

# The Billboard

MAY 12, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Radio, TV, Films Whirling In Fast Industry Evolution

### CBS-TV Primes Guns, Budgets Vs. Unk Milt

Plans Variety Show Early Fall Preem To Battle Texaco

NEW YORK, May 5.—The Columbia Broadcasting System this week was braintrusting its most elaborate and expensive attempt to challenge the *Texaco Star Theater's* unchecked video supremacy next fall. In the drawing board stage there is a top-budgeted comedy variety hour stanza which is expected to be built around major showbiz names not yet signed to the network. The show would tee off in late August or early September, well before Milton Berle's return from his hiatus. CBS-TV, however, has one sponsor very interested in the show. In the event a bankroller took over, it might be expected that the net would contribute something to the cost of the program. Last season when *Prudential Playhouse* competed against Berle, reports were that the web did pay a substantial part of the costs of the house-built package.

Expectations are that Berle will be programmed in the 8 to 9 p.m. Tuesday slot on alternate weeks next fall in accord with the wishes of Texaco.

### Life, Time To Test Venders As \$\$ Pushers

NEW YORK, May 5.—Established operators may be offered new diversification opportunities should a projected vender test by *Life* magazine pan out. An experimental machine ordered from Glascock Bros., of Muncie, Ind., is due to be delivered to *Life* publishers later this month for location trial.

Unlike vending tests recently announced by *Quick* and *Readers' Digest*, *Life's* intention is to explore the potential in non-newsstand locations. The publisher, Time, Inc., is particularly interested in checking industrial outlets. [\(Continued on page 71\)](#)

### WLW-T Star Bally Ties in Coney Island

CINCINNATI, May 5.—Video outlet WLW-T, Cincinnati, is readying a hoop-la talent push this summer, via a promotional tie-up with Coney Island, local amusement park. WLW-T entertainers will make a series of regularly scheduled personal appearances at the park, beginning May 19.

Park authorities are constructing a permanent stage on the mall for the WLW-T shows, and will hold special promotions for the visiting station artists thruout the season. WLW-T's Mel Martin makes the first p.a., followed by Ernie Lee, Neal Burris and Judy Perkins.

### R-B's \$2-MIL GATE

## Garden Draw Dips, But Road Looks OK

NEW YORK, April 12.—As nearly as could be determined by a preliminary audit today, Ringling Bros. and Barnum & Bailey Circus will have played to 875,000 persons when it ends its 33-day (65 performance) Madison Square Garden appearance here tomorrow night. The figure represents a decline of about 45,000 from last year. The gross handle, pyramided by the continuing record \$6 top, is expected to fall just short of \$2,000,000, a figure the Big Show

has reportedly bested in its last two appearances here.

Show execs are happy with the results, pointing out that the entire Easter holiday period was lost and with it the patronage of children in excess of the indicated gate deficit. Last year the early exit of hockey made it possible for the Big Show to include the entire holiday period in its New York run. The record for the Garden stand was established in 1949 when attendance crowded the 1,000,000 mark. It was in that year that between 500 and 600 choice \$5 and \$6 seats were added to boost the potential performance take by nearly \$3,000 to an estimated maximum in excess of \$30,000.

#### Matinees Strong

Matinees have been strong from the start, with the ones scheduled for the last half of the run mostly approaching sellout proportions. Night houses have been somewhat lighter, but enough strong ones have been recorded to maintain the high average. Since cut rates for moppets do not apply to night sessions, it takes fewer ducat sales to rack up grosses comparable to afternoon takes.

Top circus execs reportedly had some misgivings as they readied the Garden preem, and were prepared to settle for a substantial dip in business. The \$6-\$1.50 scale was maintained, however, and it was soon apparent that the demand was for the better seats, as [\(Continued on page 43\)](#)

### 10 Million for Skelton on NBC

NEW YORK, May 5.—Red Skelton's long-term pact with Procter & Gamble, inked this week, calls for the comic to tee off his video series via film this fall in the 10 p.m. Sunday slot on the National Broadcasting Company, currently held down by the Dave Garroway show for Congoleum. The Skelton-P&G deal is said to run seven years, and will net the comic close to \$10,000,000 over that length of time, according to Skelton himself. Initial airer is sketched for September 30, with Tiede the product and Russell M. Seeds the agency.

At the same time it signed Skelton, the soap firm decided to drop two radio stanzas on the Columbia [\(Continued on page 5\)](#)

## Theater To Wreath Its Own Via Eighth Donaldson Awards

NEW YORK, May 5.—With another Stem legit season wound up (*The Billboard* clocks a Broadway season from May 1 to the following April 30), preparations for the

Eighth Annual Donaldson Awards are already in the works. The eligibility lists comprising casts and credits for all Broadway productions of the 1950-'51 season are being printed, along with the ballots which enable everybody in the theater to vote their choices for achievement accolades in 27 categories. Nearly 10,000 ballots and booklets will be distributed to the voters later this month.

This year's committee, composed as usual of prominent representa-

### Vaude Kisser Kicked Again?

NEW YORK, May 5.—The Strand Theater will close for a face-lifting job early in June, with the fate of flesh in the balance for the reopening.

The throdding will be for a month or so, top Warner brass has no idea whether house will reopen with a straight picture policy or continue with stagershow. The fact is that the old battle between exhibitors and distributors is flaring greater than ever. The exhibs are well aware that, as bad as grosses are, they're still better at [\(Continued on page 36\)](#)

### Pillar Okays Sister's Peel

HOLLYWOOD, May 5.—This town is becoming so strip conscious that it is even reflected in an advice-to-the-lovelorn column. And strangely enough, burly is upheld in this usually staid pillar of emotions and heartbreaks.

Art of stripping Thursday (3) was backed up by *The Los Angeles Daily Mirror* columnist Jane Palmer who, in answer to a gal's [\(Continued on page 41\)](#)

### HIT PARADE'S GONG RINGS UNCERTAIN SONG

NEW YORK, May 5.—Exit of American Tobacco's Lucky Strike Hit Parade from the airlines (*The Billboard*, May 5) for the summer has caused a flurry of speculation in the music business. Show leaves its National Broadcasting Company slot July 14—this being the first time in its 16-year history that it is scheduled to go off. Many pubbers feel *Parade* is a definite help in sparking sheet sales—these pubbers claiming that orders come in on Monday immediately after a tune makes the show. Other pubbers claim the show's effect on sales is exaggerated and claim to be thankful for a respite.

In some areas of the country it's claimed that customers often ask for the No. 1 tune regardless of title. The program has also had an effect on some pubbers' contractual relations with writers—some pacts specifying a bonus for the writer in the event a tune makes the show.

### Niteries Can't Pass HCL Bite

NEW YORK, May 5.—Cafes which are figuring on putting in expensive shows and passing the added cost on in increased minimums or cover charges had better do some quick recalculation in the [\(Continued on page 36\)](#)

### Hoods Invade 50 Businesses

WASHINGTON, May 5.—The Senate Crime Investigating Committee, in its formal report to Congress this week, sounded a word of warning against "gangster penetration into legitimate business." Urging legitimate enterprises to keep vigil against the menace, the Committee said it "has had before it evidence of hoodlum infiltration in approximately 50 areas of legitimate business enterprise."

The Committee singled out examples of "gangster penetration into the liquor industry, auto- [\(Continued on page 42\)](#)

### It's a Dizzy Dervish Act and No Hold Barred

All Show Business Involved; Giants Battle for Keeps

NEW YORK, May 5.—Following hard on the heels of the Lurie-Warner Bros., Columbia Broadcasting System-American Broadcasting Company maneuverings revealed last week, two other unconfirmed but persistent rumors were circulating in show business late this week.

One was to the effect that the Levy brothers, Ike and Doc, im-

For possible effects of the Warner-Lurie negotiations on the music industry, see story in Music Department.

portant stockholders in CBS, were planning to sell their web holdings, with the idea of pouring some of the proceeds into the production of original video films to be made and distributed thru their Official Films, Inc.

The second revolved about a little known tube, called the Geer, which is reputed to enable film [\(Continued on page 42\)](#)

### Park Biz Up 20% to 200% Over Last Year

CHICAGO, May 5.—Sock week-end (28-29) business that topped corresponding 1950 time by from 20 to 200 per cent was reported by major Midwest and Southern park operators.

The big week-end, which in many instances marked the opening of the funspots' season, sparked a succession of optimistic predictions as to what the year holds for parks. Sunny weather coincided with the opening in many areas, and even those places which had rain indicated prospects were bright.

Most optimistic was Edward L. Schott, president-general manager of Cincinnati's Coney Island, who told of a 200 per cent increase over last year's corresponding week- [\(Continued on page 48\)](#)

### Benny Booked for Illinois State Fair

SPRINGFIELD, Ill., May 5.—Jack Benny and his troupe, including Rochester (Eddie Anderson), have been signed for two night grandstand shows at the Illinois State Fair here, August 10-19, Hubert W. Elliott, fair's general manager, announced this week.

The Benny show, which will include a name band and a prominent gal singer, will be in for the final two nights of the fair. It will be Benny's first appearance at a State fair, Elliott said. Gene [\(Continued on page 51\)](#)



# Tokyo Mushi Mushi

By RALPH KRZYZAK

(This column appears in the second issue of each month.)

TOKYO, May 5.—The Radio Regulatory Commission has granted provisional licenses to 16 projected commercial radio companies out of the 41 that applied. Commercial broadcasting is expected to start this fall, breaking the quarter century monopoly held by the Japan Broadcasting Corporation. Two of the stations are in the Tokyo area; two, in Osaka, the balance spread over Japan's other three islands.

## JSRAC Gets Rights To American Tunes

By an agreement signed between the American Society of Composers Authors and Publishers and the Japanese Society of Rights of Authors and Composers in Tokyo recently, latter became custodian of the copyrights to about 1,450 tunes by leading American cleffers. JSRAC intends to assess a fee of 400 yen (about \$1.10) for every five minutes of public performance. But it is doubtful whether American songs will be used in local picture production. Thomas P. McNamara, resident ASCAP rep, signed the agreement with Kembel Masuzawa of JSRAC. This was the first international agreement of this kind to which Japan was a party since the end of World War II. Prior to the conclusion of this pact, Janese sponsors of commercial musical programs had been depositing fees for U. S. music with the U. S. Army's Civil Information and Education Section. Negotiations are in progress now for similar agreements with leading European societies.

## Jap's Gallup Sez Natives Prefer Foreign Films

Japanese flim audiences prefer foreign pictures to those of Japanese origin, reports Yomiuri Shim-bun, the Gallup poll of Japan. The report, recently published here, showed that 41.6 per cent favored foreign films against 31.5 per cent for local flicks. About 20 per cent of those asked were indecisive and 6.7 per cent gave no answer. The survey also disclosed that 14.6 per cent of the Tokyo population goes to the motion pictures once a month; 22.5 per cent, twice a month; 20.2, three times, and 11.2, once a week. *Destination Moon* is currently breaking records here.

## Machiko Kyo Wins Best Actress Award

Machiko Kyo has been presented the best actress award by the Eiga Sekaish (Screen World Publishing Company) for her performance in *Swareu Seiso* (Deceptive Gala) (Continued on page 41)

# FCC Counsel Calls Richards Brief "Sham"

WASHINGTON, May 5.—General counsel Benedict Cottone of the Federal Communications Commission Monday (7) will file final findings in the G. A. Richards case, demanding that the FCC reject renewal applications of Richards' three stations—KMPC in Los Angeles, WJR in Detroit and WGAR in Cleveland.

The Cottone document, which is expected to be one of the hardest hitting and most outspoken ones ever filed by the FCC's chief counsel, will ask for dismissal of a motion by Richards' counsel, Hugh Fulton, in which Fulton has called for expunging all oral testimony based on disks and transcript gathered by the FCC from Radio Reports, Inc. It was learned that the general counsel's filings will assail the motion as "a sham and frivolous, scandalous and scurrilous."

Filing of Cottone's findings will bring to a climax the current phase of the three-year-old Richards proceedings. Next step will be an initial decision by the hearing examiner. The FCC itself would then rule, subject to a possible court test by Richards if the final decision goes against him. This eventuality has already been hinted by Richards' counsel.

The Cottone findings are expected to parallel in length the 418-page proposed findings filed last Monday by Richards' counsel. The document defended the reputation of the three Richards stations and charged that the FCC failed to show that Richards had ordered slanting of news, as alleged by the FCC, and failed also to show evidence of news slanting.

Fulton challenged the FCC counsel's procedures, charged that the FCC failed to define its issues, called the Commission's allegations vague. "The issues did not specify what private views of Mr. Richards were to be made the subject of inquiry at the hearing," the proposed findings by Fulton contended. "The issues are so broad that it is difficult to imagine any question which would not in some

(Continued on page 41)

# Senate To Act On "Voice" Cut

WASHINGTON, May 5.—Senate action is due early next week on the House-passed 90 per cent slash in the *Voice of America's* \$97,000,000 supplemental appropriation. The bill was sent to the floor this week by the Senate Appropriations Committee which approved the House action by a vote 10 to 9. The House had voted the cut on recommendation of the House Appropriations Committee which, after exhaustive closed-door hearing, criticized the *Voice* for "mismanagement."

Considerable debate is expected to precede the Senate's vote on the supplemental outlay, but it appeared that the Senate will go along with the House. Some observers saw just an outside chance for an upset because of considerable pressure being exerted quietly on Capitol Hill by State Department emissaries there. If the Senate approves the slash, the bill goes to the White House. Altho President Truman has sent two messages to Congress urging passage of the entire outlay, it is considered unlikely that he would veto a bill containing the pared outlay inasmuch as his veto would kill all other outlays in the supplemental appropriation measure. The bill contains provisions for supplemental funds for several agencies beside *Voice of America*.

# Review Index

Record Reviews.....	31
Classical Reviews.....	20
Album Reviews.....	34
Legit Reviews.....	39
Night Club Reviews.....	37
Radio Reviews.....	6-7
Television Reviews.....	6-7
Vaudeville Reviews.....	37

# Highlight Reviews

## LEGIT

# Fine Cast Brightens ANTA-Wilson Confusing "Little Blue Light"

By BOB FRANCIS

It is conceded that Edmund Wilson is a first-rate literary critic and writer with ideas. He has ideas aplenty for *The Little Blue Light*, which ANTA is sponsoring as the ninth offering of its current play series at its New York ANTA Playhouse. However, it seems that, in writing a play, he has more or less put his own critical faculties on ice. It is this reporter's view that drama serves no potent purpose unless it can be understood by the rank and file of at least average intelligence. Wilson has written an esoteric, confusing mixture of satire, melodrama and symbolism, which can put 90 per cent of an audience into mental kinks just trying to keep up. And when all is said—and a great deal

is said—nothing particularly provoking comes out of it.

Wilson's gloomy outlook is focused on the state of the world in the "not too distant future," with the Reds on the far right of conservatism and minority pressure groups making liberalism a tough row to hoe. His protagonists are a crusading, liberal editor and his neurotic wife, a swish expatriate who writes horror stories and pins his faith to the old school tie, an assistant who goes over to the other camp, and a symbolic gardener who changes his nationality with each scene and remains to philosophize on the vanity of hoping for anything decent to come out of humanity. He is, of course, the wandering Jew.

Briefly, the editor sets out to combat pressure groups, but finds himself up against a sinister organization on its way to world domination via a global employment agency set-up. He must either quit or get liquidated by a blue light which reacts to explosion from emotional stimulus of its victims—a neat gadget which leaves an executioner on hunk as far as an alibi is concerned. Around this idea is woven a deal of talk—some of it admittedly witty—spotlighting an affair between the wife and the handsome assistant and the latter's selling out to the enemy. Also, there is a natural conflict between the swish and the wife, since the

(Continued on page 39)

## TELEVISION

# Lee Cobb in Excellent Portrayal Of That Painting Bum in TV Bow

By JERRY WEXLER

The widespread notion that Lee J. Cobb is a superb actor was pleaurably confirmed in his TV debut as Charles Strickland, the Gauguin protagonist of Somerset Maugham's *The Moon and Six Pence*, presented on the new hour-length version of the *Somerset Maugham Theater* Monday (30). Cobb, with his beautifully underplayed naturalistic style, conveyed to the last detail the character of the 40-year-old business man who walked out of a conventional middle-class life to "do what he had to do"; that is, to become the greatest painter of his era and to point the way for the non-representational course of modern art. In the wrong hands, the Strickland role could be fatuous and

melodramatic in the soap opera style. Here is a man who walks out on a wife with whom he had never indicated any dissatisfaction, takes over the wife and studio of an untalented hack painter who admires him to the point of queasiness, walks out on the mistress and drives her to suicide, leaves a sailor who befriended him to bleed, perhaps to death, in a Marseilles dive. Women, friends, like food and shelter, are merely commodities necessary for the physical and spiritual well being he needs in order to be able to paint. Cobb brought out all of Strickland's obsession for paint, the contemptuous disregard for love, comfort, rest, the burning impatience with the fleeting work hours and days

and months, the overweening maleness, the inner strength which made all the people he met his eager servants. He is, despite all this, completely sympathetic.

### Convincing Job

At the same time, with very little show of actual paintings, Cobb achieved the difficult feat of persuading one that Strickland was a genius. (A large failing of many books and plays about artists is that the audience is told that the protagonist is a genius, and is asked to accept this evaluation without proof.) The constant close-ups showed Cobb's face and body expressive and subtly mobile, the expressions and movements al-

(Continued on page 17)

## FILM

# Pinza's and La Turner's Talents Wasted in MGM's "Mr. Imperium"

By LEE ZHITO

Metro-Goldwyn-Mayer's *Mr. Imperium*, an unfortunate misappropriation of talent and Technicolor, will have to bank heavily on the marquee power of co-stars Lana Turner and Ezio Pinza to make it at the b. o. Picture offers little help. As Pinza's pic debut, it may jeopardize the basso's screen career thru no fault of his own. While Miss Turner is too well established to suffer from one poor film, it's disappointing to see her climb as a competent actress interrupted if only briefly.

*Imperium* has the flimsy plot of a musical but none of its saving qualities. Film hardly utilizes Pinza's great voice. Instead, the basso portrays a European prince who is about to fall in love with a young American girl (Lana Tur-

ner) visiting the Continent when his father's death sends him to the throne and her back to the States. She becomes a glamorous movie queen. Twelve years later, while she's working on a picture (whose plot, incidentally, concerns an American girl who falls in love with a king), he comes flying back to his beloved and, during a rendezvous at Palm Springs, offers to play the part of the king in her film. But before fade-out time both agree for the second time that affairs of state are above affairs of the heart. He goes back to his throne, she to the sound stages and they live happily ever after.

This dull, well-worn plot allows neither Pinza nor Miss Turner an opportunity to display acting talents. Pinza tries hard, but as

if aware that this one is not for him, appears awkward and out of place.

Those lured to the theater by the Pinza name expecting to hear a few operatic arias or a healthy selection of fine songs will find no *Enchanted Evening* in store for them. Score offers three Harold Arlen-Dorothy Fields tunes and Augustin Lara's standard, *You Belong to My Heart*. Arlen-Fields pennings include *Andiamo*, *Let Me Look at You* and *My Love and My Mule*. *Andiamo* is the best of the three, altho none hold hit promise nor is there great sales potential in the RCA Victor album version of the tunes. Songs are presented in an off-the-cuff manner sans the weight of a movieland production number.

## NIGHT CLUBS

# Legit's Mary McCarty Wraps 'Em Up in Radisson's Flame Room

By JACK WEINBERG

Mary McCarty, out of *Bless You All* as a solo, puts on a 30-minute twice nightly stanza which is the best the Radisson's Flame Room in Minneapolis has had in many a moon.

The gal has sock selling ability, top material, vivacity and graciousness—with the result that the audience is hers, to do with as she

pleases, from the moment she takes the floor.

Miss McCarty's routine consists of comedy situations and take-offs, with a couple of serious numbers thrown in for pacing. But it's the *Flaming Youth* costume number that hit hardest.

Eddie Camden's 7-piece ork does a fine job of dancing and cuts the show in top shape, with Billy Roy,

Miss McCarty's accompanist, at the piano

(Reviewed Monday, May 4)

Capacity, 150. Shows, 8:15 and 11:30. Minimums, \$1.50-\$2. Management, John Daniels Jr., general manager; Harvey McKinley, room manager; Martha Hamilton, booking; Marjorie Lundberg, publicity. Estimated budget this show \$1,500. Estimated budget last show \$1,250.

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## Columbus Discovers TV But Gives It a Genuine Whirl

By DEAN A. MYERS

COLUMBUS, O., May 7.—Television, which wasn't even formally programed four years ago by Ohio State University's Institute for Education by Radio-Television, was the paramount topic at this year's sessions, which marked the 21st year of the conference and a significant change in its name to include the new medium. TV got its foot in the door at 1949 sessions

## TV Mail Order Still Clicking, Says Persky

NEW YORK, May 5.—In comparison with figures six months ago, "TV mail order sales are three times as expensive to buy now," according to Les L. Persky, account exec for Production Services. "But the market is still alive and clicking," he added. Disputing promoter Harold Kaye's statement that the video mail order business is headed for the junk pile (*The Billboard*, April 21), Persky pointed out that his agency this month launched a \$175,000 TV advertising campaign for Hometest, mail order distributors of household appliances and furnishings.

Persky agreed with Kaye's contention that TV mail order sales are "tougher to make now," due to unethical video pitchman practices which have soured the public on all mail order products. However, the exec claims Hometest has solved the problem, via a plan to kinescope live TV pitches over WPIX, New York, using those that pull particularly well here on other TV stations across the country.

Hometest has already completed 50 three-minute kine pitches by WPIX announcer John Tillman, and the plugs have been utilized over WKRC-TV, Cincinnati, via sponsorship of a nightly half-hour movie show. Similar deals have been made with video stations in Philadelphia, Detroit, Boston, New Haven, Conn., Chicago and Indianapolis.

In Philadelphia, where Hometest is currently grossing about \$80,000 in TV sales monthly, the firm is reaffirming its faith in video mail order sales appeal by shelling out \$5,000 a week for time over WFIL-TV, Philadelphia. In the past 40 months Hometest has spent over \$150,000 with the station.

## O. G. Retains Amateur Hour

NEW YORK, May 5.—Old Gold this week decided to keep its *Amateur Hour* radio stanza on the American Broadcasting Company and signed a renewal with the web effective May 20. Lennen & Mitchell is the agency.

The new contract calls for adding 55 stations to the line-up, bringing the total to the full ABC web of 290. Reports have it that to hold the show against the biz of the National Broadcasting Company, ABC had to toss in the additional stations as well as reduce its time costs to conform with the rate cuts at NBC and Columbia Broadcasting System.

## Dancer Asks \$20,000 From Lennen, Mitchell

NEW YORK, May 5.—Ten-year-old dancer Helen Ufholz has filed suit against Lennen & Mitchell, ad agency, in Federal Court asking for \$20,000 as additional value of her services in various commercials. The complaint alleges that the agency had agreed to pay reasonable value for her services, but had paid only \$5,000 to date. Miss Ufholz, thru Elizabeth Ufholz as guardian, claims that her services were worth in excess of \$25,000. The young terper claims that between April 10, 1949, and February 1, 1951, she performed for commercials on the Old Gold *Amateur Hour*, *Stop the Music* and in a film plug.

with a pre-Institute general meeting, was installed in the regular program for first time last year, and during this year's sessions was the constant pre-occupation of all registrants and speakers.

Educators, broadcasters and speakers discussed TV from all angles, including the medium's relation to educational broadcasting, the public interest, holding audiences, planning and producing youth discussions, agricultural broadcasting, steps ahead for educators in new medium, writing and production, politics, news and education. All these were formally programed. Radio talk was definitely in the minority.

Rallying cry for educators in television was sounded at Saturday's (5) banquet meeting by Frieda B. Henneck, Federal Communication Commission member and leader in the fight for educational TV channels, who said present proposed allocation of slightly over 200 channels for education is not enough. The Commission's third notice, she said, in her opinion, "did not go far enough in providing the necessary minimum of 500 channels required for a workable, nationwide system. The last chance to secure them is at hand. Even the proposed reserva-

tions are not now permanent, and parties may come in to challenge and delete them. One thing is clear—this warning I must make—the fight for educational television is by no means over. It has just begun."

### 14 Rounds To Go

She called education's victory in the reservation of a number of channels only a preliminary one and pointed out that there are 14 more rounds in this title bout. Miss Henneck urged the educators to make sure proposed allocations are made permanent and extended; to continue the fight thru the May 7 deadline for filing comments, the May 22 deadline for counter-comments, and the days to follow June 11, when city-by-city hearings begin.

Saturday afternoon panel on television writing and production read like a who's who of TV. Ted Mills, TV production director from Chicago, directed from a Homeric 10-page outline a producer's panel composed of Fred Coe, Ralph Levy, Bernard Proctor and Worthington Miner.

### Pop Chart

Mills insisted on keeping discussions on a "why" basis and first  
*(Continued on page 8)*

## CBS Arms Against 250G Ettliger Suit

Implications Wide; Writer Worked on Audition Script Changed to "Miss Brooks"

NEW YORK, May 5.—The Columbia Broadcasting System Monday (7) will begin its defense of a \$250,000 damage suit in the New York State Supreme Court, instituted by writer Don Ettliger for services he performed in connection with *Our Miss Brooks*. The suit has manifold implications in that altho Ettliger has no contractual rights in the program, it is his claim that he was responsible for the initial development of its characters and situations and thereby blueprinted its success.

Free-lancer Ettliger was hired by CBS to write the audition script of the then titled *Our Miss Booth* (Shirley Booth was to be the star). When she moved out of the picture it was retitled *Our Miss Brooks* for Eve Arden. The network claims that Ettliger's audition script which was revised for Miss Arden at the direction of veepee and program director Hubbell Robinson is considerably different.

### Wide Ramifications

Ettliger was dismissed after his initial scripting chore, tho his agreement stated he was to write the program if it were successful. But his suit goes beyond writing fees, since he feels that his con-

tribution insured the success of the situation comedy. Were the court to uphold him, it would legally entitle writers to a part of a program they help create, regardless of contractual obligations.

Indicative of the importance with which CBS views the suit is the fact that it is using its heaviest legal artillery to battle Ettliger. Former Judge Samuel Rosenman will handle the case for the network. George Hourwich is Ettliger's attorney.

## Boyd Leaving AM, TV for Priesthood

HOLLYWOOD, May 5.—Mal Boyd will abandon the radio and TV fields to undertake studies leading toward the priesthood in the Protestant Episcopal Church. Boyd, 27, has been active as a TV packager, radio contact man for film producers and ad agency radio producer, and more recently was part of P. R. B., Inc., firm comprised of Mary Pickford, Buddy Rogers and Boyd engaged in radio-TV packaging.

Boyd founded Television Producers' Association and served two terms as the org's first prexy. Body since has become the National Society of Television Producers after merging with New York's Independent Television Producers' Association.

He intends to retain his membership in various TV trade groups while preparing himself for the priesthood. Eventual plan is to utilize his TV and vic experience in religious audio-visual work.

Boyd was admitted as a postulant for holy orders in the Diocese of Los Angeles as of April 25 by the Rt. Rev. Francis Eric Bloy, bishop of the diocese. Boyd has made application to enter a seminary this fall.

## BB PROMPTS ROGERS' TEST

NEW YORK, May 5.—As a direct result of a recent *Billboard* review (April 28) of Buddy Rogers' daytime video show over WOR-TV here, the station has scheduled a special evening audition of the program for a prospective sponsor Thursday (10), according to Mike Jablons, the show's coproducer.

Jablons says the Product Advertising Corporation requested the nighttime test after reading *The Billboard's* recommendation that the show be moved into an evening period for stronger sponsor appeal. The agency will be standing by to check rating and audience reaction Thursday when Rogers stages the special show from 7:30 to 8 p.m., with composer W. C. Handy as guest. Rogers, who also emcees DuMont's *Cavalcade of Bands*, which is sponsored by one of the agency's clients, will do the special evening airtel in addition to his regular WOR-TV daytime stint.

## Kuklapolitan Yearbook Set

CHICAGO, May 5.—Burr Tillstrom Monday (30) introduced his new *Kuklapolitan Courier Yearbook* on his *Kukla, Fran and Ollie* show on the National Broadcasting Company network. The book is a 64-page, offset printed, spiral-bound book containing more than 100 pictures about the show and the characters, a straight story of Tillstrom and how *Kukla, Fran and Ollie* came into being, four songs, three pages of contributions, and sketches about each of the characters.

The book will sell for \$1. Plans so far are to sell it only to people who write in and to by-pass bookstores and newsstands. Tillstrom published the book and, with Beulah Zachary, producer of the show, supervised details of gathering material, getting the book together and handling printing and distribution. There is no tie-in with his four sponsors or the agencies, but all the sponsors and their products are mentioned in  
*(Continued on page 8)*

## CONGRESSIONAL KUDOS

## TV Gets 'Major Credit' In Crime Probe Report

WASHINGTON, May 5.—Prestige of TV and radio is soaring to new heights on Capitol Hill as result of the Senate Crime Investigating Committee's formal accolade to TV-radio this week in the committee's interim report to Congress. The committee's boost for TV, unparalleled in any previous congressional document, glowingly gave video "a major part of the credit" for the committee's public impact.

"Television can undoubtedly be a tremendous power for good; as a means of public education it is superb," said the committee in its report. The report recommended that a "code of congressional procedure should be worked out" for TV's use in the future.

"The committee recognizes that a major part of the credit for the vital impact of this committee's most recent hearings on the public was due to the televising of the sessions," stated the report. "Never, prior to that time, had a congressional hearing received such a public airing or viewing, nor before such a huge audience. It has been estimated that the hearings in New York were watched by upward of 30,000,000 persons."

TV's role in special events coverage here is expected to feel major effects from the committee's comments. The comments have come amid House Un-American Activities Committee's ban on TV and newsreels in covering the currently recessed hearings on Communism in Hollywood.

### Many New Factors

The committee noted in its report that use of TV "involves seri-

ous consideration of many new factors," and listed as one of these "the possible invasion of the rights of privacy—a claim which was raised by several witnesses who refused to have their faces screened altho they did not object to the broadcast of their voices  
*(Continued on page 8)*

## FCC Weighs Proposals For Video Allocations

WASHINGTON, May 5.—Federal Communications Commission found itself bogged down more uncomfortably than ever as referee of a pitched battle between industry and educators over reservation of educational TV channels as communications poured in by the hundreds today on the eve of Monday's (7) deadline for comments on the Commission's proposed new TV allocations plans.

Educational institutions and related groups, headed by the Joint Committee for Educational TV, staged a mass pressure movement in the last-minute filing, outnumbering industry comments substantially and sounding the clarion for at least as many TV channel reservations as proposed by FCC, and even more channels if they can be spared. Most of the educators regretted that no very high frequency reservations were proposed. The Commission's plan proposed reservation of approximately 10 per cent of the TV ultra-high frequency spectrum for non-commercial education whenever

## Schlitz Books Films for 46 ABC-TV Outlets

NEW YORK, May 5.—For the first time, film will be programed on an extended network—46 stations—when Schlitz fills its *Pulitzer Prize Playhouse* slot with 13 movies this summer on the American Broadcasting Company's facilities. The largest network of old films previously was five stations on ABC.

Schlitz also is going out and buying its film package from different distributors so as to put together the strongest possible show. It reputedly is paying 15G a film, considered a record price for one sponsor. The client, thru its agency, Young & Rubicam, feels that if it attempted to program a live show of similar quality, it would have to put up at least the same amount of dough.

## Big Show Ends Run Until Fall

NEW YORK, May 5.—This week's edition of *The Big Show* wraps up the first season of the National Broadcasting Company's muskudoed extravaganza even as plans were being laid for the fall resumption September 29. First three shows, skedded to be taped in London, Paris and Berlin, call for ferrying a load of American talent to those cities, along with chief writer Goodman Ace and producer Dee Engelbach. Local and G.I. talent in those cities also will be used.

Invitations are being extended for the junket to Fred Allen, Portland Hoffa, Judy Holliday and Jimmy Durante, as well as femsee Tallulah Bankhead. Further plans await acceptances.

## RCA Begins TV Color Tests

NEW YORK, May 5.—Radio Corporation of America Wednesday (2) began transmitting color TV signals from the Empire State Building. Observers claim that reception of the signals on black and white sets demonstrated to interested sponsors that the current set owners would not be lost as an audience should RCA color become commercial.

Advertisers, however, will not be allowed to buy time for RCA color until the Supreme Court decision on color decides which system should prevail. An RCA spokesman said the demonstrations will continue, but not on a scheduled basis. The signals were not telecast on WNBT. They were sent from the National Broadcasting Company's experimental outlet, KE2XJV, using Channel 4.

the educators want to put them to use. Several institutions indicated readiness to start TV as soon as the freeze is lifted.

From the industry side, a big batch of comments opposed educational TV channel reservations of any kind. Some offered the concession that reservations might be okay if a deadline were stipulated; the proposition was made that the reserved channels be made available for commercial use if educators failed to occupy them after a stipulated time. Also from the industry side, a number of stations affected by proposed commercial channel switches in the VHF range surprisingly offered no opposition to the switch despite the fact that shifts would cause them some expense and other inconvenience. For instance, WSYR-TV, Syracuse, registered no objection to a switch from Channel 5 to 3.

All parties will be given until May 22 to file replies, and the present timetable calls for start of hearings on June 11.

## Samuels Joins Wm. Morris TV

NEW YORK, May 5.—Frank Samuels Friday (4) resigned his post as vice-president of the American Broadcasting Company's Western division to head an expanded television department for the Hollywood office of the William Morris Agency. Samuels but-toned up the deal with Abe Last-fogel, WM partner, who was here this week.

Indications are that, with the addition of Samuels, the Morris office plans to put into effect a plan whereby its agents will take part in actual TV time sales far more than had been the practice in radio. Samuels is known as a crackerjack salesman who served in that field thruout his career until he took over his administrative post for ABC. He is understood to have recommended to ABC that Don Tatum, Don Lee attorney, take over as his successor, and Ernest Felix as general manager.

## Fatima May Drop "Stork"

NEW YORK, May 5.—Indications this week were that Liggett & Myers would drop *Stork Club* at the end of its current cycle. The TV program is on the Columbia Broadcasting System's web Tuesdays and Thursdays, 7:45-8 p.m. The sponsor, however, will retain the time for its Fatima division.

The opinion is that the cigarette company is dissatisfied with the rating that the Sherman Billings-ley stanza has racked up. When compared with the *Perry Como Show* the sponsor feels the program is not pulling its weight. If the program were canceled it would represent a considerable loss to the web, since its packaging division spent about 75G alone to build another cub room at the *Stork Club* for the show's emanation.

## Skelton Inks 7-Year TV Deal With P&G

• Continued from page 1

Broadcasting System, Skelton's a.m. series, and *The FBI in Peace and War*. Skelton will do no radio at all next year, according to a top P&G official. P&G also moved to add to its daytime TV line-up with the addition of another video soap opera. This one, to be titled *The Search for Happiness*, is to be built by the Biow Agency, with no network or time slot decided as yet. Skelton's pacting highlights a continuing trend, paced by Milton Berle's 30-year deal with NBC, for

## Y&R on Hunt For Levers, GF Fall TV

NEW YORK, May 5.—Young & Rubicam this week began to search for fall daytime TV programs for Lever Bros. and General Foods. The latter client now programs Bert Parks on the National Broadcasting Company's video network Mondays, Wednesdays and Fridays, 3:30-5 p.m., but Parks is unwilling to go across the board because of his heavy work load. The agency therefore is looking for a stanza that would complement him.

Lever Bros. probably will watch Herb Shriner closely this summer when he replaces Arthur Godfrey's *Talent Scouts* on TV for its Lip-ton's tea division over Columbia Broadcasting System. In the event he performs capably he may be moved into an across-the-board daytime video strip for another product in the fall. Otherwise the search will continue.

General Foods, also thru Y&R, is considering a show titled *Who's Who* to replace *The Goldbergs* this summer for its Sanka division. Audience-participation stanza is a Y&R-built show, produced by Lester Lewis and would feature Phil Baker as emcee.

## WJBK DRAWS CONFESSIONS

DETROIT, May 5.—Acting as a public finger of conscience, WJBK, Detroit, was responsible for two young hit-run auto killers surrendering to the authorities, according to statements by Detroit police officials. An especially outrageous fatal accident was publicized hourly by the station in newscasts and given vigorous commentary by the jockeys.

Result was a public attitude that influenced the youths to decide to turn themselves in.

## Set 'Sea Hound' As AM Series for ABC Saturday Slot

NEW YORK, May 5.—A revival of *The Sea Hound* as a weekly adult radio adventure drama has been set by the American Broadcasting Company. The show, packaged by Eugene Jordan, wound up a career as a kidstrip some four years ago. Show goes into the 8 p.m. Saturday slot May 19, replacing *Shoot the Moon*, which is being dropped.

Unusual angle on the show is its adaptation of an idea much utilized on TV. Where the visual medium has used film clips of actual locales for authenticity, the AM stanza will take a tape recorder to various places to capture authentic sound qualities.

# CBS IN CROSSCURRENTS OF SALES, CANCELLATIONS

## Summer Dog Days Seen Ahead of Net, Altho Some Slots Will Be Gobbled

NEW YORK, May 5.—The cancellation this week of Frank Sinatra, Early Wrightson and a 15-minute weekly segment of Garry Moore, by Bulova, Masland and Junket, respectively, has brought to a total of two and one half hours the time dropped by sponsors on the Columbia Broadcasting System's TV network. Another 30 minutes is likely to be discarded soon by Nash. On the positive side, however, one half-hour slot was sold to Arrid for alternate week sponsorship, the *Ladies Home Journal* has bought six 15-minute segments of Garry Moore for a special promotion, and Pepsi-Cola has picked up the Sinatra slot for a new half-hour show starring Faye Emerson.

Others which recently went under the client's axes were Bigelow-Sanford's *Bigelow Theater*, and General Mill's two half-hours of Betty Crocker. Nash Motors already put the skids under its *Airlyte Theater*, this slot being the one which was sold to Arrid. Now Nash-Kelvinator is virtually certain to cancel *Star of the Family*.

### Peddling Problems

While the trade feels that there will be little trouble in peddling

some of the time slots, opinion also is that a few will present problems. Among those periods which they claim won't be too hard to move are the Bigelow slot, Sunday 6-6:30 p.m., and the Betty Crocker periods, Tuesdays and Thursdays, 3:30-4 p.m.

But many may be vacant, especially during the dog days. Garry Moore now will have a wide open across-the-board 1:30-1:45 strip. Corn Products will shift into the Junket time Thursday afternoons 1:45-2. CBS it is believed, may have difficulty selling the Friday night 10-10:30 period now occupied by Nash-Kelvinator, because of limited station clearances available and similar trouble with the half-filled Thursday 10:30-11 p.m. seg for the same reason.

Bulova's cancellation of Sinatra presents a different problem. The network has to decide whether it wishes to pay the singer another 300G a year for his radio and TV services. The considered belief is that it will let Sinatra go in the direction of the American Broadcasting Company, which is making overtures to him.

The opening up of so many time slots has a virtue in that the network can now experiment with

TV sustainers. CBS last week gave Jean Carroll a one-shot try-out; next week it does the same for a new Goodson-Todman package called *It's News To Me*, which features John Daly.

But because of the Federal Communications Commission's freeze, the web still is facing a buyer's market, and come next fall the probability is, according to insiders, that clients will have to buy what's available.

## NBC Awaits First Reaction To Rate Cut

NEW YORK, May 5.—Affiliated stations of National Broadcasting Company were being watched carefully for reactions by the web this week, following the long-awaited adoption of a radio rate cut. NBC President Joseph McConnell spoke directly to the affiliates via closed circuit Thursday (3), to break the news to them personally and to request them to put the slash into effect July 1, when the Columbia Broadcasting System rate revision also takes effect. Similar action is expected directly from the American Broadcasting Company.

The NBC affiliation contract provides that stations must receive 90-day notice from the web on rate changes. McConnell requests that the August 3 effective date necessitated be waived in favor of July 1. The cut, approved by the NBC Stations Planning and Advisory Committee in an all-day session, calls for a 10 per cent reduction from 1 to 8 p.m., and a 15 per cent cut from 8 to 10 p.m. This differs from the CBS slash only in that the CBS 15 per cent reductions went to 10:30 p.m.

## FCC Faces Capitol Hill Fire as Slash Is Voted, Red Probe Nears

WASHINGTON, May 5.—A full-scale Capitol Hill battle over Federal Communications Commission's policy, issues and personnel is in the making, touched off late Friday in a surprise House vote for a \$575,000 slash in the FCC's appropriation. The cut, engineered by

Rep. E. E. Cox (D., Ga.), was voted significantly soon after Rep. Bernard W. (Pat) Kearney (R., N. Y.) indicated readiness to press for passage of a bill for a full-dress inquiry into FCC by House Un-American Activities Committee. Kearney is a member of that committee.

At the same time, the House Interstate and Foreign Commerce Committee prepared to strike still another blow at FCC. The committee is expected to vote a revised version of the McFarland bill to reorganize the commission. Chairman Wayne Coy, of FCC, has strongly opposed the McFarland bill. The House committee is expected to insert some modifications, but not enough of them to make the bill palatable to Coy.

The Capitol Hill developments came as the FCC announced it was putting into effect a long-heralded major step in its functional reor-

ganization. The commission said a new Broadcast Bureau will be established June 4 with Curtis B. Plummer, present chief engineer of FCC, as head of the new bureau. Plummer's successor as chief engineer has not yet been determined. The Broadcast Bureau will embrace five divisions—an aural

(Continued on page 8)

## "COMEDY HOUR" IN THREE-PLY SWIRL

### NBC-TV's Wednesday Night Show Faces Fall Shifts on Talent, Format, B. R.'s

NEW YORK, May 5.—A National Broadcasting Company TV executive this week revealed that a wide-open status exists with regard to next fall's plans for the Wednesday night *Comedy Hour*. The situation is considered extremely fluid as to format, talent and the sponsor line-up, with changes likely in all three.

Motorola, for example, will reach a decision next week as to whether to return as one of the bankrollers in the fall. Of the other two sponsors—Norge and Pet Milk—the former's sponsorship is also shaky for the same reasons as Motorola's; both clients have production problems caused by shortages of materials, which may be further accentuated as the defense program steps up its production pace.

The talent problem is caused by format and origination considerations. All of the four most active comedians, Ed Wynn, Danny Thomas, Jimmy Durante and Jack Carson, are said to prefer to work from the Coast. This means that NBC-TV must set up facilities for

filming or pay a heavy tariff for cables.

The web also is said to be considering cutting the 8 to 9 p.m. time to make two half-hour slots. The *Comedy Hour*, the prestige and ratingwise a good investment, has been a great expense to NBC-TV. Several web execs see a less pretentious line-up as necessary in a period when the network may start cutting some costs.

## CBS Seeks To Shift TV Slot

NEW YORK, May 5.—Columbia Broadcasting System this week was engaged in a concerted effort to move the alternate week *Live Like a Millionaire* video show, sponsored by General Mills, into a different time slot out of 9 to 9:30 Fridays. The slot following *Mil-lionaire* is open on alternate weeks, and CBS has had several offers

(Continued on page 8)

## MORENCY TAKES HEALTH CHAIR

HARTFORD, Conn., May 5.—Paul W. Morency, vice-president and general manager of WTIC, Hartford, has been named Greater Hartford chairman of the Mental Health Campaign being conducted during May. Morency heads the Affiliates' Committee, which is seeking to prevent further downward movement of network rates.

## Don Lee Options MBS Negro Seg

HOLLYWOOD, May 5.—Don Lee Broadcasting System, local Mutual Broadcasting System affiliate, has optioned what is believed to be the first all-Negro radio program in this area. Audition package was set up by Walben Productions and features top names in the rhythm and blues field. Asking price on a national hook-up is \$6,000. On a local open-end basis, it is being peddled for \$300 on a 13-week pact. Half-hour show is packaged on a one-shot deal for \$810. Guy Ward will produce-direct.

Dry-run platter had r. & b. attractions Roy Milton, Camille Howard, Jimmy Witherspoon and Emsee Leonard Reed. Talent like Ruth Brown, Dinah Washington, Little Willie Littlefield, Joe Liggins, Pee Wee Crayton are set for subsequent shows. All programs will be transcribed here and in New York. Don Lee is speculating with the show on a local basis only.

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"RADIO'S HERE TO STAY"

Pulse Figures Show Indie Ratings Rise as Nets Dip

NEW YORK, May 5.—Altho network radio listening in New York has been hard hit by TV during the evening hours, a survey made by The Pulse, Inc., shows that indie radio stations here not only are holding their own, but actually have increased their audiences over the past two years.

Commenting on the figures, which compare radio listening in New York during the months of January, 1949, 1950 and 1951, General Manager Norman Boggs, of WMCA, local indie, said that "the radio industry is not network broadcasting, but it is made up of many independent stations. So long as the independent stations continue, as shown in these figures, to deliver more listeners for the advertisers' message, then you may be sure that radio is here to stay."

Boggs also said that the AM indie is "not afraid of TV," tagging video as just "another medium that can't replace the independent radio station." Other indie station execs also showed elation over the findings, which they said bear out their contention that, despite tele, more indie AM listeners are being exposed to the messages of sponsors on those outlets.

Following is a breakdown of The Pulse's survey:

Table with columns: Time, 1949, 1950, 1951, '51 vs. '50, '51 vs. '49, TOTAL INDEPENDENT AUDIENCE, TOTAL NETWORK AUDIENCE. Rows include 7:00 p.m., 8:00 p.m., 9:00 p.m., 10:00 p.m. with various time slots.

Additions to Videodex National Ratings Charts for March

NEW YORK, May 5.—The following five Sunday TV shows were erroneously omitted from last week's Videodex listing of daytime shows, which bore the March national ratings:

Table with columns: Program, Net, Time, Sponsor, Agency\*, Videodex Rating, Homes Reached (000's), No. of Cities. Rows include Super Circus, Gabby Hayes Show, Versatile Varieties, Magic Slate, Ranger Joe.

\*The names of advertising agencies for which abbreviations are used are as follows: HH&McD—Henri, Hurst & McDonald S & M—Sherman & Marquette

Hence, the actual order of weekly daytime shows with their March ratings should be: (1) Super Circus, 25.9; (2) Big Top, 24.2; (3) Zoo Parade, 20.9; (4) Gabby Hayes Show, 13.5; (5) Meet the Press, 11.4; (6) Versatile Varieties, 8.1; (7) I Cover Times Square, 8.0; (8) Two Girls Named Smith, 7.4; (9) Magic Slate, 6.6; (10) Ranger Joe, 5.1; (11) Theater of Romance, 5.0; (12) Bob Considine, 2.6; (13) Faith for Today, 1.4, and (14) Susan Adams, 1.3.

Columbus Discovers TV

Continued from page 4

inspected commercial television in an attempt to find out what makes popular entertainment popular and then explored new avenues of approach to TV which can or should be popular. Mills listed the following points of popularity for variety-comedy shows: Action, familiarity, sex, comedy, name guests and theatrical excitement.

In the field of drama he listed a strong story, simplified characters, conventional settings, simple dialog and familiarity as the points which make this an extremely popular program type. As to how to inject high quality into TV productions, Mills felt that Coe and Miner had used camera and lighting board as creative instruments, and many another director hasn't used them sufficiently in that manner.

Politics and TV

In another Saturday afternoon session the burning topic of politics and broadcasting was discussed, with the radio heads of the

Republican and Democratic national committees on hand as speakers. Edward T. Ingle, the GOP man, declared that a candidate who ignores radio, and more especially television, is inviting "political suicide." He said a political broadcaster must make use of "new techniques and fresh ideas if he is to survive in this highly competitive specialized field of mass communication."

On the Democratic side, Kenneth D. Fry urged the broadcasters to help build better political programs. He pointed out that the broadcaster is partially responsible for the public interest in politics and he should share with the politician the building of programs in that sphere.

For the first time in its 15-year existence, American Exhibition of Educational Programs made no awards to national networks. Dr. I. Keith Tyler, Institute director, pointed out that Peabody Awards were functioning in that area, and hereafter the Exhibition would make its awards only to regional and local stations.

CBS Seeks Shift

Continued from page 5

for the full hour slot, were General Mills to vacate.

But the breakfast food company is stubbornly resisting network pressure and unless CBS-TV can come up with a time period as acceptable, it may find General Mills intransigent. If successful, CBS not only would be able to sell the time, but it also would probably maintain the dramatic mood set by Ford Theater, the alternate week 9-10 p.m. program. Live Like a Millionaire is an audience-participation show.

SPADE COOLEY HOBLES HOPPY

HOLLYWOOD, May 5.—For the first time since Hopalong Cassidy galloped into local TV channels he slipped from the No. 1 rated show spot, unmounted, according to Tele-Que, by Spade Cooley. Tele-Que's April 1-7 rating gives Paramount's KTLA the dominant position in the L. A. area with the top five shows and seven of the top 10. American Broadcasting Company's KECA-TV holds two of the top 10, while National Broadcasting Company's KNBH scores only with Texaco Star Theater. Columbia Broadcasting System's KTSL doesn't show up in the first 10.

Table with columns: Program, Rating. Rows include Spade Cooley, Cassidy, Ina Ray Hutton, The movies, Harry Owens, The Lone Ranger, Fireside Theater, Texaco Star Theater, The Ruggles, Charlie Chase, Comedy.

Kuklapolitan

Continued from page 4

the text and represented in at least one picture.

First printing order was for 10,000 books. Tillstrom decided to publish the book after his free-distribution newspaper, the Kuklapolitan Courier, hit 200,000 circulation and became too heavy an expense.

GOOD WILL BUILDER

AFRS Tops "Voice's" Public Relations Job

HOLLYWOOD, May 5.—If overseas mail, reports from foreign countries and servicemen's views are any criteria, then Armed Forces Radio Service, with its comparatively meager operating budget of \$1,500,000, is doing a far better job of public relations than Voice of America. Voice this month saw its request for a \$97,500,000 budget slashed 90 per cent, to \$9,533,939 (The Billboard, April 14). In arguing the point, it is brought out that AFRS, working out of the Armed Forces Information and Education Division, Office of Secretary of Defense, is beamed directly at the GI overseas, while Voice, guided by the State Department, specializes in propaganda, seeking and in most cases, succeeding to penetrate the Iron Curtain countries.

An estimated 88,000,000 foreign civilians are known to eavesdrop on AFRS broadcasts. While AFRS programming is such as to inform and educate the American GI away from home, it is found enjoyable to citizens who completely ignore Voice programs. Hundreds of letters arrive weekly at the AFRS office here, telling personnel how "wonderful it is that America thinks enough of its fighting men to give them shows, music, news and sports highlights." This sentiment is borne out by visitors to other countries who, while AFRS broadcasts are not skeddled in newspapers, have no trouble locating the AFRS shows due to the popularity of these shortwave and platter segs with European and Asiatic citizenry.

AFRS is reaching into Iron Curtain satellites as is witnessed by jamming and garbling of newscasts. Music, strangely enough, is accepted by Stalin and his aides which only accentuates that old chestnut about music being the international language.

How AFRS manages to retain its foreign interest with a budget many times less than Voice, is not known. AFRS maintains 54 overseas stations and 46 hospitals that carry its programs in this country. Local AFRS office has a complement of 185. Civilians are employed in all AFRS offices, including stations in all parts of the world. AFRS outlets in Munich and outside Tokyo are 200,000-watt, largest in the world. With adequate shortwave facilities, AFRS 200,000-watt transmitters

can beam to anyplace in the world. Just where Voice seems to have failed as far as establishing a link between this country and other nations, has been rehearsed many times. Whether it's poor management, too much extravagance, improper approach to foreign thinking or structurally weak material content, cannot be honestly decided at this time. It remains paradoxical that an org with a \$1,500,000 allocation should outdraw Voice with its large-scale planning and over 3,000 staff of writers. But when results are tallied, then AFRS is far and ahead of present Voice of America programing.

General Mills In Switch to Radio From TV

NEW YORK, May 5.—General Mills, which recently dropped its two and a half hours sponsorship of the Betty Crocker TV show on the Columbia Broadcasting System, this week signed to sponsor two daily 15-minute radio shows over the Liberty Broadcasting System. The programs will be aired over 200 Liberty stations in the Southwest and Southeast, mainly in non-TV markets, beginning next month, and the web expects this coverage to be increased later in the year.

General Mills' agency, Dancer-Fitzgerald-Sample, Inc., indicated that one of the new shows will be a Liberty package and the other a General Mills package, with a possibility that the Liberty vehicle may involve Mickey Rooney, who just signed with the web. Both series will be aimed at fem listeners, with one spotted at 9 or 10 a.m., and the other around noon.

WXYZ-TV Set Five For Year

DETROIT, May 5.—American Vitamin Associates this week signed a 52-week contract to sponsor five shows over WXYZ-TV here, marking what is believed the biggest long-term time sale in local air history.

The firm will plug its Thyavals and Orvita products on the following video shows—semi-pro softball, Leo Carrillo's Dude Ranch, American Dairy, Wedding Bells and Hail the Champ. Bypassing agencies, the deal was placed with WXYZ-TV direct.

POWER CUT OFF, BUT NOT WBUD

MORRISVILLE, Pa., May 5.—Local Station WBUD proved itself a quick change outlet Wednesday morning (2) when city officials decided to cut off the station's power to facilitate a civic construction job. Altho he was only given a 15-minute advance notice of the impending shut-off, Manager Fred Walker kept the station on the air, via a speedy change-over to the transmitter site elsewhere in the city. Walker moved one announcer, 40 records and complete commercial copy over to the transmitter in 12 minutes flat. As a result, WBUD had only 20 seconds of dead air, altho the power shut-off lasted more than an hour.

Congressional Kudos

Continued from page 4

over wireless radio." "This broad legal question has already been the subject of considerable learned debate; there will undoubtedly be more before a final adjudication is made by the courts," continued the report.

"In addition to the legal implications," continued the committee statement "our committee sees in television a medium which raises whole new or intensified issues of public policy insofar as the screening of congressional activities is concerned.

"It is for that reason that the committee feels that code of congressional procedure should be worked out so as, among other

things, to insure the continuing dignity and maximum effectiveness of legislative proceedings which might be televised as well as to preserve the constitutional rights of citizens; nevertheless our committee commends the television industry which devoted so much time at a considerable cost to our committee's proceedings.

"The dignified and restrained handling of the television broadcasts of the hearings by the respective stations and networks involved, and their personnel, speaks most highly for the public spirit of this relatively new medium and for its judicious approach to a new problem."



## Morris Signs BMI Pact for Meridian

Guarantee Reported Near 100G; Papers Drawn, Like Richmond Pact, Non-Excl.

NEW YORK, May 5.—E. H. (Buddy) Morris this week finalized arrangements with Broadcast Music, Inc., to set up a BMI affiliate firm to be called Meridian Music.

The deal is for three years, calling for advance guarantees reportedly in the vicinity of \$100,000 a year. Negotiations have been going forward for over a year and were first reported in *The Billboard* March 18, 1950.

The BMI-Morris deal is significant in that it is the second major

guarantee deal in recent weeks which does not bind the publisher to BMI exclusively. The other such pact is the one which Howie Richmond signed a month ago. Morris, who has a combined availability rating of 3,050 points in the American Society of Composers, Authors and Publishers for his Morris, Mayfair and Melrose catalogs is, of course, one of the larger ASCAP indies, and would not be expected to soft-pedal ASCAP activities for the new BMI venture. He is required, under the pact, to maintain staff in New York and Hollywood, and plans to add personnel in Chicago.

### "Spaces" Up First

Jack Lee, Morris contact man, will be professional manager for Meridian, with Sidney Goldstein as Coast rep. The first plug tune will be *I Like the Wide Open Spaces*, which Morris acquired on a one-year deal from Charley Wicks and Ken Murray, and the Columbia diskings by Laurie Anders and Arthur Godfrey which is showing flash action. The next activity is scheduled for *Sunshine Kisses*, acquired from Roy Ostfeld, son of the late Jack Ostfeld. Morris also plans to build a standard and educational department in Meridian, and to go in for adapting European tunes on a considerable scale.

Morris is the first publisher with a heavyweight ASCAP catalog to go BMI since Lou Levy went in some years back.

## Col., Dec. Sign Slew of Texas H. B. Talent

CHICAGO, May 5.—Practice started by Fred and Wesley Rose, Acuff-Rose, Julian and Jean Beerbach of seeking out new h. b. and Western talent for diskeries and, in the case of Fred Rose, actually cutting sessions for diskeries, has extended to Dallas where recording on Jim Beck has inked a lot of talent to Columbia and Decca. Beck started his venture when he made the first disks by Lefty Frizzell. However, since Frizzell's rise, the young warbler has switched to manager Jack Starnes, Beaumont, Tex.

During the past month, Beck has set the following with Don Law of Columbia: Billy Walker, the Travellin' Texan, formerly with Capitol and Ray Price, 25-year-old Dallas warbler.

Decca has taken the following from Beck: Curley Lipham, Artesia, N. M., radio chirper; Leo Teel and his Teelbillies, h. b. comedy band; Mack McCray and

## Weighs Sale of J. J. Robbins Log

NEW YORK, May 5.—Jack Robbins is considering offers for his J. J. Robbins & Sons catalog, and if a sale goes thru may retire from the music business.

Ownership and operation of the Robbins half-interest in the Words & Music catalog (co-owned with Cork O'Keefe) will in any event remain in the Robbins family, with Jack's son, Buddy.

Robbins has had offers from several publishers, with E. H. (Buddy) Morris reportedly showing a definite interest. The last quotation on Robbins' asking price is said to be \$135,000, payable on a long-term basis. The catalog includes two musical scores from *Magdalena*, by Heitor Villa-Lobos, and *Gentlemen Prefer Blondes*, by Leo Robin and Julie Styne. Both

## Pubbers Get Pension Plan

NEW YORK, May 5.—Representatives of the Music Publishers' Contact Employees met with a publishers' committee Tuesday (1) and submitted a suggested pension plan for contact men. The pubber committee, consisting of Louis Bernstein, of Shapiro-Bernstein; Abe Olman, of the Big Three, and Jack Bregman, of Bregman, Vocco & Conn, indicated that they would bring the plan before the Music Publishers' Protective Association at an early date for industry consideration.

The plan, offered by insurance brokers, Seligson & Shields, would be financed by the employers. MPCE's current contract with publishers has until 1952 to run, but has provision for the adoption at any time of a plan acceptable to both parties.

## "IF" IS MOCKIN' SELVIN, HORTON

NEW YORK, May 5.—Ben Selvin, general manager of Southern, publisher of *Mockin' Bird Hill*, and Vaughn Horton, writer of the ditty, dropped in at the Silver Dollar Diner in Dover, N. J., for a bite. While ensconced in a booth, Selvin looked at the tunes on the wall box, selected *Mockin' Bird* and dropped in his nickel. What came out was Shapiro-Bernstein's *If*. After this aggravating episode Horton tried it. He plunked in his nickel. Out came *If*. Selvin and Horton examined the wall boxes in the other booths. All operated perfectly except their own.

They left a note with the waitress to relay to the operator, asking the latter to rectify the error. George Pincus, profound proponent of *If*, hasn't been to Dover in a long while.

## Haynes Signs Musso to Pact

HOLLYWOOD, May 5.—Don Haynes stepped back into the p. m. business this week by inking Vido Musso to a long-term pact. Haynes dropped from the music picture following his split with Tex Benke. Musso will be built as a Benny Goodman-type swing band.

Musso was booked by Associated Booking Corporation for three days at the Oasis, beginning June 11. Chirp Mary Ann McColl will go with the ork. Tho Haynes has access to the Glenn Miller book, Musso is expected to pass it up for jump arrangements.

## Low-Price Disks Push Ahead In Dealer and Distrib Activity

NEW YORK, May 5.—The low-priced disk labels, both pop and classical, are beginning to make strong headway as more record retailers and distributors acknowledge the tremendous promotional possibilities inherent in the cheaper waxings. Signposting the inroads being made by the low-priced firms are the number of retail stores and large indie distributors now carrying the lines. This week, for example, the James H.

Martin Company, Chicago, took on the distribution of Eli Oberstein's Royale disks (nee Varsity).

Typical of the new attitude is that of Paul Sklar, record department manager for the Ludwig Baumann department store here, who reports that 70 per cent of his disk volume is now on the low-priced lines. A single ad promotion by a local appliance chain drew \$6,000 in orders, while another dealer placed an \$8,000 order for low-priced LP disks. While the big

## Speculation Rife on Warner Music Biz

However, Lurie Says Studio Transfer Will Not Change Pubbing Structure

NEW YORK, May 5.—Altho Louis A. Lurie told *The Billboard* that the projected switch in Warner Bros.' ownership would leave the Warners' music publishing interests unaffected, a strong undercurrent of speculation was rife among upper-echelon music industry brass. Lurie, San Francisco showman financier, who heads the syndicate negotiating for the War-

ners' 24 per cent stock holdings, stated there would be no change in the management of the music firms should the proposed deal be finalized. "I've known Herman Starr, Warner's music chief, for many years and have complete confidence in him to continue to do a fine job."

Lurie was reached on the Coast. He is expected in New York Monday (7) for further negotiation.

In New York the question of the moment was what would be the final disposition of the Warners' music holdings. Warner's brass were loathe to discuss the matter, (Continued on page 35)

## Victor Brass Tour Studies Dealers' Biz

NEW YORK, May 5.—RCA Victor exec and a. and r. personnel will embark on a series of visits to dealers thruout the East beginning Monday (7) and extending into June. The purpose is to learn the status of the dealer end of the business at first hand, to find what the dealers want and to see how Victor merchandising and promotion is faring.

Plans call for all the brass from division manager Paul Barkmeier and national sales manager Larry Kanaga on down to make the trips. Charley Green and Steve Shoales will go out on the junkets for the a. and r. staff, but their visits will be local and short because of the press of recording duties.

## SPA Fortifies Songwriters On Parodies

NEW YORK, May 5.—The Songwriters' Protective Association this week notified members that they are entitled to make written demand on publishers to take action against infringers who parody tunes without permission. Meanwhile, letters were sent out to publishers who signed the basic agreement requesting them to make it a practice to get permission from the writers before authorizing parodies.

These notifications were spurred by an alleged increase of parodies on pop tunes. Some time ago, the SPA canvassed the pubbers on their practice concerning parodies, and found that "in nearly all cases" the consent of the publisher was asked before a parody was made. It was also ascertained that most publishers okayed parodies only after an authorization from the writers.

The letters to the writers points out that paragraph 15 of the SPA contract (new form) obliges the publisher to bring suit where a parody constitutes infringement.

## Warren Exits MGM; Teams With Mercer

HOLLYWOOD, May 5.—Harry Warren will leave Metro-Goldwyn-Mayer in July, concluding a seven-year relationship and confirming a story in *The Billboard* (January 20). Cleffer will freelance until he and Johnny Mercer materialize their idea for a musical comedy. By leaving MGM, Warren folds the pubbery bearing his name which, with the studio, he was co-owner.

During his stay at the Culver City lot, Warren penned tunes for such flickers as *Harvey Girls*, (Continued on page 35)

## Decca Quarter Up 3G Over '50, Despite Tax

NEW YORK, May 5.—Despite the burden of an additional 9 per cent tax levy this year, Decca Records' first quarter earnings were approximately \$3,000 greater than those accrued in the same period in 1950. Net earnings for the first three months of the year totaled \$314,375 as compared with \$311,056 earned in the first quarter of last year. Earnings for both years are equivalent to 40 cents per share on the 776,650 shares of capitol stock outstanding.

The diskery's gross for the first quarter period of this year was up for a bracket of reasons: Slightly bigger volume and the raise in retail prices down the speed line both at Decca and thruout the industry. The near identical quarter's net earnings for both 1950 and 1951 are attributed to the increased tax

rate. In 1950, the taxes paid for the first quarter totaled \$190,647. During the same period this year the tax bill came to \$301,348.

Decca Prexy Milton Rackmil told *The Billboard* that the diskery's second quarter got off to a flying start. The firm's month of April wound up with a 20 per cent increase in volume, tho earnings, again because of the upped tariffs, were only slightly higher than those of last April.

## Romberg Barnstormer Set; Victor To Tie In Promosh

NEW YORK, May 5.—Sigmund Romberg is set for a spring and early summer concert tour on which he will appear both as guest conductor and as conductor of an orchestra selected by himself. Romberg has also engaged a number of soloists to accompany him on tour.

The first date is scheduled for Convention Hall in Atlantic City May 29, at which Romberg will conduct his own orchestra in a program of operetta and musical-comedy music for the International Rotarian Convention. Soloists will be Lisa Kirk, *Kiss Me*, *Kate* star; opera singer Kirsten Kenyon, violinist Mary Becker, and pop warbler Gene Marvey.

Subsequent engagements include guest conducting shots with the New York Philharmonic at Lew-

business in the field is still being done by department, chain and promotional outlets, the smaller record retailer is slowly starting to see the traffic building potential.

**Bulk of Business**  
Among the labels doing the bulk of the low-priced business in LP 45 or 78 records are Remington, Royale, Tops, Vega, Music Appreciation and Herman Lubinsky's Savoy-Regent firm (*The Billboard*, May 5). Bob Thiele, former Signature-Hi Tone Topper, is getting back into the field with the new Halco Company; and Joe Molien, ex-Buffalo area record distributor, is also setting up a low-priced disk operation. Kidisk firms like Simon & Schuster, Peter Pan, Voco and Lincoln have already proved successful in their own low-priced field.

The Ludwig Baumann experience has been so good that, according to Sklar, the store "has practically given up selling regular priced records for the present." The store carries the Varsity-Royale, Remington and Tops lines and promotes sales via direct mail and newspaper ads. Sklar claims that a \$260 ad draws about \$3,000 in mail and phone orders—90 per cent of the orders for pop or semi-classical music. Apropos the latter

(Continued on page 35)

## BMI Brass To Tour Midwest

NEW YORK, May 5.—Broadcast Music, Inc., execs take the road in two weeks for a series of four Midwest programing clinics. Carl Haverlin, prexy; Bob Burton, veepee in charge of publisher relations, and Glenn Dolberg, director of station relations, will make the junket, along with Richard M. Park, program director of WNEW, who will be a guest speaker. Burt Squire BMI's Chicago field rep, will be chairman of the clinic sessions, whose purpose is an exchange of ideas and orientation on programing.

Meetings are set for Springfield, O., May 15; Milwaukee, 16; Indianapolis, 18, and Ann Arbor, Mich., 21. The sessions are under the auspices of the respective State broadcasting associations.

BMI is sending an exhibit of musical Americana along on the tour. The exhibit, comprising early music manuscripts, letters, folios, etc., will be shown in schools, libraries and other institutions, and will not be a part of the clinic material.

## Rivers Leaves Cap for South

HOLLYWOOD, May 5.—Walter Rivers, Capitol Records' New York topper, will leave his disk post to return to his home to become customer contact and public relations exec of the Southern States Iron Roofing Company, Savannah, Ga. Rivers joined Cap January 1, 1946, and thruout his stay with the firm served as its Gotham rep. Duties

(Continued on page 35)

# Summer Outlook in Midwest Brighter for Location Orks

CHICAGO, May 5.—Location band and combo picture thru mid-summer appears strong, despite the fact that bad weather has dented the box office since February. Check of leading ops and booking offices indicates that good weather in June and July may still build one of the biggest post-war buying years.

The Edgewater Beach Hotel Boardwalk expects to ink in names. The spot is pitching to Jerry Gray, Russ Morgan, Xavier Cugat and other top-priced packages. The Martinique Gardens, outdoor section of the indoor dancery-eatery, will use semi-names to start, but, in addition, op Tony DeSantis is working out a deal with Danny Goldberg, show impresario, for a theater-in-the-round to play once nightly in the garden. DeSantis will use his band inside until 11 p.m., when the nightly legit performance ends. Goldberg is reported dickering for

a top name in legit to head up a play cast every two weeks.

A new outdoor spot is opening at Crystal Lake, resort in Central Michigan. The Palladium, operated by M. R. Winkelman, will use orks for six-day week, opening May 30, with two weeks by Ray Pearl. R. J. Marin, Detroit center, is exclusive booker.

The Schroeder Hotel, Milwaukee, which has tried name acts during the past 10 weeks, is reportedly readying a July 1 closing for the Empire Room, which, heretofore, has used semi-name orks thru the summer. Walter Schroeder, owner, has been one of the leaders of the hotel field trying to erase the 20 per cent cabaret tax and, with the recent dearth of business, is rumored ready to shutter the room. The Mayfair Room, of the Blackstone here, will close as usual in July, but first will test higher priced orks, with Leo Reisman's crew starting May 10. Since the room renewed bands about six months ago, they've been using close-to-scale bands.

Word from the Muehlebach Hotel, Kansas City, Mo., which has vacillated between price policy from a \$3,000 top to \$1,500 weekly, indicates the hostelry ops are setting a \$1,100 weekly budget for early summer. Hotel has told bookers they want smaller orks and are currently using Don McGrane with eight men. Indications are that the Claridge, Memphis, will continue thru the summer with its semi-name orks and small act budget, while the Peabody will probably use its usual expanded summer budget with the opening of its roof garden.

The Aragon and Trianon ball-

rooms here, long hubs of the Midwest location scene, will mix old favorites with some new names. At the Trianon, Chuck Foster opens Tuesday (8), followed by Billy Bishop, doing a fast return June 19, while the remainder of the summer is wide open. At the Northside Aragon, Russ Carlyle makes his bow Tuesday 8, with Dick Jurgens in June 23, Ray Pearl, July 28, and Eddy Howard, August 14. The Pearl booking marks the first time a McConkey ork is playing for the Karzas ballrooms. The Howard and Jurgens bookings scotch talk that the ballrooms were attempting to cut talent nut by playing lesser names.

## Jazz Outlook

The jazz picture, which appears bright, has the Associated Booking Corporation dominating the picture with its vast array of hep talent. Org also books for Billy Show's office in the hinterlands, and now stretches from Chicago to Denver (*The Billboard*, April 21).

Ops are set for the next two months and budgets are consistently high. Henry Green has rebuilt his Flame Club, St. Paul, following a fire which razed the

(Continued on page 35)

## Morgan Forms Own Agency

HOLLYWOOD, May 5.—Future Russ Morgan bookings will be handled by Russ Morgan Enterprises, created this week by the orkster. Morgan's current pact with Associated Booking Corporation expires July 1. Firm will limit its activities to Morgan.

ABC's final work for Morgan is a tentative two-week date at the Casino Gardens, Santa Monica, Calif., slated to start June 25. Morgan is currently doubling as music director-artist in Allied Artist's musical, *Disk Jockey*.

# COLLEGES BRUSH NAMES FROM HAIR

## Prices Too Heavy for California Schools; Local Crews Get Gray

HOLLYWOOD, May 5.—Closely adhering to the national trend of colleges giving name maestri the brusheroo (*The Billboard*, April 14), Southern California colleges this week expressed extreme unhappiness with nationally known bands and their agents.

University of California at Los Angeles and University of Southern California, two schools with a total of 32,980 students, are in most cases being forced to draw from local combos, having neither the money nor means of contacting orks or their agents. Smaller schools have even rougher times, relying on orks known no further than the colleges' immediate vicinity. As in instances all over the country, schools are losing money as the result of the "snub," finding it hard to draw dancers to paying functions and almost equally as hard to fill auditoriums for free affairs.

At UCLA, various student orgs work with a limited budget. For monthly recreation dances, held in the women's gym (capacity, 2,500), a budget of \$1,700 is allotted, covering a year which ordinarily engulfs seven dances. Recent Mardi Gras events gave about \$1,300 for the entire dance-carnival, a small

portion of which went for the ork. UCLA has also experienced such forms of disinterest as drunkenness and last-minute cancellations.

Local bands have no problem. Orks of Don Ricardo, Carol Wax and Chuck Cabot, to name a few, find steady biz at colleges. Combos get anywhere from \$150-\$375 per dance. Jeanne Brauer, of UCLA's University Recreational Association, told *The Billboard* that contacting a booker or leader is next to impossible. School budgets being so limited (UCLA is reportedly \$40,000 in the red this year), it is only on rare occasions that bands of top name quality are able to play for students.

USC's dances are handled thru various orgs and approved by the dean of students. Money is appropriated from grosses or by the groups sponsoring the event. This school has been more successful than any other in booking names.

(Continued on page 35)

## 802 Pacts All Indie Stations

NEW YORK, May 5.—Local 802, American Federation of Musicians, this week concluded pacts with local stations WHOM, WMCA and WMGM, calling for the maintenance of the status quo on musician employment and scales. The new contract holds for two years. This makes four Class B indies under the wire, the local having settled its strike against WINS some weeks ago, with the station returning to the status quo.

Charles Lucci, 802 secretary, expects to conclude pacts with the remaining indie outlets shortly.

## Leeds Renews English Pact

NEW YORK, May 5.—Leeds Music Corporation has renewed for 10 years its pact with Leeds, Ltd., of England.

Sal Chianti, Leeds exec, has been overseas several weeks working on the deal. Details were not known at press time.

## Hendler-Woods Pact Fontanes

NEW YORK, May 5.—The Fontane Sisters this week entered into a personal managership agreement with the Herb Hendler-Bernie Woods office. The pact marks a departure for the office, which has heretofore operated only in the band field, with the Ralph Flanagan and Buddy Morrow orks.

The Fontanes wax for Victor and are regulars on the Perry Como TV show on CBS.

# Radio-TV-Phono Excises Rise From 4 Mil to 23 Mil

WASHINGTON, May 5.—Showbiz tax receipts were up and down last month, according to Bureau of Internal Revenue's latest report. The excise on radio, TV and phono sets soared four times higher than the previous month's yield, and increases of less sensational proportions were registered in collections from the disk and musical instruments taxes. But declines were shown in the yields from levies on theater and concert admissions, cabaret admissions, coin-operated devices and tobacco.

The tax on radio, TV and phono sets brought a return of \$23,390,351.55 to Uncle Sam last month, a staggering increase of \$19,180,225.76 over the previous month's yield of \$4,210,125.79. Yield from this tax since the start of the fiscal year last July 1 is running at \$82,881,326.55, which is \$53,407,218.65 above the figure for the

same period the previous year. This smashing increase is attributed largely to the new TV excise.

Disk tax receipts were back on the plus side last month, compared with the previous month. Disk tax yields for nearly a year were showing consistent gains until March, but the April return was \$675,547.92, an increase of \$78,020.46 over March's \$597,527.46. Reflecting a heavy sales volume, receipts from this tax since the fiscal year's start has reached \$5,291,483.06, a gain of \$1,083,875.67 over the corresponding period of the previous fiscal year.

The tax on musical instruments brought in a return of \$1,048,833.23 last month, compared with \$625,953.10 the previous month. Receipts from this tax since the fiscal year's start were \$7,996,217.90, a gain of \$1,601,717.97 over returns for the same period the previous fiscal year.

## EDITORIAL

# Old Ethics Never Die

American industry generally makes a fetish of maintaining the confidence of the consumer. The motivation behind this is sound. Once the consumer loses faith in a product, that product is dead.

Some segments of the music industry make no effort to foster consumer confidence. Rather, they gamble with it and kick it around—to whatever degree is permitted by law. Such morally questionable practices are often noticeable in the merchandising of versions of public domain tunes.

Several cases in point occurred this week. Folkways, the publisher of the Weavers' best-selling version of *Old Smoky*, was forced to apprise dealers that unscrupulous jobbers were flooding the market with other versions. (See separate story.) The same is true of such tunes as *Brown Eyes* and *Old Soldiers Never Die*. Legally, it's tough to buck this practice. But from a moral point of view, the implications are clear.

The obligation of the jobber is to ship that version which sparked the excitement. This is no more than fair to the publisher who had the ingenuity and promotional ability to work up a new arrangement, line up the records and bring the song to life. This is also the fairest way to treat the dealer, whose customers hear the disk and who come into the shop and request the tune. The customer knows nothing about the vagaries of the publishing business. He just knows he wants the version he hears over the air. For the dealer to give him a sheet gotten up by a scavenger publisher, and purchased at cut rates by the jobber, is to strike a body blow at consumer confidence. The buyer takes the sheet home, tries it on his piano and finds it isn't what he thought it was after all.

It was also bruited about that jobbers themselves are considering taking a flier in the publishing of p.d. tunes. This is not exactly new, and it's legal, but when the jobber does it he jeopardizes not only public confidence but also publisher confidence. It's tough to try to stop the practices of some vest pocket publishers; but it's rough to see pubbers themselves considering killing the goose that laid the golden egg.

In the over-all sheet music picture, these shenanigans may not mean too much. But they are part of the total answer to why more dealers don't carry sheet music and why more people don't buy it.

## NEWS REVIEW

# N. Y. Swing Revival Is Like Old Times

NEW YORK, May 5.—It was like the heyday of big band swing in New York this week, more so perhaps for the trade's inner sanctum than for the general-public. This was a week in which, for the first time in five or more years, a guy was able to pick up on big bands led by peers of the kingdom of swing—Benny Goodman, Duke Ellington and Count Basie.

Noisiest appearance of the trio was made by Ellington. Duke came to town to show off his new band. For the first time since he's been in business he was without Johnny Hodges in the lead alto chair and Sonny Greer on drums. The band opened at Birdland here Thursday

(3) and stirred up the biggest burst of spontaneous word-of-mouth buzz that's been heard about a band in this city in many moons. The difference in the band lay in drummer replacement Louis Bellson, sax replacement Willie Smith and Juan Tizol, sax, who returned to his old chair to pick up where Lawrence Brown left off. This was the swingiest, danciest Ellington heard by most in a decade.

Goodman's big band appearance was made in a recording studio, Columbia's, on East 30th Street. Benny dusted off some never before played 10-year-old "new" Fletcher Henderson arrangements

(Continued on page 35)

# Richm'd Guards 'Smoky'; Jobbers Eye P. D. Hits

NEW YORK, May 5.—The Howard Sam Richmond pubbery this week took steps to protect its Folkways edition of *On Top of Old Smoky*. The pubbery, which has already shipped 250,000 copies since March 1, sent out letters to 2,000 dealers and 500 syndicate stores apprising them of the fact they are often paying as much for other versions as for the Folkways edition. The latter, of course, is

the version which created the excitement and has been recorded by the Weavers on Decca. Vaughn Monroe on Victor, Percy Faith and Burl Ives on Columbia, and George Siravo on Mercury. Richmond informs the dealers that customers have been complaining that some of the editions being sold do not conform to the version being featured on disks and radio and credited in the trade papers.

Another filip was added to the situation when it was learned that Willard Alexander, Vaughn Monroe's personal manager, this week asked Ben Edwards, publisher of one of the *Smoky* versions, that he desist from using Monroe's picture and name on the sheet music. Alexander pointed out that the Edwards edition does not have the same lyrics as the version recorded by Monroe. Edwards agreed to Alexander's pitch.

## Jobbers To Turn Pub?

Meanwhile, the success of *Smoky* and *Beautiful Brown Eyes*, and current excitement over *Old Soldiers Never Die*, all of which are now being printed in numerous versions, has given rise to much speculation and gossip. It was reported that some jobbers were considering the advisability of printing up their own versions of public domain tunes.

Profit margin for jobbers is very small on sheet music generally, but a jobber who prints up his own version of public domain material can do so at about 3 cents per copy. There's a strong temptation and, legally, there's nothing wrong with the practice, it's pointed out. Pubbers, however, feel that such a move means taking an unfair advantage of the publishing fraternity.

## TEMPO TIE-UP ON MacARTHUR

HOLLYWOOD, May 5.—Tempo Records this week completed arrangements with the Hollywood *Citizen-News* and a Vallejo, Calif., newspaper for the papers to offer diskery's platter of General MacArthur's speech and *Old Soldiers Never Die* at cost as a public service to its readers. Tie-up is similar to *The Chicago Tribune-Mercury* promotion via the MacArthur waxing. Tempo disks, on its subsid Theme, are being sold at 49 cents. Identical waxings, on Theme, retail in the the stores at 85 cents.

*Citizen-News* sold 500 records the first week. Vallejo reports sales equally as well. Newspapers bought the disks at cost from Tempo's Irving Fogel, neither parties, incurring a profit.

*America's Fastest Selling Records*

**DECCA RECORDS**

**GUY LOMBARDO**  
and His Royal Canadians



**DOWN THE TRAIL  
OF ACHING HEARTS**  
and  
**THE STRANGE LITTLE GIRL**

DECCA 27607 (78 RPM) and 9-27607 (45 RPM)

**THE MADCAPS  
TIN SANDWICH BOOGIE**  
and  
**WHO'LL TAKE MY PLACE**

(With Ev Ralston at the Piano)

DECCA 27582 (78 RPM) and 9-27582 (45 RPM)



**SISTER ROSETTA  
THARPE** and



**MARIE KNIGHT**  
WITH SAM PRICE TRIO

**ROYAL TELEPHONE**  
and **I WANT JESUS TO WALK  
AROUND MY BEDSIDE**

DECCA 48209 (78 RPM) and 9-48209 (45 RPM)

**NEW RELEASES—SINGLES**

- |   |  |
|---|--|
| Mister And Mississippi                            | MILLS BROTHERS and<br>SONNY BURKE AND HIS ORCHESTRA          |
| Wonderful, Wasn't It                              | Decca 27579 and *9-27579                                     |
| My Kinda Love                                     | ARTIE SHAW'S GRAMERCY FIVE and JUNE HUTTON                   |
| Dancing On The Ceiling (He Dances On My Ceiling)  | From Musical Production "Evergreen" Decca 27580 and *9-27580 |
| His Eye Is On The Sparrow                         | BILL KENNY OF THE INK SPOTS<br>and THE SONG SPINNERS         |
| The Gentle Carpenter Of Bethlehem                 | Decca 14564 and *9-14564                                     |
| By And By (When The Morning Comes)                | JIMMIE DAVIS<br>with the ANITA KERR SINGERS                  |
| When They Ring Those Golden Bells                 | Decca 14563 and *9-14563                                     |
| God Please Protect America                        | SUNSHINE BOYS QUARTET  |
| Everyone Is Welcome<br>(In The House Of The Lord) | Decca 46316 and *9-46316                                     |
| Sirva Vino, Tabernero                             | TRIO JOHNNY RODRIGUEZ  |
| Se Quema La Barandilla                            | Decca 21343  |

\*Indicates 45 RPM Version

**BEST SELLERS**

**POPULAR**

- |  |   |
|--|---|
| On Top Of Old Smoky                    | THE WEAVERS And Terry Gilkyson<br>Talking by Pete Seeger                    |
| Across The Wide Missouri               | Decca 27515 and *9-27515  |
| Moonlight Bay                          | BING And GARY CROSBY With Matty Matlock's All Stars                         |
| When You And I Were Young Maggie Blues | Decca 27577 and *9-27577  |
| The Hot Canary                         | FLORIAN ZABACH  |
| Jalousie                               | Decca 27509 and *9-27509  |
| Diane                                  | TOMMY DORSEY AND HIS ORCHESTRA<br>Vocal Chorus By Jack Leonard And Ensemble |
| Sweet Adeline                          | Decca 27539 and *9-27539  |
| The Syncopated Clock                   | LEROY ANDERSON AND HIS "POPS" CONCERT ORCHESTRA                             |
| The Waltzing Cat                       | Decca 40201 and *9-40201  |
| Happiness                              | GUY LOMBARDO AND HIS ROYAL CANADIANS  |
| Always You                             | Decca 27516 and *9-27516<br>(Based On Tchaikovsky's "Romance")              |
| Mockin' Bird Hill                      | RUSS MORGAN AND HIS ORCHESTRA   |
| Flying Eagle Polka                     | Decca 27444 and *9-27444  |
| Sparrow In The Tree Top                | BING CROSBY And ANDREWS SISTERS<br>With Vic Schoen And His Orchestra        |
| Forsaking All Others                   | Decca 27477 and *9-27477  |
| It Is No Secret                        | BILL KENNY OF THE INK SPOTS And THE SONG SPINNERS                           |
| I Hear A Choir                         | Decca 27326 and *9-27326  |
| Too Young                              | PATTY ANDREWS With VICTOR YOUNG AND HIS ORCHESTRA                           |
| Gotta Find Somebody To Love            | ANDREWS SISTERS With VIC SCHOEN<br>AND HIS ORCHESTRA                        |
|  | Decca 27569 and *9-27569  |
| The Kissing Song                       | RUSS MORGAN AND HIS ORCHESTRA   |
| Let's Waltz Just Once More             | Decca 27538 and *9-27538  |
| Bring Back The Thrill                  | DON CHERRY<br>With Chorus and Orchestra Directed by Dave Terry              |
| I Apologize                            | Decca 27484 and *9-27484  |
| May The Good Lord Bless And Keep You   | BING CROSBY<br>With KEN DARBY SINGERS                                       |
| A Perfect Day                          | Decca 27404 and *9-27404  |
| Quizas, Quizas, Quizas                 | BING CROSBY With THE BANDO DA LUA   |
| Maria Bonita                           | Decca 27536 and *9-27536  |
| I Won't Cry Anymore                    | EILEEN WILSON   |
| At The Close Of A Long Long Day        | Decca 27546 and *9-27546  |
| Beautiful Brown Eyes                   | EVELYN KNIGHT With THE RAY CHARLES SINGERS                                  |
| That's How Our Love Will Grow          | Decca 27485 and *9-27485  |
| Pretty Eyed Baby                       | JANE TURZY AND HER TRIO   |
| I Cried Myself To Sleep                | Decca 27479 and *9-27479  |
| I Remember Mama                        | ANDREWS SISTERS   |
| My Mom                                 | Decca 27537 and *9-27537  |
| Sacramento                             | HOAGY CARMICHAEL And GORDON JENKINS<br>AND HIS CHORUS AND ORCHESTRA         |
| My Resistance Is Low                   | Decca 27540 and *9-27540  |

\*Indicates 45 RPM Version

**BEST SELLERS**

**COUNTRY**

- |  |                           |
|--|---------------------------|
| Kentucky Waltz   | ERNEST TUBB And RED FOLEY |
| The Strange Little Girl  | Decca 46311 and *9-46311  |
| With Anita Kerr Singers  |                           |
| Hobo Boogie  | RED FOLEY                 |
| "Heska-Holka" (Pretty Girl)  | Decca 46304 and *9-46304  |
| With The Sunshine Trio   |                           |
| I'm Moving On #2   | LONZO And OSCAR           |
| Give Me An R C Cola And A Moon Pie<br>(And Play "Maple On The Hill") | Decca 46312 and *9-46312  |
| Old Soldiers Never Die   | RED FOLEY                 |
| Peace In The Valley  | Decca 46319 and *9-46319  |
| With The Sunshine Boys Quartet                                       |                           |
| Poison Love  | BILL MONROE               |
| On The Old Kentucky Shore  | Decca 46298 and *9-46298  |
| Steal Away   | RED FOLEY                 |
| Just A Closer Walk With Thee<br>With Jordanaires                     | Decca 14505 and *9-14505  |
| The Prisoner's Song  | BILL MONROE               |
| Kentucky Waltz   | Decca 46314 and *9-46314  |
| Chew Tobacco Rag   | SPADE COOLEY              |
| The Rhumba Boogie  | Decca 46310 and *9-46310  |
| Blue Eyes Crying In The Rain   | SALTY HOLMES              |
| Harmonica Boogie   | Decca 46313 and *9-46313  |
| Shenandoah Waltz   | EDDIE ZACK                |
| Beautiful Brown Eyes   | Decca 46302 and *9-46302  |

\*Indicates 45 RPM Version

**BEST SELLERS**

**SEPIA**

- |   |                          |
|---|--------------------------|
| Weak Minded Blues   | LOUIS JORDAN             |
| Is My Pop In There?   | Decca 27547 and *9-27547 |
| Sending Up My Timber  | MARIE KNIGHT             |
| On Revival Day  | Decca 48203 and *9-48203 |
| Investigation Blues   | JOEY THOMAS AND HIS BAND |
| There Ain't Enough Room Here To Boogie                      | Decca 48210 and *9-48210 |
| I'd Rather Drink Muddy Water<br>(And Sleep In A Hollow Log) | GRANT JONES              |
| When The Deal Goes Down                                     | Decca 48192 and *9-48192 |

\*Indicates 45 RPM Version

# Names Muscle in On Private Dance Field

HOLLYWOOD, May 5.—Combos and lesser known orks are being slowly and methodically pushed from one of their last strongholds—private dances. Moving in on the lucrative field are name bands, whose bookers are just now taking advantage of the lush market which not too long ago was a haven for the new band or small

combo. Coast booking outfits report an increase in requests for known orks from private groups and that in most cases such dates pay almost twice as much as one-nighters.

A poll by *The Billboard* of Coast booking offices reveals that a gradual move is on to bring in the private affairs such as civic group dances, union conventions, seasonal meetings, fraternity and sorority functions and welfare orgs. A Music Corporation of America spokesman said this week that his office was building up the casual department to create a wider scope for these locations. MCA booked Frank DeVol at the University of Southern California's prom this month. Carlos Molina and Ada Leonard, thru Molina-Dega Agency, are making the rounds of firemen's balls, Jonathan Club and other city events.

Other leading bookers, General Artists Corporation and Associated Booking Corporation, are utilizing the intimate dance and find that is both more satisfying and monetarily encouraging. Even rhythm and blues bookers are cashing in on the market. Ben Waller Enterprises asks and gets \$750-\$1,000 for smallie dates, whereas a one-nighter on the road will gross only \$500 against a 50-50 gate split. Waller properties Roy Milton, Joe Liggins and Charles Brown recently played Southern university dances, State conventions and other such events. Reg Marshall Agency gets good results from Chamber of Commerce, Rotary, Kiwanis, army camp and union affairs. Marshall operates nationally but does best in the East and South.

Entrance into what was originally the combo field by name orks does not leave the little guy too many opportunities. The small ork can now play cocktail lounges, burly houses and, until name bands see the necessity to play college dances, school socials.

# Bill Would Add Material For Copyright

NEW YORK, May 5.—Hearings were held in Washington this week on a proposed new bill which would give recognition to recording and performing rights in literary material such as poetry, novels and short stories. Under the present copyright laws, record and performing rights are protected only for music and plays and certain other such limited categories as lectures and addresses.

Appearing in favor of the bill were Herman Finkelstein for the American Society of Composers, Authors and Publishers; John Schulman for the Authors' League (Schulman is also counsel for Songwriters' Protective Association) and Arthur Farmer for the Book Publishers' Council. A spokesman for the National Association of Radio and Television Broadcasters opposed the bill. However, diskeries which since the advent of LP have been dipping more and more into this royalty free material did not appear.

Both the copyright office and the Justice Department suggested that recognition of recording and performing rights be limited to disks and performances for profits, and that non-profit uses be royalty free.

The bill was introduced several weeks ago by Congressman Joseph R. Bryson, of South Carolina, chairman of the judiciary subcommittee.

# E.T.'s Hypo Air Competish With Diskers

NEW YORK, May 5.—Competition between disk and transcription for play over radio stations is being highlighted again. The latest indication is a plan by Associated Program Service to contact jockeys personally in order to urge upon the latter the advantages offered by library services.

The general feeling of transcription companies is that the diskery and publisher facets of the music business have pre-empted the attention of the jockeys via prolonged promotion and romancing. Transcription companies, however, claim their repertoire is now measurably stronger than in pre-World War II days, when name artists made e.t.'s under assumed names owing to pressure of radio sponsors. E.t. talent now waxes sans phony monickers. Additionally, e.t. firms offer a station exclusively of material.

# NAMM Skeds Confab Talks

NEW YORK, May 5.—The National Association of Music Merchants has scheduled a series of business sessions for the July 16-19 convention and trade show in Chicago. The upcoming NAMM meeting is the association's 50th anniversary show. Among the topics set for discussion during the convention are "the business outlook," "the production outlook" and "the promotion outlook" for band instruments, pianos and radio-TV. A special sales clinic will be devoted to problems of floor and counter selling. Merchandising forums will include records, sheet music, accessories and instrument repairs.

According to NAMM execs, 95 per cent of the exhibit space in the Palmer House has already been assigned.

# CAP REPORTS GOING ANNUAL

HOLLYWOOD, May 5.—Capitol will abandon its quarterly report system in favor of an annual statement to stockholders. According to Prexy Glenn Wallich, the disk biz is too seasonal for anyone to gain a true picture via a quarterly statement and, inasmuch as company is not required to make such reports, will henceforth sum its biz picture once a year.

# TV Sets Up 37% To Radio's 27% From '50 Period

WASHINGTON, May 5.—Despite defense cutbacks, production of TV sets soared 37 per cent in the first quarter of this year over the corresponding period of last year, while radio set output rose 27 per cent, the Radio-Television Manufacturers' Association reported this week. RTMA added, tho, that preliminary figures for the second quarter foretell declines below the corresponding period of last year. The greatest proportion of last year's record TV output was manufactured in the last two quarters.

RTMA reported 4,235,597 radios and 2,199,669 TV sets manufactured in the first quarter of this year. This compares with estimates of 3,343,600 radios and 1,605,200 TV sets, respectively, in the corresponding 1950 period. The quarterly radio output included 2,603,532 home sets, 302,190 portables and 1,329,875 automobile radios. Radio sets with FM reception facilities were estimated at 484,372. In addition, 182,593 TV receivers with FM audio circuits were produced in the same quarter, RTMA said.

The quarterly production report revealed that 95 per cent of all TV sets manufactured had picture tubes of 16 inches or larger and that 3,672 sets were equipped with picture tubes 22 inches or over.

Production in March, which covered a five-week period, amounted to 1,720,079 radios and 874,634 television receivers, RTMA reported. This compared with an output of 1,349,500 radios and 686,600 TV receivers in March, 1950.

# Victor Waxes 'Make a Wish'

NEW YORK, May 5.—RCA Victor this week recorded the original cast album of the score from *Make a Wish*, the new Broadway musical with words and music by Hugh Martin, which met with a mixed reception following its opening a couple of weeks ago. Victor earned the right to cast recording with an investment in the show which ran somewhere between \$15,000 and \$20,000.

The show album was cut in four sessions split between Thursday (3) and Friday (4) at Manhattan Center. Fifteen selections were recorded, including two ballet instrumental pieces, by the cast which is topped by Nanette Fabray and Harold Lang. Show is co-produced by songwriter Julie Styne. The recording of the album was supervised by Victor musical director, Hugo Winterhalter.

The album has been marketed for rush release and will probably be marketed within a couple of weeks. It will be issued on six 12-inch 78 r.p.m. disks, the same number of 45 r.p.m. platters and on a single 12-inch long-play platter. This marks Victor's second original cast albuming of the current season. The earlier package was *Call Me Madam*.

# TV-Phono Merchandising

NEW YORK, May 5.—Despite high-pressure merchandising schemes, promotions, trade-ins or sales, television set sales at the retail level are continuing to fall off. The no-buying doldrums has also hit the phonograph and radio-phonograph market severely. At least that's the result of a spot check made among key dealers in this

# S. & S. To Issue 10-Inch Big Golden Disks in Fall

NEW YORK, May 5.—The Simon & Schuster book and disk firm has finalized its plans for the release of a line of 10-inch children's records. The release date is set for September, when the label will issue eight 10-inch disks under the Big Golden label. The retail price of the new line will be \$1.05, including excise tax. Meanwhile the firm will continue to press its Little Golden disks, retailing at 25 cents. Distribution of the Big Golden line will be thru regular record distributors and direct to key retailers. Distributor discounts will be the same as for major labels, rather than the current Little Golden discount.

**Injection Pressing**  
Big Golden disks will be pressed via the injection molding process using the polystyrene plastic and packaged in high-gloss, heavy-stock, four-color envelopes. The first 10-inch release will include Mickey Mouse, Donald Duck, two *Alice in Wonderland* disks, titles taken from the best selling Little Golden books and some original kiddies written by Rube Goldberg, Cliff Friend, Alec Wilder, Margaret Wise Brown and Sylvia Fine. Distributors have already been set for such territories as

# Union Loses Last Philly Radio Pact

PHILADELPHIA, May 5.—The last of the musicians' union contracts with radio stations here expired this week, with KYW, local National Broadcasting Company link, finishing out the term of its binder calling for the employment of a studio orchestra. As in the case of WCAU, Columbia Broadcasting System station, which dropped its studio band at expiration of contract, KYW will keep on maestro Clarence Fuhman as staff musical director, plus the Tony DeSimone Trio for the live-music chores as they are.

At WCAU, Dave Stephens was continued as musical director with the Tommy Ferguson Trio added for musical shows primarily on WCAU-TV. At one time all the four network stations and at least two of the independents engaged studio music-makers. At WFIL, where Norman Black was the house maestro, he carries on as musical conductor and handles the shows originating on WFIL-TV. WIP, with no TV ties, was the first to drop the house band several years ago, and has carried on without any live music ties.

# Rodgers and Hart Song Book Ready For S. & S. Imprint

NEW YORK, May 5.—The Simon & Schuster book publishing firm is readying the release of a 256-page volume containing 46 songs written by Rodgers and Hart. According to execs of the book company, it took almost eight years to set up deals with the various sheet music publishers of the Rodgers and Hart music. The tome, *Rodgers and Hart Song Book*, will retail for \$7.50 and is a follow-up to the book firm's previous issues of Gershwin, folk songs and Gilbert and Sullivan collections.

The Rodgers and Hart collection reprints both words and music of the songs written by the team from 1925 to 1942, contains a foreword by Oscar Hammerstein II, an introduction by Dick Rodgers, full-color and black and white drawings and indicies of Rodgers and Hart shows and songs. The vocal and piano arrangements were written by Dr. Albert Sirmay, musical editor to Gershwin, Rodgers and Arthur Schwartz.

metropolitan New York, New England, Maryland, Virginia, West Virginia, Illinois, Wisconsin, Indiana, Minnesota, Iowa and Washington.

Plans for the Little Golden six-inch line include the release of the first two albums in the label's history. Albums will contain four records and sell for \$1. Both are Christmas packages. The label will also issue six titles in September and nine in October. No Little Golden releases are planned for the rest of the summer or for the November-December period. The catalog of 25-cent disks is now over 60.

# Pollack Sells Jewel Waxery To Lubinsky

HOLLYWOOD, May 5.—Herman Lubinsky, Savoy Records topper, Friday (4) bought out Jewel Records from orkster Benny Pollack for an undisclosed sum. Deal includes 150 masters, some of which are waxings of Kay Starr and Boyd Raeburn.

Transaction gives Lubinsky additional power for his rhythm and blues label, especially with the Kay Starr cuttings, where the gal sells equally as well in the white and r. and b. fields.

Pollack will serve as Lubinsky's artist-repertoire rep on the Coast and will also record a series of Dixieland sides for the label.

# Andrews Sisters Story for Film

HOLLYWOOD, May 5.—Life story of the Andrews Sisters will be filmed by Lou Levy, gals' manager, who is planning the pic as an indie venture. Levy took extensive footage of the Andrews' recent personal appearances via newsreel cameras and intends to incorporate the film into the movie.

Pic, tagged with a working title of *The Story of the Andrews Sisters*, would deal with the sisters' life from the time they broke into show business from a little town in Iowa, thru one-nighters and their Hollywood and Broadway successes. Levy is in New York, where he is expected to work out plans for the pic.

# Prado OK'd by Newark Local

NEW YORK, May 5.—Perez Prado, whose application for a union card was turned down by Local 802, American Federation of Musicians, three weeks ago, was granted a card by the Newark local last week and yesterday cut four sides for RCA Victor here. The Cuban mambo king waxed his own arrangements of *Syncopeated Clock* and three L-A tunes. He recorded with New York sidemen.

Prado was due to return to Mexico this week-end for a two-week engagement, after which he is expected to return here for a benefit one-nighter in Chicago and then back to New York for a location stand, not yet specified.

# McConkey in Staff Shift

CHICAGO, May 5.—McConkey Artists' Corporation this week juggled its personnel, when Len Fisher, head of the act department for the past year, left to establish his own office at 127 N. Dearborn. Fisher will double between revue and act production and booking. Phil Levant, MCA's location band skedder, will head the act department, while Bill Black, road manager for Henry Busse's ork for the past five years, takes over Levant's post. Max Novelle is joining MAC's New York office to head up the act division. Nick Belcastro joins the new Fisher office to handle sport show booking.

Dick Hoffman, with the Charley Hogan office during the war and since that time a local theater manager, joined the Paul Marr office, replacing Eddie Baetzel, who returned to the air corps as a captain.

(Continued on page 35)

Paired for the first time—these great Columbia Stars

**JO**  
**Stafford** and **FRANKIE**  
**Laine**



singing

**"Pretty Eyed Baby"**

and

**"That's the One for Me"**

With Paul Weston and His Orchestra  
Carl Fischer at the Piano

78 rpm 39388 • 33 1/3 rpm 3-39388 • 45 rpm 4-39388

**COLUMBIA**  **RECORDS**

First, Finest, Foremost in Recorded Music





# RUSS MORGAN

*and His "MUSIC IN THE MORGAN MANNER"*

EXCLUSIVELY

**DECCA  
RECORDS**

*Announcement  
Commencing July 1, 1951*

**RUSS MORGAN**  
*and His "MUSIC IN THE MORGAN MANNER"*  
*will be under the Exclusive Management of*

**RUSS MORGAN ENTERPRISES**  
1680 N. Vine Street  
Hollywood 28, California  
HUDson 2-7369

BOSTON, CHICAGO & ST. LOUIS SPECIAL

GOING GREAT IN BOSTON, CHICAGO AND ST. LOUIS...

# BOBBY WAYNE

SINGS  
(GLORY ROAD)  
"I AM FREE"

A "SONGS FOR SALE" Winner!  
backed by  
"HOW LONG IS FOREVER"

Both vocal with Orchestra conducted by DICK HAYMAN  
LONDON 1077 (78 rpm) and 45-1077 (45 rpm)

HILARIOUS NEW NOVELTY HIT!  
EVERYONE LAUGHS...

# "DON'T FENCE ME IN"

backed by  
"OH YOU MILLION DOLLAR DOLL"  
by  
LEE MONTI'S TUTONES

LONDON 1079 (78 rpm)  
Another Terrific Disk by Lee Monti's Tutones  
"ROMAN GUITAR"  
LONDON 994

NEW RELEASES ON LONDON RECORDS

<p>ON TOP OF OLD SMOKEY BLACK GIRL JOSH WHITE No. 1028 (78 rpm) — 45-1028 (45 rpm)</p> <p>BLUE SKIES MARCH SIDEWALKS OF CUBA TED HEATH No. 719 (78 rpm)</p> <p>ANTON KARAS SECOND THEME ZITHER RHYTHM OF ANTON KARAS ANTON KARAS - Zither Solo No. 627 (78 rpm)</p> <p>UNLESS NOW THAT YOU'VE LEFT ME DICK JAMES No. 1027 (78 rpm) — 45-1027 (45 rpm)</p>	<p>UNLESS MY DEAREST BILL SNYDER No. 1075 (78 rpm) — 45-1075 (45 rpm)</p> <p>CUCA SHOO THE LITTLE FLY AWAY EDMUNDO ROS No. 943 (78 rpm) — 45-943 (45 rpm)</p> <p>IT'S A SIN DO THE PINES GROW GREEN IN THE VALLEY AL MORGAN No. 990 (78 rpm) — 45-990 (45 rpm)</p> <p>IF YOU COULD SEE ME NOW CARA CARA CARA BELLA BELLA BELLA, BABY BUDDY GRECO No. 987 (78 rpm) — 45-987 (45 rpm)</p> <p>ANGELA SHOULD YOU FORSAKE ME PAT TERRY No. 981 (78 rpm)</p>
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# LONDON

RECORDS

## THE BILLBOARD Music Popularity Charts

### HONOR ROLL OF HITS

Trade Mark Reg.

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received May 2, 3, 4.

Last Week | This Week

1. 1. Mockin' Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)  
RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M. Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

2. 2. How High the Moon

By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: C. Brown, Aladdin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012, Z. Elman, MGM 10332.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard.

3. 3. On Top of Old Smoky

By Pete Seeger—Published by Folkways (BMI)  
RECORDS AVAILABLE: G. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612  
(No information on electrical transcription libraries available as The Billboard goes to press.)

4. 4. If

By Robert Hargreaves, Stanley Damerell and Tolchard Evans—Published by Shapiro-Bernstein (ASCAP)  
RECORDS AVAILABLE: P. Cemo, V 20-3997; J. Garber, Cap 1351; Vic Damone, Mer 5565; Ink Spots, Dec 27391; J. Stafford-P. Weston Ork, Col 39082; D. Vaughan, Coral 60355; B. Eckstine, MGM 10896; D. Martin, Cap 1342; G. Lombardo, Dec 2449; L. Armstrong Ork, Dec 27481; E. Smith, Dec 27534.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; David LeWinter, Standard; Larry Feline, World; Vincent Lopez, Thesaurus; Mindy Carson, Associated.

8. 5. Sparrow in the Tree Top

By Bob Merrill—Published by Santly-Joy (ASCAP)  
RECORDS AVAILABLE: L. Baxter Ork-L. Doherty, Cap 1440; B. Crosby-Andrews Sisters, Dec 27477; G. Mitchell, Col 39190; A. Mooney, MGM 10924; L. Murray, Coral 60401; R. Allen, Mer 5597, (45)5597X45.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Dick Jurgens, Associated.

6. 6. Would I Love You

By Bob Russell and Harold Spina—Published by Walt Disney (ASCAP)  
RECORDS AVAILABLE: J. Gray Ork, Dec 27402; D. Day-H. James, Col(78)39159, (45)4-39159; T. Martin, V 20-4057; H. O'Connell, Cap 1368; P. Page, Mer 5571; E. Young-J. Piels, London 8932; B. Clooney, King 15102; G. Jenkins, Dec 27490; M. Davis, Coral 65048; S. Reichtzeit, Banner 2589.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard.

5. 7. Be My Love

By Sammy Cahn and Nicholas Brodzky—Published by Miller (ASCAP)  
From the MGM film, "Toast of New Orleans."  
RECORDS AVAILABLE: E. Eckstine-R. Case Ork, MGM 10799; M. Larza, V(45)19-1353, (78)10-1561; V. Young, Decca 27366; Ray Anthony, Capitol 1352; L. Brown-C. Butler, Col 39157; G. Auld Quintet, Royal Roost 524; E. Smith, Dec 27534.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Tex Beneke Ork, Thesaurus; Bob Eberle, World; George Wright, Associated.

8. 8. Too Young

By Sid Lipman and Sylvia Dee—Published by Jefferson (ASCAP)  
RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

10. 9. I Apologize

(Appeared first in 4/21/51 issue)  
By Al Hoffman, Al Goodheart and Ed Nelson—Published by Crawford Music (ASCAP)  
RECORDS AVAILABLE: Champ Butler, Col 39189; D. Cherry-D. Terry Ork, Dec 27484; B. Eckstine, MGM 10903; T. Martin, V 20-4056; Anita O'Day, London 964; D. Washington, Mer 8209.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Dick Jurgens, Associated.

7. 10. Aba Daba Honeymoon

By Arthur Fields and Walter Donovan—Published by Feist (ASCAP)  
From the MGM film, "Two Weeks With Love."  
RECORDS AVAILABLE: N. Solar-N. Leyden Ork, Col 38802; R. Hayes-K. Kallen, Mer 5586; D. Reynolds-C. Carpenter, MGM 30282, (45)K-30282; H. Carmichael-C. Dailey, Dec 27474; F. Martin, V 20-4065; H. Kane, Col 39205; F. Fisher, Dec 27510  
ELECTRICAL TRANSCRIPTION LIBRARIES: Music Hall Varieties, Thesaurus

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**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

	<b>78</b>	<b>45</b>
	rpm	rpm
"MR. ANTHONY'S BLUES," "COOK'S TOUR"		
Ray Anthony .....	1502	F1502
"DREAM," "HALLS OF IVY"		
The Voices of Walter Schumann .....	1505	F1505
"IT NEVER HAPPEN TO ME," "HE'S ONLY WONDERFUL" Peggy Lee .....	1513	F1513

## HOT SELLERS!

**POPULAR**

"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford .....	1451	F1451
"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole .....	1449	F1449
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford .....	1373	F1373
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton .....	1480	F1480
"WHEN YOU AND I WERE YOUNG MAGGIE BLUES," "TILL WE MEET AGAIN" Margaret Whiting and Jimmy Wakely .....	1500	F1500
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely .....	1393	F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul and Mary Ford .....	1316	F1316
"COME BACK, MY DARLING," "THEN YOU'VE NEVER BEEN BLUE" Kay Starr .....	1492	F1492
"THE STRANGE LITTLE GIRL," "KENTUCKY WALTZ" Tennessee Ernie .....	1470	F1470
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat "King" Cole .....	1468	F1468
"MR. ANTHONY'S BLUES," "COOK'S TOUR" Ray Anthony .....	1502	F1502
"BYE, BYE BLUES," "TOM'S TUNE" Joe "Fingers" Carr .....	1484	F1484

**WESTERN & FOLK**

"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie .....	1295	F1295
"R C COLA AND MOON PIE," "BEER DRINKING BLUES" "Big Bill" Lister .....	1488	F1488
"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin .....	1508	F1508
"IT'S ALL THE SAME TO ME," "FALLING RAIN BLUES" Jimmie Skinner .....	1476	F1476
"WHERE IS YOUR HEART TONIGHT!" "THOSE THINGS MONEY CAN'T BUY" Hank Thompson .....	1444	F1444
"THE HOKEY POKEY," "JUMP ROPE BOOGIE" Cliffie Stone .....	1496	F1496
"I LOST MY GAL FROM MEMPHIS," ONE WAY TICKET" Tex Williams .....	1475	F1475
"I'LL FLY AWAY," "WE WILL RISE AND SHINE" James and Martha Carson .....	1415	F1415
"HOT ROD RACE," "WALKIN' WITH THE BLUES" Ramblin' Jimmie Dolan .....	1322	F1322
"DON'T KINDLE THE FLAME," "THIS SUSPENSE IS KILLIN' ME" Bucky Tibbs & Deuce Spriggs .....	1477	F1477



Week ending  
**MAY 12, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

The BIG song of the year  
**TENNESSEE  
ERNIE**



sings

**Mr. and  
Mississippi**

Coupled with **"SHE'S MY BABY"**

on Capitol 78 rpm No. 1521 • on 45 rpm F1521

## NEW RELEASES ON Capitol

Sharkey's Southern Comfort

SHARKEY AND HIS KINGS OF SIXELAND  
Temptation Rag She's Crying For Me  
Basic Street Blues Wherry Blues  
Year Do-De Strain Eccentric  
(33), only Over The Waves and Basic Street Blues



THE NOISE SONG  
and  
BLUETAIL THE RED FOX

by Tex Ritter

78 rpm No. CAS-3198 \$1.18  
45 rpm No. CASP-3198 \$1.05

		78 rpm	45 rpm
<b>TENNESSEE ERNIE</b>	<b>MR. AND MISSISSIPPI</b> coupled with <b>SHE'S MY BABY</b>	1521	F1521
<b>RAY ANTHONY</b> and His Orchestra	<b>HERE'S TO YOUR ILLUSIONS</b> From the Musical Show "Flabobley" <b>THESE THINGS I OFFER YOU (FOR A LIFETIME)</b> Vocal by Tommy Mercer and The Strippers	1522	F1522
<b>JO STAFFORD and GORDON MacRAE</b> with Orchestra Conducted by Bill Lewis	<b>NIGHTS OF SPLENDOR (Neopolitan Nights)</b> <b>WHEN IT'S SPRINGTIME IN THE ROCKIES</b>	1523	F1523
<b>MEL TORNE</b>	<b>THE WORLD IS YOUR BALLOON</b> With Orchestra Conducted by Sid Feller From the Musical Show "Flabobley" <b>(I'M SENDING YOU A) BUNDLE OF LOVE</b> With Orchestra Conducted by Joe Lipman	1524	F1524
<b>SUGAR CHILE ROBINSON</b>	<b>THE DONKEY SONG</b> coupled with <b>BABY BLUES</b>	1526	F1526
<b>YOGI YORGESSON</b> with Johnny Duffy and The Scandinavians	<b>A LETTER FROM HARRY</b> coupled with <b>ALL POOPED OUT</b>	1531	F1531
<b>JOHNNY PECON</b> and His Orchestra	<b>GOOSE POLKA</b> Instrumental <b>OOH, WHAT YOU DO TO ME - POLKA</b> Vocal by Nellie Folan	1527	F1527
<b>HANK THOMPSON</b>	<b>I AIN'T CRYIN' OVER YOU</b> <b>HANGOVER HEART</b>	1528	F1528
<b>ROY HOGSED</b>	<b>SHUFFLEBOARD SHUFFLE</b> coupled with <b>POCO TEMPO</b>	1529	F1529
<b>JAMES &amp; MARTHA CARSON</b>	<b>(I'M GONNA) SING SING SING</b> <b>SHINING CITY</b>	1530	F1530

The usual prices, indicated above, do not include Federal, State or local taxes.



*Bustin' Wide  
Open!!!*

**I LIKE THE  
WIDE OPEN  
SPACES**

*By KEN MURRAY, ROYAL FOSTER and CHAS. WICK*

★ *Featured on the*  
**KEN MURRAY**

**TELEVISION SHOW**

*with*

**KEN MURRAY and LAURIE ANDERS** (The Glamour Cowboy)

★ *Recorded by*

**ARTHUR GODFREY and LAURIE ANDERS—Columbia**

**JIMMY WAKELY—Capitol**

**ART LUND—MGM**

*Other Top Notch Recordings Coming Up*

**MERIDIAN MUSIC CORP.**

BMI

1619 Broadway, N. Y.  
**JACK LEE**

Middle West Representative  
**BENNIE CAIRNS**

1606 N. Argyle Ave., Hollywood  
**SIDNEY GOLDSTEIN**

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received May 1, 2 and 3

Records listed are those selling best in the nation's top volume retail record stores...

Table of Best Selling Pop Singles with columns for rank, title, and artist. Includes 'How High the Moon', 'On Top of Old Smoky', 'Mockin' Bird Hill', etc.

Best Selling Classical Titles

Based on reports received May 1, 2 and 3

Table of Best Selling Classical Titles (33 1/3 R.P.M.) with columns for rank, title, and conductor.

Table of Best Selling Classical Titles (45 R.P.M.) with columns for rank, title, and conductor.

Advance Classical Releases

Table of Advance Classical Releases with columns for title, conductor, and release date.

DEALER DOINGS

News and Chatter

Sam Braverman, record buyer for the Neisner Bros. chain, is back in his Rochester, N. Y., office...

29th Anniversary

Taylor's Music Store, Philadelphia, shop in the Germantown section of the city, received special attention...

Dealer Gripes

"Seems like many distributors hate to let go of our money. It takes months to get a check for credits due us..."

A Miracle?

After being in the record business for 10 years, Stewart D. Williams, Hackettstown, N. J., reports that the first Decca salesman to ever enter his shop showed up a few weeks ago...

Trade Talk

"We need a complete catalog listing of all 45-r.p.m. albums just as the 33 1/3 catalog issued by Schwann..."

Best Selling Children's Records

Based on reports received May 1, 2 and 3

Table of Best Selling Children's Records with columns for rank, title, and artist. Includes 'Tweety Pie', 'I Taut I Taw a Puddy Tat', etc.

Best Selling Pop Albums

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate...

Table of Best Selling 33 1/3 R.P.M. Albums with columns for rank, title, and artist.

Table of Best Selling 45 R.P.M. Albums with columns for rank, title, and artist.

Classical Reviews

BERLIOZ: SYMPHONIE FANTASTIQUE—San Francisco Symphony Ork, Pierre Monteux, Cond. (1-12" V) RCA Victor LM-1131

BEETHOVEN: Sonata in E Major, Op. 109, and Sonata in A Flat Major, Op. 110; Jorg Demus, piano

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

sound lyric style by Demus, a young mid-European pianist who has been making something of a reputation here via an increasing number of independent label recordings.

SIBELIUS: Symphony No. 1 in E Minor, Op. 39—Leopold Stokowski and His Symphony Orchestra (Victor 33) LM-1125

(Continued on page 78)

Trade Reaction: The Best Record of Dennis Day's Brilliant Career

# MISTER AND MISSISSIPPI



backed with "A TRINKET OF SHINY GOLD"

**DENNIS DAY** on RCA Victor 20-4140 (47-4140)\*

This week's

## New Releases ...on RCA Victor

Release 51-19

Ships Coast to Coast, Week of May 13

### POPULAR

**DENNIS DAY**

Mister and Mississippi  
A Trinket of Shiny Gold  
20-4140—(47-4140)\*

**TONY MARTIN with Henri Rene's Orchestra**

I Get Ideas  
Tahiti, My Island  
20-4141—(47-4141)\*

**BOB DEWEY and His Orchestra**

Somebody  
Let's Gather 'Round the Parlor Piano  
20-4142—(47-4142)\*

**VAUGHN MONROE and His Orchestra**

Old Soldiers Never Die  
Love and Devotion  
20-4146—(47-4146)\*

### COUNTRY

**HOMER and JETHRO**

That Texas Land  
King Size Baby  
21-0468—(48-0468)\*

**THE OKLAHOMA WRANGLERS**

Warm Beer and a Cold, Cold Woman  
If I Should Need You  
21-0469—(48-0469)\*

### BLUES

**BIG BOY CRUDUP**

Roberta Blues  
Behind Closed Doors  
22-0126—(50-0126)\*

### RHYTHM

**STEVE GIBSON and the Original Red Caps**

I'm To Blame  
Sidewalk Shuffle  
22-0127—(50-0127)\*

### POP—SPECIALTY

**JOHNNY VADNAL and His Orchestra**

Loretta—Polka  
My Heart Is True—Waltz  
25-1196—(51-1196)\*

\*45 r.p.m. cat. nos.

*Going Strong...*

indicates records which according to actual sales, are recognized hits. The term is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- Old Soldiers Never Die/Love and Devotion  
Vaughn Monroe ..... 20-4146—(47-4146)\*
- Sound Off/Oh, Marry Me  
Vaughn Monroe ..... 20-4113—(47-4113)\*
- Be My Love  
Mario Lanza ..... 10-1561—(49-1561)\*
- I Have No Heart/Unless  
Eddie Fisher and Hugo Winterhalter Ork ..... 20-4120—(47-4120)\*
- On Top of Old Smoky/Shall We Dance  
Vaughn Monroe ..... 20-4114—(47-4114)\*
- The Loveliest Night of the Year  
Mario Lanza ..... 10-3300—(49-3300)\*
- Never Been Kissed  
Freddy Martin ..... 20-4099—(47-4099)\*
- Rhumba Boogie  
Hank Snow ..... 21-0431—(48-4031)\*
- If/Zing Zing—Zoom Zoom  
Perry Como (Sigmund Romberg) (Mitchell Ayres) ..... 20-3997—(47-3997)\*
- Kentucky Waltz  
Eddy Arnold ..... 21-0444—(48-0444)\*
- Would I Love You  
Tony Martin ..... 20-4056—(47-4056)\*
- Rose, Rose, I Love You  
Buddy Morrow Ork ..... 20-4135—(47-4135)\*
- Down the Trail of Achin' Hearts  
Hank Snow and Anita Carter ..... 21-0441—(48-0441)\*
- Lonesome/Poison Love  
Johnnie and Jack ..... 21-0377—(48-0377)\*
- There's Been a Change in Me  
Eddy Arnold ..... 21-0412—(48-0412)\*

*Coming Up...*

indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- Hello, Young Lovers  
Perry Como ..... 20-4112—(47-4112)\*  
The Retailers Pick, Billboard, May 5th issue; the Dick Jockeys Pick, Billboard May 5th issue
- Three-Cornered Tune  
Dinah Shore ..... 20-4107—(47-4107)\*  
The Disk Jockeys Pick, Billboard, May 5th issue
- We Kiss in a Shadow  
Perry Como ..... 20-4112—(47-4112)\*  
The Retailers Pick, Billboard, May 5th issue
- Good-By, G.I. Al  
Eddie Fisher ..... 20-4100—(47-4100)\*  
Disk Jockeys Pick, April 14th issue, Billboard

**TIPS** **MISTER AND MISSISSIPPI**  
Dennis Day 20-4140—(47-4140)\*

## THIS WEEK'S MAILBAG

**YOU'RE ON THE AIR—AND HOW!!!**  
Every survey that sets out to find what media exerts the greatest influence in promoting recorded music and getting the public to buy records, invariably ends up with radio heading the procession. In some reports radio gets 80 per cent of the votes! It's no wonder then that the record manufacturer who wants to give retailers the kind of support that brings in the greatest return concentrates plenty of advertising dollars on radio.  
RCA Victor, the acknowledged leader in all phases of record advertising, really stepped on the radio accelerator when last Saturday it sponsored its first network disc jockey show over the NBC coast to coast web. The show, titled **MUSICAL MERRY-GO-ROUND**, is the first disc jockey show of its kind with a format covering the entire field of music.

But the **MUSICAL MERRY-GO-ROUND** IS ONLY one RCA Victor radio show. Any dealer reading this column will be particularly pleased to learn that the records he carries are going to be supported in the future with not 1, not 2, not 3, not 4, not 5, not 6, not 7, not 8, not 9, not 10 BUT 11 RCA Victor radio shows, all plugging RCA Victor records.

- You're on the air—and how. And here is the list of shows:
- (1) Musical Merry-Go-Round (every Sat.—8 p.m. NBC Network)
  - (2) The Stars Review the Hits (every week, 250 radio stations)
  - (3) Music You Want (nightly classical program, 210 stations)
  - (4) Kiddy Time (children's records, 185 stations)
  - (5) Boston Pops with Arthur Fiedler (Network, every Monday plugging classical and semi-classical merchandise)
  - (6) Screen Director's Playhouse (Network, every Thursday)
  - (7) The Man Called X (Network, every Friday)
  - (8) The Magnificent Montague (Network every Sat.)
  - (9) The \$54 Question (Network, every Sun.)
  - (10) Rex Harrison Show (Network, every Wed.)
  - (11) The Phil Harris Show (Network, every Sun.)

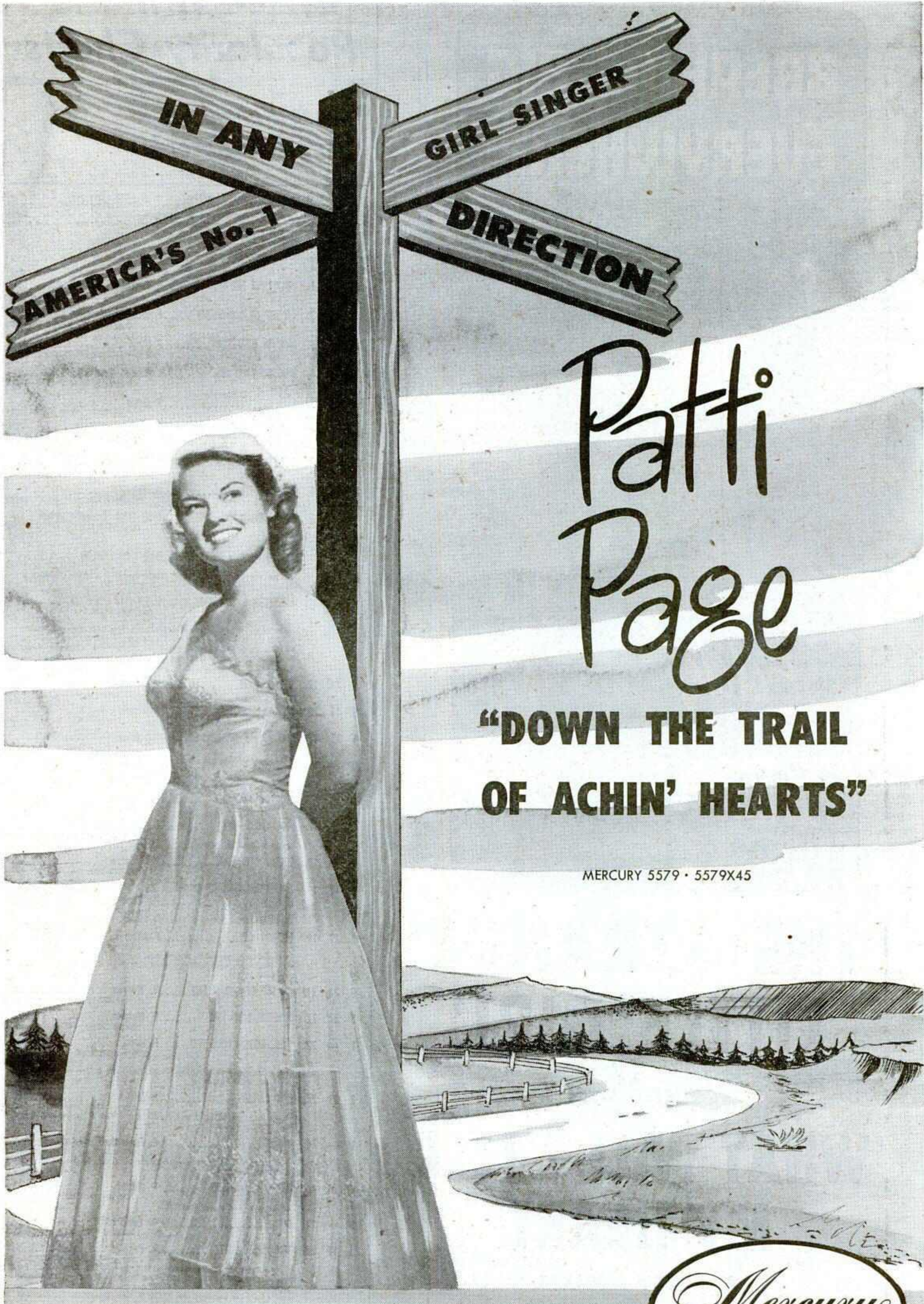
The stars who make the hits are on

# RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY







# Patti Page

**"DOWN THE TRAIL OF ACHIN' HEARTS"**

MERCURY 5579 • 5579X45

MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



**BREAKING BIG EVERYWHERE!**



*Eddy Howard*

HIS ORCHESTRA AND TRIO

**'THE STRANGE LITTLE GIRL'**

COUPLED WITH

**'WHAT WILL I TELL MY HEART'**

MERCURY 5630-X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

**THE BILLBOARD Music Popularity Charts**

**• Most Played Juke Box Records**

... Based on reports received May 1, 2 and 3

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
6	1	1.	1.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP		
6	2	2.	2.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers	Dec(78)27515; (45)9-27515—BMI		
12	5	3.	3.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP		
12	3	4.	4.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP		
17	4	5.	5.	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP		
11	7	6.	6.	ABA DABA HONEYMOON	D. Reynolds-C. Carpenter	MGM(78)30282; (45)K-30282—ASCAP		
13	6	7.	7.	WOULD I LOVE YOU	P. Page	Mercury(78)5571; (45)5571X45—ASCAP		
8	10	8.	8.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP		
9	8	9.	9.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP		
3	16	10.	10.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP (R. Hayes-R. Quinlan, Mer 5615; Mindy Carson, V 20-4119; Reynolds & Carpenter, MGM 30359; M. Whiting-J. Wakely, Cap 1500)		
9	12	11.	11.	BEAUTIFUL BROWN EYES	R. Clooney	Col(78)39212; (45)4-39212; (33)3-39212—BM (Jesse Rogers, V 21-0454; Billy Walker, Col 20798; Eddie Zack, Dec 46302; Art Mooney, MGM 10924; Lisa Kirk, V 20-4062; Arthur Smith-Del and Don, MGM 10914; A. Smith and His Dixie-Liners, Cap 1426; J. Wakely-Les Baxter, Cap 1393; D. Drew-L. Douglas Ork, Mer 5370; E. Knight-R. Charles Singers, Dec 27485; T. Maxim Ork, Dec 45130)		
19	11	12.	12.	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353—ASCAP		
9	13	12.	12.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus	Cap(78)1393; (45)F-1393—BMI		
4	15	12.	12.	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP		
10	9	15.	15.	SPARROW IN THE TREE TOP	G. Mitchell-M. Miller	Col(78)39190; (45)4-39190; (33)3-39190—ASCAP		
11	13	16.	16.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP		
2	22	17.	17.	MOONLIGHT BAY	Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP (L. Welk Coral 60444)		
2	26	18.	18.	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113—ASCAP		
2	17	19.	19.	DOWN THE TRAIL OF ACHIN' HEARTS	P. Page	Mercury(78)5579; (45)5579X45—ASCAP (Phil Brito, MGM 10968; S. Kaye, Col 39360)		
4	19	19.	19.	METRO POLKA	F. Laine	Mercury(78)5581; (45)5581X45—BMI (Alonzo & Oscar, Dec 46299; Russ Morgan, Dec 27528; Marlin Sisters, London 995; Pinetoppers, Coral 64074; Whoopee John Wilfahrt, Dec 45131; L. Welk Ork, Coral 60405)		
2	28	21.	21.	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114—BMI		
5	27	22.	22.	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444—ASCAP		
1	—	22.	22.	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP (Buddy Morrow, V 20-4135; Lou Dinning, Cap 1532; G. Jenkins, Dec 27594; Art Lund, MGM 10978)		
2	23	24.	24.	HOT CANARY	F. Zabach	Dec(78)27509; (45)9-27509—ASCAP (Percy Faith, Col 39329; Ella Fitzgerald, Dec 27578; P. Weston-Paul Nero, Cap 1495; J. Garber-P. Nero, Cap 1430)		
1	—	24.	24.	UNLESS	E. Fisher-H. Winterhalter	V(78)20-4120; (45)47-4120—ASCAP (Les Baxter, Cap 1493; Dick James, London 1027; Guy Mitchell, Col 39331; G. Jenkins, Dec 27594)		
4	19	26.	26.	NEVER BEEN KISSED	F. Martin	V(78)20-4099; (45)47-4099—ASCAP (J. Lewis-D. Stabile Ork, Cap 1482)		
5	—	27.	27.	IF	G. Lombardo	Dec(78)27449; (45)9-27449—ASCAP		
25	17	28.	28.	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45—BMI (Cowboy Copas and R. Wright, King 919; E. Hawkins Ork, Coral 60313; Pee Wee King, V(45)48-0407; M. Larkin and His X-Rays, Regal 3303; Fontane Sisters, V 20-3979; J. Stafford-P. Weston Ork, Col 39065; Anita O'Day, London 867; Guy Lombardo, Dec 27336; S. Kaye, Col 39113; Les Paul, Cap 1316; T. Tucker Ork, MGM 10364; J. "Schoolboy" Porter, Chance 1103; Gov. Gordon Browning, Mer 6310; Spike Jones, V 20-4011; Seymour Reichtzeit-Sam Medoff, Banner B 2586; Jo Stafford, Col 39129)		
7	21	28.	28.	ABA DABA HONEYMOON	R. Hayes-K. Kallen	Mercury(78)5586; (45)5586X45—ASCAP		
1	—	28.	28.	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP (Fred Waring, Dec 27507; Anne Shelton, London 937; Helen O'Connell, Cap 1408; Ann Blyth, MGM 30352; P. Faith Ork, Col 3-39192; Ethel Smith, Dec 27583)		



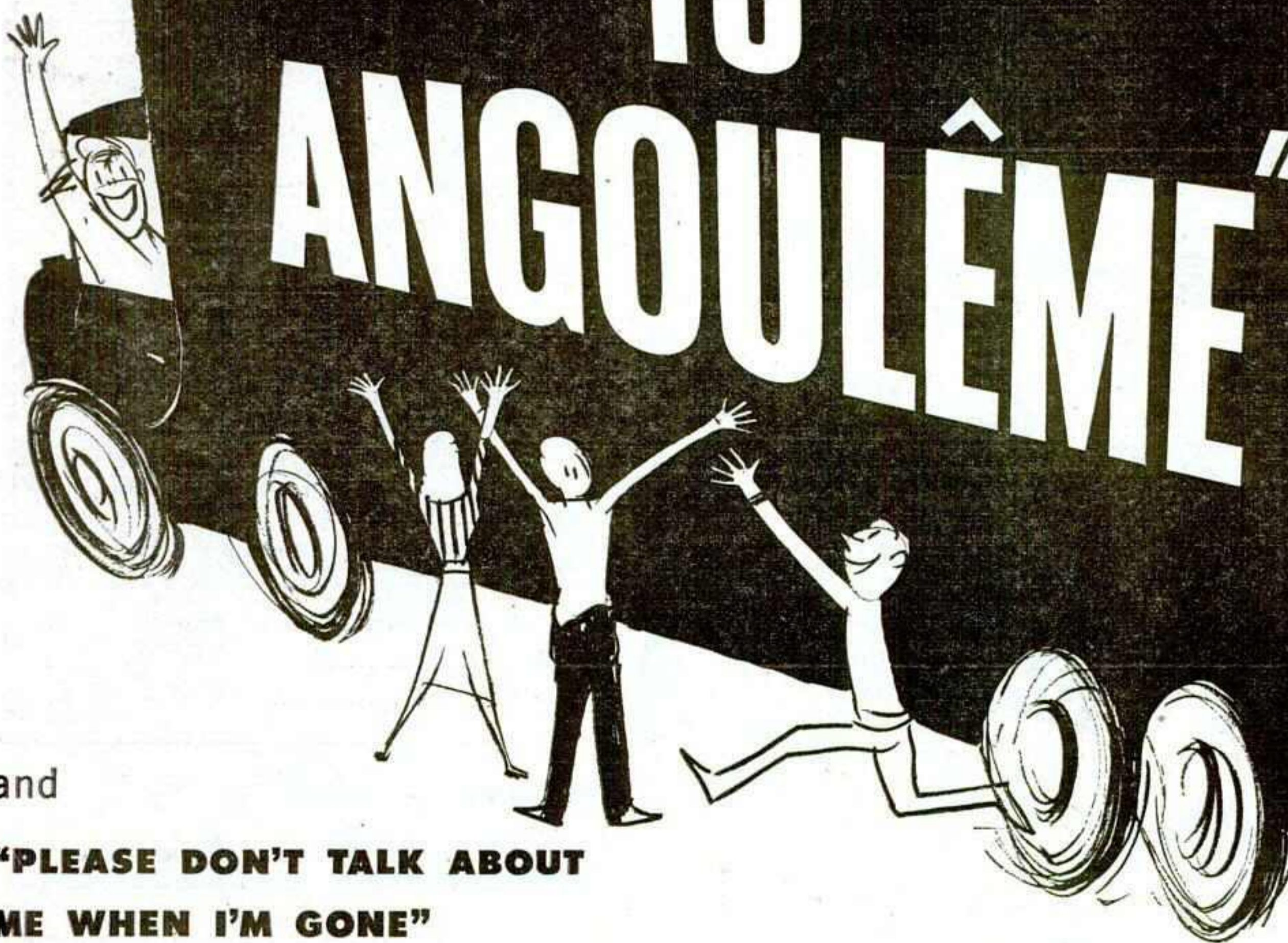


# SAMMY KAYE'S

# "COME BACK

TO

# ANGOULÊME"



and

**"PLEASE DON'T TALK ABOUT  
ME WHEN I'M GONE"**

78 rpm 39376 • 33 1/3 rpm 3-39376 • 45 rpm 4-39376

**COLUMBIA  RECORDS**

First, Finest, Foremost in Recorded Music



**HANK WILLIAMS**  
Singing  
"HOWLIN' AT THE MOON"  
and  
"I CAN'T HELP IT"  
MGM-10961



**HANK WILLIAMS**



**ELMO TANNER**  
Singing  
"MY ANGEL"  
MGM-10958



**GENE MCGHEE**  
Singing  
"FORSAKING ALL OTHERS"  
MGM-10966

**FRIDAY HUGHES**  
Singing  
"LAZY MORNING"  
MGM-10962

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

**THE BILLBOARD Music Popularity Charts**

**• Most Played Juke Box Folk (Country & Western) Records**

... Based on reports received May 1, 2 and 3

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

POSITION	Weeks Last This	Record	Artist	Label
10	1	1.	RHUMBA BOOGIE	Hank Snow
				V(78)21-0431; (45)48-0431—BMI
5	2	2.	KENTUCKY WALTZ	E. Arnold
				V(78)21-0444; (45)48-0444—BMI
21	4	3.	SHOTGUN BOOGIE	Tennessee Ernie
				Cap(78)1295; (45)F-1295—BMI
8	4	4.	COLD, COLD HEART	H. Williams
				MGM(78)10904; (45)K-10904—BMI
2	7	5.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell
				Col(78)20799; (45)4-20799; (33)3-20799—BMI
13	3	6.	MOCKIN' BIRD HILL	Pinetoppers
				Coral(78)64061; (45)9-64061—ASCAP
9	8	7.	BEAUTIFUL BROWN EYES	J. Wakely-L. Baxter Chorus
				Cap(78)1393; (45)F-1393—BMI
1	—	8.	HOBO BOOGIE	R. Foley
				Dec(78)46304; (45)9-46304—BMI
1	—	9.	BLUEBIRD ISLAND	H. Snow
				V(78)21-0441; (45)48-0441—BMI
1	—	10.	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow-A. Carter
				V(78)21-0441; (45)48-0441—ASCAP

**Coming Up**

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	MY BABY'S JUST LIKE MONEY	L. Frizzell
		Col(78)20799; (45)4-20799; (33)3-20799
2.	STRANGE LITTLE GIRL	R. Foley-E. Tubbs
		Dec(78)46311; (45)9-46311
3.	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson
		Dec(78)27515; (45)9-27515

**• Best Selling Retail Folk (Country & Western) Records**

... Based on reports received May 1, 2 and 3

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

POSITION	Weeks Last This	Record	Artist	Label
10	1	1.	RHUMBA BOOGIE	Hank Snow
				V(78)21-0431; (45)48-0431—BMI
5	3	2.	KENTUCKY WALTZ	E. Arnold
				V(78)21-0444; (45)48-0444—BMI
18	2	3.	THERE'S BEEN A CHANGE IN ME	E. Arnold
				V(78)21-0412; (45)48-0412—BMI
9	6	4.	COLD, COLD HEART	Hank Williams
				MGM(78)10904; (45)K-10904—BMI
22	4	5.	SHOTGUN BOOGIE	Tennessee Ernie
				Cap(78)1295; (45)F-1295—BMI
2	—	6.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell
				Col(78)20799; (45)4-20799; (33)3-20799
2	—	7.	STRANGE LITTLE GIRL	Cowboy Copas
				King(78)951; (45)45-951—ASCAP
8	8	8.	POISON LOVE	Johnnie & Jack
				V(78)21-0377; (45)48-0377—BMI
2	10	8.	BLUEBIRD ISLAND	H. Snow
				V(78)21-0441; (45)48-0441—BMI
44	9	10.	I'M MOVIN' ON	H. Snow
				V(78)21-0328; (45)48-0328—BMI

**Coming Up**

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

1.	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson
		Dec(78)27515; (45)9-27515
2.	HOBO BOOGIE	R. Foley
		Dec(78)46304; (45)9-46304
3.	STRANGE LITTLE GIRL	Tennessee Ernie
		Cap(78)1470; (45)F-1470

**• Advance Folk (Country & Western) Record Releases**

Blues Is Bad News—Skeets McDonald (Scott Git) Cap 1518	Kentucky Waltz—Bill Monroe (The Prisoner's) Dec 46314
Boogie in Minor—Merle Travis (Deep South) Cap 1519	My Last Will & Testament—Monte Hale (Dead Letter) MGM 10964
Dead Letter File—Monte Hale (My Last) MGM 10965	Picture of You Smiling, A—Gene McGhee (Forsaking All) MGM 10966
Deep South—Merle Travis (Boogie in) Cap 1519	Prisoner's Song—Bill Monroe (Kentucky Waltz) Dec 46313
Do the Pines Grow Green in the Valley—Smiley Burnette (I Can't) Cap 1520	Ridin' Down the River—Zeke Clements (In the) MGM 10965
Don't Tell Me Goodbye—Dolph Hewitt (Tear Drops) V 21-0462	Square Dances Vol. 1 Album—Woodhull's Old Tyme Masters-Floyd Woodhull (4-7") V(45)-WDC-36
Forsaking All Others—Gene McGhee (A Picture) MGM 10966	Tear Drops on the Roses—Dolph Hewitt (Don't Tell) V 21-0462
Honky Tonk Blues—Eddie Marshall (A Hundred) V 21-0459	When the Morning Comes—Jimmie Davis (When They) Dec 14563
Hundred Ways to Break a Heart, A—Eddie Marshall (Honky Tonk) V 21-0459	When They Ring Those Golden Bells—Jimmie Davis (When the) Dec 14563
I Can't Be Honest With You—Smiley Burnette (Do the) Cap 1520	

# D.J.'s - Dealers - Operators

# THANKS!

FROM THE TOP OF

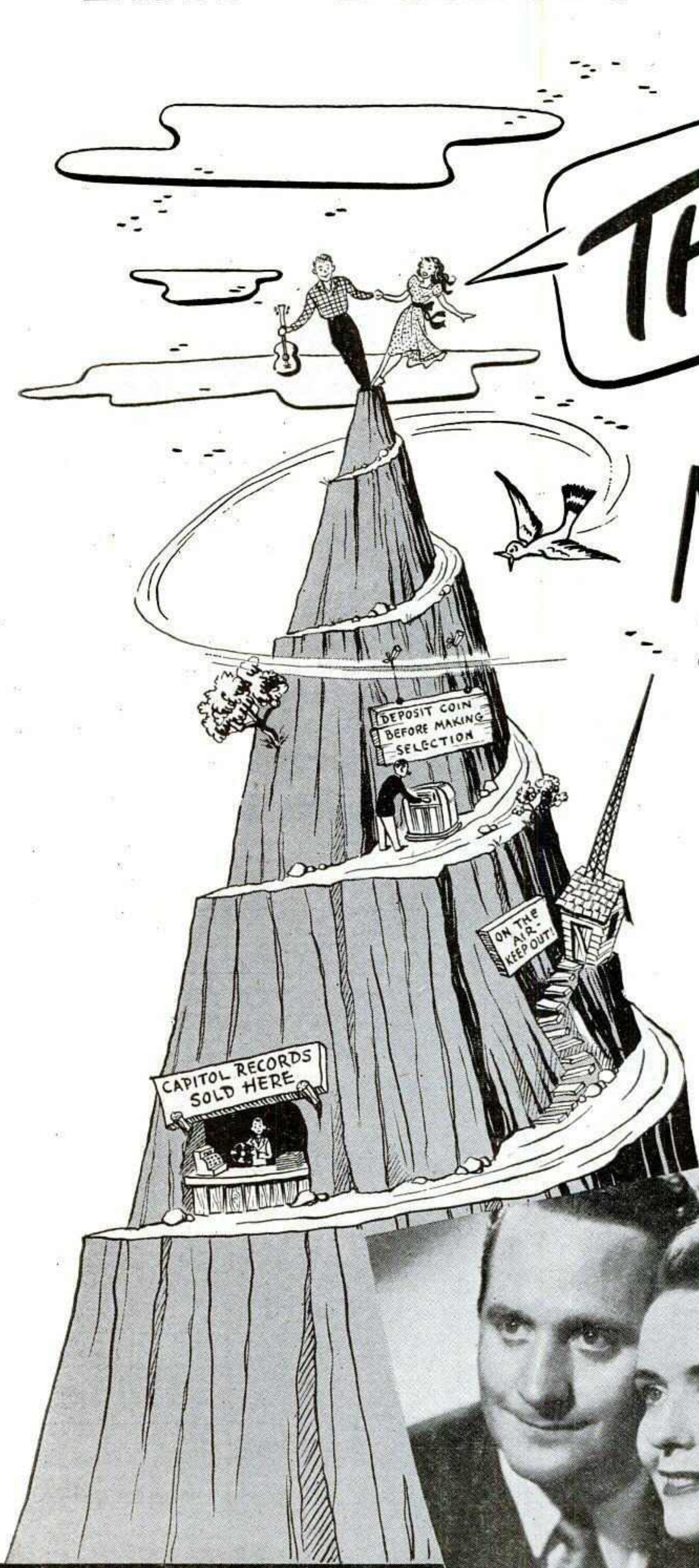
# Mockin' Bird Hill

SOUTHERN MUSIC PUBLISHING CO.  
NEW YORK, N. Y.

on 78 rpm No. 1373  
on 45 rpm No. F1373



# LES PAUL & MARY FORD



THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

The Stanley Brothers (Columbia) are now at WSAZ, Huntington, W. Va. ... Lester McFarland, the Mac of Mac and Bob, is starting a new 10-minute show over WLS, Chicago. Bob Gardner, his longtime partner, is leaving the station to work under the sponsorship of the Christian League for the Handicapped...

Buddy Starcher, formerly with Columbia, has left Apollo, Pa., to become station manager of WMBM, Miami Beach, Fla. ... Earl Songer, of Taylor Center, Mich., has inked with Fortune diskery. ... Jimmy Skinner and Carl Builer are set for Eastern park dates in June by Lou Epstein, Skinner's manager...

Tommy Faile is doing vocals with Arthur (Guitar) Smith, who has just made a TV film for Blue Ridge Productions, Inc. Ben McKinnon, Smith's p. m., has joined WBT, Charlotte, N. C., to work on the sales staff and handle the Crackerjacks. ... Bob Newman, of the Georgia Crackers, WHKC, Columbus, O., is now doing a 45-minute d. j. shot daily. The Georgia Crackers will open their G-Bar-C folk music ranch May 13. They have added a dance floor...

Rome Johnson, folk artist who records for Abbey Records, recently did guest shots on Pee Wee King's two shows on WAVE-TV, Louisville. Johnson also appeared with King in a benefit program at New Middletown, Ind.

Disk Jockey Doings

Joe Johnson, WPAQ, Mount Airy, N. C., reveals that Carl Story (Mercury) and his Rambling Mountaineers are working a daily seg on the station. Story has taken a leave of absence until next fall from Knoxville. Jack Gardner, WBIP, Booneville, Miss., is starting a country music remote from a local department store. Vernon Keith Wroten reports a good phone call pull from a mystery voice gimmick, in which he records the voice of a prominent local citizen and gives \$100 in merchandise for the correct identity over WBIP.

Ken Kribbs, WROL, Knox- (Continued on page 30)



BIG-TIME RENDITION of a BIG-TIME TUNE!

KEN CARSON

Singing Star of the Garry Moore Show

Heard Daily on CBS-TV by over 3,000,000 Listeners

Creates a New Hit

HOMETOWN, U.S.A.

THE WONDERFUL NEW TUNE THAT'S WINNING ITS WAY INTO THE HEART OF ALL AMERICA!

backed by

WONDEROUS WORD (of the Lord)

Voices and Orchestra under direction of

HAL KANNER

Biblefone } #770-78 RPM #770-45 RPM

DISTRIBUTORS

Send for Samples NOW!

\*Published by Picadilly Music, Inc. (BMI), Ed Kassner, Pres.

BIBLETONE RECORDS, INC.

New York 3, N. Y.

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received May 1, 2 and 3

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

Table with columns: POSITION, Weeks Last, This date/Week/Week, Record Title, Artist, and Record Label. Includes records like 'COLD, COLD HEART' by H. Williams and 'RHUMBA BOOGIE' by Hank Snow.

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

Table with columns: Record Title, Artist, and Record Label. Includes records like 'DON'T STAY TOO LONG' by E. Tubb and 'MILLION MILES FROM YOUR HEART' by E. Arnold.

Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Table with columns: LABEL AND NO., ARTIST, COMMENT TUNES, and a vertical bar with 'STYLING', 'RECORDING', 'MATERIAL', and 'PERFORMANCE' indicators. Includes reviews for Bobby Gregory, Hank Williams, Chuck Oakes, Tommy Duncan, Andy Parker, Bill Carlisle, Ray Melton, and Anita Carter.

(Continued on page 81)

THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

Based on reports received May 1, 2 and 3

Table with 10 columns: Rank, Record Title, Artist, Label, and Chart Position. Includes records like 'BLACK NIGHT' by C. Brown and 'I WILL WAIT' by Four Buddies.

Most Played Juke Box Rhythm & Blues Records

Based on reports received May 1, 2 and 3

Table with 10 columns: Rank, Record Title, Artist, Label, and Chart Position. Includes records like 'BLACK NIGHT' by C. Brown and 'I WILL WAIT' by Four Buddies.

Advance Rhythm & Blues Record Releases

Table listing upcoming record releases with columns for title, artist, and label. Includes 'Am I Blue?' by B. Johnson Ork and 'Just Like Two Drops of Water' by Red Mack.

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Bill Shaw's Artists Corporation last week inked a pair of term booking papers with Paul Williams and Floyd Dixon. Williams is remembered for his original slicing of "The Hucklebuck" for Savoy and has been booked through the Gale Agency for the past couple of years.

Arnett Cobb, who was in the hospital with a back ailment for almost two years, has had a relapse and will be out indefinitely. Tiny Grimes will bring his rocking Highlanders—the guys are garbed in Scotch kilts—into the Apollo Theater in New York for their first appearance there during the week of May 11.

SAC one-night department topper, Jack Archer, was thrown by a horse Saturday (28) and broke an ankle. He's coming to work on crutches these days. Amos Milburn, Paul Williams and Joe Morris bought regular passenger busses for their contingents. Clay Williams, a boy singer recently discovered on the Robert O. Lewis Show, was inked to a Jubilee waxing contract.

Specialty Records this week contracted Prof. J. Earl Hines, gospel and spiritual singer, to a five-year disking pact. Hines was featured with the St. Paul Choir. Aladdin's initial Billie Holiday sides are "Be Fair to Me" and "Detour Ahead," in the stands next week. Thrush is backed by Tiny Grimes Sextet. Hill-billy singer Ed Hazelwood became Aladdin's newest Western attraction when he was inked this week. Modern's Joe Bihari leaves Hollywood Sunday (13) for the East on a sales promotion junket, following brother Saul's three-week sales trek. Hefty sales are reported from Swing Time's newest releases by Ray Charles and Lowell Fulson.

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Table with columns: Artist Label and No., Tuning Comment, and Chart Position. Reviews records by Maurice King, Joey Thomas Ork, Elmer Warner, Peppy Prince, and Joe Black.

ATLANTIC

Tops in Their Field! AMERICA'S FAST SELLING R & B LINE!



- #2 TENNESSEE WALTZ BLUES by Stick McGhee #926
#4 DON'T TAKE YOUR LOVE AWAY by Joe Morris and Laurie Tate #923
#3 TEARDROPS FROM MY EYES by Ruth Brown #919



- JOE TURNER #939 After My Laughter Came Tears
THE CLOVERS #934 Don't You Know I Love You
STICK MCGHEE #937 One Monkey Don't Stop The Show
JOE MORRIS and His Blue Cavalcade #940 Midnight Grinder
THE CARDINALS #938 Shouldn't I Know

ATLANTIC RECORDS 301 W. 54th Street, New York

Savoy RECORD CO., INC. advertisement featuring 'TEQUILLA' and 'JUNGLE MAMBO' by GAUCHO and His Orch., and 'RED, RED WINE' and 'BOOGIE GRUNT' by MILTON BUCKNER and His BEALE ST. GANG.

Dot RECORDS, INC. advertisement for 'SADIE GREEN' by MARGIE DAY with GRIFFIN BROTHERS' ORCHESTRA.

Specialty records advertisement for 'MONEY BLUES' by CAMILLE HOWARD #401 and 'ONE SWEET LETTER' by JOE LIGGINS #402.







**PHIL**

*phiddles...*

*while*

**ALICE**

*sends...*

# THE LETTER

the **PHIL HARRIS-ALICE FAYE** duet...

*Alice's*

first recording in . . . years

*b/w*

**"POSSIBILITIES"**

(78 RPM) 20-4124

(45 RPM) 47-4124



**RCA VICTOR Records**





# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

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

**PRETTY EYED BABY**..... Frankie Laine-Jo Stafford..... Columbia 39404  
A bang-up duetting of an attractive new novelty ditty is this first teaming of Laine and Stafford. Tune was launched via the Jane Turzey Trio disk on Decca 27479 some weeks ago, and has since picked up steam via Al Trace's job on Mercury 5609. Flip on the Laine-Stafford item is another zippy duet worth attention, "That's the One for Me."

**TOM'S TUNE**..... Georgia Gibbs..... Mercury 5644  
The follow-up to "Sam's Song" gets a sock projection from Miss Gibbs and orking on her Mercury debut; should do especially well on jukes.

**I LIKE THE WIDE OPEN SPACES**..... Laurie Anders-Arthur Godfrey... Columbia 39404  
The Western yock tune inspired by Miss Anders' inspirational "acting" on the Ken Murray TV show gets a zany duet from the lass and Arthur Godfrey, and has plenty of steam in back of it from the Murray ailer.

## • The Disk Jockeys Pick

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

1. OLD SOLDIERS NEVER DIE..... Vaughn Monroe..... Victor 20-4146
2. ROSE, ROSE, I LOVE YOU..... Buddy Morrow Ork..... Victor 20-4135
3. PRETTY EYED BABY..... Al Trace..... Mercury 5609
4. MIXED EMOTIONS..... Rosemary Clooney..... Columbia 39333
5. STRANGE LITTLE GIRL..... Eddy Howard..... Mercury 5630
6. BECAUSE OF RAIN..... Nate Cole..... Capitol 1501

## • The Retailers Pick

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

1. HELLO, YOUNG LOVERS..... Perry Como..... Victor 20-4112
2. MISTER AND MISSISSIPPI..... Patti Page..... Mercury 5645
3. WE KISS IN A SHADOW..... Perry Como..... Victor 20-4112
4. MR. ANTHONY'S BLUES..... Ray Anthony Ork..... Capitol 1502
5. SONG OF DELILAH..... Nat Cole..... Capitol 1501
6. WE KISS IN A SHADOW..... Doris Day..... Columbia 39293
7. I AM FREE..... Bobby Wayne..... London 1077

## • The Operators Pick

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

1. JEZEBEL..... Frankie Laine..... Columbia 39367
2. UNLESS..... Guy Mitchell-Mitch Miller Ork..... Columbia 39331
3. I HAVE NO HEART..... Eddie Fisher-Hugo Winterhalter Ork..... Victor 20-4120
4. PRETTY EYED BABY..... Al Trace..... Mercury 5609
5. WHEN YOU AND I WERE YOUNG MAGGIE BLUES..... Margaret Whiting-Jimmy Wakely..... Capitol 1500
6. EVER TRUE—EVER MORE..... Eddy Howard..... Mercury
8. WHAT WILL I TELL MY HEART?..... Eddy Howard..... Mercury 5630

## • The Country and Western Disk Jockeys Pick

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

1. HOWLIN' AT THE MOON..... Hank Williams..... MGM 10961
2. MY BABY'S JUST LIKE MONEY..... Lefty Frizzell..... Columbia 20799
3. I CAN'T HELP IT..... Hank Williams..... MGM 10961
4. A MILLION MILES FROM YOUR HEART..... Eddy Arnold..... Victor 21-0444

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**TOMORROW'S BIG HIT—TODAY!**

**LEROY HOLMES**

and his Orchestra

**OLD SOLDIERS NEVER DIE  
I'VE GOT SIXPENCE**

78 RPM — MGM 10977 • 45 RPM — MGM K10977



**SALES STIMULATING NOVELTIES!**

**ART MOONEY**

and his Orchestra

**GOOD NIGHT CINCINNATI  
SARAH KELLY FROM PLUMBNELLY**

78 RPM — MGM 10969 • 45-RPM — MGM K10969



**NEW PLATTER FROM T.V. STARS!**

**BILLY WILLIAMS QUARTET**

**PRETTY EYED BABY  
YOU MADE ME LOVE YOU**

78 RPM — MGM 10967 • 45 RPM — MGM K10967



**TOMMY'S BIGGEST EVER!**

**TOMMY TUCKER**

and his Orchestra

**I STOLE YOU FROM SOMEBODY ELSE  
SHE MADE A MONKEY OUT OF ME**

78 RPM — MGM 10935 • 45 RPM — MGM K10935



**M-G-M BEST SELLERS!**

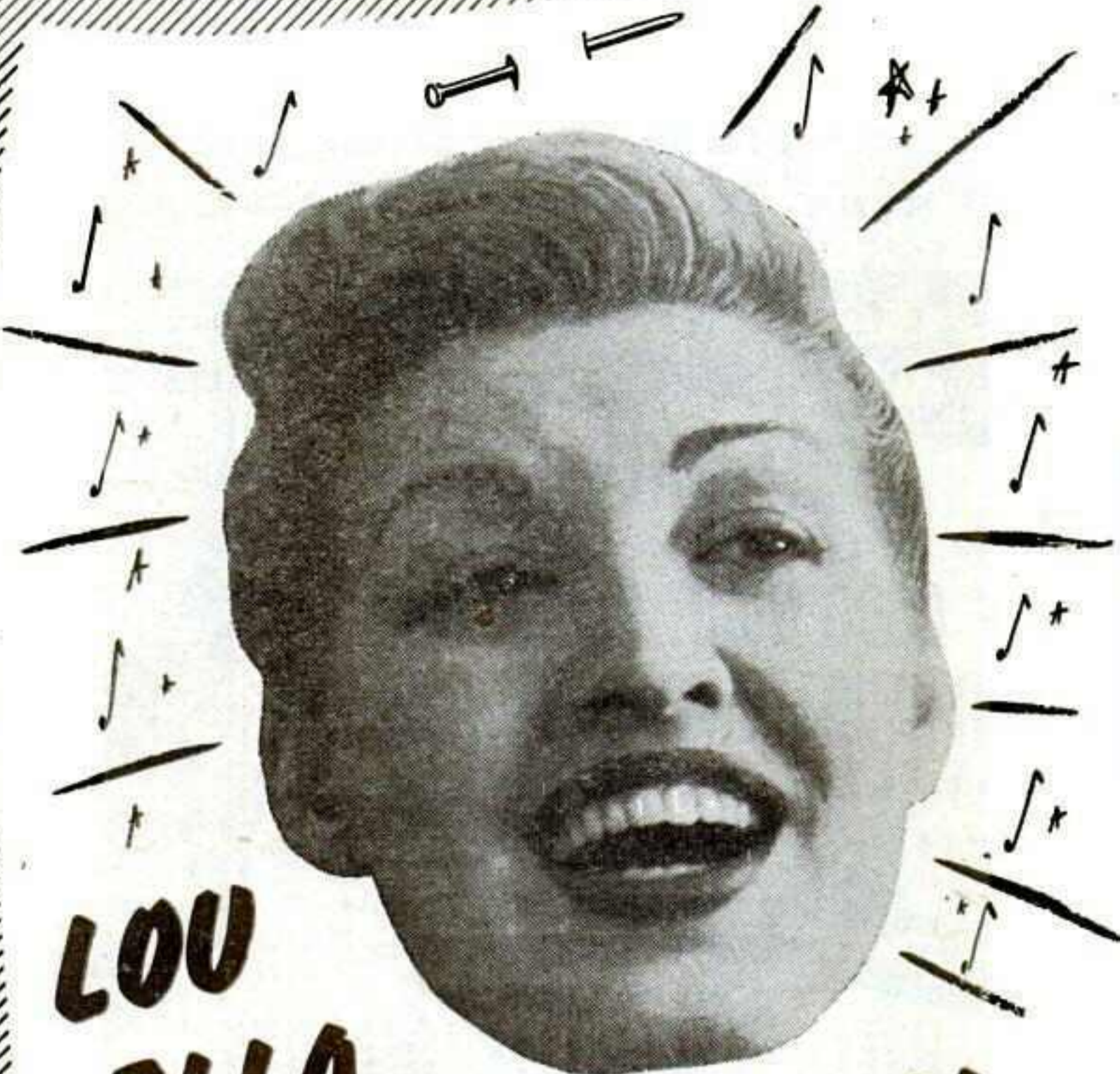
- |  |                                  |            |
|--|----------------------------------|------------|
| BILLY ECKSTINE                         | BRING BACK THE THRILL            | MGM 10903* |
| BILLY ECKSTINE                         | I APOLOGIZE                      | MGM 10944* |
| DEBBIE REYNOLDS and CARLETON CARPENTER | WHAT WILL I TELL MY HEART        | MGM 30282* |
| FRED ASTAIRE and JANE POWELL           | ABA DABA HONEYMOON               | MGM 30316* |
| HANK WILLIAMS                          | ROW, ROW, ROW                    | MGM 10904* |
| LUKE THE DRIFTER                       | THE LIAR SONG                    | MGM 10932* |
| JANE POWELL                            | TOO LATE NOW                     | MGM 30281* |
| FRANK PETTY TRIO                       | DEAR JOHN                        | MGM 10927* |
|  | COLD, COLD HEART                 |            |
|  | JUST WAITIN'                     |            |
|  | MEN WITH BROKEN HEARTS           |            |
|  | OCEANA ROLL                      |            |
|  | BY THE LIGHT OF THE SILVERY MOON |            |
|  | MARCHETA                         |            |
|  | WHEN I LOST YOU                  |            |

\*Also Available 45 RPM



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

# THE BIG ONE ON CAPITOL



## LOU ELLA ROBERTSON

and The Wanderers  
with Orchestra Conducted by Don Robertson

sings

# “the Letter”

## (DEAR JOHN)

backed with

### ROSE, ROSE I LOVE YOU

78rpm 1532 • 45rpm F1532



# THE BILLBOARD Music Popularity Charts

## Album and LP Reviews

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

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

### POPULAR

**LET'S DANCE AGAIN WITH RALPH FLANAGAN** — Ralph Flanagan Ork, Harry Prime, vocals (3-7") **80** **ZOOT SIMS QUARTET** (1-10") **58**  
Discovery (33) DL-3015  
Don't Worry About Me; Crystals; Tenderly; Night and Day; I Understand; Singsin' Hash.

RCA Victor (45) WP-311  
I'm Dancing With Tears in My Eyes, Save the Last Dance for Me, I Won't Dance, Let's Face the Music and Dance, Dancing on the Ceiling, Dancing in the Dark.

Here is a collection of six familiar standards which are typical of the dance medleys tossed out on one-night stands. That each of the tunes has the word "dance" in the title is only a reminder that the Flanagan band has been successful in purveying dance music. As singles, there is little in the collection that might step out into the hit class. As a collection for the terp set, this is a first rate package. Harry Prime does fine on "With Tears in My Eyes" and "Save the Last Dance for Me." Arrangements are typically Flanagan-Miller.

**JUKES** **JOCKS**  
For terp locations. Okay disks for dance segs.

**SONGS FROM "THE KING AND I"** **85**  
Al Goodman Ork-Henri Rene Ork, Dinah Shore, Robert Merrill, Tony Martin, Patrice Muncel (5-7)  
V (45) WK-30

Overture, Shall We Dance, I Have Dreamed, I Whistle a Happy Tune, Something Wonderful, My Lord and Master, Hello, Young Lovers; We Kiss in a Shadow, Getting to Know You, A Puzzlement. Victor has assembled an all-star recording cast in an effort to cash in on the newest Rodgers-Hammerstein click and to attempt to head off the original cast albuming of the show score, issued by Decca. The rich effort was made probably because the show's stars, Gertrude Lawrence and Yul Brynner, are not much in the voice department and on the theory that a good portion of the population would prefer pro singers to show performers. At any rate, the result is a slick rundown of the greatest portion of the score. The orchestrations, by Al Goodman and Henri Rene, are faithful to those done for the show by Robert Russell Bennett. The star singers are in top form for this chore. Martin's duets with Miss Muncel are the musical highspots. Dinah's "Whistle a Happy Tune" is strong enough an effort to be worthy of single merchandising. Generally, this is a happy project. Tho it probably won't head the original cast job over the counter, the album should provoke a handsome sale.

**JUKES** **JOCKS**  
If made available singly, the show's top pops are well done, especially "Happy Tune." Fine pop spinner fare.

**THE KING AND I—ORIGINAL CAST ALBUM**—Gertrude Lawrence, Yul Brynner, Dorothy Sarnoff, Doretta Morrow, Larry Douglas (1-12") **89**  
Decca (33) DL-9008

Overture: I Whistle a Happy Tune; My Lord and Master; Hello, Young Lovers; March of the Siamese Children; Puzzlement; Getting to Know You; We Kiss in a Shadow; Something Wonderful; Shall I Tell You What I Think of You; I Have Dreamed; Shall We Dance.

The new Rodgers-Hammerstein smash hit has been transferred to the record in more than satisfying style. The only failing in the set was the inability to capture the fire of Yul Brynner, the King, doing his song monolog, "A Puzzlement." Of course, the magic of Brynner lies in the visual rather than audible aspect of his performance. Aside from this, Decca did quite a splendid job of projecting Gertrude Lawrence's performance. Miss Lawrence, hardly a singer, is all sweetness and saleswoman in handling her several assignments and her job certainly will serve to recreate visions of the show to any who buy the set for the purpose of sustaining memories of it. Of course, the greatest portion of the customers fall into the latter category. The Rodgers-Hammerstein score is a magic one. It is uncompromisingly theatrical, yet it is musically beautiful and literate. Miss Lawrence's job with the material "Shall I Tell You What I Think of You" alone is worth the price of the album. Doretta Morrow, Dorothy Sarnoff and Larry Douglas, the singing voices of the show, round out the set with splendid readings of the rich ballads in the score. In musical popularity this may not be a "South Pacific," but it should enjoy a long and sizable sale nevertheless.

**SQUARE DANCES**—Carson Robison and His Square Dance Music—Calls by Lawrence V. Loy (1-10") **62**  
MGM (33) E-557

Obviously the market for this disk is restricted to the barn dance set—not inconsiderable these days. Tho the package does not include written instructions or dance patterns, the calls are clearly given and the Robison dance tempo is bright. Well recorded and nicely packaged, the disk could be easily merchandised—particularly with the aid of Robison's name value.

**JUKES** **JOCKS**  
Not suitable. C. and W. dance shows could use some disks.

**RAYMOND SCOTT AND HIS ORCHESTRA** (1-10") **65**  
MGM (33) E-549

Two Guitars, Huckleberry Duck, Manhattan Serenade, Tired Teddy Bear, Rub-Dub, Jackrabbit, Estrellita, Coming Down To Earth.

This is an instrumental collection by Raymond Scott's big band and is well suited to attract dance music buyers. Selections include several of the well-known Scott originals which were hits when originally recorded. Packaging and recording are okay.

**JUKES** **JOCKS**  
Not suitable. Dance segs on Saturday night could use these.

**RHUMBA WITH NORO MORALES** (1-10") **75**  
MGM (33) E-537  
110th Street and Fifth Avenue, Lagrimas Negras, El Sapon, Ponce, Isia Verde, The Peanut Vender, Chen Chen Co.

The vet L-A orkster presents an eminently danceable and listenable rhumba program here, made up of his better single disk releases. Two of the sides are piano and rhythm, the rest are full ork. The former are light, deft and pleasant. The latter show good coloration, some with vocals to further the exotic mood, and the beat is excellent. While mambo is the thing with the more sophisticated terp set, there's still a large market for the less wild rhumbas, a proven product for many years now.

**JUKES** **JOCKS**  
Singly, the standards Modern jazz segs will do where jazz will want this LP. sells.

**BILLY STRAYHORN TRIO WITH DUKE ELLINGTON AND STRAYHORN AT THE PIANOS** (1-10") **65**  
Merger (33) LP-1001

Cotton Tail; C Jam Blues; Flamingo; Bang-Up Blues; Tonk; Johnny Come Lately; In a Blue Summer Garden; Great Times. Mercer Records, operated by Duke Ellington's son, presents in this package quite a novel jazz offering. The Duke and his sidekick arranger-composer, Billy Strayhorn, were put together to reproduce their own approach to four hand piano jazz, something usually reserved for private parties and personal kicks. Duke and Strayhorn, as a team unique in music for the remarkable unanimity of musical object between them, have produced eight selections which are far and beyond fundamental jazz or even fundamental Ellington. Actually, this is living room doodling of an extremely intricate type, replete with insight and a mutual understanding of purpose. Collectors of Ellington will not want to miss this. It is suitable for modern collectors as well.

**JUKES** **JOCKS**  
Not suitable. All sides okay for pop-Latin segs.

**"THE LOUIS ARMSTRONG STORY"—in four volumes** **75**

Louis Armstrong and Hot Five; Louis Armstrong and Hot Seven; Louis Armstrong and Earl Hines; Louis Armstrong Favorites. Columbia (33) ML-54383-4-5-6  
Columbia inaugurated a new jazz series, "The Golden Era Series," with a real splash by deciding to lead off with a treasury of Louis Armstrong. Spread in the microgrooves of four 12-inch LP's, the diskery has put together 48 of Louis' most memorable recordings, these products of his near-legendary beginning period between 1925 and the early thirties. To begin with, Columbia's engineers have done a remarkable job of re-recording the old Okeh masters. They have brought up the levels, cleaned most of the grit and noise of the old masters, have given the recordings—particularly of Louis' work—an astounding close-up presence so that details which were hardly audible on the originals can be heard now; in short, they have made realistically brilliant entities of items which one normally takes for granted will be musty and weakened from age. The recordings which they worked with are the cream of the Armstrong crop from the particular periods in his career that they were preserved. Volume One deals with the original Hot Five and such classics as "Heebie Jeebies," "Muskrat Ramble," "Struttin' With Some Barbecue," "Corney Chop Suey," etc., and such master compatriots of Louis' as Kid Opy, Johnny Dods, Johnny St. Cyr and Lil Hardin. Two moves a couple of years to the Hot Seven and the superb "Potato Head Blues," "Wild Man Blues," etc. Three delves into the original matting of Louis with the driving piano style of Earl Hines and "West End Blues," the remarkable piano-trumpet "Weather Bird" slicing, "Basin Street Blues," etc. The final volume houses a collection of Louis' most commercially successful recordings of the 1929-31 period and, as it is titled, those most generally marked as favorites in his repertoire including "I Can't Give You Anything But Love," "Lazy River," "Confessin'," "If I Could Be With You," "Ding Dong Daddy," etc. It will probably be this last volume which will have the greatest individual appeal of the four. But, since it is likely that the market for these recordings will be confined to Armstrong admirers and collectors, the difference is not likely to be marked. At any rate, Columbia is to be commended for undertaking this project and following thru in so splendid a manner. The master of the project, George Avakian, who selected the recordings and wrote the excellent liner notes, rates a handsome share of the kudos. Mark this up as a historic release for jazz collectors.

**JUKES** **JOCKS**  
Not suitable. Super stuff for literate jazz spinners.

**"THE LOUIS ARMSTRONG STORY"—in four volumes** **75**

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Sides and Asides

Projected Productions And Casting Calls

Oscar Serlin disclosed last week that he has retired as a legit producer and that his office is no longer accepting scripts.

Helen Hayes may star in "Much Ado About Nothing," to open next season's series of the American National Theater and Academy.

Broadway Opening

THE LITTLE BLUE LIGHT

Open Sunday, April 29 ANTA Playhouse

A play by Edmund Wilson Staged by Albert Marre. Settings and lighting by Lester Polakov. Stage manager, Paul Foley.

Continued from page 3 former has firmly attached himself to the editor. Anyway, they all get blown up, leaving the gardener to advise the audience that he will stick around on the slim hope that humanity may get better.

No Chance on Stem However, while Light wouldn't have a remote chance in Stem commercial competition, a reporter commends ANTA for giving an opportunity to see some very fine acting.

Thomas Noyes has taken the part Ross had. Charles Nolte, who plays Billy, has been promoted to third billing.

Junior division of The Lambs is preparing a revue which it hopes to show the club early in June or next September. Michael Abbott is staging it.

BOOK REVIEW

Silo Saga Okay for Vet & Tyro, Too

The 1951 supplement to Blueprint for Summer Theater by John Effrat and Richard Beckhard (John Richard Press, \$1.50) is available.

As usual, their new supplement includes a variety of new features which make it a valuable, even necessary, addition to the volumes already published.

In addition, there is a list of new plays presented in the barns last summer, together with trade paper reviews of most of them.

Blueprint series is a real working necessity for any group, amateur or professional. It is heartily recommended both as a spotlighting of production pitfalls for beginners and an annual record for experienced hands.

Jolson Mgr. With 'My L.A.'

HOLLYWOOD, May 5.—Lou Epstein, late Al Jolson's manager, this week was signed by My L. A., Ltd., as general manager for the forthcoming production, My L. A., thus confirming an earlier story in The Billboard, March 17.

Epstein is currently engaged in a consultant's capacity until the show opens. Producers this week assigned the building of movable sets and hand props to Centaur Productions.

Chorus Equity Names Irving

NEW YORK, May 5.—Chorus Equity Council this week announced the appointment of Ben Irving as executive secretary.

BROADWAY SHOWLOG

Performances Thru May 5, 1951

DRAMAS

Table listing Broadway Dramas: Affairs of State (9-25, '51), Bell, Book and Candle (11-14, '50), Billy Budd (3-3, '51), etc.

MUSICALS

Table listing Broadway Musicals: A Tree Grows in Brooklyn (4-19, '51), Call Me Madam (10-12, '50), etc.

CLOSED

Table listing Closed Shows: Out of This World (5-5, '51), The Little Blue Light (5-5, '51), etc.

COMING UP

Table listing Shows Coming Up: Stalag 17 (4-8, '51), Dream Girl (5-9, '51), etc.

8TH DONALDSON AWARDS

Theater Again To Honor Its Own in 27 Categories

Continued from page 1

Jerome Robbins, for the dancers; Russel Crouse, for the producers; Robert Coleman, for the critics; Louis Simon, for Actors' Equity; Ben Irving, for Chorus Equity; Oliver Saylor, for the press agents and managers; John Effrat, for the stage managers; Morrie Seamon, for the treasurers; John McDowell, for the stagehands; Frederick Fox, for the scenic designers; and Robert Byrne, for the costume designers.

Now in their eighth year, the Donaldson Awards were founded by The Billboard during the 1943-'44 season, in memory of the paper's founder, the late William H. Donaldson, a lifetime friend of show business.

Conn. Okays Bard's Theater

HARTFORD, Conn., May 5.—The Connecticut State Legislature has passed a bill permitting the establishment of a Shakespearean theater at Westport, Conn.

Concurring with the House, the Senate has authorized incorporation of the American Shakespearean Festival Theater and Academy.

The estimated cost of the project, which is the pet of Theresa Helburn and Lawrence Langner of the Theater Guild, is between \$350,000 and \$500,000.

Foy 'Charley' To Open Texas Summer Fair

DALLAS, May 5.—Eddie Foy Jr., with the original Broadway cast of Where's Charley? will open the 10th summer season on June 11 of the State Fair Musical. Shows will be staged for the first time in the air conditioned State Fair Auditorium.

Other musicals skedded for fortnightly summer bills are Song of Norway, opening for two weeks June 25; Texas Lil' Darlin', July 9; I Married an Angel, July 23; Miss Liberty, August 6, and The Merry Widow, August 20.

Equity Bans Pacts for 'Bat'

NEW YORK, May 5.—Governing bodies of both Actors' and Chorus Equity this week instructed their members to sign no contracts to appear in Fledermaus, or any adaptation thereof such as Rosalinda or The Bat, unless such a contract is the standard Equity agreement.

The Equity stand is that the Associated Actors and Artists of America has never rescinded the union's jurisdiction over opera in English, light opera, operetta, musical comedy and revues.

INSURE YOUR VOTE

Each year for the past seven years voting on the part of the people of the theater for the Donaldson Awards has increased.

In May, ballots and instructions are delivered by hand to the theaters for all players appearing on Broadway at that time.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to The Billboard today.

The Billboard Donaldson Awards Committee 1564 Broadway New York 19, New York Please forward ballot and eligibility list for the Eighth Annual Donaldson Awards.

Name Address at which mail will be sure to reach you in May

Note: If you are working in a Broadway theater in May don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

a scroll, are given annually in categories covering practically everything in play writing, acting and technical achievement in a Broadway legit season.

Ballots will, of course, be distributed direct to members of all productions currently on Broadway. However, since the committee wishes everybody to have an opportunity to file a ballot, it is urged that all who wish to vote and who will not be actively employed on Broadway during this month return the coupon printed in the Legit Department of this issue.

Atl. City Hotel Concerts for 'In-Round' Silo

ATLANTIC CITY, May 5.—While civic interests are trying to revive legit here on a permanent basis, the Westminster Hall in the beach-front Hotel Chelsea is being reconverted into a "theater-in-the-round" for operation this coming season.

Rep will consist of comedies or other light material, with the show roster including Joan Blondell in Happy Birthday, Cesar Romero in Strictly Dishonorable, Masha Hunt in Design for Living and Veronica Lake in The Voice of the Turtle.

C. E. Indie Group Files Ticket

NEW YORK, May 5.—For the first time in the history of Chorus Equity, dissatisfaction with the regularly nominated official slate has brought about the filing of an independent ticket.

Running independently for election at the org's annual meeting June 8 will be: For recording secretary, Pat Rogers; for council (three years), Betty Jane Keating, Paul Lyday, John Schmidt; for council (one year), May Muth; for executive committee (three years), John Dorrin, Betty Jane Keating, Paul Lyday, May Muth, Robert Neukum, John Schmidt, Norval Tormsen; for executive committee (one year), Jeff Warren.

Attention Producers, etc. NEED AN IDEAL SUMMER REHEARSAL SITE FOR JUNE 15TH TO SEPT. 15TH OR PART??? 20,000 Sq. Ft.—Air Cooled—Dressing Rooms—Excellent Sound System—Microphones—Organ—Record Players—2 Complete Lighting Systems, 110 & 220 Volt Power—Glass Enclosed Control Booth—Snack Bar—20 minutes from Times Square. Call MR. O'NEILL METROPOLITAN AVE. REALTY CO. Virginia 7-0038 127-25 Metropolitan Ave. Richmond Hill, N. Y.









## Fate of Transit Fair To Be Decided May 15

ARCADIA, Calif., May 5.—With the transcript of two nights of public hearings available, a decision on the application of the World Transportation Fair to be staged here has been promised for May 15. The event is seeking a permit to operate at the Santa Anita Race Track here.

First hearing on the application of Ira W. Curry for the WTF was held before the city council Tuesday night (1) with a five-hour session following Wednesday. Opposition to the permit was made by the Arcadia Residents' League. Following the second meeting, Councilman J. A. Schmocker motioned that the transcript be made

available to the individual councilmen for study. The next council meeting is set for May 15, at which time a decision is expected.

The fair management has filed a complaint in Superior Court to enjoin enforcement of an ordinance that has been the basis of the hearings. The action claims the city law unconstitutional. The ordinance 737 extends the scope of the regulation to include licensing of expositions such as the WTF. Basis of the complaint is the fact that this amendment was passed after offices of the fair had been set up at the race track and moneys spent and contracts signed. The complaint sets forth expenditures of \$120,174.65 between the signing of the lease agreement for use of Santa Anita March 22, 1950, and passage of the amendment November 21, 1950. Liabilities on contracts are said to total \$500,000.

The suit names as defendants the mayor and city councilmen, the city attorney, chief of police, city judge and John Does. Shatford & Shatford, attorneys, are representing the fair.

## Brooks Offers Settlement in AGVA Claim

PORTLAND, Ore., May 5.—Monte Brooks, whose Monte Brooks Attractions here was ruled unfair by the American Guild of Variety Artists recently in Hollywood, has offered to pay Huey the Clown (Kyle) a total of \$550 to settle his \$825 claim against him. Brooks said the settlement was offered "in spite of my convictions and my attorney's advice."

Brooks claims that thru an interchange of letters he contracted for two clowns to do bits at fairs and issued contracts for \$275 per week. He said he received pictures showing two clowns and assumed they were both men. The agent said Kyle was to do five minutes and at the time of the performance he did not see the second clown. Upon appearance, Brooks maintains, Kyle's partner was his wife and the performance consisted only of the levitation bit, taking less than 90 seconds.

In answering AGVA's unfair charge, the agent further claimed Kyle asked a second chance to appear under the assumption his wife who, it was said, had never performed before, would be less nervous. The presentation was "not for family consumption," it was alleged.

Kyle is seeking three weeks' salary amounting to \$825. Brooks' offer of \$550 is based on the fact that had the two clowns worked four weeks, the total received would have been \$1,100. He contends that had the original partner, Bernie Griggs, appeared, Kyle would have received \$550 for his four weeks' work. Kyle was paid, the agent declared, for a week and payment of additional \$275 would make the \$550 offered.

Commenting further, Brooks stated:

"I have offered Kyle his money any time he cares to fulfill his contract and present the act he guaranteed to deliver in our correspondence."

## Tri-State Blast Causes 3G Damage

LOVELAND, O., May 5.—An explosion destroyed two buildings of the Tri-State Fireworks Manufacturing Company near here Thursday (3), doing damage estimated by Arthur Rozzi, firm president, at \$3,000, and injuring four employees, none seriously.

Police officials said the blast apparently was caused by spontaneous combustion in a drying building, which was wrecked, and fire spread to a near-by building, which also was leveled. About 100 employees were at work in other buildings of the firm.

## Shreveport, La., Signs Chitwood

SHREVEPORT, La., May 5.—The Joie Chitwood Auto Thrill Show will stage three matinee programs at the Louisiana State Fair this year, W. R. Hirsch, fair manager, announced. Pact was signed here by Hirsch, with Leo Overland representing the show. Dates will be October 25, 26 and 27.

## Cole Org Goes To Barn; Plans Still Pending

**Biz Equals 1949; No Decision Made On Future Stands**

CHICAGO, May 5.—Cole Bros.' Circus will be shuttled back to Peru, Ind., quarters after ending its Chicago run Sunday (6). Whether it will work as a unit again this season has not yet been decided.

Bill Horstman, veepee, said there was no indication as to when the decision would be made. He said he believed it was unlikely that the show would be parked in Peru all summer and that the coming hiatus would allow time for deciding what type of show would be put out. But, also, he said he did not know whether the org would be used at all.

Returning to the barn at this time was seen as no indication of the show's future plans. From the first, execs have said no decision would be made on the season until after the Chicago run, where it fulfilled its primary function of supplying a spring date for the Chicago Stadium.

### Tentative Dates Set

Some groundwork is believed to have been done for stands elsewhere, but apparently these are tentative arrangements and no billing or other advertising has been done. Whether the show trouped or not, the layover would be required.

Business for the circus in Chicago was light and could not be compared with that done last year *(Continued on page 52)*

## Newhall Rodeo Pulls 20,000

NEWHALL, Calif., May 5.—With the weather in a quick change from sunny to rain, an estimated 20,000 fans attending the 25th annual Newhall-Saugus Rodeo at Bonelli Ranch were drenched Sunday (29). It was the second of the two-day event at which over 300 cowboys participated.

Fans stuck out the weather with the contestants riding wet ponies and bulldogging in mud. Rain, hail and lightning hit the area soon after the grand entry.

Winners were: Team roping, Buc Sorrells and Olin Sims; wild cow milking, Gene Rambo; steer wrestling, Dan Poore; calf roping, Clark Henson; saddle bronk riding, Ross Dollarhard; bareback bronk riding, Jack Buschbom, and Brahma bull riding, Bob Maynard.

## Stanley Telesz, '49 Detroit Exec, Killed in Crash

DETROIT, May 5.—Funeral services were held here this week for Stanley G. Telesz, former assistant manager of Michigan State Fair, who was killed in an airliner crash near Fort Wayne, Ind., April 28.

As assistant manager of the State fair, Telesz was instrumental in bringing the atomic energy exhibit to the 1949 event. Since then he had been doing publicity work here.

## Chi Fair Service Center Refunds 18G

CHICAGO, May 5.—The Midwest Petroleum Marketers Association, operators of the Oil Industry Service Center at last year's Chicago fair, announced this week that \$18,282, or 11.5 per cent of sponsors funds has been refunded.

The project carried the industry story to 800,000 fair visitors at a cost of 17 cents per person, according to Raymond Shaw, association president. The service center was backed by 19 oil companies and five allied associations or committees.

## R-B Draws 875,000 In 65 Garden Shows

**Execs Happy Despite 45,000 Dip; Gross Is Again Near \$2 Mil Mark**

• Continued from page 1

in the past. Five dollar side arena seats were unavailable at the Garden box office several days in advance of the first Monday showing. This did not indicate a sellout, however, since many of the choice ducats were in the hands of brokers with turnback privileges. A city law, resulting from past abuses, prohibits sale of cheaper ducats thru brokers or at premium prices.

### Fluctuating Pace

Pre-opening mail order sales were exceptionally good, but box-office sales did not at first keep step. Attendance later picked up and it looked as tho the 1950 marks would be broken. A number of hot days during the past two weeks, admittedly bad for arena shows, may well have hurt the gate.

Reports from Boston where the show will play the Garden next week indicate that the sale will top 1950. Advance for the date, which draws from half of the New

England States, indicates that the usual five big days are practically assured.

After Boston the show will start its under-canvas season in Washington. Planned economies, the cutting of the train and elimination of the menagerie top, will probably stick despite the encouraging showing here.

## Blackstone Set for Two Major Fairs

CHICAGO, May 5.—Blackstone the Magician has been set to play the Wisconsin State Fair, Milwaukee, and Los Angeles County Fair, Pomona, Calif., Arnie Prager, of McConkey Artists Corporation, announced this week.

The 20-people troupe will do two performances daily.

Negotiations are under way for additional outdoor dates, Prager said.

## Copenhagen Gives 2 Orgs Big Returns

COPENHAGEN, May 5.—Business in the early season for several shows has proved that this city is a natural for circuses, with the Moreno and Benneweis orgs the latest to cash in on the bonanza.

Circus Moreno was organized last year and offers a modest program in a big top seating 1,500 persons. Nico and Alex, clowns, are the drawing cards. They are backed up by a 12-person midget troupe, Gretha Frisk, trapeze; Three Lesters, trampoline; Rani's football dogs; Kragh's bears; Stewos, rope spinning and knife throwing; Alhar Troupe, oriental fakirs, and Miss June and two boys in a horse parody.

Moreno used little advertising for the three-day stand which ended April 22 but did top business.

Circus Benneweis, which closed a 12-day stand here today, features a big top suspended from four metal masts extending thru the canvas and a capacity of 3,000. Ticket prices range from 45 cents to \$1.15, and the show carries a seven-piece ork.

Program includes Octave de Pessemier, Liberty horses; Sonny Benneweis, Roman riding; Ricardo, sea lions and elephants; Two Leopardos, hand balancing; Williams Trio, tumbling; Claus Fuhrmannek, de Pessemier and Benneweis in high-school riding; Polo Rivals Trio, clowns; Blondy Hartley girls in web routine; Eddy, comic cyclist, and Two Canters, perch act, strongest on the bill. La Fay, vet Danish clown, fills in between acts.

## Dallas Contracts Aut Swenson Unit To Stage 16 Shows

DALLAS, May 5.—The Aut Swenson Thrillcad. has been signed for 16 performances in front of the grandstand at the State Fair of Texas here, October 6-21, with five matinees and eleven night performances skedded. Stock car and midget auto racing will be presented on two nights and one afternoon when the thrill show will not perform.

W. Henry Watson, midget car race promoter, will present the Thrillcade. Watson and Jim Fratstone, formerly of Philadelphia, have teamed up to present stock car racing in front of the grandstand each Wednesday night this summer. First race was Wednesday night (2).

Grandstand track has been enlarged and a \$10,000 improvement program has been completed. Track was rebedded, lights were added and a guard rail was built.

## Dot Packtman Ends 25th Yr. With Hamid

NEW YORK, May 5.—Dorothy Packtman, office manager of the George A. Hamid & Son agency here, celebrated her 25th anniversary with the talent firm April 26.

Miss Packtman gained her introduction to show business as an employee of Frank Melville, show booker. She remained with him until he began to concentrate on real estate and sold his agency business to the firm of Wirth & Hamid.

She joined the Wirth & Hamid firm and remained with Hamid when he bought out his partner, Frank Wirth, and set up the agency in his own name.

Miss Packtman has received a number of mementos in honor of the occasion.

## Beatty Rep Discussing Tokyo Date

HONOLULU, May 5.—Clyde Beatty will play the Hawaiian Islands and Tokyo next winter if present negotiations between the Matsuo brothers, amusement promoters in Hawaii and Japan, and V'alter White Jr. are completed.

White, president of Commodore Productions, Hollywood, is here with his wife, Shirley Thomas, producer of the Clyde Beatty Show on radio. According to plans made at the meeting, Beatty would make the deal if dates can be arranged so as not to conflict with Beatty's movie and television commitments.

## Hub Papers Give R-B Strong Billing

BOSTON, May 5.—Advance publicity for Ringling-Barnum circus' May 8-13 stand at the 13,909-seat Boston Garden is heavier than last year, with *The Boston Globe* leading the way.

The Hub newspaper sent reporter K. S. Bartlett to New York to preview the show and write a series of feature stories on top acts. First on the list, with juggler Veronica Martell the subject, appeared April 20.

Local stand is expected to gross \$250,000, a constant figure for the Garden date over the past 10 years. Six matinees and six night shows are slated.

## CLOSE-UPS: JOHNNY J. DENTON

Tennessean Stayed With It  
In Lean Years To Build Show

By HERB DOTEN

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

JOHNNY J. DENTON, owner-manager of the Johnny J. Denton Shows, has staying power. That, plus conservative chance-taking, has enabled him to build one of the better carnival truck shows, acquire some substantial assets and dip his toes into the ice-skating show business. Considering that some of his early money-earning years fell during the depression '30's and that his later years were interrupted by a two-year hitch in the army, that's quite a record, for Johnny is only 35 years of age.

Denton's rise was anything but steady. Not only was his progress slowed by his wartime service and the depression years, but it was his way to learn the hard way—by trial and error. His formal schooling ended with his graduation from high school in Knoxville, where he was born November 17, 1915. At the time he finished



JOHNNY J. DENTON

high school Johnny attached little importance to formal education, because for him then there was a pressing need to make a buck.

## Works Thru School

Even while in school he had in his out-of-class hours worked in a drugstore. Shortly after getting

(Continued on page 58)

## Out in the Open

Romeyn Vaughn, manager of Boonville (N. Y.) Fair, was injured recently by a trotting horse he had purchased only two days previously. He sustained a broken hip and bruises when kicked by the animal, which was frightened by the noise of a barn roller door.

The J. F. (Irish) Horans were guests of Vinton Freedley, director of "Showtime, USA," CBS-TV seg, at a party Sunday night (29). Other guests were Rise Stevens, Joan Bennett and Harvey Stone.

Films of Horan's Lucky Hell Drivers unit were used as commercials on the show, which is sponsored by Dodge.

Herman Blumenfeld, of the George A. Hamid & Son talent agency, is back at his desk after a few days absence occasioned by a mild attack of flu. . . . Bill Powell caught the Carl Hagenbeck Circus and visited with owner Lorenz Hagenbeck, in Hamburg, Germany, April 29. . . . Sid Schechtman, formerly associated with the Bert Nevins tub-thumping firm, is handling publicity for Fairyland Park, new Long Island moppet playground.

Rube Liebman returned to the Barnes-Carruthers Des Moines office Wednesday night (2) following a three-day visit in Chicago. Eddie Allen, manager of the Barnes-Carruthers No. 1 unit last year, visited the Barnes Chi office, April 30, coming in from his Hollywood, Calif., home.

Raymond A. Lee, who retired earlier this year as Minnesota State Fair secretary, is convalescing in a Long Prairie, Minn., hospital following a heart attack. Lee was stricken April 20 at his Long Prairie home. He will be confined in the hospital for some time.

Dalton, Ga., Event  
Ups Premium List

DALTON, Ga., May 5.—For the second straight year North Georgia Fair will hike its premium list. This year the annual will offer prizes of \$1,400 compared with \$1,200 last year and \$800 the previous year.

A livestock exhibit barn will be built adjacent to the current exhibit building and new rest-room facilities will be installed.

Liberal, Kan.,  
Sets Building

LIBERAL, Kan., May 5.—Five State Fair and Race Meet here will use its new 250-foot exhibit building at this year's fair, August 29-September 3, Charles E. Kulow, secretary, announced. Attractions will include running horse races each afternoon, thrill show, horse show and Corky's Corral radio show as the night feature.

Santa Ana Seeks Bids  
For Plant Improvement

SANTA ANA, Calif., May 5.—In a move to make the facilities of the Orange County Fair available thruout the year, bids for rehabilitation and alterations to the main exhibit building have been asked, R. M. C. Fullenwider, secretary-manager, said.

The project is budgeted at over \$70,000 and highlights the master plan for developing the 175-acre tract, formerly a part of the old Santa Ana air base.



## BULGY, The Whale

A First Attraction with the moppet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

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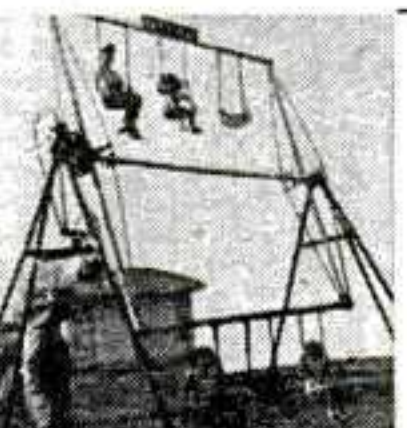
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## NEW KIDDIE RIDES!



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## LOOK UP AND OVER

Newly designed eight passenger Kiddie Ride—only \$548.00 less motor; \$590.50 with electric motor, F. O. B., Wichita Falls. One-third down, balance, C. O. D. Satisfaction guaranteed. Interested, better hurry.

## HALL'S KIDDIE RIDES

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TERRIFIC EARNINGS  
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Forest Park Highlands St. Louis, Mo.

FOR SALE

5 Male Ostriches, hatched and raised by F. W. Anderson, age 4 years old; extra fine stock. \$600 each, FOB, St. Augustine, Fla. Also have 6 Rock Pythons, hatched and raised, 5 feet, \$100; 6 feet, \$125 each, FOB.

Casper's Ostrich & Alligator Farm  
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SANI-SERV

Advertisement for Sani-Serv featuring a woman operating a machine. Text includes 'CONTINUOUS D-DRECT DRAW DAIRY FREEZER' and 'GENERAL EQUIPMENT SALES, Inc.'

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Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended May 4.

The complete list of Fair Dates was published in the issue dated April 7. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 21, O.

ARIZONA Prescott-Yavapai Co. Fair Assn. Sept. 21-23. Alice Townsend. ARKANSAS Imboden-Lawrence Co. Fair Assn. Sept. 26-29. Austin Stovall. COLORADO Calhan-El Paso Co. Fair Assn. Sept. 14-16. Fred C. Wagoner. GEORGIA Blakely-Early Co. Fair & Peanut Festival. Oct. 29-Nov. 3. Chester Clardy.

COMING EVENTS

ARKANSAS Fort Smith-Ark.-Okla. Rodeo. May 26-30. A. D. Murphy, Chamber of Commerce. CALIFORNIA Burbank-Burbank on Parade. May 16-20. Archie Bell.

R-B Undecided On Canada Tour

NEW YORK, May 5.—Chances of Ringling-Barnum repeating its Canada tour of last year seemed slim this week as a result of show executives conferences. However, a glimmer remained that the show would play the western part of the nation to the north.

Gloomy factors are Canada's heavy excise taxes and the fact that the Big Show, as usual, is loaded with foreign talent. Regulations make it difficult for nationals of countries once at war with Canada to enter or leave the nation.

Charter Speedway Firm

MADISONVILLE, Ky., May 5.—Madisonville Speedway, Inc., capitalized at \$10,000, has been granted a charter by the secretary of state.

Advertisement for Allan Herschell featuring a carousel and the text 'The World's Greatest Amusement Rides Bear the Name ALLAN HERSCHELL'. Major rides listed include Caterpillar, Carousels, Whiz Bang, Moon Rocket, Looper, Hurricane, Water Scooter, etc.

Advertisement for Refreshment Stands by Calumet Coach Co. Text: 'Refreshment Stands Mounted on steel channel base. Size to specification. Fully equipped if desired. Lifetime construction. We build, equip and deliver to your location. Price on request. CALUMET COACH CO. 11575 S. Wabash Ave., Chicago 28, Ill. Phone: WATERfall 8-2212'

Advertisement for Poppers Supply Co., Inc. Text: 'Mighty Hard To Get—But We've Got Em! While they last—all sizes of copper kettles and furnaces for candy apples! Also—supplies and equipment are still available for popcorn, floss, peanut and snowball sales if you act now! DISTRIBUTORS FOR GOLD MEDAL PRODUCTS POPPERS SUPPLY CO., Inc., of Phila. 1211 North 2nd St. GARfield 6-1616 Philadelphia 22, Pa.'

Advertisement for the Strong Troupette spotlight. Text: 'Hit 'em with TROUPERS and they SPARKLE! Ice shows, theatres, arenas, circuses and coliseums have been quick to appreciate the sharp, dazzling snow-white spot projected by the Strong Troupet High Intensity Arc Spotlight. Drawing only 10 amperes from any 110-volt A.C. convenience outlet, the Troupet makes the use of heavy rotating equipment unnecessary. With an adjustable, self-regulating transformer an integral part of the base, the Troupet is ideal for travelling shows. Mounted on casters, it's easily portable and readily disassembled for shipping. The high efficiencies of the Troupet are largely attained by the optical system which utilizes a silvered glass reflector and a two-element variable focal length lens system. The automatic arc control maintains a constant arc gap, free from hiss or flicker. A trim of carbons burns one hour and twenty minutes at 21 volts and 45 amperes.'

THE NEW STRONG TROUPERETTE INCANDESCENT SPOTLIGHT ... for small theatres, schools, night clubs, TV studios and industrial shows, where physical dimensions and price are factors and where the tremendous light volume of an arc lamp is not necessary. PROJECTS FAR MORE LIGHT THAN ANY CONVENTIONAL INCANDESCENT SPOTLIGHT This increased brilliancy is made possible by a variable focal length objective lens system. A 5 1/4-inch silvered glass reflector and Fresnel lens used with a standard 115-volt, 1000-watt prefocused projection type bulb.

THE STRONG ELECTRIC CORPORATION 'The World's Largest Manufacturer of Projection Arc Lamps' 64 CITY PARK AVENUE TOLEDO 2, OHIO Please send free literature on the Strong Troupette Incandescent Spotlight; Strong Troupet Arc Spotlight. Form with fields for NAME, COMPANY, STREET, CITY & STATE.

BETTER FLOSS MACHINES

... ALWAYS! CONCESSION SUPPLY CO.



\$295

"The man who owns a model 120 is our best advertiser..."

CONCESSION SUPPLY CO. 3916 SECOR RD TOLEDO 13, OHIO

DON'T WAIT... It May Be Too Late!

FOR COMPLETE, RELIABLE INSURANCE FOR ALL OUTDOOR SHOW BUSINESS...

Contact the MCGOWAN AGENCY For 15 years specialists in outdoor show business insurance problems

D. M. KERR MFG. CO. SHOW TENTS 1954 W. Grand Ave. Chicago 22, Ill.

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

STOCK ROLL TICKETS 1 ROLL \$1.50 EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Buy Cretors, Buy the Best for MAXIMUM POPCORN PRODUCTION

Cretors All Electric GIANT 48. Pops 18 oz. of raw corn per popping. Includes image of the machine.

T-E-N-T-S CARNIVAL, CONCESSION, CIRCUS, SKATING RINK Beautiful Colors—Individually Designed

Parks Beaches Carnivals YOU'LL MAKE MORE MONEY WITH "THE NEW TRIPLE THREAT TURF"

Popcorn, Snow Cones, Candy Apples, Cotton Candy Our 1951 Catalogue listing a complete line of supplies...

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) Alamo Expo.: Sweetwater, Tex.; Snyder 14-19.

Evans United: Higginsville, Mo.; Huntsville 14-19. Ferris, Carl D.: DuBois, Pa. Ferris Greater: Las Vegas, Nev., 10-14.

Tri-State: Stillwell, Okla. Turner Bros.: Decatur, Ill.; Urbana 14-19.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beers-Barnes: Cleveland, Tenn., 7; Benton 8; Etowah 9; Englewood 10; Athens 11; Madisonville 12.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Ice Capades of 1951 (Pan-Pacific Auditorium) Los Angeles, Calif., thru June 3.

Brandon's Winter Event Nets \$7,942

BRANDON, Man., May 5.—Net profit of \$7,942 for the Brandon Winter Fair, a new high, was reported by S. C. McLennan, manager.

Calif. Solons Nix Tulelake Event

SACRAMENTO, May 5.—Lacking one vote, the Assembly Agriculture Committee turned down for the second time the proposal to establish a State-sponsored fair in Tulelake, Siskiyou County.

Hamid Adds Three Quebec Annals

NEW YORK, May 5.—Joseph H. Hughes, field representative of the George A. Hamid & Son talent agency, this week announced the signing of three additional Quebec fairs.

WANT FOR BARDEX MINSTRELS

Assistant Manager and Patch to join immediately. Please state salary. Wire MILTON M. BARTOK Care the Show, Wilmington, N. C.

You're safer from fire. Flameproofed! FLAMEFOIL TENT FABRICS. Approved by Underwriters' Laboratories, Inc., California Fire Marshal and other fire prevention authorities.

YOU GET NATION-WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ. The Showman's Insurance Man

SHOW TENTS ALL SIZES—NOW IN STOCK. Also have material to make. All colors dyed. Also Flame, Water and Mildew treated ducks.

SHOW TENTS CENTRAL Canvas Company. 516-518 EAST 18th ST. Kansas City 6, Missouri

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12

FOR SALE NEW SIDE WALL Water and Mildew Proof. 7x100 Feet \$63.00

BINGO Heavy Cards, Special Cages, Blowers, Transparent Markers. Write for bulletin Amusement Industries, Box 2, Dayton 1, O.

Shooting Galleries and Supplies for Eastern and Western Type Galleries. Write for Circular. H. W. TERPENING 137-139 Marine St., Ocean Park, Calif.







**THE WORLDS Safest**

**"Approved by Parents - The Safest Ride for Their Children"**

**MINIATURE TRAINS**

Write for Free 1951 Catalog

**MINIATURE TRAIN CO.**  
RENSSELAER, INDIANA

**COURT STUDIES FRITZ TAX CASE**

CHICAGO, May 5.—Judges of the Seventh U. S. District Court of Appeals this week took under advisement the Arthur E. Fritz tax case. A decision is expected within two months.

In the suit, the Bureau of Internal Revenue appealed a lower court decision. The lower court had ruled in favor of Fritz, Chicago kiddieland operator, holding that the 20 per cent admission tax was not collectable on tickets for Fritz's rides.

**Vet Op Takes Summit Lake Concessions**

AKRON, May 5.—Louis Wish, concession games operator at Edgewater Park, Detroit, for 20 years, also will take over concessions at Summit Lake Park here this year. Evan Brewster, president-manager of the park company, continues direction of the park.

Opening is set for May 26, with and earlier trial week-end run a possibility.

Wish is installing long and short range shooting galleries and a new Skee-Ball alley. Concession structures are being redecorated and lighting is being increased. Units include an 18-hole miniature golf course.

Wish's son, Don, will manage the Summit Lake concessions. Men moving with him from Edgewater include John (Smitty) Smith, Tommy (Paddles) Reisner, Ralph Lewis and John Carrigan.

Louis Wish remains at Edgewater with a staff including Harry Currie, manager; Mrs. Curry, Jack Wish, Louise (Frenchy) Brown, Tim Galo, Charles Schimmel and Frankie Kay. He has added several games and is installing a new Skee-Ball unit at Edgewater.

**Kid Spot Ops, Nut Firm Plan TV Deal in L.A.**

LOS ANGELES, May 5.—Six, and possibly eight, kiddie parks in this area are being promoted by the Circus Foods Company, makers of circus peanuts, for the Uncle Archie's Kiddieland Day, May 26, over KNBH-TV. Each park will receive two spot announcements during the next couple of weeks and the program, *Uncle Archie's Comedy Klub*, will spotlight kiddie park amusements each day, Monday thru Friday, from now until the scheduled event.

The deal, set by J. J. Kilian, Circus Foods representative in this area, includes Dave Bradley's Beverly Park, Mrs. Rockwell's Kiddieland, Uncle Ben. (Moss's) Kiddieland, Lucas Kiddieland, Suker Kiddieland and Harry Cooper's Kiddy Town. The parks are located here, at Van Nuys and Ocean Park.

**Admissions Gimmick**

In return for the promotion, which will cost nearly \$2,000, the peanut company has arranged for kids to present empty 5-cent peanut wrappers for free rides in the parks. The spots participating are spread over a wide area, making the free ride gimmick accessible to kids in practically every section.

While each park will be given two plugs during the three weeks, the program is also featuring a visit to the parks. A two-minute film will be shown nightly to increase interest in this type of entertainment. Uncle Archie's *Komedy Klub*, featuring Archie Presby, was selected by the nut firm because of its appeal to moppets under 12, the top age to which the kid parks play. The show also has featured Uncle Archie theater parties for other products and has been well received. The kids were allowed free entrance to a Saturday morning movie upon presentation of a wrapper of some sort.

In making the deal with the park owners, it is agreed that all children presenting wrappers will be treated as paying customers. The park men have accepted the promotion, believing that it will bring new faces to their lots. As they are permanent installations, the video advertising is expected to result in repeat business.

**TV Presentation**

The television presentation is Monday thru Friday from 6:05 to 6:30 p.m.

Use of the Archie show marks the second time that the company has used video to promote entertainment and also its products. Last fall the Jim Hawthorne show, featuring a chimp, was used to appeal to older children.

Wrappers accepted in lieu of cash for rides will be checked as a test of video's coverage.

**Jackie Morris Gets Exec Job At White City**

NEW YORK, May 5. — Jackie Morris has joined White City Park, Worcester, Mass., in an executive capacity, it was announced here this week. The funspot is owned and operated by George A. Hamid, New York talent agency head.

Morris will assist Sam Hamid, manager, and also work on crowd building promotions. He has had a number of years experience with his father, Charles (Doc) Morris, veteran promoter who last week announced that he had joined Indian Point Park, Peekskill, N. Y., in a promotional capacity after having been retired for several years.

**Slayton Resort Ups Dance Prices**

SLAYTON, Minn., May 5. — Valhalla Resort started its season Tuesday (1) and anticipates better grosses this year, according to Owner George Lamm. He began operations here last year and has refurbished the layout in preparation for his first full season.

Fireworks displays, contests, school days and city days will be staged. The spot books carnivals for special events, including July 4, and at other times operates a roller rink, beach and dance hall.

Bands are booked for weekly and bi-weekly ballroom dances, and square dance groups are scheduled about twice a month. Dance tickets will be boosted to \$1 for men and 75 cents for women this year. Last season the rates were 85 and 50 cents. Skating will be priced at 50 cents rather than 44 cents this time. Lamm pointed out that the cost of bands has increased sharply.

John F. Lamm is dance and advertising manager. James L. Lamm is general manager.

**Van Duzen Opens**

KENOSHA, Wis., May 5.—Frank Van Duzen's Playtime Park opens for week-end business today and switches to daily operation June 15. New to the spot's ride line-up is a Kiddie Fire Truck built by Van Duzen. Eugene Turner is assistant manager and Hazel Van Alstine is secretary.

**Eastwood Denied Permit To Reopen**

DETROIT, May 5. — Hopes for reopening Eastwood Park dimmed last week when the city council at East Detroit voted unanimously against issuing a license to Jack Dickstein for operation of the spot.

Dickstein, former manager of Edgewater, had formed a company to take over the shuttered funspot if the permit had been granted. No legal test of this latest action is anticipated.

Eastwood, now closed for the third consecutive season, is the subject of an intricate series of lawsuits which still are pending and are expected to remain unsettled for months.

**Orders Crimp Hodges Indpls. Installations**

INDIANAPOLIS, May 5.—Ride installations by Hodges Amusement & Manufacturing Company, maker of the Kiddie Delight Hand Car, in Kiddieland Park here have been late owing to the rush of making deliveries to other spots, reports V. F. Hodges, general manager.

Recent deliveries have included a shipment to A. N. Rice, Kansas City, Mo., for his Wornall Road kiddieland there. The Consolver brothers, operators of the Sport Center, Wichita, Kan., opened May 6 with Hodges equipment. The firm expects to make four deliveries to other spots the following week.

**IF IT'S PROFITS YOU WANT BUY SKEE-BALL**

REG. U. S. PAT. OFF.

**DON'T CONFUSE OUR NEW 1951 SKEE BALL ALLEYS WITH OLDER TYPES OR IMITATIONS.**

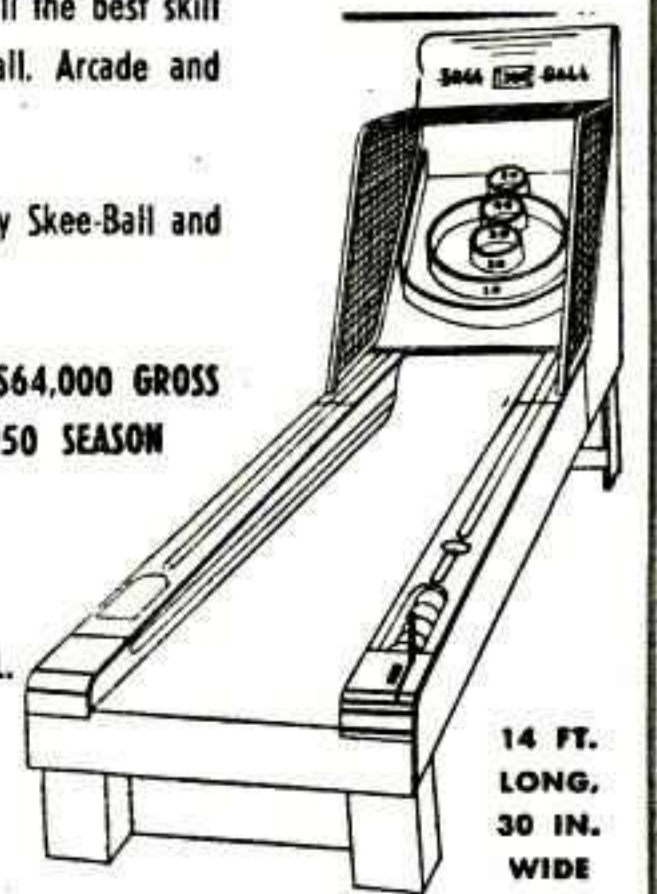
Unique play features make Skee-Ball the best skill game for any Park, large or small. Arcade and Resort everywhere.

Mother, Dad and the Kids will play Skee-Ball and they'll play again and again.

**A 15 ALLEY OPERATOR REPORTS \$64,000 GROSS RECEIPTS FOR THE 1949 AND 1950 SEASON AT 5c PER GAME.**

**CAPACITY 80 GAMES PER HOUR. 5c or 10c COIN SLOTS ARE OPTIONAL.**

For the operator—Profits—without headaches.



14 FT. LONG, 30 IN. WIDE

IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE—

**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL STREET PHILADELPHIA 44, PA.  
AMUSEMENT DEVICE MANUFACTURERS  
**COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS**

**KIDDELAND FOR SALE**

Immediate delivery. All rides bought new and used one season only and in excellent condition.

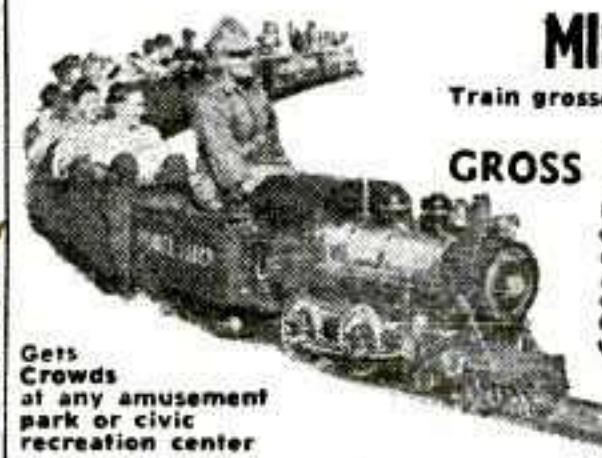
Allan Herschell Sky Fighter and Boat Ride, Bisch-Rocco Street Car, Theil Airplane Swing, Travers Auto Ride and Jeep Ride, Parker Merry-Go-Round, Tom Thumb "Special 30" Train with 550 feet track, Fly-Hardwood "Little Chief," 2 Downey Light Towers, animated Clown Faces, Monkey Ticket Seller, Candy Floss Machine. \$40,000.00 value. Write or wire your best offer. A marvelous opportunity to get a complete set-up of hard-to-get rides. All in good condition and ready to go.

**L. E. GUTHRIE, PLA-MOR, INC.**  
3127 Main Street Kansas City 2, Mo.

**YOU TOO CAN GET IN THE BIG MONEY WITH A 12 OR 14 UNIT GREYHOUND RACE**

(Ready For 1951 Delivery)  
12 UNIT GAME COMPLETE  
**\$3,540.00**

**Greyhound Amusement Device Co., Inc.**  
2124 Surf Avenue Brooklyn 24, N. Y. ESplanade 3-6810



**MINIATURE STEAM TRAIN**

Train grosses next to Coaster in three big parks. 85 Trains now in operation.

**GROSS \$2,500 TO \$15,000 A SEASON**

Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population. Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 90 kids and adults every trip. Ask your customers which trains they like BEST.

**OTTAWAY AMUSEMENT CO.**  
Mrs. Miniature Steam Trains  
224 W. DOUGLAS WICHITA 2, KANSAS

High Quality  
**KIDDIE RIDES**  
ROTO WHIP — SPEED BOATS — PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**WANT 3 MAJOR RIDES**  
Good Permanent Location. Operation 6 months yearly  
Must have good equipment. Reply:  
**BAYONNE KIDDIE LAND**  
852 Broadway, Bayonne, N. J.

**FOR SALE COMPLETE ARCADE WITH PARK LEASE**

63 Machines; Rotaries, Diggers, Photo matics, Guns, etc. Or will trade. What have you?

**FRED NOLAN**  
Moxahala Park S. Zanesville, Ohio  
Ph. 2-8252—2-7671

**FOR SALE BOWL-O**

Automatic Bowling Alleys. We are overstocked and offer these nearly new games at \$500.00 off list.

**DON LUTES**  
Pittsfield Mass.  
Telephone: Pittsfield 5521

**NEW LIBERTY PARK**  
UNION ROAD & WILLIAMS ST.  
BUFFALO 25, N. Y.  
Tel.: Humbolt 6065.

Can place immediately several experienced Ride Operators for Merry-Go-Round, Flying Scooters, Ferris Wheel, Bubble Bounce and Kid Rides. Permanent location, no tear downs.

**F. PERCY MORENCY**

**HORSE SHOWMAN—RODEO SHOWS THRILL SHOWS—CIRCUS**

CONTACT  
**PAGELAND BEACH, INC.**  
PAGELAND, S. C.  
Two Car Races Per Month

**FOR SALE**

8 expertly trained Ponies and Double Track Movable Ring, 16-Passenger Portable Kiddie Ferris Wheel, 24-Passenger Kiddie Gasoline Train and Track, 25-Passenger Kiddie Boat Ride, large Popcorn Machine, Lights and Fixtures. All equipment new last season. Other business requires full time. Better than \$12,000 invested. Will sacrifice for \$9,000 or sell separately. **J. D. ARMSTRONG**, 8643 Hadley, Overland Park, Kans.

**MINIATURE TRAINS**

The custom built to order line. Steam, Diesel, Gas. Amusement and industrial types. Track gauges, 12" to 36"; portable, permanent. Up to 300 passenger cap. Light rail. Trade-ins accepted. Photos and details, \$1.00.

**IRON HORSE LINES**  
106 Main Street Wareham, Mass

**MINIATURE GOLF**

Proven money-maker. A must for resort hotels, driving ranges, kiddielands, pools, drive-ins. 15,000 sq. ft. area. Exclusive design. Up to 200 players an hour. Modern, scientific, attractive. Order now. Write for literature.

**HOLMES COOK COMPANY**  
302 State St New London, Conn

**MINIATURE TRAIN FOR SALE**

Steam type engine, gas powered, 14 in. gauge, four cars seat 32 adults, 1200 ft. rail and ties. Also Wurlitzer Band Organ, dual player. Write for price and photo

**A. D. SHARPE**  
55 North Sierra Madre Blvd  
Pasadena California

**FOR RENT**

Building suitable for Kiddie Show or Kiddie Zoo in large Kiddie Park in the heart of Coney Island, New York. Will rent or make any deal suitable for both parties.

Telephone: Esplanade 2-5306  
**TONY GARTO**  
2075 Shore Parkway, Brooklyn, New York

# Steeplechase Sets New Tix Sked for Bow

NEW YORK, May 5.—Manager James J. Onorato announced that May 19 marks the start of daily operations at Steeplechase Park here, and that ticket strips offering admission and eight rides for 70 cents will be in effect this season. Admission to the spot will be a quarter. Thursday has been selected as bargain day, when 12 rides may be had for 70 cents. Steeplechase will go with the same ride line-up as last year.

# Name Rock's Moppet Spot After TV Seg

NEW YORK, May 5.—Tie-up between Rockaways' Playland and National Broadcasting Company has led the funspot to rename its moppet division Rootie Kazootie Kiddieland, in connection with the Rootie Kazootie kid TV show presented Saturdays locally over WNBT. Details again were arranged by Dick Geist for the park and Te<sup>1</sup> Cott for the station. Rootie features a main and three sidekick puppets, with the live end of the show provided by Big Todd Russell. Rockaways will be worked into the show script and WNBT will foot the bill for re-vamping the kiddie park. Russell and the puppets will visit the park, while Rockaways will plug the TV show over its public address system. Thru another part of the deal, children viewers at the studio will take part in contests during the program, with prizes consisting of ride tickets.

### Vancouver Opens May 24

VANCOUVER, B. C., May 5.—Happyland Park here will open May 24 for week-end business and hold off on daily operation until August 2. L. C. Thomas is president, Marion M. Ross is manager and James W. Robertson is superintendent.

# KC Fairyland Adds Kiddie, Major Rides

KANSAS CITY, May 5.—Remodeling of 80-acre Fairyland Park has been completed, and Harry Duncan will launch his 19th year as manager Saturday (12). Topping the new attractions is a kiddieland with Sky Fighter, Whip, Boats, Horse and Buggy and Auto Racer.

New in the major ride classification are a Fly-o-Plane, Octopus and Magic Carpet in the Funhouse. Concession stands have been renovated. The ballroom this season will be reserved for private parties. A series of Parent-Teachers' Association picnics starts Monday (14). A record number are scheduled this season for public and parochial schools.

# Plan To Extend N. J. Luxury Tax To All Shore Spots

TRENTON, N. J., May 5.—Legislation extending provisions of the luxury tax enabling act to all municipalities bordering on the Atlantic Ocean and classified as summer or seaside resorts was introduced this week in the State Legislature by Sen. Stanley Herbert, of Monmouth County. While Atlantic City is presently the only municipality in the State imposing a luxury tax under the law, Herbert's measure indicates that other resorts are considering it. Asbury Park, Monmouth County's largest resort, was reported as considering inauguration of the tax last year, but the matter has not yet been submitted to the voters as is required under the act. The law permits the municipalities after approval at a public referendum to impose the tax on hotel rooms, liquor, amusements and cigarettes. As such, it has proven one of the best unofficial barometers of resort business in Atlantic City. Act originally was sponsored by Atlantic City's municipal government as a means of raising funds for capital improvements after that resort was hard hit by the 1944 hurricane. First law was passed in 1945, but was declared unconstitutional by the State's highest court.

# Gilmore Gets Crescent Post

RIVERSIDE, R. I., May 5.—Harold D. Gilmore, who recently resigned as manager of Whalom Park, Fitchburg, Mass., has taken over the managerial post at Crescent Park here. Gilmore served at Whalom for a number of years and participated in the vast refurbishing program that has been accomplished there in recent years. He is well known to members of the New England parkmen's association, in which he is active, and the National Association of Amusement Parks, Pools and Beaches.

# Chas. Miller Moves Spot

LA GRANGE, Ill., May 5.—Charles Miller, of Miller Amusement Enterprises, will move his kiddieland to suburban Fox River Grove this season, and is making preparations for a May 19 opening. The new spot will open with five rides, including a Merry-Go-Round, new Kiddie Scooter, Autos and Chairplane. In addition there will be photos, popcorn, candy floss and skill games.

# A. C. Convention Outlook Bright; Bell Re-Elected

ATLANTIC CITY, May 5.—Altho fewer conventions are listed for Atlantic City this year than last, the resort faces a bright future in the convention field, says Albert H. Skean, convention bureau manager. In a report to the bureau's annual stockholders' meeting this week at the Ambassador Hotel, Skean said the resort will have more convention business in 1952 than this year. "Prospects for 1953 also look good," he said, "and it looks even better for 1954. And it looks pretty good for 1955, too." Ezra C. Bell was re-elected bureau president; F. Fisher White, Jack Lippincott and Arthur Yon, vice-presidents; Park Haverstick, treasurer; Mrs. Clara Adams, secretary, and Mrs. Louis St. John, executive committee chairman. While painting a rosy picture of the resort's convention prospects, Skean declared that Atlantic City not only hasn't lost ground in the convention field, but actually is showing definite gains.

# Eastwood Ops Lose In Federal Court

DETROIT, May 5.—Ruling that the courts cannot force a city "to have an amusement park whether it wants one or not" was handed down Thursday by Federal Judge Frank A. Picard, with Eastwood Park losing another round in its battle for existence. The issue is in both Federal and State courts, and Judge Picard's ruling was based upon the transaction by which the park was taken over by Tower Realty, Co., after the city of East Detroit had turned down the original owners on a license application to continue operation. This apparently disposes of the issue in the Federal Courts unless the issue, already taken once to the Circuit Court of Appeals, is again carried higher. Meanwhile, a new legal front was opened with ruling expected this week-end in Michigan Circuit Court at Mount Clemens, over the city's recent denial of an application made thru Jack Dickstein to open the park. Dickstein pointed out that Judge Pickard's ruling applied to the transaction about two years ago, and not to the recent move in which Dickstein purchased the principal stock of Tower Realty from the families of the former owners of Eastwood.

# A. C. Arena Ends Year With 351G

PHILADELPHIA, May 5.—City-owned Convention Hall ended last year with a cash balance of \$351,507, according to an audit just completed by the city comptroller's office. The audit, covering a six-month period, shows \$369,291 cash balance on last July 1. During the six months, receipts amounted to \$476,633, and expenses were \$494,412.

# Morris Gets Indian Point Outing Post

PEEKSKILL, N. Y., May 5.—Charles (Doc) Morris, veteran promotion man, was chosen this week by Ed Kelmans, operator of Indian Point Park here, to handle promotional activities at the spot. Morris did much to build Palisades (N. J.) Park business over a period of several years. Work already has been launched to interest three industrial firms in bargain ticket outings at Indian Point in June.

# Pyro Displays, Contests Set At Galveston

GALVESTON, Tex., May 5.—Pleasure Pier starts operations June 15 with the first of three pyro displays. The other shows are set for July 4 and Labor Day, the spot's finale. Giveaway merchandise contests will be staged in the Marine Room, dance hall, twice a week.

Jack Mankey, manager, said the concession area, which last season was styled after a Western town, this season will have an Old South motif. The switchover carried a \$1,000 price tag, Mankey reported. Service men will be admitted to the pier at reduced prices. Ride, game and food prices will be unchanged. Mankey believes that the opening of two new industrial plants here will lead to improved business. Mildred Holmes is secretary and Christie Mitchell handles public relations.

# May 8 Meet Set At Ocean Beach

HARTFORD, Conn., May 5.—Members of the Ocean Beach Park Board, which controls the city-owned-and-operated Ocean Beach Park, New London, Conn., have agreed to meet May 8 to organize for the summer. The term of H. Fremont Alderson, chairman, expires at that time, as do committee assignments he made while in office.

# Riverside Adds Monkey House

AGAWAM, Mass., May 5.—Riverside Park here added a Monkeyville to its Kiddieland last week, with 10 simians installed in a metal cage containing a small house, tree and other fittings. Park went into nightly operation last week-end after opening March 31 for week-ends only, with stock car races as the highlight. Outing season opened officially Thursday (3), with a local high school group visiting the park. Manager Ed Carroll opened the midway for the afternoon.

# Play Started At Clementon

CLEMENTON, N. J., May 5.—Clementon Lake Park opened for the new season last week. Operations will be confined to week-ends until the end of the month, with all rides running. Free attractions, featuring thrill acts, again will be brought in with the start of daily schedules. Week-end dancing will return to the park's dandorium. In the meantime, a heavy schedule of organizational and group picnics is being arranged by the park.

# Storm Curtails Westview Opener

WESTVIEW, Pa., May 5.—A severe electrical storm at 6 p.m. Friday (27) dispersed Westview Park's opening-day crowd. Prior to the storm, a good turnout was on hand. Three of the four parking lots were filled. Park officials said spending has increased over last year's level because of increased employment in the area.

# Picnic Shelters Added

CHESTERTOWN, Md., May 5.—Tolchester Beach has put \$2,000 into picnic shelters in preparation for its new season, which opens June 10 on a daily basis. Ralph McGinnis, manager, said he expects business to be about the same as last year and that proximity of Camp Mead, army base, would have little effect.

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Ferris Wheel, Chairplane and other Major Rides. Also some Hanky Panks. No gambling. Next to Plattsburg Beach, Montreal's playground. No competition.  
**PLAYLAND PARK**  
25 Charlotte St., Plattsburg, N. Y. Tel.: Norman Dame 317

## Fair Dates

Continued from page 45

Lancaster—Lancaster Colored Fair Week of Oct. 15. William G. Clinton.

**TENNESSEE**  
Fayetteville—Bi-State Negro Fair. Aug. 23-25. L. M. Donaldson.

**WASHINGTON**  
Goldendale—Klickitat Co. Fair Assn. Sept. 7-9. Charles Gronewald.

**CANADA**  
**BRITISH COLUMBIA**  
Abbotsford—Central Fraser Valley Fair. Sept. 7-8. L. J. Kettle.  
Chilliwack—Chilliwack Agri. Assn. Aug. 15-16. M. G. LeBreton.  
Cloverdale—Cloverdale Agri. Assn. Sept. 14-15. H. E. Lock.  
Coombs—Arrowsmith Agri. Assn. Sept. 7-8. A. J. Mason, Hilliers, B. C.  
Duncan—Cowichan Agri. Soc. Sept. 5-8. W. R. Barker.  
Gibson Landing—Gibson Agri. Soc. Aug. 31-Sept. 1. Mrs. M. LeFeuvre.  
Haney—Maple Ridge Agri. Assn. Sept. 14-15. J. P. W. Greenhill.  
Invermere—E. Kootenay Agri. Exhn. Aug. 31-Sept. 1. Mrs. A. R. Coy.  
Ladysmith—Ladysmith Agri. Assn. Sept. 19-20. Rev. C. McDiarmid.  
Langley Prairie—Langley Agri. Assn. Sept. 11-12. J. K. Rewers, Miner, B. C.  
Lillooet—Lillooet Fair Assn. Sept. 13-14. F. E. Wilson.  
Mission City—Mission & Dist. Agri. Assn. Aug. 16-18. James Muir.  
Nanaimo—Nanaimo Agri. Soc. Sept. 13-15. Lois Morgan.  
Port Alberni—Alberni District Fair. Aug. 23-25. James Sawyer.  
Prince George—Prince George Agri. Assn. Aug. 31-Sept. 3. Mrs. R. B. Carter.  
Port Moody—Port Moody Fair Assn. Sept. 6-7. J. D. Spence, Ioco, B. C.  
Quesnel—Cariboo Agri. Assn. Sept. 7-8. Mrs. B. Magnuson, Bouchie Lake, B. C.  
Saantich—N. & S. Saantich Agri. Assn. Sept. 1-3. E. Oakes.  
South Burnaby—South Burnaby Agri. Assn. Sept. 21-22. Mrs. J. C. Bellingher.  
Williams Lake—Williams Lake Fair. Aug. 30-31. Patricia Renner.

**SASKACHEWAN**  
Assiniboia—Assiniboia Agri. Fair. July 10-11. Walter McMorine.  
Carnduff—Carnduff Agri. Soc. July 26-27. W. A. Frith.  
Davidson—Davidson Agri. Soc. July 18-19. P. A. Okerstrom.  
Gravelbourg—Gravelbourg Agri. Soc. July 12-13. Mrs. M. L. Dorais.  
Radisson—Radisson Agri. Soc. July 31-Aug. 1. J. R. Ibbotson.  
Shaunavon—Shaunavon Agri. Soc. July 25-26. A. M. Sanburn.  
Swift Current—Swift Current Agri. Soc. July 2-3. M. E. Dodds.

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50 Unit Brand New Game  
Will rent or on percentage.  
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Outdoor Bowling Alleys  
Two Big Money Makers  
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**LAURENCE HARBOR BEACH, N. J.**  
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## N. Y. Events Report Gate, Gross Losses

ALBANY, N. Y., May 5.—Forty-nine county and town fairs in New York State last year drew a total paid attendance of 989,883, reports the State Department of Agriculture and Markets.

The official count is a decline of 101,824 from the 1949 total which in turn was 91,918 under the 1948 figure. Attendance at fairs is largely governed by weather, the department pointed out, and numerous fairs in 1950 suffered from rainy days.

Attendance figures are from the department's annual combined financial report of town and county annuals. The State fair is not included. The report shows that 49 fairs took in \$2,439,363.65. Those receipts also cover the \$462,804.13 which the State paid to fairs as reimbursement for premium money paid to exhibitors. The limit of State aid money to any one fair is \$10,000. Seventeen events received less than the limit.

### Chalk Up Losses

While they took in \$2,439,363.65, the fairs paid out \$2,472,186.96, thus incurring a deficit. Heaviest disbursements were \$582,595 for premiums and harness horse race purses. Payments on notes ran second and attractions third. They spent more than \$155,000 for permanent improvements, \$61,500 for repairs, \$104,000 for printing and advertising and \$46,500 for insurance, among other items.

Largest items among the receipts, in addition to the State aid

money, were \$662,468 at gates and grandstands, \$295,470 for concession and midway privileges and \$72,344 in county aid.

The Department of Agriculture and Markets inspects all fairs, helps them in an advisory capacity and audits the amounts of premiums paid to exhibitors. Checks for \$477,340.64, representing State aid to 1950 fairs, were mailed this month.

## South Jersey Exhibit Space Is Sold Out

CAMDEN, N. J., May 5.—South Jersey State Fair and Exposition will open its 10-day run here May 24 with all space in the exhibit departments sold to leaders in the mercantile and mechanical fields. Because the grounds are located in the heart of the city and fronted by State Street, the entrance is lined with flags representing 48 States. The illuminated archway has been erected and is attracting considerable attention.

Bulldozers are leveling the grounds, and exhibit tents will be erected in a few days. Practically all space on the 720-foot-long midway has been sold, with thousands of tickets already being distributed by merchants who are participating from Philadelphia, Camden and other points. About 70 of the churches affiliated with the Council of Churches of Camden County have been allotted space. Various other civic and fraternal organizations are participating.

Special emphasis has been placed on the parking facilities. Cooke and Rose have been signed to provide the free attractions since no grandstand is being used.

A tie-up was made with Gerber and Freed, Langhorne track operators, for the distribution of free merchants' award tickets to patrons at all their events. Pat Purcell, Langhorne publicity chief, will announce at every performance the forthcoming South Jersey State Fair and Exposition.

In addition, the annual is utilizing 3,000 streetcars in Philadelphia for inside signs; dash cards are being used on the streetcars of Philadelphia and Jersey and 24 sheets are being used within a radius of 75 miles.

## Saskatchewan Hikes Aid \$\$ For Building

REGINA, Sask., May 5.—The Saskatchewan government has raised its maximum to Class A and B fairs for permanent improvements in buildings for junior agricultural activities.

Increase is from \$5,000 to \$10,000 on a 50-50 basis, matching expenditures of the fairs on such accommodation.

Saskatchewan's Class A fairs are Regina and Saskatoon. Class B are Estevan, Weyburn, Moose Jaw, Yorkton, Melfort, Prince Albert, Lloydminster and North Battleford.

The Regina Exhibition already has made use of the grant system in renovating two buildings to house farm boys' and girls' camp entrants during the fair. Work is to continue this year under the increased grant.

## Weyburn, Sask., Sets New Buildings

WEYBURN, Sask., May 5.—Weyburn Agricultural Exhibition here has completed new youth and exhibit buildings. Royal Schultz, secretary-manager, announced.

New attractions this year will be fireworks and horse racing. Wallace Bros.' Shows of Canada will provide the midway while the Gus Sun-Irving Grossman office will stage the grandstand show.

### SOUND MEDIA

## Business Mag Relates Fairs' Selling Value

NEW YORK, May 5.—The fairly recent recognition of annuals as important sales promotion media by national manufacturers is pointed up in an article titled *Fairs: More Than Midways Now* in the May 5 issue of *Business Week*.

National makers of consumer goods are aware of the fact that more and more city people are going to fairs and that farm people attend with plenty of money in their pockets, interested in buying the same things as the city folks, the article says.

While farm equipment manufacturers are said to be the biggest buyers of exhibited space, the electrical equipment manufacturers, including radio and television builders are reportedly vying for equal space.

Thirteen Midwest fairs, from Minnesota to Texas, provided the necessary figures for drawing the conclusions. Several specific examples of the low-cost promotion-selling possibilities offered by fairs are cited.

"The big advantage to national manufacturers is the chance to meet a cross-section of their customers face to face, to demonstrate their product under favorable conditions, and to build prospect lists cheaply," the article says.

## Midwest Loop Opens Space Sales Push

CHICAGO, May 5.—First shot in a campaign to increase national exhibits at member fairs of the Middle West Fair Circuit was fired this week with the mailing of 1,000 two-color brochures by May & Woodhouse, publisher's representatives here, who are handling the deal for the circuit.

An additional 7,000 copies will be mailed this fall when the campaign for 1952 exhibitors gets under way, Ira S. Woodhouse said.

The brochure is 22 by 17 inches and folds to 8½ by 5½ inches. All member fairs of the circuit are listed and several photographic shots of the various fairs are included.

Fairs included in the mailing piece are: Ozark Empire Fair, Springfield, Mo.; Wisconsin State Fair, Milwaukee; Missouri State Fair, Sedalia; Iowa State Fair, Des Moines; Minnesota State Fair, St. Paul; Nebraska State Fair, Lincoln; State Fair of Louisiana, Shreveport; Kansas Free Fair, Topeka; Kansas State Fair, Hutchinson; Ark-Okla Free Fair, Fort Smith, Ark.; Oklahoma Free State Fair, Muskogee; State Fair of Texas, Dallas and Oklahoma State Fair, Oklahoma City.

## Ad Mat Service Supplied to Fairs By Hamid, Godin

NEW YORK, May 5.—With the start of the fair season still more than two months away, George A. Hamid & Son this week went well past the 100 mark in servicing annuals with special mat material for their local advertising. The "Fair Time" mats are institutional in character, plugging fairs as a great American habit and providing one line, "featuring Hamid talent" in each of three styles.

Each of the 100-plus fairs has been provided with 10 mats and a supply of instruction proof sheets. The Hamid office started distribution of the service as far back as February, to catch fairs desiring to use the set-up in early deadline premium books, since the mats are also appropriate for such publications in addition to newspaper and other advertising. The service was created by Leonard Traube Associates.

Another large distributor of the service to his fairs is Joseph J. Godin, head of Interstate Fireworks Manufacturing & Display Company, Inc., Springfield, Mass., who is sending the material to annuals in the U. S. and Canada.

## ILLINOIS ANNUAL INKS JACK BENNY

Show To Include Rochester, Name Ork; Gal Singer Set for Final Two Days

• Continued from page 1

Autry already has been set for a special show pitched to kids on the opening night of the fair.

New this year to the attraction

bill will be *Hollywood On Ice*, slated for two-a-day performances in a huge, circus-type top on the midway. Other top attractions will be a grandstand revue booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, in for five nights, and the WLS Barn Dance, a fixture on the first Saturday night.

Two radio shows, Johnny Olsen's *Ladies Be Seated*, scheduled for five broadcasts, and *Share the Wealth*, set for one day, also have been signed. Hennes Shows again will supply the midway attractions.

Fair this year for the first time may stage its own AAA auto and motorcycle races, two of its strongest crowd-pullers. J. E. (Buck) Kidd, veteran local promoter, has staged the motor speed events in recent years. Kidd also staged post-fair big car races at the plant in the past but Elliott indicated that the fair may stage these, too.

Besides auto and motorcycle races, the fair will again offer six afternoons of harness racing and one of quarter-horse racing.

## St. Paul Gets Okay To Set Own Financial Policy

ST. PAUL, May 5.—Two laws affecting the Minnesota State Fair were enacted by the State Legislature which wound up its 90-day session here with an extra day's meeting April 24.

Chapter 489 provides that the State Agricultural Society, which operates the Minnesota State Fair, be able to draw its own budgets and allotments and encumber its own funds without gaining approval from the State Commissioner of Administration as required by the State's Reorganization Act of 1939. The same law also provides that the fair board may go ahead with construction of new buildings without approval of the commissioner.

Under Chapter 253 the secretary of the State fair board is designated as the agent upon whom legal process may be served in any action against a non-resident operating a show, exhibition, performance or licensed privilege at the fair, if the legal proceedings is an outgrowth of such an operation.

## Mich. Senate Okays Board For Detroit

DETROIT, May 5.—First step in divorcing the Michigan State Fair from Department of Agriculture control was taken this week with the passage by the State Senate of a bill that would set up an independent bi-partisan fair board.

The bill, now awaiting action in the House, would also remove appointment of the fair's manager from the governor and give this authority to the board. Both major political parties would have equal representation on the body instead of the present system whereby the governor appoints five members annually.

## Brother Timothy Renamed to Board At Napa, Calif.

NAPA, Calif., May 5.—Brother Timothy, of Christian Brothers' vineyards, producers of grapes for wines and brandies, was reappointed to the board of directors of the 25th District Agricultural Association fair here.

He was first appointed in February, 1950, and under the terms of his new assignment made by Governor Warren, will serve until January, 1955.

## Glenbush, Sask., Event Erects \$1,800 Building

GLENBUSH, Sask., May 5.—Agricultural Society here is erecting an \$1,800 frame building at the fairgrounds which can be used in winter to house curling rinks. Livestock section of the exhibition prize list is being revised.

### CONCESSIONAIRES

## - EASTERN ILLINOIS FAIR

DANVILLE, ILLINOIS  
BIG CAR RACES BARKER BROS.' CIRCUS ACTS HARNESS RACES  
ROYAL CROWN SHOWS JOIE CHITWOOD'S AUTO DAREDEVILS SOCIETY HORSE SHOW  
Anticipated Attendance—65,000. July 29 thru August 3. Write  
**E. A. MOHR, Secretary**  
ALLERTON, ILLINOIS

**There Is a Reason Why BARNES-CARRUTHERS Produces more Shows than any other Fair Production Agency**

Find out for yourself

**BARNES-CARRUTHERS**  
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159 N. Dearborn St Chicago 1, Ill.

**DALBEANIE**  
OF THE WAGON WHEEL FAME  
...with the Greatest Show on Earth...  
**RINGLING BROS.**  
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**WANTED**  
Carnival with Rides and Concessions for  
**ANNUAL 4-H AND F. A. FREE FAIR**  
July 14, 15 and 16  
GILMANTON COMMUNITY CLUB  
Gilmanton, Wisconsin

## Spokane Org Leases Plant For 35 Years

SPOKANE, May 5.—Revival of Spokane Interstate Fair moved a step closer this week when officials of the annual, headed by Frank Davidson, president, completed negotiations with the county for a 35-year lease on the 90-acre fairgrounds.

The corporation, which owns 12 lots in the grounds, has agreed to spend \$100,000 on buildings in the next 10 years. Long-range plans include nearly \$500,000 worth of buildings, Davidson said, but the first project will be to raise \$150,000 for fencing, water, sewerage, electrical facilities and erection of 10 buildings for livestock and agricultural displays. Plant rental is \$1 per year.

**ATTENTION! FAIR SECRETARIES CONTACT ERNIE YOUNG AGENCY FOR YOUR 1951 GRAND STAND SHOW**  
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Flying Trapeze Artists  
AMERICA'S NEWEST, SENSATIONAL FLYING ACT  
A flying return act accomplishing twistars, doubles, pirouette returns and blindfolded passing leaps.

**COLE BROS. CIRCUS**  
Chicago Stadium  
Thanks to Sam Levy  
Playing Parks, Fairs, Circuses and Indoor Events.  
Now Booking Summer Dates.  
**MICHAEL KOCUIK**  
P. O. Box 332 Bloomington, Ill.

**98th OGLE CO. FAIR, INC.**  
Oregon, Illinois  
Sept. 1-2-3—Day and Night  
Can use a few Concessions, no Rides. Concessions must operate under Illinois law. Now booking Free Acts. Can't use Slap Stick or Clown Acts. Concessions, write to GEORGE A. CHASM, Oregon, Ill. Free Acts, write to **E. D. LADERS, Secy., Oregon, Ill.**

## Cole Plans Unsettled; Org Returns to Peru

• Continued from page 43

when Bill Boyd was the draw. However, Horstman said that biz was about equal to the 1949 level, when the Wirtz Enterprises operated as Barnes Bros. Although a day-by-day comparison showed sharp variations, the total was the same, he stated.

Saturday (28) brought a poor turnout, Horstman reported, but Sunday (29) showed exceptionally profitable business. Crowds thru the week ranged from small to nearly half of the stadium's 18,000 capacity. The Thursday (3) matinee was good.

### Still Buying Equipment

Horstman confirmed that the show still was purchasing equipment for future use, including a semi-trailer tractor which arrived Thursday. As yet, neither of the Cole Bros.' trucks has been lettered.

Weather this week was hot and in sharp contrast to the show's first several days here. Execs reasoned that the sudden change to good weather worked against the indoor show.

Three matinees were hyped by attendance of children brought in under a cut-rate price agreement with a religious group. Several bus loads were brought on each occasion.

### Press Work Tops

Outstanding this week was Cole Bros.' newspaper publicity, which was under the direction of Herb Pickard. Pickard was brought on late and was crowded out of the papers during the first week by news on General MacArthur. Nevertheless, he landed some space then and hit his stride over the week-end (28-29). One of two major Sunday hits, a splash in *The Tribune*, rated as the biggest break the Cole-Barnes org has reaped here in years. It, as well as much other press matter, featuring Virginia Hustrei, and its story-photo combination ran to about five columns in a prominent location.

## King Turnouts Okay Despite Weather, Jump

WHITESVILLE, W. Va., May 5. —King Bros.' Circus made a tough mountain jump and drew rain all afternoon and evening here Wednesday (2) but played to two three-quarter houses. Matinee was an hour late because of the jump from Logan and one circus seat truck was damaged when it was forced off the road. Lions Club was auspices at this spot.

King scored three-quarter houses at Paintsville, Ky. (24), where weather was sunny and warm. Junior Chamber of Commerce was the auspices at Portsmouth, O. (26), where a straw house of kids was on hand for the matinee. Rain there at noon halted by show time but resumed at night, when the house was three-quarters filled.

## Alonzo Dever, Vet Bull Man, Dies in Ohio

GREENVILLE, O., May 5. —Alonzo Dever, 44, for 25 years an elephant trainer, died here Thursday (3) of a heart ailment. He was stricken after the elephant act at the matinee of Mills Bros.' Circus and died before reaching a hospital.

This was his first season with Mills as elephant superintendent. Most of last season he was with the Cole & Walters Circus. During several previous seasons he was with the Clyde Beatty Circus. He had been with Cole Bros. a number of years and earlier had been with the Hagenbeck-Wallace, John Robinson, Robbins Bros. and Ringling-Barnum shows.

He was a native of Arkansas, where funeral services were to be held.

Not making any public appearance here was Julie Rand Allen, who had been scheduled to take over the Wirtz-owned cat act worked by Terrell Jacobs. Jacobs continued with the animals thru-out the Chicago run. He is scheduled to head a circus unit on the Strates Shows, and that org is adding five cars to transport the Jacobs equipment.

## Circus Fans Set Events for 25th Meeting

WASHINGTON, May 5. —The 25th annual convention of the Circus Fans Association of America (CFA) will be held here Thursday (17) thru Saturday (19) in conjunction with the Ringling-Barnum circus local six-day stand ending Sunday (20). Convention headquarters will be the Shoreham Hotel.

CFA President James B. Tomlinson, of Portland, Me., will officiate at meetings, and convention chairman is Melvin D. Hildreth, local attorney and past prexy of CFA.

Tentative program for the gathering is reception of delegates and registration at the hotel thru facilities supplied by the Washington Board of Trade on Thursday. Luncheon will be held at noon at the Washington Zoo, with member Dr. William M. Mann, chairman of the local James E. Copper Top, acting as host. After a business session, an inspection of the zoo will be made.

### Set City Tour

Scheduled for Friday is a tour of Washington, Alexandria and Mount Vernon, with a visit to the Library of Congress to see historic circus posters and lithographs. Tour also will include the Capitol, Folger Library and the Mellon Gallery. A Koo Koo Klub meeting will be held that night at the hotel.

Saturday, members and their guests will attend the evening performance of R-B, followed by a supper party and dancing at the hotel. Guests will include movie players engaged in filming the Big One.

## C&W Elephant Escapes Mire

CALDWELL, Kan., May 5. —Cole & Walters' Circus elephant gave show personnel a tense time here Tuesday (24) when a river bank on which she was standing gave way and the bull became deeply mired in mud.

Wally Ross, bull man, had taken the herd to the river for watering. Other morning activity on the near-by show lot came to a halt as employees went to the elephant's aid. An attempt was made to drag the elephant out and later a crew attempted to dig a passage-way. The bull finally came out under its own power.

## KELLY-MILLER SNARES GOOD CROWDS IN OKLA.

PERRY, Okla., May 5. —Good weather and dismissal of schools assisted Al G. Kelly & Miller Bros. Circus in tabbing a half house for the matinee and a three-quarter house at night here Tuesday (2).

Good business marked the first several days of the org's new season, but rain damaged some matinee business and softened several lots.

At Anadarko, Okla. (26), the show had a three-quarters matinee which included about 100 youngsters from the federal Indian school. A night house estimated at 1,300 persons nearly filled the top.

Each show at Hobart, Okla. (27),

## William Roddy Joins Ringling Publicity Staff

NEW YORK, May 5. —Roland Butler, department chief, this week announced that William M. Roddy has been added to the Ringling-Barnum press staff. The addition of Roddy boosts the department strength to five, the strongest it has been in several years.

Roddy recently closed with the Ballet Russe after fronting for the organization for five years. In a career bridging nearly 50 years, Roddy has been associated with most of the major railroad circuses with the exception of Ringling-Barnum. He was a car manager for the Sells-Floto Circus and served in promotional capacities with the John T. Robinson and Hagenbeck-Wallace circuses. He has also done considerable hall show work. He is a native of Larned, Kan.

Butler said enlarging the staff was necessitated by the "fast trouping" of recent years which made it difficult for agents to keep up with the Big Show, not to mention staying ahead of it.

Roddy will serve as a story man, along with Allan Lester and Frank Braden. A. J. Clarke will continue ahead of the show.

### Big Press Coverage

Butler and his staff closed their headquarters here yesterday after scoring a near record volume of publicity for the Big One's Madison Square Garden run. The big press was secured despite the competition of the Kefauver crime investigations, General MacArthur's homecoming and the Korean war.

The big hits came early and in advance of the opening when they were most needed. Clips from the national wire and photo services indicate that possible future patrons in every section of the country were made aware of the start of a new Ringling tour.

Few national popular periodicals missed carrying circus features based on the Big One and its personnel. New York is important in this respect, since it facilitates national exploitation which has a beneficial box office effect thru-out the season.

## St. Louis Biz Continues Big In Last Days

ST. LOUIS, May 5. —Final days of the Police Circus here saw the show still riding the crest of top business that has held up from the first. Show winds up Sunday (6).

Producers of the show were Voorhees and Fleckles, Chicago. Mickey Sullivan sat in as guest conductor of Caesar Oldani's orchestra. Leo Hamilton was equestrian director and Joe Brennan handled announcing chores. George LaSalle and Joe Coyle were producing clowns.

Talent-heavy program included Keller's wild animals, Triska Troupe, Harold Barnes, Buschbaum's horses, Kelly-Miller horses and elephants, Tiebor and Pickard, seal acts, and the Antaleks.

drove approximately 80 per cent of capacity altho failure of the wheat crop in that area was reported. Rain battered attendance down to the one-quarter mark for the matinee at Kingfisher, Okla. (30), but had no effect on the night house, when the top had 90 per cent of capacity, altho the rain continued and soft lot interfered with the performance. It was the first bad weather of the year.

The matinee-only stand at Watonga, Okla. (29), was for a three-quarter house.

Elephants and horses which made the St. Louis Police Circus will rejoin Kelly-Miller at Columbus, Kan., Monday (7).

## Week-Ends Hold Strong For Beatty Near L. A.

LOS ANGELES, May 5. —The Clyde Beatty Circus returned to this area briefly Thursday (3), playing East Los Angeles, and moved back again over the week-end for top business in the environs. Week-ends continued heavy, with full houses following a seven-show schedule in San Diego Friday, Saturday and Sunday (27-29).

In Escondido the show picked up Jack Sherry for its wrestling act as well as a Wild West Show. Featured in the Western turn are Randy Brooks, who played Lucky in Hopalong Cassidy pictures; Don and Hope McLennon, trick and fancy riding; Ben Petty, impalement, and Sylvester Brun and Barbara Beebe. Business at this stop Thursday (26) proved only passable, with half houses both afternoon and night because of showers.

### Triple-Day Run

The triple-day run in San Diego opened with a light matinee and a full night house. The second day's schedule was two matinees, with the follow-up one getting a half-house because of rain. Despite a downpour that night the tent was filled to capacity. The org was set for two afternoon shows Sunday, but the first performance dwindled to a three-quarter house when rain dispersed the midway gathering. The continued torrents sent about 3,000 people scampering for shelter off the grounds. The closing performance was a three-quarter house because of cold and windy weather.

The show was late getting under way in Oceanside Monday (30) and had only about a quarter

house. The night send-off was a sellout.

### Joe Esqueado Falls

In San Diego Joe Esqueado, of the Flying Esqueados, fell in the net at the end of the act. Chipping a vertebrae, he was ordered out of the turn for a week. Because of the accident, both the high wire and flying acts in which he participated had to be eliminated.

At Riverside Tuesday (2) the show played to a half house at the matinee and a near-capacity crowd at night. Matinee only was sponsored by the American Legion.

## Georgia Spots Treat Rogers To Okay Biz

CORDELE, Ga., May 5. —Rogers Bros.' Circus, working under Lions Club auspices, had a half-house matinee and three-quarters night house here Tuesday (1). The stand followed Milledgeville, Ga. (30), where matinee was near capacity and night show was an overflow.

Si Rubens, owner, said the gross in Milledgeville was better than that yielded there a year ago. He reported the two days at Augusta was disappointing but that in Batesville, S. C., the day before, Rogers had scored the best take of the season so far.

From Milledgeville, several troupers visited in Macon. Harry Villeponteaux and wife Sunday with his sister. George and Pauline Penny took delivery on a new trailer in Macon. Enoch Bradford, who recently joined as superintendent, added six men to the big top crew.

## Biller Draws Full-Top Biz In W. Virginia

EAST RAINELLE, W. Va., May 5. —Biller Bros.' Circus attracted two near-capacity houses here Friday (27) with an assist from the weather. Matinee was delayed 30 minutes to allow time for youngsters to arrive after schools were dismissed early.

A rain that continued all afternoon and until shortly before the night show killed business at Covington, Va. (26). Both shows there were for one-third houses. Night show was held up 45 minutes. The date came at an off-time so far as paydays at the major mills were concerned. King Bros. was billed for May 10 at Clifton Forge, Va., 12 miles away.

## Mills Org Draws Light Attendance In Ohio Stands

TROY, O., May 5. —Rain marred business of Mills Bros.' Circus here Wednesday (2), but the show had little difficulty in moving off of the soft lot. Matinee was a half house, made up largely of school kids dismissed early from classes. Night house drew about 300 persons. Top tickets went for \$3. Auspices was the Troy Fish and Game Association.

At Hillsboro, O. (29), the show attracted a one-third house for each show altho schools were out. Farmers were reported reluctant to leave their fields in good weather.

CINCINNATI, May 5. —Having played to uniformly good biz since making its debut in Columbus, O., April 15, Mills Bros.' Circus was here on the Carthage Fairgrounds Monday (30), under auspices of the Sertoma Club, formerly known as the Co-operative Club. Attendance at the matinee was about a quarter house but at night the tent was jammed to capacity. It was the show's first appearance here and lot and weather conditions were ideal.

## Beers-Barnes Business Off In S. Georgia

CLEVELAND, Tenn., May 5. —Beers-Barnes' Circus opened to a winner but the two weeks which followed gave spotty business, Gene Christian, general agent, reported. Org opened April 17 at Vienna, Ga.

Weak territory was in Southern Georgia, where weather was bad, he said. Fayetteville (25) and Hogansville (26) were good but 12 other days were poor. Christian said opposition between Beers-Barnes and Don Robinson Circus at Buena Vista and Blakely, Ga., soured biz for both. Robinson played three days ahead of Beers-Barnes. Christian pointed out that his route could not be changed because of the large number of towns contracted by Robinson, Pawnee and Rogers circuses.

By the end of April, he said, the four shows had fanned out and there was little likelihood of route conflicts in the next several weeks.

Beers-Barnes, playing under auspices, expected to find business better in Northern Georgia. It will make Cleveland, Tenn., Monday (7) and Athens, Tenn., Friday (11).

Show played a Ruritan Club date in Cave Springs, Ga., April 28. Beers-Barnes this season has an endorsement of the national Ruritan headquarters and will play a number of dates under auspices of local clubs.

Jimmie MacInnes returned with a camel and buffalo purchased from Kelly-Miller. The bison Beers-Barnes had last year was given to the Athens, Ga., zoo along with a performing bear. Harry Holmes is doing two turns in the performance. Org started the year with a new big top, and an 80, with three 30's.

## Gil Gray Signs Long-Term Pacts

MUSKOGEE, Okla., May 5. —Gil Gray Circus was contracted for the next three years by the Shrine here following its recent three-day stand, which resulted in six full houses at the city auditorium.

Earlier, the Gray show played to a week of big business at Tulsa and signed with the Shrine there for a five-year term.

# Dressing Room Gossip

### Polack Eastern

The Langs left to fulfill previous bookings but will return later. Mr. and Mrs. Don Fosgate entertained the writer, and Mr. and Mrs. Foster recently. Slivers and Jo Madison had a CFA Tent named after them in Charleston, W. Va. Robert Roberts, of the prop department, is being visited by his wife from Hagerstown, Md. Alama Michael's mother and sisters are visiting from New Jersey. Berg's Hollywood Marineland seals have joined from the West Coast.

C. S. Taylor and brother visited the show in Norfolk. Dr. Karland Frischkorn visited and during the night performance Nate Lewis and the writer were made life members in the Circus Historical Society. Bobo Barnett is whipping the clown band into shape. George La Salle left for St. Louis but will return later. Carleton Smith entertained clown alley at a buffet lunch. Ted Deppish is clowning at a park in Akron. Alma Michael has a new car. The Shrine held a party for members and show-folk at the home of Mr. and Mrs.

Herman Nowitskys following the Saturday night show. Karl Cart-right visited in Norfolk. He is working on a high striker at the beach for the summer. Jo and Slivers Madison gave a spaghetti dinner in their new trailer for Dorothy and Bill Kay and the writer.—HENRY KYES.

### Kelly-Miller

Big show band members are Charles Cuthbert, director; Paul Bolton, Rusty Bader, Howard Stratton, Jack Evans, Herb Cliff-guard, Dick Kriel, Russell Harrison, Carl Berggren, Billy Todd, W. A. Stevens and Mrs. Howard Stratton. The new all-steel bandstand with built-in callopie and speaker makes a flashy appearance.

Lowell Kriel, tramp clown, keeps the kids happy with his come-in antics. The Maurillos, casting act, garners laughs with their aerial acrobatic comedy turn. Show mechanics are laying bets on how often the Crosley clown car goes in and out without a breakdown.

Clown alley thought they lost Ernesto, midget clown, the other night on a muddy track but found he was walking in a rut. Charles (Peanuts) McGehee keeps the giraffe show filled with customers. R. O. Scatterday manages to get school kids out for the matinees.

Jack L. Davis, pie car chief, turns out some delicious and varied menus. Mr. and Mrs. Don Whitney, of the concession department, returned to their Lamar, Mo., home because of Mrs. Whitney's illness. Visitors included Mr. and Mrs. Portis Sims, Mr. and Mrs. Verne Brewer, Mr. and Mrs. Art Henry, all of the Gainesville show; Bob Stevens, Stevens Bros.' Circus; Buddy Wamsley, Oklahoma insurance auditor; Honest Bill Newton, circus op; Archie Marshall, formerly of 101 Ranch show and now with the sheriff's department at Perry, Okla., and William T. Randolph, Gladewater, Tex.—EDDIE DULLUM.

### Clyde Beatty

The two-day stand in Long Beach, Calif., was enjoyed by Len Keeler. His daughter and grandchildren live there. George and Rusty Vasoldi, who were with the show last season, also make their home there. At El Monte, the Sky Dusters spent the day visiting friends on the show. Bob Lorraine visits when his picture work permits. Mr. and Mrs. Fred and Mr. and Mrs. Frank Ringler have been guests of Clyde Beatty. Johnny and Milonga Cline purchased a new trailer in El Monte.

Carmen Caudilla, Jerry DeWayne, Dorothy Brown and Milonga Cline, have been on the sick list. Emmett Kelly visited the dressing room to renew acquaintances. Rand Brooks and his troupe of Wild West stars joined for the concert. Hope McClennon is a new member of the aerial ballet. Jerry Dean visited in a navy uniform.

Norman and Shirley Carroll kept Dorothy Herbert, Rand Brooks and the writer busy on radio and television in San Diego. Recent visitors were Mr. and Mrs. Al Moss, Ed Golda, C. T. Grady, Mrs. Pat Graham and sons, Mabel Buckingham, Mark Anthony, Bobby Kay and mother, and Tommy and Esther Katz.—LAURENCE CROSS.

### Polack Western

Sunny California hasn't been living up to its name, and Jack Joyce's camels have been making good use of their raincoats. Walter Clausen has a new Maylayan bear cub which will make its debut in San Francisco. Frieda Wiswell sported a flashy paint job after the funny Ford number. Whodunit?

Harry Dann's French poodle, Soude, has a Dutch clip, thanks to Claude Arwood's artistry. Bumper Watson has made the marine corps football team. Dixie Hebert handled promotion of the Stockton date. Justus Edwards has kept our radio stars on the go, with spots everyday of the engagement.

Recent visitors included Dr. H. H. Conley, the Larry Breedens, Merle Sprague, Bert Martin, Ted Gallup, Honey Shyretto Hebert, Martin Boode, Johnny and Vivian Jordan, Martha Joyce, Evelyn Joyce Cook, Mrs. Joyce Irving, the Poodles Hanneford family, the Fishbacks, Hap Henry, Lou Johnson and personnel of West Bros.' Circus.—HARRY DANN.

### Ringling-Barnum

Last week's gossip didn't appear because the writer flew to Sarasota, Fla., to attend her stepfather's funeral. Annual show was given at Bellevue Hospital, with clowns, elephants and a number of acts working. The morning show for orphans and underprivileged children also was presented. Arthur Godfrey's TV show had a number of the personnel as guest stars. Arky Scott had one of his elephants there, with Godfrey doing the foot-in-the-face trick. Faye and Billy Snyder did a trap routine and then Billy held Godfrey for a routine of his own. Jimmy Armstrong sang to accompany one of the cat acts. Chaludis also worked and Doc Henderson appeared and presented Godfrey with his new book, *Circus Doctor*, by Doc and Richard Taplinger.

Columbia Broadcasting System televised the *Danger* program, *The Killers Scarf*, in the menagerie with the following taking part: Felix Adler, Jimmy Armstrong, Frankie Saluto, Dave Murphy and Doc Henderson. Frankie Saluto had a large picture in *The Inquirer*, along with Emmett Kelly and Otto Griebing. Ernie Burch and Albert White were presented with a cake for their First-of-May party. All the clowns participated. Antoinette Cencello celebrated her birthday and the girls presented her with a basket of flowers.

Nina Unus celebrated her birthday with a party. Del Graham also celebrated a birthday. Agent Stanley Wathon visits frequently. Madeline Parks has been working in the menagerie. Udo Kurka is show's mailman. Visitors included Mr. and Mrs. Charley Jones, Bill Day, Mr. and Mrs. Jim Hoyer, Ralph Holt, Eddie Stinson, Bill Ballentine, Murray Burt, Lillian Witmak, Flo Erickson, Mr. and Mrs. Ward Shafer, Helen Curtis, Henry Van Loon, Benny Cristiani, Bea Konyot and Charley Fredericks.—MARY JANE MILLER.

### Rogers Bros.

Show gave Augusta, Ga., its first circus parade in 20 years. The newly born monk in the Wild Life show has been christened Major Guinsberg by Owner Si Rubens. Carlos Anchia took an unscheduled bow when he under estimated the distance he was sliding from cradle to double trap bar and landed in the ring.

Fragments—Enoch Bradford is the new superintendent. Snookie Morales, her husband and child are visiting the show. Harry Villeponteaux's wife worked in the grease stand one night. When Frank De Riskie visited in Columbus, Ga., he got the bug and climbed into Mary Carlton's traps to give her a few pointers. Stan Reid, Mrs. Engesser and daughter and Frank Ketrov were recent visitors.—BILLY BARTON.

### Cole & Walters

Mike Malas is recuperating from an injury sustained on Hamid-Morton Circus. Frank Ellis left for Kansas City and Emporia, Kan.

Visitors included Mr. and Mrs. Leo MacKenzie, Doctor Cooper, Mr. and Mrs. Al Banard, Fred and Betty Leonard, Mr. and Mrs. Julian West, Mr. and Mrs. Montana Earl, Fred Stafford, Mr. and Mrs. Ross McKay, Clara Walker, Mrs. James Redwine, Richard Dean, Beverly and Mrs. Richard Childers, Gayland Ashley, Mr. and Mrs. Pete Moody, Tom Crawford, Harry Bonnell, Paul Van Pool and R. Hodgson.—MILDRED WELBES.

### Biller Bros.

Show encountered much rain last week but no performances were lost. Sam Snead, professional golfer, visited in Lewisburg, W. Va. Fay Avalon, clown is doing the come-in. He also does a number with Tommy Whiteside in the last walkaround.

Velma and Bert Morey are doubling in the Side Show with their dog act. Chester Gregory is proving a good draw in the Side Show.—IRA GASKILL.

### Capell Bros.

Show had two good houses in Fulton, Mo., April 29. Mexico, Mo., was passed up because of high winds and soft lot. Norma Capell is learning the cloud swing.

Visitors included Mr. and Mrs. Red Reader, Willie Rawls, Mr. and Mrs. Howard Y. Bary and Mr. and Mrs. Dixie Glasgow.—SUSAN and CAROL CAPELL.

Sherlock Holmes Evans has authored a book entitled "Father Owned a Circus." He is the son of the late John Evans. Dorrance is the publishing company.

## Under the Marquee

When George A. Hamid, New York talent booker, was interviewed on the April 27 "We, the People" TV show in regard to his book, "Circus," Helen Haag's chimpanzees were used as background. The Haag chimps have been with the Hamid-Morton Circus, which opened in Memphis February 10, and rejoin the show when it reopens in Montreal.

New York Daily Compass gave a full-page pix-and-text spread in its May 4 edition to the idea of George A. Hamid and Bob Morton, operators of the Hamid-Morton org, thru which free instruction in performers' arts would be given in the cities played by the show. Pictured were Zilda and Gisette Zoppe, of the bareback riding family, and Peaches O'Neill, who was shown training her 2-year-old daughter for trapeze work.

Rev. Edward S. Sullivan, circus priest, has been named pastor of All Saints Church, Roxbury, Mass., and left Sacred Heart Church, Gloucester, Mass., April 25, to assume his new duties. . . . F. A. (Babe) Boudinot, general agent, Ringling-Barnum circus, headed for Philadelphia, Tuesday (8), in preparation for the show's stand there late this month. He planned to return for a final day in New York, Wednesday (9).

E. W. Adams, of Atlanta, caught the Rogers show at Decatur, Ala., and Don Robinson, at Villa Rica, Ga. He also saw the King Bros' opener.

Big Ruth, lead bull of the Ringling-Barnum circus' herd, is spotted in an illustrated article by Juliet Bridgman which appears in the May 5 issue of *The Saturday Evening Post*.

Harry DeDio Jr., 10-year-old son of Sadie and Harry DeDio, dog act, was awarded the runner-up slot in Columbia Broadcasting System's recent "Grand Chance Round-up" TV show competitions. Harry Jr. worked three dogs and juggled the devil sticks. He was presented with seven U. S. Savings Bonds. Show marked the first time he worked solo.

Visitors at the St. Louis Police Circus included Ethel Robinson, Chicago booker; Viola McLeod, Polack Bros.' Chicago secretary; Nellie Vaughn, Thearle-Duffield Fireworks, Chicago; Mr. and Mrs. Wally Fernandez; Edna Curtis; Mrs. Cavanaugh; the Charley Zematers, Chicago; Bill Nelson, Jack Lehr and Jack Leontini, of the Packs office; Bertha Cooper; Bernice & Brock; Billy O'Neill; Charles Lamont; Carl Troynier, and Mrs. Fred J. Staneliff.

JoJo Lewis, clown with the St. Louis Police Show, has signed for the Tom Packs Circus and later will play fairs with Jack Raum's Cavalcade of Stars.

Mary Jane Miller, of the Ringling show, was in Sarasota, Fla., recently because of the death of her stepfather, Archie Campbell. Campbell operated the Florida Trailer Headquarters in Sarasota.

Visitors at the Cole show in Chicago included L. A. Dawes, of Peru, Ind.; Nat Green, Ringling-Barnum; R. M. Harvey; the Macchinos; the Gretonas; the Emil Pallenbergs Sr.; H. J. McKay, Oklahoma City; Frank Wissinger, Peru; Henry French; Albert Fleet; Edna Curtis; Orrin Davenport; Bob Halvie, Peru; Lorne Russell; Dr. H. H. Conley; Ed Davis; Clem Butson, English circus producer; John L. Andrews, producer of Houston and Fort Worth shows, and a delegation of Shrine officials from Houston and Fort Worth. Clyde Wixom, Detroit, visited en route home from Rochester, Minn.

The Hodgsons (Robert, Caroline and Carol), aerial act, have moved from Galveston, Ind., to Kokomo, Ind. Carol, who finishes school this year, will do her rolla bolle on a high table this season. . . . Thomas R. Poplin, who has left Biller Bros. (Continued on page 69)

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Mills Bros. gate; good auspices. Pay daily. No drunks. No collect calls.

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More Trick Riders and Trick Ropers, Cowboys, Cowgirls, Acts. For my Number One and Two Unit. Have for sale—White Arabian Mares, also Colts by their side, priced reasonable. (Lightfoot, answer.)

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5th Annual

**MID-WEST PONY SALE**

May 25th & 26th, 1951, Eldora, Iowa

200 Hackney, Welsh, Harness Show Ponies and Shetlands will be sold on May 25th. 200 Shetlands will be sold on May 26th. Registered and Grade Ponies—Silver Dapple Eight Pony Hitch Show Harness and Wagon will be sold on May 25th. This will be a wonderful place to purchase a matched group of young Liberty or future Trick Ponies that are only broke to lead and have never been spoiled. K. E. REISINGER & SONS, EL DORA, IOWA.

**2 PHONE MEN-2**

**That Can Cut It**

Enlarging my crew to handle bigger and better towns. This is a Mills Bros. Circus crew. Work best sponsors, no lay offs. Want gentlemen; drunks, save your time. MY MEN STAY WITH ME. If you want steady work until November 15th, write, wire or phone ADVANCE PROMOTION AGENT, MILLS BROS. CIRCUS, Circus Headquarters, 205 Main St., La Fayette, Indiana. Phone 4045.

**WANTED**

Verne Corriel, please wire. Man to work Liberty Ponies, or can place Pony Drill. Can place Family Act. Also would like to hear from Bareback Rider, Ticket Sellers, Elephant Men, Cage Men, Working Men in all departments. Can place Talker for front of Show. Manager for Pitch Show.

**TERRILL JACOBS WILD ANIMAL CIRCUS**

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General Agent who knows how to book under auspices: Family Act doing three or more. Concert open. What have you? Candy Butchers, useful Show People write. Show under new ownership. Cook-house open.

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**WANT PHONEMEN**

For Mills Bros. Circus. No waiting, no delay, pay every day. The following towns to play from here: OMAHA, LINCOLN, NEB.; FT. WAYNE, IND.; PITTSBURGH, PA. Others to follow. If you want to make money, come on. Contact

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Promotion Managers. Plenty good towns and auspices. Tickets and banners. Long season. No advances.

**HAGAN-WALLACE 3-RING CIRCUS**

Answer as per route

## Strates Adds 5 Cars To Haul Terrell Jacobs Circus Unit

### Added Rail Units Up Total to 45, Boost Transport Costs About 13%

PHILADELPHIA, May 5.—James S. Strates, owner of the shows bearing his name, yesterday announced that he was adding five cars to his train for a total of 45. The unit will be used to transport equipment for the Terrell Jacobs Circus which will soon join as a featured back-end presentation.

The four flat and one steel box

## Hannum Beats Cold To Score Record Preem

COLUMBIA, Pa., May 5.—Seven-day stand here ending April 28 gave the Morris Hannum Shows the biggest opening date in the org's history, with all hands reporting plenty of free-spending patrons despite a few cold nights and rain late Saturday (28).

Strong drawing card was advertising which pointed out that Morris Hannum would be the last show to play the 20th and Greenwood lot before Greyhound began construction of a new bus terminal there.

Leola's Side Show scored a record take, while Katie's four-ride kiddie adjunct did capacity business. Suicide Simon, free act, was injured but is recovering rapidly. Two Saturday matinees brought solid returns, with the second, featuring a bicycle giveaway, proving the biggest.

## Biz Continues Okay for Marks

ESSEX, Md., May 5.—Aided by warm weather, business continued top drawer for the John H. Marks Shows at this Baltimore suburb stand. A Little Dipper purchased from the Allan Herschell Company arrived in time for the date and did capacity biz.

Personnel includes Allan Travers, general agent; Crawford De-orge, billposter, and Joe Samara, Diesel engineer. Harry Weiss has bingo.

## HENNIES OPENER BEST SINCE 1948

### First Gate Tops '50 by 25 Per Cent; Lash Larue To Join at Little Rock

HOT SPRINGS, May 5.—Hennies Shows in its first week-end under new co-owners J. C. McCaffery and Paul Olson, racked up business here that topped any similar period of the past two years. Attendance at the Friday night (27) bow was an estimated 25 per

## Bibs Malanga Dies in D. C.

WASHINGTON, May 5.—William (Bibs) Malanga, 61, well-known Eastern concessionaire, died here April 28 following a heart attack. He had been in ill health for several years. Malanga left New York a few weeks previous to join the James E. Strates Shows here.

In show business for about 40 years, he was a member of the National Showmen's Association, New York, where he served as sergeant-at-arms. Survivors include his widow, Mary; three brothers, Dan, Joseph and Robert, and five sisters.

Services were conducted here and in New York, with interment at the NSA plot in Ferncliff Cemetery, Hartsdale, N. Y.

car were purchased from Bob Parker, who recently bought the Johnny J. Jones equipment in partnership with Sam Solomon. The sale gives credence to an earlier report that Parker and Solomon will sell much of the Jones equipment.

Strates said Jacobs will present a circus performance featuring his well-known cat act in a big top used by the showman last season on the Royal American Shows. Jacobs, who has appeared on many circus bills, including the Cole Bros. presentation which shutters tomorrow in Chicago, has also tramped with the World of Mirth Shows.

Topping the 40-car bracket will jump railroading costs 11 to 12 per cent, or about \$13,000 on the season, Strates said. Increasing the train size will lead to contingent costs, since more personnel and equipment will be needed he said.

Strates' action is unique in that the trend in railroad show circles is to cut rather than add cars because of pyramiding costs. Strates

## Georgia Spotty For McSpadden

WASHINGTON, Ga., May 5.—J. R. McSpadden's Lone Star Shows, now in the eighth week of its season, is finding spotty biz in Georgia. After good weeks in Milledgeville and Thomson, the org had disappointing results in Sandersville last week.

Emile (Sol) Solomon has been made general agent, succeeding Johnny Caruso. R. M. McSpadden bought a new Chevrolet. His mother, Mrs. Myrtle McSpadden, secretary, will leave shortly for a physical check-up in Chicago.

Curley McFarland joined with bingo. Red Neck Eaves joined with two concessions. C. M. Willis is another new operator. John Conway, cookhouse owner, was winner in litigation growing out of an accident in Macon the week before opening, receiving judgment for damages sustained. Peggy O'Brien is now in charge of front gate tickets. Whitey Pelley, business manager, has returned from a trip thru the Carolinas.

now owns 46 cars, but will move only 45. Since the tariff for 45 is the same as for 50, it is conceivable that four cars may be acquired to take advantage of the fixed cost, if conditions warrant.

In joining the show Jacobs will move his equipment on three system flats and a box car. A load of equipment, including a front, has already arrived. Besides providing transportation for the Jacobs unit, the additional cars will make it possible to carry additional equipment. The show train has long been overloaded and the additional space is needed, Strates said.

Jacobs is the second major show addition announced by Strates in the past week, the other being a Hawaiian unit which will be produced by Ted Megaarden.

## Road Opener Gives Smith Okay Takes

CONEMAUGH, Pa., May 5.—Despite chilly weather, the George Clyde Smith Shows pulled sizable crowds opening night here in the first stand since leaving Cumberland, Md., quarters.

The lot is in the heart of town with part of the midway set up on the street. Jewel Box Casino and Harlem in Arabia shows had the best grosses. Johnny Nugent's Jungle Show did well after a slow start.

Staff includes George C. Smith, owner-manager; Fred DeCoursey, secretary; Beeman Yancey, business manager; Hal Curtis, mechanic; F. A. Norton, electrician, mailman and *The Billboard* agent, and Sam Collier, sound car. Personnel includes:

#### Rides, Shows

Merry-Go-Round, E. B. Gray; Chairplane, Art Halsted; Ferris Wheel, W. R. Tucker; Kiddie Autos, Laird Johns, and Kiddie Swings, Paul Gachnour. Shows include Johnny Nugent's animals with Morris Bennett, tickets; Funhouse, William Sirbaugh; Jewel Box Casino, Leonard Rogers, manager and emcee; Bessie Dennis; Elizabeth Rogers, Rosemary Bowen, dancers; Homer Bowen, and George Dennis, music; Harlem Revue, John Jernigan, manager; Jane Allen, Caldona Jones and Lucille Robinson, dancers.

#### Concessions

Gus Rigus, cookhouse; James Fay, French fries; Joe Costiball, popcorn and candy apples; O. W. Lewis, candy floss; Clinton Phillips, airplane game; Eddie Bennett, bumper; L. H. Lee, ball game; Robert Leece, cat rack; Mrs. Joe Reynolds, fish pond; Jones' bingo, Gene Snyder, manager; Mrs. Gene Snyder, checker, and counter-men, Paul C. Ziegenfuss, John Harman Jr., Robert Sterling, Jack Minton and Luther Snyder. J. B. Handly, pea pool; Beeman Yancey, T; Whitley Johnson, T, and Joe Reynolds, 4.

## Chas. Miller To Operate With 35 Rides

LA GRANGE, Ill., May 5.—Miller Amusement Enterprises will tour five major ride units this season in addition to a number of smaller ones for a total of 35, Charles Miller, owner, announced. A solid route of celebrations has been laid out for the five bigger orgs, while the smaller ones will be kept busy at picnics and outings, Miller said.

Painting and repair work at quarters here is nearing completion. Nine Miller rides which had been at an Augusta, Ga., kiddie-land this winter will be bought back by Jack Kelly.

## Cavalcade of West Shows Organized

SANTA CLARA, Calif., May 5.—Cavalcade of the West Shows have been incorporated by Paul J. Dias, Joseph P. Kelly and William J. Prentice, all of this city.

Org has been chartered to operate a carnival in Fresno County. Authorized capital stock is 2,000 shares, no par value. Dias and Kelly filed incorporation papers.

## Don Franklin Org Opens for 98 Days In Ft. Worth Spot

FORT WORTH, May 5.—Don Franklin Shows opened a 98-day stand on the old Casa Manana lot next to Will Rogers Coliseum here Friday (4) and will remain off the road until the fair season.

In the line-up here were 5 major rides, 5 kiddie rides, grab stands, candy floss, popcorn and peanuts and a few other concessions. Only other ride competition here is from the city zoo.

## Royal American Gets Siameses

LOS ANGELES, May 5.—The Siamese Twins, Yvonne and Yvette Jones, who have been exhibited on the Clyde Beatty Circus midway since April 5, will open with the Royal American Shows in Memphis. The decision to move the babies, joined head-to-head, was reached here yesterday in a settlement made between Elythe Sterling (Younger) and Cliff Younger, and Lorow Bros., Miami operators of Side Show attractions on RAS.

Under the terms of the settlement, the twins will be exhibited on the carnival, with the Youngers getting a percentage of the take. When settlement negotiations were started 10 days ago it was the Youngers' plan to tour with the infants on the shows.

Both Lorow Bros. and the Youngers claimed contracts for the showing of the twins. Lorow Bros.' pact was with the mother, Mrs. Willie Jones, while that of the Youngers was with the twins, both minors, and was approved in Superior Court. With both parties holding bona fide contracts, the settlement makes it possible for the litigants, as well as the babies and mother, to share in the earnings.

Royal American opened yesterday but the appearance of the Jones twins was delayed because of a final decision on the negotiations.

## Schenectady Opens Strong For O. C. Buck

SCHENECTADY, N. Y., May 5.—Aided by warm weather, O. C. Buck Shows opened its first road date here to big crowds that continued thru Wednesday night (2). Org moved here from its Troy, N. Y., winter base opener that was a winner for all departments despite cold weather.

All equipment is up here which was impossible in Troy due to the lot. New fluorescent light towers add to the flash and a new marquee top was added here. Walter McCracken opened his Monkey Show and Campbell's new Water Show preemed. Mr. and Mrs. L. L. Prime joined with Bob Parker's derby races.

Jeanette Star joined here as femsee on Roxie's *Palm Beach Follies* and John Carter came on as property man. E. C. Evans has been unable to join and is confined to his Columbia, S. C., home. Sidney Goodwalt has taken over the popcorn.

Mr. and Mrs. Gene O'Donnell joined at Troy. John, James and Pat Parrotta arrived with their duck pond and balloon stores. Other late arrivals included Jack Stein, George Hoar, Pete O'Connell and Ambrose G. Wilder. Mr. and Mrs. Joseph Rice have the glass pitch; Larry Newman, cats; Jack Burke, dolls; Steve and Ada Zankura, pitch, and Mr. and Mrs. John Levitt, blocks. Show recently took delivery on a new Chevrolet for the use of press agent, Roy F. Peugh.

Visitors included Mr. and Mrs. Art Pensault, Mr. and Mrs. Harry Agne and daughter; Danny O'Connell, of the King Reid Shows; George Gillette and Dick Ellery, of Gillette Bros.' Shows; Whitey Beardsley, Coleman Bros.' Shows; Mr. and Mrs. Dick Murry, of the Dutchess County Fair, Rhinebeck, and Guy Adams. James Holback is visiting his sister, Mrs. William Beldock, in Racine, Wis.

## C&W SCORE 25% HIKE IN BOW BIZ

### Petersburg Soars With Army, Weather, Free Spending Aiding

PETERSBURG, Va., May 5.—Gate and gross increases averaging 25 per cent appeared likely as the Cetlin & Wilson Shows prepared to wind up its opening engagement here tonight on the Washington Street show grounds. Co-owners Jack Wilson and Issy Cetlin said contributing factors were the good weather lasting thruout the run, which began last Friday night (27), and the apparent plentifulness of money. Armed forces personnel from adjacent Fort Lee and not-too-distant Camp Pickett also helped to swell the totals. The date encompassed an army pay day.

All units of the show, which winters here, were in excellent shape, reflecting considerable winter quarters activity. New tops were in use by the Raynell show, Wild Life, Unborn and Monkey units.

#### Moore New Staffer

With the exception of William Moore, new concession manager, the staff remains the same, with Cetlin and Wilson sharing management. R. C. McCarter, general agent; Richmond Cox, publicity director; E. K. Johnson, special agent; William Hartzman, treasurer; Whitey Walker, secretary, and Johnny Brooks, trainmaster.

Special children's matinees today and last Saturday, arranged by Cox, were lucrative. Bicycles for giveaways were promoted for both days by Cox thru local merchant tie-ins. The Police Club's boys, newspaper carriers and members of the Shrine were hosted on separate nights.

#### New Raynell Unit

Raynell has produced a new show titled *Hi Frenchie* featuring

Billy (Zoot) Reed. Unit scored a solid week with public appearances by Reed at a number of civic gatherings helping to publicize it.

Earl Chambers has installed gasoline motors in his Monkey Speedway cars for a complete routine revamp. Earl Purdie is featuring two lions in his Motordrome. He also has three kiddie rides. Mickey Mansion is featuring in his Side Show Joseph Hilton, magic; electric woman; Henry the Pin Head; Pat Notron, headless girl; Curly, painproof man; Mildred, iron foot marvel; Percilla, monkey girl, and Emmett, alligator boy.

Jack Fink has the cookhouse which was operated by Dorso and Goodman for the past several seasons.

## Peter Manzi Dies in Md.

GLEN BURNIE, Md., May 5.—Peter Manzi, with the John J. Marks Shows for 15 years, died April 26 following a heart attack while shows were making a stand here.

Prior to his connection with Marks, he spent six years on the World of Mirth Shows. He was a member of the Richmond, Va., local of the International Alliance of Theatrical Stage Employees.

Services were held April 28, with interment in Holy Cross Cemetery, Baltimore. He is survived by his widow, Isobel, who will continue with the show, and a son, Jack, of Miami Springs, Fla.

### Let's Make Hay While the Sun Shines

**BEAUTIFUL PUNKS, \$36.00 Doz.**  
For Punk Racks, long wool.  
**SAME PUNK, \$21.00 Doz.**  
Rejects, 1 inch wool, special white they last. They must be good, I just shipped 11 dozen to one man.  
**OUR BUSINESS IS VERY GOOD, THIS WILL BE A MONEY YEAR!**  
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ONE 24x36 CORN GAME TOP—Blue Flameproofed—Striped Awnings—BRAND NEW.  
**USED CONCESSION TENTS**  
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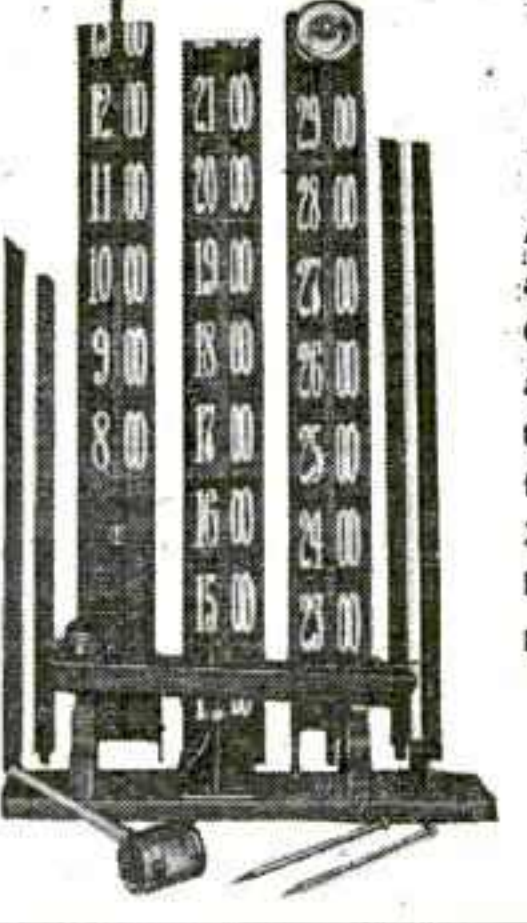
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Male Head, short hair, prepaid \$5.00. Also Devil's Child, Ape Boy, Wolf Boy, Fish Girl, 2-Headed Baby, many others. Write for Latest Circular Showing Photos and Prices.  
**TATE'S CURIOSITY SHOP**  
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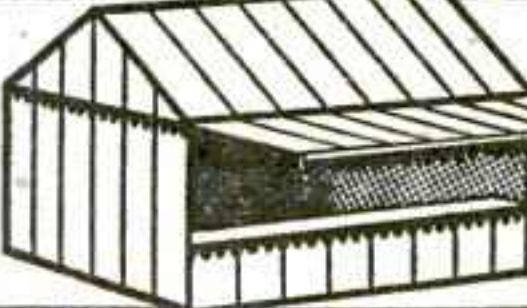
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7-Car Tilt-a-Whirl, good condition. New Power unit. Must be seen to be appreciated. In operation at Great Falls, Mont., next four weeks. \$4500.00 cash, no propositions. Write or wire.  
**E. L. ECKER**  
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**EVANS' HIGH STRIKER**  
A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28-ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.  
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**CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS**  
**ANYTHING IN CANVAS**  
California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS.  
5 DAYS SHIPMENT ON MOST SIZES.  
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Write for "Early-Bird" Price List!  
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## Midway Confab

Corp. William Patterson, formerly with the cookhouse on Great Sutton Shows, is with the army in Korea. He's with Headquarters Company, 2d Bn., APO 301, care of Postmaster, San Francisco. . . . Jimmie Annian joined Page Bros. Shows in Springfield, Tenn., with his rat game.

Granite State Shows played host to 125 orphans from three Manchester, N. H., homes Saturday morning (28). The kids were treated to free rides and refreshments and brought to and from the midway via chartered busses. . . . Dolores Hauser, who is working club dates in and around Pittsburgh, recently took delivery on a new Packard sedan.

After leaving the Linda Lopez Side Show recently at Clovis, N. M., Pinky Pepper bought a new outfit and is operating a Sex Show on the Cloverleaf Amusement Company. Louis-Louise is featured, with Jerry Marshall handling the front.

Cleo Renee, Red Tanner and Johnny Taylor have joined the Regal American Shows with their G-String Revue, featuring Talla Tivoli in her gin bath. . . . Mr. and Mrs. Joseph Lehr pen from Philly that they have had word from Mr. and Mrs. Charles Roth, concessionaires, of their arrival by boat in Sweden to visit Roth's parents. The Lehrs visited Nate Eagle and his Hollywood Midget Show on the James E. Strates Shows when that organization played Philadelphia recently.

Funeral services were held in Miami, Tuesday (1) for Norwood D. Nelson, 51, a member of the Miami Showmen's Association, who died there April 27. . . . Al Alfredo has taken over the Side Show on Johnny's United Shows for the season.

Esther and May Spence were nightly visitors on the Morris Hannum Shows when the org played Columbia, Pa., the week ending April 28. Hannum spent much time with Pete Wombak, local columnist friend of show folks.

Don Romero pens that he was injured in an auto accident April 21 at Perryville, Md., and that after 20 years he is leaving show business. He requests friends to write to him at the White Marsh (Md.) Post Office.

Gean Nadreau has booked his Hawaiian Show on Royal American Shows thru Nat Rogers. Unit opened with RAS at the Memphis Cotton Carnival May 5.

Andy (Diggers) Allan Jr., now playing Chicago lots with Sam Goldstein, infos that business has been okay when weather has been right. . . . Bill Hunt, formerly with Hennies Bros.' Shows and lately of Birmingham, is back on the road as publicity agent with W. G. Wade Shows in the Michigan-Indiana territory.

Mrs. Verna Avery, owner of Avery's Modern Shows, is opening for the season, May 11, at Clarenceville, Mich., and will play in Detroit's suburban area for several weeks. . . . Leo Lipka, retired carnival owner, who has been in poor health for several years, is confined to bed again by his doctor's orders.

Leon Long recently visited James Reid and Lorris at Wallace Bros.' Shows quarters. . . . Danny McNamee, who produced radio programs in Texas for the past year, recently joined the advertising department of Campa Bros.' Circus.

## Philly Stand Gives Strates Fair Grosses

PHILADELPHIA, May 5.—The James E. Strates Shows are winding up a fair week of business here today at the Cottman Street and Roosevelt Boulevard lot in a residential section.

Because the location is far from ideal and the small lot made it impossible to display the shows to advantage, or even to erect all of the units, business has been about as good as expected, owner Strates said.

The weather has been good and attendance has climbed steadily thruout the run with paid admissions totaling about 6,000 Thursday (3). Strates said that spending was only average.

It was necessary to leave a Rolloplane and several kiddie units down here. The wings of all show fronts also had to be trimmed in order to squeeze on the lot.

Shows will be in an even worse predicament next week in Johnstown, Pa., Strates said. Manager Dick O'Brien reported from that town that the lot is barely half as large as needed. It has already been decided that it will be necessary to leave down two of the shows' four Ferris Wheels as well as lesser units.

## Babcock in Europe, Show in Operation At L. A. Funspot

LOS ANGELES, May 5.—While Frank Babcock, owner of Babcock's United Shows, tours Europe in search of new types of rides, his show is operating at Lincoln Park, formerly Selig's Zoo, here. The show opened April 1 and will continue there indefinitely.

Babcock is currently in France but is expected to leave soon for the low countries. He will return in about six weeks.

According to J. C. Cones, manager-secretary, the show has nine rides. No shows are being featured at this time but they, along with concessions, will be added later. Sam Hughes is the shows' auditor.

## Macon Continues Good For Robertson-Caler

MACON, Ga., May 5.—Robertson and Caler Amusements did satisfactory business in its third week here and due to cancellation of its July 4 stand at Seymour, Ind., may remain in this area a while longer, Paul Robertson, co-owner, announced. Shows were originally skedded to leave here June 1.

Org broke in a new lot on Orchard Avenue, near the new National Guard Armory, a densely populated area. Gaylord (Whitey) Caler, co-owner, added a grocery wheel after Joe Miller left for Ohio. Skinny Lanier arrived to take over the Funhouse front, working in clown costume. Dick Wilson reported his concessions were big winners during the second week.

## Morris Hannum Shows

Lebanon, Pa., May 14-19

First in---heart of town---eight miles from Indiantown Gap

Fifty thousand soldiers

Big Bethlehem steel payday

SHOWS—Wild Life, Snake, Midgets, Monkeys, Illusion. Our route is terrific for Motordrome and Penny Arcade.

RIDES—Tilt, Cat, Rocket, Comet, Spitfire.

CONCESSIONS—Room for a few more Hanky Panks. One choice Wheel, Grind Store and Blower.

HELP—Capable Ride Men who drive. Come on.

FOR SALE—Blue and White Marquee, \$95.00

All replies

## MORRIS HANNUM

Penn Harris Hotel, Harrisburg, Pa., now; then Wiemer Hotel, Lebanon, Pa., next week.

## Percell's PIONEER SHOWS

Pringle, Pa., May 14 to 19

First in. Largest Celebration in East. Bigger than any Fair. Want Shows of all kinds. Posing Show Operator, Motordrome, Fun and Glass House, Arcade, Johnny Rea, Dave Logan, Johnny Eck, O'Brien, Leavengood, come on.

Rides not conflicting.

Concessions—French Fries, Custard, Diggers, Rotaries, Photos, Short Range, Striker, Ball Games, Jewelry, Hanky Panks. What have you?

Due to disappointment want Electrician and Lot Man, Bingo Countermen. Stretch Rice wants agents. Ferris Wheel Foreman, Second Men, Semi Drivers preferred, come on.

Dancers Wanted—Pam, Rusty, Millie, Connie and others contact Buddy Bernstel, Teddy Rogers, come on. Talkers wanted for money-getting Grind Shows.

All address Towanda, Pa., this week.

BULL SMITH, Gen. Supt.; LOUIS (STRETCH) Rice, Bus. Mgr., or MICKEY PERCELL, Gen. Mgr.

## WILL SELL EXCLUSIVES

On Popcorn, Apples, Floss, Photos, Diggers, Lead Gallery, Custard, Scales and Penny Arcade. Want Ball Games, Bumper, String Game, Set Outfit, Glass Pitch, Hoop-La, Pan or Rai Game, Basket Ball, High Striker, Darts. All Concessions open. WILL PLACE BLOWER, SWINGER, BUCKETS, PIN STORE, ROLL DOWN AND TWO STOCK WHEELS. Paul Boyette wants Pea Pool Dealer, Skillo, Count Store and Peak Agents. WIRE OR PHONE

## MAGIC EMPIRE SHOWS

Gallatin, Tenn., This Week; Then Per Route

<b>STOCK TICKETS</b>	Worrying is like sitting in a rocker. There's a good deal of agitation without getting anywhere.	<b>SPECIAL PRINTED</b>
One Roll . . . . . \$ 1.50		Cash With Order Prices:
Five-Rolls . . . . . 4.50		2,000 . . . . . \$ 6.90
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<b>ROLLS 2,000 EACH</b>	<b>We manufacture</b>	Roll or Machine
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GIRLS GIRLS  
\$75.00 a Week

For Girl Show—Hula, Rhumba, Fan and Strip Dancers. Also Talker and two Ticket Sellers. JEANIE and ED BUNCH, wire and come on. Betty and Evelyn Loraine, wire.

## F. W. MILLER

Care of World of Pleasure Shows. Battle Creek, Mich., May 7 to 12; Lansing, Mich., May 14 to 19.

## WANTED

MERRY-GO-ROUND FOREMAN (Little Beauty). No drunk. Drive Semi. Man to take charge of Bingo. Good proposition. Chicago lots.

## SAM MENCHIN

11 W. Division St. Chicago, Ill.  
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## Harry Craig Shows

## WANT

Girl Shows, Grind Shows of all kinds, Fish Pond, Heavy Punks of all kinds, Bingo, Hi Striker, Shooting Gallery, Agents for Bowling Alley, Penny Pitch Agents, Ball Game Agents. Stanton, Texas, now.

## For Sale or Lease

Complete Carnival—Wheel, Merry-Go-Round, Fly-o-Plane, 12-Car Ride-O, 3 Kiddie Rides, Tractor and Trailers, 10 Transformers, Ground Cable, 10 Concessions, 4 Show Tops and Insides. All booked, 12 Fairs: will carry some paper. Will sell part.

## E. MITCHEL

Emporia, Kans.

## SIDE SHOW

People all departments, Revere Beach, Boston, opens Friday, May 12. Call for Slim Curtis & Co., Carl Holley & Co., Albert Short, Garfield, other Freaks, good Mental Act, Booth Worker, Pitch Magician, Grinder, Talker. Fairs to follow. Address: LES NICHOLS or W. J. (BILL) O'BRIEN, Side Show Buildings. Phone between 6 and 7 a.m. Call the number only, Revere B-1927.

## Clarence J. Thames

Wants Girls for Girls Show, also Talker, Whitey Rogers Contact

Care of AMP Shows  
Marion, Virginia.

## WOLF GREATER SHOWS

Litchfield, Minn., May 14-19; then as per route. Want Operator for Funhouse. Want Operator for Roll-A-Whirl. Want Ride Help on all Rides. Want Cookhouse Help.

## SHOW TOP

Size 20x40, five Banners, Toy Monkey and Mouse Circs, all in good condition. Also will book a good Mechanical Show or Snake Show. All Fairs and Celebrations booked for season.

## Mrs. Pearl Weydt

c/o RIDES VIROQUA, WIS.

## CONCESSIONS WANTED

For REUNION, Hymers, Ind.,  
July 19-20-21.

WM. SARGENT, Chmn.

## From the Lots

## Crafts Exposition

LOS BANOS, Calif., May 5.—Shows pulled in April 30 for the annual May Day celebration. At Arenal, Calif., the week was lost to high winds, rain, hail and floods.

Ray (Boston) Kennedy, former griddleman, was inducted into the army at Fort Ord, Calif.

Mr. and Mrs. H. C. Harvey and Bill McMahon left to join the other Crafts' org. Peewee Costa arrived from the North Hollywood quarters to take over the Auto Skooter. J. B. Cisco came in with the Octopus. Other rides will be added from winterquarters as they are needed.

Recent visitors included J. W. Gilman and Jack Keck. Mrs. Catherine Warren spent a week on the shows with her husband, Manager Roger Warren.

Milo Anthony joined with his Side Show. Personnel includes Milo Anthony, owner-manager; Mrs. Milo Anthony, secretary-treasurer; Bob Martin, lecturer; front talker, Anthony; No. 1 box, Mr. Sulo; No. 2 box, Bill Fitch; Gellotina, girl without bones, Mrs. Ivadel Sullo; London Punch and Judy, Lano Chaney; Royal Marionettes, Carolyn Chaney; man with iron skin, Fred Johnson; sword swallower, Buddy Leroy; electric chair, Miss Nelson; tattooed man, Capt. Bob Wallis; magician, Delend; ostrich man, Hojo; Australian knife thrower, Col. Lano; lady fire dancer, Marie Lehman, and annex, Life.—VINCENT KUROPATWA.

## I. T. and Carnival

NEW YORK, May 5.—Phil Isser, general manager of I. T. Shows and Carnival Shows, Inc., said that both orgs did well at their local openers April 12. Carnival org is known as the No. 2 Unit. Isidore Trebish handles the No. 1 Unit.

In addition to Isser, personnel on the No. 2 Unit includes Al Crane, assistant manager; Louis Scherer, office manager; Ernest Sidwell, Merry-Go-Round foreman; Charles Zubillier, Ferris Wheel; Howard Bowra, Octopus; Arthur Bowra, Chairplane; Ronald DeWillers, kiddie ride foreman; L. Avery, Comet; Atlas Miller, Ride-o; L. C. Jenkins, Whip and Rolloplane; Mary Crane, popcorn; Roy Randell, cookhouse; M. Arnold, souvenirs; Morris Brown and Alfred Harris are in charge of all concessions on the midway. Shows play Long Island and New York until October 12.

Tom Anderson is electrician and Leo Jenks is in charge of the Diesels. William Appleton is superintendent of transportation.

## F. C. Bogle

INDEPENDENCE, Kan., May 5.—After two weeks of near perfect weather, shows lost opening night here to rain. Pittsburg, Kan., played two weeks ago, was the season's first winner. Because of the small lot here, the free act was set in the middle of the midway the rides set up just inside the guy lines. Octopus topped the rides, with Side Show leading the shows.

Chanute, Kan., played last week, was a homecoming for Ferd and Opal Bogle, shows' co-owners. Kiddie matinee are popular. Walter Marco has the sound truck. General Agent, Art Rich, signed midway posts for Nevada, Mo., July 4th Celebration, El Dorado Springs, Mo., Annual Street Picnic, and Butler, Mo., Fair. Chester and Blane Forbes' Kiddieland is drawing the moppets. Lee Larsen added a red fox to his animal collection.—F. C. BOGLE.

## Page Bros.

SPRINGFIELD, Tenn., May 5.—Shows lost the second Saturday night of the season here to rain. Tommy Humphrey has his new bingo finished. Harry Harris joined with his Snake Show and Buck Fortner has framed another concession. Floyd Sheink joined with his lead gallery. E. H. Broome went to Chicago on business.

Paul Pittman has a new tractor which pulls his concession semi. Blackie Wortman joined with diggers. V. M. Peach has the rolling stock and rides in good shape. Pistol Pete Truett framed another concession. Joe Richardson, is repainting his Funhouse. Joe Edwards joined with concessions. Capt. Tom Tell who has the elephant act, broke another pony for the circus. Visitors included Norman Anderson, Mack House and Ralph Wilkerson.

## Royal Midwest

WELLSTON, O., May 5.—Shows moved here from Chillicothe, O., quarters under Veterans of Foreign Wars auspices and opened to good biz. The writer, org's owner-manager, returned from a business trip in Indiana. Org has six rides, five shows and will feature a kiddie matinee and giveaway every Saturday. Shows again will play the American Legion Street Festival in Waterloo, O., the second week in June.—ROXIE HARRIS.

## Wallace &amp; Murray

LINCOLNTON, N. C., May 5.—Shows, owned by the writer, had a good opener here April 22. Frank Zorda joined with his Side Show.

Iry T. Knight, formerly with Lawrence Greater Shows, joined in Gaffney, S. C., replacing Harry E. Wilson, who went to Morris Hannum Shows. Knight is special agent and will handle kiddie matinees. Alan Travers, of the John H. Marks Shows, visited in Gaffney.—AL WALLACE.

## Schafer's

MOUNT PLEASANT, Tex., May 5.—A stork shower was held for Mrs. Ellen Atterbury, April 25. Present were Betty Hall, Patricia Bonta, Freida Erwin, Norma Johnson, Jewel Thorpe, Toots Brown, Ann Pesch, Mary Lee, Billie Neal, Ida Bell Powell, Helen and Jeanette Schafer, Freda Hyder, Lillian Pennell, Rena Stevens, Lee Spivey, Mrs. Jim Archer, Kitty Williams and Lena Panther.

Flying Romas have joined as free act.—LENA PANTHER.

## INSURANCE

## IDA E. COHEN

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## WANTED AGENTS

For concessions. Those who contacted me wire at once. Huntsville, Ala., week May 14th. Also want to sell Rollo-Plane, complete with truck and trailer. \$1,000.00 cash.

HENRY HETH  
Birmingham, Ala.

AMERICAN  
BEAUTY SHOWS  
WANT

Ride Men on all Rides. Also Mechanic and Electrician. Will place Shows of all kinds with own transportation. Wonderful route for Motordrome. Will place Hanky Punks not conflicting. Want capable Agents for Pan Game, Set Spindle, Hit and Miss Ball Games. WRITE OR WIRE

## J. H. SHARP, Mgr.

Brookfield, Mo., This Week; Booneville, Mo., Next.

## HELP WANTED

Foreman and Second Man on new 8-Tub Octopus also Second Man on Wheel and Merry-Go-Round. Also can place sober, reliable Night Watchman. Reply

## JOHN HANSEN

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## WANTED

Concessions of most any kind for all Celebrations. Bob Burt and Gus Yeager, come on. Opening at Oswego May 22; then Minooka, Franklin Grove and per route.

## THIES UNITED SHOWS

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## GIRLS &amp; MUSICIANS

## WANTED FOR

HAWAIIAN SHOW OPENING  
JAMES E. STRATES SHOWS  
THEODOR MEGAARDEN  
Penthouse 16 B 77 Park Ave.  
New York 16—Murray Hill 4-2539  
c/o Strates Shows after May 4

## WANTED (2) RIDES

Preferably Merry-Go-Round and Ferris Wheel, for two days, July 3 and July 4. Contact

H. R. FARNSELEY  
Brownsburg, Ind.

Pioneer Tabs  
Solid Preem

WAVERLY, N. Y., May 5.—With good weather Pioneer Shows opened their season at local quarters April 29 to a large crowd. Opening day kiddie matinee was promoted by Blanche O'Brien and tied in with a quick quiz, emceed by John Irolli and aired from the lot by a local radio station.

Rides include Merry-Go-Round, two Ferris Wheels, Snitfire, Octopus, Tilt-a-Whirl, Whip, Rolloplane and Ocean Wave. Four kiddie rides also are carried. Shows and their managers are Hollywood Revue, Buddy Bernstel; Jungle Show, Joe Glyn; Big Horse, Jim Ageny; Happy Irene Show, Mike Whiteman and Hawaiian, Mechanical and Monkey shows, Paul Merrick.

Mickey Percell is org's manager, and staff includes: Mrs. Percell, secretary-treasurer; Harry Arnold, general agent; Leon Paulman, billposter and sound car; John Aitken, sound car; Blanche O'Brien, press and radio; Dan Newlin, scenic artist; Don Rogen, stock superintendent; Bull Smith, general superintendent, and Louis (Stretch) Rise, business manager.

Pan-American Org  
To Run Front End  
At Bellflower Fair

LOS ANGELES, May 5.—Pan-American Shows, which specialize in community fairs with concessions manned by local committees, will deviate from this policy for the first time May 29. When they play the Los Angeles County Spring Fair, Bellflower, also for the first time, the concessions will be handled by concessionaires.

Pan-American, owned by Louis Goebel, with Jimmy Wood as president-manager, and William Overly, general agent, opened April 11 in Long Beach with bookings for 30 weeks. Shows also will break their 40-mile rule this year, playing Taft, Calif., late in the season.

At Bellflower, shows will have 12 rides and Funhouse plus concessions. Org is supplying two big tops, one 360 by 80 for commercial exhibits and the other, 120 by 80, for livestock. The fair is being held in Mayfair Park, a new lot. Nineteen kiddie rides will be a feature.

The fair is trying a new gimmick on admissions. A 25-cent ticket is good for any day of the six-day run. Children under 12 will be admitted free.

Brydon in Action;  
To Fly to Dallas,  
Spring More Shows

SPRINGFIELD, O., May 5.—Recovered from a recent abdominal operation here, Ray Marsh Brydon Sunday (13) will fly to Dallas, where he will load equipment for five shows and ship them to Lima, O., where the units will be added to the W. G. Wade Shows.

While in Dallas, Brydon will confer with execs of the State Fair of Texas, for which he will again supply the midway shows this year, a contract he has held since 1941.

Brydon's operations are under the banner of Brydon & Thomas, his associate, Ray E. Thomas, being secretary and personnel director.

Cool Weather Hits  
Virginia Greater

MILFORD, Del., May 5.—Cool weather here knocked business down from the mark made last year by Virginia Greater Shows. American Legion, with Oscar Moore as chairman, sponsored the shows.

Buddy Bernstel and his revue closed here. Girl Show is under direction of Helen Ashley. Hal Roberts is expected to join soon with two concessions, while Earl Myers is scheduled to come on with a Side Show, Snake Show and Unborn Show.

Mr. and Mrs. H. W. (Hap) Arnold reported here with three concessions. Hap is back as front gate ticket taker. Visitors included Robert Moore, Mr. and Mrs. Mitchell Lovett and son and Roy B. Jones, now with the Pepsi-Cola Company's New York office.

## BEST LOCATION

Around Hartford for Kiddie Land. 300,000 population within four miles. No parks or beaches within twenty miles.

Will book two abreast Merry-Go-Round and Kiddie Rides; will furnish lights; 25 per cent of gross or will go partnership with anyone having a set of Rides. Also room for Pop Corn Wagon with Candy Floss and Candy Apples and other refreshments. Located next to two drive-in theatres with 1500 car capacity. If interested, get in touch with

## ROBERT GLOTH

4335 Guernsey St. Bellaire, Ohio  
Phone 275-W

## HELP WANTED

Foreman and Second Man on late '47 Tilt. Second Man on No. 5 Eli, \$50. first; \$40. second. Must drive Semi. Sorry, no drunks.

## LONE STAR AMUSEMENT CO.

1701 Harrison, Amarillo, Tex.

## ROYAL MID-WEST

Want Digger, Lead Gallery, Glass Pitch, Cork, Bumper, Coke, Basket Ball, Mouse Game, Six Cats, Buckets. Jack Wilson, contact. Agent for office-owned Count Stores.

## ROXIE HARRIS

General Delivery London, Ohio

## Concessions Wanted

Pop Corn, Floss, Snow, Novelties, Hoop-La, Bumper, String, Fish Bowl, Slats and Bottle Ball Games, Post Office. Want Wheel Foreman.

## J. W. MAHAFFEY

CHEROKEE SHOWS  
Neodesha, Kan., to May 10; then per route

## BUSINESS BRUTAL

But the Ghost Walks Daily. Want Tilt and Octopus Foremen, also Second Men who drive; good rides, good trucks, good day, with rocking chair money in winter. Hanky Pank Concessions, clean Shows with own outfits, contact—John W. Frankfort, Ill., now.

## DYER'S GREATER SHOWS

P.S.: Spitfire, Concessions, Truck, Trailer for sale cheap.

## WANTED

AT STOCKTON, ILLINOIS  
Concessions and Free Acts for three day and night Annual Street Celebration, July 12-13-14. 20 miles west of Freeport, Illinois, on Route 20. Sponsored by Stockton Lions' Club.

## FRANK C. NIEMEYER

Secretary Stockton, Ill.

## CENTRAL AMERICAN SHOWS

Open May 19, 1951

Want Concessions: Hanky Punks of all kinds, Corn Game, Diggers, Pop Corn, Ride Help on Wheel, Merry-Go-Round, Flyplane, Ride-o, Kid Rides; must drive trucks. Shows: Girl, Athletic, Monkey, Mickey Mouse.

## CENTRAL AMERICAN SHOWS

Emporia, Kans.

## CARNIVAL WANTED

FOR LAWRENCE AND BARRY COUNTIES THIRD ANNUAL DAIRY SHOW.

Dates Sept. 14th and 15th. Contact

## OLEN L. AYERS

Secretary, C. of C., Monett, Mo.

## LEFTY STUDEBAKER

Get in touch with

## EDDIE GAMBLE

c/o Hennies Shows, Little Rock, Ark., this week.

## ROGER BROS.' SHOWS

Will make good proposition. Want Shows—Snake, Illusion, Girl, Monkey, Speedway or any Show of merit. Concessions—Long Range, Fish Pond, Hoop-La or anything new. Tilt and Octopus Foremen. Open at Fergus Falls, Minnesota, May 23 to 26; then Valley City, North Dakota; Rugby, North Dakota; Dickenson, North Dakota; Williston, North Dakota; very good route to follow.

## BILL CHALKIAS WANTS

Freaks to feature, Novelty Act, Ticket Sellers and Grinders who can make second openings. Snake Show Man who can handle big snakes. Also want Cookhouse Help and A-1 Griddleman. No drunks. 14 bona fide Fairs. Guaranteed wages. c/o SNAPP SHOWS, Columbia, Mo.

COLLECTION OF ANTIQUE  
AUTOMOBILES

For sale. Wonderful exhibit or advertising. Some electrified for use in Shows. Great attraction. Bargains.

## CONSOLIDATED EQUIPMENT CO.

420 Lexington Ave. New York City  
MU 3-9297

Producing America's Best Carnival and Circus Side Show

## BANNERS

SNAP WYATT STUDIOS

RT. 3, BOX 1180 TAMPA, FLA.

Phone, Write or Wire



**L. J. HETH Shows**  
*cleanest show on earth*

Due to disappointment, want Girl Show Manager with Girls. Have beautiful frame-up. Same man can have Posing Show, Wildlife, Monkey Show. Ray Jordan wants Talker for Glass House. Harry Clark wants Colored Musicians for Minstrel Show. Man to take charge 3 Kiddie Rides, Foreman and Second Man for Little Dipper, Second Man for Caterpillar and Ferris Wheel; all must drive semi-trailers. Tickets if we know you. Concessions—Cigarette Gallery, French Fries, Scales and Age, Arcade, other Hanky Panks open. Huntsville, Alabama, week May 14th. All replies:

**L. J. HETH SHOWS**  
NORTH BIRMINGHAM, ALABAMA

**W. R. GEREN presents**  
**MIGHTY HOOSIER STATE SHOWS**  
WANT: Hanky Panks, Ice Cream, Snow, Jewelry, Ball Games and any Concession working for stock. No PC or flats. SHOWS: Motordrome, Snake, Mechanical and Monkey or any Show except Girl, 25% plus tax. All replies, wire  
**BILL GEREN**  
Franklin, Indiana, now; next week, May 14-19, Connersville, Indiana, downtown, 11th & Western Avenues.

**WANT—RIDE HELP—WANT**  
EXPERIENCED RIDE HELP ON ALL RIDES—Caterpillar, Ferris Wheel, Whip, Swings, Tilt-A-Whirl, Roll-O-Plane. Want Good Second Men. Good salary, good treatment. If you are not sober and reliable don't answer. Wire or come on—We can place you. Now playing St. Paul's Place and Third Ave., Bronx, New York. Address  
**E. & B. AMUSEMENTS**  
900 GRAND CONCOURSE BRONX, N. Y.

**MOTORDROME TRICK RIDER**  
14 weeks Belmont Park, Montreal, and 3 big Canadian Fairs to follow. Best of treatment and top money to reliable rider. No collect wires, please.  
**JANE & GOLDY RESTALL**  
BELMONT PARK, MONTREAL, QUEBEC

**FIDDLER'S UNITED SHOWS**  
WANT RIDE HELP who can drive semis. Especially want Ferris Wheel and Tilt-A-Whirl Foremen. Will place Hanky Panks of all kinds. Want Operator for Bingo who can drive semi. Can place Shows with or without transportation. Ralph West wants Agents for Hanky Panks. Address EAST ST. LOUIS, ILL., THIS WEEK.

**ROSS MANNING SHOWS**  
Have complete Side Show; want capable Man with Acts to take over. Also have complete Life Show. Can place Monkey Show or any Grind Show. Can place Help in all departments. Week of May 7, Bayonne, N. J. Write, wire or call  
**ROSS MANNING**  
63-45 ALDERTON ST., REGO PARK, LONG ISLAND, N. Y. PHONE HAVEMEYER 6-8624

**AGENTS**  
Razze, Alley, 6 Cats, Buckets, Pitch-Tilt-U-Win, Set Spindle, Nails, Following People, contact—Jimmie Bybee, Jack Erwin, Jimmie O'Day, Jack Shelley, Al Williamson, Leroy Jackubowski and Little Herby  
**DWIGHT J. BAZINET**  
c/o W. G. WADE SHOWS, Benton Harbor, Mich., this week; Kalamazoo, Mich., next.

**TENNESSEE VALLEY AMUSEMENTS**  
In the Heart of Strawberry Belt, all Spring Celebrations. Want Ride Help, Wheel, Merry-Go-Round and Tilt. Stock Concessions, Neat Grab, Long and Short Range, Ball Games, Guess Age and Weight, Buckets, 6 Cats, one each Count and Pin Stores, Diggers, Lee Moss, Kenneth Christiansen, contact. Good opening for Bingo, Eddie Schultz, Kenneth Dentzer, answer. Want Sensational Free Act. Cyse O'Dells, wire. Agents—P.C. Pan, Candy Floss and Stock. Write or wire or phone.  
**THEODORE MEADOWS, MGR. CHARLEY CROY, BUS. MGR.**  
WESTMORELAND, TENN., GEN. DEL.

**BURDICK'S GREATER SHOWS**  
Can place Independent Shows. Place Fun House, Snake Show, Fat Show. Use one two Girls for Girl Show. Place Octopus, Fly-O-Plane, Train. Can use good Ride Help. Cotton Candy, Custard, Lead Gallery, Hanky Pank Concessions, reasonable privilege. Nice Grab or Cookhouse. Place Agents for Count Stores, Pin Store Agents, Swinger Agents. Celebrations start in June. Ballinger, Texas, Downtown, May 7th-12th.

**FIVE NEW RIDES 2 SHOWS 20 CONCESSIONS**  
**KLEIN AMUSEMENT COMPANY**  
SIOUX FALLS, SOUTH DAKOTA  
Opening May 25 with complete Show for first Celebration. We play three Street Celebrations a week in Minnesota and South Dakota and this year we have the best route of Celebrations, Fairs, Anniversaries and Annuals in our five year showing. We book only one of a kind. Want Photos, Novelities, Basket Ball, Jewelry or other Concessions not conflicting with what we have. Have new Evans High Striker; will sell or book on show. SHOWS—Will book 2 good, clean Shows. What have you?  
No Grift . . . No Mitt Camps . . . No Girl Show . . . No Athletic Show . . . No Liquor

**MOTOR STATE SHOWS**  
Want Photos, Novelities, Hi-Striker and other Hanky Panks not conflicting. Ride Men and Foreman for Little Beauty Merry-Go-Round. If you lush, save your time. Want Man to take care of 2 Kid Rides. Also want Concession Agents. Come on to Rochester, Mich. Week May 8-13.  
**JOE FREDERICK, Mgr.**

**MOTORDROME OPERATOR-MANAGER**  
Want capable Operator for Motordrome. Completely rebuilt, ready to go. Long season of good Celebrations and Fairs. Show operates with free gate with plenty of promotion, including parades, fireworks, etc., every week. 10 Ride Show. WRITE OR WIRE  
**M. A. BEAM, BEAM'S ATTRACTIONS, WINDBER, PA.**

**LOOK! R-U HERE!**  
Want to hear at once from Boss on Canvas, Baldy O'Neil or Bill O'Day, answer.  
Need Monkey Show. Leo Co-gozzo or Miriam Winslow, reply. If Show still for sale will buy if as it was at Dallas.  
Want A-1 Show Carpenter with tools. Earl Walsh, come home. George Wilcoxon or any other Artist, contact.  
Due to disappointment—Midway open for Wild Life and Snake Show. George, what happened? Ray Garrison, your deal still open.  
Clark Davis, Danny Watts, Debra Dawn, come to Benton Harbor, Mich., immediately.  
**ALL REPLY IN DETAIL**  
**RAY MARSH BRYDON**  
c/o W. G. Wade Shows  
Benton Harbor, Mich., this week; Kalamazoo, Mich., next week.

**HELP WANTED**  
Couples, Working People for Animal and Reptile Exhibits, Permanent Park Location until after Labor Day. Top salaries or percentage to sober and reliable Help. Parties with house trailers given preference. Write or wire  
**J. G. MILLER**  
General Delivery, Myrtle Beach, S. C.

**WANTED**  
Razze Agents, Bingo Caller and General Help.  
**DAN DONNINI**  
A. M. P. Shows, Marion, Va., this week; St. Paul, Va., next week.

**EMSHAW RIDES**  
Showing in Madison, Wisconsin, May 30, 31; June 1, 2, 3.  
**CONCESSIONS WANTED**  
Write  
**FRANK J. LONIELLO**  
3901 Packers Ave., Madison, Wis.  
Sponsored by Madison Chapter UNICO National.

**GIRLS—GIRLS**  
Wanted for Girl Show. Guaranteed good deal. Write  
**LESLIE KIESTER**  
Box 491 Rochester, Minn.

**Calumet Concession Trailer**  
With extras; 8x16, practically new. \$1,200.00.  
**MRS. MILLER**  
9972 W. Grano Franklin Park, Ill.  
Gladstone 5-9748

**WANTED**  
Man with all sorts of Small Rides to make up a Kiddieland in city of 140,000; excellent location, plenty of ground, adjoining one of the country's finest drive-in theatres. Write  
**JOE J. NICKOLICK**  
P.O. BOX 4038 EVANSVILLE, IND.

**AVAILABLE SMALL CARNIVAL**  
For Celebrations—Picnics—Affairs Consisting of 1 Merry-Go-Round, 1 Ferris Wheel, 1 Chairplane, 1 Boat Ride and 15 Assorted Concessions. Contact  
**CHESTER RICHARDSON**  
Greenville, Mississippi Phone 7406

**MERRIAMS MIDWAY SHOWS**  
Can use the following Concessions—Ice Cream, Photos, Balloon Dart, Novelities, Fish Pond. (Roger the Dodger answer.) Webster City, Iowa, now; Boone next.

**FOR SALE**  
12'x12' Crab Stand, new. Frames and Panels. Complete, \$200.00. Never used.  
**M. L. "WHITIE" ALBERTS**  
Grand Theatre Bldg. Columbus, O.

**W.G. WADE Shows**  
KALAMAZOO, MICH., MAY 14-19  
WANTED NOW AND FOR BALANCE OF SEASON LEGITIMATE CONCESSIONS, including Ball Games, String Game, High Striker, Custard, Photo, Novelities, Age and Scale.  
Can still use GLASS HOUSE, LIFE AND WILD LIFE.  
Wire Now: W. G. WADE SHOWS, Benton Harbor, Mich., all this week.

**AMERICAN UNITED SHOWS, INC.**  
Orlando Allin, Pres.  
Northwest's outstanding Carnival since 1924, can place for Season of 1951, 20 weeks of Celebrations and Fairs, including 11 days at Vancouver, B. C.'s Exposition, closing Labor Day, September 3rd; Evergreen State Fair at Monroe, Wash., to follow. We hold contracts for the largest service centers on the Pacific Coast, such as Bremerton, Olympia, Tacoma, Aberdeen, Everett and Seattle.  
Any new and up-to-date Ride or Show. Interested in capable 10-in-1 Show Operator; we have equipment for same. Can place Caterpillar for entire season. High class LEGITIMATE Concessions. Can place Ride and Show Help who can drive. No boozers or chasers tolerated.  
BLACKY JACKSON, your superintendent job is open. Wire Danny Ferguson, care of this show, at once. All mail or wires (none collect) to  
**AMERICAN UNITED SHOWS, INC.**  
John L. Lorman, General Manager, Wilhard Hotel, 7th and Union, Seattle, Wash.

**CENTRAL STATES SHOWS**  
With 24 Rides and Shows—24  
6—50 FT. LIGHT TOWERS—6  
North Platte, Nebraska, downtown location, May 14th to 19th. Can place Side Show Manager with people. I have new top and front.  
ARCADE—Can furnish top and front, if necessary. Also want Mechanical Show or Iron Lung.  
CONCESSIONS—Short Range, Novelities, Mug Gallery, or Derby.  
18 of the better Fairs and Celebrations. Wire  
**W. W. MOSER**  
Hays, Kansas, May 7th to 12th.

**CARNIVAL EQUIPMENT FOR SALE**  
50-kw. Transformer Trailer to pull behind car; beautiful 24-horse Gruner Merry-Go-Round, electric, \$2,250; No. 5 Eli Wheel, \$4,500; Street Car, \$1,000. New all steel trailer type Fire Truck ride, same in demonstrator. 8 all steel Junction Boxes and New Wire, Spillman gas driven Auto Scooter, \$4,500. Everything factory rebuilt and set up to show. 12 Flying Scooter Tubs to convert large Chairplane, \$175. Popcorn, Candy Floss, 3 Chevrolet Tractors and Trailers.  
**ROLL-A-WHIRL CO.**  
St. James, Mo. Don Ray, Phone 337; no collects.

IT'S ANIMATED WALT DISNEY'S FAMOUS CHARACTERS IT'S ANIMATED  
**SNOW WHITE AND THE 7 DWARFS**  
FOR SALE \$1,500 DING OR TICKET SHOW  
FOR SALE \$1,500 DING OR TICKET SHOW  
10 beautiful scenes in 10 beautiful cases, depicting the activities of that famous story book tale, each case with plate glass front, about 60 feet of animated action. This exhibit can be sold to a department store for the Xmas season at the price I am asking. No photos, no correspondence, come see, bring cash, you'll buy. Will be in Winter-quarters till May 22.  
**DICK DILLON**  
THOMPSON HOTEL —READ THE TOP LINE AGAIN— EAST LIVERPOOL, O.

**JOE SCIORTINO WANTS**  
GIRLS for GIRL SHOW. Top salaries, wardrobe furnished. State experience. Donna Lee Rogers, Sandy, Kitty, Ruth, come on. MAN to take charge of SNAKE SHOW. Show is well framed. Good proposition to right man. TICKET SELLERS for two Shows. Must be sober, experienced with canvas and drive semi. Write, wire (no collect) or come on.  
**JOE SCIORTINO**  
c/o ROYAL CROWN SHOWS, HAMILTON, OHIO

**RIDE HELP WANTED FOR ALL RIDES**  
Apply: **JOHNNY DOOLAN** 3559 S. Halsted St., Chicago, Ill.

**LAST CALL DRAGO AMUSEMENTS**  
All people booked, come in. Show opens May 12 in Kokomo, 2 Saturdays including Sunday. Will sell X on Photos and High Striker. Want a few more legitimate Concessions. Want Motordrome, Fat Show, Illusion Show, 5-in-1 or 10-in-1 on small percentage. No drunks. Show well booked best territory in Indiana. If you want a good Show, this is it. **PAUL DRAGO**, 1711 E. Markland, Kokomo, Ind.

**BEAM'S ATTRACTIONS**  
Want capable Operator for Girl Show. Beautiful wagon front. Second Men for Merry-Go-Round, Caterpillar and Kiddie Rides. Need first class MECHANIC. Will book Photos, Arcade and Age. Counter Man for Bingo. Good proposition for Show catering to families. Write or wire  
**STEVE DECKER**  
CARROLLTOWN, PA., THIS WEEK

# CETLIN & WILSON SHOWS

WEEK MAY 14TH, 69TH ST. CIRCUS GROUNDS, UPPER DARBY

PHILADELPHIA, PA.

**CAN PLACE:**—Dark Ride, Fly-o-Plane, Illusion Show, Fat Show, Midget Show or any show or ride that don't conflict with what we have.

**WANT WOOD SHOW PAINTER.**

Norman Newman, contact Charlie Sheesley immediately.

ALL HANKY PANKS OPEN. NO EXCLUSIVES.

All Address

## CETLIN & WILSON SHOWS

This Week Baltimore, Md. Located Brooklyn.

## MULDER CONCESSION CO.

**WANT** Hartford, Michigan, Strawberry Festival, on the Fair **WANT**

Grounds—Six Days and Nights—Free Gate  
JUNE 26-JULY 1

Legitimate Wheels, Hanky Panks, Photos, Ice Cream, Cook House, Race Horse Derby, Lead Gallery, Jewellery, etc. Novelties, Carmel and Popcorn, Percentage, Diggers, Corn Game, Floss and Sno Cones have been sold. Roy Acuff and Hank Williams' Recording Stars, plus Stage Shows in grandstand, Goodings Rides, Exhibits, Queen Contest, Auto and Thrill Show.

**MULDER CONCESSION CO.**

1601 S. College Ave., Grand Rapids, Mich. Phone 34790.

## NORTH AMERICAN CIRCUS MIDWAY

**PAUL OLLIS** Gen. Mgr. featuring **JAMES T. MITCHELL** Gen. Agent

### THE GREAT WILNO

*The Human Cannon Ball*

Westerly, Rhode Island Spring Festival, May 14-19. First show in. **WANT CONCESSIONS**—Long-Range Gallery, Duck Pond, Pitch-Till-U-Win and Cork Gallery. Have opening for Penny Arcade. **SHOWS**—Operator for Girl Show with Help; Wild Life, Monkey, Motordrome. **WANT Working Help** in all departments. **WANT Counter Man** for Bingo. Can use Caller. **WANT Dog and Pony Act** that can double as Pony Ride. All address:

**PAUL OLLIS, Gen. Mgr.**

North American Circus Midway, Stamford, Conn., all this week; then Westerly, Rhode Island.

## GEM CITY SHOWS INC.

*FEATURING GOOD, CLEAN OUTDOOR AMUSEMENTS*

Can use legitimate Concessions of all kinds. Can use capable Ride Help who drive semis. Scooter Bill, come on. Bingo wants capable Help. Cookhouse can use Griddle Man or Man and Wife. Bob Edwards wants Hammond Organist, we have organ. Vic, have tried to contact you. Donald Boyd, Lattie Faith, Monty Navarro, contact me. Bertha Bert wants for Side Show: Freak to feature. Dickie and Nora Hilburn, Hoyt Shumacker, Ruthie LaArgo (Penguin Girl) or anyone at liberty. A-1 Magician who can emcee show. Ray Stevens, wire. Also want good Front Man, Jimmy Mason, Slim Curtis, Jimmy Davis, Casper—Midget or any Talker who can keep front hot. Can use Man and Wife as Ticket Seller and Bally Girl. Best of treatment with excellent Cookhouse. This is a motorized show, but as large and beautiful as any railroad show on tour today. Address: Nashville, Tenn., this week; Hopkinsville, Ky., following.

**WANTED**

## GRIND SHOW

For Northern B. C. and Alaska. Contact Manager.

**CRESCENT SHOWS**

Per route: Ladysmith, B. C., May 7-9; Duncan, B. C., May 10-12; Victoria, B. C., May 14-26.

## ROBERTSON AND CALER

Want Diggers, Hanky Panks, all kinds Concessions, Swinger, Six Cat, Nails, Buckets, etc. Very reasonable privilege. Now in 4th week here. There must be a reason. Playing all proven spots. Auspices Police Department. Four more weeks here, then north to Indiana and Michigan. Booked solid. Want Ride Help. Roll-o-Plane Foreman. Second Man, must drive semis. Can use outstanding Free Act. This week, Orchard Avenue, near new Armory. P10 Nono Avenue lot next, with Troy Raines lot following. All Wire: **PAUL ROBERTSON or GAYLORD CALER** Macon, Ga.

## CONEY ISLAND SHOWS

Want Little Beauty Merry-Go-Round, will buy for cash, book or lease same. Book Spit Fire with transportation. Want Side Show Manager with inside, have eighty-foot top, new banners, good proposition. Want Monkey Show, have top and front. Girls for Girl Show. Want Concessions of all kinds. Mitt Camp, Diggers, Bingo, Lead Gallery, Popcorn, Frozen Custard, Hanky Panks. Sixteen dollars a week. Place Pin Store and Count Store Agents and other Concession Help. Kiddy Auto Ride Foreman.

SODDY, TENNESSEE, THIS WEEK

## Tennessean Stayed With It In Lean Years To Build Show

Continued from page 44

his high school diploma he turned his back on the drugstore, deciding that there must be a better way—at least, for him—to make a livelihood.

This decision led him to Chickie Allen, who then had the corn game on the Rubin & Cherry Shows. A season with Allen and his operation convinced Johnny that the games concession business was for him.

His optimism, however, was not matched by his knowledge of the business, Johnny recounts. The year after he decided to go out on his own, choosing a rat game for his operation. The going was rough. There wasn't much spending money in circulation, and the spots he played were among the weakest. The season proved a continuous struggle to eke out enough to eat.

**Frames Corn Game**

Then Johnny, less optimistic but more knowing, gulped down his pride and returned to the drugstore job, only to remain with it until he had saved enough money to hit the road again. Finally accumulating enough to frame a corn game, he went out with the F. H. Bee Shows, which played Kentucky. He remained with that organization for three years, until the death of F. H. Bee.

In those three years Denton acquired much knowledge of the concession end of the carnival business and also absorbed no little knowledge of other phases of carnival operations. Then with restrained optimism and considerable know-how, he teamed up with Bobbie Sickles in 1941 and the pair leased three rides and put them, along with a corn game, on the road. They played thru Tennessee and Kentucky and when the season was over had a comfortable profit to show for their venture.

Still mindful of his rough first year on the road, Johnny took stock of his progress. He was quietly confident that it was time to strike out with his own show. He lacked sufficient money, but he swung a loan that made it possible. The next season, '42, he unveiled his own unit, the Johnny J. Denton Shows. And he had what he now modestly describes as "a nice season," which is something of an understatement.

**Came the War**

Then came the war into his life. He became a G.I., a turn of events which caused him to take his show off the road and sell its equipment to Johnny Tinsley.

Discharged from the army after two years, Denton in '45 again hit the road, comeback-bent. He resumed with three rides, but he built as he progressed. Now he has 12 rides, books on as many as four others, and owns about eight shows, plus a substantial amount of equipment.

Last fall he acquired show fronts, light plants, light towers and other equipment of the John R. Ward Shows. Then he changed

the title of his organization to the Gold Medal Shows. This switch was made because it was in line with the acquisition of several better fairs played previously by Gold Medal Shows until the retirement of Oscar Bloom, the owner.

**Buys Skating Plants**

In 1948, by which time his truck show had won substantial money, he bought two portable ice-skating plants, each 40 by 65 feet. His first ice-skating show was a good one, artistically, but from a financial viewpoint the icer, out 10 weeks during the winter of '49-'50, encountered business that ranged from "sensational" to poor.

Reflecting on this, Johnny observes, "I didn't know anything about needed advance promotion nor did I know how to book or route such a show."

Chances are that the experience was another chapter in Johnny's "learning the hard way." Chances are, too, that he will stay with the ice show project, resuming when he feels conditions are ripe. If he does, he will do so with vastly more background and with a greater chance of success.

Johnny, however, plans to continue with his carnival operation uppermost in his mind. He knows what he can do by staying with it.

## L. J. Heth Storm Damage \$10,000

BIRMINGHAM, May 5.—L. J. Heth Shows sustained an estimated \$10,000 damage to equipment when a windstorm hit this city Thursday afternoon (3).

Damaged in the blow were a number of tops and several show fronts, which were leveled. As a result, some of the attractions were unable to operate Thursday night.

## Gravel Org Opens At New York Spot

CHESTNUT MEADOW, N. Y., May 5.—The Gravel Amusement Company bows here today with a midway expanded by purchase of all equipment from the Nutmeg Novelty Company. In addition, organization recently acquired a new General Motors truck and will add two more kid rides and a new popcorn trailer. E. J. Gravel is the owner.

## Quitman, Ga., Fair Inks Fleming Org

QUITMAN, Ga., May 5.—The Mad Cody Fleming Shows will provide the midway attractions at this year's Brooks County Fair, J. Pope Bass, chairman of the fair committee, announced. The fair, skedded for the week of October 8, will be held in the Johnson Street tobacco warehouses.

## INTERSTATE SHOWS

**WANT** **WANT**

For Big Stone Gap, Virginia, May 14-19—Sponsored by the American Legion, Downtown Location. All joining now will be given preference at our Fourth, Galax, Va., with 17 Fairs to follow.

**SHOWS**—Want Side Show, will furnish 20x120 ft. top and 150 ft. banner line, if you have acts for inside. Can place Girl Show with or without own equipment. Will book Wild Life, Big Snake, Fat Monkey, Fun House, Glass House, Crime or any Grind Shows at liberal percentage. **RIDE HELP**—Want Foremen for Twin Ferris Wheels and Chair-o-Plane. **WANT Manager with Riders** for Motordrome. Will give good proposition. **WANT Show Builder** that can build fronts on semis to join on wire. **WANT Scenic Artist** to join on wire. Can place large flashy Bingo for balance of the season. Have very good route for same. Will book Hanky Panks of all kinds. Good opening for Guess-Your-Age, Novelties, Jewelry, Ice Cream, Frozen Custard, Floss, Sno Cone, Long Range Gallery, Short Range Gallery, Penny Arcade. Can place one or two Mitt Camps. All replies to

**H. B. ROSEN, Mgr. INTERSTATE SHOWS** Greeneville, Tenn., this week; Big Stone Gap, Va., next week.

**FIREWORKS DISPLAYS for All Occasions!**

CELEBRATION COMMITTEES! FAIR SECRETARIES!  
Write for our catalog of magnificent fireworks displays! Special programs made up for fairs! Satisfaction guaranteed!

DISPLAYS FROM \$49.50 TO \$669.50

Expert operators available for large shows! Full insurance carried on all operated displays!

**WRITE FOR FREE CATALOG!**

**RICH BROS. FIREWORKS CO.**  
DEPT. 8-1 BOX 351 SIOUX FALLS, SOUTH DAKOTA

## JACK NORMAN WANTS

### BOSS CANVASMAN

Want the best in the country, who can put it up and take it down. To such will pay top money, and assure him the best of treatment. Address

**JACK NORMAN**

c/o Strates Shows, Johnstown, Pa., this week; Harrisburg, Pa., next week. P.S.: E. R. WILLS, have a good proposition for you on this show. Wire me immediately.

## FLYING SAUCER FOR SALE

Operating now and a most powerful exhibit. Engineered by a well-known aeronautical inventor. It is the original and working model. Officially called "Flying Disc Aircraft." Was demonstrated to U. S. Air Force, receiving full acclaim. Received nation-wide publicity in Paramount News, Reels, television, newspapers, magazines and radio. You have full season ahead, downtown locations under auspices; schools, fairs, etc. Every town gives free publicity in papers, radio. This means continuous traveling, which my other business operations will not permit. I have a \$5,000 bill of sale on this "Saucer" and exclusive use of all publicity. Will sell everything for quick sale, \$1,600. This is a BIG money maker.

**M. KING**

3706 West 4 St. Los Angeles, Calif.

## SMITH AMUSEMENT CO.

WANTS FOR PERMANENT PARK. LAWTON, OKLA. 40,000 Soldiers. CONCESSIONS—Hanky Panks of all kinds, Snow, Candy Floss, Popcorn, Basket Ball, Buckets, Bingo. Good opening for Penny Arcade. **RIDES**—Fly-O-Plane, Roll-O-Plane, Pony Ride, Fun House. **SHOWS**—Pony Show, Girl Show, Mechanical Show, Snake Show, HELP—Tilt-A-Whirl and Ferris Wheel Foremen and Second Men (no drunks), Hedy Joe Starr, contact at once. Address:

**ROLAND SMITH, Mgr.**  
c/o Warren Hotel Lawton, Okla.

## GIRL SHOW WANTED

Due to disappointment, can place organized unit with not less than three Dancing Girls. Have magnificent outfit set up on lot, ready to go. Wire

## KING REID SHOWS

This week, Glens Falls, N. Y.; next week, Bennington, Vt.

## HELP WANTED

2 Merry-Go-Round Foremen  
2 Ferris Wheel Foremen  
2 Tilt-a-Whirl Foremen

**CATTANEO AMUSEMENT**

953 Webster Chicago, Ill. Phone: Division 8-3058

## AT ONCE

Foremen for Rolloplane Ferris Wheel and Kiddie Rides; also Second Men and Helpers. Concession Workers. All season around Pittsburgh.

**AL BLUMENTHAL**

R. D. 5, Crafton, Pa.  
Phone: Carnegie 3955

## CAN USE

Ticket Sellers, small Girls for Illusions, M.C., Talker "Shorty" answer, wire at once. No drunks.

**L. B. MALOTT**

World of Mirth Illusion Show  
Wilmington, Del., May 6 to 12

## FOR SALE

Sunshine Choo-Choo Train, Smith & Smith Airplane Rides, good condition. Also Boat Ride. All for \$2,000. Will sell transportation for Rides.

**R. M. CRUMLEY**

c/o Grand American Shows  
St. Charles, Mo.

## Ark. Wonder Shows

Want Concessions that work for 10c. No gift or percentage. Russell, Ark., Strawberry Harvest. Here for two weeks. Concession privilege, \$10.00 per week.

Contact C. A. PIFER, Mgr.

## WANTED

Frozen Custard, Root Beer. Must be first class and meet city regulations. Good spot in Kiddie Park at San Antonio, Tex.

**W. R. CURRY**

2803 Rollingwood Dr Austin 4, Texas

## SCREW-BALL FOREMAN

Salary plus bonus to reliable. SOBER Help. Second Man on all Rides. Will book Kiddie Rides for season.

**A. J. SUNNY AMUSEMENTS**

3006 East 130th St., Cleveland 20, Ohio  
Phone WA 14679

# WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

**Lansing, Mich., May 14-20**

Want Funhouse, Mechanical City, Motordrome, Animal, Unborn and other worthwhile Shows.

Ride Help for 10 major Rides; must drive semis.

**JOHN QUINN**

Battle Creek, Mich., until May 12.

Here It is... The Greatest Spring Date in the East

**SOUTH JERSEY STATE FAIR AND EXPOSITION**

10 MAY 24 TO JUNE 2, 1951 10 Days Nights

**CAMDEN, N. J. FAIR GROUNDS**

Can book for this date—Legitimate Gaming Concessions of all kinds. Eats and Drinks—Pitchmen and Demonstrators for Exhibit Department and Midway. We have sold exclusive: Novelties, Scales, Age and Custard.

Two million tickets being distributed by participating merchants in New Jersey and Philadelphia, through the medium of Merchants' exploitation features. One hundred prizes being awarded including an automobile. Awards made afternoon and evening. Government, State and County displays. Gigantic Free Attractions twice daily. Two special children's days for city and county schools. Want Carnival Electrician, Handy Man and useful Carnival People for year round job. Address all communications to Administration Offices

**South Jersey State Fair and Exposition, Inc.**  
Broadway-Stevens Bldg., 300 S. Broadway Phone EM 5-8506 Camden, N. J.  
John H. Mohrfeld, III, President; S. Burgdorf, Secretary

## PECK AMUSEMENTS

Opening Northern route May 22nd at Princeton, Ill., with nine Rides; then Rockford Ill., followed by a strong route of Northern Illinois and Indiana Celebrations and Fairs and 9 Southern Fairs. Out till November

**WANT WANT WANT**

CONCESSIONS: Photo, Jewelry, Hoop-La, Ball Games, Glass Pitch, Coke, Darts, Long Range and other legitimate Concessions working for stock only. No P.C. or flats. No gypsies. RIDE HELP—Foremen for Octopus, Wheel, Merry-Go-Round, Comet. Salary \$60.00. Must drive semi. Also Second Men. No drinking allowed.

**C. S. PECK**

(No collect calls.) Brownsville, Tenn., week May 7-12; Alamo Tenn., week May 14-19; then Princeton, Ill.

## CAVALCADE OF AMUSEMENTS

The Nation's Largest and Finest Midway

**WANT WANT**

High Class Lot Man who can get wagons on and off the lot and assist with detail work. Man capable of handling Jig Show Front and sell tickets. Must understand how to get front up and down. Truck Drivers for tractors who can handle big trucks to haul our own wagons. Sober, dependable drivers only. Mrs. Wagner wants Waiters for Cookhouse, also Grab Joint Workers. Johnny Gresh and Jack, contact Sam Roth. Have good proposition for you. Address: AL WAGNER, MGR., Montgomery, Ala., this week.

## AMERICAN EAGLE SHOWS

**WANT WANT**

RIDES—Will Book or Lease a #5 Wheel, or any Ride not conflicting. I have Transportation. CONCESSIONS of all kinds. Especially Want Long Range, Short Range, Ball Games, Bowling Alley, Heart Pitch, Block Pitch, Swinger, Jewelry Rat Game. Going into the Strawberries. HELP—Want Man and Wife to handle neatly framed Snake Show. Glen Hockett wants Swinger and Bucket Agents.

**FOR SALE**

1948 Dodge Heavy Duty Tractor and Low Boy 30 Ft. Trailer. Heart Pitch, Complete with Top and Frame. Fish Pond, complete. Priced to sell. ALL ADDRESS: **DANNY ARNETT, Mar., Per Route**

## Greater Dixieland Exposition

Can place for the season—Legitimate Concessions of all kinds including Custard Long and Short Range Lead Gallery, Cork, Fish Pond, Dart, String, Hoop-La Hi-Striker, Slum Spindle, Clothes Pin. No Gypsies, no racket. Free gate. Place A-1 Foreman on Wheel, Help on Jenny, Tilt, Rolloplane and Octopus who drive semi. D. M. Conrad wants Agents for Ball Games and Slum Stores. John McKee wants Help for Bingo. Want Funhouse and any clean Show except Girl with or without equipment. We are winning every week and have a strong route. All reply **JIMMIE HENSON** or **JOHN MCKEE**, Mansfield, La., now; Conshutta, La., next; then Natchitoches, La.

## NEW ENGLAND AMUSEMENT CO.

**CAN PLACE CAN PLACE**

All Hanky Panks, Long and Short Range Billposter with Concession. Two Men to up and down Concessions. Two Merchandise Wheels. Ride Help. All Replies to

**HARRY KAHN**  
FRAMINGHAM, MASS., THIS WEEK

## RIDES WANTED

Will buy if priced right. Light weight; small rides preferred.

**FRANK BABCOCK UNITED SHOWS**

834 SOUTH MAIN ST. LOS ANGELES 14, CALIF.

## AVERY'S MODERN SHOWS

Grand River & 8 Mile Road, May 11-20; Plymouth & Inkster Roads, May 26-June 3—both in outskirts of Detroit, Mich. WANTED—Nice looking POPCORN WAGON. HANKY PANKS of all kinds. SMALL COOKHOUSE. CAN PLACE ONE OR TWO SMALL SHOWS. RIDE HELP—Must drive semis. No drunks. Mrs. Verna Avery, 528 E. Lincoln, Royal Oak Twp., Mich. Phone Lincoln 4-9076.

## RIDES WANTED

Legion-Lions' Annual Celebration, July 3, 4.

**JOHN J. DWYER**

Chairman

East Troy, Wis.

Phone 1402

R. L. (ROSS) SINDERSON

M. R. (SPOT) MASON

## STAR-LITE SHOWS

Opening May 11, Moline Ill., Nine Days.  
23rd Ave. and 41st St.

Concessions: Mug Outfit, French Fries, Ball Games, Custard, a few Hanky Panks. Shows: Monkey, Mechanical, Fun House. Can use Second Men on all Rides.

**STAR-LITE SHOWS**

4000 4th Ave Moline, Illinois

## FOR SALE

At less than half original cost. Due to enlarging troupe. Peaches all aluminum Sky Revue trailer beautiful interior. Accommodate eight with all home facilities. Butane apartment-size stove and ice box, marine flush toilet and septic tank, hot and cold shower, eighty gallon water tank, metal possum bellies entire length of trailer. Address:

**SEARLE SIMMONS**

General Delivery Trenton, New Jersey

## WANTED AT ONCE

Ride Foremen for Merry-Go-Round, Ferris Wheel, Caterpillar and Chairplane. wages \$70.00 a week to start. Will pay more if you are not afraid of work. Can also use Second Men on above rides; wages \$50.00 a week. Good opportunity for the right people.

**PRUDENT'S AMUSEMENT SHOWS**

124 Cedar Ave Patchogue, L. I., N. Y.

**SANDRA LEE**

WANTS

Useful Side Show People, Man and Wife, Man Must Do One or Two Acts, People Who Know Me, Answer. Girl for Division WIRE AT ONCE c/o

**DUMONT SHOWS**

Bristol, Pa., this week.

## MOUND CITY SHOWS

**WANTED—WANTED**

Bingo Caller or Manager, Also Counter men, At Once Want Rock-O-Plane Man Also Ferris Wheel Foreman and Second Man. First Class Roll-O-Plane Man. Address **COLLINSVILLE, ILL.**, this week.

## RIDES WANTED

Two or three Rides, such as Ferris Wheel, Merry-Go-Round, Chairplane, etc., wanted for use with local Carnival, week of July 4. Contact

**FRANKLIN FIRE COMPANY**

Franklin, West Virginia

**WANTED**

Agents for Cotton Candy, Jewelry Spindle and Balloon Dart. Have two spots per week for 20 weeks of Street Celebrations in Minnesota. No drunks Contact

**C. J. ROSE**

c/o Western Union, Marshalltown, Iowa, thru May 10; then Sioux Falls, Iowa, c/o **GEO. NELSON SHOWS**

## Midway Of Mirth Shows

**WANTS COOKHOUSE**

Also Second Men on all Rides. Address

Troy, Mo., this week; Bowling Green, Mo., next.

CALL

## W. B. J. SHOWS

Opens May 19. Winterquarters Lake Swanton, Ohio. All persons contracted, come in early. Want Shows.

## —WANTED—

Help for Slum Concessions of all kinds. Will book novelty Mug Outfit, Fred "Whitey" Burke and Frank Break, contact me immediately.

**JACK POTT**

RUSSELLS POINT, OHIO

## ★ HELP WANTED ★ CRAFTS 20 BIG SHOWS

Opening 2 More Units May 1 around Los Angeles

**ROY SHEPHERD, Ride Supt.**  
**WANTS** Electrician who can operate and maintain Searchlights.

Wire, Write or Phone

**CRAFTS 20 BIG SHOWS, INC.**  
7283 BELLAIRE AVE. NORTH HOLLYWOOD, CALIF.  
Phone: SUNset 2-3131

Also Foremen for Merry-Go-Round, Wheel and Tilt. Can use Ride Superintendant for small unit, also Women Ticket Sellers. Will place Semi Drivers and useful Ride Men in all departments. Crafts will book Pony-Go-Round for Fairs and Celebrations.

## PHIL ISSER WANTS

for his Long Island tour, beginning with Huntington, L. I., July 4 to 9, and all season through, including the Fairs.

**WANT** Photo Gallery, Duck Pond, Pitch-Till-You-Win, Short-Range Gallery, Frozen Custard, Hoopla, String Game, Penny or Cigarette Pitch, Penny Arcade. Good Side Show, Novelty or any Grind Show, also Posing Show. Al Camin, get in touch with me in regards to Motordrome. Can also use Caterpillar Foreman and Second Men on all rides; must be good. All replies, write or wire

**PHIL ISSER**

1539 East 29th Street

Brooklyn 29, N. Y.

## RINGLING BROS.' CIRCUS

Will be in Philadelphia, May 21 to 26

We have a few choice spots left in our lot which adjoins the circus grounds. This is one of the best locations on which Ringling Bros. has ever showed. Concessioners, apply at the

**HARRIS NOVELTY CO.**

1102 ARCH STREET

Phone: WA 2-6970 or MA 7-9848

Or Contact

**SAM TASSELL**

5839 WALNUT ST., PHILADELPHIA, PA.

Phone: GRanite 2-5852

## ATTENTION

**RIDE OWNERS AND CONCESSIONAIRES**

We are opening a new park at Geneva, New York, at head end of beautiful Seneca Lake on Highways 5 and 20, three miles from Sampson Air Base, with 30,000 soldiers and WFS. This is a permanent base. Plenty of money in this area. Civilians working at base and earning large wages. Everybody working. Ten large villages and cities to draw from within 15-mile radius, beside the city of Geneva with 25,000 population. We have 8 park-owned Rides. Will book Octopus, Tilt, Caterpillar, Boat, Buggy, Train, Looper, Dodger, Hey Dey. Concessions—First come, first served—Penny Arcade (you know the strength Arcades near base), Miniature Golf, Skee-ball, Ball Games or any legitimate Games. Positively stock only. Contact

**PETER GUELLI**

76 FIELDWOOD DR., ROCHESTER, N. Y.

PHONE CULVER 2647-W

## GARDEN STATE SHOWS

**WANT FOR ANNUAL FAIR**, Lower Providence Vol. Fire Co., Collegeville, Pa., 18 Big Nights, May 23rd thru June 2nd, Superior Tube Fairgrounds. This is one of Eastern Pennsylvania's first and finest Spring Dates. 25,000 people in 1950. Advance ticket sale, free acts nightly, free gate, free parking, cash awards nightly, 1951 Oldsmobile 88 awarded last night of fair, fireworks May 20th, farm implements, home appliances and many other exhibits, two Kiddie Nights. Well advertised for 50-mile radius.

**WANT**—Will sell the exclusive on Popcorn Apples, Rotaries (Nick Sullo, contact), Custard and French Fries. Want especially to book or lease Merry-Go-Round (Jack Martin, contact). Will book Spiffire or any major ride not conflicting with what we have. This is a big ride spot, bigger every year. Will book Motordrome, Monkey Show, War Show (Logan, contact), Side Show or any attraction that caters to all. Want Ride Help who can drive semi for Wheel, 2 Second Men, General Ride Help. All contact **R. H. MINER**, 161 CHAMBER ST., PHILLIPSBURG N. J.

## WANTED

A first-class Man or Lady who can handle promotions; can use for two or three months. Open for summer attractions.

**PETERSBURG FAIR, INC.**

PETERSBURG, VIRGINIA

## WANT LEGITIMATE CONCESSIONS

Working for stock only, Ball Game, Weight and Age, Fish and Duck Ponds, etc. Can use Ride Help. Long season. All apply

**SAM TASSELL SHOWS**

5839 WALNUT ST., PHILADELPHIA. PHONE GRANITE 2-5852

## WANTED CARNIVAL WANTED

Week of July 2nd in heart of business district on streets, this is a red one. Want 5 Rides and 20 Concessions. No gyps and no grit—strictly legitimate. Sponsored by the retail merchants association. Jubilee week and dedication of new municipal building. Contact at once.

**C. J. MARTIN**

WAVERLY, OHIO

## WANT FOR BARDEX MINSTRELS

Assistant Manager and Patch to join immediately Wire

**MILTON M. BARTOK**

Care the Show, Wilmington, N. C.

## SUNSET AMUSEMENT CO.

Want Foreman for C-Cruise, E. H. Hardin, contact. Exclusives open Novelties, Pea Ball, Scales. Can place Hit and Miss, Milk Bottles, Basket Ball, Hi Striker, String Game. Small Grind Shows with own equipment.

Hannibal, Mo., this week; Galesburg, Ill., next.

## T. J. TIDWELL SHOWS

### WANT CONCESSIONS

Cookhouse on account of disappointment, Jewelry, Photo, Lead Gallery, Long or Short Range, any Hunky Panks not conflicting. Arcade Percentage Agents. SHOWS—Wild Life, Girl Show. Have top and front for good show, what have you? Ft. Morgan, Colo., May 7-12; Casper, Wyo., May 14-19; Sheridan, Wyo., May 21-26; then the big one, Billings, Montana, "Go Western Days." All answer:

**T. J. TIDWELL, Mgr., per route**

## JOHNNY J. DENTON'S

# GOLD MEDAL Shows

**WANT**                    **WANT**                    **WANT**

Sell X on Custard, Novelties, Jewelry, Mug Joint, Wonder Bar and Sno Cone.

Can place nice Pony Ride and Little Dipper. Good opening for Penny Arcade. Can use Big Snake, Midgets, Unborn and Wild Life. Will place one Mitt Camp.

All Legitimate Hunky Panks open.

J. P. Magee wants Cookhouse Help.

Contact JOHNNY J. DENTON, Cumberland, Ky.

## BARNEY TASSELL

### UNIT SHOWS

**WANT FOR ORANGE, VA., WEEK MAY 14**

*Right in Heart of Town*

Then in and around Washington, D. C.; Virginia and Maryland all summer.

Concessions of all kinds. Only one of a kind on midway. No gate admission and free act nightly.

P. S.: Can place Sensational Free Act. State all in wire or letter. Also Ride Help and Second Men.

Wire or write this week, Kenbridge, Virginia.

## 3 ABREAST MERRY-GO-ROUND

### WANTED FOR NEW KIDDIE PARK

Great location on dual highway—only kiddie park in the State. 300,000 drawing. Will only consider Ride in top condition and appearance.

**WILL ALSO CONSIDER PURCHASE**

**Opening May 30**

Contact Immediately:

TAUSTIN & GELLER, RODNEY HOTEL, WILMINGTON, DELAWARE

Phone: R-4775-6-1113

## WANTED TO BOOK FERRIS WHEEL

on eastern shore of Maryland. Can book Custard, French Fries, Fish Pond or any Slum Stand working for stock. Shows with own equipment. No grift or gypsies. Free gate. Prizes given away nightly. Winter quarters, Westover, Md. Ferris Wheel Foreman wanted.

**JOHN KEELER**

General Delivery, Princess Ann, Maryland.

## HARRISON GREATER SHOWS

WANT FOR PLYMOUTH, N. C., HALF MILLION DOLLARS PULPWOOD PAY DAY, MAY 14-19; WITH HOPEWELL, VA., TO FOLLOW. SOLDIERS' PAY DAY.

Can place Concessions of all kind. Frozen Custard, Floss, Fish Pond, Diggers, Slum Concessions of all kind open. HAVE COMPLETE OUTFIT FOR GIRL SHOW TO JOIN ON WIRE. Want Ride Help on all Rides. Want Foreman for Ferris Wheel, semi drivers. Johnny Caruso wants Agents for Skillo and Count Stores and Pin Store. Pollack wants Agents for Skillo and Count Stores. All mail and wires to

**FRANK HARRISON**

Ayden, N. C., this week; then as per route.

P.S.: Carrie, contact Lera.

## SUNNY ALLEN WANTS GIRLS

Young, Attractive, Experienced Dancers for Revue. Top salaries. Sandy, Virginia, Mary, Thelma, answer.

Will wire tickets if I know you. Address:

**SUNNY ALLEN**

c/o HILL'S GREATER SHOWS,

Tucumcari, N. M., this week; then per route.

## WANTED

### C. A. STEPHENS SHOWS

For Clintwood, Va., this week; Pikesville, Ky., follows.

Concessions—Long and Short Range Galleries, Cigarette Gallery, String Games, Hi-Striker, Photos, Custard, Jack Renfro, John Perry, Jim Fennell need General Concession Help. Have for Sale—50 Kw, Fairbanks-Morse Diesel Light Plant, just overhauled.

## LONE STAR SHOWS

HARTWELL, GA. THIS WEEK

Want Foreman for Merry-Go-Round. Good proposition for Man on Kiddy Rides. Can place Second Men on Merry-Go-Round, Roll-o-Plane and Tilt-a-Whirl, semi drivers preferred. Can place Hunky Panks of all kinds. Want Help for Cookhouse and Agents for Balloon Darts, Ball Games and Fish Pond. Can place Shows: Ten-in-One, Snake or any Show not conflicting. Want Electrician who knows Lewis Diesel Plants.

Address All Mail and Wires to J. R. McSPADEN

## Club Activities

### Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, May 5.—The April 25 meeting was called to order by President Fred Weidmann. Seated on the rostrum were Nate Cohn, Eddie Burke, Sam Dolman and Loretta Rogers, of the San Francisco Theatrical Club; Hannah Barron and George Beveridge, of the Thespians; Joan Bauer and Lou Fechter, of the Oakland Old-Time Vaudeville Artists, and Teresa Bauer, president of the South of Market Girls.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, May 5.—Services for William (Bibs) Malanga, sergeant-at-arms, who died of a heart attack in Washington, April 28 after being discharged from a hospital there two days before, were held in the Capital Wednesday (2). Phil Cook represented the club and about 100 persons from the World of Mrth Shows were in attendance. Services also were conducted Wednesday (2) by Chaplain Fred C. Murray at Riverside Memorial Chapel here. Interment in the club's plot at Ferncliff Cemetery, Hartsdale, N. Y.

In observation of the club's seventh birthday President Weidmann introduced all members and guests. Nate Cohn, a charter member, spoke on the club's early beginning and traced its growth to the present membership of over 600.

Messages of congratulations were read from Past President Mike Krekos, currently visiting Athens, Greece; Mary Ragan Kanthe, first president; Al St. John, secretary of Sonoma County Fair; Mike Doolin, president of Pacific Coast Showmen's Association, Los Angeles; Elmer E. Robinson, mayor of San Francisco, and Congressman Frank R. Havenner.

Among those present for local services were Vincent Anderson, John S. Weisman, Jeff Harris, Jack Seigel, Louis Elias, Ward Graves, Sam Levy, Sam Stillman, David Brown, Sam Peterson, Sam Robbins, Sam Rothstein, Al Janpol, Joseph Hughes, Morris Glass, Sidney Roemer, John Lane, Irving Pearlstone, Tom Pell, George Bovino, Jack Zupan, John McCormick, Tom Coffey, D. D. Simons, Frank Rossi, Ben Rosenberg, Frank Rappaport, Charles Davenport, Ben Levine, Edward Elkins, Ben Herman, Sam Finkel, Murray Friedland and Ethel Weinberg. From the Ladies Auxiliary came Mildred Ford, Jean Torres and Lillian Elkins.

### TRAILER WANTED

Suitable for Floss, Apples, Snow Cone and or Popcorn, with or without equipment. Must be neat and with plenty of glass. Describe fully and enclose picture. Desired size, about ten feet at least.

**CHARLES WARE**

Box 525, High Point, N. C.

Recent visitors included Leo Bistany, Spot Pinsonault, Arthur Campfield, Emanuel Silver, Murray Zand, William Gottlieb, Lee Lewis and Henry Kaufman. Executive Secretary Ethel Weinberg left for a brief Miami vacation.

Sam Prell showing important improvement in Lutheran Memorial Hospital, Newark, N. J. Our shut-ins are James Cox, True Perkins, Irving Udowitz and Sam (Peanuts) Weissner.

### WANTED

Specialty and Strip Dancers, salary \$75.00. Can use a good Act. Also good Talker and Ticket Sellers for Revue. Dick Palmer, wire.

**RITA CORTES**

CAVALCADE OF AMUSEMENTS

Montgomery, Ala., this week.

## CAN PLACE

Merry-Go-Round, Octopus, or any ride not conflicting. Also Cook House, Bingo and Hunky Panks. Fred Bell, Ted Cole, contact Frank Johnson. Can use 6 or 8 Hanky Agents.

**VIRGINIA STATE SHOWS**

Chilhowie, Va., this week.

### CAPABLE FOREMAN

Scooter Ride, first class shape. Salary, \$100 weekly. Gerald Musgrove fr. answer.

**AL WAGNER**

CAVALCADE OF AMUSEMENTS

Montgomery, Ala., this week.

### FOR SALE

One 4 year old Heifer, 27 in. tall, 28 in. long, weight 170 lbs. None smaller. One Black Angus, 2 Hogs, each with 8 feet extra bones and joints in their legs. Also 6 legged sheep, double male. All are alive and healthy. Can also get 2 more midget cattle. Also 20x40 tent and 40,000 25- and 10¢ tickets. This makes a pleasing Show. Reason for selling, have other business. Can be shown year around and the story with them is right.

**ED PRYCE**

1668 South G St. Broken Bow, Neb.

### WANT

## SKERBECK SHOWS

Open May 15th

Two or three Shows of merit. Excellent opening for small Cookhouse or Grab. Will place a few more Concessions that do not conflict. Booked solid till the snow flies in Upper Michigan and Wisconsin. Reply: EUGENE W. SKERBECK, Fairgrounds, Escanaba, Mich., then as per route.

## FOR SALE

Bisch-Rocco 8-Car Flying Scooter with 20 h.p. elec. motor. Used only two seasons. Excellent condition. Price \$7000.00. Will consider terms.

**JOHN COMFORT**

Nahant, Mass.

Tel.: Nahant 1-0157

### WANT

## MERRY-GO-ROUND

Will pay cash. No junk wanted

**J. W. BYERS**

3303 West Broadway Council Bluffs, Iowa

### WANTED

Man or Couple for Grab Joint. Also Man for Popcorn and Apples. Salary. Yearly work. Write or wire. Come on.

**MORT MESSIAS**

Care **BARNEY TASSELL UNIT SHOWS**

Kenbridge, Va., this week

### STATE FAIR SHOWS

WANT NOW—HELP FOR ALL RIDES. SHOWS OF ALL KINDS except Girl Show. (25% to office.) CONCESSIONS: Popcorn, Candy Floss, Photos, Candy Apples, Lead Gallery, Ball Games. All legitimate Concessions, come on. HAVE FOR SALE: Tilt-a-Whirl, Spitfire, Mix-Up and Fun House. Address: Scott City, Kans., this week; Liberal, Kans., next.

## R. W. ROCCO WANTS

Agent Who Can Build and Operate Six Cat Store Complete. Have Good Territory For Same. Can Also Use Two More Count Store Agents. (Oits). Get In Touch With Me.) WIRE OR WRITE R. W. ROCCO, c/o Gold Bond Shows, Peoria, Ill., this week.

### WANT

RELIABLE OPERATOR FOR NEW NO. 5 FERRIS WHEEL IN PARK NEAR CHICAGO. Permanent location. No ups or downs. Prefer middle-aged operator who is tired of the road. If you drink, save your stamps. FOR SALE: Late 1947 2-Ton Chevrolet Tractor, 2-speed rear end, Rubber like new. Big Eli 24-FL Semi-Trailer—one driver. Address: EARL BUNTING, P. O. Box 428, Ramsey, Ill.

## GIRLS WANTED FOR NIGHT CLUB

Strips, Hula, Rhumba or any specialty. Looks essential. Year round work. Pleasant surroundings. Girls average \$100 per week. Will teach willing beginners. Will furnish wardrobe if necessary. Contact

**J. MOONEY**

225 BOURBON ST., NEW ORLEANS, LA. Phone after 7 p.m., MAGNOLIA 0910.

### WANT

For small Park. Must be A-1 or you won't last. No ups or downs. All-year work. Positively no drinking tolerated. Living quarters furnished. Must know Doggem. W. H. (BILL) ALLEN, contact me.

**VIC HORWITZ**

Seville Hotel                  Detroit, Mich.

## JEANNE BARRON WANTS

One or two Dancing Girls, prefer couples; will place your husband on Concessions or Rides. Best working conditions and wardrobe furnished. You must observe high standard of behavior. Play girls, stay where you are. Want sober Talker for Single-O. Cold and rainy this spring, but I have not yet missed or postponed a pay day. Address:

**INTERSTATE SHOWS, Greeneville, Tenn.**

## FOR SALE DUE TO OTHER BUSINESS INTERESTS

*This is a Real Buy*

9 Electric Diggers in A-1 condition, plus good frame, new top and sidewalls. Canvas is perfect. Also new Trailer for transportation of same with new tires, and a 1940 Ford Panel Truck with new motor, tires and trailer hitch. These Diggers are a real money maker. Will sell complete outfit for \$2,200.00. Contact

**RAY E. MILLER**

309½ Park Ave. Beaver Dam, Wisconsin

### QUITTING BUSINESS

For Sale—1940 International Truck and four Concessions complete with tops and hinged frames, just painted. Shelf boards, light stringers, switch boxes and lead wire all Concessions. Truck has new van body, built last fall. Motor recently overhauled and in perfect condition. 6 very good tires. This is a steal, all for \$1,000.00 or will sell separate. Also plenty of merchandise cheap.

**BUCK WEAVER**

SWAYZEE, IND.

## ATLANTIC CITY AMUSEMENT PARK

Atlantic City, N. J.

Will open about June 1st. Permanent location. No moving around.

Want Rides: Buy, book or lease Major or Kiddy Rides, Merry-Go-Round, Tilt, Ferris Wheel, or what have you? SHOWS: Can use a few clean Shows, your own outfit. Side Show, Motor Drome, Monkey Show, Minstrel Show and a few good Grand Shows. CONCESSIONS: Hunky Panks, Grab, Popcorn, Candy Floss. No grift. Write or wire prepaid.

**HYMIE JACOBSON, Business Agent**

1829 Atlantic Ave., Atlantic City, N. J.

## WALKER OSBORN WANTS

Agents for Hit and Miss and Bottle Ball Games, Penny Pitch and Fish Pond. (Frank Simmons, contact.) Also want one Man for Nail Store. Can place a few Hunky Concessions. Want Ferris Wheel Foreman and Second Men on all Rides. Useful Help, contact

**MOUND CITY SHOWS #2 UNIT**

Bonne Terre, Mo., This Week

### MINIATURE TRAIN WANTED

Either percentage or lease. Must be A-1. Also Popcorn, Candy Floss, Novelties open for New Kiddyland, Fox Lake, Ill.

**TOMMY SACCO**

203 N. Wabash Ave. Chicago 1, Ill.

Phone: ANdover 3-6112

### WANTED

Bingo Callers and Counterman to join immediately. No experience needed. Want all types Concession Help. Man or Woman for Age and Scales, Ball Games, Six Cat, Hunky Pank Agents, Hunky Panks are doing well on this show. Experience unnecessary; we will train you. Write or wire

**DANNY DORSO**

Continental Shows, Whiteboro, N. Y.

### AGENTS WANTED AGENTS

Cane Racks, Set Spindle and Bucket Agents. Bruce Smallwood, answer.

Joe Borgia, contact

**ROY T. DUFFY**

c/o Penn Premier Shows

Morrisville, Pa.

## WANTED

### CALLER FOR BINGO

M. D. AMUSEMENT CO.

302 E. Diamond Ave. Hazleton, Pa.

## WANT

### ATHLETIC SHOW MANAGER AND CREW

We have complete outfit. Ride Men, Foremen, Drivers, Concession Agents. People who are satisfied with just a little money, stay away. Capable hard workers always get their share of cake here. West Frankfort, Ill., now; Carbondale, next.

**DYERS GREATER SHOWS**

## FOR SALE

Flying Jennie in good condition, located at Blue Ribbon Shows, 9106 Gravelly Lake Drive, Southwest, Tacoma 9, Washington. Phone Lakewood 2250. Call or write.

**W. J. GERLINGS**

## TED DUNLAP

Wants four Agents for Cork Gallery and Pitch Tilt U Win. Must be able to up and down. Also one good Stock Man, 19 Fairs and three Celebrations. If you drink you didn't see this ad.

Gladstone Exposition Shows

Sturgis, Ky.

### RIDE SUPT. WANTED

For small Park. Must be A-1 or you won't last. No ups or downs. All-year work. Positively no drinking tolerated. Living quarters furnished. Must know Doggem. W. H. (BILL) ALLEN, contact me.

**VIC HORWITZ**

Seville Hotel                  Detroit, Mich.

# PENN PREMIER SHOWS

world's cleanest & midway

We Have 16 Fairs Starting July 16 Until Armistice Day.

**CONCESSIONS**—Can place Novelties, String Games, Hi-Striker, Hoop-La, Water Games, Photos and other Legitimate Concessions. **SHOWS**—Can place Animal Show, Wild Life, Arcade and others not conflicting. Al Renton can place Ticket Sellers, Fire Eater, Pin Cushion, M.C. and other good Working Acts. **AGENTS**—Good, reliable Agents for Buckets and other Concessions. **HELP**—Can place good Ride Men in all departments who drive semis. Must be sober and reliable. Especially want Wheel and Octopus Men and other Flat Ride Men. Also Kiddie Ride Help. This Show plays 16 Fairs, 8 Celebrations and only 5 more Still Dates. Address all mail and wires to

**LLOYD D. SERFASS, Gen. Mgr.**

Morrisville, Pa., this week; followed by Burlington, Newton and Dover, all N. J.

## KEYSTONE EXPOSITION SHOWS

Want Legitimate Concessions of all kinds, no exclusive. Want ride help for all rides, must drive Semi-Trucks.

Office wants Stock Store and P.C. Agents.

Have very good route of still dates, playing through the potato section of North Carolina, and a big Fourth of July celebration at Belhaven, N. C.

Have a two-abreast Allan Herschell Merry-Go-Round in A-1 condition for sale; can be seen at any time in operation. Wire or write

## KEYSTONE EXPOSITION SHOWS

This week Kershaw, N. C.; then per route.



## WALLACE & MURRAY SHOWS WANT

Experienced Ride Help who can drive; especially want Chairplane Foreman. Top salary. Can place at once Combination Electrician and Mechanic. Will book Octopus, Rolloplane, Train Ride, Spitfire or any non-conflicting Ride. Will give liberal proposition to any non-conflicting Show. Good opening for Penny Arcade. Frank Zorda wants Fire Eater, Glass Blower, any experienced Side Show Help. Salary out of office. Babe Keating, come on Jimmy James wants Dancing Girls for Revue. Elaine Sopko, contact. Want Slum Concessions to wit: Photos, Long and Short Range Gallery, Balloon Darts, Ball Games, Hoop-La, Water Games, Cigarette Gallery, any legitimate Concession. Fizzle Brown wants few more Agents. This Show is heading for the Chicago area. Al Edger and Glen, contact George Beardsley. Want at once experienced Custard Man, good proposition. Griffin, come on; can place your Glass Pitch. All replies to AL WALLACE or FITZIE BROWN, Albemarle, N. C., week of May 7th; Mt. Airy, N. C., week of May 14th.

# BAKER UNITED SHOWS.

"A CLEAN MODERN MIDWAY"

AMERICAN LEGION SPRING FESTIVAL, PLYMOUTH, IND., MAY 14-19; THEN V.F.W. ANNUAL CELEBRATION AT BEECH GROVE, INDIANAPOLIS, ON THE STREETS; FOLLOWED BY BONA FIDE PARK AND STREET CELEBRATIONS INCLUDING INDIANA'S BIGGEST 4TH OF JULY CELEBRATION, ALL WEEK AT LINTON. THOSE JOINING NOW WILL HAVE PREFERENCE HERE.

We can place all types of clean, legitimate Merchandise Concessions. All open. Want Ball Games, Pitches, Hoop-La, Watch-La, Cork Gallery, Bumper, Novelties, Jewelry HENDRYX, held Concessions open for you, wire. Positively no money games or rackets, they will not work in Indiana. Can place Shows of all kinds with own outfits. Want Merry-Go-Round Foreman and other useful Help. Also Concession Agents. This is the best advertised Show in the Middle West and business is good.

Address Huntington, Ind., all this week; then as per route.

## GAIETY SHOWS

Opening May 12 for 8 Days at Seneca Falls, N. Y., Near Sampson Air Base. **WANT HELP** for Merry, Ferris Wheel, Skyflicker. Foreman for Chairplane and a good Electrician. **WANT SHOWS**—Have Side Show fully equipped, want Manager with own personnel to operate it. Snake Show, Illusion, etc. Want two Men to up and down Girl Show Top. **WANT CONCESSIONS**—Novelties, Guess Age and Weight, String, Basketball, Air Gun, Race Horse, High Striker, Manager to operate Ice Cream Stand, Griddle Man, Waifle, Cotton Candy, Penny Arcade, etc.

Attention all Concessions, Ride Help, Show Operators booked with show—Lot man will be on lot Wednesday, May 9th. All answer:

**ANTHONY SANTILLO**

106 MADISON ST., EAST ROCHESTER, N. Y. PHONE 534-J

## VETERANS UNITED SHOWS

**LAST CALL LAST CALL**  
OPENING WORTHINGTON, MINN., MAY 12TH TO 19TH.

**CONCESSIONS:** Will book Novelties, Fish Pond, Hoop-La, Watch-La, String, Bumper or any Hanky Pank not conflicting with what we have. Bob Evans wants Hanky Pank Agents. Billy Pappas wants Agents for Six Cats, Roll Down, Pins and Buckets. **RIDES:** Will book one more Flat Ride not conflicting, prefer Spitfire or Tit. **RIDE HELP:** Want Foreman for new three-abreast Allan Herschell Merry-Go-Round, Octopus and Chairplane; Second Men on all Rides, prefer semi drivers. **INDEPENDENT SHOWS:** Will book Mechanical, Animal, Monkey, Ten-in-One, Penny Arcade. Show routed through South Dakota, North Dakota, Minnesota and Nebraska.

All Replies: BOX 622, WORTHINGTON, MINN

## RIDE FOREMEN WANTED FOR GOODING AMUSEMENT COMPANY

Flying Scooters, Looper, Octopus, big Eli Wheel. Can use good Second Man on all rides, must be sober, reliable and well-recommended, otherwise do not apply. Address inquiries 1300 Norton Ave., Columbus, Ohio.

## BROWNIE SMITH SHOWS

Want for big opening, St. Pauls, N. C., May 12 thru May 19. Boy Scouts of America Troop No. 43. First show in heart of city in over 7 years. Concessions all open except Cook House. Need Ride Help of all kind. Good proposition to Chairplane Foreman, Mutt Camp and Bingo. I have real territory. All Address:

**BROWNIE SMITH**

2312A GILLESPIE ST. FAYETTEVILLE, N. C.

## WRITE FOR LARGE LIST

Of used Show Equipment, Rides, Tops, Concessions, Electrical Equipment, Fronts, Maintenance Equipment, Transformers, Arcade. Hundreds of items all ready to use and perfect. All guaranteed.

**DON RAY, ROLL-A-WHEEL CO.**

St. James, Mo.

# CONCESSIONS WANTED

Large Variety  
JULY 2-3-4, 1951  
16th Annual  
Civic Celebration

sponsored by

**The Appleton Junior Chamber of Commerce**

Write for contract, state type of concession.

No Pop Corn Stands needed.

**FRED FROELICH**

221 W. College Ave. Appleton, Wis.

## Big Opportunity for CARNIVAL MDSE. SALESMAN

One of America's largest Carnival Merchandise Suppliers, located in New York City, has opening for experienced salesman to cover Shows and Carnivals in the Eastern Section of the country. Must have car and be willing to travel for entire Carnival Season. This is a rare opportunity with extra bonus incentive for good producer. Write in confidence concerning your experience and salary desired. Our organization knows of this ad.

BOX 644

BILLBOARD, 1564 BROADWAY, N.Y.C.

## FOR SALE

1 25-Kw. Gasoline Generator, 440 volts A.C. current. A-1 condition. Can be used on 220 or 110 volts with transformers. 1 7 1/2-Kw. Transformer, new. Approximately 1000 ft. #0 Rubber-Covered Cable, A-1 condition. 1 1947 Dodge Tractor with 1947 Trailmobile Van, low mileage. 12 Tops and Frames Horse. Big Six, Color Wheel and other Miscellaneous Carnival Equipment. Write to

**JOSEPH PAGANO**

59 Addison St Waterbury, Conn

Phone 4-0771

## HOME STATE SHOWS WANT

For 12 Fairs—7 Celebrations

Opening May 12, Huron, South Dakota; followed by Pierre and Moberge, on streets. Top salary for Ride Foreman and Second Men. Need first-class Electrician, must drive. Shows: 10-in-1 or 5-in-1. Book Pony Ride after May 28th. Girls for Slavin's Revue, answer here or Pierre, South Dakota. Concessions: Photos, High Striker, Cigarette Gallery. Write or wire Stanley Warwick, LARSEN & TRUE BLOOD, State Fair Grounds, Huron, May 12-19; Pierre, May 21-26.

## MIDWAY EXPOSITION SHOWS

Want for proven route, 2 each week and 19 Fairs and Celebrations. All Hanky Panks—Long and Short Range, Photos, American Palmistry; Harry, answer First and Second Men on Tilt, Jenny, Wheel, Mix-Up, Kid Rides. Concession Agents, Bingo Help. must drive semis Bob Horde, answer Any Grind, Show Red Bishop wants Girl Show Girls. All replies

**J. R. LEERIGHT, Mgr.**  
Washington, Kansas, now; then per route.

## WANTED

For Side Show: Freaks, Working Acts of all descriptions, Girls for Blade Box. Playing early Fairs and Celebrations in the Dakotas. Territory where performers are appreciated. Opening middle of May. State all in first letter. Guarantee salary.

**HELEN GOLDEN**

BOX 25 PORT RICHEY, FLA

**BETTY AND BILL WILLIAMS OLIVER MAGNER**

And other good Agents, contact

**BILL BERNAUER**

With Gooding Park Attractions, Toronto Ohio, this week; Girard, Ohio, May 13th.

## WANTED CARNIVAL

For one week either June or August Date. Drawing of 30,000 population from three cities. Auspices of American Legion

**ELWOOD M. LAPHAM**

13 Lincoln St. Hallowell, Me

## WANT RIDES

For Petersburg Optimist Fiesta, Petersburg, Virginia. Last two weeks in July or first week in August. Soldier and civilian population in area, 100,000. Prefer Merry-Go-Round, Ferris Wheel, Chairplane and any other Rides you have. Will book Independent Shows, Candy Floss, Pop Corn, Duck Pond No flat stands or gypsies. Reply:

FIESTA, P. O. Box 1144, Petersburg, Va.

## RIDE SHOW WANTED

Nine or Ten-Ride Show and legitimate Concessions for established KIWANIS SPONSORED COUNTY FAIR that is expanding to a Two-County Fair. Date Sept. 24th thru Sept. 28th. Write

**W. D. WARTHEN**

Vidalia Ga.

# MARKS SHOWS

MILE LONG PLEASURE TRAIN

CAN PLACE FOR

## THREE OUTSTANDING DATES IN PHILADELPHIA

Erie and I Streets, May 7th to 12th; 67th and Dix Streets, May 14th to 19th; then Day and Date with Ringling-Barnum Circus. **CONCESSIONS:** Legitimate Merchandise Concessions of all kinds. **SHOWS:** Crime Show, Midget, or any money getting Grind Show. Must be in keeping with this Show's standards. **RIDE HELP:** Can place sober and reliable Men. **DANNY BOYD, EDDIE BROWN, EARL FISHER, JIMMIE WILLIAMS,** please contact. **Blondie Mack** wants Help for Monkey Show. **Coy Rathel, John McCoughlin,** please answer. **Mike Roman** and **Maxie Glynn** want Cookhouse Help of all kinds. Address all replies to **MARKS SHOWS, Erie & I, Philadelphia, Pa.,** this week.

# AMERICAN BAZAAR

**Williamstown, N. J., May 7 to 12; Hatboro, Pa., May 14 to 19; Collingswood, N. J., May 21 to 26; Riverside, N. J., May 28 to June 3, the big Decoration Day Celebration.**

Will book Hanky Panks and Stock Wheels, Short or Long Range Gallery, Jewelry, Novelties, American Mitt Camp. Will sell exclusive Age and Scales, permanent location in wings of gate, 25% of net or \$75.00. (We pay top salaries to ride men and never miss a payday.) Ride Men wanted as Second Man on Wheel and Fly-O-Plane. Men for general work on concessions. Agents for Stock Wheels and Slum Stores. Man to take over Photo Gallery on trailer. Experienced Custard Man. Contact

**GEORGE H. HARMS or BEN PAUL as per Route**



Fords, New Jersey, this week; Fairview, New Jersey, May 18 to 26, including Sunday. Have 9 Fairs, 3 Celebrations. Want French Fries, Novelties, Balloon Darts, Photos, Fish Pond, Ball Games, American Palmistry, Hanky Panks open. Want Pony Ride, Unborn (Al Schnidt, answer). Funhouse, Wild Life (Bill Provost, answer). Side Show Manager with Acts, contact. Penny Arcade, Mechanical City and New Novel Grind Show. Address

**WM. C. "BILL" MURRAY**

WANT

## DOWN RIVER AMUSEMENT CO.

Michigan's Cleanest Midway

ANN ARBOR, MICH. ALL THIS WEEK

**HANKY PANKS** of all kinds. Jewelry, Pennants, Novelties, Penny Pitch, Hi Striker, Glass Pitch. **SHOWS**—Penny Arcade, Fun House, Glass House, any small Grind Show. **ONE MORE FEATURE RIDE**—Spitfire, Octopus, Looper, Dodgem, Caterpillar or Fly-o-Plane. **RIDE HELP** who can drive semis. No grit or gypsies. Permanent address: 10138 W. Jefferson, River Rouge, Mich., next week.

WANT

## CARL BOHN & SONS UNITED SHOWS

**WANT WANT WANT**  
OPENING SHREVEPORT, I.A., MAY 10, PLAYING LOTS IN SHREVEPORT WHERE WE WILL BE SHOWING TO THE METROPOLITAN POPULATION OF SHREVEPORT AND IN ADDITION TO 35,000 TO 40,000 SOLDIERS FROM BARKSDALE FIELD. First Location in Shreveport on Highway 80, across from "Club 80." Then 12 Bona Fide Fairs to follow. **CONCESSIONS**—Hanky Panks of all kinds. Cookhouse that caters to Show People. Ball Games, Fish Pond, Balloon Darts, Penny Pitch, Glass Pitch, Short Range Shooting Gallery, Cigarette Shooting Gallery, Popcorn, Candy Apples, Candy Floss, High Striker, Age and Weight, Photos, Diggers and Set. Will book Bingo (Prize or Percentage). **ART PRICE** wants Agents for Count Stores, Pin Stores, Six Cats and Slum Skille. Also P.C. Dealers. (Sam Spangilo, contact.) **SHOWS**—Girl Show with own transportation Snake Show, 10-in-1, or any Show of merit. **RIDES**—Will book 1 Flat Ride—Octopus or Tilt-A-Whirl. Will give party "X" with 2 or more Kiddie Rides. (Gale Fulton, contact.) **RIDE HELP:** Foremen and Second Men for Ferris Wheel and Merry-Go-Round. Also General Ride Help. Semi Drivers given preference. **John R. Leatherman** and **Norville McDonald,** get in touch with us at once. All People who were with me in Leesville, La., contact me at once. All wires or replies to **CARL BOHN, Mgr.,** or **EMMITT BUFKIN, Legal Adjuster**



**WANT TO LEASE, BOOK OR BUY ONE OF TWO TRAINED ELEPHANTS**  
Johnstown, Pa., May 7 to 12.

## \$3,000.00 TAKES ALL

2 Electro-Freeze, 1 E-Z-Way Frozen Custard Machines, 1 large holding cabinet for mix separate compressor. All in good condition and running at close of last season.

**CASINO ARCADE PARK**

WILDWOOD, N. J.

## STOCK TICKETS

10 Rolls ... \$ 5.00  
50 Rolls ... 15.00  
100 Rolls ... 27.00  
Rolls are 2,000 each. Size 1"x2" Double Coupons Double Prices.

## ROLL TICKETS

Printed to Your Order

ACE FORMS MFG. CO., INC.  
45 Blecker Street  
New York 12, N. Y.

## PRINTED TICKETS

10,000 ..... \$ 8.50  
30,000 ..... 14.00  
50,000 ..... 17.00  
100,000 ..... 28.00



**Jobbers & Concessionaires**

Terrific Values and Flash in Real Fur, Plush and Plastic Stuffed Toys for Carnival and Concession Trade. Buy Direct.



25% dep. req. bal. C.O.D. if not rated

#22 12x10" real fur Scotty, assorted colors. FREE Plastic harness! \$16.50 doz. in 6 doz. lots ..... \$15.00 doz.

- 11x9" Rayon Plush Scotty, asst. colors.
- 11" Stuffed Dolls, plastic material; gayly dressed. Pressed Masked Face.
- 15x8" Rayon Cloth Clown, gay colors. Pressed Masked Face.

Each of the 3 above numbers—\$7.50 doz. in gross lots ..... \$7.50 doz.

SEND \$23.50 and receive 36 Samples, Prepaid! (1 dozen of each of the 3 above numbers)

SPECIAL! 28" Rayon Plush Bear, asst. colors, \$27 doz. Gross lots..... \$24.00 doz.

Send for FREE catalog.

**ACE TOY MFG. CO.**  
122 West 27 St. New York 1, N. Y.

**MECHANICAL TOYS**  
(Occupied Japan)

**SPECIAL**

CRAWLING BABY ..... \$4.95 Doz.

ITEM	DOZ.	DOZ.
BOXERS	.....	\$4.80
Dancing Couple	.....	2.30
Duck With Frog	.....	2.75
Frog	.....	2.00
Jockey and Horse	.....	3.65
Naughty Dog	.....	4.70
Pick Chick	.....	1.25
Pig	.....	2.70
Small Porter	.....	2.50
Travelling Boy	.....	3.95
Walking Bear	.....	5.50
Walking Elephant	.....	5.00

25% with order. balance C.O.D.

**ANDREWS & GEORGE COMPANY, INC.**  
1416 Alaskan Way Seattle, Wash.

**BALL POINT PENS**

**\$0.50** per gross with display cards

Full 4 inch visible ink supply  $\frac{1}{2}$  Gross. \$4.50

★ ★ ★

**BRASS TIPPED BALL PENS WITH METAL CAPS & CLIPS**

**\$11.52** per gross

$\frac{1}{2}$  gross \$6.00

25% cash with order, bal. C.O.D. DIRECT FROM MANUFACTURER

**IDEAL PEN CO.**  
175 Fifth Ave. New York, N. Y.

**BALL POINT PENS**

**\$9.50** PER GROSS WITH DISPLAY CARDS

Full Pen Visible Ink Supply  $\frac{1}{2}$  GROSS ..... \$5

With Brass Tips Metal Caps & Clips With Display Cards ..... **\$13.25** PER GROSS

$\frac{1}{2}$  GROSS ..... \$7

25% Cash with order, Balance C.O.D.

**ARTHUR LEE CO., Dept. B-12**  
16 Court St., Brooklyn 2, N. Y.

**ATTENTION PAPERMEN**

JUST OFF THE PRESS—SOMETHING NEW, TIMELY AND LOW IN COST. WALL MAPS with metal hanger—1951 EDITION, containing NEW map of KOREA, Sportsman map with 1951 game maps, large map of the United States maps of Europe, Asia, Formosa, Japan, etc. These maps are made up in FOUR COLORS—A REAL FLASH.

If you are working Trades, Sports or Farm publications you can't beat this low cost premium. If you need a good farm publication for Kentucky or the Southern States we can furnish it.

Write for details or better still mail us \$3.00 and we will send you ten of these maps postpaid anywhere in the United States. Sample 50c.

**HUFF PUBLISHERS' SERVICE**  
(Formerly ED HUFF & SON)  
P. O. Box 7696 Dallas 10, Texas

**\$6 Brings Back \$38.50**

640% PROFIT ON ULTRA-BLUE STOCK SIGNS

**THANK YOU CALL AGAIN**

Rake in orders for these fast-selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 1000 different slogans—Comedy, General, Religious, Marvelous full or spare time money-maker!

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 35¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00  
15 Samples Ultra-Blue Relig's Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00  
Above Samples Mailed Postpaid.

**L. LOWY**  
812 Broadway, Dept. 621 New York 3, N. Y.

**BUSINESS OPPORTUNITIES**

ADVERTISE IN 40 COUNTRY WEEKLY newspapers, 24 words, \$3.50; Texas or elsewhere, M. R. Pennebaker, Box 870, Kerrville, Tex. my19

AMUSEMENT ROAD TO RICHES—Automatic Miniature Bowling Alley (13½ ft., 18½ ft.), can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$950 starts you; indoors-outdoors. Kingpin, Roshon, Memphis 3.

ANALYZE HANDWRITING FOR PROFIT! \$1 puts you in business, including Charts, Sign Instructions (Free Information), Graphologers, POB-971, Philadelphia. my12

CALUMET COACH CONCESSION TRAILER, equipped for sandwiches and drinks; 1950 model; reasonable. Frank Vlahov, 6848 Peoria, Chicago, Ill. HU 3-2065.

FOR LEASE—AQUARIUM ON PC; OCEAN and Hiway frontage. Wanted, Kiddie Ride. Robin Reed, Delake, Ore. my19

NEW JOBS OPEN IN SELLING! SEND name address for five free issues of Opportunity Magazine's money-making guide, listing hundreds of companies who'll pay you well, full or part-time; no experience needed. Opportunity, 28 E. Jackson, Dept. 118 Chicago 4, Ill. my19

PAPERMEN—TRADE JOURNAL, NEVER been worked; new premium, exclusive territory. Publisher, 535 Lemcke Bldg., Indianapolis, Ind.

RED HOT MONEY MAKER—SELL FOR \$1; 1,000 cost you \$6, \$994 profit; sample instructions, 25 cents. Ewell Farley, Box 308, Evans, Ky.

STAMP FOLDERS—FINEST QUALITY. Direct from manufacturer; lowest prices; write for sample and prices. Braun Manufacturing, 171 E. 92nd, N.Y. 28, N.Y. je2

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business; new machine method; free booklet on request. K. B. Co., 101 S. 44th St., Philadelphia 4, Pa. je9

YOU FOR PRESIDENT OF YOUR OWN Credit-Collection Agency; many who answered our ads now have their names on office doors. Franklin Credit, Roanoke 7, Va. my26

4 GAME CONCESSIONS—CITY BOOMING; thousands defense employed, Marine, Navy base; boots pouring in; long season, ill health forces sale. Write Box 2581, San Diego, Calif. my12

\$250 WEEK REPORTED! COLOR-ILLUSTRATED Book "505 Odd, Successful Businesses" free! Work at home; expect something odd. Pacific-VR, Oceanside, Calif.

2,000 AUCTIONS AND COMMUNITY SALES listed, days held and all States registered. Price, \$1. Will Simpson, 2705 Jule St., Joseph, Mo. my19

**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Secondhand Coin Machine Bargains will be found on p. 69 in this issue.

**COSTUMES, UNIFORMS WARDROBES**

BEAUTIFUL SETS OF CHORUS COSTUMES, used in Chicago's smartest nite clubs! At close-out prices, from 4 to 18 in a set; the bargains you have been waiting for; one look will convince you; no mail orders. The Costume Mart, 67 E. Lake St., Chicago, Ill., open Tues., Wed., Fri. and Sat., 12 'til 5.

CLOWNS, BURLESK COMICS, MINSTRELS Props, Wigs, Hats, Makeup, Accessories! (Free Lists!) "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. my12

EIGHT BLUE BAND COATS, CAPS, BELTS, \$24; Bandle Clown Odds, \$7; Red Wigs (new); \$4; Chorus Costumes; beautiful Gold Curtain (12x20), \$50; Red Curtain (14½x21), \$40; others. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—USED COSTUME BARGAINS Chorus, dollar up; principals, three up; no catalog. Guttenberg, 9 W 18th St., N Y 11, N Y. je9

**FOR SALE SECONDHAND GOODS**

ABOUT ALL MAKES POPPERS AVAILABLE; Candy Corn Machines; steam powered Poppers and Peppers; Wagon Krispy Korn. 120 So Halsted, Chicago, Ill. je9

CLOSING OUT DISPLAY SAMPLES LESS 25%; Popcorn, Snow-Cone, Candy Floss Machines; Peanut Roasters; Coleman Tanks and Stoves, real bargains; send for prices, descriptions. Popcorn Supply, 179 Luckie, Atlanta, Ga.

GIRL IN FISH BOWL ILLUSION (LENZ, \$20, M.O.), with free instructions to make; limited supply; Trapeze Crane, \$25. Home Construction Co., 97 Arch St., Butler, N. J.

NEW AND USED POPCORN MACHINES—Peanut Roasters, Candy Floss, Aluminum Geared Popping Kettles, Copper Candy, Caramelcorn Kettles. Northside Co., 509 E 4th, Indianola Iowa my12

**FOR SALE—SECONDHAND SHOW PROPERTY**

ALL 16MM. SOUND—10,000 REELS, FEAT. features, Shorts, Serials, \$5 reel; some \$3 reel. DeVry, Natco Projectors, \$150, Roshon, Memphis 3, Tenn.

BIRCH THEATER MODEL ELECTRIC POPPER mounted in trailer, 6 by 8 feet on rubber; opens on three sides, with canopies and canopies; good used condition. Millersburg Trust Co., Millersburg, Pa.

BUILD RIDES, CONCESSIONS FROM tested plans; \$100 Twelve Passenger Kiddie Chairplane; Auto, Boat, Airplane, \$5; free 24 plan catalog. Brill, Box 875, Peoria, Ill.

CANDY FLOSS MACHINE WITH STAND and Booster also new Gas Blower Unit, cheap. Write to Mrs. Mary Hunter, 1241 Melbourne Rd. 12, East Cleveland, O.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. my26

COMPLETE ARCADE—38 MACHINES. 20x40 Top, Front, Truck, etc. Charles Fairchild, 18 So. 5th St., Fort Atkinson, Wis.

CONCESSION TRAILER—EQUIPPED WITH new Cotton Candy and Gas Popcorn Machine, \$800. Wm. Chapman, 4409 Ashburner Rd., Philadelphia 36, Pa. DE 3-8267.

DROP CURTAINS—ALL KINDS, PRICED for quick close-out; free, send for new price list, sizes, colors; materials cannot be replaced for the prices. The Costume Mart, 67 E. Lake St., Chicago, Ill., open Tues., Wed., Fri. and Sat., 12 to 5 p.m.

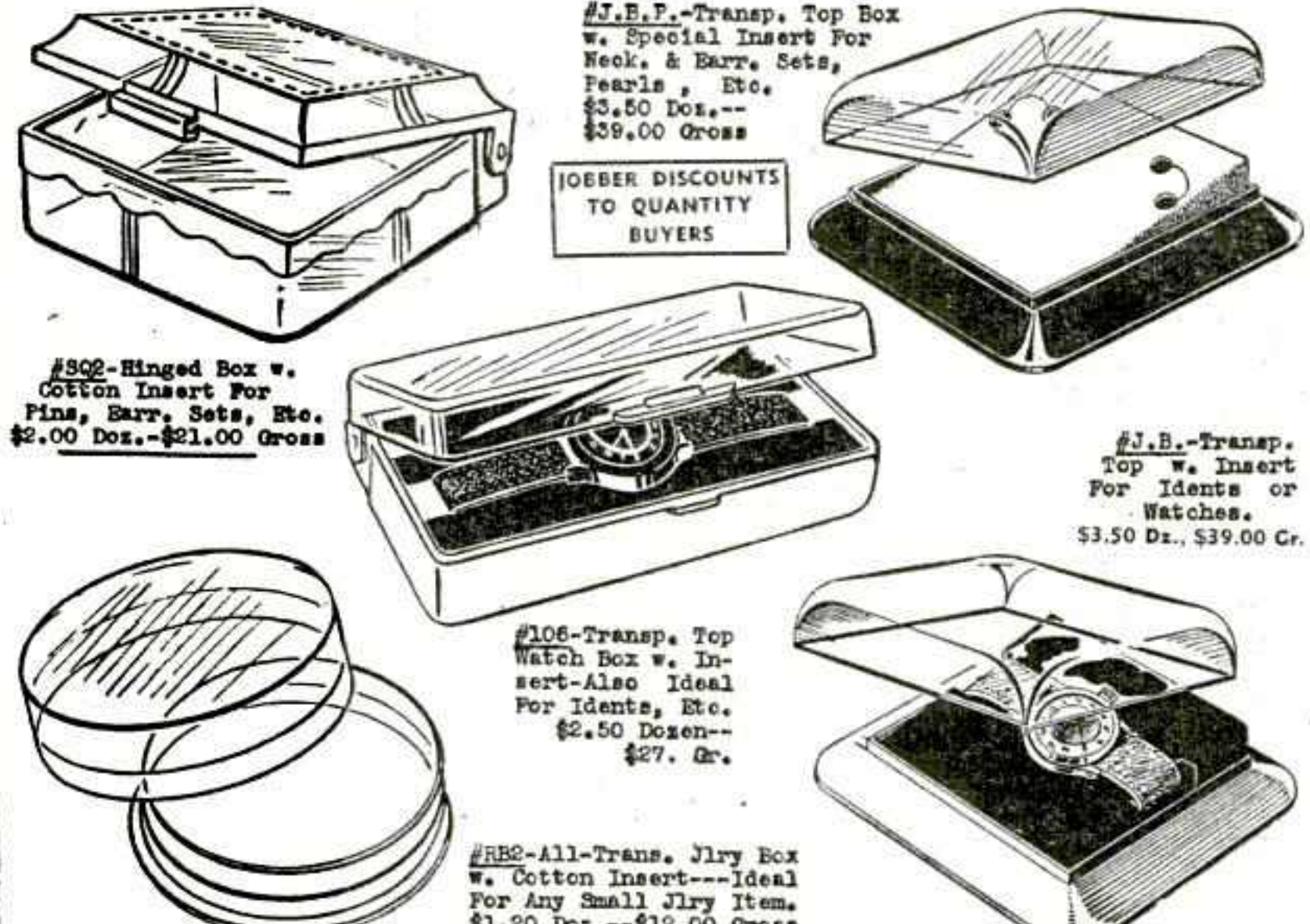
DUE TO ILL HEALTH I AM OFFERING Carnival Concessions, Baths and Drives for Home Shows, including Trucks. Have summer and fall bookings; business is handled on rental basis; do not call unless interested. Telephone Elgin 3962.

FOR SALE—PORTABLE SKATING RINK, 50 ft.x120 ft.; everything complete; used 5 months, A-1 condition. W. F. Benke, 2024 Sherbrook Ave., Indianapolis, Ind. my12

FOR SALE—TRAMPOLINE, 12'x5½' COMP. it; Trampoline Net, 17x3 inch meshes; Teeter Board and Chair. Stan Kirkillos, Box 43, Newtonville, N. J.

(Continued on page 64)

**STERLING DEFIES COMPETITION ON ALL LUCITE BOX PRICES!**



#J.E.P.-Transp. Top Box w. Special Insert For Neck. & Barr. Sets, Pearls, Etc. \$3.50 Doz. -- \$39.00 Gross

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#J.B.-Transp. Top w. Insert For Idents or Watches. \$3.50 Dz., \$39.00 Cr.


#106-Transp. Top Watch Box w. Insert-Also Ideal For Idents, Etc. \$2.50 Dozen -- \$27. Gr.

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**Sterling Jewelers**

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**4500 WATCHES IN JOB LOT**

**Luminous Dial—American Made**

NO CRYSTAL

Formerly used in Nash Auto on Dashboard. Cost Nash Mfr. \$2.90 ea. in large quantities. Sample mailed postage paid—\$2.90 ea. Packed in cartons of 20—\$1.50 each; 100 or more, \$1.30 each, including small imitation leather cardboard case in three assorted colors for desk or table use.

For large lots write for prices

Terms: Post Office Money Order or Cashier's Check in full with order. No C.O.D. except very high rated Concerns.

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121 W. MISHAWAKA AVE. MISHAWAKA, IND.

The Novelty Sensation of the Year!

**LIFE SIZE MODELS**

Photographic Reproductions of

Every man will want them. Luscious models—blondes and brunettes; all scantily clad. Each photo is a lovable 5 feet tall.

**\$43.00 Gross**  
**\$4.00 Dozen**

Cash with order! Fast delivery!

**JACK M. HURSHMAN**  
3601 Connecticut Ave. Washington 8, D. C.

Sells on First Sight!

**Jolly Penguin**

... wings flap, rattles, beak opens and closes, head moves...

A NATURAL! 5¼" high—windup toy— plush fabric body well constructed—fascinating to watch. Serv for 4 19.95 3.75

52 Pc Silver Set, Serv for 8 32.50 7.25

6 Pc Steak Knt Set, Rack... 4.95 1.90

J'ry, matched sets 3&5 pc, from 2.50

UNSOLED MDSE. EXCHANGED

SPENCER CO. (Perfect Co.-Op.)  
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Tel.: GR 5-0055

New Catalog FREE! 213 Money-Makers!

**POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET**

54x72 Packed 30 to Case

**\$3.50 EACH IN CASE LOTS OF 30**

\$3.60 Each in Less Than Case Lots  
\$4.00 for Sample Postpaid.

Case lots of 30  
No. 146 TOBAS ..... \$3.25  
No. 144 Midway ..... 3.25  
No. 145 Magnet ..... 4.10  
No. 146 Mingo ..... 4.10  
Less Than Case Lots, Add 10¢ Per Blanket.  
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READY FOR MAILING SOON—Our new 1951 No. 61 Catalog.

Write for your copy NOW. State business in first letter.

**WISCONSIN DELUXE CO.** 1902 N. Third Street, Milwaukee, Wisconsin

**WE STILL SELL AT PRE-WAR PRICES! EARRINGS & NECKLACE SETS**

Direct From Well-Rated Manufacturer!

**\$10.50 doz.** Asstd. rhinestone and pearl styles in beautiful transparent top all plastic boxes, velour interior.

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**\$3.60 doz.** Earrings of the richest and most gorgeous assortments ever assembled. Boxes: 60¢ doz.

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25% deposit on all C.O.D. Free delivery on prepaid orders.

**GRAND**  
631 Broadway  
New York 12, N.Y.

Shown above: Style #5 of our \$10.50 per doz. line.

### #3HS HORSE SHOE HORSE CLOCK

**\$5.75** Each

Finely detailed horse shoe case. At the base of clock two horses roaming in corral. A mounted original Western designed metal horse. Dependable electric clock movement. Case 6" high, 6" wide. A complete true Western motif. Finished in rich lustrous two-tone bronze. Overall size 11" high by 17" long on wood base individually boxed.

SESSIONS ELECTRIC HORSE CLOCK self-starting sweep second hand movement. Gold, Silver or Rose Gold Finish 6 or more, \$6.75 ea. Sample, \$7.25 ea

### ALL METAL, BEAUTIFULLY DETAILED WESTERN SADDLE HORSES

Height and Dozen Price				
10 1/2"	8 1/2"	6 1/2"	4 1/2"	2 1/2"
\$24.00	\$18.00	\$10.20	\$7.80	\$4.50 \$2.25

25% DEPOSIT REQUIRED WITH ORDER. F.O.B. CHICAGO. WRITE FOR FREE FOLDERS—WHOLESALE ONLY

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816 W. Maxwell St. Chicago, Ill.

### "MOO COW" Western Noisemaker

"A Sensation at the TOY FAIR"  
You can sell many gross

Packed 3 doz. in carton  
**Per Dozen \$2.50**  
Gross, \$29.00

25% with order, bal. C.O.D.  
**MIDWEST MDSE. CO.**  
1008 Broadway, Kansas City 6, Missouri  
Carnival Catalog Being Mailed Out.

### THE RIGHT LINE AT THE RIGHT PRICE

#### Guaranteed SWISS WATCHES

- Brand New—Not Rebuilt
- Removable Pushpins
- Sweep Second Hand
- Assorted Radium Dial
- One-Year Guarantee
- Genuine Leather Strap or Stainless Steel Expansion

**\$3.00 EACH**

STOP CHRONOGRAPHS  
Jeweled Movement, 2 Push Buttons  
**\$3.50 Each**

Write for our latest Price List. Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6.  
25% with order, balance C.O.D.

**EDWARD A. WALDMAN CO.**  
516 Fifth Ave. New York 18, N. Y.

### 1,000 PIECES OF SLUM

**ONLY \$6.75** NOVELTIES

GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

**SPECIALS**  
Order Shipped Same Day Received  
Dirt Ballroom, Gr. \$ 85  
Swagger Cane, Gr. 8.75  
Fur Monkey, 7 In. Gr. 9.00  
Feather Doll, 6 In. Doz. 1.20  
Baseballs, Latex Cover Doz. 2.60

25% Deposit With Order, Bal. C.O.D. Send for FREE Catalog No. C31

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### TERRIFIC SELLING TRICK!

4 NICKELS TO 4 DIMES

Precision made of brass. Changes 4 nickels into 4 dimes! No skilful required. Everybody wants one! Retalls for \$1.50. **SAMPLE, \$1.00 Postpaid.** DEALER'S PRICE—\$10 for 2 Doz., postpaid. Remit with order.  
DEALERS of fast selling Tricks and Jokes.  
**D. ROBBINS & CO.** 131-B W. 42nd St. New York 18, N. Y.

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You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to  
**JOHNSON-HARTMAN**  
Dept. BB-512  
53 West Jackson Blvd. Chicago 4, Ill.

## FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 63

**FOR SALE—BLEACHER SEATS.** 2,400, steel bottoms, 8 rows high, \$3,000; 10 kw. Gasoline Generating Plant, \$200, N. S. Illuminating Co., 35-10 Queens Blvd., Long Island City, N. Y. Tel: ST-4-9553.

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**FOR SALE, CHEAP—1 20x90 TOP BANNER** Line 2 Concession Tops, 14 and 16 Grid Show, PA. Sets, etc. Want Wrestlers, Cook-house Help, Walter Uphoff, 119 Grove-land Ave., Minneapolis.

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**OTTAWA MINIATURE STEAM TRAIN—** 2 year old, good condition; 350 feet track, 4 coaches, Brownie's Court, Rt. 2, Franklin, O. Tel.: 134.

**ROLLER RINK, PORTABLE TENT, 50x100** foot Maple Floor, 240 Chicago Skates, P.A. System, Pop Coolers, Concession Bldg.; all equipment, stock, insurance, etc., \$6,500. Cliff Peterson, Edgerton, Minn.

**SELL SNOWBALLS—\$7 BUYS ICE SHAVER** that shaves into the cup and exfoliant flavor and cups for thousands snowballs; \$2.25 buys regular shaver and flavor for 500; illustrated circulars free. Snowball Co., 9534-K Lemturner, Jacksonville 8, Fla. my26

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**SHORT RANGE TARGETS—20 KINDS,** (free samples; "shipped the same day service." Fine Art Press, 115 Donald, Peoria, Ill. np

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A BRAND NEW #23 CATALOG—MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog. Buyer's Guide, both 50¢; wholesale, Nelson Enterprises, 338 B 5 High, Columbus, O. my12

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**YOUR NAME IN BIG, BLACK HEADLINES** on standard newspaper page; write 3 headlines, under 36 letters; \$1; great for lobby display. Headlines, Box 1351, Dept. 14, Hartford 1, Conn. my26

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For the Great Response  
WE HAVE PLENTY OF NEW STOCK AVAILABLE AT OUR LOW PRICE

50L MacArthur Button in Stock  
Opera Glasses, assorted colors, GR. \$33.00.

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10 Mousened—Inflatable Ears, GR. \$4.00  
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317 Long Ears, GR. \$1.25  
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4" Tinsel, GR. \$ 6.00  
5" Hi Hat Beads & Tinsel, GR. 7.20  
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Dazzling New Deck of  
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Sample of Both Decks, \$3.00  
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**FOR PREMIUM USERS**  
Nickel Plated, Exclusive New Haven compensating flat spring, makes it keep better, run under severe heat or cold No. 775BB—In lots of 10 or more \$1.89 Ea. Sample—Ea, \$1.97 Retail—\$2.95 Ea.  
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Folding Tables and Chairs  
—Write for Free Catalog—

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104-22 BLVD., DEPT. 9  
ROCKAWAY BEACH, N. Y.

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#26 MOTTLE PADDLE BALLOONS... \$6.50 gr.

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SECTION OR PLAIN TOPS \$58.00 Gr

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Lazy Susan, 20" diameter, Scalloped Rim, well seasoned wood, transparent lacquer sets off beautiful natural grain. Large bowl, lid and 6 dishes in Forest Green glass. Glass and Susan individually packed. Retail \$16.75.

**\$8.75** Ea. Set

Lots of 6 F.O.B. New York, 1/3 with order. Balance C.O.D. Samples \$9.50 prepaid cash with order.

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Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. **WRITE TODAY!**

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Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
303 Degrav St. Brooklyn 2, N. Y.

## CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$36.00 gross. Send \$1 for sample package 6 Towels. Big profits every place. All orders 50% deposit, balance C.O.D. **SUNBEAM PRODUCTS** 634 4th St., South St. Petersburg, Fla.



### EXCITING BUYS

Necklace & Earring Set, Quality and Flash. Big Seller! Sample set \$2.45, dozen sets \$24.00

- Mechanical Toys, Imported. Price ranges, Dozen \$1.95, \$2.75, \$3.75, \$4.20 **5.40**
- Baby Dolls, Best buys this side of heaven. Dozen \$24.00, \$36.00 **48.00**
- Ball Pen-Pencil Combination, Exceptional value. Gross \$28.80, dozen **3.00**
- Dart Balloons, First quality, 100 gross lots, gross 65¢, 10 gross \$7.50, gross **.80**
- Charms, Plastic, Big assortment, 10 gross \$6.50, gross, **.75**
- Fur Monkeys, Big flash and value. Gross **3.60**
- Sun Glasses, Army Air Force style in case. Gross \$72.00, dozen **6.50**
- Silk Parasols, Flowered, 3 sizes. Dozen \$3.60, \$6.00 **7.20**
- Pistol Lighters, 3 best values Dozen \$6.00, \$7.20 **9.00**
- Table Cigarette Lighters, Assorted styles, Excellent value. Assorted dozen **9.00**
- Cigarette Holders, Plastic, Assorted colors. 10 gross \$25.00, gross **2.75**
- Wallets, Best value anywhere, 3 grades. Dozen \$7.20, \$14.40 **18.00**
- Men's Hosiery, 3 good values Dozen pair \$2.65, \$2.95 **3.95**
- Men's Lotions, 8-ounce and 16-ounce sizes. Tremendous value. Big bargain. Assorted. 10 gross \$144, gross **18.00**
- 8-Vitamine Capsules, A new improved multi-vitamin capsule. 100 capsules **1.10**
- Shaving Cream, In tubes. Close-out. Gross **5.40**
- Telescopic Viewers, Those clever peek-a-boos with magnifying lens, with brass beaded key chains ready for your own photograph. 500 sets **30.00**
- Razor Blades, First quality, 50 to a box, 100 blades \$5, 1000 blades **3.95**
- Needles, English, 20 assorted to a package. Gross packages **4.32**
- Pocket Combs, First quality 10 gross \$11.50, gross **1.25**
- Shoe Laces, Paired, banded and boxed. Gross laces **1.65**

Deposit or Full Payment With Order

### MILLS SALES CO

Cut-Rate WHOLESALEERS Since 1916  
901 BROADWAY, New York 3, N. Y.

### WIND-PROOF Cigarette Lighters



per doz. (include 50¢ for postage)

\$7.20

\$72.00 per gross

- MACHINE OPERATORS
- ARMY STORES
- ENGRAVERS

Famous pocket lighter with beautiful satin chrome finish and special tack-a-loop for key chain. Order now. A real Imperial special!

25% deposit—balance C.O.D.  
WRITE FOR 1951 PRICE LIST

**Imperial Mdse. Co.**  
893 Broadway New York 3, N. Y.

### 12 SETS FOR THE PRICE OF 1

Necklace, brooch, bracelet, earring set. This 5 piece 24K gold plate ensemble contains 10 impressive colored center stones, surrounded by 24 full-cut sparkling rhinestones. All in a gorgeous 3-tiered satin-lined, velveteen covered, hinged box measuring 14" x 7" open. What an assortment!

\$39.50 Ea. **\$39.50** Sample  
Ret. Only Oz. Only \$4

Send \$10 for 5 assorted luxury boxed sets (Retail \$100)

Aviator's Sunglasses—the better kind—gold plated, genuine rockglass, can't break. Gov't registered 20/20 lenses in leather case. 77¢ pr. Minimum 1 doz. Sample \$1.

\$10.95 horn handle & pc. steak sets \$2.  
\$3.50 cleaver cutlery sets \$1.

Free Catalog.

**TED BURKE INDUSTRIES**  
Dept. B-44, 10 W. 27 St. New York City

### BINGO SUPPLIES and EQUIPMENT

**IMMEDIATE DELIVERY!**

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

**John A. Roberts & CO. INC.**  
817-823 Broadway, Newark 4, N. J.

### WANT TO MAKE REAL MONEY!

You can positively make \$50.00 a day and up selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. First time advertised. Write for free details today.

**JOHNSON-HARTMAN**  
Dept. BB-55  
53 West Jackson Blvd., Chicago 4, Ill.

## HELP WANTED—ADVERTISEMENTS

**RATE—15c a Word Minimum \$3**  
Remittance in full must accompany all ads for publication in this column  
No charge accounts

**Forms Close Thursday for the Following Week's Issue**

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**BARITONE AND TENOR MAN; ALSO SECTION Trumpet Man needed immediately; stylized hotel band; location only. Contact Bobby Faxton, Commodore Perry Hotel, Toledo, O. my19**

**COMEDIAN FOR PLATFORM MED. SHOW.** open May 21; other People that know the med. business, write. Jerry Frantz, Slatinton, Pa.

**DANCERS WANTED—DANCERS FOR SUMMER road show; top salary and all new outfit. Write: Oscar Corbin, 827 N. Main, Kokomo, Ind.**

**DANCERS WANTED AT ONCE—TOP SALARY; \$60 Still Dates, \$75 Fairs; Hawaiian, Oriental or Strip Tease, Wire Oscar Corbin, 827 N. Main, Kokomo, Ind.**

**FOR GRAND STAND SHOW AT FAIRS—Strong Trumpet, Trombone, Drummer, must have show experience; full details, photo. Williams and Lee, 464 Holly Ave., St. Paul, Minn. my12**

**GIRL VOCALIST TO SING WITH ORCHESTRA and MC entertainments at seaside resort, 29th June to September fourth. Send pictures and information Box C-369, c/o Billboard, Cincinnati, O. my12**

**MEN OVER 21 TO DISTRIBUTE PRINTED advertising stickers; easy work and good pay. Write National, Dept. 10A, Box 5772, Cleveland, O.**

---

**MEXICAN HOUSE BOY FOR SMALL FARM.** Carl Hill, R. 1, Box 68 A, Ottawa Lake, Mich.

**PIANIST—ABOVE AVERAGE, FOR SEMI-name band; state age, draft, if married, previous bands, permanent address. Box #C-376, c/o Billboard, Cincinnati, O. my28**

**PIANO OR ORGAN FOR HAMMOND organ chair; organ furnished; good weekly salary, annual bonus. Lee Williams, 1611 City National Bank Building, Omaha, Neb. my19**

**REPLACEMENTS FOR SAX SECTION.** MUST play good clarinet; salary, sleeper bus, no lay off; others write. Buddy Blair, Box 113, Ph. 7272, Colome, S. D. my19

**REPLACEMENTS FOR COMMERCIAL "Mickey" orchestra; guaranteed salary, sleeper-bus. Contact Bob Calame, 2107 N. 18th St., Omaha, Neb. my19**

**SHORT RANGE SHOOTING GALLERY.** Agents to travel with carnivals; must be experienced. Ralph Hunt, Box 101, Buckeye Lake, O. Phone Hebron 3071.

**WANTED—A HELPER FOR THE STATES.** Spiller's Seals wants a helper, must be reliable and sober; state salary and past references. Spiller's Seals, Coney Island Park, Caracas, Venezuela my28

## AT LIBERTY—ADVERTISEMENTS

**5c a Word, Minimum \$1**  
Remittance in full must accompany all ads for publication in this column  
No charge accounts

**Forms Close Thursday for the Following Week's Issue**

### BANDS & ORCHESTRAS

**ATTENTION, AGENTS AND CLUB owners:** six piece well organized band; union; good library; Latin, Dixieland novelties. For details write Musician, 227 Bonnie View, Knoxville, Tenn.

**AVAILABLE ON NOTICE—EIGHT PIECE club-hotel style tenor band; huge library, many doubles, well organized, thoroughly professional; seeking work in representative clubs and hotel rooms or reliable agency affiliation. Box C-366, care Billboard, Cincinnati, O. my12**

### CIRCUS & CARNIVAL

**PALMIST—DESIRES WORK; EXOTIC ENchanting in an old world Gypsy way; also do half and half; carnival preferred. Rose Davis, Avelia, Pa. Dial 9535**

### DRAMATIC ARTISTS

**EXPERIENCED STOCK ACTOR—THOROUGHLY trained, desires summer stock work, \$40 week; leads juveniles, character; quick study; non-equity. Box #C-378, c/o Billboard, Cincinnati, O. my19**

### MISCELLANEOUS

**AT LIBERTY—ENTERTAINER, MUSICIAN, Magician, Horseback Rider, Physician, Doctor, Mind Reader, Hillbillie Fiddler, Ray Lynch, Coatesville, Penna. my19**

### FOR VOLUME—OFFER CUTLERY & SILVERWARE

A KNIFE FOR EVERY PURPOSE



TESTED

Attractively Gift Boxed. Stainless Steel Imported Rosewood Handles. Ea. \$2.80

Amazing values in Cutlery Gift Sets and Silverware rom 2 pc to 103 pc. Write for catalog.

25% with orders—F.O.B. N. Y

**THOMAS A. WOLFE, INC.**  
Dept. BB, 133 Broadway, N. Y. C. 10

### SWEETHEART BRACELET

\$18.00 GR.—\$16.50 DOZ.

### EXPANSION IDENTITIES

\$13.50 PER DOZEN

### IDENTITIES

\$7.20 GROSS AND UP

### SPORT PENDANTS

1/2 doz. GROSS—\$13.50 DOZ.

SAMPLE ASSORTMENT \$6.00  
25% DEPOSIT ON ALL C.O.D. ORDERS

"Misco Pete" 604 W. LAKE ST., CHICAGO 6, ILL.

### Rugs, \$37.50 ea.

Buy DIRECT from Reliable Importer. Glowing Oriental reproduction extra-heavy 9x12 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS 2x4 to 9x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. if not rated.

**LO-US TRADING CO.**  
Dept. B-30, 1627 Locust St., St. Louis 3, Mo.

### MUSICIANS

**A-1 ORGANIST—TWENTY YEARS' EXPERIENCE** rinks, radio, hotels, lounges. Address Organist 203 Grove St., Charleston, S. C. je2

**ATTENTION! CLUBS AND COCKTAIL Lounges:** Versatile trio available May 25; one girl, two men; organ, electric guitar and drums; double vocals; sober, reliable, best of references, union; unique combination; will travel anywhere, but prefer Midwest; will consider all offers; agents welcome. Write wire or phone Gene White, 401 Russell, St. Louis 10, Mo. Phone LaCede 6969.

**DRUMMER—AGE 26, AVAILABLE IMMEDIATELY;** draft exempt. Local 10; read, cut shows, play all styles and Latin; location preferred. Dick Gierum, 704 S. Maple, Oak Park, Ill. Telephone: Village 8-2355, my19

**DRUMMER—UNION, DRAFT EXEMPT.** sober, reliable, plenty experience; do fine work with small night club and hotel combos. Musician 102 Rauber St., Rochester, N. Y. my19

**MUSIC COPYIST AND TYPIST—DELPHA Foster.** Box 1323, Tulsa 1, Okla my12

**ORGANIST—WITH RADIO, SUPER CLUB.** hotel experience, desires location in or near Chicago. Write Organist, Box C-379, care Billboard, Cincinnati, O.

**PIANIST DESIRES WORK IN COCKTAIL Lounge;** locate anywhere. Dorian, 18 Gramercy Park So., Room 819, New York Gramercy 5-6000, my12

**PIANIST—SOCIETY, "MICKY," COMMERCIAL;** can read or fake; is sober, reliable; available June 8. Musician, 1843 10th Ave., Greeley, Colo.

**PIANIST—EXPERIENCED; COCKTAIL lounge or tavern; Cavallaro style;** travel anywhere. Box C-380, care Billboard, Cincinnati, O.

**SAXOPHONIST—ALTO; LOCAL 802, FOR tour or location.** W. Stevenson, 213 Schermerhorn St., Brooklyn 2, N. Y. my12

**TENOR SAX, CLARINET, VIOLIN—2D OR 3d chair;** read, transpose, no take-off; dependable; will go anywhere for connection with organized bands working hotels and locations. Floyd Tenhoff, Library Hotel, Springfield, Ill.

**TENOR SAX, CLARINET—READ, FAKE, cut on no notice.** Bob Robinson, 1227 S. 3d, Louisville, Ky. Magnolia 5655-W.

**TRUMPET—SEMI-NAME BAND AND combos;** experience: sober, congenial, degree, arrange, car; consider all. Jim Peddycord, 444 Indiana Ave., Chester, W Va. Phone 4746-J.

**TRUMPET PLAYER—UNION, AGE 20,** available immediately, professionally experienced, prefer summer location, but will travel anywhere; good appearance, reliable. Write: Box #C-377, c/o Billboard, Cincinnati, Ohio.

**TRUMPET PLAYER FOR SMALL COMBINATION;** good tone, M. H. Osterman, Box 352, Sault Sainte Marie, Mich.

**TRUMPETER—DOUBLE FIDDLE, VOCALIST;** available for resort during summer months; not far from N. Y.; married, union, draft exempt, Philip Mancini, Hotel Bristol, South Norwalk Conn. Phone B-9717, my28

**WOMAN ORGANIST—OWN HAMMOND Organ,** experienced, hotel, cafe, dancing; can furnish Male Drummer, sober, union; anywhere now. Jessie Drong, 3532 Eucalyptus, Long Beach, Calif

### PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE Jumping;** modern equipment for parks, fairs, celebrations; always reliable. Claude L. Shafer 1041 S Dennison, Indianapolis 21, Ind. my28

**BIG 5 PEOPLE ACROBATIC AND BALancing act;** beautiful stage display. For illustrated literature, Lehmbeck Sisters Attractions, 2015 Oliver St., Fort Wayne, Ind.

**CLEAN EMCEE—WORKS BETWEEN PERformers;** featuring strobellite puppets, comedy magic, inexhaustible bottle; indoors, outdoors; work hour alone; agents welcome Osborne, 5225 Cedar Ave., Philadelphia, 25-21

**"ENGAGE"—CHARLES LA CROIX, HIGH class, outstanding Trapeze Act.** Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. je9

**"GREAT CALVERT"—THE HIGH-WIRE act that has drawing power. No collect telegrams accepted.** Address: 164 Averill Ave., Rochester, N. Y. je9

**SENSATIONAL HIGH FIRE DIVE ACT—25 years of impressive results;** featured by Fox Movietone and the N. Y. Press; available parks, fairs, celebrations. Capt Earl MacDonald, 458 Lamphier Pl., Warren, O. Tele. 45337 je2

### VAUDEVILLE ARTISTS

**COMEDIAN-MC—27 BARUCH PLACE, NEW York City, Zone 2.** my19

## New! BRAND NEW SENSATION!

**FULL-COLOR, GORGEOUS ARTIST'S MODEL**  
Lithographed by new secret process in radiantly beautiful colors!

**ON REAL BATH S-O-A-P**  
THE PICTURE WILL NEVER, NEVER NEVER WASH OFF!!  
WHAT A GIFT!  
WHAT A GAG!

BATHE WITH ME! **WHAT AN AMAZING NEW GIMMICK!**

Make money f-a-s-t! Get in early! This is pure, white, mild soap—REAL SOAP! For the face or BATH. Lithographed by a new secret process on each bar in gorgeous natural colors is an adorable artist's model; and the picture will never, never, NEVER WASH OFF!! Packed three bars to attractive, full-color display box. What a cutie for the bath! What a money-maker for you! HURRY, HURRY TO MAKE MONEY F-A-S-T!! Don't be late on this one!

**PACKED 3 BARS TO DISPLAY BOX.. BOX IN FULL-COLOR LITHO**

**PACKED 3 BARS TO BEAUTIFULLY LITHOGRAPHED, FULL-COLOR DISPLAY BOX**

**\$14.40 PER DOZEN BOXES | 25% WITH ORDER BAL. C.O.D.**  
(SAMPLE BOX \$2.00 POSTPAID) NO SAMPLES SENT C.O.D.

**DIST. & JOBBERS LISTED IN D. & B., WRITE FOR PRICES!**

**LEXINGTON SALES CO.**  
5805 NOBLE AVE., DEPT. B51 VAN NUYS, CALIF.

## Girls Go Ga-Ga Over HOT WEATHER SPECIAL!

**BATHING BEAUTY KIT**  
Ladies' Protection Against Sun and Sand!

Set contains pair of sunglasses, mirror and pocket comb in single matching case: Sunglass frames in assortment of blue, pink, red, black, green and shell. All glasses feature beautiful gold trim. Lenses bear seal of approval label.

**\$12.00 Doz. in Gross Lots. 5% Discount Samples, \$2.00 Ea. now!** A sure-fire seller at resorts, fairs, seaside spots or wherever crowds pass by! Stock up on this hot item

**SPECIAL!** Air Corps Type Sunglasses complete with sheath case. Pearl-dot sweat band and comfort pads. Lenses bear seal of approval label.  
**\$7.80 Doz.**

25% deposit with order, balance C.O.D.—No Catalogs.

**AL NYMAN & SON, INC.** 16 East 17th St., New York 3, N. Y.

## ALWAYS FIRST

No. 2220  
**"LANSHIRE" CERAMIC MANTEL CLOCK**

Beautifully designed in red and green marbled effect with floral decoration heavily embossed in gold trim. Equipped with a Synchronous Precision Self-Starting Electric Clock Movement which carries a one year factory guarantee. Width, 10 1/2" Overall height, 9 1/2". Individually packaged. **IMMEDIATE DELIVERY**

EACH	DOZEN
\$9.00	\$96.00
Plus 20% Fed. Excise Tax.	

Our new Catalog will be ready about April 15th. Get your name in now to be sure you get your copy. Please state type of business in first letter.

Cash with order or 25% deposit, balance C.O.D

**WISCONSIN DE LUXE CO.**  
1902 N. THIRD ST. MILWAUKEE 12, WISC.

**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT:** To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

## FIREWORKS

**ATTENTION—DEALERS, JOBBERS AND WAGON MEN**  
Push this profitable line of merchandise this year and get your share of this business. Order early to insure complete delivery, due to big shortage of fireworks. Write for our price list NOW.

**ARROWHEAD FIREWORKS COMPANY**  
1819 W. Superior St., Duluth 2, Minn. Dept. F 175  
W. Louis Park, P.O. 84 Dept. F 200, Minneapolis, Minn.

### ANOTHER TEMPLE EXCLUSIVE MAGNIFICENT RHINESTONE BRACELET



A multi-jeweled array of simulated diamonds that will stop everyone who sees it. Show this inspiring piece of French jewelry and you'll sell it in large quantities. Stretch band. Handsome case. Carries \$19.50 Retail Price Tag.

TEMPLE PRICE  
Only **\$6.50** EA. IN DOZ. LOTS  
Sample \$6.75 Prepaid

MILLIONS OF PEARLS ARE SOLD EACH YEAR  
Here Is A Great Buy  
FAMOUS 3-STRAND  
LA MOUR  
PEARLS\*



High quality necklace. Graduated pearls, brilliant rhinestone clasp. La Mour Pearls\* (stimulated) are noted for rich color, luster and long wearing qualities. Guaranteed indestructible. Beautifully boxed. Carries a \$10.00 retail price tag and worth it. An outstanding value. A Temple Exclusive.

IN DOZ. LOTS  
Only **90c** EA.  
Sample \$1.15 Prepaid  
Without Box, But Attractively Wrapped

IN DOZ. LOTS  
Only **70c** Each  
Sample 95c Prepaid

Federal Tax Additional If Not For Resale. 25% Deposit, Balance C.O.D.

DROP IN TO SEE US WHEN IN PHILADELPHIA  
WE ARE NOW IN NEW AND LARGER QUARTERS

### TEMPLE COMPANY

708 SANSON STREET  
PHILADELPHIA 6, PA  
MARKET 7-6519

### Mdse. Topics

Write Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

### New York

The Julwin Company is handling a new line of gold-plated novelty tie clasps with figurines in 12 assorted styles, including cowboys, cowgirls, bulldogs, bowlers and knights on horses. They are offered to retail at 50 cents. . . . Lerock Products Corporation announces a new "crying pillow" case as an outstanding novelty for concessionaires and premium users. Made to retail for \$1, the 20-by-20-inch cases are made of rayon-taffeta in pastel colors with fringe. Completing the item are illustrated cartoons in each corner with numerous laugh announcements in varying colors.

### Los Angeles

R. H. Van Marter, puppet creator and former magic supply manufacturer, has organized the Rubber Plastic Manufacturing Company. The firm is currently releasing Hinky Dink. Other items include Punchy, a hand puppet; Happy and Poochy, finger puppets, and Puffy, the frog with bulgy eyes. The frog smokes a cigarette and blows smoke rings. . . . John Hawley, of Hawley Distributing Company, recently returned from a business trip to San Diego. His firm has added a line of lamps, including action type, showing Niagara Falls, forest fires and Hopalong Cassidy.

### From All Around

Pressur-Vent, designed to reduce pressure in an automobile, thus permitting doors to close and latch easily, is announced by Max Cundiff Manufacturing Company to retail at \$1. . . . Portable Porter is the name of an attachment that makes luggage carrying easy. MacArthur Products, Inc., manufactures the device which can be quickly attached to luggage without damaging it. The item is made up of wheel carrier, rubber-tread wheels, strap and handle. . . . Penn Jewelry Company offers costume jewelry sets—gold plated necklace, bracelet, costume pin and matched earrings set with semi-precious stones in aqua, rose, ruby, green and multi-color—at attractive prices for quantity orders by prize users. . . . Of interest to premium and prize users will be the clock-radio offered by Philharmonic Radio & Television Corporation. A special "sleeper switch" offers an automatic turn-off within 80 minutes. . . . Lifelike hand puppets with vinylite heads of famous entertainment and sports personalities are offered by the Jay V. Zimmerman Company, ranging in price from 69 to 98 cents. . . . The Wallace, Davis Company announces its towel caddy, a lucite or aluminum hook with suction cups which adheres to bathroom wall. The 70-cent retailing item eliminates the need of folding towels as in the case of towel bars. . . . Sweden Freezer Manufacturing Company, producer of soft ice cream freezer machinery, announced the appointment of Pinski Bros., Inc., as a sales outlet in Great Falls, Mont. . . . Molded in variegated colors of tenite, a fly box that is said to allow compact storage for fishermen's flies, is offered by Grant & Roth Plastics, Inc. Top, bottom and two sides are hinged so that they open flat when the box is unfastened. Cork strips cemented to the interior offer anchorage for flies. . . . Murray Roth, partner in the Gem Sales Company, Detroit wholesale novelty house, has been away from his office the past 10 days by serious illness. . . . Brooms with fibers compressed into a plastic cap and permanently fastened with adhesive are being produced by the Hagen-Jones Manufacturing Company. Molded in a choice of patterns, the heads may be had in blue, red, green or natural. . . . A telephone night light is announced by Nite-Tel-Lite, Inc. Attachable to any type bell-in-the-box used in the Bell system, the unit lights for dialing when the user lifts the receiver. If desired, a turn of a switch will produce an all-night light.

### ATTENTION, OPERATORS Lamps at a Price!



**GROUP #100 ASSORTED**  
Fired marbled hand decorated China. 22K. gold trim. Average height 25". Lamp comes complete with 15" double Rouchine shade, as illustrated. Shade comes in individual wire frame, cellophane wrapped. Packed 6 assorted per carton. **\$39.00** Doz.

**GROUP 100-P**—Same as above in gold decorated white China bases **\$36.00** Doz.

MINIMUM QUANTITY, 6 PCS. ON EITHER ITEM.  
25% Deposit, Balance C.O.D. Phone: ORegon 3-6330

### CUTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

### OUR CATALOG IS BRIMMING!

From cover to cover with elaborately boxed real money-making promotional items for Store Workers—Carnival and Fair Workers—Punchboard and Mail Order House specializing in Boxed Pearls and Jewelry Sets—Expansion Ident. Bracelets—Lighters—Men's and Ladies' Zircon and Cameo Rings in Gold Plate—Sterling and Gold Filled. **OUR CATALOG IS MAILED TO DEALERS ONLY.**

1/20-12K G.F. Limit. Fire Opal Cluster. No. 1423—\$5.95 Doz.

STATE YOUR BUSINESS AND YOUR PERMANENT ADDRESS. **McBRIDE JEWELRY CO.**  
303 5th Ave., N. Y. 14, N. Y.

### FLASH! FROM JAX SALES!

WORLD'S MOST HUMOROUS BOOKLET  
"BUST" With Humor \$1.50 Doz. \$16.50 Gr.  
"COMIC" CARTOON KEY TAGS, 2 Doz. on Cd. 1.50 Doz. 16.50 Gr.  
"MISS BUMPY," Rolls and Twists 3.50 Doz.  
PIN-UPS (HOLLYWOOD LOVELIES) 7.20 Doz.

25% deposit, balance C.O.D. No C.O.D.'s under \$5.00.  
IF CHECK FULL AMOUNT, SHIPPED PREPAID.

### JAX SALES CORP.

406 CANAL ST. NEW ORLEANS 16, LA.

### IT'S SENSATIONAL! FOR PERSONALIZED PHOTOS IN COLOR WITH BRASS KEY CHAINS



Snap-On Picture Caps—No Gluing Necessary. Perfect Magnification.

- ★ For Photographers, Concessions, Specialty Salesmen, etc.
- ★ Insert your own 35mm color film.
- ★ Service Men's Ideal Gift.

**\$8.40** GROSS  
1/3 with order, F.O.B. New York or Miami

100 gross or more.	\$ 8.40 gr.
50 gross	9.60 gr.
1 to 5 gross	10.80 gr.

1238 N. E. 2nd Ave. Miami, Florida Miami 2-5409  
N. Y. Office—14 East 17th St. ALgonquin 5-5945

### PHOTO-VUE, INC.

### P. M. POCKET CUSHION

MADE OF TOUGH, DURABLE VINYLITE, A DU PONT PRODUCT. THE BEST SEAT IN THE HOUSE IN YOUR POCKET OR PURSE. A real gold mine! 30 sec. demo. makes it easy. Big 100% cash profits daily. Sells at all sporting events—quantities to Sprig Gds., Liq., Drug Stores, etc. Takes less air than toy balloons. Large 16" x 16" size UNCONDITIONALLY GUARANTEED. Send \$1.00 (refund first order) Sample and details sent postpaid. Don't be late on this one. ORDER NOW!

P.M. AIR CUSHION, Dept. B-52, 6824 La Tijera Blvd., Los Angeles 45, Calif.

### ARMADILLO BASKETS



In beautiful pastel colors. Finished with imitation suede. These baskets are unsurpassed in beauty and durability. Retail for \$5.50 small, \$6.00 large. Agents and Dealers, write:

### H. J. VRAZEL

—specialty jobbers—  
222 West Hugo St. Yoakum, Texas

### Beauty in 3rd Dimension



A selection of pin-ups in breathtaking 3rd Dimension. These pictures come to life when viewed through the magic viewer. Realistic depth and beauty only 3rd Dimension can provide.

Send 25c for Magic Viewer & Samples FREE LISTS

LOU TAGER  
141 N. La Brea Ave., Los Angeles 36, Calif.  
Dept. B

### ILLUSTRATED CARTOON BOOKLETS!

BEAN, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$1.00 NO POSTAL C.O.D.'S!

### REGINALD SALES

1216-BB Park Row Bldg New York 7, N. Y.

### FREE! WHOLESALE CATALOG

MONEY-MAKING OPPORTUNITY!  
Agents — Distributors — Salesmen!  
Deal direct with nationally known wholesale houses. Originators and promoters of fast-selling novelties and distributors of NATIONAL-ALL ADVERTISED merchandise! Write for FREE catalog today!

Jewelry ● Carnival ● Kids ● Novelty ● Toys ● Premiums  
Leather Goods ● Sports ● Souvenirs

### GEM Sales 533 Woodward Detroit 26, Mich.

TV-Art Albums, ast.	.....\$7.20 doz.
Novelty Ashtrays	..... 5.85 doz.
Famous Bowers Lighters	..... 2.85 doz.
Back Seat Driver, new aut. nov.	5.75 doz.
Rubber Swiss Cheese	..... 1.50 doz.
4 Nickels to 4 Dimes, amazing	... 6.00 doz.
Stratford Fountain Pens, carded	3.00 doz.
Models of all Nations cards	.....11.00 doz.

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in Magic Skin. Her Dance Is Enchanting. Turn the crank and it's a Sale. A Hot \$1.00 number. It's Alluring—Fascinating. They All Buy—From 7 to 70.

\$23.00 per 6 doz. \$42 per gross. \$4.00 per doz. Minimum order 2 doz.

MISS LOO LOO. A similar number to above in 5 size and same without transparent box. \$2.50 doz.—4 doz. lots.

SUN GLASSES, Aviation Type Rock Glass 20/20 Lenses in Gold Stamped or Plastic cases, \$8.75 doz.  
A Good Number, same type and packing as above, \$7.20 doz.  
New 1951 Ladies' Gold Decorations—Assorted Color Frames—A 1951 Rage, \$8.00 doz.

### —THIS WEEK'S SPECIAL—

Aristocratic Brand—6 Dark, 6 Light—Assorted—ON ATTRACTIVE DISPLAY, Ground and Polished Lenses. \$2.00 doz.—\$20.00 Gross

Satisfaction Guaranteed. We Prepay with Full Remittance. 25% Deposit, Bal. C.O.D.

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**CRYSTAL HURRICANE LAMP**  
\$1.30 ea. \$15.00 per doz.

Stunning is the word for this most distinctive of all Lamps. Beautiful on the mantel, piano or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

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26 1/2" high. Equipped with harp. Hand painted fired decoration. Brass plated base. 8" base. 16" parchment shade, cellophane wrapped.

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By BILL BAKER

LARRY FRIEDMAN ... is holding down the Broad and Market streets corner, Newark, N. J. He's working glass cutters to successful turns.

JOE CONTI ... is purveying glass cutters in Newark, N. J., to reported good business.

STIENIE, THE PITCHMAN ... is reported to be working a new shamrock item around the East to good money counts.

FRED ADLER ... is still working combs and mice at a good location in Kingsport, Tenn.

JACK (BOTTLES) STOVER ... and Billy (The Kid) Dietrich are once again exchanging handshakes with the marks in the Shenandoah Valley of Virginia.

THE BOYS ... and girls working the various army camps over the country report that patriotic novelties are getting plenty of takers.

10 YEARS AGO ... in Pitchdom: Madaline Ragan was vacationing in New York. ... B. A. Tobin found Phoenix, Ariz., a town of poor hospitality for pitchmen. ... Charlie Mason was in New York sporting a new car. ... Bob and Anna Mae Noell were in

*(Continued on page 69)*

### MITCHELL GUARANTEES ALL MERCHANDISE!!

## HORSE AND COLT IN RICH TWO-TONE BRONZE, WITH ELECTRIC CLOCK

**\$5.75 ea.**



Others offer one horse and clock at same price we offer this SUPERIOR AND FINELY MODELED GROUP OF TWO HORSES, IN TWO-TONE CLEARBRITTE BRONZE FINISH, WITH ELECTRIC CLOCK, FRAMED IN BRONZE FINISH WITH HARMONIZING WESTERN MOTIF. INDIVIDUALLY BOXED. 17" wide, 5" deep and 9 1/2" high.

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Novelty Ashtrays  
15 Different Cartoons

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A STEAL at this SPECIAL LOW PRICE. Sold in Gross Lots.

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At no time has this Palamino Plastic Horse been shown. A perfect replica in color and modeling. Removable fancy saddle. Overall size, 11 1/2" wide by 10 1/4" long

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**\$27.50 per doz.**



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All Prices F.O.B. Mpls.

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### HINKY DINKY DIE CUT FOLDING CARD

2 1/4"x4"—3 COLORS  
REAL FLESH LIKE FLEXIBLE NOSE

**\$1.50 doz. — \$16.00 gross**  
SUGGESTED RETAIL PRICE 50c.  
GROSS OR LESS—CASH WITH ORDER.  
MORE THAN GROSS—50% Deposit—Balance C.O.D.

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Plus Shipping Charges

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2-Blade Pocket Knives ... 3.25  
2-Blade Knife Without Holsters ... 2.40  
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Army-Navy Needle Book (19 Needles) ... 3.50  
Midget Lighter, Leather Covered ... 3.50  
Midget Lighter, Pearl Handle ... 4.00  
Midget Lighter, Chrome Handle ... 2.75  
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## Pipes

Continued from page 67

Virginia following a trip to Louisiana. . . . Sgt. Frank Poulos was keeping himself in shape by pitching rubber exercisers in Mighty Atom's pitch store on 47th Street, New York. . . . Dave Cooper, trade paper ace, was vacationing in Bladen Springs, Ala. . . . Jack Ryan was still working his herbs and oil combination in Neisner's Cincinnati. . . . T. E. (Doc) Glover was playing strawberry festivals in South Louisiana after successfully working the St. James Parish School Fair at Lusher, La. . . . Bert Fite rambled into San Angelo, Tex., for a month's stand. . . . Stanley Naldrett was working his juicer layout on the Wellston spot, St. Louis. . . . Maurine Taylor had her nail conditioner display working to good turns in St. Louis. . . . Bert (Pappy) Jordan was in Veterans' Hospital, Indianapolis, after suffering a paralytic stroke while working Kendallville, Ind. . . . Bob and Betty Flynn were purveying intensifiers to lucrative business in Indiana.

JOE CARNEY . . . is reported to be working Eastern spots to good counts.

HERB DUNN . . . and Archie Warren are reported to be touring the Northwest following a successful winter trek.

SAM FREED . . . veteran sheetie, is in his 30th year on trade papers in the New York area.

THE ROBERTS . . . Bill and Edna, are en route to Northern California and Nevada to make their favorite sheet spots.

W. L. FRANCIS . . . is still purveying novelties from the stand he opened recently on the highway near Salisbury, N. C.

MYERS WOODALL . . . and Don Gambert, who are attending Tri-State College at Angola, Ind., spend their week-ends pitch-

ing jewelry in Hoosier towns to good business.

LOUIE BROWNING . . . is playing spots around Yakima, Wash., to reported good business.

THEY TELL US . . . that Mrs. W. Kramer, ace punch-needle worker of several years ago, is living in retirement in Melbourne, Fla.

BOB SMITH . . . the globetrotter, is still anchored in Chattanooga working stock sales and local lots on Saturdays.

C. B. MOGRIDGE . . . veteran gyroscope top worker, is playing Georgia towns and hamlets and headquartering in Thomasville.

STILL WORKING . . . paper to good returns in Kentucky towns is E. C. Pardee.

IF WEATHER . . . in the Midwest last week is an indication, then the boys have been successful in holding tips on the jockey lots.

W. C. WOLFE . . . and Doc Blanton are working their flashy jewelry layout at an Aiken, S. C., spot, which they leased on a long-term pact recently.

WEE WILLIE WOLFE . . . continues to work punch needles in Augusta, Ga.

ANYONE WORK . . . the various dog shows held during April in almost every section of the country? Pipe in, boys and girls, and give us an idea of what's cookin'.

THE OUTDOOR . . . season's under way. Are you on your toes?

SMILES GO . . . much farther than a frown even when things are rough.

JIM BROWN . . . continues to work flying saucer balloons at Eastern locations.

JIM STUTZ . . . continues to play the farmer markets around Riverhead, L. I., N. Y., to good returns.

## Under the Marquee

Continued from page 53

Circus, passed thru Norfolk recently en route to Union, S. C., to prep his hillbilly show, which opens under canvas in Union May 14 and then heads for Kentucky and West Virginia mining fields, reports J. H. Levine. Tex and Sally Montana's troupe will be with the show, along with a Side Show and a concession.

Bill DeArment, equestrian director and big show announcer with Pawnee Bros. Circus, recently took delivery on a new house trailer. . . . Edgar H. Wilson, CFA of Rockford, Ill., visited with Mills Bros. Circus on the org's first two weeks on the road. . . . Emil Pallenberg and Snookums, wonder bear, appeared on the "Super Circus" May 6 TV show out of Chicago after completing their fifth sportsman's show appearance in Dallas. Pallenberg and the bear are en route home to Clinton, Conn.

Dr. J. M. Ganey Sr., CFA, is convalescing at his home in Waterford, Conn., following a recent heart attack. . . . Len Humphries pens from Toronto that, contrary to rumors, he is still with the Hamid-Morton org and the George A. Hamid & Son New York booking office. Len will be in charge of all Canadian and American customs and immigration matters when the show train leaves New York Wednesday (9) for Montreal for a date in the latter city Saturday (12). Ottawa, Chicoutimi, Shawinigan Fall and Quebec City follow.

R. M. Harvey, en route from a trip on which he visited eight shows, was in Chicago last week.

Bob Hickey, former circus press agent, passed thru Chi en route to Seattle for Shipstad & Johnston's ice show. . . . Eddie Allen, former Ringling bull man, visited the Cole show in Chicago.

George Hanneford Family, Elly Ardely and others of the Orrin Davenport show visited Cole. C. S. Primrose, Jack

## Johnson Bill Coverage For Boards: Kefauver

WASHINGTON, May 5.—The Senate Crime Committee, headed by Sen. Estes Kefauver (D., Tenn.), in its formal report this week proposed the drafting of a bill extending the Johnson anti-gaming bill so as to prohibit inter-

state shipment of salesboards. Following up the formal recommendation, the Senate Interstate and Foreign Commerce Committee was reported to be considering extension of the Johnson bill coverage in the manner suggested.

## Salesboard Sidelights

Salesboards received a top-flight plug on Milton Berle's "Texaco Star Theater" television program last week when his ad "pitchman," Sid Stone, featured a punchboard in his commercial skit. Stone had a comely blonde punch out plays in a board. The video audience could see the gal pull out the paper slips back of the board and read off her "winings."

Jerry Scanlan, Chicago, reports that his new skill game, Big Shot, will see initial deliveries next week. A permanent counter unit, the game measures approximately 15 by 10 by 10 inches, offers skill play only or choice of merchandise or cash awards. It shoots steel pellets, which the player controls via a spring plunger; the pellets, however, fly thru a free space under the glass top toward "big game" targets. The hit score is visible by means of metered vertical tubes in which scoring pellets drop. Jerry says his preview showings of the game during an Indiana trip recently indicate a good acceptance.

Harold Boex, vice-president of Pioneer Manufacturing Company, Chicago, plans to keep active as a traveling good-will and sales representative for his firm. Har-

Leontini, Mickey King and C. V. Derr also caught the show.

Don Koehler will work a De Pauw University dance in Chicago Saturday (12). . . . Johnny Fulghum, of Richmond, Va., caught Pawnee Bros. at Farmville, Va. . . . J. C. Admire, veteran agent, was in Bluefield, W. Va., recently.

Parade magazine, carried in Sunday issues of 33 metropolitan newspapers, will publish a splash on Herta Clauson and the Clauson bear act May 20. Layout was arranged by Al Sweeney during his annual stint as press agent for Polack Bros.' Western Unit. . . . Phil Wortham is on the staff of Cole Bros. Circus.

Willard J. Oakley, who recently returned to Laurel, Md., from a trip on which he caught a number of shows, reports his son, James L. Oakley, and Myrtle Souther, Washington, were married April 24.

CFA convention program for Washington includes a contest for model circus wagon builders. . . . Mills Bros.' Circus has begun promotion of its July 17 date at Madison, Wis. . . . Howard Saunders, formerly press agent with Dailey Bros., is residing in St. Louis. Jack Turner, legal adjuster, reportedly has closed with Wallace & Clark Circus to join Campa Bros. . . . Nellie Kitchie is off the road and is at Gibsonton, Fla.

Jake (Clown Cop Corrigan) Disch assisted George Bink and his dog circus at the Portage, Wis., home show last week. Disch has signed to appear for the sixth year at the Racine, Wis., July 4 cele.

Bobo Barnett, at the cost of a sore finger, scored a news story in the Norfolk, Va., paper for Polack Bros.' Eastern Unit. Barnett's finger was bitten by the skunk used in his midget car act and the clown was rushed to the hospital for treatment while still in make-up.

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A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices. What have you to sell? Mack Postal. 2952 Milwaukee Ave. Chicago, Ill. my26

ABT CHALLENGER, LIKE NEW, \$15 each; Q Ball Table, like new, \$125; Shuffle Alleys. Write: Ace Amusement Co., 27 Stroud St., Wilmington, Del.

ARCADE MACHINES—EXTRA CLEAN, DP Photo Booth, Double Unit Camera; ABT Metal Stands, New and Used Pistols; list. Pop's Arcade, Anniston, Ala.

BARGAINS—RECONDITIONED AMUSEMENT Games, Arcade Equipment, Vending Machines; write for lowest prices. Logan Distributing Co. 2322 Milwaukee Ave. Chicago 47 Ill. fe2

BIG SALE, CLOSEOUTS—BLACK GOLD. Playtime, \$35 each; Big Top, Swanee, \$25 each; Champion, \$200; Hot Rod, \$50; add \$5 each for crates; all machines in A-1 condition; just off locations; will trade for Phonographs or Bowling Games. L. L. Redin, 619 E. Jackson, Pasadena, Tex.

CIGARETTE AND CANDY MACHINES—Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy Used Equipment. Central Vending Machine Service Co. 3967 Parrish St., Philadelphia 4, Pa.

CIGARETTE MACHINE—SPECIAL! DUGRENER Model S, 7 columns, refinished, 25¢ slot, ready for location, \$49.50; all other models in stock; 25% with order, balance c.o.d. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

FOR SALE—TEN EXHIBIT DALE GUNS. cleaned, checked, ready to operate. \$75 each; with new Moving Target installed. \$95.50 each. King-Pin Equipment Co., 826 Mills St. Kalamazoo, Mich. my12

FOR SALE—1,000 ALL STEEL ROUND Base Vending Machine Stands, weight, 19 lbs., will sell any quantity. Write for prices. Paul H. Curran, 63 Main St., Chatham, N. J.

FOR SALE—MAKE AN OFFER. MUST sell: 105 Solotone Music Boxes complete, like new, guaranteed; 8 Solotone Amplifiers with tubes, perfect condition; 1,000' four conductor cable, no splices. Write Sound Engineering Corp., 76 Farmington Ave., Hartford, Conn.

RADIOS SIX TUBE, METAL CABINETS, 1 hour 25¢, \$12.50 each. H. C. O'Donnell, 1032 Robinson Ave., Fresno, Calif.

REAL MONEY MAKERS—PIKE'S PEAK, \$19.50; Poker Hand, \$14.50; ABT Chengers, \$16.75; Indian Chief, \$7.50; Basketball Pop-Up, \$19.50; Grip View, \$19.50; Grips, \$12.50; N. W. #49, like new, \$12.50; 1/2 deposit with order. Dixie Machine Sales, Augusta, Ga.

SCIENTIFIC POKERINO—17 TABLES, PER. feet working order, need varnish, \$65 each. James Travis, 700 E. Main St., Millville, N. J. Tel. 2278. my18

SCIENTIFIC POKERINOS, ARCADE SIZE, almost new; few Chengers and 3-Way Grippers, guaranteed every way; other Arcade Equipment; Steel Funnel Gallery Mutoscopes. All these at real bargain prices. H. E. Loebach, 1550 Woodland Ave., Wichita, Kan.

SELLING OUT DIGGERS—ALL TYPES cheap; used Eries for carnivals, merchantmen; Electro-Hoists, Mutoscopes, Buckleys, Rotary Merchandisers, Supplies. National, 4243 Sansom, Philadelphia, Pa.

SHUFFLEBOARD OPERATORS, ATTENTION: We have Exhibit Shuffle-Bowl Conversions in first class condition at \$49.50 each; try one or two of these as a sample, you can't go wrong. Reliable Shuffleboard Co., 5728 Broadway, Chicago, Ill.

SLOTS—5¢ VEST POCKETS, LIKE NEW. \$25 each; 5¢ Black Cherry, \$40; 25¢ Columbia, \$30; all in good condition; will trade for phonographs or bowling games. T. J. Goodale, 416 Walter St., Bassier City, La.

STAMP MACHINES WANTED—USED, 1 to 50; submit type, make and price. Ernest Marshall 2330 N. E. 4th Ave., Miami, Fla. my12

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 44, Fla.

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schenbach, 1645 Bedford Ave., Brooklyn N.Y.

WANTED—MILLS CONSTELLATIONS, Panorams, Packard Stevens, Manhattan, Filbens Phonographs, we buy or sell any quantity. Tropical Trading Co., 121 W. Main St. Lakeland, Fla. my19

WURL HIDEAWAYS, 1017; WURL WALL-boxes, 3031; top shape. Write to Jim Louis, 9916 Jasper Ave., Edmonton, Alberta. je2

4 HORSEMEN, \$135; LUCKY INNING, \$89.50; Be Bop, Boston, Rip Snorter, \$89.50 ea.; Campus, \$79.50; Tahiti, \$69.50; Football, \$65; Buttons & Bowls, 10 Asco Gold, Sharpshooters, \$54.50 ea.; Tumbleweed, Maryland, \$50 ea.; Just 21, \$49.50; Uddin' Head, Barnacle Bill, Melody, Pinch Hitter, Select a Card, \$39.50 ea.; Jamboree, \$34.50; Old King Cole, Banjo, Crown Jewel, Singapore, Circus, Short Stop, Summer-time, Major League Baseball, Morocco, Sunny, Gizmo, Chicago Coin Baseball, Trade Winds, Humpty Dumpty, Trinidad, Coney Island, Shanghai, Crazyball, Contact, Gold Mine, Cinderella, \$29.50 ea. Wilson Operating Co. Box 1271, Tulsa, Okla. Phone 5-6318

100 LIKE NEW SHIPMAN 2 COLUMN 5 cent Gum and Life Saver Vendors, best offer for any part, W. C. Ely, 2018 Mayo St., Hollywood, Fla.

65 NORTHWESTERN MODEL 33 PORCELAIN Ball Gum, perfect working order; clean and ready to operate, \$6 each; 5 Norris Masters, very clean, \$6.95; 6 Atlas Super-Selector Candy Vendors, 150 capacity, \$119 each; 119 each; 43 each; best grade 210 count Ball Gum, 25¢ lb.; Charms, \$2.98 per M. U-Select-It Candy Machines, Hamilton Scales and Acorn Bulk Vendors, write for price or Northwest Vending Supply, Inc., 3114-16 W. 28th St., Minneapolis 16, Minn. my19

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1800 5¢ LULU, X TK. . . . Prof. 18.00 1.49  
1000 25¢ J.P. Charley, Thin. Prof. \$52.06 \$1.24  
1000 25¢ J.P. Charley, X TK. Prof. \$2.06 1.49  
1000 5¢ J.P. Girle Bds. . . . Prof. 28.00 1.89  
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## LEGISLATIVE ROUNDUP

# 12 States Air Bills Affecting Coin Trade

CHICAGO, May 5.—Illinois lawmakers this week turned thumbs down on administration-backed proposals which would have outlawed the manufacturing of gambling machines and might possibly have prohibited the manufacture of coin-operated amusement games.

This week, too, Massachusetts moved a step closer to placing all types of coin-operated machines under the scrutiny of a board of standards which would pass or reject the equipment.

Details on these actions, plus brief summaries of legislative activities in the other States, follow:

**CONNECTICUT:** The way might be opened here to use coin-operated bulk milk venders. Senate 734 would leave approval or rejection of such dispensers to the public health commissioner's office.

### Use Decals

**DELAWARE:** Operators of games and phonographs here must now affix decals to their machines as evidence they have paid the State license fees. Failure to affix decals will mean a fine of from \$25 to \$50.

**FLORIDA:** House 594, introduced April 25, would provide a graduated per-machine tax on merchandise vending machines except nut machines, citrus juice venders and "other food prod-

ucts" machines located in licensed places of business.

House 595 proposes a \$2,000 annual occupational levy on operators, jobbers and distributors of "games of skill" and phonographs. Bill was introduced April 25, referred to the committee on finance and taxation.

**ILLINOIS:** Two bills which would have made it unlawful to manufacture gambling devices and, because of the broad wording of the bill might have prohibited the manufacture of novelty amusement games, were killed in committee. The bills had the backing of the administration.

At the same time, Illinois moved to permit cities to impose taxes for revenue purposes on

(Continued on page 85)

## EXCISE TAX YIELD DROPS

WASHINGTON, May 5.—Uncle Sam's yield from the federal excise on coin-operated devices was \$177,704.46 in April, a drop of \$40,953.01 from the previous month's receipts.

The total tax for the fiscal year so far, however, is running well ahead of the last year. The total from July 1, 1950, to May 1, 1951, was \$18,935,561.75, compared with \$17,440,346.92 during the comparable period of the previous fiscal year.

A slump was registered in Uncle Sam's take in tobacco taxes last month when the total was \$112,852,788.88, a drop of \$7,002,623.68 from the previous month's yield. The total for the fiscal year to May 1 was \$1,028,561,543.01 over \$40,000,000 above the figure for the comparable period the previous fiscal year.

# Philly Game, Juke Op Orgs in Merger

PHILADELPHIA, May 5.—In a move to give greater stability to the industry in Philadelphia and at the same time present a "united front to meet every emergency," the Amusement Machines Association of Philadelphia has taken over the membership and organization of the Music Machine Operators' Association of Philadelphia.

Formal in-take of the music machine operators by the game association took place Tuesday evening (1) at a joint meeting at the Broadwood Hotel. Since the majority of pinball operators were also members of the music machines association, the move was comparatively easy.

Joseph Silverman, business manager of AMA, stated: "The joint planning and the joint thinking by a united membership in a single association which will

be truly representative of the pinball and music machine operators can only mean that everybody is going to enjoy advantages which will enhance the welfare of all. While we have always worked in co-operation with our companion music operators' association, and many of our members have been active members as well of the other association, both of us were still handicapped in carrying out programs that would bring benefit to all of us."

Expressing regret that Charles Hannum, who resigned recently as business manager of the music machines association because of ill health, could not take an active part in the new association, Silverman paid tribute to the administration and policies which formulated the activities of the music group.

The next meeting of the association will be preceded by a dinner in the Broadwood Hotel Tuesday evening, May 15. It is also intended at that time to have several industry leaders as guests.

# Late Spring Buying Spurt Hits; Distributors Caught Short

## Midwest Firms Give New Games Credit—Music, Vender Sales Firm

CHICAGO, May 5.—The first signs of the anticipated rush business reached the Midwest this week, with distributors scrambling to keep up with operator requests for late model as well as new games. The activity was confined almost entirely to the amusement field. Vender manufacturers announced that they have been able to find a ready market for all units produced since fall. Music turnover has been at a similar pace.

Generally, distributors in the Chicago area, whose direct territory for different game producers include not only Illinois but Indiana, Wisconsin, Iowa and Michigan, reported this new buying spurt was not basically attributable to scare buying. They pointed out it has long been known that production has been limited and will be cut more by National Production Authority orders curbing the use of materials critical to the defense effort. Such distributors as Wide World Distributors, Empire Coin Machine Exchange, First Distributors, National Coin Machine Exchange, Monarch Coin Machine Company, Purveyor Shuf-

leboard Company, Atlas Novelty Company, Coven Distributing Company, Coinex Corporation, Allied Coin, M. & T. Sales and Merit

## Minn. Solons Give Towns OK Rights for CM

ST. PAUL, May 5.—The Minnesota Legislature enacted one measure affecting the coin machine business, an examination of the 725 new statutes put on the books reveals.

The Legislature, which was forced into an extra day's session because it failed to get four major appropriation bills passed on time, considered several bills affecting the coin machine field.

Put on the statute books was a law which enables the board of any town to either prohibit or to license the operation of amusement games, games of skill, juke boxes and roller skating rinks.

Industries, all of Chicago, pointed to new equipment and the seasonal influence for the business increase.

### Not Limited

This increased demand for both new and late used games was not limited to Chicago distributors. Many out-of-town distributors from as far away as Louisiana, Texas, Florida and Eastern States reported encouraging trade conditions. In Florida, Sam Taran, head of Taran Distributing Company, Miami and Tampa, explained operators were stocking up at this time because the State is now established as an all-year vacation area whereas a couple of years ago it was considered primarily a place to go to avoid severe winters.

The emphasis on new equipment came about with the almost simultaneous appearance of several pieces of equipment which have been making better than average money on location the past few weeks. The new crop includes Gottlieb's Cyclone; Williams' Super World Series, baseball game; Bally Baseball, new-type shuffle game; United's A-B-C, stressing a novel

(Continued on page 84)

## Distributors Show New Gottlieb Game Cyclone

CHICAGO, May 5.—Cyclone, a new five-ball game with a double rotation feature, is on display at D. Gottlieb & Company distributor headquarters. Equipped with a drop chute, game stresses action thru the final ball.

A favorable score can be achieved by running up the traditional high score by registering special points. Key to the game is the combination scoring which results from making a 1-5 blue bumper series situated atop of the playfield plus contacting a 1-5 pop bumper series in the central play area. The double rotation concerns making the blue series in rotation, thus increasing the value of the pop bumpers. When the pop series is made in rotation, high scoring possibilities are set up.

Two side recovery lanes add interest to play whenever a ball is about to drop out of play. If the player is able to guide a ball toward either recovery lane from the bottom approach, the ball is shot back to the top of the playfield insuring extra blocks of high score and special points. A bonus feature flanked by flippers when skillfully handled can result in 1½ million points.

## Canadian Ops Organizing 2 Associations

TORONTO, May 5.—Two associations are being organized by distributors in the coin-machine field here.

A pinball machine and arcade equipment association is being organized by Al Clavir, of Toronto Trading Post. He said the association is being organized to assist operators in the community. The association is mainly for Ontario.

Meantime, an association of music-box operators is being revitalized by Al Siegel, of Siegel Distributing Company, with a view to holding a convention in Toronto sometime next June. The whole of Canada is to be covered by this organization.

## United Develops New Type Five-Ball Game

CHICAGO, May 5.—United Manufacturing Company this week introduced a new game featuring an entirely different approach to five-ball play. One of the fastest playing amusement games to be introduced in a number of years, the game is called A-B-C and has an average playing time of 40 seconds.

A-B-C is housed in a new-type cabinet measuring four feet long by two feet wide, thereby occupying but eight square feet of location space. During play the patron has the choice of playing one, two or three bingo type cards. If he decides to play two cards, the patron puts in two coins in the United developed drop chute and three coins if he desires to play all three cards. The game is designed for either nickel, dime or quarter play.

### Single Bumper

After depositing the desired number of coins, player initiates play with a plunger which pushes the ball on a curved runway and eventually drops on a playfield made up of 25 numbered holes and a single kicker bumper situated in the center of the playfield. Main action of the bumper is to edge balls toward holes before they come to a full stop. When ball in play finally drops into one of the 25 holes, corresponding hole number is flashed on backglass. If player scores in such a way that three or more adjoining numbers on one of cards he is playing, he scores replays. In all there are 180 scoring combinations, 60 on

each card. Top award, five adjoining card numbers in a row (horizontally or vertically), results in 200 replays.

The automatic ball lift premiered on A-B-C is one of the key points in its rapid playing time. With this feature it is never necessary for the patron to press a button or move a lever to get the ball set for the plunger. For automatically even the first ball is lifted into play position and each succeeding ball moves before the plunger once its predecessor has been released for scoring action.

Before offering A-B-C to its distributors, United conducted one of the most comprehensive location tests in its history. In this period the game won favorable comments from players and operators alike. Consensus was the game stressed stepped up action yet offered full measure of playing satisfaction.

## NPA'S CLARIFIED ORDER INCLUDES COIN MACHINES

WASHINGTON, May 5.—National Production Authority's latest amendment to Order M-47 on use of iron and steel does not exempt coin machine items, an NPA spokesman said this week in correcting erroneous impression given in an earlier NPA statement (*The Billboard*, May 5).

Confusing language in the M-47 amendment resulted in misinterpretation and necessitated this week's clarifying statement.

## Ben Goldberg, Cincy's Coin Pioneer, Dies

CINCINNATI, May 5.—Benjamin F. Goldberg, president of Sicking, Inc., here and one of the Midwest's oldest vending and music machine operators, died at his home early Tuesday (1). He was 61. A native of Poland, Goldberg came to the United States 48 years ago and settled in Cincinnati with his parents, the late Moses M. and Fannie Goldberg.

In the coin-operated machine business for 45 years, Goldberg was president of Sicking, Inc., the past 18 years. He was generally recognized as Greater Cincinnati's master salesman of pinball and music machines. Goldberg started in the business as a youth when he assisted his father in the latter's coin machine operations which stretched as far south from Cincinnati as Falmouth, Ky.

He was a member of the Isaac M. Wise Temple Brotherhood, B'nai B'rith, Cuvier Press Club, Elks, Moose and Crest Hills Country Club. Surviving are his widow, Rose; a son, Marvin; a daughter, Mrs. Evelyn Besen, all of Cincinnati; two brothers, Hoskel, Lexington, Ky., and Abe Goldberg, Cynthia, Ky.; and two sisters, Mrs. Mary Grabfelder and Mrs. Nellie Brand, both of Cincinnati. Burial in Lick Run Cemetery, this city, Wednesday (2).

## Philly Council Ups Music, Pin License Fees

PHILADELPHIA, May 5.—The city council's finance committee has increased the license fees on pinball and music machine by \$5. Among the 17 ordinances increasing city license fees and permit charges was one increasing from \$20 to \$25 the city's tax on coin machines used for "amusement or entertainment."

The city's campaign to collect taxes on pinball machines got off on the wrong foot. On information supplied by the city controller's office, Magistrate Jacob Dogole scheduled 54 violators to appear in court.

The machine operators and location owners appeared, some represented by legal counsel, with receipts showing they paid the assessment of \$20 per machine. Their payments in some cases exceeded \$1,500. No one from the controller's office was on hand to make the formal prosecution, so Magistrate Dogole continued the cases.

Harry A. Wexelblat, attorney for nine operators, stated the city controller's survey on tax stamps had been made in February, whereas March 1 was the deadline for the 1951 stamps.

## GROWTH OF PLANT VENDING SINCE WORLD WAR II PEAK

Items Vended	Companies Having Item Nov., 1950	Companies Having Item at War Peak
Bottled soft drinks	65	64
Cup soft drinks	64	32
Milk	29	21
Coffee	23	3
Cookies	15	2
Ice Cream	15	5
Fruit juices	13	2
Cakes and Pies	6	3
Sandwiches	3	2

Above figures, compiled by the Field Research Division of the Paper Cup and Container Institute, cover 118 industrial plants reporting both for 1950 and for the wartime peak. See story in adjoining column for details.

## MAG MULLS VENDING

### Life Skeds Test; May Deal in Ops

Continued from page 1

according to Ralph Lindley, circulation executive.

Should this phase of the test conclude satisfactorily, the venders may be offered to operators

## Wash. Venders Hit \$10 Million Gross in 1950

WASHINGTON, May 5.—Over 12,000 vending machines of all types in the metropolitan area chalked up a record gross of \$10,000,000 during 1950, according to Aaron Goldman, head of the G. B. Macke Corporation. Goldman, also vice-president of the National Automatic Merchandising Association, declared the number of venders in the area increased 15 per cent during the year, while income rose about 20 per cent.

The figures, quoting Goldman in the financial sections of local newspapers, were partially the result of numerous vender installations in the Pentagon and other military locations following the outbreak of war in Korea, he noted. He added there were about 20 large-scale operators employing over 300 persons in Washington, in addition to many one-man vender operators.

Most popular types of equipment were candy, cigarette and beverage machines, with milk and fruit juice units showing important gains in placement and sales, Goldman said.

## Mills Reports First 10c Bar Test Results

CHICAGO, May 5.—Results of the first month of its nickel-dime candy bar test operation were reported by the Chicago branch of Mills Automatic Merchandising Company. Citing one installation which was said to show the average per machine returns realized in the over-all test, firm's manager, Glenn Johnson, said weekly dollar volume was off \$2.10 compared to straight nickel operation.

As were other test machines, the unit was an eight-column model, located on the production floor of

## Indict 6 in Movie Concess Kickback

NEW YORK, May 5.—An alleged kickback racket in the operation of refreshment concessions in local movie theaters led last week to the indictment of six persons. Three of those cited, Benjamin Sherman, Morris Stein and Leo Silver, are or have been associated with the ABC Vending Corporation.

The indictment alleges that movie "charge men" were not paid salaries as required under a union contract but received a kickback from "candy butchers." The alleged conspiracy netted some \$120,000.

(Continued on page 74)

with sold industrial experience, he indicated.

Glascok has been given a relatively free hand in designing an appropriate machine, Lindley said. The main stipulation is that the vender be capable of handling at least 100 copies of the magazine.

The pilot machine will be tried in a number of locations. If the early tests show promise, the plan calls for a follow-up order of 25-50 units. The experiment will then be broadened to cover many different categories of locations. Six months or more of intensive testing will be conducted before the go-ahead is given for general placement, Lindley indicated.

If Life goes to vending, its companion newsweekly Time may follow next. Two machines, designed

(Continued on page 74)

## Toronto Mulls Cig Vender Ban

TORONTO, May 5.—Banning of cigarette vending machines is being mulled by the board of control of this city after a complaint by the Toronto Retail Tobacconists' Association, which claimed the machines offered "unfair competition."

A TRTA spokesman claimed the machines were not regulated and were in direct competition with tobacco stores which not only paid taxes but had to pay \$25 for a license. He said that while tobacconists were censured by the police, stores which had the machines sold the tobacco products on Sunday without repercussions.

an industrial plant. Capacity was evenly divided between dime and nickel candy. In detail, the sales break-down was as follows:

### Sales Ratio

Formerly averaging 270 nickel sales per week, for a \$13.50 gross, the four nickel and four dime columns together averaged 182 sales per week for a \$11.70 gross, selling 88 less bars. The ratio, during the specific week cited, was 130 nickel and 52 dime bars, and indicated that the 10-cent candy columns were off \$1.10 in gross take compared to their companion nickel columns.

It also indicated that the nickel columns, because of selling out between servicings (which are on a twice weekly basis) lost sales that would otherwise have been made.

According to Johnson, sales checks showed that the dime bars did not move until the nickel columns were empty, then made less than half as many unit sales as the nickel columns and as a result the full benefit of machine capacity was not realized.

### More Tests

Extending the test one step further, Johnson said several venders would shortly be converted to 100 per cent dime sales in top industrial locations.

## Plants Find Venders Trim Costs, Up Workers' Output

### Container Research Shows Vital Role Vending Plays in Industry

By DICK SCHREIBER

CHICAGO, May 5.—Industrial plant management relies on vending machines in the stepped-up defense economy, both to cut losses and add productive time, a survey released by the Field Research Division of the Paper Cup and Container Institute disclosed. A complete analysis of the survey's vending machine aspects appeared in the May Vending published this week.

Questionnaires were mailed to 1,788 factory managers, and the Institute received 278 replies of which 240 were complete. Asked whether they intended to expand their in-plant feeding facilities, 239 plants responded; 46 said they now had definite plans to expand; 133 said they did not plan expansion and 60 were doubtful.

Institute researchers said they were not surprised at the large number of plants which felt their present feeding arrangements were adequate. Most plants, they pointed out, expanded facilities during and after World War II. General Mo-

tors, for example, doubled its investment in feeding facilities since 1946.

Generally, the research indicated vending machines were the easiest method to provide additional food services such as between-meal pick-ups or beverages and dessert to accompany lunches brought from home.

### Venders Near Lines

Plant managers told the researchers that, not only have they lost their old fears that venders would disrupt production but they now use vending machines on the production floor itself. Formerly many plants confined vending installations to halls and recreation rooms.

Three-quarters of the companies replying said they had some kind of vending machine installation. For purposes of comparison, however, the growth of vending in industry was limited to 118 companies which were able to supply information both for November, 1950, and the war peak. Every item

on which information was asked was vended by a larger number of plants in 1950 than at the wartime peak.

(See accompanying table for a complete breakdown of vending's growth in industrial plants.)

### Labor, Cost Headaches

Much of the impetus for expanding vending machine coverage in plants, the Institute found, stemmed from two World War II headaches: The availability of manpower (and womanpower) to run cafeterias

(Continued on page 74)

## Rumor SuperVend Sale Deal Nearly Complete

DALLAS, May 5.—Rumor had it late this week that a deal was about to be closed for the SuperVend three-drink cup dispenser made on contract by Texas Engineering & Manufacturing Company for the SuperVend Corporation and the SuperVend Sales Corporation.

Judge M. M. Miller, president of the SuperVend Corporation, Dallas, could not be reached for comment. The rumors indicated an old-line manufacturer of candy and cigarette vending machines was in process of closing a deal for the drink unit, including approximately 2,000 finished machines warehoused at Temco.

In Chicago, Mike Hammergren,

president of SuperVend Sales Corporation, which distributes the three-drink machine nationally under contract with Miller's company, said he could not comment on the rumors of an impending deal.

## GIM TO TRIM CUP PILFERAGE

STAMFORD, Conn., May 5.—Spacarb operators plagued by juvenile cup pilferers in outdoor locations can rest easy after installing, the manufacturer's latest gimmick.

The Spacarb "tickle" will give a mild (four to six-volt) shock to anyone probing the cup chute aperture. An exploring hand is sure to be withdrawn hastily after completing the electrical circuit, Spacarb execs guarantee.

## NAMA Regional Meet Draws 90 To Pittsburgh

PITTSBURGH, May 5.—Mobilizing at the grassroots level, to tell officials and the public the job vending does in a defense economy, was the theme of the April 28 meeting of the National Automatic Merchandising Association's Region A. The meeting, held at the Webster-Hall Hotel, drew approximately 60 operators and 30 manufacturers' representatives.

During the business session the group elected Harry Rosen, Allegheny Cigarette Service, chairman, and Charley Cooper, Cooper & Company, Lancaster, Pa., vice-chairman. Cooper is also Pennsylvania legislative chairman for NAMA. Rosen succeeded Paul Berkley, Vendex, Hillside, N. J.

### 14 New Members

Before the business session began Berkley presided over a luncheon designed to interest prospective members in joining the

(Continued on page 74)

## Oppose Graduated Cig Tax in N. C.

GREENSBORO, N. C., May 5.—Renewed opposition against the graduated or ad valorem tax on cigarettes in the form of a "comprehensive statement" was initiated here by Harry Caldwell, State Grange Master.

Caldwell condemned the tax differential on the "so-called economy brands." He said he had filed the statement with Rep. Robert L. Doughton.

## GOVERNMENT VENDING

### Post Office Buys Own Cup Machines

CHICAGO, May 5.—With the purchase of an undisclosed number of three-drink cup machines, the federal government has gone into the vending machine operating business. The government's move, made by the Post Office Department, is a local rather than national program. As yet, there are no indications that the post office will advise or encourage its local offices to buy drink units on a large scale.

In Chicago, where some of the first machines were installed, three-flavor SuperVends were purchased by the Chicago post office canteen. The canteen has as its primary business the management of the post-office cafeteria. It moved drink machines onto the workroom floor of the main post office to give workers 24-hour service, according to Bruce Wells, post-office public relations executive.

### Local Set-Ups

Wells explained that post-office canteens in metropolitan postal facilities are not controlled by any national office. Each canteen, said Wells, is responsible to Congress and to the local postmaster.

Thus far, Wells pointed out, the Chicago canteen has limited its vending machine purchases to SuperVend drink machines. Wells said he did not think the post office intended to buy other types of machines. The drink machines

are not available to the public since the canteen's business must be confined to serving postal employees.

### Some Prefer Operators

Wells said that he understood post-office canteens in other cities purchased SuperVend equipment within the past month. Many canteens, he commented, preferred to deal with established operating companies rather than purchase their own equipment.

Installations in post offices of cup equipment followed a post-office directive, issued late in 1950, permitting the use of cup drink venders at the local postmaster's discretion.

## 10-Cent Bars Move Well in Subway Units

NEW YORK, May 5.—Subway riders are buying dime bars from venders in "satisfactory" volume and all new candy machines going into the underground locations are fitted to carry 10-cent sellers. Interborough News, the operator, reported this week that 30 per cent of all its bar equipment now stock both nickel and dime items.

Dollar volume of dime wraps

(Continued on page 74)

"Received your Selective Tab Gum Vender. It is a wonderful machine; installed it yesterday and it did as much business in one afternoon as I find most machines do in a whole week." (letter on file)

THAT'S RIGHT, OPERATORS, ALL YOU HAVE TO DO IS TRY THE

Northwestern

1¢ SELECTIVE

TAB GUM VENDER

Its Ability To Sell Gum Will Amaze You

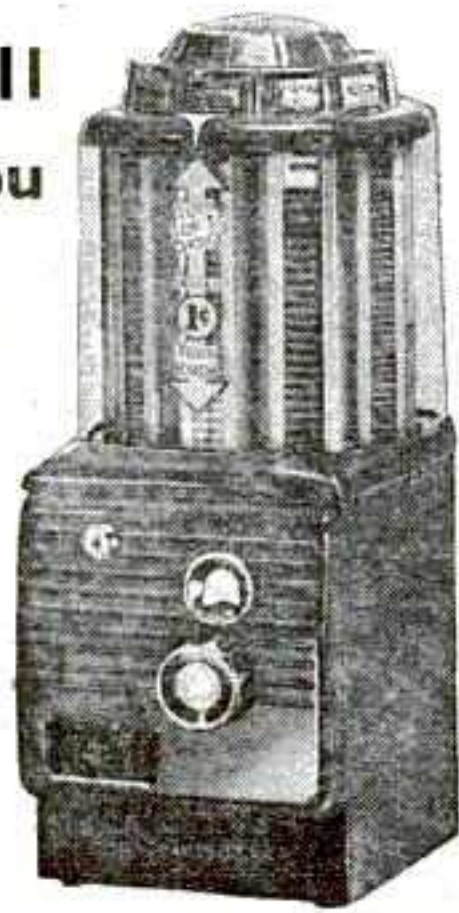
... Its Low Price Will Please You.

IMMEDIATE DELIVERY

Wire, Write or Phone for Complete Details

THE NORTHWESTERN CORPORATION

512 Armstrong Street Morris, Illinois



30 DAY MONEY BACK TRIAL

Northwestern

10-COLUMN SELECTIVE TAB GUM

VENDOR PRICES

Less than 25 \$25.95 Less than 100 \$25.45 100 or more \$24.95 1/3 Deposit, Balance C.O.D.



MERCHANDISE

- ADAMS, All Flavors, 100 Count 42c WRIGLEY'S, All Flavors, 100 Count 46c FRUIT CHARMS, Assorted, 100 Count 40c SUCHARD, 200 Count 51.20 MINIMUM ORDER 25 boxes of Any Assortment

Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142 4105 16th AVENUE, BROOKLYN, N. Y. • GEdey 8-3600

CIGARETTE MACHINES

- National 930, 270 Pack Cap. \$85.00 Rowe Royal, 8 Col. 85.00 Rowe Royal, 10 Col., 400 Pack Cap. 90.00 Rowe Crusader, 10 Col., 475 Pack Cap. 145.00 Rowe Imperial, 8 Col., 240 Pack Cap. 77.50 Uneeda Model A, 9 Col., 270 Pack Cap. 85.00

CANDY MACHINES

- Candyman, 72 Bar Cap. (enclosed base) \$57.50 Vendit, 150 Bar Cap. 52.50 U-Select-It, 54 Bar Cap. 35.00 Advance Candy, 40 Bar Cap. 25.00

Accepting Orders for the NEW VENDALL CANDY VENDOR 120 to 248 Bar Cap.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING CANDY MACHINES CONVERTED TO 10¢ VENDING

SPECIAL! \$95.00

Uneeda Model 500 9 Col., 350 Pack Cap.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW, RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y. • EVergreen 7-4568

CHARMS—Proven Sales Boosters

Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N.Y.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with 5 columns: Machine Name, Issue of May 5, Issue of April 28, Issue of April 21, Issue of April 14. Lists various vending machines and their prices across different issues.



ONLY \$47.50

PILE UP PROFITS WITH VICTOR'S HOT-POP FOR DETAILS—WRITE VICTOR VENDING CORP. 5701-13 W. Grand Ave., Chicago 39, Ill.

THE ONE FOR '51 TOPPER Topper and all other Victor models can still be bought on time payment plan. Better write for full details today.

ROY TORR LANSDOWNE, PENNA.

ATTENTION— ICE CREAM VENDING MACHINE OPERATORS Write for complete information concerning the use of ICE CREAM STREET VENDING EQUIPMENT. Highly profitable —extremely low investment required. NOW IS THE TIME TO START Acorn Sheet Metal Mfg. Co., Inc. VENDING PRODUCTS DIVISION 4605 W. 21st St., Chicago 50, Illinois Established 1921

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY! VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1445

VENDING OPERATORS INCREASE PROFITS! with CAL AL BRAND VENSIZE ALMONDS Roasted-Salted Vacuum Packed in Tins Write for particulars CALIFORNIA ALMOND ORCHARDS Paso Robles, California

Meter Matters

Iowa Action

CEDAR RAPIDS, Ia., May 5. — Replying to objectors to the purchase by the city of an off-street lot, E. A. Prochaska, commissioner of safety, declared the tax payers need not worry as enough revenue from parking meters would be forthcoming to cover the cost, \$40,000.

Under Iowa law, he explained, 75-per cent of all meter income must be used for off-street parking.

Toronto Test Okay

TORONTO, May 5. — A draft contract for the purchase of parking meters was approved last week by the works committee of city council.

The contract calls for the purchase of 1,300 meters, rather than 1,100 as originally proposed. The meters are to be installed for a trial period of not less than four

months and not more than 12 months and the city is to pay 75 per cent of the gross receipts until the contract price has been met.

After the contract has been awarded, installation of the meters must start within 30 days and be completed within 90 days.

To discourage the use of slugs, each meter must be equipped so as to retain the coin in full view of the window until the parking period has elapsed.

Seek More Meters

SASKATOON, Sask., May 5. — Mayor J. S. Mills favors the installation of more parking meters because those now in operation have "proved themselves."

City now has 550 meters on a trial basis and indication is that the city council will decide this summer to retain them.

Meter revenue from July 17 to December 31 last year was \$15,000.



**VICTOR'S AMAZING NEW TOPPER**  
Sold 4 to a Case \$48.00  
Sample, \$12.75

**PISTACHIOS**  
25 lb. carton, Small, 45¢ lb. Vender's Mix-ture, 57¢ lb. Large, 62¢ lb. Extra Large, 66¢ lb. Full Cash With Order.

**COLORED BALL GUM**  
All Sizes 25¢ carton, 24¢ lb. 200¢ lots, 24¢ lb. with freight prepaid.

**RAIN-BLO GUM**, 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200 or more with freight prepaid, 26¢ lb. less 2%. FULL CASH WITH ORDER.

Write for Our FREE Complete Charm List  
1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.  
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

**OP UPS PRICE, EXPLAINS WHY**

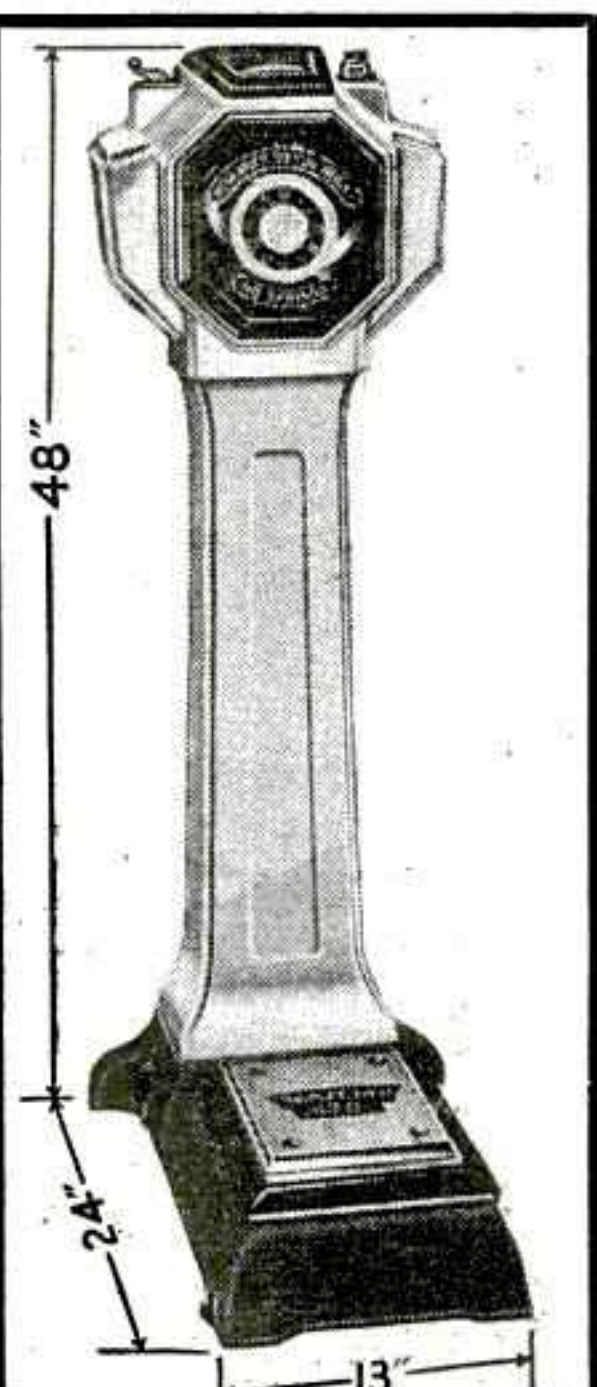
HARTFORD, Conn., May 5.—Canteen Company has upped the price on its candy vending machines here with notices posted on machine fronts explaining:

"Due to the ever increasing costs of merchandise, it will be impossible for us to supply the 5-cent bar and continue to give the fine service to which you have been accustomed. Therefore, in the near future we will convert all Canteens to sell 10-cent bars and at this time we would like to point out that the 10-cent bars will be full value for 10 cents. In many cases it will be a better value than the 5-cent bar."

**SCOOTERS SPEED SERVICE**

**Denver Cig Op Builds \$ Profit With 2-Wheelers**

DENVER, May 5.—According to Al Ziska, manager of P. & M. Cigarette Vending Company, switching from a panel delivery truck to a motor scooter for servicing duties has proven a time and dollar saving move. With many of the firm's locations in the congested downtown area, the easily parked scooters save money thru lower maintenance cost, quicker coverage of the installations and guaranteeing that all machines will be serviced. Formerly, because trucks could not be parked (double parking brought



NET WEIGHT 119 POUNDS

**\$25 DOWN**  
Balance \$10 Monthly

**ALL WEATHER SCALE FOR OUTSIDE LOCATIONS**

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

**WRITE FOR PRICES**  
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

**NEW Northwestern '49 Special**

1c or 5c Immediate Delivery! Single

\$17.35 EA.  
25 to 100 \$17.15 EA.  
100 or More \$16.95 EA.

Write for Charm & Merchandise List—Everything for the Bulk Operator at Lowest Market Prices at Time of Shipping.  
1/3 Dep., Bal. C.O.D.

**NORTHWESTERN SALES & SERVICE**  
1194 TREMONT ST. BOSTON, MASS

**Supplies in Brief**

**Employment Off**

WASHINGTON, May 5.—Employment in January of this year in the sugar, candy and tobacco industries showed a slight decline from the preceding months, Department of Labor has reported.

Greatest decline was in the sugar industry which employed 51,800 workers in November, 1950; 45,000 in December and only 30,800 in January this year.

The confectionery industry showed a corresponding decline in employment during the three months mentioned, with the highest peak being 110,200 in November, 1950, a drop to 105,600 in December and a further drop to 99,600 in January.

The beverage industry was steadier, reporting 215,400 employees in November, 212,500 in December and 212,000 for the month of January.

A small decline in employment was also reported in the cigarette industry. Their total for November was 26,300, for December 26,100 and 25,800 for January, 1951. The cigar industry followed suit, showing 43,300 employees in November, 42,200 in December and 41,200 in January.

both unrefined and refined were imported from the Philippines at a total of 350,594,695 pounds. Tobacco imported from the Philippines totaled 73,900 pounds. Walnuts imported during the calendar year amounted to 3,435,358 pounds.

**Tobacco Report**

WASHINGTON, May 5.—The Canadian flue-cured tobacco crop will be smaller than last year's, the Department of Commerce estimated. Last year's crop produced 116,668,000 pounds of tobacco while the new crop is estimated at 105,900,000 pounds. However, despite the decline, the current crop still maintains the level of production set since the war.

The export demand for Canadian tobacco was greater this year than last with 14,617,000 pounds going to the United Kingdom while last year's total was 11,510,000 pounds.

**Vender Lunch Wins Office Force Okay**

CHICAGO, May 5.—Following six months of operation in its main office, one of the country's leading novelty and housewares firms, the John Plain Company, considers its multiple-item food vender a permanent office fixture. Personnel Director Edward Lutz said the variety and availability of snack food and drink packages is a distinct service and morale aid for the office help.

**Commodity Imports**

WASHINGTON, May 5.—Bureau of Customs has released figures on commodities which have come into this country under the quota act between January 1 and March 31 of this year. Sugars,

The machine, operated by Lunch-o-Mat, offers two columns each of sandwiches, Grade A milk and canned juice (tomato is biggest volume juice item) and one column of chocolate milk and cake or pie. Sandwiches, milk and tomato juice have proved to be standard top sellers.

According to Lutz, the machine serves a staff of approximately 150 office workers. It is serviced daily, Lunch-o-Mat stocking all items with the exception of milk, which is handled by a regular dairy route man.

**Pries Joins Berlo**

PHILADELPHIA, May 5.—Ralph Pries has joined Berlo Vending Company as district manager. For the past six years Pries has been local branch head for the National Theater Supply Company. The Berlo firm specializes in movie house locations for its machines. Pries had been with the National Theater Supply firm for 11 years, serving in San Francisco, Los Angeles and Des Moines before coming here. He is the second assistant chief barker of the local Variety Club, Tent No. 13, and a member of the Society of Motion Picture Theater Engineers.

**Leon Stern Elected**

PHILADELPHIA, May 5.—Charles Amsterdam, head of the Charles Sweet Company, drink and candy vending machine firm, announced that Leon Stern, who has been identified with the business for 28 years, has been made secretary-treasurer. In addition, Stern, who started his new post this week after vacationing with Mrs. Stern in Florida, has become a partner in the Sweet Company, which has reorganized as a corporation.

**Charter Ore. Rep**

SALEM, Ore., May 5.—B. & D. Distributing Company here has filed articles of incorporation for the rental of merchandise vending machines and wholesaling of some merchandise. Incorporators are Robert E. Asy, Robert B. Henry and Laurence M. Elliott. Capital stock is limited at \$10,000 in 100 shares.

**Charms**

**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

**CIGARETTE MACHINE SPECIAL!**

**DUGRENIER, Model S**  
7 Cols., Refinished, 25¢ Slot, \$49.50 Ready for Location.  
All Other Models in Stock 25% With Order, Balance C.O.D.

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3 Pa.  
Phone: LOcust 7-1448

**SUNBRAND Pistachio Nuts**

1950 CROP—RED SALTED JUMBO UNIFORM SIZE, ap proximately 38 to oz. Reduced to 58¢ lb. Large size, 45 cent 47¢ lb. Packed in triplex 5 lb. bags. Shipped 12 to a carton. Min. 300 lbs. Importers & Roasters for a Quarter Century

**AMERICAN PISTACHIO CORP.**  
111 Rea's St. New York 13, N. Y.

**Vend**

"The Magazine of Automatic Merchandising"

"All navy exchanges operate amusement and vending machines, and the U. S. Navy Ship's Store Office has a department that is the clearing house for this operation. In keeping abreast of new developments in vending and in operating statistics, 'VEND' has proven helpful."

**E. A. MALONE**  
U. S. Navy Ship's Store  
Brooklyn N. Y.

**VEND** 552

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City .....

**FRENCH BOY POP CORN Dispenser**

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Write for full information it means BIG PROFITS!

**\$51.50**

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

**A B C Popcorn Co., Inc.**  
3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

**BOOST PROFITS TO A NEW HIGH!**

These two modern, sleek beauties stand out in any location—Do all your routine work at home or in your warehouse and service them in a jiffy!

**NEW Northwestern '49 Special**

1c or 5c Immediate Delivery! Single \$17.35 EA.  
25 to 100 \$17.15 EA.  
100 or More \$16.95 EA.

We carry a complete stock of Mds. for the '49 Special, including Nuts, Candy Ball Gum, Charms, etc.

**WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS! 1/3 Deposit With All Orders, Balance C.O.D.**

**RAKE COIN MACHINE EXCHANGE**  
609-A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

From LITTLE ACORNS mighty INCOMES grow!

**ACORN**

The only completely die-cast aluminum, precision-built

**ALL-PURPOSE VENDOR**

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

**WAK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

**DISTRIBUTORS!**  
Choice Territories Still Open—Write, Wire, Phone!  
East & Midwest  
M. J. Abelson, gen. sales mgr.  
1349 5th Ave., Pittsburgh AT 1-6478  
Pacific Coast Distributor  
Operators Vending Machine Supply  
1023 Grand Ave., Los Angeles

GIVE TO DAMON RUNYON CANCER FUND



VICTOR'S SUPERVENDOR MARKETING

VICTOR VENDING CORPORATION 5701-13 W. Grand Avenue Chicago 39, Illinois

VENDING MACHINE ENGINEER

Wanted: Engineer with experience in designing coin-operated vending machines capable of taking charge of project and carrying it through to production. Excellent opportunity. Permanent position with strong 40-year-old company located within 60 miles of Chicago. State qualifications.

BOX D-28 c/o The Billboard Cincinnati 22, O

Venders Trim

Continued from page 71

and other forms of in-plant feeding, and the possibility of a deficit. Many companies said they hoped to break even on their non-vending feeding arrangements, but 140 companies admitted these forms of plant feeding were costing them money.

As a result, some managers expressed the hope the whole feeding job could be done by vending machines which do not draw on factory personnel or cost the factory money. In one Detroit automobile plant the researchers found management experimenting with a battery of machines selling ice cream, milk, coffee, sandwiches and cake. These items formerly were circulated on a snack cart, but if the experiment proves successful the carts will be discontinued.

Caterers and Vending

Institute researchers found most large catering companies keenly interested in vending. One caterer, the report disclosed, is supposed to have lost \$50,000 trying to set up a vending machine system to complement its other food services.

The ideal method, the researchers concluded, was to have food men run the cafeteria, leaving the servicing of machines to vending machine men.

(Editor's Note: Single copies of the May Vend, containing the complete analysis of the institute research, may be obtained by writing Circulation Department, Vend Magazine, 2160 Patterson Street, Cincinnati 22, O.)

3-Cent Cig Tax Gets Ore. Nod

SALEM, Ore., May 5.—A 3-cent per package tax on cigarettes went over its final legislative hurdle here with Senate approval by a vote of 19 to 10. The bill was sent to Gov. Douglas McKay for his signature.

Four times in the past 20 years the people have beaten a similar tax proposal at referendums.

The new tax is expected to raise \$5,000,000 a year and will help offset a \$12,000,000 budget deficit during the next two years.

Combined with the cigarette fair trades bill passed by the Legislature, the 3-cent levy is expected to raise the price per package 5 cents thruout the State. The fair trades provision was linked with the cigarette tax. However, some legislators are still of the opinion the measure will be ultimately decided at the polls.

Mag Mulls

Continued from page 71

for side-by-side placement, will probably be used, rather than a double-purpose vender.

In non-newsstand locations operators may be presented with a lease proposition for vender installation. If Time, Inc., retains title to the equipment it can then insure that only its own publications will be carried in the machines.

Newsstands, too, may get machines for after-hour use in transient spots. Lindley made it clear that the venders would not be placed in competition to present handlers.

A vending test was run by Life during the last war, but was abandoned after the experimental machine failed mechanically.

Pepsi Records 12% Bottler Biz Increase

NEW YORK, May 5. — Pepsi-Cola Company has announced sales of its concentrate to franchised bottlers were up 12 per cent the first four months this year compared to the same period in 1950.

Alfred N. Steele, president, making the announcement at the firm's annual meeting, said sales and earnings are continuing upward, following the trend set during the first quarter this year. He stated plants have been acquired in Birmingham and Portland, and they are to be directly owned and operated by the parent company. It also was reported that firm's Canadian subsidiary, showing losses for recent months, is now operating at a profit and is expected to "show substantial earnings after taxes."

Thatcher Glass Sales

ELMIRA, N. Y., May 5.—Thatcher Glass Manufacturing Company, Inc., reported net sales of \$20,617,704.33 for the fiscal year ended March 31. Net profit was \$2,206,891.09.



The NATION'S FINEST CIGARETTE VENDOR Tear Out And Mail This Ad For Details AUTOMATIC PRODUCTS CO. 250-B West 57th St., New York 19, N. Y. Plaza 7-3123

delicious INDIAN BRAND PISTACHIO NUTS ALL GRADES Freshly Roasted and Salted WRITE FOR PRICES AGRESS NUT & SEED COMPANY Third St. at Third Ave., Brooklyn 15, N. Y. MAin 4-3212

10-Cent Bars

Continued from page 71

surpass that of nickel bars on a column-to-column basis, it was said, and the company eventually plans to convert a substantial part of the remaining machines to dime operation. The new Stoner machines Interborough uses have three columns set at 10 cents and five at a nickel.

Conversion in July

General conversion, tho, won't be undertaken until July when the current peak season is over. While the older Stoner units can be set to accept two nickels for dime candy, Interborough managers feel a switch to the dime coin would meet greater acceptance. Before coin mechanisms are changed, however, this theory may be tested on a controlled number of machines, it was indicated.

Peak seasons for subway candy consumption are spring and fall. Winter sales are only moderate, in contrast to the pattern in above-ground locations.

The experience of Interborough has been that travelers in cold weather are too bundled up in clothing to dig readily into change pockets to make candy purchases. In spring and the fall, on the other hand, it is cool enough to keep candy appetites high and pockets are more accessible.

Re-Elect Adelson AMCC President

NEW YORK, May 5. — Charles R. Adelson, of the Delson Candy Company, was re-elected president of the Association of Manufacturers of Confectionery and Chocolate at a meeting of the organization here Thursday (3). George R. Frederick was named vice-president and Harry Lustig secretary-treasurer.

Those elected to the AMCC executive committee, under the chairmanship of Charles F. Haug, were Irvin C. Shaffer, Samuel D. Fried, Victor A. Bonomo, Andrew H. Heide, Arthur Baumgarten, Walter McNeill, H. R. Burbank, Herbert Tenzer, John S. Swersey and Clarence Reid.

Food-o-Matic Co. In New Quarters

LOS ANGELES, May 5.—Food-o-Matic Sales Company, headed by Herb Rouso, has purchased a building at 2728 West Pico Boulevard and in the future will make it the headquarters of its vending machine operation.

Moving into the new spot, Food-o-Matic now has nearly 3,000 square feet of space with a parking lot of some 6,000 square feet in the rear of the structure. While much of the floor space will be used for the operation, Rouso is stocking candy and tobacco which will be jobbed to operators.

Stan Rouso, Herb Rouso's brother, has taken office space at 2830 West Pico. Representing the Stoner Manufacturing Corporation, Stan will work from this address in the future.

NAMA Regional

Continued from page 71

association. As a result of the luncheon 14 new operator members were brought into the group.

Principal address was delivered by Ernest Fox, vice-chairman of NAMA's defense program executive committee and chairman of the committee's supplier division. Fox is president of the Austin Packing Company, Baltimore. In his speech he referred to the feature story Vending Is Essential (published in the April issue of Vend), which showed more than 53 per cent of the nation's vending machines are in essential locations.

Hosts for the meeting were Rosen and Joe McGlenn, Pittsburgh operators.

Indict Six

Continued from page 71

000 during a three-year period, according to District Attorney Frank Hogan, altho the sum mentioned in the indictment only totals about \$10,000.

The true bill also named Beatrice Richer, an official of a concessionaire employees' union, and Barney Schlessinger, a former assistant of Silver. The sixth defendant was not identified.

The defendants, who have been released in \$1,500 bail each, pleaded not guilty in General Sessions Court.

Advertisement for Penny King Co. featuring 'GET NEWER CHARMS' and listing various charm types and prices.

Advertisement for Parkway Machine Corp. featuring 'WRITE FOR CATALOG' and listing various vending machines and stands.

Advertisement for Food-o-Matic Co. featuring 'SPECIAL CLEARANCE SALE!' and listing various vending machines at discounted prices.

Advertisement for Northwestern Tab Gum Venders featuring 'TAB GUM VENDERS' and listing prices for different quantities.

Advertisement for Lucky Boy Vendors featuring 'BRAND NEW LUCKY BOY VENDERS' and listing prices for different models.

Advertisement for Eppy Baseballs featuring 'BASEBALLS SILVER-PLATED' and listing prices for different quantities.

MAKE BIG PROFITS with the Sensational

Advertisement for Perfumatic vending machine featuring 'NEW NON-ELECTRICAL Perfumatic' and 'MAKES POSSIBLE 75%-25% SPLIT'.

THERE'S A LOCATION... WHEREVER THERE'S A WOMAN

Perfumatic vends perfume automatically brings big profits—every woman loves perfume. Each machine holds 4 leading brands of perfume in 4 oz. bottles (each bottle approx. 1,000 sprays). Two 5 cent and two 10 cent slots afford simplicity and appeal for selecting. Durable all metal cabinet—baked enamel finish with high lustrous chrome fittings. Perfumatic is only 18" x 12" x 6" from wall—has sturdy enclosed hinge and tamper-proof lock—machine opens from wall for easy refill and collection. Machine guaranteed for 1 year against defects in material and workmanship.

NOW AVAILABLE FOR DISTRIBUTORS Write Now For Full Details

PERFUMATIC of Canada 1 London Street — Toronto, Ontario, Canada

Advertisement for Schoenbach Stamp Vendors featuring 'SCHOENBACH STAMP VENDORS Folder Type' and listing various stamp folder models and prices.

GIVE TO DAMON RUNYON CANCER FUND

## Washington Ops Still Studying Switch to Dime

WASHINGTON, May 5.—Question of increasing juke box play from 5 to 10 cents here is still a moot question among most ops. While several have made the switch in test locations, most have retained the 5-cent peg, and intend to wait a while longer before making a final decision.

Actually, ops report, business has been holding fairly well at the nickel peg, but the steadily mounting costs have bitten deeply into the net from the operations.

John Phillips, music and pinball operator, reported he had not so far contemplated increasing juke box play to a dime. He added that the nickel price and resulting commission have brought no complaints from location owners and pointed out that machines in minimum locations—small neighborhood places—would have difficulty meeting their quotas if prices were raised.

### Cuts Shuffle Prices

Phillips pointed to a related situation in the shuffle alley field. During the amusement machine slump a year ago he cut shuffle prices from 10 to 5 cents, thereby increasing business to a point where the games would pay off satisfactorily. Even during the fall, when the shuffle games were moved back into bowling alleys and increased business was forecast, he retained the nickel price.

Phillips has only a few games operating at a dime. One is the Williams' Super World Series which is 10 cents for one game, three for a quarter.

## Plan New Tax On Jukes, Games

NASHUA, N. H., May 5.—The finance committee of Nashua's board of aldermen is considering taxing pinball machines, juke boxes and other coin machines to provide the city additional revenue.

City Solicitor Louis M. Janelle has asked for a ruling on the legality of the proposal.

## Mich. Industry Co-op Defeats 2 Tax Bills

DETROIT, May 5.—Michigan operators escaped the threat of heavy taxation Tuesday night (1) as a result of the unified, intelligently planned presentation of the industry's position before the State's lawmakers. The lower house voted unanimously to refer House Bill 382 to the committee on printing.

Typical of the House attitude toward the project were suggestions to refer the bill to the committee on charitable institutions and the committee on geological survey—in effect ridiculing the proposition out of the present biennial session.

The presentation to the Legislature was made thru joint effort of the various interests within the industry. Spearheading the move were Irving Ackerman, counsel of the Michigan Automatic Phonograph Owners' Association, and William E. Bufalino, president of Coin Machine Workers' Local 985, having State-wide jurisdiction.

### Proposed Levies

All branches of the industry, including manufacturers and distributors, as well as operators and workers, also co-operated in opposing House Bill 38, which remained unreported in committee last week as the legislative deadline passed. Bill 382, however, was reported out for reading on the floor Tuesday. Procedure on this bill, offered by Representative Haufler, of Saginaw, proved an interesting study in intra-industry unity.

## PITT OPS PLAN JUNE OUTING

NEWELL, W. Va., May 5.—Plans to have special outings for the coin machine field at Waterford Park here are under way, according to Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange.

Tentative date for an outing at the park for Pittsburgh coinmen has been set for Saturday, June 2.

Chartered busses will take coinmen to the park, which is about 48 miles from Pittsburgh.

The 187-acre park is the closest raceway to Pittsburgh and expects to draw 75 per cent of its business from the Pittsburgh area.

## Chicago Coin Sets Midwest Juke Distributions

CHICAGO, May 5.—Chicago Coin Machine Company, thru Sales Manager Ed Levin, announced the appointment of two distributors to handle the Hit Parade counter music machine in four Midwestern States.

First Distributors, Chicago, headed by Wally Finke and Joe Kline, has been assigned territory in Northern Indiana and Northern Illinois.

National Coin Machine Exchange, Chicago, will cover Wisconsin and Iowa. Joe Schwartz is National's owner.

Hit Parade, now being delivered, play 10 45 r.p.m. records. It is available with a nickel, dime, quarter triple-entry drop chute which is convertible to either two plays for a dime and five for a quarter or one play for a dime and three for a quarter. A matching pedestal stand is offered as optional equipment with the medium sized music machine.

First Distributors takes over the territory relinquished this week by Coven Distributing, Chicago. Ben Coven, head of the firm bearing his name, said his org continues as distributor for the complete Wurlitzer and Bally lines and also will handle the Automatic Products cigarette vender.

It proposed basically a \$3 annual fee on coin-operated radios in hotels and tourist cabins; \$6 on coin-operated music or amusement devices operating at a penny, and \$40 on all other music and amusement machines.

During the maneuvering, when the opposition from juke box people was presented, Representative Haufler offered an amendment to drop the juke box fee to \$25, but to impose \$100 on pin games and shuffleboards.

Little effective opposition could be presented by the amusement game people themselves when this surprise move was made, but a whole series of amendments were brought up, some tacked onto the bill. At one time the word "music" was stricken out wherever it occurred; at another, the word "amusement." Such tactics ended in the ultimate effective relegation of the hodge-podge to the printing committee.

### Presentation

Presentation by the industry's representatives had shown the great majority of the Legislature that they were in a sound business, entitled to the respect and protection granted other business fields. Typical of the attitude of legislators, according to Ackerman and Bufalino, were such comments as:

"There's something strange about this bill. It will wipe the small man out of business."

"Music boxes render a most commendable service to the community at large. They serve to keep our children off the streets."

## DISTRIBS, MFRS. PLAN 6-STATE MEET SHOWINGS

See Heavy Op Turnout; Sked Dime Play, Legal, Promotion Discussions

SIoux FALLS, S. D., May 5.—From reports received during the past two weeks, the Six-States Convention scheduled here this summer will draw over 1,000 operators from the Midwest and Northwest area. Hosted by the South Dakota Phonograph Association, the convention will include exhibits of all types of coin machines by distributors from three cities, Minneapolis, Omaha and Milwaukee, and it is now estimated that some manufacturers will also show current models during the meeting.

In addition to the active memberships of the associations involved (SDPA, Wisconsin Phonograph Operators' Association, Minnesota Amusement Games Association, North Dakota, Iowa, and the newly formed Nebraska org), delegations from other music groups are expected to attend. This would include reps from Chicago, Detroit and Cleveland.

Also expected to be in attendance at the convention are representatives from the recording companies and some of the artists whose records are used in the territory.

### Program Plans

While no program has been set up as yet (nor has a definite date

been established for the meeting), it was understood that discussions on such matters as 10-cent play, location promotions, a study of the equipment picture both present and future, and legislative matters would be held.

Most associations participating in the convention now have members who have either started dime-play tests, or who contemplate the move in the near future. By July or August, when the convention is held, fairly conclusive results can be given to the assembled operators.

Because of the nature of the territory, with its heavy summer play from tourists and vacationers, many have delayed their tests until they can co-ordinate them with their top play periods.

### Biz Conditions

Operators thruout the six-State area involved are now reporting sub-normal business, not only on their equipment, but at the retail level. Whether the swing into heavier defense work will change this situation soon is problematic but ops have reported to Mike Imig, SDPA president, that they feel it is now vitally important to the future of the business in the territory to get together on a com-

mon ground and work out means to combat the problems of rising costs and lower grosses.

Imig was in Omaha this weekend (5-6) to attend the Nebraska operator meeting. Wisconsin ops are scheduled to meet about May 10 in Madison, and will also at that time make plans for the convention here.

## Wico Delivers 45 Conversion Juke Box Kit

CHICAGO, May 5.—Wico Corporation has started deliveries on an adaptor kit which converts 1946, '47 and '48 model Seeburg music machines to 45 r.p.m. play.

The kit comes complete with diagrammatic instructions and requires approximately one hour for installation. It lists for \$16.95.

With 45 r.p.m. record distribution now established, an increasing number of operators thruout the country have requested such a conversion for all makes of older model boxes to bring their secondary stops up to date, Max Wierer, Wico president, stated.

## Wurlitzer Rep Holds Showings

MINNEAPOLIS, May 5.—Lieberman Music Company is showing the Wurlitzer line to operators in a series of meetings at Watertown and Sioux Falls, S. D.; LaCrosse and Chippewa Falls, Wis., and Fairmont, Duluth, Bemidji and St. Cloud, Minn.

The series will conclude at the end of the month and will be followed by a service school for operators at the Lieberman offices here.

## DREAMS FOR SALE

### Nightmare Route Placed on Block

NEW YORK, May 5.—If you're looking to expand into a new territory, you could do worse than overlook an ad dreamed up by a juke operator who packs a lifetime of route headaches into his sales pitch. Replies to the ad, reprinted from the current Music Guild of America Bulletin, will be held in strict confidence.

"For the benefit of prospective buyers this brief outline of business is hereby given:

"Practically no competition in resort city of 60,000 all-year population. Competition from rival operators (none on speaking terms) practically nil. There are a few mild exceptions, however, such as the most kind-hearted operators, from a purely benevolent standpoint, loaning money to a rival location owner. By a mere coincidence, this owner literally throws out one machine to make room for the lender's machine. Eappily, this can only happen once in any location until debt is repaid. Sometimes money advanced is a gift, the amount depending on the potential revenue from the location.

"As practically all machines in this territory are operated on a

50-50 basis, it is considered impolite to even suggest top money, front money, minimum guarantees or any other arrangement that would help you break even. When such suggestions are made to location owners, almost before you are thru explaining the high price of machines and records, maintenance cost, depreciation and other expenses and how, on a 50-50 basis, you are losing money, a rival operator is already unloading a machine to replace yours. The

(Continued on page 76)

## \$10 Million Defense Orders to Wurlitzer

NORTH TONAWANDA, N. Y., May 5.—The Rudolph Wurlitzer Company announced its plants in North Tonawanda, N. Y., and DeKalb, Ill., are now working on defense contracts amounting to approximately \$10,000,000, with an additional \$2,000,000 worth of contracts in the negotiation stage.

Officials estimate large-scale defense production will be under way by midsummer. The company is currently tooling up, procuring materials and rearranging plant layouts to expedite this defense assignment. A substantial increase in the company's employment will take place in the next few months to handle the new contracts.

Wurlitzer's defense work includes production of electronic equipment, guided missiles and aircraft parts as well as Wurlitzer electronic organs for armed forces' chapels.

Wurlitzer has contracts from the Army Signal Corps, Army Ordnance Corps, the Air Force, the New York Quartermaster Office, the U. S. Veterans' Administration and subcontracts from Bell Aircraft Corporation, Emerson Radio & Phonograph Company and Zenith Radio Corporation.

Despite the increase in defense work, Wurlitzer is continuing to produce its basic civilian products of pianos, accordions, organs and coin-operated phonographs consistent with current government limitation orders and material availabilities.

### Propose N. H. Tax

CONCORD, N. H., May 5.—A bill to impose a 5 per cent tax on juke boxes and pinball machines has been introduced in the New Hampshire Legislature by Rep. Carroll of Dover. The revenue, according to the measure, would be used to carry municipal campaigns against juvenile delinquency.

## IT'S A FREE COUNTRY

### "Woman's Touch" Builds Detroit Juke Box Route

DETROIT, May 5.—The proverbial "woman's touch" has been added to the operations of the Monarch Music Company in recent months, following active assumption of the operation by Mrs. Wanda Rheume. The firm was established a dozen years ago by the late William Rheume, and was headed by him until his death a year ago last fall. Then Mrs. Rheume, who had been a bride only a few months, took over, and has done a job of running the business that has won the admiration of her competitors.

Her special "touch" was seen in the recent replacement of every single machine on the route, one by one, for complete renovation. Each machine was given a "bath," and such other "beauty treatment" as its condition warranted. The result was a spring house-cleaning which brightened up the locations

and helped to give the appearance of a new machine without additional investment.

### Personal Contact

Mrs. Rheume's second ingredient of successful operation is a regular friendly visit to every location on the route. She follows up the collector, just contacting the man who is "both customer and employer" for the operator—in a move to make them realize her personal interest in the successful conduct of their joint business venture.

With a route sizable enough to employ a serviceman and a collector, she could have become merely an investor or owner, or a manager by remote control, but she was not satisfied to do that. Personal attention to the business is paying off in the form of better relations with location owners, who know her personally and welcome her visits.

## Nightmare Route on Block

Continued from page 75

kind-hearted owner doesn't want you to lose money so he gets another operator.

### No Cruising Trucks

"It is not true, however, that rival operators have trucks cruising around the city with the latest model machines; it only seems that way because your machine was replaced so quickly. Incidentally, this is the quickest service the location owner ever gets.

"There may be other reasons for losing locations, even the poorest ones, such as a friend of a friend's friend, who just started operating, or that a club, lodge member or someone else used his influence for a third party. After all, a location owner reasons, the machines play the same records. The service isn't taken into consideration until he doesn't get it.

"Of course, the inevitable keeping up with the Joneses is a practice which can't be taken too lightly, so your location demands a new machine if his competitor has one—or else. The fact that the receipts don't even warrant the machine he has is unimportant to him.

"Once your machine is in a location, to have and to hold until death or another operator doth you part, the music box is confronted with competition from within.

"Few people have acquired a drinking habit before luncheon, a morning cap not being very popular. After luncheon, when people start patronizing bars and the juke box could get a play, the baseball game is on via radio or television. After the ball game on television, no one bothers to turn the set off, so puppet shows, cowboy pictures, etc., follow.

"Of course, location owners say,

television is just a side issue and has only been installed in bars because competitors have them, and each and every competitor tells the same story. One often wonders how the first set ever got installed. Now television in bars has become a Frankenstein they can't cope with. People used to go to bars to drink, now they mainly look.

"Some time between 6 and 9 p.m., if television and radio aren't on, patrons are permitted to play the juke box. These being dinner hours, cash customers are dining elsewhere. Comes 9 o'clock and the entertainment starts, whether it is a piano player, organist, singers or ensembles. In the wee hours of the morning when all the working people have departed the entertainment ends. Then the juke box comes into its own for the stragglers who remain.

### Bartenders' Gim

"Now there is no more inside competition except from the bartenders. These worthy gentlemen get so tired hearing the same popular tunes over and over again that they resort to a very simple remedy—turning the volume control down so low that the tone is practically inaudible. This makes the bartenders happy but obviously cuts the juke box revenue. If a patron can't hear it, he won't play it.

"Now that we have enumerated what to expect, there is just one more minor necessity for successful operation; proper programming. After the long reign of 20 and 24 record machines, it would seem that a larger selection box would please everyone. But such is not the case. It seems that a number of people look at the list of selections only to find out what is missing. These records then become request numbers.

## Miller Names 2 Contest Winners

CHICAGO, May 5.—M. A. Miller Manufacturing Company this week announced winners in its drawings for free needles from those operators who registered at the Miller exhibit at the Music Operators of America Convention.

First prize of 100 needles went to Bob Lindloff, General Music Corporation, Skokie, Ill., and second prize of 500 needles was won by H. Silverman, Excel Phonograph Company, Cleveland.

Both have their choice of any

"Many times another problem presents itself—how to put on the latest records and, at the same time, not replace any record that even a single customer occasionally plays. Of course, the latest hit tunes are not only expected, but they must be by the location owner's favorite artists.

"From the above description one can readily see the possibilities are unlimited.

### Never Dull Moment

"Anyone with \$50,000 and another source of income will find this an interesting business. What with the above conditions, present legislation, pending legislation and numerous special government emergency rulings, there is never a dull moment operating this route.

"The purchaser, by keeping his blood pressure down, chin up, feet on the ground, a stiff upper lip, nose to the grindstone, shoulder to the wheel, a level head, on his toes, with a finger in every pie and an eye to the future, has an excellent chance to break even.

"Reason for selling: Money is needed to take care of ulcers.

"Any similarity between this music route and conditions in any other territory is not only coincidental but strictly unfortunate."



**RISTAUCRAT, Inc.**

1216 E. Wisconsin St.

Appleton, Wis.

ROCK-OLA MFG. CORPORATION  
800 North Kedzie Avenue  
Chicago 51, Ill.

**ROCK-OLA**  
*Rocket*

ALL AROUND THE  
WORLD---

THE PHONOGRAPH  
THAT SELLS MUSIC

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-39 POOR

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST  
LABEL AND NO. TUNES COMMENT

Continued from page 31

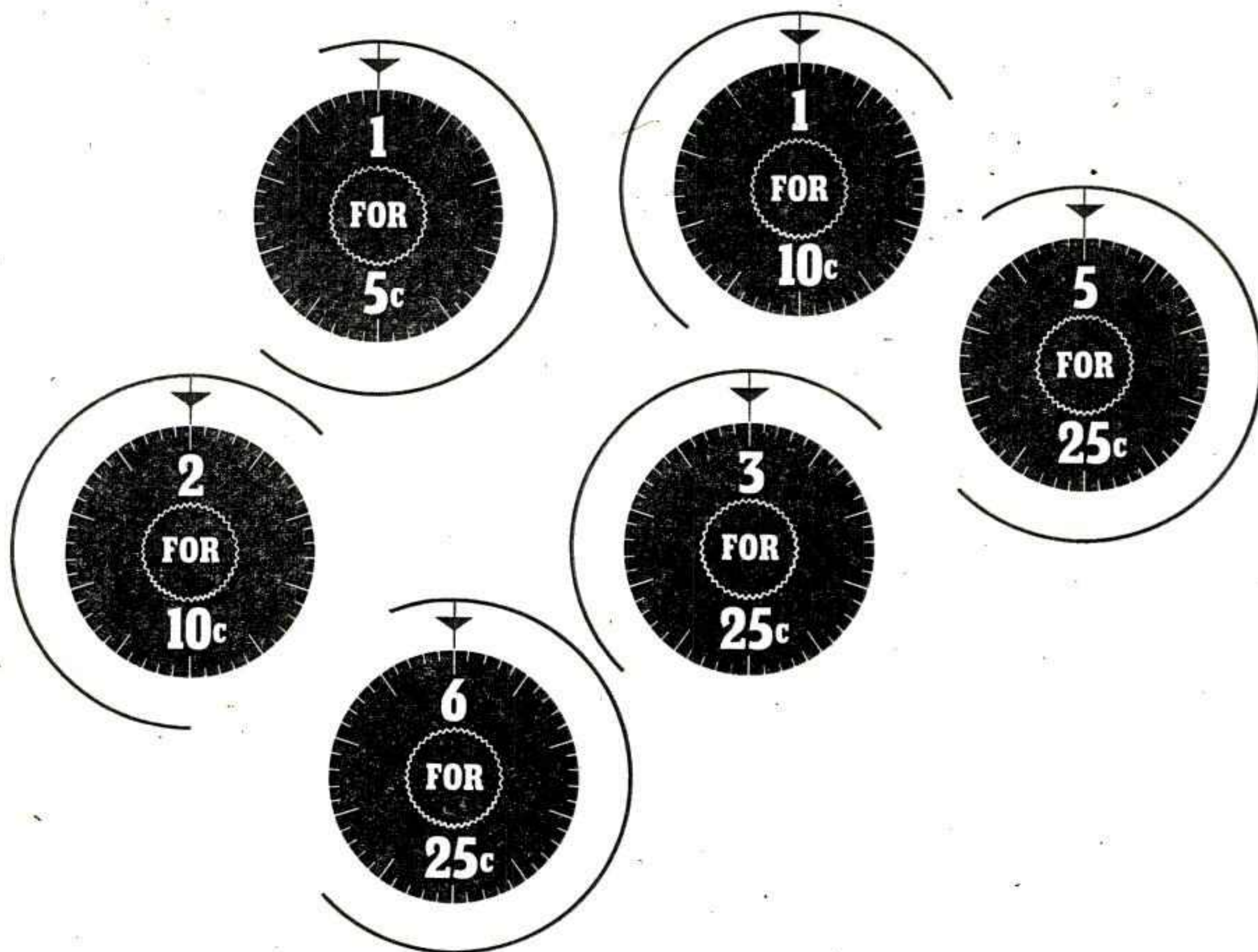
### POPULAR

- LERROY HOLMES ORK**  
Old Soldiers Never Die 75--78--74--74  
MGM 10977—The Holmes ork has come up with a version of the p. d. melody that's just a little different. The band and male quartet take it at a spirited march tempo. Could catch a share of the action.
- I've Got Sixpence 72--75--71--71  
The ork and quartet run thru a bright reading of the old English folk tune.
- HERB JEFFRIES (Lyn Murray Ork-Chorus)**  
Unless 78--79--77--78  
CORRAL 60478—Jeffries has an okay coverage dishing of the new pop ballad click.
- Old Soldiers Never Die 74--75--75--73  
(Jeff Alexander ork)  
Jeffries ork and chorus hand the MacArthur-inspired opus a reverently dramatic reading.
- TOMMY TUCKER ORK (Don Brown-Karen Rick)**  
The Letter 81--84--80--80  
MGM 10970—Tucker fashions a tasty production etching of a cleverly clefted novelty. A thoroughly satisfying etching which could do okay if it is properly promoted.
- My Ohio Heaven 67--67--67--67  
A pleasant slice of a new and fairly routine ditty.
- ART MOONEY ORK (Alan Foster-K. Sommerville)**  
Good Night, Cincinnati 82--85--78--83  
MGM 10969—Mooney has put together a commendable pop etching of a growing country train novelty. Has beat, spirit and a lively Kermit Somerville vocal. Good jockey and juke fare.
- Sarah Kelly From Plumbnelly 66--67--65--66  
A dull Alan Foster vocal deprives this breezy novelty of the spirit it requires to be sold.
- AL MORGAN**  
Do The Pines Grow Green in the Valley 77--78--75--78  
LONDON 990—A bouncy cornball provides ideal material for Morgan's schmaltz style. He is spelled by a narrative. Should prove solid fare for Morgan's Midwestern followers.
- It's a Sin 80--80--80--80  
Morgan has another zippy bouncer here, this one reminiscent of "Jealous Heart." A likely item for the guy.
- BILL BICKEL TRIO (Buzz Aston-The Martinaires)**  
Strange Little Girl 77--78--75--77  
MGM 10972—This package of Pittsburgh talent fashions a first-rate coverage waxing of this slowly growing bit of country mysticism. Should do okay locally and could score elsewhere.
- Goodnight 70--72--68--70  
The group, Aston and the trio put together a tasty slicing of a pleasant new ballad. Aston sounds a lot like Guy Mitchell.
- PHIL BRITO (Joe Lipman Ork)**  
How Thoughtful of You 77--80--75--75  
MGM 10968—Brito sings a pleasing Crosby-ish performance of an attractive current ballad with tasty aid from the Lipman orking.
- Down the Trail of Achin' Hearts 68--70--67--67  
The growing oatune moaner, sparked by a Patti Page etching, is handled neatly tho uneventfully here.
- BILLY WILLIAMS QUARTET (LeRoy Holmes Ork)**  
You Made Me Love You 66--65--65--68  
MGM 10967—The slick TV quartet reads off their unspectacular version of this evergreen.
- Pretty Eyed Baby 70--73--68--70  
This sleeper rhythm ditty, which seems to be catching slowly via a pair of earlier etchings, is done crisply on this coverage slice.
- TOMMY EDWARDS (LeRoy Holmes Ork)**  
A Beggar in Love 74--78--72--72  
MGM 10973—Edwards impresses with a forthright, warm warble of a new ballad in the old Columbo vein. A tasty dishing which could score r and b business too.
- I'll Never Know Why 75--77--74--74  
Another neat, simple, unaffected delivery of a pretty and promising ballad of the day. Edwards has a Nat Cole-type sincerity in his work.
- TENNESSEE ERNIE**  
Mr. and Mississippi 87--87--86--87  
CAPITOL 1521—Ernie's virile style bites crisply into this folkish saga and produces a potent etching which should be one of the winners on the song. Should make a big dent in the country market too.
- She's My Baby 87--87--86--87  
Ernie does a turnabout and delivers a splendid job on a lightly humorous and engaging waltz novelty with a thorough infectious quality. Could be the "sleeper" winner of the coupling.
- PEGGY LEE (Sid Feller Ork)**  
He's Only Wonderful 80--83--78--80  
CAPITOL 1517—Peggy spreads a warm glow as she sings a lovely, musical ballad from the score of the forthcoming "Flahooley."
- It Never Happen' To Me  
The thrush turns to a novelty calypso which contains a few smiles, but these are spread thin. A neat performance which should attract some play.
- GORDON JENKINS ORK**  
Unless 88--89--88--88  
DECCA 27594—Jenkins hands this fast-stepping ballad his rich, melodic treatment and should grab off a sizable chunk of the action on the song. Bob Stevens sings it.
- Rose, Rose, I Love You 88--90--86--88  
A super-arrangement by Jenkins of this growing Oriental novelty gang-song should be in among the top winners on the ditty. The ork tricks should attract deejays.
- BING CROSBY (Victor Young Ork)**  
Something Wonderful 82--84--82--80  
DECCA 27588—Fine, warm Crosby or. one of the striking Rodgers-Hammerstein ballads from the "King and I" score. Young's orking is effectively plain.
- Hello, Young Lovers 88--89--88--87  
The "King and I" ballad most likely to succeed is wrapped up handsomely in the mellow Crosby manner to assure Bing of a big share if the song catches.
- BING CROSBY (Victor Young Ork)**  
I Whistle a Happy Tune 85--85--85--85  
DECCA 27589—The airy lilt from "The King and I" is warbled and whistled with an appropriate lightness by der Bingle. A most effective slicing which could stir pop action for the Disney-ish song.
- Getting To Know You 78--80--77--77  
Another catchy bouncer from the same show score is done lightly and in straight-forward fashion by Crosby.
- ETHEL SMITH**  
The Loveliest Night in the Year 67--67--65--70  
DECCA 27583—An organ solo of the "Over the Waves" adaptation from "The Great Caruso" flick should do for rinks and juke.
- The Syncopated Clock 70--70--68--73  
Miss Smith knocks out the Leroy Anderson hit ditty on the console. She works in some novel tricks.

(Continued on page 78)

# choice of combinations

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**Classical Reviews**

Continued from page 20

**BARBER: "Medea," Ballet Suite, Op. 23** 72  
—Barber conducting the New Symphony Orchestra (1-10") London (33) LPS-333

**BARBER: Symphony No. 2, Op. 19** 70  
—Barber conducting the New Symphony Orchestra (1-10") London (33) LPS-334

**BARBER: Concerto for Cello and Orchestra—Zara Nelsova, cello, with Barber conducting the New Symphony Orchestra (1-10")** 70  
London (33) LPS-332

London Records is to be commended for undertaking a bold plan to issue a series of recordings of contemporary American compositions. The English-owned diskery apparently is thoroughly aware of the considerable progress which has been made in the field of serious composition here. It is fitting that London should have chosen works of Samuel Barber to initiate the American series, for Barber is probably the most successful Yank on the international music horizon and has achieved his recognition by observing traditional patterns in which to frame his fresh modern romantic conceptions. Barber is introduced with three major orchestral works, each occupying both sides of a ten-inch long play record Barber personally planned, directed and conducted these recorded performances. As interpretations, therefore, these must be accepted as definitive. As recordings, as a group and individually these represent first as very finest, which means nothing more could be asked for. Not a detail is lost in the reproduction. As for the works, likely to enjoy the greatest popular acceptance is the ballet suite, "Medea," which is drawn from Barber's music for a Martha Graham ballet, "Cave of the Heart." Of course, this is a programmatic piece, loosely following and interpreting the Medea-Jason myth. It has been shaped into music of expressive power. The score reflects a decided Stravinsky influence. Barber's Second Symphony, in three movements, observes the classical traditions; but its conception is completely modern. Originally written in 1944, the work was revised slightly in 1947. The revised score was employed for the recording. It is a tightly written work opening boldly and dramatically and closing forcefully and powerfully. The slow movement is lyrical and expressive. It no doubt will stand as an important addition to American musical letters. Likewise, the Cello Concerto has the earmarks of durability in Barber's craftsmanship as well as his remarkable powers of lyricism. This work is rich in fresh melodic values. Its highspot is a lengthy cadenza in the first movement. Cellist Nelsova plays the solo part with authority and warm, rich tone. It is difficult to judge the immediate commercial values of these recordings. However, it is likely that these recordings will stir more than a passing interest in these works, both with public and musician. If sufficient interest is roused, these brilliant compositions will find their proper acceptance and the recordings will take on greater values. Meanwhile, the sizable ballet public will likely make "Medea" the top item—at least at the outset.

**HINDEMITH: Philharmonic Concerto and Apparebit Repentina Dies; Hindemith conducting the Berlin Philharmonic Orchestra and Choir of the Vienna Singakademie with members of the Vienna Symphony Orchestra. Capitol-Telefunken (33) P-8134** 68

The pursuit of much-needed repertoire for LP resulted in, among many other valuable entities, the unveiling of the previously well-secreted catalog of Paul Hindemith, a key figure in 20th century music. A good many choice pieces have been "found." On this disk, however, some Hindemith of a lesser nature is coupled. The "Concerto" is a display piece for the Berlin orchestra; for this purpose, it is an ideal writing. There are moments of brilliance but the over-all effect is weighty. More arresting is the choral work with brass ensemble accompaniment on the coupling. This is a forceful, dramatic opus with considerably more intensity and purpose in composition than is inherent in the "Concerto." The work is based on a seventh century poem with the Last Judgment as its theme. The recording, apparently not new, ranges from brilliant to tubby in the reprocessed job. Modernists will want this no matter its deficiencies.

**STOKOWSKI CONDUCTS BACH (Vol. 1)—Leopold Stokowski and His Symphony Orchestra (1-12")** 80  
Victor (33) LM-1133

Chaconne; Passacaglia in C Minor; Bourree; Siciliano; Mein Jesu

Stokowski, a giant of orchestral interpretation, probably will be best remembered for his sincere efforts to stimulate a public interest in the lesser known aspects of J. S. Bach. Stok's superb series of orchestral transcriptions of choice and rare selections from Bach's sonatas, masses and songs, peculiar to the maestro's repertoire, is the living evidence of these efforts. The effort has developed into a commercial entity of high value. This first volume of an apparent series of Stokowski-Bach transcriptions should prosper as a result. Its content is breathtakingly lovely music, beautifully played and brilliantly recorded. Stok wrote the accompanying liner notes.

**MOZART: HIGHLIGHTS FROM COSI FAN TUTTE—Sena Jurinac; Blanche Thebom; Richard Lewis; Eric Kunz; Mario Borriello. Glyndebourne Festival Ork, Fritz Busch, Cond. (1-12")** 85  
RCA Victor (33) LM-1126

In the mid-'thirties, Fritz Busch led the Glyndebourne ork in a memorable Festival recording of the complete "Cosi Fan Tutte," a 20-record, 12-inch shellac set, deluxe in performance, quality and style as well as price. The estimable Mr. Busch is back with a delightful excerpt disk of the opera, with the same ork and a different cast of soloists. From a practical (price) point of view, it is a most marketable item, offering all of the highlights, done with verve and the best comic opera bravura. The vocalists do wonderfully, both in solo and collaborative roles. The orchestra tops, with Busch delivering a galvanic reading. Recording is crystal clear, with detail and mass coming thru with high definition.

**CHOPIN: SCHERZOS—Artur Rubinstein, piano (1-12")** 78  
Victor (33) LM-1132

Victor has done a great service in re-recording Rubinstein's vital interpretations of these mighty (Continued on page 81)

**Record Reviews**

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

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

LABEL AND NO.	ARTIST	COMMENT TUNES	OVER-ALL	POPULAR	REPERTORY	CLASSICAL
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Continued from page 76

**SPIRITUAL**

**BILL KENNY (Song Spinners)'**  
**His Eye Is On the Sparrow** 78--78--80--76  
DECCA 14564—The Ink Spots' soloist essays as a traditional sacred opus here with the Song Spinners and the Leonard Joy ork supplying the background. Result is a fine religious ditty that bridges all markets.

**The Gentle Carpenter of Bethlehem** 78--78--80--76  
Pop songwriters Drake and Shirl wrote this religio tune and Kenny's distinctive sound hands it a heartfelt reading. Again this is suitable pop material.

**SISTER ROSETTA THARPE (Marie Knight-Sam Price Trio)**  
**Royal Telephone** 80--80--84--76  
DECCA 48209—The Sister gets to shoutin' and rockin' with a hefty assist from Marie Knight and the rhythmic Price trio backing.

**I Want Jesus To Walk Around My Bedside** 80--80--84--76  
The tempo here is slower, but the emotional power and fervor is still strong.

**THE SOUL STIRRERS**  
**Peace in the Valley** 79--78--80--NS  
SPECIALTY 802—The first rate spiritual group chants a typical revival meeting ditty a capella with a fine lead shouter sparking the rendition.

**Jesus Gave Me Water** 78--77--79--NS  
More of that fine Southern spiritual feeling here in bright gospel chant.

**PILGRIM TRAVELERS**  
**Peace of Mind** 80--80--80--NS  
SPECIALTY 800—The Travelers get a fine, relaxed spiritual feeling into this gospel work.

**Jesus Is the First Line of Defense** 80--80--80--NS  
At a faster tempo than the topside, the group sets up a toe-tapping chant on another religious opus. Some fine topical lyrics here.

**CHILDREN**

**BUD BRES (Paul Taubman Ork)**  
**Circus On Parade** 68--68--68--67  
BEACON 9133—Vocalist Brees gets a hefty assist from Taubman's work at the Hammond organ in an agreeable dishing of a cute kid tune.

**March Time** 70--72--68--70  
(Paul Taubman Ork)  
Again the orking sparkles on a neat instrumental hunk of wax that is both pop and kidsk material.

**BUD BRES (Paul Taubman Ork)**  
**Penguins On Parade** 68--70--68--65  
BEACON 9134—Written by kidsk jockey Jon Arthur and Billy Collins this is an attractive little ditty for the moppets. Taubman orking with accordion, organ and xylophone sparks the dishing, tho Brees exhibits a relaxed reading.

**Toyland Jubilee** 69--71--69--66  
More material that should intrigue the moppets.

**HOT JAZZ**

**FLIP PHILLIPS ORK**  
**Bright Blues** 68--68--70--66  
MERCURY 8938—Stellar modern jazz crew show their mettle in a swinging boppish riffer—Flip, Edison, Rich, Harris et al. cook up a bappy little storm on this up blues.

**But Beautiful** 57--59--57--54  
Flip solos, with Jo Jones, drums, Ray Brown, bass, and Mickey Crane, BB. Tune is a lovely Jimmy Van Heusen melody, but Flip does little with it except display his tone, which is mediocre here.

**ILLINOIS JACQUET & ORK**  
**Pastel** 66--67--64--62  
MERCURY 8941—Jacquet blows pretty but limited on the Red Calhender tune popularized by Errol Garner. Someone supplies a Garner-ish piano. Weakness is Jacquet's failure to really exploit this fine tune.

**All of Me** 72--70--72--67  
Here the fine tenorman shows what he can do when he's serious—weaves a fine series of choruses in a cool, imaginative style, to a fine bounce beat. He builds all the way.

**RED NORVO TRIO**  
**Zing Went the Strings of My Heart** 72--70--72--68  
DISCOVERY 147—Side is one of the best in the recent Norvo album. Red blows mean vibes, with Tal Farlow knocking out some sharp solo and counterpoint work on guitar and Charles Mingus driving on bass.

**September Song** 68--69--71--65  
Boys knock out some interesting modern chords in a pensive treatment of the beautiful tune.

**CHARLIE PARKER ORK**  
**Relaxing With Lee** 61--61--64--58  
MERCURY 11076—Diz and the Bird are re-united on wax, with Thelonius Monk, Buddy Rich and Curly Russell making the rhythm. Side is rather lackadaisical, fairly interesting solos by Gillespie and Parker on a medium jump original.

**Leap Frog** 71--71--75--67  
Here's the side—a vibrant, up romper, with brilliant chases by Diz and Bird, sparked by Rich's superb explosion drumming. This one rates with the early Guild sides.

**LU WATERS & BAND**  
**Blues My Naughty Sweetie Gives to Me** 66--66--70--64  
MERCURY 11077—The Coast Dixie crew turn on a swinging, up-tempo reincarnation of the old New Orleans sound, with exciting trumpet and clary a la Louis and Dodds, climaxing with an excellent ensemble rideout.

**Tin Roof Blues** 66--66--70--64  
Tuba-punctuated rendition of the oldie has an authentic impact, reminiscent of the Jelly Roll Morton big band jobs.

**INTERNATIONAL**

**SEYMOUR RECHTZEIT (Sam Medoff Ork)**  
**Would I Love You** 75--75--80--70  
BANNER 2589—Tenor Rechtzeit and the ork give the pop hit a straight tango reading in Yiddish. For the Yiddish speaking people this is a natural. For Yiddish nabe jukes and deejays only.

**Never Been Kissed** 75--75--80--70  
Same Yiddish treatment of the pop novelty. Here too, the disk is for the Yiddish speaking only.

**SEYMOUR RECHTZEIT (Sam Medoff Ork)**  
**The Syncopated Clock** 77--79--80--72  
BANNER 2588—By combining both Yiddish words and quite a bit of English, the label may have found a way to reach the group which understands only some Yiddish. Treatment of the hit is fine. Some appeal here for comedy deejay shows.

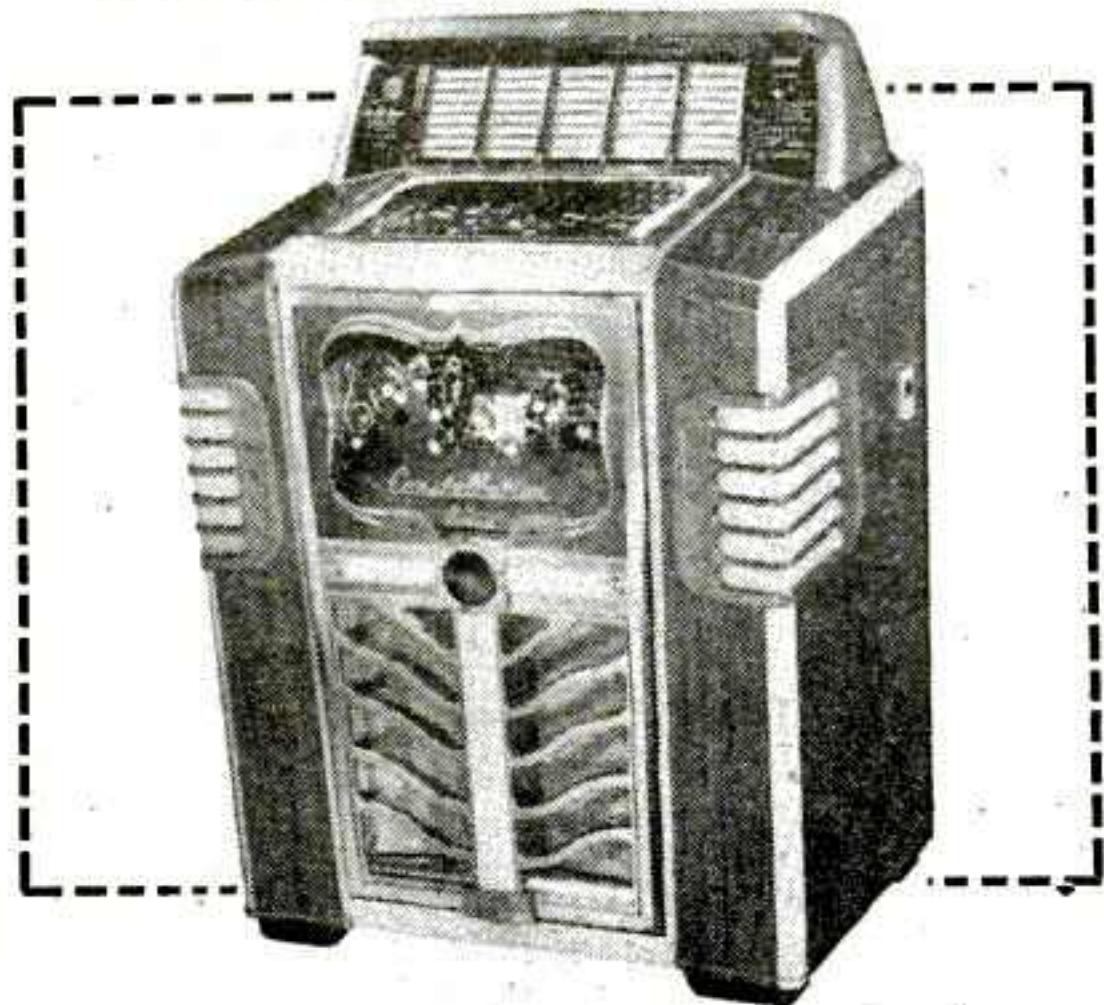
**You're Just in Love** 74--74--79--70  
(Miriam Kressyn)  
The Berlin two-part ditty is ably chanted by Seymour Rechtzeit and Miriam Kressyn in a Yiddish language version of the hit.

**EDDIE GRONET ORK**  
**The Pal Polka** 73--72--70--76  
CORAL 60433—The swiny Gronet band has a bright instrumental polka here replete with a cop's whistle.

**Jolly Oberek** 72--71--70--75  
Much as the title signifies, this is a jolly oberek with staccato trumpets, accordion leads and gang-sing shouts. Fine for the terpers.

(Continued on page 80)

**POWER to PLEASE!**



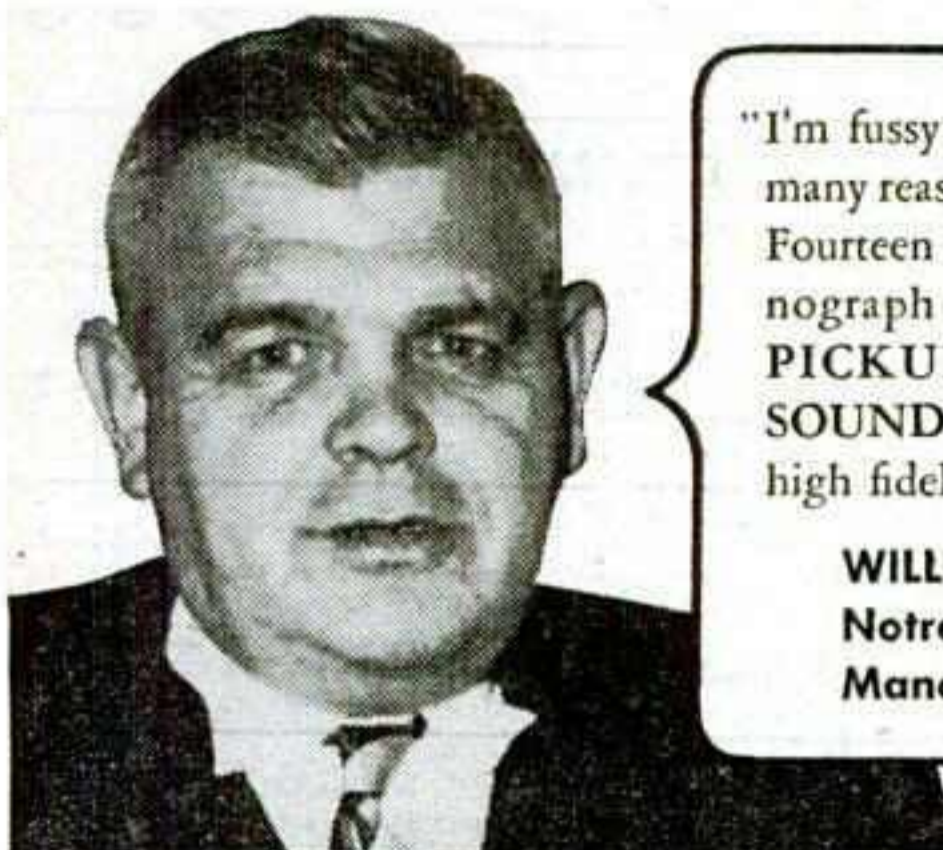
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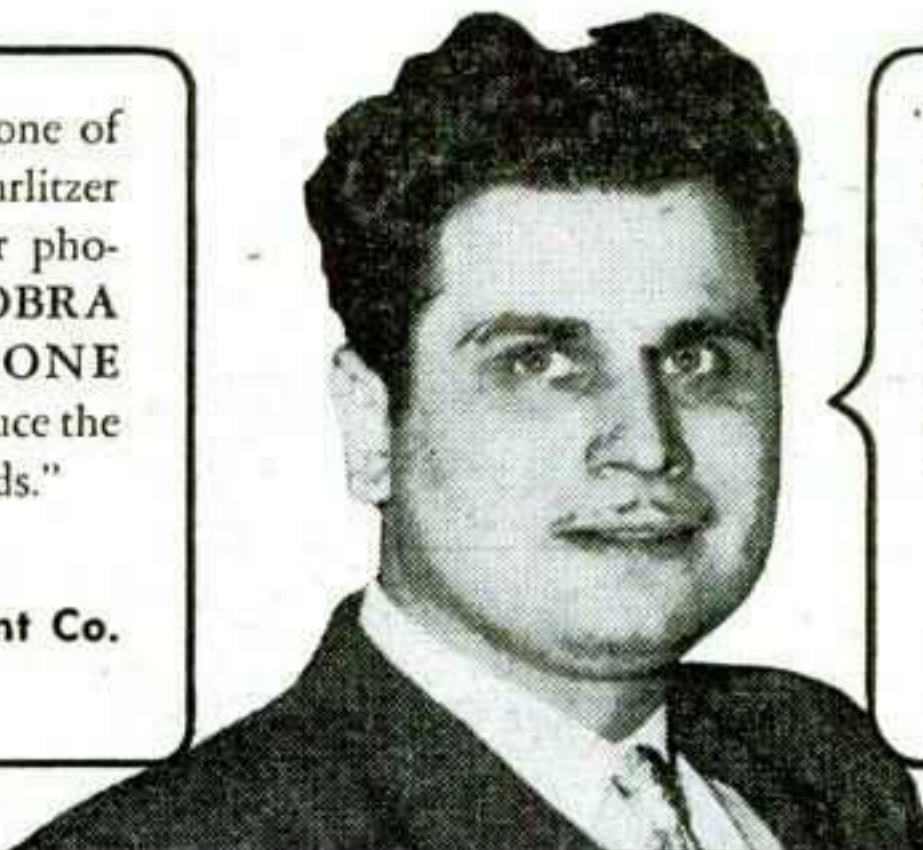
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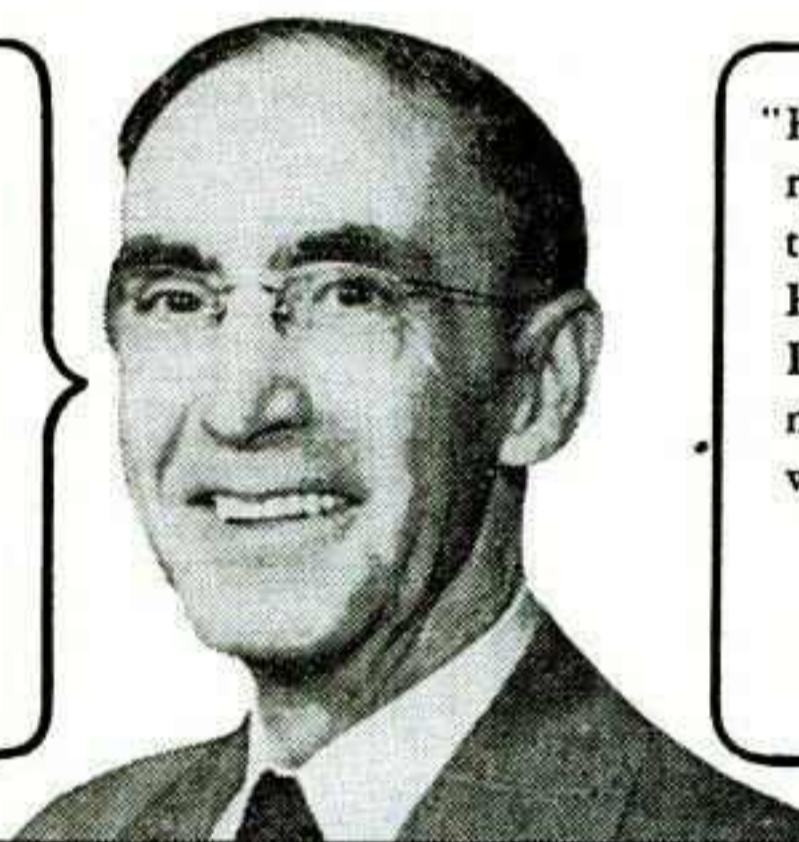
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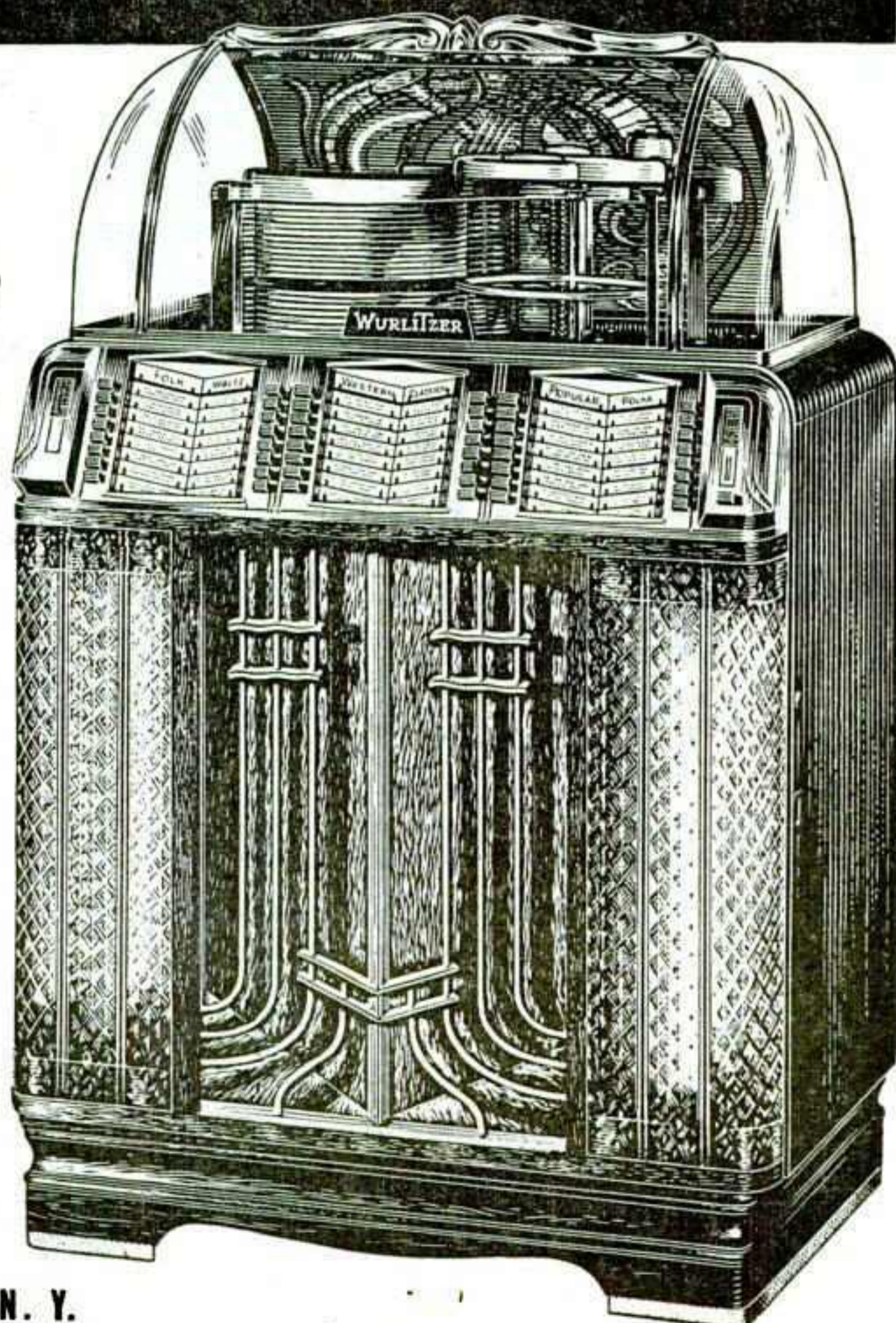
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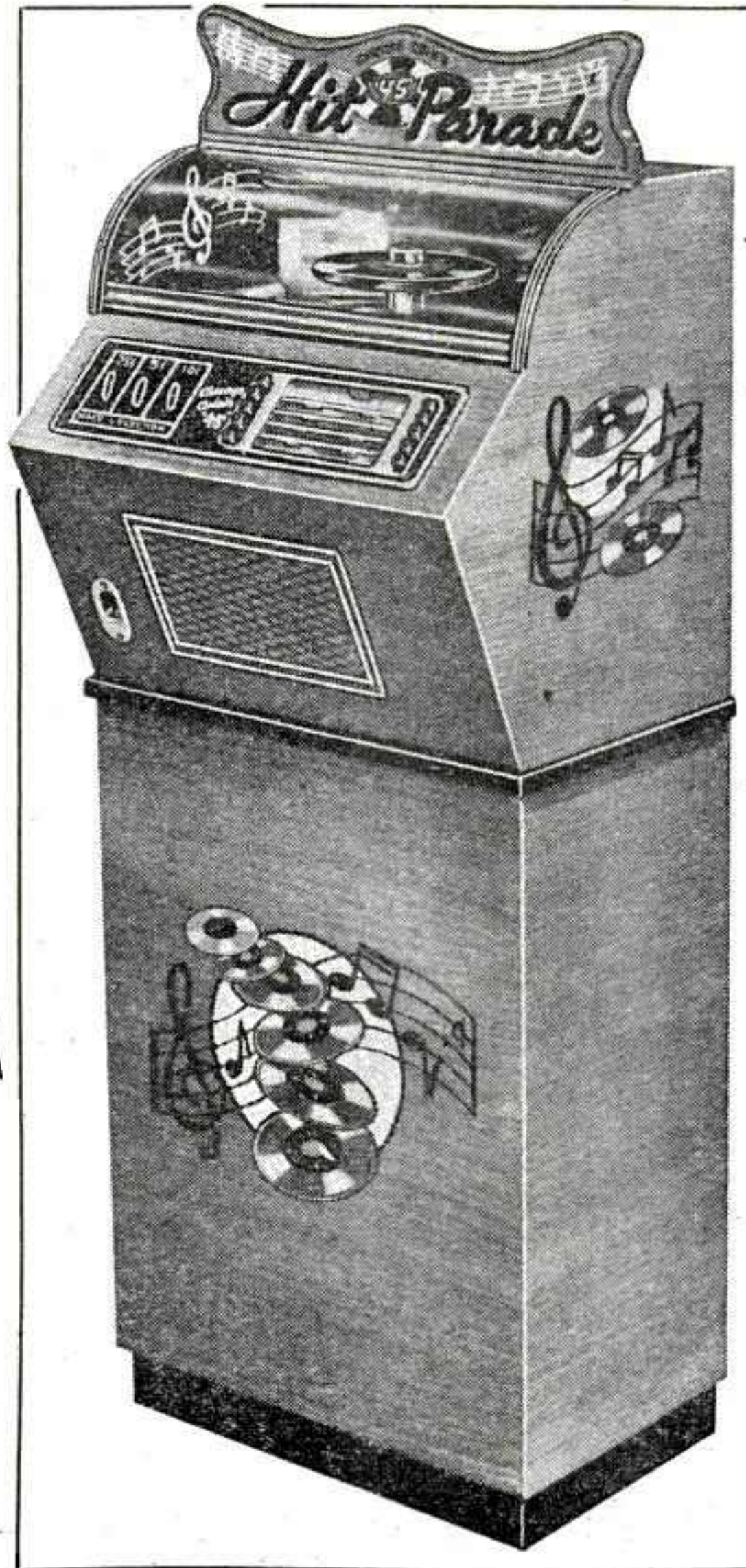
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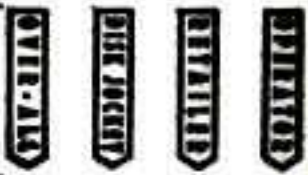
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## Record Reviews

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

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

LABEL AND NO.  
ARTIST COMMENT  
TUNES



Continued from page 78

### INTERNATIONAL

- WALTER DOMBKOWSKI ORK**  
**Dzwonki Dzwonia Polka** 83--81--82--85  
DECCA 45134—The Dombkowski crew have come up with bright and happy bell-ringing polka dishing. Matt Dynek and the band handle the gang-sing chanting and shouting.
- White Donkey Polka** 79--77--78--81  
Less effective is this instrumental polka waxing which includes the expected band shouting. Still good juke material.
- ED WOJCIK (His Jolly Five)**  
**Dziwaczny Zegar** 67--67--66--67  
DECCA 45135—Valeria Gracys handles the weak-voiced vocal on this polish language version of "The Syncopated Clock."
- Zakochany Kanarek** 68--68--67--68  
The same lass doesn't do much better with a polka version of "The Hot Canary."
- ERNIE BENEDICT (His Polkateers)**  
**Beautiful Eyes** 77--78--75--77  
VICTOR 51-1195—The Kendall Sisters and the Benedict group combine their talents to offer an attractive European waltz sung in English. This is both danceable and listenable.
- Dancing Shoes Polka** 74--74--73--74  
The accordion led group play a relaxed beat polka in an equally relaxed mood.

### CLASSICAL

- JOSE ITURBI**  
**De Falla: Ritual Fire Dance** 84--88--85--80  
VICTOR 49-1427—The energetic excerpt from "El Amor Brujo" is one of Iturbi's bits of meat, an exceedingly popular catalog piece. The popularity of the piece should make it eligible for repertoire for 100-play 45 jukes.
- De Falla: Dance of Terror** 80--85--80--74  
Also from "Brujo," this excerpt is similar in spirit and fiery nature as "Ritual" tho it is not as well known. It, too, is played energetically by Iturbi.
- JOSE ITURBI**  
**Debussy: Reverie** 83--85--83--80  
VICTOR 49-1424—Iturbi, made by moves into the household pianist, has a likely item in his etching of this familiar Debussy tidbit, which served as the basis for the hit pop song of a similar title.
- Beethoven: Fur Elise** 83--85--83--80  
Known too as the Bagatelle in A Minor, this charming peiece is familiar to every elementary piano student. Like "Reverie," it is surprisingly inaccessible on wax, and for that reason alone should provide Iturbi with a highly salable coupling.
- BOSTON POPS ORCHESTRA (Arthur Fiedler, cond.)**  
**Gottschalk: The Banjo** 82--85--82--78  
VICTOR 49-1435—A fresh waxing here of one of the standard pieces in the Pops repertoire. Sprightly and light listening typical of the Pops and should do right well anew.
- Anderson: Jazz Legato-Jazz Pizzicato** 83--85--83--80  
A pair of Leroy Anderson companion pieces, faves of the Pops repertoire, have been done anew. Should continue as lively catalog.
- VICTORIA DE LOS ANGELES**  
**(Philharmonia Orchestra, Walter Susskind, Cond.)**  
**Massenet: Adieu, Notre Petite Table** 78--78--78--NS  
VICTOR 49-3227—The much heralded Miss de los Angeles lives up to all of her rave notices on wax. She dislays a beautiful soprano voice which produces superior vocalism as well as projects the full dramatic impact of the familiar aria from "Manon."
- Mozart: Porgi Amor** 77--78--75--NS  
Tho the singer is apparently not quite so comfortable with Mozart, her rare fine quality and musicality are values enough to make this a commendable coupling. Susskind and the Philharmonia support expertly on the English-made slices.
- VICTORIA DE LOS ANGELES**  
**(Philharmonia Orchestra, Anatole Fistoulari, Cond.)**  
**Wagner: Dich, Teure Halle** 77--78--75--NS  
VICTOR 49-3213—Miss de los Angeles, heard on another coupling in Massenet and Mozart, establishes her virtuosity here as she adds forcefulness to her pure, rich qualities to create a glowing etching of this w. k. aria from Act II of "Tannhauser."
- Wagner: Elsas Traum** 77--78--75--NS  
From Act I of "Lohengrin" the soprano is splendid again in her reading of another of the more familiar Wagnerian arias.
- ARTHUR WHITTEMORE & JACK LOWE**  
**Ravel: Bolero** 82--84--80--80  
VICTOR 49-3226—The noted duo pianists play Ravel's own arrangement of his evergreen for two pianos. It is considerably briefer and somewhat less effective in the two-piano form than it is in its orchestral version. The work is played superbly by the duo. There should certainly be enough interest in this pianistic conception of the work to make it a profitable disk venture. In addition, the single 45 disk paves the way for the piece on multiple-play jukes which program longhair etchings.
- ARTHUR WHITTEMORE & JACK LOWE**  
**Enesco: Roumanian Rhapsody No. 1** 73--75--75--70  
VICTOR 49-1452—This is the pianists' own arrangement of the Enesco warhorse for two pianos. Essentially it captures the folk qualities of the piece as well as its spirit and fire. The duo has run into quite a sizable amount of waxed competition of all sorts on this work. The prime buyer will, therefore, have to be from among those who admire the work of this team.

## Info in Other Departments

Among the stories of interest to be found in the General, Music and other departments up front in this issue of the Billboard are:

**LOW-PRICED DISK PUSH AHEAD.** Dealers, distribs find lower-cost platters sell strong (Music Department).

**GANGS INVADE LEGITIMATE BUSINESSES.** Senate Crime Investigating Committee finds infiltration in at least 50 enterprises (General Department).

**RADIO-TV-PHONO EXCISES RISE.** Tax figures jump from 4-mil to 23-mil in one month (General-Music Departments).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



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Seeburg

Table listing Seeburg models and prices: 148 ML \$399.00, 148 SL \$369.00, H 148 M \$299.00, 147 M \$299.00, 147 S \$279.00, 146 M \$249.00, 146 S \$229.00

Wurlitzer

Table listing Wurlitzer models and prices: 1250 \$549.00, 1100 \$389.00, 1080 \$279.00, 1015 \$229.00, 1017 \$269.00

Rock-Ola

Table listing Rock-Ola models and prices: 1428 Blonde \$319.00, 1426 \$169.00, 1422 \$129.00

Post-War A.M.I.

Table listing Post-War A.M.I. models and prices: Model C—New Write, Model A \$375.00

Mills Constellation

Table listing Mills Constellation models and prices: 40 Record, Mills 1947 Constellation \$159.00

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GRAND RAPIDS, MICH. 245 N Division

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Large table with columns for machine brand (AIREON, AMI, FILBEN, MILLS, PACKARD, ROCK-OLA, RISTAUCRAT, SEEBURG, WURLITZER), model, and prices for various issues (May 5, April 28, April 21, April 14).

Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Table of record reviews including artists like DOLPH HEWITT, EDDIE MARSHALL, ROY ROGERS, SKEETS McDONALD, and LIEBERMAN, with record titles and review scores.

Classical Reviews

Continued from page 78

pieces Given the benefit of new recording techniques and the wonder of LP reproduction, Rubinstein, in these new recordings, has surpassed the original. This is the pianistic art at its peak.

SONATA NO. 2 FOR VIOLIN AND PIANO, AND SESSIONS: DUO FOR VIOLIN AND PIANO—Patricia Travers; Otto Herz (1-10'')

Columbia admirably continues to find place in its repertoire for modern American music. Here the diskery has coupled a pair of knowing performances of works by Ives and Sessions. The Ives Sonata is an early work; it has a basic folkish flavor which is energetically projected.

LIEDER OF BRAHMS AND HUGO WOLF—Suzanne Danco; Guido Agosti (1-10'')

Miss Danco, introduced some months ago via a London LP collection of soprano arias, has since made her American concert debut to a warm reception. In the collection at hand, the Belgian soprano demonstrates her ways with lieder.

LIZST: SONATA IN B MINOR; SONETTO DEL PETRARCA, NO. 104; LEGENDE: ST. FRANCOIS D'ASSISE: HUNGARIAN RHAPSODY NO. 12 Leonard Pennario, piano.

Pennario, one of the more brilliant of our young pianists, undertook an extremely difficult proposition in making this collection of neglected Liszt piano music. The major work here, the B Minor Sonata, is an extremely intricate and complicated piece.

Table listing Wurlitzer models and prices: Colonial, Twin Hideaway, 41, 42-500, 63, 71, 500, 600, 600A, 600K, 600R, 616, 700, 750, 750E, 780, 780E, 800, 850, 950, 1015, 1017, 1080, 1100, 1250, 1942 RC Special, Victory.

Insert Bushing Converts 5c Wall Boxes to 10c
Fits All 5c Boxes
25¢ Each
See Your Distributor or Write Direct
MID-WEST DISTRIBUTING CO.
208 N. Madison St. Rockford, Ill.

GIVE TO THE RUNYON CANCER FUND

10-DAY COIL SALE
30% Discount

Order 12 coils or more—One kind or assorted and save 30%. 10 days only! Rush your order today while stock lasts.

Table with 3 columns: Model, Reg. Price, Sale Price. Includes models W-25, W-26, W-27, W-28, U-123, SM 20-1, A-20-8, 2876, 9122.

30 WIRE CABLE SPECIAL
COTTON OR PLASTIC COVERED—
Standard color code, 22 ft.
20 ft. in 500 ft. or 1000 ft. reels.
50% deposit with all orders

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

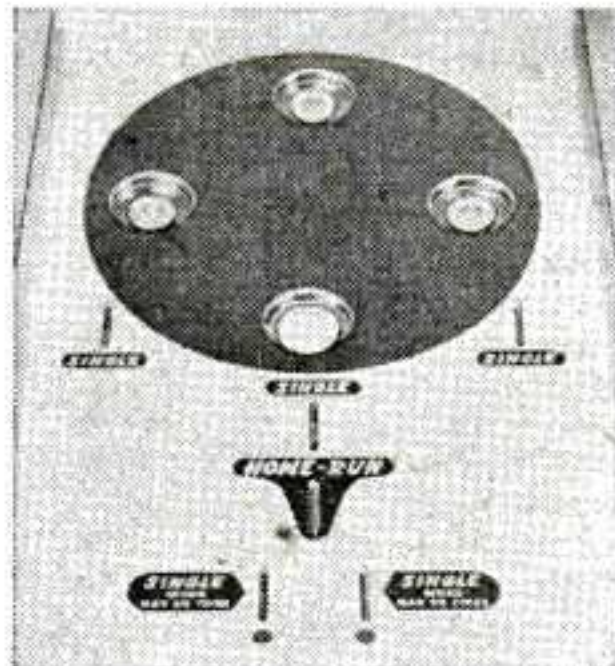
GUARANTEED PERFECT!



Aluminum Discs for GROETCHEN TYPERS

IMMEDIATE DELIVERY! \$11.00 Per 1,000

1/3 Deposit With Order
TREMEX INDUSTRIES, Inc.
Successors to Max Glass Distributing Co.
914 Diversey Chicago 14, Ill.



Man on home-plate. Home-Run hit will race man around the diamond, scoring 1 run. But a Single will merely advance man to first-base, and next inning starts with a man on first. If 2 players are playing, second player starts his half of the inning with a man on first. See Bally Baseball advertisement in this issue.

100% Return privilege

Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616

Fully repaired. Perfect condition. Ready for location. \$79.50 (Crated)



1/3 With Order, Balance C. O. D. Send for Complete List.

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

TRADIO THE GREATEST NAME IN COIN OPERATED TELEVISION

Write for details
TRAD TELEVISION CORP.
Ashby Park, N. J., Ashby Park 2-7407

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Main table with columns for machine names and prices from four different issues (May 5, April 28, April 21, April 14).

Table with columns for machine names and prices from four different issues (May 5, April 28, April 21, April 14).

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Table listing amusement games like Victory Derby, Virginia, Whirl-A-Ball, etc. with prices from May 5, April 28, April 21, and April 14 issues.

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed.

For this week's prices consult the used machine advertisements in this issue.

Large table listing various arcade machines like Ace Bomber, Air Hockey, Astroscope, Atomic Bomber, etc. with prices from multiple issues.

Table listing machines like Mutoscope, Pistol Pete, Pitch 'Em & Bat 'Em, Play Ball, etc. with prices from May 5, April 28, April 21, and April 14 issues.

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed.

For this week's prices consult the used machine advertisements in this issue.

Table listing shuffle games like ABC Bowler, Ace Bowler, Baseball, etc. with prices from May 5, April 28, April 21, and April 14 issues.



NOW AVAILABLE IN 90 COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS our facilities for building wiring harness to meet your specifications is unexcelled.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

RUNZEL Cord and Wire Co. 4723 W. MONTROSE AVE. CHICAGO 41, ILL.

Exhibit Six Shooters... Write Exhibit Date Guns... \$ 74.50 Athletic Strength Testers... 74.50

ONE BALLS Photo Finish \$265.00 Citations \$169.50 Champions \$284.50 Jockey Special 79.50

READY TO GO ONE BALLS CITATIONS \$140.00 CHAMPIONS 235.00 WINNERS Write

SACRIFICE! PENNA. CLUBS AND OPERATORS BELL MACHINES

FOR BETTER BUYS BUY MCGINNIS RECONDITIONED PIN GAMES READY FOR LOCATION

GUARANTEED ONE BALLS BOWLING GAMES AT LOWEST PRICES

Table listing bowling games and prices. Includes items like Bally Shuffle Bowlers, Keeney Pin Boys, etc.

SICKING, INC.

America's Oldest Distributor Established 1895 1401 Central Pkwy., Cincinnati 14, O.

Shuffle Games Prove Popular Maritime Hypo

ST. JOHN, N. B., May 5.—With coin operated shuffle bowling now permissible in taverns under the Newfoundland provincial liquor control laws...

Border Stops

Along the Maine and New Brunswick border, operators on the Main side have installed the shuffle games and they have been pulling strongly from both sides of the boundary.

Sets New Arcade In Atlantic City

ATLANTIC CITY, May 5.—Max Brown, of Philadelphia Coin Machine Exchange, soon will open a new arcade at 2407 Boardwalk here.

Ala. Tobacco Tax

MONTGOMERY, Ala., May 5.—According to official figures given out by State Revenue Commissioner Joseph M. Edwards, tobacco tax collections for April totaled \$564,352, compared with \$573,369 in April, 1950.

During the first seven months of the present fiscal year collections totaled \$4,301,832 compared to \$4,237,872 in the same period a year ago, an increase of \$63,960.

THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 83

Shuffle Games

Large table listing various shuffle games and their prices across different issues. Includes items like King Pin, League Bowler, Shuffle Alley, etc.

Hold 2d Wis. Cushion Meet

WAUSAU, Wis., May 5.—The 2 annual Wisconsin Cushion Shuffleboard State Championship Tournament will be held tomorrow (6) under the auspices of the Northern Shuffleboard Leagues at the Eagle Club Auditorium here.

Wright and Green said registrations were far ahead of the 1950 meet. Many of the teams participating in the tourney also are slated for action in the U. S. Tear Championship meet in Madison, Wis., May 25-28.

Life Savers Expands, Reports Record Biz

PORT CHESTER, N. Y., May 5.—Life Savers Corporation chalked up a record net profit of \$2,662,334 for 1950. Firm's previous year's earnings totaled \$2,025,152.

1896 Invoice Oldest Yet in Chase Contest

ST. LOUIS, May 5.—Chase Candy Company reports the leading contender in its "oldest invoice" contest has submitted one dated April 10, 1896, covering the purchase of several pails of jelly beans.

Spokane Biz Report

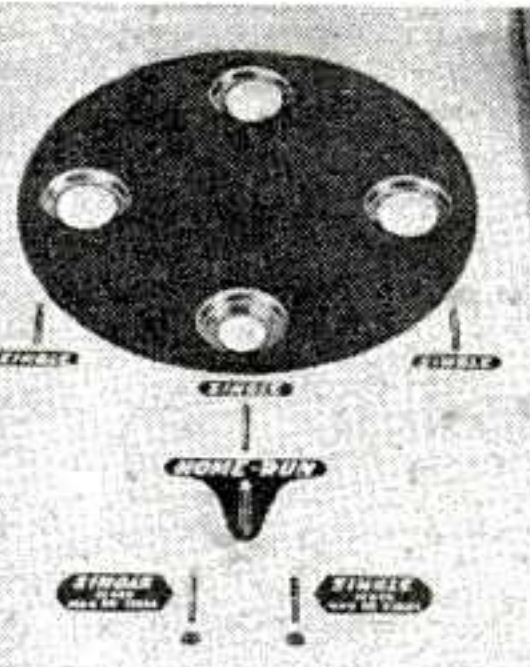
SPOKANE, May 5.—L. J. Osier candy, nut and gum machine operator reports a drop in sales for the first time since 1940. Receipts are down 15 to 20 per cent in some of the poorer locations, he said.

Add Changer

EVANSTON, Ill., May 5.—Adding a service coin changer to a parking meter installation is a new wrinkle to solve the space-but-no-coin problem of motorists here.

Advertisement for GAYTIME AMUSEMENT CO. listing various games and prices like EX. SHORT STOP, UN. MANHATTAN, etc.

Advertisement for WURLITZERS listing various models and prices like 1100's, 1015's, 1017's.



Bases loaded. Good for 3 runs on a Home-Run hit. But a Single will score only one Run and donate 2 potential Runs to the second player.

ARCADE EQUIPMENT LOST LEASE. Write for our close-out price list of used Arcade Equipment before buying elsewhere. ARROW NOVELTY CO.

FIRST with every Bloomin' thing in COIN MACHINES! HIT PARADE Now on display in our show room. SHUFFLE GAMES ALL PLAYING FIELDS RESURFACED...

RECONDITIONED FIVE BALLS. SELECT-A-CARD \$125, SHANTY TOWN 115, TUMBLEWEED 115, DOUBLE SHUFFLE 95, SHARPSHOOTER 95, JUST 21 89, CHAMPION 89, OKLAHOMA 89, TELECARD 85, 3 FEATHERS 85, BLACK GOLD 79.

CONVERSIONS A NEW TWIST Jumbo plastic pin conversions for Chicago Coin BOWLING ALLEY & Univ. TWIN BOWLER. \$29.50

FIRST DISTRIBUTORS 1748 W. North Avenue Chicago 22, Illinois Dickens 2-0500

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

Late Spring Buying Spurt

Continued from page 70

Five-ball idea; Keeney's Big League Bowler, a four-player shuffle bowling game; Natco's Bowl-o-Matic, an 18-foot automatic bowling alley made for Natco by Universal under contract, and new games to be introduced by both Genco and Universal next week.

Good Crop Operators thru the Midwest, who have the new pieces on locations, pointed out they first ordered on a cautious basis, hoping to find out thru player reaction which one or two might be obvious standouts with the playing fraternity.

lull the first few weeks in April. Some of this surge, operators claim, was caused by the NPA restrictive orders which could halt new output at almost any time. Tho there has been a generous supply of equipment available in the coin machine field, as in the major appliance and automobile businesses this spring, trade observers in each of these fields described the condition temporary and predicted the real scramble for such merchandise is still just ahead.

Dad's Adds Seven New Bottler Franchises

CHICAGO, May 5.—Dad's Root Beer Company announced the signing this week of seven new franchises for the bottling of its drink. The new outlets are: Seven-Up Company, Deming, N. M.; Tru-Ade Bottling Company, Fort Worth; Grapette Bottling Company, Kingston, O.; B & B Bottling Company, Port Angeles, Wash.; Sunset Bottling Company, Seattle; Rex Bottling Company, Visalia, Calif., and Wabeno Bottling Works, Wabeno, Wis.

# DSA Official Cites Shuffle Biz Progress

DETROIT, May 5.—The current times demand an intelligent and active attention to business problems and operation on the part of shuffleboard men, Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, said this week.

"Present conditions are bringing new problems. They should have the careful study and thoughtful consideration of a group such as ours whose decisions should be unselfish and unprejudiced," he said.

Chlopan pointed to the completion of the first year of operation of the DSA, and noted that it had achieved definite prestige, established by "the wise and energetic leadership of our officers and the loyal and enthusiastic co-operation of our members."

# Bow Stiff Fla. Coin Tax Bills

TALLAHASSEE, Fla., May 5.—Florida dealers in coin-operated machines would be subject to an annual license fee of \$2,000 under the provisions of a bill introduced in the State House of Representatives here last week. In addition, there would be an annual per machine tax on equipment "leased, rented, stored, distributed or consigned and not sold."

Another bill introduced in the House would up the tax on vendors in business establishments from \$2 to \$5 and lift the tax on penny operated machines from 50 cents to \$1.



through IMPROVED SERVICES that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

AMERICAN CANCER SOCIETY

Mail your contribution to "CANCER" in care of your local post office

# Calendar for Coinmen

- May 8—Automatic Phonograph Owners' Association (APOA), monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- May 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
- May 8, 22—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
- May 9, 23—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
- May 10, 24—Connecticut State Coin Association, Inc. (CSCA), semi-monthly meeting, Hotel Bond, Hartford.
- May 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
- May 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

- May 15—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- May 15—National Automatic Merchandising Association (NAMA), board of directors spring meeting, Emerson Hotel, Baltimore.
- May 15—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- May 16—NAMA Region III meeting, Emerson Hotel, Baltimore.
- May 16—Westchester Operators' Guild, Inc. (WOG), monthly meeting, Moose Hall, White Plains, N. Y.

- May 24—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- May 28—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
- May 29—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.
- May 29—Automatic Music Operators' Association, Inc. (AMO), monthly meeting, Park Sheraton Hotel, New York.
- May 31—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Detroit-Leland Hotel, Detroit.

- June 3-7—National Confectioners' Association (NCA), annual convention, exhibit, Stevens Hotel, Chicago.
- June 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
- June 6-9—National Candy Wholesalers' Association, Inc. (NCWA), annual convention, exhibit, Palmer House, Chicago.
- June 6—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
- June 7—Phonograph Merchants' Association (PMA), monthly meeting, Hotel Hollenden, Cleveland.
- June 7—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.
- July 8-10—South Dakota Phonograph Association (SDPA), quarterly meeting, Sioux Falls, S. D.

# Legislative Round-Up

Continued from page 70

amusement games and on cigarette vending machines. Two such bills were reported favorably (Senate 389 and Senate 391).

**KANSAS:** Operators are now paying the 2 per cent gross receipts tax on their operations of all types of coin-operated machines including merchandise venders and phonographs. This law was originally introduced in the Senate, was approved the end of March.

**MASSACHUSETTS:** House Bill 2440, which closely resembles the wording of the federal anti-slot machine law, passed the House and was referred to the Senate Ways and Means Committee. The bill would prohibit the manufacture, transportation, sale, repairing, possession or use of gambling devices. The bill also defines gambling devices in the language used in the federal law.

If House Bill 2304 passes (it has already passed the House and is now in the Senate) all coin machines would have to meet the approval of the director of standards before they could be operated. Bill applies to all types of coin-operated equipment, exempts only pay telephones and electric meters.

### Kill Bill

**MICHIGAN:** A broad tax proposal (House 382) to license juke boxes and games at \$40 annually, considered discriminatory by ops, was killed by the House Taxation Committee.

Michigan also is on the way to enacting one of those serial number bills. One (House 437), provides stiff penalties for defacing or removing the serial numbers from motors, household appliances or mechanical devices. The bill is not clearly applicable to coin machines, but might very well cover all types of machines. Distributors generally appear to favor such legislation since it places a hurdle for jobbers and distributors who sell outside their territories.

**MINNESOTA:** Cities and towns here may now regulate or prohibit the operation of juke boxes and amusement games. The Legislature has given them the power to act in such matters (see separate story).

**MISSOURI:** House and Senate are considering legislation simi-

lar to the federal anti-slot law which would make it illegal to manufacture, possess or transport gambling devices. A gambling device is defined in language similar to that used in the federal law.

### \$5 for G.I.'s

The Legislature also is proposing a G.I. bonus. It calls for—among other items—a \$5 annual tax on juke boxes and games as well as manual and coin-operated shuffleboards.

**OHIO:** No word at press-time on Senate action on House 115—the broad bill which would prohibit possession or exhibition of what the bill calls "gambling equipment." The bill has already passed the House. Operators are concerned over the bill's broad language which might cover amusement games.

**OKLAHOMA:** The proposal to allow free plays in Oklahoma was killed in the Senate. The bill earlier passed the House.

**TEXAS:** The State has enacted a law defining a slot machine and prohibiting their manufacture, ownership, storage, possession, sale or rental. The bill (House 326) passed the Senate Wednesday (2).

### Definition

The new Texas law defines a slot machine as "any so-called slot machine or any other machine or mechanical device, by whatsoever name known, an essential part of which is a drum or reel with insignia thereon, and (1) which when operated may deliver, as the result of the application of an element of chance, any money, or property, or other valuable thing; or (2) by the operation of which a person may be entitled to receive, as the result of the application of an element of chance, any money or property or other valuable thing; or any machine or mechanical device designed and manufactured or adapted to operate by means of the insertion of a coin, token, or other object and designed, manufactured or adapted so that when operated it may deliver, as the result of an application of an element of chance, any money or property."

Subassemblies and parts intended for such machines are also outlawed under the law.

# World Wide Your Exclusive Distributor for EXHIBIT, WILLIAMS, KEENEY, ROCK-OLA

**Keeneey CONVERSIONS**  
For every Shuffleboard. Ask the smart operator who uses them  
**LEAGUE MATCH BOWLER**  
for 12-ft. board  
**4 WAY BOWLER**  
for longer boards  
Fully Automatic—Hi Score  
—Jumbo Pins  
Automatic Puck Return—Fast Action—Scores All Split Shots.

Keeneey's **BIG LEAGUE BOWLER**  
• New! • Different!  
1-2-3 or 4 players! Features 8" jumbo lite-up pins. Super deluxe cabinet. See it! Order now for BIG PLAY!

Reconditioned **SHUFFLE GAMES** Guaranteed

<b>Lot #1</b>	<b>Lot #2</b>	
United SHUFFLE ALLEY	Bally SPEED BOWLER*	Bally HOOK BOWLER ... \$375
Genco BOWLING LEAGUE	Chi. COIN BOWLING ALLEY	Keeneey LEAGUE BOWLER 285
Williams BOWLER	Exhibit STRIKE*	United TWIN SHUFFLE ... 245
Genco GLIDER	Williams DE.UXE BOWLER*	ALLEY REBOUND ... 245
Keeneey PIN BOY	Chi. Coin SHUFFLE BASEBALL	Keeneey DOUBLE BOWLER 210
	*with Fly-Away Pins.	Chic. Coin ACE BOWLER 195
<b>\$25 each</b>	<b>\$75 each</b>	Chic. Coin BOWLING CLASSIC ... 185
		Universal SUPER TWIN BOWLER ... 175
		Keeneey KING PIN ... 145
		Bally SHUFFLE BOWLER 85
		Univ. HIGH SCORE BOWLER (New) ... Write

**Famous WILLIAMS Games**

<b>Williams MUSIC MITE</b> Musical treat just for your entertaining spot. See it—hear it—buy it! 5c or 5-10-25c Coin Chute.	<b>Williams SUPER WORLD SERIES</b> Exciting, all new Ball Game, 5-10-25c single-entry chute, slugging. Scores runs, hits—all the thrills of baseball! A sure-fire winner!	<b>Williams DOUBLE HEADER</b> A hit with any crowd. Brand new in original-grates, limited quantity. <b>\$175</b>
--	--	--

**ONE BALLS**  
Bally  
Champion ... \$275  
Citation ... 175  
Turf King  
(New) ... Write  
Gold Cup ... 135  
Special Entry ... 95  
Jockey Special ... 95  
Universal  
Photo Finish ... 250  
Winner (New) Write

**EXHIBIT GAMES**  
**GUN PATROL**  
5-10-25c Coin Chute. Easily converted for any of above type of plays.

**SIX SHOOTER**  
Exciting pistol target shooting. Real "Western" flavor. A terrific profit maker. Write!

**NEW PIN GAMES**  
Gottlieb HAPPY GO LUCKY  
Genco HITS & RUNS  
Williams CONTROL TOWER  
Genco TRI SCORE  
Late Used Pin Games—Write for prices.

**Baker KICKER and CATCHER**  
Counter Model NEW! Action packed game with loads of appeal. 1c play. **\$33**

**MISCELLANEOUS EQUIPMENT**  
Seeburg SHOOT THE BEAR ... \$375  
Williams STAR SERIES 175  
Exhibit DALE GUNS ... 95  
Mutoscope SKY FIGHTER 95  
Genco ADVANCE ROLL 35  
Genco TOTAL ROLL ... 35

**Rock-Ola '50-'51 ROCKET PHONO**  
Terrific new phono—45 or 78 RPM. Eye-stopping cabinet means BIG profits. See it! Hear it! You'll want it!



Phone: Everglade 4-2300

Chicago 1-2330 N. Western Ave

**Bally**

# TURF KINGS

WRITE FOR PRICES ON CITATIONS, PHOTO FINISHES AND CHAMPIONS.

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

**TRIMOUNT**

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS  
Tel. Liberty 7-9880

Finest Selection in the Nation

# PIN BALLS

Reconditioned — Ready for Location

WRITE FOR LIST AND PRICES

We Have Satisfied Customers All Over the World

**INTERNATIONAL AMUSEMENT CO.**  
5 PARKHURST STREET • NEWARK 2, NEW JERSEY  
Bigelow 8-9707

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

Exceptional Values

Q Ball & Accessories ..... \$195.00  
 Bally Hook Bowler ..... 365.00  
 United Shuffle Alley ..... 445.00  
 Keeney League Bowler ..... 245.00  
 Gem Hildaway, Steel Box,  
 2-5-10-25 Bar-o-Matic, Perfect .. 175.00  
 Crating \$10.00 Extra.  
**NATIONAL NOVELTY CO.**  
 179 E. Merrick Road Merrick, N. Y.  
 Freeport 8-8320

Peter Paul Earnings

NAUGATUCK, Conn., May 5.—Peter Paul, Inc., reported earnings of \$3 per share and a dividend of \$2 per share for 1950, plus a declaration of a regular quarterly dividend of 50 cents payable June 9 to stockholders of record May 12.



Introducing...  
**E-Z-BOWL**  
 CONVERSION

**OFFICIAL**  
**BOWLING SCORING!**

CONVERT YOUR  
 SHUFFLEBOARDS  
 INTO 2 GAMES

**\$179.50**

Each F. O. B.  
 CHICAGO

PROMPT  
 DELIVERY

Terms: 1/3 deposit  
 with order, balance  
 C. O. D.

Check these features

- ★ Easy Installation.
- ★ SPEED! 45 seconds play.
- ★ Rebound Action-Fast! Silent!
- ★ Automatic Stop and Go feature that tells when puck can be played.
- ★ Simplified easy-to-service mechanism.

MARVEL MANUFACTURING CO.

2845 W. FULLERTON AVE. CHICAGO 47, ILL.  
 Phone: Dickens 2-2424

YOUR RELIABLE DISTRIBUTOR

Bally Turf King	Write
Universal Winner	Write
Universal Photo Finish	\$275.00
Champion	275.00
Citation	210.00
Jockey Special	109.50
Special Entry	90.00

RECONDITIONED	
CHICAGO COIN PISTOL	
PETE	
EXH. DALE GUNS, latest	\$159.50
triple switch model	129.50
BALLY CARNIVAL	89.50
KEENEY ELECTRIC CIGARETTE VENDOR	259.50
MILLS CONSTELLATIONS—WURLITZER 1015's	

NEW EQUIPMENT Genco—Williams—Chicago Coin—New Keeney Electric Cigarette Vendors  
 Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.



**AUTOMATIC COIN**  
**MACHINES & SUPPLY CO.**  
 TELEPHONE: Capitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

PHONOGRAPHS

Reconditioned! Refinished!  
**GUARANTEED!**

SEEBURG 146	\$275.00
SEEBURG 147	295.00
SEEBURG 148, BLONDE	395.00
SEEBURG 146, HIDEAWAY	245.00
A.M.I. MODEL "A"	425.00
WURLITZER 1015	275.00
WURLITZER 1100	450.00

NEW GAMES

Control Tower	Super World Series
Happy Go Lucky	Double Header
Hit and Run	United 5-Player
Tri Score	Keeney Conversions
Gun Patrol	
SEEBURG W.O.M. W4-L56	\$65.00
WURLITZER W.O.M. 3020	55.00

Complete Stock of Reconditioned Games... PRICED RIGHT!

ATLAS MUSIC CO.

2200 N. WESTERN AVE., CHICAGO 47, ILL. Phone: Armitage 6-5005

"Central Ohio Coin Quality Buys"

**NEW PIN GAMES**  
 Chi. Coin—Playball  
 Gottlieb—Minstrel  
 Man  
 Genco—Tri-Score  
 Chi. Coin—Thing

IMMEDIATE DELIVERY

Seeburg  
**BEAR GUN**  
 Like New  
**\$369.50**

**SHUFFLE ALLEYS—USED**  
 United Orig. Alley  
 United Orig. w/Dis. Pins  
 Genco Bowling League  
 Keeney Ten Pins  
 Chi. Coin Bowling Alley  
 Chi. Coin Baseball  
 Gottlieb Bowlettes  
 Genco Glider  
 Keeney Pin Boy

**New WINNERS TURF KINGS**  
**Used CITATIONS CHAMPIONS**

**ELECTRIC OVERHEAD SCOREBOARDS**  
 KEENEY—GENCO UNIVERSAL  
**ARCADE**  
 Exhibit Gun Patrol  
 Exhibit Dale Gun  
 Exhibit Six Shooter  
 Mutoscope Photo-matic  
 18 Ft., 20 Ft. & 22 Ft. Maple Top  
 Shuffleboards  
 United Team  
 Hockey  
 Williams Flying Discs  
 Bally Heavy Hitter

WRITE, WIRE or PHONE for PRICES—Adams 7254  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
 525 S. HIGH — COLUMBUS 15, OHIO

Coinmen You Know

Los Angeles

George Cates, of Coral Records, and Joe Perry, of Decca, visited coin row to meet dealers and operators. . . . Kenny Wolf, of Wolf Music Company in San Diego, reported on the sick list. He has been under a doctor's care for several months. His brother, Bill, made a business trip to Los Angeles recently. He expects to leave soon for Detroit and will visit in Chicago. . . . E. E. Peterson, San Diego music operator, in the city on business.

Coleman C. Wilcox, San Fernando Valley music operator, has moved his family from Missouri to California. He expects to purchase a house in the Valley before long. . . . Several operators were featured on "Peter Potter's Party", on television recently. They included Ray Powers and Rusty Jones, of Rusty's Music; Bill Leuenhagen and Jimmy Marshall, of Glendale.

Jimmy Hume, of Desert Music Company in Palm Springs, in the city on business. He plans to go to Lake Tahoe to open the North Shore Club there June 15. The club is undergoing remodeling and improvements for the big season.

The many friends of S. L. Griffin, of Valley Coin Machine Company in Pomona, wish his mother a speedy recovery following a recent operation. . . . John Huntsman, former Los Angeles operator, has purchased a route in Porterville, Calif. . . . Ray Brandenburg, who operates in the Brea and Fullerton sections, is dividing his time between his route and the cafe business.

Stewart Metz, member of S. & A. Novelty Company in San Bernardino, made one of his infrequent trips to Los Angeles recently. . . . Dick Harrison, of the GI Novelty Company in Fontana, in town looking over the showrooms to see what's new. . . . Clyde Denlinger, of Balboa, in town and getting ready for the summer season in that resort area. . . . Bill Bradley, of Covina, has recovered from a recent attack of influenza but is still undergoing treatment. It seems that the virus settled in his ear and has been giving him quite a bit of trouble.

Charles Cahoon, Long Beach operator, is back from a business trip to Redlands. . . . Ivan Wilcox, of Visalia, in town looking around for equipment. . . . Long Beach was represented on coin row recently by Melba and Orville Kindig and M. S. (Tillie) Tillitson.

Leo Barnes and O. R. Watson, of the Fairmount Pary Merry-Go-Round and Amusements in Riverside, in the city looking for equipment for the arcade they plan to install in their park there. While here, they picked up records for the Merry-Go-Round.

Happy Clark, Los Angeles operator, moving up his record buying day from Wednesday to Tuesday. . . . Tigerman & LaMeskin, of Chicago, leased the arcade at the William (Hopalong Cassidy) Boyd park, Hoppy Land, in Venice. . . . Sportland on the Ocean Park Amusement Pier is getting set for the summer. Joe Rose is still there, having succeeded the late Barney Fishman.

Twin Cities

Distributors and jobbers report business has taken a slump in recent weeks, in line with general economic conditions. What may be necessary to pull the industry out of the doldrums as yet escapes those close to it, with the result that coinmen have the "bad business blues."

Harold Lieberman, head of Lieberman Music Company, Minneapolis, and his wife, Adele, are touring Europe and word received by Jonas Bessler, in charge of the business during the boss' absence, is that they're having a fine time. Their itinerary includes England, France, Belgium, Holland, Italy and three weeks in Israel before returning home in mid-June.

Condolences are going to Mrs. Ed (Mildred) Birkemeyer, Litchfield, Minn., operator associated with her husband, over the recent death of her father. The death of Frank Kolar, operator of Kolar Sales Company, Minneapolis,

came as a sudden shock. His music and vending machine route is being cared for by Delia Hanson. . . . Word from Matt Engel, Mayflower Music Company, St. Paul, is that business has been fair in recent weeks.

Two weddings and a confirmation kept employees at Lieberman busy in recent weeks. Phyllis Ryan, of the company's record department, a week ago married Dana Smith, stationed with the Coast Guard at Duluth, Minn. . . . Bob Bretz, for 10 years a service man with the firm, gave his daughter, Lorraine, in marriage in a ceremony recently. Wally Jones, the company's oldest employee—he has been in the service department 15 years—saw his son, Allan, confirmed last Sunday. . . . Vera Foster, head of the record department, returned from a vacation at Biloxi, Miss.

Washington

The recently reactivated Washington Coin Machine Association will probably hold its meetings the first Monday of the month. Locale of meetings is undetermined so far.

Hirsh de La Viez, of Hirsh Coin Company, visited New York recently on a combination business trip and vacation. The firm's newly organized profit-sharing club for regular employees, who now number 25, is called the Kitty-Mazuma Club. The "Kitty" portion stems from the fact employees kick in with weekly dues plus small fines for being late. The company also makes contributions, percentages of profits from servicing machines, and the employee-members divvy the total.

Bayne E. Phipps, head of Spacarb, of Washington, has been written up in local newspapers. Phipps also made the Miami dailies, the result of having done well on a recent deep-sea fishing trip off Florida and the British West Indies (Bahamas). With him on the two-week jaunt was Ray Edwards, of the Department of Interior.

C. C. Coley, head of Northwestern Music Company, and Robert Cunningham, owner of the Service Music Company, have joined in the operation of their businesses. Cunningham commented on the juke box play controversy by stating that he would like to see dime prices, but so far had no plans for instituting any increases.

Philadelphia

The vending machines that sell insurance policies at the International Airport are now accommodating passengers on chartered, unscheduled and foreign flights. . . . Former State Sen. Harry Shapiro has been re-elected for a second term as president of the Bowman Gum Corporation, which makes Blony bubble gum. . . . Electro Pitch Company franchising its electro-pitch automatic baseball pitching machines which provides the player with all the thrills of facing a "big league" pitcher. . . . Al Hitz II transferred from Cleveland to Philadelphia as district manager for Nedicks Orange Drink. He will be in charge of sales in the Philadelphia area.

Keystone Panoram Company continues in the Helriegel family, with the certificate for authority to conduct the business under that name filed with the courts last week listing William Helriegel Jr., William Helriegel 3d, and Sarah C. Helriegel as owners of the amusement and vending machines business.

Jack Beresin, head of the Berlo Vending Company and newly elected president of the ABC Vending Company, was appointed by Mayor Bernard Samuel to the Volunteer Emergency Stabilization Co-operation Committee to work with the Regional Price Stabilization Board. . . . Leonard Rosen has formed the Aqua Record Company, a new local label to specialize in string band music waxings. . . . David Yaffe, of Y and Y Popcorn Supply Company, back from a business trip.

Rudd-Melikian Company, manufacturers of the Kwik Kafe coin-operated coffee machines and supplies, has given its frozen coffee line in New York to Douglas Leigh, the "Broadway sign king," who went into the frozen food business with frozen orange juice as his first product and now adds frozen coffee to his line. Leigh also operates the advertising blimps over this city in the warm weather months.

Pittsburgh

Dan (McGrew) Casciotta, mechanic with Larry and Al Durora, Schenley Vending, is leaving for the army. . . . Al Klodel is working right along since son Carl went into the navy medical corps. Al says Carl hopes to be home soon from Bethesda Naval Hospital.

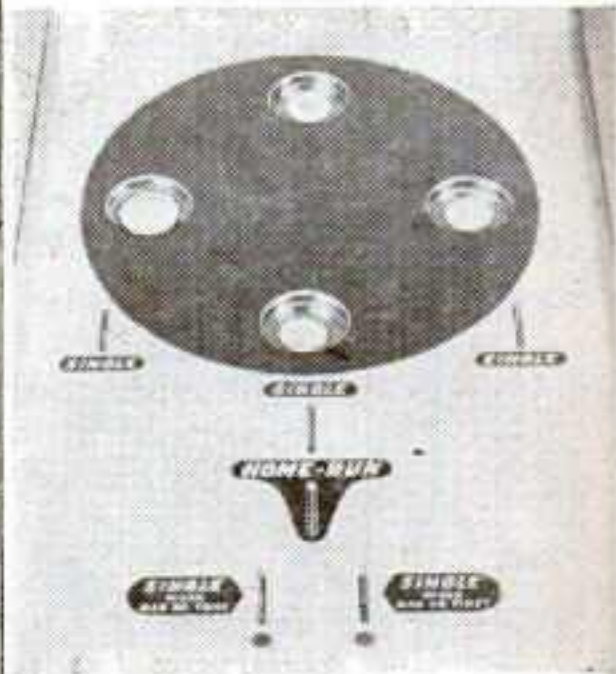
Sydney Weinstein, partner, Sidmore Vending Company, reports biz is on an upswing with better weather. . . . Herbert Cohen, Confection Specialties Company, reports his truck operation doing all right. . . . Harry Rosenthal, Banner Specialty Company, believes the solution to dime play in this area is for all ops to get together and try it.

Raymond W. Watts, branch manager, Mills Automatic Merchandising Corporation, who came here from Scranton, now has a territory from Coraopolis to Tarentum to Greensburg to Washington, Pa.

Howard Begelman, of the Bloomfield district, is active in boys' work. . . . William Calig, Hazlewood, Pa., was in town with his new car. . . . George Siegel, of S & S Service Company, Millvale, Pa., reports business looking good. Also Harry Murray, of McKeesport. . . . Samuel Sgroe, of Nu-Mine, Pa., besides his route, operates the school bus line and a number of dump trucks.

After long delays, including inclement weather, the roof of Pittsburgh Coin Machine Exchange has been finished, and floor of the building is to be poured. Exchange execs are hopeful the building will be completed by June 1.

James Mässerio, operator in Bethel Township and head of Continental Coin Machine, has a



Man on third-base. Hit a Single Home-Run roll-over, and a Run is scored. See Bally Baseball advertisement in this issue.

**ARCADE and**  
**Location Equipment and Supplies**  
 Skee Balls (all sizes), Super Roll, Premier Barrel Roll, etc. Ea. \$ 85.00  
 Skee Balls, console type, 4 ft. Ea. 95.00  
 \*Pokerino, various models and sizes ..... Write  
 All Star Baseball ..... 125.00  
 Battering Practice, Baseball ..... 85.00  
 Western Baseball ..... 65.00  
 Flash Bowler (Skeeball) ..... 95.00  
 Scientific Skeeball ..... Write  
 Star Series, Williams ..... Write  
**MUNVES RECONDITIONED MACHINES**  
 LOOK AND WORK LIKE NEW  
 Write for Catalog—120 Illustrations.

**MIKE MUNVES**  
 577 10th Ave. (at 42nd St.)  
 New York 18, N. Y. BRyant 9-6677

**FOR SALE**  
 10 Coin Operated Bowl-O Machines at a big sacrifice or open for a deal.  
**S. GOLDAE, Lawyer**  
 Telephone: Portchester 5-3746 or Endicott 2-6909

**COIN OPERATED TELEVISION**  
 Combination television and only  
 Juke Box . . . mirror cabinet. A really good buy!  
**\$395.00**  
**L. & N. MUSIC CO.**  
 1627 Superior Cleveland 14, Ohio

**UNITED'S A-B-C 3-COIN**  
Greatest 5-ball free play game ever made! Exclusive in Illinois and Michigan. A-B-C now in stock—Order your first sample NOW!

**SHUFFLE GAMES**

**NEW**  
UNIVERSAL DE LUXE TWIN BOWLER ..... \$259.50  
UNIV. BOWL-O-MATIC, 18" UNIVERSAL HIGH SCORE  
UNITED 5-PLAYER, S.A. BOWLER  
UNITED DOUBLE S.A. RE- UNIVERSAL SHUFFLE  
BOUND, true bowling TOURNAMENT  
SKEE ALLEY ..... \$259.50 BALLY HOOK BOWLER

**RECONDITIONED**  
UNITED SHUFFLE ALLEY ..... \$99.50  
With Disappearing Pin Conversion ..... \$99.50  
UNITED SUPER SHUFFLE ALLEY ..... \$99.50  
With Disappearing Pin Conversion ..... \$139.50  
UNITED DOUBLE SHUFFLE ALLEY, 8' or 9 1/2' ..... \$99.50  
With Disappearing Pin Conversion ..... \$169.50  
UNITED 2-PLAYER S.A. EXPRESS ..... \$209.50  
**UNITED TWIN REBOUND** ..... \$249.50  
UNITED SINGLE S.A. REBOUND ..... \$199.50  
UNITED SKEE ALLEY ..... \$225.00  
EXHIBIT STRIKE, 1 or 2 Players, 9 1/2' ..... \$79.50  
UNIVERSAL SUPER TWIN BOWLER, 9" ..... \$179.50  
CHICOIN BOWLING ALLEY ..... \$99.50  
With Disappearing Pin Conversion ..... \$139.50  
CHICOIN BOWLING CLASSIC ..... \$159.50  
CHICOIN TROPHY BOWL ..... \$175.00  
BALLY SHUFFLE BOWLER, 9 1/2' ..... \$49.50  
BALLY SPEED BOWLER, 9 1/2' ..... \$79.50  
NATION-WIDE SHUFFLE POOL ..... \$99.50  
GOTTlieb BOWLETTE, 6 1/2' ..... \$99.50  
UNITED SHUFFLE ALLEY EXPRESS, 8' or 9 1/2' ..... \$79.50

**SPECIAL!**  
Brand New Closeout  
**WILLIAMS**  
**DOUBLE HEADER**  
Phone Now & Save \$5

**ONE BALLS**

Turf King ..... WRITE  
Winner ..... WRITE  
Champion ..... \$275.00  
Photo Finish ..... \$225.00  
CITATION ..... \$149.50  
Gold Cup ..... \$109.50  
Jockey Special ..... \$79.50  
Special Entry ..... \$64.50  
Victory Special ..... \$49.50

**5 BALLS**

Chi Coin Thing  
Gott. Happy-Go-Lucky  
Wms. Control Tower  
Genco Stop & Go  
Genco Tri Score  
Chi Play Ball

**RECONDITIONED**  
Four Horsemen ..... \$159.50  
De-icer ..... \$159.50  
Georist & Bow ..... \$154.50  
Pin Bowler ..... \$154.50  
Harvest Time ..... \$149.50  
Fighting Irish ..... \$149.50  
Oasis ..... \$149.50  
Playland ..... \$144.50  
Arizona ..... \$134.50  
Canasta ..... \$129.50

**ROCKET** ..... \$139.50  
King Arthur ..... \$129.50  
College Daze ..... \$124.50  
3 Musketeers ..... \$124.50  
Shantytown ..... \$119.50  
South Pacific ..... \$119.50  
Boston ..... \$114.50  
Utah ..... \$114.50  
Maryland ..... \$114.50  
Selectcard ..... \$114.50

**BE-BOP** ..... \$114.50  
Tahiti ..... \$109.50  
Oklahoma ..... \$109.50  
Double Shuffle ..... \$99.50  
Burtons & Bow ..... \$99.50  
Aquadac ..... \$94.50  
Lucky Inning ..... \$94.50  
St. Louis ..... \$89.50  
Dallas ..... \$89.50  
Bowling Champ ..... \$89.50  
Sharpshooter ..... \$84.50  
Telecard ..... \$79.50  
Just 21 ..... \$79.50  
Majors '49 ..... \$79.50  
Big Top ..... \$79.50  
3 Feathers ..... \$79.50  
Super Hockey ..... \$79.50

**BLACK GOLD** ..... \$69.50  
Harvest Moon ..... \$69.50  
Floating Power ..... \$69.50  
Puccaneer ..... \$69.50  
Temptation ..... \$64.50  
Gondola ..... \$64.50  
Barnacle Bill ..... \$64.50  
Swanee ..... \$59.50  
Grand Award ..... \$59.50  
Sally ..... \$54.50  
Serenade ..... \$54.50  
Magic ..... \$54.50  
Rainbow ..... \$54.50  
Blue Skies ..... \$54.50  
Ramona ..... \$54.50  
Merry Widow ..... \$54.50  
Moon Glow ..... \$49.50  
Humpty Dumpty ..... \$49.50  
Trinidad ..... \$49.50  
Mardi Gras ..... \$49.50  
Sunny ..... \$49.50  
Stormy ..... \$49.50  
Rondeevoo ..... \$49.50  
Yanks ..... \$49.50

**MONTEREY** ..... \$49.50  
Robin Hood ..... \$49.50  
Star Dust ..... \$49.50  
Summertime ..... \$49.50  
Bermuda ..... \$49.50  
Tennessee ..... \$49.50  
Morocco ..... \$49.50  
Catalina ..... \$49.50  
Trade Winds ..... \$49.50

new Plymouth Suburban. Mas-serio was mentioned by Pitts-burgh radio newscaster, Louis L. Kaufman, as being the city's hit-tune man.

William Stinette, Tampa, a distributor, in town. . . . Also Sam Phillips, of S & P Distribu-tors, in from St. Louis. . . . M. J. Abelson, of Oak Manufacturing Company, is in California at the main office.

**Detroit**  
Ernest Hodas is opening the Automatic Service Supply Com-pany on Baltimore Avenue. . . . Louis Nemesh, of Music Systems, Inc., Seeburg distributors, is start-ing a full-scale promotion drive in the music field. . . . Alan M. King, president of Polarmat, Ltd., Montreal, returning from Chicago, was a visitor in Detroit, then stopped at the company's branch in Windsor, Ont., en route to To-ronto.

Peter Dempsey is opening the Morang Self-Service Laundry on the East Side. . . . Roy Austin Sr. and Mae M. Austin are form-ing the Austin Music Company, with headquarters in Dearborn. . . . Kenneth Styles is going in business as the Styles Music Com-pany.

Harry J. White, who was one of the first music box operators in Detroit, is returning to the business with the reorganization of the old White Music Company, which he sold out to the Baynes Music Company in 1944. White, who has been in the wholesale record business under the name of the White Novelty Company for the past year, will operate his route from headquarters on Lin-wood Avenue. His wife, Mrs. Louise K. White, who is active in the business, is a partner in the new venture.

Louis Wish, amusement game operator, is installing a battery of 12 new skee balls, replacing his older units at Edgewater Park, and also expanding his operation in this field into Ohio. . . . Wil-liam E. Bufalino reports many coinmen up-State contacting the Coin Machine Workers' Union which he heads, indicating a con-tinued growth in the field in the smaller population areas. Open-ing of the resort trade is evident-ly a stimulating factor at this time.

**Martime Provinces**  
A partnership has been formed between Gordon Carr, Halifax, and Al Korman, Toronto, to operate Norman's, Ltd. It consists of a combination restaurant and hotel coin machines route in Hal-ifax. Carr also will continue his coin machine distribution biz. Korman is a professional wrestler. . . . Wilfred Currie, who with Jack Jones, St. John, operated a coin machine route in Halifax for many years, is concentrating on parking meters.

Pitney-Bowes of Canada, Ltd., meter specialists, has opened a maritime branch in St. John. . . . J. J. McDonald, East St. John, now has bingo and dancing at his coin machine arcade. . . . Keen competition is prevailing between park meter distributors for con-tracts with city and town coun-cils.

LaBaron Reid, Moncton, coin machine distributor, who bought out his partners and took over ownership of the Moncton Hawks in the Maritime Hockey League, has launched plans to get the club out of the league cellar. In coin machines he covers New Brun-swick, Nova Scotia, Prince Edward Island and Newfoundland.  
*(Continued on page 88)*

**Better Quality Buys BY ANY COMPARISON**

**SHAFFER SPECIAL ROCK-OLA "1422"**  
Only \$139.50

Here's your chance to pick up Rock-Ola 1422's in top working order—at ROCK BOTTOM PRICES.

**COMPLETELY RECONDITIONED LATE MODEL PHONOGRAPHS**

These recent model machines are all in exceptionally good condition with smart, attractive appearance. Mechanism completely reconditioned, worn parts replaced, amplifier reconditioned, tone arm reconditioned or replaced.

SEEBURG	WURLITZER
"148-ML" ..... \$425.00	"1250" ..... \$525.00
148-SL ..... \$375.00	"1100" ..... \$395.00
147-M ..... \$325.00	"1015" ..... \$239.00
H-148-M	<b>ROCK-OLA</b>
Hideaway ..... \$300.00	"1428" ..... \$325.00
147-S ..... \$275.00	"1426" ..... \$199.50
146-W ..... \$275.00	<b>AMI</b>
146-M ..... \$275.00	Model "C"—New ..... Write
H-147-M	Model "B" ..... \$475.00
Hideaway ..... \$269.50	Model "A" ..... \$375.00
H-246-M	<b>PACKARD</b>
Hideaway ..... \$259.50	Manhattan ..... \$149.50
H-146-M	Model "7" ..... \$79.50
Hideaway ..... \$249.50	<b>MILLS</b>
146-S ..... \$249.50	Constellation ..... \$175.00
	<b>AIREON</b>
	"1200-A" ..... \$69.50

**SEEBURG PRE-WAR PHONOGRAPHS**

Guaranteed to be in good working order, with all plastic parts in good condition. Ready for location.

LoTones ..... \$69.50
HiTones ..... \$59.50
'41 RC Special ..... \$69.50
Colonel ..... \$49.50
Casino ..... \$39.50
Vogue ..... \$39.50
Classic ..... \$39.50
Envoy ..... \$39.50
Royal ..... \$39.50
Plaza ..... \$39.50

TERMS: 25% CERTIFIED DEPOSIT, BALANCE, C.O.D.  
ALL ITEMS SUBJECT TO PRIOR SALE

**SHAFFER MUSIC CO.**

COLUMBUS, OHIO  
606 S. High St.

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2333 Gilbert Ave.

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**ENDORING ONLY THE BEST SINCE 1917**

**UNITED ABC**  
The Most Fascinating Game ever Made

**WE HAVE IT!**

**AMI** EXCLUSIVE DISTRIBUTOR in West Pa. and Adjacent Counties in Ohio, W. Va. and Md

**BANNER SPECIALTY COMPANY**

1508 Fifth Ave., Pittsburgh 19, Pa. GRant 1-1373

199 West Girard Ave., Philadelphia 23, Pa. GARfield 3-2700

Brand New, in Original Crates!  
\$99.50 Ea.  
Keeney Pin Boys  
Keeney A-B-C Bowlers  
Keeney King Pins  
Williams DeLuxe Bowlers

**CONVERSIONS**

Disappearing Pin Conversions  
UNIV. TWIN BOWLER 49.50  
CHI BOWLING ALLEY  
Rebound Conversion for  
UNITED SHUFFLE ALLEY 39.50  
BAL. SHUFFLE BOWLER  
Disappearing Pin Conversions for  
UNITED, BALLY and GENCO  
SHUFFLE GAMES 59.50  
UNITED'S Dis. Pin. Conv. for  
Shuffle Alley, used ..... 34.50

**ONE BALLS**

**NEW**  
Universal Winner  
Bally Turf King  
Bally Grandstand

**DIGGERS**  
Hollycrane, New ..... \$795.00  
Hollycrane, 395.00  
Buckley ..... 119.50  
DeLuxe ..... 119.50  
Buckley Treas. .... 99.50  
Island ..... 99.50  
Muto, Crane 119.50  
Exh. Rotary ..... 175.00  
Mldr. .... 175.00

**ARCADE**

New or Reb. MIDGET MOVIES Write  
CHICOIN MGT. SKEE BALL. \$195.00  
WMS-STAR SERIES ..... 169.50  
BALLY BIG INNING ..... 185.00  
MUTO. PANORAM ..... 179.50  
CHICOIN PISTOL ..... 149.50  
TARGET MASTER PISTOL  
RAY GUN, Brand New ..... 109.50  
TELEQUIZ, With Film ..... 149.50  
WMS. ALL STARS ..... 109.50  
JACK RABBIT ..... 109.50  
CHICOIN GOALEE ..... 99.50  
SKEE SHOOTER ..... 99.50  
TARGET MASTER ..... 84.50  
EXH. SHUFFLE BOWL, Con-  
version for Shuffleboards ..... 89.50

**EXHIBIT DALE GUN** ..... 94.50  
MERCURY 13-Way Ath. Scale ..... 79.50  
CHICKEN SAM ..... 89.50  
POKER AND JOKER ..... 89.50  
GENCO GLIDER ..... 59.50  
FLASH HOCKEY ..... 49.50  
BAL. HEAVY HITTER & STD. .... 79.50  
UN SHUFFLE SKILL ..... 59.50  
KEENEY TEXAS LEAGUER ..... 49.50  
CHICOIN BANGO ..... 49.50

**VENDERS**  
SMOKESHOP 612  
CUSTOM \$229.50  
ROYAL ..... 219.50  
REGAL ..... 209.50  
Acorn Vendor  
1c or 5c ..... \$14.50  
Acorn 5c  
Charm ..... 14.50  
Atlas 5c Ban-  
tam ..... 14.50  
Frantz Scale \$15.00  
Silver King ..... 13.95  
S.K. Hot Nut ..... 29.95  
N. W. 49 ..... 17.25  
Dual Nut ..... 39.50  
De Luxe ..... 24.50  
Tab Gum ..... 25.95  
33 Ball Gum 7.50  
Advance 21-F ..... 29.50  
Uneda-Pak ..... 79.50  
15 Col. .... 79.50  
Freshway  
Refrig. ....  
Sandwich Write

**MUSIC**  
Constellation  
Band-Box  
AMI Model C  
Wurlitzer  
1015 ..... \$275.00  
Wurl. 1017  
Hideaway 259.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

**Empire Coin** MACHINE EXCHANGE  
1012-14 MILWAUKEE AVE. Phone EVERGLADE 4-2600 CHICAGO 22, ILL.

**YOU SAVE— MONEY—TIME—LABOR AND GRIEF WHEN YOU CHOOSE A LONDON QUALITY GAME VALUE!**  
TRY LONDON FOR A REAL GOOD BUY!

**PHONOGRAPHS—ACCESSORIES**  
SEEBURG COLONEL ..... \$69.50  
SEEBURG 8200, 8800, 9800 ..... 69.50  
SEEBURG WIL56 WIRELESS BOXES, Refinished, Recondition, Ea. .... 27.50  
ROCK-OLA PLAYMASTER ..... 79.50  
3 Complete Hostess Systems (units of 10) MAKE AN OFFER!

**GAMES**  
7-Hi Pool Table ..... \$49.50  
Sunny ..... 39.50  
Yanks ..... 39.50  
Virginia ..... 49.50  
Tennessee ..... 39.50  
Wisconsin ..... 39.50  
Spinball ..... 39.50  
Thrill ..... 39.50  
Major League ..... 39.50  
Baseball ..... 39.50  
Rondeevoo ..... 39.50  
Paradise ..... 49.50  
Blue Skies ..... 49.50  
Summertime ..... 49.50  
Moon Glow ..... 49.50  
Sally ..... 49.50  
Dew-Wa-Ditty ..... 49.50  
All Baba ..... 49.50  
Cinderella ..... 49.50  
Alice in Wonder-  
land ..... 49.50  
Specify second choice

ALL CLEANED! ALL CHECKED!  
Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

**S. L. London Music Co., Inc.**  
3130 WEST LISBON AVENUE 2605-7 HENNEPIN AVENUE  
MILWAUKEE 8, WISC. MINNEAPOLIS 8, MINN.  
DIVISION 4-3220 KENWOOD 6612

**Subscribe Now!**  
ONE YEAR \$10  
52 BIG ISSUES  
Including 8 Special Issues

**THE BILLBOARD**  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**The Billboard**  
Payroll, Christmas Market Info  
TV & Time Squeeze Gains  
U.S. News & World Report  
U.S. News & World Report  
U.S. News & World Report

The player's dream—good but danger-ous. Home-Run will score 4 Runs, but a Single will tally only 1 Run and load the bases for the second player. See Bally Baseball advertisement in this issue.

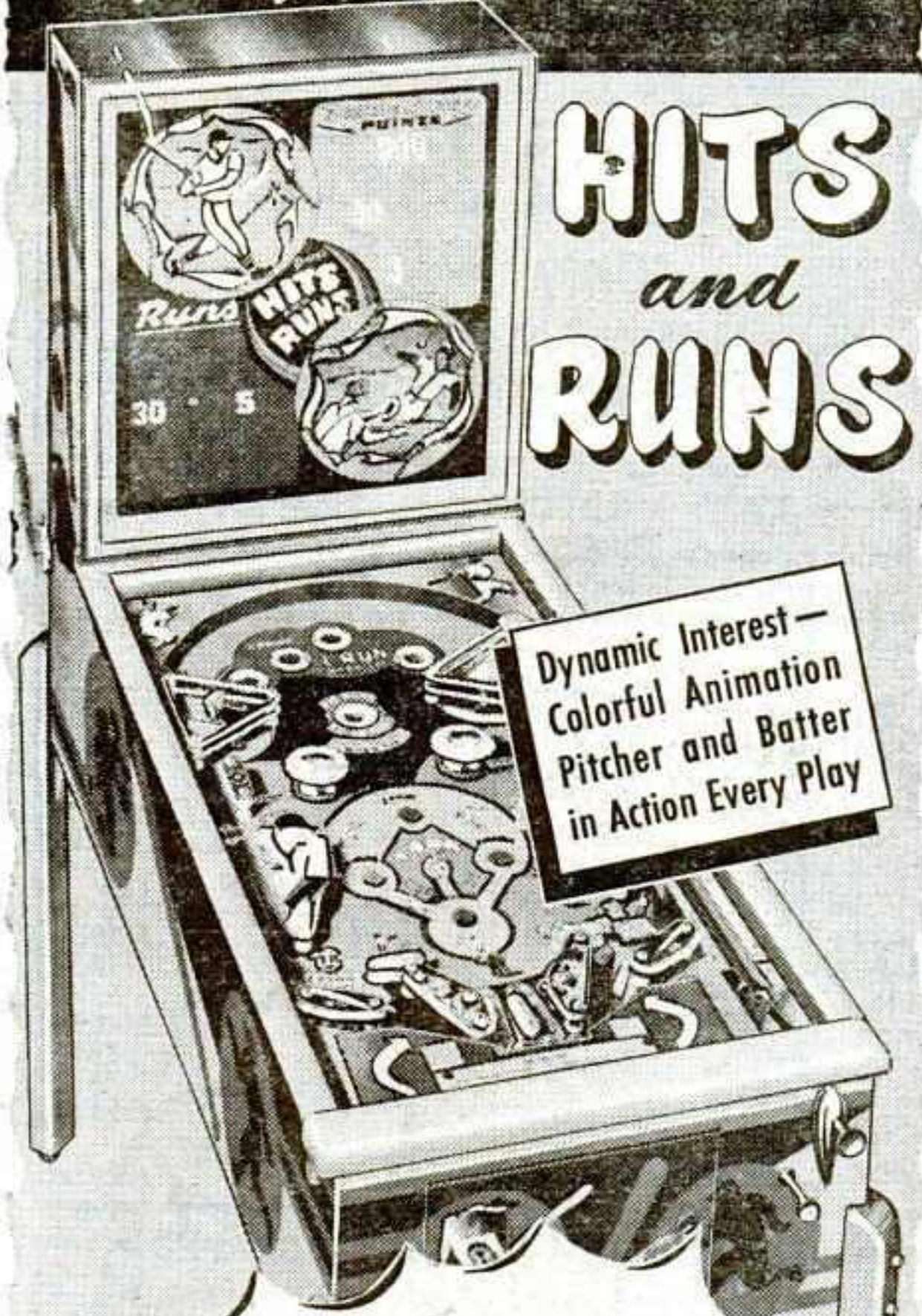
**LATEST and BEST MONEY MAKER NAVAJO**  
Loads of Fun EVERYBODY PLAYS IT

- Small investment
- Excellent Returns
- Easy to Operate
- Takes Pennies, Nickels, Dimes or Foreign Coins
- Usually Repays Investment Each Month
- Initial Cost Your Only Expense
- Every Business Place a Location
- Large Profits for Distributors

DISTRIBUTORS OR OPERATORS—Order a sufficient supply for your territory immediately! Samples, \$14.50. Cash with orders. 4 or more, \$12.50. 1/3 cash with order, balance C.O.D. Wire, phone or air mail.

**Caudle & McCrory Mfg. Co.**  
1119 East Van Buren St. Phoenix, Arizona  
Phone 2423 or 36958

# Everybody Scores with Genco's



## HITS and RUNS

Dynamic Interest—  
Colorful Animation  
Pitcher and Batter  
in Action Every Play

Double Header Winner with  
Replays on both Batting  
Average and Runs!

DAY IN—DAY OUT CROWD PLEASER

- 12 rebound counters put men on base
- Each hit increases batting average
- Each run counts towards replays
- Special KICKER HOLE registers exciting bonuses in runs and batting average

Call, Wire or Write  
YOUR DISTRIBUTOR TODAY

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2621 N. ASHLAND AVE. • CHICAGO 14, ILL.

## FOR BETTER BUYS . . . BETTER BUY NOW

DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

ARCADE EQUIPMENT	MUSIC	SHUFFLE ALLEYS
Drivemobile . . . \$150.00	Wurlitzer 41 . . . \$ 50.00	Bally Shuf. Bowlers. 5 50.00
Batting Practice . . . 75.00	Wurlitzer 61 . . . 50.00	Bally Speed Bowlers. 125.00
Boomerang . . . 45.00	Wurlitzer 71 . . . 50.00	C.C. Bowl. Rebound. 75.00
Chi. Coin Hockey . . . 75.00	Wurlitzer 616 . . . 50.00	C.C. Shuf. Baseballs. 75.00
Chicken Sam . . . 95.00	Wurlitzer Colonial . . . 95.00	Exhibit Strike . . . 100.00
Evans Ten Strike . . . 75.00	Pack, 400 (Hideaway) 125.00	Genco Bowling Lg. . . 50.00
Goalie . . . 125.00	Rock-Ola 47 . . . 275.00	Gottlieb Bowlettes . . . 45.00
Heavy Hitter . . . 45.00	Seeburg 9800 . . . 110.00	Keeney ABC Bowlers . . . 40.00
Keeney Air Raider . . . 125.00	Aireon Deluxe . . . 95.00	Keeney Pin Boys . . . 50.00
Lo-Boy 1c Scale . . . 50.00	Aireon Fiesta . . . 125.00	Keeney Lucky Strikes 100.00
Mills Modern Scale . . . 50.00	Wurlitzer 600 . . . 75.00	Keeney Ten Pins . . . 75.00
Panorams . . . 225.00	100 Pack, Wall Boxes 20.00	United Shuf. Alleys. 45.00
Photomatic, Lat. . . 375.00	Ristorat . . . 40.00	United Super Shuffle 125.00
Photomatic, Early . . . 375.00	Wurlitzer 1015 . . . 250.00	Alley . . . 60.00
Quizzers With Film . . . 125.00	Wurlitzer 1100 . . . 450.00	Univ. Twin Bowlers. 85.00
Recordio . . . 175.00		Williams Twin Shuffle 50.00
Scientif. X-Ray Poker . . . 85.00		Williams Double 50.00
Siros Brush Up . . . 75.00		Header, new . . . 175.00
Western Baseball . . . 85.00		Ky. 4-Way Rebounds 275.00
Williams All Stars . . . 125.00		United 5-Way Reb. . . Write
Exhibit Diggers . . . 95.00		United Skee Alleys, used . . . 150.00
Williams Star Series. 145.00		United Skee Alleys, new . . . 185.00
Periscope . . . 125.00		United Team Hockey 150.00
Edelco Pool Table . . . 75.00		
Exhibit Dale Gun . . . 95.00		
Exhibit Vitalizer . . . 95.00		
Seeburg Bear Gun . . . 375.00		
Kirk's 5c Ast. Scale . . . 95.00		
Wurlitzer Skee Ball . . . 150.00		
Texas Leaguer . . . 50.00		
Magic Pen . . . 125.00		
Hi-Ball . . . 40.00		
Astroscope, 10c . . . 125.00		
Rapid Fire . . . 85.00		
Atomic Bomber . . . 150.00		
Silver Bullets . . . 195.00		
Chi. Coin Pistol . . . 150.00		
Pop Corn Sex . . . 85.00		
Voiceograph . . . 395.00		
Rotary Pusher . . . 275.00		
Rotary Claw . . . 225.00		
Phil. Tobog'n Ski Ball 225.00		
Standard Metal Typer 295.00		
Rocket Busters . . . 45.00		
Evans Play Ball . . . 275.00		
Seven Hi Pool Table . . . 75.00		
Career Pilot . . . 95.00		
Gun Patrol, new . . . Write		
Mutoscope Fishing Well . . . 125.00		

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# Coinmen You Know

### Chicago

Gil Kitt, Empire Coin Machine Exchange, reports interest in the Bowl-o-Matic game was stepped up locally by firm's open house for operators in the area last week. Howie Freer says the export deals he has been working on for several weeks are now bearing fruit and firm is about to ship 50 five-balls to one customer and a second volume order of one-balls to another. Both will go to European countries. Stanley Levin has come up with a batch of inquiries on some scarce merchandise he dug up on his last road trip.

Ed Levin, Chicago Coin Machine Company sales manager, is back from an extensive road trip thru Florida, Mississippi and Louisiana where he found business conditions encouraging. Firm is making regular shipments on its Hit Parade counter music box now. Firm's owners, Sam Gensburg and Sam Wolberg, are enthused over business conditions for late spring.

Ace Premium Sales Company, headed by Ralph Sheffield, has expanded its warehousing and display facilities to cope with the number of new premium lines it is now handling. Primo Ercolani, Sheffield's right-hand man, has come up with a series of merchandising ideas which has helped Ace Premium considerably, Sheffield states. Col. Lou Lewis, Merit Industries, currently is getting stepped up action in the giant pin and five-ball fields.

World Wide Distributors has been the scene of high activity the past couple of weeks. Two of the main reasons have been the acceptance of Williams' Super World Series and Keeney's four player shuffle game, Big League Bowler. Result has been that Al Stern, Len Micon and Monty West have been unusually busy.

At the United Manufacturing plant, the key staffers feel sure they have come up with a real live one in the A-B-C five-ball game. Billy DeSelm, Ray Riehl and Johnny Casola have been greeting a steady run of out-of-town visitors who were lured in by sample shipments of the new baby. Casola recently completed a lengthy series of tests on the game with results bringing smiles to Boss Lyn Durant and Herb Oettinger, his right hand man.

Over at First Distributors, Wally Finke and Joe Kline are planning an effective sales campaign for the Chicago Coin Hit Parade counter music box. One of the major points will be a road trip by Kline thru the Illinois and Indiana territory. Finke says business in shuffle and five-ball games has been on the increase and the premium trade under the direction of Mal Finke continues to expand. One of the hottest items is the RCA Victor 45 r.p.m. record changer. First is handling RCA radios, and TV. Two new staffers are Art Cossid, premium sales staff, and Les Granger, in the shop division.

Clayton Nemeroff is back from a vacation trip to Gulfport and Biloxi, Miss. His family accompanied him. He states that trade has been brisk in Evans' Constellations and popcorn venders. Wico Corporation's Max Wiczer is sure the 45 r.p.m. conversion the firm introduced will prove a trade stimulant for ops.

D. Gottlieb & Company rushed its Cyclone 5-ball to the delivery stage when distributors, after getting samples, found a steady run of inquiries for the game. Sol Gottlieb is making a swing thru the East, hitting most of the big cities.

Universal's Bill Ryan is enthused over the new game nearing the production stage. Recent visitors at the plant, in for conferences with Mel Binks and Ryan about the winner game, included Lou Wolcher, Advance Automatic, San Francisco; Leo and Joe Weinberger, Southern Automatic, Louisville and Cincinnati; Connie Confer, St. Louis, and Irv Blumenfeld and Herb Gollenbeck, General Vending Sales, Baltimore. Universal's hello gal, June Regan, was back at the office after suffering from a cut leg, lacerated by falling glass.

### New York

Leo P. McKee, Utica, N. Y., distrib, was in town last week with associates Michael E. Graziadei and Joe Spilka. Purpose of the visit was to pressure Nat Cohn, of Bowl-o-Matic, for more equipment, according to McKee, who reports the new games are doing well in up-State locations. On Wednesday (2), Cohn left for Los Angeles. He will touch down at Tucson and Chicago before returning this week.

Barney Sugerman and Morris Rood, of Runyon Sales, were busy last week demonstrating the new Bally Baseball game to local ops. Herb Oettinger, comptroller of United Manufacturing, was a visitor here last week. Bob Jacobs and Stan Nankoff, of Rite-way, are turning out a new shuffle alley conversion featuring a micarta playing field.

The demand for juke plastic replacements is holding up well, report Harry and Hymie Koepfel, of Koepfel Distributing. Joe Kalishman, active for many years in the cigarette machine field, has taken a position in the photography biz. He recently dissolved his Uneeda Enterprises. Lou Rosenberg, past president of the Associated Amusement Machine Operators of New York and partner in Arrow Amusement, is devoting part of his time to the real estate biz.

Sam Kresberg, executive vice-president of Automatic Products, left Friday (4) on a two-week biz trip. He will work his way South before returning. Arthur Herman, of Boro Automatic Music, is being treated at home for a stomach ailment. Milty Green, who spends much of his time in Florida, was here last week for business confabs. His jobbing outlet here is American Vending.

George E. Briggs, of Briggs Music, is back from a two-month visit with relatives in Los Angeles. Joe Mauro, of the same organization, is recuperating from a kidney operation. Cal Goros, associated with his brother, Nat, in Commercial Music, handed out cigars last week to fete the birth of a son to his wife, Anita.

Lew Jaffa, formerly of Eastern Electric, has returned from a cross-country biz trip with word that he may soon announce a new vending affiliation. Wells Fowler, of F. & W. Vending, in Westery, R. I., was here last week to confer with Jack Cross, of Juice Bar.

### Indianapolis

Joe Flynn, Shaffer Music Company manager, drove his new car to Columbus, O., to attend a branch managers meeting at the home office. Visiting the Shaffer Music Company was Norman G. Haas, of Seeburg, who is service instructor. Haas will be in the Indiana territory for about two weeks giving instructions to operators. Flynn reports shipments from the factory coming along nicely.

Roberta Hunt, head of the retail sales section of the Janes Music Company, was absent recently because of illness. The servicemen's center at Roberts Park Church has been equipped with amusement devices by Sicking Company, Inc. Sicking reports Chicago Coin's Hit Parade making a big impression in towns over the State.

Rickard (Dick) Wagner, manager of Cain-Cailouette, Wurlitzer distributors, reports a good demand for the Automatic Level Control Kit. Calderon Distributing Company, Rock-Ola distributors, are moving many new phonographs.

## Vital Statistics Deaths

Benjamin F. Goldberg, 61, president of Sicking Inc., Cincinnati, for the past 18 years and pioneer vending machine operator in the Midwest, died May 1 at his home in the Queen City following a brief illness. His widow, a son and daughter, two brothers and two sisters survive. Burial in Lick Run Cemetery, Cincinnati, May 2.

The demand for used juke boxes is good at present. Roadside refreshment stands are eager locations. Small outlying picnic spots, with outdoor dancing pavilions, use the juke in place of regular live musicians.

Shaffer Music Company is in the midst of spring house cleaning, according to Manager Joe Flynn. Flynn reports equipment moving well since pins have been ruled out in 15 Indiana counties by a wave of eliminating what the authorities call gambling.

Mrs. Lottie Berman, head of Sicking, Inc., spent the weekend in Cincinnati, visiting Ben Goldberg, of the Sicking Company there. Tuesday (1) she received word of his death in his home there. United ABC game is now being distributed by Sicking and meeting good response from operators. The Playland Arcade has added new games and reports business good.

According to reports, Al Calderon, of the Calderon Distributing Company, has taken over the Circle City Novelty Company, operated by Lester Circle. Gary St. Clair, Wurlitzer factory representative, arrived in the city and will be here one week, calling on the operators over the State with Richard (Dick) Wagner, local manager for Cain-Cailouette, Inc., distributors for Wurlitzer.

Mrs. Blanche Janes, of Janes Music Company, says business has leveled off. Sam Weinberger, Southern Automatic Music Company, says business is holding its own.

### Cincinnati

Members of the Automatic Phonograph Owners' Association extended sympathy last week to the family of Ben Goldberg, who died May 1. A veteran Queen City coinman, Goldberg was an associate member of the APOA and headed Sicking, Inc. Sam F. Chester, who operates Diamond Vending Machine Company, recently returned from a visit with his family in Nashville. King Record Company and the Southern Automatic Music Company recently became associate members of the APOA.

### Miami

Cookies, Inc., piloted by Willie (Little Napoleon) Blatt, announces it has expanded its Sunshine biscuit vending route. North Miami received 842 parking meters, to be financed thru a \$48,650 loan, according to Councilman Frank Miller who proposed the resolution ordering the meters.

Ozzie Truppman, Bush Distributing Company, says the firm's customers are showing interest in Chicago Coin's new miniature phonograph, Hit Parade. Biltmore Bar goes in for coin machines in a big way. Spotted in the establishment were a pin game, shuffle alley, shuffleboard, juke box and cigarette vender.

George P. Caravasios, Southern Phonograph Company, has acquired an assistant after 15 years of soloing it. "Now I can take a few days off when I feel like it," he says. Caravasios gives Mario Lanza's recent concert appearance here a share of the credit for the local appeal of the singer's platters.

All-Coin Amusements is making deliveries of the new Gottlieb game, "Happy Go Lucky." Workmen are putting the finishing touches on the remodeling job at All-Coin, with the offices of Joe Mangone and his wife, Eloise, finished in knotty pine.

Harry Goldberg reports increased sales of premiums and plans a trip to Philadelphia and New York to buy additional merchandise. Joseph Mathias Jr., son of the service manager at Automatic Cigarette Sales, had a big time on his 11th birthday.

Eddie Daddis has joined Acme Music & Vending Company as routeman. Eddie's brother is Art Dac's, AMI field engineer. Sammy Barnett, operator of Barnett's Service, has perked up now that his wife, Dorothy, recently very ill, is coming along in good style.

Tex Campbell, who operates cigarette machines at Grassy Key,



Fla., purchased several additional venders during a recent trip to Miami. . . . **Leon Schapochnik**, manager of Bush Distributing's Havana office, in town recently.

Coinman **Louis Koren** sold the 99-year lease on his King Cole Hotel to the Miami Heart Institute, which will use it as a hospital. Purchase price was \$300,000. The hospital will be the second of its type (the other is operated by the University of Minnesota) and the largest to be established in the United States. It will have room for 120 patients.

**Si Jacobson**, Southern Coin-Mat Distributing Company, believes that when the government carries thru its program to reactivate air bases in the Miami area, the increase in biz is sure to be reflected in higher coin machine grosses.

**Al Borreson**, Al's Music Company, Key West, and his wife were in town on a business trip. The Borresons maintain a home in South Miami, from which they shuttle back and forth to the keys.

**Elliott M. Brandon**, formerly of Drink Dispensers, Inc., of New York, is now associated with Modern Vendrinks Company of Miami. . . . **Leon Hersh**, Modern Vendrinks, and his wife, **Doll**, are expecting a visit from the stork.

**June Feldman**, **Ray Harrison's** secretary at Automatic Cigarette Sales, was on sick list. . . . **Harry Goldberg** caught a mess of snook and speckled trout during a fishing jaunt to Marco and Naples on Florida's West Coast. . . . **Jack McGriff**, West Palm Beach op, in town on a buying trip.

There is plenty of dime talk among cup drink ops here but so far no concrete action has been taken toward expanding the num-

ber of 10-cent locations. Theaters are the only spots at present (with the exception of a few tourist attractions) where dime drinks are vended, but ops generally agree that the next increase in the cost of supplies will blow the 5-cent lid sky high and force a changeover to straight dime vending. When that time comes, the feeling is that commissions will remain at their present level.

**Harold Harter**, who operates a coin machine jobbing and repair biz in Minneapolis, planned in for a combination business-pleasure trip. A former associate of the Bush Distributing Company when that firm was located in Minneapolis, Harter had a pleasant session, talking over old times with **Ted Bush**, **Ozzie Truppman** and **Ken Willis**.

Modern Vendrinks has established a department which specializes in converting postwar single drink machines to multi-flavor machines with changer, according to **Leon Hersh**.

**Hartford, Conn.**

**Manny Leibert**, formerly head of Vending Machines, Inc., has dropped the weekly wrestling shows promoted by his firm, Sporting Events, Inc., pending location of another site in the city for the wrestling promotions. The Auditorium is being turned into a defense plant.

Two new corporations have filed certificates of incorporation with the secretary of state here. The firms are **ABC Music Systems, Inc.**, 417 Main Street, Stamford; amount paid in cash, \$1,000; president, **Dorothy Rosen**; vice-president, **Cecile Parkoff**; secretary, **Marion Weisberg**; directors, same as officers, and the **Olden Time Bottling Works, Inc.**, Norwalk; authorized capital, \$50,000; commencing business, \$12,000; stock, 500 shares, \$100 par; incorporators, **Harold Glazer**, **Edith Ackerman**, and **Louis Ackerman**.

**Alex Gold**, Meriden, Conn., coinman, recuperating in Meriden Hospital from injuries sustained in an auto accident. . . . **Tony Wilkas**, of Wilkas Amusement, West Hartford, took a pleasure trip to New York.

**Sam Fish**, father of **Abe Fish**, president of the Connecticut State Coin Association, and owner of General Amusement Games, is home from a visit to Buffalo. Abe's mother has been vacationing in Arizona. . . . **Mike Benas**, New London, Conn., operator, has been feeling better, with reports indicating his recuperation proceeding at the Lawrence Memorial Hospital.

**George Marra**, New Haven operator, has been on the sick list. . . . Dependable Automatic Products Company, of West Haven, has filed a certificate of organization with the Secretary of State, listing authorized capital, \$50,000; amount of commencing business, \$3,000; number of shares, 5,000, par \$10; incorporators, **R. M. Taylor**, **J. Joseph DiSesa**, and **Harold Mulvey**.

**Milwaukee**

Bulk venders are showing considerable interest in the bill now up for passage in the State Senate which may, if passed, have some effect on vending of gumballs. The statute, as recommended by the agriculture committee, would classify all chewing gum as a food product and thereby subject to pure food laws.

**Wayne Candy Company** sales rep, **Don Reynolds**, back from a swing thru the Northern Michigan territory, reports ops' volumes down somewhat from previous months. Bad weather, according to Don, may be the cause for the slump, with spring weather holding back and the ground covered with a 12-inch layer of snow.

Ten ice cream vending machines were purchased recently by **Copeland Russell**, **Russell Candy Service**. Biz has been off somewhat since Easter, according to Copeland, but a few nice days, he continues, should brighten the picture.

**Tommy Leonard**, **Hodag Amusement Company**, Rhineland, Wis., has been pulling a lot of stray nickels out of theatergoers' pockets with some clever gimmicks in his candy vending machines. One angle that helps move a lot of his off brand candy bars, is his covering up certain columns with a sign reading "Guess What?" A lot of people buy from the mystery candy column just to see what they get, he claims.

Work on the addition to the **Hastings Distributing** salesroom and warehouse is near completion infos **Sam Hastings**. Biz, declares **Sam**, is keeping rolling at a nice level with premium items sparking the procession. **Ray Jordan**, salesman, is now on the **Hasting** pay roll and covering the State. Replacement at the record department at the **Hastings Vliet** Street shop, is **Grace Dunker**.

Recent visitors at the **Hastings** office included **Lambert Schaller**, **Sheboygan**; **Andy Waterman**, **Wisconsin Dells**; **Elmer Schmitz**, **Hilbert**; **Nellie Tompkins**, **Manitowoc**, and **Irv Goff**, **Madison**.

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United Shuffle Alley . . . . . \$ 29.50	Chicoin Bowling Alley . . . . . \$ 75.00
United Shuffle Alley w/disapp. pins . . . . . 35.00	United Shuffle Alley with rebound and disapp. pins . . . . . 95.00
Bally Bowler . . . . . 35.00	Genco Glider . . . . . 25.00
Bally Bowler with disapp. pins . . . . . 45.00	Genco Bowling League . . . . . 29.50
Exh. Strike, Twin . . . . . 75.00	Williams Box Score . . . . . 45.00
Univ. Super Twin . . . . . 165.00	Keeney Duck Pins . . . . . 175.00
Shuffle Alley Express . . . . . 75.00	

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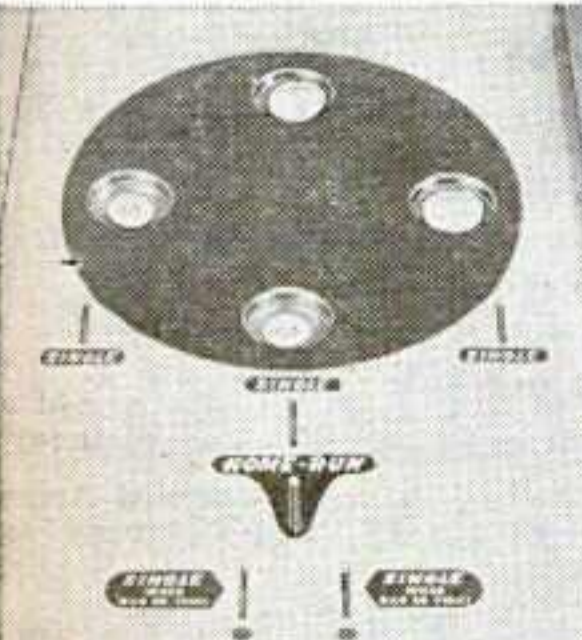
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- Univ. Super Twin Bowler . . . . . 145.00
- Chi. Coin Bowling Classic . . . . . 175.00
- Un. Shuffle Alley Express . . . . . 99.50
- Bally Speed Bowler . . . . . 139.50
- Univ. Twin Bowler . . . . . 95.00
- Chi. Coin Shuffle Baseball . . . . . 75.00
- United Shuffle Alley . . . . . 39.50
- Exhibit Strike . . . . . 99.50
- Genco Baseball . . . . . 99.50

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**PIN GAMES**  
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SIZE: 12"x24"x2"

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SEE ANOTHER EVANS' PROFIT STIMULATOR ON PAGE 78

**GREATER VALUE AT COVEN**

**USED 5-BALL GAMES**  
Ali Baba \$45.00  
Barnacle Bill \$5.00  
Blue Skies \$4.50  
Floating Power \$5.00  
Puddin' Head \$9.50  
Screw Ball \$4.50  
Triple Action \$4.50  
... and many, many more

**SPECIAL!!**  
NEW 5-BALL CLOSE-OUT!  
Genco \$150.00 ea.  
TRI-SCORE

**USED JUMBO PIN GAMES**  
Special Entry \$ 69.50  
Jockey Special 89.50  
Gold Cup 99.50  
Citation 219.50  
Photo Finish 219.50  
Champion 269.50

**USED PHONOGRAPHS**  
Wurlitzer 1100 \$445.00  
Wurlitzer 1015 279.50  
Wurlitzer 850 99.50  
Wurlitzer 750 114.50  
Wurlitzer 700 89.50

**USED SHUFFLE GAMES**  
Bally Shuffle Bowler \$ 35.00  
Bally Speed Bowler 109.50  
Bally Shuffle Champ 159.50

Authorized Distributors for Wurlitzer Phonographs, Models 1400 and 1450. Bally Products, Permo Point Needles and Chicago Coin Band Box and Hit Parade.

**COVEN distributing company**  
3181 Elston Chicago 18, Ill.  
Independence 3-2210

Authorized Distributors for **Bally and WURLITZER** Products Phonographs

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Man on second-base. Home-Run hit will score 1 Run. But a Single will merely advance man to third-base. Then, if 2 players are playing, the second player is in a good spot. He can shoot to put additional men on bases or, if he hits a Single or Home-Run roll-over, his man on third romps Home, scoring a Run. See Bally Baseball advertisement in this issue.

**TUBES**  
**IMMEDIATE DELIVERY**

6L6G .....	\$1.78	6SJ7 .....	\$ .83
6SN7 .....	1.10	6J7 .....	1.00
6J5 .....	.75	6SK7 .....	1.00
5U4G .....	.83	6SA7 .....	1.00
5Y3 .....	.63	2A3 .....	1.60
6N7 .....	1.20	1619 .....	.75
6X5 .....	.75	2050 .....	1.60
		2051 .....	1.25

RCA — Kenrad — Sylvania — Raytheon  
Tungsol — Hytron — GE  
And All Other Tubes: Also 50% Off List

**ABORN TUBE COMPANY** 225 W. Hubbard Chicago 10, Illinois

**ATTENTION, WURLITZER OPERATORS**

DON'T THROW AWAY YOUR OLD COBRA CARTRIDGES. Due to our method of opening and resealing we are able to realign and resurface the same cartridge several times, thereby cutting your cartridge costs about 75%. ORIGINAL TONE AND PERFORMANCE GUARANTEED OR YOUR MONEY REFUNDED. 75¢ each plus postage, 10 days' service via air mail parcel post. Over 8,000 cobra cartridges realigned and resurfaced in 1950 without one kickback, with 50% repeat orders. We pay C.O.D. and postage fees with orders of 20 or more cartridges.

**ELECTRONIC INDUSTRIES**  
329 EAST CARON ST. PHOENIX, ARIZONA

**GIVE TO DAMON RUNYON CANCER FUND**

There's a **HURRICANE** of **NEW, INTENSIFIED ACTION** in

**GOTTLIEB'S SUPER-DYNAMIC**

# CYCLONE

Earnings soar to new highs with terrific impact of

**Double Rotation!**

1 thru 5 Bumpers at the top increase value of "POP" Bumper sequence . . . "POP" Bumpers, hit in rotation, set up additional scoring values!

**5 "POP" Bumper Cluster!**

A tornado of ball action!

**Ultra-High Score Feature!**

Strategically located in front of out hole . . . makes possible 1/2 million to 1 1/2 million extra score at last moment of play! Grips and stimulates player interest throughout game!

**2 Side Recovery Lanes!**

Add stirring suspense!

**PRE-TESTED...PROFIT PROVEN**

**ORDER TODAY FROM YOUR DISTRIBUTOR**

*D. Gottlieb & Co.*  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"



**NATIONAL GUARANTEED VALUES!**

**RECONDITIONED 5-BALLS**  
Refinished and Resurfaced!

Knock Out	\$175.00
Tri Score	165.00
Mercury	135.00
Bank-a-Ball	130.00
Three Musketeers	125.00
College Date	125.00
Buffalo Bill	125.00
Camel Caravan	125.00
K. C. Jones	125.00
Select-a-Card	115.00
Bowling Champ	85.00
Double Shuffle	85.00
Buttons & Bows	80.00
Utah	80.00
Tucson	80.00
Dallas	80.00
Just 21	80.00
Black Gold	65.00

**RECONDITIONED BOWLING GAMES**

Bally My Rolls	\$ 60.00
Bally Shuffle Bowlers	39.00
Bally Speed Bowlers w/f	95.00
C. C. Twin Bowling Alleys	70.00
C. C. Bowling Classic w/f	150.00
C. C. Trophy Bowl w/f	155.00
Genco Bowling League	39.00
Gottlieb Bowlette	50.00
Keeney Double Bowlers w/f	165.00
Universal Twin Bowlers	75.00
Shuffle Slugger	145.00
Un. Double Shuffle Twin	70.00
Un. Shuffle Alleys	39.00
Un. Super Twin w/f	160.00
Un. Twin Rebound w/f	245.00
Un. 4-Player	285.00
Keeney 4-Player	285.00
New Williams Double Header	Write

**MUSIC**  
Chicago Coin HIT PARADE 54-106-254 Drop Coin Chute—Write.  
Wurlitzer 1015 ..... \$265.00  
1100 ..... 435.00  
A.M.I. Model A ..... \$375.00  
Model B ..... 475.00

**PREMIUMS**  
LARGE SELECTION. SEASONABLE MERCHANDISE CAREFULLY SELECTED.  
Write for our new Spring Bulletin

**IMMEDIATE DELIVERY**  
New WINNERS TURF KINGS  
Reconditioned Champions \$265  
Citations. . . 165  
Gold Cup 135

**NEW 5-BALLS**  
Gottlieb CYCLONE  
Genco HIT AND RUN  
Williams SUPER WORLD SERIES  
Chicago Coin THE THING

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

**DAVAL POSTMASTER POSTAGE STAMP MACHINES**



3-Column Roll Stamp Vender. Adjustable to Vend 1c to 5c Stamps.  
New \$34.50 ea.  
Used \$22.50  
1/3 Deposit, Balance C.O.D., F.O.B. Los Angeles.  
**PHILIP ROBINSON**  
2846 West Pico Blvd. Los Angeles 6, Calif.

**For SPRING LOCATIONS . . . WALL BOXES . . .**

SEEBURG	WURLITZER
3W2-L56, 5c, 3-Wire. \$24.50	3020, 5/10/25. . . . \$39.00
W1-L56, 5c, Wireless. 19.95	125, 5/10/25, 4-Wire . 5.90
DS-20-1Z, 5c, 3-Wire. 6.75	120, 5c, 4-Wire. . . . 4.50
WC-22, 5c, Wireless. 6.25	PACKARD PLA-MOR. . . . \$13.95

**WURLITZER**  
1250 JUST LIKE NEW, \$549

1100	\$399
1080	249
1015	249
Rock-Ola 1426	219

**SEEBURG**

148-ML	\$399
148M	379
147M	319
146M	249
H148M Hideaway	319
H246M Hideaway	279
H146M Hideaway	229

Photographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special. \$89	780 ..... \$ 99	1422 ..... \$149
Envoy ..... 79	850 ..... 79	Commando ..... 49
Colonel ..... 69	500 ..... 69	MILLS
Classic ..... 69	600K ..... 69	Constellation \$129
Hightone, R.C. . . 69	600R ..... 64	AIREON
Hightone, E.S. . . 59	Victor ..... 39	Deluxe '46 ..... \$49
Regal ..... 49		
Gem ..... 49		

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

WE SPECIALIZE IN EXPORT TRADE

**DAVIS DISTRIBUTING CORP.**  
SEEBURG FACTORY DISTRIBUTORS  
738 ERIE BLVD. EAST · SYRACUSE, N. Y. · Phone 5-5194  
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# SKEE-BALL

REG. U. S. Pat. OFF  
THE BEST OF ALL "SKILL" GAMES for ARCADES OR ON LOCATION  
CAPACITY \$8.00 PER HOUR WITH 10c PLAY  
5c OR 10c COIN SLOTS OPTIONAL  
Wherever you go—ask about SKEE-BALL.  
Get the facts — see for yourself.  
Get started with a profitable SKEE-BALL installation.  
WRITE US



Manufactured and Sold by **PHILADELPHIA TOBOGGAN CO.**  
130 E. Duval Street, Philadelphia 44, Pa.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

For the best in PIN GAMES SHUFFLE ALLEYS RAY GUNS  
IT'S **COINEX CORPORATION**  
Murray Rosenthal  
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COIN OPERATED TELEVISION  
Console, 14-inch ..... \$279.50  
Table Model, 14-inch ..... 249.50  
Coin Operated Radios ..... 49.50  
**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**FOR SALE**  
5 Keeney Double Bowlers (Like New) \$134.50  
**WANTED**  
United 4 Players. Any Quantity  
**KINGS AMUSEMENT**  
1505 Coney Island Ave., Brklyn., N. Y.



DON'T BUY SUBSTITUTE ALUMINUM DISCS  
ORDER DIRECT FROM MANUFACTURER  
MAKE SURE YOUR **METAL TYPER MACHINES**  
EARN TOP MONEY  
Original Parts and Supplies.  
WRITE FOR PRICES.  
**STANDARD METAL TYPER CO.**  
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**DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE**

# TWO Williams WINNERS!

**Music Mite** MODEL 52

**10 RECORD 45 RPM**

**SELECTIVE PHONOGRAPH**



*featuring*

**Single Entry—Slug Proof 5c-10c-25c Coin Mechanism**

*(Also available for straight 5c play) Accepts credits up to \$2.00 Proved performance Simple to service*

**Music Mite defies all imitations because it is tried, tested and proven on location—and offers so much more and costs so much less than any other "small" machine ever built!**

**World Series**

**FASTER ACTION! FASTER TURNOVER! FASTER PLAYING TIME!**  
(50 seconds to play)

**Super WORLD SERIES**

has a 5c-10c-25c single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and is designed for convertible play!

**CHANGEOVER CAN BE ACCOMPLISHED IN A FEW SECONDS!**

**PEDESTAL STAND**

(Optional) For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand.



**World Series**

**FASTER ACTION! FASTER TURNOVER! FASTER PLAYING TIME!**  
(50 seconds to play)

**Super WORLD SERIES**

has a 5c-10c-25c single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and is designed for convertible play!

**CHANGEOVER CAN BE ACCOMPLISHED IN A FEW SECONDS!**

**SEE BOTH — PLAY BOTH —  
BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —  
AND DO TWICE THE BUSINESS!**



CREATORS OF DEPENDABLE PLAY APPEAL!  
4242 W. FILLMORE STREET,  
CHICAGO 24, ILLINOIS

**CURE COIN-WRAPPING HEADACHES**

with **Rap-a-Coin**  
Trade Mark

Bank approved counting and wrapping machine for pennies, nickels, dimes



**ZIPS COINS INTO TUBULAR WRAPPERS . . . Automatically Counts . . . quickly, accurately**

This patented, all-metal coin counting and wrapping machine cuts coin-handling time in half for coin machine operators, concession managers, cashiers and bookkeepers who must count and wrap pennies, nickels and dimes before banking.

Just drop coins into tube. There's space for the correct number—no more—you can't miscount! Zip the plunger and coins are inside the wrapper. Standard tubular wrappers are provided by banks. You will profit by time saved.

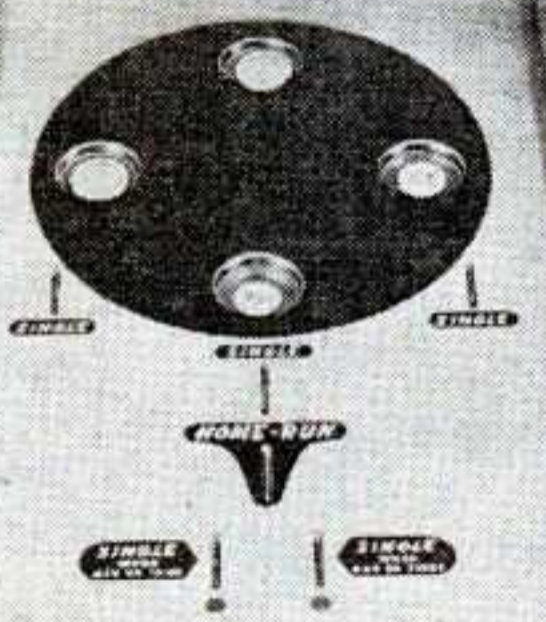
**MONEY-BACK GUARANTEE**  
Immediate Delivery. Freight Prepaid.

- A SNAP TO USE. NO SKILL REQUIRED.
- ELIMINATES MISCOUNTING SHORTAGES.
- SAVES BANK WRAPPING FEES.

Send check or money order **FOLDER FREE!**  
**\$7.50 ea.**  
(California residents add 3% for sales tax.)



323 First Street Dept. C  
Phone 2-2897  
Woodland, California



Man on second-base and man on third-base. Home Run will score 2 Runs. But a Single will score only 1 Run and advance the man on second to third, insuring an easy Run in the next inning. If 2 players are playing, the second player is handed a Run on a silver-platter, because the man advanced to third is sure to come home on a Single or Home-Run hit. See Bally Baseball advertisement in this issue.

**CLOSE-OUTS!**

Coll. Daze... \$125	Hvst. Time... \$145
Old Faithful 125	Fig. Irish... 145
K.C. Jones... 125	4 Hsmen... 165
Rocket... 125	Knockout... 165

**NEW**

Thing... Write	Bowllette... \$135
4 Shtr... Write	5PI. United Write
Play Ball... Write	Un. ABC... \$25
League Leader... \$200	
1/3 dep., bal. C.O.D., F.O.B. Phila.	

**Lehigh Specialty Co.**  
826 N. Broad St., Philadelphia 30, Pa.

**SPECIAL!**  
**BRAND NEW IN ORIGINAL CRATES:**  
**Williams DOUBLE HEADER**  
AT A SPECIAL LOW PRICE!  
CONTACT US AT ONCE!

Exclusive A.M.I. Distributors in KENTUCKY, INDIANA, SOUTHERN OHIO  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC**  
MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky.	1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky.	3011 E. Maumee Ave., Ft. Wayne 4, Ind.
	129 W. North St., Indianapolis, Ind.

**M. Y. & N. J. OPERATORS!**  
WE ARE NOW DELIVERING

<b>EVANS NEW CONSTELLATION PHONOGRAPH</b> 20 RECORDS—40 SELECTIONS for 78 or 45 RPM	<b>KEENEY ELECTRIC CIGARETTE MACHINE</b>
--	--

**SPECIAL!**  
10 Wurl. 1015... \$259.50 Ea.

Write for List of Our Stock!  
**DAVE LOWY & CO.**  
Exclusive Distributor for Keeneey Products in the Metropolitan Area and No. N. J.  
594 Tenth Ave. NEW YORK, N. Y.  
Phone: CHickering 4-5100

**FOR SALE**  
**COMPLETE ARCADE WITH PARK LEASE**

63 Machines, Rotaries, Diggers, Photomatics, Guns, etc. Or will trade. What have you?

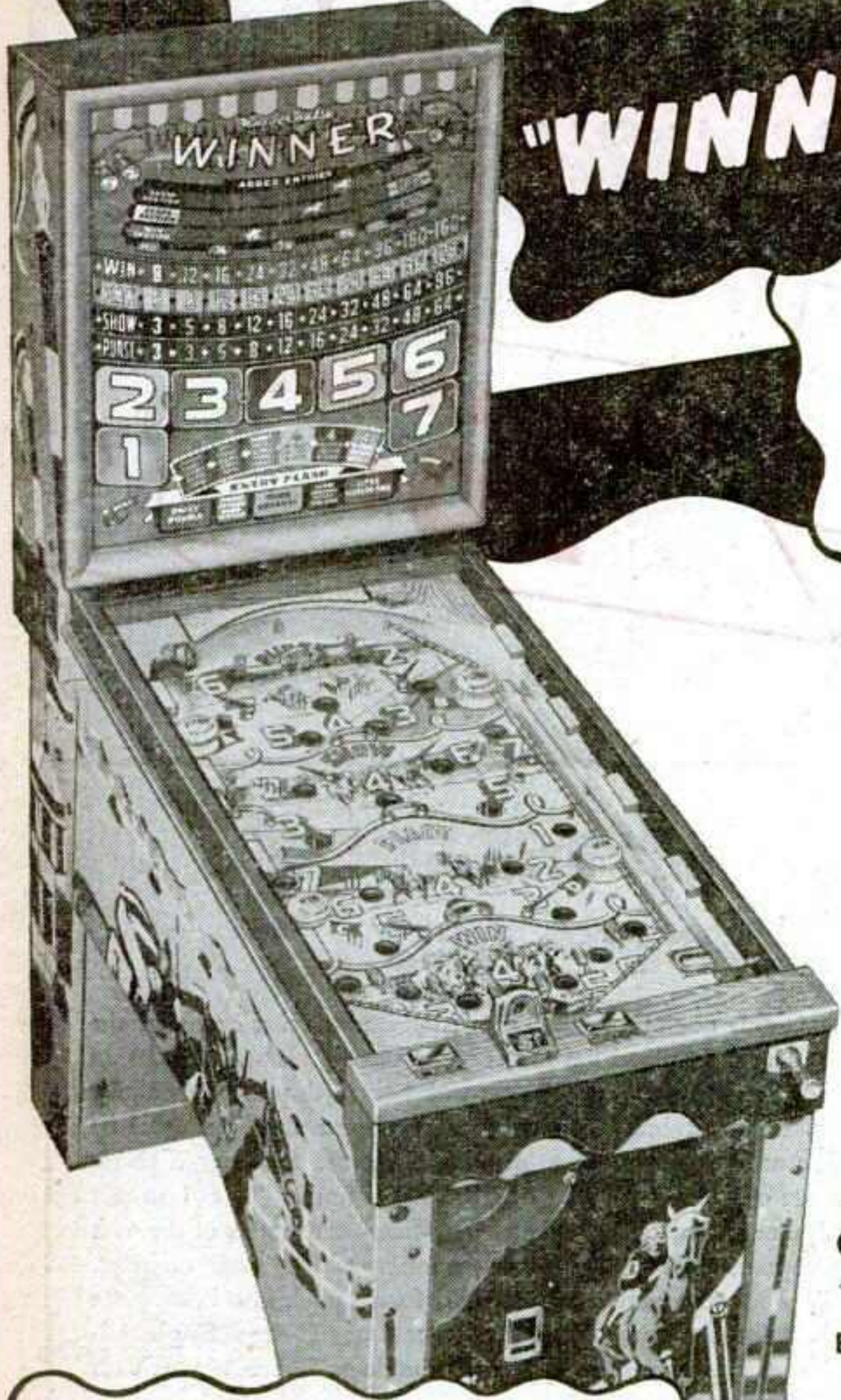
**FRED NOLAN**  
MOXAHALA PARK  
South Zanesville, Ohio.  
Phones: 2-8252—2-7671.

OPERATORS' **NO. 1** Favorites  
UNIVERSAL'S



**"WINNER"**

**HIGH SCORE BOWLER**



**15 PINS**  
**PERFECT SCORE 1000**  
**NEW SCORING PRINCIPLE**  
UNIVERSAL'S TIME PROVEN MECHANISM EVEN SIMPLER THAN EVER BEFORE!

OPERATORS REPORTS PROVE GREATER EARNINGS BY 4 TO 6 TIMES!  
EARNINGS SURPASS ANY PEAKS OF THE PAST YEAR!

UNIVERSAL'S **SHUFFLE TOURNAMENT**  
CONVERTS YOUR SHUFFLEBOARDS INTO 2 Super TWIN BOWLERS



**45 SECONDS OR LESS PER GAME!**

FITS ALL SHUFFLEBOARDS AS MANY AS 4 PLAYERS!

Don't Miss This Popular Shuffle Game  
UNIVERSAL'S **DeLuxe TWIN BOWLER**

The finest convertible FREE PLAY or NOVELTY shuffle game of all! Order Now!

Write ...  
Wire ...  
Phone ...

See Your Universal Distributor



**UNIVERSAL INDUSTRIES, Inc.**

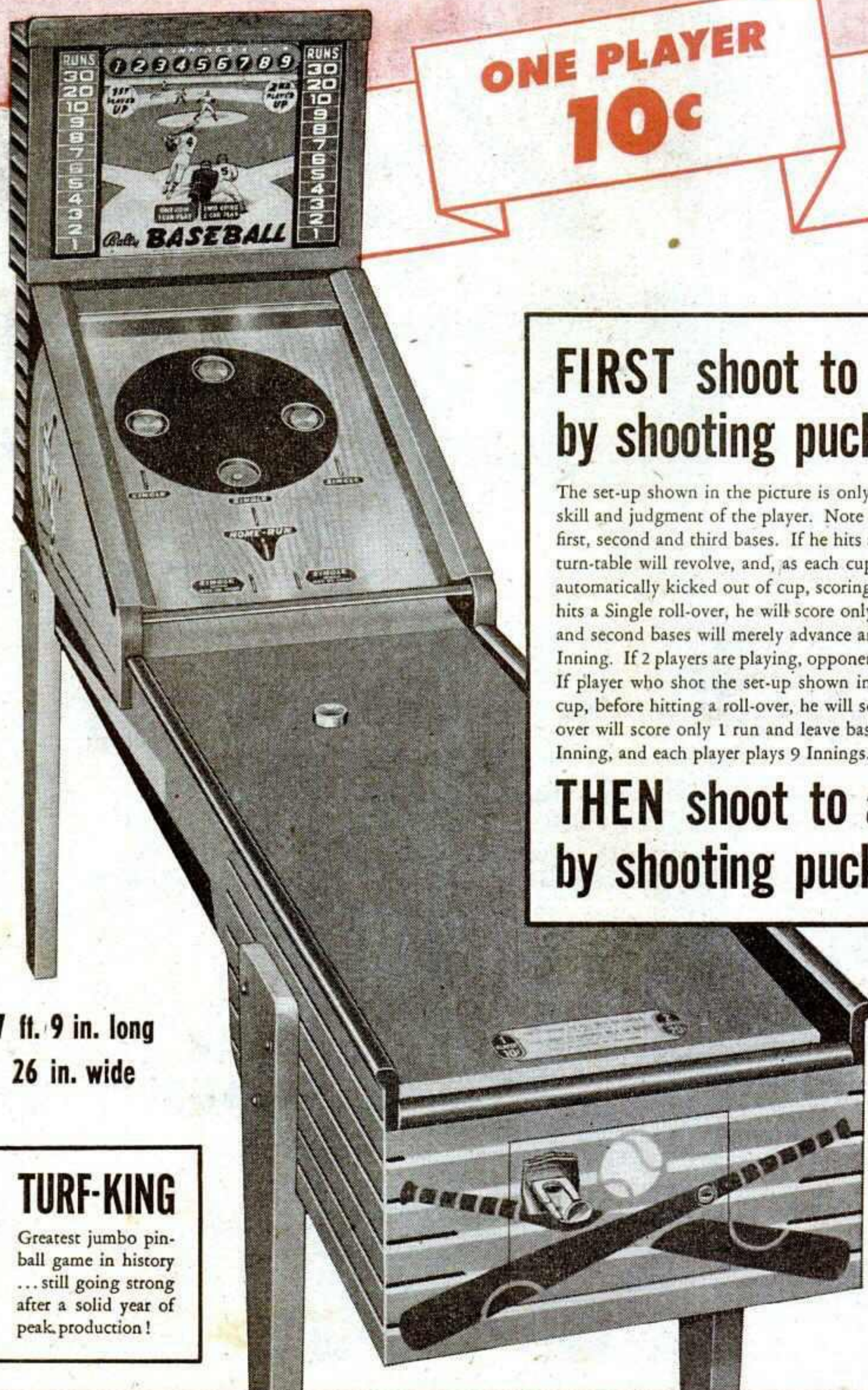
Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

Earn biggest profits in shuffle history with

# Bally BASEBALL

**NEW LOOK! NEW ACTION! NEW SCORING!**



**ONE PLAYER  
10c**

**TWO PLAYERS  
20c**

## FIRST shoot to put men on bases by shooting pucks into cups

The set-up shown in the picture is only one of many possible combinations that challenge the skill and judgment of the player. Note that player has succeeded in placing his first 3 pucks on first, second and third bases. If he hits a Home-Run roll-over with his fourth puck, the circular turn-table will revolve, and, as each cup advances from third-base to home-plate, puck will be automatically kicked out of cup, scoring 3 runs as the 3 "men" romp home. However, if player hits a Single roll-over, he will score only 1 run, as "man" on third goes home. "Men" on first and second bases will merely advance and be on second and third-bases at the start of the next Inning. If 2 players are playing, opponent will start his half of the Inning with 2 "men" on bases. If player who shot the set-up shown in the picture can drop his fourth puck into home-plate cup, before hitting a roll-over, he will score 4 runs by hitting Home-Run roll-over. Single roll-over will score only 1 run and leave bases loaded for opponent. Single or Home-Run hit ends Inning, and each player plays 9 Innings.

## THEN shoot to advance men on bases by shooting puck across roll-overs

## "Men" actually run bases on revolving turn-table

Not just another bowling game dressed up to look like baseball... but a really new, exciting game that is already starting a new shuffle-boom. New look attracts immediate attention on location. New skill-scoring appeal insures continuous repeat play. New fast action produces biggest profits in shuffle history. Get in on ground floor... get Bally BASEBALL today!

7 ft. 9 in. long  
26 in. wide

### TURF-KING

Greatest jumbo pin-ball game in history... still going strong after a solid year of peak production!

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# UNITED'S A-B-C



**NEW  
DIFFERENT  
5-BALL  
REPLAY  
GAME**

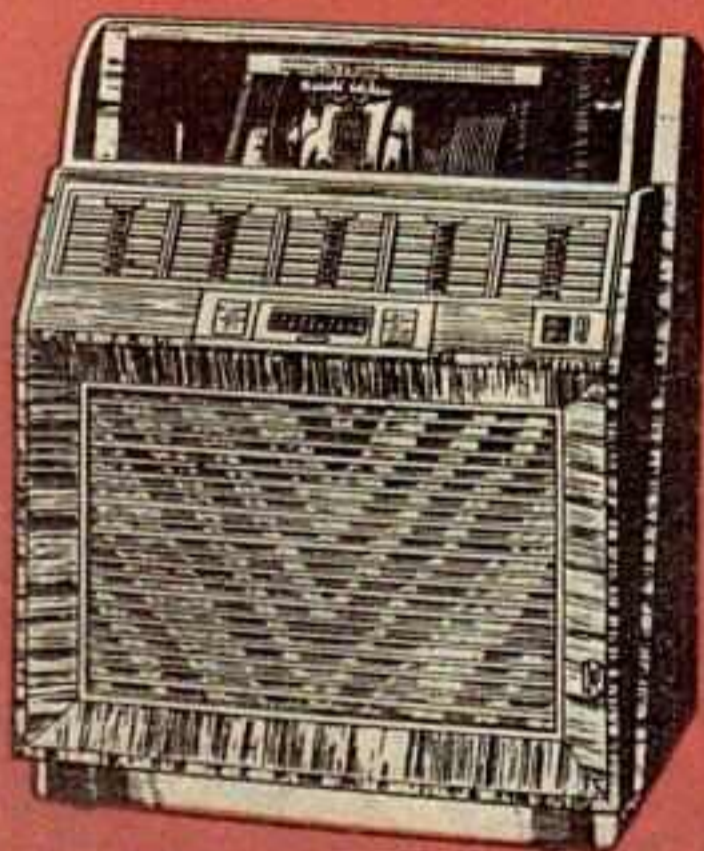
APPROXIMATE SIZE  
4 FT. LONG BY 2 FT. WIDE

**SEE  
YOUR  
DISTRIBUTOR**

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

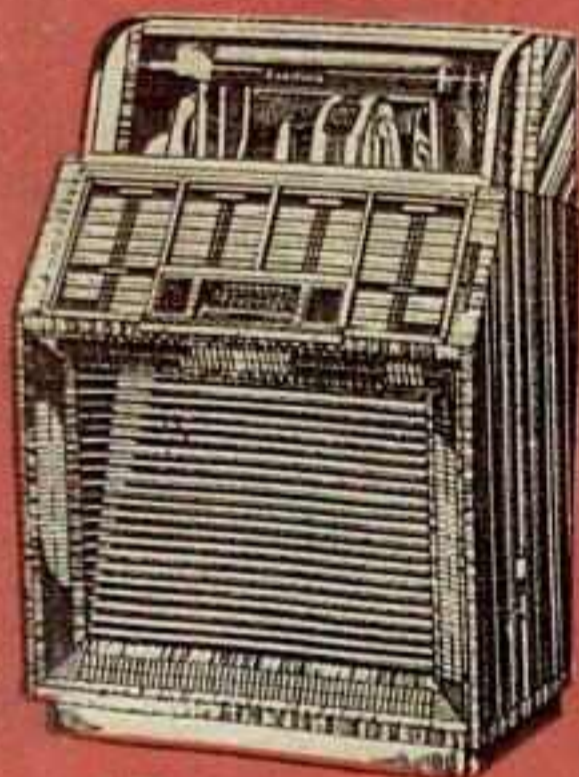


*important* **TODAY**.... *essential* **TOMORROW**



**at 78 rpm**

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



**at 45 rpm**

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



**the Wall-o-matic 100**

An electronic development overshadowed only by the Select-O-Matic "100" itself. Brings 100 selections of music right to the finger tips of guests.

# SELECTIONS

Yes, 100 selections are *more important than ever*, for with 100 selections you offer a greater music service . . . a music service that provides "music for everyone" . . . a music service that makes proper programming possible . . . a music service that assures you the maximum potential in every location.

Today, Select-O-Matic "100" Music Systems are proving their value in tens of thousands of locations. See your Seeburg Distributor.

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 J. P. SEEBURG CORPORATION  
 1500 N. Dayton Street  
 Chicago 22, Illinois



*America's Finest and Most Complete Music Systems*