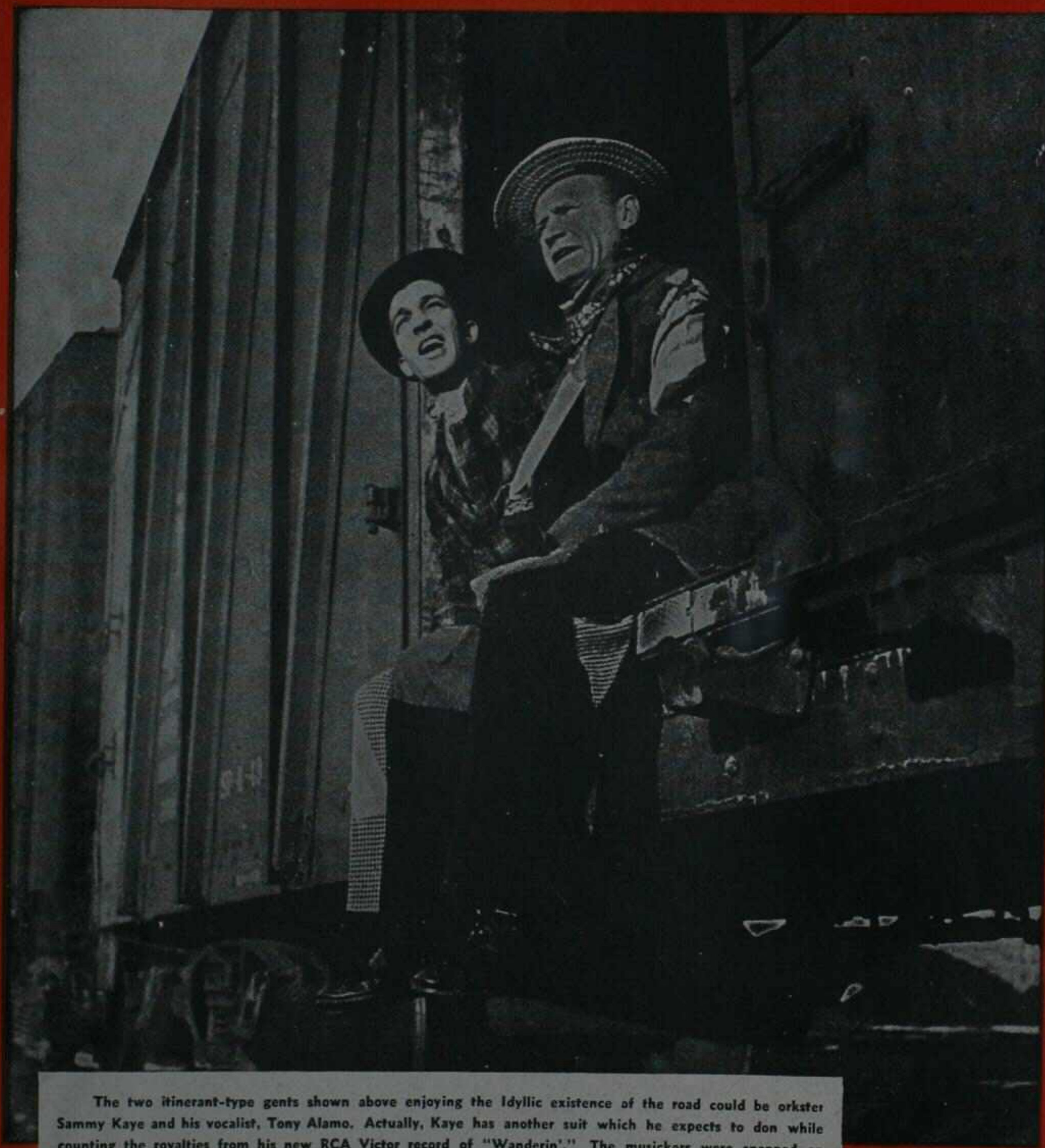


The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 4, 1950



The two itinerant-type gents shown above enjoying the idyllic existence of the road could be orkster Sammy Kaye and his vocalist, Tony Alamo. Actually, Kaye has another suit which he expects to don while counting the royalties from his new RCA Victor record of "Wanderin'." The musickers were snapped on location at the Chicago railroad yards while getting in the mood for the waxing session. The tune is being published by Kaye's Republic music firm, and Victor has the disk tabbed for a glamour push following the exploitation pattern employed recently in connection with Vaughn Monroe's "Bamboo."

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ASCAP is a useful, progressive Citizen. It acts in the best interest of the Public, while faithfully serving its Customers and Membership.

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ASCAP realizing that talent is not the property of any single group, accepts composers and authors to membership without regard to race, creed or color.

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The American Society of
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30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

HOPE'S MILLION SIX 1950 TAKE

Cole Circus, Bill Boyd Set For Ball Parks

Under Canvas in July

By Herb Dotten

CHICAGO, Feb. 25.—Cole Bros. Circus, featuring Bill (Hopalong Cassidy) Boyd, will show in Eastern ball parks as well as in arenas in television-strong cities to capitalize fully on Hopalong's powerful video build-up and because a circus top is rated too small to hold the turnouts expected in such cities. The show, however, will not shun a big top entirely, taking to canvas about July 4 after playing arenas and the ball parks.

This disclosure followed an announcement that Hopalong had obtained an interest in the circus, becoming a co-owner along with Arthur M. Wirtz and Jim Norris, biggies in the arena field, who recently, as principals in the Otis Circus Corporation, acquired the title and property of the Cole show.

The revelation that the Cole org will play ball parks in the East bolsters the already strong belief that the show will wage a determined battle to unseat the Ringling Bros. and Barnum & Bailey Circus as the big one of the circus world. Such stands will carry Cole into some of the same large cities Ringling will play and, with Hopalong as the big draw, Cole execs figure their show will come out impressively, in prestige as well as dollar-wise.

Cole-Hopalong Story

Of vital importance to Ringling's continued dominance of the circus (See COLE BROS. on page 33)

Not So Much What's Eatin' Ya, As Where You Do Your Eatin'

NEW YORK, Feb. 25.—A new way to tell the condition of an actor's progress — and his poke—was reported here this week by Andy Ponares, co-owner of Gus and Andy's, the theatrical eatery on West 47th Street, New York. According to Ponares, who points out that for years he and his brother have caught actors on the way up—and on the way down—a performer's artistic and financial success is clearly indicated by where he scoffs.

The actor starts out with coffee and—in either the Automat or mebbe a Broadway drugstore. That is strictly the no-job, hardseats phase of his career. He gets a job, maybe the Palace, New York, or a reasonably good legit part. That's when Gus and Andy's catches him. If things continue good, and the thesp prospers—say he gets a booking at the Paramount, New York—he eats a split week, one half with Gus,

the other at Lindy's. If he gets a return date for the Paramount, from then on he's strictly for Lindy's, and Gus loses a customer, temporarily.

Now comes the pivotal period. The actor really gets a break, and his hoofing at the Paramount gets him a Broadway musical job. Goodbye Lindy's. The actor now is strictly on a Sardi's kick and glows for two days when Renee Carroll gives him a small hello. This lush living, with an occasional foray in Ralph's (Louis Bergen's) continues until the musical closes.

What happens next depends on what happens to the actor. No work, he eats in reverse. If he clicks, and gets into video, he goes for Toots Shor's and the Barberry Room and, maybe, "21." From video he goes to Hollywood. The show circuit there progresses from the Brown Derby to Chasen's, and after he gets booked (See Where Ya Eatin'? on page 10)

Comic Setting Record High Showbiz Gross

Radio, TV, Oil, Baseball

By Alan Fischler

HOLLYWOOD, Feb. 25. — Bob Hope's income during 1950 from showbiz services is expected to make him the highest earning star in the history of the entertainment field, totaling an estimated \$1,640,000. This represents earnings for work as an entertainer only and does not include revenue from extensive sidelines which include oil wells, TV set distribution and other investments.

As fabulous as these figures appear, the potential could be increased if Hope really went to work at various side enterprises. Those close to the gagster would not disclose exact earnings, but figures compiled by *The Billboard* from reliable sources are (See HOPE'S 1950 TAKE on page 10)

Ban on Telecasts at Coast Mat Parties Racks Up Big Dough, Dooming TV Return

Huge Receipts Strengthen Grunters' Hand Vs. Tele

HOLLYWOOD, Feb. 25. — Local wrestling telecasts, which ended abruptly several weeks ago when grunt and groans went on a 30-day anti-tele strike, appeared indefinitely doomed as the result of hypoed gate receipts since the video blackout (*The*

Billboard, February 18). Figures released exclusively to *The Billboard* this week showed that gates were doubled and even tripled after the ban went into effect. Biz spurt strengthened the wrestlers' arguments (See Ban On Coast on page 8)

G. A. Richards Seeks Another Delay at FCC

WASHINGTON, Feb. 25.—A new batch of petitions which would have the effect of delaying again the oft-deferred March 13 hearing in the G. A. Richards case was tossed to the Federal Communications Commission (FCC) this week by Richards's legal battery, which included for the first time a law firm headed by Hugh Fulton, who came into headlines during the spectacular 1947 Senate war investigating subcommittee's investigation of moviemanager Howard Hughes's wartime aircraft contracts. Fulton, who was chief counsel to the Senate war investigating committee when President Truman was its chairman in the early 1940's, was described at the Hughes hearing as having been a legal aid to Hughes for a short period in the case which Fulton previously investigated for the Senate.

In the Richards proceedings, Fulton's firm of Fulton, Walter & Halley has replaced the legal firm of former Sen. Burton K. Wheeler and his son, Edward Wheeler. The Wheelers, it was learned, have withdrawn to an advisory capacity.

In four separate petitions this week Richards's attorneys requested the FCC to disclose all of its evidence and name its witnesses in advance of (See Richards Stalls on page 8)

Lid On; Miami Honeymoon Over

No Gambling; Big Spots Do The Folderoo

End of Acts' Fat-Pay Era?

MIAMI, Feb. 25.—Another warning that the era of high salaries is about over for top cafe attractions was seen this week in the shuttering of all gambling casinos by edict of Florida's Gov. Fuller Warren.

The competition for top cafe names was started by the gambling spots like the Colonial Inn and the Brooks Club, both shuttered now for the past two years. The major clubs in the Miami Beach area, to offset the inroads by the casinos, brought in equally big names—and the race was on.

Governor Warren's edict has thrown spots like the Boheme (Joe E. Lewis). (See Miami Honeymoon on page 23)

Miami Merger

MIAMI, Feb. 25.—The merger of Copa City and the Beachcomber will be effected April 3. Ned Schuyler will be the president and secretary of the new outfit. Tom Cassara will be the vice-president and treasurer. Neither side mentioned Murray Weinger's position in the merger.

Big \$ Shows At D.C. Sesqui Due for Okay

WASHINGTON, Feb. 25.—The National Capital Sesquicentennial Commission's executive committee is slated to meet Wednesday (1) to prepare the full commission's designation of Paul M. Massman, of Chicago, as director of the Freedom Fair which will start in 1951. The exec committee at its first session in sev- (See BIG \$ SHOWS on page 33)

ASCAP's Pact For TV Hits Another Snag

It's the Specialty Men

By Jerry Wexler

NEW YORK, Feb. 25. — Tune-smiths dealing in special material tunes have raised a demurrer to the blanket license pact between the American Society of Composers, Authors and Publishers (ASCAP) and the TV networks, and appear to be in a position to hold up finalization of the agreement until their claims are dealt with.

The cleffers, specializing in nightclub material, gag songs, revue numbers, tunes tailored for a specific performer, etc., say that their particular type of output is not adequately protected under the blanket pact. Their material, not designed for pub- (See ASCAP-TV Pact on page 16)

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Rules Com. Holds Tax Cuts' Fate

House Action May Hinge on Group's Whim

Excise Hearings Near End

WASHINGTON, Feb. 25.—Whether cuts in showbiz excises are included in the tax bill that the House will pass around the end of March may depend upon the House Rules Committee, it developed this week as members started informal talks on whether to permit amendments from the House floor. No official decision will be made by the Rules group until after the Ways and Means Committee reports a tax bill, probably in mid-March.

Also stripped of its former power to bottle up bills, the Rules Committee still prescribes the procedure which the House must follow in acting on any measure. The Rules Committee may send the tax bill to the House floor either under a closed rule or an open rule. An open rule permits any House member to offer amendments to the bill as reported, while a closed rule bans any amendments except those offered by the committee reporting the bill.

Closed Rule a Peril

The type of rule granted the tax bill will be of paramount importance to the entertainment industry if the Ways and Means Committee follows the recommendations of the administration and omits reductions in amusement excises when it reports the measure. If such a bill is given a closed rule by the rules group, the House will have no opportunity to vote on showbiz excises.

On the other hand, an open rule would permit any congressman to offer an amendment to reduce any or all amusement excises, and the House would then proceed to vote on the amendment. At least a score of congressmen are prepared to offer amendments cutting these excises if given a chance.

Staff aides of the Rules Committee told *The Billboard* this week that it is "customary" for the group to clamp a closed rule on tax measures "in the interest of orderly procedure on a complex subject." It was added, however, that "the vast interest in excises" might induce the group to upset the custom and grant an open rule.

Hearings Nearing End

The tax committee moved toward a wind-up of opening hearings this week, hearing about 100 witnesses, including two score who called for cut-backs in amusement excises. The Ways and Means Committee has tentatively picked next Friday (3) as the date for the end of public sessions. Following that, the group will hold executive sessions for two or three weeks to draft the tax measure.

Among those groups testifying in favor of various showbiz tax cuts were the 20 Per Cent Cabaret Tax Committee, National Association of Music Merchants (NAMM), National Association of Broadcasters (NAB), Radio Manufacturers' Association (RMA), American Federation of Musicians (AFM), Actors' Equity, International Association of Fairs and Expositions (IAFE), National Association of Amusement Parks, Pools and Beaches (NAAPPB), Metropolitan Opera Association (MOA), American Symphony Orchestra, Bartenders' International Union (BIU), American Hotel Association (AHA), International Brotherhood of Electrical

Heller Speaks

WASHINGTON, Feb. 25.—George Heller, as first vice-president of the Associated Actors and Artistes of America, representing all of the professional actors in the United States, said this week in a statement prepared for delivery to the House of Representatives:

"We number 40,000 performers, of which a very substantial number are presently unemployed. . . . The performers . . . have comprised a very important element in America's life and culture . . . dramatically emphasized during World War II when many hundreds of American performers gave unstintingly of their time and talent, often on a voluntary basis, in order to sustain the morale of our armed forces and of the civilian population. We are not here requesting any special consideration, but we respectfully submit that the admissions tax has seriously impaired attendance, with the corollary result that not only have performers become unemployed, but indirectly many thousands of other American workers, many of them with special skills, have had to rely on relief rolls for the sustenance of themselves and their families.

"The 20 per cent admission tax is strangling the cabaret business. Official Treasury figures show more than \$43,835,000 for 1949 in cabaret tax receipts, which is a drastic reduction from the \$51,646,000 collected in 1948.

"We respectfully submit that such a tax discriminates against actors, musicians and other entertainers, and is an unsound means of raising revenue because the actual effort is to dry up the source from which such revenue is levied. There is no question that in the year 1950 there will be a further drastic drop in receipts collected from this source . . . and the result is a loss of revenue to the government and a loss of employment of American workers."

Johns Will Emcee D. C. Sports Show

WASHINGTON, Feb. 25.—Brooke Johns, *Ziegfeld Follies* veteran, will emcee the entertainment part of the annual Sportsmen's and Outdoor Show at National Guard Armory here March 3-12. The sponsor, the Non-Profit League of Maryland Sportsmen, expects attendance to total 100,000.

On the bill will be Billy Qutten's diving troupe, the Shooting Mans-

Gain in Gate and Drink Tax Offsets Showbiz's Jan. Drop

WASHINGTON, Feb. 25.—Soaring January collections from the admissions and liquor levies far overshadowed continuing declines in most other showbiz excises, according to the monthly tabulation by the Internal Revenue Bureau this week. Admissions tax receipts climbed \$2,115,267 over the figure for January, 1949, while liquor collections were up \$9,058,326. Coin machine tax col-

lections were up a scant \$340. The sharp downward trend in cabaret levy receipts was partly stemmed, with collections only \$80,629 below those of the preceding January. The average monthly drop from a year earlier has been running more than \$500,000 for many months.

Receipts from the tax on radios and parts were off \$1,074,735, while collections from the phonograph record levy dropped \$85,250.

2 Icers Doing Capacity Biz In Maritimes

ST. JOHN, N. B., Feb. 25.—Two ice shows have been playing to capacity business thru the Maritime Provinces. The first into the maritimes is *Skating Sensations*, starring Barbara Anne Scott, of Ottawa, Ont. This troupe is in its first annual tour, with Tommy Gorman, also of Ottawa, a veteran sports promoter, as the organizer and entrepreneur. The *Sensations* have been playing stands of from one to three nights, covering the provinces of New Brunswick, Nova Scotia and Prince Edward Island, and are expected also to penetrate Newfoundland. Miss Scott is drawing wads of newspaper publicity and top patronage at \$1 to \$2.50. At St. John, the public schools shut down at noon one day to let kids see a matinee. For the three nights chairs had to be placed on the ice.

The *Ice Cycles*, considered by many a better show than the *Sensations*, has been picking out only the best spots for some years, but refusing to show at St. John because of inadequate dressing room facilities for the girls. Special trains are run to this show from towns within about 100 miles during the engagements at Halifax, N. S., and Moncton, N. B.

At St. Andrews, N. B., which is on the U. S. border, and has only about 1,500 population, the *Sensations* stayed for three nights and one afternoon, drawing from both sides of the boundary.

Sonja's 23G Net A Detroit Record

DETROIT, Feb. 25.—The 1950 edition of the Sonja Henie *Hollywood Ice Revue* played to a box-office net of \$23,000 (after admission taxes) at the Saturday (18) night show in the Olympia here—the largest single performance ever recorded in the decade the Henie opus has been hitting the city. Attendance has been consistently heavy and appears to be running about even with last year.

Tentative plans for Tuesday shows during the present engagement, which runs thru March 5, have been dropped. The night was originally held available for extra shows if the demand warranted.

fields, Chief Crazy Bull and a group of Indian archers and dancers, a barbershop quartet, Harold Winston and his seals, and Joe Perrin and Ernie Simpson, canoe and fishing experts. Extra added attraction will be Masterpiece, billed as the pooch for which Aly Kahn offered \$20,000.

	Jan., 1950	Jan., 1949
Liquor	\$154,536,260	\$145,477,934
Admissions	28,026,734	25,911,467
Radios, Parts	3,698,636	4,773,371
Cabarets	3,182,578	3,263,207
Disks	628,671	713,920
Coin Machines	315,929	315,589

U. S. Accuses Shuberts as Monopolists

Suit Hits at Legit "Trust"

WASHINGTON, Feb. 25.—Climaxing an investigation which was first disclosed in these columns over a year ago (*The Billboard*, January 1, 1949), the Justice Department this week (21) filed a civil anti-trust suit against Lee Shubert, Jacob J. Shubert, Marcu Heiman and three corporations they control, charging them with monopolizing the legitimate theater business in Washington, New York and eight other major U. S. cities. Listed as defendant corporations were the United Booking Office (UBO), Select Theaters Corporation and the L.A.B. Amusement Corporation, all of New York, where the action was filed. The suit charges that the defendants "eliminated competition" in presentation of shows in Washington, New York, Baltimore, Boston, Chicago, Cincinnati, Denver, Los Angeles, Philadelphia and Pittsburgh.

According to the government complaint, the Shuberts and Heiman control the booking of legit attractions in tryout and roadshow cities thruout the nation, with the Shuberts controlling the booking of approximately 50 per cent of the theaters in New York. The complaint avers that the Shubert organization finances shows for other producers and is linked financially with the Theater Guild, Inc. The government contends that the stock of UBO is owned half by Heiman and half by the Shuberts, and that the defendants compelled producers to book their attractions exclusively thru them, prevented others from booking attractions, prevented competition in presentation of attractions, refused to let players booked by independents into their theaters, and coerced and intimidated independent theater operators to sell to them either their theaters or a share in their theaters by (See U. S. Accuses Shuberts, page 28)

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ABC PIC UNIT FOR VIDEO?

Correction

NEW YORK, Feb. 25.—The Shipstad & Johnson Ice Follies, which has played Madison Square Garden here in the last two weeks of November for many years, has been dropped from the Garden schedule for next year. Reason for the move was to avoid conflict with the continuity of sports booking which, it is anticipated, will be sold for TV airing, via stations or theater.

The story in the February 18 issue of *The Billboard* referred to the ice show to be dropped as probably being the Sonja Henie show. This, Garden officials maintain, will continue as in the past.

CBS-TV Plans Sponsor Gifts On Cost Cuts

NEW YORK, Feb. 25.—The Columbia Broadcasting System (CBS)-TV expects to pass on about March 1 to sponsors using its video facilities a cut of about 20 per cent in the cost of production labor, props and wardrobe. The savings were accomplished by means of increased efficiency in production operation.

At the time that production costs were first set by CBS-TV, the web purposely set them high in order to protect itself against unexpected overtime charges. Since then the web has made great strides in eliminating overtime because of its well-planned scheduling.

The reduction will not mean a great deal in terms of money because the savings are on minor items in a production budget. However, indications are that this is only the beginning of a general reduction in production costs to sponsors.

Schlitz Due On TV in Fall

NEW YORK, Feb. 25.—The Schlitz Beer Company is expected to take the plunge into television this fall. Young & Rubicam is pitching several shows at its client, among them an hour-long version of Pulitzer Prize plays. Material is on hand for 26 programs.

The factor accentuating the Schlitz debut into video is the number of its competitors—Pabst, Ballantine, Budweiser, etc.—already in the medium. The sponsor just recently entered radio with its *Halls of Ivy* show, starring Ronald Colman, on the National Broadcasting Company (NBC) network.

Unaffils Snag Kobak For NAB Indie Talk

NEW YORK, Feb. 25.—The unaffiliated stations' committee of the National Association of Broadcasters (NAB) has snagged Edgar Kobak, business consultant, as speaker for its Independent Day Luncheon at the NAB convention in Chicago in April. Kobak, ex-pr ty of the Mutual Broadcasting System (MBS) and currently consultant to McGraw-Hill, General Mills and A. C. Nielsen, will cover a multitude of subjects in his address, including his views on the NAB, the Broadcast Advertising Bureau, Transit Radio, the captive audience, network affiliates and programing in general.

Trammell TV Pitch to NBC H'wood Stars

Approach All With Potential

HOLLYWOOD, Feb. 25.—National Broadcasting Company (NBC) Board Chairman Niles Trammell arrived on the Coast this week for what is to be an all-encompassing television missionary junket. While here, Trammell will talk tele to the web's top stars in an effort to speed the video entry of NBC attractions. All web stars who have video potential will be approached; some to entice with mere tele tests, others to plan definite starting dates next fall. In effect Trammell's visit is the prelude to Hollywood's network tele plunge.

Key figures in Trammell's plans will be Sid Strotz, NBC Western division veepee; Norman Blackburn, Coast head of network tele operations, and Manie Sacks, former Columbia Records veepee and newly appointed RCA Victor talent exec. Sacks, currently on the Coast, will be charged with snagging new talent to the NBC tele skein, and personally working on present stars with a view to video entry.

The following are the most likely NBC attractions to bow on tele next season (or earlier): Ralph Edwards, *Fibber McGee and Molly*, Hal (Gildersleeve) Peary, Eddie Cantor, Phil Harris and Alice Faye, and Dennis Day. Auditions have been cut for the Day ailer, and Edwards will tele-test his show Monday (27). *The Fibber McGee and Gildersleeve* shows are being readied for testing next month. Martin and Lewis, recently replaced by NBC, will also be built for video.

Bob Hope, oft mentioned for tele, is still shy of the new medium, altho the comic will star in *Frigidaire's* super Easter Day videocast. Those close to Hope insist that the gagster will wait until 1951, but web execs look to Trammell to sell Hope on an earlier debut.

"Showbiz" Quit By Crosley

NEW YORK, Feb. 25.—Crosley this week canceled *This Is Showbusiness* after its March 26 telecast. The video panel program is on the Columbia Broadcasting System (CBS) TV network Sunday evenings 7:30-8. The account will probably remain in TV with another show.

The sponsor has had several disagreements with CBS, the owner of the package, as to the format of the program. Benton & Bowles is the agency.

Meanwhile, CBS claims that it has already given an option on the show to a potential sponsor. The web intention, at the moment, is to keep the program on even without a bankroller. Irving Mansfield produces for CBS.

MBS "Game of Day" Lures Baseball BR's

NEW YORK, Feb. 25.—The Mutual Broadcasting System (MBS) baseball deal, *Game of the Day*, was reported arousing considerable sponsor interest this week. The deal calls for a top American League baseball game to be broadcast each day during the baseball season. MBS is said to be offering the list of 350 stations to TV sponsors who would be interested in using radio for non-TV areas.

Pic Lenses Called In for 'Goldbergs'

NEW YORK, Feb. 25.—Film cameras, which have always been taboo in television studios, this week made the grade when Young & Rubicam finally prevailed upon three separate locals of the International Alliance of Theatrical Stage Employees (IATSE) to resolve their differences. Arrangement was made in connection with the filming of a series of 13 20-second spots of *The Goldbergs* TV series for promotion purposes.

The clash was between Local 1 of the video stagehands, Local 52 of the movie stagehands and Local 644 of the cameramen as to which branch of the IATSE should have jurisdiction. Each union was allowed to handle some of the work, which inflated the labor bill but got the job done.

Three Tele Nets All-Out To Grab Frigidaire Show

HOLLYWOOD, Feb. 25.—All three tele skeins are pitching furiously to snag the super Easter Day tele show to be bankrolled by *Frigidaire*, but no decision has been reached at press time. Hugh Davis, Foote, Cone & Belding (FC&B) exec veepee, met with National Broadcasting Company (NBC) topper Niles Trammell in Hollywood late this week to discuss the web's availabilities, while talks were also under way with Columbia Broadcasting System (CBS) boss William Paley and American Broadcasting Company (ABC) chieftain Mark Woods.

Bankroller will buy time on the skein delivering the largest number of live coaxial outlets, but none of the webs are as yet able to make definite commitments. Problems arising from local time preemptions may force *Frigidaire* to air live over a portion of the Eastern net only and resort to delayed kinescopes for remainder of the coaxial skein and non-interconnected outlets.

Show, set for April 9 with Bob Hope as top star, will emanate from New York. Budget for time and talent will total \$100,000, with the stanza to run one and a half hours. Supporting talent is unsettled, with William Morris buying all acts for FC&B. Writing will be co-ordinated by a battery of Hope sripters.

Whitehall To Divert 'Star Theater' \$ to TV

NEW YORK, Feb. 25.—Whitehall Pharmacal Company, which recently canceled *Hollywood Star Theater* on the National Broadcasting Company (NBC) AM network, expects to divert this portion of its radio funds to television. The likelihood is that the account, however, will not buy either time or a program until the fall. The account has been on TV before, with *Armchair Detective* and *Mary Kaye and Johnny*, among other shows.

At the same time Whitehall is doing a burn at NBC, claiming the web failed to give it adequate program support for *Theater*. The program, which aired Saturday nights, was unable to build a satisfactory rating, it is claimed, because NBC kept changing the program preceding. For a while *Dragnet* preceded *Theater*, then *Richard Diamond*. When each show was yanked there was a resultant shake-up in listening habits.

Hwd. Project Would Bypass Use of Kine

Magnet for Big Names

NEW YORK, Feb. 25.—Top officials of the American Broadcasting Company (ABC) this week were blueprinting a plan to set up a complete film production unit for television on the web's 23-acre Hollywood tract. Among the many ramifications of the plan are the obvious intents to by-pass the use of kine by a low-cost film operation, the acquisition of a "plus" sales factor similar to ABC's inexpensive production story in New York, and the ability to lure big-name Hollywood talent into the ABC video tent thru a set-up assuring an easy shooting schedule and optimum reproduction of glamorous countenances.

The tentative plan, as currently being discussed, would involve aligning with ABC one of the many indie film production outfits which have been languishing since the movie slump set in. The idea would be to bring in such an organization, hand-picked for experience, ability and ownership of complete facilities, and set it up on the ABC lot. The film firm would become a virtual subsidiary of ABC, working under the direction, supervision and control of the network.

No Need for Kine?

It is the opinion of the ABC video brass that for little more in production costs, shows can be filmed in entirety rather than produced live, with kine prints made. It is also their opinion that more and more sponsors seeking full national TV coverage will have to utilize film, even after a coast-to-coast cable is set, because of time differentials and other problems. Only this week International Silver indicated its intention of using film on alternating weeks this fall for its *Silver Theater* show (see separate story, this department). It is believed also that with TV budgets continuing to ride the elevator, sponsors will be more exacting about quality of the end product and production economy.

While building up a store of programs and bankrollers, the web also is of the belief that it can corral a flock of business on film commercials, now falling to indie producers. It is likely that a plan of close collaboration with ad agencies on such production would be worked out and preferred around the trade.

Also inherent in the plan is that it would serve as a magnet to lure top showbiz names to ABC. The attractions would include shooting skeds at the convenience of the personalities, convenient location and the ability to edit out bad shots.

Such a plan is regarded as almost a necessity by ABC as a means of giving it a potent lever in the battle with the more entrenched networks. Also, its current pitch based on the low cost of production in its big New York studio is all but ended, since the network can only produce one major show daily from it and is said to have hot commercial prospects on the hook for the empty time remaining. Another part of the plan possibly would call for the signing of some half dozen solid film experts to brief the nearly 100 ABC salesmen around the country, making them all able to work out film deals with clients and agencies in any city for shooting in Hollywood.

K. & E.'s "Bel Air" Kine Circuit

Agcy. "Tours" Ford Shows To "Sell" Video

Reassures Coast Talent

HOLLYWOOD, Feb. 25. — Tele-minded Hollywood stars can now enjoy private home showings of kine-scoped versions of *Ford Theater*, with the Kenyon & Eckhardt (K. & E.) Agency acting as "booking office." Designed to interest and also entice top Hollywood film stars into the Ford video family, kines are routed on what is called the Bel-Air Circuit. Bob Wolf, K. & E. Hollywood topper, and Bill Chalmers, agency's radio tele chieftain, are making available kine prints to stars, personal managers and agents. In so doing, agency hopes to overcome much of the fear and tele shyness which so far keeps film and radio actors from plunging into the medium via guest shows on *Ford Theater*.

Video show is not aired locally because of a legal question on the story property rights. Agency is taking no chances in risking a suit over the stories, which were also screen plays, and therefore tele coverage is limited to live showings over the Eastern coaxial web. Kines are made, however, for agency use and forwarded to Hollywood for Bel-Air screenings. Prints are shown to performers who have already appeared as well as those being pitched for guest stints. Such former Ford gueststars as Lee Bowman, Fay Bainter and Joseph Schildkraut were given private home screenings. Rosalyn Russell and Loretta Young, both of whom are being sought for future appearances, have had shows previewed for them. William Morris, Music Corporation of America (MCA), and Sam Jaffe agencies have all used the service.

According to Wolf, finished prints do much to overcome the reports that actors have been harmed thru bad lighting, poor production or bad kine prints. Best sales pitch, Wolf holds, is to show the finished print which graphically proves that an appearance on the show can be beneficial thru good production and flattering camera work.

Distrib Goad Publix Shirts To Go to TV

NEW YORK, Feb. 25.—A poll taken among its distributors asking what advertising help was needed is responsible for the decision of the Publix Shirt Company this week to move into television on a local basis next fall. Distributors in areas where video has had an impact were the ones that asked the shirt company to add TV to its advertising budget. Others, in areas untouched by the medium, did not make the same request.

The company will not slice its other advertising expenditures. McCann-Erickson is the agency.

Bromo-Seltzer Hunts Sub for "Sanctum"?

NEW YORK, Feb. 25.—Reports are that Emerson Drug, makers of Bromo-Seltzer, are shopping for a replacement for *Inner Sanctum*. The program is now on the Columbia Broadcasting System (CBS) Monday nights 8-8:30.

Inner Sanctum has been on the air since 1941. Batten, Barton, Durstine & Osborn is the agency; Himan Brown, the producer.

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

Westinghouse To Drop Malone; Spot Sold to Toni

Westinghouse last week decided to cancel the five-minute **Ted Malone** strip on American Broadcasting Company (ABC) after a lengthy association. The last show, in the 12:25 to 12:30 p.m. period, will be March 16. However, the web already has sold the time slot to Toni, which will take over on March 30 with a show still to be selected.

CBS Signs Lahr to Three-Year Exclusive TV Pact

Columbia Broadcasting System (CBS) last week signed a three-year contract with **Bert Lahr** for his exclusive TV services. The web is getting ready to close-circuit a situation-comedy for the comic. **Matt Brooks** will script.

General Mills To Sponsor Golden Gloves on ABC

General Mills last week signed with American Broadcasting Company (ABC) to bankroll the telecast of the Golden Gloves amateur boxing tourney finals from Chicago. A 31-station hook-up will carry the bouts from 9:30 to closing on March 29. Business was placed thru the Knox-Reeves Agency.

Hotpoint Buys Hour AM Easter Time on CBS

The Hotpoint Refrigerator Company last week purchased an hour of radio time on the Columbia Broadcasting System (CBS) for an Easter Sunday drama. The show will go on April 9 between 5 and 6 p.m. This is the third holiday show Hotpoint has bought within a period of six months, the other two being an hour video program Thanksgiving and an hour radio drama Christmas. Maxon, Inc., is the agency. CBS also has Frigidaire for a special Easter TV show, starring **Bob Hope**.

Herman Lester To Join Rosenberg Sales Staff

Herman Lester, veteran Hollywood radio-tele agent, will join the George Rosenberg Agency March 1 as general talent purveyor. Lester was formerly with the Ken Dolan Agency, where he handled **Dennis Day**, **Bob Burns** and other radio toppers.

Outside Markets To Get Willson Show Via Ziv

The new **Meredith Willson** musical stanza, to be bankrolled by Falstaff Beer, beginning April 3, will be peddled to outside markets by Fred Ziv Transcriptions. Show, consisting of three quarter-hour segs weekly, is to be heard in 20 States. Deal with Ziv would give the transcription firm sales rights in all other markets. Final negotiations are under way, with William Morris Agency repping Willson.

Doris Sharp Sets Up Registry for Moppet Theatres

Doris Sharp, Radio Registry, has set up a new centralized service for child actors. Tagged "The Children's Talent Registry," the service will list pertinent information on kid performers in New York, age 7 to 15.

Color Show Proves Little; FCC May Split Hue, Freeze

WASHINGTON, Feb. 25.—Faced with at least a full month more of bitter industry wrangling at color television hearings, which will be resumed here Monday (27), the Federal Communications Commission (FCC) is studying anew the advisability of separating the color TV issue from the equally challenging questions of TV allocations and the TV freeze, which will occupy the Commission in hearings for at least six weeks subsequent to the wind-up of the color TV proceedings. The Commission, it was learned authoritatively, is facing this as the only possible alternative to remaining bogged down on all of the issues for practically the remainder of 1950. Some FCC-ers are advocating a divorcement of the issues to enable setting some "rough preliminary basic standards" for color TV this year and, thereby, reduce some of the confusion attending that issue.

FCC-ers confided that the color TV situation has not been altered much by this week's showing. The Columbia Broadcasting System's (CBS) color looked as good as ever, but the Radio Corporation of America has gained considerable ground since the last comparative showing, while the Color Television, Inc., (CTI) system, appearing for the first time at a comparative showing, ran third on the basis of color registry and

definition for the present. Both RCA and CTI are compatible with present black-white receivers, operating on standards of 525 lines, while CBS requires built-in converters for black-white reception from color sets, inasmuch as CBS's system is on 405 lines. CBS Prexy Frank Stanton insisted here this week, however, that this is a negligible factor.

RCA is expected to raise the next major flurry of demonstrations when it introduces a long-anticipated three-way direct-view color tube. This is expected to occur within a month. Stanton argues that such a tube can be applied to CBS's system as well as RCA's or, for that matter, CTI's. RCA-ers, however, are quietly confiding that the next major showing will produce some remarkable improvement in RCA's color fidelity. At this week's demonstration, CBS came off well with most of its smaller sets, while RCA compared well with its 16-inch viewing unit, but lost considerable color definition in most of its other sets. CTI's sets lacked intensity, but while its colors were of a hazy blue-violet cast, some engineers believed that it showed potentialities. CTI uses a line sequential system, while RCA uses a dot-sequential system which is believed responsible for producing "halos" around figures on the screen. CTI's

Color Chaos

WASHINGTON, Feb. 25. — The long-awaited comparative color TV demonstration Thursday (23) in the Federal Communications Commission's (FCC) pint-sized laboratory near Laurel, Md., turned out to be a demonstration of comparative chaos. After stumbling over chairs, legs and cables for three hours in a pen-like chamber of the FCC lab, top brass from the FCC and TV industry, who jostled with delegations from the press and Capitol Hill for a glimpse at the rival color sets, came away tired and confused, not so much by what they saw, but what they had to go thru to see it. "This wasn't a contest between the rival color systems," quipped one bigwig, "it was an endurance contest among the spectators."

The confusion hit its stride early in the demonstration when a Color Television, Inc., tube exploded, filling the narrow chamber with noise and pungent fumes. Just about when spectators were managing to regain some composure, along came a demonstration of singing women on the TV sets, with each of the rival systems presenting its own program simultaneously. With three different songs, accompanied by orchestras, screeching out of the speakers of two rows of color sets, the chamber's atmosphere during the next few minutes was a king-sized snake pit.

WABD Plans Six "Shoppers" To Replace Kathi

NEW YORK, Feb. 25.—On the heels of the signing by WNBT, New York, of Kathi Norris, WABD's most profitable daytime property, WABD sought this week to counteract her loss by planning no fewer than six "television shoppers" as a replacement in the 60-minute strip program. The blow, Billings-wise, was a real toughie for the DuMont station, however, since current bankrollers on Miss Norris's show may switch over, along with her, to the National Broadcasting Company (NBC) station.

WNBT signed Miss Norris to a five-year contract this week and plans to use a major promotion-publicity push to inform viewers of the switch. She will retain the same 11 a.m.-to-noon slot she now occupies on WABD. WNBT also plans to program a total of about three hours each morning, with the Norris show the mainspring and other shows, not yet selected, preceding and following her. The onset of this bloc early in May will mark almost exactly one year since the station dropped its earlier effort at early programs.

The WNBT contract gives the station exclusive TV rights to Miss Norris and first refusal on any radio endeavors. It is considered likely that the parent web will develop a late afternoon program for her as well. The switch will mean that Saks 34th Street, her other sponsor, will have to pay a slightly increased rate. The WNBT contract calls for a base salary plus a percentage based on commercial billings. DuMont's new plan calls for the brace of replacements each to specialize in some specific form of homemaking or demonstration and shopping services.

spokesmen claimed that mechanical disturbances have hampered their showings but that the sets will show vast improvements after several more days of workouts here. It is likely that CTI will ask for another comparative demonstration later.

NBC'S NEW SUMMER DISCOUNTS

Webs Watching NAB in Hunt For Gen. Mgr.

NEW YORK, Feb. 25.—The special committee designated to search the field for a general manager for the National Association of Broadcasters (NAB), to serve both in that post and as aid to NAB President Justin Miller, will meet here early in March to go over candidates. The appointment is contingent on approval both by Miller and the NAB board. Members of the committee are all directors of the association.

The designation of the NAB general manager is acquiring special interest because of the attitude of some of the networks, now associate NAB members. Altho reports that the webs might resign is deprecated by high NAB sources, the webs insist that the possibility that one or more of the chains might resign is not as remote as has been claimed. Accordingly, the managerial post, created under the NAB's recent streamlining, becomes important since the networks are looking to the yet-to-be-named exec to adjust their grievances.

The attitude of the networks was summed up by the exec veepee of one network this week when he admitted that any decision was being held in abeyance pending a study of the NAB under its new table of organization. It was also admitted that possible network resignations would meet with terrific opposition from affiliate stations which are NAB members.

Candy Makers Pouring Sugar Into Video

NEW YORK, Feb. 25.—Television stands to gain some heavy sugar now with several candy manufacturers discovering TV as a major sales medium. M and M Candy Company this week was negotiating with the American Broadcasting Company to bankroll a portion of that web's tele-show, *Super Circus*; Peter Paul Candy was dickering for a video program on the National Broadcasting Company; Good and Plenty bought into the CBS *Lucky Pup* show, and Goldenberg peanut chews shelled out for a raft of TV spots. Mars bars, of course, pioneered the movement with its sponsorship of *Howdy Doody*.

Radio is taking rather a sour view of the sweets-swing to video, since M and M (after nearly doubling its sales and vastly widening its distribution by sponsorship of the Joe DiMaggio radio show on CBS) fired its agency, Lynn Baker, this week, when it decided to go on TV. In line with this trend, Peter Paul's decision to assign its account to Maxon was based mainly on that agency's ability to sell the sponsor on TV as an advertising medium.

AM Sales Cast Wary Eye at Coal Strike

NEW YORK, Feb. 25.—Radio sales heads are keeping a wary eye on the current coal strike, which has already caused a brown-out along Broadway and looms as an eminent shut-down threat to night clubs and theaters.

To date the coal situation hasn't had any direct repercussions in the broadcasting field, but radio salesmen in New York report that some panicky advertisers are stalling on renewals and long-term deals, and,

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

Robbins To Bow on TV With "After Hours Club"

Fred Robbins, erstwhile disk jockey, will make his TV debut Friday (3) over CBS-TV with a variety series tagged the "After Hours Club," under the co-sponsorship of Philco television and Winston-Television Stores of Brooklyn. The show will air at 11 p.m. The platter spinner will switch to live entertainment on TV and play host to a line-up of guest artists. Ford Bond and Albert Black are producing, with Ken Hart supervising studio production.

Mutual Swats \$400,000 Fly

Mutual Broadcasting System (MBS) last week knocked off a \$400,000 sale, with Gulfstream buying the Lanny Ross show across the board. The program airs at 12:15, with commercial sponsorship to start May 1. Deal is for 20 weeks, to get the insecticide into the summer market. Young & Rubicam is the agency.

Stang's Berle Shot Wins Four "Star Theater" Bids

Arnold Stang has been offered a contract to make four appearances on the "Texaco Star Theater" within the next several months. The offer came about as the result of a successful guest shot he did with Milton Berle some time ago. Stang is also mulling a starring role in TV situation comedy being packaged by John Nasht Associates.

CBS Due To Add "Beat the Clock" to Video

The Columbia Broadcasting System (CBS-TV) is expected soon to add "Beat the Clock" to its video programing line-up. The web has auditioned the Mark Goodson-Bill Todman package, which stars Clayton (Bud) Collyer, and is high on the TV version of the former radio giveaway program.

Gale Inks Adams as AM-TV Production Pilot

Robert K. Adams, last week signed to head the radio and television production department of Gale, Inc. Adams, former national production manager of the National Broadcasting Company (NBC), will be responsible for the building and selling of packages for the outfit. He also will handle for sale to audio and video outlets artists who are managed by Moe Gale.

NBC Auditions Berner for "Private Eye"

Sara Berner, multi-dialect comedienne featured on the Jack Benny show, will be auditioned in a starring show of her own by the National Broadcasting Company (NBC). Web will wax "Sara's Private Eye" this week, with the comedy-mystery format satirizing radio whodunits. Scripts are penned by Morton Fine and David Friedkin, with Robert Armbruster conducting the music. Show is based on an original idea by Joe Parker and packaged by Ben Pearson, of Stempel-Olenick Agency.

Columbia Near Deal To Buy Lord Packages for 800G?

NEW YORK, Feb. 25. — A deal whereby the Columbia Broadcasting System (CBS) would buy the Phillips H. Lord package producing office was reported virtually set this week. The price is reported as \$800,000.

Lord's shows include some of the most valuable packages on AM or TV. Among them are *We the People*, *Gangbusters* and *Counter Spy* on AM, and *Black Robe* on TV. *People* is an AM-TV simulcast, sponsored by Gulf Oil. Only *Robe* is a sustainer. In addition Lord owns the title to *Mr. District Attorney*, sponsored by Bristol-Myers and produced by Ed Byron. *Gangbusters* now airs on CBS, *People* and *D.A.* on the National Broadcasting Company (NBC). *Counterspy* is sponsored by Pepsi-Cola on the American Broadcasting Company (ABC).

Lord has made a fortune out of radio, starting with his early-day Seth Parker series, in which he played the lead. He has not been active in the production of any of the shows for some time, altho he's still paid royalties. On *D.A.*, for example, for the title alone Lord is said to get \$350 weekly.

A consummation of the deal would place CBS in the strange position of owning commercial packages aired on other networks. However, most com-

mercial contracts give the sponsor the right of cancellation and presumably the shows would continue where they are. This, however, would not apply, it is believed, to a sustainer, such as *Black Robe*. Oddly enough, *People* was for years a CBS feature, moving to NBC about six months ago. It is also reported that Lord has insisted that CBS agree not to try to disrupt the commercial runs of any sponsored Lord show.

The Lord-CBS deal has been in the works over a year and was first reported by *The Billboard* in November, 1948.

Baseball & Shoppers On Same Telecast

NEW YORK, Feb. 25.—Perhaps the first split network deal for TV was in the works here this week at the DuMont television network. In a plan reminiscent of radio webs' early days, DuMont plans to carry baseball locally and funnel another show out to web stations.

The late afternoon strip, *Shoppers' Matinee*, is to be retained for web stations, DuMont execs said. However, the local outlet, WABD, will again carry home baseball games of the New York Yankees. Thus, DuMont will have both a studio and a remote crew functioning simultaneously on days when games are played.

Web To Fight Lull With 35% ExtraDiscount

Affiliates Okaying Plan

NEW YORK, Feb. 25.—The National Broadcasting Company (NBC) this week seemed virtually assured that a new plan, by which tele advertisers staying on during the summer would be given larger discounts, will be accepted by its TV affiliates. The NBC plan, designed to avoid a repetition of last year's summer-time collapse, when just about every major TV show went off with a marked drop in viewing resulting, cannot go thru unless its stations okay it, since the stations, as well as NBC, will be taking an appreciable cut in revenue.

NBC wired its stations this week asking their approval of the increased discount plan. NBC's proposal is to give telesponsors who stay on during July and August an additional 35 per cent discount in addition to normal frequency discounts. Such discounts are contingent on use by the advertisers of the same number of stations during the summer as during the past and following 13 weeks, and that thru use of the summer time, the accounts are on 52 consecutive weeks.

Levels Maintained

NBC pointed out to its stations that in this way, summer levels, both as to sponsors and viewing could be maintained. Last year, said NBC, only six accounts stayed on in summer; this year, the web claimed, a "substantial" number could be expected to stay with tele if granted greater discounts. NBC also said that the stations' compensation—now around 30 per cent of rate card figures, would be reduced by the same 35 per cent to be given advertisers.

Altho around 20 NBC affiliates had okayed the plan as of Friday (24), some opposition was developing among station managers. Their concern was that national spot and local advertisers would demand similar reductions if national advertisers were given a cut; that TV rates should be increased rather than decreased, and that the plan could represent a double loss—the additional 35 per cent they would yield, plus the possibility of local business they'd sell during summer hiatus time. Such business pays 100 per cent of rate card.

Affils' Stand

Other web affiliate managers declared they felt that if they approved the cut, NBC should split its present AM hiatus income with the AM adjuncts of the NBC-TV affiliates. NBC collects 28 per cent of rate on AM hiatuses, but this is not shared with affiliates, many of whom have been protesting this for some time. The consensus was, however, that with 20 stations giving an okay, the discount plan would almost certainly go thru.

Fairbanks TV Test Of "Consequences"

HOLLYWOOD, Feb. 25. — Special tele version of *Truth or Consequences* will be filmed here Monday (27) by Jerry Fairbanks Productions to test the video potential of the veteran radio participation show. Footing the bill will be Procter & Gamble (P&G), which has indicated interest in launching a simulcast of the airshow next fall or sooner.

Auto Workers in FCC Beef; Claim WJR-WWJ Freezeout

DETROIT, Feb. 25.—Aftermath of the inability of United Automobile Workers (UAW) to obtain desired program time for airing the issues in the Chrysler strike was the filing of charges with the Federal Communications Commission (FCC) this week against both WWJ, operated by *The Detroit News*, and WJR, operated by G. A. Richards. The case has exceptional interest because of the issues now pending before the FCC affecting Richards' operation of his three stations with charges of anti-labor bias a significant part of the case.

WJR appeared to be in the position of the traditional bystander in this instance. It was pointed out by a spokesman for the station that a request for time across the board was sought by Luckoff, Waybark & Frankel, agency for the UAW, as one of several dozen calls received daily by the traffic department. They were told that the 8:30 p.m. segment on Friday night was available, but did not take it, and no further attention was paid to the query than to the numerous others received daily. The next development, as far as WJR was concerned, was the filing of the complaint with the FCC, the station feeling that it had been given a fair chance before being accused publicly.

Bannister's Stand

The charge against WWJ was based on the specific refusal of Harry Bannister, WWJ manager, to allow sale of time during the strike to the principals, coupled with his offer of preferred free time if the union and the company would apply jointly for time to be used as they might agree between them on debate procedure. Bannister's position essentially was that the station would consider itself involved if either party to the con-

troversy were able to make more effective use of the station than the other, i. e., by buying more time.

The union's opposition to this position is on the ground that it is unfair to deny it the use of air time because the motor company would not apply for time. This in effect, it says, enables the company to deny the union any chance of getting on the air.

Deal on WJBK

In the meantime the UAW bought time on WJBK, 250-watter, taking 15 minutes at 10:45 for two nights a week, Tuesday and Thursday last week, and Tuesday and Friday this week. The deal was handled as a regular commercial purchase of time for presentation of issues in the Chrysler strike by the union.

The UAW's basic charge against WWJ and WJR jointly is that they have violated the "public interest" obligation by refusing to make time available for discussion of the strike issues, which the union contends is probably the greatest single issue affecting Detroit today.

NBC Lining Up Five Extravaganza B.R.'s

NEW YORK, Feb. 25.—Altho the National Broadcasting Company (NBC) in preeming its two-and-one-half-hour video extravaganza tonight (25), must bear the entire cost of the \$60,000 talent and production nut, the web has good indications that for its second outing there will be at least five bankrollers, some of which already are signed. Expected all to be on the dotted line by then are United Fruit, RCA Victor (for 45 r.p.m. records), Crosley, Ford and Swift.

Piggy Back Ride

DETROIT, Feb. 25.—A Peruvian guinea pig, christened Rag Mop, proved such an immediate favorite on the afternoon *Pat 'n Johnny* show on WXYZ-TV that the station had to furnish the name of the donor, a local pet shop, on the air in self-defense against a flood of phone calls—even tho the shop was not a sponsor. The result was that listeners bought 619 pigs from him within a week and he has a back order for 700 more as soon as they arrive from Peru.

Storecasters Acquire WMCA's FM Adjunct

NEW YORK, Feb. 25.—WYOU, Inc., a group representing New York and Philadelphia interests, this week bought the FM adjunct of WMCA. The new call letters, if the sale is approved, will be WIFE. Price was \$7,500.

Chairman of the new company is John B. Kelly, Philadelphia businessman, champion sculler and brother of Walter C. Kelly (the Virginia Judge). President is Stanley Joseloff, of Storecast Radio. Joe Lang and Paul Harren, owners of WBIG, Philadelphia, are veepee and secretary respectively. Ben Gordon is treasurer. Other stockholders are Mrs. Joseloff, Mrs. Gordon, Gloria Hirtz, Pat McCall and disk jockey Douglas Arthur. Each stockholder has 10 per cent.

Under the new management the station will emphasize Storecast operations in the daytime and straight programming in the nighttime. First metropolitan New York Storecast installation is in 115 American grocery stores in North Jersey.

Richards Stalls Anew On News-Slant Case

(Continued from page 3)

the scheduled March 13 hearing on news-slanting charges against Richards and the license renewals and proposed transfer of Richards's three stations to a three-man board of trustees. The Richards counsel also requested a "pre-hearing" conference in Washington "at least two weeks" in advance of the scheduled hearing, a request which could not

Ban on Coast Grunt TV-ing Racks Up \$\$

Dooms Tele Return

(Continued from page 3)

and made return to video more doubtful. Five local outlets airing wrestling bouts before the ban found little to comfort them.

Figures were released by the offices of the State Athletic Commission. Reports represent unbiased, official breakdowns on local gate takes. Typical of improved biz conditions was Olympic Auditorium, largest local arena, which netted \$3,135 for February 15, twice the previous week's gate, when tele was still in the picture. At Hollywood Legion Stadium biz for the first card after the tele ban totaled \$724 net as compared with \$598 during tele-casting. Since the first of the year receipts have been as low as \$300 for a night and above \$500 only twice. With no tele to contend with, a 33 per cent hike was immediately noted.

At South Gate Arena first week's match after tele brought net of \$529 as compared with the previous tele-covered take of \$322. Figures from other sources were typically illustrative of hikes in revenue without tele.

Video ops had hoped that there would be little or no change in biz without tele, which would clinch their arguments that television had created new fans and potential cash customers. So far KTSL and KTTV have salvaged their programming by airing kinescoped matches from New York.

be complied with by the FCC after Monday (27) without necessitating another postponement of the hearing.

Richards's lawyers argued that outside of sending Richards, personally, copies of an informal complaint and documents filed by the Radio News Club of Hollywood, the commission has neither called attention to any acts that might warrant a license loss nor afforded an opportunity to show compliance with lawful requirements.

Survey Finds TV Ownership Boosts Attendance at Sports

NEW YORK, Feb. 25.—Ownership of a TV set ultimately makes for more frequent attendance at sports events, according to the survey made recently by Jerry N. Jordan, graduate student at the University of Pennsylvania and son of a veepee at N. W. Ayer Agency, which collaborated on the study. According to Jordan's statistics, 47 per cent of set owners having their receivers one year or more saw at least one football game last fall. This compares with 45 per cent of non-owners and 35 per cent of those owning sets less than one year.

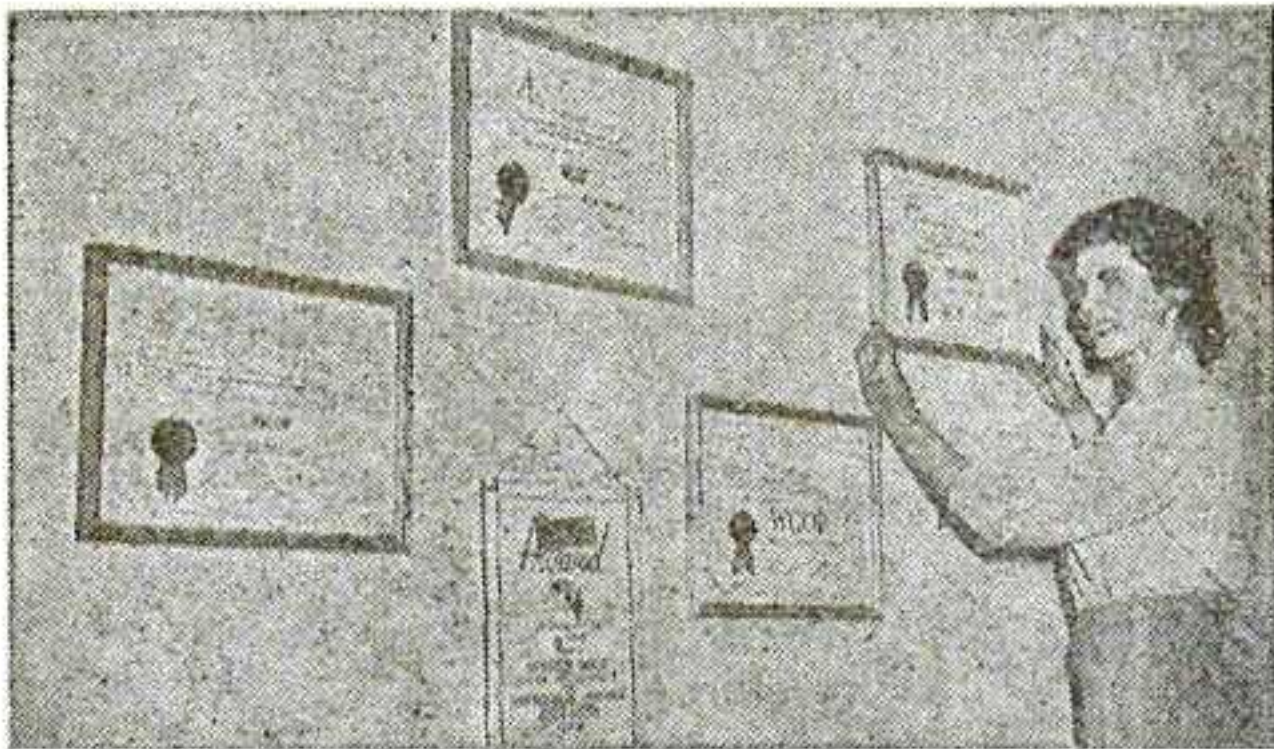
The survey also compared the growth or decline of grid attendance in TV and in non-TV areas. This showed that while somewhat fewer colleges showed higher attendance in TV areas and a few more showed decreases, nevertheless a sizable number of schools in TV areas boosted their admissions. In non-TV areas last year, surveying 56 colleges, 55 per cent showed a gate rise, while 45 per cent suffered a loss. In TV areas with 5 per cent or more tele saturation, a study of 46 colleges showed that 43 per cent increased their gate and 57 per cent suffered a decline.

However, a factor to be considered is that the attendance figures are

being compared with a peak year for most schools, and nevertheless, TV and all, 43 per cent of colleges within range of telecasters still upped their gate. Another factor is that video's greatest growth has taken place in the past year, and other survey figures bear out the theory that new set owners attend fewer games than those who have their set a while. The survey indicates that 24 per cent of those owning sets one to four months saw at least one grid game, 41 per cent owning a set four to 11 months saw one till, 45 per cent of those owning a set one to two years saw at least one game and 54 per cent of those owning their receiver two years or more witnessed a game.

Similar figures pertain to baseball, for the survey indicates that 44 per cent of those owning sets less than one year saw a big league game in Philadelphia last year, a duplicate 44 per cent of non-TV owners saw a game, but 59 per cent of those owning TV one year or more saw a game. Another aspect of the baseball survey showed that with 18.6 per cent of Philadelphia homes having video at the time, 25.7 per cent at the last Athletics' Sunday game of 1949 were TV owners, while 28.6 per cent at the last Phillies' Sunday game were set owners.

ADD ANOTHER AWARD TO THE WCOP WALL OF HONORS



For the second consecutive year WCOP wins BILLBOARD'S FIRST PRIZE AUDIENCE-SALES PROMOTION Regional Channel — Net Affiliate

WCOP is as thankful as it is honored. We are grateful to the advertising executives who have seen fit not only to give us the coveted Billboard Award twice in succession, but the Annual ABC affiliate promotion awards four years running... A HEARTY, SINCERE THANK YOU!

WCOP WCOP-FM
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A COWLES STATION... Represented by the KATZ AGENCY

WHDH is proud to have
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Owned and operated by the Herald-Traveler

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This One



QJXL-XAL-1GWX

Copyrighted material

Hope's 1950 Take \$1,640,000

Comic Setting Record High Showbiz Gross

Radio, TV, Oil, Baseball

(Continued from page 3)
considered as near to actual earnings as can be computed.

Breakdown

The breakdown follows:
From his radio show for Lever Bros., \$600,000. This is Hope's personal take after package costs are deducted. From his Paramount Pictures' contract, a minimum of \$500,000. Since Hope owns 50 per cent of *The Great Lover* and will produce another film this year on the same basis, these earnings could well total closer to \$750,000.

Hope's vaude stint at the Paramount Theater in New York for two weeks, beginning March 1, will pay a minimum \$100,000 plus a percentage. His tele guest show for Frigidaire Easter week will net him \$40,000, a figure estimated to be the highest ever paid anyone for one appearance.

HOLLYWOOD, Feb. 23.—The story about Bob Hope's fabulous 1950 income (on which federal tax alone is 77 per cent) is reviving a gag Hope pulled at the White House Radio Correspondents' Association dinner for President Truman recently. Hope said he didn't mind paying the withholding tax, but he objected to two things: "I don't like the place they (the government) are holding me, and besides, they're spending it faster than I can make it."

Rounding out the list will be an estimated \$350,000 which Hope should clear from his 45-day whirlwind tour of the nation's ball parks this summer. A similar trek last year grossed \$640,000 for Hope Enterprises, Inc., the comedian's corporation. Radio guest shots during the year are estimated to bring in another \$50,000. Grand total: \$1,640,000.

Still another \$160,000 may come into Hope's till if the comic decides to do more than one television guest shot for Frigidaire. Inked for only one Easter show, Hope has been offered four more during the year.

Estimated earnings from other sources cannot be computed. For example, Hope's DuMont tele distributorship in Los Angeles is said to be most prosperous. His investment in the Cleveland Indians ball club is also profitable, as are various oil well holdings and other deals.

Big Money in Oil

Currently Hope is one of the largest U. S. investors in oil, in a three-way

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

Duncan Replaces Donahue as WPIX Sales Chief

Ben Larsen, WPIX's new head, last week named Wally Duncan as sales manager of the "New York Daily News" television station, replacing Scott Donahue. Duncan was formerly with WNEW, New York, and more recently served as sales veepee for WSNY in Schenectady. At the same time it was reported that the station is effecting stringent economy measures budget-wise.

MBS Sells Merchandising Rights to Kid Show

The Mutual Broadcasting System (MBS) last week granted merchandising rights on the "Bobby Benson" kid show to Jerry Sanford & Company, marking the first the web has licensed one of its properties for exploitation of subsidiary rights. Sanford has already lined up 15 Bobby Benson merchandise items, including cowboy hats and shirts, record albums, sweat shirts, gun holsters, various clothing accessories, and a comic book which is due on the stands before April 1.

Donn Tatum Elected President of CSBA

Donn B. Tatum, veepee and general counsel of Don Lee Broadcasting System, was elected president of the California State Broadcasters' Association (CSBA) at the annual meeting held Friday (17) in Hollywood. Two new veepees were elected by the hundred-odd broadcasters attending the meeting. They are William Smullin, KIEM, Eureka, and Merle Jones, manager of KNX, Hollywood. Re-elected secretary-treasurer was Paul Barlett, KFRE, Fresno, and KERO, Bakersfield, while David McKay, KGYN, Vallejo, was named a new director. Other directors include Harry Butcher, KIST, Santa Barbara; Van Newkirk, KRNO, San Bernardino; William Bates, KTRB, Modesto, and E. L. Barker, KLOK, San Jose.

WOR-TV Offers Bums' Training Pix for Before Games

WOR-TV, New York, is offering advertisers a series of TV films taken at the Dodgers' training camp. The movies, which feature interviews with prominent players, will probably be scheduled immediately preceding WOR's telecasts of the actual ball games.

"Quick's" Events Quiz Made Available to Stations Free

"Quick" magazine, "Look's" new picture digest, is making its current events quiz available to radio stations throuout the country as a programing feature. The service is gratis to broadcasters, but stations will be allowed to sell the series to local sponsors and pocket the revenue.

Fleer Gum To Sponsor "Cisco Kid" in Three Cities

The Fleer Chewing Gum Company, Philadelphia, will sponsor Frederic Ziv's "Cisco Kid" radio series in Altoona, Pa.; Vicksburg, Miss., and Springfield, Mass. The Lewis & Gilman agency set the deal. Another gum outfit, Clark Brothers, of Pittsburgh, last week appointed McCann-Erickson, Inc., to handle advertising for its Teaberry and Tendermint brands.

partnership with Bing Crosby, whose own annual take is tidy, and a Texas business man. Reports current in Hollywood are that, so far, the trio has brought in over 20 producing wells. What this means in terms of revenue is incalculable.

The men behind Hope's fabulous earnings now assume the status of a brain trust. Included are Jimmy Saphier, Hope's radio agent; Louis Shurr, his movie rep, and Charley Yates, booker of Hope's vaude and personal tours. Co-ordinating the financial empire is the law firm of Gang, Kopp & Tyre in Hollywood, which has the last word on okaying Hope's activities.

"Lone Ranger" 19 Years Old and Still Crossing A-Plenty

DETROIT, Feb. 25.—The Lone Ranger, a major Detroit business venture, is now in its 19th year on radio, with George W. Trendle, of Trendle-Campbell Enterprises, Inc., his creator, estimating his gross radio earnings at \$936,000 a year. Lone Ranger merchandise and novelties brought in an income of over \$2,500,000 last year, and with licensing proceeds from manufacturers, comic strips running in 75 newspapers in two hemispheres, and television shows on 35 outlets, the earnings mount steadily.

The show began as a local program in 1933 under the sponsorship of the Silvercup Bread Company. Bond bread took over in 1938, and today the show is sponsored from coast to coast by General Mills, except in the Southeastern section of the country where the Merita Baking Company sponsors it.

Trendle, whose firm produces both the radio and television Ranger shows, checks his shows for their content on the basis of its fitness for the creators' own children. Parents and the creators have a mutual responsibility to supervise a child's radio listening and television viewing, according to Trendle. Program content is indorsed by 9,000,000 listeners (Neilsen and Hooper ratings). Enrollment in the Safety Clubs exceed 4,000,000.

Expansion of merchandising activities of the Ranger organization is under way, according to Trendle, but no details are being disclosed as yet. Tie-ins with a wide variety of merchandise have been worked out in the past, and this department alone is said to have doubled in volume since the war.

WHERE YA EATIN'?

(Continued from page 3)
into a Bing Crosby film the thesp flips his lid and puts the bag on at Mike Romanoff's.

An awful lot of actors don't make it, tho. You can see 'em almost any night at Gus and Andy's—or, more likely, Whelan's Drugstore.

Set Store's Ad Copy May Put AM in War Twixt TV and Pix

NEW YORK, Feb. 25.—Ad copy used on local radio stations by the Frost Stores, one of this city's most aggressive video dealers, may develop into a battle between movie and television interests, with the radio stations caught in the middle. The copy to which the movie people object refers to TV sets as costing "less than the price of two movie tickets and much more entertainment" on a time-payment plan. Caught in the middle this week was WANTS, which has sold 24 quarter-hour segments weekly to the retailer.

Banded together informally are the ad men of the local film offices who notified the AM outlets that they would yank their advertising from stations who continued to carry the copy. WINS, in turn, notified the Frost agency, Getschal & Richard, of the edict from the film execs. Budd Getschal, agency topper, advised the station that he would withdraw the copy only if it is considered censorable from the station's point of view, but that he wouldn't yield to pressure from another advertiser.

WNEW States Policy

Getschal stated that it was the agency's job to increase its client's business and if changing the copy would change that increase by "as little as 1 per cent," then we won't withdraw the copy. WNEW, which also carries Frost announcements but not of the "anti-movie" type, issued a memorandum to its staff stating that

it was against station policy to "knock" any other media.

In addition to WINS, WOR-TV carried the objectionable copy, as did three daily papers, *The New York* (See AM In Middle on page 13)

Y&R Decisions K&E In Bordens Battle?

NEW YORK, Feb. 25.—The battle between Young & Rubicam (Y & R) and Kenyon & Eckhardt (K & E) over the local radio billings of the Bordens account this week appeared resolved in favor of Y & R. The tip-off came when Bordens decided to cancel its *County Fair* program, handled by K & E on the Columbia Broadcasting System (CBS) Saturday afternoons 2-2:30, probably after its April 1 broadcast. The show has aired for almost five years.


Bordens will take the money from the canceled network show and put it into a local radio campaign to be handled by Y & R. K & E will retain the Bordens Instant Coffee business.

K & E might have had the account secured up if it had been able to deliver the Bob Hope deejay daytime series it was creating for the sponsor. However, the refusal of Hope's present sponsor, Lever Bros., to allow him to undertake the series without making conditions, killed the comic's participation in any possible Bordens show.


MANY THANKS

TO THE JUDGES OF
Billboard 12TH ANNUAL
RADIO & TELEVISION
PROMOTION COMPETITION

FROM
SMILING MIKE



WMTR 1250 ON THE DIAL MORRISTOWN N J



WESTERN UNION
3 1/2 MIN. MESSAGE
5 1/2 MIN. MESSAGE
10 MIN. MESSAGE
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995 MIN. MESSAGE
1000 MIN. MESSAGE

"Silver Theater" Film Clicks, Y&R May Extend Canned TV

NEW YORK, Feb. 25.—Indications are that the recent experimental filming of one episode of International Silver's *Silver Theater* has clicked so well with Young & Rubicam that the agency may decide to alternate between film and live versions of the show next season. The plan is to go out to Hollywood during the summer hiatus and make films for the fall series.

If the TV drama were handled this way it would mean that the agency would be doing one live show every two weeks. This would give the Young & Rubicam production staff two weeks to do a show, the added time making for much better production.

Also in the agency's thinking is the fact that filmed versions could be repeated years after they were made, when there would be many more stations and millions more viewers. This could not be done with kinescopes because of the difference in quality. Talent union regulations may also hamper re-issues of kines.

It is also believed that film versions of the show could be made in the East. However, the advantages of filming it on the Coast are two-fold: First, the program can draw on the large reservoir of free-lance movie acting and writing talent available and, second, location shooting in Hollywood is easy to do, what with studios already set up for it. To do location shooting in New York requires permits and the handling of inquisitive and troublesome crowds.

In spite of the fact that the experimental *Silver Theater* film quality was spotty, the picture was brought in on a cost parity with live versions. This brings the vital cost factor under control and helps put Hollywood on the map as a TV production center.

Young & Rubicam has an hour-long series of Pulitzer Prize plays in the works for Schlitz Beer. Intentions are to use the alternate live-film technique for that program if the sponsor is willing. The films would be shot this summer.

SHORT SCANNINGS

Hal Davis, of Kenyon & Eckhardt, New York, went to the Coast February 25. . . . Key personnel for NBC's recently formed TV sales planning and research department lines up as follows: Robert W. McFadyen, department manager; Lance Ballou Jr., sales planning division supervisor; Dr. Thomas E. Coffin, program research division head; Richard S. Paige, ratings division supervisor. . . . Meg Zahrt, radio and public relations director of Polsky's Department Store, Akron, succeeds Lee Hart as retail specialist for Broadcast Advertising Bureau, New York, beginning March 15. . . . WINS, New York, replaced the early morning "Allen Brown's Corner" show February 18 with the Art Scanlon and Jo Halpin programs. Brown will continue to air his daily broadcast over WMMW, Meriden, Conn.

Herbert Bayard Swope Jr., producer of NBC's "The Clock," has taken over production reins on NBC's video show, "Lights Out." He succeeds George McGarrett. . . . WOR, New York, will hold open house at its new television studios March 2. . . . William Kost, formerly with NBC; Jack Hardingham, ex-WOV, and Dan Ferris have been added to the Headley-Reed AM staff in New York, and Don Severin, formerly with Young & Rubicam and Kenyon & Eckhardt agencies in that city, has joined the TV division of the same firm. Headley-Reed has also appointed Ira Morton and Frank C. Rice as AM salesmen for its Chicago office. . . . Martin Stone Associates, New York, has granted Peter Puppet Playthings, Inc., exclusive rights for marionette reproductions of Howdy Doody and other characters featured on Bob Smith's video show for kids.

PROGRAM COMMENT

Adams Packs 5 Mins

The "Cedric Adams Show" (CBS, 3:55-4 p.m., EST) is a smooth, comfortable five-minute ailer with a deceptively leisurely pace. Actually, the broadcast packs more variety and substance into the brief session than many 15-minute shows. Utilizing a sincere, down-to-earth delivery, Adams gave a speedy run-thru of the correct pronunciation of words that are commonly misspoken (acclimate, combat, lamentable, etc.). Then he sandwiched in an appetizing commercial for Pillsbury pancake mix and wound up expressing his listeners' views on caring for leather shoes ("rub 'em with castor oil") and twin beds as a major cause of divorce. Adams's greatest asset: he never talks down to his audience.

Moore's Sponsor Woes

"The Garry Moore Show," Thursdays, 4-4:55 p.m. EST. (CBS) has been threatened with air decapitation for some weeks and Moore didn't make any bones about what was on his mind Thursday (23). The boy's got sponsor trouble—trouble in that he has no sponsor—and most of his chatter was concerned with just that. Declaring Thursday "D"

Day, Moore confided that a "pre-ceptive sponsor" was making up his mind about the show at that very minute, and threw in a big "thank you" to listeners who had answered a previous plea for testimonial mail to keep the program on the air. The situation was undoubtedly dramatic, but as entertainment, its merits were dubious. Ken Carson and Gerry Sullivan (subbing for Eileen Woods) warbled a couple of bright lines, and Moore cracked wise a few times, but the over-all effect was one of gay desperation. It clicked best when Moore directed his remarks at an aging French listener in Montreal, who wrote that he couldn't understand English, but listened anyway, because they all sounded so happy.

Lee Onward, Upward

With RCA Victor picking up the Hollywood tab, the Pinky Lee show appears headed for bigger things in the national tele picture. Scripters Phil Shuken and Ed Tyler have come up with a frothy format which goes a long way toward capturing the pixie qualities of Lee's personality. Production is good all the way, albeit the show caught needed more tightening and pace at times.

Format gives Lee broad latitude in putting over his visual qualities. Playing the little shmo who is always pushed around, Lee romps thru a thin story line dealing with (See *Lee Onward, Upward*, page 27)

"SHELF-LEVEL" SELLING

TOP OF THE HEAP!

FIRST PLACE in the
12th Annual **BILLBOARD**
Sales Promotion
Competition for Regional
Network Affiliates . . .

TOP AWARD for a
job "well done" . . .
recognition for the
phenomenal success of
WSAI's Famed
SHELF-LEVEL-SELLING
. . . advertising backed
by WSAI's augmented
merchandising.

THANKS . . . to all the
judges and advertisers for
the compliment . . .
and a heap of thanks, too,
to our advertisers whose
cooperation helped us
to the "TOP OF THE HEAP"

CINCINNATI
WSAI
A Marshall Field Station
Represented by AVERY-KNODEL

A·B·C OF COURSE!

Radio and Television Reviews will be found on Page 14 of this issue.

U. S. PROBES TV SET SALES

Freezeout Cry By Small Biz Stirs Trouble

FTC, Justice Dept. Act

WASHINGTON, Feb. 25.—A national investigation into TV set sales practices is being quietly conducted by two federal agencies and a congressional committee. Widespread complaints on the part of retailers came to a head this week when Edwin Dempsey, executive director of National Television Dealers' Association (NTDA), issued a statement charging "unfair and illegal" practice on the part of set wholesalers.

Looking into the situation are the Justice Department, which has broadened its primary probe in the Philadelphia area to cover most of the TV cities; the Federal Trade Commission (FTC), which is investigating possible violations of the Robinson-Patman and Clayton acts, and the House Small Business Committee, which is gathering data with the idea of holding public hearings later in the session.

Monopoly Suspected

The Justice Department is probing to find out whether any set manufacturers or wholesalers are attempting to build up a monopoly in any section of the country. The agency's chief point of inquiry is to find out whether any distributor is trying to load so many of a single brand of sets on a small retailer that he is unable to purchase any other brands. If such a practice is done with the intent of clogging normal channels of trade, it would constitute a breach of anti-trust legislation.

The FTC's angle is to probe set sales practices to find out whether wholesalers or manufacturers are offering discriminatory discounts or service allowances to favored customers. Regardless of the outcome of its investigation, the FTC is planning to call a conference of the TV industry later this year or early in 1951 to draft a code of fair-trade practices.

Small Biz Complaints

The House Small Business Committee is beginning to follow up letters from a number of small set retailers complaining that they are being discriminated against by wholesalers in favor of volume stores. The group has not yet made official plans to hold hearings, but staff aides indicated it would do so if it feels the discrimination charges are justified.

The NTDA statement summarized the gripes of dealers which have already been made to the two agencies and the committee. Speaking for the association, Dempsey listed as "prevalent" such practices as forcing tie-in sales of desirable TV sets with undesirable sets, wholesalers' maintaining several price lists or the purpose of offering "discriminatory discounts," the offering of advantageous discounts to "direct factory dealers," retailing by wholesalers, and the turning over the bulk of advertising allowances to the big volume dealers.

TV Output Up 180% in '49

WASHINGTON, Feb. 25.—The 180 per cent gain in output scored by TV receivers last year was by far the largest for any major commodity in the nation, the Commerce Department reported this week. The next largest gain over 1948 production, 71 per cent, was registered by automobiles. Production of radio sets fell off 34 per cent, a loss equaled among items only by electric ranges.

Detroit Store's New Stock Control System Is a Whiz

DETROIT, Feb. 25.—All the problems of operating the radio, television and record department with maximum open-to-buy funds and minimum risk of markdowns on overstocks appear to have been solved with the development of a new stock control system in use at the Crowley, Milner & Company department store here.

Like many other department stores, Crowley's has found it necessary to increase turnover and operate with smaller over-all inventories, due to the danger of sudden price drops. To compensate, Jay D. Runkle, Crowley vice-president, has co-operated with department buyers to set up a plan which can adequately handle the constantly changing picture in radios, video sets, phonos and records.

Special File Card

Covering sales and inventory on a day-to-day record, the stock control plan utilizes a special file card, maintained in the various buyers' offices. The card contains such pertinent information as store cost, quantity, item number retail price, special discounts (if any) and price range thru which the item may be sold.

For each card a "model stock" based on a study of recent years' sales has been set. The model stock listing includes the absolute minimum stock to be carried by the department, plus the amount that should be carried for safety in meeting customer requests. The record which develops on each card, plus quarterly inventory studies, guides the decision on whether any new item is to be permanently kept.

Alongside the inventory report spaces are columns for listing all reorders. When shipments on reorders are received, the reorder number is lightly crossed out. Matching up the crossed-out numerals with succeeding inventory reports gives ready information on how rapidly the stock has been sold. By comparing monthly inventory figures with the model stock, it is simple to discover whether the stock is too light

or heavy for the turnover rate established.

Monthly Report

The store's merchandise managers receive a special monthly report on all classifications of items in stock. This report is used to determine buying needs and the chance for successful selling programs on any brand of merchandise.

As nearly as possible, every effort is made at Crowley's to keep the inventory within a few percentage points of the model stock. Model stocks therefore are revamped twice a year. "Our system," points out Runkle, "is the most efficient means of meeting the unsettled conditions that exist today. Our system can easily spot errors in judgment. In all, we're able to buy far more efficiently and give new lines an opportunity to develop by maintaining more buying capital while servicing the customer effectively."

Set Industry Airs Tax Protests at House Hearings

WASHINGTON, Feb. 25.—After delivering a barrage of testimony against the proposed TV tax to the House Ways and Means Committee this week, representatives of the set industry said they believed they had made "good gains." Also backing the arguments against a 10 per cent manufacturers' excise were unions, dealers and distributors.

The Radio Manufacturers' Association (RMA), which had filed an opposition statement with the committee earlier, sponsored the industry-wide protest against the new tax, and the RMA's special tax counsel, former Rep. Joseph Casey, introduced the witnesses.

Veepees Speak

Philco Veepee David Smith told the committee that the tax "would have a serious economic effect, not only on manufacturers and the public, but also on broadcasters, studio workers, component suppliers, dealers and distributors." His views were echoed by Richard Graver, Admiral veepee, and R. W. Durst, representing Hallicrafters.

Dealer and distributor representatives expressed the opinion that a set tax would slow purchases, especially among the middle and low income groups which make up the bulk of the set market. G. Emerson Markham, TV director for the National Association of Broadcasters (NAB), said the tax "would impose an added burden on an infant industry which should be encouraged to grow."

Representatives of the International Brotherhood of Electrical Workers (IBEW) and the National Congress of Industrial Organizations testified that the levy would cause lessened sales of sets and so result in fewer jobs for union members.

RCA WIVES GET IN ACT

CHICAGO, Feb. 25.—Wives of the 20 local Victor set salesmen are getting into the act from now until Easter. In a letter sent to the fraus, Lou Baumgartner, Victor sales brass here, informed them that their hubbies are eligible to win any one of eight Easter outfits by selling the

NARDA Outlines Mfrs.' Policies To Aid Dealers

CHICAGO, Feb. 25.—The National Appliance and Radio Dealers Association (NARDA) this week offered a group of suggested policies to radio-TV-appliance manufacturers and distributors in order to protect the interests of the dealer, supplier and consumer. Heading the list of suggestions was the franchising of only those dealers who maintain their own service departments. In addition, the NARDA advised suppliers to set up fair trading, territory protection and honest discount policies. Suppliers were also asked to stay out of the centralized servicing business.

The suggestions were listed and explained in the NARDA's weekly newspaper issued to its dealer members. Leading off the open letter to the dealers was the statement, "Of what value to you is the finest engineered product if the policy of its maker does not enable you to sell and service it profitably?" The letter, signed by Cliff Simpson, NARDA managing director, also stated, "So we say supplier policies should be aimed at building strong dealers not just selling great goods."

Service Suggestions

In the list of suggestions concerning service, Simpson pointed out that successful retail businesses are built on the foundation of service and that suppliers who operate centralized service stations deprive the dealer of valuable regular customer contact. Definite territory protection was asked for the smaller markets and limited protection for the larger markets. On the subject of discounts, the NARDA asked for the same discount to each dealer based on quality purchased and ample to allow a net profit of from 5 to 10 per cent.

\$7.95 Converter Introed in Chi

CHICAGO, Feb. 25.—The first new inexpensive converter for a standard 78 r.p.m. record player to handle 45 and 33 r.p.m. disks manually was introduced here last week by Carbonneau Industries, Grand Rapids, Mich.

It will retail at \$7.95 and is offered to dealers at 40 per cent off list in quantities of six or over, according to Gordon S. Carbonneau, prexy of the firm. Called the "Carbonneau Playsall," the converter was tested three months in Grand Rapids before being marketed nationally. Carbonneau is setting up national distribution.

Shaped like the metal base of a zither, the Playsall has a slot in the center which fits over the spindle and is pressed down on top of the regular 78 turntable. It carries its own tone arm with a microgrooved needle. The center hole of the converter has two slots, one for 45's and the other for 33's. The converter switches into 33 or 45 play by attaching two wires to the crystal pick-up arm. The converter will handle 7, 10 and 12-inch disks for manual operation.

Hudson-Ross, local Loop retail chain, is handling the converter in Chicago, while Grinnell's Michigan chain, will start selling it next week.

most Victor 45 r.p.m. players during the six-week Lenten period. The lucky wives will receive gifts ranging from a complete \$350 outfit to a \$50 set of shoes and purse.

In Line All Night, Gets 99-Cent TV Set

WASHINGTON, Feb. 25.—The record low price for a TV set was probably set here in the Washington's Birthday sales by Lubar's, which offered a receiver for 99 cents. The first patron in a line which started forming the night before walked off with the set.

Nearly all TV dealers offered merchandise at prices even below the cut-rate levels which have been prevalent in the nation's capital for more than a year. Scores of 10-inchers went for \$55, 12-inch sets were sold for \$88, while seven-inchers sold for prices between \$24.95 and \$35. Radio combinations were sold as low as \$5, while table sets brought as little as 97 cents. Disks went at prices ranging from 1 to 5 cents each, while some albums could be bought for a dime. Most of the sale merchandise was of the "dog and cat" variety—trade-ins and demonstrators.

Block-long lines in front of set stores were common all over town despite cold and rainy weather. Lacy's called a near-by restaurant and served coffee and doughnuts to shivering customers who were lined up several hours before the store opened.

AM-TV-WAX DISTRIB MUDDLE

AM in Middle Of Pic-TV War Over Ad Copy?

(Continued from page 10)
 Post, The Daily Mirror and The Daily News. The movie interests, it seems, have not protested to the newspapers, altho Bert Champion, of Paramount, stated that the group was also notifying ad agencies of its stand. The film companies are advising stations and agencies that they will refuse to permit film stars to appear on any radio program carried over a station using the "anti-film" copy.

Altho, at the moment, only WINS is involved in the battle, Frost has been buying time on WMGM and WQXR in addition to the newspapers, WNEW and WOR-TV. All the advertising is co-op, with distributors or manufacturers paying half the cost. Frost, according to Getschal, is now spending over \$500,000 a year, with radio getting the bulk of the appropriation. Among the manufacturers sharing the ad bill are Capehart, RCA Victor, Bendix, Hallcrafters and International Harvester.

D'tone Needle Chart Works as Sales Aid

NEW YORK, Feb. 25.—In an effort to increase the dealers' ability to sell phono needles, Duotone is making available a master chart which will enable the dealer to quickly advise the customer of the correct phono needle to use for replacement purposes. Admitting that the needle business was in the doldrums during the past year, Steve Nester, Duotone president, stated, however, that the market for replacement needles has widened considerably since the pre-Christmas boom in phonograph and radio-TV sales.

The Duotone master chart lists all makes and models of record playing equipment including radio-phonograph consoles. For each of the various sets a specific needle is recommended. According to Nester, his company is now making sufficient different types of phono needles to supply almost every type of record player.

Fairbanks Eyes N. Y. Field; Sets Studios

HOLLYWOOD, Feb. 25.—To move deeper into the New York tele market, Jerry Fairbanks Productions will expand its Gotham facilities. Firm has leased studios with the three sound stages in the 69th Street area and will move its New York offices to the studio premises. Bob Lawrence, head of Fairbanks's Eastern production, will be in charge of New York tele filming.

Chief cameraman and writer have been hired but names were not available at press time. According to Fairbanks Board Chairman Frank Mullen, the videopic industry will triple in 1950, hence the expansion. Firm needs New York studios so that it can be closer to Eastern centered agencies and sponsors, Mullen said.

Paul C. Phillips, producer-director of NBC's *Phil Harris-Alice Faye* show, was named West Coast sales head for Jerry Fairbanks Productions. Appointment is effective immediately, with Phillips, a vet agency exec and radio-tele megger, set to launch a full-scale Coast sales drive. Phillips will report to Russ Johnston, Fairbanks' sales-distribution veepee.

Nat Winecoff, head of the Fairbanks music firm, was acting director of Coast sales during the absence of a department head, and will continue to assist that division in an executive capacity.

Brief and Important Phono and AM-TV Receiver News Digest

Bay Area TV Sets Near 39,000

Television set ownership in the San Francisco Bay area stands at 38,517, according to the San Francisco Television Stations Committee. The figure is effective as of February 1 and indicates an ownership increase of slightly under 5,000 from the previous 30-day period. The committee bases its estimate on records of set sales maintained by the Northern California Electrical Bureau. The figure then is adjusted to include sales in Alameda and Palo Alto, commercial installations, privately imported sets and sets sold independently, none of which are included in the NCEB census. The committee is composed of managers of each of the Bay's area's three television stations, KRON-TV, KGO-TV and KPIX, in collaboration with representatives of the NCEB.

Victor To Sponsor Part of NBC-TV Saturday 2 1/2-Hr. Show

RCA Victor will be a participating sponsor in the new 2 1/2-hour National Broadcasting Company (NBC-TV) Saturday night program, starting last Saturday (25). The company will advertise its line of video sets, the 45-r.p.m. record players and disks and the entire line of RCA Victor records, according to Ralston H. Coffin, director of RCA Victor advertising.

5,000 Housing Units To Get TV Antenna Installations

Contracts for the installation of master TV antenna systems to serve over 5,000 dwelling units were signed last week by real estate and TV interests in the metropolitan New York area. The Commercial Radio Sound Corporation, distributor for the RCA Antenaplex system, contracted for the installation of master antennas in housing projects in Westchester County, Jackson Heights, the Bronx and Bayshore. The Harmonic Television Salon, Brooklyn, contracted for the antenna installations in a 2,000-apartment project in Brooklyn.

Notes on the Manufacturers

Magnavox has dropped the price on the Normandy and contemporary models from \$495 to \$449.50 and announced a new and still lower priced contemporary model TV set. Dealers will receive rebates for stock on hand, but the rebate action is not permanent company policy. At the same time prices on three radio-phonograph consoles were raised about \$20. . . . Tele-Tone is looking for a successor to J. D. Mendelson, recently resigned sales manager. Interviews are being held in New York. . . . Admiral reported an all-time high on earnings and the largest yearly sales increase in the 16-year history of the company. . . . General Electric will celebrate the production of its one-millionth clock-radio March 1. . . . The annual award of the Federation of Radio Servicemen's Associations of Pennsylvania was awarded to Sylvania for assisting radio-TV servicemen. . . . Motorola reported consolidated net sales of \$81,803,357 for 1949. . . . Tele-Tone named the Gibson Company as distributor for the Indianapolis and Eastern Illinois territory. . . . The Sentinel line in the Detroit area will be handled by the Crandall Wholesale Company, newly formed by C. C. Crandall, former general manager of Brennan Appliance Distributors. . . . Admiral named the Duval Distributing Company to handle the line in the Richmond, Va., area. . . . Consolidated net income for the Avco Manufacturing Company was reported as \$4,150,466 for 1949. . . . General Electric claims that radiation from approved diathermy and industrial equipment, and international short-wave radio stations does not affect the audio or image of the company's new line of video sets.

Channel Master Introduces Hideaway Antenna

A new indoor TV antenna, the Hideaway, was introduced last week by the Channel Master Corporation. The four-element, pre-assembled antenna can be arranged to form a horizontal "V" for any channel and is available in three finishes—blonde, walnut and mahogany. When not in use the antenna can be folded up and placed behind the video set.

Ampex Unveils New Twin-Track Tape Play-Back

The Ampex Electric Corporation, San Carlos, Calif., last week introduced a new magnetic tape play-back machine for general use. Using a twin-track tape, the machine, Model 450, reverses itself at the end of each track to permit playing of two hours of recorded music. The same play-back head as used in Ampex studio equipment is incorporated in the Model 450.

Capehart-Farnsworth Names Toal Sales Manager

Capehart-Farnsworth last week named E. Patrick Toal to the post of sales manager for the company. Toal was formerly sales manager for North American Philips, Eastern sales manager for Hotpoint and national radio sales manager for General Electric.

Polite Puppets To Pitch Emily Post

NEW YORK, Feb. 25. — Video viewers shortly will get authoritative dope on how to mind their "P's" and "Q's" when a show now being planned by Emily Post goes on the air. The show will run five minutes per filmed stanza, and will feature animated puppets. The puppets will

go thru a routine in which they pull some etiquette boners then, after being corrected by an unscen expert from the Emily Post Institute, will do the same routine according to the book so the peasants watching will get the idea.

The deal is packaged by Sam Hunsaker, who has put up the cost of the first films. The puppets are going thru test runs now, with the first actual programs to be shot in about six weeks. Hunsaker and the Post Institute will split any profits accruing from the enterprise.

Prestige, Exp. & Sales Push No Longer Go

It's Just, "Got the Dough?"

By Joe Martin

NEW YORK, Feb. 25.—A series of recent appointments and changes in radio, record and TV distributorships has sharply pointed up the growing importance of the distributorship. The small video set and record manufacturers have already been thru the problem of getting and keeping good wholesalers (*The Billboard*, January 21), but of late even the majors appear to be having their troubles in maintaining good nationwide distribution.

As one spokesman for a TV manufacturer put it, "The only criterion for selecting a distributor is how much money he has." Prestige, experience and sales ability, once considered the all-important factors, are now of very minor importance in comparison with financial status. Many manufacturers feel that their own sales personnel can teach a distributor how to sell, but not how to be able to buy and pay for a good stock.

Added to the Picture

Added to this picture is the at-odds position taken by many distributors who will not handle either records or television, depending, it seems, upon purely personal feelings. Within the last two months distributors of such lines as Columbia, MGM and Mercury have either lost or given up their franchises because of television. On the other hand a number of respected and financially stable record distributors have refused to have anything to do with video sets.

Such old-name record lines as Decca, RCA Victor and Columbia have changed their distributors or their distribution set-ups in the last month or two. During the same period such radio-TV brand names as Tele-Tone, Hallcrafters, Sentinel, Capehart, Arvin, Admiral and DuMont have either changed distributors or have given their lines to newly formed companies with little experience in the set business.

Out of the Line

Among the types of companies that have been appointed TV distributors lately are home furnishing, auto supply, hardware, musical instrument, juke box and heating equipment firms. That such a trend will continue appears to be certain, since it is pointed out that there are now more TV brands than there are established distributors.

The disk side of the picture appears to be growing worse each day. It is reported that one of the majors recently handed over its line to a new company after shipping the entire basic stock on a consignment basis. A number of the large independent disk manufacturers, who have been in business from two to five years, are still unable to arrange for complete national coverage. For the small independent labels the situation is described as "horrible" by one indie sales manager. The little outfits find it impossible to sell their records to distributors on anything but a consignment deal.

Back and Forth

Several disk companies have switched back and forth from independently owned distributorships to branch set-ups in an effort to get out from under the pressure. Whether or not their changes have proved effective is a moot question in most cases.

The Magnificent Menasha

Reviewed Monday, 9:30-10 p.m. Sustaining over the National Broadcasting Company (NBC) tele network. Producer, Martin Goodman; director, Alan Neuman; writers, Matt Brooks, Louis Quinn and Shelley Reynolds. Cast: Menasha Skulnik, Ellen Fenwick, Peggy Hillias and Leonard Scheerer.

Menasha Skulnik, veteran comic of the Yiddish stage, has blossomed out with a trial TV show of his own.

His peculiar style and mannerisms would seem to make him fine potential video timber. But the program itself was out of the most worn of all formulas: The well intentioned little guy who gets into a peck of trouble but eventually gets out of it by the time the 30 minutes have gone by.

Apart from this threadbare premise, Menasha was hardly permitted to be the magnificent one he was touted to be in the title, the plot concerning itself with his embroilment with and his efforts to convict two petty purse snatchers, and his battles with the judge and attorneys in the courtroom. It would seem far more appropriate to have the simple, sly humor of Menasha pitted against more pompous and self-glorified individuals, where their deflation would be more pronounced and capable of earning more robust laughs.

Beanery Manager

As the manager of a little beanery, where he had his brushes with the stern female owner and the studious-type waiter, Menasha had too few opportunities for the type of jousting at which he could be at his best. High points of the show were the courtroom sequences, when his basic, wistful replies completely startled and befuddled the minions of the law. Thus, asked whether he was not the manager of the restaurant where the crime was committed, he indicated the answer was both positive and negative. He pointed out that he was not "the manager," but was merely the manager—the latter accompanied by a deprecating shrug and gesture.

Cast and direction were adequate, but this is basically a one-man show. The one man should have more leeway for his talents, which are quite obviously present and call for greater display. *Sam Chase.*

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Radio and Television Program Reviews

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Night Shift

Reviewed Sunday (18) 9-10 p.m. EST. Sustaining via the American Broadcasting Company (ABC). Produced by Ward Byron. Director, Robert Greiner. Writers, Rayburn and Finch. Disk jockeys, Rayburn and Finch. Guests: Teresa Brewer, Herb Jeffries and Gordon Jenkins.

The American Broadcasting Company (ABC) has made a happy choice in selecting disk jockeys Gene Rayburn and Dee Finch to replace Bob Crosby on its coast-to-coast Saturday night platter show. With the kind of a pro job the team turns in, the web should be able to ascertain whether advertisers are in the market for this kind of show. However, even if national sponsors can't be found, the hour-long wax session may prove good bait for the co-op market.

The platter spinners, who have a local morning show on WNEW, New York indie, really spice up the proceedings. Their easy, relaxed line of chatter, by-play and banter make for spirited listening. Both boys split the verbal chores equally between them, which creates a good balance of work.

Their selection of records is also very listenable. They generally choose ballads with lush musical backgrounds and name vocalists, and in between sprinkle a few good novelties. Among the records played were *Dearie*, *When the Wind Was Green* and *I Dream of You*.

Aside from the chatter, they presented as guests Teresa Brewer, Herb Jeffries, Gordon Jenkins and the Tattlers. The last interview was a standout. Rayburn and Finch and Jenkins and the choral group did a hoked-up version of Jenkins's *Manhattan Towers Suite* which was very clever. *Leon Morse.*

"Pat 'n Johnny"

Reviewed Wednesday, 2-4 p.m. on WXYZ-TV. First half sponsored by Brennan Appliance Distributors; second half, participating. Producer, John Pival; director, Don Hallman. Cast: John Slagle, Pat Tobin and Mason Weaver.

This show is an effective, inexpensive solution of daytime programming headaches. It is produced, literally, in a former dressing room, so the big studios are free for rehearsals. Using only one camera, with the director working via inter-com in the master control room, it goes on with a minimum of personnel, yet it's adequate to do the job.

A homey kitchen cupboard backgrounds the principals, at small separate tables, each provided with a gooseneck mike and a record changer between. The records occupy half or less of the time, with the team giving folksy comment, jiving with appropriate numbers and even dancing. The style is informal; they talk while the audio picks up the record; guests walk in, sometimes unexpectedly, sometimes tying in with a commercial, viz., an interior decorator who installs the Admiral television sets sold by the principal sponsor. The result is that the audience gets the sense of seeing behind the scenes in a well-diversified afternoon show.

Talent Battle

Reviewed Wednesday, 8-8:30 p.m. Sustaining on WPIX, New York. Style—Amateur show. Director, Alex Courtney; assistant director, Lou Florence. Cast: Joe Bolton, Ving Merlin, amateurs.

Seems if you're in video you gotta have a talent show of some sort, whether pros, a la Arthur Godfrey and *This Is Show Business*, or amateurs, as on WOR-TV and now WPIX. Only WPIX is abusing the privilege, and believe me, brothers, that's understatement. Probably if you press hard you can come up with a worse TV show, but it hardly seems worth the effort. The only professional talent on the program is Joe Bolton, and a veteran mike buster like Bolton can probably weather even a doggeroo like this.

Fellow named Ving Merlin is emcee and displays no magical qualities whatsoever. He introduces acts in pairs—singers, musicians, small rhythmic instrumental groups and the like. Each then does a number and then they split a duet. They should split the camera before they let stuff like this on the air. In between numbers winners from the previous week are brought on. There seems to be no accounting for this either.

Bolton's chore is to urge viewers to phone in their votes, thus proving that television really is a tough dollar. *Jerry Franken.*

Strike It Rich

Reviewed Sunday, 5:30-6 p.m. EST. Sustaining via the Columbia Broadcasting System (CBS). Producer-director, Walt Framer; announcer, Hal Sims; emcee, Warren Hull.

This program still has a gimmick strong enough to make it click. Each contestant must give a good reason for wanting to *Strike It Rich*, thus making for interesting stories and personalities. Players can win a maximum of \$240 by constantly doubling the initial \$15 stake if they answer five questions correctly. The questions weren't too difficult, they weren't giveaways.

Warren Hull's emceeing work was pleasant and effective. *Leon Morse.*

Slagle, jovial and stout, and Pat Tobin, a tall and attractive blond who mixes hostessing and coy ad libbing, make a good team. Mason Weaver acts as floor manager, bringing on the sponsor's products for display and the general heavy work.

Animal Thespians

Unique innovation is a menagerie of rabbits, parakeets, Peruvian guinea pigs, canaries and tropical fish, which occupy a large part of the camera time. The fish, in particular, are used for a beautiful "test pattern" type of shot repeatedly during a record. Each of the other animals is named and has developed a video personality. They appear both in their cages and romping around the tables. The animals fascinate the younger audience, for whom the show is partly designed. The show itself is beamed primarily to housewives but gives them a chance to go on with housework with some assurance of keeping the small fry out of the way and entertained. They are advised at the beginning that a bell will ring when something especially interesting to watch is coming up—same is done for the commercials. The result is a show which holds attention surprisingly well. *Haviland F. Reeves.*

Happy Talk

Reviewed Thursday, 9-9:15 p.m., EST. Sustaining via WNEW, New York. Producer, Ted Cott. Cast: Alan Melville, Allyn Edwards.

Happy Talk, a series of special transcriptions by the British Broadcasting Company (BBC), is the latest brain wave in WNEW's planned parade of out-of-the-ordinary programming and, as such, should garner its share of press notices as a novelty broadcasting gimmick. However, unlike the station's recent "psychological" session on pop tunes, this ailer appeals to a very limited audience. In fact, *Happy Talk* may sound more like double talk to the average U. S. listener, weaned on the sock-'em-with-a-bunch-line technique of our none-too-subtle radio comics.

As the featured "happy talker," Alan Melville slings a droll line of chatter, tagged "Melvillanities," and is somewhat reminiscent of an English Robert Benchley. Coached in old-school terminology, his high level sense of humor came over well last Thursday, via some sly ribbing of a typical stiff-necked British club and a tongue-in-cheek account of the spellbinding powers possessed by a sidewalk excavation crew.

Sharpener Needed

Yankee-styled live comments, sandwiched in by Allyn Edwards, the poor man's Arthur Godfrey, proved a shrewd contrast to the Britisher's clipped banter. However, WNEW could sharpen the show's basic humor patter by scripting closer co-ordination between Edwards and Melville, similar to the technique employed by the station when sports expert Jimmy Powers and a BBC announcer recently reported their widely divergent impressions of the same prize fight. *Jane Bundy.*

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MAKE 'EM, SELL 'EM PLAN

Col'bia Knits Pops in Down The Line Hyp

All Functions United

NEW YORK, Feb. 25.—Columbia Records, in line with the change of pop policy being forwarded by artist and repertoire chief Goddard Leiber (The Billboard, February 11), this week instituted an acceleration program which will inaugurate a speed-up in every function of the pop department from a.-and-r. activity down to the servicing of the retail dealer. The basis of the program is a tightly knit relationship between recording and selling ends of the firm. The diskery, in the future, will put a heavy stress on "special releases and will operate under a flexible release schedule. The pattern, which was conceived by new pop a.-and-r. topper Mitch Miller, will also call for direct disk jockey coverage on a manufacturer level, whereas the diskery, in the past, has been servicing the all-important spinners via its distributing network. According to plan, 500 spinners will get every record the company issues, 1,700 will receive only the highlight disks on release and 1,200 will draw a half-and-half package.

Field Promosh

The firm will follow up its disk jock exploitation with field promotion to be carried on by a staff of a dozen traveling agents. Trade advertising also figures in the new pop tack at the diskery.

The diskery's West Coast plant now is functioning fully and will allow for fast action on quick-breaking wax, specials, "exclusives" and rapid coverage on an East-West production see-saw.

The firm's execs figure that the entire speed-up plan should serve as a morale builder for the diskery's sales forces and should inspire greater efforts on their part as well.

The first waxing to undergo the "new" Columbia treatment is a Mary Martin-Arthur Godfrey slicing of *Go To Sleep, Go To Sleep, Go To Sleep and But Me, I Love You*. The disk was sliced Tuesday (21) afternoon and was available in retail shops by Friday (24) morning.

Meanwhile the diskery this week appointed Percy Faith as its musical director. Faith obtained a release from a Victor artist contract to undertake the dual artist-executive job. He will work hand in hand with Miller and Joe Higgins in the pop department. His predecessor was Hugo Winterhalter, who serves in a similar capacity with Victor Records.

Jan. Wax Tax Falls to 628G

WASHINGTON, Feb. 25.—Disk tax collections in January followed the year-to-year downward trend, the Internal Revenue Bureau reported this week. Receipts totaled \$628,671, as compared with \$713,920 in January, 1949.

For the first seven months of the current fiscal year, collections amounted to \$3,028,301—a drop of \$631,554 for the same period in the 1949 fiscal year.

Mercury Hires Carlton, Geller in Revamps for Slice, Peddle Plan

CHICAGO, Feb. 25.—Mercury Records this week took out a double indemnity policy to cover its artists and repertoire functions by taking on a duo, Joe Carlton and Harry Geller, to replace the departed Mitch Miller, now serving as pop recording boss at Columbia. The diskery revamped its entire a. and r. department in the process, with an eye toward complete co-ordination of the slicing and peddling ends of its business (see other story this page).

In addition it was learned that John Hammond, veepee and sizable stockholder of Mercury, will leave the diskery in the next couple of weeks. Hammond says that he is "withdrawing from active participation for the time being by mutual consent." Hammond will go into another business enterprise shortly, but did not disclose its nature.

Carlton, who leaves a post as general manager for Eli Oberstein's Varsity disk set-up, will become a veepee in the diskery—and will be in charge of the Mercury Eastern division. In addition he will serve in an a. and r. capacity and will establish publisher contacts as well as conduct sales activity in the territory.

Geller's Status

Geller, noted radio and flicker ar-

Camarata, Lewis Set Up London's New A&R Policy

NEW YORK, Feb. 25.—London's new artists and repertoire organization is being set up this week following policy confabs between a.-and-r. chief Tutti Camarata and Prexy E. R. (Ted) Lewis in England. The plan is for each staffer to have three or four artists under his wing, and to handle preparation, recording and a hefty portion of promotion of his artists' products. This will include tune picking, rehearsal, getting arrangements and musicians, supervising the dates, checking masters, and launching personalized jock promotion drives. All staffers will work in the latter phase with General Manager D. H. Toller-Bond. Camarata will have the final word in all music matters.

The staff, as now set, has Camarata as over-all exec. Jack Pleis, arranger and conductor, will work under him in an a.-and-r. capacity, as will Joe Hards, who assumes these chores in addition to heading London Library Service. Tawny Nielson, a former program director for the British Broadcasting Corporation (BBC), will select material here for the label's artists recording in England. All a.-and-r. activities will be co-ordinated by Evelyn Savage.

Option-Deals

Meanwhile, rhythm and blues waxing will be handled in the main by Berle Adams, whose pact specifies that he can cut dates only for London. London also has first-option arrangements with Bill Putnam and his Universal diskery in Chicago and with Manny Koppelman, of Boston, for any masters they produce on an "experimental" basis.

Most London artists currently are being inked on conditional pacts with minimum four-side guarantees. London regulars include Snooky Lanson, Al Morgan, Theresa Brewer, Kay Armen, Bobby Wayne, Charlie Spivak and Teddy Phillips.

ranger and conductor and the clefter who did Frankie Laine's backing on *Lucky Old Sun*, *Mule Train* and *Cry of the Wild Goose*, will be musical director and a. and r. executive for Mercury. He will headquarter on the West Coast, where Mercury will open a new office. Geller will do dates in California and will come east to supervise recordings whenever possible.

Both Carlton and Geller will be responsible to Art Talmadge, who will give up some of his sales promotion and publicity functions to make room for the role of a. and r. co-ordinator and general liaison for the diskery.

Hammond, who did the rhythm and blues etchings for the diskery, will be replaced by Norman Granz, who now will take an active part in the diskery's workings. He will do the rhythm, blues, Latin-American and pure folk repertoire and will continue with his special jazz and *Jazz at the Philharmonic* work.

Roosevelt Grip Of MCA Broken By Alexander

NEW YORK, Feb. 25. — Willard Alexander this week broke the Music Corporation of America's (MCA) two-decade iron grip on the Hotel Roosevelt by selling a package consisting of Rudy Vallee and Larry Green's ork to the hostelry to follow Guy Lombardo's unit into the spot's night spot, the Grill. The Vallee-Green band combo will open in the room April 8 for a four-week stay.

Not only is the MCA break-thru precedential, but the booking of a floorshow act, represented in Vallee, is an innovation for the Roosevelt room. Vallee will do two shows each evening, one for dinner and another for supper, but the exact hours have not yet been worked out. Green's band, which previously has appeared here at the Biltmore Hotel and which is a local society fave in the Boston area, will supply the terp airs and will reap the harvest of the several ether shots which emanate from the room.

MCA has held a strong grip on the Roosevelt's talent procurement for some 20 years, having closed the door from the opening date of Lombardo's initial engagement in the hotel.

Dial Embarks On LP Classics

NEW YORK, Feb. 25.—Dial Records, pioneer pop indie, is embarked on an intensive program of contemporary classical recording on LP. Aiming at a coterie market, the waxery is concentrating on avant garde composers which most of the larger waxeries find profitable to avoid. Already released on Dial are Bartok's *Sonata for Two Pianos and Percussion* and Schoenberg's *Kammersymphonie*.

The next scheduled release will be Schoenberg's *Third Quartet* and Alban Berg's *Lyric Suite*. More diskings of the above-mentioned modern three are in the works, along with John Cage's "Prepared" piano works, Webern, Messiaen, Jolivet, Dellapiccola and Hovhaness. Future plans also include samplings of Hindemith, Charles Ives, Milhaud, Satie and other contemporary leaders.

A&R Revamps Signpost Unity Between Depts.

Diskers Make Moves

By Hal Webman

NEW YORK, Feb. 25.—A disk industry-wide move toward uniting recording with selling functions appears to be the most prominent offspring of the unprecedented series of artist and repertoire executive changes which have occurred in the past few weeks. Major changes, which were initially sparked by the Manie Sacks shift from Columbia to Victor about three weeks ago, are about at an end. Columbia, Mercury, London and Victor are all tying together the loose ends after having undergone a. and r. switches of major proportions.

Heretofore it was general practice in most major waxeries for a. and r. to be divorced in the main from the sales and merchandising departments. But the quickening of the disk business pulse, resulting in quick-breaking wax and rapid turnover, has forced disk manufacturers to give way to the esthetic demands of the a. and r. functions in order to gain company-wide unanimity on a merchandising level.

Columbia Changes

The most discernible example is the complete change in pop music policy at Columbia Records. The diskery, previously noted for a conservative tack in the pop field, has undertaken a new speed-up program which is based on a close tie-in between a. and r. production, sales promotion and merchandising elements in the firm. The new program was instigated with the installation of Mitch Miller as pop major domo in the Columbia set-up.

The same rapid-fire "make 'em, produce 'em, sell 'em" policy with which Miller worked with great success at Mercury Records will be pushed to an even more finished point at that diskery under its new a. and r. set-up (see other story this page). Joe Carlton, who will function on the Eastern end of an a. and r. see-saw with Harry Geller, will also act as the firm's Eastern division manager and veepee, a post which includes sales and production co-ordination east of Chicago.

London's Tack

At London Records a new tack on sales promotion has resulted in a reshuffle of a. and r. staffers (see other story this page). The basis for the change involves the assignment of individual a. and r. staffers to specific groups of artists, over whose slicings and sales promotion these a. and r. people will officiate and be responsible for.

Victor and Decca both have long been conscious of the necessary tie between the recording and selling ends of the business. But even these firms now are making more detailed efforts to co-ordinate the two. For example, Decca has recently installed its country, Western, blues and rhythm topper, Paul Cohen, as sales manager for the firm in these specialized fields.

One top disk exec explained the current move as "inevitable and certain to knock the lead out of the industry's pants and make for a healthier business."

ASCAP-TV PACT STRIKES SNARL

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(Continued from page 3)

lishing, printing or plugging, has the character of exclusivity, and they fear that TV producers may be free to make indiscriminate use of this type of material, subjecting it to quick extinction.

The group's strength lies in the fact that many of them are members of the Dramatists' Guild and the Authors League, along with the high-powered ASCAP tunesmiths whose forte is music comedy tunes. The League's National Television Committee, which oversees all negotiations in the TV area affecting Guild and League members, has taken up the cudgels for the special material writers, notifying ASCAP of its stand and calling upon all Guild and League members who also belong to ASCAP to stand behind their colleagues. The important production writers are reported to be cooperating.

Oscar Hammerstein told *The Billboard* that he and other show writers were withholding their signatures from the blanket license grant. Since according to the terms of the pact, ASCAP must obtain 85 per cent membership consent, the pressure of so strong a corps of tunesmiths—the so-called "Reinheimer group"—may well effect an early rectification of the special material writers' grievances.

There is no sense of crisis, however, and all parties have been proceeding in an amicable, co-operative manner. John Schulman, attorney for the League, has been confabbing with Herman Finkelstein, ASCAP attorney, and it is reported that a provision covering the special material writers will soon be placed in the contract. The TV-ers will then have to okay the new clause to make it official, but no trouble is anticipated from that quarter. The absence of a provision covering these clefts appears to have been an oversight rather than a deliberate attempt to squeeze them.

Tho the 85 per cent okay by ASCAP membership was to have been obtained by January 1, the webs have not exercised their option under the contract to give a 30-day notice of cancellation of the agreement and are apparently not likely to do so. The TV-ers, it is reported, are satisfied that the Society will okay the pact in the near future, and have no reason to enforce the cancellation provisos, as they now have the right to do under the letter of the pact.

Meanwhile, the long-drawn negotiations between ASCAP and the independent TV stations on the per-program formula have been in suspension, with meetings between the ASCAP and TV committees scheduled to resume the second week of March.

WARBLER DOUBLES AS DJ

NEW YORK, Feb. 25. — Walter Scheff, warbler who has appeared in Broadway musicals, is taking on an unusual double chore as night club singer and deejay at the same location. The arrangement will have Scheff working the Rose Lounge of the Hotel Ten Eyck in Albany as a single and doing an hour-and-a-half remote spin and chatter stint from the room between 11:30 and 1 over WPTR.

Abbey Cuts a Player-Piano Disk? Are Rolls Coming Back?

NEW YORK, Feb. 25.—Abbey Records turned back the clock this week when it cut a session in which a player piano playing a QRS roll was the featured performer.

The date was held by arrangement with QRS, owned by the Imperial Industrial Company here. Lawrence Cook, who is employed as an "arranger" by QRS, made the rolls for *The Old Piano Roll Blues* and *Why Do They Always Say No?* and is billed on the label along with a male vocal duo. In player piano circles an arranger is a pianist-technician who plays the tune in the hallowed pianola style, cutting the roll as he plays. He then cuts additional notes in the roll by hand, adding the lacy frills and runs characteristic of piano rolls, and impossible to obtain by straight keyboarding.

On learning of the Abbey dinking, a *Billboard* reporter was dispatched to a hasty investigation into the status of the piano roll, 1950. It was found that QRS is the sole manufacturer of piano rolls still operating. Simon Fraser, manager of the Imperial Industries plant in the Bronx, said that there has been a constant demand for the rolls over the last few years, mostly from rural areas. During the war years, he said, the plant couldn't keep pace with the orders. Since that time there has been a steadily increasing demand.

The peak year of pianola, according to Fraser, was 1929, after which the industry dwindled to almost nothing. The downfall of the piano player, he says, was due to the onrush of radio and sound movies and the reduction of the life span of songs from a year or two to a month or two. The industry, which once employed 100,000

people, now consists of the QRS plant, employing 30 people. Fraser estimates that there may be 100,000 player pianos still in use, and said that people would be "surprised to know how many rolls are sold each year."

A scattering of piano manufacturers cautiously admitted that they have been re-investigating the possibilities of manufacturing player pianos for the market. The Aeolian American Company, of East Rochester, N. Y., is readying a playette attachment which can be attached to a conventional piano to convert it into a player piano. And wayside taverns are reportedly installing nickel-in-the-slot players at a growing clip.

Two Coast Ops In Drive for NBOA Members

HOLLYWOOD, Feb. 25.—Casino Gardens' manager, Eddie Gilmartin, will hop to San Francisco to join forces with Oakland ballroom op Curt Hayes in a Northern California membership drive on behalf of the National Ballroom Operators' Association (NBOA). Meeting, skedded in two weeks, will be conducted similarly to the dancery op session held here Monday (20) (*The Billboard*, February 25). Latter was addressed by Midwest ballroom chain op Tom Archer and attracted over 20 dancery men in the area.

Altho Archer will not be available for the Frisco meeting, Gilmartin and Hayes will tell northern ops of NBOA's achievements elsewhere and will call for joiners. Move is for formation of a Statewide division of NBOA. Applicants for membership will join the national org and automatically become participants in the State group. California body is preferred to a Coast-wide group so that the org could better tackle State legislative problems.

Tape Recording Issues First for Commercial Use

NEW YORK, Feb. 25.—The first tape recordings produced commercially for home use are being marketed by Tape Recording Industries, of Lansing, Mich. The initial list consists of eight hour-long reels, featuring popular and semi-classical material, with 16 to 26 numbers per reel. The tapes are designed for home machines that operate at 7½ inches per second, with a dual track, altho the company offers to fill mail orders for reels for any type tape machine.

The tapes are duplicated on the machine owned by L. S. Toogood Company, Chicago, the only one of its kind in existence. This is the electronic unit sold last year by the research labs of the Minnesota Mining & Manufacturing Company, which developed it. The latter outfit manufacturers "Scotch" tape, which is used for recording.

According to Dale Perry, owner-manager of Tape Recording Industries, the tapery has the approval of Petrillo and has cut its stuff with a Hammond organ and an organ-piano-Solovox trio.

Here Come Orks Series To Get 2 More Albums

NEW YORK, Feb. 25. — RCA Victor's *Here Come the Dance Bands Again* 15-album release, which has already scored a blitz via the airwaves and retail counters, will be reinforced by two additional albums.

The new sets will feature the bands of Frank Carle and Gene Krupa, both of whom jumped to the label from Columbia. Carle will cut songs by Frank Loesser and Krupa will do a selection of Fats Waller tunes.

Meanwhile, since the 15 sets were released simultaneously last Friday (17), Victor reports a sale of 200,000 units. Sets have sold fairly uniformly to date, with the difference between the top seller and cellar dweller only about 20 per cent.

Heavy Jockey Play

According to a Victor spokesman, 9,862 hours of jock spinning have been pledged, with this time to be played off within 10 days after the sets have been received by the stations. This playing time was tallied via cards distributed among area jocks by local Victor distrib. One station, WHBR, Ann Arbor, Mich., is playing every set every day for a solid week. In New York, a *Dance Band Day* has been arranged on WMGM, with 3½ hours devoted to the band disks, with most of the spinning to occur during the Ted Husing seg. WNEW is devoting four solid hours tonight, and Martin Block will play one side from each set on his *Make Believe Ballroom* show over the same station.

The waxery is also assembling an album of Tommy Dorsey two-beat reissues under the title *Tommy Dorsey's Dixieland for Dancing*. This package, which is not part of the series, contains stand-out Dorsey sides dating as far back as 1936.

Gordon Clipped Of AFM License

HOLLYWOOD, Feb. 25.—Personal Manager Hal Gordon is minus an American Federation of Musicians (AFM) license as result of action taken by AFM topper James C. Petrillo. Gordon, manager of the Ike Carpenter ork, allegedly sold audition records of the Carpenter band to Discovery Records for commercial use.

Local 47 spokesman said the union had found audition disks cut by Carpenter in the Discovery catalog. Discovery paid additional dough coming to sidemen for the date and Gordon was made solely responsible for the misuse of audition disks.

Mayfair Cuts 45 Releases to 79c

NEW YORK, Feb. 25.—The retail price for Mayfair's 78-r.p.m. children's records will remain at 98 cents, but the diskery's new 45-r.p.m. series will sell for 79 cents, according to Sales Manager Herb Plattner. It was previously reported that both series would sell at the lower figure.

The first Mayfair release on 45 disks will feature the most popular titles from the standard line, including the Lady in Blue's *Kiddie Konga* and *Happy Birthday* and Stu Wayne's *Pony Boy* and *Squirt*, the *Little Fire Engine*.

Two new 78-r.p.m. disks skedded for release this month are *Coney Island* and *Barnacle Bill*.

London Takes New Quarters, Preps A. & R.

NEW YORK, Feb. 25. — London Records settled down in its new quarters here this week and has already embarked on a campaign to solidify its position in the American disk market. Executive Veepee Dan Berne and artists-repertoire chief Tutti Camarata, who flew to England last week for conferences with the diskery's president, E. R. (Ted) Lewis, returned this week with new organizational plans especially involving the a. and r. department (see other story this issue) and promotion. Sales and distribution set-ups were also discussed at length. Lewis informed his American execs that London is ready now to drive for a top spot in the American market in all disk categories.

Berne and Lewis also discussed plans to improve distribution by plugging the few remaining gaps, and by closer co-operation with existing set-ups. The Canadian operation was another subject of the confabs.

One of the first moves promotion-wise was to move Harvey Geller from London sales in New York to work under General Manager D. H. Toller-Bond as national disk jockey promoter. Individual artists-repertoire staffers will also have a strong hand in promotion of artists that come under their respective supervision.

Camarata completed arrangements whereby he will return to England April 24 to conduct LP recording dates for a week. Material will include another instrumental album of operatic selections and several original Camarata works.

NY Radio Takes Stand Against New 802 Pacts

NEW YORK, Feb. 25.—Local 802, American Federation of Musicians (AFM), is finding the Class B and C (non-network) radio stations in its jurisdiction taking a tough stand on the question of musician minimums in current negotiations for a new contract. With the current contract expiring March 31, talks between 802 and station reps find many of the stations plumping for cuts in the numbers of live musicians employed. Some stations are pitching to dispense with all live music.

The local is asking for an increase in scale and the establishment of a 5 per cent welfare fund—and, of course, maintenance of the prevailing musician minimums. The current contract requirements are: For Class B stations, WMGM, 18 men; WMCA, 13 men; WNEW, 12 men. For Class C stations, WEVD, 10 men; WINS and WOV, 8 men; WHOM and WBNX, 6 men. Salary scales range from \$80 to \$125 for a six-day week.

The union bargains with these stations on an individual basis, the watteries are reported to be taking an unofficial but definite shoulder-to-shoulder stand this year.

Capitol Names Livingston V.P.

HOLLYWOOD, Feb. 25.—Alan Livingston, in charge of Capitol's album and kidisk wing of the artist-repertoire department, has been named a veepee of the Coast major. Livingston joined Cap early in 1946 and is credited with placing the diskery on the top rung of the kidisk ladder. Most noteworthy of his kiddie creations include the Bozo, Rusty and Sparky series.

Bozo has developed into one of Cap's most valuable properties and has been licensed to 15 kid product manufacturers. It is also the subject of a Cap-owned tele package, both live and on film. Livingston will continue to report to Jim Conkling, veepee in charge of Cap's artist-repertoire department.

Hugo Winterhalter Shakes Hands With Hugo Winterhalter

NEW YORK, Feb. 25.—The odds may be against it, but there are two Hugo Winterhalters.

One of them is well known in the music business, of course, as a musical director for RCA Victor, arranger and conductor. The other, who for purposes of this story will be known as the "other" Hugo Winterhalter, is also a musician—and to clinch the coincidence, both HW's were born in the same year.

Hugo Winterhalter had been unaware of the existence of the "other" Hugo Winterhalter until last week when the latter came here from Syracuse, where he teaches music in the public schools. Driven by a nameless compulsion, he made the trip expressly to confront his namesake. He went to the RCA offices, announced himself and had a long and satisfying chat with HW.

He told HW how he had been receiving fan mail and congratulations from friends and relatives for the screen, record and radio credits piling up in the name of Hugo Winterhalter since the latter began to make his mark in the music world as an arranger for Tommy Dorsey some years ago.

"I just had to see you to get this thing out of my system," the other HW told HW, and returned to Syracuse by the next train, his mind at rest, a vague but gnawing frustration allayed for once and for all.

Revival of Old Form B Pact?

Columbia LP 'Dance Parade' Series Sets Peak, Example

NEW YORK, Feb. 25.—Columbia Records' LP Dance Parade series has been one of the waxery's most effective ventures. "Its success has set it off as an emulated model in the industry," according to Paul Southard, Columbia's veepee in charge of merchandising. Southard, taking stock this week of the Dance Parade's record since its inception in May, 1949, said that sales of the series totaled 450,000 from that date until January 1.

The top seller, according to the

7-Inch LP Orders Flood Columbia

NEW YORK, Feb. 25.—Columbia Records' recently launched promotion campaign for seven-inch LP micro-groove platters has brought in distributor orders totaling about 500,000 in one single peak week, according to General Sales Manager Jeff Wilson. At the present rate, Wilson stated, deliveries may be delayed four to five weeks behind the original schedule, since production facilities are heavily taxed.

Wilson further stated that the Columbia seven-inch push was held up "until an adequate market in the form of a sufficient number of automatic record players could be established." Now, it is claimed, there are more than 800,000 of these automatic units in homes, and "more are being purchased every day."

Merchandising Pays Off:

Buffalo German-Polish Sector Swamps Store's Polka Dept.

BUFFALO, Feb. 25.—There's one music store in the country whose customers ask for "something new by Frankie" and mean, not Sinatra or Laine, but Yankovic or Wojnarowski. That's the record department in Sattler's Department Store here, a department which in less than five years has built up its yearly sales volume to the largest in the city and one of the largest in the country.

The switch in Frankies was inspired primarily because Sattler's is situated in the midst of a large Polish and German section in Buffalo's industrial East Side. "If it's a polka, it'll sell at Sattler's," says Ed Lyons, department manager. The phenomenal growth of the department is based on a combination of shrewd psychology and smart promotion, plus the advantage of being placed in the midst of the ground floor of one of the country's most active and promotionally minded stores.

Heavy Traffic

So dense is the traffic in Sattler's that merchandise often sells in huge quantities without advertising or special displays—with business stemming just from the sheer momentum of store traffic. Recently 8,000 "dog" albums, priced at 49 cents each, were moved out in 10 days, with no advertising at all. Speed is the byword in the department. Unless it's moving fast an item is quickly replaced on the counter. Frequently counter displays are rearranged as much as four or five times a day.

The huge volume is built on a relatively small inventory, and the

Columbia exec, was Frankie Carle, hitting better than 75 000, with Harry James second at a plus 50,000 figure. The current leader is Jimmy Dorsey's Dixie by Dorsey disk, which reportedly is over the 50,000 mark. Released in December the LP version is said to have been outselling the shellac album at a two-to-one clip.

All the dance bands in the Columbia fold have been represented with at least one Dance Parade disk, and several have already appeared twice. The diskery releases the series at the rate of one or two a month and maintains a continuing promotion on the entire series. In addition to trade and daily newspaper ads, streamers and posters, the disks are plugged on Columbia's LP Record Parade radio show.

Bloch Opens Own Hollybrook Pubbery

NEW YORK, Feb. 25.—Ray Bloch, veteran radio and video orkster and musical director of Signature Records, last week opened his own music publishing firm, Hollybrook Music. The firm has already obtained an American Society for Composers, Authors and Publishers (ASCAP) charter.

The firm's first plug song will be *Small Town*, a ditty which Bloch recorded for Signature and which has caused some trade provocation.

Senate Group To Study Bill Affecting AFM

Terperies To Protest

WASHINGTON, Feb. 25.—The Senate Finance Committee is tentatively scheduled to take up during the week of March 20 the section of the Social Security bill which would, in effect, re-instate the old Form B contract of the American Federation of Musicians (AFM).

Listed to oppose the section on behalf of the National Ballroom Operators Association (NOAB) is Washington legalist C. T. Boland. The AFM has not yet filed a notice of appearance but is expected to do so within the next two weeks.

The section was written into HR 6000, the Social Security measure, by the House Ways and Means Committee for the purpose of reversing the Supreme Court decision which outlawed the Form B contract. In defining the word employer for Social Security purposes, the provision definitely makes the ballroom operator responsible for paying the employer share of the bandsmen's payroll taxes as well as for the book-keeping operations involved.

The hearing on the employer section will be one of the last public sessions on the Social Security bill. The committee is hoping to finish off the open phase of the hearings March 23. There will then be several weeks of executive sessions.

It is likely to be late in the session before the measure finally reaches the Senate floor, since Finance Committee Chairman Walter George (D., Ga.) plans to lay the bill aside temporarily to consider the excise tax bill as soon as it passes the house.

Col Inks Revived Org, Memphis 5

NEW YORK, Feb. 25.—The original Memphis Five, now being revitalized by its former leader, Phil Napoleon, has been inked to a waxing deal with Columbia Records as part of its effort in the current two-beat revival.

Jimmy Dorsey, whose Columbia Dorseyland Eight two-beat efforts are largely responsible for the return of Dixieland, also was largely responsible for the diskery's inking of Napoleon and the Memphis Five.

Napoleon gave Dorsey his first crack at big-time tooting a couple of decades ago and the maestro, possessor of a long memory, felt that helping to get a disk deal for Napoleon might serve as part payment for the initial favor.

Pal on the Wing

NEW YORK, Feb. 25.—Promotional activities of the Honeydreamers, vocal group, range far afield. The lads are schoolmates of Capt. Peter Buck, pilot with Scandinavian Airlines. Buck does two flights a month. On each return trip to the Norse country he carries a flock of records cut by the Honeydreamers. These platters he gives to Scandinavian disk jockeys—with the result that the Honeydreamers are well known to Scandinavian listeners. The warblers are planning a Scandinavian tour.

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Jukes Will Test New-Speed Disks

45's and 33 1/3's To Get Trial Start April 1

More Plays, Low Cost Stressed

By Norman Weiser
CHICAGO, Feb. 25.—Comprehensive location testing of music machines, featuring the new 45-r. p. m. and 33 1/3-r. p. m. seven-inch disks, will be under way by April 1 via the new Wurlitzer 1250 juke, it was learned this week. It was so determined that a few isolated tests, in about a half-dozen large population areas, will be started next week, with ops using sample conversion kits, including idlers and spacer trays, provided by the factory in North Tonawanda, N. Y.

Introduced only a week ago during National Wurlitzer Days (12-13), the new speed disks as handled by the Model 1250 conversion kit have drawn operator interest far in excess of expectations. Many of Wurlitzer's 31 distributors wrote orders for the kit, ranging from one or two units to 50, during the two-day unveiling.

Need More Disks

Altho record availability is still the No. 1 problem in converting a juke box to one of the new speeds, operators are hopeful that there may be enough name performers on the 45 pops to program a 18-selection machine profitably. Major op interest in the 33 1/3 speed is apparently in the hillbilly line. But according to first reports, practically all tests will be made with the 45 speed.

Listed as items of special interest to the operator in the use of the seven-inch disks were:

1. Expectations of tremendous savings eventually in the cost of records.
2. Improved reproductions.
3. One record will be playable for the lifetime of a particular tune.
4. Simplified servicing and handling via the seven-inch, non-breakable disk.
5. Extra promotion which can be done on the new speed phonos, thus giving all coin-operated juke a shot in the arm.

Deliveries Soon

Caught between an unexpected number of orders for phonographs and wall-box conversion units on one hand and the unlooked for orders for the speed conversion kits on the other, Ed Wurgler, general sales manager, phonograph division, Rudolph Wurlitzer Company, said the company expected to start making deliveries on the latter in 30 to 45 days.

Estimates distributed thru the various territories indicate that by April 1 there should be approximately 200 phonos featuring one or the other of the new speeds on location, and that this figure will be steadily increased from week to week thereafter as deliveries are made.

Long discussed in the industry, (See **JUKES TO TEST** on page 84)

Measly Milt

WASHINGTON, Feb. 25.—Milton Q. Ford, of WWDC, who has been getting national plugs thru the use of his parrot in the "BO" syndicated comic strip, claims the largest audience of measles sufferers in the nation's capital. He was asked by a mother to locate somebody with the measles so her child could be infected in order to help combat a more serious disease. Ford broadcast an appeal and turned up 25 people with the measles within an hour.

BMI & Rooney Ink Writer Pact

NEW YORK, Feb. 25.—The newest signatory of the Broadcast Music, Inc. (BMI), writer plan is Mickey Rooney, signed in Hollywood by Bob Sour, BMI director of songwriter relations. Rooney, who also maintains a BMI-affiliated pubbery, Greenwood Music, has two tunes currently with BMI publisher Happy Goday.

Under the BMI songwriter plan, tunesmiths who sign a term pact receive advances against performances, with performance payments fully guaranteed by the licensing organization.

Sour and Bob Burton, BMI veepee in charge of publisher relations, returned here this week from a Coast sojourn.

Anthony Hyps Vocal Crew Before NY Bow

NEW YORK, Feb. 25.—Ray Anthony has been revitalizing his vocal corps in preparation for his four-week engagement in Hotel Statler's Cafe Rouge here starting April 3. Ronnie Deauville, who was with the band a couple of years ago, has rejoined to replace the departing Dick Noel. A new thrush, Betty Holliday, has been added. The band's vocal group, the Skyliners, were dropped, but will be replaced by a group which will comprise Deauville, Miss Holliday and three lads from the band.

The ork was recorded Tuesday (21) in Memphis by Jim Conkling, artist and repertoire chief of Capitol Records. It currently is touring in that territory.

Decca Puts Andrews Sisters, Bing on Religious Wax Series

NEW YORK, Feb. 25.—Decca Records this week unveiled a new line of religious diskings, to be sliced with the diskery's leading talent, which will be marketed beginning March 20 as the Decca Faith Series. The project, which has been supervised by Leonard Joy, will spotlight religious wax performed by such Decca bulwarks as Bing Crosby, the Andrews Sisters, Ernest Tubb, the Mills Brothers, Red Foley and Jack Owens.

The religious project has been in the making for almost a year. Basis for the diskery's big dip in the field, which hitherto in the wax business has primarily been concentrated away from popular artists and focused for the most part on sacred music specialists, is that a large market for religious recordings sliced by top-line pop artists exists, according to Joy and the diskery's execs. Joy feels that these pop toppers will shed a new

Cap Expanding Sales Promosh

HOLLYWOOD, Feb. 25.—Major expansion move is under way in Capitol's sales promotion department, with the diskery adding a promotion man in each of its regions. Men will report to the regional managers but receive instructions from the firm's Hollywood headquarters. Their duties will include handling Cap artists in their territory, bearing down on disk jockey contact work and assist in special dealer promotions with window displays and artists' dealer p.a.'s.

Appointees include Joe Matthews for the Western division, Harry Settergren, Midwestern region; John Trifero, former Pittsburgh branch manager, who will handle the New York area, and Dee Kilpatrick, former Atlanta branch manager, who is moving to Nashville to supervise promotion in that territory. In addition to his drum-beating chores, Kilpatrick will double for the repertoire department, serving as a resident a and r department rep. In this capacity he will report to Lee Gillette, head of Cap's country and folk disk department.

Cap's central Eastern sales division, headquartered in Cleveland, hasn't as yet named its promotion appointee, rounding out the firm's five regional divisions.

Capitol Dividend Reflects Outlook

HOLLYWOOD, Feb. 25.—Directors of Capitol Records, Inc., today declared a dividend of 12.5 cents a share on the common stock, payable April 1 to stockholders of record March 15. They also declared the regular quarterly dividend of 65 cents a share on the preferred stock, payable April 1 to holders of record March 15.

"The declaration of a dividend on the common stock at this time," Prexy Glenn E. Wallichs said, "is a reflection of the upturn in business starting in the last quarter of 1949 and the favorable prospects for 1950. The directors feel that in view of the excellent working capital position, the company should adopt a policy of declaring a substantial portion of earnings as dividends."

light—musically and commercially—on old religious favorites.

9 Waxings on First Release

The first release will feature nine waxings. The Faith Series will be issued on special purple with gold-lettered labels and will be distributed thru regular Decca channels. The disks will retail at 75 cents plus tax.

Heading the first release list is a pair of Bing Crosby etchings, done with the Ken Darby choir, coupling *What a Friend We Have in Jesus* with *He Leadeth Me* and *Mother Dear*, and *O Pray for Me* with *O Lord, I Am Not Worthy*. The Andrews Sisters have a slicing of *In the Gardens* and *Count Your Blessings*, done with Victor Young ork backing. Also skedded are the Hamilton Quartet and a chimes and organ diskings containing four selections.

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Domestic Copyright Overhauled

House To Push Action Despite Global Sitch

Little Chance of Conflict

WASHINGTON, Feb. 25.—Despite present preparations for a global copyright pact, the House Judiciary Committee is still planning to go ahead with a study of the domestic Copyright Act with a view toward complete overhaul. The more pressing problem of monopoly has kept the group tied up so far this session, but it may be possible to clean up the current monopoly hearings before adjournment and commence preliminary preparations for copyright hearings next session.

The committee is of the opinion that if a world copyright treaty is eventually ratified by a satisfactory number of countries, it will still contain such minimum standards that it will have no effect on the domestic application of the Copyright Act of 1909 or any revision of it which may be made by Congress.

Conflict Unlikely

If a strong global pact were to be drawn it would supersede any portions of domestic copyright legislation with which it happened to be in conflict, since international treaties take precedence over related U. S. laws. However, State Department and Library of Congress officials have repeatedly stated that the proposed global treaty will be limited to broad basic principles.

The rapid development of television as well as the expansion of the phonograph record industry has emphasized the need for revision of the copyright laws. Legislators say that it is remarkable that the Copyright Act of 1909 has worked as well as it has, in view of the great changes since that time. They give full credit to court interpretations which have, to a great degree, managed to make up for many deficiencies in the basic law. It is felt, however, that in recent years many court verdicts have been conflicting and have caused much uncertainty.

Just what specific changes will be proposed by the committee will not be known until after full-dress hearings are held, probably running for several months. However, it is certain that radio and television material will be included in the copyright law, with specific references to the use of music by the two media as well as by motion pictures.

Waxing Problems

As far as disks are concerned the committee will have under consideration dropping the compulsory license section, the possibility of affording diskeries and performing artists copyright privileges, and removal of the juke box exemption.

The first step in the overhaul of the copyright law by the Judiciary Committee will probably be to assign staff members to study the numerous court interpretations of copyrights. The next step is likely to be consultations with the U. S. Copyright Office to get the agency's views on the areas to be tackled first.

Public Hearings

After the preliminary steps are out of the way the committee will then call public hearings. A bill probably would not be introduced until a wind-up of the hearings. The public sessions would probably be devoted to a step-by-step examination of the act. Witnesses representing authors and publishers would be called to testify on provisions relative to written

Progress of the Machine Brings Decline in Jobs for Musicians, Say AFM Reps in Broadcast

NEW YORK, Feb. 25. — "Of the 20,000 musicians put out of work by talking pictures, only 339 are now employed on movie lots; the average local radio station employs less than one-third of a full-time musician; the juke box industry, grossing \$230,000,000 per year, pays nothing to the musicians who make the records which bring in this income."

These commentaries on the employment status of America's musicians were offered by Al Knopf, head of records, transcriptions and films and exec board member of Local 802, American Federation of Musicians (AFM), and Hy Jaffe, chairman of 802's trial board, in a WEVD forum Sunday night (19) on the subject "Musicians and the Public." In view of the fact that 802 has jurisdiction over some 70 per cent of the recordings and transcriptions made in the United States, Knopf and Jaffe are in close touch with the facts and figures, and their remarks, aired in public forum, may be taken as representing official AFM attitudes, with the approval of Prexy James C. Petrillo.

Machines Take Over

Tracing the technological progress of radio and recording from its early days, the 802 reps spoke of the stimulus to musicians' employment at first provided by the microphone and the amplification tube. Later, when network radio took precedence over locally originated music, and "talkies" put pit bands out of work, employment of musicians took a precipitous drop. The machine replaced the musicians not only in theaters and radio stations, but at public gatherings, taverns, dance halls, road houses—all "misusers of records," in the phraseology of the speakers.

The Federal Communications Commission (FCC) was quoted as stating that "radio broadcasting would lose much of its appeal to the public if the rendition of live talent programs is in any way curbed." Chief Justice Vinson was quoted: "Under the direct provisions of the statute, the rights

of citizens to enjoy local broadcasting privileges were being denied thru the obliteration of local talent." A third quote was attributed to the National Broadcasting Company (NBC): "To interfere with local program schedules of many years standing would deprive our stations of their full opportunity to render a desirable local service."

Iron Curtain?

The "misusers of records" drew an iron curtain around members of the AFM, the union execs said, which was "sealed by the Lea Act, the Taft-Hartley Act and outmoded copyright laws." In the face of this threat the record manufacturers offered a "slight concession" in the form of the trust fund agreement, contributing a percentage of disk sales toward public concerts employing musicians.

The 802 spokesmen also singled out disk jockeys and wired music services as taking big bites out of musician employment, along with the juke boxes, network radio and films. The potential threat of television was mentioned, with the example a recent telecast of the opera *Aida*, in which live performers mouthed the parts and the actual music was supplied by phonograph records.

Preservation

Thruout the discussion Knopf and Jaffe stressed the contribution of musicians to American culture in general and the development of modern radio, theater, films and other valuable and profitable art and communications media in particular. They closed with an exhortation to protect the cause of the American musician "to preserve and protect American musical culture for the sake of America itself."

Webster Pressery Moves to 3 Speeds; Contin'tal Goes LP

NEW YORK, Feb. 25.—Don Gabor's Webster Record pressery at Webster, Mass., bolstered with a Reconstruction Finance Corporation (RFC) loan, is now pressing LP, 45 and 78 records. The plant employs eight presses on 45, six on LP and 33 on 78 r.p.m. production working two and a half shifts. The plant is pressing for several labels in addition to Gabor's own Continental Records.

Continental is bowing in the LP field with Joseph Schmidt's rendition of tunes from the German flick, *My Song Goes Around the World*, and Bela Bartok's *Hungarian Dances*, with the composer at the piano. Both are 12-inch disks, retailing at \$5.85. Continental is also releasing its first 45 r.p.m. diskings, with a selection of marches and polkas played by Frank Yankovic leading off.

Gabor is on a six-week trip across country to round up distributors for his LP and 45 disks. He will also attend to the setting up of a West Coast office for Continental under Bert Resfeld.

works. Sections pertaining to disks would call for witnesses for diskeries, composers, music publishers and musician and artist unions.

LISTEN, PARDNER, or "I'll Tell Hoppy on You"
 by Charles C. Nields, Al Piantadosi

Put to bed the horse you've been a-straddle,
 Just the way that all the cowboys do.
 Put away your dusty boots and saddle
 Or I'LL TELL HOPPY ON YOU.

Lay aside the gun you've been a-shootin',
 Now another busy day is through.
 Wash your hands, my boy, and stop that whoopin'
 Or I'LL TELL HOPPY ON YOU.

Been riding the range all day
 Without any change all day,
 Over hills—Over the plain—
 Out after a rustler band,
 You big handsome sheriff man,
 Rustle your books just as quick as you can. (and)

Don't forget to listen to your mother,
 That's what all the grown-up cowboys do.
 Just be sure to say your prayers at bed-time
 Or I'LL TELL HOPPY ON YOU.

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Court Slaps Ban On Alan Freed In Jockey Fight

AKRON, Feb. 25.—Alan Freed, Akron disk jockey, cannot broadcast within 75 miles of Akron for a year, Common Pleas Judge Bernard J. Roetzel ruled today. The court granted Station WAKR a permanent injunction keeping Freed from broadcasting from WADC. Freed's contract with WAKR had this restrictive clause in it. Freed said he would appeal the ruling.

AKRON, Feb. 25.—Final arguments were being heard in Common Pleas Court today on the lawsuit of WAKR to prevent disk jockey Alan Freed from broadcasting on any station within 75 miles of Akron.

The bitterly fought action ran thruout the week. Freed, with WAKR for over four years, recently did not come to terms with the station on a new contract. Instead he signed with promoter Lew Platt to appear on a platter show on Station WADC, located across Main Street from WAKR. His former employer immediately obtained a temporary injunction to keep him off WADC and is now endeavoring to make that injunction permanent.

Freed has held that the previous contract he signed with WAKR was oppressive and "against public policy." He said he had written Bernard Berk, of WAKR, saying he intended to establish Alan Freed and Associates, sell his program to WAKR and be free to do business with other stations as well. Bruce W. Bierce, WAKR counsel, told the court that a radio station depends on its radio audience for its appeal to advertisers. Freed, he said, was trying to take the audience he had from 11:30 p.m. to 12:30 a.m. from WAKR to another station. He said the station had built up Freed by advertising, spot announcements and "by planting comment about him in radio columns."

Bierce disclosed that Freed, when he joined WAKR in 1945 was making \$43 a week at New Castle, Pa. He said the jockey started at WAKR at \$60.50 a week and, according to Freed, made more than \$10,000 last year.

In an outburst late in the hearing, Freed attempted to take over the questioning of a witness from his attorneys, whom Freed's attorneys had summoned—managers of other Akron radio stations; Bee Officer, radio columnist, and civic leaders—to back his public affairs status.

He asked Judge Bernard Roetzel for the right "to be heard" when his attorneys declined to ask a question of Russell W. Richmond, general manager of Station WHKK. Attorney William D. Held then asked the question after holding Judge Roetzel that he was aware in advance that it was improper. The question was: "Does WHKK have restrictive clauses in its contracts with its announcers?"

Judge Roetzel ruled that the Freed-WAKR contract is the only one at issue. Meanwhile, after the court suggested that he, before the suit could be settled amicably out of court, attorneys and Freed and Berk went into session. The session broke up, however, with Freed holding that WAKR had not "offered me a thing it hadn't before."

Larry Taylor Settles Suit Against Block

NEW YORK, Feb. 25. — A suit brought by Larry Taylor against disk jockey Martin Block for alleged breach of contract was discontinued in New York Supreme Court when the litigants settled out of court.

Taylor had sued Block for \$45,864 allegedly due him for producing and directing the jock's *Make Believe Ballroom* show under two contracts signed in 1947 and 1948.

Taylor is now professional manager for Jerry Johnson's *Michael Music* pubbery.

Vox Peddles 200 Minutes of Bach On 4 LP Disks

NEW YORK, Feb. 25.—Vox Records' release this month of a complete, unabridged recording of Bach's *St. Matthew Passion* is a major moment in the history of recorded music. The waxing which runs 200 minutes, occupies eight long-playing disk sides, for an average of 25 minutes per side, which is maximum microgroove mileage and excellent value. The package, complete with high-grade leatherette cover, flap pockets and bi-lingual text, retails at \$24.75, including tax.

The recording, which was taped for the Berlin Radio's Library Service, was obtained by Vox thru the Discophiles Francais Company in France. Involved in the proceedings are the Berlin Radio Symphony and augmented choir (130 voices), the St. Hedwig's Cathedral Boys' Choir, five vocal and several instrumental soloists. Fritz Lehmann is the conductor.

Considering the length and difficulty of the work, the artistic level is maintained on an unusually high plane. Obviously it was cut in the course of a continuous performance, but a few audience noises actually enhance the effect of the life-like recording. The singers, mostly unknown here, have excellent voices and stylistic command.

The high quality of performance, recording, pressings and presentation, plus the fact that this is the first complete cutting of the work, point to commercial as well as artistic success. In fact, 1,200 copies, from the initial pressing of 1,500, were reported sold in the first week. Should be especially strong at Easter, Christmas and other gift-giving occasions.
Bill Simon.

MGM Moves Vs. ABC Air Ban of "Can I Come In"

NEW YORK, Feb. 25.—MGM Records is moving against an air ban of the tune, *Can I Come in for a Second?*, imposed by the American Broadcasting Company (ABC). The waxing's concern is for its Betty Garrett-Larry Parks disking of the tune and is circulating petitions among show business figures in protest against what it calls "an unfair, narrow-minded decision for censorship." It has also submitted the disk to the Catholic Legion of Decency, seeking an okay of the tune from that body.

The tune has also been waxed by Patti Andrews and Dick Haymes for Decca and Nat Cole and Nellie Lutcher for Capitol.

Cheap Insurance Wins for AFM

PHILADELPHIA, Feb. 25. — In spite of all the dire predictions about the music world, there is no indication that the musicians' union—locally, at least—has lost any of its attractiveness as far as the upcoming generation is concerned.

Facts and figures at Local 47 of the American Federation of Musicians (AFM) show the union is losing no ground. However, union officials are frank to admit that it's more than a musical career that holds the attraction for the music maker. Biggest come-on for membership is the local union's insurance provisions. For a \$15 initiation fee and dues of only \$14 a year, each paid-up member rates a \$1,000 life insurance policy. And as one of the union chiefs remarked, "Where can they buy life insurance as cheap as that?"

TV, 45-R.P.M. And Color Cut Into RCA Net

NEW YORK, Feb. 25.—What experimentation and merchandising television and a new speed record mean in terms of cost and investment was revealed to a considerable extent this week in the annual report of Radio Corporation of America (RCA). Altho gross revenue for 1949 was up approximately \$39,600,000 over '48, net profit after taxes for 1949 gained only about \$1,122,232.

Much of the difference was attributed in general to three major RCA activities. One was the launching of the 45 r.p.m. records; one the operation of the National Broadcasting Company TV network (NBC), which lost about \$10,000 a day during 1949, as well as operation of five NBC-owned TV stations, and the last, the continued research and development in connection with the RCA color TV system.

RCA's own income, including that of RCA Victor, RCA laboratories, RCA international and subsidiaries other than NBC, was \$308,000,000 for 1949, a gain of \$30,000,000. NBC's income went up to \$72,000,000 for 1949, but this included both its AM and TV revenue. AM network was down for '49 as against '48.

Airline Is 3d Man in Flying Autographs

NEW YORK, Feb. 25. — An air wing has been added to the *Third Man* promotional offensive. In the latest stunt to promote the David O. Selznick flick and the sound track version of the musical theme therefrom, Selznick, London Records and American Airlines have become mutually involved. The new stunt has zither wizard Anton Karas autographing 300 copies of his London disk, which American is flying to the Selznick office here. The flickery will then have the film's star, Joseph Cotten, add his script to the same labels, after which the airline will distribute the disks among selected deejays in this country. Each jock will in turn arrange some sort of contest, offering a disk as prize.

London will make up and distribute special store streamers featuring the photo of the jock selected in each area.

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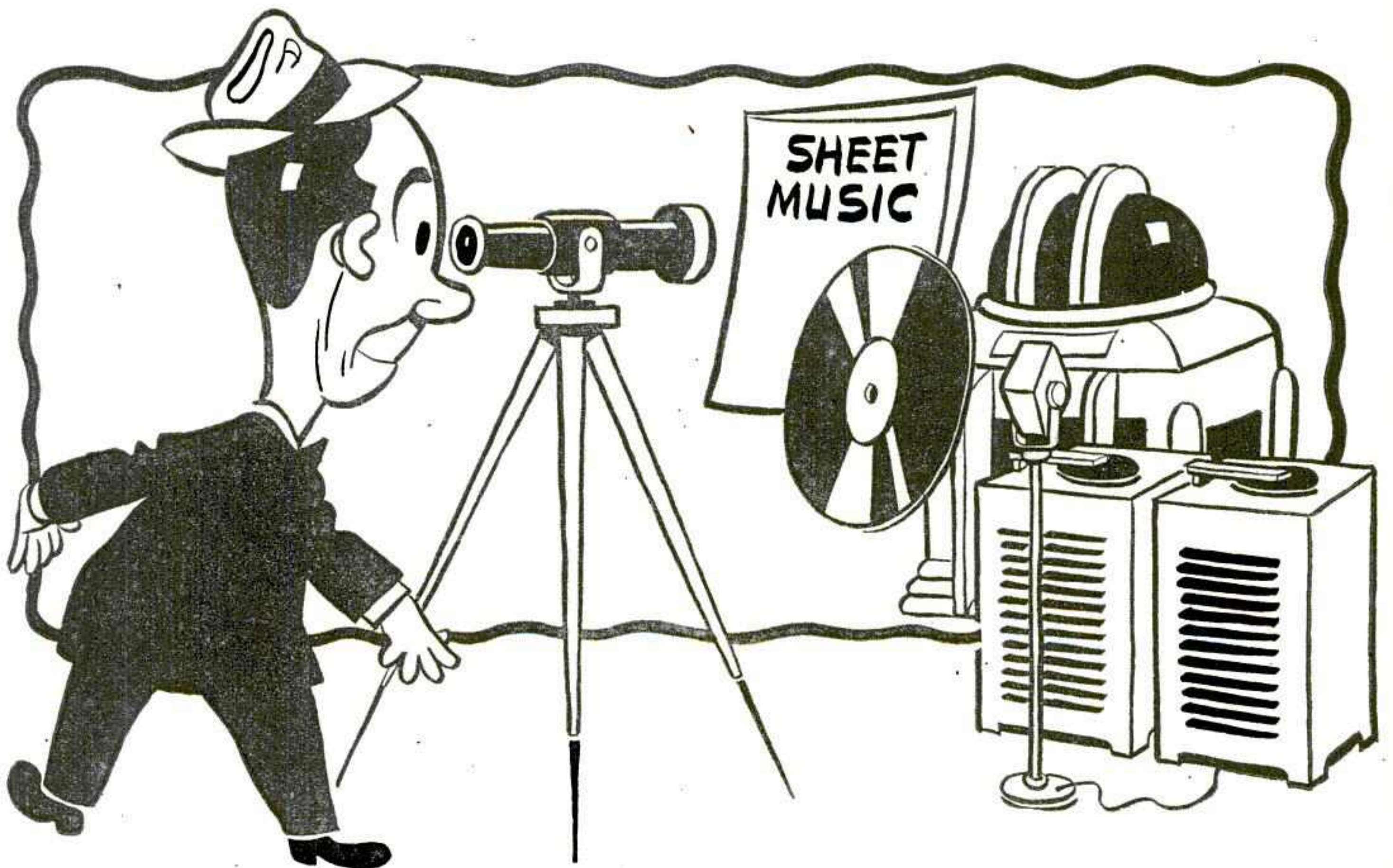
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MUSIC—AS WRITTEN

Columbia's Blues and Rhythm Grabs Artists

Columbia Records' blues and rhythm department grabbed off a couple of additional talents for its drive for contention in that market. The newest artists include the Loumell Morgan Trio, and the Six La Motta Brothers, a calypso group which works with the Millard Sisters and El Boy, a chanter, on wax. Initial releases on both these artists will be marketed early in March.

Linke Sets Up "Man With a Horn" Pic-Disk Bally

Dick Linke, flack for the New York and Newark, N. J., Columbia disk distributories, has arranged several special screenings of the Warner Bros. flick, "Young Man With a Horn," for disk dealers in these areas. Columbia Records will issue an album bearing the flick title in March. It will feature Doris Day and Harry James, who are also prominent in the film. James, who doesn't actually appear, sliced the trumpet music for the sound track.

Link Hires Chi Theater To Show Pic to Music Ops

By arrangement with 20th-Century Fox, Harry Link, professional manager of the Leo Feist pubbery, has hired the Monroe Theater, Chicago, for a private showing of the "Wabash Avenue" flick for operators attending the music operators' convention there. The screening will be Tuesday night (17).

Avakian Inks 3 New Polka Orks for Columbia

George Avakian pacted three new polka orksters for Columbia Records in Cleveland last week—Rudy Sindell, Chester Budny and Henry Broze. He also re-signed Jewish language comedian, Aaron Lebedeff.

Irving Fields Makes Second Stand at Roxy

Irving Fields, who is busy doubling between the Roxy and the Park Sheraton Hotel, is making his second stand at the theater that Rothafel built. The first was the week he won as a prize in a Fred Allen amateur contest years ago.

Cap Pulls Back Barnet Waxing of "Things"

Capitol pulled back its Charlie Barnet dinking of Jerome Kern's "All the Things You Are," following a protest from the pubber, Chappell Music. The jivey arrangement featuring Maynard Ferguson's high-flying trumpet appeared too unorthodox for the composer's widow, who demanded that the disk be stopped.

Decca Declares 12½-Cent Quarterly Dividend

Decca Records last week declared its regular quarterly dividend of 12½ cents per share on its capital stock. The dough is payable March 28 and covers 76,000 shares of outstanding stock.

Cap Hopes To Build Katz With "Iron Curtain"

Capitol Records' hopes are high for Mickey Katz's forthcoming release, "There's a Hole in the Old Iron Curtain," a burly jibe at the current Soviet situation. Katz, who clefted the dilly ditty, was the creator of "Der Fuehrer's Face" while with Spike Jones. The latter was Jones's first disk click. Cap intends to build Katz with this release, hoping the platter will have like results.

MGM Records Sets Steamship Tie-In for "Rio" Album

MGM Records has a tie-in with the Clyde McCormick lines on the sound track album from the current MGM musical "Nancy Goes to Rio." Film will be shown on all the steamship company's Rio-bound liners, juke boxes on board will be stocked with single diskings from the album and LP copies of the set will be played over the ship's loud-speaker.

New York:

The George Joys and the Perry Comos returned Thursday (23) from a Nassau vacation. . . . Savoy Music, pubbery wing of Herman Lubinsky's Savoy and Regent diskeries, has had its deal with Broadcast Music, Inc. (BMI), renewed, and received a cash advance. The pubbery has been affiliated with BMI for four years. . . . Clarinetist Tony Scott took a new band into Cafe Society Thursday (23). . . . Atlantic disk thrush Ruth Brown opens at the 421 Club, Philadelphia, March 27. . . . Horace Heidt's Magnolia Record Company, which operates out of the Philip Morris headquarters here, moved with the latter organization to new quarters at 100 Park Avenue last week. . . . Chirp Pat Rainey opened at the Hotel Maurice Friday (24). . . . Herb Jeffries opens at the Apollo Theater March 3. Ed Burton, who left here for a six-week stay on the Coast for Hill & Range in January, will stay on until the end of April. . . . Bobby Mellin has gone on to Hollywood after a sojourn in Chicago. . . . Lloyd Greenfield, of the Manny Greenfield Associates flackery, is doing a month's stint as advance man for Tommy Dorsey. . . . WINS warbler Pat Terry opens at Boston's Latin Quarter Thursday (2).

Gospel thrush Sister Rosetta Tharpe was renewed for four years at Decca. . . . Elmo Russ is putting out a reading of "The Sermon on the Mount" on a 12-inch LP record. . . . Mellin Music has taken over eight tunes from N. B. Mayhams's Sorority-Fraternity pubbery. Mellin had acquired "We'll Build a Bungalow" from Mayhams prior to this assignment.

Bobby Maxwell, harpist and Tempo disk artist, is in from the Coast. . . . Atlantic Records is preparing a new 10-inch LP disk with five selections per side, instead of the usual four. Material is culled from Erroll Garner cuttings issued previously on 78 r.p.m. The new LP will retail at the regular \$2.85. . . . Peggy Connelly, former Ted Steele secretary, has joined Dick Linke's new flackery. . . . Regent disk topper Herman Lubinsky purchased the original Moonlight master of "Did Anyone Ever Tell You, Mrs. Murphy?" from the composers.

Esoteric Records, LP diskery owned by Bill Fox and Jerry Newman, recorded a new Poulenc work last week, with ork conducted by Edward Fendler. . . . Publisher Joe Davis cut four Latin originals for his Joe Davis disk label last week, using the Quarteto Hermanos Marcado. . . . Irene Murasky, secretary of American Record Company, producer of Arco

wax, was married recently to Frank Sutter, a lieutenant in the Irvington (N. J.) Fire Department. . . . Fernando Castro, head of Southern Music's Latin-American department, leaves for Cuba March 10.

Chicago:

Billy Bishop, the past three years a GAC attraction, is dickering with MCA. . . . Freddy Nagel has notified MCA that he's disbanding his ork to take a four-month vacation with his frau on the Coast. . . . Lou Robins, chief of Robins Record Distributors in Cleveland and Columbus, O., where he handles Mercury, is moving into his own building at 476 East Fifth, Columbus. . . . Sid Nathan, prexy of the King label, Cincinnati, has inked Joan Brooks, chirp; Duke Bowman, WLOH, Princeton, W. Va., d. j. who doubles as singer, and Sonny Howard, mimic-singer. . . . Vic Schroeder, Omaha booker, has worked out a reciprocal booking agreement for the Reg Marshall Agency, Hollywood. . . . Bill McCall, prexy of 4 Star, Hollywood h. b. and Western label, has appointed the following distributors: George Kaye Music, Fresno, Calif.; Modern Distributing Company, Los Angeles; Supreme Distributing, Cincinnati, and Roberts Distributing, St. Louis and Kansas City, Mo. . . . Bill Walker and His Swingcats cut four sides for Aristocrat. Walker is the WIND, Chicago, pianist who penned "Half a Heart."

Bob Berkey, ex-Associated orkster, has joined McConkey Music. . . . Christ Cross goes into the Claridge, Memphis, March 18. Booking was by McConkey Music. . . . Midwest Distributing Company, St. Louis, will open its Kansas City branch March 1 at 1835 Main Street. . . . Al Morgan and four variety vaude acts did \$5,062 in an evening performance February 19 at the 2,700-seat Dayton (O.) Memorial Hall. Ducats were scaled from \$1.20 to \$3.10. Morgan intends to do other concerts when he closes his current six-weeker at Helsing's Vodvil Lounge. Sam Honigberg, flack, promoted the date. . . . Peggy Lee will headline a celebration in her honor March 6-7 in Valley City, N. D., her home town. . . . Jimmy Palmer set for the Aragon, Chicago, May 23 for three weeks. . . . Bob Vincent, ex-Al Trace vocalist, has his own trio, booked by Mutual Entertainment Agency. . . . Sherman Hayes goes into the Blackhawk for four weeks, opening March 15. . . . Serl Hutton, chief of National Orchestra Service, Omaha, celebrated the agency's 20th anniversary last week. Office now has the Lee Williams, Al Hudson and Bob Calame bands.

Lincoln Ups Plastic Disks to 79 Cents

NEW YORK, Feb. 25.—The price of Lincoln Records' plastic disks has been raised from 49 cents to 79 cents, according to Sales Manager Horace Bloom. The pop line, which bowed around the first of the year, is now manufacturing a 25 per cent heavier disk and is selling thru distributors.

With 20 distributories already inked to handle the line, Bloom leaves on March 15 for a one-month swing thru the South and Southwest to contact the current distrib line-up and also to fill territorial gaps.

Para-Decca Deal On 'Samson' Score

NEW YORK, Feb. 25.—The promotion pattern for film score waxings, as instituted by Decca last year for its *Jolson Sings Again* album, will be followed once more this week. This time the album release is Victor Young's score for the Paramount flick, *Samson and Delilah*. Decca and Paramount are co-sponsoring special screenings of the film for dealers and deejays thruout the country. Paramount field men and Decca distributories have evolved a formula for co-ordinating their pushes, complete with the usual shower of window cards and disk shop streamers.

Drummer Ponder Has Time To Think

DETROIT, Feb. 25.—Working in a night club does not constitute unemployment, according to the decision of Recorder's Court Judge Gerald W. Groat.

Drummer James Ponder, a member of the American Federation of Musicians, was convicted on charges that he worked 10 weeks at the Chesterfield Inn and at the same time collected compensation from the State by reporting as unemployed.

Ponder got 30 days in jail to think it over. And he must pay back the \$189 he got from the State.

Savoy Preps "45" Line of Blues

NEW YORK, Feb. 25.—Savoy Records, which introduces its 40-disk 45-r.p.m. line this week, will launch its first new-speed release for the blues and rhythm market two weeks later. According to Savoy mogul Herman Lubinsky, there has been a demand for these in the last few weeks. Initial disks will be spirituals.

Lubinsky also intends to try some of his be-bop cuttings on a long-playing platter, to come out about the same time.

Meanwhile Lubinsky is compiling a new radio exploitation listing for his Savoy and Regent labels. A questionnaire has gone out to every station in the country with inquiries about the type of records spun and what single person at each station is to receive the deejay copies.

Philly Library of Disks Opens Door

PHILADELPHIA, Feb. 25.—The free library of Philadelphia's collection of 23,000 phonograph records of classical music was opened to the public for the first time last week. Public use will be limited to listening in the music department in the library building. Two sound-proof rooms were equipped with four record players, each with two sets of headphones.

The new policy was adopted with permission of RCA Victor, donor of the collection. Previously only professional musicians, students and teacher had access to the collection.

LP Blondes!

PHILADELPHIA, Feb. 25.—A sign in the window of a Walnut Street record shop arrests more attention from the passers-by than all the merchandise on display. The window streamer shouts out, particularly since the musical itself showed at a playhouse near-by, that "Gentlemen prefer blondes on long-playing records and shellac."

MIAMI HONEYMOON IS OVER

EMA-ARA Opens Fold for Mich. Agents Chapter

CHICAGO, Feb. 25.—Entertainment Managers' Association (EMA), local chapter of the Artists Representatives' Association (ARA), is headed for its most successful year, committee chairmen and officers of EMA-ARA told a monthly membership meeting Thursday (23).

Major reason for optimism was the report of Sid Epstein, of the membership committee, that EMA-ARA will soon close an agreement with the 27 members of the Michigan Theatrical Agents' Association, whereby the Michigan group will set up its own chapter thru EMA-ARA. Having over 20 members, they are entitled to set up their own ARA chapter with a certain amount of local autonomy, as provided by national by-laws. Addition of the Michigan group marks the biggest single membership increase by the Midwest ARA segment. Epstein reported that the membership boost will put another EMA-ARA rep on the ARA national board of governors.

Mull Club-Date Code

Paul Marr, prexy of EMA-ARA, said that directors of the local group had sent a recommendation to the board of governors to remove the club-date code from current negotiations between ARA and the American Guild of Variety Artists (AGVA) so that it may be considered separately from the Rule B considerations being talked over by percenters and AGVA. Feeling here is that the code is a separate item and should be considered apart from other regulations in Rule B.

Seeks By-Law Expansion

Chuck Suber, of the grievance committee, introduced a resolution, which was passed, that an expansion in by-laws be considered by the board of governors. Suber pointed out that often there is doubt as to the jurisdiction of the committee in hearing (See EMA-ARA Opens on page 27)

IN SHORT

New York:

The American Guild of Variety Artists (AGVA)-TV meeting will be March 1 at the Malin Studios and not February 22 as erroneously written. . . . Virginia Lee is set for the Palladium. . . . A deal is on for Step Brothers for the same London theater. . . . Sidney Tapley, formerly with May Johnson, is opening his own office. . . . Earl Wilson started a disk jockey program out of the Belmont-Plaza Monday (27). "It's an interview program with guests and some records, but I won't be a disk jockey," explained Wilson.

Belle Baker has borrowed Sophie Tucker's writer, is readying a new act and going back into the business. . . . The Ritz Brothers talking again about opening their own room in Miami Beach, Fla., a co-operative venture with all big names getting a piece of the joint. Harry Ritz says he's already got the money guy to build the spot.

Francis Renault at the Polyclinic Hospital after three operations which have kept him there for five weeks. He had six operations in the past five years. . . . Roy Gerber and Norman Weiss have formed their own agency. . . . Jack Kelly, piano accompanist, is one of the busiest guys in the biz. He's playing for Vic Damone, Jane Harvey, Herb Jeffries and was the 88'er for the late Buddy Clark.

Chicago:

Johnny King, act booker, is remaining with GAC despite rumor to the contrary. . . . Charley Rich will do indoor booking with the Tommy Sacco office. . . . Virginia Voss, club-date booker with James A. Roberts, has gone to Associated Booking Corporation to start a club-date department. She will be assisted by Jack Shaw, "The Mad Auctioneer." . . . Main Street Theater, Racine, Wis., is trying two weeks of straight vaude after success with half-week tries.

Ben Orloff and Irv Singer open their new Silver Frolics March 16 with the Nov-Elites, Shine and Stone, Kay Kenton and Ginger Sherry. . . . Marion Odmark has returned to head This Week in Chicago, night life gazette. . . . Gene Morgan, night club critic of The Daily News, is back at work after a four-month illness. . . . Don Carlos, whose Casino in Winnipeg was razed by fire, has renovated a local ballroom and is opening his 15 Stairs Club April 19 with the Mills Brothers for two weeks. . . . Frankie Laine may go into Chez Paree in June. . . . Dave Halper, of the Chez Paree, is reportedly dickering with Barry Gray, Miami d. j. current at the Copa City.

Hollywood:

Frankie Laine booked into Chicago Theater April 21 for reported \$12,500 weekly plus percentage. Laine pays all acts and pockets the difference. . . . Flickerites Peggy Ryan and Ray McDonald trek to Dublin, Ireland, for a vaude date April 1. . . . Mel Torme will play Toronto's new Casino Theater March 16. . . . Mae Williams, thrush who worked at Billy Gray's Band Box, moves into the big time with a date at the Mocambo and a follow-up at the Flamingo, Las Vegas, Nev. . . . As soon as Danny Thomas returns from his London Palladium date he will play the East, beginning with a May stint at Bill Miller's Riviera in New Jersey. . . . Billy Eckstine's recent date at Million Dollar Theater is said to have netted him \$20,000. . . . Comic Pinky Lee, starred on his own TV show over NBC, has been offered a run at Coconut Grove. . . . Jackie Gleason, who winds up his "Life of Riley" tele stint next month, will fill in with vaude and nitery bookings. Gleason is up for the title role in "Riley" when the series is resold.

Gambling Lid Snaps Down on Lush Niteries

Fat-Pay Era for Acts Fades

(Continued from page 3)

Golden Shores and Green Acres, the last using no acts, into confusion. Sam Bramson, of the William Morris office, has gone to New York to straighten out the Lewis deal. It is possible that Lewis will go into either the Copa or the Beachcomber. In the meantime, however, the merger between the Copa and the Beachcomber is in the making and may be settled before many days.

Political Football

The question of gambling in the Miami area has been a political football for many years. When Warren was elected governor, Stephen Griffin, a close friend of his and reportedly a heavy financial backer of Warren's candidacy, became the governor's personal investigator. Griffin promptly moved into the gambling picture with an avowed purpose of cleaning it up.

Warren thereupon withdrew Griffin's appointment and the newspapers promptly jumped on Warren, charging him with condoning gambling. Warren arrived in Miami Monday (20), conferred with Col. J. R. Younger, head of the Miami Crime Commission; Lilburn R. Railey, secretary, and Dan Sullivan, operating director. The commission had been trying to remove Jimmie Sullivan, Dade County sheriff, charging him with failure to enforce the anti-gambling laws. The conference lasted three hours. That night (20) the rumor that the heat was on stopped all gambling in Dade County. By Wednesday (22) the neighboring Broward County, where the Boheme and Green Acres are situated, felt the blight.

Boheme Giving Up

Green Acres closed its doors and the Boheme its casino, keeping the dining room, where Joe E. Lewis, Gracie Barrie and Ted Powell's orchestra are appearing, in operation. There has been no gambling in Broward County since Wednesday night (22). The Boheme will close its doors and call it a season Saturday despite the fact that the club has been doing a capacity business without gambling, with Lewis as the draw. Lewis's contract, for three weeks with options, still has two weeks to go and will be adjusted. Gracie Barrie was only in for a week, and the Powell band has been on two weeks' notice for some time. Arrangements were made with the Miami local of AFM to let them work the extra three days because their notice expired Wednesday. (See Honeymoon Off on page 27)

Michigan Agents Elect

DETROIT, Feb. 25. — Peter J. Iodice, of Amusement Booking Service, was elected president of the Michigan Association of Theatrical Agents for 1950, succeeding Henry Lueders, of the United Booking Office. Other new officers are Del Delbridge, of Delbridge & Gorrell, vice-president; Coreen Lueders, United Booking Association, secretary, and Val Campbell, Gus Sun Agency, treasurer. The new directors are William Gail, Max Gail Agency; Jules Klein, Klein Agency; Arthur (Buddy) Fields, United Booking Office; Harry Lee, Betty Bryden Agency, and Ray Gorrell, Delbridge & Gorrell.

No Need To Be Leery of Palace

Other Houses Pick Up Acts Out of There

Earlier Misgivings Allayed

NEW YORK, Feb. 25.—The argument that acts going into the Palace won't get jobs in the big Broadway combo houses has been disproved by events.

At present, Lee Marx is at Radio City Music Hall, Anthony Allyn and Hodges are at the Roxy, George DeWitt is at the Paramount and the Ben Yost Vikings are at the Strand. In recent months other acts that played the Palace also got bids for the competitive houses.

Two Objections

Some acts had two main objections to taking the Palace. The (See No Need To Be on page 27)

Quick Peek at Havana Reveals No Hot Nitery Business Potential

By Bill Smith

NEW YORK, Feb. 25.—If there's any big potential business in Havana, a quick survey failed to show it. The cafes are big, lavish, placed in settings reminiscent of Radio City Music Hall stageshows when Russell Markert and Leon Leonidoff let themselves go, but do hardly enough business to fill ringside.

The big cry in Havana is the lack of tourist trade. Some hypo in that direction recently has been injected with more and more cruise ships touching the city. But between ships the spots have a tussle for the buck.

The Miramar isn't too far from the city, tho the cab driver played us for a sucker, giving us the bite for seven bucks to and from the center of Havana. Located in a semi-public park, the Miramar is something to see. But inside it was another empty room. The Tropicana, another elegant spot, was equally well laid out, but again the business was dull. The Sans

Souci is way out in the country, about 15 miles, and, like its competitors, is an eye-filling spectacle, but it, too, seemed hungry for business.

Two-Act Shows

Talent at the major cafes is limited to two acts, a sight act that may or may not be American, plus a native chanteuse. Salary for American performers runs from about \$500 to \$750, with most of them flown down from Miami. The Tropicana has the Four Vagabonds booked for April and there the money will undoubtedly be greater. The way the native Cubans go for sight stuff, the boys should have a picnic. Their mad chatter, however, will be another thing.

The smaller clubs from a hideaway called the Colonial Inn to something called the Fleeta do somewhat better business. These smaller spots use (See Quick Peek on page 26)

**Radio City Music Hall,
New York**

(Thursday, February 23)

Capacity, 6,200. Price range, 80 cents-\$2.40. Number of shows, four daily. House booker-producer, Leon Leonidoff. Show cut by Alexander Smalen's house ork.

This one is pleasant, tho at times it looks like a lull between its annual Christmas show and its equally famed Easter show. Productions are skillfully presented and well handled even if there is little building.

The show teed off with the always eye-filling ballet featuring Patricia Drylie. Tho a good ballerina, Miss Drylie displayed little grace. In fact, the kids frequently looked better than she. Lee Marx did an excellent job with his juggling routine, getting particularly big hands for his ball-teeter bit, while juggling or skipping rope and going up and down the teeter-board. In the *Shoemaker's Holiday* Roy Raymond displayed an excellent bary voice—one of the best caught here in a long time.

The bridge was filled by Vic and Adio doing a series of sensational acro tricks consisting of difficult hand-to-hand and foot-to-foot holds out of sitting, lying or stand-up positions. The finale was a reprise of the Romberg operetta, *New Moon*, in which Jessica Haist did a fine singing job.

The Rockettes working in the *Shoemaker* number put a new twist in their precision stuff. They pretended to break off, walk upstage and without missing a beat, went right back into their set routines.

Pic, *Stage Fright*. Bill Smith.

Eat-Drink Tab Off Billion

WASHINGTON, Feb. 25.—Total receipts by the nation's eating and drinking places last year were off nearly a billion dollars from 1948, the Commerce Department estimated this week. The agency estimated 1949 receipts at \$11,240,000,000, compared with \$12,112,000,000 in 1948 and \$12,035,000,000 in 1947.

VAUDEVILLE REVIEWS

Strand, New York

(Wednesday, February 22)

Capacity, 2,700. Price policy, 55 cents-1.50. Five shows daily. Warner booker, Harry Mayer. Show played by Dave Schooler's house ork.

If Lou Walters wanted a showcase for his Latin Quarters show, he couldn't have picked a better house. Practically his entire cafe show, with the exception of a novelty act and the comic, are now doubling from his nitery across from the theater. The stage setting at the Strand is a duplicate of the cafe but it packs a better visual wallop because everybody works to the front of the house.

The kids, 12 plus two showgirls, go thru their routines with a snap and precision that are exciting to watch. The six mixed Spanish flamenco couples segue into and out of numbers with unbelievable speed. The major productions, from the *Dan McGrew* to the *Love for Sale* number, both spotting the long-gammed canary, Ernestine Mercer, show plenty of showman's hip. Then there are the fast, wry comedies of Joey Bishop, with about the same material he used at the LQ a few months ago, to wrap it all up into a package loaded with ear and eye value. The Ben Yost boys chant out with vigor, Linda Lombard gives a delicateness to her warbling of *Estralita*, Lucienne and Ashour's rapache act is wonderful. But it's the girls, all lookers and all costumed beautifully, who capture and hold attention.

If Walters has any ideas of putting this package on the road, he and potential buyers should be able to make a buck with it. It is strictly big time.

Pic, *Chain Lightning*.

Bill Smith.

Palace, New York

(Wednesday, February 22)

Capacity, 1,700. Price range 50 cents-\$1.20. Number of shows, four daily; five week-ends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

The current show ran with the by-now accustomed split second timing—fast on—two bows and fast off—but something was missing, or maybe the house full of women and kids just wasn't interested. In any case nobody scored heavily on the show caught.

The Whirlwinds, four-person skating act, opened with its standard whirls, spins, pivot leg and neck holds, winding up with a black light four person harness bit for a flash finish.

Jack Soo showed a good bary and a commercial routine that hyped his Oriental appearance. After opening with *When You're Smiling* he went into *Sorrento*, explaining that he learned it in Brooklyn, his home town. He wound up with a good arrangement of *Lucky Old Sun* to a good hand. His main fault was a persistent slurring of lyrics which needs correction.

The Marvelles, in their second date here, worked as smoothly as ever. Their comedy magic bits were deftly executed, and their handling of the dummies drew gasps of surprise and mystification.

Charles Fredericks and Bobbie drew what was possibly the best hands so far for their comedy dance routines, quickie impressions and fast patter. Bobbie, an attractive blonde with a shaped pair of gams, made an excellent foil for Fredericks who showed remarkable agility.

Beatty Has It Tuff

George Beatty, singing comic, had a tough time. His songs didn't catch on, and his chatter missed more often than it hit. It was only in his panto bit of a guy lighting a butt that he won some result.

Siccardi and Brenda showed a good acro-adagio act. The boy did a skilfull handstand chore, while the girl looked graceful. They had some trouble with the music on the onset which threw them off, tho they finally finished okay.

Charles (Slim) Timblin's act which rocked them the last time here moved too leisurely this time around to make any real impression. Timblin's black-faced preacher act with malaprops registered only occasionally. It wasn't until he brought on the boy and girl (both unbilled), the former doing a Scottish act—the latter and Italian, that he got heavy yocks.

Oswald Berner's pigeon act made for a good novelty closer. The birds fly all over the house and come back for little tricks when called by name.

Pic, *Father is a Bachelor*.

Bill Smith.

Orpheum, Los Angeles

(Wednesday, February 22)

Capacity, 2,200. Price policy, 50-65-95 cents. Four shows daily. House booker, Bill McIlwain. Shows played by Rene Williams's house ork.

Nick Lucas tops a strong bill to bring down the house with his nostalgic troubadouring. A fine showman, he makes 'em beg for more. Boy Foy's juggling on the unicycle gives the bill a solid start. White and Stanley's old school song-dance-patter is well received. Florence Hin Low's contortions sell well.

Al Norman's rubber-legged dancing and zany patter ring the comedy bell. Don Zelaya, as a comic-pianist, gets polite palming despite sad material and sour Steinwaying. Two Zephyrs are funny as ever with their slow-motion crap game and fight. Peggy Taylor Trio put plenty of throw and spin into their adagio act. Rene Williams's ork gives okay backing.

Pic, *Passport to Pimlico*.

Lee Zitto.

Capitol, New York

(Wednesday, February 22)

Capacity, 4,627. Price policy, 55 cents-\$2. Number of shows, four daily; five Saturdays. Loew chain booker, Sidney Piermont. Show played by Blue Barron's ork.

The new flicker at the Capitol, *Malaya*, loaded with marquee names, is considered sure-fire box office, and the flesher was obviously booked with that in mind. It's a competent enough line-up, but none of the acts are socko.

Visually, Blue Barron and his orchestra scored high on flash. The nattily attired 15-piece band looked good, and the two gal vocalists were becomingly gowned and above average in appearance. Musically, Barron is the poor man's Guy Lombardo with Sammy Kaye overtones. The resemblance is also evident in the band's smooth teamwork on choral backing and the good-natured way they yock it up for the acts. Teeing off with a bouncy *Music! Music! Music!* by the vocal group (two gals, four men), Barron followed with a duet version of *There's No Tomorrow* by Helen Lowe and Bobby Beers. The latter, a curly headed youngster with a contrived air of boyish charm, also soloed on *God's Country*. Audience-wise, tho, vocal honors were taken by the band's featured fem canary, Betty Clarke, a vivacious brunette with a Jane Russell body. The gal rated a big hand on her swing version of *Listen to the Mocking Bird* and an even bigger one on her ad lib prance.

Fields's Nostalgia

Extra added, Benny Fields closed the show with a nostalgic run-thru of some old songs plus a few new numbers. Fields is an ace showman, but lately revivals of the good old days routines have begun to pall. At any rate, the crowd didn't warm up to him until he cracked about Pinza's contribution to the middle-aged male and followed with a likable take-off on *There's Nothing Like a Dame*, from *South Pacific*. His final medley, a tribute to Broadway, was pure corn, but Fields sold it well and the house gave him a good bow-off hand. The show's closer, an uneven production number, *There's Yes, Yes, in Your Eyes*, with Fields and company prancing up and down the stage, left the house cold.

The rest of the bill was rounded out by comedian Gene Sheldon and Paul Sydell's canine act. Sheldon garnered his usual yocks with his banjo didoes, and his pantomime routine with Loretta Fischer sparked the most genuine audience response of the evening. Sydell's acro-balance turn with Susie the pooch is as appealing as ever and deserved a better hand than it drew.

June Bundy.

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**Persian Room, Hotel Plaza,
New York**

(Thursday, February 23)

Capacity, 275. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booker, Merriell Abbott. Publicity, Ed Seay. Estimated budget this show, \$1,600. Estimated budget last show, \$1,400.

A radical change in policy brought on two girl singers, Nancy Donovan, who works the dinner show, and Lisa Kirk, doubling out of *Kiss Me, Kate*, in the supper show. Eric Victor works both shows.

The dinner show was a heart-breaker. Nancy Donovan, singing perhaps better than ever before, worked to almost a deserted room. The gal displayed a voice keyed up to unusual heights for her initial class New York room date and sold every number with rare skill. She started with *Wunderbar*, after a bright walk-on to *Song in My Heart*, and went into a series of standards mixed with ballads and novelties which registered solidly. But tho the red-headed canary can warble, she'll have to watch her calories. She looked as if she'd gained lots of weight since last caught.

Miss Kirk on Rise

Lisa Kirk had a better break than Miss Donovan. For her return date (she was here last December 29) she had a comfortably filled room to work to. Exuding s. a. in a blue tightly fitted gown, the gal showed remarkable assurance and poise as she went into a special *Why Must the Show Go On* and then into *Allegro* and *Kate* tunes mixed up with some more imaginative specials, selling all the way. The gal recently recorded *Dearie for Victor*, and this would have been the ideal room for her to do it. It can be used for audience bits which the gal has shown an aptitude for. Based on her performance here, Miss Kirk showed all the earmarks of rapidly becoming an attraction. She has the looks, the chassis and the delivery. She has even taken her milking bits and molded them into a routine. A couple of hit records and she could become box office.

Victor Opens Both

Eric Victor opened both shows with a well-acted rug bit for atmosphere—the Persian Room, you know—and then went into a series which called for hoofing atop the Steinway, lighting cigarette butt, flying high and Javanese dances, all mixed up with some really top-grade hoofing. The boy can act; he showed it in various macabre bits. He also gets the audience to participate in a kiss-your-partner thing without the slightest resentment, no mean feat in a room full of stuffed-shirt trade. But tho Victor can dance, his arty overtones are too mystic for commercial purposes.

Bob Grant did a good show-cutting job even tho he can't remember so well. In both shows, when introducing Victor, he had to read the announcement from a palmed slip of paper. Mark Monte's small group did its usual well-ordered relief job.

Bill Smith.

NIGHT CLUB REVIEWS

**Biltmore Bowl, Biltmore
Hotel, Los Angeles**

(Tuesday, February 14)

Capacity, 1,000. Price policy, \$1 cover. Shows at 8:45 and 12. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Publicity, Maury Foladare. Estimated budget this show, \$2,500. Estimated budget last show, \$2,000.

Ben Lessy and Patti Moore earn top billing by sheer showmanship. Delightfully fresh and amusing, the act boasts sock material and astute production and attention to detail. The hallmark of perfection is evident in all their numbers.

A good opener, *There's Nothing Like an Old-Fashioned Song*, is followed by a sophisticated take-off on singing commercials. A switch in pace and the duo goes into a Gallagher and Shean turn, lambasting current crooners and nitery performers. Take-off on Dean Martin and Jack Cole left ringsiders rocking. Lessy's funny biz of playing piano with his nose earned him a hefty hand. *Tales of South Passaic*, a take-off on the Broadway musical with specially written lyrics, boasts charm, warmth and smart humor. Team begs off with a parody on *Baby, It's Cold Outside*.

Rounding out the bill are the Lathrop and Lee terp team and magician Gali Gali. Sleight-of-hand artist proved a winner. Originality, neat use of audience stooges and good comedy patter scores solidly.

Orskter Paul Neighbors emcees show with polish and opens with several neat vocals. His ork does an excellent job of backing the show.

Alan Fischler.

Mocambo, Hollywood

(Wednesday, February 15)

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

At age 20, pianist Andre Previn is one of musicdom's top talents. He's a full fledged musical director at MGM with six top budget musicals to his credit and has performed on Victor wax since 1947. In his Mocambo bow, Previn's pianistics knocked 'em on their ear.

His command of the instrument is amazing. As a technician he has few peers—even in the concert field. He executes the most intricate runs with ease and lightness. His tones are rich, his phrasing crisp and his sense of interpretation is matched only by his extraordinary talent for creating unique syncopated variations of the classics.

His informal manner won the crowd and at one point he proved himself quick on the ad lib. When applause greeted his introduction of a Maurice Ravel waltz, Previn cracked about the dead master, "Oh, is he here?"

Lee Zhitto.

**London Field
Open to Yanks**

NEW YORK, Feb. 25.—With the lifting of the London curfew and permission given for foreign acts to work cafes, American performers will have a new field open to them.

The first two spots to take advantage of the new laws are the Colony Club and the Astor Club, both under one roof, tho under different managements. The Colony is operated by Eustace Hoey; the Astor by Harry Morris. The Colony is open for dinner; the Astor for supper.

All acts bought for these rooms go for a minimum of four weeks, tho in some instances it will be more. The first act, set for a March 13 opening, is the Mack Triplets, in for eight weeks. Julie Wilson, now current at the St. Regis Maisonette, will open May 8 for a six-weeker. Other acts set are Connee Sawyer and Bobby Breen, both for four weeks.

The Oasis, Los Angeles

(Wednesday, February 22)

Capacity, 350. Price policy, \$1.20 admission. Shows at 9-11-1. Owner-operator, Eddie de Sure. Booking policy, non-exclusive. Estimated budget this show, \$3,500. Estimated budget last show, \$800.

Sarah Vaughan is doing fabulous biz at this spot. Eddie de Sure's putting the rope up nightly to handle the crowds despite a \$1.20 admission during the week and \$1.50 Saturday nights. Thrush has improved immeasurably since this reviewer last caught her at Ciro's a year ago. Her song stylings are as great as ever but improvements were made where they were most needed—poise, confidence and ability to visually sell a song.

Clever modulations spiced *The Nearness of You, My Gentleman Friend, Fool's Paradise, I Get a Kick Out of You* and her latest Columbia release, *Summertime*. She closed with *The Lord's Prayer* and apologized to eyebrow lifters for doing a sacred number in a nitery by blaming it on a special request. She was competently accompanied by Jimmy Jones's smooth Steinway.

Alice Hall Trio knocked themselves out with fast-flying bop and Lee Young's ork provided jivey dance music.

Lee Zhitto.

Silver Frolics, Chicago

(Thursday, February 23)

Capacity, 275. Price policy, \$1.50 minimum charge. Shows at 10:30, 12:30 and 2. Operators, Ben Orloff and Irv Singer. Exclusive booker, Sid Harris. Estimated budget this show, \$1,400. Estimated budget last show, \$1,200.

The current show gains luster from the return of Jimmy Ames, the simian-shaped zany. Ames worked 50 minutes that were packed with yocks. This is his third trip in and, as before, he had new material, all of it good. He duplicated only one routine, his musical saw bit, and that by request. Started fast with comment on the poor attendance, caused by a blizzard. More original stuff was offered in his Navajo Indian lament and impresoes of crooners. Since seen last he's doing a ventriloquist bit, throwing his voice to band leader Bud Prentice. The material broke up the joint. Encored with 10 minutes of comment about a department store taking over the Frolics. Ames deserves a showing in a major spot.

Scott and Rogers, the tap team openers, make a refreshingly youthful appearance. They do excellent rhythm work, with the boy standing out. The gal adds plenty in the looks department. They closed with an excellent soft-shoe cakewalk.

Sylvia Gray, holdover chirp, did the same songs she did in the last show.

Johnny Sippel.



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Quick Peek at Havana Reveals No Hot Nitery Business Potential

(Continued from page 23)
 lots of dance and sight acts, some of them American. Shows are put on with dance acts, following dance acts, with the emcees, frequently gals, doing singing chores and introing first in Spanish and then in English. Unlike the big places, the smaller spots operate on fixed minimums (the tonier joints have covers). The first drink is usually \$1.60 and subsequent drinks range from 75 cents to \$1. Budgets in the smaller spots seldom run above \$400 for four acts.

Theaters Are Local
 Theaters, with the possible exception of one, the Marti, are strictly local affairs using local talent. Some of the Warner houses fly acts in from Miami, or double them out of clubs. The dough, however, is nothing to retire on. The king-sized Blanquita, a 6,800-seater, is currently playing a road company of longhaired Spanish performers, and, judging from the house, isn't setting any records. The house teed off with Lou Walters' show, which lost a bundle. It followed with an ice show which also died. According to house attaches, there are plans to bring in Broadway shows, tho nobody knew who or what was coming in.

The Blanquita is a tremendous plant. Its 6,800 seats make it bigger than Radio City Music Hall. Its layout, however, is another thing. It's a long narrow affair, making it almost impossible to see anything from the back of the house.

Marti Pay Off
 The only theater apparently making a buck is the Marti, in the old section of downtown Havan. The show costs about \$1,200, plays every night and has two matinees weekly. When caught Sunday (12) the house was jammed playing to a \$2.20 top. The show consists of a Carlyle line, out of Miami, plus a few strippers and two-three sight acts. By U. S. standards it runs badly, looks worse and seems to be lighted by matches. Considering how some of the gals looked, it was probably just as well. But it makes money.

The house is rented for 20 per cent of the take, with a local agent doing the booking. He in turn gets 20 per cent from the acts, and if the acts are signed to an American percenter, they pay him another 10. Five per cent of their salary goes to the local actors' union, so all in all it isn't exactly a dream country to work in and make a buck.

If New York percenters are thinking seriously of spending big dough to put some of their acts into Havana territory, they might reconsider. On the basis of a hit-and-run survey it will take two bucks to make one. And those are not good enough odds in any business.

Fla. Nitery Biz Plagues Irving

CHICAGO, Feb. 25.—Proof of erratic business experienced by bistros in Florida was received here last week from Jack Irving, Midwest administrator for the American Guild of Variety Artists (AGVA). Irving was appointed special administrator for Florida last November by AGVA's national executive board.

Irving's proximity to the financial status of Florida niteries stems from the fact that he is responsible for the posting of bonds, ranging from \$500 to \$10,000 per week, by approximately 55 spots in the State. Irving superintends full-time activities of Jerry Hirsch and Sid Leonard, the org's reps in Florida.

Because of uncertain club biz, Irving has been forced to make two prolonged visits to the Citrus State, and leaves again February 28 for 15 days of club coverage. Last year when he covered Florida in an unofficial capacity, he made only one junket to get the club season under way. Thus far, only one club, the Chez Paree, Miami Beach, has folded, but there was a \$7,000 bond which covered the cast's salary. The club has since reopened.

Goldkette in Comeback Bid

DETROIT, Feb. 25.—Possibility of reopening the Jean Goldkette Fantasia, formerly the Latin Quarter, which closed two weeks ago when money ran low, was indicated this week by Goldkette, with new backers coming up. Goldkette, however, faced additional difficulties, including filing of claims for wages and a charge of issuing a check on insufficient funds. He indicated that it had been his practice to sign checks in blank, leaving the details to the auditing staff. He said he had nothing to do with finances at the spot, but had contributed the prestige of his name and his personal management.

Stormy Holiday Busts Stem To 361G; MH 118, Roxy 85

NEW YORK, Feb. 25.—One of the worst Washington Birthday holidays in recent history—snow, sleet and rain—kept Stem vaude grosses down, even tho they showed an advance over the previous week. With holiday prices in force the \$361,000 take was disappointing. The previous week saw \$328,000.

Radio City Music Hall (6,200 seats) exited with \$115,000 for its second and final week after an initial gross of \$118,000. The bill had Young Man With a Horn plus George Nelson and George Conley. New show (reviewed this issue) has Lee Marx, Vic and Adio and Stage Fright.

Roxy (6,000 seats) pulled a good \$85,000 for its first stanza with Allan

Jones, Jane and Betty Kean, Irving Fields Trio and When Willie Comes Marching Home.

Capitol Down to 35G
 Capitol (4,627 seats) wallowed down to \$35,000 for its third and final week with Gordon Jenkins's ork, Marion Hutton and Mrs. Mike, after opening to \$47,000 and following with \$45,000. New bill (reviewed this issue) has Gene Sheldon, Benny Fields, Blue Barron's ork and Malaya.

Paramount (3,654 seats) opened to only a fair \$59,000 for its initial week with Johnnie Johnston, Lina Romy, Boyd Raeburn's ork and Paid in Full. Strand (1,700 seats) got \$55,000 for its first week with the Latin Quarter show, Joey Bishop and Chain Lightning. (Show reviewed in this issue.)

Palace (1,700 seats) got a drab \$12,000 for a six-day week with Lawrence Brooks, Three Arnauts and The Mark of the Gorilla. New show (opened Wednesday, reviewed this issue) has Slim Timblin, the Marvelous, six other acts and Father Is a Bachelor.

Triangle Room In Pitt Fold-Up

PITTSBURGH, Feb. 25.—The Triangle Room of the Seventh Avenue Hotel here, which had an approximate six-month run with name attractions, posted a closing notice for March 4 yesterday (24).

The room operated with a talent budget around \$1,500 and used such names as Helen Forrest, Mary Small and the current Pete Rubino and His Crackpots. The spot, however, just couldn't seem to catch on and Manager Frannie Silverman decided to shutter.

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Magic

By Bill Sachs

WERNER C. DORNFIELD, while in Cincinnati recently for a convention date, phoned the Magic Desk to wax enthusiastically over the forthcoming combined convention of the International Brotherhood of Magicians and the Society of American Magicians to be held at the Sherman Hotel, Chicago, May 27-30. Dorny promises that it will be the largest and most interesting magic conclave ever held. "For many years efforts have been made to bring the two largest magic organizations together for convention," Dorny stated, "and now that it's come to pass the Windy City magi are pulling out all stops to make it the biggest thing that ever happened in magic. All activity will be held jointly, with the exception of the business meetings. A Chicago theater has been engaged for the various shows and the convention committee is now in the throes of whipping up an outstanding series of programs. Already six English magi have informed us that they will make the journey to Chicago for the combined convention." . . . **Mr. and Mrs. Reggie Lawrence (Mysterious Lawrence)** report that their 14-month-old son, **Lawrence Edward**, is now doing a flower and silk production with their novelty act. **Young Larry** has been doing an acrobatic turn with his dad since he was four months old. . . . **Lucille and Eddie Roberts** closed an extended stay at the Radio Club, Fort Lauderdale, Fla., February 19, and on the following day moved into the Whitehall, Palm Beach, Fla. . . . **Paul Egan**, one of the publishers of *The Aurora* (Ill.) Economist, scribbles under recent date: "**Becker, Man of Mystery**, recently put on a Friday the 13th jinx show at the Tivoli Theater, Aurora, and it proved to be more than had been bargained for when several women fainted during the performance and one of Becker's assistants fell into the orchestra pit and broke an arm. The small-time riot was soon quieted and the show went on to a successful close."

DEL BREECE winds up an eight-week stay at the Henry Grady Hotel, Atlanta, March 1, and heads back to Chicago. "There are plenty of magi in Atlanta," Breece type-writes, "more per capita than anywhere I know. However with only one regular show in town, there isn't much work to offer. In your column recently you mentioned that **Torrini** had launched a magic shop in Atlanta. Here's the dope on that. **Torrini**, of the magic act of **Torrini and Phyllis** and another magician by the name of **Dave McLaws** have the store. It is called **Torrini's Magic Shop** and is located in the Peachtree Arcade. In addition to the conventional magic, they have obtained the rights to act as selling agents for the famous **Asa G. Candler** collection of magic. It involves some \$50,000 worth of magic, including some of the larger illusions, **Blackstone** and **Lieut. Lee Allen Estes**, of the Kentucky State Police, purchased some of the Candler stuff when **Blackstone** recently appeared here. It's all **Conradi** and **Thayer**-made equipment—the best." . . . **Sir Keith**, Indianapolis magician, mentalist and sand artist, returned home February 17 after four weeks of sponsored dates in Arkansas, Missouri and Illinois. The next 60 days he will play sponsored dates thru Central and Southern Indiana. . . . **Tom Rainey** writes from Chicago: "Apparently **Abboitt's** alumni are in demand. **Duke Stern** is working a Harvester tour out of Indianapolis, and I am working for the same firm in Michigan, where magic is very popular. I don't believe in the 'old-school' magic but lean toward a casual presentation. I emcee the show which includes the **Pat Kelly Trio**, **Marge Ross**, and **Paul Aubrey**. We are booked thru **Attractions, Inc.** Did you know that **Paul Stadleman** and **Trudy** will soon be

Honeymoon Off For Miami Clubs

(Continued from page 23)
Powell will go into **Ciro's**, which has been trying to get him all season. At the newly opened **Golden Shores Club**, where **Dean Murphy** and **Lois Lee** preemed Wednesday (22), the room was only half filled for the early show and practically empty for the later show. **Murphy** and **Miss Lee** have three-week contracts and the club will try to weather the storm and recoup part of the \$250,000 investment. Prior to the closing of its gaming room, the **Golden Shores** did capacity business every night. At **Sunny Isles**, where **Jose Curbelle** is the sole attraction, not a soul was in the main room the day after the close-down went into effect. The management is preparing to shutter for the season at the end of the week. The **Island Club** shut down Thursday (23) but here reopening would be a simple matter since the opening would merely mean taking the covers off the wheels. Wednesday night (22) **Governor Warren** sent a letter to all sheriffs, county solicitors and law enforcement officers thruout the State instructing them to "enforce the laws strictly, particularly those applicable to gambling." From the present look of things, the season is over so far as gambling is concerned. In fact, for the horse books on the Beach it never really started.

2 A. M. Cafe Closing Sought for Boston

BOSTON, Feb. 25.—The committee on legal affairs of the Massachusetts Legislature is pondering a measure asking that the closing hour for liquor sales in clubs and cafes here be shifted from 1 to 2 a.m., while daylight saving time is in effect. Sponsor of the bill, **Rep. Louis Lobel (R.)**, of Brighton, told the committee the change would produce more revenue for the State and would be favored by night baseball fans. **Lobel** contended that people coming to Boston on business often take an evening train back to New York, where cafes and clubs are open until 4 a.m., rather than stay in the Hub and be turned away after 1 a.m. **Myron W. Fowell**, chairman of the legislative committee of the Massachusetts Council of Churches, opposed the measure, saying it would encourage the use of alcohol.

EMA-ARA OPENS

(Continued from page 23)
ings on agent vs. agent beefs. He asked that some definite clarification of the limits of this jurisdiction be inserted. It was reported that **Joe Spencer**, Indianapolis, the only Indiana agent belonging to **EMA-ARA**, has been exonerated by the joint **ARA-AGVA** grievance committee of charges placed against him by **Bob Edwards**, Indianapolis **AGVA** rep. **Edwards** accused **Spencer** of (1) employing non-**AGVA** acts; (2) conduct not becoming an **AGVA** franchised agent; (3) attempting to discredit an **AGVA** member, and (4) an attempt to discredit an **AGVA** rep.

NEW YORK, Feb. 25.—Commander **Fred Pittera**, executive director general of the **World Premier Trade and Travel Fair of Italy**, is organizing a **Variety Tent in Rome**, probably to operate out of the **Excelsior Hotel**. He was making arrangements this week with **Bob O'Donnell**, International Chief Barker.

three?" . . . **Bill Neff**, following his current two-week stand at the **Nixon Theater**, Pittsburgh, is set for a string of theater dates thru the Middle West en route to Texas and Mexico. He is set for the Interstate houses in the **Lone Star State**. **Anton Scibilia**, of the **Joe Hiller Agency**, Pittsburgh, is still piloting the **Neff** turn.

Burlesque

By UNO

JESSICA ROGERS closed February 23 at the **Park**, Youngstown, O., and opened the following day at the **Embassy**, Rochester, N. Y., thru **Dave Cohn**. Other recent **Cohn** bookings include **Tommy Raft**, Colonial Inn, Hallandale, Fla.; **Kasmir**, Gayety, Montreal, February 26; **Sen Lee Fu**, Cat and Fiddle, Cincinnati, February 27; **Anita Marie** and **Joe Chisolm**, Hawaiian Club, Albany, N. Y., February 27; **Jean Gemay**, Club 22, Miami; **June Allen**, Hollywood Club, Birmingham; **Trudy Wayne**, Embassy, Rochester, N. Y.; **Naomi**, Hawaiian Club, Albany, N. Y., March 6; **Lynn Sherwood**, Harmony Club, Pawtucket, R. I., and **Stinky Fields**, **Mac Dennison**, **Laura Bruce**, **Jai Leta** and **Johnny Ford**, Chanticleer Club, Baltimore. . . . **David King**, manager of the **Avenue**, Detroit, slated for demolition the end of March, will transfer shows to the long-closed **Gayety** there. . . . **Lucille Stratton**, set for an extended engagement by **Bobby Dumas** at the **Third Avenue Theater**, Portland, Ore. . . . **Jack Newman** added to the cast at the **Four-Star Follies**, Portland, and **Walter Hale** leaving the **Capitol** there for a California vacash. . . . **Isabelle Walsh** now booking talent for **San Juan**, Puerto Rico, and the **West Indies**.

WINNIE GARRETT opened at the **Emerald Room**, Milford, Conn., February 22 for two weeks; thence to the **State**, Canton, O., for a week starting March 10. . . . **Bob Miller**, assistant treasurer of the **Hudson**, Union City, N. J., passed out cigars February 11 to celebrate the birth of a son, **Robert Joseph**, to his wife, **Angelo**, formerly **Pat Paige**, at **Margaret Hay's Hospital**, Jersey City. . . . **Mel Bourne**, comic, who closed recently with **Eddie Lee** and **His Hoosier Ranch Hands**, has purchased **Cupid's Inn**, Indianapolis, and installed **N. B. Schwarz** as operator. . . . **Blaze Fury** moved last week from **Arthur Clamage's Avenue**, Detroit, to the **Alvin**, Minneapolis. . . . **Jerri Shenahan**, former **Jack Montgomery** parade girl at the **Hudson**, Union City, N. J., is now a **Boots McKenna** chorine at the **Latin Quarter**, Newport, Ky. . . . **The Walkers**, **Alfreda** and **Cy**, are vacationing at **Miami Beach**, Fla. . . . The **Hirst** unit principally by **Loney Lewis**, **Harry Bentley**, **Jess Meck**, **Jean Lee** and **Mildred Shorry** disbanded February 25 at the **Casino**, Boston. . . . **Pat Robbins** closed as featured strip in a **Hirst** unit and opens March 2 for two weeks at the **Palace**, Buffalo, recently changed to a stock policy. . . . **Leo Francis**, vet tab song-and-dance man, is now doing a single in niteries and vaude. His last tab show affiliation was with **Billie Purl's** "Passing Parade."

LEE ONWARD, UPWARD

(Continued from page 11)
his futile efforts to be an actor. Sight gags are heavily in evidence as are trick props and stunts contrived for maximum laugh benefits. Using a show-within-a-show device, the script calls for a dream sequence in which the docile, puny **Lee** becomes the powerful, all-conquering hero. Much of the script is pure foolishness, but done so expertly by ex-burly comic **Lee** that lookers cannot help but like him. **Lee** is aided and abetted by **Carol Richards**, who plays the fem heart throb and doubles as thrush; **Billy Bakewell**, the hammy theatrical impresario, and **John Crawford**, theater doorman. Plugs for **Victor** were short and sweet, pitching tele sets via still pix and live cut-in commercials.

No Need To Be Leery of Palace

(Continued from page 23)

It was fear that **Palace** date might knock them out of any future jobs at the big chain houses because the ch'ns wouldn't play anybody who had been seen recently on the street. That objection has been knocked down by the acts now playing the **Paramount**, **Strand**, **Roxy** and **Music Hall**.

The other objection was money. It isn't a secret that the **Palace** with its 1,700-seat capacity, isn't compute with the hours in salary bids. In recent months, however, with the price sure coming down all over the country, the **Palace** dough isn't too far out line with that paid by competitors for standard acts. The four-figure attractions are still out of the **Palace** range, but as these come down they too may get offers.

It has also been shown that, instead of a **Palace** date hurting, it may actually help. Competitive bookers usually are too busy to make the showing dates around town to catch new acts. They usually catch them either in local cafes or at the **Palace**. The latter presents its eight acts with all the usual showmanlike trimmings given in the bigger houses. The acts work frequently to receptive audiences and get a better break in production than in the one-nighters in an act town.

Based on past performances, the act that takes a **Palace** date stands a better chance of getting caught by more potential buyers than in working the subway wheels. And if the act has anything it may oper at a top Broadway house almost immediately after finishing at the **Palace**.

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U. S. Accuses Shuberts as Monopolists

Suit Hits at Legit "Trust"

(Continued from page 4)
threatening to prevent them from getting attractions.

The government complaint demands divorcement of the booking and presentation industries. The defendants are called upon to dispose of all interest either in their booking or presentation fields and dispose of all interest and ownership in "as many theaters as may be necessary to restore competition in the legitimate theater."

The government's suit further cites the legit theater picture in the nation's capital, where the Heiman-controlled National Theater switched to movies in the fall of 1948 after refusing to bow to demands of Actors' Equity that the theater be operated on a non-segregation basis. "Other persons desiring to operate a theater in Washington have been unable to obtain a commitment from the defendants with respect to securing legitimate attractions, hence making it difficult, if not impossible, for a person independent of the defendants to operate a theater in Washington," the suit charges.

Theodore Granik, Washington lawyer and radio producer, announced in 1948 that he wanted to open a new legit theater in the capital, but could get no commitment for bookings from UBO.

Senator To House Pitt Legit Next Fall

PITTSBURGH, Feb. 25.—The Senator Theater will become the local home of legit when the Nixon Theater is demolished in May. Gabe Rubin, manager of the Art Cinema Theater and the Silver Lake Drive-In, announced that his newly formed Astor Theater Corporation has completed arrangements for the occupancy of the Senator. Rubin will take over the house Tuesday (28) but will not put in any legit shows until next season. The Senator's present movie policy will be continued until July, when the theater will be closed for alterations. Rubin is in New York to line up legit bookings for the fall. He is also considering vaude for weeks when a good legit show is not available.

ROUTES Dramatic and Musical

- Blackstone (Erlanger) Chicago.
- Ballets de Paris (Royal Alexandra) Toronto.
- Brigadoon (Shubert) New Haven, Conn.
- Ballet Russe de Monte Carlo (Shea) Erie, Pa., 2.
- Consul, The (Shubert) Philadelphia.
- Death of a Salesman (Cox) Cincinnati.
- Diamond Lil, with Mae West (Hanna) Cleveland.
- Heart of the Matter (Wilbur) Boston.
- Harvey (Orpheum) Sioux City, Ia., 1; (KRNT Radio Theater) Des Moines 3-4.
- Inside U.S.A., with Beatrice Lillie (Erlanger) Buffalo, N. Y., 1; (Auditorium) Rochester 2-4.
- Jones, Spike (Great Northern) Chicago.
- Kiss Me, Kate (Shubert) Chicago.
- Lend an Ear (Shubert) Boston.
- Mad Woman of Chaillet (Cass) Detroit.
- Merry Widow (Blackstone) Chicago.
- Man Who Came to Dinner (Curran) San Francisco.
- Mr. Roberts (Bushnell Auditorium) Hartford, Conn.
- Oklahoma (Music Hall) Kansas City, Mo., 1-4.
- Private Lives, with Tallulah Bankhead (Lyric) Allentown, Pa., 1-2; (Playhouse) Wilmington, Del., 3-4.
- Philadelphia Story (Biltmore) Los Angeles.
- Street Car Named Desire (Plymouth) Boston.
- Street Car Named Desire (Davidson) Milwaukee.
- Silver Whistle (Ford) Baltimore.
- That Lady, with Katharine Cornell (Lyceum) Minneapolis 1-4.
- To acco Road—All Colored Co. (Locust St.) Philadelphia.
- Wisteria Trees, with Helen Hayes (Colonial) Boston.
- What a Day (Forrest) Philadelphia.

Sides and Asides

Cuer Rogers Makes Last-Minute Sub for Evans

What might have been a major belt in its financial teeth was successfully fended last week by "The Devil's Disciple," when Maurice Evans was laid low by a virus infection after Tuesday's opening night at the Royale. With no regular understudy available for the Wednesday mat, Emmett Rogers, a member of Evans's staff, who had cued his chief in working up the part, volunteered for the subbing chore and played the show with only a half-hour's rehearsal. Rogers has been doing right well by the play ever since, and what with an ingeniously disarming pre-performance audience-warm-up by co-star Dennis King, the pew-buyers have been so charmed to their seats that only a stray dollar or two has been returned at the b.o. The Evans medico, Dr. Arnold Herz, expects to have the star back in harness again Monday (27). Incidentally, "Disciple" looks good for a run at Stem prices after breaking the pop price record at the City Center. The till already holds an advance sale of 115G.

Equity Eyes Fall, Winter and Spring Stock

Sparked by an employment survey made last summer of the silo circuit, when approximately 126 strawhatters were in operation, Actors' Equity is turning an eye on a possible renaissance of fall, winter and spring stock. The union has queried a list of 34 successful summer stock managers with a view to stimulating an interest in 'round-the-year stock operation. While the letter admits several local failures of winter stock projects over recent years, it also points out signal successes in at least eight cities over the country and stresses the fact that there are 99 such with a population of 100,000 or more, and 91 with a census of 50,000 or over, ample stamping grounds for good stock companies. While it is obviously too late for anything to be done this season, the union suggests that an interested silo manager could begin to lay out summer production plans which could be incorporation later into a winter session.

Show Train for "I Know My Love" March 22

The Theater Guild and the New York, New Haven & Hartford Railroad have skedded a show train for "I Know My Love" at the Shubert Theater in New York for March 22. The train will leave Hartford in mid-afternoon and, allowing for stops at Berlin, Meriden, Wallingford, New Haven, Bridgeport, Westport, Norwalk, Darien and Stamford, will arrive in time for dinner before the show. The return trip is timed for midnight, with breakfast available on the train. Tickets, both for the theater and round-trip fare, are on sale at the stations at which the train will stop.

Kennebunkport Rebuilding Barn After Fire

The Kennebunkport (Me.) Playhouse, demolished by fire last September, is under reconstruction. A 150-year-old barn has been dismantled and reassembled for the new auditorium, in order to retain the house's aged-in-the-wood atmosphere. When completed June 1, at a cost of 50G, the house will have such improvements as a capacity of 456 seats, a revolving stage, air-conditioning and larger parking space. Management has set June 27 as summer opening date.

"Wisteria" Postponed; Pre-March 30 Tix Exchanged

Holders of tickets, except those marked "first night," for "The Wisteria Trees" are asked to exchange them for later dates. The switch is due to the fact that the opening of the Joshua Logan play has been put back from March 8 to March 29 to allow time for additional script polishing. Hence, all tickets dated prior to March 30 will have to be exchanged. The b. o. at the Martin Beck is currently open for the purpose. Incidentally, "Wisteria's" benefit performance for the Mary McArthur Memorial Fund for Infantile Paralysis has been postponed to March 28.

Miss Dudas Makes Last-Minute "Annie" Sub in Detroit

Billie Worth, star of the currently trekking "Annie, Get Your Gun" troupe, collapsed after the Monday (20) opening performance in Detroit. She was rushed to the hospital from her dressing room and gave birth to a daughter, who was stillborn. Helena Dudas, via the co-operation of Richard Rodgers and Oscar Hammerstein, was secured as an emergency replacement and was flown to Detroit from Montreal in time to rehearse and open in the part Tuesday night. Miss Worth's husband, Donald Burr, continues with the show.

Miss Gateson Makes Legit's Plea Vs. Excise Tax

With all show business alerted for the fight to appeal wartime excise taxes, the House Ways and Means Committee granted a special hearing to industry representatives in Washington Tuesday (21). Since only one speaker for each branch of the industry was permitted to present his arguments, the League of New York Theaters (LNYT), which has been spearheading legit interests, bowed to Actors' Equity, and Equity council member Marjorie Gateson made the theater's bid for tax relief. James Reilly, exec director of LNYT, and Alfred Harding, Equity's public relations director, accompanied her to stand by in support. According to reports, the committee gave Miss Gateson an extremely courteous hearing, and there is a distinctly hopeful feeling that some relief may be forthcoming in legit admission taxes.

Lucia Victor Added to Margaret Webster School Staff

Lucia Victor, exec secretary of the Stage Managers' Club, will be a staffer this summer on the faculty of the Margaret Webster Woodstock (N. Y.) Theater School. Her duties for a nine-week session begin June 28. Her title will be director of acting.

Producers Pick Group To Study Central Tic Agency

The Committee of Theatrical Producers (CTP) at its Tuesday (21) weekly meeting designated Irene Selznick, Kermit Bloomgarden, Howard Reinheimer and William Fields as a sub-committee to plan the establishment of a central ticket agency in the Stem area for next season. Advice was also received by the CTP from Actors' Equity that its request for concessions on actor's salaries during pre-Stem road break-ins were being considered by the Equity Council and that a decision would be rendered soon.

N. Y. Ballet Gets Smash Bow; Six New Ones Are Set

NEW YORK, Feb. 25.—The City Center's own tulle-and-tights troupe, the New York City Ballet Company, got off to a smash start for its fourth season Tuesday (21), with the biggest advance in the till in its four-year history. Curtain time on opening night registered better than a \$55,000 b.-o. rack-up, a solid backlog for the troupe's four-week stand.

While no new works were on the preem night's terp menu, the City Center was jammed to the roof by (See N. Y. Ballet on opp. page)



BROADWAY SHOWLOG

Performances Thru February 25, 1950

DRAMA

	Opened	Perfs
All You Need is One		
Good Break (Mansfield)	2-9, '50	12
Amor of Light (Blackfriars)	2-23, '50	5
As You Like It (Cort)	1-26, '50	36
Caesar (National)	12-21, '49	76
Come Back, Little Sheba (Booth)	2-15, '50	13
Death of a Salesman (Morosco)	2-10, '49	456
Detective Story (Hudson)	3-23, '49	338
I Know My Love (Shubert)	1-12, '49	134
Mister Roberts (Arlwin)	2-18, '48	479
Mr. Barry's Etchings (48th Street)	1-31, '50	31
The Bird Cage (Coronet)	2-22, '50	6
The Cocktail Party (Henry Miller)	1-21, '50	41
The Devil's Disciple (Royale)	2-20, '50	8
The Happy Time (Plymouth)	1-24, '50	36
The Innocents (Playhouse)	2-1, '50	30
The Lion (Fulton)	1-19, '50	44
The Member of the Wedding (Empire)	1-5, '50	60
The Rat Race (Barrymore)	12-22, '49	5
The Velvet Glove (Booth)	12-26, '49	72

MUSICAL

Arms and the Girl (46th Street)	2-2, '50	28
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '49	92
Kiss Me, Kate (Century)	12-30, '48	482
Lost in the Stars (Music Box)	10-30, '49	136
Miss Liberty (Imperial)	7-15, '49	259
South Pacific (Majestic)	4-7, '49	372
Texas, L'il Darlin' (Mark Hellinger)	11-25, '49	108
Touch and Go (Broadhurst)	10-13, '49	176
Where's Charley? (St. James)	10-11, '49	576

ICE SHOWS

Howdy, Mr. Ice of 1950 (Center)	5-16, '49	369
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CLOSED

Alive and Kicking (Winter Garden)	1-17, '50	47
The Enchanted (Lyceum)	1-13, '50	46

COMING UP

Now I Lay Me Down To Sleep (Broadhurst)	3-2, '50	
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BROADWAY OPENINGS

ARMOR OF LIGHT

(Opened Thursday, February 23)

BLACKFRIARS' THEATER

A drama by Urban Nagle, O.P. Staged by Dennis Gurney. Sets by Gre Kayne. Costumes by Irene Griffin. Lighting by Joan Tyne. Stage manager, Sheldon Wile. Presented by the Blackfriars' Guild.

- Stephen Danny Leone
- Gama'el Michael Spaeth
- Calphas Robert Muller
- Edraas Robert Muller
- Paul Stanley Phillips
- Juda Tom O'Connor
- Ananias Gerald Lee
- Barnabas Paul H. A. Menard
- Peter Joseph Gilbert
- Mark Hazen Gifford
- Sergius Paul James Arenton
- Mersinia Geraldine Page
- Placidia Katherine Crozier
- Gala Nancy Lee
- Aretas Bob Cooper
- Rhodas William Wood
- Elymas Lore Noto
- Beggar of Antioch John Fox
- Luke Charles Gilbert
- Image Peddler Jay Warren
- Grain Merchant James McMullen
- Money Changer Danny Leone
- Traveler Tom O'Connor
- Lystrian Captain Leon Bellman
- 1st Soldier Robert Sloat
- 2d Soldier Hill Eller
- Cripple of Lystra Edward Joyce
- City Official Edwin Ardath
- Priest of Zeus Robert Muller
- Timothy James O'Brien
- Sunlice Gertrude Slack
- Silas Herbert Graham
- Titus Jerome Richards
- Pythia, the Snake Girl Barbara Leiby
- Voices of Pythia Elizabeth Terry Keland
- Philippian Priestess Katherine Crozier
- Philippian Priest Gerland Lee
- Philippian Captain Hill Eller
- Lydia Virginia Gregory
- Jailer Lore Noto
- 1st Prisoner William Wood
- 2d Prisoner Eugene McNally
- Jailer's Wife Betty Bunce
- Praetor of Philippi William Goddard
- Fersis James Arenton
- Lysias David Crozier
- 1st Prison Guard Leon Bellman
- Onesimus Jack Allen
- Roman Captain Robert Sloat
- 1st Soldier Leon Bellman
- 2d Soldier Hill Eller

Another Lenten season has arrived and with it the annual Lenten play of the Blackfriars' Guild. This year's offering by one of the town's foremost experimental groups is the newest from the typewriter of Urban Nagle, called *Armor of Light*. A reporter who has admired several of Father Nagle's previous efforts wishes that this biographical account of the light of Saint Paul kept pace with them.

However, this time it seems that Father Nagle has become so intrigued with subordinate characters—Biblically important as they may be his theme—that the trees have got in the way of the woods. It is not that he fails to develop the character of Paul with clarity and insight. He has fully indicated the ruthless austerity and selfish devotion which made the man incapable of compromise. But instead of selecting his material with a singleness of purpose to develop steadily mounting dramatic impact, he has elected a scenario comprising numberless vignettes from the saint's career and peopled them with 50-odd players. The result, while it may serve to bring to life Peter, Barnabas, Mark, Luke, Timothy and others in handsome vocal terms, repetitiously clutters-up and distorts the focus of a story which should deal primarily with inspiration rather than historical events.

Likewise, the format of Nagle's latest play is obviously unwieldy for production on a tiny experimental stage, and it's amazing to a pew-sitter that director Dennis Gurney, experienced as he is with the limitations of Blackfriars' stage facilities, has been able to get in on at all. Even his crowd scenes, of which there are plenty, carry a fir impact of authenticity. Gre Kayne's simple backgrounds are also helpful to a piece which is top-heavy with dialog.

Stanley Phillips turns in a creditable job in the lengthy lead role, altho he projects the zeal rather than the inner spiritual fire which is the motivation of the character. Best in support is the Barnabas of Paul H. A. Menard, the Luke of Charles Gilbert and the Mark of Hazen Gifford. Others in lesser chores deserving honorable mention are Joseph Gilbert, James Arenton, Danny Leone,

THE BIRD CAGE

(Opened Wednesday, February 23)

CORONET THEATER

A drama by Arthur Laurents. Staged by Harold Clurman. Setting by Boris Aronson. Costumes by Ben Edwards. Stage manager, James Gelb. Press representative, Gerald Goode. Presented by Walter Fried and Lars Nordenson.

- Frank Mike Kellin
- Cork John Shellie
- Eloise Kate Harkin
- India Grey Eleanor Lynn
- Ferdy Sanford Melsner
- Mr. Ripley Heywood Hale Broun
- Pearl Jean Carson
- Wally Williams Melvyn Douglas
- Vic Laurence Hugo
- Emily Williams Maureen Stapleton
- Renle Renay Rita Duncan
- Joe Williams Wright King
- Mr. Mack Rudy Bond

A report has it that Arthur Laurents's new melo, *The Bird Cage*, is based on the author's personal experiences backstage of the cabaret front. If *Cage* is in any way factual, Laurents must have had a helluva time for himself, for seldom within memory has skulduggery been so parlayed in two-hours-odd of playing time. It can be presumed that Laurents expects his drama to be taken seriously. He seems to plug some message to the effect that too many little people are ruled by fear and insecurity; it is only when they can gather the spiritual and moral stamina to defy brutality and corruption that they can begin to live.

But Laurents has piled such incident upon incident in the creation of an amoral monster as to make a soap opera scripter blush even if such matters could be put on the air. It rolls up to too big a pill to be swallowed. Consider the case of Laurents's Wally Williams, co-owner of the Bird Cage night club, self-justified believer in the principle of get there first with the most, black-mailer, thief, practicing fascist, callous, brutal and secretly feared by his subordinates. So a fem performer with a mind of her own prefers his piano player to him and trouble starts. It carries on to partner differences. His partner has a youngster, born deaf and dumb, and believes her condition a judgement on him for helping fleece the joint's previous owner. The partner wants to sell out and pay off his conscience debt.

Wally likes what he's got, so he ruins the softie, who cracks up completely and kills his daughter. Meanwhile, Wally manages to antagonize a dipso wife, who somehow still loves him, with an attempted seduction scene between the reticent fem performer and his teen-age son, home from prep school, and also mangles the pianist's hand via a slammed keyboard cover. At long last, when his little night spot kingdom is about to be sold over his head, he is still unregenerate and, as a final curtain gesture of cussedness, he sets fire to the joint.

Strange as it may seem, clever staging by Harold Clurman and some high-power performances make this overburdened potpourri of scurrilous doings frequently interesting and exciting. Laurents has written several pungent scenes and Melvyn Douglas's portrait of a depraved heel is often fascinating in its warped brutality. Sanford Meisner brings a conscience-ridden partner poignantly to life, and Maureen Stapleton is splendid as a masochistic wife. Eleanor Lynn adds another fine contribution as the gal who isn't afraid of the boss, and Larry Hugo is similarly able as the piano player who finds himself. Good shorter chores are accomplished by Kate Harkin, Jean Carson, John Shellie and Wright King. Boris Aronson's double-deck setting is interesting and cleverly adaptable to the action's quick scene changes.

Cage may get something of a draw on the Douglas name, but good melo has got to be at least faintly believable. What goes on at the Coronet just couldn't happen in 48 hours in any night spot. **Bob Francis.**

Edward Joyce, Lore Noto and Michael Spaeth. **Bob Francis.**

Sides and Asides

"Peter Pan" in Rehearsal With Jean Arthur, Karloff

Rehearsals for Peter Lawrence's revival of "Peter Pan" start this week under direction of John Burrell. Jean Arthur will play the title role and Boris Karloff will double as the kindly Mr. Darling and the terrible Captain Hook. Ralph Alswant is responsible for the sets and Motley has done the costumes. Eva Le Gallienne did the last local revival of the Barrie classic, at her Civic Repertory Theater in 1928.

Mielziner, Fleishman To Produce Musical of "Desire"

While no lyric or libretto writer has yet been set, it is now definite that the first offering of the new producing partnership of Jo Mielziner and Harry Fleishman will be a musical version of Eugene O'Neill's "Desire Under the Elms." Morton Gould will do the score.

Out-of-Town Review

WHAT A DAY

(Opened Thursday, February 23)

SHUBERT THEATER, NEW HAVEN, CONN.

A musical comedy. Book by Walter Bullock and Sylvia Regan. Lyrics by Walter Bullock. Music by Abraham Ellstein. Directed by Mary Hunter. Dances by Helen Tamiris. Sets, costumes and lighting by Stewart Chaney. Orchestrations by Robert Russell Bennett, Donald J. Walker and Hans Spialek. Musical direction, Max Meth. General manager, Robert Milford. Press representatives, Karl Bernstein and Harvey Sabinson. Stage manager, B. D. Kranz. Presented by Vinton Freedley in association with Anderson Lawler and Russell Markert.

- Leslie Butterfield Vivienne Segal
- Butch Leonard Elliott
- Jake J. C. McCord
- Prudence Betty Low
- Bonnie Bambi Linn
- Albert Rod Alexan'er
- Maybelle Aileen Buchanan
- Kitty Valerie Bettis
- Crumleigh Jay Marshall
- Carol Martha Wright
- Vince Mark Dawson
- Woodrow Twigg Stuart Erwin
- Mimsey Marjorie Peterson
- Horace Paine John Neher
- Sandra Virginia Curtis
- Freddie Russell Nye
- Blodgett Lulu Bates
- Jonathan David Nillo
- The Minister Crane Calder
- O'Brien Don Kennedy
- Rafferty Paul Reed

DANCERS: Eleanor Fairchild, Eleanor Gregory, Babs Heath, Ann Hutchinson, Norma Kaiser, Janice Rule, Chuck Brunner, Ted Cappy, Roscoe French, David Nillo, Harry Rogers, Sven Swenson.

SINGERS: Leight Allen, Jeanne Bal, Virginia Curtis, Ruth McVayne, Joyce Mitchell, Julia Williams, Fred Bryan, Ken Carroll, Ed Gambos, John Juliano, Russel Nye, Robert Wallace.

Altho it was far from ready at its preem, *What a Day* shapes up as a thoro delightful and colorful musical that can well win its way into the Stem's select circle. I is tuneful and handsome and combines a completely different book with the most brilliant staging seen in many seasons. *Day's* story, whimsical in the extreme, yet sophisticated enough for the most discriminating, is a combination of a plain whodunit ghost story with sexy implications and the boy-girl romance. Stewart Chaney's costuming and settings are a treat to the eye, and Helen Tamiris has come up with some truly great dance sequences that completely capture the pewsitter.

Vivienne Segal scores heavily in one of her familiar soubrette chores and to her go two of the top songs of the show, *Redecorate* and *That's a Man Every Time*. Stewart Irwin, playing one of his typical shy roles, serves as an excellent foil for the comedienne, altho it is apparent that musical comedy is not his forte.

Mark Dawson and Martha Wright make a happy pairing for the show's love interest, and Dawson reveals a set of pipes that can well take him out of the musical comedy class. Their duets, *It's a Long Time Till Tomorrow* and *This Is Love*, are particularly appealing, and from all indications both numbers can be likely candidates for the Parade of Hits.

The dance patterns led by Valerie Bettis and Bambi Linn are beautifully conceived and exceptionally well

N. Y. BALLET

(Continued from opp. page)

the faithful, an attendance sparked—like as not—by the personal batoning of his own score for *Firebird* by Igor Stravinsky. The George Balanchine fantasy, incidentally, was the top fare of the evening and was superlatively stepped by Maria Tallchief in the title role. La Tallchief's technique grows with each passing season. Francisco Moncion likewise acquitted himself excellently as the prince. The remainder of the bill comprised Jerome Robbins's pattern ballet, *The Guests*, which he unveiled last year to a score by Marc Blitzstein and Balanchine's fine choreography of Bizet's *Symphony in C*. Robbins danced the ballet master effectively in *Guests*, and Tanaquil LeClercq and Nicholas Magallenes scored in the lead slots. *Symphony*, one of the group's best show-off pieces, spotlighted its best terping pairs, Melissa Hayden and Magallenes, LeClercq and Moncion, Janet Reed and Todd Bolender, Lois Ellyn and Frank Hobi, in its four movements.

Six new ballets will be preemed in the troupe's rep during the current stand: Balanchine's *Prodigal Son*, William Dollar's *The Duel* (recently unveiled at the Winter Garden by the Roland Retit's visiting Parisian balleters). Robbins's *Age of Anxiety*, Frederick Ashton's *Illuminations*, Balanchine's *Pas de Deux Romantique* and Balanchine's *Jones Beach*. While these new works may likely stimulate the dyed-in-the-wool balletomane, it seems a shame that such a robust new dance group as the New York City Steppers do not take a leaf from the Saddlers Wells troupe's book and showcase a real, full-length classic. One such could surely be done within the rehearsal time span and cost devoted to half a dozen shorts, and certainly would pack an infinitely broader general appeal. The Britishers have pioneered long white-ballet with top success. The City Centerites have the steppers. Why not give them the steps? **Bob Francis.**

executed and are frequent threats for show-stopping. Particularly effective is an opening sequence, *When the Sheets Come Back From the Laundry*.

Day as a whole needs a lot of good hard work between row and its Stem debut, particularly in the very loosely played second act. But the elements for a great show are present, so the fate of this one is primarily in the hands of the directors and producers. **Sidney Golly.**

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"Nothing Mysterious About Good Showmanship"—Couden

PHOENIX, Ariz., Feb. 25.—"There's nothing mysterious in good showmanship." That's the word of Doug Couden, erstwhile juggler, author and rep and tab show performer, who said this week at his local headquarters that "showmanship's numerous phases can be learned and applied to any type of act."

Most important are school shows, Couden said, pointing out that all could stand improvement. "And the best way to make improvements," he continued, "is to have someone with show savvy sit out front with a pencil and pad and jot down notes to improve the presentation. We have found this to be a valuable asset. Some one in the audience can see weak spots in the presentation which we have overlooked."

"I had occasion to view a school show recently which had an exceptionally fine variety of acts for school children, but the offering was pathetically lacking in showmanship. I was sorely tempted to suggest much-needed improvements in the show, but the question that arose in my mind was just how performers should be approached on such a delicate manner and in a diplomatic way. If all school show performers would get together and agree to accept constructive criticism, perhaps they would be willing to improve their shows if they

Allentown Spot Sues To Obtain First-Run Pix

PHILADELPHIA, Feb. 25. — In what is believed to be the first action of its kind, suit was filed in U. S. District Court here last week by the Boulevard Drive-In Theater, Allentown, Pa., to obtain first-run motion pictures on an equal basis with central Allentown movie houses.

The petition charged eight major motion picture producing and distributing companies with violation of the Sherman, Clayton and Robinson-Patman anti-trust laws in refusing to furnish the open-air theater with films until 28 days after they were shown in the city theaters.

Action was brought on behalf of David E. Samuel and Nathan Milgram, Frances Kret and Bessie Hoberman, all of Philadelphia, identified as owners of the drive-in theater. Picture companies named as defendants included Loew's, Inc., Warner Brothers, Pictures Distributing Corporation, RKO Radio Pictures, 20th Century-Fox Film Corporation, Universal Film Exchanges, Columbia Pictures Corporation, United Artists Corporation and Paramount Pictures Corporation.

IRVING, Tex., Feb. 25. — Hans Smith, this city's mayor and local theater owner here, and W. P. Gandy last week announced plans for a new 450-car drive-in theater to be opened on a six-acre tract, a mile north of Irving. Smith will be in charge of the new drive-in.



were shown the light.

"In doing research on my book involving the techniques of presenting an act effectively, I learned that there are more than 70 such methods, all of which help the performer to improve the value of his offering. Careful study along these lines would do all of us much good. If we do a good show, the program to follow will have easy sledding. If our show is a poor one, the next unit will have slim picking. So, let's get together and be as willing to take criticism as we are to dish it out."

Reading Master Plan Includes 125G Drive-In

READING, Pa., Feb. 25.—A master plan, calling for the development of a business community and including a large drive-in theater at the Reading Municipal Airport, was submitted this week to City Council by a Midwestern firm of architects. Report discussed the proposed drive-in plan in detail, calling for 500 or more cars and to be built, excluding land costs, for about \$125,000.

The proposed drive-in would be within a mile and a half of the new Reading Drive-In which was opened last August. However, it would be on a different main highway out of Reading, heading northwest.

Don't Seem Right

By E. F. Hannan

Oh, yes, it's quite a while, we'll call it 40 years, Since I was in my prime, the days I knew no fears;

Why I'd just as soon play Hamlet as I would sing a song, And when I say I was passin' fair why I'm not ramblin' on.

I remember once at Bushville, I was featured in a bill, That was juicy for my talents, called *The Loves of Wild-Eyed Bill*; And when they dropped the curtain, well, the audience just stayed, They wouldn't budge an inch till my acquaintance they made.

So I came before the curtain and the applause was like a riot, Seemed hours 'fore I could talk, 'fore they settled down to quiet; Again at Boomtown those miners almost shook the place with glee, As I strutted gaily 'cross the stage in that bill called *Bulldog's Spree*.

'Twas a story about a miner who meets up with big-hips Liz, He wines her, he dines her—but frisk-in' was her biz;

I could barely tote the silver that they threw upon the stage, That jealous bunch of actors were sure in bitter rage.

Then the time at Mason Corner when Critchett, he got sick, And I had to do the clownin', make-up plastered thick;

I told that manager F'ckett, it wasn't in my line, I said: "Look here, no Fickett! I'm not the clownin' kind!"

Yes, I've sure had lots of troupin', must've played a thousand roles, Don't seem to matter now, tho—all the world's grown cold;

Why, I'm waiting here? For a favor, morsel from a friend, Critchett, same one, he's promised—a ten spot he'll lend.

Imagine now, to Critchett, a star like me to go!

When I always turned my back on him—his comedy so low; Look, there's his name blazin' there, monstrous dazzlin' lights, Then look at me, played Hamlet—whole world don't seem right.

Drive-In Notes

BOARD MEMBERS of the newly formed Drive-In Association of Greater Cincinnati, which has been set up to direct the activities of all the city's outdoor theaters are Jack Hauer, Montgomery Drive-In; Nat Kaplan, Woodlawn Drive-In; Jerome Kunz, Dent Auto Theater; Reuben Shore, Twin Drive-In Theaters, and Willis Vance, Dixie Gardens. . . . The secretary of state has issued a charter to the Rock Hill, S. C., Drive-In Theater which proposes to operate a drive-in theater, amusements and concessions. Authorized capital stock is \$50,000. Paul J. Pless is president. The Auto Theater, Inc., Rock Hill, also has obtained a charter from the secretary of state. Authorized capital stock is \$50,000, with Dorcas M. Reinhardt as president. . . . Phil R. Isley, president of the Phil Isley Theaters of Dallas, and Reuben Williams, Dallas attorney, will build a \$100,000 drive-in theater on the Snyder-Big Spring, Tex., Highway. Theater will accommodate 750 cars.

Connecticut's Police Commissioner Edward J. Hickey has reserved decision on the amended petition of James A. Holmes, Southington, Conn., who seeks to build an outdoor theater in Southington, several hundred feet West of a restricted residential section. Holmes' petition was heard at Hartford, with Adrian F. McDonald, real estate appraiser, testifying for Southington residents, who object to the proposed drive-in theater. . . . Lockwood & Gordon Theaters Circuit last week announced plans for construction of a \$75,000, 400-car capacity drive-in theater in East Hartford, Conn.

B'way - Harlem Revue's Florida Tour Successful

ORLANDO, Fla., Feb. 25.—The *Broadway-to-Harlem Revue*, which has been playing Florida's night clubs and theaters successfully, moved in here last week for a week's engagement. The 20-person unit is under direction of Joe Brantley and includes an eight-girl chorus and six-piece band.

Features include Anna LaCasta, dancer; Bessie and Pearl Bronbooy; Sam Rhodes, comedy; Kid Lewis, dancer, and Rosemary Jones, blues singer. Show remains in the State until March 15 when it returns to its established summer route.

Hartford Judge Upholds Bloomfield Appeals Board

HARTFORD, Conn., Feb. 25.—Judge Sidney A. Johnson, of Common Pleas Court here, has upheld the action of the suburban Bloomfield, Conn., Zoning Board of Appeals in granting a five-year temporary permit for construction of a drive-in theater there. In rendering his decision, Judge Johnson declared that the board's action was in harmony with the general intent and purpose of the zoning regulations, and dismissed an appeal by a group of Bloomfield residents from the board's decision.

Philip W. Maher, of Bloomfield, who was issued the permit, has revealed that \$100,000 will be spent in the construction of the theater.

Smith Sets Trenton Layout

TRENTON, N. J., Feb. 25.—Another drive-in for North Jersey was announced by Wilfred P. Smith. Covering 15 acres of a 35-acre plot, Smith started construction this week on a 550-car drive-in, to be known as the Garden Auto-Torium, at the traffic circle joining New Jersey Highways 6 and 10 near Ledgewood. Smith formerly was general manager of construction and operation for Eastern Drive-Ins.

Texas Stands Good Openers For Plunkett

Biz Big at Aransas Pass

ARANSAS PASS, Tex., Feb. 25. — Having successfully launched its 1950 season with a click three-day stand in Rockport, Tex., Plunkett's Stage Show returned to local quarters for a February 13-15 showing and chalked up the best business it has ever had here. From here the unit moved into Kingsville, Tex.

Among features this season are a six-person pyramid and acro turn; Corky Plunkett and Tommy Parris, hand-balancing and tumbling; a new girl number, produced by Flo Del Garde; new scenery and lighting effects by Dick Darling, and new plays, the feature being Charley Harrison's *Saintly Hypocrites and Honest Sinners*.

Trampoline turn includes Corky, Gloria, Jerrie, Larry and Pat Plunkett and Tommy Parris. Captain Plunkett continues to offer his four animal acts, including seals, dogs, monkeys and Congo, the chimp. Also being presented this season are Billie Plunkett, trapeze, and a three-girl web number. Leon Block is in his third season here with a seven-piece band.

Personnel includes Rusty, Jim, Snooks, Fuzzy, Cleo, Charlene, Corky, Gloria, Jerrie, Mary, Billie, Marie, Loutricia, Pat, Larry and Bruce Plunkett; Kennedy and W. I. Swain II; Bob Wegher; Dick, Flo, Rickey and Shannon Darling; Tommy Parris, Mr. and Mrs. Slim Farley, Larry Carden, Jess Underwood, Mr. and Mrs. L. S. Blaser and Leon Block. Jim Plunkett, boss canvasman, has a crew of eight. Kennedy Swain continues as director of plays and producing comic.

Among numerous visitors here were Mr. and Mrs. Chick Boyes, Dude Arthur, Mr. and Mrs. Bill Luck, Francis Duran, Joe Baker, Mona and Streamline, Ed Martin, Mr. and Mrs. Butch Cohen and Red Rumbel.

Eastern Pic Chains Plan Two Drive-Ins

PHILADELPHIA, Feb. 25. — William Goldman, large independent theater circuit operator in this territory, has purchased a farm tract west of Douglassville for a drive-in theater.

Work was started this week and the Goldman interests hope to have the outdoor playhouse ready for operation in April.

The Sablosky interests here, also veterans in movie operations, plan to add another drive-in to their growing chain of outdoor theater interests. The company this week started construction on a drive-in near Lancaster, Pa.

Tax Panacea?

CAMDEN, N. J., Feb. 25.—V. C. Smith, veteran member of the drive-in field and associated with Drive-In Theater Service here, came up with a suggestion whereby the outdoor theaters could lend considerable assistance to the current fight against the federal amusement admissions tax. Smith suggested that the marquees of closed drive-ins be used to include copy asking patrons to protest the tax. With practically all drive-ins on or near main highways, millions of people would be able to see the signs. Since the drive-ins do not use their marquees during the closed season, he said the full copy could be handled.

REP RIPPLES

HENRY LAVINE has been vacationing in Boston since January 1 but will head for Canada for his spring tour, which gets under way March 10. . . . **Gregg's Players** are a new group for the Tacoma, Wash., area. Under management of **T. E. Gregg**, unit will operate a platform show after several weeks of school and hall dates. . . . **Holmes's** pic and novelty show has been playing Bradford, Ont., to good returns. . . . **Carol Players**, which have been in the Sacramento area, soon will begin working their way back East from Washington and Oregon. They report a good East-West junket and add that they played everything on the route from dining halls to auditoriums. . . . **Morris and Earle Johnson** report good business in the New Bedford, Mass., area with religious pix. . . . **Wilbur Denning** has a one-man show playing schools and halls in the Logan, Utah, sector. For the past two years Denning has been playing the Far West with **E. F. Hannan's "Henry Goes to Town."** . . . **George (Jigger) Hurtz**, who has been playing sponsor dates around Birmingham, soon will be down to a three-piece, tab-type show and move into Louisiana and Texas. . . . **Chester Cobb** is studying figures for a wax show for the summer. Cobb says he saw two swell shows of that type while in the South the past fall and that he likes the idea. . . . **Doss & Mae Show** reports fair returns from Northern California. Unit is working north and plans to play small towns in Oregon and Washington during the summer. . . . **Arnold F. Fleming**, who has had small shows for years, is showing a feature religious pic film in West Virginia. . . . **T. E. Winton** is framing a small-cast Negro minstrel attraction to play Southern dates under auspices. Opening is set for Tallahassee, Fla. . . . **Glenn Hunter** has a show dance trick at Rapids City, S. D. . . . **R. R. Webster**, old-time press agent and minstrel show manager, is anxious to have someone send in the 1907-'08 roster of **Diamond Bros.' Minstrels**. . . . **Frawley Players** have been around Wilmington, Del., recently.

ROBERT TOEPFERT, who has appeared with such stock and rep outfits as **Otis Oliver, L. Verne Slout, Roberson Players** and **Hershell Weiss**, is with the **Mariemont Players** at the Cincinnati Community Little Playhouse. . . . **Grimaldi Players** are working to good business on their swing thru New England with French speaking societies as sponsors. . . . **George D. Hand** has been showing religious pix in the Erie, Pa., area to successful returns. . . . **Robishaw's** wax and novelty attraction is working stores and halls in Central Texas. . . . **Penn Players** are in Washington. . . . Writing from Troy, N. Y., **A. G. Edwards** asks someone to send in the roster of **Tom Water's "Mayor of Laughland,"** a one-day show that operated before the first World War. . . . **L. L. Flye** is in Eugene, Ore., breaking in a hypnotic show. He plans to use the window sleep as bally. . . . **G. H. Darling** is presenting the "Passion Play" in New England towns. . . . **Norman S. Ellis** has religious pix around Watertown, N. Y. . . . **Creel's Golden Minstrels** are playing the New Orleans area under auspices. . . . **Leo Filch** has been working to fair business around Harrison, Neb., where he's playing school and hall dates. He plans to return to his Washington and Oregon territory where, he says, the jumps are shorter and school children have more to spend.

CHARLES BODINE is at his home in Griggsville, Ill., recovering from a recent illness and would like to read letters from friends. . . . **J. G. Kelly** reports from Mount Dora, Fla., that he will remain in the Alligator State until about March 1 and then will work his way up to his established summer roadshow territory

in Western Canada with a three-cast bill. . . . **O. L. Simms' Vaude-Pix Show** reports good business from Cle-Elum, Wash., despite some inclement weather. Unit is presenting religious pix and later will use some short-cast flesh bills. Simms also is mulling a platform show for the summer. . . . **Homer Mitchell**, one-time manager of the Tyler-Varney rep show, is promoting amateur minstrels in New England in addition to breaking in a solo show. . . . **Chestnut Hill Players** are touring Vermont with **E. F. Hannan's "Fool's Gold."** It's a four-cast unit. . . . **F. R. Burrill** writes from Bangor, Me., concerning the Great Eastern Circus. "**Shorly Mason**, the show's agent, came from New Jersey and one of the owners was a man named Prescott, who hailed from Rockland, Me., where the show opened," says Burrill. "I had the juice and other concessions on the show. We had six weeks of rain at the outset and it put the show off the road. **Ed Brown**, of Bath, Me., also was with it. I am laying off here and soon will move into Canada, where I've presented a small flesh unit every summer. This year I plan to play halls until the weather is right and then move with a platform show. I wonder if **Walter L. Main** can tell us the dates his wagon show played Northern Maine."

CARL'S SHOW, flesh and pix presentation, is playing Southern Oklahoma to fair business. . . . **Thomas J. (Ted) Sully** is framing a novelty and wax show to play halls in Southwestern Missouri and Kansas. Later on the unit will work from a platform. Writing from Cassville, Mo., Sully says: "The school biz is overdone in this sector and needs a rest. I traveled a good part of Western Kansas last summer to only fair results and don't like to see anyone going into the red. I remember the day I did business with tent flesh in the same sector but they've forgotten it now. I'm down to two people and will remain there. From now on I'll be hard to lick. . . . The **Follette Trio** is in Miami, following a three-week trek from Montreal. Trio played all types of dates en route to Miami and will follow the same pattern on its return trip to Canada.

Glennville Preps Drive-In

GLENNVILLE, Ga., Feb. 25.—This city soon will have a drive-in theater. It will be located on the north side of town, near the city limits, according to **Lucious Kennedy**. He said that a location has been secured and plans have been drawn for the new spot.

Portsmouth Drive-In Okayed

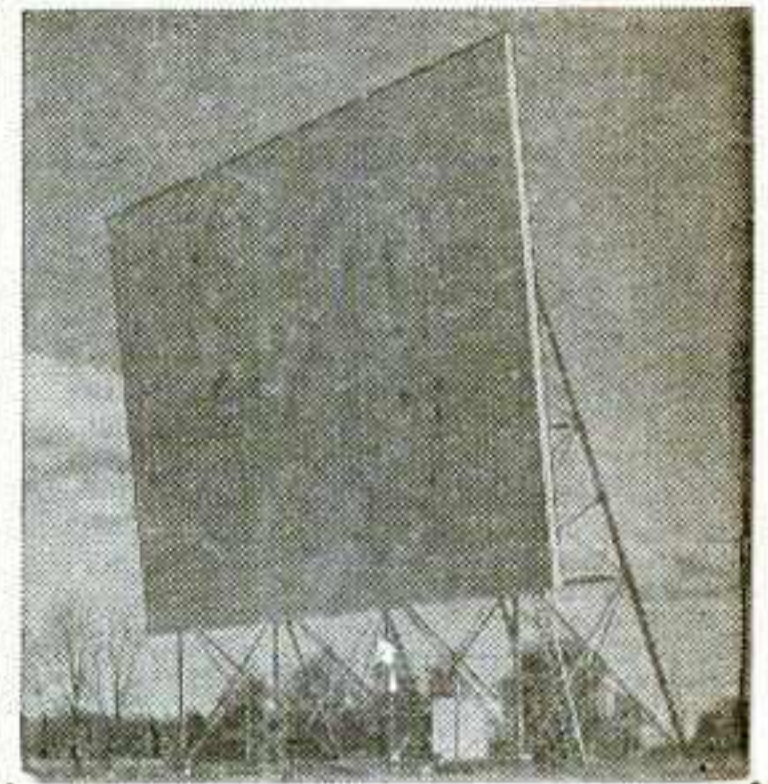
PORTSMOUTH, N. H., Feb. 25.—City Council has granted authority to **Harry and Clarice Yoken** to construct a drive-in theater on Lafayette Road, about two miles from downtown Portsmouth.

Florence Gets Drive-In

FLORENCE, Ala., Feb. 25.—Work is under way on a 600-car drive-in theater, to be operated here by Owners **C. B. Goss** and **A. W. and W. W. Hammends**, who also operate the Joy Theater, at Fyfee, and the Marshall Drive-In at Albertsville, Ala. Estimated cost of the drive-in is \$100,000.

El Campo Gets Drive-In

EL CAMPO, Tex., Feb. 25.—**Rubin Frels**, owner of the local Normana Theater, is planning construction of the first drive-in theater in this area. Theater will have a capacity of 500 cars and will be laid out on a 10-acre tract recently purchased by Frels. Tentative plans call for the spot to open early this summer.



CANTOR AMUSEMENT CO.'S SHADELAND DRIVE-IN AT INDIANAPOLIS, INDIANA

MESKER DRIVE-IN SCREEN SUPPORTS

STEEL PREFABRICATED

BEST FOR LONG-LIFE, ECONOMY!

DESIGN—

Soundly engineered, conforming to the American Institute of Steel Construction — Specifications for building to withstand a wind load of 100 miles per hour **ELIMINATE WORRY! LET THE WIND BLOW!**

MATERIAL—

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ECONOMY—

Hold your investment cost to a minimum! As a Simple-a-Frame type structure — not deluxe — and without unnecessary frills—**YOU'LL BE SURPRISED AT LOW COSTS!**

AVAILABLE IN 3 SIZES 50' Wide by 40' High
58' Wide by 46' High
72' Wide by 52' High

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PLACE YOUR ORDER NOW!

MESKER DRIVE-IN SUPPORTS NOW IN USE AT

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GEO. L. MESKER STEEL CORP.

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Gene **AUTRY** IN "BOOTS and SADDLES"

Smiley BURNETTE JUDITH ALLEN RA HOULD



Book these big new 16mm. Sound Attractions now—Joe Palooka—Dillinger—Gene Autrey—Sunset Carson—Smiley Burnette and many others. Get our big free lists.

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Agent and Billposter, one who can and will bill a show and good judge of towns. No drunks wanted. Agent must know Jig Show business. Also want high-class Novelty Act and a few girls. No tickets unless I know you. **Ray Alexander**, wire me. **JACK NAILOR**, Little Rock, Ark.

ATTENTION ROADSHOW MEN!

Write for our new big Catalogue of feature Roadshow Attractions.

SOUTHERN VISUAL FILMS

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CLOSEOUT SALE

35MM. PROJECTORS AND FILM (Sound or Silent)

Perfect to good running Westerns and Features, \$10.00 and up. Late Musical Westerns \$35.00 each. Programs rented, \$7.50. Pair of Holmes Projectors \$675.00. Shipping Case 2,000 ft., for \$4.00 each. Silent Features, \$15.00. Shorts, \$3.50. Poster supply. Free lists.

SIMPSON FILMS, 155 High St., Dayton, Ohio

HOLMES, SWEET HOLMES!

Rebuilt (like new) Holmes Educator 35mm Portable Sound Projector. Dual outfit, \$550; single, \$350. Send for 1950 catalog—check full of values in 16 & 35mm equipment & supplies; also Chair Roll-in \$15. **S. O. S. CINEMA SUPPLY CORP.**, Dept. L, 602 W. 52d St., New York 19.

THE FINAL CURTAIN

BARRETT — Earl, Murphysboro, Ark., theater owner, February 2 in that city of a heart ailment. He formerly owned theaters in Maud and Atoka, Okla. Survived by his widow and one child.

BELLINGER — Sophia, sister of Luku Nethaway, writer and former rep and stock actress, February 4 in Wahoo, Neb., of a stroke.

BISCHOFF — George C., 65, a designer of the life-size dinosaurs at the Chicago World's Fair in 1933-'34, and associated with J. W. (Patty) Conklin for years, February 17 in Fort Wayne, Ind. (Details in General Outdoor Department.)

BRANDT — Fred H., 77, former theater manager, February 19 in Cleveland. He had managed the old Halthnorth Garden, Euclid Garden, Opera House, Empire, Keith's Hippodrome and Prospect, Alhambra, Globe, Metropolitan and Liberty theaters in Cleveland. His widow and a daughter survive.

CHUTE — Stathern B., 66, news editor of the Yankee Radio Network, February 18 in Wakefield, Mass. His widow, a son and two daughters survive.

COURTNEY — Lillias, 47, dance instructor who organized the Lillias Courtney Ballet Company and the Junior Ballet Company, February 13 in Louisville. During her 20-year career she studied under many leading ballet instructors and presented many original ballets. Her mother, son, sister and a brother survive.

DOWNING — John H., 33, former trumpeter with Vaughn Monroe's orchestra, February 17 in Utica, N. Y. His widow, mother and a brother survive.

GAY — Charles, 63, animal trainer and for many years operator of the Gay Lion Farm in El Monte, Calif., February 23 in Newport Beach, Calif., of a heart attack.

GRANVILLE - BARKER — Mrs. Helen, novelist, poet and translator and widow of British dramatist and author, Harley Granville - Barker, February 16 in Paris.

GREEN — Max, 53, former carnival and park concessionaire, February 12 at his home in Rochester, N. Y., of a heart attack. He had been with the old Southern Tier Shows (now the James E. Strates Shows), Steve Lague, Francis Ferrari and Otis Smith shows. Survived by two brothers, Harry and Joseph, Miami Beach, Fla., and two sisters, Mrs. M. C. Rosen, Dayton, O., and Mrs. Stephen Greenburg, Rochester.

HOWARD — Roscoe, exec veepee of Belmont Distributors, Inc., February 17 in Milwaukee. A long career in the radio and television fields included his own Howard Radio Company, the exec veepee post with Zenith radio distributors, and president of the RCA Victor distributors in Chicago. His widow and son survive.

HOWEY — Clyde C., veteran show owner-operator, February 11 in Gibsonton, Fla., of a heart attack. (Details in Carnival Department.)

Monica, Calif., home. Born in Chicago, he was associated in business capacities with the Ringling Bros.' circus, traveled with the Buffalo Bill Show thru Europe and managed several fairs in California. Later he operated a chain of motion picture theaters. Survived by his widow, Sally.

In Memory OF OUR EMPLOYER AND FRIEND

JOHN T. McCASLIN

Who passed away Feb. 28, 1944
Harry J. Bowen—Margie (Judy) Hofer
Al Raymond—Lawrence Sandy

MUELLER — Joseph E., 52, former musician, February 23 in New York. A banjoist, he was with the Isham Jones show and Don Bestor before joining *The New York Times* as a linotype operator. His widow, brother and three sisters survive.

PEABODY — Verne L., 40, former member of the Athletic Bagleys, recently in Boston. After the team split up he and his mother, Marie Davis (Bagley), toured with the Great White Way and other carnivals. Besides his mother he leaves two sons, Verne Jr. and Kevin. Burial in St. Joseph Cemetery, West Roxbury, Mass.

PEMBERTON — Sir Max, 86, author and editor, February 22 in London. Primarily a novelist, he also wrote plays, including two London stage revues, *Hallo Ragtime* and *Come Over Here*.

PINCKNEY — Richard, former circus clown, recently in State Hospital, Manteno, Ill. With the Hagenbeck-Wallace Circus for many years, his last season on the road was in 1935. Pinckney had been hospitalized since 1936. There were no known survivors.

ROSECRANS — C. E., 59, agent and phone man, February 21 in Arkansas City, Kan. Survived by two daughters and a son. Burial in Arkansas City.

LOUIS SCHLOSSBERG

In Loving Memory on This Day,
February 27.

Sweet are the memories that never fade
Of one I loved but could not save.

Wife, Lena; Sons, Bob, Norman & Family

SCHWARTZ — Lewis, 49, former concessionaire with Southern Valley Shows, in St. Louis February 20. He had been in outdoor show business 30 years. A sister, Mrs. Jennie Greenberg, survives. Burial in St. Louis.

SYMON — Burk, 61, active in the legit theater and movies, February 21 at the Motion Picture Country Home, Los Angeles. He had served as general stage manager for David Belasco before entering motion pictures. For many years he was test director at 20th Century-Fox and later associated with Eagle-Lion Studios. Survived by his widow, Freda; daughter, Gail; son, David, and one sister. Interment in Beth Olam Mausoleum, Los Angeles.

WELLMAN — Frank A., 51, radio executive and advertising counselor, February 17 in Bryn Mawr (Pa.) Hospital. He was part-owner of Station WLAB, Lebanon, Pa., and was formerly associated with WTTM, Trenton, N. J., and with WDAS and WPEN in Philadelphia. He also had maintained a radio advertising agency in Philadelphia under his name. Surviving are his widow, Ethel; a son, a daughter, a brother, a sister and his mother. Funeral services February 22 in Drexel Hill, Pa., with burial there.

WILLARD — Howard C. (Cotton), 46, promotional manager for Mills Bros.' Circus, February 20 in Akron. His widow, Kathryn; a son and daughter, his father and two sisters, all of Charleston, W. Va., survive. Burial in Spring Hill Cemetery, that city.

WILSON — Constance, 74, mother of Lois Wilson, silent film star, February 22 at her home in Beverly Hills, Calif. Survived by three other daughters.

Marriages

BLANDI-NIED — Frank Blandi, former nitery op, and Betty Nied, February 13 in Pittsburgh.

COSTA-McKEON — Joseph Costa, special events director at Station WFIL, Philadelphia, and May McKeon, February 18 in Villanova, Pa.

COX-PAX — Manning Cox, Bridgeport, Conn., orchestra singer, and Irene Herma Pax in that city February 18.

CUMMINGS-BURROUGHS — Robert Cummings and Mary Lou Burroughs, staffer at the Pitt Copa in Pittsburgh February 9.

DAVIS-LE JEUNE — Texas Jay Davis III, radio and circus clown, and Mary Le Jeune, February 12, in Denham Springs, La.

FADIMAN-JACOBY — Clifton Fadiman, journalist and radio entertainer, and Annalee Whitmore Jacoby, writer, recently in New York.

MARKLE-McCAMBRIDGE — Fletcher Markle, producer, and Mercedes McCambridge, actress, February 19 in Las Vegas, Nev.

McGUIRK-BAHLHORN — Pat McGuirk, producer at KCBS, San Francisco, and Gladys Bahlhorn, formerly with the station, recently in Reno, Nev.

REMLINGER-BOLT — Sgt. Robert P. Remlinger, of the Army Air Corps, and Hazel Bolt, daughter of J. P. Bolt, owner-manager of the Royal Exposition Shows, February 10 at Vero Beach, Fla.

SCHENK-BUTLER — Al Schenk, comic, and Lee Butler February 8 in Boston.

SMOLER-RUBENSTEIN — Irwin Charles Smoler and Elsie Bernice Rubenstein, WNEW publicity director, February 19 in New York.

SPANIER-O'CONNELL — Francis Spanier, band leader, and Mrs. Ruth O'Connell February 14 in Chicago.

TORRES-HARRIS — Pedro Torres, prize fighter, and Ruth Harris, piano and vocal entertainer at the Powelton Show Bar, Philadelphia, February 12 in Philadelphia.

WHITEHOUSE-VAN VLIET — William Fitzhugh Whitehouse Jr. and Margaret Ann Van Vliet, former legit actress, February 18 in New York.

Births

Twin girls to Mr. and Mrs. Ernest Catenacci February 5 in Hahnemann Hospital, Philadelphia. Father is former sax man with Elliot Lawrence's orchestra and is now playing with Leo Zollo's band in Philadelphia.

A son to Mr. and Mrs. William Frank recently in Pascagoula, Fla. Father is the son of Mr. and Mrs. Abe Frank, bingo operators the past five years on the Page Bros.' Shows.

A daughter to Mr. and Mrs. Jack Kirkland February 14 in Bethlehem, Pa. Father is a playwright and the author of the stage version of *Tobacco Road*.

A daughter, Marta Ilene, to Mr. and Mrs. Harry Levin, in Detroit recently. Father is partner in the Cadet Record Distributors.

A son, Lew Douglas, to Mr. and Mrs. William Emery January 15 in New York. Parents have the Emery exhibitions.

A daughter to Mr. and Mrs. Hugh Jones January 23 in Chicago. Father is a newscaster at WBBM, Chicago.

A son to Mr. and Mrs. Armand Cosentino January 23 in Jewish Hospital, Philadelphia. Father is a concert singer. Mother is an opera singer and daughter of Doc Irving and Princess Yvonne, mentalists.

A son to Mr. and Mrs. Rudy Frank, recently in New Haven, Conn. Father is promotion manager of Station WELI and was formerly publicity director of the State Theater, Hartford.

A son, to Mr. and Mrs. Ben Segal, recently in New Haven, Conn. Father

is the managing director of the New Haven Shubert Theater.

A daughter, Mary, to Mr. and Mrs. Frank Allan January 26 in Odessa, Tex. Father is news editor and disk jockey at Station KECK, Odessa.

A daughter, Junita Teresa, to Mr. and Mrs. C. J. Matchett January 24 in Tampa.

A daughter, Linda Susan, to Mr. and Mrs. Jerry Schweizer January 30 in Detroit. Father is producer-announcer at WJBK and WJBK-TV, Detroit.

A son, Lawrence, to Mr. and Mrs. Tony Moreno, February 2 in Detroit. Father is manager of the Harry Lewiston Enterprises, Detroit, operating freak and other show ventures.

A daughter to Mr. and Mrs. George Gruskin February 6 in Hollywood. Father heads the Hollywood radio department of the William Morris Agency; mother is the former Flo Hallop, comedienne.

A son to Mr. and Mrs. Meyer Mishkin February 3 in Hollywood. Father is a talent agent.

A daughter to Mr. and Mrs. Stanley Owens February 1 in Chicago. Mother, the former Bea Sarche, was formerly with the Paul Marr Agency.

A son to Mr. and Mrs. Miles Reed February 1 in Phoenix, Ariz. Father is Station KOOL's program director.

A daughter to Mr. and Mrs. Michael Sage January 28 in New York. Mother was formerly with WOR continuity; father is a WMCA announcer.

A daughter to Mr. and Mrs. Chuck Teitel January 30 in Chicago. Father manages the World Playhouse.

A daughter to Mr. and Mrs. John Budd January 27 in Buffalo. Mother was formerly with WHAM; father is a staff announcer at WBEN.

A daughter to Mr. and Mrs. Louis Yednak January 29 in Pittsburgh. Father is the pianist Larry Marshall; mother is nitery dancer Nancy Dare.

A daughter, Julie Elizabeth, to Mr. and Mrs. Donald Littler February 3 in Passavant Hospital, Jacksonville, Ill. Father is production foreman of the Eli Bridge Company, Jacksonville, manufacturers of Ferris Wheels. Mother is the former Peggy Sullivan daughter of Lee A. Sullivan, president of the company.

A daughter to Mr. and Mrs. Nat (King) Cole at Cedars of Lebanon Hospital, Hollywood, February 6.

A daughter, Hazel Ann, to Mr. and Mrs. Harry A. Wapshare February 14 in Plainfield, N. J. Father is office manager of Station WNJR, Newark, N. J.

A daughter, Kate Cushing, to Mr. and Mrs. William S. Paley February 15 in New York. Father is chairman of the board of the Columbia Broadcasting System.

A daughter, Catherine Rose, to Mr. and Mrs. Robert L. Otto recently in Good Samaritan Hospital, Cincinnati. Father is a newscaster at WCPO, that city.

A son, Brian, to Mr. and Mrs. Richard LaMarr February 18 in New York. Father is a Broadway-Hollywood agent; mother is the former prima ballerina, Dania Krupska.

A son, Lynn Alexander II, to Mr. and Mrs. Donald A. Fill February 9 in Detroit. Father is owner of the Alvin Theater, Detroit.

A daughter, Pamela, to Mr. and Mrs. Oscar Alagood recently in Oklahoma City. Father is public service director at WKY.

Divorces

Sandra Jolley Tucker, former Earl Carroll show girl, from Forrest Tucker, film actor, at Los Angeles February 3.

Diana Douglas, former Powers model, from Kirk Douglas, film actor, in Los Angeles February 7.

Mary Oberstein from Eli Oberstein, recording exec, January 30 in New York.

Jeanne May (Cassady), night club dancer, from Al Cassady, Cincinnati band leader February 2 in Cincinnati.

Gloria DeHaven Payne from John Payne, film player, at Los Angeles February 8.

Evelyn Keyes Huston, film actress, from John Huston, film director, at Juarez, Mexico, February 10.

IN MEMORY OF

ELMA KOSS

Beloved Wife and Loving
Mother

who passed away Feb. 21, 1944

Signed

ADOLPH AND VIRGINIA

LINGHAM — Thomas G., 79, former stage and film actor, February 19 at the Motion Picture Country Home, Los Angeles. Survived by his widow, Mary.

MASSON — Greta, 61, former concert, radio and vaudeville singer, February 21 in Richmond, Va. She had sung with the New York Philharmonic.

MILLER — John M., 83, retired showman, recently at his Santa

COLE BROS. INTO BALL PARKS

Stripper Teased, 2G Award Nixed

BALTIMORE, Feb. 25.—Mary Kuhn, a modest stripper, was stripped of \$2,000 here Tuesday (21). The stripping was done by Judge Herman M. Moser, whose reversal of a December Court of Common Pleas verdict exonerated John J. Carlin of negligence in the operation of a Loop-the-Loop.

The shapely, 18-year-old blonde had contended that while riding the Loop at Carlin's park she had suffered an injury which scarred her leg so badly she was forced to quit her profession. Despite refusal to remove a stocking so that the jury could see her injured limb, she was awarded \$2,000 damages.

Following the court's decision, Carlin's attorney, Samuel S. Smalkin filed a special motion. Judge Moser, acting on the defense motion, then entered a verdict in favor of the defendant.

Hot 96G Pace Set by Colburn At San Antone

SAN ANTONIO, Feb. 25.—A sensational \$96,000 advance sale was chalked up by the E. L. Colburn-produced rodeo, starring Gene Autry, which is playing the new Joe Friedman Coliseum here, February 17-26, in conjunction with the San Antonio Livestock Show, according to George Crowder, veteran carnival showman, who served as director of ticket sales for the show.

Crowder says the rodeo has played to SRO crowds at virtually all performances thruout the week, with sellouts assured for today and tomorrow. The Coliseum seats 7,528, with ducats for the rodeo scaled from \$3.50 for box seats to \$1.50 general admission. Jim Battersby, in charge of press for the rodeo, netted reams of free space in the local dailies.

Crowder, who now makes his home here, will handle ticket sales for all future events at the Coliseum. The Shipstad & Johnson Ice Follies moves into the building April 5-11. The Ringling show played the Coliseum last fall, with the Autry rodeo the second major attraction to occupy the new building.

Unable To Book Act, Picchiani Pays \$1,500

NEW YORK, Feb. 25.—James Picchiani, of Long Island City, N. Y., former acrobat who currently lists himself as personal manager of acts, was forced to pay an indemnity of \$1,500 to the Li Chung Zsai Trio, Chinese acro act, at an Ellis Island tribunal hearing last week.

The Li Chung Zsais arrived in New York from Europe February 8 and have been held at Ellis Island as a result of Picchiani's being unable to fulfill a contract with the trio for six-months' work. The tribunal declared the contract void and obliged Picchiani to turn over \$1,500 to reimburse the act for their steamship fares and loss of time.

Batt, Dodds Urge Action On Gate Tax

House Com. Hears Pleas

WASHINGTON, Feb. 25.—Spokesmen for outdoor amusements joined with a score of other witnesses this week in urging the House Ways and Means Committee to reduce the 20 per cent federal tax on admissions.

Bligh A. Dodds, director of the International Association of Fairs and Expositions (IAFE) and director (manager) of the New York State Fair, Syracuse, asked that the tax be lifted entirely on non-profit fairs and reduced for outdoor shows.

Harry C. Batt, president of the National Association of Amusement Parks, Pools and Beaches (NAAPB) and operator of Ponchartrain Beach, New Orleans, testified that the high federal tax, plus State and local taxes, had resulted in a serious decline in attendance at outdoor spots.

Generating the most heat on Congress for an admissions tax cut was the movie industry, which not only submitted voluminous testimony but also was responsible for a campaign that piled an estimated 500,000 pieces of mail on the desks of congressmen.

Rides, Talent Set For Bock Beer Cele In N. Y. Armory

NEW YORK, Feb. 25.—For the second successive year, the Brewers Board of Trade of New York and the New Jersey Brewers Association are staging a Bock Beer Festival, for the benefit of the American Red Cross, at the 71st Regiment Armory, Park Avenue and 34th Street, March 15.

The Armory will be transformed into a facsimile of a county fair, with a Ferris Wheel, Merry-Go-Round, games, refreshment stands and concessions. More than 10,000 colored lights will be arranged in festooned arcs above the second balcony level to provide a big top atmosphere, while side walls will be covered with 6,000 square feet of drapes to add to the tent illusion.

A stage, large enough to accommodate the line of the Music Hall's Rockettes, will be erected in one corner of the hall. In addition to a big stagemore there will be dancing to name bands and square dancing under the coaching of the country's top callers.

Everything, including food and drinks, is being contributed, so all proceeds go to the Red Cross. Last year's festival drew over 20,000 at \$1 a head and netted the Red Cross close to \$40,000 despite unfavorable weather. Objective this year is to double the take. Important change in formula of garnering shekels from rides and games this year is that a small fixed contribution will be levied on those patronizing same. Last year small barrels for voluntary gifts were placed alongside rides and booths, which seemed to intimidate or confuse prospective patrons and resulted in light biz. As rides and other devices are sponsored and paid for by individual brewery firms the operators are not affected by the size of the take.

Hop To Appear

SAN BERNARDINO, Calif., Feb. 25.—Bill (Hopalong Cassidy) Boyd has been signed for an appearance at the National Orange Show here, with March 18 to be publicized as Hopalong Cassidy Day.

Big \$ Shows At D.C. Sesqui Due for Okay

(Continued from page 3)

eral weeks will also give a formal okay to detailed showbiz plans for big-scale celebrations this year, including several big-money package shows to be staged at a number of outdoor and indoor sites here starting in late spring.

Massman conferred with committee members in Washington this week and indicated readiness to start the ball rolling on full-dress preparations anew for the Freedom Fair, which originally was slated to open this year but won't begin until April, 1951. The exec committee is expected to register its enthusiastic indorsement of Massman Wednesday preparatory to a meeting of the full commission presided over by President Truman the following week if not late next week.

Sesqui commission members are taking heart not only from the general enthusiastic reception to the prospective Massman designation as 1951 Freedom Fair director, but also from eagerness demonstrated by big-timers in the show world to participate in this year's phase of the sesqui celebration. According to an exec committee member, several widely known entertainment groups have submitted a heavy volume of plans for package shows, both outdoor and indoor, which could run for three-day stretches from late spring thru 1950 and into 1951, bulwarking detailed schedules already lined up (*The Billboard*, February 25). The shows this year will cover a sweeping variety from rodeos and aquacades to vaudeville skits and concerts.

Showmen Turn Out For Mobile Cele

MOBILE, Feb. 25.—The city's annual Mardi Gras, which closed the longest run in its 12-year history Tuesday (21), saw more active participation by local showmen than at any time since its inception. Al Wagner, Cavalcade of Amusements generalissimo, had a total of 15 rides in operation, including six major attractions on the Negro high school lot on Davis Avenue.

John R. Ward had two rides, a Funhouse and Motordrome in addition to several concessions in the same sector of the city. Altho nights were cool, the weather was warm and clear during the day, a welcome change from last year's celebration which saw three parades canceled because of rain.

Local novelty houses ran out of confetti for the first time in years and the many salesmen in town had little, if any, to sell on the last two days of the nine-day run. Among out-of-town salesmen were Bennie Meyers, Duke Schilling and Morris

Circus Tent Too Small in Large Cities

Go Under Canvas in July

(Continued from page 3)

field is the retention of the Madison Square Garden stand. It is assured of that engagement this spring, but the current lease with the Garden expires with the stand, and Wirtz and Norris, both major Garden stockholders, can be expected to work for a switch to Cole in 1951.

Absorb Barnes Circus

Wirtz, who is at the helm in plotting the development of the Cole show, said that it will open in the Chicago Stadium April 21, taking over for the Barnes Bros.' Circus, produced jointly in the past by Wirtz and Barnes-Carruthers Theatrical Enterprises, Chicago outdoor booking agency, headed by Sam J. Levy and in which Wirtz has an interest.

The Cole show, Wirtz said, will absorb the equipment of the Barnes circus, which consists chiefly of Terrell Jacobs's wild animal act, plus some domestic animals, circus wagons, etc., quartered in Peru, Ind.

The Chicago Stadium stand will run thru May 7 for a total of 30 shows with performances omitted Mondays. From Chicago, the show will go either to the Olympia, Detroit, or the State Fair Coliseum, Indianapolis, the exact order not yet having been determined.

Levy To Book Acts

At the finish of the three arena stands, the show will turn to ball parks, play them until about July 4 and then go out under canvas. The top to be used seats about 6,500 persons.

Levy will book acts for the Cole show. First, Levy said, he will line up acts for the Chicago engagement only and, shortly before that stand, he will negotiate with acts for the show's full route which by then should be determined.

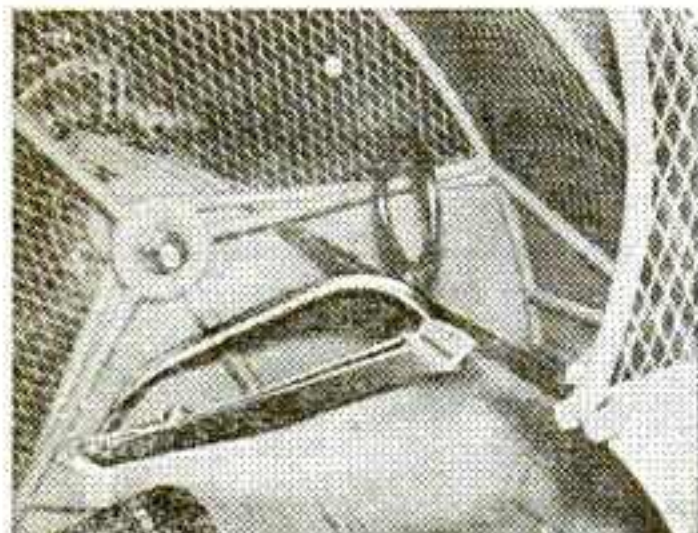
Wirtz said that he had given no thought yet to the show's staff. However, he did say that Jack Tavlin, last year general manager of the Cole show, "would be with us." He added that Tavlin's duties with the show had not been set.

Indianapolis Fair Contracts Bob Hope For Coliseum Shows

INDIANAPOLIS, Feb. 25.—Bob Hope has been signed for three night appearances and a matinee performance at Indiana State Fair here. Hope will head a two-hour show to be presented in the Coliseum, starting Thursday, August 31, with a matinee Sunday, September 3.

Meeting here recently, the fair board voted a \$230,000 addition to the saddle horse barn. Addition will enable the stabling of 550 horses.

Kahntroff, with Emea Kelly and Bob Ayers representing the local contingent.



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Close-Ups:

Indie Op Carl Barlow Maintains Lengthy Tenure at Choice Dates

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

AN INCREASING number of fence-to-fence contracts wrangled by show orgs from fairs during the past decade have put the whammy on a lot of big independent concessionaires. But a few stalwart operators, like Carl (Red) Barlow, who have 30 years or more of experience in the field, have managed not only to survive, but to prosper as well. Carl has never felt close kinship for outdoor show business, but this looseness, so untypical of such a close relationship, has had little effect on his making money. It was the need for money to supplant losses in other ventures that on several occasions sent him back to the midways. His record of square dealing and solid friendships with the reigning powers keep him represented on the fun zones of many choice annuals.

Formed Columbia Expo

Years ago a Coney Island, New York, ball game operator and his method of operation intrigued Carl, then on a holiday from his home in Manhattan. When he moved to Binghamton, N. Y., he went to work for Bill Malarkey and remained with him until 1914, when he joined Bennie Kraus with five concessions. This relationship lasted until 1918, when he went to Scranton, Pa., where he organized the Columbia Exposition Shows and played the coal regions for seven years. The unit included 8 rides, 10 shows and 50 concessions and was large for the times.

In 1925 Carl got his first big break. He won the contract for the Scranton Centennial Celebration by bidding \$3,600. He made \$50,000 almost accidentally, since, he admits, he wasn't much of a manager in those days. If he had been more adept, it is likely that he would have doubled his share. The cele itself was big and couldn't miss. More than \$7,500 was allotted for parade prizes alone. Special attractions were numerous and included a flight by the dirigible Shenandoah.

Legal Adjuster for West

In 1926 Carl sold his show equipment and limited his showbiz endeavors to playing fairs as an independent concessionaire. Competition from shows and their concession lines got too tough in 1934 and he joined Frank West as legal adjuster. He held this post thru 1938.

Carl went with Mel Dodson as business manager in 1939. He left the Dodson org to open an arcade in Washington and remained there thru 1942. In 1943 he operated all concessions on the Johnny J. Jones Exposition in partnership with Bernard (Bucky) Allen, now concession manager of the World of Mirth Shows. A change in ownership of the Jones org put Carl back in the independent concession business.

Oldest Indie Wheel Man

No matter what his other interests might be, Carl always retained his contracts at the York and Allentown, Pa., fairs. He is generally regarded as the oldest independent wheel man in the East. When he had his own show he always had it in the barn by August 15 so that he could make his independent dates, including Cumberland and Hagerstown, Md., and Bloomsburg, Honesdale, Hughesville, Tunkhannock, Allentown and York, (See Indie Op Carl Barlow, page 58)

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GothamSports Show Gate Big

Brown-out, cold and water shortage fail to hurt—200 commercial exhibits

NEW YORK, Feb. 25.—Bucking the coal strike brown-out, water shortage restrictions and the winter's first cold spell, the 13th National Sportsmen's and Vacation Show is doing satisfactory business at Grand Central Palace. Although attendance figures are not available, the program sale opening day, Saturday (18), topped last year's first day sales by 8 per cent. Show closes tomorrow night (26) and peak attendance is looked for today and tomorrow.

About 200 exhibits were lined up by Campbell-Fairbanks, Inc., for this year's annual. Commercial exhibits occupy more space this year, but there are not as many State and civic displays as in former years. New York's Conservation Department has a novel display in the form of a realistic facsimile of a line of Side Show banners fronting a large display of caged animals. Maine also has a unique exhibit in the way of a large Noah's Ark housing a collection of live and stuffed animals and birds. Pond, stocked with game fish, surrounds the ark, and is garnished with a timely sign: "This water is from Maine; please keep it clean."

Entertainment Features

No rides are in evidence this year but on the fourth floor of the Palace are a shooting gallery, sling-shot range, archery range and a group of coin-operated automatic pistol machines, bowling alleys, recording booths and Photomatics. Tuffy Truesdell has a display of alligators; W. C. Bradford is on hand with his reptiles and May's Tropical Winged Life Exhibit occupies large space. Also on the top floor are a pony track and space for exhibiting work of various types of hunting dogs. American Airlines presents a Magic Theater at its stand on the main floor.

Acts Hard To See

New angle this year is the addition of Vacation Show to the annual's title, which brought in exhibits from resorts, such as Asbury Park and Martha's Vineyard, and from auto manufacturers and makers of recreation equipment. Exhibits include domestic and foreign cars, airplanes, trailers and similar items.

Unfortunately, Grand Central Palace is not a good spot for the vaude acts and other entertainment features because only a limited number of patrons are able to get a good view of the big tank and surrounding platform on the main floor, where the events are presented. Only acts presented this year are Mark Huling's sea lion, Sharkey, and Gauthier's (Excess Baggage) trained canines. Events in the tank and on the platform include Tuffy Truesdell, wrestl"; an alligator; Ted Williams, fly casting; Lou Pagliaro and Ham Canning, table tennis; Orrin Benson, retrieving dogs; canoe tilting, log rolling and fencing. Chief Needahbeh emcees.

Show has received good coverage from New York dailies. Jim Hurley, press chief, snared several good advance stories.

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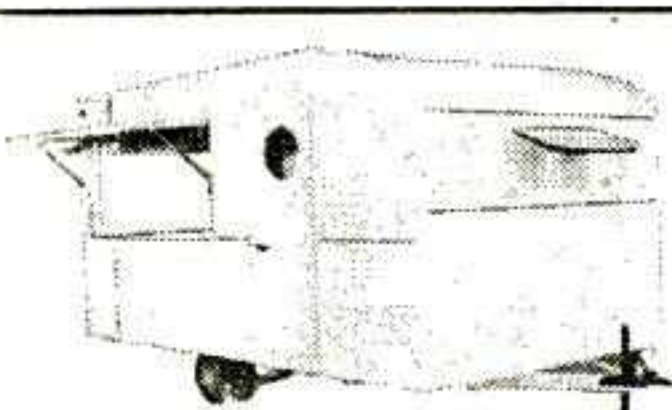
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Out in the Open

Ernie Young, of the Ernie Young Agency, Chicago, who has been recuperating at home from an operation, will be back at his desk soon. . . . David Carylyle Yule, 18, son of J. Charles Yule, manager of the Calgary (Alta.) Exhibition and Stampede, was recently awarded \$1,067 and costs in a damage suit against a truck driver and owner. Young Yule suffered a fractured leg in a truck-motorcycle collision in 1948.

Mr. and Mrs. George A. Hamid left New York Tuesday (21), for a two-month cruise of the Mediterranean countries. Besides members of the Hamid clan, a large number of show world personalities saw the Hamids off, including Herman Blumenfeld, Dave Solti, Fred Murray, Norman Marshall, Irish Horan and Glen Childers. . . . Jim Witterfried, Atlantic-hopping booker and press agent, sailed for headquarters in Paris last Tuesday (21). . . . Richard Geist, son of a A. Joseph Geist, owner-man-

**Moncton, Halifax
Sked Hamid Talent**

MONCTON, N. B., Feb. 25.—Joe Hughes, field agent for George A. Hamid & Son, has closed for two special dates in the Maritime Provinces.

The entertainment committee of Moncton's Diamond Jubilee Celebration has signed a Hamid unit for August 8-11. Included on the bill are Welde's Bears; Saso, the Clown; Ideal Revue; Coco, Steve and Eddie, Sheridan Brothers, Victoria Troupe, Bob Perry, Clare and Hudson, Rosalies, and A. Robbin.

Hughes also sold a bill to the Shrine's Philae Temple, Halifax, Nova Scotia, but the acts have not yet been announced.

ager of Rockaway's Playland, will handle a disk jockey stint at that New York resort this summer.

Dr. William Mann, director of the National Zoo, Washington, is the subject of a lengthy article in the February 25 issue of The Saturday Evening Post. A number of excellent color photographs by Ivan Dmitri illustrate the yarn. Dr. Mann has a wide acquaintance among circus and carnival ops.

**Autry Tabs Okay
Biz in Newark;
Tour Clicking**

NEWARK, N. J., Feb. 25.—Gene Autry's radio troupe played two performances at Sussex Avenue Armory here Saturday (18). Show was presented on an elevated stage at rear end of the armory. Balcony seating capacity is limited but about 2,000 chairs were set up on the armory floor facing the front and sides of the temporary stage. Matinee and night show each drew about two-thirds capacity. Ducats were tabbed at \$1.20, \$1.00 and \$2.40.

All acts clicked, with Autry's singing, backed by the music of the Cass County Boys, highlighting the show. Smallness of the stage cramped the work of Champion and Little Champion and prevented Autry from putting the horses thru their full routines.

Outstanding was Barbara Bardo's fancy roping. Other fem members included the Pinafores (3), harmonizers; Paulette Gray, vocalist, and the Martell Twins, tap dancers. Old stand-bys were Pat Buckram, Johnny Bond, Frankie Margat and Rufe Davis.

Autry was on stage thru much of the show, which ran less than two hours. Bev Kelley, circus press agent, assisted Don Lang in special promotions. Also spotted were Frank Moore, Madison Square Garden rodeo manager, and Doug Autry, Gene's brother.

Autry said the unit has completed 40 of the 68 one-nighters scheduled for the current tour and that the trek thus far has been a financial success.

**Plan New Laws for A. C.
Boardwalk Rolling Chairs**

ATLANTIC CITY, Feb. 25. — A move to combine and strengthen existing ordinances regulating rolling chairs on the Boardwalk will be made at a conference to be held here next month between city officials, rolling chair operators and representatives of the Chamber of Commerce.

Frank W. Amstutz said the ordinance will cover the electrically propelled as well as the pusher-type chairs and it is hoped to have it ready before the new licensing year which starts July 1.

Pa. Spots Drop Tax Suits

POTTSVILLE, Pa., Feb. 25.—Officers of the Lakewood Realty Company and Lakeside Ice & Amusement Company, operators of the Lakewood and Lakeside amusement parks, withdrew their suits attacking the amusement admissions tax imposed by the Ryan Township School District after the school board had rescinded the tax which called for a 10 per cent levy on all amusement admissions.

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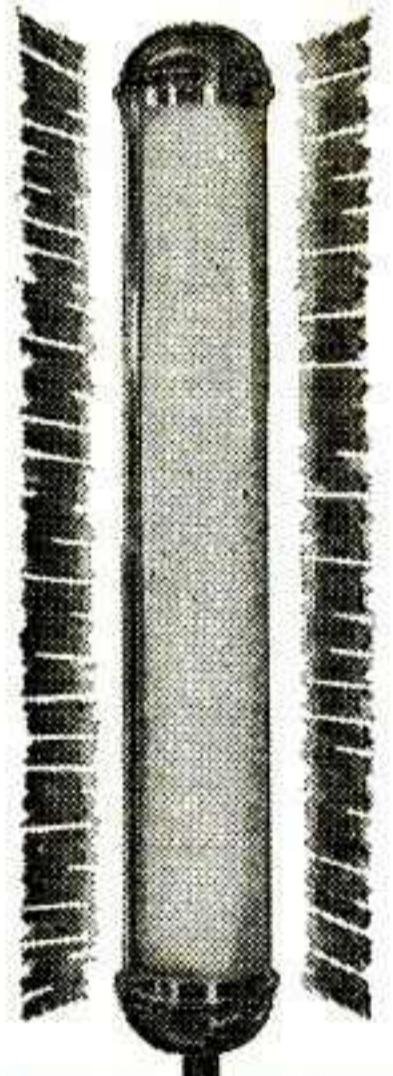
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Talent Topics

Dee Dee Dablica, Carl Rasmussen and Don Martin are working out in Los Angeles with Del Graham and Babs Vienna Hammond of the Flying Viennas, aerialists, who are breaking in a new catcher.

Mamie Butters, of the Cycleonians bike act, who was seriously injured in an auto accident, is hospitalized at the Palo Verda Hospital in Blythe, Calif., where she will be confined for some time and would appreciate hearing from friends. . . . King Reynolds, tight-wire act, is at the Triborough Theater, New York. . . . The Four Whirlwinds, roller skaters, are on the current bill at the Palace, New York. . . . The Rice Sisters, tumblers, are playing the Empire, Newark, N. J. . . . Roth and Shay, American acro comedy duo; Charlie Wood, juggler on bicycle, and the South China Troupe of acrobats are on the bill with Larry Adler, harmonica virtuoso, at the ABC vaude house in Paris, where they opened February 17.

Hanni Gadbin-Rex, new thrill act, will be imported from Germany by Boyle Woolfolk Agency, Chicago, and is skedded to join Ward Bros.' Circus in San Diego. Act will remain with the circus until the fair season, when it switches to one of the Boyle Woolfolk grandstand units. It consists of one girl, Johanna Schultz, who swan dives from a 50-foot perch to land on a 15-foot wood slide to continue her descent. . . . Mike Berosini, formerly a member of the Berosini troupe, high wire, has rejoined the act as a substitute for Otto Berosini, who is in a Mexico City hospital as the result of injuries suffered in a fall January 26. The troupe will join the Polack Eastern Unit March 6 at Roanoke, Va. . . . Jacquie D. Litzmann, aerialist, has filed a \$111,958.26 damage suit against Humboldt County and the Humboldt County Fair Association, Eureka, Calif., claiming his son, Ralph, 9, was injured by fireworks on the fairgrounds, which necessitated amputation of the boy's left hand. . . . Ernie Wiswell, clown with the comic car, on Polack Bros.' Eastern Unit, was greeted with considerable newspaper publicity when the org played Erie, Pa., Wiswell's home town and his off-season home. His appearance marked his first there in 22 years.

Hugo Zacchini's cannon act has been signed by Harry Craig's Heart of Texas Shows for 1950 and is due in shows' Brownwood, Tex., quarters to prepare for org's opener. . . .

Coney Island, Caracas, Venezuela, is continuing a strong bill put together especially for carnival time which began last Saturday (18). Acts are Vera Dale, Irwin Quentin and Herman, Jalipso Joe and Coco Te, Rosa and Gene Wong, Irah Watkins and his chimps and Wells Bros.' Trio. With the exception of the Wongs, all acts were obtained in the United States.

Circus acts fill over half of this month's bill at Hansa Theater, Hamburg, Germany's top circus-vaude house. Talent includes Johnny Guttenberg, miniature dog and pony circus; Five Fredonas, Risley act; Four Dubowys, roller-skaters; Three Houcs, hoop jugglers; Ivano and Janiko, acro dance and tumbling; Ralf Bialla, juggler; Johnny Walker, wire; Aldino and Valitha, barrel jumpers; and Alex, rolling globe.

George Bischoff, 65, Dies in Fort Wayne

FORT WAYNE, Ind., Feb. 25.—George C. Bischoff, 65, who helped design and construct seven life-size dinosaurs at the Chicago Century of Progress in 1933-'34, and more recently managed the arcade at Canadian National Exhibition, Toronto, for J. W. (Patty) Conklin, was buried here Monday (20). He died Friday (17) in a Fort Wayne hospital.

A member of the Showmen's League of America, Bischoff is survived by a brother, Frank, and a sister, Geneva.

Circus Clown Club

LOS ANGELES, Feb. 25.—Among new members joining recently are Carlton F. Smith, Ohio; George LaVoie, New York; James Warren, California; Forrest Brown, Ohio; John Swann, Oregon; Marie Cells, Australia; Reggie Paulo and Phil J. William, England and Emanuel Mariani, South Africa.

The club is reading its new publication, *The Circus World*, the next edition of which appears in July of this year. Members interested in submitting material for insertion or other details of the publication can write the club at Box 606, G. P. O., Los Angeles 52.

Letters have been received from Stan Bult, England; Willard T. Northrop, New York, and Phil Kallail and William E. Keays, of Australia.

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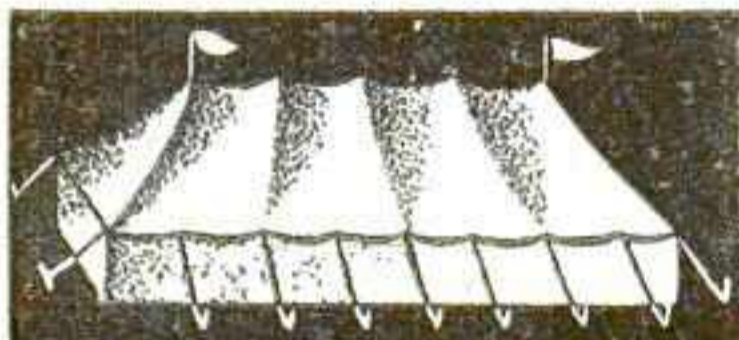
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Flashbacks

25 Years Ago

Fred M. Barnes announced his resignation, effective the end of the year, from the World Amusement Service Association, Chicago outdoor booking office. . . . A five-and-one-half week stand in Madison Square Garden, New York, starting March 28, was announced for the Ringling show. It was also announced that within one week after the show's departure the work of razing the Garden would start, with a new one to be erected at 50th Street and Eighth Avenue. . . . **Minert DeOrlo**, clown cop, signed with Hagenbeck - Wallace Circus. . . . **James H. Ladd** was appointed secretary of Hawkeye Fair and Exposition, Fort Dodge, Ia., succeeding **H. S. Stanberry**. . . . **Herbert Evans**, former manager of Luna Park, Coney Island, N. Y., announced that he had taken over operation of Joyland Park, Springfield, Mass.

It was announced that **James C. Simson**, general manager of the Zeidman & Pollie Shows, had severed his connection with that organization. . . . **E. C. Burlingame** joined **Sam Dock's** Great Keystone Shows to manage the Side Show. . . . **Taylor G. Brown**, secretary of Winnebago County Fair, Oshkosh,

Wis., was vacationing in Florida. . . . **H. S. Stanberry**, former secretary of Hawkeye Fair and Exposition, Fort Dodge, Ia., was named manager of Exposition Park, a new project at Fort Dodge.

B. Aguilar was re-engaged as musical director for the John T. Wortham Shows. . . . **Mr. and Mrs. Willie C. Clark**, foot jugglers and aerialists, signed with the Walter L. Main Circus. . . . Expansion plans were announced for Cambria County Fair, Ebersburg, Pa., a new annual backed by **Charles M. Schwab**, steel magnate. . . . **Elmer I. Brown**, Cincinnati, was appointed director of picnic bookings for Woodlawn Park, Trenton, N. J. . . . **Harry A. Rose** (See FLASHBACKS on page 58)

Du Quoin, Ill., Signs Kidd For Three Motor Speed Bills

DU QUOIN, Ill., Feb. 25. — **J. E. (Buck) Kidd**, auto and motorcycle race promoter of Springfield, Ill., has been signed to present three afternoons of racing during the Du Quoin State Fair here **Will R. Hayes**, fair president, announced.

Motor speed program consists of a national championship 100-mile American Automobile Association sanctioned big car race September 2. American Motorcycle Association-sanctioned cycle races September 3 and a 100-mile stock car race September 4.

Hazardville To Run 2 Days

HARTFORD, Conn., Feb. 25.—Union Agricultural Society of Enfield, Ellington, East Windsor and Somers, Conn., has selected September 26-27 as dates for the 112th annual Four Town Fair, to be held at Hazardville, Conn. Elected president was **Lawrence Lucay**; vice-president, **Lee Ryder**; treasurer, **Morris S. McKnight**; secretary, **Boyd R. Grant**, and assistant secretary, **Robert B. Grant**. Directors named were **D. Everett Neelans**, **Jesse Goodwin**, **Milo Gates** and **Edward L. Schlichting**. Neelans was also named superintendent of grounds and rentals.

Long P. O. S. of A. Prexy

ORIENTAL, Pa., Feb. 25. — At a meeting of directors of the P.O.S. of A. Fair Association here the following were elected: **George Long**, president; **H. M. Brookhart**, vice-president; **Wallace A. Hockenbroch**, secretary, and **Dwight Stawser**, treasurer. It was also decided to hold the 22d annual fair August 16-20.

Benson Central Iowa Sec'y

MARSHALLTOWN, Ia., Feb. 25.—**Wendell Benson**, farm editor of The Times-Republican and KFJB, has been named secretary of Central Iowa Fair here.

Belle Vue, Eng., Declares 50% Dividend for 1949

MANCHESTER, England, Feb. 25.—**Belle Vue, Ltd.**, operator of the big Belle Vue year-round amusement park-circus-exhibition spot, is distributing a dividend of 50 per cent for 1949.

Profits for the past year, before deducting taxes, were \$234,861.20, against \$304,273.20 in 1948. Tax bite in 1949 was \$125,342; in 1948 it was \$187,098.80.

Marker for Mathers' Grave

MASON CITY, Ill., Feb. 25.—The grave of **Dr. M. B. Mathers**, widely known private zoo keeper here, who died September 19, will be marked by two ancient mill stones which for many years had lain in the yard of his farm home. One wheel will form the monument's base. The other will be engraved with the likenesses of **Dr. Mathers** and a lion—one that survived a disastrous fire at the zoo a few months ago. **Dr. Mathers**, who was buried in Mason City Cemetery, was well known to circus animal men and zookeepers.

Brown Pubs Book on Slang

LOS ANGELES, Feb. 25.—**J. Ed Brown**, well known showman has issued his *Dictionary of Circus and Carnival Slang*. The 16-page book, pocket size, also carries a biography of **Brown**. The book was printed privately.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Juice Bowl, Tex.,
February 25, 1950.

Dear Editor:
For years the boss has been looking for an unusual Side Show freak, one that has never before been seen with a circus. We have never sent agents to scour the four corners of

the globe to seek unusual people. **Mike Upp** says, "Freaks are where you find them." We have seen them sitting in our grandstand sections, walking on streets and laughing at our oddities sitting on platforms, but none of them could be joined out or (See Won, Horse & Upp on page 58)

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ALTON ILLINOIS

Hamid Org Awarded Two Holiday Shows

NEW YORK, Feb. 25.—**Herman Blumenfeld**, of the **George A. Hamid & Son Agency**, this week announced that his firm had been awarded the talent contracts for Fourth of July Shows at **Maplewood** and **Milburn**, N. J.

Maplewood annually uses about 10 acts and **Milburn** is almost as big. Each spot raised its talent budget for this year, **Blumenfeld** said.

The booking of special dates, such as holiday shows, is being accomplished even earlier this year than in the past, **Blumenfeld** said. There is every indication that the gross business of this department will at least par the record set by the firm last year, he said.

J. Francis Ryan Renamed Terryville, Conn., Prez

TERRYVILLE, Conn., Feb. 25. — **J. Francis Ryan** was renamed president of Terryville County Fair, sponsored by the Terryville Lions Club, at the annual meeting here. Other officers named were **Merrill G. Scott**, vice-president; **Frank Dzieleński**, secretary, and **Howard Russell**, treasurer. Fair was revived last year after a war-time lapse.

The 1950 fair will operate day and night this year. Opening Friday night, September 15, it will run thru Sunday (17).

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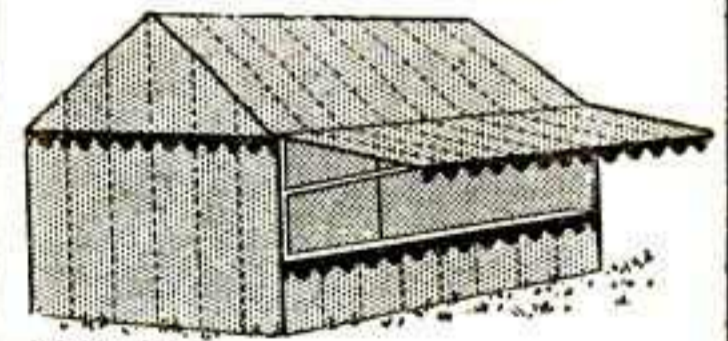
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**Harry Maddison Elected
Edmonton, Alta., President**

EDMONTON, Alta., Feb. 25. — Harry W. J. Maddison was named president of the Edmonton Exhibition Association to succeed Robert V. Price, who retired last year. Lawrence M. Rye was elected vice-president.

James Paul is managing director.

Windham 4-H Dates Set

HARTFORD, Conn., Feb. 25. — Windham County 4-H Fair will be held at the Brooklyn (Conn.) Fairgrounds here August 12. Co-chairmen are Marie St. Martin and Charles Gallagher; secretary, Lena Gray, and assistant secretary, Sally Raymond. Premium book committee is headed by Marie St. Martin and Alice Atsales; place and grounds chairman is Robert Whitman; program chairman, Rudy Rzeznikiewicz; publicity, Eldon Moseley, and concessions, Barbara Byles.

Det. Anni Inks Pyro Pact

DETROIT, Feb. 25. — Atlantic Fireworks Company, Newcastle, Pa., was again awarded the contract to provide fireworks at the Michigan State Fair here this year. Pact amounted to \$5,000.

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- Bohn & Sons United: Conroe, Tex.
- Endy Bros.: (Fair) Miami, Fla., 2-11.
- E. & M.: Strong, Ark.
- Ferris Greater: (Fair) Imperial, Calif.; (Orange Show) San Bernardino 9-19.
- Franklin, Don, No. 1: Alice, Tex., 2-11.
- Franklin, Don, No. 2: Pearsall, Tex.
- Harrison Greater: Newberry, S. C., 4-11.
- Heart of Texas: Brownwood, Tex., 4-11.
- Imperial Expo.: San Fernando, Calif.
- Kirkwood, Joseph J.: Augusta, Ga.
- Magic Empire: Columbus, Ga.
- Marion Greater: Hartsville, S. C., 4-11.
- Midwestern Expo.: Beaumont, Tex.
- Migrothy, Curly: Hammond, La.
- Miller, Ralph R., Am.: Scotlandville, La.
- Moore's Modern: Crystal City, Tex., 4-11.
- Nolan, Larry: Ajo, Ariz.
- Orange State: Key West, Fla.; Dania 6-11.
- Palmetto Expo.: Kershaw, S. C.; Lancaster 6-11.
- Prell's Broadway: Sebring, Fla.; Ocala 6-11.
- Royal Crown: Plant City, Fla.
- Royal Expo.: Key West, Fla.; Dania 6-11.
- Slebrand Bros.: Phoenix, Ariz.
- Smith Am. Co.: Belton, Tex.
- Southern States: (Fair) Venice, Fla.
- Southern Valley: Delhi, La.
- Sparks, J. A.: Ozark, Ala., 6-11.
- Tassell, Barney: Miami, Fla.
- United Expo.: Greenville, Tex., 9-18.

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- Davies, Ayres & Kathryn: Sandwich, Ill., 1;
- Northbrook 2; Western Springs 4; Monon, Ind., 6; Westville, Ill., 7; Veedersburg, Ind., 8.
- Darrell Bros.: (Waco Hall) Waco, Tex., 3.
- Hamid-Morton: (Auditorium) Kansas City, Mo., 6-11.
- Polack Bros. (Eastern): Roanoke, Va., 6-11.
- Polack Bros. (Western): Chicago, Ill., 3-19.
- Rogers Bros.: St. Petersburg, Fla., 27-March 1;
- Tarpon Springs 2; Bradenton 3; Sarasota 4; Kissimmee 6.
- West Bros.: Brady, Tex., 28; San Angelo March 1; Abilene 2-3; Sweetwater 4; Snyder 6; Colorado City 7; Odessa 8; Big Spring 9; Midland 10; Hobbs, N. M., 11-12.

Misc. Routes
Send to
2160 Patterson St. Cincinnati 22, O.

- Henie, Sonja, Ice Show (Olympia) Detroit, Mich., thru March 5.
- Ice Capades (Municipal Auditorium) St. Paul, Minn., 28-March 5; (Arenas) St. Louis, Mo., 7-14.
- Ice Follies (Auditorium) Providence, R. I., 27-March 5; (Memorial Auditorium) Buffalo, N. Y., 7-12.
- Miller's, Irvin C., Brown-Skin Models (Doughlass) Macon, Ga., 2; (Dunbar) Savannah 3; (Eastside) Savannah 4; (Liberty) Columbus 5-6.
- Plunkett's Stage Show: Hebronville, Tex., 27-March 1; Freer 2-4.
- Roller Skating Vanities (City Auditorium) Omaha, Neb., 28-March 5; (Stadium) Grand Rapids, Mich., 7-12.
- Swank's, Harry, Eye-fuls of 1950 (Roanoke) Roanoke, Va., 1; (Palace) Winchester 2; (Gem) Kannapolis, N. C., 4; (Stevenson) Henderson 5; (Franklin) Franklin, Va., 6; (James) Newport News 7-8.

Brookfield Elects Baldwin

BROOKFIELD, N. Y., Feb. 25. — At the annual meeting here, Brookfield-Madison County Agricultural Society named Irving Baldwin, president; Rupert Chesebro, vice-president; Lester Jewett, second vice-president, and re-elected Raymond Burdick, secretary, and D. J. Frair, treasurer. It was decided to hold the 1950 annual September 1-4.

Pittsboro Gets Charter

PITTSBORO, N. C., Feb. 25. — Chatham County Colored Agricultural Fair here has been chartered by the secretary of state. A non-stock corporation, incorporators are R. G. Bryant, Moncure; C. W. Baldwin, Pittsboro, and J. C. Goins, Silver City.

Marietta Assn. Buys Site

MARIETTA, Ga., Feb. 25. — Resumption of Cobb County Fair here dormant since 1942, seemed assured with purchase of a 15-acre tract of land for a new fair site.

**Hugo Business Men
Host to Showfolk;
Bub Burns Speaker**

HUGO, Okla., Feb. 25. — Farrar (Bub) Burns, brother of movie and radio comedian Bob Burns, was the featured speaker at a banquet given here Thursday evening (16) by local business men in honor of all Hugo show owners and their families. Burns and his wife, June, were visiting in Oklahoma preparing for a covered-wagon trek across the nation slated to start soon.

W. E. Schooler, local publisher, was master of ceremonies. R. C. Newton and Charles Hassing, local bank presidents, and W. D. Wyatt Jr., secretary-manager of the Choctaw County Chamber of Commerce, expressed appreciation of the community for not only friendship with personnel of shows which have headquarters here but for their economic contributions.

Mel Lewis, president of the Hugo Showmen's Club, responded to the welcome and expressed appreciation on behalf of the show people for the gesture of good will.

Included in the honor guest list were Mr. and Mrs. Bob Stevens, Mrs. Lura Stevens, Mr. and Mrs. Obert Miller, Mr. and Mrs. Kelly Miller, Mr. and Mrs. D. R. Miller, Mr. and Mrs. Dan Sherwin, Mr. and Mrs. Ed Whalen, Mr. and Mrs. Vernon Pratt, Mr. and Mrs. Herb Walters, and Mr. and Mrs. Tom McLaughlin.

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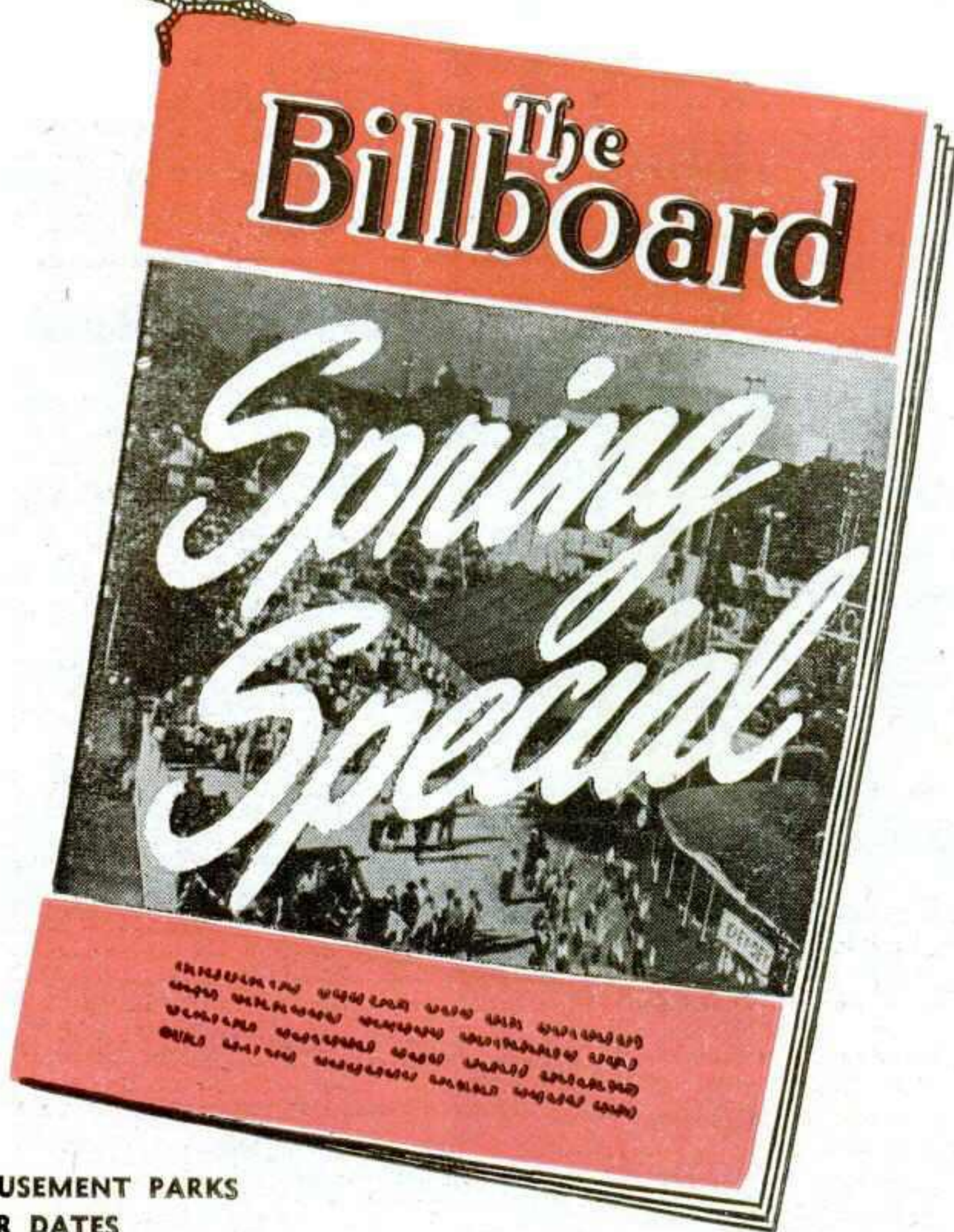
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WEATHER CRABS DAVENPORT

Hamid-Morton Finds Mil'kee Still Red Hot Circus Town Despite Snow, Frigid Winds

Program Attracts Turnaway Matinees, Capacity Nights

By Hank Hurley

MILWAUKEE, Feb. 25.—Despite snow, sleet and cold—the toughest weather it has experienced in the 11 years it has played here under auspices of Tripoli Shrine—the Hamid-Morton Circus attracted turnaway matinees and capacity and near-capacity night houses from opening day, Monday (20), thru Friday (24) in the Auditorium. The week-end promises much of the same. Last year when the show attracted its all-time record attendance of 79,380 for the 14-performance stand, the show was sold out before every opening. This year all matinees were sellouts before opening but there was a smattering of night show ducats available.

Omer Kenyon, who has promoted the date for H-M for many years, reported that for the first time in local history the opening matinee was a turnaway.

Owner Bob Morton, however, wasn't predicting that the 1949 attendance record would be equaled. He did venture the opinion that attendance figures this year would be close to the 1949 mark. The Auditorium has a circus seating capacity of 5,670.

Morton believes this year's show is one of the strongest in H-M history. Variety is stressed. Accent is on high acts, highlighted by the Triska Troupe, three men and two women. They do about everything on the wire, including the riding of a motorcycle across the thread.

When caught Tuesday (21), the show ran two hours and 22 minutes. True to Morton tradition, it is sans intermission. There are spots when the show tends to drag, but action will be speeded and a few acts (See *Milwaukee Red Hot* on page 73)

Big 65,000 See Polack Shrine Show in Cincy

CINCINNATI, Feb. 25.—Concluding its 10-day engagement at Taft Auditorium here tonight, Polack Bros.' Western Unit, under auspices of Syrian Temple Shrine, again hit the bullseye by playing to sellout or near-capacity houses thruout the engagement. Attendance ran neck and neck with last year's despite the fact that weather was not too good the second week. It rained Tuesday (21) and a heavy snow fell today. Attendance (including kids) at the 25-performance run, February 15-25, was approximately 65,000 at the 2,500-seat house.

Three performances, two in the afternoon and one at night, were given today to good crowds. This followed the policy of last Saturday.

Prices were the same as last year: \$1.20 general admission, and \$1.80, \$2.40 and \$2.80 for reserves, including tax.

George Westerman, who handled the promotion for Managing Director Louis P. Stern, has left for San Francisco to do promotional work for the org in that city.

Omitted from recent stories of the Polack circus was the name of Henry Paulson, drummer. He, band leader Bee Carsey, and organist Wally Newberry travel with the show.

From here Polack goes to Chicago for its annual engagement in Medinah Temple, opening March 3 and closing the 19th.

As per custom, the John Robinson- (See *Polack Big in Cincy* on page 73)

R-B Gotham Bow Slated For April 5

Opener a Runyon Benefit

NEW YORK, Feb. 25.—According to reports from Madison Square Garden, the Ringling Bros. and Barnum & Bailey Circus will open there April 5. The Big One is set to take over the Garden no later than midnight on Sunday, April 2, since apparently hockey play-offs will have the arena tied up until that date.

The circus will be up against the same problems as last year when it was obliged to crowd moving in, hang rigging and go thru final rehearsals into less than three days and nights. The show remains at the Garden thru May 7, which gives it 33 days, or 65 regular performances, the same as last year. Prices also will be the same as in 1949, ranging from \$1.50 to \$6.00. The opener, Wednesday, April 5, will be a benefit for the Damon Runyon fund.

Ringling-Barnum's contract with the Garden runs out at the close of this year's run there, and no information has been handed out by either the circus or Garden interests as to what gives in the way of a new deal.

Water Spec Included In Belgium Program

BRUSSELS, Belgium, Feb. 25.—The Circus Strassburger, of Holland, is playing indoor season here at the Big Cirque Royal Arena. Current bill has a big water spec for second half of the program.

Line-up of circus acts appearing in the first half includes Teddy Holmberg, presenting Trolle Rhodin's 12 polar bears; Vera Violetta, fem trapezist; Karel Strassburger, Liberty horses; Max and Cognac, clowns and Miss Valesca, presenting six Mexican bulls.

Also on the bill are the Three Rethlems, acrobats; Madame Regina Strassburger, high school horse; Victor Julian, dogs and monkeys; Two Arvings, bike act; Karel Strassburger, 12 Liberty horses; the Three Rivels, clowns; Gusta Kruse, with Trolle Rhodin's zoo circus elephants, and the Mandos Sisters, novelty aerial act, which has been with the Ringling-Barnum circus in America for two seasons.

New H-M Mark

MEMPHIS, Feb. 25.—Hamid-Morton Circus, which played Municipal Auditorium here February 11-17 under auspices of Al Chymia Temple Shrine, set a new attendance record of 60,233, George Klepper, vice-chairman of the Shrine committee, announced. Gross was up about 10 per cent, he reported. The previous record was registered in 1948 with attendance slightly over 57,000.

Biller Pacts Ken Maynard For '50 Tour

Smith Heads Side Show

ATHENS, Ga., Feb. 25.—Ken Maynard, veteran cowboy movie star and now in television, has inked a one-year contract to tour with Biller Bros.' Circus, Arthur (Cahllman) Sturmak, Biller general manager, announced in winter quarters here.

Maynard, in addition to appearing in the spec, will headline the Wild West concert. He will supply several key performers, Sturmak said. Special paper for Maynard has been ordered.

Maynard's last appearance with a circus was in 1938 when he appeared with Cole Bros.' Circus. He was with the Cole org from 1935-'38.

Sturmak also announced that Marvin Smith has been name Side Show manager of the Biller org.

Work in quarters is moving at a fast pace, Sturmak said. Several performers are starting rehearsals.

Biller, Dailey Ink Can. Dates

FREDERICTON, N. B., Feb. 25.—Biller Bros.' and Dailey Bros.' circuses are inking Canadian dates.

Ben Thomas, contracting for Biller, has completed a loop of Nova Scotia and New Brunswick towns. He says the Biller org plans a month's tour of the two provinces, entering via Calais, Me., and St. Stephen, N. B., and departing via Edmundston, N. B., and Madawaska, Me.

Meanwhile Bennie Fowler, Dailey's general agent, has completed a fast trip thru the Maritimes, touching the key points of Halifax, St. John and Moncton. Tentative plans call for the rail org to play Fredericton July 18. Dailey Bros. broke in on Maritime territory during their introductory trans-Canada tour in 1949.

Mills Promosh Mgr. Succumbs in Akron

AKRON, Feb. 25.—Howard C. (Cotton) Willard, promotional manager for Mills Bros.' Circus, died here suddenly Monday (20). Willard handled 27 dates last season for Mills and at the time of his death had crews working in three Ohio cities.

Willard also had managed theaters in Charleston and Huntington, W. Va., and Jacksonville, Fla., and was a road agent for MGM Pictures. For several seasons he had concessions with carnivals and also worked on advance for Polack Bros.' Eastern Unit.

Grosses Slide Far Under '49 At Cleveland

Coal Strike Hurts, Too

CLEVELAND, Jan. 25.—Bad weather mauled the Orrin Davenport Circus here, playing under auspices of Al Sirot Grotto, and as a result the show will be far off its 1949 attendance pace of 180,000 persons for the two-week stand. That was the word from George Hoffman, Grotto circus chairman.

Show, which opened in Public Hall (8,000 seats) Monday (13) and closes Sunday night (26), encountered snow, sleet and cold opening day and similar weather continued thru today.

Hoffman said that despite the poor attendance the show will make money for the Grotto and its charities, but it will be nothing compared with former years.

Week-End Biz Good

Week-end business, Saturday and Sunday (18-19) was good, with the s. r. o. sign out at both performances Sunday. Saturday produced near-capacity houses.

Attendance Monday and Tuesday (20-21) was only fair, when the weather showed a slight improvement. Wednesday (22), however, there was a heavy snow.

Page 1 Publicity

A top publicity break was arranged by Herman Pirchner, light club op here. Pirchner was host at a dinner Saturday night (18) to the Wallenda family. During the dinner, he told Karl Wallenda, "Any normal person would be willing to walk your wire."

Wallenda offered to carry Pirchner across the wire. Pirchner agreed and Monday night (20) went thru with the dare, perched on Wallenda's shoulders. Newspapers gave the story a Page 1 break.

Hoffman, in discussing the poor attendance, also blamed the coal strike. In past years, there always has been at least one special circus train from Youngstown, O. This year, because of the strike, there was none.

Medrano Paris Run Features Top Acts

PARIS, Feb. 25.—Cirque Medrano's current bill is the seventh of the season and runs thru March 2. Act line-up includes Baudy's greyhounds and monkeys, held by the Vigorelli Sisters, hand-to-hand; Professor Lucy and Mayanne, mentalists; the Riconos, bareback riders; the Fratellinis, feature clowns; three Circus Kie elephants; Three Franklins, tramp; Waldor and Vigor, comedy tumblers; Alma Piaia, aerialist; the Silvas, hand-to-hand, and Italo, juggler.

The Bouglione are presenting their program at Cirque d'Hiver. Animal numbers include 10 Royal Bengal tigers presented by Firmin Bouglione, Liberty horses, handled by Sampson Bouglione, and a group of trained camels.

Acts include the Enrico Caroli (10) Troupe, bareback riders; George Wong Troupe, Chinese acrobats; the Burketts, flying trapeze; the Markas, aerial perch; Iusco Trio (Carolis), clowns; Five Dal, hand-to-hand; and Maiss and Mimile, clowns.

Wirth Hartford Shrine Date Big

HARTFORD, Conn., Feb. 25. — A strong show, featuring Frank Wirth talent, got the annual Shrine Circus off to a good start in Bushnell Memorial Auditorium here Sunday (19). The show will close tonight after 15 performances, including a special showing this morning.

With a \$1.80 top prevailing, business at the 3,300-seat auditorium was reported as very good. Wirth has booked the date for several years.

Talent includes Willie West and McGinty, comedy; Malikova, high wire; Florida Trio, pantomime-contortion; Walter Nilsson, bicycle act; Tumbling Kayos, acrobatic; Jack and Jennie, unicycle juggling; Five Eriksons, equilibrists; Chal and Somay, hand balancing; Nissens Brothers, trampoline; Tom Packs's five elephants; Roberta's Comedy Dog and Pony Circus; Welde's Bears; Hip Raymond, miniature car; Nova, musical clown, and Bert Turner, Smokey Rouse, Jeff Murphree and Bozo Lamont, clowns. Mickey Sullivan's band played the show.

Gay Wallenda Fails In Suicide Attempt

HOLLYWOOD, Feb. 25.—Despair over her doctor's sentence of a year to live was blamed by police last week for the suicide attempt of Gay Olynda, circus performer, known professionally as Gay Wallenda. Quick action by neighbors in giving her an antidote for a deadly poison saved her life. The 24-year-old woman was top mounter of the Wallenda high wire act which toured with Ringling Bros. and Barnum & Bailey Circus last year.

Suffering from a heart ailment, she had been given less than one year to live by her doctor. An automobile accident last year brought on her condition, friends said, forcing her to give up her career as aerialist. Her two sons, Howard, 7, and Stephen, 8 months, are living in a boarding house, police said.

She was released from Hollywood Receiving Hospital an hour after being admitted.

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No Anti-Histamine?

HARTFORD, Conn., Feb. 25.—Special heaters were needed to take the goose pimples off the hides of Tom Packs' five baby elephants here Monday night (20). The sniffing pachyderms were threatened with at least rheumatics when sub-zero weather sent the temperature of their quarters tumbling down. Trainer Mack MacDonald got no less a personage than Vice-President Fred D. Knight, of the Hartford Electric Light Company, to arrange for special wiring and heaters which soon had the bulls cozy. No bad after effects were reported. The act is appearing with Frank Wirth's Shrine Circus at Bushnell Auditorium.

Capacity Turnouts At R-B W. Q. Shows

SARASOTA, Feb. 25. — Sunday shows at Ringling-Barnum quarters here are attracting capacity throngs. Regular acts include the Mathis animals; Bill Warner and Curtis Genders, bars; Marian Seifert, rope; Doc Henderson and Liberty horses; Hugo Bogino, leaps, and web girls.

Antoinette Concello is putting aerial girls thru daily rehearsal routines. Riding girls, too, are getting daily workouts. Pat and Arky Scott joined. Minnie, Allan and Harold Alzana returned to Sarasota, following their engagement in London. Lola Dobritch visited before leaving for New York to join her husband in a trip to England.

Recent visitors have included Maxie Miller, Mr. McElwee, Claire Faucett, Willie Lish, Mr. and Mrs. Eddie Jones, Mr. and Mrs. Bud Hall and Mr. and Mrs. Felix Callahan and daughter Katie.

Owners of Sweden's Orgs Case the Sitch in Paris

PARIS, Feb. 25.—Several Swedish circus owners have been visiting indoor circuses and music halls here recently. Included in the group are the Trolle Rhodins, owners of the Zoo Circus; the Bronetts, of Circus Scott, and the Altenburgs, of Circus Altenburg.

The Paris visit follows stopovers in Copenhagen and London. All are in search of acts new to Sweden. Bill Powell, American outdoor showman, spent some time with the party in London and Paris.

McMichen Gets 10 Years

LAMAR, Mo., Feb. 25. — James Wilson McMichen, Charleston W. Va., crippled former circus handyman and self-admitted slayer, was sentenced to 10 years in the State penitentiary in Jefferson City by Circuit Judge O. O. Brown when he pleaded guilty here Monday (20) to a charge of second-degree murder in connection with the October, 1948, slaying of William Pettit, a fellow circus worker.

Evans-Childers Unit Corrals 3G Advance In Binghamton, N. Y.

BINGHAMTON, N. Y., Feb. 25.—With \$3,000 in advance sales already in the till, and with eight weeks of promotional activity still ahead, the Evans Childers Moose-sponsored circus looms as a winner.

A total of 11 performances, six night and five matinee, will be staged from April 17 to 22 in the Armory.

Talent for the date is being set by Herman Blumenfeld, of the George A. Hamid office. Acts already set include Cole's elephants and Roland Tiebor's seals.

Unit owners, Glen Childers and Lee Barton Evans, announce that they are concluding negotiations for a sponsored date in Buffalo.

Charles Gay, Coast Animal Man, Passes

NEWPORT BEACH, Calif., Feb. 25.—Charles Gay, 63, noted animal trainer and founder-operator of Gay's Lion Farm in El Monte, Calif., died Thursday (23) in his Balboa Island home. Death was due to a heart disease.

Gay's farm was well-known as a breeding-training ground and supplied cats for circuses, zoos and motion pictures. It was closed in 1942 because of the war. Plans to reopen it last fall were abandoned when Gay's continuing ill-health made operation impossible.

Gay settled in California in 1914 and became active as an animal trainer. In 1925, he and his wife, Muriel, started the farm. It clicked as an animal supply source and a tourist attraction.

Springfield Billers Elect; To Host National Body in '52

SPRINGFIELD, Mass., Feb. 25.—Local 15, Billposters, Billers & Distributors Union, American Federation of Labor, will be host to billposters and billers of the United States and Canada in 1952, when Local 15 observes its 50th anniversary. Handling the arrangements are Ernest Brunault, Thomas Bryden and John and Michael Shea.

At the annual meeting of Local 15, Robert Cameron was elected president; Ernest Brunault, vice-president; John Shea, secretary; Michael Shea, business agent, and Abe Becker, sergeant-at-arms.

Jack and Phil Marcus, George Caron and Raymond Shea, members of Local 15, are leaving next month to work ahead of circuses. Thomas Bryden, also of the local, is staying home after 25 years on the road.

West Buys Bank Equipment; To Hit Road About April 1

FORREST CITY, Ark., Feb. 25.—Julien West and R. W. Brandon, owners of West Bros.' Circus, have announced purchase of all equipment of Banks Bros.' Circus which winters here.

The West show is now making indoor dates and will begin its outdoor season about April 1. An 80-foot round top with three 40-foot middles has been ordered. Brandon said the show will concentrate on medium-sized cities in 1950. Banks Wilkerson is supervising construction of new equipment and painting in Forest City. Moving on 12 trucks and semis, the show will carry two elephants, a monkey cage, lion cage and bear cage.

Ice Unit for Swedish Show

STOCKHOLM, Feb. 25. — Trolle Rhodin's Zoo Circus will tour Sweden this summer with a big ice revue, opening May 1 and continuing thru October 1. Already signed for the icer is the Belgium fem duo of jugglers on skates, La Dolyna and Company.

Under the Marquee

Melvin D. Hildreth, Washington circus fan, stopped off at the Ringling quarters in Sarasota on his return plane trip from Paris and Port-Au-Prince, Haiti, where he visited the centennial exhibition. . . . Herb Duval, legal adjuster for Ringling has arrived in Sarasota with Mrs. Duval.

Huey the clown and company will open with the Clyde Beatty Circus, playing the show's dates in and around the Los Angeles area. After that they will go to the Ward Bros.' Circus unit, and make fair dates in Oregon and Washington in August and September.

Charles Schulz, Cincinnati, is anxious to learn the whereabouts of his brother, Thomas Schulz, who when last heard from in 1928 had a Monkey Show on the Miller Bros.' 101 Ranch Wild West Show. Charles Schulz may be reached in care of the Mail Forwarding Department, The Billboard, Cincinnati 22.

Lying may not bother a Side Show talker, as something that doesn't pay, because he has to get his before the red and white wagons open.

When Mystics of Time, a new mystic society, staged its second annual parade during the Mobile (Ala.) Mardi Gras Celebration, they drew on famous circus and historical characters for the theme of their parade, including P. T. Barnum, Buffalo Bill, Teddy Roosevelt and Casey Jones. . . . Tige Hale will have the band on the Dales show, opening in Tampa March 17-19. . . . Wyatt Davies, clown, is in New Orleans getting his wardrobe ready for the coming season.

Otto A. Zange, McKees Rocks, Pa., cards that he spent a few days in Cleveland and caught the Orrin Davenport Shrine Circus there. . . . Weekly jackpots are cut up in Horace Laird's apartment in Philadelphia. Participants, in addition to Laird, are Charles Robinson and Billy Dick. All formerly were with Andrew Downie, Christy Bros., James Heron, King Bros.' and Cole Bros.' circuses. . . Ben Davenport, recently released from a Hugo, Okla., hospital where he was treated for injuries suffered in an automobile accident, visited briefly in Chicago Wednesday (15).

Bob Drake, who formerly worked with Oscar Lowanda as rider and acrobat and in later years was an announcer and side show talker, is recovering from a heart attack suffered December 26 at his home in Knoxville. For a number of years he has been in radio and is now connected with WROL, Knoxville. . . . Official raising of the Walter L. Main Tent No. 58 of the Circus Fans' Association took place recently in the banquet room of Miller's Restaurant, Uhrichsville, O. It was the first new CFA tent in 1950. . . . Larry P. Lawrenson, formerly with the advance of Dailey Bros.' Circus and the Garden Bros.' Show of Canada, has signed with the Ringling-Barnum show as biller. (See Under the Marquee on page 72)

Spokane Plans Rodeo

SPOKANE, Feb. 25.—Preliminary plans for this city's first annual rodeo in August were made here last week by Adir Khan Grotto and Bob Rooker, of Missoula, Mont., owner of Hellgate Rodeo company.

H-M Sells 3 Bulls to K-M

MILWAUKEE, Feb. 25.—Bob Morton, co-owner of the Mid-Morton Circus, announced here that he sold three of his elephant to Al G. Kelly-Miller Bros.' Circus for \$8,500 and that he had ordered three baby bulls.

Dressing Room Gossip

Orrin Davenport

Show is in its 11th week and business at Cleveland continues good. Members of the No. 1 Unit departed for Sarasota, Fla., Sunday (26). The No. 2 Unit will continue on the current route.

The Alpha Beta Gamma will hold its farewell party for its Sarasota contingent in the Press Club of the Olmstead Hotel. Kay Hanneford celebrated her 40th birthday at a party in Alpine Village. Guests included Orrin Davenport, Everett Hart and Eileen, Harold, Oscar Lowande and George Hanneford.

Tom and Winnie Gregory held their annual dinner for all performers who could squeeze into their apartment. Guests included Harry Thomas, Mamie Ward, Georgie Sweet, Kay Burslem, Rose Behee, Corrinne and Robert Dearo, Harold and Eileen Voise, Emmett Kelly, Lotie Brunn, Fannie Burell, Willie and Curt Oronto, Jessie and Kathleen Lewis and Winnie, Tom and Dorothy Gregory.

Emmett Kelly rambled in from Hollywood and took part in the clown band number. Other visitors included Ted Deppish, Pete Mardo, Jimmy Van Cise, Katie Bernhardt, Rose Wallett, the Gregorays, Hartsell Sisters, Kinko and Mary, Ed Raymond, Lou Toudreau, Bob Lemon, Dale Mitchell, Byron Wade, Paul Martin, Stand Anderson and Jack Leontini.

Hilda Oronto celebrated her birthday. Milli and Butch Siegrist are sporting new wardrobes. Felix Adler was a guest star on Byron Wade's television program Friday (24). —DICK LEWIS

Gran Circo Americano

Carnival time in Willemstad, Curacao, NWI, was enjoyed by the personnel. Among those taking part in the opening street parade were Fabiola Julie Allen, Steve Jacyna, Mendes, Franko and Mel Henry. Show elephants led the parade and two of the lions were the central motif for an effective float. Sunday night's show featured an unscheduled number when about 100 merrymakers led by the Carnival Prince invaded the center ring and took over for about 10 minutes.

Mr. Hart, local impresario, gave a champagne party at the Park Hotel in honor of publicity agent, S. Branley. Fine publicity job has been done here by both Branley and Bernal, the former now in Puerto Rico to handle all advance slack. —JOE HODGES HODGINI.



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West Bros.

Back in the Lone Star State for a few days. Business was good at all stands in Louisiana. At New Iberia and Franklin it was necessary to do three shows. We miss Lawrence Cross in clown alley. He departed for California to get wardrobe ready for the opening of the Clyde Beatty show. Roy Adkinson is back after spending several days in a St. Louis hospital.

Happy Johnson is doing a fine job in getting the show up on time. All acts have been getting good hands, especially Sophia and Wallie Wallace, who do a revolving ladder turn. The writer is getting his fishing tackle in order, having promised a spoonbill catfish feed when the show plays Brownsville, Tex. Perkie Gallagher celebrated her fifth birthday in Corpus Christi, Tex. Capt. Ed Weideman has purchased a new dog. Serious event: Hans Claire looking for a room at 5 a.m. Owner Julien West has recovered from his recent illness and is back with the show. Jack Harrison visited. —FRANK DE RUE.

Ayres & Kathryn Davies

Personnel drove from Dixon to Savanna, Ill., in a snowstorm. We left our trailers in Savanna February 14 and made it to Galena to play the date. That night we returned to Savanna. Captain Costy, who has been having truck trouble has it straightened out. Advance agent Stowel was on hand at Elmhurst, Ill. Charles (Doc) Haa has joined clown alley, replacing Robert Castle, who returned to his home in Indianapolis. Walter Raudenbush has a new clown suit that is plenty loud. —HARRY VILLEPONTEAUX.

Rogers Bros.

Show in its fourth week uses a five-pole big top, a 90 with two 40s and two 50s. Side Show and menagerie tops, four poles, are new. Trucks are painted white, trimmed in red and orange. In menagerie are five cage wagons, four elephants and lead stock. Side Show houses 18 cages of wild life animals. Show gasses 67 units each day. Fishing club held its first session with good results. Clyde Beatty's daughter, Albina, a student at Rocanna Academy in West Palm Beach, Fla., was a visitor. —GEORGE HUBLER.

WINTER QUARTERS

Capell Bros.

McALESTER, Okla., Feb. 25.—H. N. (Doc) Capell announces that the following acts have been inked for the season: Morris troupe, Hodgins, Miller family, Guitarrez troupe, Fuller family, Dale Petros Liberty horse act, Gus Kanerva troupe, Woods family, Ralph Dukes family, Clarkonians, Dean family, Whiteside, Bozo Lewis, Red Duke, Red Williams; Art Richards elephant act.

The light plants have been overhauled. New poles have been received. The stake wagon has been overhauled. Two seals were flown in from California. Blackie Wood is working a dog act, also breaking a pygmy Brahma bull to work. All wagons have been put in shape and painted and only about four more are to be lettered by Al Hill.

Hunt Bros.

FLORENCE, N. J., Feb. 25.—A ring barn has been built at quarters here. It will hold about 2,000 people for shows which will be presented at the close of the season. Eight Palominos, bought last year, are being broken for a Liberty act by Roy Howze. He also is breaking a six-Shetland pony drill and three Palominos for a menage act. Capt. Roy Bush is working on the baby elephant act. Seals are being handled by Guy Leslie.

Trucks are being overhauled and

Polack Bros. Western

Cincinnati was a very swell engagement promoted by George Westerman. Highlight of the date was the party the fans of the John Robinson-Loyal Repensky Tent threw for our gang. Most all the Polack troupers were there. Circus fans who attended were Dr. Beckelheimer, Father Cornelius Berning, Mr. and Mrs. Frank Bevier, Mr. and Mrs. William J. Dammarell, Dr. and Mrs. William C. Huebener, Franklyn Longley, Cecil Scott and son Bobby; Dr. and Mrs. Fleming, Mr. and Mrs. Ed L. Mohmert and son; Dr. and Mrs. E. E. Ahvadie, James A. Spaulding, John Anderson, Mildred Wilkymacky, Mr. and Mrs. Sieborn Wilhoit, Mr. and Mrs. Clifford Bensing, Doc Waddell acting chaplain and delivering the opening address, doing a swell job for a kid 86 years old; Mr. and Mrs. Bill Sachs and Mr. and Mrs. Charles Wirth of *The Billboard*.

The clowns have a new production number; we call it Griebing's leaping greyhounds. Slivers Madison left to attend the funeral of his mother, who died in Iowa. Talk about irony—he heard of his mother's death on his birthday. He has had his share of grief. First his wife, Jo, was in the hospital in Louisville; then his mother passed away; now somebody stole Toby, his dog that has been with the elephants the past five years.

We are looking forward to the four-day lay-off between Cincinnati and

(See Polack Western on page 71)

Hamid-Morton

Org jumped from Memphis to Milwaukee. Dick Clemens donated his lion Judy, to the Memphis Zoo. Merle Evans visited Joe Basile, Bob Morton and Len Humphries in Memphis. Four Angels were seen carrying their props and baggage on the train. Roy and Joy Thomas visited with Roy's uncle and aunt in Milwaukee. Slim Collins visited his sister and brother-in-law in Kenosha. Ray Cosmo celebrated his birthday in Memphis. The Milwaukee Shriners gave the personnel an after-show party.

Visiting in Milwaukee were Mr. and Mrs. Walkimir, Cecil Eddington, Happy Starr, Tom Senseman, chairman of the Shrine Circus committee in Harrisburg, Pa., and party; Elmer Winegar, of the Shrine committee, Buffalo; Mr. and Mrs. Garrett and son Mike, Mr. and Mrs. Clayton Sager, Tony Moran, Hank Hurlby and Charles Byrnes, of *The Billboard*, Chicago. —BILLY HUDSON.

Mills Bros.

CIRCLEVILLE, O., Feb. 25.—Notice that Mills Bros.' new canvas has been completed was received Monday (20) by Manager Jack Mills from George Johnson, of U. S. Tent & Awning Company. The show also placed an order for three new carpets with the same org. The new canvas includes a 120 with three 40's big top and 60 with three 30's menagerie, both with 12 foot walls; 50 with two 20's side show, 30 by 60 cookhouse, 20 by 40 tent, and one 20 by 30 and two 20 by 20 marquees. Tents will be white.

Personnel here and in Cleveland was saddened by the death of veteran promotional manager, Howard C. Willard, Monday (20) at Akron City (See MILLS BROS. on page 71)

ATTENTION, ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

AND TELEVISION

ERNIE YOUNG

203 N. Wabash, Chicago, Ill.

ACTS WANTED

Elephant, Lion, Seal Acts. James M. Cole and Albert Fleet's Chimp Act, get in touch with us for April 19-20 date. Also other Acts.

Jr. Chamber of Commerce Circus Office
Rm. 524, Hillman Hotel, Birmingham, Ala.
P.S.: Can use Capable Phoneman.

HUNT BROS.' CIRCUS

WANTS IMMEDIATELY

Horse-Pony Trainers for road, two Union Cornets, Billers who drive, Big Show Acts, Clowns, Capable Sideshow People to take full charge. Can use other useful People. Write. Address: Burlington, N. J.

PHONEMEN WANTED

For V.F.W. deal just starting. Full cooperation of sponsor. Am looking for sober men who are interested in permanent connection with promoter who handles only legitimate deals. Opportunity for advancement for one capable of office management. Must be bondable. No collect phone calls or wires. Contact

AUTRY

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IMMEDIATELY

Country-wide deal. Book and Tickets. 15 weeks' work. American Legion 40 et 8 auspices. Wire or phone

CHARLES E. WILSON

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Hotel Victorian Gary, Indiana
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For One-Ring Circus—Couple with Cookhouse. Good proposition, all privileges open. Banner Man with car who can get results without misrepresenting. Lithographer-Agent with car who can secure auspices. Salary or percentage. Electrician who can handle 5 Kw. Light Plant, Trucks and Big Top. State salary in first. Address: CLARK SQUIRES, 428 S. Oakley Blvd., Chicago 12, Ill.

WANT TO BOOK WITH CIRCUS Two Chimpanzees Act

WITH OUTSTANDING TEN DOG ACT

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New Imported and Domestic Items for the Strongest Packages. With Non-Melting
Wrapped Fudge Candy.

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HARRISON 7-7798

Pueblo, Colo. Funspot Plans Improvements

Opening Set for May 27

PUEBLO, Colo., Feb. 25.—Plans for various improvements to Minnequa Lakeside Park here, including the addition of a Miniature Train, with eight cars, patterned after the American Legion's 40 and 8, and eight electric jeeps, self-powered by batteries, were made at a recent meeting of the board of directors.

At the same session the directors of the Pueblo Amusement & Recreation Company, park operators, voted to assess themselves 5 per cent of the value of their stock to provide the improvements.

Harry W. Ellsworth, park manager, said square dances will be held nightly and a Kiddie Theater also is being considered, featured by a kiddie radio revue each week.

Park will open for the season May 27 and close Labor Day. Tentative plans are to build an open-air ice-skating rink, Ellsworth said. If this materializes the concessions will remain open thruout the winter.

Chambliss Preps Rocky Mount Spot

ROCKY MOUNT, N. C., Feb. 25.—Norman Y. Chambliss, veteran fair owner-manager and operator of the Rocky Mount Agricultural Fair, is shaping plans to open Fair Park at his fairgrounds located near the heart of the city, he announced this week. Opening date has been set for May 1.

Chambliss also plans to operate a hillbilly or barn dance show in connection with the park. This feature will be offered from the exhibit building on the grounds. Other features, Chambliss said, will include harness races, stockcar races and thrill shows. These will be presented on Sundays during the summer.

Prepping Facilities, Theater at Elitch

DENVER, Feb. 25.—Elitch Gardens here, owned by Arnold Gurtler and his sons, John and Arnold Jr., is undergoing its annual overhauling in preparation for the 1950 season. Under way is a complete remodeling of rest rooms and improvements to the park front. Principal ride additions will be a Lusse Scooter.

John Gurtler and his parents leave soon for New York to select plays and casts for the 59th season of the park theater, which will open about June 25. The park will open the second or third week of May. Name bands again will be offered in Trocadero Ballroom.

Ben and Mae Sterling Present "Adopted Sons" With TV Set

MOSSIC, Pa., Feb. 25.—Ben and Mae Sterling, owner-operators of Rocky Glen Park here, who, in recent years, have all but officially adopted the children at St. Michael's Industrial and Agricultural School for Boys at near-by Hoban Heights, have presented the youths with a television set.

This is only one of the many donations to the school by the Sterlings. Previously they equipped the school's recreation room with juke boxes, pinball machines, shuffleboards and pool tables.

During the summer the Sterlings entertain about 50 lads each week at the park, furnishing, in addition to free admission to all rides and amusement, pennies for use in the Penny Arcade. The boys have a standing invitation to visit the park as guests of the Sterlings as often as convenient.

Ocean Beach Plans Vast Improvements

NEW LONDON, Conn., Feb. 25.—Ocean Beach Park Board, which supervises the city-owned-and-operated Ocean Beach Park, has voted to submit a list of proposed improvements to city council along with a request for the \$44,000 balance of the amount earmarked for the park in a recent public improvements bond issue.

Offers received for concession space on the ground floor of the recreation building have been turned over to the board's concession committee, headed by Lawrence A. Chappel, for study and report.

Dentino Buys Train, Boat

REHOBOTH BEACH, Del., Feb. 25.—A. J. Dentino, ride operator, returned recently from Bradenton, Fla., where he purchased a Tom Thumb Streamliner, reports William H. Fisk, manager of the local Sports Center. Dentino also has purchased a Speed Boat from the W. F. Mangels Company, New York. These additions give him a total of five kiddie rides for the 1950 season here.

Cedar Point Stockholders Okay T. C. Melrose Lease

SANDUSKY, O., Feb. 25.—Formal signing of a 10-year lease for operation of Cedar Point on Lake Erie is expected within three weeks. Stockholders of the G. A. Boeckling Company, owner of the resort, have approved the lease to a syndicate headed by T. C. Melrose. Final approval is

expected by the new six-man Boeckling board of directors after a formal survey of the amusement area.

B. G. Zeiher, general manager of Cedar Point since January 4, has been named president and treasurer. He succeeds Edward A. Smith, resigned. Richard Kruse, Sandusky, is the new secretary. J. Richard Dorn and August Kuebler Jr., formerly vice-presidents, have been named to the board of directors. The other directors are W. A. Hiles and H. A. Minnich, officials of Central National Bank, Cleveland.

Action on the lease was taken Thursday (23) by stockholders after Judge E. H. Savord vacated a temporary restraining order in Erie County Common Pleas Court. Zeiher, a local attorney, today filed answers to the petition of Hiltrude E. Carrigan, Mansfield, O., protesting recognition of Central National Bank in the trust fund set-up.

D. M. Schneider, Cleveland, an associate of Melrose, said former employees will be given preference on jobs when the lease is signed. He declined comment on operational plans, other than that he is to manage the over-all operation. Other Melrose hotel men, experienced in various fields, will manage the different departments.

Almost every free act shown at the park during the summer also is viewed by the boys at the school, thanks to the Sterlings and the entertainers involved.

Not only have the Sterlings donated the pinball machines, shuffleboards, etc., but they also have made arrangements to have all equipment serviced periodically.

A. C. Boardwalk Merchants Name John Burke Prexy

ATLANTIC CITY, Feb. 25.—John Burke, manager of the Ambassador Hotel, has been elected president of the Boardwalk Merchant's Association.

Other officers are Henry Glaser, of the James Salt Water Taffy Company, first vice-president; Charles Klein, Atlantic City, second vice-president; George Dein, Dein Furs, Inc., secretary, and Emilio Tripician, Tripician Confections, treasurer. Frank P. Gravatt, former owner of the Steel Pier and now operating the Shelburne Hotel, was among those elected trustees.

Acts Budgets Hold Steady

Hamid firm biz pars '49 as funspots again book attractions early

NEW YORK, Feb. 25.—Funspots booking attractions thru the George A. Hamid & Son Agency for the 1950 season are spending on a par with last year. Herman Blumenfeld, agency rep, said here this week.

Furthermore, there has been no evidence of retrenchment on the part of any buyer, Blumenfeld said. The buying of attractions to date reflects both the optimistic outlook and the awareness of the value of attractions on the part of park ops, he said.

Park bookings are coming in early again this year, Blumenfeld said. Spots already inked by his agency include Palisades (N. J.) Amusement Park; Belmont Park, Montreal; Kennywood Park, Pittsburgh; Clementon Lake Park, Clementon, N. J.; Conneaut Lake Park, Conneaut Lake, Pa.; Playland Park, Rye, N. Y., and Olympic Park, Irvington, N. J.

Olympic will again use a circus format, using about four acts each week.

RIDES WANTED

Why Juggle It This Year?

Beautiful established park, has never had a midway, will place a few adult rides this year. Army camp plus civilian population. Write, stating what you have. No junk wanted. Season April 1st to December 1st.

W. T. FAY

2116 B Avenue, Lawton, Okla.



PARK SUPERINTENDENT

Mechanical Background Necessary. Man capable of SUPERVISION and OPERATION OF RIDES.

Year Round Employment. State Qualifications and References in first letter. Write:

Lakeside Park Co.
4601 Sheridan Boulevard
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WANTED

Good game location by experienced park operator. Top rental for right 20-foot location. Advise:

BOX D-334

The Billboard Cincinnati 22, Ohio

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HOLMES COOK
Room #508, 302 State St. New London, Conn.

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• DRAWS THE CROWDS • EASY TO OPERATE
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FREE—WRITE FOR FREE LITERATURE TODAY!

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RENSSELAER, INDIANA

High Quality

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ROTO WHIP — SPEED BOATS — PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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FOR SALE 11 ACRE PARK

Well wooded, possible ball diamond and large dance pavilion, on James River, 4 miles NE of Yankton, South Dakota, known as Wildwood Park. Write or call.

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FOR SALE Coney Island Eden Musse WAX SHOW

Fully Equipped With Comfort Station
WM. G. MEINCH
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WILL LEASE OR SELL

for Bingo, Amusements, Etc.
80x50 Auditorium located in VIRGINIA BEACH
Grumpy's Rest Virginia Beach, Va.

For Sale—Yankee Lake

14 miles north of Youngstown, Ohio, Route #7 Property consists of approximately 200 acres, including 58 acre private lake, beach and fine fishing, lots for building, bathhouse, restaurant seating 600 by beach, boats; dance hall, 105x190, seating 1600 or more; 12 Bed Room Inn (liquor license included). Office Building, Truck, Tractor and other things too numerous to mention. Interested party write for appointment to PAUL JURKO, Brookfield, Ohio

WANTED for ROCKY MOUNT, N. C., FAIR PARK

(Will open about May 1st)
Four or five up-to-date Kiddie Rides, Three Major Rides, Portable Skating Rink, Bowling Alleys (I have building), Shooting Gallery, any good Attraction for Park. No Games. Rocky Mount population, 37,000. Fairgrounds located practically in city. Good opportunity. Contact quick.
NORMAN Y. CHAMBLISS
Rocky Mount, N. C.

Lake Ronkonkoma, L. I.

Will buy or book 36-ft. Merry, Kiddie Rides, Boats, Canoes, Beach Umbrellas. Will rent Restaurant and Pavilion, space for Portable Rink, Miniature Golf, Shooting Gallery, Penny Arcade.
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Skee-Ball Has Exclusive Features

Don't be confused by past experiences with imitations or old equipment. These new, scientifically designed Alleys cannot be compared with any previous alleys in player appeal, method of play or actual earnings.

The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised and accepted by the public as the best 5¢ coin operated bowling game of skill. IT IS A LEGAL GAME, EVERYWHERE.

Everybody likes to play. Women and children are ardent fans, and they're good too. Whole families are your customers, young and old. The best people are your best customers.

Skee-Ball is the only skill game that can be successfully and profitably operated with prizes under a merchandising plan.

The simplicity of its mechanical operation and parts, and its freedom from breakdown and repairs are a revelation to operators and mechanics.

Skee-Ball is a "natural" in Parks, Resorts and Arcades. Groups of 10 or more Alleys are grossing from \$1,000 to \$2,000 per Alley, season after season.

One resort Arcade operator replaced 12 old alleys with 12 new Alleys in 1949. His receipts doubled over any previous year. (The public likes to play on new and modern equipment just as you like to drive a new and modern car.)

A city Arcade operator started with 6 Alleys, soon bought 2 more and is now planning removal of partitions to accommodate 12 more Alleys. (He must like Skee-Ball.)

A Park operator buys 9 Alleys in 1948, increases to 16 in 1949. Another buys 16 Alleys in 1948, increases to 24 in 1949. (They made money with Skee-Ball.)

YOU TOO CAN ENJOY THE EARNINGS MADE WITH SKEE-BALL. WRITE US, WE'LL DO THE REST.

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AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

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Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous

CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United States with gratifying results.

Roller Coaster Chain, Rails and Equipment on Hand.

WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

MINIATURE STEAM TRAIN

Train grosses next to Coaster in three big parks. 70 Trains now in operation.

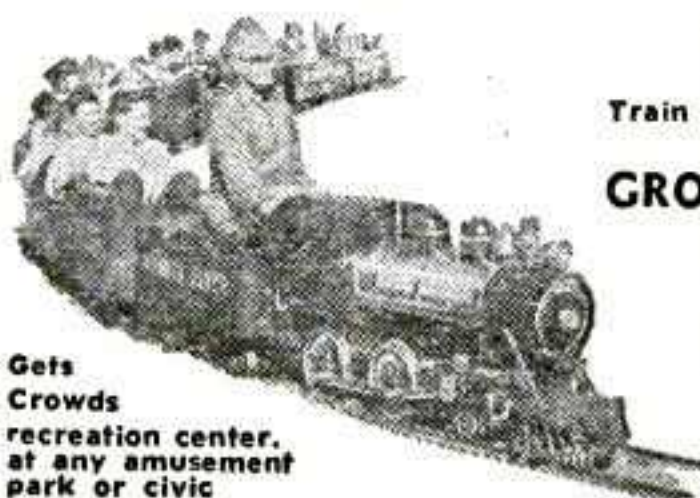
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Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip.

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Gets Crowds recreation center, at any amusement park or civic

OPENING

For 2 Ball Games, Age and Scales, also 2 other Concessions. Have buildings. Flat or percentage. Opening Sunday, April 16. This ad due to disappointment. 7 day park. Full particulars, write or wire. Want particulars first letter and references.

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(Gerton, N. C., After March 15)

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Popcorn, Candy Apples, Custard, Candy Floss, Hot Dogs and Drinks and Novelties. Kiddieland consists of 10 Kiddie Rides plus a Miniature Golf Course which is located at Horace Harding Blvd. and 174th St., Flushing, New York City. This is the finest location on the main and busy thoroughfare near Bloomingdale's Dept. Store and main shopping center. This is a permanent location and will operate all year round. All eating concessions must be framed on trailers. Opening March 15. ALSO WANTED: for Long Beach, L. I., Midget Clown, also Mechanic for Penny Arcade. Write:

MAX GRUBERG

c/o THE BILLBOARD
1564 Broadway New York City

WANTED

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APPLY

MANAGER, WHITE CITY PARK
SHREWSBURY, MASS.

NO COMPETITION, GATE, GRIFT, PASSES OR STRIKES

4 MILLION \$ monthly CASH Payrolls, 7 Days' Action. Open Sunday, March 12. WANT Scooter, Little Dipper, Hurricane, Tilt, Rockplane Spitfire, Drome, Circus, Monkey Show, Fun and Glasshouse, Floyd King, C. Sayre, answer. OPEN Ex.: Arcade, Archery, Lead Gallery, Age, Novelties, Rotaries. All else taken. Replies:

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AMERICAN LEGION AMUSEMENT PARK
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10 Brand New Philadelphia Toboggan Skee-Ball Alleys

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C. W. SWAN, P. O. Box 7708, Baltimore 21, Md.
Phone: ES-ex 1454

W. Canadians Hit Hike in RR Freight Rates

See Hardship for Exhibitions

REGINA, Sask., Feb. 25.—Prediction that cancellation of special freight rates on livestock transported for exhibition purposes would result in "a good deal of hardship" for exhibitions and the livestock industry was made here by T. H. McLeod, Regina Exhibition manager and president of the Canadian Association of Exhibitions.

Both Canadian railways announced the cancellation, effective February 15. Under the special rate, exhibitors on the Western circuits paid full fare for the first stop, half fare to all other stops and got the return trip home at no cost. Now they must pay full fare all the way.

Western Canadian livestock breeders were granted the special rate as early as 1905.

Termed "Shortsighted"

S. N. MacEachern, Saskatoon Exhibition manager, said he believed (See *Fight Freight Hike on page 73*)

Red Bluff, Calif., Elects Pugh Prexy

RED BLUFF, Calif., Feb. 25.—Fred C. Pugh has been elected president of Tehama County Fair Board, succeeding L. A. McDonald, who held the office for two years. The board is favoring the immediate construction of a 5,000-seat grandstand, costing \$30,000 which would replace the present structure with a capacity of 3,200.

Also in the improvement plans is a judging pavilion to be ready in time for the fair in late summer.

Galt, Calif., To Seek Hike In State Aid for Premiums

GALT, Calif., Feb. 25.—A request for additional funds for the 52d District Agricultural Fair will be made to James S. Dean State finance director, by members of the fair board. Move was the outgrowth of a recent announcement that the fair would be forced to cut premiums for the 1950 date.

Chairman Dan Donovan said complaints were received from stockmen when it was planned to drop the senior livestock division. Only \$15,000 for premiums are available this year as compared with \$30,000 for 1949.

The amount requested by the fair board was not disclosed.

Monroe Co. Annual Aug. 16

ROCHESTER, N. Y., Feb. 25.—Monroe County Fair Association officials have agreed on August 16-20 as dates for this year's annual, which will operate as a free fair.

Musical Plug

DANBURY, Conn., Feb. 25.—A song extolling Danbury Fair has been published. The writers, Lindsay McPhail and Walt Michele, who said they were inspired by a visit to the 1949 showing, made the announcement here this week. The tune, described as a "lively waltz," is titled "Come With Me to the Danbury Fair." It is published by Fred Fisher, Inc. The authors said six platter companies are interested in waxing the song. If the tune catches on, John Leahy's annual, already well publicized, should benefit.

Strong Western Backing Needed To Obtain U. S. Aid for San Diego Expo in 1953: Clyde Vandenburg

SAN DIEGO, Calif., Feb. 25.—Federal financial support for the proposed California World Progress Exposition in 1953 can only be obtained as a result of strong Western backing, Clyde Vandenburg, retained as a consultant for the event, declared this week. Vandenburg came in from Detroit to map a prospectus of the fair. His report, to be made by May 15, will deal with costs of staging the exposition, and methods of carrying out the theme, dealing with success of the free enterprise system and the California way of life. He recently Michigan festival. En route here, Vandenburg interviewed industry, business and government leaders in Eastern and Southern States.

At a recent meeting of the board of directors Ewart W. Goodwin, past president of the San Diego Chamber of Commerce was appointed permanent president of the corporation planning the event. He was elected to the new post after serving as chairman of an exposition advisory committee for several months. Guilford H. Whitney, president, San Diego Taxpayers' Association, was named chairman of the board.

G. Aubrey Davidson, who conceived the idea for the 1915-'16 San Diego Exposition and was board chairman for the 1935-'36 exposition, was named as honorary board chairman.

Six vice-presidents elected were J. L. Haugh, who will also serve as temporary treasurer; Hal G. Hotchkiss, John A. Kennedy, Edmund T. Price, George A. Scott and Harold B. Starkey. Walter Ames, attorney, will be secretary.

Plans to stage the Fiestabalia in near-by Mission Beach again this year may be postponed until 1951 in order to give a build-up to the proposed exposition in 1953. While the event played to an estimated 250,000 in its first year in 1949 the revenue fell \$16,000 short of the \$32,000 which was spent.

It planned to make the event an annual affair on a par with the New Orleans Mardi Gras, but many city officials are of the opinion that work still in progress on the harbor should be completed before the event.

Riverton, Conn., Grosses \$8,613, Loses \$300 in '49

HARTFORD, Conn., Feb. 25.—Union Agricultural Society of Barkhamsted, Colebrook and Hartland, Conn., sponsor of the annual Riverton Fair, have reported the cost of last year's annual came to \$8,936. With receipts amounting to \$8,613.24, the 1949 annual showed a loss of \$300, fair officials said.

Society will hold its annual meeting and election of officers in March, when final figures will be available.

Spotlight Booth for Blackfoot

BLACKFOOT, Idaho, Feb. 25.—A spotlight booth will be constructed on top of the grandstand of the Eastern Idaho State Fair here, to house equipment carried by this year's revue, Ruth C. Hartkopf, secretary-manager announced. The 1950 grandstand show will be staged by the Barnes-Carruthers Theatrical Enterprises, Chicago, for the 25th consecutive year.

Medicine Hat Elects Higdon

MEDICINE HAT, Alta., Feb. 25.—Mack Higdon was re-elected president of the Medicine Hat Exhibition & Stampede Company. Named vice-presidents were D. A. Scholten, Eugene Burton and Henry Caven. Scholten also is managing director. Joe Marsh was retained as secretary-treasurer. Stampede manager is Lorne Thompson.

Colored Annual at Greer

GREER, S. C., Feb. 25.—Spartanburg County Colored Fair here has been chartered by the secretary of State. Authorized capital stock is \$1,000. Ed Miller is president.

Utah Women Voted Bigger Part in Fairs

Gordonhof Named Assn. Prez

SALT LAKE CITY, Feb. 25.—Highlight of the annual convention of the Utah Association of Fairs and Live-Stock Shows Thursday (23) in the New Hotel here was the drive by women for greater representation in management and exhibits at fairs. As a result, a resolution urging shows to increase women participation was adopted by the 90 delegates.

Sam Gordonhof, Brigham City, was elected president of the association, replacing Lewmar Price, Richfield, to head a new slate of officers. Mrs. Emil S. Erickson, Murray, was named vice-president, and J. A. Theobald, secretary-manager of Utah State Fair, replaced Sheldon R. Brewster as secretary-treasurer.

Withhold Co-Operation

A resolution withholding co-operation of the annuals with livestock (See *Fems Get Bigger Part, page 73*)

California Seeks \$150,000 To Draft Plans for Plant

SACRAMENTO, Feb. 25.—The State Public Works Board has been asked to allocate \$150,000 for surveys and preliminary plans for the new California State Fair.

If approved the funds would be used by the State Division of Architecture in drawing up preliminary sketches and maps showing pavilions, livestock buildings, grandstand, parking area, roads and walks and other facilities on the new site north of the American River and adjacent to the North Sacramento Freeway.

West Nebraska Circuit Hits Tax, Sets Dates

OGALLALA, Neb., Feb. 25.—Elimination of federal admission tax on the outside gate was urged by the Western Nebraska Fair Circuit at its recent annual meeting here.

Dates for circuit member fairs were announced as follows: Sidney, August 17-19; Ogallala, August 28-30; Imperial, August 24-26; Alliance, August 25-27; Lewellen, September 7-9; Bridgeport, September 4-6; Kimball, August 31-September 2; Grant, August 17-19; North Platte, August 21-24, and Sterling, Colo., August 14-16.

Calif. Public Works Board Spends 100G On 4 County Plants

SACRAMENTO, Feb. 25.—About \$100,000 for improvements at four county and district fairs has been voted by the State Public Works Board. Top allocation, okayed at a recent meeting goes to the 12th District Agricultural Association, Ukiah, where \$45,000 will be spent this year. Breakdown shows livestock barns, \$13,500; lighting system, \$21,500; fencing, \$10,000.

The 13th District Agricultural Association, Yuba City, has been voted \$20,700 to be spent as follows: \$6,000 for horse show and rodeo arena lighting; \$6,700 for comfort stations; and \$8,000 for office buildings.

Thirtieth District, Red Bluff, was authorized to install a gate and ticket house, water system and parking area lights which will be financed by \$18,000 saved from previous allocations.

The Sonoma County Fair, Santa Rosa, will be given permission to construct a new restaurant building costing \$35,000.

Calgary Pyro Show Award to Godin

SPRINGFIELD, Mass., Feb. 25.—Joseph J. Godin, president, Interstate Fireworks Manufacturing & Display Company, Inc., has been awarded the fireworks contract for the Calgary, Alta., Stampede. Show will be handled by Godin's Toronto company, which bears the same name as the parent corporation and was formed only last year.

Following his return from Canada, Godin left here Thursday night (17) to supervise the firing of several shows for J. C. Harlacker in Florida.

Godin said that his Canadian firm already had been awarded more business than he originally had hoped for in the first year of operation. Pyro contracts at several major Canadian fairs are still open and competition for them is keen, he said.

Decorah, Ia., To Continue Programing Harness Races

DECORAH, Ia., Feb. 25.—Winnebuck County Fair Board has voted to continue its 70-year record of holding harness races at its 1950 fair. As usual, the events will hold two afternoons of horse racing.

A Barnes-Carruthers revue will be used at afternoon and evening shows.

Gardner Prexy at Nogales

NOGALES, Ariz., Feb. 25.—J. R. Gardner has been elected president of Santa Cruz County Fair and Rodeo Association here. Doris Seibold was re-elected secretary and Robert Grennan, treasurer.

Medicine Hat Sets Features

MEDICINE HAT, Alta., Feb. 25.—Rodeo clowns Slim Pickens and Bobby Hill, and trick riders Pauline and Dick Pickard will be featured at the fourth annual Exhibition and Stampede here July 6-8. Prizes will total \$1,230.



CLARENCE H. HARNDEN has been reinstated as secretary of the Saginaw (Mich.) Fair. Action was taken at a well-attended meeting of the fair's board of directors which reversed a recent vote of a less-attended board session.

Rules Unauthorized Act Is Not a Bar To Iowa State Aid

DES MOINES, Feb. 25.—Iowa Atty. Gen. Robert Larson has ruled that under the State's laws there is no provision which would automatically disqualify a fair from State aid because of the commission of any unauthorized act.

Larson said even tho a group might be permanently enjoined from performing an unauthorized act, the board of supervisors should make apportionment of funds for agricultural exhibits based entirely upon a detailed statement of expenditures.

Linn County attorney W. W. Crissman had asked for the opinion because of a protest made against All-Iowa Fair at Cedar Rapids.

Don McElhinney, Cedar Rapids, filed a district court action asking for a bar against racing at Hawkeye Downs on All-Iowa Fairgrounds. McElhinney is a midget racing promoter. He filed the suit after another promoter, John Gerber, made a contract with the fair board for midget races next summer.

McElhinney claimed the fair board is engaged in private enterprise.

All-Iowa Fair is requesting \$9,000 in tax funds, while Linn County Fair, Central City, is asking for \$4,000, the usual amounts for the fairs.

Orville Re-Elects Gibson

ORVILLE, Calif., Feb. 25.—M. K. Gibson was elected president of Butte County Fair Board, succeeding W. K. Harkey. The board reappointed Joseph E. Whitaker fair manager.



Meetings of Fair Assns.

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.

'50 Calif. Annuals To Pull 7,000,000, Randall Tells Meet

SONOMA, Calif., Feb. 25.—Representatives of 59 Central and Northern California fairs, meeting here in a three-day confab were told by William S. Randall, president, Western Fairs Association (WFA), that there will be a total of 496 fair dates in California this year and estimated that they would pull a total of 7,000,000 persons. The WFA-sponsored meeting was attended by about 150 persons.

The four main objects of the conclave, as presented by WFA manager, Louis S. Merrill, were to assure greater customer convenience for fair patrons; to bring about closer correlation between State agencies and the fairs; to start studies and surveys to induce national agencies to advertise more widely in California fairs, and to discuss general economic problems applicable to fairs in view of the attendance expected.

Robert C. Baird Dies at 89; Former Mineola Anni Prexy

NEW YORK, Feb. 25.—Robert C. Baird, 89, former president of the Queens-Nassau Agricultural Society, sponsors of the annual Mineola (Long Island) Fair, died at his home in Forest Hills, L. I., N. Y.

Baird was a member of the society for 40 years and served as its president for a period during the 1920s, but resigned from the board of directors in opposition to dog racing being included in the fair programs. When dog races were made illegal in New York he accepted a reappointment to the board.

Saskatoon Exhibition Seeks Bids on Livestock Building

SASKATOON, Sask., Feb. 25.—The Saskatoon exhibition board has called for tenders for a livestock building to cost between \$125,000 and \$150,000.

The board expects to spend \$20,000 to \$30,000 on improvements this spring. Plans include improvements to sheep and swine barns; extra seating and new entrance for baseball park; 1,500 feet of chain link fencing, renovations and painting. It is also hoped to do \$9,000 worth of paving.

Prince Albert, Sask., Names D. F. Kelley as Secy.-Treas.

REGINA, Sask., Feb. 25.—D. F. Kelly of the Department of Agriculture here has been named secretary-manager of the Prince Albert (Sask.) Agricultural Society. He fills the position left vacant by the death of Gordon M. Cook, November 20. Cook had been secretary-manager of the society since 1942.

In 1948 and 1949, Kelly was assistant manager of the Brandon, Man., Exhibition.

Drumheller, Alta., Elects

DRUMHELLER, Alta., Feb. 25.—Officers of the Drumheller Agricultural Society are: President, W. D. McDonald; vice-presidents, C. H. Borwick, P. J. Rock, George W. Carter, treasurer, W. H. Acton; secretary, N. F. Bell. The society, entering its third year of activities, will start a membership drive with an objective of a 1,000 minimum.

Indio's Gate Hits New Top

154,510 in six days—per capita spending drops—added day aids midway

INDIO, Calif., Feb. 25.—A new attendance record was set by the Riverside County Fair and National Date Festival, which closed a six-day run here Wednesday (22) after drawing a total of 154,510, Secretary-Manager Robert Fullenwider announced. Altho attendance was up at the annual, which operated six days this year instead of the usual five, per capita spending was off, with only a few concessionaires reporting gains over a year ago, he said.

Ferris Greater Shows, playing the midway reported business 15 per cent above 1949.

Grandstand show, booked by Carolina Brunson, of the Al Wagner office, Los Angeles, featured the Ted DeWayne Troupe, teeterboard; Diane & Gray, aerial; Betty Yeaton, contortionist, and Johnson & Deihl, jugglers.

Fowlerville, Mich., Moves Dates Up, Adds Day to Run

FOWLERVILLE, Mich., Feb. 25.—Dates for the Fowlerville Fair have been moved ahead a month to August 1-6 this year to avoid competition with the Michigan State Fair as in the past few seasons. Located within 50 miles of Detroit, Fowlerville has found the big annual too tough competition to buck, according to Secretary Robert E. Smith.

The Fowlerville Fair will run an extra day, with a special attraction, tentatively midget a to races, on Sunday. Fair has hitherto closed on Saturdays.

Midway contract has been awarded to the Down River Amusement Company, while the Barnes-Caruthers office has booked one of the Gertrude Avery revues as the grandstand attraction.

La Crosse Elects Nustad; Collins Shows Get Midway

LA CROSSE, Wis., Feb. 25.—N. Nustad was elected president of the La Crosse Interstate Fair at the annual meeting here, while William T. Collins Shows were given the midway contract. The Voorhees-Fleckles Ice Varieties were signed for the grandstand.

Other officers named were H. D. Newburg, vice-president, and Joseph W. Frisch, secretary-treasurer.



Winter Fairs

CALIFORNIA
 Imperial—California Mid-Winter Fair: Feb 25-March 5. D. V. Stewart.
 San Bernardino—National Orange Show March 9-19. R. Z. Smith.

FLORIDA
 Daytona Beach—Halifax Fair, March 6-11 Turner Scott.
 Gadsden Lake Co Fair—Fla. Sportsmen's Expo March 13-18. Karl Lehmann, Tavares Fla.
 Miami—Dade Co. Fair, March 2-11. E. Ross Jordan.
 Plant City—Florida Strawberry Festival, Feb 27-March 4. G. R. Patten.
 Venice—Community Fair, Feb. 25-March 4. E. J. Peter.

JUDY CANOVA



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WANTED CARNIVAL RIDES, SHOWS

BY

FIVE COUNTY FAIRS

August 31 through September 17

Large Crowds—Big Parades. All Fairs Established.

Contact . . .

Southwest Fair Circuit of North Dakota George Gebhard, Carson, N. D.

WANT CARNIVAL AUGUST 2-4

Good Carnival wanted for 15th Annual Henderson County Fair held at Stonyhurst, Ill. Want 4-6 Major Rides, 3 Kiddie Rides, 25-30 Clean Concessions.

GUY SANDERSON STRONGHURST, ILL.

CARNIVALS, NOTICE!

The Exchange Club of Savannah, Ga., is sponsoring a Fall Agricultural Fair, first in 20 years, to be held for one week during September.

Would like to hear from large Carnival to play this event, any week during September, exhibiting under the auspices and contracts of the Exchange Club.

This will be a yearly event. Drawing from 150 mile radius. All replies to J. A. BENNETT, Chairman, P. O. Box 52, Savannah, Georgia

action thrills

Selden

THE STRATOSPHERE

Performing his daring action on a high swaying pole—The World's Highest Aerial Act. Feats that bring gasps to the fans who pack the grandstand to see this "Wonder of the Amusement World."

c/o The Billboard Cincinnati 22, Ohio

Coming in APRIL

See Page 40

WANTED CARNIVAL For Week of July 25, 26, 27, 28, 29 CASS TOWNSHIP ANNUAL FAIR

Sponsored by American Legion Post 224, Dugger, Indiana. The Fair was a great success last year and well attended. Will be a better Fair and with much larger attendance this year. Contact HARRY BORDERS, Dugger, Indiana

HENNIES GETS SPRINGFIELD

Regains Fair Lost in 1949 To Endy Bros.

Four Orgs in Contract Pitch

SPRINGFIELD, Ill., Feb. 25.—Hennies Bros.' Shows, general agent by J. C. McCaffery, this week was awarded the much-sought midway contract for Illinois State Fair here.

In obtaining the contract, Hennies regained a fair it had held since the end of the war until last year, when Endy Bros.' Shows, which in the past had confined its route to the East and Southeast, created a surprise by gaining the contract.

To Endy, the fair, usually excellent from a midway standpoint, proved a disappointment. Polio hit this city about 10 days before the fair's opening. The resulting quarantine kept Springfield kids confined to their homes thru most of the fair's run. The publicity given the quarantine drastically reduced attendance of children and parents from other parts of the State. As a result, the midway gross was about one third of what it had been the previous year.

The Endy show was a bidder for this year's contract. Other contenders were Al Wagner's Cavalcade of Amusements and Turner Bros.' Shows, the latter a truck show.

The signing of the contract was announced by Roy Yung, director of agriculture, before he left Friday (24) on a 10-day vacation.

Hubert W. Elliott, Decatur auctioneer, Friday (24) assumed the post of fair manager. He succeeds Henry J. White, Sandwich, who resigned following policy differences with Yung.

Tiernan Forms Org For Southern Tour

RALEIGH, N. C., Feb. 25.—J. E. Tiernan, a member of Garden State Shows' staff for the past two years, this week announced the formation of the Fair Amusement & Bazaar Company, with headquarters here. He said that the org would play committee-sponsored dates in the Carolinas and Virginia only, with a free gate and the committees operating all percentage games and bingo.

Tentative plans call for the org to bow April 10. It will carry a Merry-Go-Round, Ferris Wheel, Rolloplane, Chairplane, kiddie autos and a Diesel light plant. Tiernan said that the unit will not carry a show and only a limited number of prize-every-time concessions. It is to be transported on five semis and two trucks.

Over the past 10 years Tiernan has operated in the capacity of business manager for such orgs as Bright Lights Exposition, Dick's Greater, Dick's Paramount, Lawrence Greater and Wallace & Murray Shows.

Ivo Augustus, Electrician, Dies in Bloomington, Ill

BLOOMINGTON, Ill., Feb. 25.—Funeral services were held here Tuesday (21) for Ivo T. (Red) Augustus, 67, electrician and lot man on the United Liberty Shows and veteran of 50 years in outdoor show business. He died Saturday (18).

Pallbearers were Ken Murray, Don Devault, Charlie Smith, Lester Eichel-schulte, Pat Patterson and Cecil Brooks.

Surviving is a daughter, Mrs. Marguerite Groen, Chicago.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Feb. 25.—The 1950 membership drive is expected to start next month, with letters of invitation from President Merle Beam to go to all known non-members.

The 1950 membership certificates are to be mailed about April 1 along with the first information bulletin of the year.

We have on file detailed information with reference to tax saving data allowed by the present law; also information furnished by the Committee for Economic Development with reference to the preservation of the American business system.

Statisticians are optimistic in their outlook on business conditions for the current year and are presently reporting rising personal incomes and the development of a recovery period over the minor slump experienced in 1949. The Rocky Mountain area is showing particularly rapid strides in improved business conditions.

A research service has called our attention to the development of a new type electric brake for electric motors, and a stapling plier for heavy work; a new type of device for securing luggage and excess loads to the top of automobiles, and a quick-drying waterproof finish suitable for application in one coat; also a torch for welding plastics.

Marks Refurbishes; '50 Route Set Up

RICHMOND, Va., Feb. 25.—An extensive refurbishing program is under way at John H. Marks Shows' local quarters. Three new show fronts are being built and all units are being repainted. Owner John H. Marks said that he will add several new tractor-trailer units prior to opening here about the middle of April.

Allan A. Travers, general agent, announces that the 1950 route is virtually complete. Fair dates include Fredericksburg, South Boston, Galax, Lynchburg and Roanoke, Va.; Hendersonville, Fayetteville, Monroe, Albemarle, Lumberton and Hickory, N. C.

The still date route will include New York territory, an innovation for the shows, Travers said.

Wilson To Manage Gold Crown Expo

FAYETTEVILLE, N. C., Feb. 25.—Harry E. Wilson has joined Gold Crown Exposition as general manager. K. F. Smith, owner, announces.

Wilson said he is now in the process of lining up a staff. Winter quarters here will open next week. All equipment is in good shape, with only painting necessary, Wilson said.

The 1950 tour will include dates in North Carolina, Virginia, Maryland, South Carolina and Georgia. It is planned to carry 6 office-owned rides, 4 shows and about 30 concessions, Wilson said.

Conn. Execs Mull '50 Plans

NORTH HAVEN, Conn., Feb. 25.—Officers and directors of the Association of Connecticut Fairs are scheduled to attend a meeting at the home of President Joseph C. Bartlett here March 5 to discuss plans for the association's annual meeting slated for April 29 at the Hartford Times Home Building Institute, Hartford.

Young's Benefit At Winter Haven Nets GTSA 2G

WINTER HAVEN, Fla., Feb. 25.—Benefit show staged on Royal Crown Shows midway at the Florida Citrus Exposition here February 12 by Eddie and Dolly Young netted the Greater Tampa Showmen's Association \$2,465.50. Held in the Sally Rand show tent, the event saw the shows' midway line-up turn out en masse.

Miss Rand emceed the show. Talent line-up included Charley Barnes, Frances Cook, Don Romero, Joan Mallory, Johnny Shea, Ed Sterling, Bill Gordon's band, Clarence-Samuels, Banks and Snags, Tiny Kennedy, the Sally Rand Chorus, Corrine Decca, Spotty Munro, Mickey McGarry, Harry Jarkey and Mary Ann Morgan. One of the features was Don Romero's rumba lesson with Hazel Maddox.

Numerous gifts were donated for the auction, which Miss Rand conducted. Lois Sedlmayr, president of the Ladies' Auxiliary of the Tampa club, presented Miss Rand with a gold life membership card. President C. J. Sedlmayr Jr., gifted Charley Taylor with a plaque on behalf of the club, which Vivian Taylor accepted for her husband, who was unable to be on hand for the event.

Royal Crown personnel on the committee in addition to the Youngs, included Pete Burkhart, Harry (Irish) Gaughan, Don Greco, John Shea, Gene Bernie and Geraldine Daughn.

K. C. Centen Midway Out; Two Shows Set

KANSAS CITY, Mo., Feb. 25.—Plans for the Kansas City Centennial here, June 2-July 4, continue to be watered down due to a money shortage. This week S. M. Woodard, secretary-manager, said that no midway now is included in celebration plans.

Featured amusements will be Sam Snyder's *Water Follies of 1950* and *Holiday on Ice*, both shows to hold forth in Municipal Auditorium. Leo Spaeth, of John B. Rodgers Producing Company, is prepping for the pageant.

Plans also include night and day parades, industrial exhibits, style shows, square dancing and crowning of a centennial queen.

Clyde C. Howey Dies In Gibsonton, Fla.

GIBSONTON, Fla., Feb. 25.—Clyde C. Howey, outdoor showman for 50 years, died at his home here February 11 of a heart attack.

Howey at one time operated the Blue Ribbon Shows with Ann Gibson, and later owned and operated the Hoosier State Shows. In recent years he had been with the John T. Tinsley Shows and the past two seasons was associated with the Mad Cody Fleming Shows.

Survived by his widow, Evelyn, and two brothers, Floyd and David, Detroit. Burial in Myrtle Hills Cemetery, Tampa.

Klein Signs Mason, Mich.

MASON, Mich., Feb. 25.—Contract for the grandstand show at the Ingham County Fair here has been awarded to C. A. Klein, head of Klein's Attractions, New Waterford, O.

Prell's Fla. Fair Biz Spotty; Debut April 28 in N. C.

WEST PALM BEACH, Fla., Feb. 25.—Prell's Broadway Shows, which close their winter Florida fair tour in Ocala March 11, have operated to spotty business thus far. Alice M. Buck, office secretary, reported here this week.

She said that following the close of the trek, the shows will return to Kissimmee, Fla., for a few weeks before opening the regular season in Fayetteville, N. C., April 28. Two new show fronts and a new marquee are to be constructed there.

General Manager Sam E. Prell's 1950 staff will include Joe Prell, vice-president and general agent; Ben Prell, secretary-treasurer; Abe Prell, general superintendent and purchasing agent; Alice M. Buck, office secretary; Charlie Powell, special representative and assistant to Joe Prell; Pat Finnerty, business manager; John Hoffman, lot superintendent; Charles Guttermuth, transportation master; Joe Sarama, Diesel foreman and electrician; Joe Hollander, mechanic; Sam Caruso, carpenter, and Jack Arnott, scenic artist.

Ferris Opening At Indio, Calif., Surpasses '49

INDIO, Calif., Feb. 25.—Ferris Greater Shows finished its first 1950 engagement here Wednesday (22) with the closing of Riverside County Fair and National Gate Festival. Playing the date for the third consecutive year, business was reported up as compared with last year. Show debuted a new Ferris Wheel, giving Ferris a twin wheel flash.

Show is using a new flicker lighting front with 6-foot fluorescent tubes. Twelve new towers, bringing the total to 30, have been added. Larry Ferris, owner, said that the old wheel had been completely refinished and new seats added. The Rolloplane was also rebuilt.

Ferris used eight major rides and seven kiddie rides in its kiddieland across the fair midway from the main set-up. Shows on the carnival midway included Art Converse's Side Show, Bob Perry's Motordrome, Clyde Gooding's Kawaba and A. Nathanson's Arcade. Ken Baker's Mickey Mouse made its debut in the kiddieland area.

A new office wagon is being constructed and will be complete before the show opens at the National Orange Show March 9. A new transformer wagon has been added to handle additional equipment.

Ferris plays California Mid-Winter Fair, Imperial, opening today for nine days.

Pennsy Execs To Meet In Harrisburg in 1951

READING, Pa., Feb. 25.—The 1951 meeting of the Pennsylvania State Association of County Fairs will be held in Harrisburg.

The association is fostering the passage of pari-mutuel betting legislation and Harrisburg was chosen because it will give fair execs an opportunity to meet with State legislators.

OAKES CONCESSION GAMES HI-STRIKERS
 Delivery after March 15th. Comic metal signs on sides, colorful, sturdy.
 3 Section, 28 ft. \$300
 2 Section, 24 ft. 275
 2 Section, 20 ft. 250
 2 Section for boys or girls 200
 All have the same sturdy base and striking beam. Order today to assure early delivery. Send \$100.00 deposit.
FISH PONDS . . . COMPLETE \$275.00
 Using bobbing Baby Dolls. Will not sink, comes in beautiful cabinet with centrifugal pump and motor. You number dolls as you want, complete with 100 dolls. Send \$100.00 deposit. We will only build 8 of these in 10 1/2 ft. for 12 ft. joints and 11 ft. sizes, \$275.00 complete.
 Percentage Wheels, 6 Arrows, Ball Chucks, Baseball Wheels, Roll Downs, Razzies, Cats or 6 Cats, Pitch Till You Win blocks, all sizes; Spot Boards, Swing Ball and Pin—you name it, we have it. EVERYTHING BUILT JUST A LITTLE BETTER THAN SEEMS NECESSARY. Nothing cheap here—just the best at the right price.
RAY OAKES & SONS, INC.
 8432 W. 44th St., Phone 4811, Lyons, Ill.

WANTS WANTS FITZIE BROWN
 For the coming season—
 Coupon, P. C. and Six Cats Agents. All my old help get in touch until March 4th.
 c/o KIRKWOOD SHOWS, Augusta, Ga.
 After that per route.

W. G. WADE SHOWS
 Now Contracting for 1950 Season
RIDES—SHOWS—CONCESSIONS

LEGITIMATE MERCHANDISE CONCESSION PRIVILEGES OPEN

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Taylor Bros.' Amusements
 Open early in April. Route on Request. Want Ride Superintendent for 6 Ride Unit. Ride Help, contact us. Top salary and bonus. All Concessions booked. Can place Agents for office owned stores.
 For Sale—24 Seat Chairplane and 25 KW Light Plant—both in good condition—priced together to sell \$750.00.
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WANT DROME RIDERS
 For Palisades Park opening April 8th and Catlin & Wilson Shows opening April 15th. Men or Women. State all.
EARL PURTLE
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FOR SALE GENUINE 1949 ROLL-O-WHEEL
 Serial #49-164, like new, real money maker, \$2,250.00 or best offer. Write or wire:
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WANT - - - WANT
 Octopus and Rolloplane Men; must drive semi-trailer. Also Concession Agent.
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ANNOUNCES
MARCH 18 BIG OPENING MARCH 18
CORPUS CHRISTI, TEXAS, DOWNTOWN
 12 BIG DAYS — 12 BIG NIGHTS — 2 SATURDAYS AND 2 SUNDAYS
 4 SPECIAL 5c KIDDIE MATINEES
PLAINVIEW DAIRY SHOW FOLLOWS, WITH NOTHING BUT WINNERS TO FOLLOW. A SHOW THAT KNOWS WHERE TO GO AND DOES IT. ASK THE PEOPLE WHO HAVE BEEN HERE FOUR YEARS.
 CONCESSIONS: Will book legit Outfits, what have you? SHOWS: Want Monkey, Wild Life, Motordrome, Fun House. Opening for Side Show with own frame-up. We have seven office-owned Shows. Will turn over complete Snake Show Frame-Up to reliable party.
 RIDES: Will book Rock-o-Plane, Whip, Hi-Ball, Kiddie Boat Ride and Kiddie Roller Coaster. This Show carries 10 office-owned Rides and has 14 Fairs and Celebrations contracted. Those booking now will be given preference. WIRE OR WRITE, NO TIME TO MESS AROUND.
H. P. HILL, Mgr.
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RIDES FOR SALE
LOOPER RIDE 1946 model, like new. Park or portable use. Will book for 1950 season on one of our proven routes if purchaser desires. PRICED AT \$5,000.00. About one-third factory cost.
FERRIS WHEEL 1940 No. 12 BIG ELI WHEEL, "V" DRIVE. Excellent condition for portable or permanent park use. PRICED AT \$5,000.00.
KIDDIE AUTO RIDE 10-CAR ALLAN HERSHELL 1946 Model, Modernistic Design. New Canvas Tent Top. PRICED AT \$2,100.00.
 All of these rides have just been factory rebuilt and are like new in every respect. They can be inspected at any time at our Columbus factory.
 Address Inquiries:
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PECK AMUSEMENTS
 7 RIDES—25 CONCESSIONS
 SHOW OPENS APRIL 17TH, WITH 19 SPOTS IN INDIANA AND ILLINOIS, 14 FAIRS AND CELEBRATIONS—THEN MISSISSIPPI SEPTEMBER, OCTOBER, NOVEMBER WITH 10 BONA FIDE FAIRS BOOKED.
 —LONG SEASON—GOOD SPOTS—
NOW BOOKING
 CONCESSIONS: Novelty Photo Snow Long Range, Short Range, Ball Games, Arcade and other Stock Concessions. SHOWS: Monkey, Animal, Mechanical with own transportation and equipment. RIDE HELP: Competent and sober men for Tilt, Wheel, Comet, Good wages, must drive semi. No Gypsies or Girl Shows. Blackie Burlingame come on. Quarters opens March 15th.
 Address 495 S. YATES, KANKAKEE, ILLINOIS

Big 1950 Season in Oregon, Washington and California
REDWOOD EMPIRE SHOWS
WANT Opening March 29th **WANT**
 To Book: 3 Kiddie Rides, Ball Game, String, Apples, Ice Cream, Darts, Bingo, and all legitimate Concessions not conflicting. Can place Foreman on #5 Eli, Octopus, Merry-Go-Round. Need Second Men on all Rides.
 Fun House, Girl Show, Animal Shows with or without transportation. Wire or contact: ANTHONY MASSETH, P.O. Box 3587, Berkeley, Calif., at once.

GLEN JONES CIRCLE "J" RANCH DONKEY BASEBALL
 NOW BOOKING FOR 1950 SEASON IN EASTERN STATES FROM MISSOURI INTO NEW ENGLAND AREA.
 Organizations need money? This is one of the easy ways to get it. Organizations furnish players and place where event is to be held and we furnish trained donkeys and put on the game for you. We have well trained donkeys that are completely pets, but can give you action, thrills and spills. Write
GLEN JONES
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PROMOTERS OF INDOOR AND OUTDOOR EVENTS
 Services of high class Concessionaire available from February through June. Stainless steel equipment, clean modern stands, uniformed employees serving best products obtainable. Can handle complete concession setup for any size attendance. Flat or P. C. References furnished. For additional information contact
J. R. BEGAN ENTERPRISES
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Save at Least Part of Each Week's Earnings
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WANTED
 Small Carousel in Operating Condition
 Type Used At Turn Of Century
RENT OR BUY!
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150,000 WILL ATTEND THE
SUN DANCE
 WEST PALM BEACH
 MARCH 13-18
 Midway Equipment Rented From
FLORIDA BAZAAR SUPPLY
 R. I. Box 370, West Palm Beach, Fla.
 ROTARIES, BABY DRAG LINES, CLEAN CONCESSIONS AND SHOWS. NO STUFF!

CARNIVAL WANTED
 FOR BIG HOMECOMING CELEBRATION WEEK OF JULY 4TH
 Can Assure Large Attendance.
 If Interested Contact
THE WHITE HALL LIONS' CLUB
 White Hall, Ill.

PIONEER SHOWS
 NOW CONTRACTING FOR 1950
RIDES—SHOWS—CONCESSIONS
 For Sale — Kiddie Airplane Ride, 8-Car Streamlined Whip, Major Ride, Double Loop-o-Plane, 20x40 Bingo Top, 20x20 Marquee, two 12x14 Ball Games, Tops and Frames, 12x12 Top-Center Outfit, Burch Popcorn Machine, 8-Tub Octopus.
MICKEY PERCELL
 Waverly, N. Y.

JOYCE O'HARA and HELL'S ANGELS ON WHEELS
 — AUTO THRILL SHOW —
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 6-Wardrobe Vagabonds, all new features. Start the season with a new Vagabond or Spartan. Good trades and terms on all trailers in stock. \$150 to \$4,950. Must liquidate. 6% financing up to three years. Write, phone or wire.
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 WE DELIVER ANYWHERE

MIDWAY CONFAB

Linda Lopez, Jimmie Farmer, Dee Aldrich and Mae and Bill Boswell have returned to Laredo, Tex., following a week's vacation in Monterrey, Mexico. . . . Edgar T. Neville, secretary of concessions on the Cavalcade of Amusements, rejoined the Al Wagner's org in Mobile, Ala., quarters after vacationing in San Antonio and Paris, Tex., and visiting with Tony and Myrtle Ybanez in Shreveport, La. . . . G. T. Fitzpatrick, Wild Life Show operator, has been presenting his new school and department store science attraction in Allentown, Pa. He reports that the unit is booked solid thru May 15 thru his own booking office known as Fitzpatrick's Promotional Exhibits.

When seeking work the middle-age showman makes the mistake of telling managers the things he can do, which, his failing memory tells him, he could do 20 years ago.

Emmitt and Percilla Bejano, with Lorow Bros.' Side Show on Royal American Shows for the past five years, have signed with the Ringling-Barnum circus for 1950. . . . Johnny Wise, formerly of the "Broadway Vanities" on the John H. Marks Shows, has returned to Pat Patterson's French Casino, New Orleans, where he and Connie Patterson will stage and produce their summer stock show at conclusion of the Mardi Gras celebration. Act line-up includes Monica Daye and Dottie Dwan, strippers; Louise Starr, specialties; Penny Kelly, acro dance, and Mimi Murray, vocalist. Chorus is composed of Martha Lane, Wynn Marshall, Linda Wong, Helen Lorraine, Colleen Green, Debbie Carr, Louis Starr, Jackie Pursiful, Bobbie Venus and Sunny Kay.

Shows that advertise, "Join us if you can stand prosperity," make the most optimistic statements since a politician promised "A chicken in every pot."

George Regan, Red McCoy, Edwin Schantz and John Roth, all members of the International Showmen's Association, St. Louis, took in the Mardi Gras at New Orleans. . . . Len (Kid) Dryden, owner of the All-Maritime Shows and a former professional billiard player, was featured in exhibition and match play at the re-

cent opening of a new billiard parlor in Halifax, N. S. Former owner of a St. John billiard parlor, Dryden is prepping his show for its May opening.

Not only do fairmen rejoice when a manager states that his midway won't carry this or that, but the statement has a real novelty value.

Mrs. Betty Greeley, wife of Paul Greeley, secretary, Michigan Showmen's Association, is recuperating at Fort Meyers, Fla., from a fractured leg sustained when she fell into a sandhole on the beach there. . . . Bob Morrison, president of the Michigan Showmen's Association, left Detroit Monday (20) for Miami and Albuquerque, N. M., on a pleasure and business trip.

Cookhouse operator likes to point to his menu and prices and casually mention a \$100 political dinner that didn't include slaw.

Mr. and Mrs. Vincent Anderson have returned to New York following a two-month Mediterranean cruise. . . . Earl and Ethel Purtle, Motordrome and ride operators at Palisades (N. J.) Amusement Park and on Cetlin & Wilson Shows, have returned to their Richmond, Va., home after vacationing in Florida. . . . John H. Marks, owner-operator of the shows bearing his name, and Allan A. Travers, his general agent, are planning Florida vacations. The Marks org will open at its Richmond, Va., quarters about in mid-April.

Press agents on winter shows report all midway activities, but fail to state whether the morale was high.

Joseph Parenteau will return to Virginia Greater Shows with his shooting gallery for the 1950 season, joining the org at its opening stand. . . . A recent visitor to Suffolk, Va., winter quarter of Virginia Greater Shows was Paul Cross, who is currently employed in Elizabeth City, N. C. . . . Bill Lichtner, member of the Greater Tampa Showmen's Association, is at his Tampa home recovering from a recent attack of ptomaine poisoning. Bill, who spent four days in St. Joseph Hospital,

WHEELS OF ALL KINDS PADDLES—LAYDOWNS

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- ALUMINUM MILK BOTTLES
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● The sensational New EXCEL Popper is now ready. Just think, it pops \$10.00 per hour, just like ones selling for five times as much. We can ship you the EXCEL, 100# of our famous Indiana Triumph Hybrid Pop Corn, case of Popsit Plus, case of Salt and 1000 Bags all for the one price of \$104.50. Act quick. Write or wire for circular.

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Now Booking for 1950

Fairs, Celebrations and Home Comings. Book Kiddie Rides. Ride Help needed. All Concessions open except Popcorn, Bingo and Floss.

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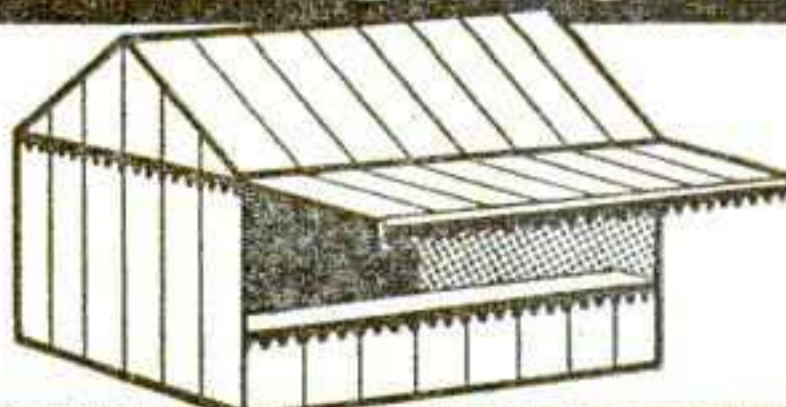
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8 Car Streamlined Mangels —WHIP—

Completely factory reconditioned, painted and set up our quarters for inspection, LeRol power unit, ticket booth, ready to go. Nothing else to buy, \$2,500.00 cash. Transportation if wanted.
LIGHT TOWERS—We have 4 50-foot Light Towers, new reflectors, as NEW. \$350.00 each; sell the 4 for \$1,200.00.
9 Side Show Banners, \$200.00 set; Girl Show Banners, as new, \$100. Address:

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Crosley Tractor with Trailer—both with dual wheels. Used 3 months with W. of M. Shows. Completely reconditioned, \$1,500.00; terms or cash.

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4th of July Celebration—4 Days

July 1 thru 4
Sponsored by Lake County Democratic Clubs at Crown Point Fairgrounds, Crown Point, Ind. Contact
IRVIN VENZKE, Hammond Natl. Bldg., Rm. 204, Hammond, Ind. Phone: Russell 2700.

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"KNOCK MABEL OUT OF BED" Ball Game, built on 22-foot trailer, has living quarters, \$3,500.00 cash. Game will load on trailer but truck advisable. Have '41 Chevrolet 1½ Ton, \$500 cash with Trailer. Ideal for 1 or 2 young couples. For information write

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Concessions for opening in Atlanta, Ga. Stock Stores and Hanky Panks of all kinds. All who book, get in touch with show. All reply Myers Shows, Blackshear, Ga. Phone 4103 until March 15; then Atlanta, Ga.

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WANTED AGENTS

For Fish Ponds, Candy Floss and Balloon Dart. Have a good route for Hanky Panks on good show.

ORVILLE MILLER

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The Best, Not the Cheapest

Wheels, all sizes, both flat and upright; Skillos, Spindles; Tracks, 12, 15 & 24 numbers; Chuck and P. C. Wheels, Bazaar Mdse. Wheels, Baker Four Ball Buckets (also new style old fashion Buckets), new Six Cats and Big Toms, Razzes, Roll Downs, Charts and Marbles, Steel and Aluminum Milk Bottles, Soup Pegs, Chuck Logs, Penny Pitches, Pea Pool End Board Outfits, Wheel Lay-downs, Under and Over Cloths, Beat the Dealer Cloths; new Country Store Slum Spindle, size 28x28 inches; new Ping-Pong Blower Alley, all lengths; new Royal American Style Waterfall Blowers. Many other Games not mentioned here.

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Shrunken Heads and Shrunken Bodies, Fish Girl, Devil Child, Two-Headed Baby, Dried Pigmy Bodies. Many other attractions. We sell the wonders of the world. Write for prices and descriptions.

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Quality Trailers New & Used

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 - 2—901 N. Ash, Pauls Valley, Okla.
 - 3—1504 W. 3rd, Elk City, Okla.
 - 4—1701 N. Grand, Enid, Okla.
 - 5—E. Hiway, Snyder, Texas
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The Showman's Friend

TO LEASE WITH OPTION TO BUY RIDES FOR NEW KIDDIELAND

To be located in large city of Northern Illinois. References and bond furnished.

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JUNE 30 THRU JULY 4

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Opening Detroit in April with big show
SAM SOLOF
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SHOWS — RIDES — CONCESSIONS
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LEGLESS DROME RIDER J. D. EASDALE

Now ready to book 1950 season. Strongest drawing card in the business. Write propositions to

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Eight nice healthy, well-acclimated Monkeys and Props, each collared and chain, each a nice tight cage; anyone can handle them; come see them. Address:

JACK W. KING, Personal General Delivery Moultrie, Ga.

Wanted Wanted Wanted

Shows, Rides, Concessions, Free Act for Indoor Circus, Greensboro, N. C., week April 23d.

REX M. INGHAM
RUFFIN, N. C.

will rejoin the Pete Jones Shows this season. . . . **J. J. Jeffers** has booked his Wild Life and Snake shows with B. & C. Exposition Shows, his fifth season with the org. . . . **Frank Swem** has his pony ride booked with Ontario Shows and is at org's Oswego, N. Y., quarters getting the attraction in shape.

Among the leading midway pastimes is estimating the amount of a jackpotter's reliability.

Howard Lovell and **Rosemary Loomis**, who were married February 10 in Yuma, Ariz., will return to the Philippines in the near future. Howard is the son of **Lucille King**, founder of the Regular Associated Troupers, Los Angeles. . . . Recent arrivals at the winter quarters of the **Johnny T. Tinsley Shows** in Greenville, S. C., include **Pinky** and **Nan Edgar**, from Brunswick, Ga., and **Bob** and **Rudy Everling**, from Florida. . . . **Billy Jewel**, magician, recently underwent an operation at the Hospital for Special Surgery, 321 East 42d Street, New York. . . . **Charles (Joe) Bennett** remains confined in his Detroit home. He expects to be well enough by spring to go out with his show. . . . **Jim Gallagher** has given up management of **Victor Johnson's** Detroit lunch room. The latter worked with the recent Shrine Circus at Michigan State Fairgrounds.

This is the day when a showman has the choice of buying his wife an expensive house trailer—or else.

Louis (Dada) King, concession secretary on World of Mirth Shows, is vacationing at Miami Beach, Fla. He reports that the effects of a recent illness are wearing off and that he is regaining strength. . . . **Erla** and **Jack Stutzman**, who trouped with railroad carnivals for years, and at one time owned and operated their own shows, are in the movie business at Palmetto, La.

ATTENTION . . . CONCESSIONAIRES!

- ★ Get a custom built vending trailer or truck body built for your particular needs. You'll enjoy greater profits and added convenience when you have a vending unit custom built for you. Let our years of experience help you solve your particular vending or transportation problem.
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4 ft. by 4 ft. Silk Screened, 4 Colors, 5 Jackpot Spaces. On Masonite. Formerly sold at \$49.50—now \$10.00 EACH WHILE THEY LAST

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Boards. Heavy Plate Glass, 9 Colors. Built to sell at \$39.50; size 14-18 inches. Closing out at \$5.00 EACH WHILE THEY LAST
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10 Rides — 5 Shows — 35 Concessions
Have 11 Fairs—15 Celebrations—5 Stills

OPENING MAY 1—PLAYING MINNESOTA

Want Stock Concessions of all kinds. Will book Side Show, Animal, Monkey, Mechanical, Funhouse, Hawaiian Show or any other Show of merit. Dale Parish, write me.

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60 kw., 110-220 volt, 60 cycle, three phase, A-C. Complete Cable, Junction Boxes and Truck.

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OPEN IN APRIL, VICINITY OF DETROIT

Want Unborn, Motordrome, Animal, Snake, Glass House and other shows of merit. Especially want flashy Side Show. Real show territory.

Can place Photos, Fishpond, Cigarette Gallery, High Striker, Duck Pond, Ball Games and other Merchandise Concessions. Good proposition for Penny Arcade, clean Cookhouse that caters to showfolks.

Ride Help for all rides who drive semis. A-1 Mechanic for truck and ride motors.

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P.S.: For Sale—20 Car Kiddie Auto Ride, fair condition, \$500.00 cash.

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FIRST CALL 12 RIDES—SEARCHLIGHTS—LIGHT TOWERS FIRST CALL

Want outstanding Free Act—25-week contract. Want Ride Superintendent—Ken Ritchie—Foreman and Second Men, must drive—write. Want Mechanic with own tools, prefer one with one or two Concessions. Want Billposter—Rube Curtis, answer. Want Shows—any Show with own outfits complete and transportation. Will book you for committee money only. Speedy Palmer—have good proposition for you. Do you still own Airplane? Concessions—Have booked Cook House, Bingo, Derby, Photo, Jewelry, Scales, Popcorn, Floss, all others open. LEGITIMATE ONLY. For Sale—1942 National House Trailer, fine condition; 1 new 20x40 Royal Blue Show Top and 9-foot Walls, complete side center poles. Semis open and Vans, Tractors, 3,000 beautiful Gold Decal Table Lamps, complete except bulbs. Wonderful Bingo Lamps, lots of 500 very reasonable.

CELEBRATIONS AND FAIRS—FROM FIRST WEEK IN JUNE. SOLID THROUGH OCTOBER 1.

All Replies
W. R. GEREN Box 29 Greensburg, Indiana

Opening Early In March **FAIR AMUSEMENT AND BAZAAR CO.** Opening Early In March

RIDE HELP
Experienced Foremen and Second Men who are licensed drivers. Must be sober and reliable. Positively no drunks tolerated. State all in first letter, also what salary expected.

CONCESSIONS
Small neat Cookhouse, Frozen Custard, Age and Scales, Popcorn and Candy Apples, Jewelry, Photos, Water Games, Cig. Gallery, Ball Games, Balloon Darts, Glass Pitch, Arcade, Hoop-La, Basketball, String Game, or any Hunky Pank not conflicting as all are exclusive, one of a kind.

Positively no racket, no Gypsies, no percentage, at any time. Drunks, save stamps.

ALL ADDRESS
FAIR AMUSEMENT AND BAZAAR CO. 511 GLASCOCK ST. RALEIGH, N. C.
No collect wires please, you pay yours and I'll pay mine.

DUE TO DISAPPOINTMENT

WILL BOOK ELI WHEEL FOR ENTIRE 1950 SEASON.
22 Fairs and Celebrations. Open March 3 for Two Saturdays.
CONCESSIONS—Want Jewelry, Photos, Custard, String Game, Ball Games, Fish Pond, Coke Bottle, Clothes Pin, Bowling Alley, Ping-Pong, Balloon Dart, Cork Shooting Gallery, etc. Will consider selling one side of midway to financially responsible party. Novelty—B. Meyers, contact. Have Popcorn and Candy Floss. SHOWS—Wild Life, Snake, Monkey, Fun House, Illusion, Glass House or any Grind Show, Sulphur Springs, Texas, Dairy Show, March 14; Sherman, Texas, Fat Stock Show and Rodeo, April 10; V.F.W. Dist. Convention Celebration, downtown Tulsa, Okla., May 29; Iowa City July 4th Celebration, one week; Dayton, Iowa, Labor Day; J.C.C. Celebration, June 12, Carthage, Ill., square; then Fairs until November. Have eleven late model Rides, four shows. No grift or gypsies. Flash White can use Drome Help. Couple to operate Cookhouse, 50-50 deal; must be able to drive truck and live on lot.

JOHN L. ROBINSON, MODEL SHOWS, INC.
BONHAM, TEXAS. PHONE 839. NO COLLECT.

SUNSET AMUSEMENT COMPANY

WANT FOREMEN for following Rides, MUST DRIVE: Merry-Go-Round, C-Cruise, Octopus. Want Second Men for all Rides, must drive. Salary and bonus, but must start winter quarters, March 26. Opening Excelsior Springs, Mo., Thursday, April 20.

Address: **SUNSET AMUSEMENT CO., P. O. Box 468, Danville, Illinois**

ATTENTION—ALL HORSE SHOW ORGANIZATIONS

We can furnish everything needed for a complete horse show—Canvas, Stalls, Bleachers, Folding Chairs, Platforms, Floss Machine, Sound System, Light System, etc. Will furnish all or part. For full particulars write:

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WILL BOOK, LEASE OR SELL

7-Car Tilt-a-Whirl, Eli No. 5 Wheel, Super Rolloplane, Kiddie Swings, 75-k.w. Light Plant with transportation. Trucks, Trailers and Rides repainted and reconditioned.

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With at least seven or eight Rides and approximately forty Concessions, for July 4th and Old Home Week Celebration, opening July 3, 1950, and closing July 8 at Livingston Manor, Sullivan Co., N. Y. Resort section and one of the best carnival stands in New York state. Contact:

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World of Pleasure Shows

Now Contracting for 1950

RIDES—SHOWS—CONCESSIONS

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MERRY-GO-ROUND RECORDS

Organ-Drums with Cymbal Break-Resistant Plastic. High Volume, Long-Lived Records designed just for you. Also complete line of Callio Records.

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SILVER STREAK RIDE

This ride is in perfect condition, has operated in same location each season; twelve car, portable. \$4,500.00.

MODERN AMUSEMENT CO.
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WANTED

A GOOD PROMOTER

who knows Michigan or Indiana territory; one who can produce. Give details in first writing or wire

DICK BACON

General Delivery Flint, Mich.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1950

Fairs, Celebrations and Committees in Illinois, Iowa, Minnesota and Wisconsin, have some open time.

MICKEY STARK, Mgr.

P. O. Box 229 Mt. Sterling, Ill.

Auburn Fall Festival

Auburn, Nebraska, August 23-24-25, 1950.
Want Concessions and Free Acts.

CHESTER MAY, Chrm.

Auburn, Nebr.

WANT RIDES FOR 1950 SEASON

Playing Firemen's Affairs in Pennsylvania, Maryland and Virginia. Merry-Go-Round, Ferris Wheel No. 5, 2 or more Kiddie Rides. Must be in top shape. Write:

A. & K. AMUSEMENT—ARTHUR KING
3210 EDMONT AVE. CHESTER, PA.

CONCESSION SIGNS

Laydowns of all kinds, Charts, Razzle Dazzles, Hanky Panky Signs, Photo Booth Backgrounds, etc. Send for Circular.

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ROSCOE, OHIO

ATTENTION

FAIR AND CELEBRATION COMMITTEES IN NEW ENGLAND

Can furnish from one to seven Rides, also Concessions or complete Midway on percentage or rental basis.

SPRINGFIELD BAZAAR CO.
125 Franklin St., Springfield, Mass. Phone 6-023.

WINTER QUARTERS

Douglas Greater

KENT, Wash., Feb. 25.—Tom Preston, chief mechanic, is overhauling all rolling equipment with the help of Ride Superintendent Lloyd (Pop) Russell. The machine shop is now equipped with two lathes, two drill presses, a valve grinding machine, a steam cleaner, milling machine and an elaborate array of tools. The organization recently built a modern office in the barn and added a two-car garage for cars of Mr. and Mrs. Douglas. Dutch Lutz, Ferris Wheel foreman; Floyd Nowning Octopus foreman, and Neal Walters, Tilt-a-Whirl foreman, have reported to quarters the past two weeks.

General Agent K. R. Anderson recently returned from a trip to the fair meeting in Portland, Ore., and reported success in working out his schedule of bookings. Earl Douglas spent several weeks duck hunting in Southern Oregon and is now supervising work in the barn.

Recent visitors were Steve Morrissey, Seattle; Bruce Dennis, Raymond Washington, and W. G. (Slim) Tremain, Bellingham, Wash. Norman and Lucille Newman and Al Lombardi, who operated the athletic show last season, will be in quarters to build a new ring. Raymond (Bud) Douglas is in Los Angeles and reports purchase of three kiddie rides to be delivered next month. Weather has been severe, but new heating equipment keeps the barn warm.

Mrs. Dorris Douglas has been busy getting the cookhouse in operation. Marie (Mom) Russell will be in charge. The Russells' sons, Dick and Pug, are visiting. Pug will return soon to his ship in San Diego.

Pioneer

WAVERLY, N. Y., Feb. 25.—Quarters work is shaping up. Frank Lynch, George Harris, Jim Norton, Bill Dunley, Norman Fitzgerald and John and Harry Sherman are handling the building and renovating activities.

Chester Hepp will have the grab stand, Frank Silverman the short range, Jim Withy, bee hive and shiv rack; Lew Horton, swinger and buckets; Frank and Joan Hearn, two hanky panks. Al Bydarik and Ange Desire also will have concessions.

Skedded to return to the ride department are Jim Nicely, George Smith, Jack Williams, Bob Miller and Oren Hadley. Mrs. Bob Miller will handle tickets on the front gate.

Recent visitors were Paul Merrick, Robert (Flighty) Tuttle, Pete Percell, Mr. and Mrs. R. Count Golden, J. Garlock, Jim Hawkins and Phil Smith.

Manager Mickey Percell is vacationing at Bedford Springs, Pa. Mrs. Percell is readying her bingo.—CHARLOTTE LOVEJOY.

Smith Amusement

ROCKERS, Tex., Feb. 25.—Making a fishing trip to Marble Falls, Tex., recently were John and Winifred Hayes, Glenn and Agnes Edwards; Mrs. Millwee and son, Clayton; Roy and Maxyne Edsall and daughter, Dale, and George Lowe.

Work is progressing rapidly. Gordon Hall has about completed rejuvenating the Merry-Go-Round and Glenn Edwards, mechanic, has the trucks and ride equipment in good shape. Mrs. Hy Lindsey and son, Slim Harris, have been frequent visitors. Hedy Jo Starr brought in her equipment and then went on to the Fort Worth Stock Show.

Cecil Johnson and family and Mr. and Mrs. Ray Logston are expected in quarters soon. Mrs. Lou Ann Yaela joined Mrs. Roland Smith in Dallas and motored thru for a visit. Recent visitors included Ray Brewer, Ralph Miller and Mr. and Mrs. Albert Emswiler who are wintering in Temple, Tex.—HY LINDSEY.

State Fair

GARLAND, Tex., Feb. 25.—Manager Scott Lamb and General Agent Emmitt Bufkin recently returned from a three-week trip during which they attended various fair meetings. Dates they contracted include Washington County Fair, Akron, Colo.; Kiowa County Fair, Eads, Colo.; Colorado Spring Festival, Denver, and the Smith County Fair, Smith Center, Kan.

Current plans call for opening in Caldwell, Kan., March 18, with the season's tour to take in Kansas, Colorado, Wyoming, Nebraska and New Mexico. Several new blue concession tops have been received; blue canvas will be the general policy this year.

A Chevy truck, purchased recently in East St. Louis, Ill., will be used for a sound car. Manager Scott Lamb also took delivery on a new Cadillac, and his son, Tommy, was the recipient of a Dodge convertible from his mother.

Among visitors to concession quarters here were Grabbo Henderson, Eddie Lynch, Trusty McCullough and Leo Carson. Bob Corn is in charge of painting and building at the main quarters in Perry, where a new front is in the making. Bob Bennington reports from Florida that he will come on soon. Dora Bennington will be *The Billboard* sales agent this season.—SCOTT LAMB.

Heart of Texas

BROWNWOOD, Tex., Feb. 25.—With opening date set for March 4, winterquarters activity has taken on a renewed spurt. The Tilt purchased to replace the one destroyed by fire on the home run, has been assembled and readied under the supervision of Jack Howard. Mess hall and barracks, in charge of Mr. and Mrs. George L. Hershley, seem to be the popular spot in quarters. Two new tractors and trailers have been added as has another 30-foot van. Another new piece of rolling stock that is appreciated by the ride boys is the mechanic's truck, which is equipped with a hoist and winch for heavy duty and especially loading and unloading motors for the rides. New M-G-R top fits perfectly the newly decorated ride.

B. McDonald, has arrived from his Georgia-Florida vacation and is putting round in the new office wagon purchased at close of last season. Hugo Zacchini and Company, with cannon and battery of attractions, is expected daily. Pop Stafford and personnel are here, as is Coleman Lee with his rides and concessions. Lee also will have the gee top. In quarters are S. B. (Snake) Puvle, Alvin Morse, Bill Sickler, G. D. Phillipi, Vester Steward, B. F. Hudson, Dave Bowman, Jesse Armstrong, George Passler, Buck Capell, Earle (Pink) Jones, Tiny Martin and Mr. and Mrs. D. S. Dale and daughter. Craig is in and out of the city on business trips. Louis McNeece and wife, Gladys, are in and out. Mrs. Lynch, Mr. and Mrs. Johnny Nichols and Mr. and Mrs. Peck are also here.

Royal Midwest

GRENADA, Miss., Feb. 25.—Crew of seven men is busy at work, repainting, repairing and reconditioning of equipment, supervised by Owner Ronnie Harris.

An extensive rebuilding program, under direction of General Manager Bill Harris, is under way. New fronts will be added to many units, and decorative lighting features will be installed.

Overhauling of the rolling stock, which includes three newly added units, is under Bob Harris, superintendent of rides.

SUNSHINE SHOWS

MARCH 6-11, POLK COUNTY 40 & 8 FAIR, BARTOW, FLA.

ONE OF FLORIDA'S BEST FAIRS

WANTED SHOWS

Fun House, Glass House, clean Concessions. No Ex. or Flat Stores. More to follow.

SUNSHINE SHOWS

Phone 329151, or wire 2105 E. Chelsea St. Tampa, Fla.

SHOWMEN

COME TO ME FOR A BETTER DEAL

DICK HAVINS

DEALER

COLUMBIA—COLONIAL
SUPREME—PALACE

6% Financing—Up to 4 Years To Pay

20th CENTURY

TRAILER SALES AND PARTS

Austin Highway at Military Dr.

Rt. 11, Box 374-A, San Antonio, Texas

Phone: University 6-2951

12 Merchantman Diggers

All in good working order, Top and Frames, all for bargain price, \$600.00.

L. J. STOUT

1302 WILLOW ST. VINCENNES, IND.

FOR SALE

Cookhouse, 12x20 Frame, Anchor Top, 6 ft. awnings 4 sides, bottle gas equipped. Complete with coffee urn, dishes, modern, attractive, easy to move, all inside built on trailer, eliminating loading and unloading. Muger, very attractive. Good Cameras, complete with stock. String Game all new last season. 10x12 Top, complete with stock. F. E. FARRIS, 512 So. 5th St., Columbia, Mo. Phone 6000

WANTED TO BUY

Large Mechanical Village or City. What else have you mechanical suitable for Museum?

AUTO MUSEUM

PRINCETON, MASSACHUSETTS

WANTED

TREMONT, PA., ANNUAL HOMECOMING

Week of July 3 to 8 inclusive.

Free Acts, Rides, Concessions.

Contact

E. S. PUTSAVAGE

HAPPYLAND SHOWS

Now Booking for 1950

3633 SEYBURN DETROIT 14, MICH.

Phone WALnut 17924

NEW LOCATION

S & J PRODUCTS

305 S. Main St., MEMPHIS, TENN.

Carnival Supplies, Glassware and Slum

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FOR RENT

Carolina Beach, N. C., concession stands suitable for Lunch, Bingo, Games, Beachwear. New building, center amusements, hottest location. Rents start \$500.00 season. Contact

SIDNEY ABRAMS

Conway, S. C.

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

NOTICE

FAIR SECRETARIES

Want to book Fairs in Oklahoma, Arkansas, or Southern Missouri last two weeks of August and first two weeks of September.

RAINES AMUSEMENT CO.

A. E. RAINES Phone 274 Mena, Arkansas

Virginia Greater

SUFFOLK, Va., Feb. 25.—Work is progressing satisfactorily at the fairgrounds here. Reporting recently were H. McLean, J. Arrington and James Bowser, all members of last season's ride personnel. This makes a total of 18 on the crew roster.

C. J. McDonner, who has contracted to take over the *Parisian Girl Revue*, will report from his New Albany, Ind., home ahead of opening to ready equipment. Arthur Gibson has completed work on Ferris Wheel and Whip tub seats, assisted by Ike and Mike Matina, of the Midget Troupe. Jim Burgess is repairing panels on the entrance arch, assisted by Evan Willy. New tub seats have been ordered for the Roll-oplane. Jim Moore is repairing the Ferris Wheel fence and entrance arch. Mrs. Jim Moore is assisting in the dining hall. Hoover Bryam is repairing fence and standards of the Chairplane.

H. McLean, J. Arrington and Johnny Riley washing and cleaning the truck tractors in preparation for paint job. Bill Murray is supervising lettering on the show trucks. Color scheme is red and orange, with blue and silver lettering. *Parisian Girl Revue* has been repainted and redecorated, as has the front of the *Cotton Club Minstrel Revue*. Rocco Masucci, general manager, motored to his home in Montclair, N. J., Sunday (19).

Heller's Acme

CAMP GAW, N. J., Feb. 25.—Org has signed the Two Wizards and Joe Gangler's Circus, also Mrs. Lillian Zaro, ball games; Mrs. Marie Scott, four concessions; Happy Hawkins, diggers; Walter Valance, popcorn, French fries, candy apples, short range gallery; Mrs. Zarro, duck pond; McCloud, agent; Eli Miller, palmist. Gangler will have a Mickey Mouse, circus, grind show and free act of high-diving dogs.

Following fairs have been booked: Franklinton, Leaksville, Beaufort, Reidsville and High Point, N. C.; Martinsville Va., and Franklin, N. J. Management has added two more rides, an Ocean Wave, and Leaping Lena, transformed into a new ride known as the Bunny Hug. Show will carry 11 rides, 5 shows, 2 free acts and 30 concessions.—HARRY HELLER.

Wolfe Am. Co.

LANDRUM, S. C., Feb. 25.—Owner Bennie Wolfe obtained the Easley, S. C., fair contract for first week in October. Org will open in mid-March. New arrivals are Mr. and Mrs. Simmons, Fort Lauderdale, Fla., with penny pitch and glass pitch; Mr. and Mrs. Halstead, corn and apples, ball game, beat the dealer and over-under. Also expected soon are Gil and Mabel Reader, fishpond and cork gallery, and Mr. and Mrs. Johnson with kiddie train and jewelry.

Ernie Sylvester is on a booking tour. Blackie Holt, Johnny Lytle and Little George have been busy at quarters. Fish fry was held February 11 in quarters. Fish were caught by Roy and Ernie—ERNIE SYLVESTER.

John Francis

ST. LOUIS, Feb. 25.—Mrs. John Francis was rushed to Missouri Baptist Hospital with lobar-pneumonia. Les Henderson, winter quarters foreman, reports he has the new light towers crated and ready for the road. New trucks have been lettered and all other rolling equipment has been repainted and lettered. Work is progressing on three show fronts.

A party was tendered Pat Patterson in celebration of his 84th birthday. He has been with the org for the the past 30 years. Shows will move on local lots early in March. Recent visitors included Edwin Schantz, George Henderson, Johnny Jones, John McKeeg Cy Horowitz, Sid Sidenberg, Heinie Berger and Gus and Leva Villios.

L. J. Heth

BIRMINGHAM, Feb. 25. - L. J. Heth, Henry Heth, Floyd Heth and Mr. and Mrs. Joe J. Fontana have returned from the Florida State Fair at Tampa. While there the shows placed orders for Little Dipper and Sky Fighter rides. Floyd Heth returned to Miami for the remainder of the winter.

Joe J. Fontana announced that on his way back to quarters he had added the South Georgia County Fair at Dawson to the shows' fair list. Joe Galadino has L. H. Travis building a new bingo game. While in Tampa, Heth booked J. H. Bryson and W. E. Casey to furnish the cookhouse and grab for the coming season.

John Starkey, scenic artist, has arrived in quarters to complete repainting the shows. Henry Heth was visited by his son, Sherman, of Milwaukee.—DENNIS HETH.

Eddie's Exposition

BUTLER, Pa., Feb. 25.—Shows are shaping up in local quarters. Shows and rides have been removed from Butler Fairgrounds, where they were stored, to the repair and paint shops. New fronts are being built for Snake and the Girl shows.

Org opens April 29. A Roll-over Whirl and new kiddie Ferris Wheel have been added.

Death dealt a hard blow during the past year. Sam Bortz, concessionaire; Charlie Lovell, palmistry; Bill Scott, concessionaire, and Jimmy Gibson, Girl Show operator, all passed away and will be missed.

Lew Weinstein, Jack Beil, Chet Howard, R. K. Lowman and the writer were guests of Eddie at the fair board meeting at Bedford Springs, Pa.—J. WELLNER.

Bogle & Reese

ARMA, Kan., Feb. 25.—Work is progressing here under direction of Pete Stern and Ed Diez. Opening has been set for Arms, Kan., April 8 on a downtown lot. Bill DeClements has signed as electrician and mechanic. M. A. Florie has booked his bingo and concessions. Mr. and Mrs. Forbes are returning with their popcorn and live ponies. Frank Moore will be back with his concessions. Owner F. C. Bogle has contracted Harry Froboess to present his high sway-pole act each night as a free act. Management plans to give away a bicycle each Saturday afternoon at the kiddies' matinee. Recent visitors were Harold Euath, Joe Green, Frank Moore, Lee Haywood and Mr. Hardcastle.

Harrison Greater

WEST COLUMBIA, S. C., Feb. 25.—Shows have set their opening for March 1-11 here under Volunteer Fire Department auspices. Ed Lance, business manager, and A. J. Grey, general agent, closed the contract with the fire fighters at a special meeting Sunday (19). Owner Frank Harrison has booked H. E. Sneck's cookhouse.

Business Manager Lance has his concessions lined-up and General Agent Gray reports a good spring route. Owner Harrison's son will be with the shows this season as a concessionaire.

Anthracite

WILKES-BARRE, Pa., Feb. 25.—Meyer Swenson, general manager, has returned from Jefferson Hospital, Philadelphia, where he was treated for his eyes. Two new rides have been bought which brings total to six. Mr. Davis is on a booking trip. Visitors included Mr. and Mrs. Holloway, Mr. and Mrs. Horn, Mr. and Mrs. Getz, Mr. and Mrs. Evans, Dave Price, Johnny Phillips, Joe Hogan, Mr. and Mrs. Wilde, Bobby Williams, Mr. and Mrs. Joseph Miller, Ray Everett and Ruth Worth.—GEORGE YOUNG.

PRELL'S BROADWAY SHOWS
 "BROADWAY AT YOUR DOOR"
Want for the Marion County Fair, Ocala, Fla., week of March 6-11
CONCESSIONS—Eat and Drink Stands, Hanky Panks, Guess Your Age, Scales and what have you?
DO WELL WITH PRELL'S IN 1950
WANT for regular season, middle of April billposter. Arcade, Cookhouse, must be high class Cookhouse in keeping with a high class show. Would like to do business with Scale and Age for entire season. Will sell exclusive, also novelties. American Palmistry, sell exclusive either percentage or flat.
WANT P. C. Agents.
WANT high class Midget Show and Fat Show, Mickey Mouse or Mechanical City, and Unborn.
WANT publicity and promotion man for special events. Must be sober and know his business.
ALL ADDRESS: SAM E. PRELL
 Sebring, Florida, this week; Ocala to follow.

WANTED TO BUY RIDING DEVICES OF ALL KINDS
 Particularly Kiddie Rides. Also want Concession paraphernalia and large top. All must be in first class condition. Please give details as to condition in first letter.
ASSOCIATED AMUSEMENT PRODUCERS
 George T. McCarthy, Chandler Hotel, 834 So. Main St.
 Los Angeles 14, California

NEW ENGLAND AMUSEMENT CO.
WANTS FOR 1950 SEASON
 Foreman for Merry-Go-Round, No. 5 Eli Wheel, Octopus, Chairplane, Train, Kiddie Autos and Kiddie Whip. Ride Superintendent, three Men to up and down Concessions and work P.C., Bingo Caller, Man and Wife for Ball Games. When writing state previous experience and salary expected. No wires or phone, please.
 All replies to
HARRY J. KAHN, Mgr.
 60 PARKSIDE ST. SPRINGFIELD, MASS.
 Can place Diggers and any other legitimate Concession. Committees in New England, have three weeks open. If you can use a Seven Ride Show, write us. We guarantee results.

VETERANS OF FOREIGN WARS SPRING FESTIVAL
HARTSVILLE, S. C., SATURDAY, MARCH 14TH, THROUGH SATURDAY, MARCH 18TH
 Bingo, Cook House, Diggers, Corn and Apples sold. Will book clean Concessions of all kinds. Want Side Show People Girls for Girl Show, Colored Performers, Help on our Seven Rides.
 All replies
MARION GREATER SHOWS
 Hartsville, S. C.

WANTED
HANKY PANKS—Will book non-conflicting concessions. \$75.00 pays first 5 weeks' privilege. First contact, first booked.
RIDES—Want to book No. 5 Eli Wheel. Opening last week in March.
HOWARD J. CLIFFORD
 11829 Darlington, West Los Angeles 24, Calif.

M. D. AMUSEMENT CO.
 Opening last week of April in Pennsylvania. Bona fide Street Fairs, Old Home Weeks, Celebrations.
 Concessions Wanted—one of a kind—Balloon Dart, Short or Long Range Gallery, String Game, Scales and Age, Cat or Milk Bottles, Photo, Pitch Till-You-Win, Merchandise Wheel, Jewelry, Basket Ball, Huckley Buck Custard. No flats or gypsies Shows—Will book Wild Life, Penny Arcade, Fun House, Snake Show, Hillbilly or any other Show with or without transportation. Ride Help—Can use Foremen for 1949 Allan Herschell Merry-Go-Round, #5 Eli Wheel. No drinking tolerated. Agents—George Leib wants Man for new 20x40 Bingo. Also Man for Duck Pond. Would like to hear from Dick Parrish. All replies to
MICHAEL (COLE) DEMBROSKY
 Write Susquehanna Blvd., West Hazleton, Pa. Phone: Hazleton, Pa., 6720 or 4651.

CAPITOL CITY SHOWS

10 RIDES ★ 8 SHOWS ★ 40 CONCESSIONS ★ SENSATIONAL HIGH ACT
SHOW OPENS MARCH 11 FOR 36-WEEK SEASON
CLOSE NOVEMBER 11TH
14 FAIRS STARTING JULY 10TH—ALSO STEARNS, KY., FOURTH OF JULY

WANT
CONCESSIONS—Photos and 10¢ Concessions of all kinds except Bingo, Custard, Pop Corn and Floss. Good opening for Age and Scales. Cookhouse that caters to show people. Earle A. Chapman wants Grind Store Agents.
SHOWS—Big Snake, Wild Life, and Monkey Show. Lee Houston, Buster Hayes, contact. John Starkey wants act to feature for Side Show. Don Marconni wants Girls for Revue. Flash Harris wants Girl Rider for Drome.
RIDES—Will book Tilt, Flyplane, Rock-o-Plane, or Looper. Mr. Fred Hollingsworth, contact. Can use Second Men on all Rides. All Ride Foremen with me last year, acknowledge this ad or report to winter quarters on East Main St. across from drive-in theatre on Highway 84 South.

All replies: J. L. KEEF, Gen. Del., Dothan, Ala.

Phone 43335

P.S.: Want Billposter with car who will put up paper.

L.B. "JUST A GOOD CLEAN SHOW" FAIRS CELEBRATIONS Lamb Shows

19 FAIRS 3 CELEBRATIONS 19 FAIRS 3 CELEBRATIONS
OPENING MARCH 27—CLOSE NOVEMBER 11
WANT

SHOWS: Monkey Show, Fun House or any Show not conflicting. MOTORDROME—Will give special proposition for Drome. CONCESSIONS: A few Honky Tonks still open. No Mitt Comps. RIDE HELP: Can use good sober Ride Help on all Rides, must drive semi. THOSE WHO WROTE BEFORE, WRITE AGAIN. SOME MAIL LOST WHILE TRANSFERING OFFICE. FOR SALE: Flying Scooter in A-1 condition.

WRITE: L. B. LAMB, MGR., BOX 4, WALVERN, ALA.

—12— RIDES, SHOWS **BOGLE & REESE SHOWS, INC.** —17— FAIRS

OPENING ARMA, KANSAS, SATURDAY, APRIL 8TH

FREE ACT EACH NITE — FREE BICYCLE EACH SATURDAY MATINEE

CONCESSIONS—Want Milk Bottles, Photo, Cork Gallery, Slum Spindle, Glass Pitch, Penny Pitch, Scales, Pea Pool, Beat Dealer, Ping Pong Balls, Country Store, Hoop-La, Hi Striker, Blower, Bumper, Long Range, Basket Ball, Post Office, Clothes Pin, Add Darts, Novelties. Especially want COOKHOUSE, METRO DERBY, Low Privilege. RIDES—Rolloplane, Tilt, Roll-a-Whirl or any Ride not conflicting. SHOWS—Will book any Show with own equipment and transportation for committee money only. Want Man to operate FUNHOUSE—Will book or buy Searchlight.

Wire or Write F. C. BOGLE, Box 67, Arma, Kansas

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

OPENING LAST OF MARCH AT ATHENS, ALA.

An excellent run of "First in" still dates. Join the show that has the spots. Can place Short Range, Jewelry, Novelties, Scales and Age, Custard, Pitch-Tilt-U-Win, Cork Gallery, Bumper, Cat Rack, Cork Bottle, String Game and Penny Pitch. Please contact Hamilla. SHOWS—Monkey, Snake, Fat, Mechanical, Motor Drome or Ten-in-One. Shows with own equipment and neatly framed, will give you an excellent proposition. George Usher, please contact. Can furnish top and banner for Girl Show. RIDE HELP—First Man on Wheel and Merry-Go-Round. Other useful Ride Help contact. Must be licensed drivers. We do not tolerate drinking or chasing.

All replies: John Portemont, Box #524, Athens, Alabama

F. M. SUTTON SR. Presents

GULF COAST SHOWS

Winter Quarters Now Open—Fairgrounds, Caruthersville, Mo., Plenty Room, Lights and Water.

Want to book Tilt, Chairplane, Octopus, or will buy Smith & Smith Chairplane and Tilt if price is right. NOTICE—Would like to hear from Ray who had Octopus with me when I closed. Would like to hear from Swede who worked for Louis Cutler on this show last summer. Can always place Ball Racks and Stock Concessions. Will sell "Ex" on Photos and Mitt Camp.

ADDRESS F. M. SUTTON SR., Fairgrounds, Caruthersville, Mo.

P.S.: Want Special Agent, must have car.

KARL W. BILL SHOWS

Opening early in May. ATTENTION, Fair Secretaries, Celebration Committees and Civic Sponsors, get in touch with us. We have the cleanest show in Northwestern New York.

WILL BOOK FOR 1950

RIDES—Can place one more Ride, Octopus, Flying Scooter, Caterpillar or Tilt-A-Whirl. SHOWS—Girl Show, Midget, Minstrel, Wild Life, Ten-in-One, Mo. or Drome, Fun House and Snake Show. CONCESSIONS—Long and Short Range Gallery, Mug Outfit, French Fries, Candy Floss or any legitimate Concessions. No Flat Stores or Gypsies. HELP—We can use good Ride Help. Experienced Semi Drivers preferred, also Concession Agents and Ball Game Workers for Office Owned Stores. Will buy 2 Used Kiddie Rides, must be in good condition and priced reasonable for cash.

WRITE OR WIRE TO KARL W. BILL SHOWS, WAYLAND, N. Y.

Karl W. Bill Emil (Sol) Solomon Floral M. Bill
Owner-Manager Gen. Mgr. Secy. & Treas.

WANT . . . LAST CALL . . . WANT

J. A. SPARKS SHOWS

OPENING MARCH 6, OZARK, ALA.

Due to disappointment can place flashy Bingo. Can place few more legitimate Concessions. Will sell exclusive on Diggers, Jewelry and French Fries. Good opportunity for Ball Games and Nail Joint. SHOWS—Can place Sideshow, Monkey Show, 5-in-1, Glass House, Motordrome and any Shows not conflicting with what we have. RIDES—Will book Spitfire, Rolloplane or any Ride not conflicting w'th what we have. Want Secretary who is familiar with all forms of taxes. Have for sale Long Range Gallery, cheap for cash. D. D. Hale wants Bucket Agents.

Contact J. A. SPARKS, Dothan, Ala., until March 2, then Ozark, Ala.

All people connected with this Show be in Ozark by March 2

WINTER QUARTERS

Johnny T. Tinsley

GREENVILLE, S. C., Feb. 25.—General Manager H. S. (Tommy) Thompson announces that this season, for the first time the shows will invade Alabama, and the long route of fairs contracted includes three annuals in that State.

Recent arrivals in quarters include Raymond Clayton and wife Charlotte, with their crew, in from Kansas City. Clayton immediately started work on his concessions. Harry Basil has booked his cookhouse and has his equipment in quarters. He advises from New York that he will join soon. Mr. and Mrs. Joseph Tuller, Tampa, will be back with their midway confectionery. Mr. and Mrs. Homer Guilmette write from their home in Boston that they will join again. Mack McCaslan is getting his concessions in shape. The Charley Mizzells have spent the winter here. Other personnel here includes Captain Fair, Shorty McCowan, Johnny Majors, Buddy Smith, Russell Law, Charles Johnson and Frank Connors. Ira Hunter advises that he will be on hand for the opening with his new Addison train.

Work in quarters is under the supervision of Superintendent C. M. (Red) Miller. Owner John T. Tinsley's building program calls for refurbishing all equipment and building many new outfits, including a Circus Side Show, Monkey Circus and a platform show.

William Bradley Smith (Aloa, the alligator boy) will manage the Side Show and advises from his home in Carey, N. C., that he has lined up some outstanding attractions. The Monkey Circus will be under the management of Capt. Charles Mizzell, who has been busy breaking stock all winter. Owner Tinsley recently purchased several monkeys from Cash Miller, making a total of 20 in the Monkey Circus. Naomi Hewitt and Pop again will have the Snake Show. This season they will change their show to feature a collection of large reptiles. Owner Tinsley purchased the snakes formerly owned by the late Clyde Howey, who was a member of this organization up until a few years ago. Everett Harris and the Motordrome crew advise from Birmingham that they will arrive soon. Red Miller has his mechanical battlefield all ready to go. The Funhouse is being rebuilt and new features added.

Mr. Tinsley recently presented his wife with a new Spartanette house trailer, which has been the headquarters for the Coffee Pot Club. Mr. and Mrs. Tinsley and Tommy Thompson spent several days in Florida recently visiting the Tampa Fair and renewing old acquaintances. Sick list at this writing includes Nan Edger and the entire Thompson family, Kate Tommy and Myra Ann.—H. SAWYER.

Turner Bros.

SPRINGFIELD, Tenn., Feb. 25.—Manager W. E. Page and Mrs. Page are back after a Florida vacation. They attended the Florida State Fair, Tampa Accompanied by Mr. and Mrs. David J. Huls, owners of Bee's Old Reliable Shows, the Pages also visited Key West and the East Coast of Florida.

John Grose is supervising work in quarters and says the show will be all set for its April 8 opening. V. L. Colliers, business manager, is expected here from his Tampa home.

Karl W. Bill

WAYLAND N. Y., Feb. 25.—Emil (Sol) Solomon, formerly with Manhattan Amusements in New York City, has been appointed general manager. A number of new concessions are being built at quarters here. Org has bought three new semi-trailers and a new Ferris Wheel and will add several kiddie rides. Show has added four new light towers.

James H. Drew

SHELBY, N. C., Feb. 25.—All trucks and trailers are being painted and decorated. The new entrance arch has been completed, and two light towers have been received. B. Dover is building three new concessions in quarters here. Org again will tour West Virginia, Ohio, Indiana and Illinois and a Southern route in the fall. Owner-manager J. H. Drew Jr. and family have returned here from their homes in Georgia. Folks were sorry to learn of death of A. B. (Pete) Jones. Drew's brother, Harvey and his wife and daughter were recent visitors.

Drew states that the show's route has been booked with the exception of three weeks in October, which he expects to contract very shortly. Fairs and celebrations inked include Brownstown, Ill., and Covington, Ind. Org is skedded to open the middle of April in North Carolina, moving into West Virginia for five weeks. Celebrations and fairs begin May 22. Show will carry 8 rides, 5 shows and 30 concessions. A crew of six is at quarters, building, painting and overhauling rides and rolling stock. A new front arch has been completed, as has a new transformer truck body. Three new tractors and trailers are being delivered. Recent visitors included Harold (Hap) Linquist and the writer, Dave Friedman.

Nelson's

BEMIDJI, Minn., Feb. 25.—Work in quarters is progressing, with rides and trucks getting repairs and painting for the season opening here May 16. Show will play fairs and celebrations in Minnesota, the Dakotas and Montana. It is set for Plentywood, Mont., July 2-4.

A new Eli Bridge Company Ferris Wheel is to be delivered April 15 by Ray Brown, second man. The show will go out with 6 rides, 3 shows, 25 concessions, mobile sound truck and a Chippewa Indian group from Red Lake Reservation. Mrs. Archie Nelson wife of the owner, has signed agents for her concessions, which will include candy floss and popcorn. Joe Froeming reported from Sarasota, Fla., that he will join concessions on opening day. Alex Mitchell and Madam Ramona also said they will join with concessions.—DELANO NELSON.

Volunteer

SPRINGFIELD, Tenn., Feb. 25.—Rides and equipment are being repaired and painted for the mid-April opening. Org will carry six rides and two shows and play Tennessee, Kentucky and Louisiana.

Mrs. Glenn Hockett recently purchased a kiddie Auto Ride and a popcorn trailer. Manager Glenn Hockett bought a new truck for the light department from the Harrison Motor Company, Russellville, Ky., for April delivery.

John McKee

FISK, Mo., Feb. 25.—Quarters work is in full swing. All trucks have been overhauled, as have the rides and cookhouse. Mr. and Mrs. Sam B. Wells and daughter report they will leave Brownsville, Tex., soon for quarters.

Walter Marco and Mr. and Mrs. Beans Wilson visited quarters over the week-end.

NOTICE!

In my ad on Page 70 of the Feb. 11 issue the Roll-a-Whirl Ride offered for sale was described as the result of a typographical error as a 1949 model. This should have been 1948. Ad appeared again on Page 75 of the Feb. 25 issue, describing the ride as a 1948 model, which is correct.

D. REX BARNES

6506 Florida Ave. TAMPA 4, FLA.

B. & C. Expo

HEMLOCK, N. Y., Feb. 25.—Owner Myron N. Colgrove returned February 11 from the fair meeting in Albany, N. Y., with contracts to provide midways at fairs in Rochester, Vernon, Hemlock, Brookfield and Trumansburg, N. Y. Shows open in April and will play New York and Pennsylvania.

General Agent William (Bill) Lewis returned recently from a booking trip. In addition to Colegrove and Lewis, roster includes Hilda Colegrove, secretary-treasurer; Harold Master, office manager; C. Briggs, billposter; Ray Sandford, ride foreman; Ralph Wright, electrician; C. Owen Jr., lot superintendent; Bert Williams, front gate and light towers; and the writer, who is *The Billboard* sales agent and in charge of the mail.

New light towers are under construction and the new Girl Show front is expected to be ready in time for opening. A new trailer is being remodeled and will be used as the office wagon, with Forest Simmons in charge of operations.

Gerald Barker reports that the new cookhouse is ready. Barker also will have his French fries and lead gallery. Boxall's bingo is booked, with Mrs. John Lowe as manager. Other concessionaires include Sanford's cat rack; Darryl Garrett, pitch-til-you-win and duck pond; James Toddie, darts; Marty Reno, three stands; F. Simmons and Mrs. C. Briggs. O. J. Bach again will have one of his units of three kiddie rides with the org.

Org again will use merchants tickets one night each week. Recent visitors included Mr. and Mrs. Walter (Wingy) Schaffer, Mr. and Mrs. Tom Hector, Tony Santello, Albert Boxall, Mr. and Mrs. Lowe, Mr. and Mrs. Ken Darling.—V. SANDFORD.

Ontario

OSWEGO, N. Y., Feb. 25.—Local quarters are active, with Owner Idella H. Morley directing refurbishing and overhauling work. Recent arrivals include Chuck Kehoe, who has signed as legal adjuster and secretary.

Harold (Spike) Morley, advance agent, is on a booking tour. Curley Morley left quarters for his home in Greenville, S. C., to arrange for transportation of some of his equipment to Oswego. A kiddie Ferris Wheel has been added to shows' four other rides.—CHARLES D. KEHOE.

LONE STAR SHOWS

Opening Macon, Ga., March 17. State Market Lot.

Want Ride Help on Wheel, Jenny, Tilt, Rolloplane, Chairplane, Speedway and Whip. Semi drivers given preference. Shows—Side Show that was with us, contact; Girl Show with own equipment. Lucky, contact. Want Motor Drome and any Show of merit. Concessions—Want Stock Concessions, Age and Weight, Jewelry, Custard, Cork and Lead Galleries, Fish Pond, Hoop-La, Glass Pitch, Red Neck, let me know something. Buckets and Novelties open. Can use Bingo Help on office Bingo. All replies to

J. R. McSPADEN

533 W. 14th St. Bradenton, Fla.

ADVANCE MAN WANTED

For Iowa and Northern Illinois. Car necessary. (7) Seven-Ride Truck Show. State all in first letter. Also RIDE HELP—ALL RIDES and Electrician. All replies to

G. SHERBURNE, Mgr.

2129 Cass Ave. St. Louis, Mo.

ROYAL MIDWEST SHOWS

Now booking for March 25 opening: Stock Concessions, Mitt Camp, Auto Ride, Shows. Nick and Doris, come on—Buddy Braden, contact.

ROXIE HARRIS

GEN. DEL. WINTERQUARTERS GRENADA, MISS.

NOW BOOKING

For opening about May 10. Can use all legitimate Stock Concessions and Ride Help. For Sale, cheap, newly rebuilt: Whip and newly rebuilt Caterpillar.

RAINES AMUSEMENT CO.

Phone: 274 A. E. RAINES Mena, Ark.

Interstate

JACKSONVILLE, Fla., Feb. 25.—Work is progressing in winter quarters, preparatory to opening in Jacksonville March 15. Paint is being applied to all equipment, and rolling stock and rides are being overhauled. New fronts for the shows are under construction. A more adequate lighting system is assured with the purchase of new light towers.

Shows hold contracts for Gibson County Fair, Trenton, Tenn.; Tipton County Fair, Covington, Tenn.; Hardeman County Fair, Bolivar, Tenn.; Limestone County Fair, Athens, Ala.; Dale County Fair, Ozark, Ala.; Eufaula Fair, Eufaula, Ala.; Sumter County Fair, Americus, Ga.; Emanuel County Fair, Swainsboro, Ga.; Miami County Fair, Converse, Ind.; Owen County Fair, Spencer, Ind., and Montpelier Fair, Montpelier, Ind., with five more pending.—H. B. ROSEN.

Clifford's United

LOS ANGELES, Feb. 25.—Ed Beebe, general agent, states that show will have practically the same personnel as last season. There will be additional concessions, a new Merry-Go-Round, Otto Phitcomb and his Spitfire and Gilbertson's Wild Animal Show; a new "hot wagon" with two new transformers of 75-kw each and five light towers. Season will start around this city and show will be on road 36 weeks. Org again will be under direction of Howard J. Clifford.—MRS. ED BEEBE.

Bell Form

BRISTOL, Conn., Feb. 25.—Shows are being readied for the 1950 tour which will take them thru Connecticut, Massachusetts, Rhode Island, Vermont and Maine. From the last-named State, org will head for Canada.

Current plans call for 8 rides, 4 shows and about 35 concessions. Bingo and Girl Show will be operated by Paul and Kay Ollis.—MICHAEL FORMAGIANI.

From the Lots

Bohn & Sons United

ALVIN, Tex., Feb. 25.—Short jump from Galveston, Tex., quarters was made in good time. Warm weather for the Monday (20) opening night brought out a fair crowd of people who were in a spending mood. Owner Bohn received compliments on the new panel front and Diesel plant.

Staff: Carl Bohn, owner-general manager; Mrs. Carl Bohn, secretary-treasurer; Bob Sickels, general agent; Brownie Bishop, legal adjuster; Blackie Murray, lot man and electrician, and Kenneth Kirby, mechanic.

Rides: Merry-Go-Round, Nelson Baird, foreman; Ferris Wheel, George Wilson, foreman; Merry Mix-Up, Harry Smith, foreman; Kiddie Aeroplanes, Donald Lawrence, foreman, and Tiny Town Trolley, Mrs. Wendell Pierce, owner, assisted by Jack Graham.

Concessions: Short range gallery, Wendell Pierce, with John Cain, agent; milk bottles, Mrs. Kenneth Kirby; pan game, Mrs. James Casey; high striker, Bob Ware; penny pitch, Eddie Holder; hit and miss, Buck Buler; cookhouse, Dick Siemann; cork gallery, Richard Diggs; diggers, Mr. and Mrs. Frank Hopper; cotton candy, Mr. and Mrs. Fields; whiskey bottles, Frank Robinson; fish pond, Kenneth Hinds; country store, Mrs. L. Moran; bingo, Mr. and Mrs. L. E. Martin; glass pitch, May Murray; pet shop, Larry Woods and Cecil Allen; radio store, Charles Bailey, with Sam Epple, Gordon Curley and H. F. Hare, agents; clothes pins, Charles Bailey, with James Casey, agent; Western saddles, James Moran and O. J. Smith; stuffed toys, Sam and Pete Lamb and Billy Allen; novelty store, Pea Ball Slim and Bill Trotter. The writer is handling *The Billboard* and mail.—BLACKIE MURRAY.

FOLK'S CELEBRATIONS SHOWS

OPENING CARLSBAD, NEW MEXICO, MARCH 15

WANT CONCESSIONS—Will sell X on Novelties; Cigarette, Pitch, Derby, Age and Weight, Frozen Custard, Jewelry, Penny Arcade.

Can place Ball Games, String Games, Bowling Alley, Hoopla, Long Range Gallery, Short Range Gallery, Country Store, Pitch-Till-U-Win, Cork Gallery, Huckley Buck, Coke Bottles, Bumper, Watchla, Knife Rack, Cane Rack and other legitimate concessions. Can place straight Merchandise Wheels. RIDES—Pretzel, Little Dipper, Miniature Train.

SHOWS—Can place Monkey Show, Glass House, Miniature Show, Wild Life, Motordrome.

RIDE HELP—Capable Foreman and Second Men. Write or wire. General Delivery, Carlsbad, New Mexico.

AMERICAN BAZAAR AND EQUIPMENT COMPANY

Opening Buffalo, N. Y., May 1

WANTED—HELP . . . HELP . . . HELP . . . HELP—WANTED

Ride Help—Foreman and Second Man for Ferris Wheel. Foreman and Second Man for set of three Kiddie Rides. Includes Train, Kiddie Auto, Kiddie Airplane. Foreman and Second Man for Fly-o-Plane.

Concession Help—Men and Women for Hanky Panks, Ball Game, Huckly Buck, Fish Pond, Darts, Pitch-Till-U-Win, Hoop-La, Slum Alley (only one of a kind).

Bingo Caller—Man with enough experience to work on salary and percentage of gross to be held in trust as a bonus.

Photo Gallery—Man and Wife preferred who know Photography. Gallery is mounted in 20' trailer.

Custard Help—Man who knows Custard.

Grab Joint—Man and Wife who are interested.

Popcorn Help—Man and Wife who know the business

Percentage Help—(Men) must put up and tear down all P.C. together.

General Help—Men to put up and tear down joints on Monday and Saturday for salary and to work in Hanky Panks and Percentage Joints during the week on percentage basis. (No drunks tolerated.)

Show Electrician—Man who is sober and reliable and knows about General Motors Diesel Light Plant. Plant, wire and boxes all new. Have only Rides and Concessions to take care of. Roy Chilson?

For Sale—Five 18' Fiat Stores, complete with stock and ready to open. Flameproof green canvas, 30 weeks old, Anchor made. Includes Skillo, Alley, Roll Down, Razzle and Wheel. Everything perfect and stocked and ready to open. A real saving to you if interested. (Must act fast and pick up at park.)

Want To Buy—Merry-Go-Round (two abreast), in good condition.

Want To Buy—Organ, in good condition. (Suitable for Kiddie Rides.)

Want To Buy—Three Downing Light Towers.

All interested parties contact at once at Winter Quarters, George H. Harms.

Ride Men, contact Ben Paul. All letters addressed as follows:

AMERICAN BAZAAR AND EQUIPMENT CO., Lake Side Park, Barnesville, Pa.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

OPENING APRIL 1, LAKE CHARLES, LA.

Want legitimate Concessions—Photos, Mitt Camp, Hi-Striker, Scales, Age, Diggers, Jewelry, Glass Pitch, Hoop-La. SHOWS with own outfits—Illusion, Monkey Show, Fat Show, Crime Show, Mechanical City. RIDE HELP—Want Foremen for Merry-Go-Round, Tilt-a-Whirl, Second Men on all Rides—Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Help for Bingo, Cook House, Popcorn. We have seven Louisiana and Mississippi Fairs and good line of proven Still Dates.

All replies ED GROVES, Route 1, Box 84B, Lake Charles, La.

WILL LEASE, SELL OR WORK AS PARTNERS

for someone with organized show. White or Black Minstrel, Musical Comedy, Dramatic, Hillbilly or Medicine Show. I have complete Tented Theater, 55x145-foot deluxe Top, Flame and Water Proof. 24x36 Stage, Scenery, Lights, Marquee, everything, including Trucks.

All reply in detail to

JOHNNY STEVENS

Apt. 14, 542 Flagler St.

Miami, Florida.

LAWRENCE GREATER SHOWS

WANT FOR STRONG ROUTE OF FAIRS

CONCESSIONS—Need Ball Games, Photo Studio, Hanky Panks of all kinds. ON ACCOUNT OF DISAPPOINTMENT CAN USE SIDE SHOW, UNBORN AND SNAKE SHOW. ALSO WILD LIFE AND ARCADE. RIDE HELP—Foremen for Caterpillar, Ridee-O, Twin Ferris Wheels and Rolloplane. Also want Front Gate, Canvas and Tower Men. Need all kinds of Help in Quarters, especially Carpenters and Builders, come on. (Charles Blakley and Clark, get in touch with McGee.) AGENTS—Want Agents for Hanky Panks, Ball Game, Balloon Darts and Cotton Candy. Useful Help, come on; Quarters open.

LAWRENCE GREATER SHOWS

Winter Quarter: Spence Field, Moultrie, Ga.

HARRISON GREATER SHOWS

LAST CALL LAST CALL LAST CALL

Show opens March 4 thru 11, two Saturdays, Newberry, S. C. All people contracted with this Show report not later than March 1.

Want Concessions of all kinds. Want Diggers, French Fries, Popcorn, Candy Apples, Custard, Ball Games, Fish Pond, Penny Pitch, Shooting Gallery, Pitch, Novelties, Age and Scale, Photo, Beat Dealer, Pea Pool, Over and Under, Rat Game, Rolloplane, Razzle and Skillo. Will sell exclusive on two Mitt Camps. Good opening for Motordrome, Penny Arcade, Wild Life, Snake Show or any worthwhile Show not conflicting. Peggy McDonner needs Girls, experienced or not experienced, for Girl Show. Dec, contact. Have complete outfit for Side Show for right party with acts. Zadu, get in touch at once. Last call. All Ride Men come on, no time to write; wire

Frank Harrison, Mgr.; Jack Lance, Bus. Mgr.; Newberry, S. C.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Feb. 25.—Past President Fred H. Kressmann, back after a long absence, was in the chair at the Thursday (23) meeting. Assisting him were Walter F. Driver, treasurer, and Joe Streibich, secretary.

Ned Torti, en route home from Florida, reported on the final results of the 1949 ways and means committee drive and the funds were transferred to the Showmen's Aid account.

Recently discharged from the hospital were Pete Andrich, David (Foxy) Golden and Bob MacDowell. Still confined are Ralph Wibberly, Jack Benjamin, W. C. Deneke, William O. Perrot and William E. Saunders.

A large number of the members said they planned to attend the Polack Bros.' Circus here March 5 as the guests of Louis Stern.

Deaths of George Bischoff and Pete Murray were announced.

Irving Malitz and Bob Seerv returned from Florida. Petey Pivor left for Hot Springs. Bob Parker was expected in Chicago.

Secretary Joe Streibich announced that quite a bit of mail is being returned due to incorrect addresses and urged members to send their correct mail address.

Ladies' Auxiliary

Mrs. H. T. Belden was hostess at the recent social. Award winners were Margarite Shapiro, Mae Taylor and Isabel Brantman.

In celebration of the auxiliaries' 32d anniversary a turkey dinner was served in the clubrooms. The turkey was donated by Louise Donohue. President Margaret Filograsso was presented with a corsage made of dollar bills and silver coins by Mae Taylor.

It was announced that Ora Miller, a past president, died February 21 and was buried in Showmen's Rest.

Margaret Hock and daughter, Evelyn, are planning a Hot Springs vacation. Mrs. Lou Keller is in Hot Springs and Viola Blake in Florida.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 25.—Wednesday night's (22) meeting drew well despite inclement weather. President Jack Perry planned in from Miami to conduct the governors and general assembly meetings. Other officers in attendance were Third Vice-President Joseph A. McKee and Secretary Phil Isser. Chaplain Fred C. Murray and Counselor Max Hofmann were unable to attend because of illness. Plans for a fund-raising drive for a new clubhouse were outlined by President Perry.

Date of the barn dance, originally set for March 18, has been changed to Saturday, March 11, so it will not conflict with an affair which the Ladies' Auxiliary is staging March 18. Tickets are \$1 per person.

Fred Perkins has been discharged from a local hospital and is recuperating at his mother's home in Somerville, Mass. Herman Robinson and John Nichols are at their homes recovering from recent illnesses. Jack Lichter advises he is feeling better, and Harry Mirsky is slowly improving after a long siege of illness. Irving Dym's application for membership, sponsored by Dan Thaler, will be acted upon at the next eligibility committee meeting.

Letters were received from William J. Bloch, William Carsky, Raymond E. Oviatt and Howard Y. Bary. Recent visitors included Jack Rubin, Gerald Snellens, Sam Peterson, Herman Malek, Morris Batalisky, David White, Frank Schillizi, Max Tonkin, Morris Spikove, Max Gruberg, David Brown, Harry Nelson, Moe Mager, Harry Baum, Frank Capell, L. James Quinn, Joseph Amico, Arthur Campfield and William Dieckmann.

CLUB ACTIVITIES

Show Folks of America

1191 Market St., San Francisco

SAN FRANCISCO, Feb. 25.—Regular meeting Monday (13) was called to order by President Mike Krekos. Past President Sammy Corenson filled in in the absence of Third Vice-President Art Craner.

Corresponding Secretary Albert Roche read letters he had written to Senators Sheridan Downey and William Knowland, also to Congressmen Franck R. Havenner and John Shelly, asking their aid in the repeal of the amusement excise tax. A letter was received from Harry E. Leslie, vacationing in Honolulu. Thank-you letters were sent to Mrs. Jessie Silver and Marcia Easton for the entertainment they provided for Show Folks.

Membership applications from Ivana Hall, John Martin and Edward Stern were approved by the board of directors. Fred Weidmann, assisted by Harry G. Seber, inducted Harry Schwartz, Ginger Rae, Antonio B. Ortega and John Martin into the chapter.

Fred Weidmann, vice-chairman of the Hi-Jinks committee reported that ticket sales for the show, which will be presented in the clubrooms March 8, are progressing okay. Council Raiford, chairman of the house committee, indicated a healthy surplus in the refreshment fund from the Pot of Gold, thanks to the good management of Co-Chairman Harry Seber. Marie Burke, chairman of the entertainment committee for Hi-Jinks, is corraling top performers for the event.

From the sick and relief committee, Mrs. Jean Boehn noted that Al Lindenberg has been discharged from the hospital and has returned home. Harry How, former financial secretary, is at Hassler's Health Home, Redwood City, Calif., and Dr. Mannheim reported that Jeanette Young is ill.

President Mike Krekos presented the following member and guests: Moe Eisenman, George Dashkowitz, Tom Magri, Fred Cockrell, O. H. Mattley, Jackie Schwartz, John Marlev, Elizabeth McCarron, Dan Dix, Dr. Nathan A. Israel, Irene Liberry, Lois Lopez and Mr. and Mrs. Eddie Ritro.

Mrs. Cecil Slocum won \$25 in the Pot of Gold drawing, with the remainder of the Pot going into the refreshment fund.

Meeting adjourned, followed by the ladies' bingo game. — EDNA RAIFORD.

Regular Associated Trainers

106 E. Washington, Los Angeles

LOS ANGELES, Feb. 25.—Lucille King, club founder, is home from the hospital but must remain in bed at least two months. Zoe Wick is taking care of her for the present.

The club was saddened by the recent death of Herb Sucher, a charter member of the club. He died of a heart attack. Spot Ragland attended the meeting after a year's illness.

Ethel Krug, chairman of the bazaar, is doing fine in getting donations. Sis Dyer, chairman of the membership drive, anticipates winning one of the prizes for bringing in the most members this year. A check for \$100 was sent to the Show Folks of America of San Francisco to wish them well on their projects for the coming year, which include a building of their own. As Lucille King, house chairman, is ill, different members are preparing the refreshments each week. So far Fred and Helen Smith, Nancy Meyer, Joe and Ethel Krug, Sunshine Jackson and Peggy Butler, Fay Curran and Ernest Barickman, with the help of the committee, Rose Fitzgerald, Eve Scott, Florence Lusby, Harold Robideau, Jimmy Dunn and Emiley Bailey have prepared the refreshments. Larry Nathan furnished cakes and cookies. — HELEN SMITH.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, Feb. 25.—An estimated turnout of 1,500 attended the second annual picnic Sunday (19) at Cranndon Park here, with the newspapers devoting considerable space to the event.

Greater Tampa Showmen's Association was well represented in addition to their men's and women's softball teams. The ball players made an appearance on a local television show.

In the softball games between the two organizations, the Tampa auxiliary emerged as victors in their five-inning contest, while the Miami men's team won their seven-inning game.

Eddie Edwards was chairman of the picnic committee.

Ladies' Auxiliary

Regular meeting was held Monday (13) with President Martha Weiss presiding. Also on the rostrum were Ruth Schreiber, third vice-president; Lois Hanson, treasurer, and Alberta Mack, secretary. Second Vice-President Mae Levine was ill at home.

It was a well-attended meeting, and a buffet luncheon was served after the meeting.

Relief committee reported Francis Desser hospitalized. A Dessert Card Party was given by the board of directors February 16 at the clubrooms, as a benefit for the ball team.

Germaine Ciaburri has returned from a visit to France. Mrs. Hattie Wagner and Mrs. Shirley Levy were welcomed to their first meeting of the season.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 25.—February 16 meeting was presided over by Past President John Francis, with Secretary Euby Cobb and Leo Lang assisting. George F. Dowling, police chief of East St. Louis, Ill., was a guest of the club and was presented with an honorary life membership.

Francis T. Schulte, sponsored by John Francis and Euby Cobb, was elected to membership. Bill Jacobs is in City Hospital undergoing surgery. Fred Zchille is showing much improvement at Bethesda Hospital. On hand after long absences were Ed Mahoney, Orville Specht, Al Prosper, Pete Brophy and Red Glass. A party was given in the clubrooms for John Sweeney, who was presented with a life membership card and six boxes of cigars. He is a charter member. Guests included Mr. and Mrs. Dee Lang, Mr. and Mrs. George Regan, Dave Kiefer, J. P. Murphy, Minne Quillen, Tom Cowan, Sally Prevost, Mr. and Mrs. Charles Chaney, Red Kelley, Walter Payne and Euby Cobb.

Michigan Showmen's Association

3153 Case Ave., Detroit

DETROIT, Feb. 25.—Highlight of the February 20 meeting was the discussion, led by President Robert Morrison, of plans to use the meeting hall for bingo and other revenue-raising activities. It was decided to table plans until later in the year. Also on the rostrum were Vice-President Fred Silber, Treasurer Louis Rosenthal and Chaplain Edward Ford.

Auxiliary members are pushing plans for their annual St. Patrick Party, March 18, when they expect many members to be back in town from the South.

Membership committee, Roscoe T. Wade, chairman, will hold its first meeting February 27 to discuss the year's activities. Its membership consists of Harry Ross, Charles Bennett, Jacob Kotzen, James P. Sullivan, Sam Goldstein, Al Wagner, W. G. Wade, Cameron Murray, Irving Rubin, Edward Horwitz, J. W. Conklin, Glen Hockett, I. Cetlin, Harold Paddock and Ray Williams.

Greater Tampa Showmen's Association

Tampa, Fla.

TAMPA, Feb. 25.—Several members have taken to the road. A large contingent motored to Miami over the week-end to participate in the Miami Showmen's Association picnic and sports events. The men's club lost in its softball game, but the ladies' auxiliary evened up the score by trimming the Miami auxiliary.

Many members attended the funeral of Clyde Howey, a charter member of the club, February 15. Jack Finch is ill at his Fort Lauderdale, Fla., home.

Membership campaign is going well. These new members signed up recently: Andrew McGee, Ed Strassburg, Thad Work, Pat Purcell, Sam J. Levy, Roy Harper, M. Thompson, Elmo Tudor, Clare G. Meyer, Joe A. Giacherio, Fred Lambert, Marshall Johnson, Joe L. Strayhorn, William J. Wendler, James N. Morgan, W. G. Wade, Floyd E. Gooding, Murray Goldberg, Fred A. Miller, Fred Silber, Fred Howard, Teddy McKinney, J. Lee Cuddy, Charles W. Owen, James E. Austin and Harry J. Frost.

Ladies' Auxiliary

The Tampa softball team came out on top by a score of 5 to 1 in their game against the Miami auxiliary in Miami Sunday (19). Line-up for Tampa: Irene Hicks, center field; Martha Sutrain, catcher; Vickey Sanfertello, first base; Shirley D'Pauw, shortstop; Doris Haas, second base; Bea Harkey, third base; Evelyn Klieder, short field; Esther Young, left field; Lois Sedlmayr, right field, and Nell King, pitcher. Utility players included Charlie Santilone, Ann Jones, Lola K. (Billy) Hunter, Ruth Winters, Gertie Weiss and Elsie Owens.

Nell King hurled a no-hit game and contributed to her own cause with a double, driving in one run. Vicky Sanfertello drove the first run across the plate, scored by Irene Hicks. Bill Hicks was coach and manager.

A box lunch social was held Wednesday (22) with a large turnout. Lois Sedlmayr entertained with a piano solo.

Mrs. C. J. Sedlmayr Jr. presided at the regular business meeting February 15. Grace Fillingham, secretary, read a letter from the Miami Showmen's Auxiliary which informed us that the challenge we had sent them to play soft ball February 19 in Miami had been accepted. A letter of thanks from the chairman of the Spree-for-All-Show, March of Dimes event, was read. Also a letter of congratulations from the Hot Springs Auxiliary. Two amendments to the by-laws were read.

Geraldine Gaughn thanked Rose Bevins, Mickey Wenzick, Mickey O'Riely, Poll Pelac, Kitty Sutton, Ella Stoffel and Gladys Brod, who served as official greeters during the fair.

Chairman Betty Hartwick, who is ill, sent in a request that Dolly Wise, co-chairman, take over her duties for two weeks. Junie Boyles, ways and means chairman, sent in a report on the success of the bazaar.

Plans were formulated to add a lending library to the club. All members who have books they no longer want are requested to bring them to the club. — MARIE W. CAUGHEY.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 25.—Thursday (16) meeting attracted one of the largest crowds of the season. It was turned into a social, with bingo the main diversion. Mrs. George Dowling, East St. Louis, Ill., visited.

Correspondence was read from Mary and Madaline Ragan, Lenora Cydnia, Ida McCoy, Tillie Karl and Estella Regan donated the door prize awarded at the St. Valentine party. Vera Schantz and Ida McCoy attended the Mardi Gras in New Orleans.

When the men's club meeting adjourned, members were treated to a buffet lunch provided by Estella Regan and Clara Campbell.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 25.—Regular meeting was called to order by President L. K. Carter presiding, with Secretary Al C. Wilson and Treasurer George Carpenter on rostrum. Club has prospects of securing its own home and a committee, headed by E. Harold Elliott, is working on the project.

Brother Frank Morey passed away February 16. Funeral services were held February 20 at the Freeman Chapel. Interment in Showmen's Rest, Memorial Park Cemetery. Brother George Howk has been confined to his home for the past week suffering from a bad attack of the flu.

The annual pot luck dinner will be held in the dining room at the club March 17. The secretary has a number of 1950 membership cards which have not been picked up.

Ladies' Auxiliary

Meeting was called to order February 18 by President Nellie Weber, naming Leola Campbell as warder. Thirty members were present. Mother Parker, Ruby Velare and Ruth Martone's sister were reported ill. Donation has been sent to the Red Cross drive. Anniversary dinner will be held at the Coates House. New members are Irene Allen and Blanche Christian. Door prize, donated by Edna Prey, was won by Ruth Rand.

Cargans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Feb. 25.—President Mae Oakes presided at the meeting, assisted by the complete slate of officers, Bessie Mossman, first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer. Chaplain Edith Streibich gave the invocation.

New gold cards will be made to replace life membership cards and 100 badges have been ordered by Bessie Mossman.

Ann Sleyster, chairman of the ways and means committee, announced the annual spring benefit party will be held Saturday evening, April 1, in the Hotel Sherman. President Oakes gave a donation toward prizes and Edna Stenson donated 10 prizes.

Edith Streibich, chairman of the revision committee, reported on the by-laws. Wanda Derpa attended her first meeting. Club purchased five boxes of greeting cards from Billie Billiken. Jeanette Wall and husband announced they were driving to Florida. Sympathy was extended to Cleora Helmer on the death of her mother. It was announced the Valentine party given for Orpha Shepard by Jeanette Wall, Edith Streibich and Helen Wettour was a success. Lillian Lawrence and Josephine Glickman were named to handle the next social, with Claire Sopenar and Veronica Potenza as hostesses at the following affair.

Date Festival Notes

INDIO, Calif., Feb. 25.—Si Otis and his mule, Abner, appeared at Riverside County Fair and National Date Festival here under auspices of Golden State Dairies. Harry Golub and Al (Moxie) Miller handled the Golden State booth for promotion and sale of ice cream. . . . Joe Krug, with his eating stand on the Ferris Greater Shows midway, moved from here to California Mid-Winter Fair. Impertal for nine days. . . . Johnny Houghtaling has the novelties on the Ferris midway. . . . Kenneth Draucker is presenting his Monkey-drome on the Ferris midway.

Clyde Gooding takes his Kawaba to the California Shows until the middle of May and then heads for Utah to again be with the Monte Young Shows. He will join the show about June 1. . . . Olivia Freedman,

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Hooten Horn, Ga., February 25, 1950.

Dear Editor:

After much research work we have found no records to identify the person who said: "Anybody can take one out, but who'll bring it in?" Some say the words were first uttered by a male mitt reader who was giving up his life's blood and shortening his days on earth by gazing into a crystal for 60 hours to find the future of midways. The glass ball refused to give up the secret. The reader blew his top and raved: "Who'll bring it in?" Others say that a female boss canvasman, Bale Ring Annie, coined the famous phrase, but never stayed on a midway long enough to learn the answer. Whoever it was wasn't a genius—he or she lived it, which brings up the famous saying, "With it and for it," down to the last hamburger.

In 1916 the Great Backwoods Travelog Shows were organized with equipment listed as 500 letterheads. Its manager heard the famous words and almost blew his top over the question "Who'll bring it in?" Luckily for him, a fire of undetermined origin—even tho he accused his wife of arson because she wouldn't hock her hoop—destroyed a suitcase and its contents, the 500 letterheads, on which he carried no insurance, and wiped out his show holdings. It was an unforeseen break. He beat the rap and didn't have to worry about the question. That same year the Streak o' Lean Shows came in but couldn't go out, throwing the question in reverse.

During the fall of 1931 the Up & Down Awning Shows were cuffing their way to quarters in the grapes of wrath district. Unauthorized by the shows' management, a light company cut them off at 6 p.m. on Saturday. The help rushed the Merry-Go-Round to the office where one of the ride boys cranked out Auld Lang Syne. Before the strains of the last note died a twister picked up the midway and deposited it in its home town. It proved that wind is mightier than the cuff. May I add that the shows were richer by a Ferris Wheel and a Chairplane that the twister picked up while passing over a park. The sale of the newly acquired rides put the shows out on a winter tour, which again left the question unanswered. In 1933 when some managers were waiting for angels to carry their canes, the Hoof & Mouth Shows, playing along the banks of the Red River in Texas under the slogan, "If it ain't red, we'll make it red," had hoofed and mouthed its way thru until it ran out of shoe leather and conversation. A cattleman angled his way in by buying the midway and advanced money to all show and ride operators so they could get to the next spot. Upon arrival there he found that he was the owner of a master switchbox, a gate arch and 600 feet of cable, which proves it will always be brought in even to the tune of Home on the Range.

My advice to a beginner—this is from a guy who never took one out or brought one in—is to name his midway the Who'll Bring It In Shows. To dodge the worry load, promise

back from a month's stay in Texas, joined her husband, Alex, here. He had the exclusive on novelties on the fair midway. . . . Lyle Cook had the ice cream concession on the independent midway.

George Wright, of Fritter Chef, transported his machine to Imperial from here. Larson Bros., San Jose, has signed the Fritter Chef for fairs. Wright, who developed the equipment, is handling a couple of spots for them. . . . William E. Baker moved the Hitler automobile from here to Imperial and plans other California dates. . . . Harry Flax, Hum-a-Tune man, did good business.

every show and ride operator and all your help hefty bonuses when the shows come back in. That'll make 'em scuffle to get it back. Then if there are not profits from the tour, don't beat them for their bits—cut them in on the loss. Don't bank the game—pretend your fading.



Coming Events

ALABAMA

Montgomery—Pat Stock Show, March 20-22. Glenn T. Stebbins, Box 1386.

ARIZONA

Phoenix—Phoenix Rodeo, March 24-26. Tucson—Livestock Show, March 24-26.

CALIFORNIA

Oakland—Oakland Home Show, March 11-19. Ira W. Curry.

COLORADO

Denver—Denver Gift Show, March 5-8. Mildred M. Dalton.

CONNECTICUT

Hartford—Flower Show, March 16-21. Richard Henderson, care Hartford Times. Willimantic—Poultry Show, March 3-5. Dan D. Cavanaugh, North Windham, Conn.

FLORIDA

Bradenton—DeSoto Celebration, March 23-25. William Dumas, 428 12th St. Dania—Tomato Day Festival, March 9. Paul E. Turner. Miami—Miami Home Show, March 19-26. C. H. Brooks, 252 N. E. 54th St. Saint Petersburg—Festival of States, March 12-18. Paul Downs, Chamber of Commerce. Tampa—Tampa Horse Show, March 3-5. Virginia Robinson, Box 10244.

GEORGIA

Macon—Fat Cattle Show & Sale, March 20-21. L. B. Allen Jr., Box 288.

IOWA

Davenport—Miss. Valley Home & Food Show, March 8-13. G. LaVerne Flambo, Moline, Ill.

KANSAS

Wichita—Police Circus, March 13-19. Ben C. Truex, 217 S. Water St.

MASSACHUSETTS

Boston—N.E. Home Show, Feb. 27-March 4. Sheldon Fajrbanks, 929 Park Sq. Bldg. Boston—Boston Gift Show, March 6-10. William E. Little, 220 Fifth Ave., New York. Boston—Flower Show of N. E., March 12-18. Arno H. Nehrling, 300 Mass. Ave.

MICHIGAN

Detroit—Flower Show of Mich., March 25-April 2. Werner M. Hoy, 4484 Cass Ave. Grand Rapids—Grand Rapids Home Show, March 13-18. Frank E. Ederle, 200 Ionia St., N. W.

MINNESOTA

Minneapolis—Shrine Circus, March 2-11. Noel Van Tilburg, care Auditorium. St. Paul—Shrine Circus, March 13-19. Walter T. King, Masonic Temple.

MISSISSIPPI

Greenwood—Delta Livestock Fair, March 23-25. E. H. Blackstone, Box 848. Port Gibson—S. W. Miss. Fat Stock Show, March 20-22. E. C. Newman, Box 506. Hattiesburg—South Miss. Livestock Show, March 13-15. N. S. Hand.

MISSOURI

Kansas City—Police Circus, March 7-12. H. E. Dodge, 1125 Locust St.

MONTANA

Bozeman—Montana Winter Fair, March 25-April 1. George T. Sime, Box 128.

NEBRASKA

Omaha—Sports Show in Auditorium, March 18-26. Ken Ferguson.

NEW YORK

Buffalo—Sportsmen's Show, March 17-24. S. Fairbanks, 929 Park Sq. Bldg., Boston. New York—American Toy Fair, March 6-17. H. D. Clark, 200 Fifth Ave. New York—National Antiques Show, March 6-12. Norton Yarmon, 97 Duane St. New York—Internat'l Flower Show, March 20-25. Clifford Lowther, 157 W. 58th St.

NORTH DAKOTA

Minot—Northwest Farm & Home Week, March 21-23. Mark B. Rhea. Valley City—Winter Show & Agrl. Fair, March 6-11. A. M. Paulson, City Hall.

OHIO

Cleveland—Home & Flower Show, March 4-12. Ralph P. Stoddard, 520 Leader Bldg. Columbus—Farm & Home Week, March 21-24. George B. Crane, Ohio State Univ. Dayton—Shrine Circus, March 23-April 1. Merritt Schlafman. Toledo—Toledo Blade Home & Travel Show, March 18-26. Milt H. Tarloff, 505 Spitzer Bldg.

OKLAHOMA

Oklahoma City—Okla. 4-H & PFA Livestock Show, March 20-24. E. A. Deming. Oklahoma City—Sports & Travel Show of Okla., March 12-19. James Keenan, 1116 N. W. 34th St.

Tulsa—Livestock Expo. of Tulsa, March 10-14. Clarence C. Lester, Box 2386.

PENNSYLVANIA

Harrisburg—Builders Show, March 6-11. J. L. Barren, 2501 N. Front St. Philadelphia—Flower Show, March 20-25. Harry M. Waterer, 1116 Packard Bldg. Philadelphia—Gift Show of Pa., March 13-17. William E. Little, 220 Fifth Ave., New York. Philadelphia—Motor Boat & Sportsmen's Show, March 3-11. Clinton W. Smullen, 511 Harrison Bldg.

RHODE ISLAND

Providence—Farm & Home Show, March 7-10. William Cotter Jr., Kingston, R. I.

SOUTH DAKOTA

Deadwood—Black Hills Bldg. & Industrial Show, March 23-25. Nell Ferrigoue. TEX.

TEXAS

Amarillo—Pat Stock Show, Feb. 27-March 3. W. Gouldy. Bay City—County Livestock Show & Expo., March 15-18. Corpus Christi—Buccaneer Days, March 28-30. Cuero—South Texas Livestock Show, March 22-24. Fred W. Burtner, Chamber of Commerce. Dallas—Dallas Natl. Home Show, March 25-April 2. Grover Godfrey, Chamber of Commerce Bldg. Houston—Chronicle Sports Show in Coliseum, March 18-26. Lubbock—Junior Fat Stock Show, March 20-22. A. B. Davis. San Angelo—Fat Stock Show & Rodeo, March 2-5. James F. Grote, Box 712. San Antonio—Auto Show, March 22-26. Dean Johnson. Victoria—Jaycee's Livestock Show & Expo., March 8-12.

WISCONSIN

Milwaukee—Milwaukee Home Show, March 18-25. J. J. Roache, 606 W. Wisconsin Ave.



Dog Shows

ARIZONA

Phoenix—March 7. Marjorie Kingsley, 2218 Encanto Drive, N. E. Tucson—March 10. Mrs. Arthur J. Present, R. 2, Box 873.

CALIFORNIA

Los Angeles—March 19. Albert Ardmore, Sherman Oaks, Calif. Oakland—March 4-5. Helen Rosemont, 29 Sycamore St., San Francisco.

COLORADO

Denver—March 24-25. Gladys A. Scott, 1639 Wazee St.

DISTRICT OF COLUMBIA

Washington—March 19. Foley, 2009 Ranstead St., Philadelphia.

ILLINOIS

Chicago—March 25-26. Foley, 2009 Ranstead St., Philadelphia. Springfield—March 23. J. Flesckil, 1111 N. Lincoln Ave.

IOWA

Cedar Rapids—March 9. Francis M. Malone, 519 33d St., N. E. Des Moines—March 12. Mrs. Carson Collins, 233 E. Bell Ave.

MASSACHUSETTS

Haverhill—March 26. F. J. Heffernan, 201 Mill St.

MICHIGAN

Detroit—March 4-5. Glenn S. Staines, 4161 Woodward Ave. Flint—March 12. Dorothy L. Saine, 4519 Billings St. Saginaw—March 11. D. Eldredge, 710 Congress St.

MISSOURI

St. Joseph—March 16. J. C. Schoeneck, Industrial City, Mo. St. Louis—March 18. Dr. P. Riggie.

NEBRASKA

Omaha—March 14. Oliver White, 3156 Paxton Blvd.

NEW HAMPSHIRE

Manchester—March 18. Foley, 2009 Ranstead St., Philadelphia.

NEW JERSEY

Orange—March 5. Foley, 2009 Ranstead St., Philadelphia. Teaneck—March 26. S. P. Averill, Westwood, N. J.

NEW MEXICO

Albuquerque—March 19. Mrs. George Geake, Roswell—March 17. Mrs. H. P. Joyce, Box 959. Santa Fe—March 21-22. Catherine N. Beers, Box 828.

NEW YORK

Hempstead, L. I.—March 11. Foley, 2009 Ranstead St., Philadelphia. White Plains—March 12. Foley, 2009 Ranstead St., Philadelphia.

OHIO

Cleveland—March 12. A. F. Alexander, Box 182, Chagrin Falls, O. Springfield—March 12. Mrs. Catherine Beaver, Box 333. Toledo—March 19. Mrs. B. M. Hoy, Box 305, R. 3.

OREGON

Portland—March 11-12. H. M. Powell, Box 63, Garden Home, Ore.

PENNSYLVANIA

Harrisburg—March 18. Oscar F. Treder Jr., Box 1133.

(See DOG SHOWS on page 58)

Flashbacks

(Continued from page 38)

joined the Golden Rule Shows as general representative and traffic manager. . . . Charles Ringling formed a corporation to build a hotel in Sarasota.

John Kilonis and Joe Parelli, operators of Crystal Lake Park, Manchester, N. H., were in Chicago purchasing rides for the spot. . . . George W. Johnson, former assistant manager of the Lippa Amusement Company, and Hughey Brothers announced that they were forming a carnival. . . . Clyde Ingalls and Mr. and Mrs. Charles Ringling were on a cruise on the latter's yacht. . . . Harry E. Taylor was preparing to launch his eighth season as lessee-manager of Contoocook River Park, Concord, N. H. . . . William Glick, manager of Bernardi Greater Shows, announced the contracting of fairs at Altoona, Lewiston and Lebanon, Pa. . . . Eddie Alton and troupe were appearing with H. H. Bain's Indoor Circus in Florida. . . . A. J. Bodkin was named manager of Midway Park, under construction at St. Petersburg, Fla. . . . Will Wright, executive of Levitt-Brown-Huggins Shows, reported that he would be secretary-treasurer of the Conklin & Garrett Shows in 1925.

Deaths: Gabriel Boone and Marcus T. Peake, circus men.

10 Years Ago

Jess Adkins and Zack Terrell, owners of Cole Bros.' Circus, said the show incurred a loss of \$150,000 from a fire at Rochester, Ind., quarters. . . . Mississippi Association of Fairs re-elected R. K. Booth, president, and elected K. G. Stickler and Nelson Sigrist, vice-presidents, and renamed J. M. Dean secretary. . . . Raymond Lusse succeeded his late father as president of Lusse Bros., Inc. . . . Plans were announced by Max Gruber for the launching of his new World Famous Shows. . . . Polack

Bros.' Circus, playing Cincinnati Music Hall under Shrinic auspices, did 21,000 admissions in eight days.

James L. Malone, publicity chief of Hankinson Speedways, announced his resignation to become vice-president of Racing Corporation of America. . . . Endy Bros.' Shows announced the addition of Vernon Korhn, secretary; John W. Wilson, sound service and press with the shows, and Harry Baiton, scenic artist. . . . William Heyer was appointed equestrian director of Oakland Hills Riding Club, Detroit. . . . Louisiana State Association of Fairs convention re-elected State Commissioner of Agriculture Harry L. Wilson, president; William R. Hirsch, vice-president, and P. O. Benjamin, secretary-treasurer. . . . Larry Trop, promotional director and booker for Meyers Lake Park, Canton, O., resigned to accept a similar post with Summit Beach Park, Akron.

Fred Allen, Syracuse, was signed as general business manager of the Karl Middleton Shows. . . . Capt. Ernest E. Angerer was putting together an engine show to hit the road in May. . . . John H. Rutter, secretary of York (Pa.) Interstate Fair, was celebrating the 50th anniversary of his becoming a member of the society. . . . George F. Trier put on sale equipment from Trier Park, Fort Wayne, Ind. . . . Robert Hughey and J. A. Gentsch became partners in the Hughey & Gentsch Shows. . . . Barney and Jimmy Arensen, circus acros, were playing Canton, O., night clubs.

Dr. H. G. Hertel was elected president of South Texas Fair Circuit. . . . Abraham Hirshberg, San Francisco theater man, bought Neptune Beach Park, Alameda, Calif. . . . Vic Horwitz, owner-manager, Motor City Shows, reported contracting O. F. Gregg, of the Fearless Greggs, to present a human cannon act as the shows' free act. . . . Herb Thompson was clowning and working the comedien on Polack Bros.' Circus. . . . Nat-chitoches (La.) Parish Fair Association elected G. H. Pierson, president; E. A. Lee, vice-president, and re-elected J. V. Hinton, secretary-manager, and A. J. Hargis, treasurer. . . . Manager Paul Jurko announced improvement plans for Yankee Lake Park and ballroom, Youngstown, O.

Deaths: Ike Freedman, concessionaire; Joseph F. Glynn, showman; Louis Hersh, fable man; E. G. Jacobs, fair man; William J. McHarg, carnival man; Col. F. Owens, showman; Margaret Owens, circus woman; William C. Rushmer, carnival man, and Seeley F. Trudelle, showman.

Indie Op Carl Barlow Maintains Lengthy Tenure at Choice Dates

(Continued from page 34)

Pa. He held space at Reading for a number of years, but had to relinquish that date in favor of York when the two spots began to run day and date.

Carl gave way to an urge in 1944 and bought a stable of six horses which he raced in Maryland, Hot Springs and New Orleans for two years. The nags won enough purses for him to break even in the operational end of the business. He didn't do so well at betting, and this was one of the several times that the concession biz came thru for him.

Baggage Car Moves

The Columbia Exposition Shows was a neat operation for Carl. He stayed within a radius of 60 miles of Scranton and held his investment to a minimum by hiring trucks for each move. In those days he hired 12 trucks with drivers for \$300 a move. He moved his concessions around the country by train. He recalls the numerous and terrific beefing of trainmen, with the subsequent necessary squaring, when they viewed the paraphernalia assembled for loading. There was a rule against loading anything over 12 feet long, and all of the concession lumber was in 16-foot and 18-foot lengths. When there were enough concessionaires heading in the same direction, they would buy 25 tickets and get a baggage car for their own use. It was in these days that Carl and his cohorts trekked along unpaved red clay roads to get to Southern fairs.

While Carl, like most showmen, takes the weather in stride, a rainy week in Allentown almost got him down. He recalls that the weather was beautiful until he walked into the office and paid his privilege. It was raining when he stepped back out on the midway and it continued to pour thru the five-day schedule. Carl never got an awning up and, to make matters worse, his equipment had to be torn down in the rain.

Helped Raise \$\$ for Vets

Carl, together with Buddy Paddock and Bob Parker, once picked up \$10,000 in 12 hours in the lobby of the Sherman Hotel, Chicago, to supplement the veterans' fund of the Showmen's League of America. Carl modestly attributes the bulk of the fund raising to Paddock and Parker, but he contributed his share in this as in all other undertakings in which he becomes involved.

In 1920 he took over the Elks' Circus in Scranton when it was about to fold and succeeded in raising \$22,000. He contributed his services, but felt well rewarded when he was given a life membership in the organization. Carl, whose home is in Washington, has worked for a number of years in the fund-raising program of the Metropolitan Police Boys' Club. His efforts along these lines have been purely without remuneration and he regards them as a hobby.

Takes Surgery in Stride

Carl resides with his wife, Alma, and their children, Carl Jr., 12, and Jacqueline, 10. Early this winter he underwent major surgery, but was soon well enough to attend fair meetings.

DOG SHOWS

(Continued from page 57)

RHODE ISLAND

Providence—March 19. Foley, 2009 Ranstead St., Philadelphia.

TEXAS

El Paso—March 15. Mrs. Lester L. Jones, 3710 Oxford St.

Houston—March 12. Elizabeth Batchelor, 3602 Nottingham Road.

WASHINGTON

Longview—March 26. Mrs. Beatrice Spencer, 15217 S. E. Laure Ave., Portland, Ore.

Seattle—March 5. Mrs. Doris Stewart, R. 10, Box 271, Tacoma.

He numbers among his friends many U. S. senators and members of the House of Representatives as well as hundreds of civic officials thruout the country.

Carl is optimistic about the future of concessions. There is a move toward legitimatizing all phases of the biz and this he regards as good. However, he feels that the outlook for shows is bad because midway contractors are being forced to give more and more to cement their dates.

Carl is a member of the National Showmen's Association, Michigan Showmen's Association, Showmen's League of America, Miami Showmen's Association and the Elks.

WON, HORSE & UP?

(Continued from page 39)

convinced that they have a strangeness. Here on the fringe of the orange belt we discovered the strangest human oddity on earth. He came to us, not from the uncivilized globe, but from almost our back yard.

This is how it came about. We have a giant chimpanzee that works as an orange picker during off-seasons in Florida. His trainer operates an orangeade booth on the midway. Upon the show's arrival at Seedless, Tex., at 2 a.m. Thursday, the trainer took the chimp to a grove behind the lot to gather a few oranges to be used as floaters in his juice bowls. It wasn't theft, because the monk was climbing and picking only the fruit that was too high to be reached by ladders. Suddenly a native appeared from nowhere demanding to know what they were doing in a local fee-grabber's grove. The trainer convinced him that they had permission to pick what they wanted.

"That's a right smart animal you got there," said the still-doubting native, "or is it a monkey?" "Why?" asked the trainer. "Because" continued the native, "he looks just like a boy who lives down the pike apiece." Now a human ape-man is worth locating. After hearing the story the boss hid himself in the boy's home. He was playing in the yard on Manager Upp's arrival. He was amazed to find the image of Jocko. The boy's body was covered with shaggy brown hair, his long arms dragged the ground, he had six-inch tusks protruding from his massive jaws, and his ape-like head bobbed and weaved when he spoke. His parents, who needed money, quickly signed him up with our circus. It was the find of the century.

That being a two-day stand town, we didn't exhibit him on the second day, but here today, after having his pictures in the local daily paper, crowds packed the Kid Show top. They were happy after seeing the strangest creature of all Side Show strange creatures. The boss ordered special paper for the attraction, which would further make him the draw attraction of all freak features. But our feature was short-lived. The native, who caught Jocko and his trainer promoting oranges, reported the matter to the grove-owning fee grabber. We were still in his territory. Burned up over the midnight orange promotion, he followed us here seeking revenge and mistaking our ape boy for our guilty chimp, the fee grabber shot him off of his annex platform.

Below find an affidavit confirming this story that is witnessed by three of the show's most truthful men—our fixer, nutshell dealer and press agent.

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ROGERS GREATER SHOWS, P. O. Box 335, Huntingdon, Tenn.
P.S.: Sam Cooper, get in contact.

Von Hagen Wins Publicity Break On PTA Booking

CINCINNATI, Feb. 25.—Ed J. Von Hagen, operator of near-by Norwood (O.) Roller Rink, copped a publicity plum with four-column and three-column pictures on the society page of *The Cincinnati Times-Star* of February 18. The pictures, showing some students of Hilldale School and their parents in action at the rink, were called previews of a skating party to be held March 1 at the Norwood rollery by the Parent-Teacher Association of Hilldale School as a benefit for the PTA fund.

The Hilldale institution is a private school for girls in the seventh to 12th grades, inclusive. Students, parents and alumnae are to attend the party.

PTA groups hold rein over an important part of the potential roller rink market, but the associations have not received too much attention from operators in the past. Their good will, if properly promoted, could be of considerable benefit to the rink man. Youngsters, admittedly, have been sold on roller skating as a recreation, but their parents offer operators a huge opportunity to do a sales job for their rinks as establishments (See VON HAGEN on page 71)

Bay Ridge Winner In Brooklyn Race League; Biz Gains

BROOKLYN, Feb. 25. — With a smashing 20-7 victory over Empire in the last meet of the season, Wednesday (15), the Bay Ridge roller racing team climbed out of second place into top spot in the Speed Skating League of Brooklyn. Final count was Bay Ridge, 156 points; Empire, 145, and Eastern Parkway, 102.

Reward for the Bay Ridge Club was a trophy donated by *The New York Journal American* skating column. A medal for lady high scorer went to Mickey Kadiz, of Empire, and one for top man to Eddie Roth, Bay Ridge.

Series started early in November and consisted of a dual or three-way meet once a week. Meets consisted of men's mile, men's 830 and ladies' 440 races with points tallied on a basis of five for first, three for second, and one for third. Rink owners involved reported that, in almost every instance, racing hyped the box office 100 to 200 added admissions.

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See page 40

Monkey Business

FITCHBURG, Mass., Feb. 25.—George Gillis Shoe Corporation, manufacturer of skating shoes, snagged front-page publicity in *The Fitchburg Sentinel* of February 11 following a visit to the Gillis plant by Rosa, a trained monkey which has been in the nation's headlines, to be fitted for skating shoes. George H. Gillis, president of the firm, made the fitting. The monkey became involved in a court case when its former owner, a Chicago organ grinder, died, and his will stipulated that Rosa be given to the most deserving person in the country. The court decided to award Rosa to Forrest L. French, a totally disabled war veteran of Fitchburg, who plans to exhibit the animal at outings.

RSIA Urging Plugs For Skating Tune Waxed by Lombardo

NEW YORK, Feb. 25.—Long-time efforts of the Roller Skating Institute of America (RSIA) to have a roller skating song sweep the nation are being rewarded as Guy Lombardo's recording (Decca) of the *Roller Skating Song* climbs in popularity. Irwin Rose says all disk jockeys have a waxing of the tune, and he urges that rink operators contact local radio stations and request that the song be played.

According to Rose, Lombardo waxed the tune because he earned the band leader's good will two years ago by competent handling of Lombardo publicity in the Gold Cup speed boat classic held in Jamaica Bay. Recently, when Rose was handed a copy of *Roller Skating Song*, he urged Lombardo to hear it. Lombardo did and the waxing resulted.

Rose says the Institute, in the near future, will present a special award to Lombardo for his publicity contribution to the roller recreation.

According to Irving Massey, of Masev Music Company, New York, publisher of the song, several record companies are negotiating for rights to the song.

AOW Cherry Blossom Contests Go to D. C.

ELIZABETH, N. J., Feb. 25. — A record number of contestants is expected to take part in the third annual Cherry Blossom speed championships of the America on Wheels (AOW) chain scheduled for April 1 in National Arena, Washington. Jack Edwards, who is in his fourth year as AOW director of speed, reported that the competitions, sanctioned by the United States Amateur Roller Skating Association (USARSA) and open to any skater holding a USARSA card, will offer 10 events this year. Gold, silver and bronze medals will be awarded all place winners in the finals. Under rules of the competitions, contestants must wear a racing uniform. The club entry fee is \$5; for singles, \$1.

Current standing of the AOW racing league, Northern Division: Hackensack (N. J.) Arena, 480 points; Twin City Arena, Elizabeth, 414; Florham Park (N. J.) Rink, 293; Boulevard Arena, Bayonne, N. J., 159; Paterson (N. J.) Recreation Center, 109; Capitol Arena, Trenton, N. J., 80, and Mt. Vernon (N. Y.) Arena, 71. Southern Division: National Arena, 653; Alexandria (Va.) Arena, 157. Bladensburg (Md.) Arena, 0.

RSROA Reskeds N. E. Meet

ELMHURST, N. Y., Feb. 25.—Dates for the RSROA Northeastern Regional championship meet at Queens Roller Rink have been changed to June 5-6. Original dates were May 22-23. The earlier time would conflict with RSROA's planned Madison Square Garden Carnival.

Varsity Rollery In Detroit Settles Race Test Case

DETROIT, Feb. 25.—The problem of handling mixed racial groups in a public skating rink has been faced by Walter Sutphen, operator of Varsity Gardens Rink here, with an apparently amicable solution in sight. The incident was of considerable significance as the first test in the skating rink field in Michigan.

The issue was raised when a group of 24 children in the 10 to 12 age group from a private school, where they were members of a club, came to Varsity Gardens with a faculty counselor. The group included three Negroes. All were then denied admission, it was admitted, altho at least one had already bought a ticket, when Sutphen realized the group's mixed composition.

A warrant was taken out to test the issue in Recorder's Court under the State's discrimination law, which prohibits discrimination for reason of race in a "place of public accommodation." Sutphen pleaded innocent, and indicated that the group would be welcome to come to the rink again.

The issue was frankly stated by Sutphen's attorney, James F. Duffy, that "the operators do not bar Negroes, but have not allowed mixed use of the rink. They invited Negroes and whites to use the rink at separate times. My clients realize they have been on the thin edge of violating the law." The case was adjourned for three weeks while a satisfactory arrangement between the rink and school may be worked out.

Duffy indicated that Sutphen's policy would be to make the rink available without discrimination on general skating nights hereafter. However, on nights when the rink may be leased to skating clubs, it was indicated that the club would have the right to restrict admissions to its own group.

Roller Rumbings

Skaters at Mineola (N. Y.) Roller Rink recently donated \$170 to the March of Dimes campaign. On March 6 or 7 Operator Van Horn plans a benefit session, proceeds of which will go to the drive.

A broken hearts contest was a feature at the February 15 Valentine party at Mineola (N. Y.) Roller Rink, the management giving 100 boxes of candy to the first 50 couples matching hearts.

Barbara Ziem, former roller pupil of Paul J. Gilbert, pro-manager of Stockton (Calif.) Rollatorium, and California USARSA titleholder in junior figures and senior ladies' pairs, (See *Roller Rumbings* on page 71)

Hockey Resumes in Dallas

DALLAS, Feb. 25.—Tournament roller hockey resumed recently at Deuback Skating Ring here after a lapse of some five weeks. Composed of teams from Dallas and surrounding towns, the leagues offer four girl teams and six boys teams. The women play Wednesday and Thursday nights, 7-7:45 while the boys hold their competitions Wednesday, Thursday and Sundays, 10-10:45 p.m. Teams from Richardson and Vickery, Tex., are represented in the leagues.

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Philly's Elmwood Hit by 100G Fire

PHILADELPHIA, Feb. 25.—Flames and an explosion rumbled Elmwood Roller Rink here Tuesday (21), doing damage estimated at \$100,000. The blaze threatened to engulf a block of homes before it was subdued in a five-hour battle. Police spotted flames at 2 a.m., turned in the alarm and alerted neighbors to be ready for evacuation.

By the time firemen arrived, the entire rink, which occupied a building 100 by 150-foot long, was burning fiercely. The explosion resulted when flames reached the rink's basement oil burner and fuel tank.

The damage estimate was made by Vincent Chiazzi Sr.; his brother, Nicholas, and Anthony Bardaro, operators of the rink. Demolished in the blaze were 1,000 pairs of skates, organ and soda fountain.

Patty Bailow, six-year-old daughter of Wayne R. Barlow, operator of Barlow Roller Rink, Charleston, W. Va., has been skating since she was a year old, her father reports.

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A Market Place for Buyers and Sellers
RATE: 12c A WORD — MINIMUM \$2
 All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
 FOR THE FOLLOWING WEEK'S ISSUE
 To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office 2160 Patterson St. Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleinman, 5146 Strohm Ave North Hollywood Calif mh4

BY GEORGE—PEPPY JOKES, WISE CRACKS, Band Novelties, Anecdotes, Patter, Dialogues. George's Bulletin, \$1. McHenry, Ill.

EMCEES—PERFECT SQUELCHER CALLING Cards for wisehelmers, showoffs, hecklers; 40 for \$1. Earle, Box 1217, Springfield, Mo. mh11

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B, South Homan, Chicago 23.

GAG-NATIONAL NEW COMEDY BOOKLET—"Quiet! M. C. at Work" No. (number 2); for M.C.'s and performers; replete with openings, introductions, ad libs; insults, song titles, \$1. "Keyes to Comedy," Box 1225, Hollywood, Calif. mh18

HILLBILLIES, WESTERNERS—PARODIES ON "Afraid," "Wedding Bells" and "You're Gonna Change," \$1; seven parodies (recent folk hits), \$2; seven parodies (folk standards), \$2; list free. Mel Butler Publications, Dept. 6-B, Clinton, N. C.

"MUSIC, MUSIC, MUSIC"—THE PARODY OF parodies! Male and female version; complete, \$1. Ed Hanley, 852 2nd Avenue, New York City.

SMASH INTRODUCTORY OFFER—FIVE SENSATIONAL Comedy Sketches, only \$2. Edmund Bodlais, Box 5556, Metro. Sta., Los Angeles 55, Calif.

"THE SOLID ROCK" BOOK—100 GOSPEL songs, 50¢. "Sheet Songs," "Mississippi," 25¢; "When the Leaves Begin to Turn," 35¢. All three, \$1. McKinney Music Co., Shannon, Mich. mh4

AGENTS & DISTRIBUTORS

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. Real dressed Fleas and Seahorse Fish, Brooch Pins, Joseph Fleischman, 3201 Granada, Tampa, Fla. mh11

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

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. Mitchie Goldman, 5 Brighton First Rd., Brooklyn 35, N. Y. mh18

ACTIVE SELLER—PLASTIC SCALLOPED Table Cloths, latest prints, 54x54, \$6.50 up doz.; Aprons, \$1.75 up doz.; free details. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

AMAZING, MYSTIFYING, BAFFLING—DIZZY Discs, they float, walk, jump, run, turn somersaults and many other amazing tricks; hours of fun; get yours today; the greatest invention since the atomic bomb; sample 35¢ or three for a dollar sent prepaid. K & K Enterprises, P. O. Box 1667, Cincinnati 1, O.

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes; also entirely different, new Deluxe All-Occasion assortment with television card; Little Pearls, Hankie Gift Greetings, other surprise items; feature boxes on approval; free samples imprinted stationery and Rose Scented Notes; write today; it costs nothing to try. Cheerful Card Co., 1177 White Plains, N. Y. mh25

AMAZING VALUE—LARGE, BEAUTIFUL plastic multi-print ruffled Bib Aprons, \$21 gross; (6 doz. min., \$10.50); money refunded if not satisfied; free catalog. Jole Mfg., 2511 E. 119 St., N. Y. 35, LE 4-8632. mh25

ATTENTION, DISTRIBUTORS, SALESMEN, Wagon Jobbers, Pitchmen—200% profit, new, no competition, everyone a prospect, praised by all users, insure repeat sales. Write for full information. This deal will get you well! R. B. Scoles, 218 Miller Ave., Columbus, O.

BE OUR FILM REPRESENTATIVE IN YOUR home town; dancing in tap, ballet, ballroom, etc., will be taught through sound films; good opportunity for man or woman, full time or part time, in your home if preferred; experience unnecessary. For interview write or phone Express 6212, Jordan Studio, 5927 Euclid Ave., Cleveland 3, O.

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. mh25

CARTOON BOOKS—MEN'S DELIGHT; AMUSING, big profits, 5, \$1; 12, \$2; 30, \$4 postpaid. All different; these will sell out quickly, so rush order for as many as you want. Resell. These are not small booklets. Lucas, 12812 Frankfort, Detroit 13, Mich. mh11

CLIP COMBS—96 CARDS, 12'S, \$22 POSTPAID. 5 gross Roll Caps, \$14. Express paid. Kelley Wholesale, Box 207, Rapid City, S. D. mh18

CONCESSIONAIRES—SELL ARMY SURPLUS Mustard Gas Covers, known as rain capes; samples, 3 for \$1. 100 for \$7.50. Charlie White, Fort Oglethorpe Ga. mh18

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. Untied Joke Co., 49 Hanover St., Boston 13, Mass. mah4

DUPONT NYLONS—FANCY PACKED, 3 PAIR to box. #151, \$7.50 per dozen; #500, \$6 per dozen; #300, \$3.50 per dozen. Sizes 8 1/2 to 10 1/2. 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 \$20 DAILY WITH FLUFFY, THE FUR Kitten; one of the fastest-selling, hard to resist items for her boudoir or fireplace; no capital to invest, no stock to carry; simply get orders and write in as you go along; your cost, \$2; retails, \$3.50; your profit, \$1.50; send for sample today, \$2.50 postpaid. A-Bee Toy Corp., 79 Park Place, New York 7.

ELECTRIC BLUBS—COMPLETE LINE FOR amusement trade; all colors, big savings; Insect Repellent Lamps, 10" and up. General Lamp, 1704 W. National, Milwaukee 4, Wis.

FAST EASTER SELLER—PERFUME BEAD Sets. Sensation! Big profits. Mission, 2328BB, West Pico, Los Angeles 6, Calif. mh11

FLASHY SIGNS—7x11 FOR RESTAURANTS, stores, taverns, etc., with velvet embossed letters in red, yellow and white; \$5 per 100 sample signs, 14 for \$1. Fay's Sign Shop, 404 S. Troupe, Valdosta, Ga. mh25

FREE FOLIO—700 MONEY MAKING DEALS; Business Plans, Formulas, Mail Order Ideas; wholesale supply sources; unusual items. Kolamite, Box 572 Dept. A, Dayton 1, O. mh11

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. mh11

FULL FASHIONED DUPONT NYLON Hosiery; Select Grade, fancy packed, 3 pair to box, \$6.50 per doz.; satisfaction guaranteed or money refunded; 1/3 deposit on all c.o.d. orders. Lookrite Hosiery Co., 1259 Market St., Chattanooga, Tenn.

GLAMOUR GIRLS! "CLOSE-UP PHOTOS"; curvaceous beauties, 24 sets \$6; sample \$1 postpaid. Steele, Box 4763, San Francisco 6.

LAMPS—BEST BUY; MARBELIZED TABLE Lamps direct from factory with Double Ruching Shades; blue wine, green, 27" tall; complete, \$3.25; packed 6 to carton. Elite Lamp, 490 Clinton Ave., Newark 8, N. J. mh18

LARGE INVENTORY—CLOSE-OUT JEWELRY for grab-bags, 5¢ each. Send \$10 for sample order. Social Security Plates, \$5 per 100. Sher-Lee, 4707 Sheridan Road, Chicago 40, Ill. mh4

LET'S GO—POLKA, BOOSTER GOOD TIME record; also park number operators, dealers; don't miss; sample 50¢ postpaid. Englewood Records 516 Englewood Ave., Chicago.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed Electric Ad Clock Co. 222 North Jefferson St., Chicago 6 ap1

MAKE PERFUME FROM OUR CONCENTRATES; information free; men, women. Write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. mh25

MAKE MONEY FAST SELLING BIGGEST LINE greeting cards; 21 for \$1 All-Occasion, Birthday, Easter, Mother's Day, Friend-ship, Anniversary, Comics, Relative, Catholic, New Metal and \$1 Plastic Cards; Little Pearls, Twice as Nice, Lustre Beauty, Bright Spots, Nifty Gifts, Scented Stationery, Children's Books, Gift Wrappings, Ribbons, Gifts, Plastic Thread Box, Draperies, Handkerchiefs, Imported Napkins, Eversharp Pen Sets; everyone a prospective customer; amazing profits for agents, church groups, clubs; extra cash bonus plan; experience unnecessary; write today for samples on approval and special offer. Hedenkamp, 361 Broadway, Dept. BD-5, New York.

MEXICAN RESURRECTION PLANTS (THE rose of Jericho), extra large plants, \$25; large, \$20; medium, \$18 thousand; can supply any quantity. National Products Co., Laredo, Tex.

NEW "WRITE WITH LIGHT" SIGNS, \$12.50 clear profit on every sale; offer limited, act today. A-Z Vending, 632 Washington St., Dayton, O.

NOVELTIES—MECHANICAL TURTLES, \$7 gross; Tarantulas (Soldiers), \$8 gross; Mexican miniature Tea Sets, \$25 gross; Mexican Picnic Baskets, \$6 dozen; hand made Children Chairs, \$11 dozen; Devils or Skeletons, \$7 gross; Miniature Saddles, \$5 dozen; Fur Monkeys, \$11 gross; rush your order. National Products Co., Laredo, Tex.

NUDIE CUTIE TABLE LIGHTER—SHE'S A hot seller. Sample and wholesale prices, \$1 postpaid New York Article Company, G.P.O. Box 405 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. mh11

ORIGINAL—DRINK HAROUPOLA; HAVE A punch; Polar Punch, the perfect fruit beverage. Soffos System, 58 Washington St., Hoboken, N. J. mh4

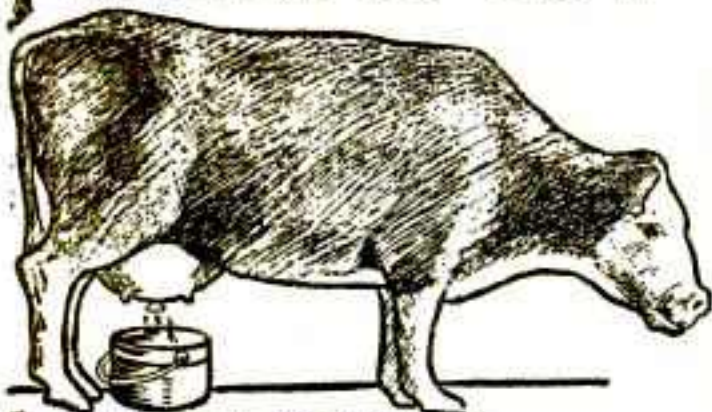
PREMIUMS, HORSE RADIOS, LIGHTERS, Lamps, Tele-Vision Clocks, Musical Dolls, Joke Novelties; free catalog. Freeman Novelty Co., 5849 Pierce St., Pittsburgh, Pa. mh4

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. mh11

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1 M Kleeman 2433 N Mascher St. Philadelphia 33, Pa. mh4

QUIT YOUR CUSSIN'—WHEN YOU CAN'T find that letter or circular you want. Use Mechem's Easy-to-Find Filing System for your papers and find 'em always. Filing Folio of Instructions and Information, \$1. Order today. Al Mechem, Sta "C," Box 146-B, Pasadena, Calif. mh11

HERE AGAIN! OUR FAMOUS MILKING COW



Feels like a real cow, performs like a real cow. Thousands sold during last outdoor season—get with it now. A natural for all merchandise men. Complete with Milking Pail. **\$8.40** Doz. Sample \$1.00

3 PIECE PEN SET
\$6.00 Doz. Sets Ball Point Pen, Fountain Pen and Mechanical Pencil.

Sensational Live "Wiggly" Rubber LIZARDS



American Made Live Rubber
 Fresh Stock . . . feels and looks like the real thing.
4 inch size \$6.00 Gross (Minimum order—6 Doz.)
9 inch size \$1.60 Doz. **\$18.00** Gross

JOBBERS, WRITE FOR PRICES
FAMOUS "15" PUZZLE IS IN STOCK AGAIN!
 Sturdy Plastic—complete with pocket carrying case. **\$7.20** Doz. Sample \$1.00
 25% with order—balance C. O. D. Add 5% for parcel post.

THE MACK CO.
 32 North Wells St. Chicago, Ill.

JEWELRY

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!!

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¢ Items \$1.00 Items \$40.00 Gr.
 Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

ADISE. DISTRIBUTING CO.
 19 E. 16th St. NEW YORK 3, N. Y.

PROFIT MAKING • QUALITY MADE

FAN BLADES
FOR BIGGER REPEAT SALES

FAN BLADE CO. 32 Green Street Newark 2, N. J.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
 Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

UNEK JAR OPENER



It's New and Different!
 Opens ANYTHING in the kitchen. Made of 195 Aluminum Alloy—very strong! Individually packed in cellophane bags with well-illustrated folder.

- Press-in type tops.
- Bottle caps.
- Screw-cap jars.
- Vacuum type caps.
- Holding and pouring hot containers.
- Crimped seal caps.
- Screw-type bottles.
- Cracks nuts.
- Seals as easily as it opens.

\$7.25 per doz. **\$87.00** per gross
 f.o.b. Cleveland, Ohio
 Sample \$1.00
 25% deposit with order, balance C.O.D.
The UNEK Sales
 4017 Payne Ave. Cleveland 3, Ohio

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

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

NEED MORE MONEY?

Thousands already earn big, steady profits selling famous Bostonian shirts, rainwear, hosiery, underwear and other everyday needs for men, women and children. Also new line of Hamilton shoes. No selling experience needed—if you're keen and really want to assure yourself of a steady income, Bostonian will back you and set you up in business. You get big profits, immediate cash and big selling kit. Our Company has tripled its business in the last year. Write now—big Spring season ahead. Bostonian Mfg. Co., Dept. 342, 89 Bickford St., Boston 30, Mass.

Write for **FREE Selling Kit**

1950 OFFER CARNIVAL AND CONCESSIONAIRE KEY CHAINS

As low as **\$1.65** per 100.
 Send for free price list and order blank NOW.
HOPKINS NOVELTY CO., INC.
 394 Branch Ave. Providence 4, R. I.

(Continued on page 62)

NOW

MAJORETTE MARGE

★ ANIMATED

★ ANIMATED

ANOTHER SMASH HIT!

GUARANTEED TO PLEASE

LEADS THE PARADE TO INCREASED PROFITS AND SALES

Majorette Marge is mounted on a beautiful embossed metal base. Animated baton revolves constantly. Dependable United self-starting electric clock manufactured under Westinghouse license.



11 1/2" HIGH
5" WIDE

#125 Majorette Marge in highly polished Bronze finish	#126 Majorette Marge in 24 Karat Gold Plated
\$5.65 EA. IN DOZ. LOTS	\$6.25 EA. IN DOZ. LOTS
Samples, \$6.50 Each	Samples, \$7.00 Each

ORDER NOW!!

25% Deposit, Balance C. O. D. If not for resale, add Federal Excise Tax. Write for new Easter Catalog.

CUTTLE & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: OREGON 3-6330

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.

JOBBERS - DISTRIBUTORS

Order EASTER Stuffed Toys Now!

- ◆ #45 6" Rayon Plush Running Rabbit & 6" Chick. \$6.00 Doz. BOTH SAMPLES..\$1.25 ppd.
 - ◆ #38 38" Jumbo Begging Rabbit, hi-grade rayon plush\$36.00 Doz. SAMPLE..\$3.75 ppd.
 - ◆ #83 14 1/2" Cuddly Life-Like Rabbit (illustrated). Real rabbit skin, in white, pink and maize, ...\$19.50 Doz. SAMPLE..\$2.00 ppd.
- SPECIAL OFFER:** #84 12x6" Running Rabbit, white real rabbit skin, mouton trimmed. \$11.40 Doz. SAMPLE \$6.50 Ppd. asst. of SIX pieces! 25% Deposit Required, Balance C. O. D. If Not Rated. Send \$12.75 and receive ALL TEN SAMPLES Po. paid! Send for FREE illustrations and price list of our new Easter line and Jumbo Concession and Carnival numbers. CLOSEOUTS on hand! Special Jobbers' set-up. Write for details. SALESMEN: Choice territories open.

ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys
122 WEST 27TH STREET NEW YORK 1, NEW YORK

Pick Herculean PICNIC CASES

A perfect premium. Gay, colorful steel clad picnic cases. Completely equipped with plates, tumblers and implements. Send for folder showing complete line. Serve two, four or six.

GENERAL FIBRE PRODUCTS CO., FITCHBURG 7, MASS.

Coming in

APRIL...



The Billboard

Spring Special

ONE big issue—the FIRST of the 1950 season!

"Early bird" advertisers will get the initial orders from concessionaires, variety stores, souvenir stands, arcades, pitchmen, demonstrators and novelty stores who will be ordering for the new season.

Contact one of the six Billboard offices listed below for help in preparing a RESULT-PRODUCING ad in the 1950 SPRING SPECIAL.

Dated **APRIL 8** Forms close **MARCH 29**

THE BILLBOARD

Cincinnati 22
2160 Patterson St.
DUNBAR 6450

St. Louis 1
890 Arcade Bldg.
CHESTNUT 0443

New York 19
1564 Broadway
PLAZA 7-2800

Hollywood 28
6000 Sunset Blvd.
HOLLYWOOD 9-5831

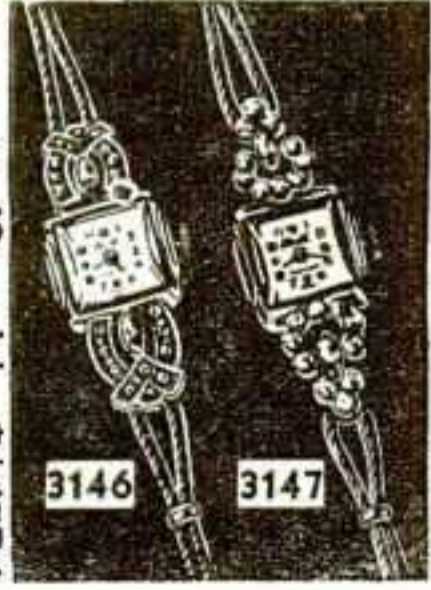
Chicago 1
188 W. Randolph St.
CENTRAL 6-8761

Detroit 1
1009 Fox Theatre Bldg.
WOODWARD 2-1100

See Page 40

AMAZING OFFER! The Greatest Promotional Watch Ever Developed!

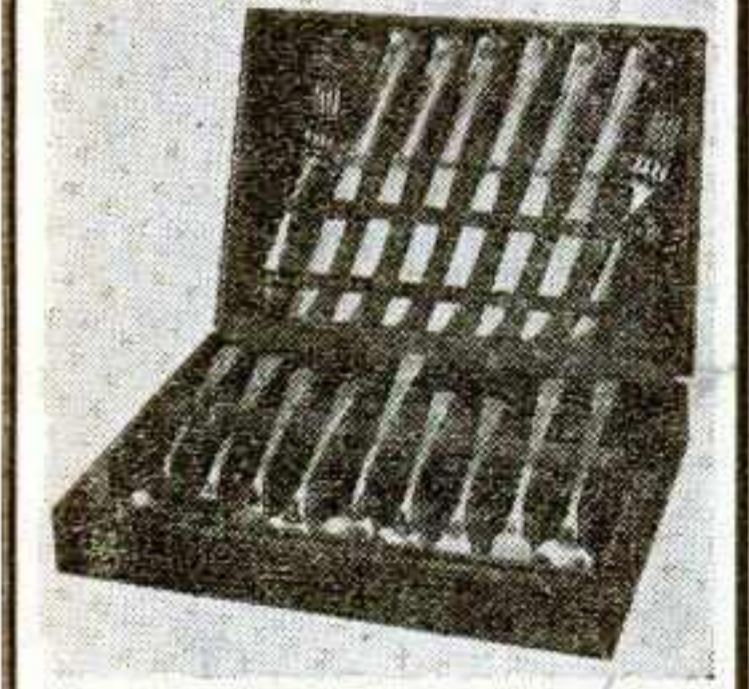
7 Jewel Only \$9.95 Retails as high as \$39.50 17 JEWEL—\$12.95 Retails as high as \$49.50



GUARANTEED FOR 1 YEAR! 25% with order—balance C.O.D. FREE: NEW 1950 CATALOG SHOWING HUNDREDS OF BIG-PROFIT JEWELRY ITEMS.

LOUIS PERLOFF WHOLESALE JEWELERS DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR. 10BB Per Set \$3.95 10 Sets or More \$3.85 Per Set Display Chest Extra, \$1.00 Each. RONDE SPENCER CO. 223-225 W. Madison St. Chicago 6, Ill.

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 Kandex nylon hosiery sold with amazing guarantee that gives free replacement if hue runs or snags (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-robe fabrics and complete money-making outfit. Nothing to pay now or later. No obligation. Write: KENDEX CO., BABYLON 67 N. Y.

NOW! TAKING COUNTRY BY STORM FIGURINES 17" HIGH NUBIAN SLAVE LAMP \$5.50 Sample 25% Discount on doz. lots. Sell at tremendous profits our distinctive line of Lamps, Figurines, Wall Plaques and Religious Items. All beautiful reproductions of Dresden China, painted in gorgeous pastel colors. FREE ILLUSTRATED CATALOG, BB Of painted and unpainted figurines and quantity price list sent on request. KATON ENTERPRISES 7807 21st Ave. Brooklyn 14, N. Y.

AGENTS & DISTRIBUTORS

(Continued from page 60)

REPTILE LIST FREE—HOBBY CATALOG 10¢; Chameleons, \$12; chains, \$2.50; Baby Turtles, \$17 (hundred); Mealworms, \$3.25 thousand; Alligator, \$2.50; European Land Terrapin, \$4. Quivira Specialties, Topeka 44, Kan. mh18

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities. maximum commissions Write Poultry Tribune, Box 100, Morris, Ill. ap1

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connections. Pickering Co., B-19 Bank St., Attleboro, Mass. mh4

SELL CARBON PAPER TO OFFICES—A Necessity with luxury profit; write for free circular of amazing facts and details. Metropolitan Business Service, 124 South Pennsylvania, Indianapolis 4, Ind. mh25

SELL NEW AUTOMATIC FLOOR WAXER—Trigger on handle; hands never touch floors or wax; retails, \$2.95; profit, 125%. Write Smith, Inc., Greenfield 33, Mass.

SPECIALTY JOBBERS, WAGON JOBBERS — We are manufacturing Baloon Novelities, Paper Hats, Horns, Prize Package Displays, Jokers items. Eagle Specialty Co., Akron 14, O. mh25

STOP! WANT TO MAKE MONEY ALL YEAR—round selling a complete line Wool and Cotton Uniforms for summer and winter wear; Shirts, Caps, Ties, Badges, 2,000 Emblems, personal Initialed Buckles, Belts and hundreds of other easy-to-sell items; sales kit furnished; please write today. Hook-Fast Company, Box 180 BB, Roanoke, Va.

STRANGE "DRY" WINDOW CLEANER—SELLS like wild; replaces messy rags, liquids; simply glide over glass; samples sent on trial. Kristee 146, Akron, Ohio.

"SUCTION" AUTO WASHER—NEW INVENTION; mirror finish; banishes autowashing drudgery; lightning seller; samples sent on trial. Kristee 145, Akron, Ohio.

TREMENDOUS PROFITABLE CONNECTIONS without canvassing; "Utilities-Circularization" Arrangement positively guarantees; information, postcard. Lindin, 1441 Congress, New Orleans, La.

VERY USEFUL, MEN, WOMEN AND CHILDREN, fast seller, Webster's Dictionary and Atlas; sample 50¢ postpaid. Weiss Merchandise, 146 Park Row, N.Y.C.

3 LINE RUBBER STAMP, 85¢; 4 LINE, \$1; guide to 101 free books, 50¢, William F. Hoover, Box 353, Lancaster, Pa.

1,000 TO 3,000 DOZ. FULL FASHION NYLONS goin to money-making agents in 48 States weekly. Sibert Jobbers, Chattanooga 4, Tenn. Phone 9-7949.

ANIMALS, BIRDS, PETS

ALL KINDS OF ANIMALS AND BIRDS FOR sale. See them and buy; no animals or birds shipped. Ross Allen's Reptile Institute, Silver Springs, Fla. mh11

ATTENTION — REPTILES ON HAND; FRESH Diamond-Back Rattlesnakes; Snake Dens, poisonous, fixed, harmless; Boas, Pythons, Lizards, Snake Books; price lists. Phone 369. Ross Allen's, Silver Springs, Fla. ap29

CHIMPANZEE FOR SALE—5 YEARS OLD, weighs 90 lbs.; has been working for 4 years; movies, stage performing; 15 different stunts; price \$1,000 F.O.B. Los Angeles; a real bargain to any showman. Learmont Animal Acts, 106 West Third St., Los Angeles 13, Calif.

FRESH SNAKES—WHY BUY FROM DEALERS, we our direct importers? Harmless snakes such as Mexican Imperial Boas, Blue Bulls, Coach Whips, etc., \$25 den; Diamond Back Rattlesnakes and Mexican Green Rattlesnakes, \$25 den; plenty snakes to each den. World's Reptile Importer, Laredo, Tex.

GIBBERSON'S FREAK ANIMAL SHOW—CONTACT (Hawaiian) Joe Silva, P. O. Box 175, Honolulu, Hawaiian, c/o E. K. Fernandez Shows.

MONKEY SHOW COMPLETE — 8 NICE healthy monkeys and props; anyone can handle them; come get them. Jack W. King, Moultrie, Ga.

MONKEYS, BABOONS, GUANACO, AFRICAN Cranes; we can furnish you with anything alive. Rex Ingham, Ruffin, N. C.

SEALS, SEA LIONS—SOME PARTLY TRAINED; ready now. Trapper-trainer, Homer F. Snow, Snow's Sealitorium, 1538 Golden Ave., Hermosa Beach, Calif. mh11

WANT JAGUARS, LEOPARDS AND PUMAS for wild animal act. Prefer females under one year old. George J. Keller, Wild Animal Act, Bloomsburg, Pa. mh4

WANT TO BUY LARGE GOOD LOOKING Male Lion, Wagon Cage, Tent and Seats for \$400. R. L. Levi, 818 M. Tryon St., Charlotte, N. C.

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!—Complete Outfit, \$1 (Profits, \$20-\$50 daily). Extra Charts, \$7.50, 1000. Graphologers, POB-971, Philadelphia. mh11

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YOUR 24-WORD ADVERTISEMENT PLACED in 40 weekly newspapers, \$3.50; rich Southwest or elsewhere. Pennabaker Advertising, 141-B, San Marcos, Tex. mh11

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 92 in this issue.

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BLUE VELVET CURTAINS, TEN ALIKE (4 1/2x7' 2"), all \$50; beautiful red velvet curtain (12x22), four sections, \$75; minstrel suits, \$7; wigs, \$2; clown red wigs, \$4; chorus costumes. 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. mh25

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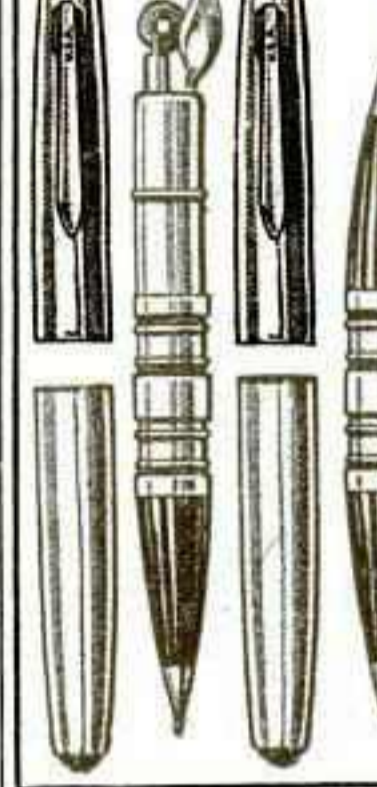
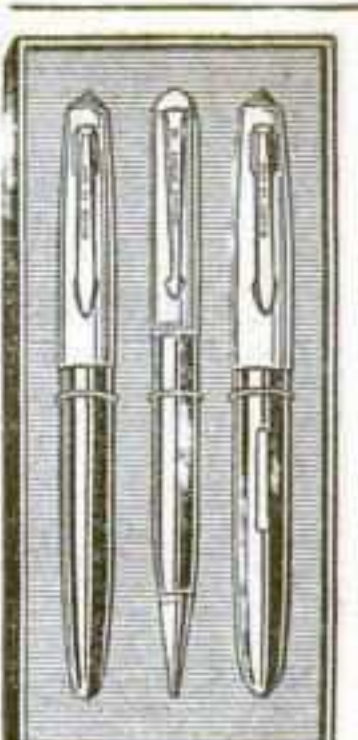
FOR SALE — ORCHESTRA SLEEPER BUS; flexible coach, Buick engine; excellent condition; details on request. Mal Dunn, Morr Hotel, Omaha, Neb. mh25

FOR SA E -- NASHVILLE WIZARD CANDY Floss Machine; double head; large aluminum pan. \$175. Edw. Carter, Waurika, Okla. (Continued on page 64)

DIRECT From Manufacturer Sensational Value

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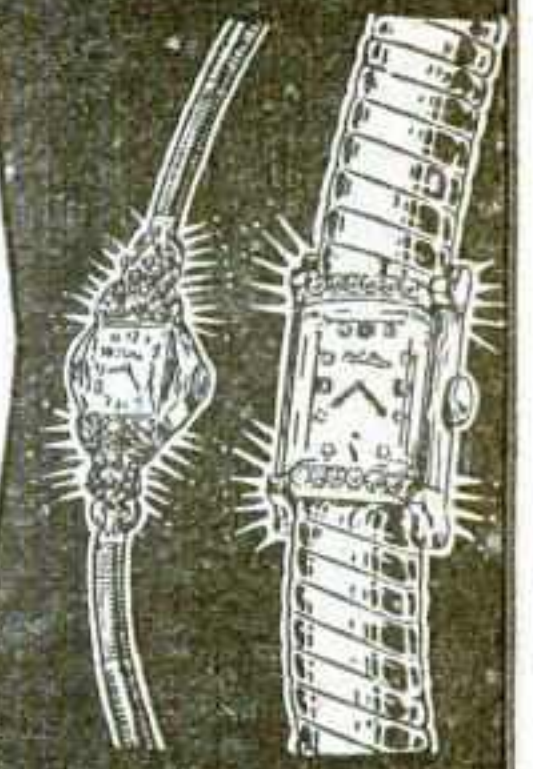
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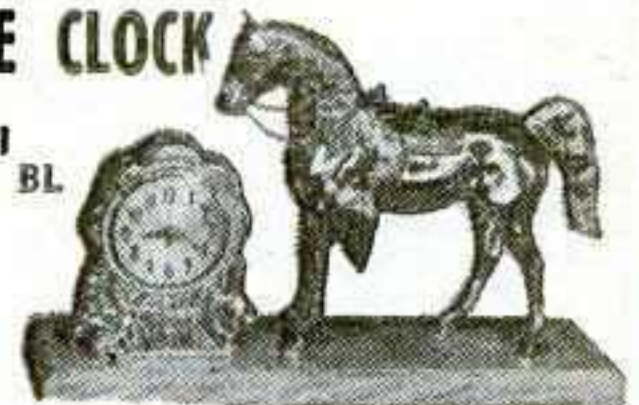
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(Continued from page 62)
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(Continued on page 66)



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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
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A "chick" in every egg... two eggs to a bag. A novelty with a reason which is the Slick Chick — WOWIE!
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Some Chick

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Fluorescent Fixtures
The greatest lighting fixture yet made
Here's Your Big Opportunity for Big Money Making.
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RAIN SANDALS
That can be CARRIED in a LADIES PURSE!
Complete with plastic Carrying Case — Only 4" high
Taking the country by storm, these new, light, resilient rubber Rain Sandals are breaking sales records everywhere. They roll easily into plastic carrying case and take up almost no room at all in pocket or purse. Get on the "sales wagon" now. Priced for everybody's pocketbook at only \$2.00, you'll find customers galore. No sizes to worry about, they fit any shoe, and any platform. Write today for quantity discounts and free catalogue. 25% deposit on all C.O.D. orders.
RO-LA Novelty
907 BROADWAY NEW YORK, N. Y.



Fast Selling—Big Profit
Costume Jewelry Sets—Latest Creations
Lowest wholesale price. \$1.25 and up per set. Beautifully gift boxed for Easter and Mother's Day. \$5.00 brings 4 assorted sets prepaid, plus price list and sample push card. These sets are fast sellers at \$3.95 and up. Cash with order. no C. O. D.'s.
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Gold Plated Hen lays Gold Plated Eggs, 1 gr. in case. Per dozen, \$3.20; sample dozen, \$4.80. Two dollars brings big sample assortment fast selling Novelties for Jokers and other unique items. No catalog. Please state your business.
BLUE MOON CO.
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Set them UP! 7 PIECE CORDIAL SET

SENSATIONAL NEW PRIZES... EVERYONE WANTS!



Gleaming chrome-plated miniature wine cask works just like the real thing—spigot and all! Holds a full quart. Six miniature glass steins hook right onto the sides to make a unique arrangement. This gorgeous set is an eye catcher that means real business!

In lots of 6 ONLY \$4.25
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Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢ brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.
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Write us for complete Price List on Party Novelty Goods

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Could you use a
**SURE WINNER
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THAT WILL PAY BIG ODDS!!!
Regardless of how many entries
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HOLLYWOOD BEAK

The Big, soft flesh-colored Nose (not rubber) with Dark eye-glass frames. Produces a million laughs over and over. Men and Women—all ages are wild about and will buy any place they see them.

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FELT HATS**
\$6.00 Doz.
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6 DOZEN LOTS 7.50
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ANOTHER WINNER

TERRIFIC FLASH

(Will be this year's
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\$36.00 Gross

\$3.25 Dozen

RED, WHITE AND BLUE

PLASTIC BATON

REGULATION SIZE

Send 50 cents
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"Original" 3-Pc.
Kimco Pen Sets,
beautifully boxed
with \$7.50 price
tag, gold embossed.
All sets
fully guaranteed.
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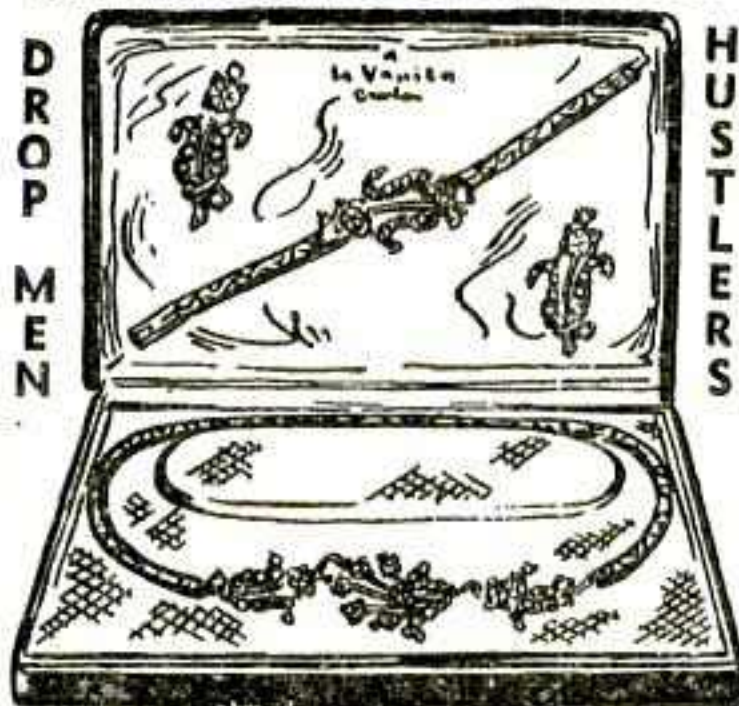
\$4.65 DOZ.—\$52.80 GR.

3 Pc. All Gold Pen Sets. Guaranteed with \$7.50 Gold Price Tag . . . \$6.00 Dz. \$66.00 Gr.
3 Pc. Eye Dropper Set. Price Tag and Guarantee 4.00 Dz. 45.00 Gr.
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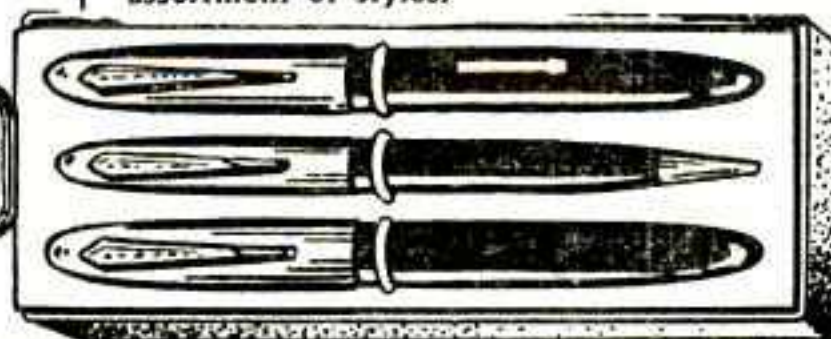
STILL GOING OVER SALESBOARD OPERATORS



\$48.00 PER DOZEN

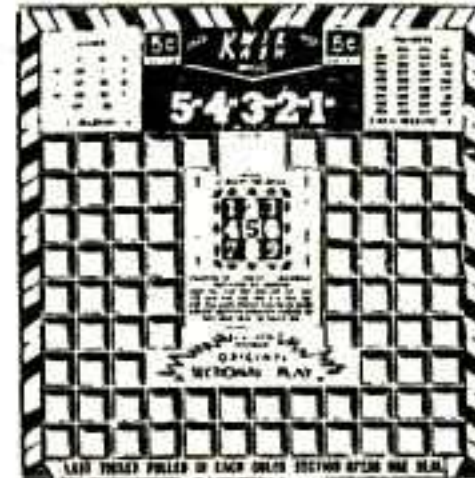
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24 karat gold-plated Choker Set Necklace,
Earring and Bracelet to match. Flush box,
silk lined. Gold price tag \$19.95. Large
assortment of styles.



THE MOST DARING SENSATIONAL DEVELOPMENT IN TICKET PLAY IN LAST 20 YEARS! SECTIONAL PLAY NOW

in
TICKETS



USED WITH 1320's
MAXIMUM PROFIT \$29



USED WITH 1000's
DEFINITE PROFIT \$10

**GUARANTEED
INCREASED PROFIT
WITH
INCREASED VOLUME**

The First Fool Proof — Argument Proof — Trouble Free
TICKET MANUFACTURED
SECTIONAL PLAY PROVED BY LOCATION TESTS

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LITCHFIELD, ILL.

PHONE 127



Finished Photos in 2 Minutes! Greatest
QUICK PHOTO Invention in History!

PDQ Champion PHOTOMASTER

Takes and FINISHES
30 to 40 Photos an hour

- Beautiful, everlasting photos — black and white or sepia—size 2½x3½ in.
- Guaranteed not to fade.
- No darkroom needed.
- Photos are taken DIRECT on "SUPER-SPEED" direct positive paper.
- Loads enough paper for 50 shots in half a minute—in broad daylight.

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Be a PDQ Photographer. Operate the Champion Photomaster. Easy instructions tell how. This portable photo studio weighs only 7 lbs. Size 4½x5x10 inches. Complete developing process takes only 2 minutes. Take photos of children, pets, grown-ups, groups, "close-ups," portraits or full-length photos—animals, scenes, at picnics, bazaars, parks, resorts, schools and colleges. Travel everywhere. Make expenses plus big profits besides.

OVER 700% PROFIT!

Takes 30 seconds to load camera with material for 50 photos—right out in broad daylight. Has double lens for taking close-up or distant shots. Photos finished in PDQ open air developing unit. "SUPER-SPEED" direct positive photo paper produces beautiful black and white or sepia photos in 2 minutes. Size of picture 2½x3½ inches. Guaranteed not to fade. Camera embodies carefully machined, sturdy mechanism. Camera covered with genuine Dupont Fabricoid Leather.

NOT A SLEEVE-OPERATED OR TIN TYPE CAMERA

Do not confuse the PHOTOMASTER with any other type of photo machine. It's definitely different. Uses "Super-Speed" direct positive paper—sepia or black and white. The camera is mechanical — FINGERS DO NOT TOUCH SOLUTIONS OR PHOTO PAPER.

LOOK AT THESE PROFITS!

Pictures cost you only 2¢. Sell for 15¢ to 25¢. Folks just grab for 'em. They are amazed to see their own photos come to life in broad daylight. Photomaster "shoots" any subject—individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money making opportunities everywhere—every day throughout the year.

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SALESMEN SIDELINE—EARN \$3,000 NEXT 5 months selling ca'endars; advertising specialties; buyers everywhere; big comm. advanced; samples free. Continental Calendar, 542-C S. Dearborn, Chicago.

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WANTED TO BUY

ACCORDIONIST — VERSATILE; WESTERN; must read, sing baritone with trio; also good vocal guitarist. Box 324, Billboard, Chicago. mh11

EXHIBIT ARCADE MACHINES—GYPSY PALM- list (life like image holds cards in hands), Muto, punching bag with electric trip. Kelly Ingee, Rt. 1, Salem, Va. mh4

HOUSE CAR TRUCK OR BUS, NO TRAILER— Clean and in good condition for cash. Joe Darpel, Hotel Victoria, Norfolk, Va. mh4

MINIATURE BICYCLE, TRICYCLE AND PED- al Automobile wanted; adjustable 8 to 10 inch reach. F. French, 26 Dix St., Worcester, Mass.

RARE RECORDS—BLUEBIRD, DECCA (BLUE), Vocalian, Gennett, Okeh, Columbia (prewar), etc.; what have you? Top prices paid. Reverse Record Exchange, 214 Malden St., Revere, Mass.

USED 16MM. SOUND WESTERN FEATURE— Priced reasonable for cash. Herbert Dry, 922 9th St. Northeast, Canton, O. mh18

USED POPCORN TRUCK — REASONABLE. Send picture, description, price. E. S. Miller, Box 25, Newry, Pa.

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WANT—WATLING TOM THUMB AND FOR- tune Card Scales. Write Oxley Novelty Co., Marion, Iowa.

WANT—ALLAN HERSCHELL, 40 FT., THREE abreast, regardless power organ, top, ponies. P. M. Rumble, Petersburg, Ind. mh11

WANTED—CLEAN CITATIONS, LEXINGTONS, Champions and Kentuckys; write, wire or phone. The United Sales Co., 1520 Commerce St., Tacoma, Wash. Br. 7960.

WANTED—16MM. MOVIE FILM, SOUND OR silent; all subjects. J. E. Morrison, Flanagan, Ill.

WAN FD — CONCERN OR INDIVIDUAL (bonded) for ticket deal. Giving car away; State of Montana Odd Fellows State Convention, June. Write or wire proposition immediately. Fred Sempf, Kalispell Mercantile, Kalispell, Montana.

WANTED — KIDDIE MUTOSCOPE (GIRL Rees), Shipman Select-O-View, wood model. Late Model Exhibit or good small picture machines. Give all in first letter. Wilson Operating Co., Box 1271, Tulsa, Okla.

WANTED—KIDDIE FERRIS WHEEL, 6 SEATS; give description. Ed. Whybro, Box 348, Phenix City, Ala.

WE WILL BUY FACTORY REJECT NYLONS— Full fashion only; in large lots. Write Southern Hosiery, Box 1624, Chattanooga, Tenn.

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

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- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
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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.

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DIRECT From Manufacturer

'ROYAL'

The King of Them All

- Precision
- Flash
- Quality FANCY CAPS

Beautiful three-piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed

Gr. **\$64.80**
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Doz. 25% Deposit, Bal. C. O. D. f.o.b. New York

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TATTOOER — VIRGIN SPOT, SERVICEMEN'S beach; good season's work for sober operator. For particulars write Earl Dail, Box 618 A, Carolina Beach, N. C.

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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 PLAYERS FOR trio; location; prefer doubles; cut no notice. City Club, Carroll, Iowa.

ALL ROUND FIDDLE MAN—HILLBILLY OR Western; free to travel; good salary, union. Call or wire Johnny Johnson, New Orient Hotel, Altus, Okla.

BOOKER FOR SCHOOLS, SPONSORED PRO- grams and assemblies; outstanding attraction; all essentials, good proposition, immediate work. H. Kay Lewis, Winchester, Ind. mh4

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FEMALE HARMONICA OR GUITAR PLAYER wanted for act; harmonica preferred. Cliffside (N. J.) 6-7732-J, between 5:30-7 p.m.

MUSICIAN INTERESTED IN WORK—COM- mercial tenor; band headquarters Savanna, Ill. Jack Cole, 423 Chicago Ave., Savanna, Ill.

SEMI NAME MUSICIANS—DRUMS, PIANO, vocalist, wind bass, trombone, trumpet, tenor. Box C-51, Billboard, Cincinnati, O.

WANTED—DRUMMER TO JOIN ESTABLISHED small traveling band; must be versatile, young with no bad habits; ability to entertain important factor; own transportation, sober and clean cut. State all including picture, salary expected, availability; others write; all answers confidential. Rocky Ford, 350 Central Ave., Hot Springs, Ark.

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The NEW 1950 hand-tooled bags are out. They are real quality merchandise, made of steer or cowhide, hand faced and double stitched and with natural or blended colors, leather or suede lining. Three pockets on the inside, including one zipper pocket, all-metal fastener. The most beautiful bag ever made of leather, and any bag will go well with anything you wear.

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COIN PURSE, 5 1/2" in., zipper, lined, beau- tiful design, \$2.75 each; six or more, \$2.50 each.

COIN PURSE, 8 1/2" in., zipper, lined, beau- tiful design, \$3.75 each; six or more, \$3.50 each.

BILLFOLDS, double stitched, hand faced, beautiful design, also Western, \$3.25 each; six or more, \$3.00 each.

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IF NOT SATISFIED, RETURN MERCHAN- dise WITHIN 5 DAYS AND MONEY WILL BE REFUNDED.

TERMS: 25% cash, balance C. O. D.—for resale only.

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Closeouts of Item that SELLS EVERYWHERE!

Men's Novelty Books

- Hilarious Adventures
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Get The BEST For LESS!

Two-tone plated 10 1/2" Horse mounted on beautiful laminated maple base. Dependable, self-starting Sessions guaranteed electric movement.

\$6.50 Ea. in Doz. Lots. Sample, \$7.75.

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#243, All metal Hula Lamp with Coolie Shade	12.00 Ea.	13.00	
#240, Horse Clock with 8 1/2" horse & Sessions movement	6.25 Ea.	7.50	
#255P, Police Dog Lamp, 15" high by 12" long, copper shade	4.00 Ea.	4.50	

All items are available in Bronze, Gold, Silver or Rose Gold Finishes. 25% Deposit With Order; Balance C.O.D.; F.O.B. Philadelphia

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Lamps, Clocks, Enamelware Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package. 6 Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

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CHINESE FIRECRACKERS

200/4/800 1 1/2" Firecrackers \$1.25 bndl.
100/10/1000 1 1/2" Firecrackers 1.50 bndl.
Cash with order, F O B Center, Texas.
25% discount for buying 8 bundle each size.

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**PLASTIC SPECTACLES
HAWK NOSE
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The Original
HOLLYWOOD HIT ITEM

\$6.90 Per Doz.

\$6.75

Per Doz. (6 Doz. Lots)

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Per Doz. (Gross Lots)

Immediate Shipment.

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**Flocked Rubber
TARANTULA**

Real. Life-Like. Scary.

\$1.75 Doz. \$20.00 Gross

Wonderful Pitch Item.

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25% With Order, Balance C. O. D.
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That Fun Provoking, Laugh Creating, Fast Selling

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IT SELLS FAST, SO CASH IN NOW!!!

DOZEN **\$6.00** GROSS **\$64.80** 5 GROSS **\$60.00** GR.
LOTS

SAMPLE 75c POSTPAID

TERMS: Cash, Money Order or Cert. Check With Order or 25% Dep., Balance C. O. D. Allow for postage else shipment made express. All prices for Kansas City.

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Series N. (5x7" Large), per doz. sets \$ 9.00
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JOBBERs—Write for prices on 1,000-set lots.
Mr. Beak, doz. 6.00
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Four Piece Windsor Knife Pen Set, \$7.50 doz.; gross 85.40
Weaver Tri-Color Pen, doz. 7.20
Twenty Puzzle (New and Hot), doz. 4.20

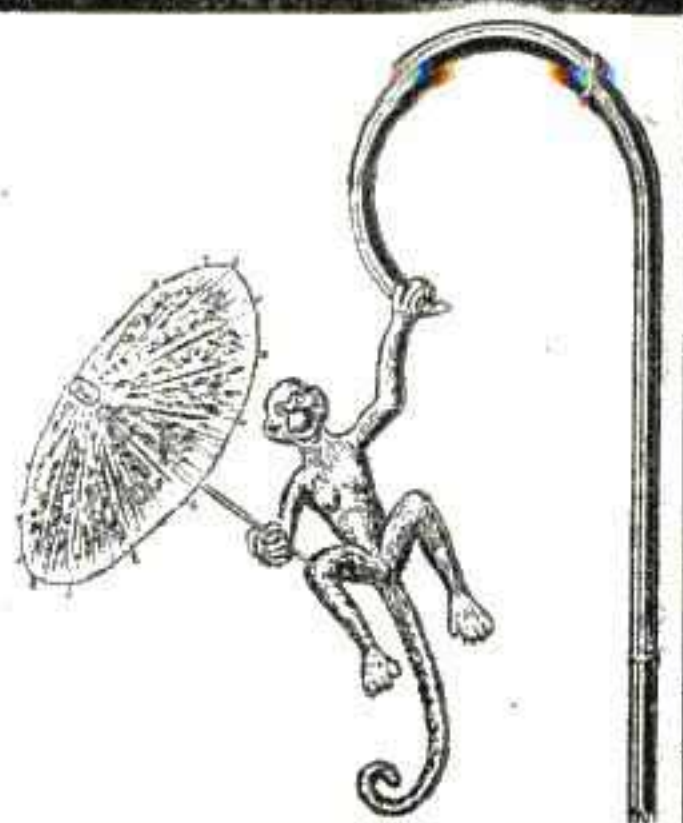
We also have **Joeko Monkey with Suction Cup, Rubber Gorilla and Twinkle Flash Light.**

WE SELL FOR RESALE ONLY. NO SAMPLES. Full amount with order—No C.O.D.'s

BORDER NOVELTY COMPANY

5 W. JEFFERSON

DETROIT 26, MICHIGAN



THE PARASOL KID

A SURE FIRE

CIRCUS AND PITCHMAN ITEM
5 1/2" soft, natural colored Monkey attached to pennant cane by hand or tail and holding miniature parasol in one hand.

Monkey and Parasol .. \$27.00 Per Gr.
Canes 3.00 Per Gr.

Prices F. O. B. Los Angeles.
25% deposit with order, balance C. O. D.

PICO NOVELTY CO.

424 So. Los Angeles St.
LOS ANGELES 13, CALIF.
Phone: MADison 9-1437

MAKE \$40 CASH A DAY

NO SALES TALK NEEDED
SPARE OR FULL TIME

Pat. Pend. Ret.'s \$4.95



YOU! CUSTOMER'S NAME MOULDED IN BIG LETTERS

Lay this colorful giant size mat on the door step and pick up \$1.55 cash deposit for yourself. We deliver and collect balance. No competition—fast seller. Any name to 12 letters—Red, Blue, Green, Black—2 1/4 ft. long by 1 1/2 ft. wide—7000 live rubber fingers. **Have Your Own Business Now—No investment, no stock, no deliveries. Big Profit! Fast Cash!**
YOUR SAMPLE MAT & SALES BOOK—Only \$3.00
Send name, state color wanted, enclose \$1—pay postman \$2 on delivery plus postage and C. O. D. Make Big Cash Money first day. Money Back Guarantee—Act Now!

Established 25 Years in Southern California
R. L. MITCHELL RUBBER CO Dept. B3
2120 SAN FERNANDO ROAD, LOS ANGELES 65, CALIF.

Simulated PEARLS

1 Strand	Doz.	\$ 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 ASST.		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

GET INTO BIG PAY ADVERTISING BUSINESS



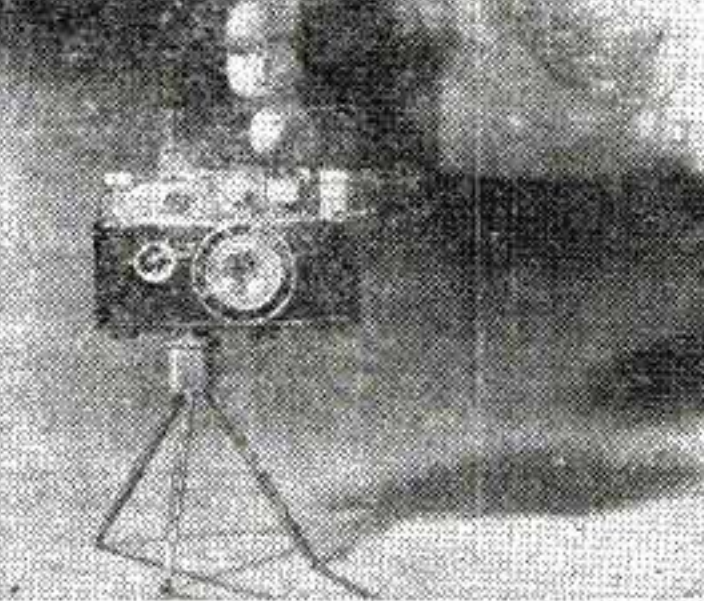
Collect big cash income every day as an expert in Display Advertising. No training or experience needed... Simply demonstrate "Fire Writing" to merchants in your territory. Most sensational Advertising Display ever invented. Spectacular "Walk-in—Walk-out" Demonstration makes it easy to call on 80 to 50 prospects daily. Make from \$7.65 to \$11.00 and more on EVERY SALE. **SELL ONLY FOUR A DAY FOR A DAILY CASH PROFIT OF AS MUCH AS \$45.00.**

Merchants Know "IT PAYS TO ADVERTISE"

Yes, you make as high as \$11.45 on every order. Simply write on glass with "Magic Crayon" and Prestol—a 5-color Advertising Message TAKES FIRE and "BURNS" like brilliant NEON. Most sensational Advertising Display ever offered to Merchants. Four sales a day is for "lazy" men. **WORKERS CAN MAKE TWICE AS MANY! Free Sales Kit.** Don't miss a penny. Rush name on penny postcard for information that tells how you can get into the Display Advertising Business for the biggest earnings of your life. **Plus Big Sales Kit—all Free.** Time is precious. Good territories going fast. Write now!

MAXILUME Company
Dep. L-133-A
125 W. Hubbard St. Chicago 10, Ill.

SENSATIONAL OFFER! PHOTO-LITER



Dependable, attractive CIGARETTE LIGHTER that looks and operates like an expensive camera. Tripod and shutter plunger can be detached for pocket use. Perfect salesboard premium, concession item and a natural for jewelry stores.

\$18.00 DOZ. SAMPLE, \$2.00
(Sample can be applied to dozen purchase price.) 25% with order—balance C. O. D.

BERG SALES CO.
119 So. Wells St. Chicago 6, Ill. 309 Hennepin Minneapolis, Minn.

HOPALONG CASSIDY BUTTONS



50-Line button has pin to hold it securely. Fine Hopalong photo on green background. In big demand!

1000	\$25.00
500	13.50
100	3.00

25% Deposit, Balance C.O.D., F.O.B. N. Y.
CHARLES SHEAR
150 PARK ROW NEW YORK 7, N. Y.

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession BIG profits are made by having hundreds of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation.
T. J. SURFACE, Pres., Dept. 309-B, Roanoke 4, Va.



HOROSCOPES

Numerology Systems, Perpetual Lucky Day Guides; greatest values ever offered to the Astrological trade. Fast sellers for stores, mail-order, door-to-door, etc. One thousand and one variations for the smart operator. All three samples only 25c.

FLURY BOX 7R DARBY, PA.

WAGON MEN! PUNCHBOARD MEN! AUCTIONEERS! PITCHMEN!

14 pc. Waterless Cookware Set, heavy gauge, virgin aluminum picture with \$49.95 retail price. **\$8.50**

26 pc. Silverware Set, service 6. **\$3.50**
Heavy Silver Plate, Chest, \$1.50.

5 pc. Carving and Cleaver Set. **\$1.35**
7 pc. Set. **\$1.90**

Horse Clock, wood or metal base, self-starting Sessions movement, 17" long, 12 1/2" high. In lots of 12. **\$6.35** Ea.

Automatic Pop-Up Toaster, U.L. app. **\$7.50**
Terms: 25% dep., bal. C.O.D.

H. B. DAVIS CO.

520 HUDSON ST. NEW YORK 14, N. Y.



NOSE AND GLASSES

Soft Nose, Very Best Quality

\$7.20 Per Doz.

F. O. B. Los Angeles

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.

NO WAITING

Immediate Delivery Guaranteed!

The "Shnoz" (nose & glasses)	Doz.	\$7.20
Keel Chain Cutie (a new hit)		2.10
Floating Doll Pencil (terrific)		9.00

"LIVE" RUBBER ANIMALS

Joeko 9" Monkey	Doz.	\$4.80
Chico 6" Monkey		3.72
Snake, 20"		4.00
Alligator, 8 1/2"		1.86
Lizard, 6"		84c

25% Deposit, Balance C. O. D.
Check with order, Less 2%

LEONARD HILL CO.
112 S. La Brea Ave. Los Angeles 36, Calif.



Now Ready For Fast Delivery!

Doz. **\$7.20**
Gr. **\$81.00**

25% Deposit with C.O.D. orders. Allow for postage on prepaid orders.

BENGOR 119 Fifth Ave. New York 3, N. Y.

EASTER SPECIALS

- Plastic Easter Rabbit Blow-Up, 24 in., \$8.00 Dz.; 36 in., \$16.00 Dz.; 48 in. \$24.00 Dz.
- Real Fur Easter Rabbit Doll 24.00 Dz.
- Busy Biddy Laying Hen 2.40 Dz.
- Singing Bird, wind-up toy, he sings and dances 4.20 Dz.
- Imported Flying Bird w/stick ... 8.00 Cr.
- Mr. Beak, plastic nose & glasses.. 7.20 Dz.
- Yakl-yak Teeth 7.20 Dz.
- Venus Salt & Pepper 4.20 Dz.
- Rear View Mirror 2.10 Dz.
- Ash Receiver 1.95 Dz.
- Snake in Box Trick 1.35 Dz.
- Max. Spider 8.40 Cr.
- 7-Way Chinese Trick Box 10.80 Dz.
- 5-Way Chinese Trick Box 7.20 Dz.
- Mex. Hat Ashtrays, colorful 6.00 Cr.
- Mex. Miniature Cup & Saucer ... 6.00 Cr.
- Mex. Tea Sets 2.25 Dz.
- Rosette Fans, small, 65¢ Cr.; large 1.05 Cr.
- Jap Finger Traps90 Cr.
- Plastic Slum, asst.75 Cr.
- Decorated Glass Tumblers, 12 oz., seconds 5.75 Cr.
- Lash Whips, small, \$12.50 Cr.; lge. 14.00 Cr.
- Bronze Horse, 10 1/2 in. 21.60 Dz.
- Oak—N M-10 Multi-Colored
- Nobby, Spiral Balloons 7.50 Cr.
- Workers50 Ea.
- Dart Balloons65 Cr.
- Batons w/Bell, finset head 16.50 Cr.
- 2-Piece Pen Sets, \$7.50 label ... 5.25 Dz.
- Jumbo Doll \$1.50 Dz.
- Cowgirl Lamp, swings fasso, moves hips 27.75 Ea.
- Horse Lamp, two tons, 8 1/2-inch gold horse, copper shade, Sample \$4.95 54.00 Dz.
- Hula Girl Lamps. Sample \$15.00 ... 150.00 Dz.
- Bronze Horse, 4 1/2 in. Dz. \$4.65 ... 50.00 Cr.
- Lge. Horse Clock. Sample \$7.95 ... 84.00 Dz.
- Lge. 9-inch Rubber Lizard, \$2.00 Doz. 21.00 Cr.

M. NOWOTNY

1401 Broadway, San Antonio 2, Tex.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

ADVANCE AGENT, PERSONAL MANAGER—Expert sales executive, booker, publicity, exploitation manager available to book coast to coast tour for box office attraction. Band-show unit or musical revue equipped to travel, play theaters, auditoriums, clubs, ballrooms, fairs, tradeshows, styeshows. Promote radio-television sponsors. Write details to Agent, Box 2502, Hollywood, Calif. mh4

BANDS AND ORCHESTRAS

AVAILABLE FOR HOTELS, CLUBS, RESORTS and Ballrooms—A well-organized, commercial, nine piece tenor band; large library of special arrangements pre-enting 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, 3308 Fuhrman Ave., Seattle 2, Washington. mh11

COLOR BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc.; four men, entertaining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill.

DANCE BAND SEVEN TO NINE PIECES AND attractive vocalist; available from June to September; have been organized three years. Contact Manager, 742 Gunderson, Oak Park, Ill.

GEORGIA WHITE & HER COMBO—DECCA recording artist, will consider booking for a limited time, specializing in hotel and cocktail lounges. A Cro's band that can play one nights. Georgia White, 6154 Throop St., Chicago, Illinois.

CIRCUS AND CARNIVAL

AT LIBERTY FOR SUMMER REP—ALL round general business team; characters preferred; three specialties, wardrobe, appearance; require no advance; new car and trailer. John L. Parsons, Gen. Del., Greenwood, Miss. mh11

"ACRO" CLOWN—WILL GO ANYWHERE IF salary is right; have new wardrobe and props; wish to connect with a circus, park, convention or fair; will work come-in on the 2 mentioned "I feature." Wire or write "Candy" Dickson, 1221 N. Capitol St., N.E., Washington 1, D. C.

BRIGADE AGENT, CONTRACTOR, UNION Billposter. Have own truck; can handle crew and get the work done. Wire or write: L. A. Gunnels, Martin Hotel or Box 359, Dothan, Ala.

FEMALE LION TRAINER, AGE 24; CAN break lions; good experience; will work fighting lion act. Miss Sherry, 247 W. Flagler St., Miami, Fla.

HALF & HALF OR GIRL SHOW—PERFORMER desires placement; beautiful wardrobe; veteran trapper. Write "Vern," c/o General Delivery, Norfolk, Va. mh11

PALMIST—AGE 30, TRAVEL ANYWHERE; DO half and half; gorgeously beautiful in a gypsy-like way. Phone 9535, Rose Davis, Avella, Pa.

SHOWMAN DESIRES POSITION AS CLOWN—Appeared Montreal Square Garden. 520 E. 18th St., Charlotte, N. C. 6-1766.

MISCELLANEOUS

MAN—AGE 27, WANTS JOB WITH FUTURE. John Selortino, 2418 Cortland, Chicago, Ill. Phone Spaulding 2-1147.

STUDENT, 23, VET, ON INDEFINITE COL-lege leave, willing to learn any type of show biz; travel anywhere for fun of it. Consider all offers. Contact Ho'm Townes, c/o D. Perry, 4909 N. Winthrop Ave., Chicago 40, Ill.

VERNON HOFF, FEMALE IMPERSONATOR—AGVA, formerly with Joseph J. Kirkwood Shows; "difficult, unusual"; critic; photographs free. Vernon Hoff, Billboard, N. Y.

MUSICIANS

A-I HAMMOND ORGANIST-PIANO-SOLOVOX man available immediately for New York and vicinity. Write Box 803, The Billboard, N. Y. C.

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 IMMEDIATELY — EXPERIENCED piano man; read, fake; prefer combo; own transportation; no one-nighters. Musician, 1347 West Decatur St., Decatur, Ill. mh4

BASS MAN—AGE 20, AVAILABLE IMMEDI-ately; read, fake, union; cut or no notice; travel anywhere. Write Max Marquis, Gen. Del., Cozad, Nebr.

DRUMMER FOR WESTERN-HILLBILLY OR girl show outfits. Will consider other offers. Also comedy, washboards, magic; union. "Scrubboard" Wallace, 2211 Bellefontaine, Indianapolis 5, Ind. mh10

DRUMMER—12 YRS.' EXPERIENCE; DO COM-edy, vocals; play good commercial 2 or 4 beat, new equipment, read well, cut shows, Latin; travel anywhere; all offers considered. Box NY-117, Billboard, Broadway, N. Y. mh4

EXPERIENCED HILLBILLY HIGH TENOR singer; hymns and mountain ballads; wants job with hillbilly band. Glen Roberts, Mossville, Ill.

HAMMOND ORGANIST—MALE, OWN EQUIP-ment, rated finest in Midwest. Smooth, sophisticated styling. #339, 1026 N. Jackson St., Milwaukee 2, Wisconsin. Telephone: Broadway 2-7098. mh11

LANNY SCOTT—DRUMS; UNION; AVAILABLE at once, c/o Chief Hotel, 420 S. 15th St., Omaha, Neb.

MOST ENTERTAINING PIANIST IN BUSINESS—Available for night clubs, cocktail lounges, hotels; vocals, record pantomime, novelties; all requests; photos Jim McGowan, 613 Monroe, Topeka, Kan. mh18

PIANIST—READ ANYTHING; EXPERIENCED combo or orchestra; will travel. Tommy Pruitt, Moss Terrace Hotel, Phone 9128, Panama City, Fla.

PIANIST-ARRANGER—PREFER COMBO; IN-dividual modern style; semi-name experience. Bob Andrews, Trail Inn Hotel, Dodge City, Kansas.

PIANO AND BASS—WORK TOGETHER; LO-cation only; own Solovox; transportation; thoroughly experienced; union, cut or no notice. Howard Bearden, 215 W. 12th St., Little Rock, Ark. mh4

PIANO, SOLOVOX—MALE; 23; NICE APPEAR-ance; union; fake well; would like to travel with Western band. Contact Musician, 3640 Troast, Kansas City, Mo. Phone WE 3191.

PIANO MAN AVAILABLE IMMEDIATELY—Prefer commercial band or combo; also play single, reliable, union; will travel, sober. Harry Reed, 2865 Julian St., Denver, Colo. Phone Genda 0033.

SOCIETY OR COMMERCIAL PIANIST-AR-ranger, requirements guaranteed or no notice; no transportation; name, semi-name; rumbas, montunas, pops, read, fake, shows, chord signs; locations preferred; good appearance. Dependable, congenial. \$85 minimum; less if somewhat permanent. Write, wire: Box C-53, Billboard, Cincinnati, O.

STEEL GUITAR MAN—AVAILABLE MARCH 6th; single, sober, reliable, experienced in radio and stage work; play Hillbilly and Western swing. Minimum salary, \$75 weekly. Contact Larry Campbell, 128 1/2 North 7th Street, Springfield, Ill. Phone 2-0637.

STRING BASS—EXPERIENCED; READ, FAKE, played with combos and hotel bands; reliable, appearance; available now. Write, wire Musician, 2819 Jay Ave., Cleveland, O.

TENOR SAX AND VOCALIST—THOROUGHLY experienced; vocals for solo and quartette work; neat appearing; Local 10; desire vocals mainly. Photos or request. Dick Booe, 419 N. Hennepin St., Dixon, Ill. mh4

TENOR, BARITONE, CLARINET, BASS CLARI-net; read, transpose; non-drinker, reliable, name, semi-name experience; age 25; married; car; cut or no notice; prefer locations. Musician, 330 East 23 St., Erie, Pa.

TROMBONE, DOUBLING VIOLIN — FAKE piano. Available, Trio, small combination. Restaurant, resort, hotel, club experience; now vicinity of Buffalo, N. Y. Union. Box C-40, Billboard, Cincinnati, O. mh4

TROMBONE—SEMI-NAME COMBO; SHOW EX-perience; read, fake; have car; travel anywhere; must be steady work. Musician, 1665 Pullau, Cincinnati 23, O. mh11

TRUMPET — EXPERIENCED COMMERCIAL, fake off, read, fake, lone; sober, dance band, night club; state all. Box C-52, Billboard, Cincinnati 22, O.

PARKS AND FAIRS

AT LIBERTY—YOUNG LADY, SINGLE TRAP-eze, ladder, platform; rolling globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. mh11

DASHINGTON'S CIRCUS ACT—DOGS AND cats; for any show anywhere for reasonable rms. 1413 Euclid St., Philadelphia, Pa. mh4

GREAT CALVERT — RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 104 Averill Ave., Rochester, N. Y. mh4

VAUDEVILLE ARTISTS

SENSATIONAL MAGIC, MENTAL ACT NOW available for bookings. Phone, write, wire Merlin the Magician, 4103 Oliver St., Chevy Chase, Md. OL 2699. mh4

Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons Tells Time, Stop Watch, Measures SPEED, Measures DISTANCE, "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.

BRAND NEW! TERRIFIC SELLER!



Gross Lots \$3.30 Watch Only Lots of 60 \$3.48 Lots of 6 3.50 Gold Plates, 75¢ extra. Plastic Band, \$1.10 Doz. On orders under 6 watches, add \$1.50 ea. C. O. D. orders from non-rated concerns. 10% with order. SARO WATCH, J-1674 B'way, N. Y. 19, N. Y.

BARGAINS!

FOR PRIZES—SURPRISE BOXES—GIVEAWAYS—PREMIUMS

One of our greatest values in slum merchandise. Includes items for children and adults. Some items sell retail for as much as 29¢. Contains everything imaginable! 1,000 pieces, \$10.00 — 3,000, \$24.50 5,000, \$39.50

NOVELTIES — GIFT MERCHANDISE — CLOSEOUTS—QUALITY ITEMS OF EVERY DESCRIPTION THAT WILL BRING YOU HUGE PROFITS

- | | | |
|-------------------|---------|---------|
| Assorted 5¢ items | Per 100 | Per 500 |
| 10¢ items | 2.50 | 10.00 |
| 25¢ items | 7.50 | 30.00 |
| 50¢ items | 13.50 | 54.00 |
| \$1.00 items | 25.00 | 100.00 |
- GIANT CELLOPHANE PACKAGE OF 50 ASSORTED BALLOONS.** Includes some that blow up to 4 feet long. Giant airship balloons, serpentine balloons, big-no-e clown balloon, pig balloon, fish balloon, fuzzy cat balloon, wise old owl balloon; and even a giant devil balloon. 50 assorted balloons in attractve package ready for resale at \$1.00. Your cost \$7.20 per dozen. \$54.00 per 100 packages. **SPECIALTY GIFT OFFER**—Includes hundreds of items that everyone can use. Wonderful value. Regular retail value \$100.00 to \$150.00. **SPECIAL CLOSEOUT PRICE, \$25.00 per lot.** **BEAUTIFUL PLASTIC APRONS**—Finest quality, beautiful colors, latest designs, wonderful value. Retail at 59¢ to \$1.00 each. Your cost, per 100 \$17.50 **EVERSHARP PENS,** retail for \$1.00. Packaged in boxes bearing Eversharp trademark, per 100 \$35.00 **RAZOR BLADES,** assorted brands, single edge, retail at 10¢ to 25¢ per package, per 500 packages \$12.50 **TERMS:** Cash with order or 25% deposit, Balance C.O.D.

COMPLETE SATISFACTION OR MONEY BACK ON ALL MERCHANDISE WHOLESALE DEPARTMENT POST-ALL SALES CO., INC. 29 Eye Street N.E. Washington 13, D. C.

FIRST TIME ADVERTISED!

Cigar Stores, Novelty Stores, Joke Shops Plastic GOOFY EGG won't stand still unless you know secret. Best novelty to come out in a long time! One dozen to display box.

GOOFY EGG **SCREWY EGG WON'T STAND STILL UNLESS YOU KNOW HOW!** **WACKY EGG HAS A SCREW LOOSE IN HIS HEAD. DRIVES THEM DAFKY** **\$1.80 Doz.** (Min. 2 Doz.) Jobbers, Distrs., write for prices. 1/3 Dep. Bal. C.O.D.

CLEVER NOVELTIES

505 5th Ave. New York City MU 2-0326

Men's & Ladies' Famous WRIST WATCHES * ELGIN * BULOVA * GRUEN * BENRUS * WALTHAM Brand new 1950 metal cases. Reconditioned and guaranteed like new. 7-Jewel \$8.75 15-Jewel \$12.45 17-Jewel \$14.50 Rhineston Dial, \$1.50 add. Gold Filled Stretch or Comb. Band, \$1.50 add. Fe's. Only Plastic Gift Box FREE with every watch. **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-4 Chicago 3, Ill.

1/20 12K gold-filled top with stainless steel back. Formerly sold for as high as \$9.95 or more. In Dozen Lots \$1.50 Sample 2.00 Gross Lots 1.25 **IRWIN COMPANY** 837 East 128th Street Cleveland 8, Ohio

FAST SELLING TRICK! 4 NICKELS TO 4 DIMES Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50. **SAMPLE—\$1.00** \$6.25 for one doz. or \$12.00 for 2 doz. Remit with order. **JOBBERS: ASK FOR QUANTITY PRICES!** 131-B W. 42nd St. **D. ROBBINS & CO.** New York 18, N. Y.

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—No C. O. D.'s 100 Ultra-Blue Store Signs, 7x11 \$5.00 L. LOWY, 8 W. Broadway, N.Y. 7, N.Y., Dept. 526

DIRECT FROM MFR. NOVELTY CIGARS Trick Cigars with harmless, non-explosive action. After burning concealed metal spring bursts cigar! Natural appearance will deceive anyone. 15¢ Retailer. **JUMBO CIGARS**—10 1/4" long—a big joke!—35¢ Retailer. **A. Freeman** 25 W. Broadway, Room 33 NEW YORK 7

BIG PROFITS Own your own business stamping key checks, name plates, social security plates. Sample with name and address 25¢ **Bart Mfg. Co.** 103 Degraw St. Brooklyn 2, N. Y.

NEW AUTO WASHER Your car sparkling clean—in a jiffy—Amazing "Suction" Auto Washer. Simply glide over car. PHENSTOL Dual, grease, dirt, and grime disappear like magic. Leaves finish clear, lustro. Auto gleams like a mirror. **SAMPLES FOR AGENTS** Sample offer sent immediately to all who send name at once. Hurry, postal will do. **SEND NO MONEY—Just your name.** KRISTEE Co., 155 1/2 Bar St., Akron, O.

Coming in APRIL See Page 40

THE LATEST SCIENTIFIC MARVEL

PLASTICIZE

A NEW Protective Film For

- AUTOS
- BOATS
- BRASS
- SILVERWARE
- WOOD FINISHES

CLEANS -- PROTECTS -- BEAUTIFIES FOR SUPER LUSTER

PLASTICIZE!

PLASTIC BASE - CONTAINS NO WAX OR KEROSENE

Note These Features

- **A SCIENTIFIC DEVELOPMENT!** PLASTICIZE is not a mere discovery—it is a SCIENTIFIC DEVELOPMENT which has been carefully worked out, compounded and tested and is now made available to the public.
- **NO RAINSPOTS—FINGERMARKS STREAKS!** Fingers will not mark, rain will not spot, and wiping will not streak PLASTICIZE.
- **RESTORES AND PRESERVES FINISH!** PLASTICIZE will restore the dulled paint as well as preserve a new car finish. It is highly resistant to water, oil, dust, dirt, grit, grime and grease. When soiled—simply wipe or wash off.
- **EASY TO APPLY!** PLASTICIZING is a pleasure. It is so unlike common polishes and waxes that a child can produce a perfect job.
- **LONGER LASTING!** In the hottest sun and coldest winter blasts, you will marvel how PLASTICIZE shines through every month of the year with its beautiful deep LUSTER.
- **SAVES TIME AND MONEY!** The GLITTERING hard smooth PLASTICIZED SURFACE—so easily applied, will save you many long hours of labor and countless dollars invested in polishing materials and unnecessary washings.
- **HARD GLASS-LIKE BRILLIANCE!** The durable long lasting PLASTICIZED MIRROR-LIKE HARDNESS will SPARKLE with BRILLIANCE through HEAT—COLD and EXPOSURE.
- **NOT AN OIL—WAX OR PAINT—** No—it is nothing gummy or sticky—it is not painted on—contains no wax and is not an oil. Just a little portion goes a long way.

BORN 180 DAYS AGO

This amazing new revolutionary product, the successor to wax, is being sold to service stations, car wash stations, auto accessory stores, hardware, drug, and chain stores. Tried and proven a tremendous success in Miami, Florida, the rest of the world is virgin territory. Miami auto owners have purchased PLASTICIZE to the value of \$60,000.00 in the past 60 days. Up to \$100 a day without risking a penny. You can be your own boss and make \$20 an hour selling the most revolutionary and practical product ever produced. No investment required. No such chance has ever been presented on such a sure fire product. You can't miss. It sells on sight. PLASTICIZE retails for \$1.50 per tube. That is enough for 3 medium size cars.

PRICE LIST

Sample tube, postpaid \$1.00
(Refundable and deductible on your first order of one dozen or more)

One dozen in display carton, postpaid \$9.00

Six display cartons of one dozen each, 1/2 gross per dozen \$6.00
per case of 6 doz. \$36.00
F.O.B. Miami, Fla.

TERMS

Sample orders of one dozen or less, cash with the order. Remit by postal money order; checks must be certified. Orders of six dozen (one case) or more, 25% deposit with order, balance C.O.D. Remit by postal money order; checks must be certified.

Exclusive franchise available. Be the first to introduce PLASTICIZE in your community. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory. Advertising mats available.

Our Money Back Guarantee

PLASTICIZE is guaranteed to contain no harmful ingredients which may be injurious to the paint. Sealing the surface, it will preserve and protect the finish, giving it a hard glass-like surface, which will give longer life and wear, as well as a beautiful high lustre.

B & K DISTRIBUTING CO.
DIVISION OF PLASTICIZE LABORATORIES
1805 N. W. 79th Street Miami 47, Fla.

Pipes for Pitchmen

By Bill Baker

FRANK RIBEDEAU . . . reportedly has returned to Los Angeles where he is working a new wipe-on varnish, having ditched his med lecture for the time being.

Insolvency in the winter evolves from indifference in the summer.

WILLIAM F. McDONOUGH . . . widely known sheetie, is in West Palm Beach, Fla., after a successful run at the Florida State Fair, Tampa. Following a week's stay in West Palm Beach, McDonough plans to go to Daytona Beach, Fla., where he will remain thru February, with plans to wrap up plenty of sunshine and a few dollars. He says he'd like to read pipes here from Chet Greeley, of Liberty, Me. McDonough makes his home in Gardiner, Me.

MR. AND MRS. W. CRAWFORD . . . who retired from the pitch field about 15 years ago, are making their home in Buffalo. They'd like to see some pipes here from Morris Kahntroff, Tom Coe and Blackie Beard.

Many a pitcher has been with it, for it and up against it in his day.

KATE GOODMAN . . . who has been working the Kress store in downtown Los Angeles, is framing a new layout for presentation in the J. J. Newberry store at Santa Monica, Calif.

BRUCE COLE . . . former night club emcee and magician, is working rug cleaner at Schuneman's department store, St. Paul. Cole was released from a hospital last March after recovering from polio. He's reported to be getting the long-green with the cleaner.

Some pitchers will discontinue giving bad dope on some spots only when some of the tips boomerang.

"THINGS AROUND HERE . . . especially in the chain stores, are exceptionally quiet," letters Richard Arcand from Los Angeles. The long-green is hard to come by in this sector. I plan to remain a home guard this season and stay close to the department stores where I can at least make a living. It looks to me that the road won't be any better this year than it was last season. Unless the immigrants with ideas want to join the rest of the pitchers jack potters here they had better steer clear of the West Coast. However, if you must come out here, bring plenty of long-green with you. Let's have some pipes from Dave Rose, Jimmy Beach, Harry Mills, Mary and Madaline Ragan, Bill Baring, Morris Kahntroff."

Famous last words: "If working to a tip gets you down, don't worry about a thing. Just call on me."

R. L. LEVI . . . well known in pitch circles, is at his Charlotte, N. C., home framing a two-man tent show, which he plans to take on the road soon. Levi is working

rug menders and says that he has worked Richmond, Va.; Washington, Raleigh and Durham, N. C., and all have been good. Levi was the subject of a feature article on his pitch abilities in a recent issue of the Metro-Gravure section of *The Baltimore Sunday Sun*. Titled "Curb Service," the piece was written by Jacob Hay and includes such excerpts as: "An experienced pitcher can make a first-rate living, and to watch an expert at work is a pleasure. . . . Gyroscope tops are ideally suited for sidewalk sales, since they are bright and shiny and have movement. The pitcher's only major woes are municipal ordinances. Practically every city in the country has a different set of laws governing sidewalk selling, and not only that but the laws keep changing."

Fancy Freddie Says: "Age has its handicaps. When that fellow broke into the business he was known as a Johnny-Come-Lately. Now that he has spent nearly a lifetime in Pitchdom he's known as an old fogie living in the past."

FOLLOWING . . . a successful stand in Dayton's department store, Minneapolis, with eye-glass cleaner, Bob Stickney moved into the Emporium department store, St. Paul with a rug cleaner layout which is clicking.

JOSEPH L. HALL . . . who broke into the med show business many years ago on a platform in Niles, O., with Doc Heber Becker's unit, is playing in pictures in Hollywood after a career that saw him appear with tab and rep shows and dramatic stock. He also has had a fling at television. He admits that he hasn't read the Final Curtain department in *The Billboard* too religiously and, as a result, would like to know what has become of Doc Becker, Jack White, Jack Smart, Jimmy Flynn, Doc

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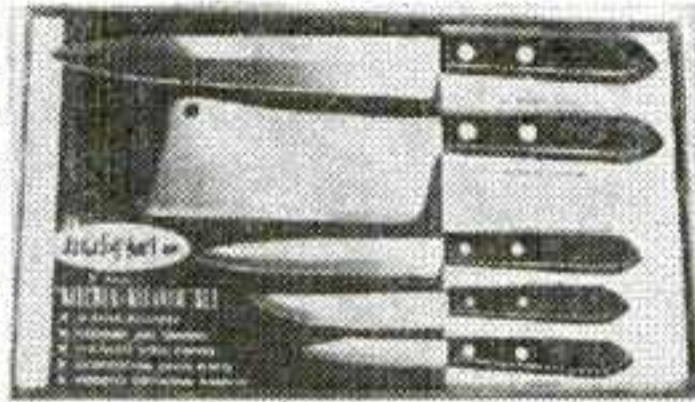


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JULIUS LAZARUS . . .
is in Los Angeles readying his new car for a tour of Southern California.

ROBERT HALLIE . . .
has closed his horoscope layout in the W. T. Grant store, Los Angeles. During his stay there visitors included James (Kid) Carrigan and Prof. Jack Scharding.

LIBBY SCHULLER . . .
worked slicers to good returns at the Riverside County Fair, Indio, Calif., February 17-22.

BERNIE DUNN . . .
is reported to have chalked up good lucre counts with the wipe-on varnish layout in the Kress store at Pasadena, Calif.

CLAIRE MOORE . . .
is in Los Angeles framing a new item that she plans to work in West Coast stores.

PITCHMEN SIGHTED . . .
working the 12th annual Mardi Gras in Mobile, Ala., February 13-21, included such stalwarts as Bennie Meyers, Duke Schilling and Morris Kahntroff.

"IT SEEMS TO ME . . . that all of us are gradually realizing that the picnic is over," Ben Skidrow letters from Mobile, Ala. "There's been too many big pay-offs in the past to fee grabbers and collectors of citations. Let's have some more pipes in the column from Dave Rose, Pup Tent Brooks, Barney Kaplan, Rubin Bluestein, Lefty Shapiro, Bill Weiss and Morris Kahntroff."

Then there's the pitchman who never knew what happiness was until he began deriving it from his work.

BIG AL WILSON . . .
pens from Dallas that altho the weather hampered activities there, all the boys working the city obtained a little of the long green. Al has been working for Jack Murphy on the latter's car demonstrations and reports that business has been okay. He plans to go into stock and sport shows from now on. Al will travel to Houston when things begin to go slow in Dallas.

VON HAGEN WINS

(Continued from page 59)

which offer a good environment for juveniles.

The most recent operator to aim a sales pitch at this field has been Perry B. Giles, owner of Curvecrest Roller Rink, Muskegon, Mich. Last November, Giles, thru the Curvecrest Skating Club, invited Muskegon's parents and teachers to be guests of the management as spectators or skaters at a night session. The aim was to obtain greater co-operation from parent-teacher groups by demonstrating the type of recreation provided at Curvecrest, the discipline enforced, and the progress made by those who are making skating a study in addition to a recreation.

POLACK WESTERN

(Continued from page 43)

our Chicago engagement. Freeman will spend his days off at the Freeman Manor, Peru, Ind.; Billy Griffin, his home in Fort Branch, Ind.; the rest of the gang into Chicago to see the sights including the King's Palace, a must for every visitor to Chicago. Mrs. Otto Griebing is on for a short visit but will be back to make the Coast trip. Mrs. Hanna Pallenberg, who was hospitalized for a few days, is out.

Mr. and Mrs. W. E. Griffin, parents of Billy Griffin, came from Fort Branch, Ind., to visit. Other visitors were Bill Lange and parents; W. F. Lange, E. Walter Evans and Charles Wirth from *The Billboard*; Charles Sego, Herb Harren, Glen and Mimi Tracy, Father Carl Geers; Mr. and Mrs. Bill Dressman, of the Cincinnati Zoo; Jackie Toliver, Al Mayer, Billy Morales, Claudia Pennington, Cecil Scott, Dr. William Huebener and Bill Dammarell.—**FREDDIE FREEMAN.**

MILLS BROS.

(Continued from page 43)

Hospital, where he had been ill with pneumonia. Burial was at Charleston, W. Va., Thursday (23).

Charley Brady's crew is converting former concession truck into another sleeper. A new concession semi has arrived, along with the new pole truck and a straight job to be used for planks. A chair truck was completed and work is under way converting a former pole truck to menagerie canvas and building a new semi to haul the added bible barrels for the enlarged grandstand.

Jacklan Tolliver, Noevel Snyder and Donna Hancock, doing web, ladders, menage and cloud swings, signed contracts. R. William Fradkin was added to Fred Stafford's press staff.

At Cleveland, the Mills brothers and Ray and Jay Golly have been regular visitors to the Grotto Circus. Sunday night (19) Mr. and Mrs. Jake Mills entertained the George Hanneford family, Alabama Campbell, drummer Al Yoder, Nina Unus and Toni Tinsi Liu, all of the Grotto line-up; Mills general agent H. W. Ahrhart Jr., promotional manager Jack Lampton and crew. Circus movies were shown and a buffet supper served.

Purchasing agent Sammy Burnstein, his wife, Donna, and daughter, also visited Cleveland and took in the Grotto show.

ROLLER RUMBLINGS

(Continued from page 59)

has taken to the blades. She has passed her third figure test and is preparing for the February 25-26 State meet of the United States Figure Skating Association in Los Angeles. She has been studying under Hans Johnson, of Iceland, Berkley, Calif.

Fred H. Freeman's Bal-A-Roue Rollerway, Medford, Mass., has enrolled in the polio campaign by installing a March of Dimes wishing well in the rink lobby.

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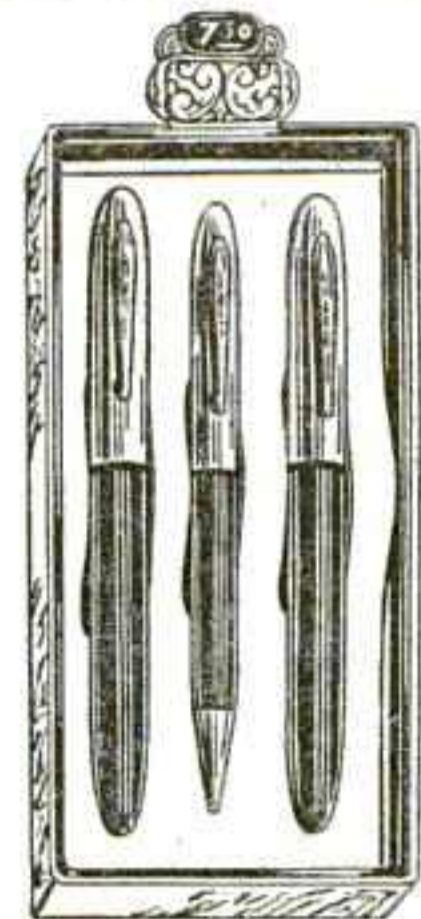
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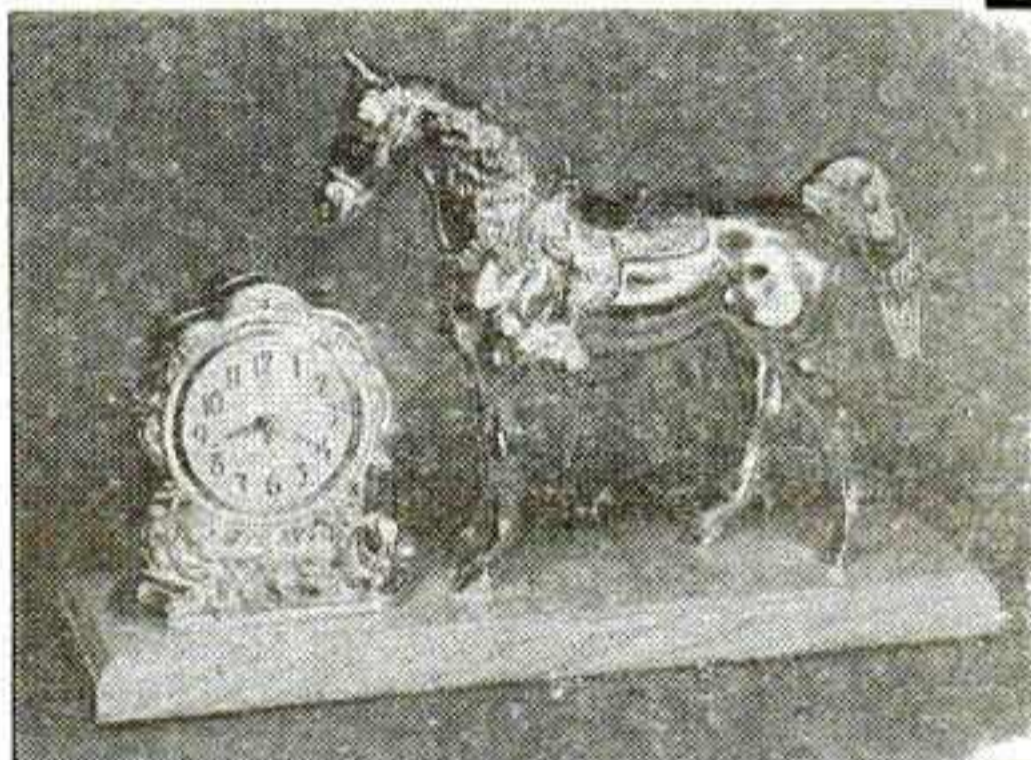
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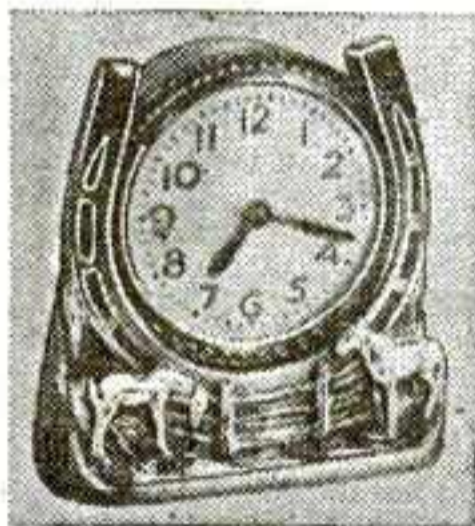
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UNDER THE MARQUEE

(Continued from page 42)

With Lawrenson in New Orleans are Clay Johnson and Harry Patterson, who were with Dailey in 1949. . . . Harry Gordon is reported returning to the advance of Dailey Bros.' Circus.

The model circus of Joe W. Taggart, Rockford, Ill., rendered outstanding advance bally service for the February 20 date of the Ayers and Kathryn Davies Circus in Beloit (Wis.) Field House under auspices of the Optimists' Club. The Beloit Daily News of February 11 and 14 devoted a lot of space to the model, displayed in a local department store for a week, and published an article by Charles S. Kitto, local circus fan, on the Taggart model. Proceeds of free silver offerings made during the week are to be used by the Optimists in their youth work.

Out of the millions who attend circus performances, at least 65 per cent believe they would have made good performers had they started young enough.

Paul Campion pens that he will be the agent for Capell Bros.' Circus this season. . . . Norman Hanley, band leader, is spending the winter at Macon, Ga., visiting Mr. and Mrs. J. F. Greek. Hanley again will be with the Hunt Circus. . . . Horace Laird, clown, has not signed with Biller Bros.' Circus as mentioned in a recent issue. . . . Lefty Lacelle, clown, last season with Cole Bros., is doing movie roles this winter for National Film Board of Canada. . . . Mr. and Mrs. L. C. Langhart, Louisville, celebrated their 19th wedding anniversary February 19. Langhart is well known in circus circles, having been on the advance of the big tops as a lithographer for 25 years. Last season he was with Dailey Bros.

Manager of the Tableau & Chariot Circus advised that snoring in berth cars is permissible, but undesirable, like other berth car discords.

C. L. Brown was bandmaster on Cole Bros. last season and not Joe Rossi, as mentioned in a recent issue. Rossi played last chair cornet in the band. . . . Sam Price will have the No. 1 bill car with Stevens Bros.' Circus with six men and three panel trucks; Ed Shearer the No. 2 car with three men; Les Garner the opposition brigade. John Grady will be 24-hour man. . . . B. K. (Dad) Bond, with circuses and carnivals, is near death in the Charity Hospital, Houston, reports Doc Waddell. The latter has been made an honorary member and chaplain emeritus of the Circus Fans' Association. He attended the banquet given by the John Robinson - Loyal Repensky Tent, Cincinnati, night of February 19 for the Polack showfolk. Doc advises that Johnny J. Jones, Columbus (O.) Dispatch columnist and radio commentator, will be toastmaster at the Mills banquet following the opening matinee at Circleville, O., April 15.

Top award for living in the past is the guy who just discovered that swinging ladder gals no longer wear tights.

Emil Wacker, owner of Circus Apollo, celebrated his 50th birthday at Hamburg, Germany, February 27. One of Germany's top circus operators, Wacker has been in show business 35 years, 15 of them at the head of his own org. Many of the European acts seen with the Ringling-Barnum circus in recent years have come from Wacker's org. . . . A. J. Duffy letters from Muscatine, Ia., that contrary to recent reports, he is in no way connected with the Cole & Walter Circus. Duffy adds that the Kelly & Morris Indoor Circus has been booked to play Muscatine April 22 under the American Legion Post auspices. . . . The Two Leonards (Ward Hall and Harry Leonard) are doing their impalement act on the

Benny Fox Star-Spangled Circus, Jack Harrison is doing the clowning.

Circus performances are reaching such a modern stage that jet propulsion may soon take the place of the high school horse.

James Douglass, clown, reports he caught Harold Rumbaugh's Horne Bros.' Circus several times recently on its Florida dates and says the show is doing well. Org has no concessions or Side Show and is sponsored on all dates. Act line-up includes Lucy Lee, head balancing traps; Laurish's ponies, Mrs. Mary's dogs, Mat Laurish's high school horses; Lucky De Rizkie, slack wire; Horne Bros.' elephants, and the De Rizkie Family, juggling and head balancing and a liberty horse act. . . . Rev. F. E. Hawes, former circus clown and now pastor of the Temple Baptist Church, Phoenix, Ariz., was the subject of a feature story in a recent edition of The Phoenix Gazette.

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SALESBOARD SIDELIGHTS

Irwin Feitler, president and new sales manager of Gardner & Company, Chicago, reports top production and record sales are keeping wheels humming at the plant. Greater personal service is the prime object of Gardner's new sales policy, which will be effective as soon as he appoints two assistant sales managers, Feitler said. Meanwhile, the firm's salesmen are hitting the highways and by-ways with growing order grosses. The record-fast shipments are playing a big part in the new sales peaks now being realized. **Charles B. Leedy**, resigning his sales manager post in Chicago, left last week for California where he will represent the firm in a sales capacity. **Miss S. Zinder** (Mrs. Leedy) also resigned her position as assistant sales manager. She'll raise cocker spaniels.

F. W. Brady, W. H. Brady Company, Chippewa Falls, Wis., is pleased with the trade acceptance of the 275-item line of push cards. Still on tip-toe, delivery-wise, Brady is featuring same-day delivery on orders. . . . **Gay Games, Inc.**, Muncie, Ind., continues a hard-hitting production and sales program, turning out its lines of tally cards, tip games and E-Z Pickin' jar games, according to President **Guy E. Noel**.

Michigan City Novelty Company, Michigan City, Ind., relays word of some high poppin' activity on its definite, pay-out, tip and plain boards. Some of the leading numbers are the thick 400-hole Lucky Bucks, nickel play; Swing It, 1,000-hole girl style board, also 5-cent

punch, and Ten Tens, ticket number at quarter punch.

From DeLuxe Sales Company, Blue Earth, Minn., the news is that 14 salesboards are leading the pack. General Manager **Harry C. Hayes** tells of the big-profit boards offering 5, 10 and 25-cent play. . . . **Rake Coin Machine Exchange**, Philadelphia, has a full line of leader items in stock with new winners being received daily. Firm continues policy of dealing with operators and jobbers only.

William P. Wollpert, sales manager of Pioneer Manufacturing Company, Chicago, is keeping busy at headquarters while Vice-President **Harold Boex** winds up a Southern trip. Harold is contacting the field via his usual stop-to-stop method, driving his own car.

Marshall Maltz, Peerless Products, Inc., Chicago, announces the first 80 of the new 100-board line are now out and "punching." He adds that thru the year there will be a 10-board release each month. **Ben Marshall** is in off the road, long enough to become reacquainted with the staff.

Jerry Scanlan, Chicago, put out a new counter game last week. Called Fortune, it is an operator item that is expected to have good play pull, according to Jerry. Gimmick is that the player's fortune is told by different colored balls, keyed to present "forecasts." Unit can be played 3,263 times without resetting. Scanlan states the new release is designed for universal placement.

FEMS GET BIGGER PART

(Continued from page 46)

shows, which are not members of, or approved by the association, was also adopted.

Members of the livestock shows passed a resolution urging greater emphasis on education in junior shows as opposed to high auction prices on champion show animals. Backed by the Future Farmers of America (FFA) and 4-H clubs, this move was aimed at the elimination of designated champion animals and the substitution of a group of top "purple ribbon" animals to be sold at auction in groups and by lot. This proposed system has been adopted by the Intermountain Junior Fat Stock Show, to be held in Salt Lake City in June.

Booth Prexy

John E. Booth, Spanish Forks, was re-elected president of the Livestock Shows Association; **R. E. Winn**, Nephi, treasurer, and **Clem S. Schramm**, Salt Lake City, secretary. **Dr. John H. Beal**, Cedar City, succeeded **Raymond C. Wilson**, Salt Lake City, as vice-president.

Mrs. Emil S. Erickson, Murray, was named president of the auxiliary with **Mrs. C. L. Bello**, Sandy, vice-president, and **Maude Redd**, Utah State Fair, secretary.

Mrs. Ruth C. Hartkopf, manager of Eastern Idaho State Fair Association, Blackfoot, was key speaker at the convention and touched off the drive of the women.

A committee was named to adjust county fair dates so as not to conflict with the Utah State annual dates of September 15-23, in Salt Lake City.

MILWAUKEE RED HOT

(Continued from page 41)

tightened to make for a faster-moving performance.

Because of the full bill, clowns don't get too much of a chance to show their w. es. Sa-So is producing clown. Other members of the alley are **Rube Simon**, **Billy Rice**, **Roy and Joy Thomas**, **B'ly I'udson**, **Charles and Earl Lewis**, **Slim Collins** and **Joe Wilton**.

Basile Directs Band

Members of the executive staff are **Morton**, director; **Len Humphreys**, manager, and **Omer J. Kenyon**, general representative. **Joe Basile** directs the band. Basile has a well-rounded musical background for the show.

H-M boast a number of new acts this season. These include the **Triska Troupe**, **Mlle. Myriam France**, featured in the ballet; **Z vatta Troupe**, bareback riding; **LaPaloma**, web; **Great Smetona**, wire; **Captain Berg's Seals**; **Zoppe Troupe**, balancing ladders; **Four Angels**, acro; **Elena Garcia**, steel cable walk-up; **Three Barretts**, high act; **Baranak Sisters**, perch; **Two Garcis**, perch, and **Amandis-Ricardis**, teeterboard.

Show gets away to a fast start with a web number. Then follows **Dick Clemens** and his wild animals, **Johnny Dare** and **Mary Lou**, sway pole, **Dr. Cooper's Liberty horses**, clowns and the **Hamid-Morton bulls**.

FIGHT FREIGHT HIKE

(Continued from page 46)

the railways were short-sighted in failing to support livestock shows, particularly since much of their revenues were dependent on a thriving livestock industry. He felt exhibitions would be curbed by the move.

J. Charles Yule, general manager of the Calgary Exhibition and Stampede, said cancellation of the special rate would "undoubtedly affect" his show. "It will simply mean no inter-provincial competition," he said.

Alberta To Be Hit Harder

Yule said the Regina and Saskatoon shows would be harder hit than those in Calgary and Edmonton, as the majority of livestock is bred in Alberta.

Hardy Salter, secretary, Canadian Percheron Association, Calgary, and **McLeod** agreed that fairs might be reduced to regional shows.

"The exhibitors just can't take it," said **Salter**, a livestock breeder. "No exhibitor ever made any money showing his livestock; it is purely an advertising matter. We just can't afford to ship anymore."

Before the decision was made, **Salter** had suggested that fairs institute a system of bonuses for livestock exhibitors. He doubted if increased prize money was the proper way to solve the problem. Exhibitors should be given a set sum for each animal shown, he said.

Six fair men, representing 19 Western Canadian exhibitions, opposed the freight rate boost in a brief presented to the board of transport commissioners in Ottawa last fall.

POLACK BIG IN CINCY

(Continued from page 41)

Loyal Repensky Tent of Circus Fans entertained members of the show Sunday night (19). Cocktails were served at the **Gibson Hotel**, after which the showfolk and fans went to **Caproni's restaurant** for dinner. **Cecil Scott**, **Bill Dammarell**, **Dr. William Huebener**, **Frank Bevier**, **Glen Tracy** and other fans handled arrangements. Present from *The Billboard* were Executive Editor and **Mrs. Bill Sachs** and daughter **Sandra**, and **Mr. and Mrs. Charley Wirth**.

Mrs. Werts Heads Werts Novelty Co.; Young Sales Mgr.

MUNCIE, Ind., Feb. 25.—Mrs. Iva G. Werts has been named president of Werts Novelty Company, Inc., it was announced this week. She is the widow of **Fred W. Werts**.

Ralph Young is the new general manager, replacing **Robert G. McNabb**, who is no longer with the firm.

The company is maintaining peak production in anticipation of the approaching season, with the accent on its line of Baseball Books, according to **Young**.



Salesboards—Bargains

600 5c Jumbo Lulu	Prof. \$13.50	\$.69
1000 25c Charley	Prof. 50.00	.69
1000 5c Nickel Charley	Prof. 17.50	.69
1440 5c Barrel	Prof. 18.00	.98
1440 10c Barrel	Prof. 36.00	.98
1800 5c Lulu—X Tk.	Prof. 18.00	1.10
1000 25c J.P. Charley	Prof. \$52.00	\$.75
1200 25c J.P. Texas Charley, Seal	102.28	.98
1000 10c J.P. Ready Money	50.00	1.09
1000 5c J.P. Big Forty	Prof. 24.10	1.09
1000 to 1200 5c J.P. Bds.	Prof. 28.00	1.39
1000 & Up 5c Girlie J.P. Bds.	29.00	1.49
1084 25c Block Buster	Prof. 81.00	1.79
2400 5c J.P. Barrel	41.00	1.79
2400 10c J.P. Barrel	82.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

SALESBOARDS AND TICKET DEALS
WRITE WIRE OR PHONE FOR JOBBERS & OPERATORS PRICE LIST
B.F. PRODUCTS
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PHONE 25-771

SALESBOARD OPERATORS . . .

SEE IT!



The Sensational BI-BYE BABY DOLL

Don't miss our announcement ad on page 63

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1132 S. Wabash Chicago, Ill.

ATTRACTIVE and UNUSUAL
PUSH CARDS
Designed and Manufactured by
RAY MERTZ & 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., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

SALESMEN WANTED JAR TICKET GAMES
Sell in every town and community. Clubs, Cigar Stores, Pool Halls, Taverns, etc., are best prospects, or start a route of your own. No experience necessary. Free pocket sales kit. 40% advance comm.
Worthmore Ticket Games
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Tickets, Jar Deals, Premiums Complete Line
STOP IN TO SEE US
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Lombard 3-2676

SALESBOARDS—JAR TICKETS NEW LOW PRICES ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Price
400	5c	LUCKY BUCKS, THICK	Def.	\$ 7.00	\$.60
300	25c	QUARTER KOLORS, THICK	Def.	15.00	.60
1000	5c	5c CHARLEY THIN	Def.	17.00	.90
1000	25c	J.P. CHARLEY, THICK	Avg.	52.00	1.15
1200	25c	TEXAS CHARLEY, THICK	Avg.	102.98	1.60
1000	5c	SWING IT, THICK GIRL BOARD	Avg.	24.65	2.25
1040	5c	TAKE A CHANCE THICK GIRL BOARD	Avg.	29.40	2.25
1040	5c	TIGHT SQUEEZE, THICK GIRL BOARD	Avg.	30.25	2.25
500	25c	FULL O'TENS, THICK, 6 Nos. to Ticket	Avg.	49.33	2.50
500	25c	TEN TENS, THICK, 6 Nos. to Ticket	Avg.	61.42	2.50

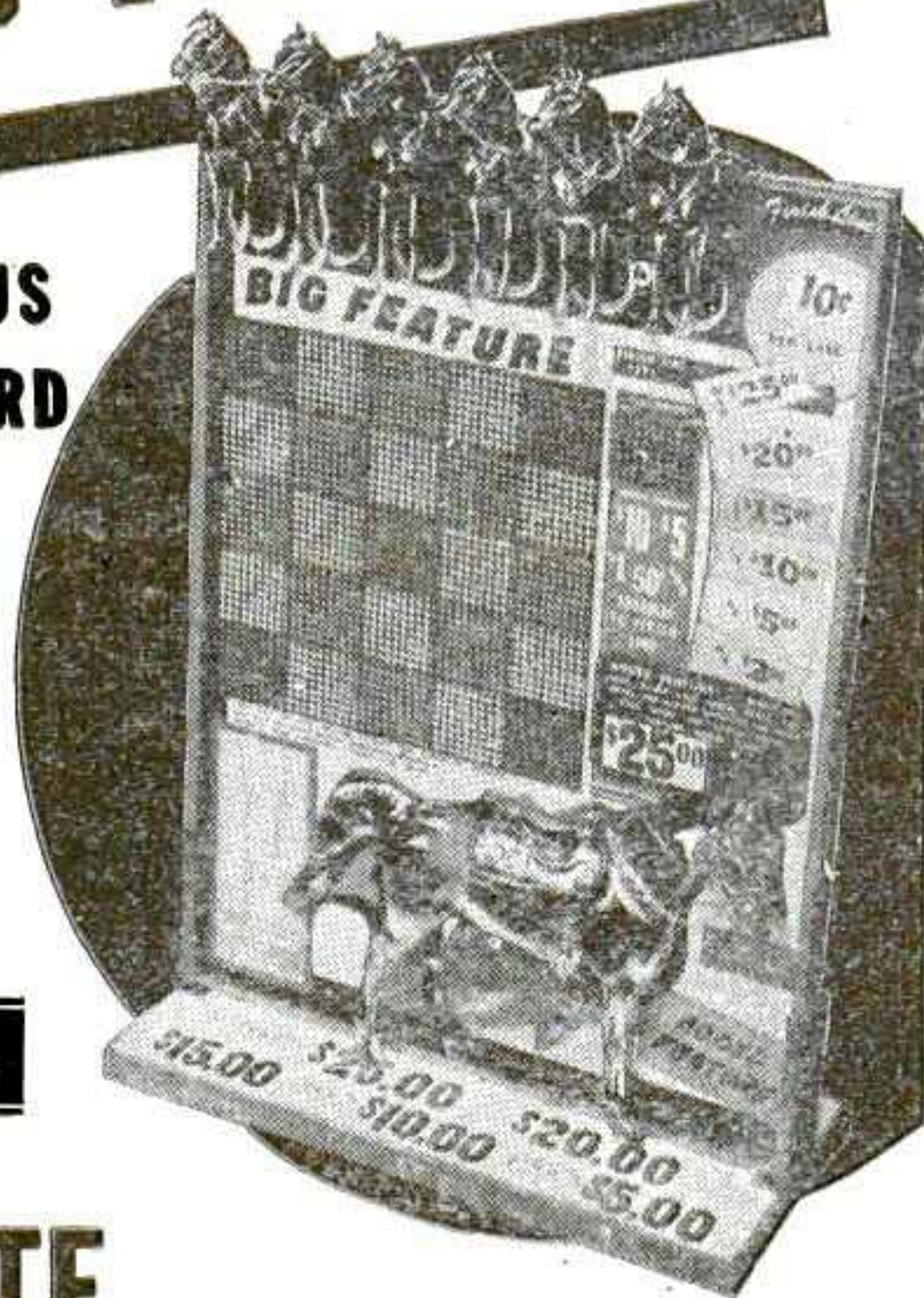
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Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

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100 NEW 1950 SALESBOARDS 100
Lowest Prices in History!
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Manufacturers of High Grade Salesboards

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OUR FAMOUS
HORSE BOARD
NOW
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in 10¢
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2500 Holes

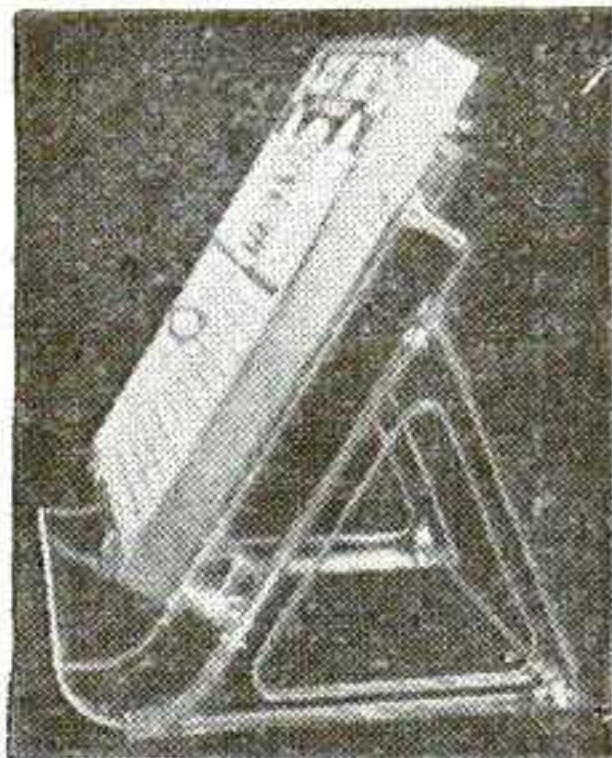


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DISPLAY PRODUCTS CORP.
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DAYTONA BEACH, FLA.
or your Punchboard Manufacturer

SALESBOARDS—JAR TICKETS

Holes	Play	Description	Def.	Profit	Price
400	5¢	WIN A BUCK, Thick	Def.	\$ 7.00	\$.60
300	25¢	Quarter Colors, Thick	Def.	15.00	.60
1000	25¢	Charley Board, Thick	Def.	50.00	.90
1000	25¢	Jack Pot Charley, Thick	Avg.	52.00	1.15
1200	25¢	Texas Charley, Thick	Avg.	102.93	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.
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NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS
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A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. ap29

BARGAIN—EXHIBIT FIST STRIKER, PERISCOPE Grandmother Horoscope with scrolls, Tom Tom, \$150; crating \$10 extra. Kelly Ingoe, Route 1, Salem, Va.

CIGARETTE MACHINES — SPRING SPECIALS; write for prices; complete parts department and mirror stock; Quarter Conversion and King size Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

COIN OPERATED MACHINES—CHALLENGERS, Gottlieb Grippers, Skill Thrill, \$10 ea. Red Ball, \$50; Hi-Score Bowling Alleys, not crated, \$25 each; latest model Solotone Boxes, like new, \$22.50 each. Master Unit, like new, \$375. Wilson Operating Co., Box 1271, Tulsa, Oklahoma.

ELEVEN KLEENEX POCKET PACK VENDORS with stands, like new; cost \$64.50 each; make an offer. A-Z Vending, 632 Washington St., Dayton, O.

ERIE DIGGERS—HAND OPERATED; POKER-INO; Merchants, Iron Claw, Mutoscopes, Rotary Merchants; we buy Diggers, Rotaries. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—THREE CIGARETTE VENDORS, one Keeney, one Smokeshop and one Eastern Electric; all three same as new and in perfect condition and appearance, all electric; first four hundred fifty dollars gets a'1 three; you can't go wrong in buyz like this; 1/3 cash, bal. c.o.d. S. R. Montclair, 220 N. Marable St., Bastrop, La.

FOR SALE—6 A.B.T. CHALLENGERS IN OPERATING condition; 1 Commando Rock-O-A Phonograph in operating condition. D. S. McBrayer, Box 64, Danville, Va.

FOR SALE—10 WURLITZER SKEEBALL ALLEYS, all in good working order, \$60 each, crated; 1/2 deposit with order. Frye Coin Machine Co., 2036 West Forest Ave., Detroit 8, Mich.

HART CHROME BALL GUM MACHINES—\$8.75 each, 3 for \$25. Superb condition; others; get our mailing list free. Graeff, 1232 Broadway, Toledo, O. mh11

MERCURY DELUXE COUNTER GRIPPERS—600 on locations, few months old, factory guaranteed; moneymakers; regu'ar \$59.50, sacrifice \$12 all or part. Locations: Detroit, Toledo, Cleveland, Akron; also eighty, one month old; will ship. C. Rozinski, 2416 Holmes Avenue, Hamtramck, Mich. mh4

MUTOSCOPE MACHINES — PUNCHING BAG, \$150; Lift-O-Graph, \$125; Love Teller, \$125. Leopold, 105 Bradley, Bridgeport, Conn.

ONE WAX-O-MATIC SHOE SHINER, 10¢ SLOT, for sale cheap. Linus O. Dupps, 1319 Newton St., Jasper, Ind.

PIN BALL OPERATORS—NEW "WRINKLE" for players; Magical 18x28 Rubber Flinger Floor Mat placed in front of your game doubles play actual tests prove. "Swing Your Ball." Sample Mat, \$6 postpaid. Satisfaction guaranteed. Beverator Company, Cambridge, O. mh4

STAMP FOLDERS—DIRECT FROM MANUFACTURERS at lowest prices; write for prices and samples. Plymouth Press, 596 W. 122 St., New York City. mh4

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1675 Bedford Ave., Brooklyn, N. Y.

VENDING ROUTE WANTED FOR BEVERAGES, cigarettes or candy; preferably Long Island; will also consider Metropolitan New York. Stuart Enterprises, 915 Broadway, N.Y.C.

WANTED — COIN-OPERATED RADIOS, NEW or used; state complete information. Write Box 233, Cedar Falls, Ia. mh4

6 UNEDA SHOE SHINE MACHINES — Practically brand new, used less than one month, \$100 each; 1/3 deposit required, balance c.o.d. Harry DaNew, 1435 Meridian Ave., Miami Beach 39, Fla. Phone 58-1639 mh4

6 SUPER SKEE ALLEYS—9 FT., \$400; 6 POKER-INO, \$450; 5 Custer Cars, \$1100; all in good condition. Louis Donati, 1364 Candia Road, Manchester, N. H.

10 A.B.T. SKILL GUN MACHINES, 1¢ PLAY—Newest type with elect. scoring, less than 1 yr. old; original cost \$57 each; will sell for less than 1/2 original cost; owner has other business. R. Duncan, 21 Belmont, Winchester, Ky.

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

28 5 CENT SILVER KING VENDORS, LIKE new, filled one time, \$6.50 each, \$160 for all. 25% deposit. A. G. Briggs, Greenwood, S. C.

30 USED CORADIOS — GUARANTEED Perfect working order, \$18.95 each. Entire lot, \$525. Hotel Radio, 307 7th Ave., New York City.

LETTER LIST

- (Continued from page 69)
- | | | | | |
|----------------------------|-------------------------------------|----------------------------|-----------------------|-------------------------|
| Schelle, Mrs. Mickey | Thomas, Walter | Cosmo Trio | Lomb, Mrs. Anita | Freidenhelm, Morris |
| Scott, R. M. | Tilghman, Earl | Crosley, Luckey Lee | Lynn, Margie | Frenzel, M. E. |
| Scott, Lewis | Titus, Vicki Ann | Davis, Thomas W. | Manchester, Lucky | Gallup, Jack |
| Scott, Richard | Toler, Clyde | Day, Arlene | May, Bobby | Gawle, Mr. & Mrs. W. |
| Scott, S. W. P. | Townsend, Lester E. | Delaney, Pat | Miller, Mr. & Mrs. | |
| Sellers, Jackie | Travis, Jimmie | Demetry, Peter M. | Noah Wilbur | Gibbs, J. L. |
| Severs, Jesse G. | Tunnell, Donald E. | Diana (Half & Half) | Muller, Albert | Gilk, Bud |
| Shafer, Jon S. | Turkl, Billy | Donovan, Joseph | Murphy, Ann Rose | Goodman, Sparkplug |
| Shesley, Charlie | Turner, Bud | Dinen, Albert | O'Grady, Aline | Granger, Allen R. |
| Shelton, Jackson B. (Tex) | Tyler, Carl E. | Ditmore, Nicholas B. | O'Grady, Thomas | Gregory, Bob |
| Shershen, Frank V | Tysko, John Paul | Donovan, Joseph | O'Neil, Dip (or Tip?) | Hall, Edward L. |
| Shotsbunger, Mrs. J. | Utter, Richard | Duffy, Robert | O'Neill, Robert E. | Harding, Deau |
| St-kels, W. R. | Valo, Andy | Dunlap, Pete | Priddy, Lloyd R. | Hartley, Wm. |
| Slevers, Mr. & Mrs. Otis | Vaughn, Buddy | Evans, Helen | Rabo, Major Rajah | Hawlett, George |
| Simon, Ann | Vaughn, Jim | Faircloud, Princess | Raymond, Miss Emma | Hack, Bob |
| Slidair, Harvard | Vellefontaux, Harry (Trapeze Clown) | Gilbert, Allen | Real, Betty | Henderson, James |
| Slider, L. F. (Geek) | Viers, Jonnie | Gould, Henry | Reich, Eric | Heth, Robert L. |
| Smith, C. C. (Robin Shows) | Vidvar, Prof. | Hughes, Roy | Reich, Rudy | Hill, Will H. |
| Smith, Henry Jay (Smitty) | Wallace, Mrs. Al | Josephine's Wild Life Show | "Richard the Great" | Hopper, Frank |
| Smith, Thomas W. | Wallace, Mrs. C. B. | Knasinski, Walter P. | Saxon, Juanita | Hunt, Harrison |
| Solomon, Henry | Wayman, William | Knasinski, Walter P. | Shea, Michael Jr. | Hubbard, Venice |
| Soret, Joe | Ward, Mrs. Marie | Knasinski, Walter P. | Sheeny, Ken | Hunter, C. M. |
| Sorenson, Mrs. C. H. | Warren, Charles | Knasinski, Walter P. | Sinclair, Harvard | Jake, Carl |
| Spain, Jackie | Warren, Richard | Knasinski, Walter P. | Sorenson, Florence | Johnson, C. L. |
| Snears, Jr., George | Waters, Huey | Knasinski, Walter P. | Steele, Eddie | Kalenoff, Isaac |
| Stanford, Ivan | Watts, Helen | Knasinski, Walter P. | Steele, Eddie | Kelley, Cort |
| Starkey, John | Weller, Smith E. | Knasinski, Walter P. | Steele, Eddie | Kelley, Jack |
| Steelman, Oscar Leonard | West, Buster | Knasinski, Walter P. | Steele, Eddie | Kopf, John |
| Stevens, Pete | White, Albert | Knasinski, Walter P. | Steele, Eddie | Kraft, Phil |
| Stevens, Sally | White Eagle, Chief | Knasinski, Walter P. | Steele, Eddie | Loherty, Carl |
| Stevens, T. A. | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Loherty, Milford E. |
| Stevens, Wil A. | Whitehorse, Chief | Knasinski, Walter P. | Steele, Eddie | Long, Eddie |
| Stewart, Jr., Geo. Henry | Whiteside, Ambrose | Knasinski, Walter P. | Steele, Eddie | Males, James G. |
| Stokes, Vannoy | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Marchand, Mrs. Noah |
| Strausser, Jeannette | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Marino |
| Streeter, Earl G. | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Martin, Sammy |
| Sullivan, Mrs. Blanche | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Merck, Harold |
| Surrey, R. D. | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Meyers |
| Sutton, Ernest | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Moreno, Tito M. Sr. |
| Sweet, Joseph A. | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Morgan, Jackie |
| Sydzek, Stanley John | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Morgan, Mrs. Stella |
| Tavn, Talbert | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Morrison, Mrs. Alice |
| Talley, Virgil | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Mulligan, Clyde |
| Tarrent, Bert D. | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Neelson, George W. |
| Tate, Lester A. | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Nolan, J. L. |
| Tauber, Earl | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | O'Brien, Johnny |
| Teitenberg, Herb | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Ogilvie, L. R. |
| Thames, Mrs. (Clarence) | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | O'Neil, T. W. |
| Thames, Mrs. Madge | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Petrie, Nina |
| Thomas, John | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Prockin, Ted |
| Thomas, Lloyd | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Proper, Mr. & Mrs. Fred |
| Thomas, W. Kirby | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Randall, Archie L. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Richards, James T. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Richardson, James L. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Robinson, Mrs. Ralph |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Roher, L. S. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Ross, Harry |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Ruddy, George |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Lymer, R. C. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Satterly, Elmer |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Satterly, Esther |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Sima, Joe |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Sinclair, Harvard |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Spain, Jackie |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Somers, John A. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Stacy, W. A. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Stevens, Grant |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Stone, Henri |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Switz, W. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Thomas, K. B. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Tunnell, Donald E. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Wallace, Lester |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Widrick, Elmer W. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Wilson, Frank |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Wilson, Robert C. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Wolf, Fred M. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Womack, Douglas |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Wood, Julius L. |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Woodman, Earle |
| | White, Mary & Richard | Knasinski, Walter P. | Steele, Eddie | Zorn, Martin |

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188 W. Randolph St.
Chicago 1, Ill.

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|---------------------------------------|--------------------------|
| Badall, Salvatore (Don Fabian) | Jones, John R. & Cecelia |
| Barry, Jack | Jones, Joy |
| Blumburg, Bill (Barker Bros. Circuit) | Ketrow, Frank |
| Brazanskas, Felix | Klippel, Jack |
| Bruckner, John | Lynn, Margie |
| Cordell, Bud | Nail, Lily Mae |
| Crane, Lynn | O'Neil, Tin |
| Davis, Vick A. | Sinclair, Harvard |
| Folk, Carl J. (registered) | Taylor, Max |
| Fratello, Joe | Tiche, Albert R. |
| | Tucker, Marvin L. |
| | Vau Alstyne, Bill |
| | "Heavy" |
| | Viola, Thomas F. |

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.

- | | |
|----------------------|---------------------------|
| Aldridge, William | Burto, L. |
| Allen, Ernest | Butter, Don |
| Anderson, Earl | Butts, Nio |
| | Calkins, Fred |
| | Canipe, Mrs. |
| Babcock, Mr. | Corbet, John M. |
| Bales, Dorothy | Coster, Dewey |
| Bailey, C. L. | Davies, John C. |
| Barr, Estil & Mary | Davis, Mrs. Minnie |
| Bodenschotz, Mrs. | Davis, William G. |
| Boudreau, Adriaun A. | Dondeson, Charles |
| Boudreau, Mrs. | Dover, Blackie |
| Bumgardner, Lee | Edwards, Giles A. |
| Bush, Roy | Forester, Mrs. William F. |

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MAIL ON HAND AT
1564 Broadway
New York 19, N. Y.

- | | |
|-------------------|--------------------|
| Abraham, Angelica | Be Gar, Harry |
| Al, Mr. Slayman | Borden, Lee |
| Aarun, Michael P. | Buckley, Mr. M. M. |

- | | |
|----------------|--------------------|
| Robinson, Mrs. | Roher, L. S. |
| | Ross, Harry |
| | Ruddy, George |
| | Lymer, R. C. |
| | Satterly, Elmer |
| | Satterly, Esther |
| | Sima, Joe |
| | Sinclair, Harvard |
| | Spain, Jackie |
| | Somers, John A. |
| | Stacy, W. A. |
| | Stevens, Grant |
| | Stone, Henri |
| | Switz, W. |
| | Thomas, K. B. |
| | Tunnell, Donald E. |
| | Wallace, Lester |
| | Widrick, Elmer W. |
| | Wilson, Frank |
| | Wilson, Robert C. |
| | Wolf, Fred M. |
| | Womack, Douglas |
| | Wood, Julius L. |
| | Woodman, Earle |
| | Zorn, Martin |

Counter Game Interest Revival

Form New Org For Coin Biz In New York

CIO Pact Signed

NEW YORK, Feb. 25.—Formation of a new trade association, open to all levels of the coin machine industry doing business in metropolitan New York, was announced here this week. Called the New York Coin Machine Institute (NYCMI), the organization is headed by Lou Forman, president, and maintains offices at 701 Seventh Avenue.

While NYCMI is inviting to membership amusement games and vending segments of the industry, main emphasis at this time will be placed on the automatic phonograph business, Forman said. A number of operating firms have already signed up, representing a "substantial amount of equipment."

On Thursday (23) NYCMI signed a collective bargaining agreement with the United Coin Machine Employees' Union, Local 254, a Congress of Industrial Organization's (CIO) affiliate. Charles Lichtman, president, and Stanley Borden, business manager, represented the union at the negotiations.

Union Pact

The union contract will cover operator members of NYCMI alone, Forman pointed out. Manufacturers, distributors and jobbers who join will not be covered by the pact but will fall into a separate membership category. The group is believed to be the first in this area covering the juke box industry to solicit membership of other-than-operator groups.

In a statement of policy, Forman declared "this association will not indulge in monopolistic practices such as protecting locations. It is our intention to foster free and independent action, making it possible for all operators." (See *Form New Org* on page 94)

O. D. Jennings Appoints Two To Key Posts

CHICAGO, Feb. 25.—The appointment of Harold H. Jeske as vice-president in charge of production and Henry Strong as general sales manager was announced this week by O. D. Jennings & Company. The manufacturing firm also announced that the Hall & Young Company is the new Jennings distributor for Kansas.

Jeske was formerly an official of Hotpoint, Inc., Chicago, and for the Maytag Company in Newton, Ia. He also was with the Jennings organization in 1948. Strong has been one of the firm's key sales staffers for the past few years.

Hall & Young firm has established headquarters and showrooms at 415 North High Street, El Dorado, Kan. Both are trade veterans and Young is a former Jennings vice-president.

Jennings has started production on Ciga-Rola, cigarette vending reel machine, and the Sweepstake Chief.

ACMMA Show Gimmicks

CHICAGO, Feb. 25.—The American Coin Machine Manufacturers' Association (ACMMA) has available blotters and stickers calling attention to the 1950 All-Industry Exposition at the Hotel Sherman, Chicago, May 22-24. Coinmen interested in obtaining them should contact Grant Shay, Bell-o-Matic Corporation, 4100 West Fullerton Avenue, Chicago 39.

Meanwhile ACMMA's director of exhibits, Edward Bowman, announced that only 25 booths still are available for the show. Newcomers this week were Fruit-o-Matic, Los Angeles; ABCO Novelty Company, Chicago, and Morrison Steel Products, Inc., Buffalo. Fruit-o-Matic will show its new apple vender; ABCO, two counter games, and Morrison will display truck bodies designed for coin machine shipments.

CMI Announces 53 Firms Intend To Show in June

CHICAGO, Feb. 25.—Fifty-three companies have indicated they intend to exhibit at the annual Coin Machine Institute (CMI) show to be held at the Stevens Hotel here June 26-28.

Dave Gottlieb, chairman of the show, said this week that the show is expected to attract firms which have never exhibited at a coin machine convention.

CMI estimated that approximately 10 per cent of the firms expected at this year's convention will be in the coin machine show for the first time.

The firms which CMI said indicated they would exhibit follow:

Dan Gould Enterprises, Inc., Chicago; Monarch Coin Machine Company, Chicago; Coin Machine Service Company, Chicago; Ideal Metal Products Company, Chicago; *The Cash Box*, New York; Michigan Games Manufacturing Company, The Heights, Mich.

Hercules Shuffleboard Company, Los Angeles; Metro-Electronic Company, Inc., Indianapolis; Frigid Fruit

Company, Yakima, Wash.; Independent Lock Company, Chicago; Eastern Engineering & Sales, Inc., Philadelphia; Columbia Records, Inc., Bridgeport, Conn.; Dime-Wake, Inc., Las Vegas, Nev.; Ambassador, Inc., Kansas City, Mo.

Atlas Music Company, Chicago; Indiana Pencil Company, Inc., New Castle, Ind.; Edelco Manufacturing & Sales Company, Detroit; Postage Stamp Machine Company, New York; Eagle Lock Company, Chicago; General Register Corporation, Long Island City, N. Y.; Cosgrove Industries, Inc., West Chester, Pa.; Lieberman Music Company, Minneapolis.

Arctic Vendor Sales Company, Inc., Wenasha, Wis.; Michigan Automatic Music Company, Kalamazoo, Mich.; Continental Service Company, Detroit; Relay Service Company, Chicago; Videograph Corporation, New York; Aero Needle Company Chicago; Chicago Coin Machine Company, Chicago; World Wide Distributors, Inc., Chicago; Deutsch Lock Company, Inc., Hammond, Ind.; Hamilton Scale (See 53 FIRMS on page 94)

Few Producers In Field But Growth Steady

Comet, Groetchen Lead

CHICAGO, Feb. 25.—Gradually recovering from its low point of two years ago, the counter game field is now in the midst of a revival of interest which may soon return it to its prewar pinnacle, according to a survey of manufacturers, distributors and operators.

Whereas before 1940 there were numerous counter game producers, now there are but a few with Comet Industries and Groetchen tool & Manufacturing Company the most active of the group. Others in the field include A.B.T. Manufacturing Corporation, Baker Novelty Company, Monarch Coin, Auto Bell Novelty and Shipman Manufacturing.

According to Ted Rubenstein, Comet president, one reason for the latest surge in counter game sales is that many operators are convinced now that some of the prewar equipment they have been repairing over and over is not worth the expenditure for parts and therefore are buying new equipment. He stressed the counter games now in production are not only new but embody improvements designed for long service on location.

1c-5c-10c Play

The Comet line is composed of American Eagle and Marvel, both available for penny or nickel play as well as in non-coin-operated models; Buddy and Cub & Ace, which are made with penny, nickel or dime chutes and feature cigarette reels, coin dividers and two separate coin boxes. Groetchen has Wings, a five-reel cigarette machine; Pok-o-Reel (See *Revive Counter* on page 94)

COAL STRIKE, SNOW=WOE

Midget Movies Sales Will Be Handled Direct

Set Up Factory Reps

NEW YORK, Feb. 25. — Midget Movies, marketed by Capitol Projectors, Inc., for the past three years thru a distributor set-up, will be handled by direct factory representatives beginning March 1. The policy switch was occasioned by the belief that trained factory men could better handle service problems on the coin movie device than outlets dealing in a variety of equipment, according to S. B. Goldsmith, Capitol executive.

It was indicated the new marketing set-up might also result in paring the list price of Midget Movies to operators. The silent version now sells at \$395, with the sound model offered

Speed Bowler Plug

CHICAGO, Feb. 25.—A window streamer, urging patrons to come in and play Speed Bowler, is included with every game shipped from the Bally factory. The poster, printed in brilliant red and bright yellow, measures 34-inches by 11-inches, has been tested and results have been obvious almost immediately, according to Jack Nelson, general sales manager. Ops can get additional posters free of charge by contacting Bally headquarters here.

at \$595. As many as 20 representatives may be appointed eventually, Goldsmith said. They will work out of the home office here at first. Regional headquarters are to be set up at a later date.

About 85 per cent of Midget Movies production is currently devoted to the silent model, he disclosed. Films are secured either thru Capitol or direct from the movie producers.

Industry Hit By Dimouts, Heavy Storms

All Phases Suffer

CHICAGO, Feb. 25.—The critical coal situation, coupled with severe storms which crippled Midwestern and some Eastern areas, this week bit deeply into coin operations throughout the country. And the growing waves of dimouts and cutbacks in general use of electricity threatened to keep grosses at a low point if the coal strike continues.

Almost as bad as the coal situation was the wave of inclement weather which struck the Northern portion of the country this week, ranging from almost continuous rain (See *COAL STRIKE* on page 94)

Cig Ops Suggest Improvements

See Penny Changer as Biggest Benefit; Want Edgewise Cig Packaging

See Need for More Mention of Venders in Consumer Ads

By Dick Schreiber

CHICAGO, Feb. 25.—Cigarette operators say the greatest single improvement machine manufacturers could make in their product would be the addition of a penny changer to kick out from 1 to 3 cents and eliminate the penny problem.

This comment appeared most frequently in a survey by The Billboard Publishing Company among 455 operators of merchandise and service vending machines. The purpose was to uncover operator suggestions for improvements in equipment and in the sales policies of cigarette manufacturers.

Manufacturers revolved around the penny problem.

Since the fall of 1947—when wholesale cigarette prices last were increased, pennyng has become more and more of a problem on the route. Two years ago most of the nation's cigarette venders were selling at 20 cents. Today most are on straight quarter operation, pennyng for 22 and 23-cent packages.

Want Small Models

Operators feel there is a need for smaller model cigarette machines (See OPS SUGGEST on page 80)

Raverby Firm Building New Candy Vender

Drops Other CM Lines

BOSTON, Feb. 25.—Ed Raverby, Associated Amusements, Inc., former distributors, has moved from the Commonwealth Avenue showrooms to 294 Columbus Avenue, where he is engaged in building and selling a 5-cent candy bar machine. The vender, which holds 105 bars, sells at \$59.50 with slug rejector and \$49.50 without.

The machine is being made for Raverby by a tool machine company, but he plans to take over the building himself within the next few months. Associated has given up music boxes, pins and other coin-operated amusement devices, and will be solely concerned with the candy vending field, Raverby said.

Wrigley Location-Tests 1,000 4-Column Manual Gum Venders

CHICAGO, Feb. 25.—Following concentration of operational, location and sales potential tests on its four-column mechanical nickel gum vender introduced during the NAMA convention in Atlantic City last November, the William Wrigley Jr. Company announced this week 1,000 units were now on test thruout the country. Final assembly of the last few machines, making up the first 1,000 unit run, took place last week.

The new model will not be released for general distribution until some time this summer, when it is expected it will be approved for operator purchase, according to Howard Olsen, head of Wrigley's vending division. Currently, minor refinements are being made, as the need for same is indicated by continued field testing. The machine will be offered with complete data on maintenance requirements, what types of locations are most suitable and general sales information.

"We want to solve all operational question marks before we present the vender for general distribution," Olsen declared. "Now the unit is approved functionally and in basic design, but minor refinements to better over-all operation are being searched out."

Wrigley's five-column electric gum vender, introduced in April, 1949, and originally scheduled for all-out operation, will continue in the roll of test-unit indefinitely. The 590 electrics now in the field will be retained solely for experimental purposes, and at this time it is not planned to add others. Wrigley's two-column me-

chanical gum vender, also introduced at the NAMA show, will be relegated to a minor role, test-wise, until final approval of the four-column manual unit. At present there are about 20 two-column manuals on test.

10 Vend Mfrs. To Exhibit at NATD Meet

Show Starts March 27

NEW YORK, Feb. 25.—Ten manufacturers of vending machines, including most of the major producers of cigarette merchandisers, have reserved exhibit space at the convention of the National Association of Tobacco Distributors, set for week of March 27 in Chicago.

Vending firms already signed to participate in the confab include the Cigaromat Corporation of America, Arthur H. DuGrenier, Inc., Eastern Electric Vending Machine, J. H. Keeney & Company, Lehigh Foundries, Malkin-Illion, National Vendors, Rowe Manufacturing, Stoner Manufacturing and the Superior Manufacturing Company.

Superior, located at 310 West Polk Street, gained notice in the trade a year ago when it was formed to promote the sale of cigarette venders direct to locations thru the medium of tobacco wholesalers. It handles the machine produced by Yeaton Manufacturing, Lawrence, Mass.

Pa. Soft Drink Tax Fight Goes To Supreme Ct.

HARRISBURG, Pa., Feb. 25.—Pennsylvania's controversial soft drink tax headed toward the State Supreme Court this week after both the State and bottlers and manufacturers filed exceptions to a Dauphin County Court decision which held the law constitutional.

The State wants a high court verdict which will apply thruout the Commonwealth.

Bottlers and sirup manufacturers want the law thrown out. It imposes a State excise tax of 1 cent on each 12 ounces of bottled soft drink and ½ cent an ounce on sirup used in the making of fountain drinks. It produces about \$13,500,000 a year in revenue.

While upholding constitutionality of the tax in general, the court invalidated a section of the act which requires out-of-State manufacturers and bottlers to purchase tax stamps or crowns and place them on containers before delivering the product for sale in Pennsylvania.

Umbrella Vender

INDIANAPOLIS, Feb. 25.—A one-use throw-away umbrella, designed for sale thru venders, has been invented by a local housewife, Jane Burgess. Made of waterproof paper, it is expected to sell for a quarter.

Talk Taxes at Mass. Op Meet

NAMA Brass Urges Turnout For Hearings

Would Hit Biz Hard

BOSTON, Feb. 25.—Operators of merchandise and service vending machines met at the Copley-Plaza Hotel here Monday (20) for the annual business session of Region 1 of the National Automatic Merchandising Association (NAMA). Top subject on the agenda were two per-machine tax bills under consideration in the Massachusetts Legislature.

The bills would place taxes ranging from \$5 to \$20 on vending equipment. Operators present pointed out

that both bills are discriminatory and threaten to put some firms out of business and make near-marginal operations of the remainder.

Fred L. Brandstrader, NAMA's legislative counsel, called on the 65 (See TALK TAXES on page 78)

Java Tip

BROOKLYN, Feb. 25.—Irving Wolff, Hot Coffee Vending Service, Inc., suggests an addition to the seven-point cost-saving check list for java operators (The Billboard, February 25).

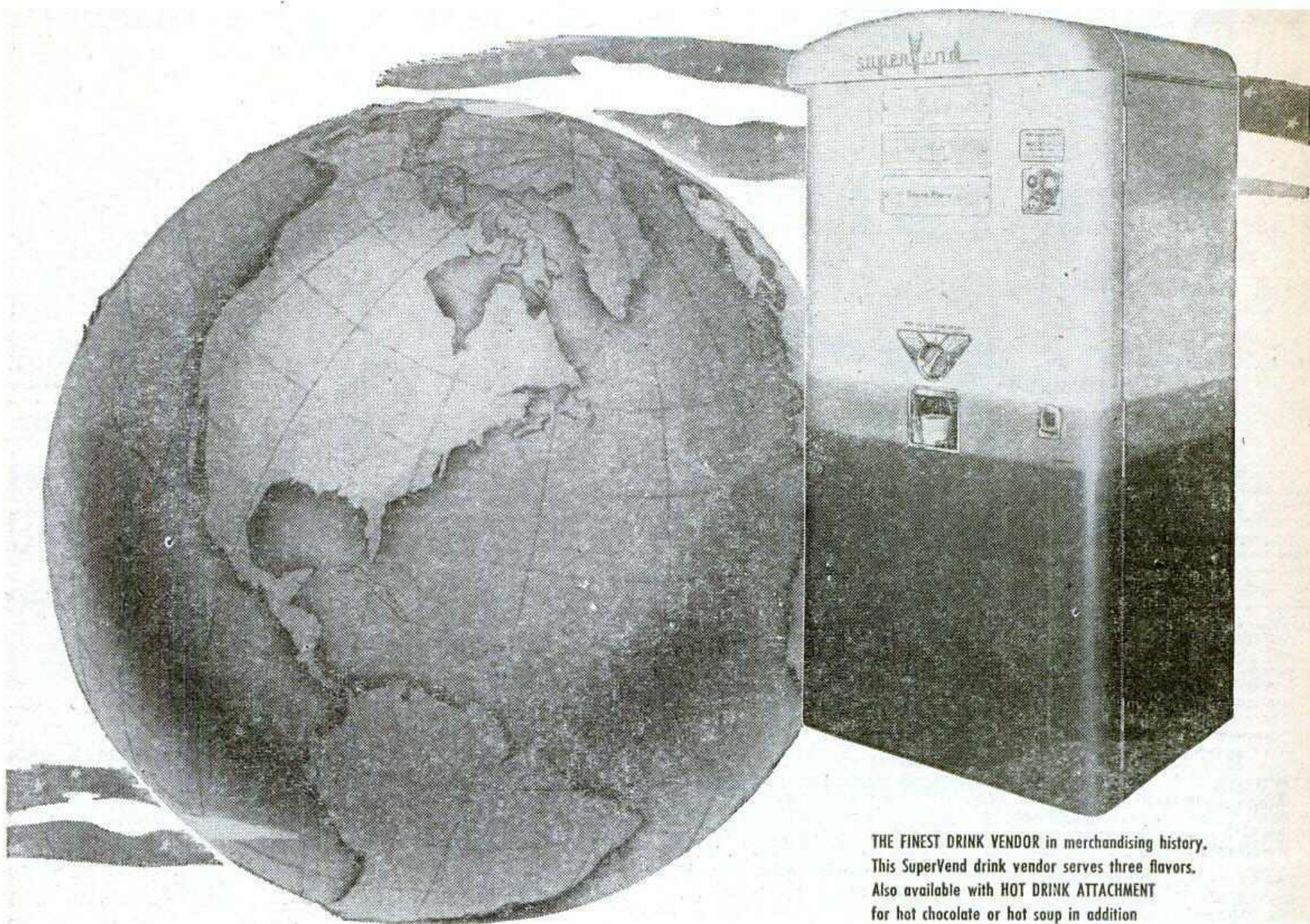
Wolff's eighth point is the introduction of a six-ounce hot cup, instead of the standard seven-ounce size, so as to serve a five-ounce drink with a minimum "cup collar." The five-ounce size is equivalent to that offered in most restaurants and would cut operator's costs one-sixth over-all, he feels.

Ops Denounce Two Proposed Vender Levies

No Committee Report Yet

BOSTON, Feb. 25.—Two proposals to impose \$5 to \$20 per-machine taxes on Massachusetts vending machines were denounced in hearings here Tuesday (21) by over 50 industry members who said the measures were discriminatory and confiscatory. The hearings were held by the Massachusetts Legislative Committee on Legal Affairs.

By the end of the week the committee had not yet reported on the two per-machine measures, but op- (See OPS DENOUNCE on page 79)



THE FINEST DRINK VENDOR in merchandising history. This SuperVend drink vendor serves three flavors. Also available with HOT DRINK ATTACHMENT for hot chocolate or hot soup in addition to the three regular drinks.

Other SUPERVEND automatic vending machines CIGARETTE MACHINE • BROOKE COIN CHANGER

ACCLAIMED AROUND THE WORLD

Mike Hambergren, President of SuperVend Sales Corporation, says: "More money is going to be made in the coin machine business in the immediate future than was made a few years ago in the richest days of the boom! The GOLDEN DAYS are right ahead!"

But times have *changed* . . . methods that worked perfectly ten years ago are outmoded today! The OPPORTUNITY is there, but you can't harvest 1950's Golden Grain with a 1934 sickle.

New as it is, already SuperVend Sales Corporation has been acclaimed not only from coast to coast but throughout the world—because Super-Vend provides not only the finest drink vendor in merchandising history, but equally important SuperVend has the organization and the methods that enable you to capitalize on the conditions as they are *today!*


A lot of money is going to be made from automatic drink vendors! To make sure you get your *full* share of these profits—work with SuperVend's modern machines and up-to-the-minute merchandising methods!

When you are in Chicago, be sure to drop in and let us tell you more about SuperVend. We're always glad to see you! If we don't see you in Chicago, one of our sales directors or distributors will drop by soon to tell you about SuperVend's sales plan for 1950! Or write to:—

superVend
SALES CORPORATION
134 N. LaSalle St., Chicago 2, Illinois.

ATLAS

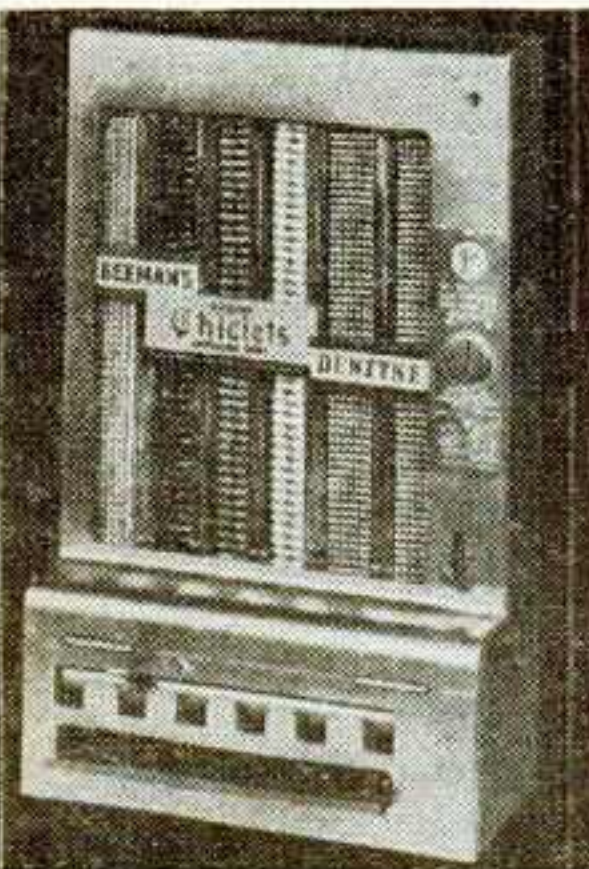
presents the 1c BALL GUM VENDOR for EVERY location . . .



A LARGE-capacity, compact, inexpensive 5/8" ball gum vendor that operators can install in EVERY location. Built-in wall bracket or 5" base makes any spot ideal. Will return your investment in a week.

ATLAS EST. 1925

SALESMEN AND DISTRIBUTORS, Write Now
MANUFACTURED BY
MANUFACTURING AND SALES CORP.
12220 TRISKETT RD., DEPT. 304 CLEVELAND 11, OHIO



MILLS FAMOUS DISPLAY PENNY GUM VENDER

Dispensing Dentyne, Beeman's Pepsin and Peppermint, Spearmint and Cinnamon Chiclets.

SOME FACTORY RECONDITIONED AND GUARANTEED MACHINES AVAILABLE.

HAL R. MEEKS
National Distributor
55 W. 42nd STREET NEW YORK 18, N. Y.

NEW! 1 INCH METAL KNIFE . . .

Real blade opens and closes. Cut yourself in on this sure-fire \$7.50 sales booster. At a low, low: **\$7.50 per M**

<p>COMPASS TREASURE BALLS Real Imported Compasses en- cased in 5/8" Treasure Balls. \$5.75 GR.</p>	<p>MYSTERIOUS FACES FROM FAR-AWAY PLACES. 4 ass't. faces in gleaming gold finish. May be used as lapel ornaments. \$7.50 M</p>	<p>NEW BASKETBALLS 24 Team Names Approximately 5/8" Colorful Plastic... \$4.50 M Copper Plated . . . 8.00 M Gold, Silver Plated 11.00 M</p>
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KARL GUGGENHEIM, INC.
33 Union Square New York 3, N. Y.

ATTENTION, VENDING MACHINE SALESMEN

If you have had Main, Asco, Shipman or similar experience you may be able to make the most profitable connection of your career. Our new machine is an old all-time winner with a new angle which has put it at the top of the earnings list. If you can sell new operators through Business Opportunity ads you should be able to earn \$750.00 weekly up from the start. Protected territories are now being assigned to experienced producers. Only a few more men needed. Write
Fortune Enterprises, Inc., 1060 Broad St., Newark 2, N. J.

Talk Taxes at Mass. Op Meet; NAMA Asks Hearing Turnout

(Continued from page 76)
present to appear at the hearing on the bills scheduled for the following morning (21) before the committee on legal affairs.

(For details concerning the hearing, see separate story.)
Brandstrader; Hugh McMackin, secretary of the Massachusetts Bottlers of Carbonated Beverages; Lucius Foster, associate director, Cigarette Merchandisers' Association of Massachusetts; Ned Williams, president of Spacarb of New England, and Lou Risman, Mystic Automatic Sales, urged operators to contact their representatives and senators to vote against the bills.

Williams and Risman are regional chairman and legislative chairman respectively of NAMA Region 1.

Massachusetts tax matters have national importance since the bills are the only State level per-machine proposals currently being considered. Leaders in the Massachusetts vending machine industry scored the measures as "the worst and most discriminatory" in the history of the State.

Text of Bills

The legislative proposals are:
House Bill 631 which provides "no person shall maintain a vending machine for use by the general public without first obtaining a license from the Commissioner of Corporation and Taxation. Licenses therefore shall be issued upon the payment of a fee of \$20 for juke boxes, \$15 for cigarette machines and pinball machines, \$10 for soft drink machines and \$5

for all other machines, and shall be subject to such reasonable terms and conditions as the commissioner may impose."

House Bill 1512 differs in that it provides a flat \$20 per machine for all types of vending machines except those selling products for less than 5 cents. House Bill 631 presumably includes scales as well as penny bulk machines.

Foster, associate director of the Cigarette Operators' Association, said: "We in the cigarette vending field have been making perennial trips to the State House on taxing of machines. But this year the amounts are the largest in history. We are already paying \$100 a year plus \$1 per machine and any additional taxation for the cigarette segment of the industry would certainly be discriminatory."

Canned Pepsi Being Tested For Response

Double Retail Price

NEW YORK, Feb. 25.—A marketing test to check consumer acceptance of soft drinks sold in beer-type cans has been launched by the Pepsi-Cola Westchester County Bottling Company. Set in motion quietly last Thursday (16), the test is believed to be the first of its kind sponsored by the parent company, altho Pepsi-Cola engineers have been known to be working on the project for several years.

Initial patron reaction in the area served by the bottling company was said to be good, despite an almost 100 per cent boost in the price of canned drink over the bottled product. With the test so far limited to food store outlets, the 12-ounce cans are being offered at three for 25 cents. But the added convenience of the "throw-away" cans, eliminating the need for bottle deposits, is cited as aiding consumer acceptance. What part novelty appeal plays in the good response so far still remains to be learned. The cans, which have crimped caps, are said not to affect the taste of the drink.

Executives of the parent company here refused to disclose plans for furthering the use of the canned drink in other markets, providing the Westchester County test proves successful. Speculating on its wider use, trade sources indicated that the higher price would limit marketing of the cans thru venders.

Statler Announces Cookie Biz Boosted 33 Pct. Over 1948

NEW YORK, Feb. 25. — Statler Manufacturers Corporation, following a 20 per cent increase in cookie vender installations over the past year, reported this week that total business was up 33 1/2 per cent and unit sales thru venders had increased about 15 per cent in the same period.

Lawrence Reiss, vice-president, declared that plans for future sales increases included enlarging operations in various cities, plus opening of additional routes in other cities, controlled from New York headquarters. He also cited development of "extensive plans for 1950 which are quite revolutionary."

Cookie prices have not changed noticeably from 1948 levels, remaining at approximately 3 cents per pack, according to Reiss.

The paramount problem, for the biscuit vender supplier and multiple-city route, is having local warehouse points so the merchandise does not depend on public carriers to different cities. This eliminates broken merchandise problems, extra freight charges, etc., Reiss said.

Gum Vending Corp. Adding to 1c Line

NEW YORK, Feb. 25.—The Gum Vending Corporation, suppliers of Adams gums; to the automatic merchandising trade, will add Dentyne, Beeman's Pepsin and Chiclets to its line April 1, according to Miss A. M. Strong, vice-president. The penny packs will sell at 44 cents a box for minimum shipments, the same price charged for the seven varieties already carried by the distributing firm. The 44-cent price was instituted last month. Prior to January 1 Gum Vending held to lists of 45 to 50 cents a box, depending on quantities ordered.

HERE'S A SIMPLE STORY!

ACORN

1c or 5c All Purpose Bulk Merchandiser.

Simply sells merchandise as fast as you load it!

MOUNTAIN STATE DISTRIBUTORS
Cameron, W. Va. Phone: Cameron 16
\$13.95 Ea.

EPHY COMIC STRIP CHARMS ARE THE NEXT BEST THING TO CORNED BEEF AND CABBAGE!

20 ass't plastic \$4 M
metal-plated \$6.75

EPHY 91-15 144 Pl., Jamaica 2, N. Y.

Nut Output Soars; No Price Break as Subsidies Continue

CHICAGO, Feb. 25.—Following record nut production during 1949, growers are predicting even bigger harvests during the next several years, but subsidies will prevent bulk operators from realizing any easing of prices.

With "ploughing under" programs not practical in the nut industry, it is expected that if larger crops materialize, growers will be price-protected by expanded subsidies. Entire situation hinges on the fact that trees planted during the war years, when curtailment of imports brought on great grove expansion, are now reaching maturity and will be at their prime during the next few years. Indications, then, are that unless demand from normal users of nuts picks up, government subsidies will be increased and prices will remain the same or even move upward.

Surplus nuts are being syphoned away from normal users (candy firms, bakers, ice cream manufacturers and nut mixers and nut wholesalers who sell to retailers) and sold at a loss (which is made up by the government) by growers to cooking and paint oil makers. Called channeling into "non-competitive markets," oil makers agree not to offer the nuts for re-sale or use them as edible nutmeats.

Indication of the bumper crops being piled up by nut growers is the 11,460-ton harvest of filberts, against 8,440 tons in 1948. Too, shipments of non-American nuts such as cashews and Brazils are coming into the country in larger quantities almost weekly.

Peanuts will continue to wholesale for 16 or 17 cents a pound, with no possibility of a return to the nickel-per-pound price of prewar days.

Lily-Tulip Corp. Dividend

NEW YORK, Feb. 25.—Lily-Tulip Corporation has declared a 50-cent quarterly dividend on common stock, payable March 15, to stockholders of record March 1.

Earn BIG Profits

ALKUNO

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both

MODEL 500

Metal Cabinet and Base. Ht. on Base, 40" x 18". Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green, Blue or Tan

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.

408 Concord Ave. NEW YORK 54, N. Y. Melrose 5-7757

FOR THE HOTTEST LINE IN CHARACTER CHARMS

SHMOO KIGMY



Walt Disney and Al Capp Character Charms.

NOW AVAILABLE

CHARACTER CHARMS, Inc.

1607 East 16th St. Los Angeles 21, Calif.

Ops Denounce Two Proposed Vender Levies; No Report Yet

(Continued from page 76)

erators had put up strong objections which they said they hoped would keep their business from being taxed into the red.

AFL Supports Bid

Kenneth J. Kelley, secretary-treasurer of the State American Federation of Labor (AFL), appeared before the committee to advocate passage of the flat \$20 tax (for details on both bills see story in adjoining column on Massachusetts operator meeting).

Among other things, Kelley charged that "people are having their pockets picked by the 25-cent cigarette vending machines." Kelley pointed out that other retailers sell over-the-counter at 22 cents and said the higher per-pack machine price demonstrated the ability of operators to pay the \$20 tax. He also claimed machines were unfair competition for storekeepers who had overhead and payrolls to meet.

This stand was sharply challenged by operators, who received unexpected assistance from Rep. W. P. Chamberlain (R., Springfield). Chamberlain, taking issue with Kelley, said he could not agree that vending machines had an adverse affect on employment.

Vending machine operators, who have their own problems in overhead and payroll, used their time at the hearing to explain automatic merchandising, its place in the economy and the unjustness of per-machine taxes.

"An Arbitrary Levy"

Leading the opposition at the hearing was Gilman P. Welsh, counsel for the Massachusetts Bottlers of Carbonated Beverages, and Lucius

Foster, associate director of the Cigarette Merchandisers' Association of Massachusetts.

Welsh said the per-machine proposal "is an arbitrary levy on a method of doing business. It is just as reasonable to place an extra tax on a butcher for using a slicing machine instead of an old-fashioned knife."

Welsh pointed out that vending machine owners already pay their share in the form of local personal property and corporation taxes. Welsh then presented a number of small operators who described the nature of the business and the adverse way in which the per-machine proposals would affect them.

Create a Monopoly

Foster, in his appearance before the committee, said the proposed fees would drive most operators out of business. The few who could survive, he said, would have a monopoly on the business. Foster concluded: "The Legislature might as well confiscate the industry and make its death a little less painful."

Altogether, five members of the Legislature from Western Massachusetts appeared before the committee in opposition to both bills.

General Candy Sales Off as Profits Rise

CHICAGO, Feb. 25.—General Candy Company has reported net income for 1949 increased to \$216,661, equal to \$1.81 for each of the 119,233 shares outstanding, in spite of a 15.5 per cent drop in sales. The firm's 1948 earnings were \$145,491, or \$1.22 per share.

Charles F. Scully, president, stated that 5 per cent of the sales drop was attributed to a decrease in the price of the Oh Henry bar. There was no explanation given for the increased earnings, which had climbed while sales declined.

In line with General's report of fall-off in bar sales, the Department of Commerce announced a 14 per cent decrease in bar goods sales for the first 11 months of last year, compared to same period in 1948.

Ford Gum to Expand Vender, Gum Output

LOCKPORT, N. Y., Feb. 25.—Ford Gum & Machine Company, Inc., has announced plans for expanded placement of its gum equipment to the tune of 25,000 additional units at a \$2,000,000 cost. With the hyped vender placement program, the firm also plans increased output of ball gum in its plants here and in Akron. The additional vender coverage will bring the number of Ford gum machines in the field to over 200,000.

Delaware Charters Vend, Drink Firms

DOVER, Del., Feb. 25.—Charter applications were filed by three companies during the past week: Venders, Inc. with a capital of \$10,000, will deal in vending equipment; Frosty Vendors, Inc., operating company, 100 shares, no par value; Coverdale Bottling Company, 100 shares, no par value.

New Low Price KING OF VENDORS

Nut and Ball Gum Candy, Charms Vendors 1c-5c U S and Foreign Coins "Hot Nut" Vendors.



Bigger Profits from locations are natural With Silver Kings or "Charm King" Ball Gum Vendor Designed for sales compelling eye appeal as low as \$10.00 in quantities

At All the Best Dealers—or Write Ask About the New "Hunter"

SILVER-KING CORP.

622 Diversey Parkway CHICAGO ILL

EPHY COMIC STRIP CHARMS ARE OUT OF THIS WORLD! USE THEM

20 ass't plastic \$4 M.
metal-plated \$6.75

"EPHY" 91-15 144 Pl., Jamaica 2, N. Y.



RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES

S. K. Hunter\$45.00	Daval Ace, 1c or 5c\$21.50
S. K. Target King45.00	Daval Cub, 1c or 5c21.50
A. B. T. Model F47.50	Groetchen Imp, 1c or 5c21.00
A. B. T. Skill Gun49.50	Daval Marvel, 1c or 5c39.50
Kicker & Catcher34.50	Daval Amer. Eagle, 1c or 5c37.50
Non-Coin Marvel39.50	Non-Coin Amer. Eagle, 1c or 5c39.50
Groetchen Yankee, 1c or 5c36.50	Groetchen W ngs 1c or 5c36.50
Groetchen Kl'x, 1c or 5c35.50	Groetchen Pok-o-Reel, 1c or 5c36.50
Electric Shocker22.50	Gott Grip Scale24.50
A. B. T. Strikalite47.50	Daval Buddy24.50

Specify 1c or 5c When Ordering

NEW VENDING MACHINES

N. W. Model 49, 1c & 5c\$13.75
N. W. DeLuxe Comb, 1c & 5c27.00
N. W. Deluxe27.00
S. K. 1c or 5c Bulk13.95
S. K. Hot Nut, 5c29.95
Adams 1c Gum22.50
N. W. Stamp Roll Type69.00
Marion Scale79.50
Walling ScalesWrite
5h pm-n Stamp, 3 Col.39.50
Acorns, 1c & 5c13.95

SPECIAL! A.B.T. Skill Gun, all electric, slightly used, including stand \$29.50

NEW SLOTS

Columbia Twin J.P.\$139.50
Mills Vert Pocket65.00
Mills Q.T., 5c115.00
Mills Black Lecuty, H.L.; Black Gold, H.L.; Blue Fell, Melon Bell, Bonus Bell, 21 BellWrite

Write for Circulars and Price List on Complete Line to Philadelphia Office, Dept. V

COUNTER MACHINES

Marvels 1c Cig.\$22.50
Amer. Eagles, 1c19.50
A.B.T. Challengers, 1c19.50
Pop-Ups, 1c14.50
Whirlwinds, 1c, New19.50
Imps, 1c, Used10.00

VENDING MACHINES

Adams 1c Gum\$14.50
Master, 1c & 5c10.00
Master, 5c7.95
A. Vance Model D4.94
Exhibit Card, 1c15.00
Yu Chu Ball Gum, 1c6.50

CIG., CANDY & GUM VENDORS

Col. Model	Cap.	Coin	Price
6 Nat'l 6-30	180	25c 5/Q	\$49.50
7 DuGr. VD	278	25c 5/Q	69.50
9 DuGr W	308	25c 5/Q	69.50
5 U-Need-A Candy	100	5c	75.00
4 Model N Adams Gum	275	1c	14.50

RAKE COIN MACHINE EXCHANGE

609 Spring Garden Street LOMBARD 3 2676 Philadelphia 23, Pa.
Pittsburgh Office: 2120 Fifth Ave. Court 1-3842 Pittsburgh, Pa.



'50 will be NIFTY with

ACORN 1c or 5c All Purpose Bulk Merchandisers

Order Yours Today!

Look at These **OUTSTANDING** Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

MFG. CO., INC.

11411 Knightsbridge Ave. Culver City, California

Distributors!

A Few Choice Territories Are Still Open. Write, Wire, Phone

M. J. Abe. 503

Gen. Sales Mgr. 1349 Fifth Ave. Pittsburgh, Pa. Ph.: AT 6478

Pacific Coast Dist. Operators Vending Machine Supply Co. 1023 S. Grand Los Angeles 15, Calif.

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.

Operator Suggestions

Following were ideas most frequently mentioned by cigarette machine operators in a recent survey by The Billboard Publishing Company. The operators were asked: What single improvement in cigarette venders would benefit you most? What is the biggest single change cigarette manufacturers could make in their merchandising policies, packaging or advertising to help you?

For equipment makers:

1. Equip machines with penny changers to return from 1 to 3 cents.
2. Build smaller machines to exploit industrial areas.
3. Generally improve match vending mechanism and offer it as optional equipment.
4. Better construction, including better finish and more properly hardened moving parts.

For cigarette makers:

1. Pack cigarettes edgewise in the carton rather than flat.
2. Make venders and vending a regular part of all consumer advertising.
3. Put operators on direct who are quantity purchasers of cigarettes.
4. Actively move to stop the sale of cigarettes as "loss-leaders" by chains and other retailers.

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 venders
Get the Facts on Our Nylon Deal
STEINER MANUFACTURING CO.
363-5 Huron Ave. Brooklyn 1, N. Y.
Phone: TRIangle 5-0835



Coming in APRIL

Ops Suggest Improvements; Penny Changer Big Benefit

(Continued from page 76)
which, they naturally hope, would sell for under present prices. With this equipment, they said in the survey, they would be able to profitably develop many industrial locations where there is no need for larger machines with the kind of fancy trim which public locations need.

off-location promotion, it was pointed out. Only two operators of the 455 participating in the survey said they did not favor the use of stickers and other on-location promotion material. Most said they thought cigarette manufacturers could do even more in the way of furnishing stickers, back-bar displays and other eye-catchers designed to stimulate vending machine sales.

Smaller machines, the survey showed, run a close second to penny changers in operator suggestions for improvement in equipment.

In addition, the operators said they believed cigarette makers should regularly work vending machines into their consumer advertising. Two companies—Philip Morris and P. Lorillard—have from time to time included venders in their newspaper, magazine and radio advertising. But operators would like to see all cigarette companies include venders in their consumer promotion.


(See table accompanying this story which lists other improvements operators suggest to both cigarette machine manufacturers and suppliers.)

In addition to the packing of cigarettes edgewise in cartons, cigarette operators said they would like to see cigarette manufacturers offer operators 100-200 packs; put quantity operators on direct and lend more active support to fair trade laws which would prevent chain stores and other retailers from using cigarettes as a loss-leader.

Support Vender Promotion
More important than all these suggestions, however, is the need for cigarette makers' support in on-and-

NEW LOW PRICES U-SELECT-IT CANDY MACHINES
U-Select-It, 72-Bar Size. Each\$27.50
Cigarette Machines
Write for low prices all makes.
COUNTER MODEL\$17.50
Half Deposit. Phone: BA. 9-0606
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.

EPPI COMIC STRIP CHARMS IS GOOD LIKE WEINERS MIT SAUERKRAUT!
20 ass't plastic \$4 M.
metal-plated \$6.75
EPPI 91-15 144 Pl., Jamaica 2, N.Y.



POPCORN MACHINE OPERATORS and Distributors

SUPRPOPT HYBRID
SPECIALLY MADE POPPED CORN Makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere.

Wire or write for prices
supRPOPT company
5958 Baum Blvd. • Pittsburgh 6, Pa.

BRAND NEW LUCKY BOY VENDORS



\$9.75 EACH 16 or 5¢ MODEL
Lots of 8, \$8.75
Lots of 25, \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum Fully guaranteed. 1/3 Deposit Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE
BLOYD MFG. CO.
VALLEY STATION, KY.

DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. I. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

CHARMS

Over sixteen different series of new charms

LOW PRICES
Send 25¢ for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY
415 Neptune Street Pittsburgh 20, Pa.

WE'VE GOT... 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 more than 5 cases. Contact us for full details.
BIRMINGHAM VENDING CO.
2117 Third Ave. N. Birmingham 3, Ala.

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.	\$75.00
Candyman, 72 Bar Cap., with base, like new	65.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00

SALE NATIONAL Candy Vender \$100.00
9 Col., 162 Bar Cap. \$80.00
6 Col., 108 Bar Cap. \$70.00 Wall Model

SALE ROWE ROYAL Cigarette Vender \$95.00
10 Col., 400 Pack Cap. \$85.00
8 Col., 320 Pack Cap.

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

Ball-Gum, Inc. Starts Delivery

CHICAGO, Feb. 25. — Ball-Gum, Inc., newly formed company in the bubble ball gum field, will make initial deliveries Wednesday (1), Sales Manager John Flower announced.

Company, located at 2610 West 19th Street, is manufacturing a full line of popular sizes of ball gum, pegged at "competitive prices," Flower said. It will also specialize in penny ball-type candy confections.

NAMA Gives Special Membership Plaque To National Vendors

CHICAGO, Feb. 25.—National Vendors, Inc., has been awarded a commendatory plaque by the National Automatic Merchandising Association (NAMA) for the firm whose sales personnel brought in the largest number of new members during 1949. The NAMA membership drive was conducted by the sales representatives division and the machinery manufacturers branch of the division, latter consisting of 30 firms.

Presentation of the plaque was made in St. Louis by Laurie Cavanaugh, director of member and public relations for NAMA, to A. F. Diederich, vice-president and general manager of National Vendors.

Cavanaugh also announced that Tom Donahue, secretary and controller of National, has been reappointed chairman of NAMA's membership building and maintenance committee for 1950.

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

Rowe in Milk Vending Biz In Three Cities

Chicago Newest Venture

CHICAGO, Feb. 25.—Establishment of Milk Vending Service, Inc., here last week (*The Billboard*, February 25) put the Rowe Corporation in the milk business in three States—New Jersey, Pennsylvania and Illinois. In Rowe's New York office, Bern Bernard intimated the company would launch still another milk operation within two or three weeks. He would make no further comment.

Milk Vending Service in Chicago is a wholly-owned Rowe subsidiary, according to its president, Max Kavinow. The operation maintains offices in the Capitol Dairy building on Chicago's South Side, using Capitol Milk in its machine.

Dairy Makes Deliveries

Kavinow stressed, however, that Capitol was not financially interested in the operation. Capitol simply supplies the milk (Grade A white and chocolate), and the dairy company drivers load the lines and remove empties. Milk Vending Service routemen perform all the other operating functions.

This is the same arrangement other milk vending firms have in Chicago where only dairies have milk transporting permits which allow their drivers to haul the fluid.

Concentrate on Industrials

Kavinow indicated that Milk Vending Service would concentrate its initial sales work on industry, making personal calls backed with intensive mail promotion.

Like the other Rowe operations, Milk Vending uses the 154-carton Rowe-built automatic vender. The Chicago operation dispenses one-third quarts for a dime, supplies waste disposal containers with each machine and shortly plans to make straw available thru a rack on the side of each vender.

Production Increasing

At Rowe's Whippany plant, production on the milk vender is said to be increasing, altho company spokesmen said that the firm is still some months away from quantity output.

Largest of the Rowe milk operations to date is the New Jersey company which at present covers practically the entire State.

Until last week, Rowe had a pilot route in Boston consisting of a small number of machines. This pilot route has been discontinued and the machines transferred to New Jersey because of limited production and because Central Boston is served only with d. c. current. In time, d. c. venders will be made available for both Boston and other areas.

OPAC Recommendations

WASHINGTON, Feb. 25.—The Oilseeds and Peanut Advisory Committee (OPAC), an industry group has recommended that the Department of Agriculture undertake new research studies to aid in the production and marketing of peanuts.

In the field of marketing, OPAC asked Agriculture to obtain data on the amount and kind of peanut storage available in order to improve marketing schedules, to find improved methods of combatting insects which attack stored peanuts, and to evaluate existing and potential markets for peanuts.

To aid peanut producers, the agency was asked to improve chemical means of controlling or eradicating such peanuts diseases as root rot and Southern blight and to find better methods and equipment for harvesting, conditioning, and storing peanuts in the Virginia-Carolina area.

Iced Drinks

NEW YORK, Feb. 25.—A sudden onslaught of wintry weather, which sent temperatures down to the year's low of 5 degrees, froze water lines connected to cup venders in several subway stations Tuesday (21). Pipes had to be thawed out with blow torches before the machine could be returned to operation.

American Home Foods Intros Vender Coffee

NEW YORK, Feb. 25.—A new coffee vending concentrate developed by American Home Foods, Inc., producers of George Washington coffee and other nationally branded food products, is being offered to operators in this area. A few routes are using the liquid preparation on a trial basis, it was learned this week, and the company has completed arrangements for widespread marketing.

Competitively priced, the new concentrate lists at \$7.15 a gallon, according to Philip Van Kuller, institutional sales manager for American and head of the vending department. A gallon is said to be sufficient for about 600 cups of vended coffee. The concentrate is packed in 1/2-gallon cans, 12 to a case, with the case price of \$23.60 including shipping charges.

Van Kuller said the concentrate is a pure coffee preparation, using no preservative and requiring only normal refrigeration to retain freshness for a recommended period. Claiming that all liquid concentrates suffer an "appreciable loss in flavor" after two weeks of storage, he is gearing marketing plans to a "quick use" schedule. As a result, no shipments will be undertaken to operators outside a 48-hour shipping radius from the American plant in Morris Plains, N. J. Deliveries to outlying territories may be made at a later date but these will probably be air shipments, he said.

Concentrate batches will be made and shipped daily, Van Kuller pointed out. For this reason, it will be necessary to have operator commitments in advance. After initial sample orders, no deliveries are to be made outside of contract, he stated. Pacts will call for periodic shipments of definite quantities.

ANOTHER ADVANCE Profit Maker HERSHEY'S 5¢ BAR VENDOR



Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages. 33 1/2" high; 4 1/4" wide; 6 inches deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE \$19.00

2 to 11 \$15.75
 12 to 49 14.50
 50 or more 14.25

ORDER TODAY
 1/2 Dep., Bal. C.O.D., F.O.B., N. Y.

J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

CLOSEOUT Brand New In Original Cartons MASTER VENDORS

37 PENNY-NICKEL COMB.
 38 STRAIGHT NICKEL

\$12.50 ea.
\$825.00 for the Lot

25 Acorns, 1c (Brand New) \$10.00 Ea.
 1/3 deposit, balance C.O.D.

TRI-STATE
MERCHANDISING CORP.
 BOX D-336, c/o The Billboard
 Cincinnati 22, O.

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.

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. \$ 3.43
 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
 Schmoos Buttons, 1,000 6.50
 Toy Watches, 2 gross 2.50
 Stone Set Rings, 1 gross 1.95
 "Hep Cat" Buttons, 1,000 5.95
 Plastic Colored Rings, 1,000 2.50
 Walt Disney Charms, copper, 1 lb. ... 2.50

We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS

PARKWAY MACHINE CORPORATION
 593 West North Ave., Baltimore 17, Md



EPHY COMIC STRIP CHARMS
WORK-LIKE SPINACH ON VENDING MACHINES!

20 ass't plastic \$4 M.
 metal-plated \$6.75

EPHY 91-15 144 Pl., Jamaica 2, N.Y.

Northwestern NEW REDUCED PRICES MODEL 49 SPECIAL \$13.75 FACTORY FRESH Vender Confections

Teeny L.B.
 Almonds 65¢
 Jumbo
 Pistachios 68¢
 Spanish #1
 Peanuts 24¢
 Branched
 Virginias 39¢
 Redskins 24¢
 Cornuts 23¢
 Boston Beans 23¢
 Rainbow Beans 23¢
 Pine Nuts ... 26¢
 Ball Gum
 Bubble 27¢

Parts—Supplies—Charms—Write for List

BADGER SALES CO., I. C.
 2251 W. Pico Blvd. Los Angeles 6, Calif.



EPHY COMIC STRIP CHARMS
MAKE KIDS GOOGLE-EYED WITH DESIRE!

20 ass't plastic \$4 M.
 metal-plated \$6.75

EPHY 91-15 144 Pl., Jamaica 2, N.Y.

Extra! GET OUR NEW CHARMS NOW

BECKER VENDING SERVICE
Brillion, Wis.
HAS BEEN TAKEN OVER BY US...
Write
TODAY FOR SAMPLES-PRICES

PRICES LOW ENOUGH THAT YOU CAN AFFORD THESE SALES PROMOTERS

They're really beauties... with that sales appeal that means an amazing increase in sales and more profits. They meet the youngsters' constant demand for something new. Our plastic series of 52 charms and copper series of 32 charms will meet all their demands... and yours for sales stimulators. Boxing gloves are plastic, copper or 22 K. gold with championship names on them... knives are plastic modeled after a Scout knife. Beautiful pastel colors.



Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS
 BRILLION WISCONSIN

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 B-324, c/o The Billboard, Cincinnati 22, Ohio

State Tax Calendar

Alabama

March 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.

March 15—Franchise tax report due (last day). Income tax return, information return and first installment due.

Arizona

March 10—Income tax return, information return and first installment due.

Arkansas

March 1—Franchise tax report due.

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

The New Sensational Northwestern

MODEL 49 SPECIAL

Less than 25... \$13.75
Less than 100... 13.55
100 or more .. 13.35

SPECIAL INTRODUCTORY OFFER

5 Model 49 Specials plus 25 lbs. 210 Ball Gum and 1000 of Rake's Special Assorted Charms— **\$79.50**

1/3 deposit with order, balance C. O. D.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA 23 PA
LOmbard 3-2676

PITTSBURGH OFFICE
2120 Fifth Ave. Pittsburgh, Pa.
COURT 1-3842

EPY COMIC STRIP CHARMS MAKE EVEN ME TALK!

20 ass't plastic \$4 M.
metal-plated \$6.75

EPY 91-15 144 Pl., Jamaica 2, N.Y.

California

March 15—Corporation income tax return and first installment due.

Colorado

March 14—Sales tax report and payment due.

March 15—Denver sales tax report and payment due. Franchise tax report due.

Connecticut

March 15—Unincorporated business gross income tax report and payment due.

District of Columbia

March 20—Sales and use tax report and payment due.

Florida

March 25—Sales, use, rental and admissions taxes and reports due.

Georgia

March 10—Cigar and cigarette wholesale dealers' report due.

March 15—Income tax return, information return and first installment due.

Idaho

March 15—Cigarette wholesalers' drop shipment report due. Income tax return, information return and first installment due.

Illinois

March 15—Cigarette tax return due. Sales tax report and payment due.

Indiana

March 10—Cigarette distributors' interstate business report due.

March 15—Cigarette distributors' drop shipment report due.

Iowa

March 31—Income tax return, information return and first installment due.

Kansas

March 20—Sales tax report and payment due.

March 31—Franchise tax report and payment due.

Kentucky

March 20—Cigarette wholesalers' report due.

Louisiana

March 1—Soft drinks tax report due. Tobacco tax report due.

March 15—Soft drinks tax report due. Tobacco tax report due.

March 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland

March 10—Admission tax payment due.

March 15—Sales and tax report and payment due.

Massachusetts

March 20—Tobacco tax report and payment due.

Michigan

March 15—Sales tax report and payment due.

March 20—Cigarette tax report and payment due.

Minnesota

March 1—Income tax information return due. Personal property tax due.

March 15—Income tax return and first installment due.

March 20—Cigarette tax and report due.

Mississippi

March 10—Admissions tax report and payment due.

March 15—Income tax information tax return due. Income tax return and first installment due. Manufacturers, distributors and wholesalers of tobacco, report due. Occupation (sales) tax and report due.

Missouri

March 1—Franchise tax report due. Income tax information return due. Sales tax annual report due.

March 30—St. Louis income tax report and payment due.

March 31—Income tax return and first installment due. Soft drinks manufacturers' report and payment due.

Montana

March 15—Income tax information return due.

March 31—Income (corporation license) tax return due.

Nebraska

March 10—Cigarette distributors' report due.

New Hampshire

March 15—Personal income tax return due.

New Jersey

March 20—Cigarette distributors' tax report and payment due.

New Mexico

March 1—Property tax return due (last day).

March 15—Franchise tax report due. Occupational gross income tax report and payment due.

North Carolina

March 15—Income tax return, information return and first installment due. Sales tax report and payment due.

North Dakota

March 1—Personal property tax delinquent.

March 10—Cigarette distributors' report due.

March 15—Income tax return, information return and first installment due.

Ohio

March 10—Cigarette wholesalers' report due.

March 15—Cigarette use tax and report due.

March 31—Property tax return due (last day).

Oklahoma

March 10—Cigarette wholesalers', retailers' and vending-machine owners' report due.

March 15—Income tax return and first installment due. Personal property tax return due. Sales tax report and payment due. Tobacco wholesaler', jobbers' and warehousemen's report due.

Oregon

March 1—Property tax return delinquent after this date.

Pennsylvania

March 10—Soft drinks tax report due.

March 15—Franchise tax report and payment due. Philadelphia income tax return and payment on net profits or income due. Philadelphia withholding return and payment due.

Rhode Island

March 20—Sales and use tax return and payment due.

South Carolina

March 1—Personal property tax return due.

March 10—Admissions tax report and payment due.

March 15—Income tax return, information return and first installment due.

Tennessee

March 20—Sales and use tax report and payment due.

Texas

March 15—Franchise tax report due (last day).

Utah

March 1—Salt Lake City occupation tax return and payment due.

March 15—Individual income tax return and payment due. Sales tax return and payment due.

Vermont

March 15—Corporation income tax, or first installment, and return due. Personal income tax, or first installment, and return due.

Virginia

March 1—Franchise tax due.

Washington

March 15—Sales tax report and payment due. Seattle occupation tax report and payment due.

West Virginia

March 15—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin

March 10—Cigarette wholesalers' and manufacturers' report due.

March 15—Income tax return, information return and first installment due.

Wyoming

March 15—Sales tax report and payment due.

VICTOR'S AMAZING NEW TOPPER



Special Feb. Offers

1 Case (4) Toppers PLUS 25# 210 Ball Gum or 25# Candy PLUS 1000 Charms. All for only **\$50.00** (with plastic globes) (with \$52.00)

1 Double Unit Topper with Plastic Globes PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms All for only **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25# 210 Ball Gum PLUS 25# Candy PLUS 1000 Charms. All for only **\$51.25**

Samp. Topper, \$11.25

RAIN-BLO GUM
140, 170 or 210 count, in 25# cartons, 27# lb. in lots of 150# or more with freight prepaid. 25# lb., less 2%

COLORED BALL GUM—All Sizes 25# carton, 25# lb. 150# lots, 23# lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
25 lb carton Large 45c lb Small 38c lb. Full Cash With Order.

COMIC STRIP CHARMS
\$4.00 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.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7997

VICTOR'S NEW 1c GUM VENDOR SOON AVAILABLE—WRITE!



Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)

6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)

12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)

25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.) Prompt Delivery

Write for Our Illustrated Catalog! 1/3 Dep. With Order, Bal. C. O. D. **VEEDCO SALES CO.** 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

IT'S FOR COFFEE VENDING

KOFFEE KING

KOFFEE KING
National Distributing Corp. 20 E. 35th St., New York 16, N. Y. MURRAY HILL 9-3424 KOFFEE KING IS A PRODUCT OF FUTURAMIC MACHINES, INC.

GROCERY STORE CHARMS

58 Varieties \$12.50 per M. ass't. F. O. B. Jamaica, L. I., N. Y.

EPY 91-15 144 Pl., Jamaica 2, N. Y.

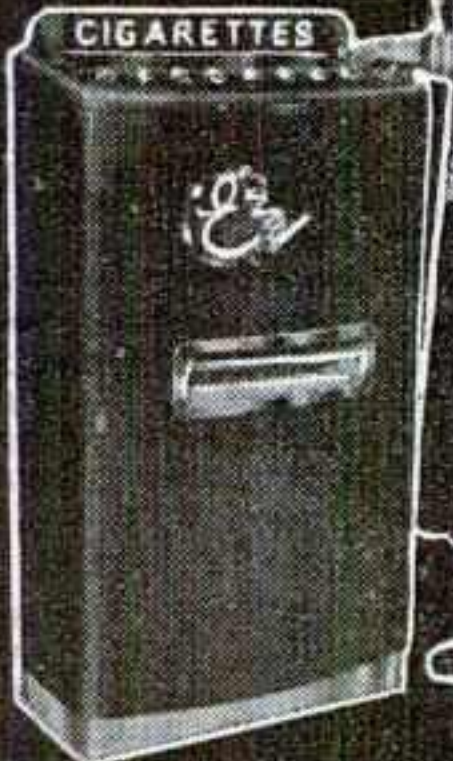
Now delivering

At **NEW** low prices

ELECTRO 8
NOW ONLY
\$198.⁵⁰

ELECTRO 10 \$217.⁵⁰
now only.....

The first and finest electric cigarette vending machines are now the lowest in price!



America's
Finest
All-
Electric
Cigarette
Vending
Machines

**EASTERN ELECTRIC
VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.
PRODUCTS OF C & LABORATORIES

Trade Directory

New Equipment

Paper cups for vending machines—Continental Can Company, Newark, N. J.

Speed-Bowler, shuffle novelty game—Bally Manufacturing Company, Chicago.

Model 1250, phonograph—Rudolph Wurlitzer Company, North Tonawanda, N. Y.

New Firms

Amusement Sales Corporation of Georgia, 224-26 West Congress Street, Savannah.

C & W Music Company, Asheville, N. Y.A.—11 types coin-operated equipment.

First Distributors, 1748 West North Avenue, Chicago—distributing firm.

Royal Products, 926 Irving Park Road, Chicago—manufacturing firm.

Paster-Sandler Distributing Company, Des Moines—distributing firm.

Personals

Eastern Electric Vending Machine Corporation, New York, named John O. Ward Jr. public relations and advertising manager.

Continental Service & Equipment Company, Detroit, appointed Jack Brown sales manager.

Lamont, Corliss & Company's new officials: Don Cady, merchandising manager; M. H. Saxe, manager of the bulk chocolate sales department; Glenn E. Truax, vice-president, and John M. Whittaker, vice-president in charge of raw material purchases by the Peter Cailler Kohler Swiss Chocolate Company, Fulton, N. Y., manufacturing subsidiary of Lamont, Corliss.

Michigan Automatic Phonograph Owners' Association officers: Morris Goldman, of the Morris Music Company, re-elected president for a two-year term; Edward Carlson, Carlisle Music Company, vice-president; Edward Grodzicki, J & A Music Company, secretary-treasurer. Board members: Eddie Clemons, Music Service Company; Ben Okum, Okay Vending Company; Everett Watson, Ray Music Company, and Jim Jeffries, Jeff's Music Company.

National Automatic Merchandising Association Ladies' Committee: Mrs. Frank H. Burns, Greensboro, N. C., chairman; Mrs. Paul Berkley, South Orange, N. J., assistant; hospitality, Mrs. E. G. Chandler, Glendale, Calif., and her assistant, Mrs. J. B. Delbridge, Richmond, Va.; sightseeing, Mrs. Hugh C. Howes, Dearborn, Mich., and her assistant, Mrs. Herb A. Geiger, Milwaukee; quiz show, Mrs. Marcus Kaplan, Roanoke, Va., and publicity, Mrs. Aaron Goldman, Washington.

General Committee: Mrs. J. Renz Edwards, Kansas City, Mo.; Mrs. L. T. Bonelli, Torrington, Conn.; Mrs. D. A. Estey, Portland, Ore.; Mrs. Earl Mason, Somers; Mrs. M. J. Kronenberg, Birmingham, and Mrs. D. R. Drewyer, New York.

Special Chicago Committee: Mrs. Clarence R. Adelberg, Aurora, Ill.; Mrs. E. F. Hinkle and Mrs. C. S. Darling, Chicago; Mrs. Thomas B. Hungerford, Glen Ellyn, Ill.; Mrs. William Fishman and Mrs. Victor Neiswanger, Elgin, Ill.

National Confectioners' Association officials: Paul M. Beich, president of Paul F. Beich Company, chairman of the Council on Candy. New members added to the council: V. H. Geis, vice-president, Mars, Inc.; Fred E. Magenheim, secretary, Mason Au & Magenheim; R. B. Schnering, vice-president, Curtiss Candy Company; Bob McCormack, president, Bobs Candy & Peanut Company, and Theodore Stempfel, vice-president, E. J. Brach & Sons.

Orange - Crush Company, New York, named E. Maurice Baruch manager of its vending department. Rudd-Melikian, Inc., Philadelphia, appointed Charles F. Kafka sales promotion manager in charge of advertising and public relations.

Washington Music Guild officials: Hirsh de la Vize, re-elected presi-

dent; Evan Griffiths, re-elected secretary-treasurer, and Leonard Abrams, new vice-president. Board of directors: Charles W. Bowles, Jack Kaplan, Ira T. Byram Jr., John H. Phillips and Simon M. Davis.

L. R. Cook resigned as vice-president of Wilbur-Suchard Chocolate Company, Inc., Lititz, Pa.

World Wide Distributors, Chicago, appointed Monty West sales manager.

Amusement Machine Operators' Association of Greater Baltimore officials: Irvin Goldner, president; Irvin Mason, vice-president; Moe Kaminsky, treasurer, and Gabe Camhy, secretary. Gene Burns remains staff secretary.

Purchases

The Rowe Corporation, New York, acquired the majority interest in the Rowe Service Company of Los Angeles. Firm will be known as the Rowe Service Company, L.C.

Bally Manufacturing Company, Chicago, appointed Workshop Music Company, 117 East Morgan Street, Raleigh, N. C., to cover the North Carolina area.

M & T Sales Company, Chicago, appointed Wico, Mid-State Distributing, First Distributors and Danny Gold Enterprises to distribute Lite-a-Pin.

Supplies In Brief

CMA on Taxes

WASHINGTON, Feb. 25. — Cigar Manufacturers' Association (CMA) has put in a strong pitch for reduction and realignment of cigar excises before the House Ways and Means Committee. CMA pointed out the excise on cigars has increased over the last decade far more than any other cost element.

CMA said the price of tobacco has increased 181 per cent over 1939; wage rates, 110 per cent, and excise taxes, 241 per cent. The trade group attributed part of the steady decline in cigar consumption to high excises.

New Sked Proposed

Proposed was a new tax schedule for cigars, which would amount to an over-all decrease of about \$3,000,000 annually in the average Treasury take of about \$30,000,000 from the cigar tax. CMA officials said not only is the excise too high, but it is also "unrealistic." It was stated that, under existing schedules, the 15-cent cigar is taxed at \$10 per 1,000, while the 16-cent stogie is taxed at \$15 per 1,000. For that reason, CMA testified, "these two cigars, which are normally competitive, have to be artificially priced because of the \$5 differential in excise taxes."

Drug Locations

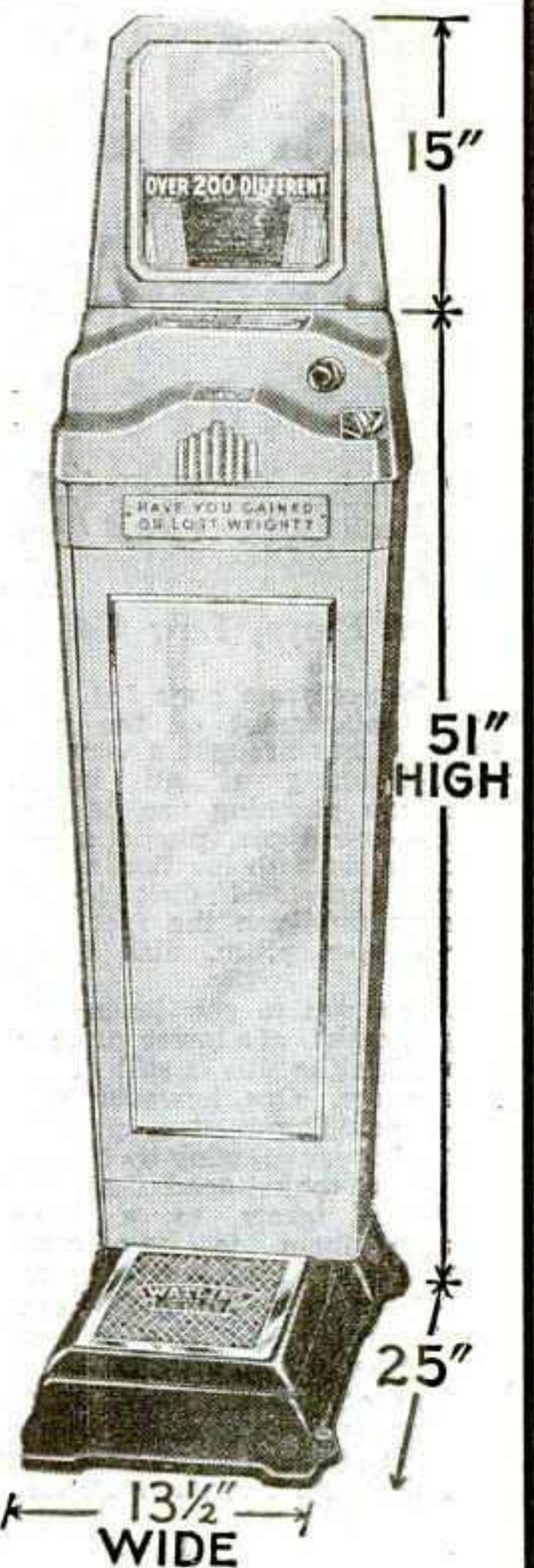
WASHINGTON, Feb. 25. — Drugstores, one of the better type of coin machine locations, grossed \$3,607,000,000 last year for a decline of only about 2 per cent from the record \$3,688,000,000 chalked up in 1948, Commerce Department reported.

Independent druggists continued to do the bulk of the business, with chain druggists accounting for only \$820,000,000 last year and \$840,000,000 in 1948.

Some Increases

Despite the national decline in total receipts, drugstores in some sections of the country increased sales over 1948. Of the larger cities, Boston reported a gain of 3 per cent; Omaha, 4 per cent; Dallas, 2 per cent, and Salt Lake City, 3 per cent.

Cities reporting drug sales off more than the national average were Oakland, Calif., off 11 per cent; San Francisco, 9 per cent; Cleveland, 5 per cent; Akron, 10 per cent, and Newark, N. J., 9 per cent.



\$25

DOWN

Balance \$10 Monthly

PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago

Hart Ball Bubble Gum

High quality, colored centers in 140, 170 and 210-count per lb.; 23¢ per lb. in lots of 150# or more, freight prepaid, also packed in 40# cartons; Single Cartons 30¢ per lb., F.O.B. Toledo, O.; 2 to 5 Cartons 27¢ per lb., F.O.B. Toledo, O.

Hart's Premium Non-Bubble Gum in 140-count only 35¢ per lb. in 150# lots, prepaid; Single Cartons 37¢ per lb., F.O.B. Toledo, O. Leaf Jumbo Bubble Gum 25¢ per lb., 160# or more, prepaid. Single Cartons 27¢ per lb., F.O.B.; Count 60 to lb., 20# cartons. Get on our mailing list.

A. GRAEFF CO.

1232 Broadway
Toledo 9, Ohio

Eppy Reduces Charm Prices

FAMOUS #1 CHARMS
Plastic \$2.50 per M • Metal-plated now \$4.25

BIG #2 CHARMS
Plastic \$3.00 per M • Metal-plated now \$5.00

EPPY 91-15 144 Pl., Jamaica 2, N.Y.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...
Write now for detail and price list on our Gold Copper and Plastic Charms Basketballs Stone Rings and Novelties.
BECKER VENDING SERVICE - BRILLION, WISCONSIN



"The Magazine of Automatic Merchandising"

"As a small vending machine operator, I find VEND right up to date on news and helpful suggestions which cannot be found in any other magazine."

GEORGE F. KENNEDY
MECHANICSVILLE, N. Y.

VEND 3-4-VM
2150 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

Name

Address

City Zone State

JUKES TO TEST NEW SPEEDS

Comprehensive Trials Due; Will Start April 1; Both 45's and 33 1/2's To Be Tried

More Plays, Low Cost, Easier Handling Stressed

(Continued from page 18)
The actual placement of the new speed phonos has brought a wave of promotion-thinking at all levels. Operators are planning use of placards, back-bar signs, phono specs, and even tie-ins with local newspaper ads and local disk jockey programs to publicize the fact that a 45 or 33 1/2-r. p. m. disk is on location.

Too, a program to get the seven-inch plastic disks at a lower price is also planned, altho this is still in the discussion stage. Ops, however, said while they could now save approximately 6 cents per pressing by buying the new disk, they hoped that this saving would grow to a dime and enable them to buy more phonos without undergoing too great an expense in the double programming of their routes.

Distributors Report

Indicative of the op response to the new speeds are the reports from some of the distributors who unveiled the 1250 during National Wurlitzer Days.

Don Coven, Coven Distributing Company, Chicago, reported that he will deliver 15 1250s with conversion kits to ops here by April 1, the units to be used in tests thruout the Greater Chicago area. Another 15 conversion kits are on order and will be delivered along with new phonos.

Operators in Chicago will participate in the tests indicated they will concentrate on the 45-r. p. m. speed, altho some will try 33 1/2 disks.

Boston

R. C. Kennedy, representing the Redd Distributing Company, Inc., in Boston, said the firm would be mak-

FM Broadcasters Loom as Threat To Juke Spots

WASHINGTON, Feb. 25.—A comparatively new brand of competition for juke box operators is looming as FM stations prepare to invade the field long dominated by juke and wired music systems such as Muzak. FM-ers are seeking approval of the Federal Communications Commission (FCC) to use an electronic gizmo to eliminate station identifications and commercials at any location where such is desired.

Some stations have already started using the system to pulse out the human voice for storecasting over the vigorous protests of Muzak, which claims FCC regulations prohibit the practice.

Eye Location Revenue

Desperate for additional revenues, many FM stations plan to try to expand storecasting and transit radio into restaurants, taverns, clubs and similar locations. Such spots, however, demand continuous music uninterrupted by commercials and station announcements. If FCC grants use of the pulser to eliminate these, the competition could be severe. Muzak, itself, has told FCC that if (See FM Broadcasters on page 86)

ing deliveries on the conversions the latter part of March, and at this (See Jukes to Test on page 93)

Juke Commercials Now Being Tested in 12 Chi Locations

CHICAGO, Feb. 25.—Looming as an important new source of revenue for the juke box operators thruout the country, use of commercial singing jingles in phonos this week became an actuality when Century Music here placed 12 jingles for Schenley Distributors, Inc., at as many local test locations. Bill Bishop, speaking for Century, said the phono attachment which handles the commercials has now been refined to a point where it can handle four different announcements in an hour repeating at 15-minute intervals thruout the operable hours of the box.

Bishop, who said that Century was now set up to place the announcements on phonographs thruout the United States for advertisers, reported that a sliding scale of rates had been es-

Juke-Theater Deal

INDIANAPOLIS, Feb. 25.—Jimmy (Little) Dickens's appearance at the Lyric Theater last week brought a demand for his recordings far beyond expectations. The Janes Music Company, in co-operation with the theater, gave away a pass to the show with the purchase of every Dickens record. In the lobby of the theater, Janes placed a Seeburg phonograph programmed with Dickens's recordings and kept playing them all during the engagement.

tablished. Advertisers using 50 to 99 locations pay \$4 per location per week, 100 to 499 locations, \$3.75; 500 to 999, \$3.50, and 1000 and over \$3. Advertisers provide the recorded messages. While no time limit has been placed on the spot announcements, firm is recommending short, punchy announcements for the best results.

Schenley is experimenting with two announcements, one 30-second and the other 70 seconds in length. Both feature a jingle sung to the tune of Clementine climaxed with a short announcement.

Attachment to handle the announcements has been in the experiment stage for more than a year, Bishop said but after extensive tests is ready for installation in phonos thruout the country.

Hub Ops Find TV Competish On Downgrade

Home Installations Up

BOSTON, Feb. 25.—Approximately 200,000 sets are operating in the Greater Boston area according to latest estimates, with hundreds of sets being installed daily. But phonograph ops point out it is the home installations that are expanding, thus proving their earlier contention that video was a home amusement piece.

Last survey (January, '49) made by the two operating TV stations, WNAC-TV and WBZ-TV, showed 172,276 sets installed in homes and 4,750 in public locations, making a total of 177,026 sets installed in Eastern Massachusetts and Southern New Hampshire and Maine. This was an increase of 31,634 over a survey made in October.

Jukes in Comeback

Jukes, which took a severe beating in the earlier days of TV, are making a comeback in public locations. Bars, taverns and grills, which hailed TV with jubilation and thought the gold rush was going on forever, find that their patrons only want baseball, boxing, wrestling, hockey, basketball and football via TV, plus any big-time spot events.

There are two TV stations operating, altho the Federal Communications Commission (FCC) has allocated (See HUB OPS on page 86)

Suppliers Head MOA Exhibs

25 Firms Set Space at Chi Music Confab

See Good Attendance

CHICAGO, Feb. 25.—With exhibitors still signing for the first annual Music Operators of America (MOA) convention which opens at the Palmer House here Monday (6), Ray Cunliffe this week reported 25 exhibitors had already reserved space, with the suppliers dominating the picture.

George A. Miller, MOA national chairman, will be in Chicago March 1 to complete the program, which will consist of a series of business meetings running thru the three-day meet. He reported that officers for the coming year will be elected and that resolutions relative to the music industry will be presented.

Name Exhibitors

The following firms were listed as exhibitors for the 1950 show: Permo Incorporated; Pfantstiel Chemical Company; H. C. Evans Company (Constellation juke box); AMI (Model C); The Billboard; Cash Box; MGM Records; Capitol Records; Columbia Records; RCA Victor; Buckley Manufacturing (wall boxes); Rondo Records; Jacobs Novelty (tone arm); Jimmy Martin (London Records); Partages Maestro; Wico; M. A. Miller (See 25 Firms Sign on page 93)

Sterlings Provide School With Jukes, Amusement Machs.

MOOSIC, Pa., Feb. 25.—Benjamin Sterling Jr., head of Sterling Service, Wurlitzer distrib here, and his wife have been conducting their own social service program with practically no fanfare. It concerns itself with the St. Michael's Industrial and Agricultural School for Boys at Hoban Heights, Pa. And the latest move in the program was the donation of a large-screen television set which will be placed in the new education-recreation building.

In recent months the Sterlings have given the school enough equipment to completely furnish a recreation room. Included were several juke boxes, pinball machines, shuffleboards and pool tables. The Sterlings who own Rocky Glen Park, entertain 50 boys each week at the amusement center when it is open, giving them tickets for the rides and amusement centers. They even supply them with pennies for use in the arcades.

The boys have a standing invitation from the Sterlings to attend the park, and during the summer months they make sure there is a large representation from the school present when name acts put on their shows.

Sterling assures that all equipment in the recreation room is always in working order by having his service personnel make periodic checks. Too, new equipment in the amusement field is added at regular intervals.

Set Up Unique Show for Ops At Convention

Pic Firm Foots Bill

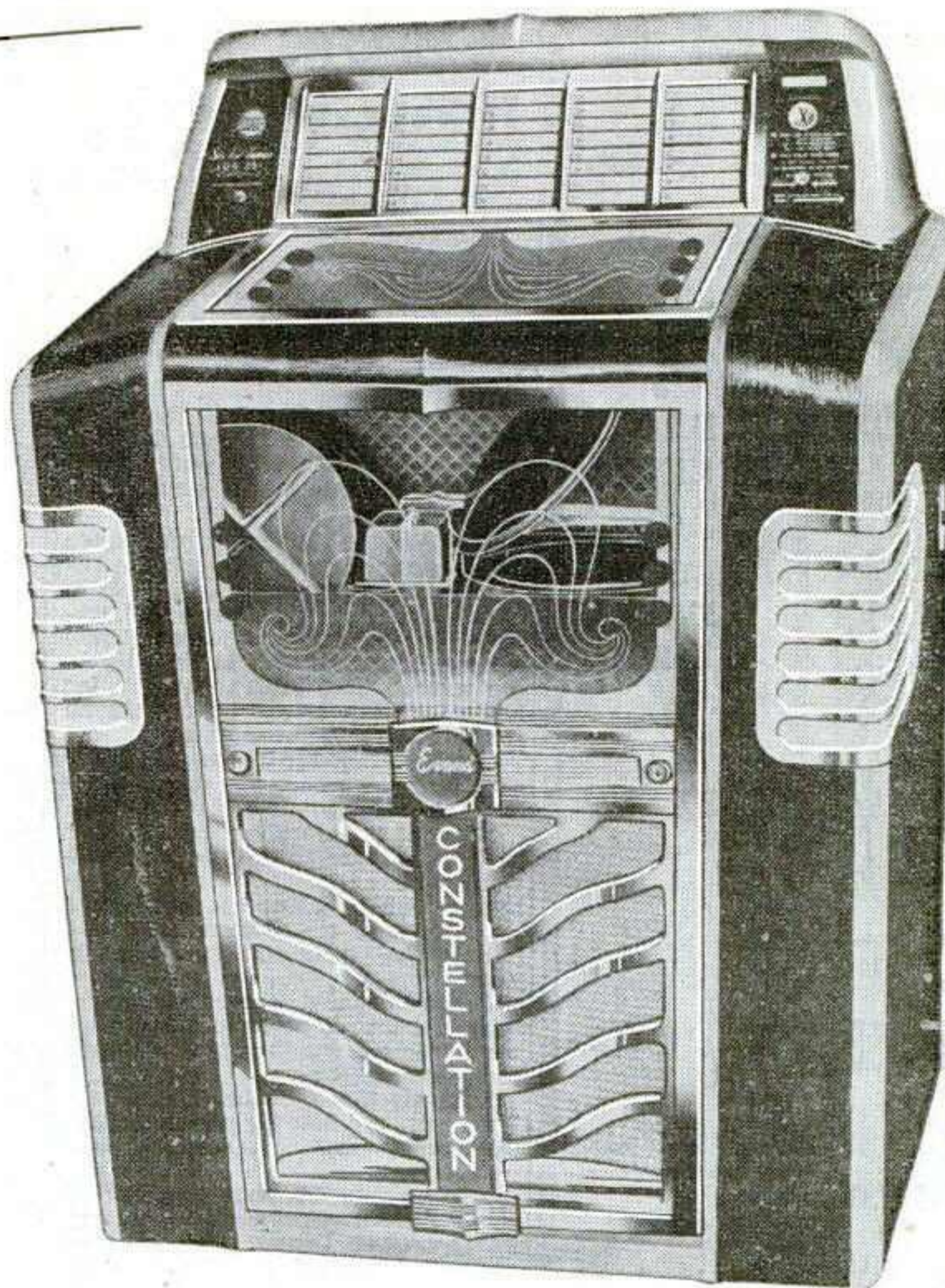
CHICAGO, Feb. 25.—While operators attending the Music Operators of America (MOA) convention here March 6-8 will be concerned mainly with the business sessions a unique entertainment has been set up for Tuesday evening (7) by Hirsch de la Viez, head of the Washington Music Guild and a member of the MOA executive board.

Working with 20th Century-Fox, de la Viez has arranged for an exclusive music operator audience to see the world premiere of a new picture *Wabash Avenue* starring Betty Grable, Victor Mature and Phil Harris. The ops will take over the Monroe Theater here for the event and will be entertained by leading recording stars after the picture performance. Refreshments will be served during the evening.

Program, as arranged by de la Viez, is especially significant in as much as there will be no cost to the operators or the MOA in connection with the entire program. The motion picture firm will underwrite the costs, and recording companies have agreed to supply the artists for the "live" portion of the entertainment.

**H. C. EVANS and COMPANY extend greetings to
MUSIC OPERATORS OF AMERICA**

Our heartfelt thanks to you for the
untiring efforts which have resulted in the
M. O. A. NATIONAL MEETING
... the first *All Music Operators' Convention!*



**20 RECORDS
40 SELECTIONS**

6 PLAYS FOR 25¢
Players' Own Selections

NEW PLAY METER

**NEW RECORD CHANGER
VISIBILITY FEATURE**

**UNSURPASSED
TONE QUALITY**

**CUSTOM QUALITY
PRODUCTION**

EVANS' 1950

20 RECORD, 40 SELECTION

CONSTELLATION

PHONOGRAPH

We extend a cordial invitation to all phonograph operators to
visit our Display in Rooms 734 and 735, Palmer House, Chicago.

H. C. EVANS & CO.

1528 W. ADAMS ST.

CHICAGO 7, ILLINOIS

SEE EVANS' COIN MACHINE AD ON PAGE 106

FM Broadcasters Loom As Threat to Juke Spots

(Continued from page 84)
permission to use the pulser is granted the wired music outfit will go into the FM business.

Muzak's competition with the juke has been chiefly in the so-called "class location" which is willing to pay the monthly charges. FM-ers claim, however, that they can undercut Muzak greatly, thus being able not only to move into Muzak locations but also in spots which now have a juke box.

Use Pulser

Operation of FM stations in restaurants would be an inexpensive one for the broadcasters. They would con-

tinue to run their regular broadcasts interspersed with commercials. Receivers in restaurants, however, would be equipped with the pulser. Home listeners would get the commercials, but those dining out would get only the music. The only cost to the FM station would be the price of the special FM receiver.

If the FM threat to juke becomes an actuality, operators will have their two chief advantages to meet the competition—profit to the location rather than a charge and the opportunity for the patron to select the music desired.

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:

COLUMBIA LP "DANCE PARADE" SERIES SETS PEAK. The diskery chalks up big sales, outsells 78's (Music Department).

JUKES WILL TEST NEW-SPEED DISKS. New 45 and 33 speeds to get trial starting April 1 (starts in Music Department).

RULES COMMITTEE HOLDS TAX CUTS' FATE. Push against excise tax may reach impasse with rules committee (General Department).

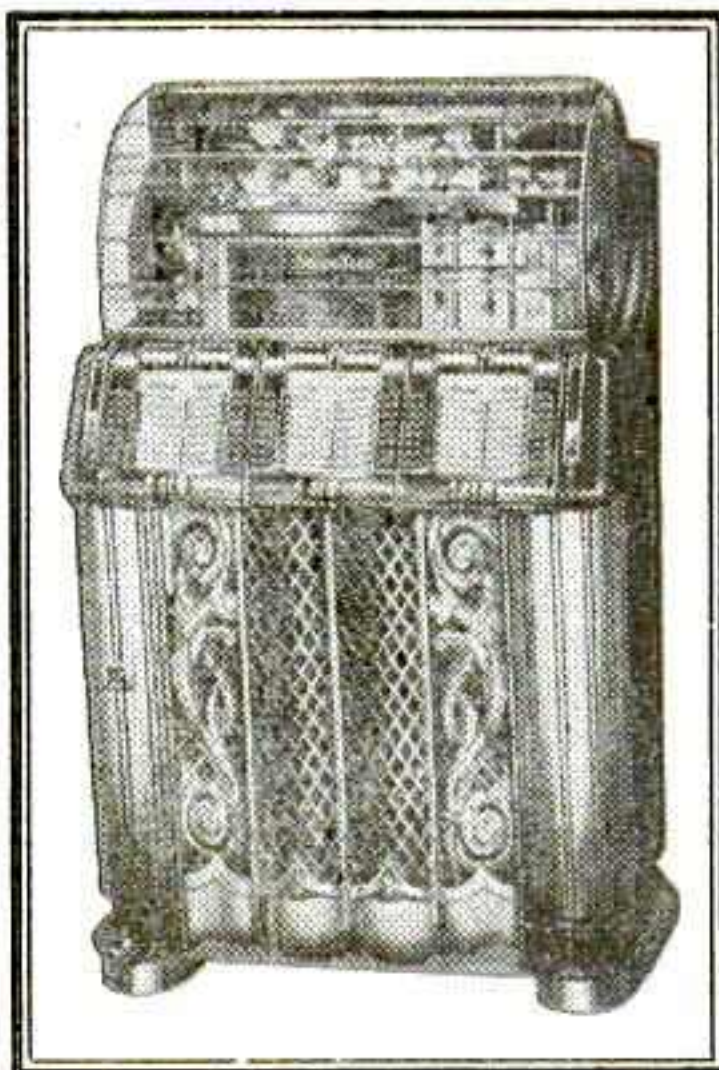
LINCOLN HIKES PLASTIC PLATTERS TO 79 CENTS. The diskery is issuing heavier disks and boosts costs 30 cents (Music Department).

MAKE 'EM, SELL 'EM POLICY. New diskery policies signpost a speed-up in the pop line, selective recording, stiff selling (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

WURLITZER 1250

The Phonograph of TODAY and TOMORROW



48 SELECTIONS
•
PLAYS RECORDS OF ANY SPEED
•
NEW DYNATONE SOUND SYSTEM

NEW CABINET BEAUTY
•
PROTECTION AGAINST OBSOLESCENCE
•
NEW PLAY APPEAL

EXCLUSIVE AT

COVEN DISTRIBUTING CO.

for

NORTHERN ILLINOIS—NORTHERN INDIANA AND BERRIEN CO., MICH.

LIBERAL FINANCING

3181 N. ELSTON AVE.

CHICAGO 18, ILL.

ALL PHONES: INDEPENDENCE 3-2210

N. E. Ops Report Juke Grosses Up As Video Fades

BOSTON, Feb. 25.—While television competition grows less and less without baseball, juke grosses are increasing in New England and ops are looking for an upswing as novelty folk numbers keep the coin flow up in the area.

While the competition factor of video has diminished, a new situation has come about, which puts everybody in the amusement business in the same boat.

People in the Hub are staying home more frequently and television is responsible. With some 200,000 sets in the listening area, and two TV stations in operation, a tele buying splurge by consumers is growing to the extent that present orders for home installations are being held up from 10 days to three weeks.

Hardest hit so far by the stay-home audiences have been the movie theaters, night clubs, bars and restaurants.

With all this, location owners have their headaches, but they look forward with anticipation to the baseball season and expect the Boston Red Sox and the Boston Braves to pull in the patrons as they did last year.

Music machine operators in the area feel that if prices of equipment would come down, the situation would really be looking up.

New machines. Seeburg, AMI and Wurlitzer, are helping play and keep tele screens dark in many locations in the area.

The question of what happened to coin-operated video was answered by Al Dolin, of Pioneer Music Company, who has 22 Videograph coin-operated television sets out:

"We may have to wait for some time and be patient, but coin-operated television will definitely come in."

HUB OPS

(Continued from page 84)
five channels for the Hub. There are six applications for the remaining three channels, but latest reports from FCC are that all hearings are frozen and none will be held until the commission has reached a decision on the issues before it. Also, the FCC has told Representative Philbin (D., Mass.) that it has proposed to cut the allocations for Boston from five to four channels.

Ops feel TV for locations has run its gamut. Novelty appeal had much to do with the first rush of business. Location owners find that no matter how many sets they put in, they can't please all their customers.

While music ops had their taste of the video competition, movie theaters are really beginning to take a licking. Attendance at the Hub's downtown and suburban theaters, particularly the suburban houses, has been off since January 1 and shows no signs of getting better.

Candy Juke

LOS ANGELES, Feb. 25.—A juke box candy package has been introduced by Plastic Services Company here, designed to carry audible "sweetheart" messages. The package, made of clear plastic, features a hand-turned record top which, when activated by the recipient, says "Hello, Sweetheart."

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.

TOP PRICES PAID

USED RECORDS

Sell to Chicago's Largest Distributor of Used Records.
WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO
"TONY" GALGANO



DiCkens 7060
4142 W. Armitage Chicago 39, Ill.

ATTENTION, M.O.A. VISITORS

Rudy Greenbaum
Fred A. Mann
and
Ben Palastrant

Cordially invite you to see the newest and most unusual of all money-makers

SEE US AT THE FACTORY



SHUF ACTIVITY ON UPSWING

Intro Coin-Op Metro Bowl to Shuffleboards

Deliveries Now Underway

INDIANAPOLIS, Feb. 25.—Metro-Electronic Company here has brought out a coin-operated version of its Metro-Bowl unit for use on regulation shuffleboards. Coin chute, activating the unit, is located in the middle of the piece and is easily accessible to players.

Metro Bowl can be attached to any shuffleboard in two minutes, thereby making a shuffle-type game. Feature of the Metro-Bowl piece is that it locates in the center of the shuffleboard, thus allowing simultaneous play from either end.

Unit is distributed in Indiana, Wisconsin and Michigan by the Purveyor Distributing Company. Herb Perkins, head of that firm, said the first coin-operated units were on display in Michigan this week, and that deliveries of the coin unit would start immediately.

Des Moines Ops Advised Boards Subject to Tax

DES MOINES, Feb. 25.—City officials here have pointed out shuffleboards with mechanical scoring devices are subject to city license charges of \$5 for the first board and \$1 for each additional board in an establishment and must be paid.

The fees were set by the city council last June in an amendment to the ordinance licensing pool and billiard tables and bowling alleys. Operators of regulation poolrooms and bowling alleys had urged the council to set the fees, altho at that time it was to include only the regulation shuffleboards.

City license collector Floyd Jones, however, issued a notice that many of the present machines were not licensed and that the fees applied to ordinary shuffleboard as well as those with a scoring arrangement.

Jones said that many of the operators were unaware they were subject to city licenses and that his deputies were meeting with objections in making the collections.

Altho the issue has not been raised directly, the State laws prohibit cities from licensing pinballs, juke boxes and other similar coin-operated machines.

Appoint Cohen Lite-a-Pin Rep

CHICAGO, Feb. 25.—M&T Sales Company has appointed Shuffleboard Specialists to distribute its Lite-a-Pin conversion unit for shuffleboards.

Shuffleboard Specialists is headed by Phil Cohen, and offices and showrooms are in Chicago. The firm is also a distributor of Rock-Ola's Shuffle-Lane and Nation Wide's Shuffle Pool.

Lite-a-Pin is the sole conversion unit now marketed which features a transparent plexiglass base. This permits players to follow the movement of the puck thru the completion of a play. It lists for \$20.

Puck Patter

Chicago:

Bill Tucker, Purveyor, is in Michigan in the interests of the coin-operated version of Metro-Bowl. He will be back late next week. Herb Perkins said that since Metro-Electronic has stepped up production in its Indianapolis plant, deliveries of the Metro-Bowl are now on an immediate basis.

Mero Industries' Pete Rozgus and Frank Carroll were busy handling the wind-up of the firm's league schedule. Winning teams and individuals will be announced next week. Bud Beazley's new son was christened Michael. . . . One of the added attractions for shuffleboard patrons of the Pall Mall Buffet is a cheese vender which dispenses one-ounce wedges of cheese for a dime.

World Wide Sales Manager Monty West says that Exhibit's Shuffle Bowl continues to attract inquiries from near and far. . . . Phil Cohen claims that his staff will be able to do a real job with the M. & T. Lite-a-Pin conversion unit. . . . Grant Shay, publicity chairman of the American Coin Machine Manufacturers' Association (ACMMA), is pleased over the number of inquiries from shuffleboard producers for exhibit space at the ACMMA show in May at the Hotel Sherman. Among those already signed up are American, Monarch and Valley.

Milwaukee:

Badgar Novelty here reports an upswing in shuffleboard play during recent weeks. Carl Happel, firm head, says much of this increased interest is attributed to recently organized leagues which while late in arriving in this city, has begun to make the operation of the boards profitable for the operator and location alike.

E. S. Fessler, head of E. S. Fessler & Son Company, reports his operating firm now has a shuffleboard league in action, with eight teams competing. Two more teams will shortly be added to this loop, and then another league will be formed. Firm also operates all other types of coin machines in this area.

Philadelphia:

Frank Coleman, one of the best shufflers in the East, has been active directing loop activities for American Shuffleboard Leagues in this area. Two of the loops he supervises are the Camden Suburban League and the North Philadelphia League. Coleman recently lost a close match (by one point) to Kid Sparks, who many rate as the top shooter in the country.

Continue To Form New Loops As Player Interest Begins To Show Signs of Reviving

Mfrs. Reported Studying Plans for Spring Tournaments

CHICAGO, Feb. 25.—While there has been little indication of a major revival of shuffleboard play in recent months, major manufacturers this week reported more boards had been sold and more league inquiries received in the past two weeks than at any time since last September when the leveling off period hit its peak.

Standard, National and American, all active in the league programs, reported renewed player interest and selling shuffleboards to operators. Also in the picture are Penn, one of the pioneer builders of boards, Purveyor and Monarch. Mero Industries is still selling equipment and is running its leagues.

Tournament Plans

Altho no regional or national tournaments have been set as yet, there is every indication that several such events will be held late this spring or early in the summer.

Rock-Ola, who sponsored the Four-States Tournament last year and has been active in league promotions thru its Standard Shuffleboard Congress of America, has not as yet decided whether it will sponsor another such meet this year. Art Weinand, vice-president, said the firm has been thinking along tournament lines, but first wants to be sure the operators and players want a large-scale tourney before going ahead with final planning.

It is important to note that most manufacturers feel the large tourney promotion, with its valuable cash awards (\$15,000 prizes in the Four-States Meet) can do much to increase the number of shuffleboard players thruout the country, and that a tournament such as the one promoted by Standard can be chalked off as promotional expense if the nut is not met at the gate and thru entrance fees.

League Formations

Established operators of other types of equipment have found shuffleboards can be a profitable adjunct to their routes only if the boards are properly promoted. In local areas this means the formation of leagues, then following up with publicity on league play, winners, etc.

Number of requests for information and kits which are designed to assist the operator accomplish league formations in his area, have increased considerably in the past few weeks, and reports from established leagues in such areas as LaCrosse, Wis.; Indianapolis, St. Louis, etc., indicate league play is going stronger than ever.

Most important factor involved, according to op reports, is the manner in which league play is conducted. Many have found elimination play has not worked out and have substituted round-robin play. Reason for this move is that in elimination play losers drop out before the loop completes its schedule.

Issue Patent For Indicator

WASHINGTON, Feb. 25.—A patent for a shuffleboard weight position indicator has been granted to Merle J. Harbeck, Buffalo, and duely published in the Official Gazette of the United States Patent Office. It bears the serial number 2,498,547.

Altho no specific information on the use of the indicator was available, it is believed from the technical description of the product that it was designed to show by electrical means which of two pucks is in the lead position when it is not apparent to players in a match.

Silent Sales Sets Shuffle Meet in East

\$1,000 Prize Money

WASHINGTON, Feb. 25.—The Silent Sales System, exclusive distributor of the new Bowl-'N-Shuffle in the East, has announced a \$1,000 Eastern championship tournament.

Silent Sales has begun distributing the new game in the Washington-Baltimore area. Operators will select players from among their customers for the playoffs and eliminations to be held July 5-July 29.

The finals will be held August 7-10 and Silent Sales will distribute \$1,000 in cash to the winners. Merchants will receive blackboards, window signs, qualification certificates and membership cards for the competition.

The machine combines bowling with shuffleboard for one or two players and uses bowling scoring. It is 8 feet long and 2 feet wide.

Mero Industries To Move Office

CHICAGO, Feb. 25.—Mero Industries will move its offices to 6520 S. Halsted Street here, effective March 1, J. Beazley, firm executive, announced this week.

He added that the Mero warehouse would remain in its present location on the Southeast side.

Brief and Important Late Digest of Coin Machine News

Hires Company Elects Officers

The election of Edward W. David as president of Charles E. Hires Company was announced last week. He succeeds Charles E. Hires Jr., who was chosen as chairman of the board, a newly created office. John R. Spingler, treasurer, was named executive vice-president, and Harold G. Scheehle was elected treasurer. John G. Magee, secretary, was named vice-president and secretary.

Young and Hall Form Distrib Firm

Walter S. Young, former Jennings executive, and Jack Hall have formed a new distributing firm under the trade name Hall & Young. They have established offices at 415 North High Street, El Dorado, Kan.

Magerer New National Rep

Louis J. Magerer, formerly New England representative for L. H. Cantor, Inc., Cleveland, has been appointed New England representative for National cigarette and candy machines. Magerer has moved to new headquarters at 1250 Washington Street, Boston, and offers sales and service on new and used equipment.

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL and All Other Games

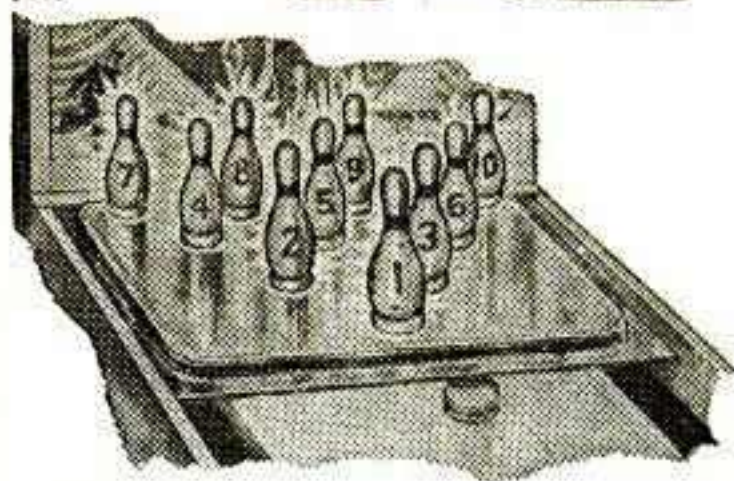
S A L E \$200 NEW 1950 DELUXE SHUFFLEBOARD WITH NEW MAPLE TOP

None Better Made
Finest Materials



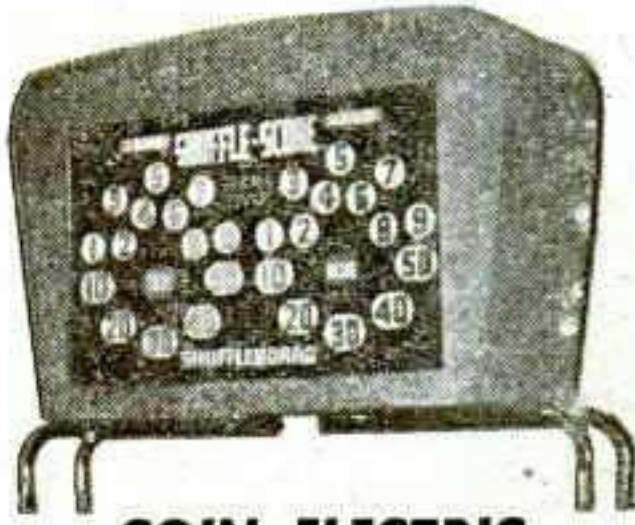
New Non-Rust Hard Chrome Pucks (8), \$10. Beaded Fast Wax (12), \$3.50. Six Climatic Adjusters, \$10.

New Maple Tops, \$125
Used Shuffleboards, New Tops, \$75 Up
Used Shuffle Sk.H. \$ 50
Shuffle Alley 195



HOTTEST MONEY MAKER
Convert your old shuffle type game into only **\$20** a new game for

LITE-A-PIN
Terrific Earnings Booster
2-minute installation—no wiring—No soldering. Just plug in.



COIN ELECTRIC SCOREBOARD \$95
FITS ALL SHUFFLEBOARDS

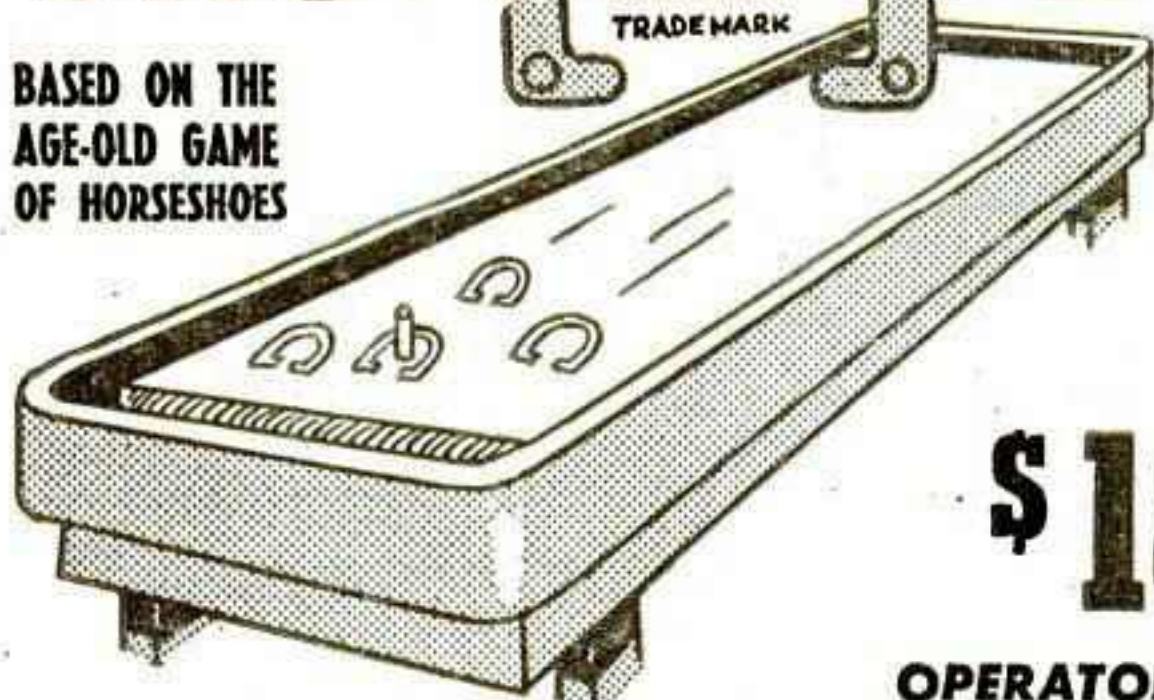
- Trouble Free
- Score 1 to 50 points—2 to 5 players
- Slug rejector coin box—holds \$200

SHUFFLEBOARD Specialists
1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 5, ILL.

PITCH NEW EARNING POWER INTO YOUR SHUFFLEBOARDS

SHUFFLE-SHOE

BASED ON THE AGE-OLD GAME OF HORSESHOES



ALL FOR ONLY

\$18.50

OPERATOR'S PRICE

2 OR 4 PLAYERS

HOW IT IS PLAYED

Slide the 3" shoe to peg at other end of board, and make a "ringer" or get as close to peg as possible.

Use present electric or pad scoring equipment.

Faster than regular shuffleboard and much more exciting!

HOW TO INSTALL

In less than 3 minutes! Bore a hole in each end of board. Push in steel pegs and you're ready to play. DOES NOT DAMAGE THE BOARD. Pull out pegs and play standard shuffleboard!

Fits any size board!

LOOK WHAT YOU GET

- 6—1" Horseshoes.
- 2—Steel Pegs.
- 2—Rules Cards.
- 2—"Play Shuffle-Shoe" Advertising Cards.
- 2—"10¢ Per Player" Cards.
- 1—14" Ruler; fits over peg for measuring shoe length from peg.
- 1—Diagram & Installation Instructions for peg.

ONLY \$18.50 OPERATOR'S PRICE

King-Pin
EQUIPMENT COMPANY
NATIONAL DISTRIBUTORS
826 Mills St. Kalamazoo 2, Mich.
Quantity Discount To Distributors

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Feb. 23, 1935. — Tom Watling, founder of Watling Manufacturing, welcomed conventioners at the 1935 Coin Machine Show in Chicago with this salutation: "If you are as young as I feel we will all have a good time." At the time he had been in the coin machine manufacturing business more than 25 years . . . Ray Moloney, Bally Manufacturing, advised operators to diversify their operations so that they could have several different types of games on location. Bally products introduced at the 1935 show were Ranger and Planetellus. Other new games introduced in February, 1935, included O. D. Jennings' Sportsman; E. R. Henry's Bull's Eye; Exhibit Supply's Whirl Pool; Pacific Amusement's Chieftan, and Stoner's Beacon. Most of the games were in the \$39.50 price bracket.

10 Years Ago This Week

CHICAGO, Feb. 24, 1940. The Gabel Manufacturing Company introduced its Kuro music machine and appointed Seaboard Sales, New York, as Eastern factory representative. . . . Bally Manufacturing closed a million-dollar deal with the Cola Service Company of New York. Products consisted entirely of Bally Beverage units. . . . Joseph A. Snow joined the sales force of the DuGrenier Sales Corporation. . . . O. D. Jennings & Company introduced its In-a-Bag penny nut vender. Unit vended nuts in a glassine bag. . . . Sure Laboratories, Chicago, was in production of breath pellets to be used in venders.

Frank Merkle, sales director of the Herbert Corporation, announced that production on the Mel-o-Tone music machine had been increased. This was the first machine produced by Herbert, a firm organized in January, 1940.

The 1940 Voice-o-Graph, a voice recording unit on coin operation, was called an outstanding success by New York operators who saw the unit at its premier showing. . . . Top tunes of the week as listed in *The Billboard's* Record Buying Guide were *You'd Be Surprised In the Mood*, *Careless All the Things You Are*, *Indian Summer* and *At the Balalaika*. Operators rated Keeney's Big Six, Bally's Sport King, Gottlieb's Skee-Ball-Ette, Genco's Big Town, Evans Ten Strike and Exhibit Supply's Flaship.

Among the scale manufacturers in February, 1935 were Mills Novelty, O. D. Jennings, Fair-Way Scales, Watling and Gottlieb. . . . Nat Cohn and Irving Sommer, New York, were among the distributors who had handled \$1,000,000 worth of equipment in 1934. *The Newark (N. J.) Ledger*, morning newspaper, ran an editorial plugging pinball as a new indoor sport. . . . Advance Automatic Sales Company moved to new quarters at 1021 Golden Gate Avenue, San Francisco. Firm was headed by Lou Wolcher. . . . Charles Litchenstein, head of the New York Vending Company, New York, opened a branch office in Inwood, N. Y. . . . Sportlands continued to be the rage in the large Eastern cities. They featured amusement games and won their initial following by offering attractive premiums as door and high score prizes.

Ohio Specialty Company, Cincinnati, merged its Lexington, Ky., and Cleveland offices in new larger quarters at 129 West Central Parkway, Cincinnati. H. H. Cohen was president of the firm in 1935. . . . Anne Bartlett was appointed executive secretary of the Miami Digger Company, Miami. . . . In 1935 the officers of the Watling Manufacturing Company consisted of Tom Watling and his five sons. The elder Watling was president while John was general manager; Bill, manager of the scale department; Walter, manager of the coin machine department; Burns, superintendent of the bell division and Albert, sales manager.



BARGAIN

SHUFFLEBOARDS, \$200 EACH

One 22 ft., two 20 ft. Standard Rock-Ola Boards, slightly used, equipped stabilizers; extra good guaranteed condition. Sell three \$500 cash. Discontinuing operation.

20TH CENTURY CO.

106 N. Main

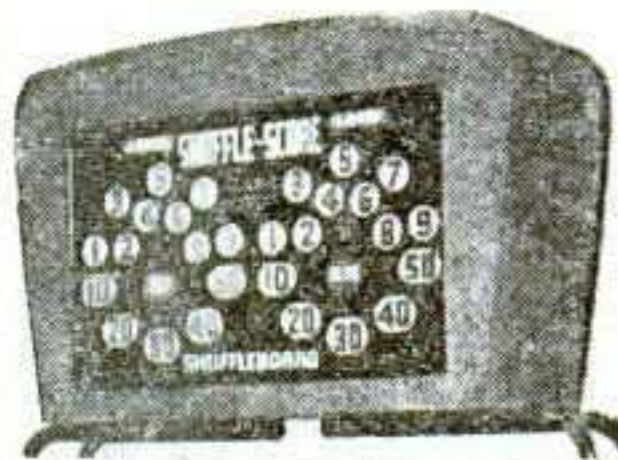
E. St. Louis, Ill.

Coin Operated Electric SCOREBOARDS Fits ALL 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.

2845 Fullerton Ave. Chicago 47, Ill.

Dickens 2-2424

SPECIAL!

AMERICAN CUSHION-REBOUND SHUFFLEBOARDS

In EXCELLENT CONDITION, COMPLETE WITH CLIMATIC ADJUSTERS.

\$199.50

CRATED

P.-S. DISTRIBUTING CO.

110 ELEVENTH ST.

DES MOINES 9, IOWA

COINMEN YOU KNOW

New York:

Sid Levine, national counselor for the Music Operators of America (MOA), left for Chicago March 1 to help lay the scene for the opening of the org's first annual confab March 6. He will be met there by **George Miller**, MOA chairman, and **Al Denver**, vice-chairman, who will wind up a Florida vacation next week. . . . **Bernie Braun**, manager of the sales firm handling Futuramic's Koffee King vender, was in Hartford, Conn., early last week to visit a newly appointed distributor. He was accompanied by **Herman Bremer**, Futuramic chief engineer.

Al Simon, of Simon Sales, has placed more than 20 coin machines at the National Sportsmen's Show, open to the public this week at the Grand Central Palace. They are divided evenly between Chicago Coin Pistols and Bowling Alleys. Other coin equipment operated at the show includes Exhibit Pistols, Photomatics and recording studios.

S. B. Goldsmith, of Capitol Projectors, reports a swing in location favor to silent Midget Movies. The coin movie machines have been placed in quantity in department stores and railroad stations. Sporting events are among the most popular films shown, and sound has been found to add little to patron enjoyment. . . . **Eddie Corrison**, of Palisades Specialties, Cliffside, N. J., visited Coinrow distrib last week.

Sam Sacks, of Uneeda Shine Machine Company, has sold several of his snow removal machines to Catskill winter resort hotels. . . . **Kuno E. Hamann**, president of Alkuno & Company, is preparing for a second production run of cigarette venders. (See New York on page 90)

Cincinnati:

The executive board of directors of the Automatic Phonograph Owners' Association (APOA) meet Tuesday (28) afternoon in the association offices. Directors **Philip Ostand**, **Nat Barfield**, **William Strout**, **Abe Villinsky**, **Bill Harris** and **Charles Kanter** will be on hand.

Mrs. Dolores Ganzmiller, heading Lincoln Amusement Company, has returned from a two-week trip to Miami. . . . The **Frank Galardos** have moved into their new home in Mount Healthy. . . . **Harry Hester**, Reading, O., and owner of the B. & H. Vending Company, has returned from a trip to Dillsboro, Ind.

Ohio Specialty, Cincinnati distributor for Meck television, had its showing of 1950 models last week. **Bill Harris** is sales manager. . . . **Bill Bigner**, associated with his father in Bigner, Inc., has been appointed chairman of the publicity committee of the Elder Alumni Association, which will have its grand reunion March 14. **Dr. Eddie Anderson**, recently appointed head football coach at Holy Cross, will be the principal speaker. . . . **Orin Autenreik**, also associated with Bigner, Inc., won \$1,000 at St. Williams Church in Price Hill Tuesday evening (21).

Hartford, Conn.:

A Connecticut druggist can tell something new about how not to sell a package of cigarettes. It seems that a customer purchased a pack at **Frank Mascola's** drugstore, presenting a \$5 bill. Mascola gave him \$4.80 change. The customer, Mascola later told police, then asked the druggist to return the \$5 and handed him \$1 bill. While Mascola still had the \$1 bill in his hand, the customer handed him the original \$5 bill and \$4 of the \$4.80 change he had previously received, and asked for a \$10 bill. Mascola gave it to him but didn't discover until he (See Hartford, Conn., on page 90)

Los Angeles:

Paul Laymon, of the firm bearing his name, is showing the Bally Speed Bowler which he received last week. **Ed Wilkes** and **Charley Daniels**, of the firm's sales department, are enthusiastic over the reception being given the game by operators. . . . **A. T. Felkins**, who operates in San Bernardino, made the rounds on Pico Street last week to look over some new equipment.

Mr. and Mrs. Al Sleight are heading for Arizona in a private plane. He is the Coast rep for Bally. After visiting key spots there, they will head east for Denver and finally the Bally home office. . . . **J. D. Cohen** was checking over some new games before returning to his headquarters in near-by Glendale.

Bill Leuenhagen, of the W. H. Leuenhagen Company, with the help of **Mary** and **Katy Solle**, is expanding the Spanish record department to give operators even better service (See Los Angeles on page 90)

Milwaukee:

A recent injury to his foot is causing **John Price**, of Wisconsin Automatic Phonograph Company, to hobble about. One of the oldest operators in the State, John also boasts of being one of the area's oldest radio "hams." For the past 35 years he has been active in radio work. His call letters are, W9PVBC. A lot of John's time lately is being occupied in redecorating his showroom and offices.

Madison, Wis., music and game operators have had a revival in organization interest in recent months since the return to the industry in an active capacity of **Walt Frederickson**. After an absence of some years (See Milwaukee on page 92)

Miami:

Roy McGinnis, president of J. H. Keeney Company, Chicago, is enjoying his long deferred vacation. He says he will absorb as much sun as possible so that when he returns to the Windy City he will be fit for a heavy spring campaign. . . . **Willie Blatt**, Supreme Distributors exec, entertained **Morris Hankin**, Atlanta distrib, when the latter made a brief trip to this area. Hankin also went to Tampa and Everglades City to catch up on some fishing. With Hankin on the trip were his wife, daughter, son-in-law and grandchild.

C. T. Wolf, of the T. B. Holliday Company, Charlotte, N. C., was in (See Miami on page 92)

Indianapolis:

The Indiana Public Service Commission is planning a Statewide "dimout" and will give utilities authority to curtail electric power whenever their supplies get dangerously low. The plan will have an adverse effect on taverns and all (See Indianapolis on page 90)

Washington:

Marvin J. Blakeney, Dr. Pepper Bottling Company, was in Chicago the week of February 7 for a trade convention. . . . **Victor Rubin**, formerly of Dispenser, Inc., Baltimore, is now associated with Allied Beverage Company and has been made the supervisor of the Washington, Maryland, and near-by Virginia territories. Allied Beverage Company recently opened a Washington office at 230 11th Street S. E.

Charles W. Bowles, of East Coast Music Company, feels the record "Music! Music! Music!" sung by **Teresa Brewer** on a London label is "the biggest hit in a long while." . . . **Eddie Renner**, of Northern Virginia Music Company, declares business is pretty good for this time of the year with collections holdings up well. **Ray Williams**, of Prince Georges Amusements Company says his firm's collections have picked up by about 5 per cent. Williams has been (See Washington on page 92)

Detroit:

Wilbur Smith, representative of Permo, Inc., and **Kurt Kluver**, of Rock-Ola., were visitors at the Brilliant Music Store, and met a number of operators while in town. . . . **Fred James**, head of the Hayes Sloan Products Company, reports the firm is starting an operation of its bowling ball machines in St. Louis, following establishment of a sizable route in bowling alleys in the Chicago territory.

Jack Stapleton, sales manager of the Training Devices, Inc., is leaving on a sales and promotion trip to Cleveland and the Ohio territory in the interests of Shuffle-Mite.

Thomas D. Graves has succeeded **William M. McNeil** as sales manager of the Sanitex Company, national distributors of sanitary product venders. McNeil has moved to Plattsburg, N. Y. **Bryan Kamhout** (See Detroit on page 92)

Twin Cities:

Al Egermunt, of Marshall, Minn., came to the Twin Cities to buy novelty games. . . . Here on a shopping tour was **Paul Felling**, of Sauk Center, Minn. . . . **Harry Nold**, Cambridge, Minn., picked up several novelty games when he came to town last week. . . . **Norm Hanson**, of Osakis, Minn., was in on one of his frequent stop-overs in this area. . . . **Sam Karter**, Minneapolis operator, reports his business holding up in fair fashion. . . . Operators in Minnesota not only must start getting their federal income tax returns ready by March 15 but have a State income tax return to file on the same date.

D. K. Carter, music-pins, vender operator, Minneapolis, is branching out into the self-service laundry business and has picked up several (See Twin Cities on page 92)

Chicago:

From Atlas Music Company comes word of steady op business on the "just the same and just as good in '50" Seeburg Select-o-Matic 100. **Nate Feinstein** and **Harold Schwartz** chime in that the top multiple selection box has proved to purchasing ops to have top level play-pull. . . . **Tony Obelzinski**, Devices Novelty Sales, says that his new vender stand is promising to be a good repeat item with bulk ops.

James H. Martin & Company, mecca for in-person disk buying by ops, is worth a visit if only for the chance to see boss **Jimm** at work selling the wax. He's at his best patomiming the new juke spinner, "Music! Music! Music!" by **Teresa Brewer** on London. **Jimmy's** own Sharp label continues active.

Visitors at the Bally plant last week, in to talk with **Jack Nelson** on the high points of Speed-Bowler, included **Al Bergman**, Alfred Sales, Buffalo, and **Lou Boasberg**, New Orleans Novelty Company, New Orleans. The new shuffle game, Nelson says, is already drawing inquiries from all parts of the country.

Harry Brown, Amusement Sales Corporation president, made a fast trip to Savannah. He had to straighten out a few matters at his local headquarters, then rush to Savannah to supervise construction work on the new branch office there. . . . Nation Wide Novelties is working out a plan to step up production, Sales Manager **Meyer M. Marcus** reports. Firm is now making daily deliveries on its Shuffle Pool game.

Clare Meyer, Exhibit Supply, is still in Florida but will soon begin to work his way north as far as New York. **Frank Mencuri**, who (See Chicago on page 91)

Vital Statistics

Deaths

Alex (Al) Curtis, 48, Detroit coin machine operator and distributor for the past 15 years, February 20 of heart disease, following a year's illness. He operated at one time as a partner in the C and F Amusement Company, and also under his own name. For a number of years he was a partner with **Charles Friedenber** in the Curtis Coin Machine Company, selling out his interest in that firm to the latter, who changed the name to the Frye Coin Machine Company about two months ago. Curtis also operated for a time as a partner in **Alscha' Music Company**. During the past year he was associated with the **Marston Distributing Company** as a partner in the distribution of the Dale Electric Shooting Gallery. He is survived by his widow, **Shirley**. He was a member of the B'nai B'rith. Interment was in Machpelah Cemetery.

Aaron Smith, 81, editor of *Automatic World*, in Fort Worth. He had been in the publishing business since 1920. He is survived by his widow, a daughter, two sisters and a brother.

Marriages

Jean Cunningham, daughter of **Robert Cunningham**, Service Music Company, Washington, and **Rufino Garrido**.

Births

A son to **Byron Athenian**, New London, Conn., coin machine operator, and **Mrs. Athenian** in that city.

Brief and Important Late Digest of Coin Machine News

Spokane Ops Get Tax Break

Pinball ops who have converted their amusement machines to free play are getting a tax break in Spokane. The Washington State Supreme Court recently ruled that the pay-out type units are prohibited. The State tax commission then ruled the tax would be reduced on conversion units from 20 per cent of gross income to 1/2 of 1 per cent. The commission continued at 20 per cent the tax on payout machines in several counties where they are operable.

Southland Distrib Expands

Southland Distributors have more than doubled the floor space of their headquarters in Los Angeles with the addition of a new building, giving them 4,500 square feet for sales, service and warehouse facilities. In addition to being exclusive **Wurlitzer** distributors for Southern California, the firm handles **Smoke Shop** cigarette venders, **Refresh-o-Mat** cup venders and a line of games.

COINMEN YOU KNOW

New York:

(Continued from page 89)

All of the first batch were sold and are on their way to ops this week.

Parker Lawrence, Sutphen Products' sales manager, reports recent publicity breaks on the firm's coin game, Bowl-O, have speeded placement. A picture spread in Newsday, Long Island newspaper, and radio and television mentions were named.

The partnership controlling the Dover Amusement Company, Jersey juke route, has been dissolved. Ex-partner August Heinle has set up the Dover Music Service, headquartered in Dover, and Arthur Powlin the A. P. Vending Company, operating out of Ledgewood. . . . Fred C. Steffens, of National Rejectors, traveled in from St. Louis for a conference with Charlie Lipton, head of the National Rejectors Service Company here.

Eddie Lane, head of the American Q-Ball Congress, reports that one of the Belgian-type pool tables has been placed on exhibition in the New York Hall of Science. . . . Fred Schuyler, of Telecoin, reports sales of the firm's Tele-Juice vender on the increase.

Indianapolis:

(Continued from page 89)

public places of amusement. Phonographs will feel the effect by reduced income.

Indiana coin operators who attended the Wurlitzer Days celebration and placed orders for the new model are clamoring for delivery on the phonograph. Many who were unable to attend the preview are now appearing and placing orders for the machine, according to Irving Schwarz, manager of Midland Music Distributors, Inc.

At a special meeting February 27, Music Operators' Association of Indianapolis, Inc. (MOAI), held its annual election of officers for the coming year. . . . The Shaffer Music Company, 1527 North Capital Avenue, distributors for Seeburg, reports a steady demand for the Selectomatic.

The Capital City Music Company, 403 West Washington Street, Indianapolis, has been organized by Albert Weisman and Floyd Smith, who will be exclusive music operators. . . . Coin row visitors last week included Russell Pennington, of Pennington & Son, Columbus, Ind.; Joe Connelly, Automatic Music Company, Muncie, and Lyle G. Porter, New Castle, Ind.

Hartford, Conn.:

(Continued from page 89)

checked his cash register that he was out \$4.80 and a package of cigarettes.

And at Stamford, Conn., the theft of a cigarette vending machine at the city incinerator was solved by detectives with the arrest of two city incinerator employees, who admitted the theft, police said. They were arrested following discovery of the smashed machine in a vacant lot.

Ralph Colucci, owner of State Music Distributing Corporation, Hartford, coin machine distributors, took a trip to New York with Jack Gordon, Hartford district manager for J. P. Seeburg, to look over the new Wurlitzer 1250 juke box. . . . Meriden Candy & Tobacco Company, 78 East Main Street, Meriden, Conn., filed a certificate of organization with the secretary of state's office, Hartford, listing amount paid in cash, \$5,045; amount paid in property, \$28,355; President Ernest E. Chagnon; Vice-President Pierre W. Chagnon; Treasurer, Germaine A. Chagnon, and Secretary James A. Chagnon, all of that city.

Los Angeles:

(Continued from page 89)

on the tunes from south of the border. . . . R. L. Gray, San Bernardino coinman, was making the rounds last week.

W. C. Gordon, of the Brawley Amusement Company, Brawley, was in town buying another truck-load of platters. The route he and his partner purchased last year is really paying off with those new Seeburgs, he says. Lettuce picking season in the Imperial Valley is helping rack up the coins in the music machines down his way.

Stan Turner, of Southland Distributors, is drawing a deep breath now that the Wurlitzer showings have been completed. Never was there a more enthusiastic group of operators, he says. . . . George Nachtweih, Inglewood coinman, was in town.

Harry Williams, of the Williams Manufacturing Company, was touring Pico Street last week. . . . S. L. Griffin made another swing along coin machine row. . . . Perry Irwin was down from Ventura. . . . Another recent visitor was Bill Black from Eakersfield.

Homer Gillespie, of Gillespie Games, Long Beach, made the rounds to say hello to many of his old friends. . . . S. J. Burris made one of his frequent trips in from Montebello.

George Warner, of Automatic Games, is heading north this week on company business. While he's on the road Sammy Donin and Dannie Jackson will take care of the local office. . . . Stewart Ash, Long Beach operator, was making the rounds looking over new equipment.

BE FIRST WITH THE LATEST
IN THE WORLD'S MOST
LIBERAL, MOST MAGNETIC
MOST PROFITABLE
COIN MACHINES

O. D. JENNINGS & CO.

4307-39 W. LAKE ST.
CHICAGO 24, ILLINOIS

10 USED
United
SHUFFLE ALLEYS
\$195.00 Cash

MITCHELL NOVELTY CO.
3506 W. NATIONAL AVE.
MILWAUKEE 15, WISC.
Phone: Mitchell 5-3254



Coming in
APRIL
See Page 40

UNITED SHUFFLE ALLEYS
Completely overhauled. Look and work like new! Worn parts replaced, cabinets beautifully refinished. **\$209.50**

MILLS ORIGINAL BLACK CHERRY BELLS
Nickels, Dimes or Quarters. Some used less than 8 weeks. All completely reconditioned and refinished—guaranteed to look and operate like new! **\$99.50**

5c WIRELESS WALL-O-MATICS
Latest Model Postwar Type W1-L56. Completely reconditioned and refinished. All worn parts replaced. Guaranteed perfect! **\$25 EA.**

GOTTLIEB'S JUST 21
Sensational 5-Ball!

GENCO GLIDERS
Playing fields beautifully refinished—mechanisms completely reconditioned. Guaranteed to look and operate like new! **\$89.50 EA.**

Univers-TWIN BOWLER CHICAGO COIN BOWLING ALLEY
New! Fast! Quiet! 10¢ per play. Two players or one. All splits can be scored! High board for relaxing play! Mechanism easily serviced at back. Prompt Delivery!

A. M. I. Model "A" PHONOGRAPH
\$395.00

A. M. I. Model "B"
\$495.00

BALLY SPEED BOWLER
Animated upright pins actually disappear as roll-overs hit. Automatic reset. Twice as fast as other bowling games—doubles earning power. Simplified mechanism in back-box, 8 ft. and 9½ ft. lengths.

SHUFFLE - PINS Converts Shuffle Alleys, Shuffle Bowlers, Genco Bowling Leagues to latest type games with visible standing light-up pins on playfield! Plastic support around pins prevents breakage. No soldering. Enclosed underside prevents short circuits. Specify games to be converted when ordering. **\$29.75**

Terms: 1/3 Deposit, Balance C. O. D. **HOME OF PERSONAL SERVICE**

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2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47

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Assoc. Offices: ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

WRITE!
Genco Bowling League Chicago Coin Bowling Alley
Universal Twin Bowler Evans Shuffle Ten Strike Keeney Ten Pins Keeney ABC Bowler Rock-Ola Shuffle Lane Bally Speed Bowler Nationwide Shuffle Pool Exhibit Shuffle Bowl

FIVE JACKS
Counter Game—1¢ Play NEW—Write
WANT TO BUY CITATIONS AND LATE 1-BALLS

IT'S TERRIFIC!
Transform any shuffle game into the latest with actual miniature bowling pins that light up! Only 2 minutes to change over with a **ROYAL SHUFFLE-PIN CONVERSION**
Complete with clearance rake and replacement back lining. Just plug in—no soldering.
Only \$29.75
Write, wire or phone orders! When ordering specify name of game.
Immediate Delivery!

United SHUFFLE ALLEY
Excellent Condition **\$199.50**

GENCO GLIDER
Reconditioned **\$89.50**

SHUFFLEBOARDS
Reconditioned like new! 12 ft., 18 ft., 22 ft. Guaranteed—Write!

GOTTLIEB "JUST 21"
New 5-Ball Sensation. Write.

Complete stock reconditioned 5-Ball Free Play Games, 1-Ball F.P. and P.O., Consoles, Arcade and all other types of Equipment. Write.
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Chicago:

(Continued from page 89)

with Meyer, handled the Exhibit Supply display at the Florida State Fair, is back at his office. Business was so brisk, Mencuri claims, that he did not have much time for sleep. One of Exhibit's voluntary workers at the fair was Henry Graef, Seaside Heights, N. J., who was taking in the events at Tampa with his wife. Graef is a leading customer of Mike Munves, Exhibit distributor in the East.

United Manufacturing officials report interest still running high on the firm's Super Shuffle Alley game. Billy DeSelm, sales manager, visited Harry Jacobs in Milwaukee last week to be on hand at the firm's showing of the new Wurlitzer at Super Shuffle Alley. Visitors dropping in to see Herb Oettinger, comptroller, Ray Riehl and DeSelm recently included Sam Taran, Taran Distributor, Miami; Mr. and Mrs. M. Myerson, the latter of Simon Sales, New York; W. H. Richardson, Coin Machine Sales, Columbia, S. C.; H. W. Shaw, Midstate Distributing, Fairmount, W. Va.; Sam Cooper, manager of Paster Distributing, Milwaukee, and Herman Paster, Lou Casola, and Al Antoinette.

Frank Roelke, head of the F. H. Roelke Company, and Paul Hetzel, production manager, report production is going full blast on the firm's new conversion unit for shuffle games. Roelke, who specializes in design and engineering in the coin machine field, reports he has several other products in the development stages.

Ted Rubenstein, head of Marvel and M. & T. Sales Company, says shipments on his counter games are being made steadily, and that production is in full sway on the latter org's new product, Lite-a-Pin bowling unit. With Wico lined up as a distributor for the new unit, Rubenstein is now lining up additional reps to handle the line. Harry Wicser, Wico exec, reports his org has high hopes for the Lite-a-Pin unit, and is already at work showing hand-made models to ops.

Roy Bazelon, Monarch prez, and Al Sebring, who heads his own distributing firm, are enthused over their new venture, Royal Products. Company has set up headquarters on the North Side, and is already in production on its first product, a conversion unit for shuffle games. Sebring and Bazelon, both with long experience in the coin machine field, say other products are lined up and will go into production following the run on the first product.

Dave Simon, Simon Sales, New York, was in to see Mel Binks and Bill Ryan, of Universal Industries. Ryan says that Feature Bell has been given a rousing reception by the trade and Twin Bowler, the shuffle game, also is making a host of new operator friends for Universal. John Pickering and Dudley Ruttenberg report a steady flow of inquiries on CMI show contracts.

T. B. Holliday, Charlotte, N. C., and Harry Silverberg, W. B. Music Company, Kansas City, Mo., were in to see Nate Gottlieb about D. Gottlieb & Company's Just 21 game. Monarch Coin thru Clayton Nemeroff, reports interest in the Five Jacks counter game is still on the increase.

At First Distributors Joe Kline and Wally Finke are pleased at progress their newly formed firm has made. They are handling the Keeney, Evans and Lite-a-Pin lines as well as a full assortment of used coin machines. Remodeling work on their North Avenue showrooms and repair shops is almost complete.

Meyer Marcus, Nation Wide Novelties sales manager, made a brief trip to Cleveland last week. Shuffle Pool interest continues to grow Marcus says and some of the early production problems have been licked.

Calendar for Coinmen

February 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

February 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 1—Coin Machine Operators' Association of Harris County (CMOABC), monthly meeting, Chamber of Commerce Building, Houston.

March 2—Washington Music Guild, Inc. (WMG), monthly meeting, Washington.

March 2, 9, 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

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 7, 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

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.

March 30—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.

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 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.)

... Monty West, World Wide's new sales manager, claims Exhibit Supply's Shuffle Bowl is now one of the firm's hottest items. He also reports that Williams' Twin Shuffle and Chicago Coin's Bowling Alley are moving fast.

B. D. Lazar, head of the Pittsburgh distributing firm bearing his name, was a Bally visitor last week. While there he told Jack Nelson that his daughter, Betsy Ellen, will become the bride of Allan Kanerak May 16. The reception will be held at the Schenley Hotel, Pittsburgh. Other Bally callers last week included Bill Marmer, Sicking, Cincinnati, and Virgil Christopher, head of Chris Novelty Company, Baltimore. While in Chicago Marmer also had a pow-wow with Jack Simon, head of the Sicking office in Los Angeles. Ben Becker, Eastern factory representative for Bally, was in New York and New Jersey last week in the interest of the Speed Bowler.

Como Manufacturing is now in its new quarters at 5013-25 North Kedzie Avenue here. The firm moved because it needed larger production space for its Hollycrane machines. Bill Billheimer, Como vice-president, made a brief trip to Indiana early last week to attend the funeral of a relative.

Frank Mencuri, Exhibit Supply arcade division manager, is on a road trip. Charlie Pieri, sales manager, says Shuffle Bowl, the unit which converts a shuffleboard into a shuffle game, is now in big demand. Jerry Bremner, road rep for Empire Coin, is recovering from a recent heart attack but will be hospitalized for another six weeks. Ralph Sheffield and Howie Freer report a revival of five-ball interest.

Advance Machine Company is celebrating its 50th year of vending machine production. F. C. Black, secretary, reports the coal situation has brought about a lessening of orders from northern States, but looks for a reverse trend once the (coal) dust settles. Citing long-range planning by his design staff, Silver-King Corporation President H. F. Burt states: "We aim to have our machines good today, tomorrow and 20 years from tomorrow."

Dave Gottlieb, Kwik Kafe operator, tells of the good reception being

accorded his hot coffee machines at the new 7-cents-per-cup price. Units located in industrial spots, are proving profit makers under the new price set-up. Bernard Kiley and John Fielding, heading Airport Vending Service, have pegged dime prices on their coffee venders installed in Chicago Midway Airport. Separate venders for airport and airline employees continue to operate at the nickel figure.

To facilitate contact and delivery service to Midwest music operators, Hart-Van Record Company releases as of last week will be handled thru Frumkin Sales Company here. Move was made to better present the diskery's new pop-hillbilly wax to ops. George Solar, formerly a. and r. man with Jimmy Martin's Sharp label, is no longer connected with the firm.

Max Wicser, head of Wico, returned recently from a West Coast trip and a visit with his brother, Morrie, who is now operating in the Los Angeles area. Max and his wife have bought a new home in the Hollywood Park district. Meanwhile, firm is going full-blast turning over the conversion units which it now distributes for M & T Sales Company.

Harold Schaefer, head of Victor Vending, has been traveling exten-

sively in recent weeks introducing to distributors the firm's new jumbo ball gum vender and the Victor DeLuxe Topper unit. After spending two weeks on the West Coast, Schaefer returned to Chicago last week, then left a few days later for Cleveland where another tour was scheduled to get under way. Both units have met with excellent response, the firm president reports.

Harold Schwartz, Atlas Music, reports that Seeburg Select-o-Matic 100 sales have been on the increase since the first of the year. Schwartz added that "we at Atlas feel that if the operator does not show a reasonable profit he cannot buy and without his buying there just is not a coin machine industry."

New Game PAID OWN COST in one night!



Highest in PROFITS!

Lowest in 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!

"Mr. Penny Pops" can be set up in a jiffy. Order sample today test it out... prove to yourself what a wonderful money-maker it is! Price of distributor's sample is only \$4

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Skill Test (New)	55.00
Bingo	17.50
Best Hand	25.00
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Free: 1949 Catalog — 10 Pages, 75 Illus.



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COINMEN YOU KNOW

Detroit:

(Continued from page 89)
remains as general manager of the company. . . . **Harold Martin** reports the Paris Bubble Gum Company has moved headquarters to McAllen, Tex., while the affiliated J. Paris & Sons Tobacco Company will remain here to operate the extensive cigarette machine route.

Michael J. Stein, Max E. Koch and Charles F. Barnes, who had a mixed music, nut and popcorn vending route under the name of Paramount Sales Company, have given up their business and are dissolving the firm. . . . **Charles Barnes**, for-

merly of the Paramount Sales Company, is convalescing following a heart attack.

William H. Cook reports the Cook Coin-Op Sales is getting a new model of its replacement plug ready for the market. . . . **Ray E. Dillenbeck**, sales engineer of the Hurd Lock & Manufacturing Company, reports the firm is readying a new product in the lock field designed for coin machines, and expects to be ready to market it this year. . . . **Lloyd Williams** advises that General Locks, Inc., formerly located on Beaufait Avenue, has discontinued the production of locks for the coin machine field.

Max Marston, who has headed the Marston Distributing Company here for some years, is closing his salesroom and returning to the practice of law. A considerable portion of his practice was in the coin machine field, and he plans to specialize in this type of work again.

Muriel Deal, bookkeeper for the Gaycoin Distributors, is co-ordinating office details for the firm.

Miami:

(Continued from page 89)
town on one of his whirlwind trips. From here he went to Key West and then Jacksonville. . . . Another brief caller at this port was **Jimmy Johnson**, Globe, Chicago. . . . Among the coinmen taking in the fights at the Coliseum here last week was **Harry Rosen**, Seeburg distributor. He is thinking of moving to this area, according to Blatt who spent a lot of time with him. Blatt says business conditions here are now favorable with even better trade expected in the next few weeks.

Twin Cities:

(Continued from page 89)
laundromats already established. . . . **Harold Lieberman**, of Lieberman Music Company, and his wife left by plane Wednesday for New York City with their 16-year-old son, **Dave**. The boy has been ailing for some months and they were to see a Manhattan doctor about him. . . . **Fred Bolier**, of Baldwin, Wis., who recently added another operation in this area to his holdings, is expanding his route and buying new equipment for several of his locations.

Van Middlemas, of Bismarck, N. D., reportedly sold his coin machine route to **Glenn and Bob Addington and John Morton**, all of Bismarck, who already operate independent units but have been co-operating. It wasn't learned whether the three went in together as partners or bought up portions of the Middlemas operation. . . . **Lew Ruben**, of Lieberman Music Company, catching his breath from the rush brought on by National Wurlitzer Days, took time out to report that Chicago Coin's bowling game continues so hot that he's constantly on the telephone with the factory urging shipment of more and more units. . . . Condolences are due **Leonard Dischneau**, of Ironwood, Mich., on the recent death of his mother there. . . . **Sid Levin**, of Hy-G Music, said Gottlieb's Just 21 and Universal's Twin Bowler continue to get heavy operator attention.

Mike Imig, of Yankton, S. D., president of the South Dakota Operators' Association, was in the Twin Cities last week buying amusement and arcade equipment for his operation. . . . **Herman Warn**, of Salem, S. D., came here to do some shopping. . . . Novelty games were the special interest of **Bun Couch**, of Grand Forks, N. D., when he came to Minneapolis-St. Paul last week. . . . **John Chunos**, also of Grand Forks, was in to shop. . . . **Forrest Dahl**, of Fergus Falls, Minn., bought up a load of one-ball units for his route.

Washington:

(Continued from page 89)
buying Bally bowling machines and finds them going over well.

John H. Phillips and Horace Biederman attended the annual banquet of the Baltimore ops org and say that it was a grand affair. . . . **George Genearos**, of the Washington Coin Machine Company, says his recent affiliation with the Detroit Consolidated Production Company has worked out well. Genearos distributes Consolidated's product, the Penguin Hair Dryer. The machine operates on a 25-cent coin meter basis. Shops using it are Heads of F Street and Jill's Connecticut Avenue, etc. Genearos hopes to expand installations to include swimming pools, apartment houses, etc.

Bill Starke, of Starke Associates, has been cornering coinmen to urge them to join the Washington Coin Machine Association. Starke sincerely feels that co-operation among independents is their only hope of growth and survival. . . . **James Smith**, who has been managing Marlin Amusement Corporation since **Ben Rodins'** departure to Florida, reports business is slow now.

Jack Wolf, who has recently taken over the Fun Arcade, which was formerly a Ninth Street shooting gallery, is a graduate of the show business fraternity. Wolf reports the Arcade doing well and the Just 21 machine going over with a bang. . . . **Muzak, Inc.**, recently presented a 15-minute program of recordings by the National Symphony Orchestra as an aid to the symphony's fund drive.

William F. Steele feels that the Chicago Coin bowling games are among the finest games he has ever handled. The game, which incorporates the features of shuffleboards and bowling, gives the player a chance to demonstrate his skill. **Jimmy Canada**, a Richmond operator, was in to visit Steele. Canada was in town looking for some machines to purchase.

Milwaukee:

(Continued from page 89)
from the coin machine business, **Walt** returned as a partner of **Ralph Dietrichs** in the Blackhawk Novelty Company. **Walt** was largely instrumental in getting the Madison City Council to give consideration to lowering city taxes on pinball and amusement devices. The local operators are now convinced that a strongly knit operators' association would be able to benefit everyone in the business in many ways.

Walter Hoffman, of the Irv Goff Company, Madison, reports a strong interest by locations in all shuffle games. Madison is currently a hotbed of shuffle leagues and the Irv Goff Company, according to **Walter**, is having a difficult time keeping locations supplied with shuffle games. The impact of TV is as yet a distant problem in this town, as reception is not consistent in this "fringe" area.

Damage totaling \$400 to \$500 was done to eight vending machines on location at the Sport Bowl, a combined tavern and bowling alley, by a burglar February 15. Using a crowbar, the thief pried open cigarette, popcorn machines and a juke box to obtain about \$50.

Circulating among the operators and guests at the recent 1250 showing at the United, Inc., showrooms were two wholesale record distributor salesmen, **Bob Thompson**, RCA man of the **Taylor Electric Company**, and **Earl Bailey**, representative of Columbia Records in this area.

Recent organization of a shuffleboard league which includes eight teams has brought increased receipts from the boards. Two more teams are in the process of organizing. Other equipment that is more than paying its way for the Fesslers are the different types of shuffle games which they operate.

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7 GREAT NEW MILLS MODELS 21 BELL

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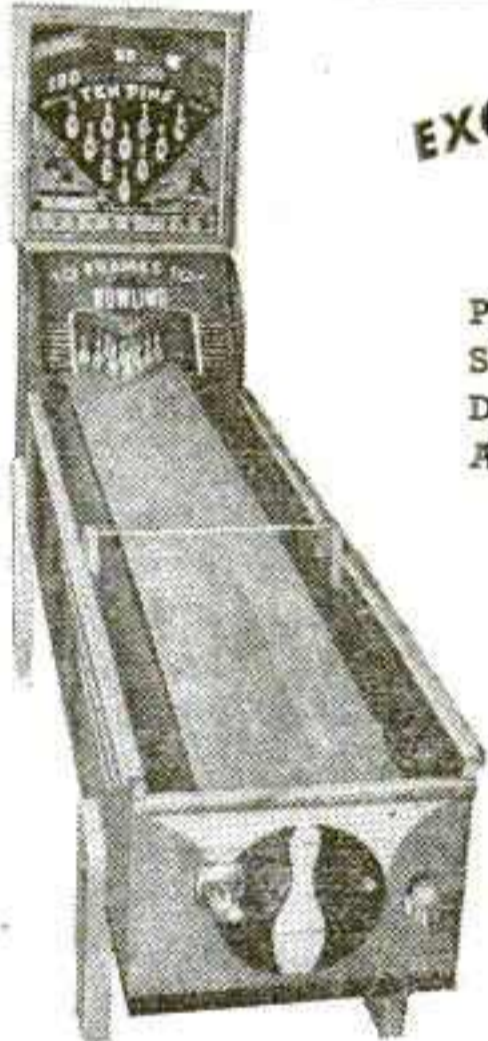
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Mills 5¢, 10¢ or 25¢ '49 Bonus Bells	175.00	Jennings 5¢ or 25¢ DeLuxe Lifeup	115.00
Mills 5¢, 10¢ or 25¢ '47 Gold Falls, H.L.	115.00	Jennings 5¢ Tic-Tac-Toe	95.00
Mills 5¢, 10¢ or 25¢ '48 Jewel Bell	135.00	Buckley 25¢ Criss Cross	95.00
Mills 5¢, 10¢ or 25¢ '48 Melon Bell	125.00	Jennings 10¢ Bronze Chief	85.00
Mills 5¢, 10¢ or 25¢ '48 Black Gold, H.L.	145.00		

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Keeney Postwar Twin Bonus Super Bell, 5¢ & 25¢	295.00		

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Jukes To Test New Speeds; Comprehensive Trials Due

(Continued from page 84)
time could not state the actual number of machines which will go on location with the new speeds.

"All indications point to the possibility of at least 50 per cent of the (New Wurlitzer) machines here being equipped with these conversions," he said.

Charleston

W. T. Cruze, president of Cruze Distributing Company, Inc., Charleston, W. Va., reported his firm had written orders for 38 Model 1250s to be equipped with the conversion units. These machines are to be delivered in March, Cruze said, and at the time of delivery the op will specify the speed he wishes. These units are expected to be delivered to the operators by the end of March, and should be on location by April 1.

Richmond, Va.

R. B. Herring, O'Connor Distributors, Inc., with offices in Richmond and Portsmouth, Va., reported that interest in the new speeds was high, but that ops in the vicinity wanted more info on disk availabilities before they ordered the conversion kits.

"The operators and ourselves," Herring said, "feel that this change-over is the coming thing, especially as far as the 45 r. p. m. record is concerned."

Milwaukee

Harry Jacobs Jr., president, United, Inc., Milwaukee, reported that many ops in that area were considering converting some of their new machines to the new speeds.

"One operator gave us an order for five machines to be equipped for the new speed disks," Jacobs said. "He would like to have these on location right after Easter. This was the first actual order for this type of equipment (here) but we feel it is only the beginning."

Los Angeles

Norman Rothschild, speaking for the Southland Distributing Company, Los Angeles, reported the reception relative to the 45 and 33 1/3 r. p. m. records for use on the new phono was "beyond our greatest expectations."

"It is our opinion," Rothschild said, "that the new Model 1250 will be on location with the 45 and 33 1/3 r. p. m. disks within the next 30 days."

Southland, with only one idler and one spacer tray on hand for its National Wurlitzer Days showings, took one of the two units on hand and installed the single tray and idler. Ops flocked around the machine during the two-day showing, and orders were written as a result.

Other Reports

Thomas Conroy, Iowa Music Distributors, Inc., Des Moines; C. B.

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1 D.P. Photo Gallery, complete; F.4/5 Wollensak lenses
Nice knocked down Plywood Booth, finished in natural color
1 Mutoscope Liftograph
1 Exhibit Muscle Builder
2 Mutoscope Lite-Up Card Vendors
1 Mystic Palmist Card Vendor
1 Motor-Driven Abbott Coin Counter
2 Wurlitzer Skee Balls, knocked down
All the above can be seen in Hot Springs, Ark.

PENNY ARCADE

721 CENTRAL AVE.

Brady, Brady Distributing Company, Charlotte, N. C., and R. G. DuPuy, vice-president, F. A. B. Distributing Company, New Orleans, were among distributors reporting that their firms had not taken any orders for the conversion kits, but all said interest in the new speeds had been high.

Other Mfr. Plans

While Wurlitzer jumped the field in bringing out a phonograph that could handle the new speeds via conversion units, it is known that at least two of the other major firms are deep in the picture at this time.

Operators in the Houston area were told a week ago by Seeburg distributor S. H. Lynch that the manufacturer is now "three months underway on a \$30,000 retooling program in preparation for a change-over to other speed."

AMI, it has been learned, also has a conversion unit which can be used on its Model C, but has not as yet made any plans to intro the unit.

25 Firms Sign For Space at Chi Music Meet

(Continued from page 84)

Company (needles), Star Title Strips, Cole Corporation (needles), Decca, Coral, Mercury and Abbey records.

While only two phonograph manufacturers will exhibit their products, several record and needle companies are expected to incorporate new jukes in their exhibits.

See Good Turnout

With the many local and State associations thruout the country now driving for a heavy membership turnout at the national "all-music" convention in Chicago, MOA officials are looking for a good attendance at the first meet. When the convention was initially announced, Miller, Al Denver, vice-chairman, and other officials, said that an attendance of 250 ops would be excellent. At this time, however, reports indicate the actual registration should far surpass the initial estimate.

C. S. Pierce, president of the Wisconsin Phonograph Operators' Association, Inc. (WPOA), reported his group at its last meeting had unanimously voted to support the MOA convention, and that a "large State delegation" would be on hand at the Chicago convention.

The Wisconsin org was one of the sponsors of the Five-State Convention held in Minneapolis. The sponsoring associations, including Minnesota, South Dakota, North Dakota and Iowa, in addition to the WPOA, voted earlier this year to dispense with their annual convention in order that all op members could attend the Chi confab.

Norman Gertz, president of the Music Merchants' Guild (MMG), Providence, has assured MOA officials of his org's full support in connection with the convention, and has sent a message to every music operator in the State, whether they are members of the MMG or not, to attend the national get-together.

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750E \$119	1422 \$149	146M \$239
850 89	Super 40 59	1941 R.C. Special 119
950 89	Standard 39 59	Hightone, RC 99
800 89	Commando 49	Hightone, E.S. 79
500 59	President 49	Colonel 59
600K 59	12 Record 39	Major 59
600R 54		Commander 59
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616 39		Regal 59

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Seeburg W6-L56, 5/10/25 Wireless \$49.00	Seeburg Prewar, 5¢, 3 Wire \$ 8.95
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Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic 17.00	Wurlitzer 3031, 5¢, 30 Wire 15.00
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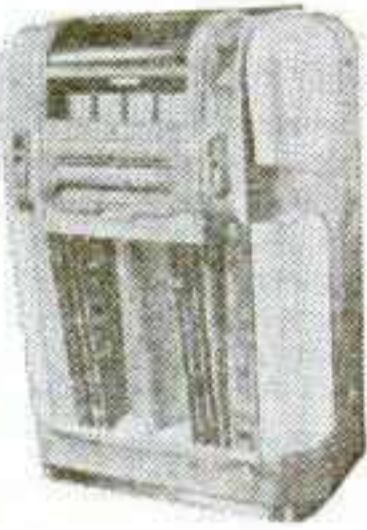


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Coal Strike, Snow, Dimouts Hit Coin Machine Industry

(Continued from page 75)

in the San Francisco to the Canadian border area, to snow storms blanketing the Mountain States, the Midwest and East. Miami, at the height of its resort season, was hit by showers during the week, thus cutting off several days of top income to which ops in that area look forward to eight months of the year.

Locations Closed

The coal strike, and the dimout orders which have followed in cities throught the country, have brought about early closings for many top locations. Reports coming into Chicago indicated that op grosses in areas where dimouts, or brownouts, had been put into effect had slumped as much as 60 per cent this week.

Gottlieb Bows Smaller Size Shuffle Game

CHICAGO, Feb. 25.—Designed to fit the need of locations with limited space, D. Gottlieb has started production on Bowlette, a shuffle game based on bowling.

Bowlette measures 20 inches wide by 63 inches long and weighs 197 pounds. It is available with either a nickel or dime coin chute. The pucks used are slightly smaller than those used on conventional length shuffle games. The new Gottlieb product is equipped with plastic pins mounted on a slightly inclined board and a plastic cover protects the pins from being tampered with. Pucks glide over contacts and under the pins.

Since scoring in Bowlette is identical to regulation bowling, all key bowling plays are possible. The backglass not only shows the total score and number of frames completed but also indicates when a strike and spare is made.

Alvin Gottlieb, advertising manager, said the game will be priced sufficiently below the larger shuffle games on the market.

53 Firms Sign For CMI Show

(Continued from page 75)

Company, Toledo; Northwest Engineering & Manufacturing, Inc., Minneapolis.

RCA Victor, Camden, N. J.; R. W. Korth & Company, Chicago; Consolidated Productions, Inc., Detroit; Valley Manufacturing Company, Bay City, Mich.; National Rejectors, Inc., St. Louis; Block Marble Company, Philadelphia; D. Gottlieb & Company, Chicago; Williams Manufacturing Company, Chicago; Shuffleboard Specialists, Chicago; Lamp Department, General Electric Company, Cleveland; Advertising Posters Company, Chicago.

Harry Lee & Sons, Chicago; Genco Manufacturing & Sales Company, Chicago; Yale & Towne Manufacturing Company, Stamford, Conn.; King Records, Inc., Cincinnati; ABT Manufacturing Corporation, Chicago; American Shuffleboard Company, Union City, N. J.; Price Manufacturing Company, Crystal Springs, Miss.; Illinois Lock Company, Chicago, and McQuay, Inc., Minneapolis.

FORM NEW ORG

(Continued from page 75)

erators to expand their routes thru normal competition."

Forman, who also heads the Videograph Corporation, producers of coin-operated combination television juke boxes, said a general membership meeting will be called soon. NYCMI has retained the firm of Forman, Berg & Klein as legal representatives.

Here, however, with the 25-per cent cut in the use of electricity going into effect only yesterday (24), operators said the grosses had been hardly touched. But they looked for a slow week to come up unless the miners went back to work soon.

Snow hit here several times, the first heavy downfall of the winter, and roads were almost impassable. Outlying locations closed as early as 6 p.m. Wednesday and Thursday evenings, but hoped for a return to normal operating hours by the weekend. The freezing temperatures, and the outlook of the professional forecasters, however, did not look too good as the week drew to a close.

Shipments Affected

Almost as serious as the effect of the strike and weather on the ops was the mixed-up shipping situation at manufacturing plants. Railroads were curtailing services daily, and trucking companies were stymied by the weather.

Keeping an ear peeled to radios located in shipping rooms, manufacturers continued their production runs on equipment, as loading platforms were taxed with shipments awaiting pick-ups.

Despite the extremely heavy snowfall Thursday, trucks began moving into the plants Friday in an attempt to beat further downfalls and to move out some of the orders which had piled up.

Revive Counter Game Interest

(Continued from page 75)

straight poker game; Yankee, with cigarette or fruit reels which can be changed on location and, Klix, a 21 or Black Jack game. All four models are equipped with coin dividers, straight penny, combination penny and nickel or straight dime play.

A.B.T. has Skill Gun, a straight amusement game, in production. It is available in penny or nickel play. The Baker product is Kicker and Catcher, penny play. Monarch and Auto Bell have combined to produce Five Jacks, which can handle up to three pennies at a time and features a skill control trigger. Shipman is making Art Show, a view machine with penny or nickel play.

Distrib Report

Empire Coin Machine Exchange, Chicago, one of the distributors which does a volume business in counter products, reports that with the type of counter games now on the market, the field should enjoy a steady growth for the next few years. This observation by Gil Kitt points out there is a basic need for amusement merchandise in the low price field. He predicts more operators will add counter machines to their routes in the next six months than in any period since the end of the war. This he emphasized will be new business and will not be a substitute for any other types of equipment they have used in the past.

Name Freidman Bally Distributor

CHICAGO, Feb. 25. — Freidman Amusement Company has been appointed distributor of Bally products in Georgia effective March 1, Jack Nelson, Bally general sales manager, announced this week.

The distributing firm has offices and showrooms at 441 Edgewood Avenue, S.E., Atlanta, and is headed by Jack Freidman. He has been affiliated with the coin machine trade for the past 25 years.

THE BEST 5 BALL FREE PLAY CONVERSIONS made from your games

PICTURE PARADE

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SAVE MONEY WITH BAKER NOVELTY CO.

The World's Largest Suppliers of Club Equipment 1700 W. WASHINGTON BLVD. CHICAGO 12, ILL.



FOR SALE

In largest city in the heart of Oregon's Willamette Valley—An old established Coin Machine Route. Consisting of Music, One Balls, Five Balls, Shuffleboards and Shuffle Bowlers. Ford Pickup, Coin Counters, License Records, Typewriter and Spare Parts. Present route man will remain. WILL PAY ITSELF OUT in ten months. SACRIFICE PRICE, \$32,000. Write: P.O. Box 703, Eugene, Oregon.

Judge A.W. DeSelm Dies in Kankakee After Brief Illness

KANKAKEE, Ill., Feb. 25.—Former Circuit Court Judge Arthur W. DeSelm died in St. Mary's Hospital here last week following a brief illness. He was the father of C. B. DeSelm, United Manufacturing Company sales manager.

Born in Wilmington, Ill., October 6, 1875, Judge DeSelm was graduated by the law school of the University of Michigan and was admitted to the Illinois bar in 1896. He was appointed a Kankakee County judge in 1902 and remained in that capacity until 1914 when he was elected a judge of the 12th Judicial Circuit of Illinois. In 1933 he retired to private practice in Kankakee. He also was president of the Kankakee Board of Education from 1907-'12.

Judge DeSelm was a collector of Abraham Lincoln papers and was also a noted botanist. Many of his specimens are on display in the Chicago Museum of Natural History.

Smoke Stocks Off

WASHINGTON, Feb. 25.—Wholesaler inventories of cigars, cigarettes and pipe tobacco dropped 16 per cent in December, indicating high sales for the month, Commerce Department reported.

Stocks on hand at the end of the month amounted to an 18-day supply, five days less than for the end of November and one day less than December 30, 1948.

Conn. Op. Assn. Expanding; Sets Up Waterbury Offices

HARTFORD, Conn., Feb. 25.—"Our organization is expanding more rapidly than any charter member ever thought was possible," Abe Fish, General Amusement Game Company, Hartford, and president of the Connecticut State Coin Association, Inc. (CSCA), announced this week.

Membership, he said, has already hit 55, with "every indication of additional increases shortly."

Meetings are being held Thursdays from 8:30 to 11:30 p.m. at the Hotel Bond, Hartford, with all coin machine operators in Connecticut eligible to attend.

Waterbury Office

Lewis Naclerio, of the Waterbury Amusement Company, Waterbury, Conn., has opened an association office at the Waterbury Amusement Company plant. An office girl is handling some of the administrative details of the State-wide coin organization. Naclerio was ill last week and was unable to attend last Thursday's meeting.

Guest speaker at the meeting was

Robert Arkin, sales manager of the operators' division, Decca Records, New York. He asked for any complaints from the floor, with several requests by coinmen for information on why tags or title strips were not furnished by manufacturers for use on juke boxes. This practice, contended several coinmen, was generally in use in the coin machine trade prior to the war and should be resumed.

Abe Fish expressed the belief that "the work of men like Arkin is a good sign that the record people are beginning to pay more attention to the coinmen in the field."

Arkin was the initial guest speaker to address the group. "We're planning, however," Fish said, "to have numerous other speakers from the coin machine trade address these weekly meetings."

Biz Sessions

The business sessions at recent meetings have been concerned with setting up of an organizational constitution and by-laws. Social functions of the group will probably be launched shortly, Fish said.

The State organization, Fish disclosed, has been invited by the Coin Machine Institute to send delegates to CMI's national convention at the Stevens Hotel, Chicago. Nat Cutler, one of the State association's executives, will probably be in the Connecticut delegation. Fish will be unable to attend, due to business commitments.

"We're particularly anxious," Fish declared, "to have a better representation of coin machine operators from the Western and Southern sections of Connecticut in attendance at these weekly meetings. Hartford is more conveniently located for the greater part of the State organization's membership."

Q-Ball Promosh Sparked by Top Sports Figures

NEW YORK, Feb. 25.—Coin-operated Q-Ball, pegging its appeal largely to a sustained promotion campaign, received new impetus this week with the announcement that top sports and entertainment personalities are being chosen as an advisory committee to further the popularity of the new sport.

Those named to the committee to date include Ralph Kiner, power-batter of the Pittsburgh Pirates; Bob Feller, Cleveland Indians' pitcher; sportscaster Bill Stern, and Tony Martin, singer and amateur sportsman. Edward Lane, head of the American Q-Ball Congress, said others will be appointed soon.

The committee, in addition to tying in with the congress on publicity, will subject the rules of the game to review, making recommendations for revision where believed necessary.

With the television show the congress sponsors now in its fourth week, Q-Ball placements in this area are said to be increasing at a rapid pace. Titled Q-Ball Championships, the show is broadcast by WOR-TV each Friday night. Tournament play-offs are featured.

Coffee News

WASHINGTON, Feb. 25.—There is good news for coffee vender operators in a report from Agriculture Department which indicates consumption is headed for an all-time high this year after approaching the record last year.

The average American drank coffee equivalent to 19.5 pounds of coffee beans, an increase of 1.5 pounds per capita over 1948. The 18 pounds per capita figure of 1948 represented an increase of .7 pounds over 1947. The record was set in 1946 when per capita consumption amounted to 19.9 pounds.

Boston Pins

CHICAGO, Feb. 25.—The Boston Licensing Board (BLB) has not even considered changing its regulations governing pinballs, Chairman Mary E. Driscoll stated this week. It had been charged that the BLB, which has full direction and jurisdiction over all coin-operated amusement equipment in Boston, had planned to rescind its regulation barring games from tavern-type locations.



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15" Deep

5c-10c-25c PLAY
FACTORY REBUILTS
\$95 EACH

Above Prices F. O. B. Chicago

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FOR SALE—USED SLOTS

- 5-10-25¢ Brown Fronts \$ 35.00 Ea.
 - 5-10-25¢ Cherry Bells 35.00 Ea.
 - 5-10-25¢ Black Cherry Bells, Orig. 45.00 Ea.
 - 5-25¢ Jewel Bells 100.00 Ea.
 - 5-10-25¢ Buckley's Cross Cross 100.00 Ea.
 - 3 Vest Pockets, Like New 35.00 Ea.
 - 3 Mills Q.T. 45.00 Ea.
 - 4 Pon Corn Sez Machines, Used 1 Week Write
- USED MUSIC—NO JUNK
2 Majors, 2 High Tones, 1 Wurlitzer Model 800—Give Me an Offer.

HOT RODS Write
One-Third Deposit, Balance C. O. D.
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SPECIAL WE ARE OVERLOOKED ON CONSOLS

- Bally Draw Bells, M.B. \$75.00
 - Bally Draw Bells, R.B. 85.00
 - Bally Spot Bells, like new WRITE
 - Keeney's Bonus Super Bell \$125.00
 - Gottlieb Just 21 WRITE FOR PRICE
 - 15 Ured Late Shuffle Alleys, all makes WRITE FOR PRICE
 - Universal Twin United Super Shuffle Alley
 - Bowler file Alley
 - Chicago Coin Bowling Alley Nationwide Shuffle Pool
 - H. C. Evans Shuffle Ten Strike ONE BALLS
 - 40 Bally Citations \$285 each
- WHILE THEY LAST
One third deposit required, certified check or money order.
We buy or trade or sell. What have you? Send your list in.
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 - 1 Genco Screw Ball 50.00
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SLOTS MECHANIC AVAILABLE

Twelve years' experience. Age 34, single. Can also serve as manager for club.
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TREMENDOUS BARGAIN TRIPLE STEEL SAFE CABINETS

Reduced from \$295.00 to \$223.50. Absolutely NEW—rugged construction—heavy gauge steel—revolving base. F. O. B. Oakland, Calif.
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PROVEN MONEY-MAKERS AT SPECIAL PRICES!

TRIPLE ACTION	\$39.50	TOTAL ROLLS	\$29.50
TRADE WINDS	39.50	BERMUDA	29.50
MARDI GRAS	39.50	SPINBALL	29.50
MERRY WIDOW	44.50	CATALINA	29.50
SCREWBALL	49.50	THRILL	39.50
PUDDINHEAD	59.50	ADVANCE ROLLS	49.50
1-2-3	64.50	BING-A-ROLLS	89.50
YANKS	44.50	SPORTSMAN ROLLS	29.50
SPEEDWAY	49.50	CHICAGO COIN REBOUND	44.50
VIRGINIA	39.50	ALL STARS (Williams)	109.50
CARNIVAL	69.50	GLIDER (Genco)	Write for Price!
WISCONSIN	34.50		

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ALL IN EXCELLENT SHAPE

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47M Seeburg	359.50	1015 Wurlitzer	265.00
48ML Seeburg	459.50	1100 Wurlitzer	400.00
(Can not be told from new)		1422 Rock-Ola	175.00
W1L56 5c Wireless Seeburg Wall-o-Matic. Ea.	28.50	1426 Rock-Ola	225.00

Also a large assortment of prewar Seeburgs, Wurlitzers and Rock-Olas at extremely low prices. Write for complete lists.

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EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS:
 UNITED'S Shuffle Alley—CHICAGO COIN'S Twin Bowling—KEENEY'S Ten Pins—EVANS' Shuffle Ten Strike—UNIVERSAL'S Twin Bowling—GENCO'S Bowling League—EXHIBIT'S Shuffle Bowl—GOTTIEB'S ?

ARCADE EQUIPMENT		SHUFFLE-TYPE GAMES		FIVE BALL PIN GAMES	
Boomerang	\$ 50.00	Bank Balls, 9 Ft., 12 Ft., 14 Ft.	\$ 95.00	Buttons 'n Bows	\$110.00
Bally Big Inning	185.00	3 Bally Big Inning ..	175.00	Banio	39.50
Batting Practice	75.00	6 Chicago Coin Bango	59.50	Bermuda	44.50
Chicago Coin Hockey ..	85.00	2 Chicago Coin Basket Ball	195.00	Blue Skies	74.50
Chicago Coin Pistol	135.00	2 Chicago Coin Midget Skee Ball	165.00	Build Up	59.50
Chicken Sam (conv.)	95.00	3 Chicago Coin Rebound	75.00	Carnival	89.50
Drivemobile	150.00	5 Cleveland Coin Rebound	75.00	Carolina	89.50
Evans Ten Strikes	69.50	3 Genco Glider	125.00	Caribbean	55.00
Exhibit Dale Gun	100.00	1 Keeney Line-Up	125.00	Catalina	59.50
Exhibit Merchantmen ..	75.00	4 Lynco 12 Ft. Wurla Balls	125.00	Cincherella	59.50
Exhibit Silver Bullets ..	185.00	9 Ft. Miniature Shuffle	65.00	Contact	34.50
Goatee	100.00	Premier 9 Ft. Barrel Roll	75.00	Cover Girl	99.50
Groetchen Metal Typewriter	195.00	4 Scientific Pitchem & Battem	165.00	Grand Award	45.00
Heavy Hitter	50.00	2 Seven Hi Pool Tables	95.00	Humpy Dumpty	44.50
Jack Rabbit	100.00	Supreme Alley, 9 Ft.	75.00	Major League	44.50
Keeney Air Raider	100.00	10 United Shuffle Skills	59.50	'49 Majors	115.00
Mother-in-Law Gun	95.00			Moon Glow	85.00
Mutoscope Football	225.00			Morocco	69.50
				Paradise	65.00
				Ramona	89.50
				Robin Hood	59.50
				Sally	59.50

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 2021-2025 PROSPECT AVE - CLEVELAND 15 OHIO
 ALL PHONES: TOWER 1-6713
 M.S. GISSER, SALES MANAGER

Purveyor Starts Delivering Game Conversion Unit

CHICAGO, Feb. 25.—Herb Perkins, head of Purveyor Manufacturing Company, this week announced the firm is in production and making deliveries on Super-Light, a conversion unit for shuffle games. Unit, listing for \$19.50, has been field tested and can be installed within a few minutes by the average serviceman, Perkins stated.

Super-Light features a wood base and numbered plastic bowling pins. Base is adjustable so as to fit any type of shuffle game. Pins light up when player activates the game, and pucks, passing over contacts, turn out the corresponding pins atop the unit and on the back glass.

Purveyor will appoint distributors in various parts of the country to handle Super-Light, Perkins said.

Add Franchise Bowl-O Dealers

NEW YORK, Feb. 25.—The Sutphen Products Corporation, producers of coin-operated Bowl-O, is enlarging its distributor network to accommodate increased production, according to Parker V. Lawrence, sales manager. About 12 outlets are now handling the 10-cent-play bowling game on a franchise territorial basis.

With the game promoted as a skill unit, for long-term location use, novelty appeal of the unit is played down. Sutphen supplies lapel buttons and bronze awards to sustain player interest. The enameled buttons indicate membership in the Bowl-O 200 Club, and the awards, replicas of male and female bowlers, are awarded to top scorers in local competition.

Baseball Is Theme Of Schneller Game

PHILADELPHIA, Feb. 25. — Nate Schneller, Inc., which specializes in pin game conversions, has placed its newest unit in production, a baseball-type game converted from Yanks. Altho operators are currently shipping the older game to Schneller for the changeover, it is said none will be delivered until April, so that the release will be timed with the baseball season.

Lennie Schneller says the conversion features fast action thru novel use of bang bumpers and flippers. The baseball theme is carried out by having flippers simulate batting and thru appropriate cabinet decoration. A few units have been on test here.

G. E. Intros New Light Bulb

CLEVELAND, Feb. 25. — General Electric Company, thru its lamp department, has announced a new type of incandescent electric light featuring a departure in bulb design. Combining light source and fixture as a single unit, the new bulb is mushroom shape and has an enamel finish on its lower portion. Designed for use without outer globes or attachments, it is expected to end the "bare bulb" appearance of unshielded light fixtures.

Tax Collections

WASHINGTON, Feb. 25.—Coin machine tax collections for January, 1950, totaled \$315,929, a slight increase over the \$315,589 collected in January, 1949, Internal Revenue Bureau reported this week. Collections for the first seven months of the current fiscal year were off \$844,070 from the \$17,797,719 collected for the same period in the 1949 fiscal year.

ATLANTIC'S
 triple tested values
SPECIAL!
 Reconditioned Like New.
 Ready for Location.
WURLITZER 750
\$159.50
 1/3 Deposit, Balance C. O. D.
 Write for Complete Music List
ATLANTIC
NEW YORK CORP.
 Exclusive Seeburg Distributors
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 NEW ENGLAND BRANCH:
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\$\$ SAVE \$\$
 with COVEN
NEW & RECONDITIONED MACHINES
 CITATION \$300.00
 SPECIAL ENTRY 89.50
 BALLY SHUFFLE BOWLER Like New 255.00
 VICTORY DERBY or SPECIAL.. 39.50
 Circus \$54.50 Banjo \$ 39.50
 Mardi Gras .. 54.50 Black Gold. 124.50
 Ballyhoo 29.50 Thrill 69.50
 Silver Streak 24.50 Yanks 49.50
 Wisconsin .. 34.50 Summertime 49.50
 Heavy Hitters 65.00
 1/2 Deposit With Order
Want Late 5 Balls and 1 Balls
Coven Distributing Co.
 Exclusive Distributor for
 Bally Products and
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 3181 ELSTON AVE. CHICAGO, ILL.
 INd 3-2210

Coming in
APRIL
 See Page 40

ACT NOW! TERRIFIC DEAL
 Headquarters for 10c BELGIAN TYPE POOL TABLES, factory reconditioned and refinished like new. Finest hardwood construction. Good for years of profits. Original cost was \$325 00. Ea. \$89.00
 No extra charge for crating.
 1/3 deposit required
FALCON COMPANY
 1676 Twelfth St. Detroit 8, Michigan

WANT TO BUY
 DIGGERS, DROP PICTURE MACHINES, MUTOSCOPE REEL MACHINES. Answer, Giving Price and Condition, CAN USE EXPERIENCED ARCADE HELP.
HARRY B. JULIUS
 4022 San Luis St. Tampa 9, Fla.

STRIKES AND SPARES—SKEE BALL ALLEYS
 Parts for any make Skee Ball or Strikes and Spares. Will sell cheap or trade for Peanut Vendors, or what have you? Let me know what you have.
DECATUR SKEE BALL CO.
 511 Central Ave. DECATUR 47, ILL.

GIVE TO THE RUNYON CANCER FUND

THANKS, FELLOWS!
 Bring your shuffle bowling games up-to-date with
LITE-A-PIN
 ALL PLASTIC—Bowling Pins & Base made of clear plastic—watch the puck all the way! Easy to install—Price \$20.00 each. Sizes to fit all games.
 Thanks for the terrific reception you gave us. It was a real thrill to have so many of our operator friends call us and stop in to wish us good luck. We promise to fulfill the confidence you displayed.
 "JOE" KLINE ...
 "WALLY" FINKE
TRADES! YES
 We're building up our inventory. Send us a list of equipment you want to trade for top allowances!

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FROM OUR OWN OPERATION

LEXINGTON, Like New	\$249.50
KEENEY BONUS 3 WAYS, Like New	249.50
BALLY TROPHY, P.O., Clean	99.50
BALLY JOCKEY CLUB, P.O., Clean	89.50
BALLY TROPHY, P.O., Clean	44.50
KENTUCKY	Write
PHOTO FINISH	Write

WANT LATE 5 BALLS USED SHUFFLE ALLEYS CASH OR TRADE

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UN. SH. ALLEY . . . \$199.50

United Super Shuffle Alley Write	New Scientific Jungle Joe	\$199.50	Bally Heavy Hitter ..	\$35.00
Universal Twin Bowler	Exhibit Dale Gun	99.50	Shuffle Wax, Case ..	6.96
Chi. Coin Bowling Alley	Chicago Coin Pistol ..	114.50	Pucks, Set of 8	7.99
Keeney Ten Pins	Silver Bullets	185.00	Pfanstiehl Needles, Special, Per C	37.00
	Chi. Coin Basketball ..	190.00	Pfan-Tone Needles, Per C	27.00
	Pitch 'Em & Bat 'Em	175.00		

WURLITZER 1015 \$249.00
WURLITZER 1100 389.00
 1/3 Deposit, Balance C. O. D. PHONE—WIRE—WRITE
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 612 TENTH AVE. CIRCLE 6-8464 NEW YORK 19, N. Y.

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EQUIPMENT
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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

CLOSE-OUTS

Wurlitzer 1015—\$249.50

Wms. Quarterback With Star Series Batting Assembly—\$179.50

Brand New, Latest Model Solotone Master Entertainer, Compl.—\$395.00
Master Entertainer Boxes, Brand New—\$29.50

Daval Postmaster—the most attractive and versatile of all stamp vendors—\$49.50
IN LOTS OF 10 . . . \$44.50 EA.

Roll Type with solid cast aluminum cabinets, 3 columns.

Silver King Ball Gum Vendors, Brand New—\$6.95

Brand New Exhibit Silver Bullets—\$195.00

One Holly-Crane, like new, free play, including symbols—\$595.00

1/3 Deposit with order, balance C.O.D.

Scott-Crosse Co.

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COLUMBIA DOUBLE JACKPOT BELL

SPECIAL SELLOUT PRICE

\$69.50

Chanceable right on location in a few moments' time to 1-3-10-25¢ play.

Cabinet rebaked to give new machine appearance.

SIZE: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.



THIS WEEK'S SPECIAL!

MILLS VEST POCKET

\$39.50 Cash Payout



SPECIAL!

Bally GOLD COP \$99.50

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WANTED
USED BOWLING ALLEYS
G. J. CUMMINGS
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EARN EXTRA PROFITS!

CONVERT YOUR SHUFFLE ALLEYS TO SUPER ALLEYS; ROCK-OLA AND BALLY BOWLERS

NO SOLDERING

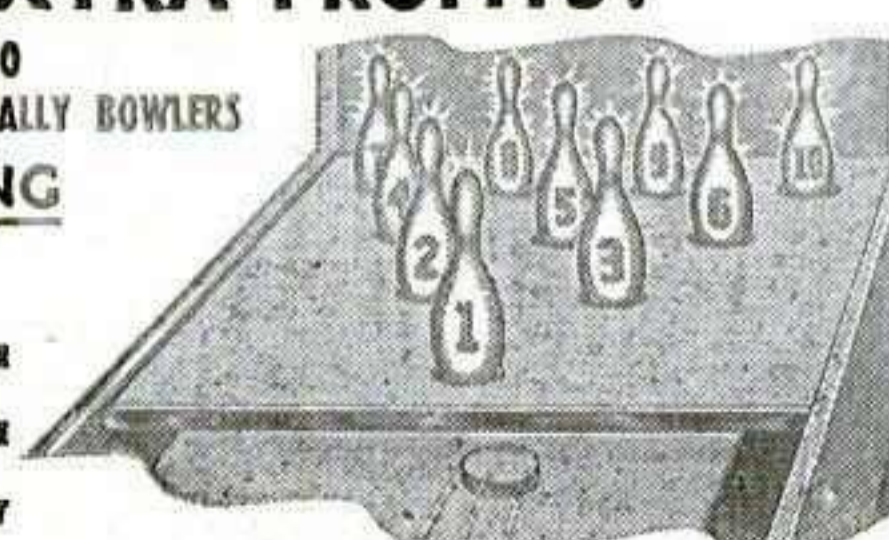
- * PINS LIGHT UP
- * ALL PINS NUMBERED
- * UNIT SLIDES IN PLACE OF THE GLASS
- * WIRES PLUG INTO THE GAME JACK
- * PLASTIC GUARDS AVAILABLE AT \$2.00 EXTRA

PRICE ONLY **\$18.50** Each

LOTS OF 10—\$18.00 Each

1/3 Deposit, Balance C. O. D.

OAKDALE SALES
2860 N. Clark Street • Chicago, Illinois



Bell Machine Freight Cost Might Be Cut

Could Save 45 Per Cent

WASHINGTON, Feb. 25.—The Interstate Commerce Commission (ICC) is weighing a recommendation by a hearing examiner that bell machines be classified in the same category as pinballs for the purpose of computing freight rates. If the ICC follows the recommendation, it will mean that they may be shipped some 45 per cent cheaper than some rail lines have been charging.

The specific case involves 11 carloads of bells shipped over the Atchison, Topeka & Santa Fe lines by Advance Automatic Sales Company in May of last year. The railroad contended the machines were "coin machines not otherwise specified" and assessed them at the \$3.03 rate for that category.

Advance, however, claimed the devices fell into the general classification of "toys and games" under the subhead of "games, coin operated." The freight rate for this category was only \$1.65.

Bells Are Games

In recommending that ICC rule in favor of Advance and order a refund of the overcharge, Examiner A. L. Corbin quoted dictionary definitions of games and also cited court decisions. The key citation quoted by Corbin was *Foley vs. Whelan* in which a District Court ruled that the term "game" is "very comprehensive" and "embraces every contrivance or institution which has for its object to furnish sport, recreation or amusement." Regardless of the fact that "the machine is so regulated that the chances are uneven against the player," said the court, such machine must be considered as coming within the meaning of the term "game."

Stating that Advance is entitled to a refund plus interest from the railroad, Corbin declared, "The machines are games, the operation of which involves taking a chance instead of the use of skill by the player; freight charges should have been assessed at the rate published for coin-operated games."

Begins Test of Tickometer In Bridgeport Bus Terminal

BRIDGEPORT, Conn., Feb. 25.—The first Bridgeport installation of the Tickometer, a machine that counts anything from dollar bills to tickets at speeds up to 1,000 per minute, was made this week in the Gray Bus Line Company terminal here.

A product of the Pitney-Bowen Inc., Company, of Stamford, Conn. manufacturers of postage meter machines, the general purpose counting and marking machine will be used by the Gray Bus Line to count transfers according to Frank Burns, manager of the company.

Coin Machine Show

MAY 22-23-24, 1950

hotel sherman

For Room Reservation
Write
Vince Shay, Hospitality Committee
Bell-O-Matic Corporation
4100 Fullerton Ave.
Chicago 39, Ill.

THE COUNTER GAME PROFIT-LINE



- WINGS** 5-Reel Cigarette Machine
- POK-O-REEL** Straight Poker Game
- YANKEE** with cigarette and fruit reels changed instantly from cigarette to fruit reel on location.
- KLIX "21" BLACK JACK**
- KLIX, WINGS, POK-O-REEL AND YANKEE** equipped with coin dividers, straight penny combination penny and nickel or straight dime play.

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126 N. Union Ave. Chicago 6, Illinois
Phone: RAndolph 6-2807

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"THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME"
It's New! Amazing! America's No. 1 Money Maker!

Shuffle-Mite Eliminates Supervision on Part of Location and Assures "Paid Play" at All Times

See Your Distributor or Write Direct

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SOUTH
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GENCO'S
NEW GAME

... the game
you've been waiting for

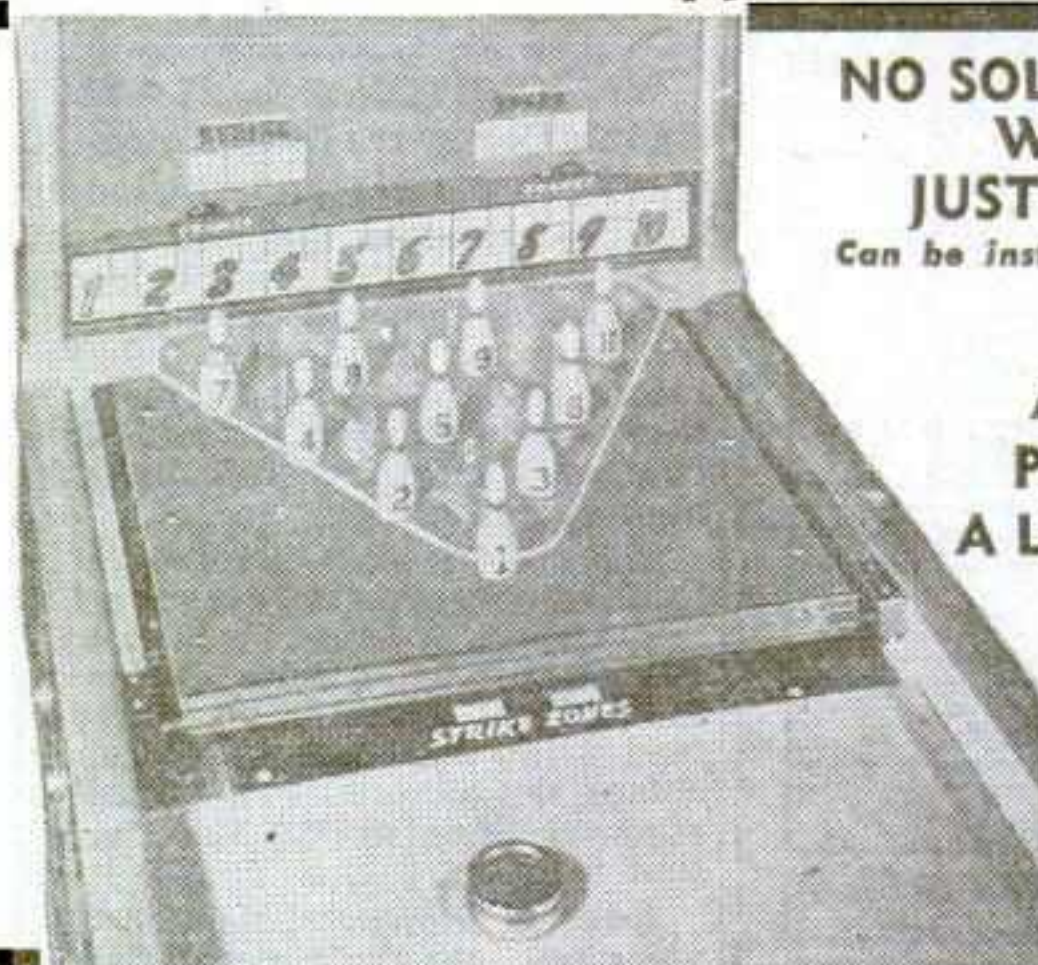
ROYAL DELUXE SHUFFLE PINS

THE ONLY COMPLETE UNIT

ADAPTABLE FOR

United ★ Genco ★ Keeney ★ Rock-Ola
Chicago Coin ★ Universal ★ Williams

Shuffle Type Games



NO SOLDERING OR
WIRING
JUST PLUG IN
Can be installed in 2 minutes

A QUALITY
PRODUCT AT
A LOW PRICE...

When ordering,
specify name
of your game

Accept No Substitutes!

Royal DeLuxe Shuffle Pin Units consist of plexiglass shield to protect the illuminated and numbered pins. Masonite and veneer panel is adjustable to fit ANY SIZE CABINET. Break-Lining strip included to replace all old rubber rebound shields. Also included is a Shuffle Rake.

EXCLUSIVE
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There is No Substitute for
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WITH TOKEN PAYOUT and METER

LOOK LIKE NEW!
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Profits! Profits! P-r-o-f-i-t-s!

WILLIAMS NEW TWIN SHUFFLE

Now Available in 9½ and 8 Ft. Lengths

With Gutters—Side Drawer—Servicing on mechanism and Bulbs—Heavy Duty Units—Best by continued test—the only Twin with Under the Board Puck Return.



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Deluxe Shuffle Game! Fast Action! Exciting! Competitive! Quick Profits! Practically no service! Completely Reconditioned—Guaranteed Perfect.

Lots of 5 **\$85.00** Sample **\$89.50**

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POST-WAR JENNINGS

Monte Carlo, 50¢.....\$300
Standard Chief, 5¢..... 150
Standard Chief, 75¢..... 150

MILLS

Bonus Bell\$150
Jewel Bell 125
Blue Bell 185
Me'on Bell 145
Black Gold 145
Jewel Bell, 50¢..... 195

SHUFFLE PINS

Quick, easy way to convert Shuffle Alleys, Shuffle Bowls to latest type games with **VISIBLE** light-up pins. **NO** installation problem—just plug in! **\$29.75**

EXHIBIT SHUFFLE BOWL

Tried—Tested—Proven to be the salvation of the shuffle board operator. Collections go **UP-UP-UP**—and **STILL RISING!** Ask the man who owns one!

Exclusive in **ILLINOIS & IOWA**

EXHIBIT DALE Shooting Gallery

Completely Reconditioned
Each **\$110** Lots of **\$90**
Five
Lots of Ten **\$80**

CHICAGO COIN BOWLING ALLEY

Competitive! Realistic! New standup 3-dimensional pins disappear when hit. **LOOKS** like—Acts like real bowling. **COLORFUL!**

UNITED SHUFFLE ALLEY

Clean!
Reconditioned Throughout!

RECONDITIONED CONSOLES

Keeney Single Bonus...\$185
Keeney Twin Bonus, 5-25 275
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Evans Bangtail, J.P. ... 250
Bally Draw Bell 135
Bally De Luxe Draw Bell 185
Bally Double Up..... 250

Terms: ½ down, bal. sight draft



Phone: EVerglade 4-2300

Chicago 47
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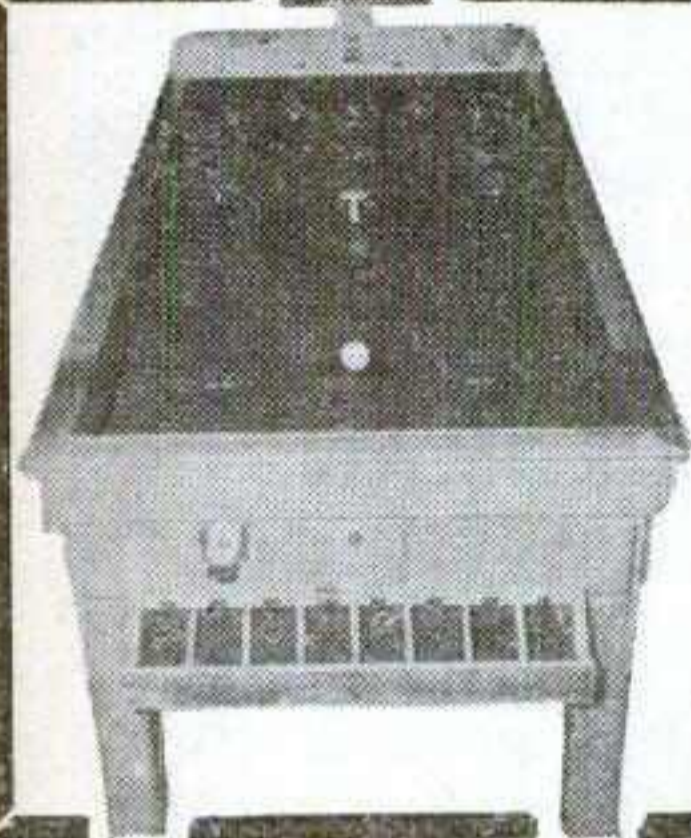
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PLAYER ACTUALLY BOWLS BALL AT TEN PINS!

Hook Shots — Straight Shots

- ★ STRIKES
- ★ TURKEYS
- ★ SPLITS
- ★ DOUBLES
- ★ SPARES
- ★ RAILROADS

and PINS RE-SET AUTOMATICALLY!

SIZE:
8 Ft. Long
2 Ft. Wide

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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2600 W. FIFTIETH STREET
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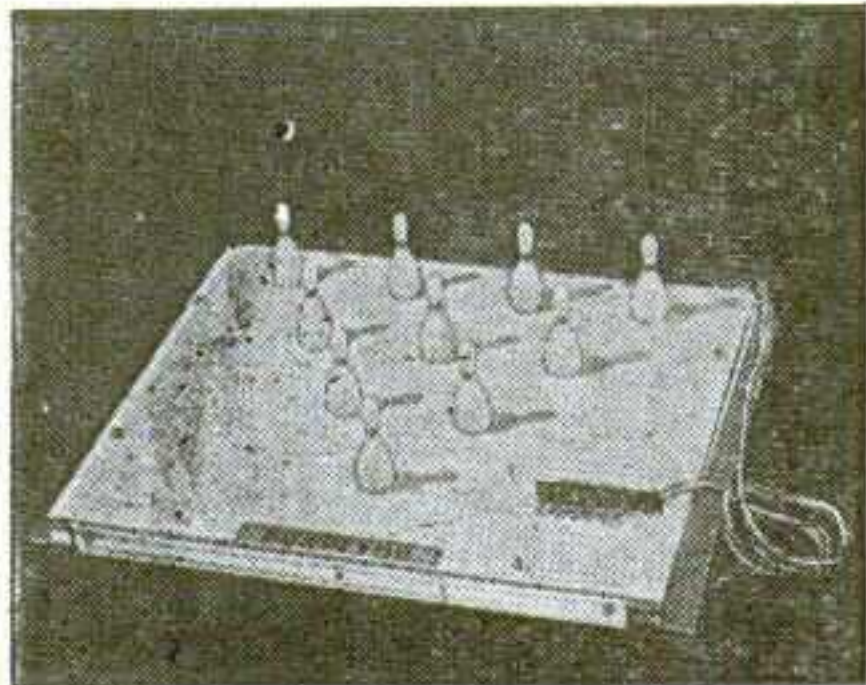
2-BIG WINNERS-2

THE CONVERSIONS MADE FOR OPERATORS—TESTED AND APPROVED

FIRST TIME EVER SHOWN

"SUPER-LITE"

FOR ALL SHUFFLE BOWLING TYPE GAMES



Adjustable To Fit All Games

Just Plug It In

No More Broken Glass

All Pins Numbered

Colorful Lighted Plastic Pins

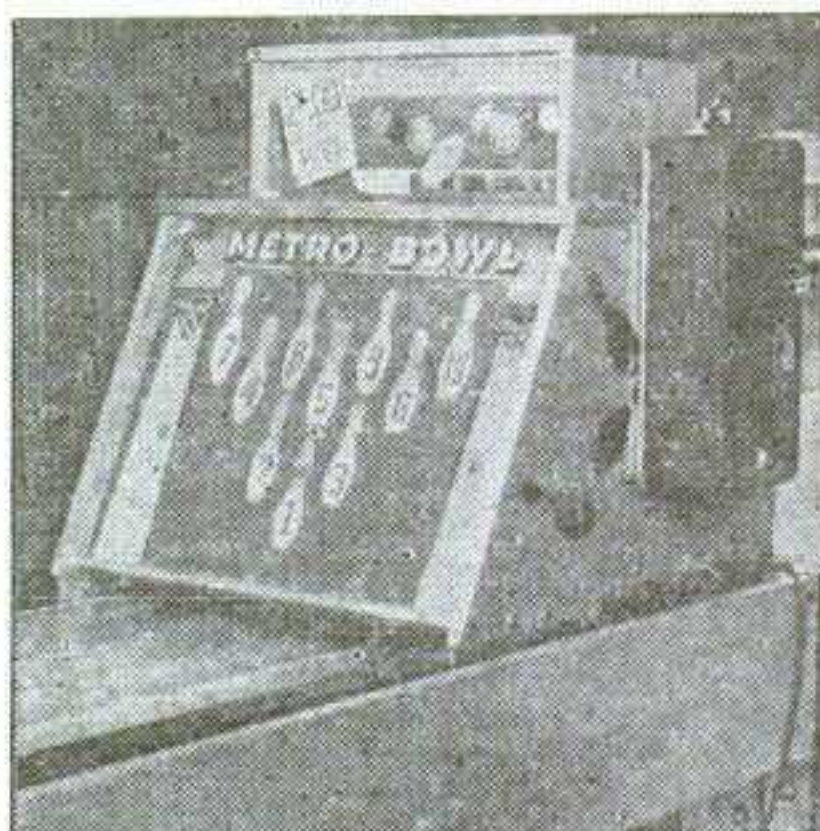
Easy To Install

ONLY \$19.50 per unit

THE NEW AND IMPROVED

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FOR REGULATION SHUFFLEBOARDS



Holds Locations

Peps Up Play

2 Games At One Time

1 To 8 Players

Easy To Install

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SINGLE OR DOUBLE SCOREBOARDS.
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TERMS: 25% DEPOSIT WITH ORDER, BALANCE C. O. D., F. O. B. CHICAGO

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HOLD!!! EVERYTHING

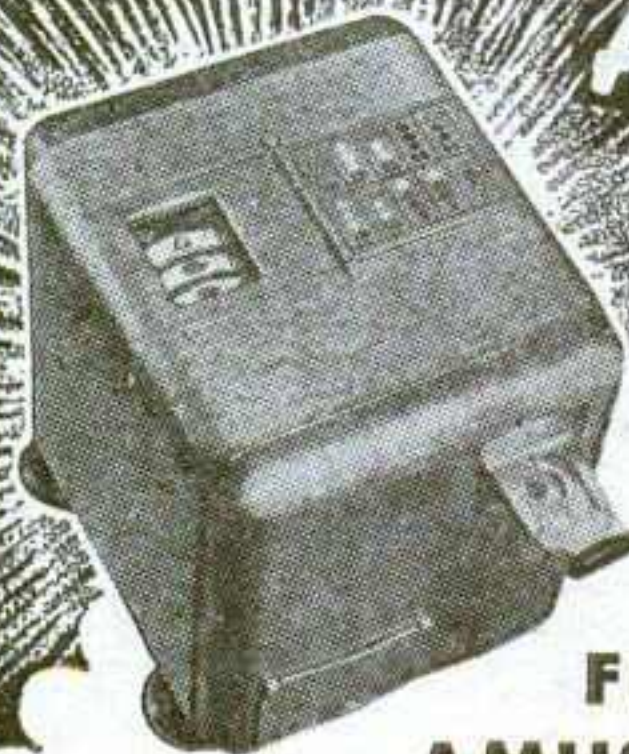


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ABSOLUTELY A FIRST!



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FRIEDMAN AMUSEMENT CO. ATLANTA., GA.

25c PLAY

MILLS BELLS

VEST POCKET

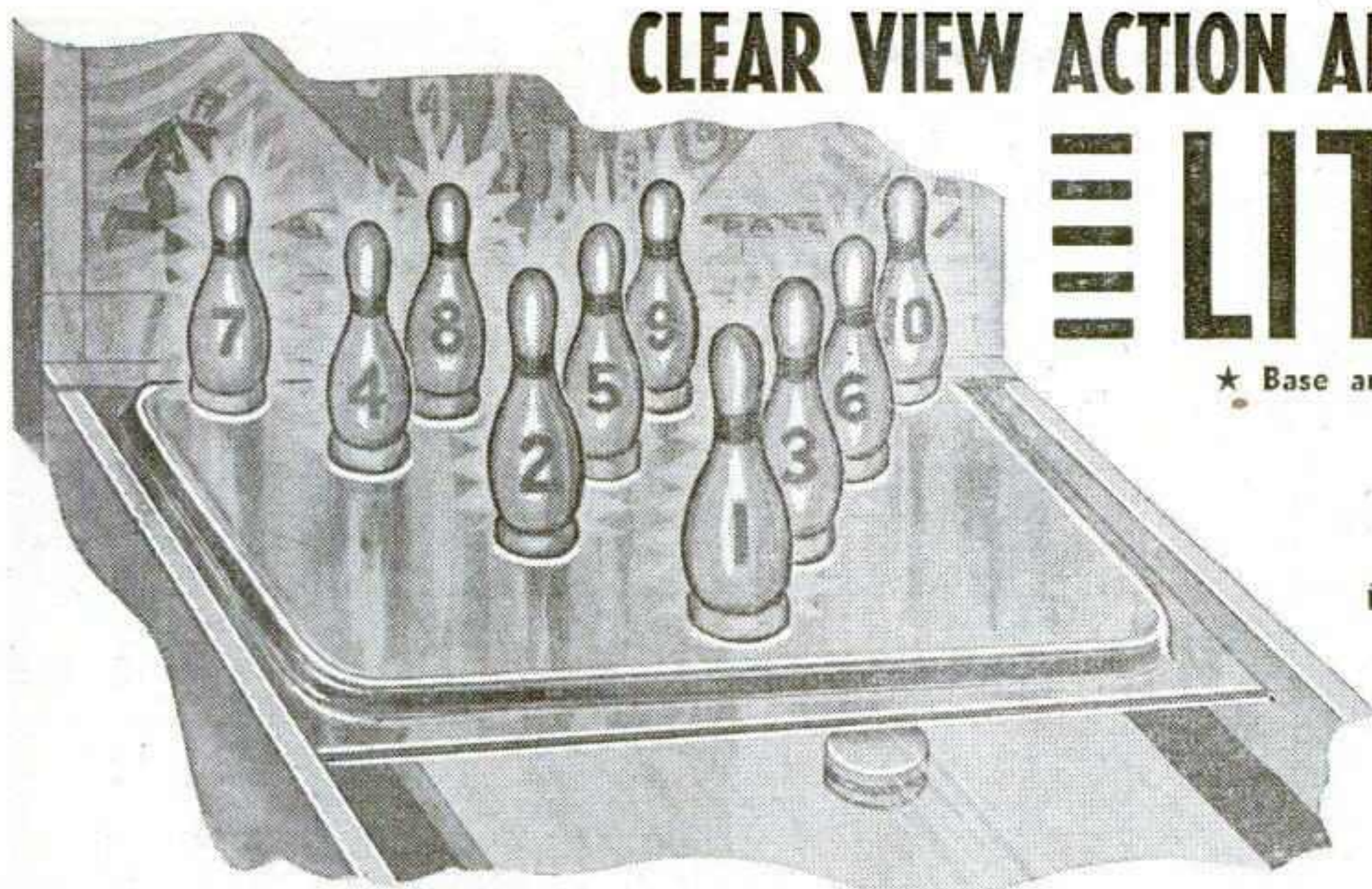
The smallest automatic payout in the world. It's built by MILLS on a special order. All new improved mechanism. Equipped with jackpot register. Send 1/2 deposit with order.

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IT'S TERRIFIC!
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Shuffle-lane

Shuffleboard-Game

SHUFFLEBOARD'S BIGGEST NAME GIVES YOU...
THE WORLD'S FINEST SHUFFLE-GAME

A Dozen Striking Features

- 1 Two money-making models—Deluxe 8' size, Super Deluxe 9'6" size.
- 2 Automatic scoring—scores just like bowling—strikes, spares, doubles, turkeys, splits, railroads.
- 3 10 Frames—12 when a strike is scored in the last frame—exactly like bowling.
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- 6 Wate released at start of game—locked in at finish.
- 7 Gravity return—quickly and surely returns wate after each shot.
- 8 Built-in device keeps returning wate from bouncing out onto floor.
- 9 Mechanism drawer on side of cabinet brings score control mechanism into full view for easy servicing.
- 10 Scoreboard mechanism easily accessible from rear of scoreboard.
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- 12 Legal anywhere.

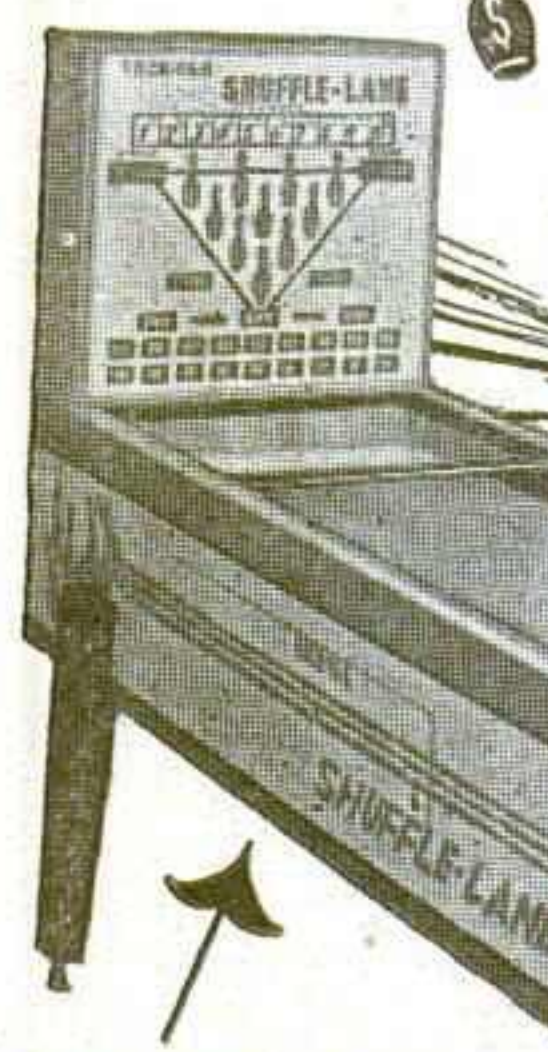
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Here is the secret of simplified repairs and maintenance—handy mechanism drawer slides out—brings entire score control mechanism into full view for easy servicing.

SHUFFLE-LANE
has the Thrill and Skill of
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MINIATURE COIN-OPERATED INDUSTRIAL CRANE



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Make more money operating HOLLYCRANE than with any other coin-operated equipment. A real skill game with all the fascinating action of a real industrial crane. A fast money-maker that stays on location. For steady income... for big income year in and year out. operate HOLLYCRANE. Available in Free-Play and Merchandise Models. Write for the complete profit story.

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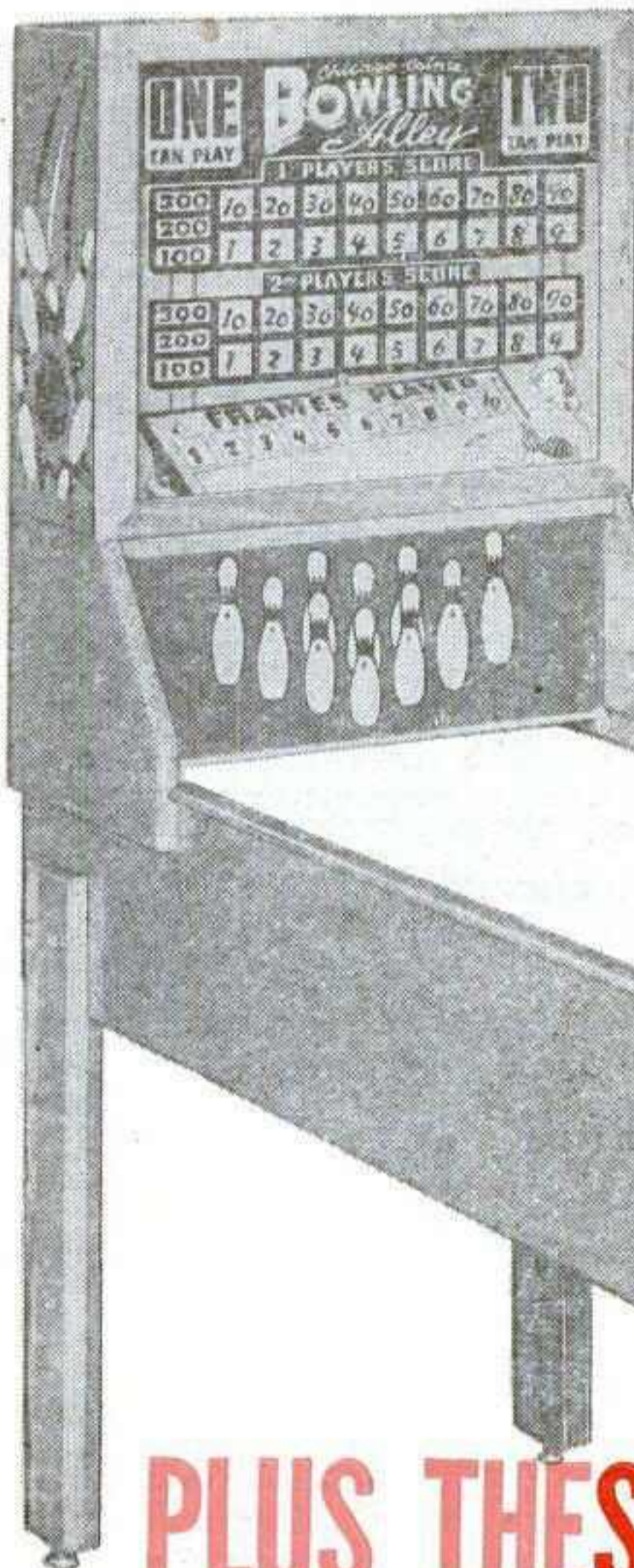
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NOW IN ITS 18th WEEK



IT HAS BEEN THE "CASH BOX" ANSWER TO AN OPERATOR'S DREAM

THE ORIGINAL 2 PLAYER GAME

PLUS THESE EXTRA FEATURES

- CORK LINED RAILS for Bank Shots and Silent Play
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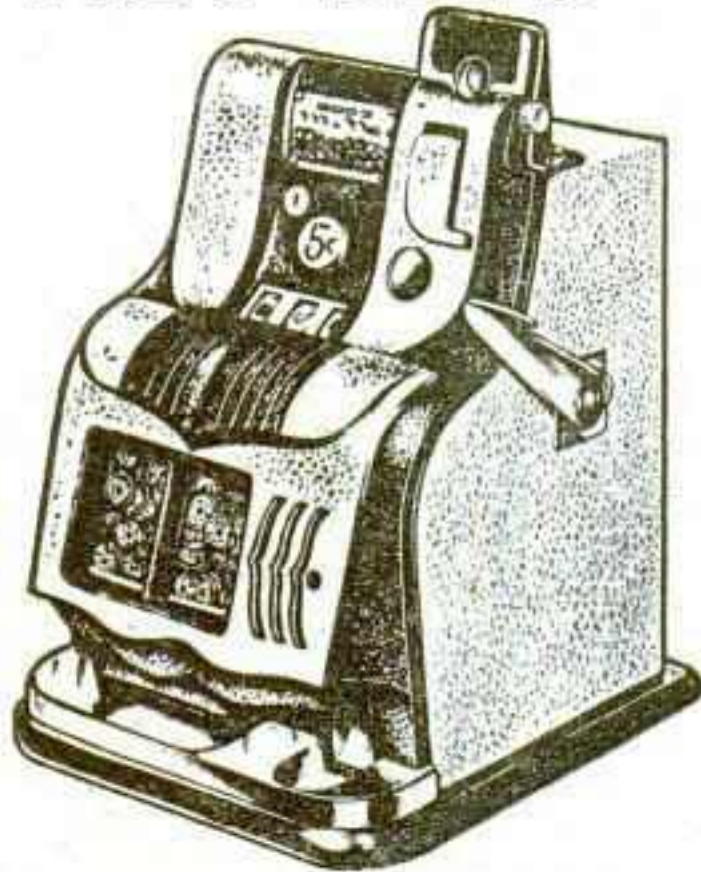
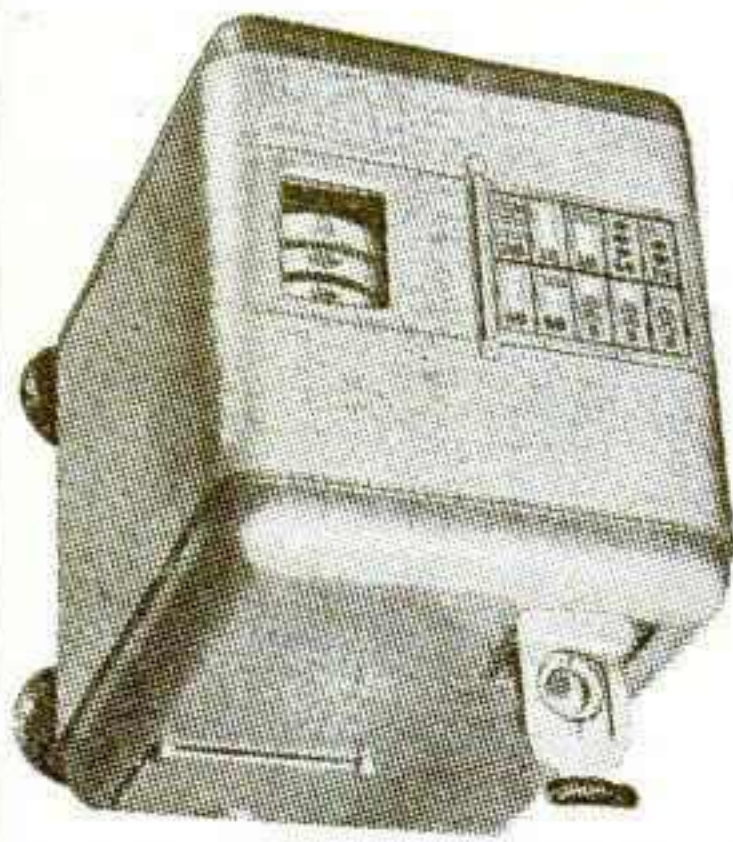
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MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System,
5¢ Play \$65.00 | 25¢ Play \$89.50

MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs.
5¢ Play. \$115.00; 25¢ Play, \$137.50.

WRITE FOR QUANTITY PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES.

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Tornado, w/f 29.50	Sally, w/f 54.50	Evans Races (Comb. F.P. & Cash) 349.50	
Ballyhoo, w/f 29.50	Ramona, w/f 64.50		
Manhattan 34.50	Screwball, w/f 64.50		
Singapore, w/f 37.50	Grand Award, w/f 79.50		
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Havana, w/f 37.50	Cover Girl, w/f 84.50		
Sky Blazer, w/f 37.50	Showboat, w/f 84.50		
Mexico, w/f 37.50	Major '49, w/f 99.50		
Rocket, w/f 37.50	Buttons & Bows, w/f 109.50		
Monterrey, w/f 42.50	Super Hockey, w/f 124.50		
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New Box Stands. Single, Double and Triple Safes for All Bells.

GUARANTEED RECONDITIONED MILLS BELLS Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. . . . WRITE FOR PRICES.

We Have in Stock at All Times
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Write for Circular and Price List. 1/3 Deposit With All Orders.

SICKING, Inc. America's Oldest Distributor Established 1895
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USED BALLY SHUFFLE BOWLERS

LIKE NEW **\$249.50**

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1401 CENTRAL PARKWAY CINCINNATI 14, OHIO



SHUFFLE ALLEY CONVERSION KIT WITH PLASTIC PINS THAT LITE UP!

- Lucite guard protects pins from breaking
- Kit includes rake and back cushion
- Can be installed on location in 5 minutes
- Completely wired
- Instructions included

SPECIFY GAME YOU WISH TO CONVERT

Immediate Delivery **\$29.75** COMPLETE

PUCKS \$7.95 Shuffleboard POWDER WAX **\$7.50**
Chrome plated, Case hardened Set of 8
Finest grade, Keeps your boards in top condition Case of 24

1/3 With Order—Balance C. O. D.
Send Us Your Name for Our Mailing List.

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58 FRELINGHUYSEN AVE. NEWARK 5, N. J. Bigelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

NAPKIN DISPENSER Quizzette



No. 76 is:
Every Eleven and One-Half Seconds

YOUR QUIZ NO. 77

What wedding anniversary is the crystal?

For Correct Answer See Next Quiz.

No. 77 is:
The Fifteenth

YOUR QUIZ NO. 78

What team in the American League is the only one never to have finished in the last place?

For Correct Answer See Next Quiz.

No. 78 is:
The Detroit Tigers

YOUR QUIZ NO. 79

How many amateur radio operators are there in the United States?

For Correct Answer See Next Quiz.

URNS NAPKIN COST INTO A PROFIT!
For Restaurants, Lunch Counters, Snack Bars

PLAYS 500 DIFFERENT QUIZZES AT A PENNY EACH

Has two chromed free napkin dispensers, available in several standard sizes. Profits from plays should more than pay for napkins. A penny plays the Quizzette. Answer comes on next card with another quiz. Interesting—Educational.

CUTS NAPKIN COSTS • BRINGS EXTRA PROFITS

GET QUIZZETTES ON YOUR LOCATION!

Don't miss this 2-way opportunity to make extra money. Quizzette will do it. Phone, wire or write for additional interesting information.

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Cherry Bells, 5-25 \$ 47.50 ea.	Black Cherry, Rebuilt, 5-25 ... \$ 65.00 ea.
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Chrome Bells, 5-25 57.50 ea.	Golden Falls, Handload, Original, 5-25 100.00 ea.

Add \$10.00 for complete cabinet refinish.

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Standard Chiefs, Chrome, 5-25 \$95.00 ea. which the chrome has peeled and blistered, we will sell for \$75.00 refinished in Grey, Red or Blue hammerloid paint. A REAL BARCAIN.

CONSOLES

Buckley (single tube) Daily Double, 1946 \$125.00 ea.	Keeney Bonus Super Bell, 5-25 \$275.00 ea.
Buckley (double tube) Daily Double, 1947 425.00 ea.	Keeney Bonus Super Bell, 5¢ .. 175.00 ea.
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All machines guaranteed mechanically perfect. 1/3 deposit with orders.

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ONE BALLS	FIVE BALLS
CHAMPIONS WRITE	HOT RODS WRITE
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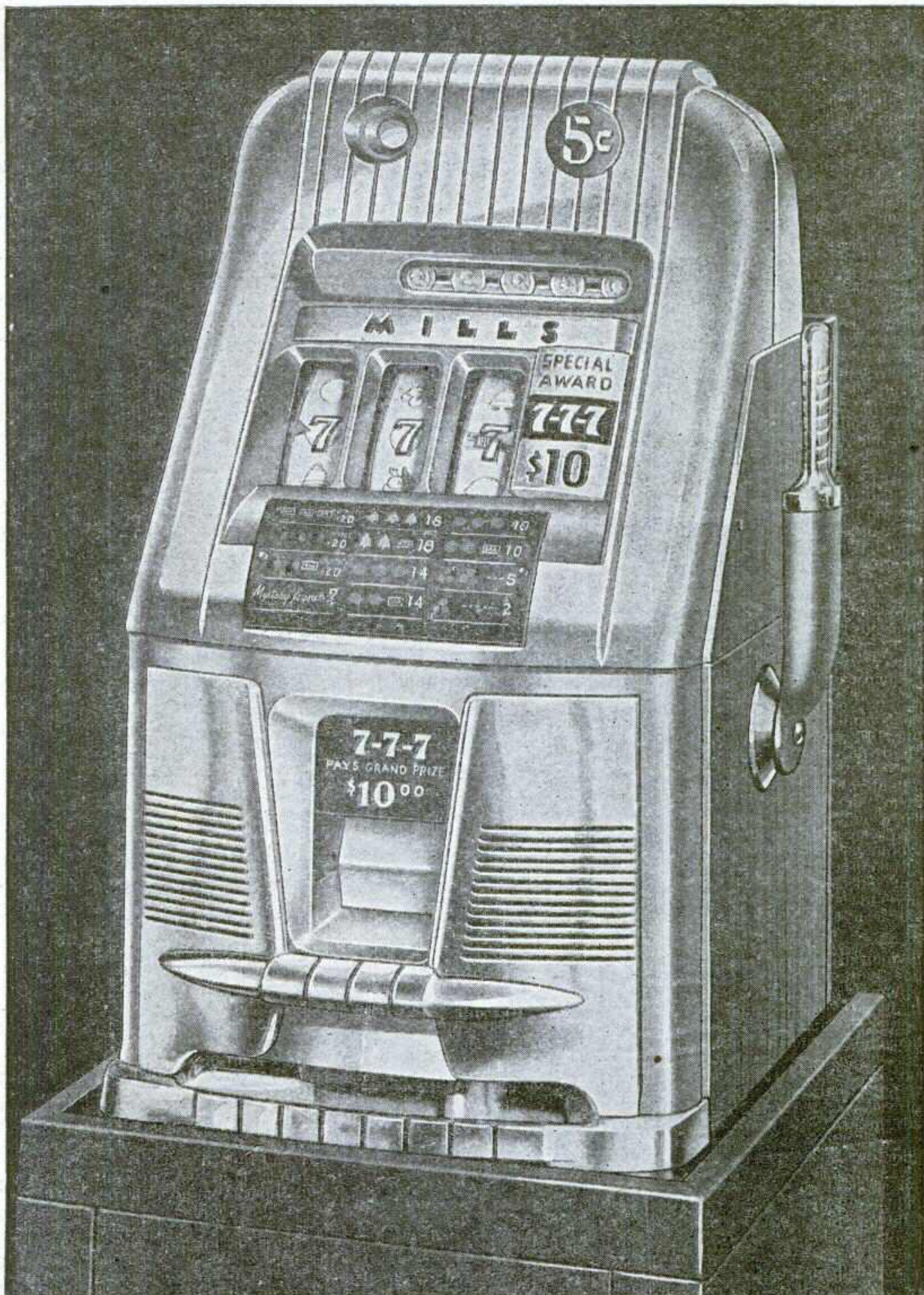
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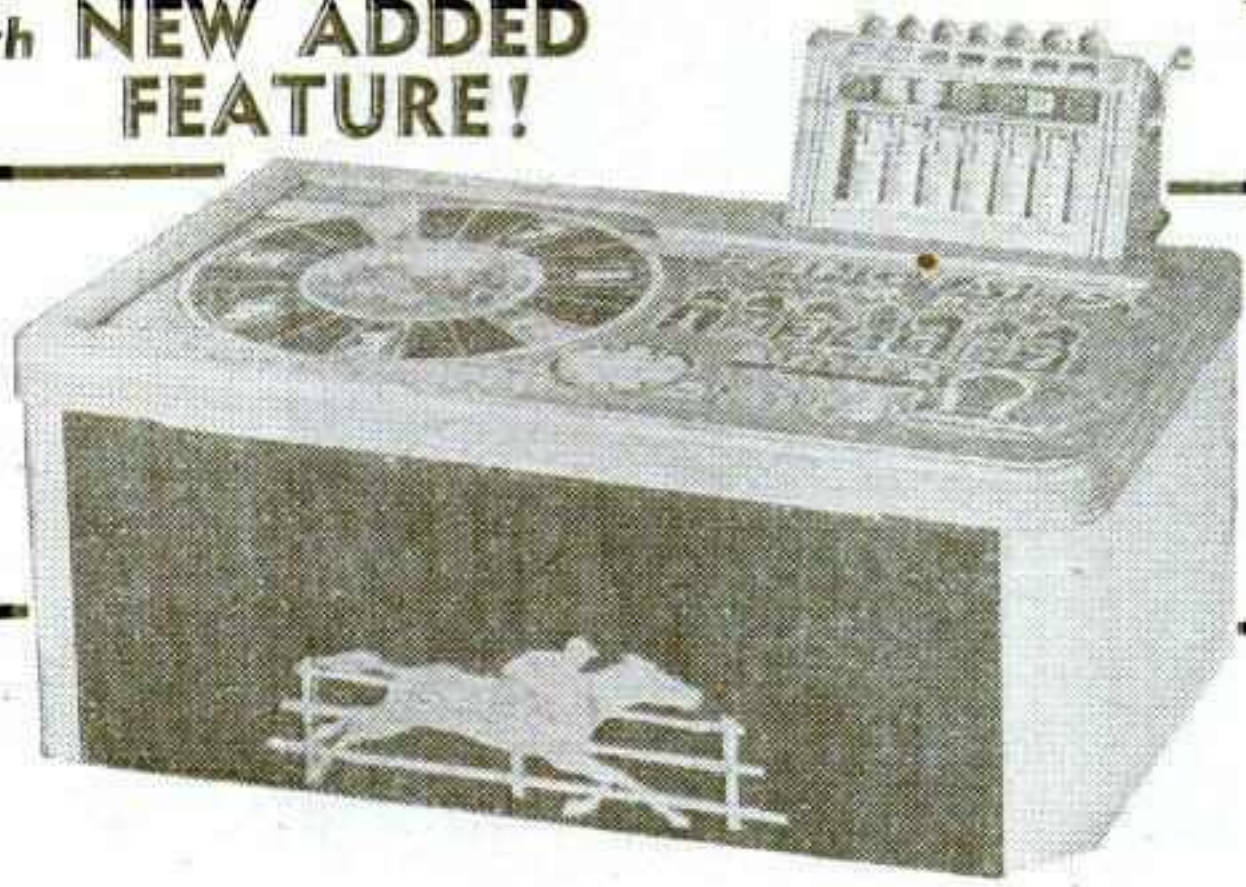
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VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!

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THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!

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SHUFFLE ALLEYS

AUTOMATIC SCORING

"KEENEY'S" TENPINS AND PINBOYS

"UNITED" SHUFFLE ALLEYS

"GENCO" BOWLING LEAGUES

"CHICAGO COIN" BOWLING ALLEY

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New and Used

5c Blue or Brown Fronts	\$ 69.50
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10c Black Cherrys	99.50
25c Black Cherrys	104.50
50c Black Cherrys	195.00
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5c Standard Chiefs	149.50
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New Mills and Jennings Slots and Consoles;	
New Safes—Single, Double, Triple Revolv-	
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COLUMBUS 15, OHIO

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3 5c Jewel Bells	each \$110.00	3 5c Black Cherrys	each \$ 85.00
2 25c Jewel Bells	120.00	2 10c Black Cherrys	90.00
2 5c Black Golds	135.00	2 25c Black Cherrys	95.00
2 10c Black Golds	140.00	1 50c Black Cherry, like new	200.00
2 25c Black Golds	145.00	2 5c Jennings Standard Chiefs	110.00
1 10c Black Beauty	180.00	1 10c Jennings Standard Chief	115.00
3 25c Black Beauties	185.00	1 25c Jennings Standard Chief	120.00
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10 Used Vest Pockets	29.50	1 25c Jennings Club Chief	135.00

10 Special Entries, each \$65.00
Just off location. All originals, all clean and like new. Jackpots on some have never been hit. Send 1/2 deposit with order, balance C.O.D.

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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.

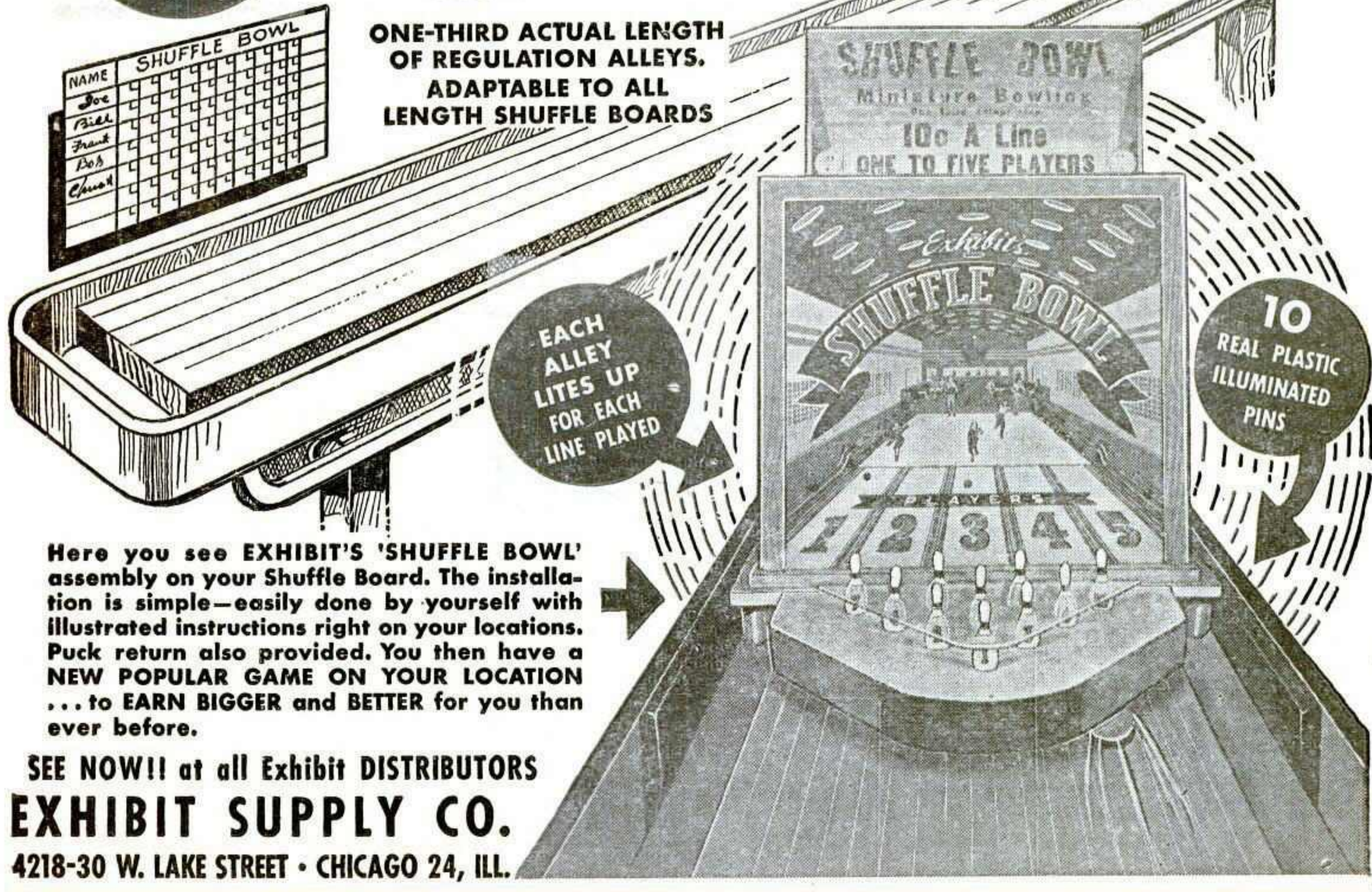
PLAY FRAME BY FRAME

NAME	SHUFFLE BOWL				
Joe					
Bill					
Frank					
Bob					
Charles					

ONE-THIRD ACTUAL LENGTH OF REGULATION ALLEYS. ADAPTABLE TO ALL LENGTH SHUFFLE BOARDS

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 BIGGER GAME ON YOUR LOCATION**... to **EARN BIGGER and BETTER** for you than ever before.

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IN
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GOTT. JUST 21
BALLY HOT ROD

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EX. SHUFFLE BOWL 209.50
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BARGAIN BOX
RUBBER MALE PLUGS
\$6.00 per hundred
Minimum Order—100 Plugs

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EVANS RACES
EVANS WINTERBOOK
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Highly Polished Copper—a MUST if you operate Shuffle Games—
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UNITED Super SHUFFLE ALLEY
Exclusive in Illinois, Michigan, E. Iowa and N. W. Indiana.
ALL PARTS
For United Shuffle Alley IN STOCK

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Reconditioned Refinished UNITED SHUFFLE ALLEY \$210.00

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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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PIN BOY... proven popularity and earning power.

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WAX	28¢ EA.	23¢ EA.	22¢ EA.	21¢ EA.	20¢ EA.	19¢ EA.

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PUCKS	Sets 100 Sets	50 Sets	25 Sets	10 Sets	Less Than 10 1/2 Dep.	Bal. C.O.D.
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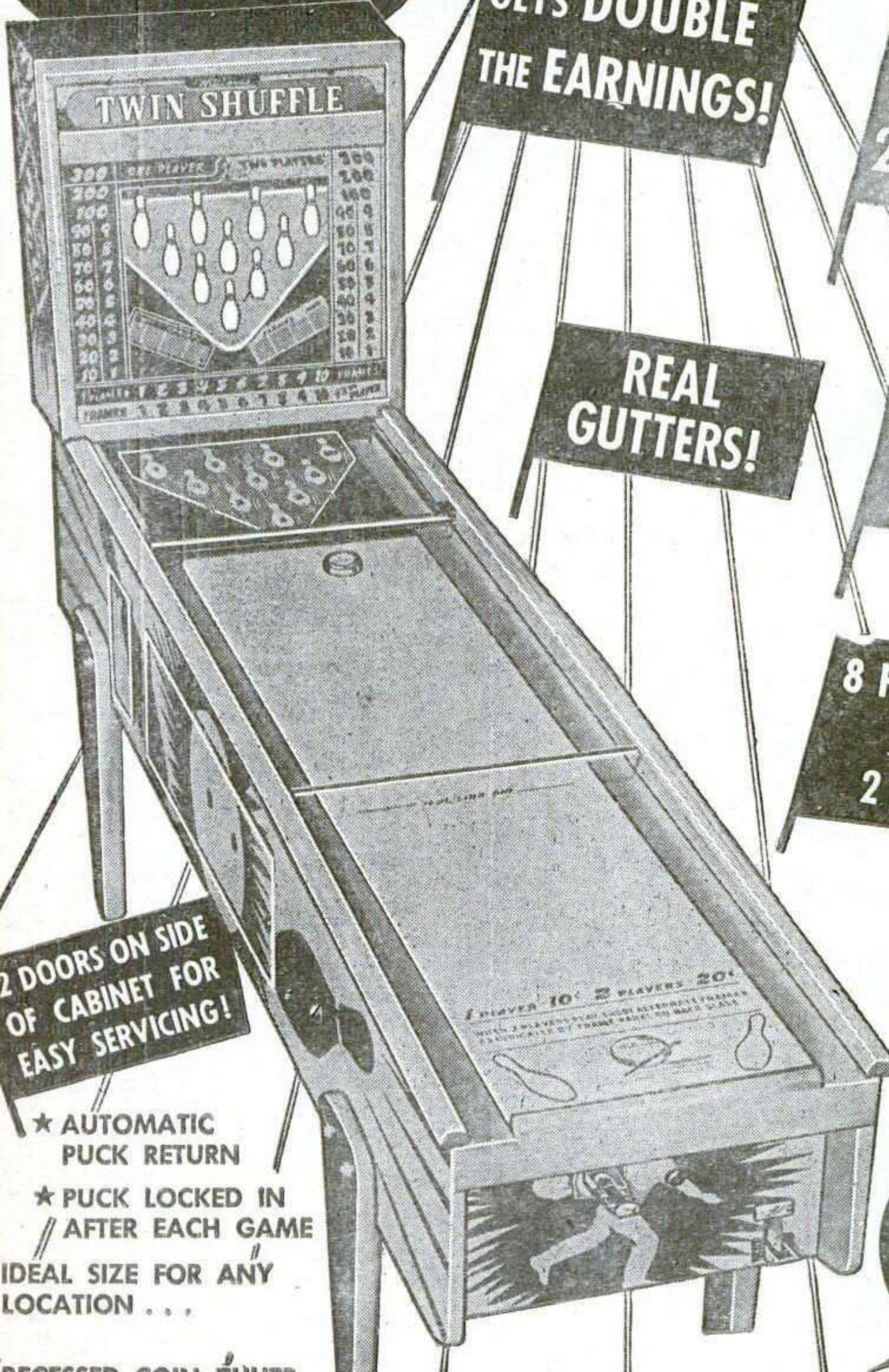
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BOWLING TYPE SHUFFLE GAME with AUTHENTIC BOWLING SCORING FOR 1 OR 2 PLAYERS!



**GETS DOUBLE
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**1 PLAYER 10c
2 PLAYERS 20c**

**REAL
GUTTERS!**

**ALTERNATING
FRAME BY FRAME
SCORING FOR
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**8 FT. OR 9 1/2 FT.
LENGTH,
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**2 DOORS ON SIDE
OF CABINET FOR
EASY SERVICING!**

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★ RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER

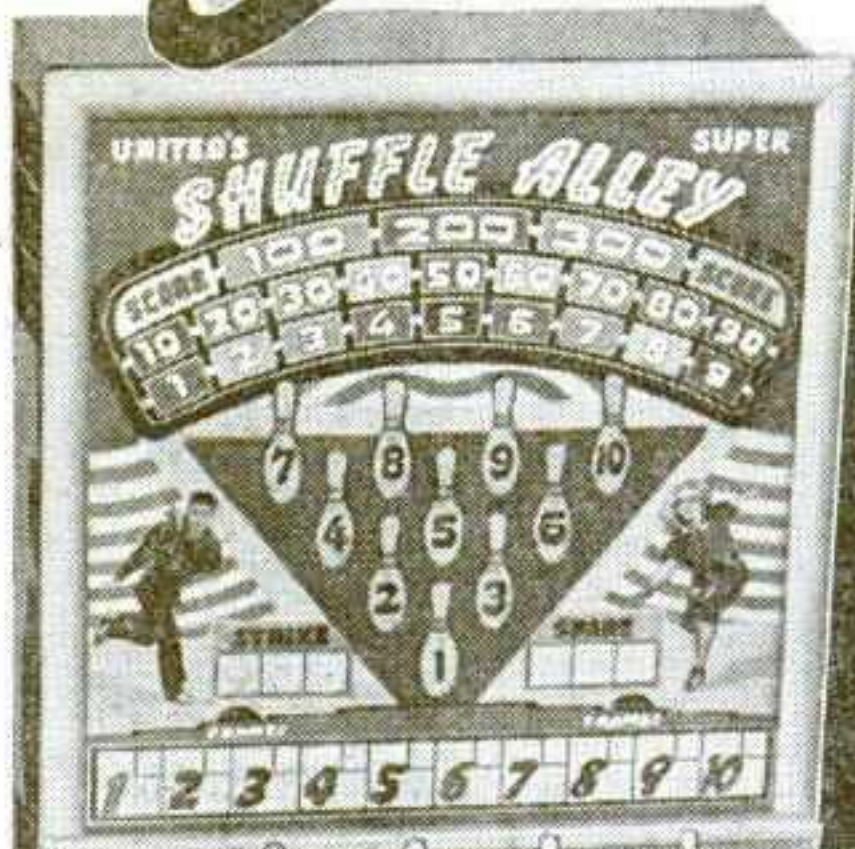
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**TERRIFIC FOR
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PLAY!**



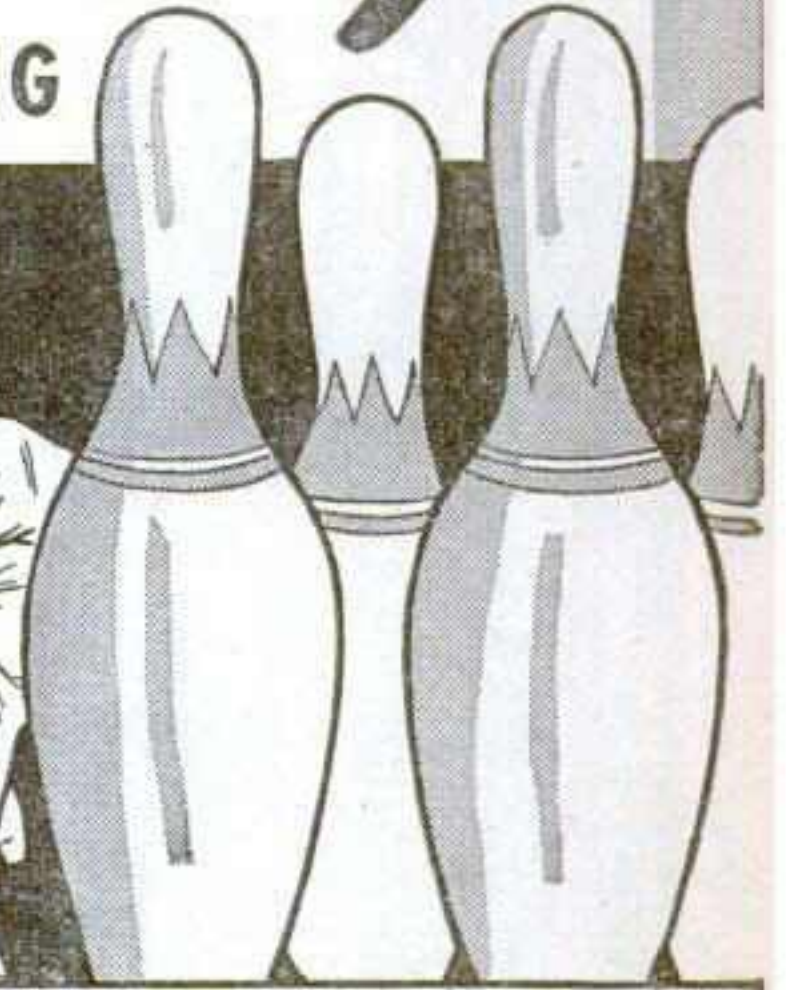
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Super Shuffle-Alley
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Entire Play Field Hinged

TWO SIZES
8 FT. OR 9 1/2 FT. LENGTHS
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NEW MODERNISTIC CABINET DESIGN

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PUCK RETURNS AUTOMATICALLY... LOCKED IN AFTER EACH GAME

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BOWL 10 FRAMES 10¢
SCORES EXACTLY LIKE BOWLING



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63" LONG—
65" HIGH—
20" WIDE!**

**ASSURES
BIG-LOCATION
EARNING POWER
IN SMALL
SPACE!**

**THRILLS OF BOWLING!
SUSPENSE OF BOWLING
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that "GOES" ANY-
WHERE—Is Welcome
EVERYWHERE!**

**SMOOTH—QUIET—
FAST PLAY!**

**ORDER FROM YOUR
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More Appeal—More Play than Games up to Twice as Big!

**ACTUAL STANDING LIGHTED PINS!
STRIKES—DOUBLES—TURKEYS
SPARES—RAILROADS—ETC!**

**FULL GAME—10 FRAMES!
FAST PLAY! Average game
requires only 2 minutes!**

**AUTOMATIC PUCK RETURN
PUCK LOCKED IN AT END OF PLAY
COMFORTABLE TABLE HEIGHT
—encourages extended play!**

**GOTTLIEB'S FAMOUS
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MECHANISM!**

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NEW

HIGH-SPEED TOTALIZER

Bally®

ENTIRE MECHANISM CONVENIENTLY LOCATED IN BACK-BOX

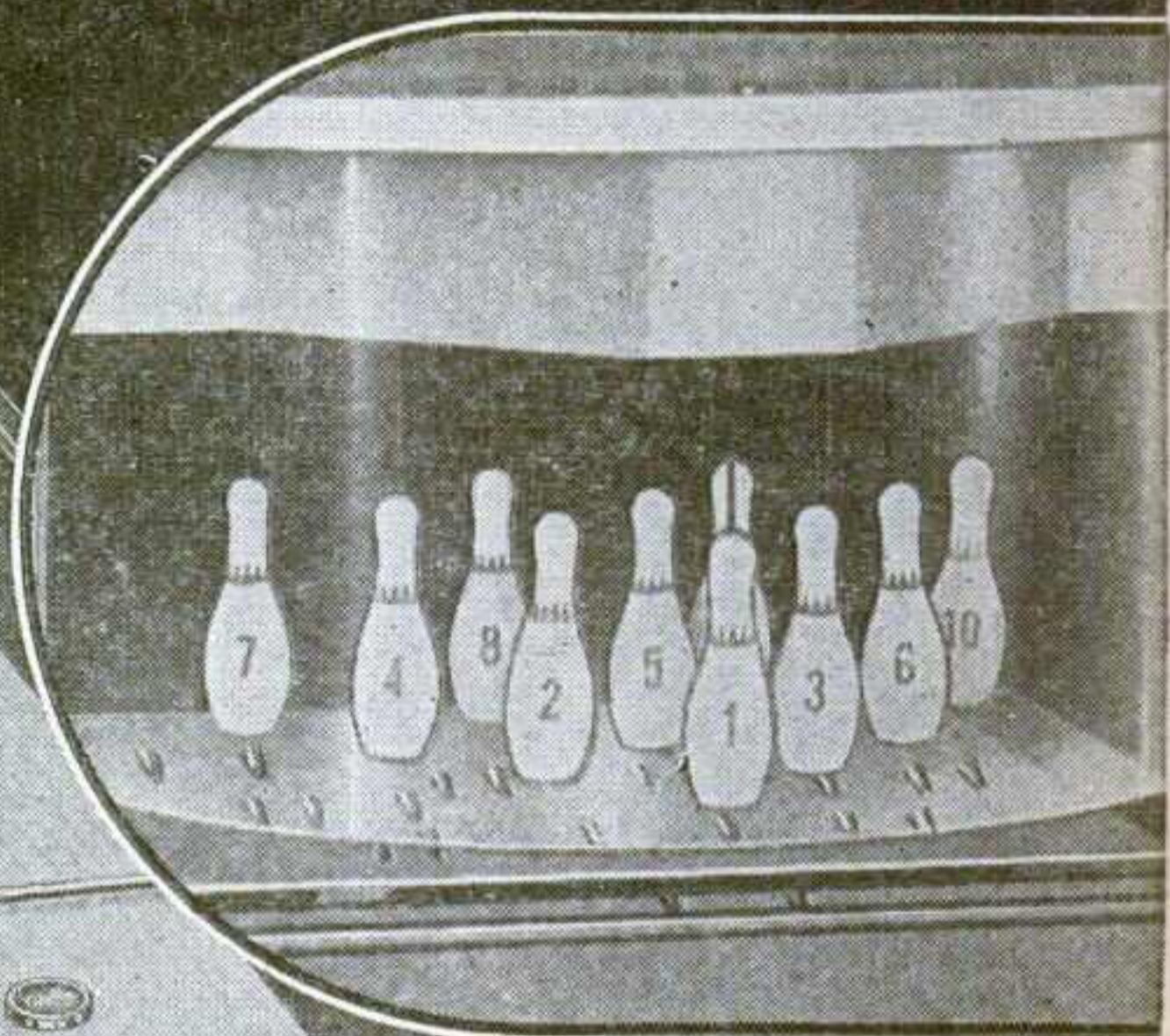
2 SIZES
9 1/2 FT. LONG
8 FT. LONG
(FOR CROWDED SPOTS)
BOTH 2 FT. WIDE

SLUG-REJECTOR COIN-CHUTE

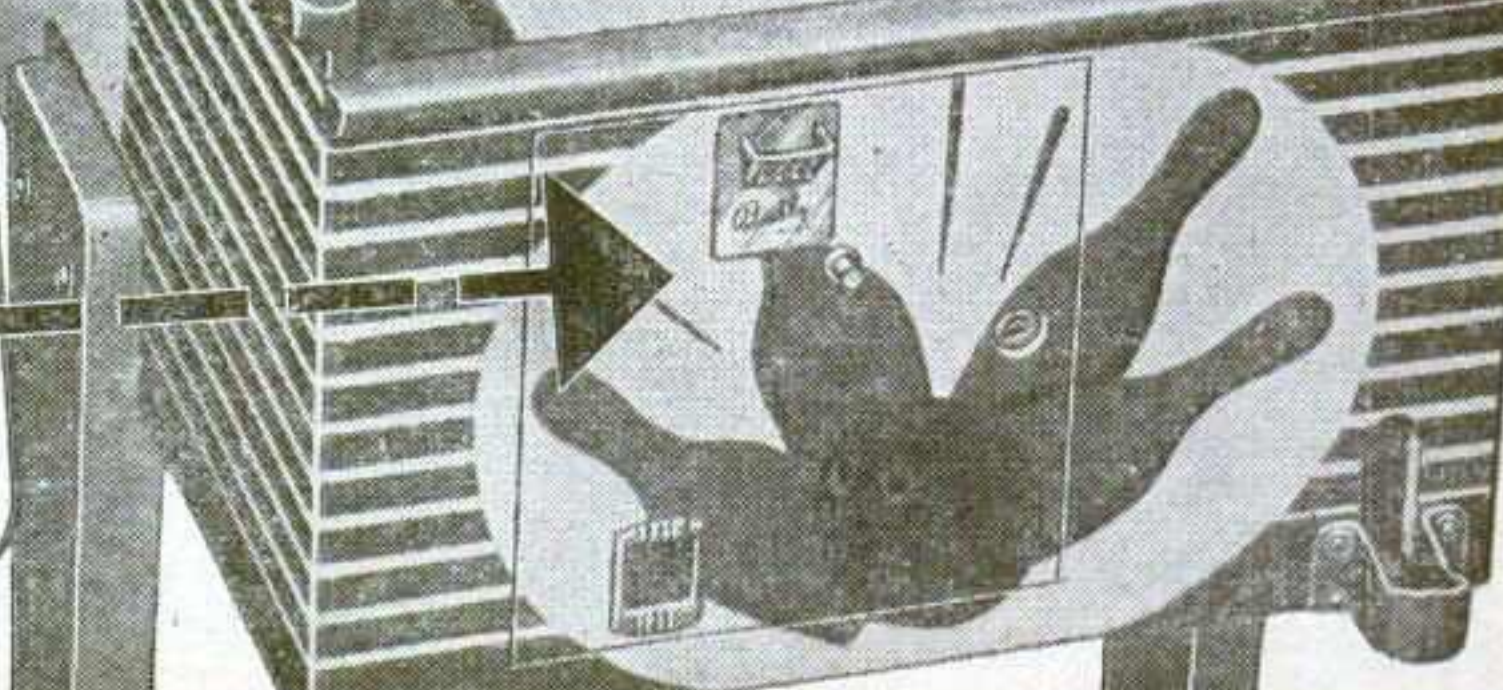
SAME AS USED ON FAMOUS BALLY CONSOLES AND ONE-BALLS

10 FRAMES 10:
OFFICIAL BOWLING SCORING

80	90	100	200	300	9	8
70	Bally SPEED BOWLER				7	7
60	STRIKES SPARE				5	5
50	9 FRAMES 9				3	3
40	1 2 3 4 5 6 7 8 9 10				1	1
30						
20						
10						



PAT. PENDING



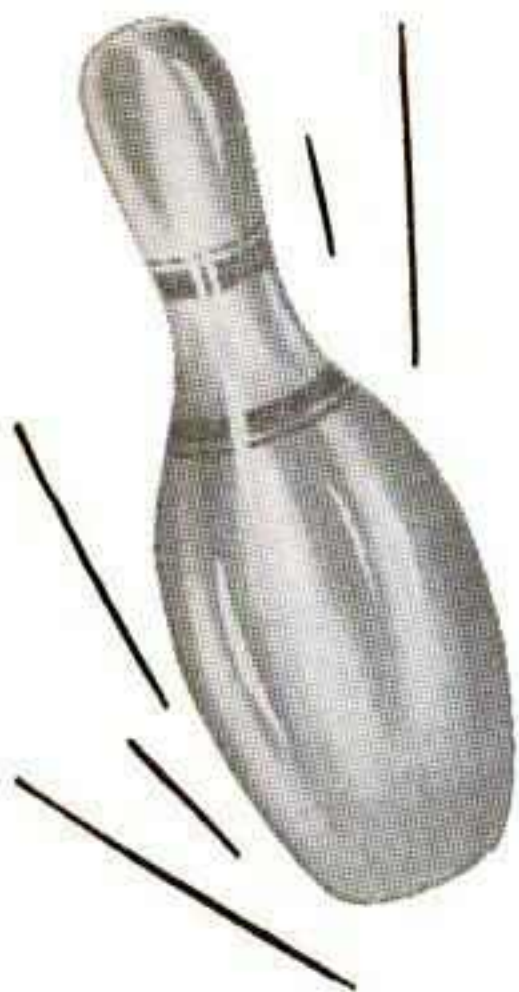
**CUTS PLAYING TIME IN HALF...
DOUBLES EARNING POWER**

SPEED BOWLER

Animated Upright PINS
ACTUALLY DISAPPEAR
as roll-overs are hit... automatically reset



All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, DOUBLES EARNING POWER . . . plus new, animated upright pins that actually flip out of sight as roll-overs are hit . . . plus SLUG-REJECTOR Drop Coin-Chute used on Bally consoles and one-ball games . . . plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order SPEED-BOWLER now. Choice of two sizes: 9½ ft. by 2 ft., 8 ft. by 2 ft. A gold mine either way!



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CHICAGO
MAY
22, 23, 24

It's Here!

THE **FASTEST**

SHUFFLE-TYPE BOWLING GAME
Ever Presented to the Industry



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PRECEDING
2 Page
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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
- JUMBO ELECTRIC MOTOR DRIVEN ILLUMINATED REELS
- NEW CABINET DESIGN

**UNIVERSAL'S
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 for
 1-BALL
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FREE PLAY
 Convertible to
 1 or 3 Ball Play.
 Also Available in
 AUTOMATIC MODEL



STANDARD—10¢ OR 25¢ CHUTE OPTIONAL

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New Economy -



The Select-O-Matic "100" Music System has proved to be the most economical music system ever developed. First, because 100 selections mean fewer changes, record life is measurably increased. Second, lighter stylus weight reduces record wear. Third, full operating power consumption is only 240 watts.

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.

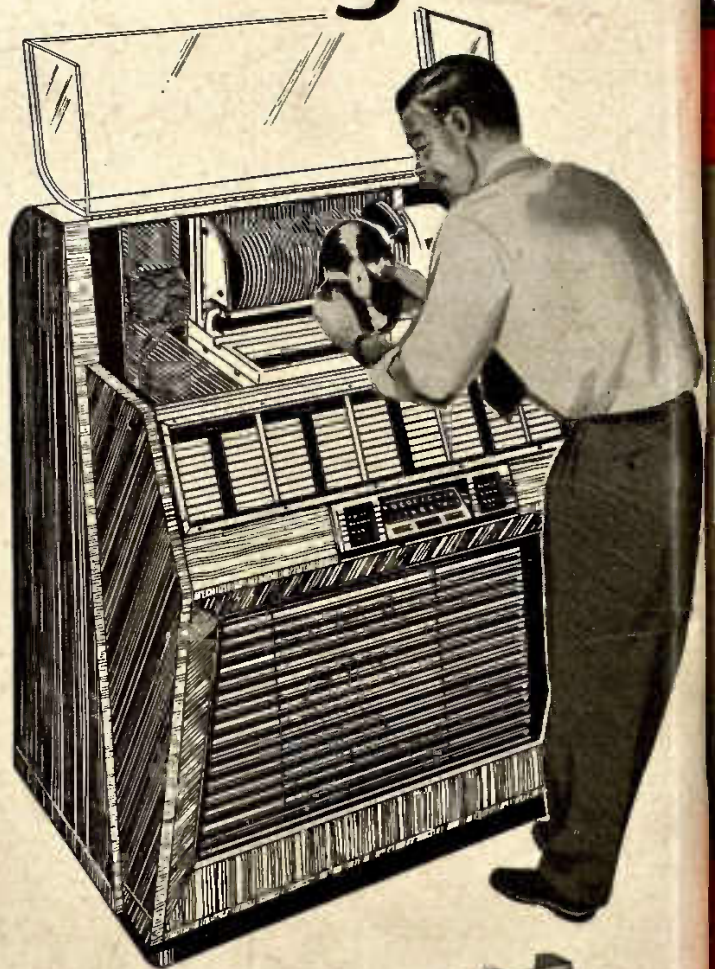
NEW ACCEPTANCE. Greater location appeal than ever. It's new! It's different! It's a boon to business!

NEW OPPORTUNITY. This sensational music system will earn the maximum potential in your locations.

NEW CONVENIENCE. 100 selections of music for guests, wherever seated—thanks to the Wall-O-Matic "100"—the most remarkable remote selection system ever developed.

NEW LISTENING PLEASURE. Music at conversational level throughout with Scientific Sound Distribution. Seeburg speakers to meet the requirements of every installation.

NEW 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

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