 2 Wurlitzer 24, 1 Wurlitzer 412 (in 616 Cabinet), 1 Wurlitzer 500, 7 Wurlitzer 600, 11 Wurlitzer 616, 5 Wurlitzer 616 (lits-up), 1 Wurlitzer 950, 4 Wurlitzer Cabinets. This entire lot is offered in an as is condition at only \$3000.00 for the listing.

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 Converts any Shuffleboard to a Bowling Game—strikes—spares—etc.; all bowling thrills—automatic puck return—WRITE!
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 Player actually bowls ball at REAL plastic pins! Hook Shots—Straight Shots . . . Strikes—Turkeys—Splits—Doubles—Spare—Railroads! Pins Automatically Re-Set! A Real Bowling Alley, 8 Ft. Long, 2 Ft. Wide.

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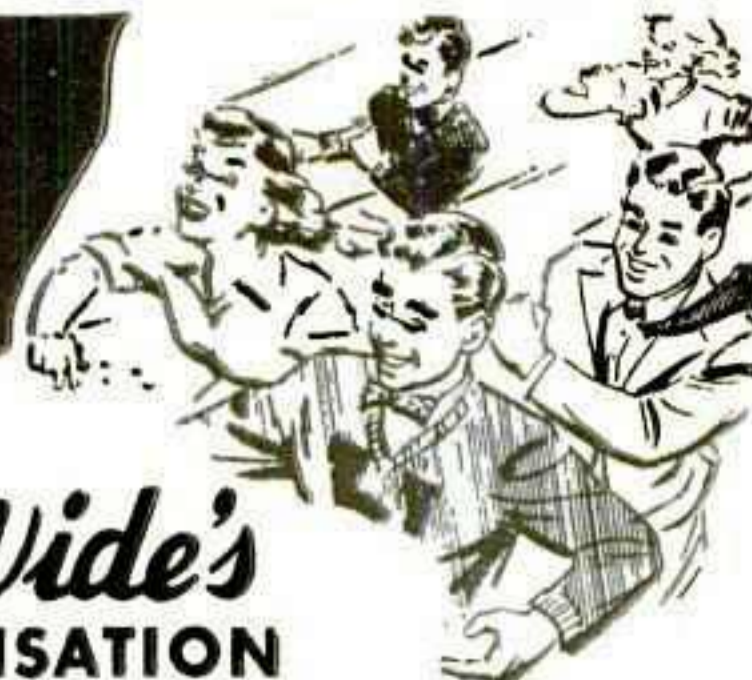
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SHUFFLE POOL

LOADED WITH FAST-PLAYING, FUN-FILLED FEATURES WHICH DEFY DUPLICATION

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PLAYER ACTUALLY BOWLS BALL AT TEN PINS!
 Hook Shots — Straight Shots
 ★ STRIKES ★ DOUBLES
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and PINS RE-SET AUTOMATICALLY!

SIZE:
 6 Ft. Long
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THIS IS IT! Nothing left to the imagination. A real bowling alley with 10 genuine plastic pins. Player bowls ball for every type shot. Official scoring. Pins re-set automatically. Get Keeney's TEN PINS today!

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JUST A FEW VERY SLIGHTLY USED

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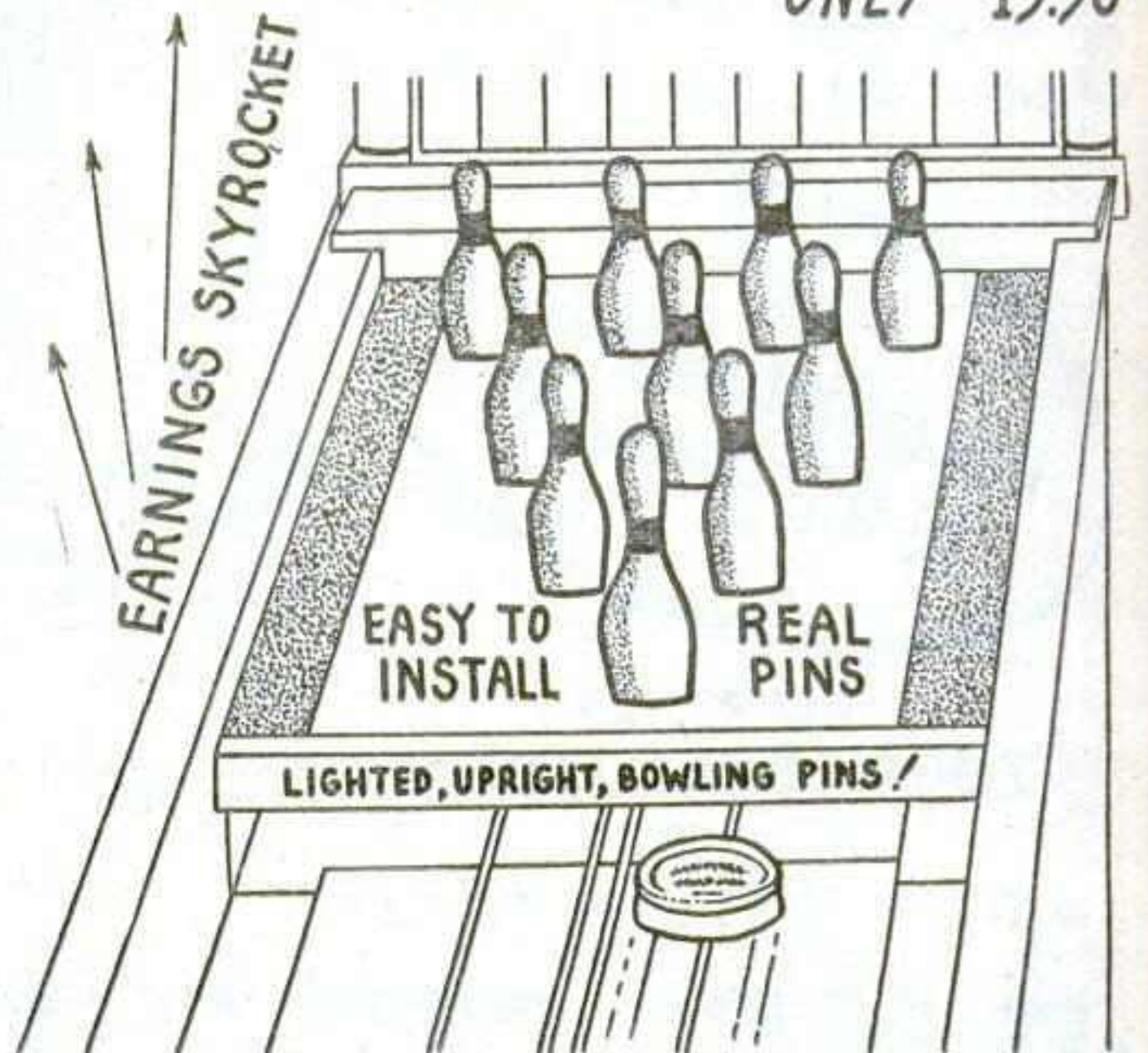
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- 13 Legal anywhere.

Here is the secret of simplified repairs and maintenance—handy mechanism drawer slides out—brings entire score control mechanism into full view for easy servicing.

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#100, 320, 115, 120
Wireless, 2-Wire, 30-Wire @ \$3.75

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Holds 500 different Quizzes at a Penny per Quiz. Operates manually; no electricity required.

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These machines can be placed on locations that demand new machines, but where collections do not warrant it.

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6C4\$.20	70L7\$.85
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Etc. All Standard Makes.

ALL ONE PRICE \$100.00 E.A. A GREAT BUY

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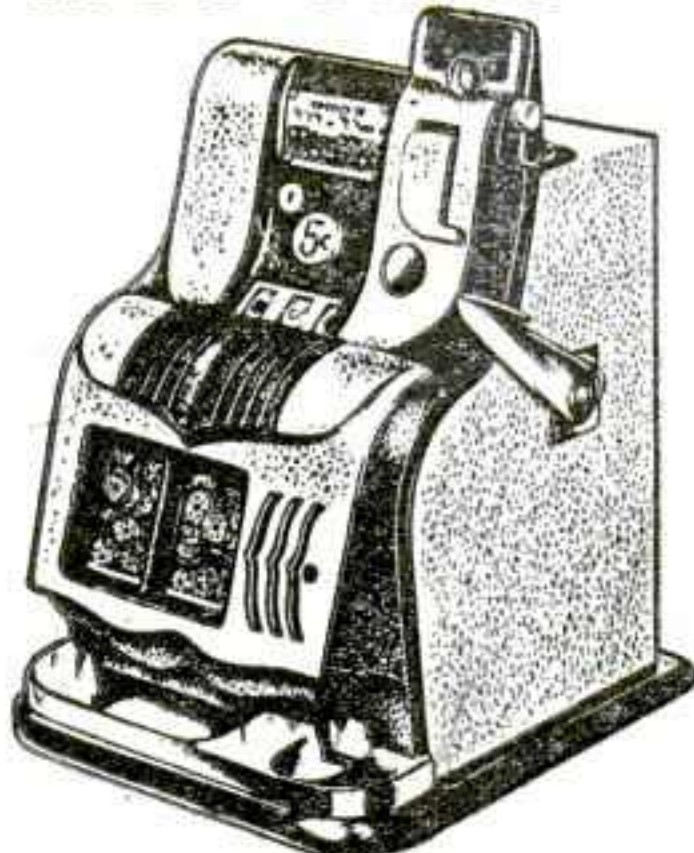
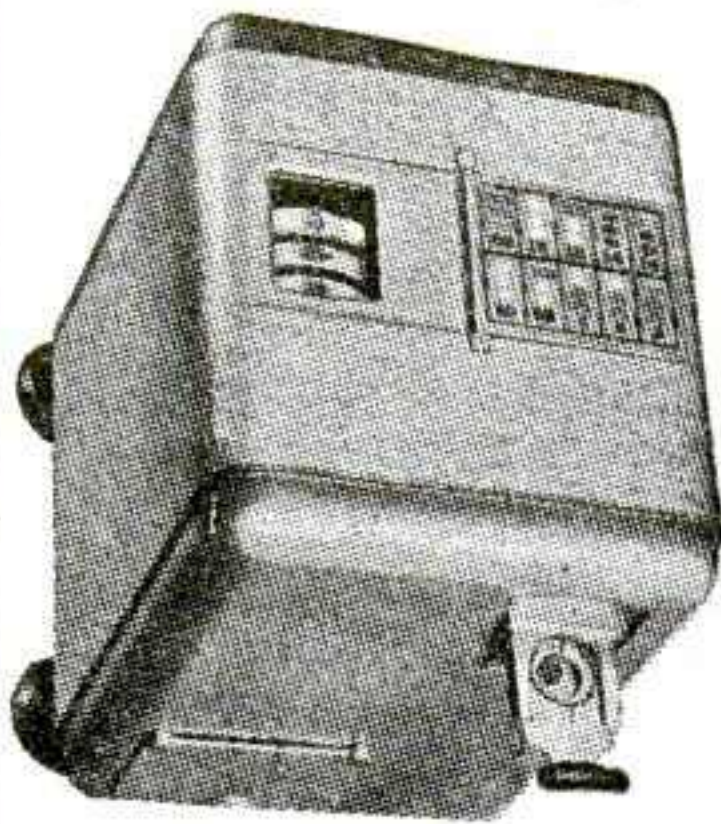
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MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System, 5¢ Play \$65.00
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MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50.
WRITE FOR PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES.

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Baffle Card	17.50	Monterrey, w/f	42.50
State Fair	17.50	Yanks, w/f	44.50
Zig Zag	17.50	Bermuda, w/f	44.50
Mystery	17.50	Catalina, w/f	44.50
Stone Door	17.50	Summertime, w/f	49.50
Canteen	17.50	Ballerina, w/f	54.50
Step Up	17.50	Caribbean, w/f	54.50
Torchy	17.50	Contact, w/f	54.50
Salute	17.50	Cinderella, w/f	54.50
Sea Breeze	17.50	Screwball, w/f	64.50
Second Front	17.50	Roundup, w/f	74.50
Crossfire	19.50	Buccaneer, w/f	74.50
Nudgy	22.50	Grand Award, w/f	79.50
Playboy	22.50	Saratoga, w/f	84.50
Surf Queen	22.50	Floating Power, w/f	84.50
Rio, w/f	32.50	Cover Girl, w/f	84.50
Maisie	22.50	Tropicana, w/f	84.50
Singapore	27.50	Miss America, w/f	89.50
Havana	27.50	Suspense, w/f	99.50
Tropicana, w/f	37.50	Fiesta, w/f	99.50
Miss America, w/f	27.50	Tornado, w/f	29.50
Suspense, w/f	27.50	Ballyhoo, w/f	29.50
Fiesta, w/f	27.50	Gold Ball, w/f	32.50
Tornado, w/f	29.50		
Ballyhoo, w/f	29.50		
Gold Ball, w/f	32.50		

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AUTOMATIC SCORING
"KEENEY'S" TENPINS AND PINBOYS
"UNITED" SHUFFLE ALLEYS
"GENCO" BOWLING LEAGUES
"CHICAGO COIN" BOWLING ALLEY
PROMPT DELIVERY

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25¢ Blue or Brown Fronts	79.50
5-10-25¢ Melon Bells	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
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10¢ Standard Chiefs	159.50
25¢ Standard Chiefs	169.50
5¢ New Vest Pockets	69.50
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Total Rolls, A-1	49.50
2 Bang-a-Deers, A-1	99.50
Chicken Sams, A-1	59.50
New Chi. Coin Pistol	249.50
Lite Leagues, A-1	49.50
6 Buckley Treasure Isle Diggers, A-1	99.50
New United Shuffle Alleys	345.00
New Genco Gliders	295.00
Undersea Raiders, Bally	99.50
Sky Fighters	79.50
Keeney Submarine	79.50
Goatee, Like New	99.50
Skee Alleys 9 Ft.	89.50
Exhibit Dale Guns	165.00
Bat a Ball Sr., New	49.50

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Following Counties in IOWA: Blackhawk, Buchanan, Delaware, Dubuque, Linn, Jones, Jackson, Wapello, Davis, Jefferson, Clinton, Scott, Cedar, Johnson, Muscatine, Washington, Louisa, Van Buren, Henry, Des Moines, Lee.
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For Highest Cash—or Trade
Bally CLOVER BELL
Bally SPOT BELL
Bally MULTI BELL
Bally DOUBLE-UP
Jennings CHALLENGER
Universal ARROW BELL
Bally CHAMPION
Bally KENTUCKY
Bally TRIPLE BELL
Each and every type of Five Ball Flipper Game.

Exhibit's Sensational SHUFFLE BOWL

- Converts ANY Shuffleboard to a Bowling Game!
- 10¢ per player per game—1 to 5 players!
- Slug-proof coin chute takes 1 to 5 dimes!
- Has all the thrills of regular bowling!

SLOTS

Jennings	
MONTE CARLO, 50¢ ..	\$395
STANDARD CHIEF, 5¢ ..	150
STANDARD CHIEF, 25¢ ..	150
Mills	
JEWEL BELL, 50¢ ..	\$225.00
BLUE BELL, 10¢ ..	165.00
BONUS BELL, 5¢ ..	85.00
BONUS BELL, 10¢ ..	85.00
JEWEL BELL, 5¢ ..	125.00
JEWEL BELL, 10¢ ..	130.00
JEWEL BELL, 25¢ ..	135.00
BOX STANDS FOR SLOTS ..	17.50
ENCLOSED STAND FOR 1 MACHINE ..	35.00

SHUFFLE GAMES

Reconditioned

Genco GLIDER	\$125
United SHUFFLE ALLEY	220
Chgo. Coin REBOUND ..	75
Miniature SHUFFLE-BOARD	45

CONSOLES

Keeney TWIN BONUS ..	\$275
Bally TRIPLE BELL ..	275
Bally DRAW BELL ..	148
DeLuxe DRAW BELL ..	195
Mills DUPLEX, 5 & 25 ..	298

GUNS & ARCADE

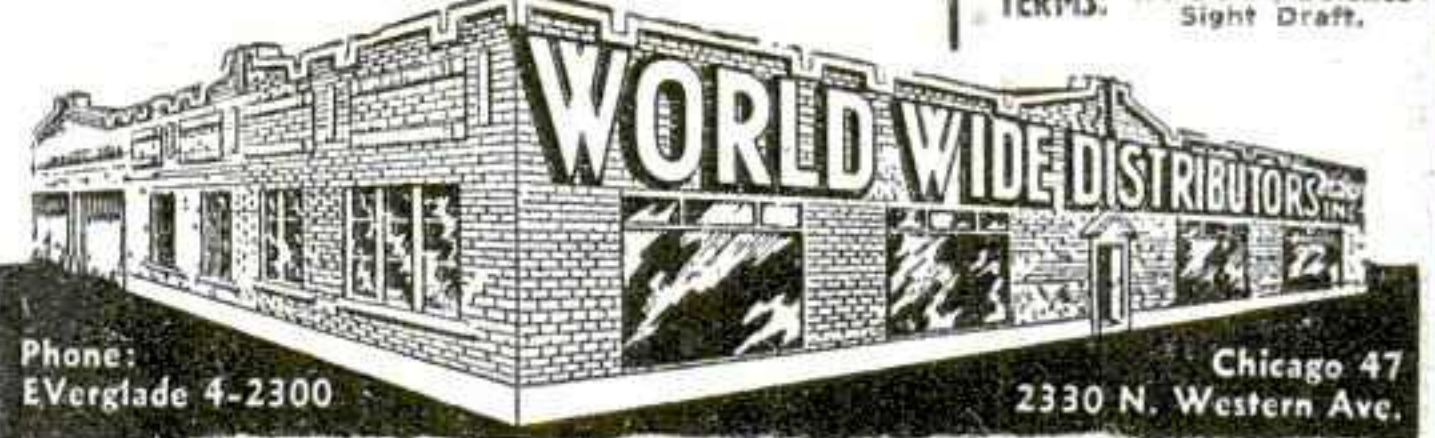
Exh. SILVER BULLET ..	\$250
Exh. DALE GUNS	95
Chicago Coin PISTOL ..	150
1948 TELEQUIZ	195
TOTAL ROLL, complete ..	25
ADVANCE ROLL, comp. ..	40
Chgo. Coin ROLL DOWN ..	35

SHUFFLEBOARDS

Used

ROCK-OLA, 22 Foot ..	\$195
MERCURY, 22 Foot ..	175
MERCURY, 18 Foot ..	150

TERMS: 1/3 Down, Balance Sight Draft.



ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUF SAID

KEENEY BONUS SUPER BELLS
A-1 MECHANICAL CONDITION..... **\$159.50**

1/3 With Order—Balance C. O. D.
Send Us Your Name for Our Mailing List.

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- TWIN FALLS CONSOLE 5-10-25-50c
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COLUMBIAS PLAY ANY FOREIGN COIN
Size of USA Dime to USA Half Dollar

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All
Chrome
"21"
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LET US PUT YOUR NAME ON OUR MAILING LIST

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GOTT. JUST 21 BALLY HOT ROD

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UNIV. PHOTO FINISH \$645 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 645

New Phono Specials

WURL. 1100 \$565.00 WURL. 1080 445.00

EVANS' CONSTELLATION, 40 Selec. Write

NEW SKILL GAMES

UNIV. TWIN BOWL'R \$345.00 UN. SUPER SHUFFLE ALLEY 375.00 CHI. BOWL'G ALLEY 345.00 GEN. BOWL'G LEAG Write

New Rebuilt Slots

CRISS CROSS, BLACK BEAUTY H.L., BLUE OR JEWEL BELL, 5-10-25¢ \$165.00

BARGAIN BOX

Reconditioned, Refinished United

SHUFFLE ALLEY, \$210.00

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BUDDY, Cig. Reels \$24.50 DAVAL CUB, 1¢, Cig. 21.50 S. K. HUNTER 45.00

NEW SLOTS

MILLS BLACK BEAUTY, H. L., BLACK GOLD, H. L., BLUE BELL, MELON BELL, BONUS BELL, 21 BELL

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVAROUND SAFES - DE LUXE Single-\$132.00 Double-\$192.00 Triple \$288.00

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UNIV. FEATURE BELL UNIV. ARROW BELL, Twin Multiple BALLY CLOVER BELL

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BRAND NEW MILLS MELON BELLS, 5-10-25¢, EACH \$175.00

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ROL-A-TOP, 5-10-25¢ \$49.50

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DEUCES WILD, 4 Way \$14.50 JOKER WILD, 4 Way 14.50 DAVAL S 21, 1¢ or 5¢ 14.50

10¢ COIN COUNTERS, highly polished Copper - a MUST if you operate Shuffle Games-\$2.00 Each.

WANT TO BUY

Champ'on-Citation Lexington-Kentucky Photo Finish-Clover Bell Spot Bell-Triple Bell Late 5-Balls

UNITED Super SHUFFLE ALLEY

Exclusive in Illinois, Michigan, E. Iowa and N. W. Indiana.

ALL PARTS For United Shuffle Alley IN STOCK

UNIVERSAL TWIN BOWLER CHICAGO COIN BOWLING ALLEY BALLY SHUFFLE BOWLER GENCO BOWLING LEAGUE

EXHIBIT'S SHUFFLE BOWL

The conversion that puts all Shuffleboards into high earning brackets.

ONE BALLS

CITATION, F.P. \$295.00 TROPHY, P.O. 195.00 GOLD CUP, F.P. 150.00

CONSOLES

UNIV. ARROW BELL, Fl. Sample \$500.00 5-25¢ TWIN BONUS SUPER 275.00 EV RACES, Comb. F.P. & P.O. 295.00

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Hundreds of Post War 5 Balls with Flippers Installed \$39.50

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"THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME" OPERATORS AND JOBBERS YOUR RESPONSE AND INTEREST IS TERRIFIC!

We Are Swamped With Requests and Orders. It's New! Amazing! America's No. 1 Money Maker! See Your Distributor or Write Direct

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Send us your prospective Apprentice Mechanic for our complete 9 months' training course in Vending and Amusement Machines. Expert instructors; G. I. approved both P.L. 16 & P.L. 348.

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All in Good Condition-\$50.00 Each

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All equipment sold by the Jones Boys carries our money-back guarantee of satisfaction. Whether new or reconditioned merchandise, your satisfaction comes first with us. There never has been (and never will be) a dissatisfied customer of the Jones Boys!

★ If YOU haven't tried the Jones Boys' guarantee yet -- don't wait.

Any time, you purchased ANYTHING from the Jones Boys, -- new or used, if it isn't just right, return it within 10 days -- on our money-back-guarantee, -- you're the judge.

Operators who deal with the Jones Boys know they are entitled to this privilege. We like all the operators, and want all of 'em to get this square deal.

R. F. JONES CO.

<p>EXCLUSIVE DISTRIBUTORS IN THE FOLLOWING TERRITORIES FOR:</p>	<h1>Seeburg</h1>	<p>Northern California - Nevada (except Clark County) - Washington - Utah Oregon - Montana - Wyoming - Idaho Colorado - New Mexico</p>	<h1>Bally</h1>	<p>Northern California - Nevada - Utah Eastern Montana - Southern Idaho Wyoming - Colorado - New Mexico</p>
		<p>SAN FRANCISCO 1263 MISSION ST.</p>		<p>SALT LAKE CITY 127 E. 2nd SOUTH</p>

EXHIBIT'S SHUFFLE BOWL

FOR ALL SHUFFLE BOARD OPERATORS

CONVERT YOUR SHUFFLE BOARDS into immediate **BIG MONEY MAKERS...** RIGHT NOW with the **SMARTEST** and the most **REAL** miniature Bowling performance of today.

AUTOMATIC PUCK RETURN NO WAITING

1 to 5 CAN PLAY
10¢ 20¢ 30¢ 40¢ 50¢

PRICE!
You'll be SURPRISED

OFFICIAL REGULATION SCORE TAB

STRIKES SPARES RAILROADS SPLITS ETC.

PLAY FRAME BY FRAME

SHUFFLE BOWL	
NAME	
Joe	
Piel	
Frank	
Bob	
Chuck	

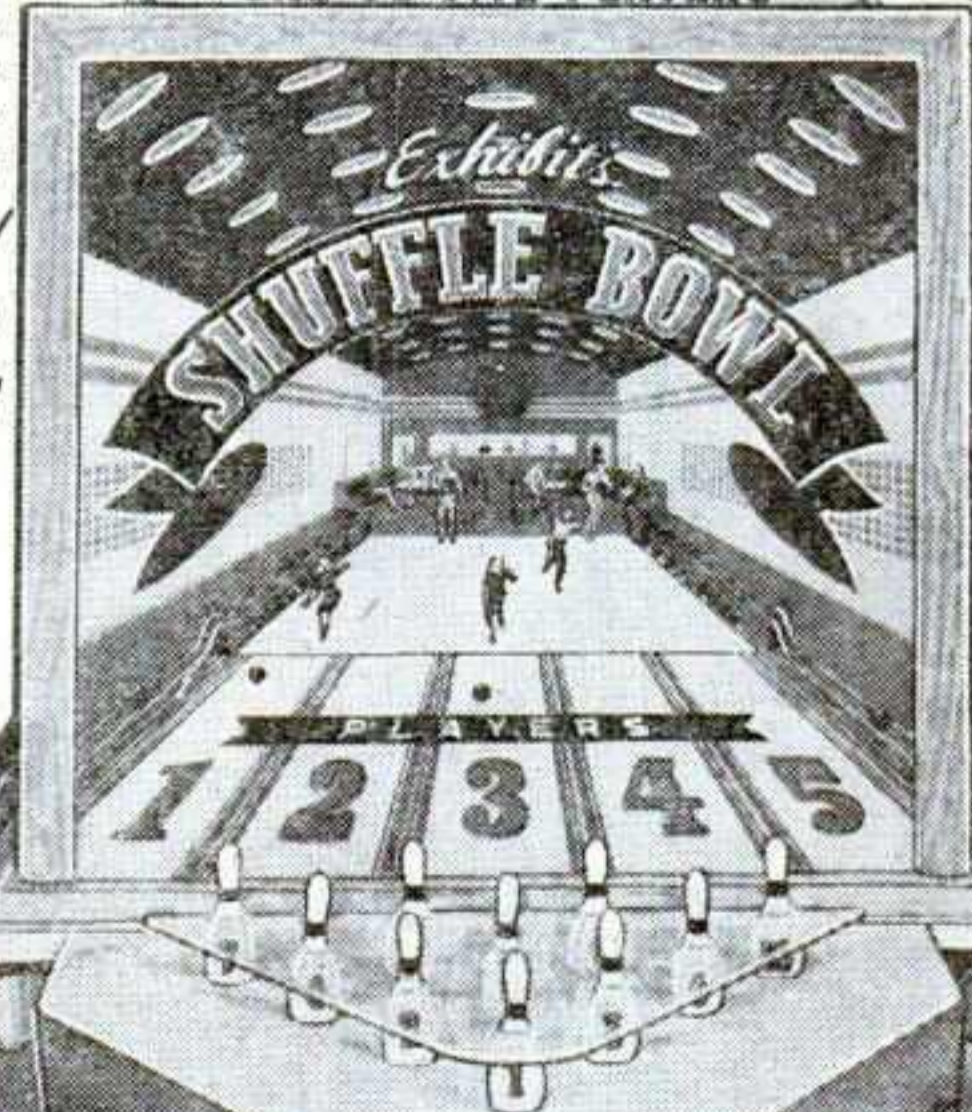
ONE-THIRD ACTUAL LENGTH OF REGULATION ALLEYS. ADAPTABLE TO ALL LENGTH SHUFFLE BOARDS

SHUFFLE BOWL
Miniature Bowling
10¢ A Line
ONE TO FIVE PLAYERS



EACH ALLEY LITES UP FOR EACH LINE PLAYED

10 REAL PLASTIC ILLUMINATED PINS



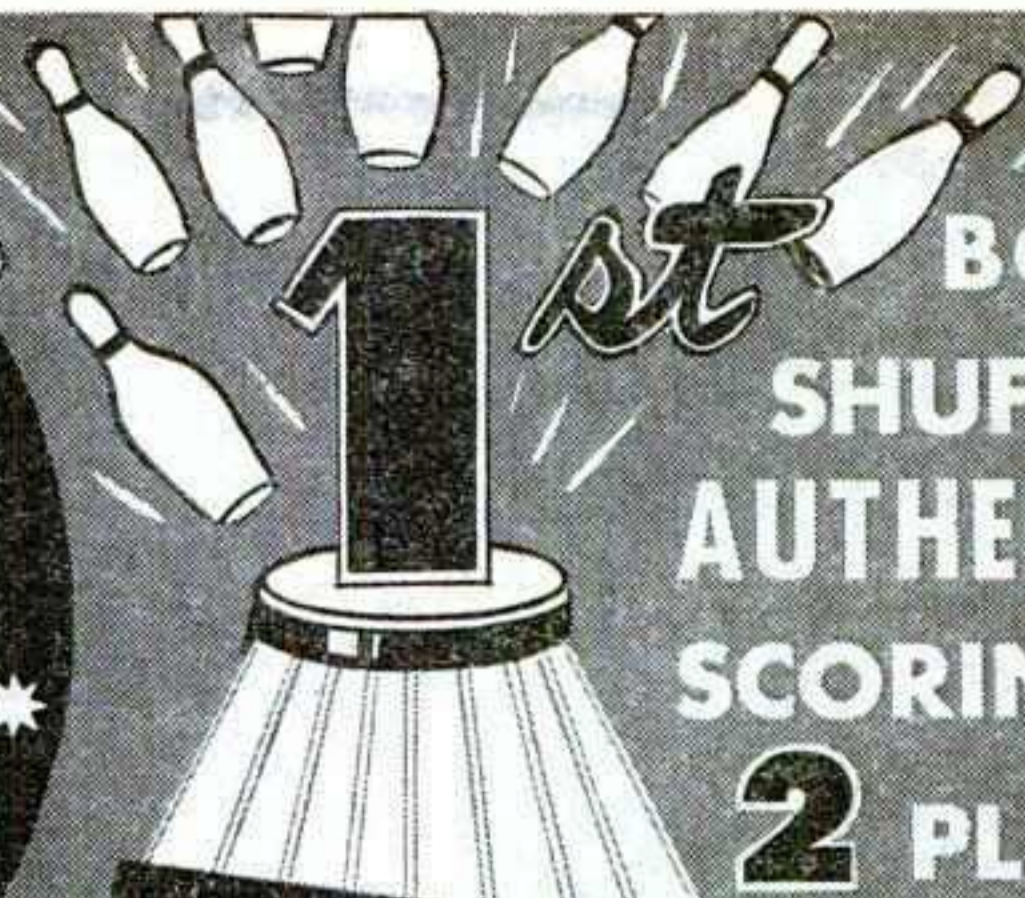
Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Puck return also provided. You then have a **NEW POPULAR GAME ON YOUR LOCATION...** to **EARN BIGGER and BETTER** for you than ever before.

SEE NOW!! at all Exhibit DISTRIBUTORS
EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET • CHICAGO 24, ILL.

ORDER EARLY—FOR QUICK DELIVERY

Williams TWIN SHUFFLE*

TRADE MARK



**BOWLING TYPE
SHUFFLE GAME with
AUTHENTIC BOWLING
SCORING FOR 1 OR
2 PLAYERS!**



**GETS DOUBLE
THE EARNINGS!**

**1 PLAYER 10c
2 PLAYERS 20c**

**REAL
GUTTERS!**

**ALTERNATING
FRAME BY FRAME
SCORING FOR
EACH PLAYER!**

**8 FT. OR 9 1/2 FT.
LENGTH,
2 FT. WIDE**

**2 DOORS ON SIDE
OF CABINET FOR
EASY SERVICING!**

- ★ AUTOMATIC PUCK RETURN
- ★ PUCK LOCKED IN AFTER EACH GAME
- ★ IDEAL SIZE FOR ANY LOCATION . . .
- ★ RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

**TERRIFIC FOR
COMPETITIVE
PLAY!**



CREATORS OF DEPENDABLE PLAY APPEAL!

**4242 W. FILLMORE ST.
CHICAGO 24, ILLINOIS.**

Head and Shoulders Over All Others!

Chicago Coin's

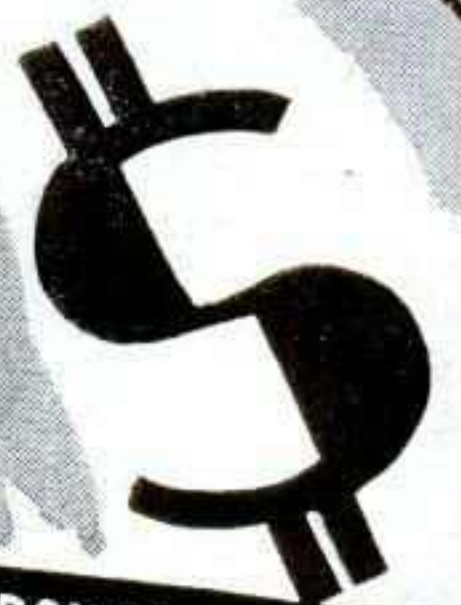
BOWLING ALLEY



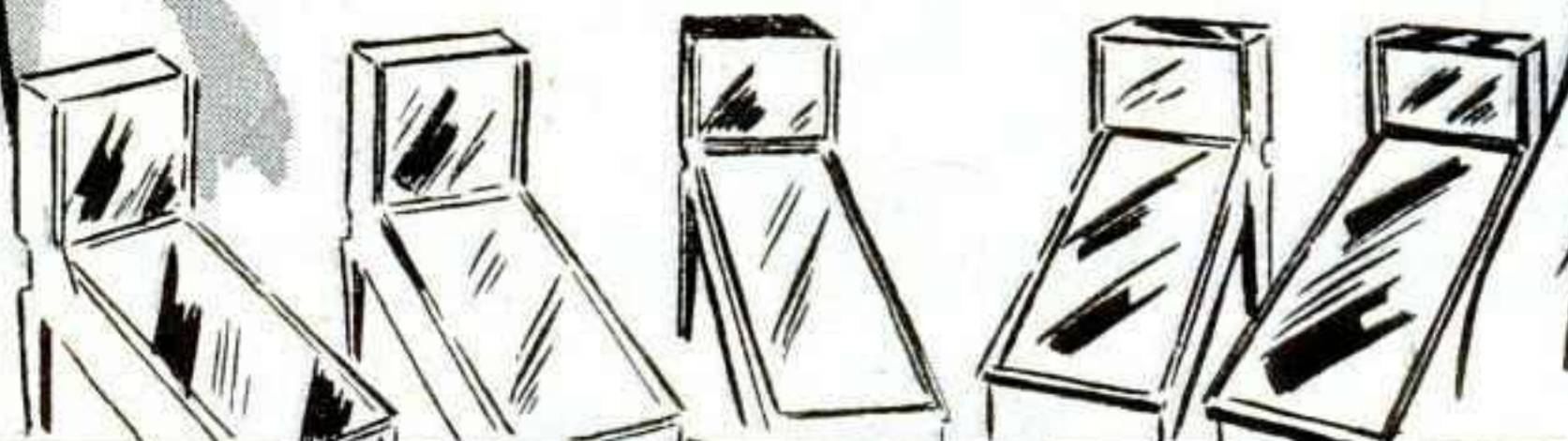
IT'S **BULGING** WITH
GIANT PROFITS
 FOR OPERATORS



**TWO CAN PLAY AT THE SAME TIME
 NO WAITING!
 YOU COMPETE FRAME by FRAME**



**BOWLING ALLEY IS DIFFERENT—
 NOT A COPY OF ANYONE ELSE'S GAME!**



BOWLING ALLEY IS FASTER THAN ALL OTHERS

BOWLING ALLEY MAY BE PLAYED BY EITHER 1 OR 2 PLAYERS

EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC

BOWLING ALLEY'S PRICE IS COMPETITIVE WITH ALL OTHERS

A DOUBLE MECHANISM THAT COSTS YOU LESS THAN MOST SINGLE PLAYER GAMES

Chicago Coin Machine Co.

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Chicago 14, Ill.

You've seen the rest...

NOW Get the Best!



GENCO'S BOWLING LEAGUE

The Perfect Bowling Game!



STANDARD BOWLING RULES AND SCORES
Strikes, Spares, Splits, Turkeys, Railroads



AUTOMATIC SCORING
10 Fast Frames Played again and again

All the Thrills of Bowling
... All the Skills of Shuffleboard

QUICK AUTOMATIC PUCK RETURN
Locks after game's completed

Don't Wait — Write! Wire!
Phone Your Distributor Now!

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

UNITED'S Super Shuffle-Alley

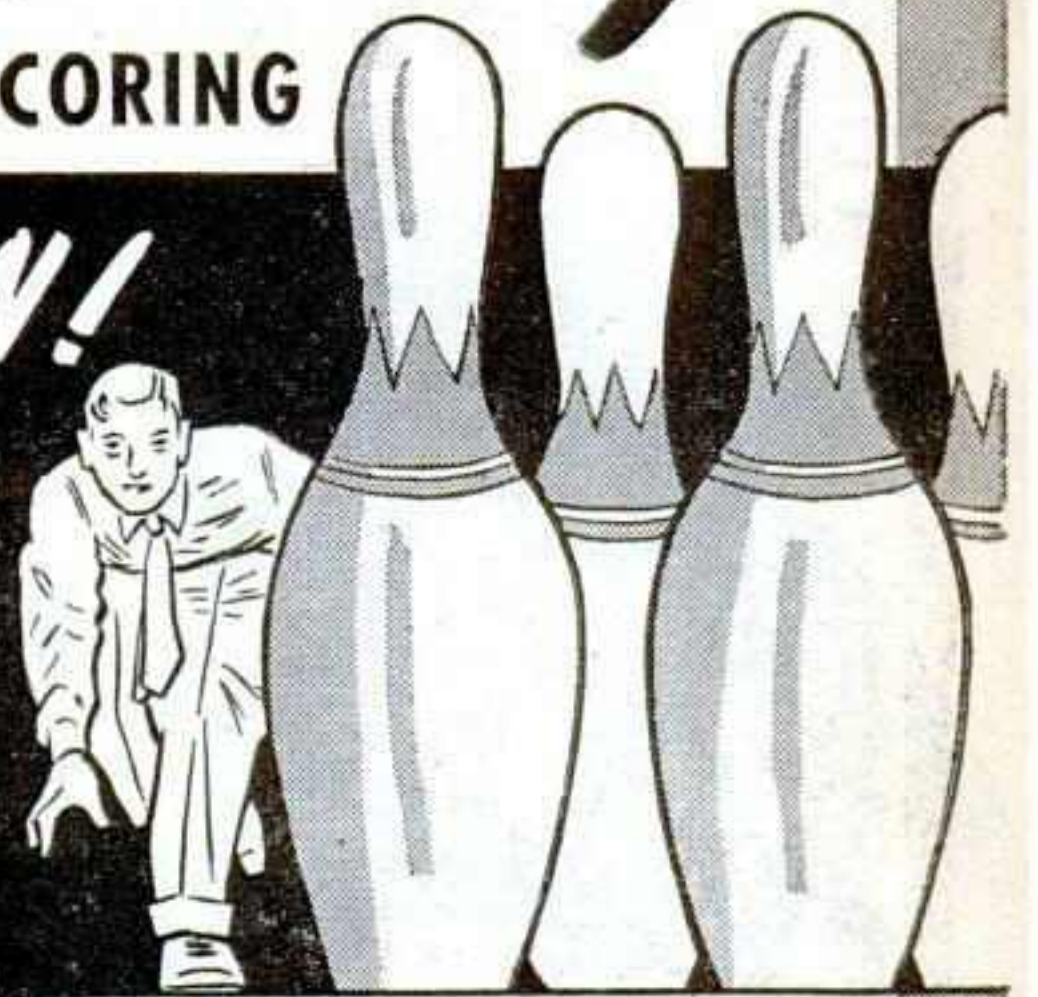
PATENT NO. 2,192,596

REGULATION BOWLING SCORING



NEW ANIMATION!

LIGHTED UPRIGHT BOWLING PINS



COMPLETE ACCESSIBILITY...

Entire Play Field Hinged

TWO SIZES
 8 FT. OR 9 1/2 FT.
 LENGTHS
 EACH 2 FT. WIDE

NEW MODERNISTIC CABINET DESIGN

UNIVERSAL APPEAL FUN FOR EVERYONE

EXCELLENT FOR COMPETITIVE PLAY

PUCK RETURNS AUTOMATICALLY... LOCKED IN AFTER EACH GAME

SEE YOUR DISTRIBUTOR

UNITED'S PROVEN DROP-CHUTE "JUST DROP IN COIN"



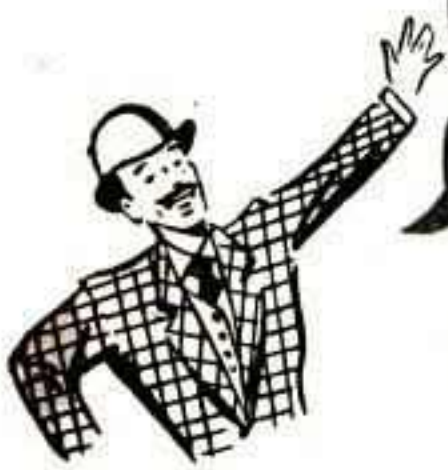
BOWL 10 FRAMES 10¢
SCORES EXACTLY LIKE BOWLING



UNITED MANUFACTURING COMPANY

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**ESPECIALLY
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Just
21



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**THE NEW "Turret Shooter"
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PLAY IN YEARS!**

**IT'S A REVELATION IN
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**PLAYER FIRES BALL WITH HIGH POWER TURRET SHOOTER—
INCREASES BALL ACTION WITH SUPER-POWER FLIPPERS . . .**

**AIMS AT 10 NUMBERED TARGETS WITH MOTORIZED
OSCILLATING RANGE FINDER . . .**

SHOOTS FOR POINT AND HIGH SCORE REPLAY AWARDS!

IT'S FAST, SIMPLE, FASCINATING . . . A MONEY-MAKING WONDER!

**LOOK AT
THIS
ACTION!**



**STEP RIGHT UP AND ORDER FROM
YOUR DISTRIBUTOR TODAY!**

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**1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS**

"There is no substitute for Quality!"

THOUSANDS EARNING TOP MONEY
AFTER 60 TO 90 DAYS ON LOCATION

Bally SHUFFLE-BOWLER

REAL BOWLING THRILLS

OFFICIAL BOWLING RULES AND SCORES
Strikes, Doubles, Turkeys
Spare, Splits Railroads

AUTOMATIC SCORING ON FLASHY BACK-GLASS

SKILL SIZE
9 1/2 FT. LONG
2 FT. WIDE
REALISTIC GUTTERS ON EACH SIDE OF ALLEY

Gets More Play! Earns More Profit!
BIGGEST MONEY-MAKER IN SHUFFLE CLASS!

PUCK RETURNS TO PLAYER AUTOMATICALLY
PUCK LOCKED IN AT END OF GAME

Yes . . . thousands of SHUFFLE-BOWLER games on location 60 to 90 days are still earning top money . . . proof that exclusive Bally features give the public the right combination of shuffle-skill and bowling-science. Why be satisfied with less than the top profits that SHUFFLE-BOWLER will earn for you? Call your Bally distributor today.

CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET



MORE ways to win! MORE earning power!



Bally CHAMPION
FREE PLAY ONE-BALL

Bally KENTUCKY
AUTOMATIC ONE-BALL

MORE ways to win! MORE skill-thrills! MORE fun! MORE action! That is why CHAMPION earns MORE money for operators . . . why CHAMPION games on location 6 to 8 months are still smashing one-ball earning records from coast to coast. Are you getting your share?

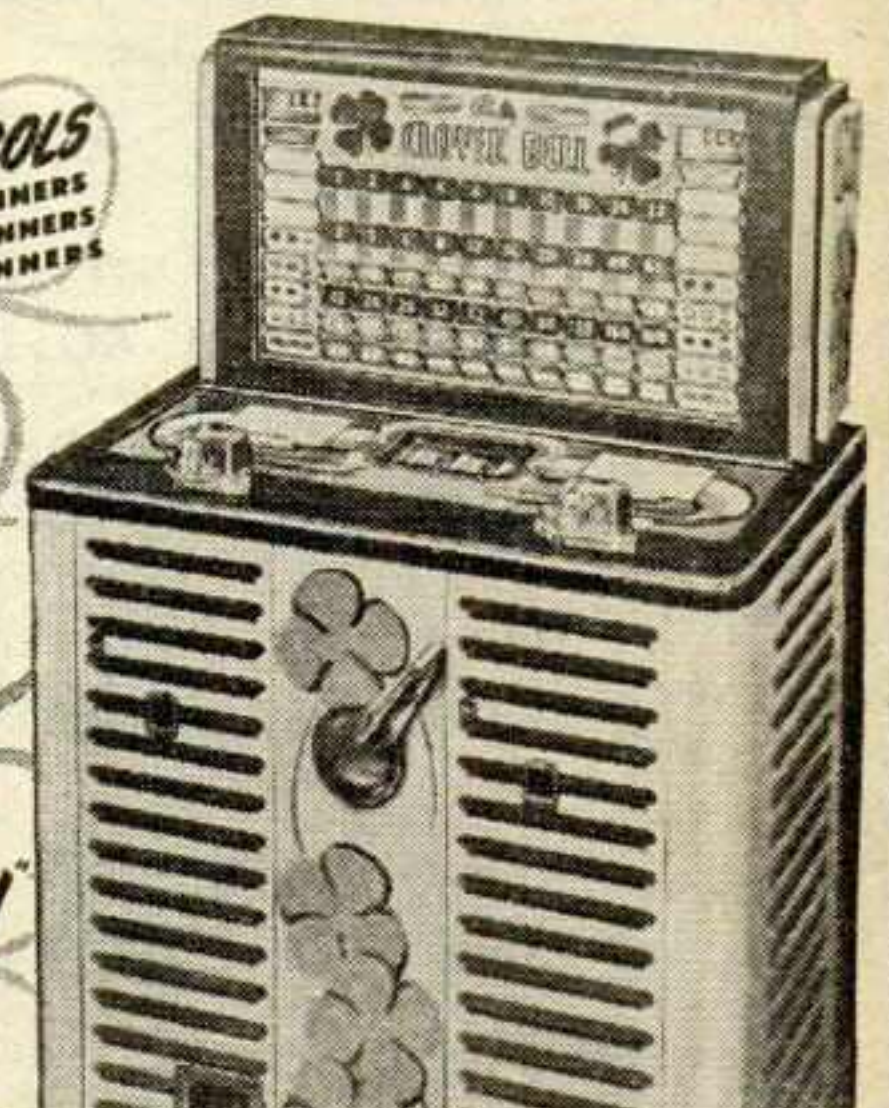
HOT-RODS SPOT-BELL

Bally CLOVER-BELL
TWIN MULTIPLE-COIN BELL CONSOLE

3 SPOTTED SYMBOLS
SINGLE CHERRY WINNERS
SINGLE ORANGE WINNERS
SINGLE PLUM WINNERS

NEW MYSTERY DOUBLE AWARD

FAMOUS CITATION
ADVANCING ODDS



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THE PERFECT SET-UP
**UNIVERSAL'S
 TWIN BOWLER**



BEAUTIFULLY DESIGNED CABINET

STREAMLINED SIMPLIFIED MECHANISM

CUSHIONED ALL AROUND FOR SILENCE

PUCK REBOUNDS INSTANTLY!

**FAST! LESS THAN ONE
 MINUTE PER GAME!**

FULLY VISIBLE MECHANISM

TWO PLAYERS OR ONE

QUICK PROFITS!

DROP CHUTE

Can be serviced on location by removing back door

**UNIVERSAL'S
 FEATURE
 BELL**

SINGLE HEAD MULTIPLE COIN
**UNIVERSAL'S
 FEATURE
 BELL**

MYSTERY TYPE ADVANCING ODDS!

First **CONSOLE WITH THE**

"FEATURE FLASH"

PLAYER CAN "BUY" UP TO A COMPLETE SET OF WILD SYMBOLS!

Instantly Convertible

- TOP SCORE: 500 POINTS
- 11000 ELECTRIC MOTOR DRIVEN ILLUMINATED REELS
- NEW CABINET DESIGN

**UNIVERSAL'S
 PHOTO-FINISH**



**THE
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 for
 1-BALL
 PLAY!**

FREE PLAY
 Convertible to
 1 or 5 Ball Play.
 Also Available in
 AUTOMATIC MODEL



CHUTE STANDARD—10¢ OR 25¢ CHUTE OPTIONAL

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In this day of progress a new phonograph would not be enough. For that reason, Seeburg has matched the perfection of the Select-O-Matic "100" with the Wall-O-Matic "100". Here is the most remarkable remote selection system ever developed. Think of it! 100 selections—all at the finger tips of guests—cataloged under five musical classifications—visible 20 at a time. 3-Wire system—easy to install. Compact, attractive. chromium-plated.

NEW APPEAL. 100 selections—all visible at one time—cataloged under five musical classifications—mean "music for everyone"—for tots, teen-agers, old-timers.

NEW FLEXIBILITY. Automatically plays 10 and 12-inch records—no pre-setting necessary.

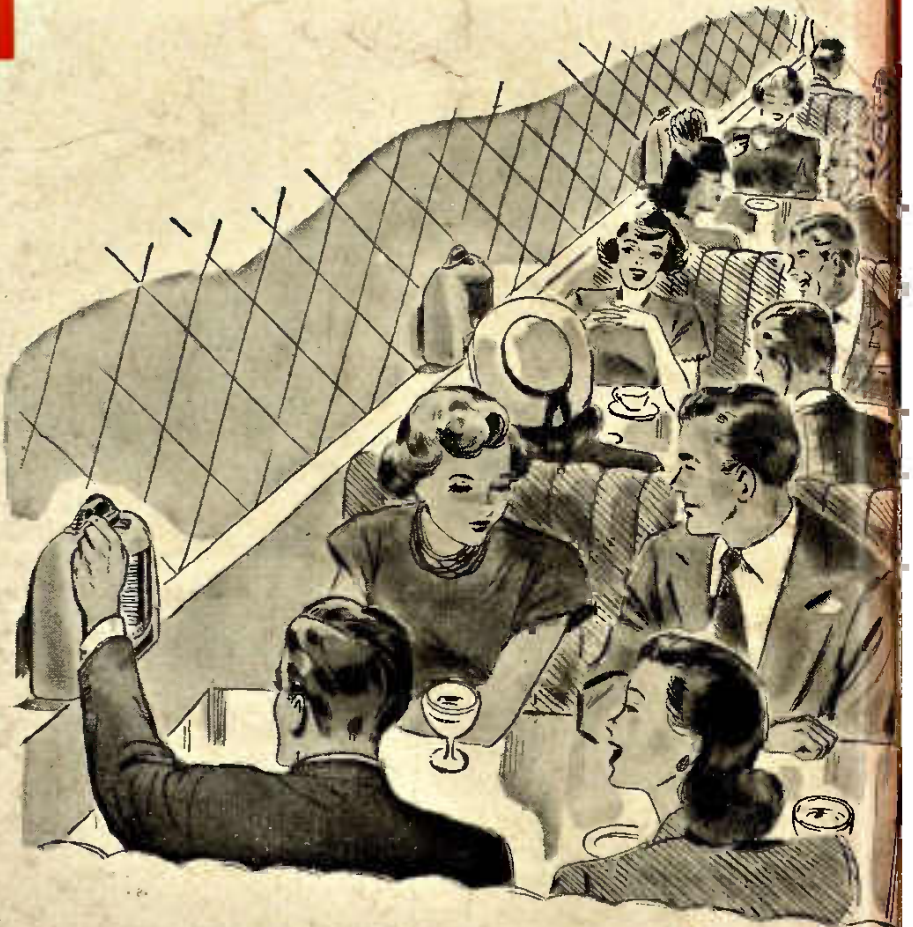
NEW ACCEPTANCE. Greater location appeal than ever. It's new! It's different! It's a boon to business!

NEW OPPORTUNITY. This sensational music system will earn the maximum potential in your locations.

NEW LISTENING PLEASURE. Music at conversational level throughout with Scientific Sound Distribution. Seeburg speakers to meet the requirements of every installation.

NEW ECONOMY! The most service-free music system ever built. Longer record life. Full operating power consumption only 240 watts.

NEW BEAUTY! Appearance-wise, too, the Select-O-Matic "100" is in a class alone. The handsome cabinet—a refreshing change in styling—attracts more attention.



100 selections

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill



SEE YOUR SEEBURG DISTRIBUTOR
FOR THE COMPLETE STORY OF
SELECT-O-MATIC "100" MUSIC SYSTEMS