

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

FEBRUARY 11, 1950



The spotlight is on Ella Fitzgerald, shown here at Cafe Society, New York, where she opened January 26 for a two-week engagement. On February 10 the thrush opens a week at the Paradise Theater, Detroit, followed by two weeks at the Paramount, New York, beginning February 22. Her current Decca coupling of "I Gotta Have My Baby Back" and "Fairy Tales" is shaping up as one of her biggest disks since she broke into the big time more than a decade ago with her swing version of "A-Tisket A-Tasket." Her Decca platter of "Basin Street Blues," which hit the stands February 7, figures to get plenty of attention. On this one the label billing reads "Ella (Satchmo) Fitzgerald," and she delivers a hilarious imitation of Louis Armstrong. Miss Fitzgerald is booked by the Gale Agency. Her public relations are handled by Virginia Wicks.

RECORDING ARTISTS • MUSIC PUBLISHERS

RECORD MANUFACTURERS • RECORD DISTRIBUTORS

• ACCESSORY MANUFACTURERS •

are you selling the
JUKE BOX OPERATORS?

The Juke Box Operators represent 400,000 machines on location that play to an audience of over 8,000,000 daily — a tremendous market!

Plan your advertising in the issue that is keyed DIRECTLY to these operators

DON'T
MISS it!

The Billboard's 1950
JUKE BOX SUPPLEMENT

RUSH COPY NOW!
deadline THURS., FEB. 16

THE BILLBOARD PUBLISHING CO.

Cincinnati 22
2160 Patterson St.
DUbar 6450

New York 19
1564 Broadway
PLaza 7-2800

Chicago 1
188 W. Randolph St.
CEntral 6-8761

St. Louis 1
390 Arcade Bldg.
CHestnut 0443

Hollywood 28
6000 Sunset Blvd.
HOLlywood 9-5831

Detroit 1
1009 Fox Theater Bldg.
WOODward 2-1100

U. S. THROTTLES TELEVISION

First Film Major Dips Into Live TV; Universal Subsid Preps "3 Smart Girls" Pkg.

Other Pic Firms Expected To Follow Suit

By Sam Chase

NEW YORK, Feb. 4.—The first instance of a major motion picture studio entering live TV program production with material based on its own properties was in the works this week. United World Films, wholly owned 16mm. and video subsidiary of Universal Pictures Com-

pany, has set a showcase production of Three Smart Girls for the February 27 broadcast of Chevrolet tele-theater on the National Broadcasting Company (NBC) in preparation for packaging the property for regular series showing.

United World previously has specialized in syndicating for TV films out of the Universal short subject library, including a football series bankrolled by Lucky Strikes in 1948 and sold on a local basis last year. It has another theater release, Stranger Than Fiction, on TV in re-edited form. It also has an interest in two live tele series, co-producing Celebrity Time with World Video, and holding kine rights on the Counselor at Law series which the Martin Stone office is now offering as a live stanza.

The Significance

The significance of the new move, however, is that a major studio has indicated it plans to delve into its successful film properties and, by itself, build and stage live video presentations based on motion picture hits. It is considered likely that this will set a pattern for other film firms, which could bring to TV a wealth of (See First Film Major on page 9)

Early Demise Of ATAS Seen By Tele Trade

HOLLYWOOD, Feb. 4.—Coast's Academy of Television Arts and Sciences (ATAS) in its present form may be dead within a few weeks if plans presently formulated by industry leaders are consummated. ATAS, long the subject of much industry criticism, is headed for a crisis Thursday (9) when reps from seven local day (9) when reps from seven local complete reorganization of the academy or bolting the outfit. Meeting was set up late this week, with execs from stations KNBH, KFI-TV, KECA-TV, (See Early Demise on page 9)

AFM Levies IG Fine, Suspends Paul 6 Months

HOLLYWOOD, Feb. 4.—Edward Paul, musical director of Jerry Fairbanks Film Productions, was fined \$1,000 and suspended for six months by the American Federation of Musicians (AFM) for "alleged violation of regulations regarding services for television." Fine was announced by Leo Cluesman, national secretary of the AFM exec board, after charges were brought against Paul by Claire E. Meeder, AFM sergeant at arms of national AFM. Union has given Paul until March 1 to pay his stiff fine.

AFM action was based on charges that the Fairbanks org had produced television film features using live music in violation of the AFM tele ban. Among films were the Paradise Island features made in Mexico City last year.

Fairbanks org indicated it would appeal Paul's fine to AFM Prexy James C. Petrillo next week. Fairbanks will maintain that charges against the conductor are vague and inaccurate. Specifically, the appeal will point out that Paul had nothing to do with selecting the talent used on the Paradise Island film series, nor did he participate in any of these sessions as conductor or musician. Moreover, Fairbanks will contend that he has long sought scales and working conditions for tele films from AFM and was forced to record background music out of the country when no action was taken by the union.

Long Freeze By FCC Brings "Stagnation"

Only 12 More Stations Due

WASHINGTON, Feb. 4.—The continuing freeze is ushering in an era of almost total stagnation in television, with only a dozen new stations still to take the air. If the 12 remaining permittees all eventually begin operations—and there is doubt about at least two—the maximum possible number of TV stations on the air for 1950-'51 will be 110, of which 98 are now operating.

With the Federal Communications Commission (FCC) completely mired in the TV muddle, the agency is switching its emphasis to its allocations proposal in an effort to end the freeze on new authorizations as fast as possible. Time consumed by the color hearings, however, forced the FCC this week to push back final filing dates for allocations comments to April 7. This delays the freeze thaw until at least July, and probably later.

Slow Going

Considering that many of the 353 pending TV bids will have to be revised in accordance with new allocations and that most of those not re- (See FCC Forcing on page 6)

Still Hope for Excise Cuts

But Showbiz Must Breach Ranks of Dems

GOP Short of Majority

WASHINGTON, Feb. 4.—The hope for showbiz excise tax reductions is centering around defectors from the administration stand on the part of Democratic legislators, in the wake of testimony before the House Ways and Means Committee yesterday (3) by Treasury Secretary John Snyder in which he outlined in detail what excise reductions the administration would stand for—not including admissions, cabarets, disks, or radios and phones. He specifically asked that TV sets be included in the 10 per cent radio tax to add \$40,000,000 annually in revenue.

Most GOP members can be expected to go along with House minority leader Joseph Martin (R., Mass.), who is on record as demanding cuts in all showbiz excise except (See Showbiz Must Breach on page 4)

SEC's P. T. Byrne Cautions Investors In Legit Shows

NEW YORK, Feb. 4.—Peter T. Byrne, regional director of the Securities and Exchange Commission (SEC), this week sounded a warning to stem producers insofar as potential violations of federal laws governing securities are concerned. He suggested that producers investigate the provisions of the Federal Securities Act of 1933, in order to insure against violations thru ignorance of its provisions, before selling an interest in a production to an investor.

Stating that his attention had been called to the financing of such projects via the sale of limited partnerships to the public thru the use of the mails, newspaper, radio and other advertising, Byrne said that he is of the opinion that limited partnerships in theatrical productions are securities within the meaning of the law and subject to it. The act, he explained, makes it unlawful for any person to offer a security for sale thru "the instrumentalities of interstate commerce" unless a registration statement is in effect with the SEC (See SEC Cautions on page 50)

New Pop Era Plotted by Col Records

Miller Post Sparks It

NEW YORK, Feb. 4.—Appointment of Mitch Miller as director of the pop record division of Columbia Records is intended to spark a major policy change within the company's a.-and-r. division. This was indicated this week by Goddard Lieberson, Columbia executive vice-president, who stated that, "hereafter, more emphasis will be placed on selecting the right artist for the right tune and an imaginative, creative effort to produce the best records possible will be made at the main source of every successful record—the recording studio." Lieberson, who left for the Coast this week to orient the Hollywood end of the a.-and-r. operation, added that artists' relations, so-called, will be de-emphasized. Talent, he said, is best served via smash disks. "A record," he added, "is in a sense like a play—it (See Columbia Plots on page 13)

P. Massmann Due To Pilot Freedom Fair

Sesqui Job May Pay 25G

WASHINGTON, Feb. 4.—Paul M. Massmann, director of industrial exhibits at the Chicago Museum of Science and Industry, is expected to be named general manager of the Freedom Fair which will open here in 1951. Massmann's candidacy got a strong recommendation from the executive committee of the National Capital Sesquicentennial Commission at a closed-door session here Wednesday (1), and his name will be placed before the full commission for formal approval in a few weeks. Sesqui officials believe that President Truman will be on hand for the commission meeting at which (See Massmann to Head on page 54)

In This Issue

Table listing contents: Burlesque, Carnival, Circus, Classified Ads, Coin Machines, Fairs & Expositions, Final Curtain, General Outdoor, Honor Roll of Hits, Legitimate, Letter List, Magic, Merchandise, Music, Music Machines, Music Pop Charts, Night Clubs, Parks and Pools, Pipes for Pitchmen, Radio-Television, Repertoire, Rinks and Skaters, Roadshow Films, Routes, Saleboards, Shuffleboards, Vaudeville, Vending Machines.

The Billboard Main Office: 2186 Patterson St., Cincinnati 22, O. Subscription Rate One year \$10 Entered as second class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1950 by The Billboard Publishing Company.

Showbiz Stock Review for 1949

Video Leads In Earnings As AM Droops

Outlook for '50 Favorable

NEW YORK, Feb. 4.—The television manufacturing industry led the amusement world in net earnings for 1949 and enabled the TV field as a whole to show a profit despite continued losses in the broadcasting end, it is revealed by a *Billboard* survey and compilation (see accompanying chart) of operating results embracing the principal companies in entertainment business which have listed stock and issue periodical financial statements.

Over-all net profits of the amusement field for the past year, or the

Keenest Ever Honed

NEW YORK, Feb. 4. — Don Carle Gillette, former editor of *The Billboard*, *Film Daily* and *Radio Daily*, and for seven years in charge of trade press relations for Warner Bros. here, joins *The Hollywood Reporter* on the Coast Monday (6) as editor.

latest quarters of the year covered in these reports, were up less than 2 per cent, but the TV division by itself showed a gain of over 6 per cent. This rather small TV increase in view of the unprecedented high rate of activity among manufacturers of sets, parts and other TV equipment reflects the keener competition, reductions in prices of sets and, in a large measure, to increased program costs and pioneering outlays which thus far have not been compensated by corresponding increases in TV advertising revenue.

Individual Divergences

Another indication of the highly competitive situation existing in the electronics field is the widely divergent operating results shown by individual companies despite the good over-all performance. A large percentage of red ink is found among the hundreds of small independent firms, not included in the accompanying chart because of their high mortality rate.

The record and music business took another beating in 1949, while motion picture firms, which own most of the music companies, just about held to the level of the previous year, a possible sign that movie biz has established its low and should do better.

Outlook Favorable

Current year prospects, as indicated by sales volume not yet translated into net profits, point to further increases in TV manufacturing operations, with the electronics divisions of General Electric, Westinghouse, RCA and Philco, as well as Zenith, Admiral, Emerson and many other companies either having stepped up their output or planning to do so.

LEE MAGID ON HIS OWN

NEW YORK, Feb. 4.—Lee Magid has left his a. and r. and talent-scout post with National Records to set up in music publishing and management on his own. The first tune in his pub- bery, *Marvelle Music Company*, is *He's My Daddy*, waxed by Wini

Amusement Company Net Profits in '49

Comparative Earnings of Leading Companies in and Contributing to Amusement Field Based on Their Latest Financial Reports

		MOTION PICTURES			
Company	Period Covered	1949 Net	1948 Net	1947 Net	'49 vs. '48 Change
Bell & Howell	9 mos. to 9/30	\$ 91,497	\$ 1,428,095	\$1,755,742	-94%
Cinecolor	40 wks. to 7/9	70,891	86,700	319,788	-18%
Columbia Pics. Gen. Precision Equipment	Year to 6/30	1,007,514	565,221	3,706,541	+44%
Loew's	9 mos. to 9/30	530,902	730,631	848,661	-27%
Monogram	Year to 6/30	5,160,773	4,729,063	10,904,821	+8%
Paramount	9 mos. to 10/1	1,108,433	497,696	375,895	-55%
		19,299,000*	20,015,000		-3%
*Under split of theater and film operations this breaks down as:					
				\$16,320,000	
				Paramount Pictures Corp.	2,979,000
				United Paramount Theaters	Deficit
				Year to 12/31 (Issued in following yr.)	210,815
Pathe	9 mos. to 10/1	1,919,228	356,024	6,896,431	+639%
RKO	9 mos. to 7/24	730,117	62,577	889,319	+1078%
Republic	9 mos. to 9/30	1,768,550	1,276,906	1,146,364	+39%
Technicolor	39 wks. to 9/24	8,625,000	6,600,000	8,100,000	-13%
20th-Fox	37 wks. to 7/30	775,018	709,807	2,470,167	-9%
Universal	Year to 8/31	10,466,534	11,837,253	22,094,979	-12%
Warner Bros.					
		RADIO-TELEVISION			
Admiral	9 mos. to 9/30	\$ 4,631,574	\$ 2,037,786	\$1,185,449	+127%
American Broadcast'g	9 mos. to 9/30	482,000	440,000	1,050,000	-209%
Columbia Broadcast'g	39 wks. to 10/1	2,003,812	3,010,466	3,660,860	-33%
Cornell-Dubiler	Year to 9/30	459,785	446,731		+1%
DuMont	Year to 9/30	3,000,000	2,701,767	563,677	+11%
Emerson	Year to 10/31	40,543,925	30,926,842	32,658,122	+31%
Farnsworth					
(Now F.A.R. Liquidating Corp., in process of being transferred to Capehart-Farnsworth Corp. Reported \$3,479,148 deficit for first nine months of 1949; also deficits in 1948 and 1947.)					
General Instrument	9 mos. to 11/30	62,652	158,763	781,119	-139%
Hazeltine	9 mos. to Sept. Year	6,967,000	4,086,000	6,183,000	+70%
Hallcrafters	Year to 8/31	403,050	318,177	310,386	+27%
Hytro	6 mos. to 6/30	247,977	47,598	38,547	+416%
Radio & Elec.	6 mos. to 12/13	775,700	1,155,787	899,973	-33%
Magnavox	Year to 5/31	776,437	1,131,760	1,247,598	-30%
Oak Mfg.	9 mos. to 9/30	2,672,613	2,115,914	1,827,119	+26%
Motorola	9 mos. to Sept. Year	5,577,000	3,769,000	5,453,000	+48%
National Union Radio		5,500,000	10,531,914	9,630,699	-48%
Philco	9 mos. to 9/30	9,668,000	10,177,000	12,233,557	-5%
RCA	Year to 5/31	946,212	380,477	920,235	+149%
Raytheon Sparks-Withington	9 mos. to 12/31	295,674	545,669	704,882	-46%
Stewart-Warner	9 mos. to 9/30	1,296,284	2,609,725	1,902,977	-50%
Sylvania	9 mos. to 9/30	1,911,597	2,724,717	1,907,375	-30%
Zenith	6 mos. to 10/31	1,066,526	984,535	1,221,017	+8%
		RECORD COMPANIES			
Capitol	9 mos. to 9/30	(No net)	\$ 783,500	150,283	-100%
Decca	9 mos. to 9/30	\$ 427,601	550,877	1,114,483	-22%
		MISCELLANEOUS			
ABC Vending	9 mos. to 9/25	\$ 952,059	\$ 961,485	\$ 790,840	-1%
AT&T	Year to 8/31	214,607,127	207,617,760	156,344,238	+3%
Automatic Canteen	Year to 10/1	582,460	687,817	748,968	-15%
Acvo Mfg. Co.	9 mos. to 8/31	2,711,540	5,323,079	7,647,887	-49%
C. G. Conn	Year to 4/30	858,041	306,301	147,975	+161%
Eastman Kodak	9 mos. to 8/30	35,130,264	42,501,249	20,299,461	-17%
Elec. & Mus. Industries	Year to 6/30	464,419	615,116	208,133	-28%
General Electric	9 mos. to 9/30	67,612,879	83,893,459	62,466,624	-19%
Madison Sq. Garden	Year to 5/31	737,342	1,030,269	1,246,026	-28%
Westinghouse Elec.	9 mos. to 9/30	48,964,408	37,296,345	34,514,886	+24%
Wurlitzer	Year to 3/31	2,828,949	3,536,486	3,577,710	-20%

U. S. Doesn't Expect Showbiz To Lose If Workers' Pay Falls

WASHINGTON, Feb. 4.—A report glowing with optimism for the amusement industry and showing that many areas of the industry are likely to be unaffected by declines in individual income was released by the Commerce Department this week.

Amusement spending is far less susceptible to shifts in public income than has been generally assumed, the department declared on the basis of a comprehensive statistical analysis of the correlations between dollar expenditures for a host of items and disposable personal income. Among the most stable items in the trade is sheet music, the report showed.

operas and sales of radios and phonos rank high on the list of commodities and services greatly affected by changes in income, but spending for other types of amusement is listed as having only "average sensitivity" to income fluctuations.

Commerce Department statisticians worked out sensitivity coefficients for nearly 150 expenditure items, finding the average coefficient to be .86. In other words a change of 10 per cent in personal income over a 10-year period was associated with a direct change of about 8 1/2 per cent in total consumption expenditures.

The Commerce Department stated (See U. S. Doesn't Expect on page 49)

Showbiz Must Breach Dems To Cut Excise Tax

(Continued from page 3) the bite on phonograph records. Senate minority leader Kenneth Wherry (R., Neb.) has taken a similar stand.

Shy of Majority

The Republicans, however, are shy 13 members of having a Senate majority and lack 93 votes of having a House majority. Whether or not Congress adds any showbiz taxes to the reduction list depends upon how many Democrats can be persuaded to vote along with the majority of the GOP-ers. The first nose-counting test will come in about a month, when the House tax committee votes on what kind of a tax bill is to be reported to the House floor.

Snyder's testimony opened up the tax hearings before the committee. The next week will be spent in hearings on tax loopholes, with another week to be spent in hearings or excise, according to the tentative committee schedule. Another two weeks probably will be consumed in executive discussions and committee votes on various parts of the tax bill.

The Treasury chief asked for excises cuts only on transportation, telephone-telegraph, furs, luggage, jewelry, and toilet goods taxes. Revenue losses would amount to \$695,000,000 annually (\$655,000,000 if the TV set tax is added on).

Some Aid to Showbiz

Showbiz would gain some benefits from the suggested tax cuts. In addition to the personal savings on retailers excises, which would drop from 20 per cent to 10 per cent, professional savings would result from the other cuts. Instead of a 3 per cent freight tax on shipments of circus and carnival equipment and legit and vaudeville props, there would be no tax at all. Traveling entertainers would pay a 10 per cent tax on the cost of their tickets instead of the present 15 per cent, and (See Hope for Tax Cut on page 49)

The Billboard

The World's Foremost Amusement Weekly
Founded 1894 by W. H. Donaldson
Publishers
Roger S. Littleford Jr.
William D. Littleford
E. W. Evans Pres. & Treas.
Lawrence W. Cetto Secy.
Editors
Roger S. Littleford Jr. Editor in Chief
G. R. Schreiber Coin Machine Editor
Herb Dotter Outdoor Editor
William J. Sachs Executive News Editor
(Cincinnati)
Dick Armstrong Executive News Editor
(New York)
Managers and Divisions
E. W. Evans, Gen. Manager Cincinnati
Main Office & Printing Division
2150 Patterson St., Cincinnati 22, Ohio
Phone: DUnbar 8450
W. D. Littleford, Gen. Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800
M. L. Reuter, Gen. Manager Western Division
188 W. Randolph St., Chicago 1, Ill.
Phone: CEntral 6-8761
Sam Abbott, Gen. Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-5831
F. B. Joerling, Gen. Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 9443
C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago
B. A. Bruns Circulation Manager
Main Advertising, Circulation & Printing Offices
2150 Patterson St., Cincinnati 22, Ohio
Phone: DUnbar 8450
Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply to the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union, and countries in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.
The Billboard also publishes
Vend, the monthly magazine of automatic merchandising.

NAB'S PIVOTAL MEETING

U. S. Planning 'Anti-Gardner' Tax Alteration

WASHINGTON, Feb. 4. — The House Ways and Means Committee is ready to start writing into law an end to the tax loophole thru which Ed Gardner is an odds-on choice to escape taxes by airing *Duffy's Tavern* from Puerto Rico. The committee is expected to include the closing of the loophole in its general tax revision bill as recommended yesterday (3) by Treasury Secretary John Snyder.

Without mentioning any names, Snyder told the committee yesterday of "the case of a radio entertainer who recently entered into an arrangement with Puerto Rico under which he agreed to produce all of his radio and television transcriptions and films on that island in return for an exemption from the Puerto Rican tax." Snyder added: "He may also be able at the same time to qualify for exemption from the United States tax even though he may stay in Puerto Rico for only a short period."

Tax Returns Awaited

The uncertainty expressed by Snyder as to whether the "entertainer," who is known to be Gardner, is out of reach of the U. S. tax will not be cleared up until the comedian files his 1949 tax return. Internal Revenue Bureau experts explain that the exemption takes effect if 80 per cent of Gardner's gross income for 1949 comes from Puerto Rico and if half of it is derived from a trade or business or the rendition of personal services.

Duffy's Tavern is one of the more than 100 U. S. businesses which have moved to Puerto Rico in the last year to take advantage of the island law exempting new enterprises from local taxes and the U. S. law permitting exemption from U. S. taxes of income derived from a U. S. possession other than the Virgin Islands. Exempt from U. S. taxes are federal employees, as well as private employees, in the Canal Zone, Samoa, Wake Island, Guam, Midway and Puerto Rico. Snyder asked that all such persons be made subject to U. S. taxes.

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

"Ford Theater" Weekly in October

"The Ford Theater," now airing over the Columbia (CBS) TV network on alternate Fridays, will go weekly in October. The agency producing the show, Kenyon & Eckhardt, is building up a backlog of story properties, mostly legit plays, but also plans to use originals when the show increases its air time. The agency also is making an analysis of available time spots with a view to shifting to another telecast time.

CBS To Audition TV Version of "Topper"

The Columbia Broadcasting System (CBS) will do a closed circuit audition of a TV version of "Topper" next week. Featured in the video situation-comedy will be Jack Sheehan and Carol Goodner. Tony Minor will produce. Package is owned by Bernie Schubert.

Goodrich To Switch "Celebrity" From ABC to CBS

The B. F. Goodrich Company, sponsor of "Celebrity Time," last week decided to switch web affiliations from the American Broadcasting Company (ABC) to the Columbia Broadcasting System (CBS). Beginning April 2 and in the same time slot, Sunday 10-10:30 p.m., the intellectual quiz show will be on CBS-TV. Batten, Barton, Durstine & Osborn is the agency.

Treacher Signed for TV Situation Comedy

Wilbur Stark-Jerry Layton, Inc., New York, has signed Arthur Treacher to star in a new TV series, "Hi Neighbor Grill." The situation comedy will be scripted by Kirby Hawkes and directed by Jack Hurdle, who will also share producer credit with Stark and Layton. Treacher, now featured in the Broadway legit hit, *Caesar and Cleopatra*, will be co-starred on video with comedian Pat Harrington, who's appearing in the legit, "The Rat Race."

Strike Kills Deal for Dodge To Bankroll ANTA

The deal by which Dodge would pick up sponsorship of the American National Theater and Academy (ANTA) television show was regarded last week as all but dead. The sponsor's agency, Ruthrauff & Ryan (R&R), has been unable to get the auto firm to approve the deal. The major obstacle has been the motor strikes which have cut seriously into production. Dodge may again be in the market after production straightens out.

Bob Crosby on 3 Nets With Show a Day

Bob Crosby's return to the "Club 15" show, replacing Dick Haymes, puts him on three webs at a rate of a show per day, seven days a week. Crosby will retain his National Broadcasting Company (NBC) Pet Milk show Sundays, his American Broadcasting Company (ABC) Saturday show, with the five-a-week "Club 15" series for Columbia Broadcasting System (CBS) rounding out his seven-day radio week. Crosby was replaced by Haymes a year ago, lending a touch of irony to his present return when he replaces Haymes. Latter's picture commitment for a starring role in "St. Benny the Dip" had tangled "Club 15" skeds to the point where he and the agency decided against a long-run two-a-day show taping plan.

Borden, Hope Seek DJ Deal

He'd Sell Milk Daytime, Tape His P. M. Show

And Rake in 10G a Week!

NEW YORK, Feb. 6.—Bob Hope is seeking a revision of his radio contract with Lever Bros., to let him do tape broadcasts of his show in order that he could do a daytime deejay series for another sponsor. Hope's manager, Jimmy Saphier, met with Lever on the matter today (Monday).

The second sponsor interested in Hope is the Borden Company, now sponsoring *County Fair* on the Columbia Broadcasting System (CBS) network. Borden wants Hope to do a five-time-a-week disk jockey series, salted by Hope's comments on topical events, with the show to be aired on

Remember Menasha

NEW YORK, Feb. 4.—Menasha Skulnik, comic, slated to get a one-shot tele program February 20 on the National Broadcasting Company (NBC), this week was beefing to the web about the time and date of the test. Slated for 9:30 p.m., the trial show will buck *The Goldbergs* on the Columbia Broadcasting System (CBS). Skulnik played the role of Uncle David for some 15 years on the AM version of *The Goldbergs*.

a local level via Borden dealers and distributors. Hope and Borden, it is reported, are in complete accord as to their contract, but final signing, of course, hinges on clearance from Lever Bros. The price to Borden is estimated at \$10,000 per week, exclusive of time costs.

Small Chance of Conflict

Hope, Borden, and Kenyon & Eckhardt, agency on the deal, are said (See Borden and Hope on page 8)

NBC May Pitch Harris & Faye At Lever Bros.

HOLLYWOOD, Feb. 4. — Lever Bros. may hold the key to the future of the Phil Harris-Alice Faye air show. Stanza will be canceled by Rexall Drug at season's end, according to sources here, leaving National Broadcasting Company (NBC) to find a new bankroller and prevent shift to Columbia Broadcasting System (CBS).

Deal in the works calls for Harris-Faye to get a guaranteed income pact from NBC similar to those already enjoyed by Fred Allen, Eddie Cantor and Jim and Marion (Fibber McGee) Jordan. In turn, NBC would pitch the comedy show to Lever Bros. with view to switching layout to Tuesday evenings. Thus NBC's Tuesday lineup would be immeasurably strengthened by two hours of comedy which would include Bob Hope, Fibber, (See Harris and Faye on page 8)

Dilemma: Hike Dues or Trim Costs, Which?

What To Do With BAB?

WASHINGTON, Feb. 4.—The National Association of Broadcasters' (NAB) board of directors meeting in Chandler, Ariz., next week (February 8-10) may turn out to be one of the most fateful in years for the future of the National Trade Association. The board is facing a serious dilemma over NAB's budget and structural organization with no chance of bypassing the money problem and with every likelihood of evoking rancor among some elements of NAB's membership no matter what course the board takes.

With NAB's membership down well below the previous year's, the dues problem is a major one. A growing number of members have been warning against further rises in the dues and have been advising new economies. There has been steady and mounting criticism over extravagances in NAB's operations, including duplications and uncertainties of functions among several of the top department heads.

What About BAB?

The feeling here is that the board will take no drastic steps toward structural streamlining. The board will be compelled to do something about NAB's economic situation without raising a storm and without raising a new wave of resignations. Involved in the over-all problems which the board will face is the status of Broadcast Advertising Bureau (BAB). The board will study anew whether the BAB ought to have independent status, whether it will stay unchanged or whether there will be some minor shifts in its relationship with the NAB. In most quarters there has been enthusiastic endorsement of the efforts of Maurice Mitchell, BAB director.

Crix on Separation

Another point which is raising criticism has been Miller's creation of separate AM and TV divisions within the NAB, under Ralph Hardy and George Emerson Markham respectively. Critics declare that neither department is functioning to the extent necessary and that while, theoretically, the idea of two such divisions looks well on paper, it may not be necessary in practice. The reason for this is the feeling that already existing NAB departments serve AM, as contrasted to the need for setting up the TV service functions.

Paradoxically, while the problems which the board will tackle next week are as staggering as any it has ever encountered, there are no signs of a "viewing with alarm" attitude by either board members or rank-and-filers. The typical attitude was shown here this week by the peppery unaffiliated committee which in sessions that lasted a day and a half (February 2-3) had some frank discussions of the problems and let loose some candid criticism but took no formal steps to send recommendations on the issue to the board. The indies, who under leadership of Ted Cott, veepee of WNEW, New York, have been noteworthy for their efforts to get a stronger voice in NAB affairs, devoted most of their time this week to preparations for the NAB convention in Chicago.

FCC Forcing "Stagnation"; Only 12 More Stations Due

(Continued from page 3)

quiring revision will be tied up in hearings, it is doubtful that more than a handful of grants can be made by the FCC immediately after the end of the freeze. Those that can be made at once would be a year or more in construction.

These factors indicate that for a period of about the next two years there will be virtually no expansion

"Fire With Fire," DuMont's Bally To Thaw Freeze

NEW YORK, Feb. 4.—A meeting scheduled to be held Tuesday (7) between Dr. Allen B. DuMont and New Jersey congressmen will light the first blaze in DuMont's "fight fire with fire" campaign to force the lifting of the TV station allocations freeze. DuMont's strategy appears to be based on getting the Federal Communications Commission (FCC) freeze onto the House and Senate floors. It is reported that DuMont receiver distributors will also embark on a campaign of "talking to" their own congressmen.

It is also expected that the DuMont program of harassing the legislators may also be taken into non-TV areas in order to further create demands for the opening of new video stations.

DuMont estimated that the FCC freeze had thrown about 100,000 people out of work, pointing to the skeleton crews being employed by transmitter manufacturers because of a lack of business. He also attributed to the freeze the fact that TV networks were losing money and "would continue to do so until there are four stations in each major market. The lifting of the freeze would also help to relieve the financial strain on video stations which, according to DuMont, are now equally divided into three groups roughly described as "in the black," "breaking even" and "in the red."

WWJ Nixes Unfair Auto Workers' Bid

DETROIT, Feb. 4. — Harry Bannister, general manager of WWJ, this week rejected a request by the United Auto Workers (UAW) to purchase a quarter hour five days weekly beginning Monday (6) for discussion of the union's strike at Chrysler. The reason was Bannister's insistence that "any use which does not meticulously insure in advance that neither party (in controversy) will make greater or more effective use of WWJ's facilities must serve, in effect, to make WWJ a partisan." He further says that if either party prefers not to use radio facilities, "refusal itself of an offer from WWJ may prove detrimental and embarrassing."

WWJ is offering a minimum of one hour weekly for joint use as a forum, presentation and rebuttal, or any other way of sharing time, if both UAW and Chrysler will jointly make requests. The station, tho, insists that additional use of facilities will not be available to either party during duration of strike.

The UAW is buying Tuesday and Thursday nights at 10:45 for 15 minutes, starting February 7, on WJBK for similar presentation. WJR had no time available, and WXYZ had only morning time.

The offer of free time by WDET, UAW-owned station, FM only, for round table discussion by both union and Chrysler, has been turned down by Chrysler.

of TV in new stations. The lack of expansion imposes a terrific economic impact upon the TV industry in that its advertising market will be limited for some time to 100-plus stations.

The dozen stations still to go on the air will provide only two new market areas of any size—Norfolk and Nashville. The others will either go into smaller cities or will duplicate existing stations.

Two permittees—WJAX-TV, Jacksonville, Fla., and WRTB, Waltham, Mass.—are in trouble with the FCC over alleged lack of diligence in completing the stations. Raytheon Manufacturing Company, which holds the permit for the Waltham station, has been denied an extension of completion date and is appealing the denial. The permit-holder for WJAX-TV, the City of Jacksonville, was denied an extension originally but since has been the subject of an initial FCC decision granting one final extension of six months.

The other outstanding construction permits are held by the Constitution Publishing Company, Atlanta (WCON-TV); Rock Island Broadcasting Company, Rock Island, Ill. (WHBF-TV); Iowa State College, Ames, Ia. (WOI-TV); WHAS, Inc., Louisville (WHAS-TV); Fetzer Broadcasting Company, Kalamazoo, Mich. (WKZO-TV); WJIM, Inc., Lansing, Mich. (WJIM-TV); WSM, Inc., Nashville (WSM-TV); San Antonio Television Company, San Antonio (KEYL); WTAR Radio Corporation, Norfolk (WTAR-TV), and Central New York Broadcasting, Syracuse.

In addition to limiting expansion of schedules by many advertisers, the TV freeze may possibly effect the sales of TV receivers and, even more critically, tie up network expansion. It will cripple the networks insofar as adding more affiliates; it will cripple those networks without primary affiliates in the various markets and will continue to perpetuate the terrific bottlenecks now existing in one-station cities. Thus, in virtually every phase of television-telecasting, set manufacturing and commercial sponsorship, the FCC is going contrary to its own avowed policy of furthering, rather than thwarting, competition.

NBC-Chi Due For Separation

NEW YORK, Feb. 4.—Further separation of AM and TV functions, with separate personnel, is getting increased impetus at the owned-and-operated (o-and-o) stations of the National Broadcasting Company (NBC). First to undergo overhauling were WNBC-WNBT, New York, and WRC-WNBW, Washington, with other o-and-o outlets slated to follow suit shortly. James Gaines, NBC o-and-o chief, was skedded to leave for Chicago early next week to set up a similar division at WMAQ and WNBQ, in that city.

In New York all WNBC-WNBT departments except press will have separate AM and TV staffs, with all department heads reporting to Manager Tom McFadden. All sales activity will be headed by Donald A. Norman, with separate AM and TV peddling crews. Norman moved into the top spot this week following the resignation of John C. Warren to devote full time to a magnetic recording company he owns. George C. Stevens will serve as controller for both AM and TV, with staffs under him handling all financial and office service functions. Harvey J. Gannon continues as AM program chief, while John H. Reber heads TV programs for WNBT. Schuyler Chapin is director of the press, public relations and news department, the only one in which the staffers will serve both tele and radio.

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

20G Bally To Plug WJZ-TV Tower on Empire State

A \$20,000 advertising campaign in local newspapers will plug the switchover of the WJZ-TV antenna from the Hotel Pierre roof to the Empire State Building. The station also will promote the shift on its own facilities, and will also be abetted by its AM adjunct, WJZ. The ads also will play up the boost in power from 500 to 5,000 watts, concurrent with the site shift.

ABC Signs WSAP's Arthur for Net Build-Up

The American Broadcasting Company (ABC) this week signed big **Jon Arthur**, announcer-writer-actor of WSAP, Cincinnati, to be featured on the web. ABC plans a build-up for Arthur, who has made a considerable local reputation in the kid show field. His web ainer, to be called "No School Today," will run from 9 to 11 a.m. Saturdays, starting February 18. The web also is considering setting up a late afternoon across-the-board strip for Arthur.

"N. Y. Daily Compass" Buys Spots on Local Stations

Four New York stations last week received spot orders from The New York Daily Compass, local daily, to promote a new contest sponsored by the newspaper. About 30 spots per day are divided among WNEW, WINS, WOR and WMCA to kick off the campaign devised as a circulation-builder. The newspaper has tentative plans to continue the spot campaign over several weeks. It also is using ads in other newspapers, as well as billboards.

NBC Auditions "Big Break" With B'way Understudies

The National Broadcasting Company (NBC) is auditioning a new tele show featuring understudies in Broadway plays. The program will be called "The Big Break" and have the understudies play the parts they hope to do on Broadway. **Hank Ladd** will emcee.

MBS Inks Helfer for "Mutual's Voice" Build-Up

The Mutual Broadcasting System (MBS) last week signed **Al Helfer**, sportscaster, to headline as its sportscaster. The web, in addition to assigning Helfer to specific coverage in various fields, plans to give him a build-up as "Mutual's sports voice," as the Columbia Broadcasting System (CBS) and National Broadcasting Company (NBC) have with **Red Barber** and **Bill Stern**.

Pair of New Toppers Have 15% of WNEW Stock

Bernice Judis, general manager, and **Ira Herbert**, sales head, respectively, of WNEW, New York, reportedly have over 15 per cent of the stock in WNEW, Inc., the new company set up officially last week following approval of the sale by **Arde Bulova** to new owners. Both Miss Judis and Herbert are vice-presidents of the new corporation, of which **William S. Cherry Jr.** is president. Other stockholders are **Charles W. Knowles**, **Harold B. Tanner**, **Albert H. Baer**, **George V. Meehan**, **Godfrey B. Simonds**, **Alfred Buckley** and **Russell C. Smith**, all of Providence; **Clem J. Randau**, of New York, and **H. R. Playford**, of St. Petersburg, Fla.

Martin & Lewis To Re-Sign With NBC for TV

Altho papers are yet to be inked, it was virtually set for **Martin and Lewis** to re-sign with National Broadcasting Company (NBC). New deal will cover television primarily, with comedy duo to be starred on a variety layout from Hollywood. Regular radio seg is out for the present, altho lads may be spotted as guests on various comedy stanzas. Details are being finalized by **Abby Greshler**, personal manager for the duo, and network officials.

Frank Buck's "Treasure Hunt" on Video in May

Frank Buck's new TV film series, "Treasure Hunt," is slated to hit video in May, according to Producer **Frank Woodruff**. The series, scripted by **Nita Berenbach** and **Alice Murray**, will feature actual scenes filmed on treasure-hunting expeditions, and maps of buried treasure in the U. S. will be screened on each show. In line with the latter gimmick, a full-time research man, **Archie Simon**, has been hired to track down leads on the buried loot. The program will probably tee off with a diving expedition off Hellgate, New York, to float up a sunken fortune.

WNEW Lines Up Shows for Melville, Jeffries, Tyros

WNEW, New York, has lined up a trio of new shows this month, with baritone **Herb Jeffries** slated to preem a weekly 15-minute afternoon program beginning February 19; **Happy Talk**, a comedy patter session, beginning February 16 at 9 p.m., and a special show featuring new vocal talent. The latter show, which also tees off February 19, will spot a fresh new singer every week, and **Al Trilling**, WNEW's disk librarian, will hold regular audition sessions to select the fledgling warblers. The debut performers will be given a send-off via transcribed intros by ex-WNEW staffers, including **Dinah Shore**, **Frank Sinatra** and **Frankie Lane**. The initial **Happy Talk** ainer will feature **Alan Melville**, described as "an English Robert Benchley."

WPIX Adds Two Salesmen in Daytime Expansion Move

In line with its announced intention of expanding into daytime programming in the near future, video Station WPIX, New York, last week added two new members to the sales department and will name additional sales staffers this week. The new salesmen are **Albert Schneider**, formerly with the Mutual Broadcasting System and the National Broadcasting Company, and **Bob Kochenthal**, ex-manager of Cargo Sales for Northwest Airlines. Sports-wise, WPIX has already expanded. Beginning Sunday, the station has scheduled a 7-day-a-week line-up of sports events, with the Golden Gloves Monday, Wednesday and Tuesday; basketball Sunday and Friday; boxing Saturday, and wrestling Thursday.

Don Kelly Back to WLS, Chicago?

Don Kelly, former head of public relations for WBBM-CBS, Chicago, last week was reported to be set to return to WLS, where he headed public relations and promotion about six years ago. Kelly's successor at WBBM still has not been named.

Morris, MCA Okay Chi NBC Tele Plan

CHICAGO, Feb. 4.—Reversing their position of last week, William Morris (WM) and Music Corporation of America (MCA) have agreed to submit talent for the new TV variety show the National Broadcasting Company (NBC) will originate here each Saturday from 7 to 8 p.m., starting February 25. The two major offices had been the only holdouts against the plan under which Jack Russell, vice-president of the Mutual Entertainment office, is to act as exclusive booker for the show.

Ted Mills, program director for NBC here, will be producer of the show, which will be part of the NBC two-and-a-half-hour Saturday lineup. He said MCA and William Morris execs had agreed to the plan with the understanding that there would be no possibility of a commission split on their major attractions. It appears likely that Russell will merely get a retainer for booking for NBC.

GF Looks Over Thurs. Nite Sitch

NEW YORK, Feb. 4.—General Foods execs this week were taking a close look at their Thursday night situation on the National Broadcasting Company (NBC), where their *Aldrich Family* and *Father Knows Best* shows air back to back between 8 and 9 p.m. Although the shows are not expensive and ratings have not been too bad, the bankroller is known to feel that things could be better.

One official said this week that the firm is now "reviewing the advertising budget for the possibility of correcting bad buys," and that the firm "may revise its program buying structure."

MBS Wants All Games; No Air Within 50 Miles

NEW YORK, Feb. 4.—A new development in the airing of major league baseball games is in the works at the Mutual Broadcasting System (MBS). Briefly, MBS wants to air a six-day baseball schedule, and to that end is presenting a plan to the major leagues whereby the network would be given permission to broadcast any game going on. No coverage, however, would be aired within 50 miles of the home team being covered.

Mutual, according to report, planned to present its proposal to the major leagues over this weekend, with both the American and National leagues holding executive meetings in New York. Mutual's pitch follows a recent court ruling giving broadcasters a legal right, subject to arrangements with the club, to air games beyond the 50-mile radius.

So far as is known, this would be the first time any network has carried regular season games. Should the deal go thru, it would require extensive juggling of the Mutual program schedule, but would give the web highly salable features for its daytime structures.

New DuMont Job For J. Caddigan

NEW YORK, Feb. 4.—James Caddigan, program director of the DuMont video network, is slated for early promotion into an executive post according to trade reports. Caddigan is said to be due for a "non-operational" slot, which would relieve him of the day-to-day chore of actively supervising selection, produ-

Not Enough Sex or Sell in ARP Film, "Lightning That Talks"

NEW YORK, Feb. 4.—*Lightning That Talks*, the motion picture produced by the All Radio Presentation Committee (ARP) under the aegis of the National Association of Broadcasters (NAB) and the Broadcast Advertising Bureau (BAB) was previewed in uncut and unedited form Thursday (2). It will be shown for top radio and advertising execs at the Waldorf-Astoria March 1.

Lightning, essentially, is punchy and at times highly effective presentation of the sales power of radio. Its main burden is to present a number of compelling case histories scored by radio, treating them in documentary form and showing the actual stores, customers and execs involved. It follows up by a recounting of the radio population of the U. S. and average set use in all strata of society.

There are a number of human touches in the film, produced by Vic Ratner, former Columbia (CBS) sales promotion head, now at R. H. Macy veepee. The "dramatic lead" in the film is played by Maurice (Gable) Mitchell, head of BAB, who delivers the principal radio pitch.

Unfortunately, *Lightning* fails to strike hard enough. It fails to build to a peak and its wind-up is diffused and insufficiently compelling. This is probably a reflection of the NAB-

tion and director of airers. His duties would be largely in the administrative and policy-setting category. The replacement is due to be made from within.

The move would follow the upping of Chris J. Witting, assistant network director. Witting formerly was assistant to web director Mortimer W. Loewl.

BAB fear of offending newspaper-owned station managements, even tho Mitchell does get off some anti-newspaper cracks. However, there is no mention of magazines as a radio competitor, and only one barely discernible reference to television.

So far, over 575 stations have subscribed to the film, available in either 16 or 35mm. prints.

Jerry Franken.

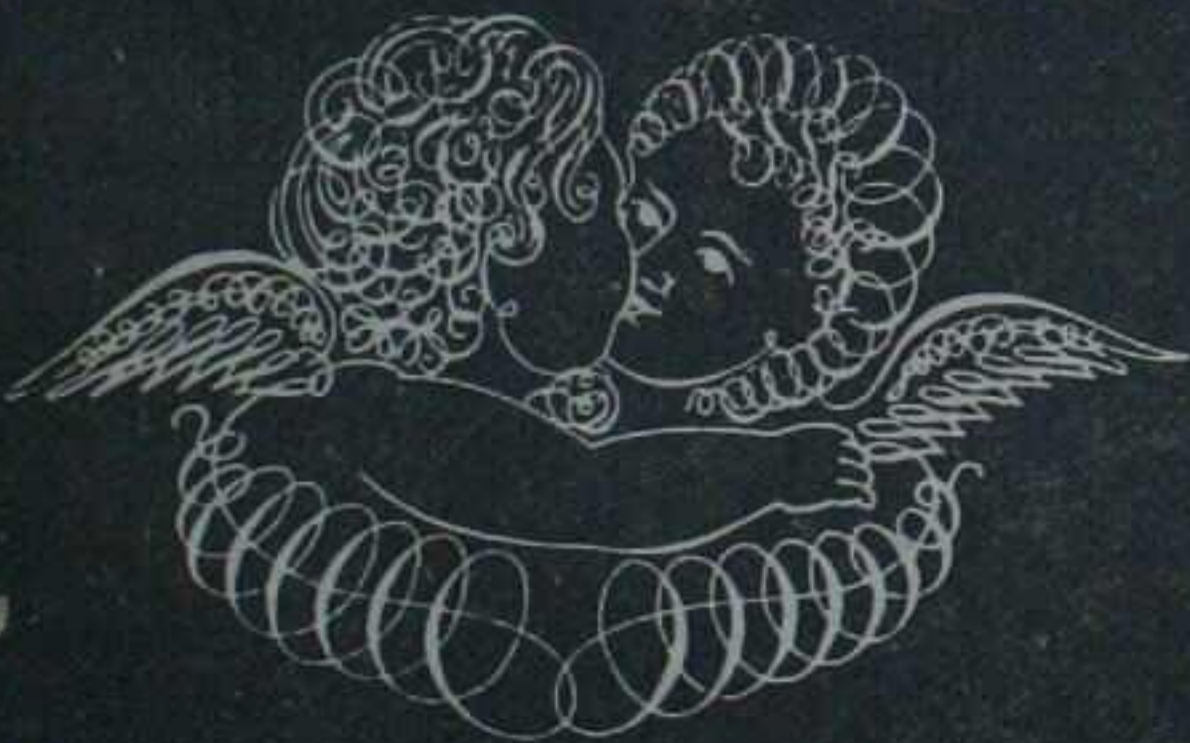
CBS To Peddle Young Outside Esso's Areas

NEW YORK, Feb. 4.—Columbia Broadcasting System (CBS) this week came to an arrangement with Esso Gasoline, new sponsor of the Allen Young show on CBS-TV, to sell the program to a non-competitive bankroller in markets other than that purchased by Esso. The video revue featuring the young comic will be sponsored by the gasoline company in 16 Eastern markets and will begin Tuesday, March 21 in the 9-9:30 p.m. slot, replacing *Stage Door*.

This is the first time that CBS, which owns the package, has tried to sell a partially sponsored network show in unsold markets. The web might have tried the same pitch with *Tonight on Broadway*, formerly bankrolled by Esso, but it does not own the package, and the kine rights were not available.

The first two shows will be done from Hollywood and then the program will move here. Marschalk & Pratt is the agency.

marriedly they roll along



Some marriages are made in heaven... others have made heavenly listening for 99,045 people a minute. Such is the captivating case of WOR's Dora and Alfred McCann.

For years now this beguiling couple—gleefully adding spice and spouse appeal to the mornings of WOR's listeners—have been serving food for thought and thoughts on food so temptingly that three of the largest food advertisers in America have remained at WOR's McCann table for over 20 years!

That's selling! And that's telling you—sort of subtly, we hope—that "The McCanns at Home" can do a very big job for you at a very small cost.

Our address is

WOR

that power-full station at 1440 Broadway, in New York

NBC, Meggers Compromise; Other Strike Threats Fade

NEW YORK, Feb. 4.—Last-minute compromises on the part of the National Broadcasting Company (NBC) and the Radio and Television Directors' Guild (RTDG) yesterday (3) seemed to have averted a strike against the NBC network and, to a lesser extent, the other three webs. Already agreed upon between the RTDG and NBC is a wage structure for a new pact, with only the so-

called "kickback clauses" to be settled.

The RTDG won hikes of about \$15 a week for its radio and television directors and from \$5 to \$25 for its associate meggers and TV floor managers respectively. The director's top staff fee will now be \$145 per week; the associate's \$140.

The so-called "kickback clauses" permit the webs to take 25 per cent of all present commercial fees paid TV directors above \$65. It also gives the networks the privilege of removing video directors from staff if their commercial fees are more than staff salary. In other words, a TV megger making a commercial fee exceeding his staff salary is not paid by the webs. The RTDG expects to have these clauses modified in return for which it has dropped its demand for higher commercial fees.

NBC broke the solid front maintained by the other nets when it accepted the revised RTDG demands. The other webs, so far, are watching negotiations, but it is considered certain they will have to come to terms if final agreement is reached.

Tele's "Riley" Axed by Pabst For N. Y. Bouts

HOLLYWOOD, Feb. 4.—Life of Riley tele version was not renewed by Pabst beer after a run of 26 weeks. Show will end its tele life March 28, when last of the current crop of films is aired. Axing of the tele show in no way affects the Riley radio airer which continues its run for Pabst over National Broadcasting Company (NBC).

Reason given for dropping the tele airer was to channel dough into bank-rolling of the boxing bouts from St. Nicholas Arena in New York. Sponsor, thru Warwick & Legler Agency, felt that the fights would reach more beer consumers than could be snared thru the Riley teevee offering.

Riley package owner Irving Brecher turned down a six-week renewal on grounds that it would leave the show suspended in midseason. February 3 option date was passed, therefore, with Pabst still holding one more chance to pick the show up for next season. Contract gives Pabst a June 1 option date for both AM and TV versions of the airer, which therefore prevents resale of the tele show to any sponsor until that date.

3 New CBS Segs For Friday Nights

NEW YORK, Feb. 4.—The Columbia Broadcasting System (CBS) plans for Friday nights, now that General Foods is switching two shows and American Tobacco (Roi-Tan) has canceled Joan Davis, calls for insertion of a couple of whodunits and a variety stanza. The latter is the taped version of the Robert Q. Lewis TV show, which is likely to get the 8 to 9 p.m. slot.

The Joan Davis show, at 9, probably will air sustaining where it is. It would be followed by a bracket of three thrillers, *Pursuit*, *Broadway Is My Beat* and *Johnny Dollar*, bucking Jimmy Durante, *Screen Directors' Playhouse* and two 15-minute shows, respectively, on the National Broadcasting Company (NBC).

Borden & Hope Seek DJ Deal

(Continued from page 5)

to feel that since there is no competition between Borden and Lever (with the possible exception of the area involving butter and oleomargarine, made by Jelke, a Lever subsidiary), the daytime sponsorship should work out to the two companies' mutual advantage. The theory is that even the Hope will be plugging Borden products, long association with Lever products will also react favorably sales-wise.

If the deal goes thru Hope will be the first big-time nighttime star to enter the daytime AM picture. It probably will mean also that Kenyon & Eckhardt will grab off the entire Borden account, now shared with Young & Rubicam. Borden, which will drop *County Fair* if Hope is set, wants to switch from a straight network operation to a local level campaign permitting direct sales pitches by its outlets. Open-ending the Hope disk jockey series will make this possible.

Charles Luckman, ex-president of Lever Bros., turned down Hope's bid to tape his show, but the comic now figures the new management may be more receptive.

Chicagoans Set 50G For Longhair on FM

CHICAGO, Feb. 4.—Fifty thousand dollars, to be spent to buy time for classical music programs on WXRT, local FM station, was set as the 1950 budgetary goal by the Citizens Committee for Better Music, non-profit organization, which held its first meeting here in the Knickerbocker last night. Over 500 people attended the meeting and backed the plan. After the meeting, contributions were made by many, but the exact sum collected had not been determined at deadline.

HARRIS AND FAYE

(Continued from page 5)

Harris-Faye (in place of Lever's *Big Town*) and *People Are Funny*. At the same time Harris-Faye would end their rating fight with the Sunday Amos 'n' Andy show which also is in the Lever stable.

One drawback to the deal is Harris's oft-stated feeling that he prefers his Sunday night 7:30 p.m. slot to any other time, regardless of network. Sources close to the web hold, however, that Harris would not balk at moving to Tuesday if assured of a solid supporting line-up and good sponsorship.

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

Big 10 Directors Okay '51 Post-Game TV

At a meeting of Big 10 execs in Chicago last week, athletic directors of the Midwestern universities voted to allow again next year post-game TV showings. Final terms on rights for post-showing films and decisions concerning whether the colleges will allow live TV picks-up will be made at a meeting of the directors in Chicago in March.

Scheck, Dahlman and Black in Bust-Up

The TV firm of Scheck, Dahlman & Black has broken up, with each of the partners going his own way. Albert Black has gone into business with Ford Bond in the latter's radio and TV package firm; Lou Dahlman has tied up with Don Forslund and George Scheck is reported going on his own. The triumvirate handled a number of local shows over WNBT and WABD, New York, for Winston Television Stores, Brooklyn.

"Kukla, Fran and Ollie" Help WLW-T Celebrate

WLW-T will bring "Kukla, Fran and Ollie" to Cincinnati next Saturday (11) for four personal appearances at Taft Theater as part of the station's second anniversary celebration. In addition, Burr Tillstrom and Fran Allison will be guest stars in a special telecast with virtually the entire roster of WLW-T performers Saturday night.

ABC in New, Hot Pitch at Garden's Hoops

College basketball games may yet be televised regularly this season from Madison Square Garden. The American Broadcasting Company (ABC) last week was reported in heated negotiations with Ned Irish, Garden factotum, and an automotive sponsor, for picking up the contests in the second half of the season. Decision should be made by the end of this week.

ABC Skeds Kine Audition of "Ellery Queen" Series

A kinescope audition of a new "Ellery Queen" mystery TV series is slated to be made shortly by the American Broadcasting Company (ABC). Program chief Charles (Bud) Barry acquired rights to the property this week via Herb Rosenthal, of the Music Corporation of America (MCA). Details of cast and time slot have not yet been set. The show was a radio standby for some time.

CBS Picks Swift To Head WCBS-TV Operations

The Columbia Broadcasting System (CBS) last week continued its policy of integration by appointing Dick Swift to head up the WCBS-TV operation. Swift is now head of WCBS. The reason for the separate administration is to activate production and sales at WCBS-TV.

CBS Mulls Expansion of "Vanity Fair" Coverage

The Columbia Broadcasting System (CBS)-TV is considering increasing the number of stations carrying "Vanity Fair." The CBS-TV women's program, now on across the board 4:30-5 p. m., is telecast over three stations. The web will offer it to as many stations as possible. If some haven't the time available, CBS-TV will kine it for distribution.

Trial Set Over Use of "Columbia" Name

Stipulating that the trial in a suit to restrain the use of the name "Columbia" start February 14, New York Supreme Court Justice Carroll G. Walter denied a Columbia Broadcasting System (CBS) motion for an injunction to restrain Columbia of New York, Inc., a retailer, from using the name, "Columbia Television Company." The defendant maintains a video receivers showroom on East Tremont Avenue in the Bronx, using a sign which reads, Columbia Television Company. CBS claims that this sign trespasses upon their name and is a violation of their rights. The defendant claims it has been in the retail television business since 1948, and that in March, 1949, it bought the name and business from Jack Dallinger, who is affiliated with the defendant's company. The defendant further claims that there is nothing to indicate they are using unfair methods or trading upon the Columbia name.

Didie Ho! Here's One for Expectant Mothers

A 13-week series for mothers and expectant mothers, stressing prenatal care, will be presented by the American Red Cross and sponsored by Nurserytime Products over WJZ-TV, New York. The sponsor, a manufacturer of baby mattresses, has signed to air the series at 3:30 p.m. Mondays, Wednesdays and Fridays, as part of the station's "Market Melodies" afternoon show. The business was placed thru the Adair & Director Agency.

Groot Named Exec Sec of AFRA's N. Y. Local

Ken Groot last week was selected executive secretary of the New York local of the American Federation of Radio Artists (AFRA) by its executive board. His assistant will be Harold Hoffman. The appointment was made to fill the vacancy left open by the leave of absence given George Heller to become head of Television Authority. Heller's other executive slot, that of national executive secretary is being filled by A. Frank Reel.

CBS Boosts Duram, Adds Shurick, Kaylin, Hellman

The Columbia Broadcasting System (CBS) upped one exec to a new job and added three to the web's staff last week. Art Duram, formerly sales promotion manager for CBS-TV, becomes market research counsel for the television network. Edward Shurick was appointed market research counsel for the AM operation. Edward Kaylin was selected the manager of radio sales presentations, and Gordon Hellman manager of CBS-TV sales presentations.

West Hooker Takes a Partner, Fred Klein

West Hooker Telefeatures, Inc., has been reorganized into the West Hooker-Frederick Productions Corporation, with West Hooker as president and Frederick Klein as vice president and treasurer. The firm plans to expand its TV and radio operations to include legit and movie productions. The agency will continue to produce the video program, "Say It With Acting."

RADIO
STAGE
TELEVISION

Honey Dreamers

KAY KYSER—NBC TV
"SWEETHEART SEMICOLON"
on RCA VICTOR

First Film Major Into Live Tele

Univ. Subsid Preps '3 Girls' As a Package

Others May Follow Suit

(Continued from page 3)
 new material as well as picture stars. *Three Smart Girls* was the vehicle which projected Deanna Durbin to stardom. The video version to be aired on NBC will feature Charles Winninger in his original role, with the remainder of the cast not yet set. Winninger is flying in from Hollywood to make his TV bow on the show. It is understood that NBC will make a kinescope print of the show for use in presentations for sale of the show as a series. It would appear that, based on the success of placing this show, United World would have a number of additional properties which could well make the transition to TV. Two of these might be *The Leather Pushers*, a fight film which made a matinee idol of Reginald Denny, and *My Man Godfrey*, the comedy featuring Carole Lombard with William Powell as the butler. A tragedy-drama, *Back Street*, would seem to have all the makings for a highly successful TV soap opera.

Early Demise Of ATAS Seen By Tele Trade

(Continued from page 3)
 KTSN, KLAC-TV, KTTV and KTLA invited to attend. Situation came to a head after recent academy awards dinner here January 27, at which time merit awards for various shows and stations were passed around. Not only was the event itself criticized, but some awards given met with little general acceptance. Charges of politicizing, making ill-advised awards and establishing poorly conceived categories were hurled at the ATAS committee in charge of the affair. For example, KTTV, local outlet owned by Columbia Broadcasting System (CBS) and *The Los Angeles Times*, received the award for the best public service program, Eisenhower's *Crusade in Europe*, which the station carried locally. Tradesters pointed out that KTTV had absolutely nothing to do with either the production or conception of the series. Station merely aired films because the American Broadcasting Company's (ABC) station KECA-TV was still unborn when the shows were launched. All agreed that any award in the public service category should have gone to Klaus Landsberg, head of Paramount's KTLA, for his coverage of the *Katyn Fiscus* tragedy. Notwithstanding the awards debacle, top industry leaders have looked upon the academy as a promotion scheme and not a representative org. It is pointed out that a healthy percentage of the ATAS membership of over 500 are persons not directly involved in the television industry. Students, job seekers and people from other industries have flocked to ATAS meetings to promote their own futures, using the academy as a place to make good contacts. Any serious work on behalf of the video art has been hamstrung by (See EARLY DEMISE on page 49)

TV Found Cutting in on Pix, AM, Reading -- at This Late Date!

WASHINGTON, Feb. 4.—The impact of TV on reading, movie attendance and radio listening continues even after the novelty effect has presumably worn off, according to a survey of Washington television

habits released this week by Charles Alldredge, public relations man. Breaking the survey down to individuals who have owned a TV set for two years or more, Alldredge found that veteran viewers attended

movies 70 per cent less than before buying a set, read magazines 18.9 per cent less, read books 33.7 per cent less and read newspapers 4.7 per cent less. Prior to buying a set they listened to the radio 2½ hours during the day and 3½ hours at night. Now they listen 1 hour and 55 minutes in the day and average only 15 minutes at night.

Non-TV Interests Drop
 The reduction in non-TV interests for veteran owners was about the (See TV Cutting In on page 49)



It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week — compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

*Nielsen Radio Index



CROSLY BROADCASTING CORPORATION

Lucky Strike Theater

Reviewed Monday over NBC-TV network. Sponsored by American Tobacco Company via Batten, Barten, Durstine & Osborn (BBDGO). Style—Drama. Producer, Robert Montgomery. Adaptation of Somerset Maugham's "The Letter" by Felix Jackson. Director, Norman Felton; production supervisor, Harry Saltzman; sets, Syrjala; musical director, John Gart. Cast: Madeleine Carroll, Howard Weirum, Ted Newton, William Post Jr., Boris Marshalov, Jim Davidson, Ivan MacDonald, others.

Seldom has television seen such a jumbled mixture of good and bad as was beaten together in the premiere of *Lucky Strike Theater* with Robert Montgomery's production of Somerset Maugham's *The Letter*. Certain technical treatment was fine, as was part of Felix Jackson's adaptation in spots. Some of the camera work and Syrjala's settings were highly skilled. And some of the camera work was miserable, as was most of the acting. Technically, again, some of the commercials were handsomely executed, but in concept they were childish, immature and utterly unconvincing. Finally, Mr. Maugham's story is now more than slightly mildewed. To achieve reality and vitality the emotional conflict implicit in *The Letter* needs far more skilful acting and treatment than Montgomery and his company bestowed upon it.

Montgomery, in addition to producing the program, serves as narrator and will occasionally act in future shows in this alternate-week series. Montgomery's thesis for the

Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

program is a sound one—he hopes to parallel in television, the *Lux Radio Theater* technique using film names in film story properties, so successful in radio. If he succeeds, developments should be interesting, for the two programs are competitive both in nature and air time (Lux airs over the Columbia Broadcasting System (CBS) from 9 to 10). For this program, Montgomery had Madeleine Carroll in the lead. She, of nearly all those before the cameras, was about the only one at ease and able to perform with a satisfying degree of authority.

However, Miss Carroll's appearance before the rather baleful eyes of the image-orthicons may thwart Montgomery in his plans to get Hollywood talent, for the simple fact of the matter is that unlike the more leisurely pace of Hollywood film production, TV scheduling does not permit time to get the perfect camera treatment Hollywood invariably produces. There were any number of occasions when Miss Carroll appeared other than at her best.

Technically, *The Letter* was executed, in the main, in average fashion, with a marked lack of close-ups. Several times, however, a compelling dramatic effect was achieved when the camera position was switched away from the speaking character, then recounting a past occurrence, and picking up the same character, seconds later, to permit for a flashback and dramatization of the event being described.

TV's Treatment

In past film treatments *The Letter* has had varying treatments—necessary to achieve a punitive disposition of the adulterous wife. The TV version implied, on the other hand, that the lawyer (Ted Newton) had aided in her acquittal only to make her prey to her own conscience. Newton's performance was uncomfortably heavy-handed thruout; that of his Oriental assistant, played by Boris Marshalov, was bad as to be both atrocious and comic. Howard Weirum, as the husband, was unable to achieve either warmth or fidelity and thus engendered not the slightest sympathy as the unwilling and tormented cuckold.

The cigarette commercials, in addition to being voiced briefly by Montgomery between the acts (he was, of course, smoking at each instance and how obvious can you get) were handled by Bob Stanton and Ray Morgan. The first was an elaborate testimonial-type pitch, in which he wandered around the set, discovering LSMFT smokers and converting at least one addicted to another brand. It was a deftly executed production job, devoid of interest or sincerity (excuse me, Fred Wakeman). Morgan's pitch was keyed to the series of paintings commissioned by the sponsor and based on the growing of tobacco.

This whole commercial situation brings up a point. Why are TV commercials, by and large, so bad and above all, so unimaginative? Luckies, for example, had a fascinating exhibit at the New York World's Fair. Why can't the entire process of cigarette-making be brought to the video screen? What happens in the treatment and curing of tobacco? Luckies claim the best research facilities in the cigarette business. What do they look like? What goes on in those laboratories. Cigarette makers seem free and easy on the draw when it comes to making claims. Why don't they try to substantiate them thru this incomparable medium? Anything would seem better than the unsubstantiated smoke dreams of superiority advanced by one and all of them.

Rebuttal

Reviewed Sunday, 9:15-9:30 p.m. EST. Sponsored by Muntz TV, Inc., thru Masterson-Reddy & Nelson via Mutual, New York. Producers, Masterson-Reddy & Nelson; director, John Reddy; emcee, Westbrook Van Voorhis. Guests: Paul Draper, Sen. Tom Connally, Charles O. Blaisbell.

Rebuttal is a remarkably adult show with a dramatic pace and the laudable purpose of giving maligned or controversial figures in today's headlines a chance to present "their side of the story" on the air. The broad-minded aspects of this program are perhaps best evidenced by the fact that the editors of *Newsweek* make a weekly choice of "view-givers" to appear on the show, while *Rebuttal's* commentator is the ex-voice of *Time* himself, the authoritative-voiced Westbrook Van Voorhis.

Colorful by virtue of its complete honesty and adroit vocal contrasts, Sunday's show spotted three current news targets for today, Sen. Tom Connally, who waxed eloquent against Vishinsky's recent accusations re Acheson and China; Charles O. Blaisbell, national president of ex-FBI officials, who offered a rather hazy defense of the FBI's wire-tapping proclivities. . . . "Less than 170 wire-tapping machines are being used by us today," and dancer Paul Draper, who, because of his recent role in the Ed Sullivan-CBS-TV fracas, was probably the best Hooper-bait in the line-up. Sounding sincere, the nerve-shattered, Draper denied any and all red charges and humbly avowed his past, present and future allegiance to the U. S. A., thanking the sponsor for an opportunity to clarify his position.

In contrast to the show's high-literacy rating, the Muntz TV commercials were alarmingly incongruous. However, even copy adjectives like "incredible" and such cliches as "literally taken the country by storm" are forgivable in view of *Rebuttal's* fine public service features. Muntz is to be congratulated for its courageous stand.

June Bundy.

Ben Gross

Reviewed Monday, 6:35 p.m. over WPIX, New York. Sustaining. Director, Peggy Gannon. Cast: Ben Gross, Kay Gardella.

Ben Gross, veteran radio-TV editor of *The New York Daily News*, now is doing a five-minute chatter series for *The News'* video station, WPIX. It is, almost exclusively, a straight talk show between Gross and Kay Gardella, who, with Sid Shalit, of *The News* staff, spells Gross one day a week on the column chore. However, holding the show to a five-minute span keeps the affair from getting windy or burdensome.

The premiere show opened abruptly, after a credit announcement, with the result that Miss Gardella was not introduced. Gross does not appear to be too well at ease and this tension transmits itself to the viewer and serves to detract from his palaver. Content-wise, the show consists of the sort of items Gross uses in his *News* copy, news items (Alan Young's new contract with CBS) and anecdotes. The nature of the program limits the amount of sight gimmicks that can be included, altho stills of various acts were used as Gross chatted. In passing, Peggy Gannon, show's director, ought to have the carafe removed from Gross's table. Placed up front, close to the

Cavalcade of Bands

Reviewed Tuesday, 9-10 p.m. Sponsored by Drug Store Television Productions thru the Stanton B. Fisher Agency over the DuMont network. Producer, Charles Ross; supervisor, Milton Douglas; announcer, Ted Bergman; emcee, Warren Hull. Cast: Gene Krupa and band, Monica Lewis, Rudy Cardenas, Park and Clifford, Ficcardi and Brenda, Dave Barry.

The various drugstore chains which bankroll the Saturday night *Cavalcade of Stars* show on DuMont, in conjunction with some manufacturers, have decided that with one show in the top 10, it shouldn't be too tough to get another up there too. They may be right, but they are unlikely to make the grade with this stanza. The new apothecary epic each week features what is, in effect, the stage revue stage, by various name bands in theater dates.

Unfortunately, what may stand up at a flicker factory sags badly in TV. The kids may turn out en masse to see their musical heroes at a Broadway house, paying the toll to get in, but as family entertainment on TV, this show stands up better as an idea than in practice.

While other TV variety shows rely heavily on a strong emcee to hold the show together, this one plays down that role, as handled by Warren Hull. Major duties of Hull were to introduce the film plugs for the various manufacturers participating in the show. Gene Krupa, whose group appeared this week, cued in most of the acts.

The show again demonstrated that visually, showing a musical aggregation at work has little to offer unless there's a Toscanini wielding the baton. Colorful as Krupa doubtless is, the band portions were nevertheless pale and filled far too much time. The trouble is, by definition, these portions must be the backbone of the series.

Variety acts included a number of standards, such as juggler Rudy Cardenas, warbler Monica Lewis, singing acrobats Park and Clifford, Latin terpers Ficcardi and Brenda and comic Dave Barry. Miss Lewis and the dance team registered best. Besides offering a not-unpleasant set of pipes, Miss Lewis has the looks to attract any viewer not in his dotage. The Ficcardi and Brenda duo was smooth and watchable, but unfortunately got far too short a spot.

Chalk this up as another evidence that video can't transplant bodily a format which is a click in another medium.

Sam Chase.

camera, it zoomed all out of proportion and after a while looked like the Empire State Building.

Jerry Franken.

ATTENTION, ENTERTAINERS

100 8 x 10 Prints

for

\$7.50

Plus Postage

NO NEGATIVE CHARGE

50% Deposit, Balance C. O. D.

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

QUALITY PHOTO SERVICE

Perkins St., Box 42 BRISTOL, CONN.
Phone: 4015GLOSSY PROFESSIONAL
8x10 PHOTOS

IN QUANTITY

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

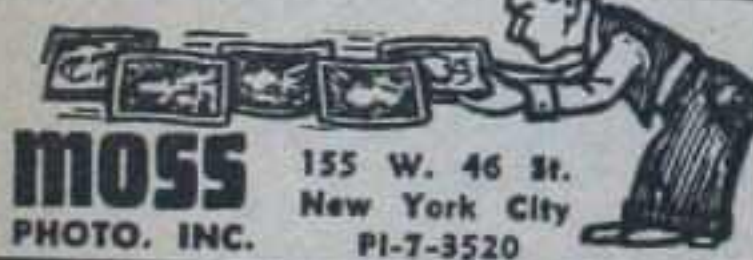
MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.

8"x10", 5¢ ea. in quan.; postcard size, 2¢ ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.

Write for free samples
and price list B-5

GENUINE HIGH GLOSSY PHOTOS 5 1/2 EA.

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

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

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

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

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

WE DELIVER WHAT WE ADVERTISE

Burrelle's

ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
145 Church St., New York 7, N. Y.
BR 4-8771

PHOTOS IN QUANTITY

New fully automatic equipment assures faithful REPRODUCTIONS of highest quality and uniformity.

FAST DEPENDABLE SERVICE
LARGE-QUANTITY PRICES
—ON—
SMALL-QUANTITY ORDERS

EACH IN LOTS OF 100

Still Lower Prices for Larger Quantities
Send for FREE SAMPLE and Price List

REPRODUCTO PHOTOGRAPHY
NEW HAVEN, CONN.

The Kate Smith Hour

Reviewed Friday, 8-8:55 p.m. EST. Sustaining via WOR, New York. Cast: Kate Smith, Ted Collins, Wendell Corey, others. Continuity, Ed Brainard.

For sheer quantity of air time, Kate Smith is undoubtedly radio's top fem entertainer with two 15-minute spots across-the-board, and now this new weekly hour session on WOR.

Quality-wise, tho, the latter show is slow-paced and weak on ingenuity, depending mainly on the old disk jockey gimmick of pretending a recorded star is actually in the studio instead of on wax. The gimmick, as practiced by Miss Smith and Ted Collins, is at times embarrassingly transparent and the audience applause cut-ins have a particularly phony ring. For instance, after playing a Diana Lynn recording of *Lover*, Kate gushed to a mute Miss Lynn "That was lovely. Thank you, Diana, so much, for playing for us."

Guests on Wax

The same "in person" patter was applied to the spinning of several other big name recording stars including Bing Crosby, the Andrews Sisters, the Ames Brothers and Ralph Flanagan's band. In view of Miss Smith's extensive music business background, it's difficult to understand why she introduced the latter, admittedly an exact replica of the late Glenn Miller in style, as "new and very exciting."

On the credit side, *The Kate Smith Hour* has a studied sweetness and a certain folksy charm, which were best exploited when the star herself obliged with a rich-voiced rendition of several old songs ranging from *Apple Blossom Time* (1920) to *Don't Blame Me* (1933), with nostalgic commentary by Ted Collins. The singer's hearty, deliberately homespun personal charm was also heard to good advantage in a brief interview with cinema actor Wendell Corey. The latter also contributed an over-lengthy but competent performance in a scene from his latest Paramount flicker, *Thelma Jordan*.

All in all, *The Kate Smith Hour* would be a better show if the running time were cut in half and the script jacked up with a more spontaneous stream of intro chatter.

June Bundy.

This Is Europe

Reviewed Sunday, 11:30-12 p.m. EST. Sustaining via Mutual, New York. Producer, Ed Gruskin; director-narrator, Allen Oak; writer, Paul Monash; musical director, Paul Baron. Cast: Paul Schoeffler, Effie Meyerhoffer, Anton Karas.

Purely from a propaganda viewpoint, the music is "all" on *This Is Europe*, a transcribed series produced by the Economic Co-Operation Administration (ECA) as part of its radio push for the Marshall Plan. The timely, talented line-up of high level musical entertainment on last Sunday's show (*Salute to Austria*) included Paul Schoeffler, well-publicized Viennese baritone, currently making his operatic debut here at the Met; zither artist Anton Karas, of *Third Man* note, and coloratura soprano Effie Meyerhoffer, a big timer on the continent.

The narration itself contained too much "FitzPatrick" wordage to convincingly capture the shamble spirit of present day Austria. However, Paul Baron's adroit musical programming sparked a genuine postwar note, teeing off with the delicate decadence of Karas's zither artistry, followed by the discordant majesty of *Motto*, a modernistic symphony especially written for the ECA series; then, for contrast, the rich voices of Schoeffler and Miss Meyerhoffer and the brief brightness of a traditional Viennese waltz medley.

The show's Marshall messages were deftly interwoven into the script with subtlety and good taste, but their pro-Europe meaning was clear and unmistakable.

June Bundy.

Algonquin Roundtable

Reviewed Friday, 10-10:30 p.m. EST. Sustaining via WNEW, New York. Producer-director, Ted Cott. Panel members: Eddie Cline, Gilbert Seldes, Harry Hershfield, Leonard Levinson. Moderator, Ted Cott; announcer, Bill Gordon.

Cashing in on the well-publicized name appeal of the *Algonquin Roundtable*, WNEW has built a fascinating fast-moving half-hour discussion period around the tag that would undoubtedly have won the approval of the real table's most astute member-critic, the late Alexander Woolcott. Departing from the usual book show patter, the program's flexible format revolves around a current book, usually non-fiction, with prominent panelists invited to air their views on the tome's general subject matter, instead of passing on its literary value. Last Friday's show, which, for authenticity's sake, was taped at the Algonquin Hotel the previous Sunday, centered about Robert Lewis Taylor's biography of W. C. Fields. Needless to say it was a "Fields' day" of rich nostalgia and rapid-fire witticisms. Top flight raconteurs at the gab gathering included movie director Eddie Cline, critic Gilbert Seldes, humorist Harry Hershfield, film producer Leonard Levinson and WNEW veepee Ted Cott as moderator.

Fields, the Man

Tackling their subject with evident relish, all agreed that Fields, "the greatest comedian ever" was a complete enigma as a man... "brutally unsentimental" yet capable of "enormous sweetness." Cott summed it up best when he asked "How much of his humor was Mr. Micawber and how much Mr. Macabre?"

The show was effectively paced at a spontaneous-sounding tempo, via the efficient fade-in at the opening and equally proficient fade-out at the close, with the gregarious panel members still at the peak of affable garrulousness.

June Bundy.

The Dean Cameron Show

Reviewed Wednesday, 4:30-5 p.m. across the board EST. Sponsored on a participation basis via WOR. Producer, Robert A. Borries. Emcee, Dean Cameron.

The *Dean Cameron Show* is a pleasant half-hour of back-fence chatter, designed to help the tired housewife fill in that late afternoon lull before supper. The pace is almost too leisurely for a 30-minute airer, but, listener-wise, the program's very passivity might constitute its strongest appeal to weary fems in search of relaxation via the air waves.

Utilizing a just-plain-folks approach, Dean Cameron sounded sincerely homespun while discoursing on phony model agencies, the yacht club set, black cats, Victor Herbert, ASCAP and plastic baby spoons.

The show is loaded with plugs but Cameron integrates them into his copy with an easy-going naturalness that should spell ace mass sales appeal.

June Bundy.

Let's Play Q-Ball

Reviewed Friday, 8:30-9 p.m. EST. Sponsored by Q-Ball manufacturers via WOR-TV, New York. Producer-director, Marlo Lewis; emcee, Bob Sheppard. Cast: Robert Q. Lewis, others.

Let's Play Q-Ball is a showmanly presentation of a new TV sport which is played with a standard billiard cue and balls on a small size table laid out like a pinball machine. The whole program is part of an elaborate over-all promotion to sell tavern owners and their customers on the coin-operated game, and the preem show was shrewdly staged with extra flash supplied by a line of pretty fem "demonstrators" and comedian Robert Q. Lewis. The latter took a brief bow on the strength of his middle initial. The contestants, who (See *Let's Play Q-Ball* on page 105)

You are cordially invited . . .

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

Time: 3:00 to 5 P.M.

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

Date: Tuesday, February 14th, 1950

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

SALES HEADED FOR '50 SKID

Slump Seen In AM and TV Sets, Players

740 Mil Total Predicted

WASHINGTON, Feb. 4. — The American public will spend approximately \$740,000,000 in 1950 on purchases of radios, TV sets and record players, according to an estimate by the Chamber of Commerce. This figure is far below the \$1,300,000,000 which the Radio Manufacturers' Association (RMA) estimated was spent on such purchases in 1949.

The Chamber's estimate represents an expenditure during the current year of \$17.60 on sets by the average family. It also represents 7.5 per cent of the \$9,900,000,000 that the organization estimates will be spent on all types of house furnishings during 1950.

Breakdown by Incomes

In a breakdown of spending habits by income groups, the Chamber figured that a family with an above-average income buys a radio, record player or TV set every two years, with the transaction averaging \$64 each time. A family with an average income also buys a set every two years. (See Sales Seem Headed on page 16)

U.S. Would Tax TV Sets 10%

WASHINGTON, Feb. 4.—A 10 per cent federal tax on the manufacturers' price of TV sets was requested of the House Ways and Means Committee yesterday (3) by Treasury Secretary John Snyder as he disclosed details of the administration's tax program. No recommendation was made for any change in the 10 per cent radio excise.

Snyder estimated that a TV set tax would bring in \$40,000,000 annually, thus reducing the estimated revenue loss of \$695,000,000 which would come over-all excise reductions sponsored by the administration.

TV sets were the only item on which Snyder asked for an excise increase. The Secretary's recommendation was that the radio set excise be broadened to include TV receivers. Because of the wording of present tax laws, TV receivers have been exempt from the radio excise except for those parts which are interchangeable with radio sets.

The administration's excise proposals would leave intact the radio excise which has been in effect since 1941. Radios were first put under a 8 per cent levy, which was raised to 8½ per cent in the revenue act of 1940 and increased to 10 per cent in the revenue act of 1941.

Income Fluctuation Affects Set Buying

WASHINGTON, Feb. 4.—Sales of phonos, radios and disks are more sensitive to changes in the public purse than any other personal expenditure except sales of pleasure boats, the Department of Commerce reported this week in a searching analysis of the relationship between spending and personal income.

Examining data covering the last two decades, Commerce Department statisticians found that a change of 10 per cent in personal income was

Brief and Important

Phono and AM-TV Receiver News Digest

Minnesota Firm Announces New Paper-Backed Tape

A new paper-backed sound recording tape has been announced by the Minnesota Mining & Manufacturing Company. According to the company, the tape is designed for home, school or other non-professional use and is available in 600 and 1,200-foot lengths, and is said to provide better frequency response, lower noise level and higher output. Altho the company announcement did not reveal its price, it is reported to be around \$1.50 for a 1,200-foot reel, when purchased in quantity.

DuMont To Market Color TV for Closed-Circuit Use

The Allen B. DuMont Laboratories disclosed Friday (3) that it will market its newly developed color television system this year to industrial and commercial interests for use on closed-circuit telecasting only. Meanwhile, Dr. Thomas T. Coldsmith Jr., DuMont research chief, stated that the company was "investigating" an electronic color system that would some day be available to the public in "table model television" size. The color system unveiled last week is mechanical, requires an eight megacycle band width and utilizes 150 fields per second and 441 lines per picture.

Notes on the Manufacturers

Philco Vice-President David B. Smith joined the general manufacturer clamor for lifting of the TV allocations freeze in a speech delivered before a joint meeting of the Franklin Institute and the Institute of Radio Engineers. . . . De Wald announced that its chief engineer, Mark Glaser, had developed a fully electronic color television system, but that it will "take several years to fully commercialize the new method of color transmission." . . . Pilot started deliveries on a 12½-inch table model for \$239.50. . . . Capehart appointed Texas Wholesalers, Inc., as distributors in the North Texas area. . . . General Electric opened a new office in Houston, with C. G. Allen in charge of radio-TV sales. . . . Magnecord, Inc., Chicago manufacturer of professional magnetic tape recording equipment, has started a new monthly publication called "Magnecord Ink." . . . George L. McKenna was promoted to assistant to W. W. Watts, vice-president in charge of the RCA engineering products department. . . . Starrett leased additional manufacturing and warehousing space in order to up production about 30 per cent. . . . Arvin added two new video receivers to its 1950 line. Announced for the first time are a 12½-inch console and an 8½-inch table model. . . . Emerson announced two new video sets, a 10-inch table model to retail at \$159.50 and a projection model console to retail at \$329.50.

Prospects for TV Set Bargains Are Rife in Big Video Centers

NEW YORK, Feb. 4.—The prospective video set buyer can still find intriguing "bargains" advertised in his local papers, particularly at the present time when dealers are involved in heavy campaigns to unload 1949 TV sets in preparation for deliveries of the 1950 models. This is borne out by a spot survey of video set advertising in the daily papers in major TV markets.

Despite oft-repeated industry claims that dealer inventories of 1949 models are minute, newspapers are still full of "clearance" and "close-out" ads. Los Angeles ads, for example, offered a "\$100,000 clearance sale," a "closing out our TV department sale," a sale of trade-ins that were reconditioned and an offer to take "anything" as a trade-in.

Included in the sets offered at discounts ranging from 10 to 60 per cent, were General Electric, Admiral, RCA, Crosley, Philco, Air King, Belmont, Stromberg-Carlson, Westinghouse, Hoffman, Motorola and Halli-

crafters models. Muntz TV in Los Angeles advertised a special sale of sets with "slightly blemished cabinets." Television Hall offered to take bicycles, jewelry or cameras as trade-ins and such well-known retailers as Dorns are keeping their stores open seven days a week until 10 p.m.

accompanying on the average with a change of 25 per cent in expenditures for phonos, radios and records. On the other hand, total spending on such an item as postage stamps remains virtually constant regardless of fluctuation in income.

Agency experts claimed that knowledge of the spending income relationship for various commodities "is useful in summarizing how the demand for these goods and services can be expected to vary with cyclical changes in income."

crafters models. Muntz TV in Los Angeles advertised a special sale of sets with "slightly blemished cabinets." Television Hall offered to take bicycles, jewelry or cameras as trade-ins and such well-known retailers as Dorns are keeping their stores open seven days a week until 10 p.m.

Bargain Offers

In New York the Vim stores chain advertised a "53-piece set of American Limoges dinnerware" with the purchase of any one of 60 different TV receivers, "plus discounts of 40 to 60 per cent." Republic Light & Furniture Company, Cincinnati, ran separate ads devoted to "a 16-piece living room suite including a 12½-inch table model television set" for \$229 and a 12½-inch video set "made by a famous manufacturer" for \$149.88.

Clearance and close-out sales were also featured by the Fair and Pogue's in Cincinnati. Private brand advertisers included Hutzler's in Baltimore, offering AMC 12½-inch table models at \$159.95, and Steinberg's in Cincinnati, selling a 12½-inch model at \$149.95.

Nineteen-inch console sets were advertised in New York at \$314 and \$319.50. Dealers in California and New York offered to convert 10-inch sets to 16 or 19-inch receivers at "special low prices." Trojan TV Engineering in Los Angeles priced conversion to a 16-inch set at \$84.95, while Tru-Vue Television in New York advertised changing 10-inch video sets to "big 16-inch or 19-inch pictures for \$59.95 up."

Better Biz B. Casts Bilious Eye on Video

NEW YORK, Feb. 4.—The Better Business Bureau (BBB) is seriously questioning whether "insured" video service contracts are adequate assurance for set owners. Leonard Barrett, chief of the local bureau, disclosed this week that he has asked several service companies to submit sample contracts to his office for study.

According to Barrett, service contracts being issued under the recent ruling by the New York State attorney general's office insure the set owner only for replacement of parts, not for service.

May Take It on Lam

"There is no assurance that the serviceman or dealer will be in business long enough to make even minor adjustment calls," said Barrett. "Under the 'insured' service contract the dealer is required to keep his service money in escrow which may not give him sufficient capital with which to operate. Most service companies haven't been in business long enough to build up reserve capital—any sudden and extensive rush of service calls could put some of them out of business."

Barrett also stated that several manufacturers had held off setting a policy on second-year service renewals until they found some method to give the set owner adequate assurance that his receiver will be properly serviced.

In general, the BBB has not received any great number of complaints against either video dealers or servicemen. However, said Barrett, service complaints have been increasing lately. "While they are not out of proportion to the amount of sets sold, we'd rather investigate now than wait until the situation becomes unbearable," he concluded.

CHICAGO, Feb. 4.—"Hundreds of TV set owners are calling us monthly to complain about service contracts and inability to get proper service on their receivers." With this statement Robert James, investigator for the local Better Business Bureau (BBB), indicated this week the scope of the major consumer complaint concerning TV sets in this region. Whereas other areas have had complaints about inability of the public to obtain 1950 sets, even tho they are being advertised for delivery, in Chi the only complaint seems to concern service contracts.

According to James, it's just about the major problem of the Bureau at the present time. "Each day," he continued, "we have about a dozen complaints. Often our switchboard is flooded with service complaint calls."

Most of the trouble seems to stem from the retailers' policy of subcontracting their service policies. Under this arrangement, the dealer issues a service warranty, but turns over to a service organization the task of taking care of consumer complaints instead of servicing sets with their own staffs.

With this set-up, complaints state, the consumer gets no satisfaction from the service company, from the dealer or from the manufacturer. The pattern seems to be this: The set purchaser seeking service goes to the retailer; he in turn refers him to the service company; the service company passes the buck back to the dealer, and as a last resort the dealers refer complaints to manufacturers. The set maker in turn tells the consumer that it is not responsible and that the dealer should be held liable. (See Better Biz B. on page 43)

ASCAP Cartel Peace Possible

Wexler's Finger

PHILADELPHIA, Feb. 4.—Benny Goodman's waxing for Capitol of Louis Armstrong's Brother Bill means hitting the jackpot for Elliott Wexler, partner in the Kayler Company, local record distributing firm. Altho Wexler's firm doesn't handle the label, Wexler has his fingers in everything else. He's the owner of the song, publishes it, serves as personal manager for Goodman and is also the personal manager for Buddy Greco, who handles the vocal on the side.

Cap Promoting Hopalong Album

HOLLYWOOD, Feb. 4.—Capitol Records is launching an all-out push on behalf of *Hopalong Cassidy and the Singing Bandit*, Bill Boyd kidisk album, to tie-in with the mounting merchandising interest in the kid character. Diskery will blanket the nation's leading department stores by directing promotional tie-in material to the top department store trading groups.

In addition to routine sales promotion, Cap salesmen will be wearing Hoppy hats and ties and distribute ties to store salespeople plugging the album. Boyd will cut an interview disk to be distributed to disk jockeys. Diskery is advising record dealers to set up reciprocal merchandising arrangements with near-by specialty shops handling Hoppy brand items. In department stores, Cap's suggesting reciprocal displays between kid and record departments.

Album is skedded for release February 27. Package consists of a record reader, but differs from previous readers in that accompanying pix are not drawings but actual photos illustrating the story shot on location in a manner similar to regular film production.

Oberstein's Hit Disks To Debut At 79c Level

NEW YORK, Feb. 4.—Hit Records, Eli Oberstein's bid to enter the 79-cent disk sweepstakes, will make its debut over the counters sometime next week. This line, unlike Oberstein's low-priced Varsity disks, will be sold thru regular distributor channels at the discount rates prevalent in the industry.

The hit label's first release will include 10 records, among which will be diskings by Noro Morales, Ray McKinley, Foy Willing, Jack Fina, Slim Gaillard, Felix Martin's ork and Hugh Ashley with Art White's ork. The new diskery is laying emphasis on an Ashley-White disk of *The Old Fiddler*.

The diskery's sales manager, Joe Carlton, to date has lined up five independent distributors alongside the Oberstein branches in Meriden, Conn.; Little Rock, Ark., and Chicago. In addition, the sales organization which has been handling the Varsity long-playing line will also take on the hit line.

The label, a revival of an Oberstein label of almost a decade ago, will deal in pop, country and blues and rhythm disks of a current nature. The firm will make use of disk jockey promotion out of its branch offices, with Jim McCarthy working out of New York and with Chicago and West Coast publicists soon due to be hired.

La Truman Inks Pact With RCA

NEW YORK, Feb. 4.—RCA Victor has signed Margaret Truman to an exclusive recording contract. The soprano, who debuted this year as a touring concert artist, will record on the Red Seal label.

According to an announcement by Frank Folsom, RCA president, the

Too Tharpe!

NEW YORK, Feb. 4.—Sister Rosetta Tharpe's inspirational songs must have high value in Philadelphia, the city of brotherly love.

During a one-night concert at the Metropolitan there last month, Miss Tharpe's manager, Dave Taps, happened to notice an acoustical looking character ensconced comfortably under 'he the edge of the platform, attending an active tape recorder. In response to Taps's "How Come?" the sound engineer explained that he was taking the concert off for a local record shop. A heated discussion ensued, which was finally settled by the local constabulary. The settlement consisted of the tape man's handing over the roll of tape to Taps, who later deposited it with Paul Cohen, Decca a.-and-r. man.

Dreyer Forms 2 Hillbilly Pubs

NEW YORK, Feb. 4.—Music publisher Dave Dreyer has formed two new firms for an invasion of the hillbilly music market. Both Barnhill Music and Tennessee Music are affiliated with Broadcast Music, Inc. (BMI). The latter firm is also tied up with the newly formed Tennessee Record Company.

The Tennessee outfit has already inked two writers, Vic McAlpin and Ricky Riddle, to exclusive contracts. Riddle is an exclusive Tennessee recording artist, and McAlpin doubles as Nashville representative for the pubbery.

singer will cut her first Victor disks upon completion of her present tour. The release will coincide with her 1950-'51 concert season.

Miss Truman has already appeared in 15 of the 30 cities on her itinerary.

May Tie In With Consent Decree Verdict

Single Package Likely

By Ben Atlas

WASHINGTON, Feb. 4.—American Society of Composers, Authors and Publishers (ASCAP) may settle the U. S. Department of Justice's long-pending cartel suit at the same time a settlement is reached on the performing society's consent decree amendment to the Leibell decision (*The Billboard*, January 28), it was learned this week. Altho there are still some major obstacles to the settlement, an effort is being made to wrap the two matters into a single bundle, thereby disposing of the headache which has been vexing ASCAP for years. There is no certainty yet that this can be done.

Settlement of the Justice Department's cartel complaint against ASCAP on any substantial terms could bring about important (See ASCAP Cartel on page 43)

28G for Jones In Four Dates

HOLLYWOOD, Feb. 4.—Spike Jones grossed more than \$28,000 last week, appearing in four Southern towns. Two nights at Houston pulled \$9,079, with one-nighters drawing \$7,476 at New Orleans, \$4,200 at Montgomery and \$7,422 at Nashville.

Total of \$28,177 covers Saturday thru Wednesday. Results of remainder of the week were not available at press time.

Mercury Hops 45 Bandwagon

CHICAGO, Feb. 4.—Mercury records joins the 45 r.p.m. brigade shortly before March 1, if present schedules work out as planned. Irv Green, prexy of Mercury, said that the St. Louis pressing plant is currently making dies for the 45 disk production, which will be carried on also in the Newark and Los Angeles' Mercury production departments.

At the start Mercury intends to release only its current pop hits and some past pop hits on 45.

Mercury Gets Hall Back in Classic Dept.

NEW YORK, Feb. 4.—David Hall, music critic and the author of *The Record Book*, this week returned to Mercury Records as head of the long-hair department. Hall, who held a similar post with the diskery prior to expense curtailment about six months back, has been working for Mercury and other diskeries on a freelance basis in the interim.

In recent weeks Mercury has cemented a number of deals with foreign sources of classical wax.

Columbia Plots New Pop Era

Miller Post Sparks Major Policy Change

Lieberson Sets Blueprint

(Continued from page 3)
requires a beginning, a denouement and an end."

What It Means

What it all amounts to, of course, is a stiffer attitude with regard to the end-product—the disk—and it is known that this thought has been in Lieberson's mind ever since he was elevated from the masterworks division to his current executive post. Lieberson also indicated that he will give the artist roster a careful going over.

Miller, who comes to Columbia from Mercury, where he was director of popular music, is understood to be contracted to Columbia for a three-

(See Columbia Plots on page 43)

BG Going Abroad; Rates Jazz Above 'Not So Good' Bebop

NEW HAVEN, Conn., Feb. 4.—Benny Goodman, the orchestra leader, leaves for Europe in April for a concert tour with his orchestra, he disclosed here last week. The maestro participated in a swing concert at Yale University's Sprague Hall last Thursday (26), with Lionel Hampton, vibraharp; Mel Powell, piano; Ray Johnson, bass, and Charlie Perry, drums, to raise funds for the Yale University School of Music's student council.

The five men expressed the belief that the future of American jazz would be "good," with Hampton pointing out that "perhaps jazz better than anything else expresses music in a truly American idiom."

Goodman, who said his European concert tour would run from April to June, commented that "the big trouble with bebop is that it's not too good for dancing; jazz is both good for listening and dancing."

More Indies Set To Issue Disks On New Speeds

NEW YORK, Feb. 4.—A new flock of indie labels this week got set to release their wares on one or both of the new-speed systems. In addition to Mercury and Modern (see other stories this issue) the latest 45 r.p.m. entries include Savoy, Regent and Caravan. Willida, a kidiskery, is bringing out an LP line of four titles next week.

Savoy and Regent, both headed by Herman Lubinsky, will bring out some standards, organ sides and Errol Garner disks. Lubinsky reports that there is little demand yet for rhythm and blues diskings on 45. He is also bringing out his second LP Errol Garner platter.

Caravan will issue half a dozen of its kidisks on 45 in March. According to Caravan topper, Larry Gould, the disks are being pressed as the result of distributor requests.

Tradesters report the biggest 45 gains in the pop, kidisk and country categories, while LP continues to

dominate the classical business. Neither of the new speeds has made much of a dent in the rhythm-blues department. One indie kidiskery this week indicated that it would go 45 as soon as pressing prices come down and delivery dates can be guaranteed by the factory.

MONROE TAKES TO THE ROAD

Sets 1-Niters For 16 Weeks Country-Wide

800G Gross Expected

By Hal Webman

NEW YORK, Feb. 4. — Vaughn Monroe, who last year undertook one of the most successful one-night ork tours in the recent history of the band biz, grossing approximately \$400,000 in 60 days, tonight kicks off the longest tour which the ork has experienced. The itinerary, which is made up of one-nighters all the way except for two weeks of theaters and a possible two-week location job, will run thru June 1 and will cover every part of the country, including the Pacific Coast area, a territory which Monroe has not touched in the past 16 years.

It is estimated that the Monroe organization will gross upwards of \$800,000 on the tour. The orkster's guarantees for the trip average out at between \$27,500 and \$30,000 per week for the 16½ weeks he will be out. The total of the guarantees runs about \$440,000. The Monroe pay roll and traveling expenses total between \$7,500 and \$8,500 per week. He will carry his full organization for the trip. This includes some 24 musicians and seven singers. He may carry a comic as well.

Monroe, who has been one of the top earners in the band business in the past few years, has been riding high primarily because of a series of top Victor etchings, most recent of which, *Bamboo*, is the subject of one of that record label's noted promotion drives. In addition, Monroe's weekly Camel cigarette airer has maintained a consistently favorable Hooper rating.

The Monroe tour will start in the East, with Ithaca, N. Y., serving as the springboard tonight, and will carry thru Pennsylvania, North Carolina, Virginia, Florida, Louisiana, Texas (one date in Fort Worth), Missouri, Michigan, Wisconsin, Indiana, the Northwest, down the Pacific Coast thru to Southern California, back to New York possibly via Las Vegas.

Monroe is booked thru the Willard Alexander Agency, and the dates were lined up by Alexander and his one-night department, which is headed by Irving Siders.

Parodies Need Writer OK—SPA

NEW YORK, Feb. 4.—The Songwriters' Protective Association (SPA) is sending a letter to publishers suggesting that they obtain the consent of the songwriter before authorizing a parody version of a song. The request follows a canvassing of publishers by the SPA to ascertain the usual procedure in authorizing parodies. According to a majority of replies, the trade practice has been to consult the songwriter.

The association has also ascertained that most of the solid pubbers issue royalty statements quarterly, and that only the smaller firms report semi-annually. The clause in the SPA contract which relates to statements permits either option, depending on the practice of the particular publisher. It was to determine for the record what the practice of the pubber signatories is that SPA conducted the survey.

Ready for St. Pat

NEW YORK, Feb. 4.—Composer Leroy Anderson, whose *Sleigh Ride* has been one of the season's sleeper clicks, will have an Arthur Fiedler-Boston pops disk of his *Irish Suite* issued in a Victor album March 1. The suite was commissioned by the Eire Society of Boston, and performed several times at Boston's Symphony Hall last year. *Irish Washerwoman*, a section of the suite, will be released as a single. Mills Music publishes *Irish Suite*.

London Plans Expansion of A. & R. Set-Up

To Hypo Staff, Scope

NEW YORK, Feb. 4.—When London Records moves its operations into new, enlarged quarters on or about February 18, the first department to expand its scope and personnel will be the artists and repertoire division. The a. and r. wing, under the direction of Tutti Camarata, will have its own staff of arrangers, plus hillbilly and rhythm-blues specialists. Camarata will set specific dates and hours for publishers and tunesmiths to audition their wares in a new music studio set up for that purpose.

According to Camarata, the diskery will henceforth limit its purchasing of masters from smaller indies and private entrepreneurs. Emphasizing that the practice will not be completely discarded, he stated that "we're now in a position to hop into the studio with our own artists whenever an interesting piece of material turns up. London's artists roster will probably be expanded also, with at least one established name, Cab Cal-

Toscanini Tour To Be Nub Of Extensive RCA Bally

NEW YORK, Feb. 4.—RCA Victor will use the Arturo Toscanini tour as the nub of an extensive promotion designed to hypo consumer acceptance of classical music. Victor did a similar promotion in the early 1930's, at which time sales of classical disks were at a low ebb thruout the disk industry. The promotion, which is now blueprinted, will include considerable newspaper advertising and radio time, and will tie in with merchandising activity on the distributor and dealer levels. A large personnel staff has been assigned to handle various phases of the campaign. The Toscanini tour gets underway April 14 and will average three concerts a week for six weeks in key cities across the country.

The ad and publicity campaign will plug the theme that Toscanini is one of the great artists available on Victor's Red Seal label. Promotion will also plug the 45 r.p.m. system heavily, and will mention RCA's pressing of all three speeds.

All-Angle Push

The newspaper campaign will consist of full-page ads, placed by the factory, in selected dailies in those cities where the tour is booked. In addition, there will be considerable

loway, definitely in the fold this week, and Ethel Waters virtually set at press time.

Since the end of the recording ban the British-based diskery has supplemented its own recording activities in the U. S. by buying masters from such indies as Universal, Sharp and from several individuals. These deals have brought London several hits, including Al Morgan's *Jealous Heart* (Universal) and Jack Teter's *Johnson Rag* (Sharp).

According to the diskery's executive veepee Dan Berne, other departments including promotion, will gradually expand according to the demands of the new a. and r. set-up.

co-op advertising on the dealer level. RCA, with both Victor and the National Broadcasting Company (NBC) pitching in, is also planning classical music supplements in a number of newspapers. These special sections—of perhaps four or six pages and consisting of special articles, ads, etc.—would be built around the one-page ads and co-op advertising already scheduled. The NBC press department, which is co-operating promotion-wise, has had extensive experience in working up television supplements in cities across the country and will put this knowledge to use here. The ads and supplements will break a few days prior to the appearance in any particular city.

Dealers' Displays

A flock of advance men have been detailed to help spark the arrangements. Record dealers will be furnished with window streamers, banners, posters and, of course, new record releases of the symphony's latest etchings.

The entire idea, of course, is another example of the close working relationship now existing between RCA Victor and NBC. The entire promotion job is under the supervision of John West, RCA publicity, promotion and advertising topper. On the NBC end, Syd Eiges, press topper, will head activities, working closely with Hal Desfors, of RCA's Camden office. Jack Williams will handle merchandising phases of the promotion on the distributor and dealer levels. Leonard Myers, of NBC's press staff, and other network staffers, have been assigned. Bernie Miller and Margaret Hartigan will do advance work. Dick Hooper, Tom Bernard and others are also slotted for various functions.

The campaign, incidentally, will not attempt to promote the sale of tickets. Carnegie Hall, where the tour opens April 14 is already sold out, and similar reports are coming in from San Francisco and other cities.

Local 47's Wallace, Tegroen At Odds, Toss Hats in Ring

HOLLYWOOD, Feb. 4.—Top level dissension among officers of Local 47, American Federation of Musicians (AFM), came to light this week when it was learned by *The Billboard* that J. K. (Spike) Wallace, Local 47 prexy, had revoked earlier public announcement to retire and would run for a third term in the elections to be held in December of this year. John Tegroen, present veepee and erstwhile Wallace choice for president, said he would run against Wallace, thereby foreshadowing what may be one of the bitterest contests in the local union's history.

Reasons for the break between Wallace and Tegroen were vague, but sides were already being chosen in the forthcoming fight. Phil Fischer, radio-tele rep of the local, announced his candidacy for veepee on the Wallace ticket. Wallace said that Al Meyer, present financial secretary, and Recording Secretary Maury Paul would also run on his ticket. Tegroen told *The Billboard* that he had made no commitments on running mates. The administration ticket, according to Wallace, would "include the blue bloods of the music biz."

Wallace, who has been president of the local since 1940, said only that

he had changed his mind and would run. "I will not be kicked around by any individual or group," Wallace said. Tegroen's reply was that Wallace had always groomed him as his successor, and hence he felt he had earned his chance to snare the presidential berth.

Tegroen said, "In January, 1948, Wallace told me to prepare myself to succeed him when he retired. When I returned from the 1948 convention in Asbury Park, N. J., Wallace said that he was going to run again. I stepped aside at that time. Four weeks ago Wallace made another statement that he was retiring and would support me. A week ago he decided to run again."

In view of the apparant close relationship between Tegroen and Wallace, key union members were highly speculative as to what occurred to force Wallace's hand. Wallace, now 71 years old, was advised several times to retire for reasons of health. At various times he had been ill for long periods of time during which the local's affairs were run by Tegroen. Now, however, Wallace says he's well and hearty and definitely running for re-election.

Pluggers Give Lopez Clean Bill of Health

NEW YORK, Feb. 4. — Vincent Lopez was removed from the Music Publishers Contact Employees' (MPCE) unfair list Thursday (2) by action of the union's exec council. The orkster had been placed off limits to MPCE members early last month for "practices detrimental to the music publishing industry" (*The Billboard*, January 14).

In a letter which is being forwarded to MPCE members, the council quotes the following communication from Lopez: "I have never solicited and never will solicit the making of special arrangements from any of your members. I have never solicited and never will solicit the making of solos, extractions or copying from any of your members. I will never solicit being a 'cut-in' on any song in which any member of your organization is interested."

The council letter wound up explaining that "in view of Mr. Lopez's statement and other assurances received by the union, the council feels that the best interests of all concerned will be served by its present action."

B'swick, Coral Join LP Ranks In Mid-March

NEW YORK, Feb. 4.—Decca Records' independently distributed subsidiaries, Coral and Brunswick labels, will enter the long-playing (LP) disk field in mid-March. This will round out the full growth of Coral as a major factor in the disk biz. Coral, after slightly over a year of activity, has come up with a number of top-flight pop items, including the currently fast-moving Ames Brothers' dishing of *Rag Mop*.

The initial LP release, which combines Coral and Brunswick wax, will contain six to eight 10-inch platters. The lines will be priced similarly to the regular Decca LP line, which is graded from \$2.85 thru \$5.85.

First Releases

The first records on the release will include at least two from Coral—a Bob Crosby Dixieland band group and a square dance set—and a minimum of four from Brunswick, which will be culled from the collectors' series of albums which the label released in recent years. Some of these albums included old sides by Bing Crosby, Duke Ellington, the New Orleans Rhythm Kings, Jelly Roll Morton and other eminent jazz heroes. These Brunswick jazz LP sides will be the first hot music collector items to be made available in the long-play idiom.

Cromwell Now All Richmond's

NEW YORK, Feb. 4.—Howard Richmond has purchased the interests of Carl Sigman and H. Z. Roland in Cromwell Music and is now sole owner of the young pubbery, which bowed auspiciously last year with *Hop Scotch Polka* and is now in high gear with *Music, Music, Music*.

Richmond, who is manager for John Patee (formerly known as Etienne Patee), has negotiated a recording contract for Patee with Coral. Patee is the composer of *Music*, and sang with the Eddie (Gin) Miller ork on the *Rainbow* disk which launched the tune.

Thesa'rus Adds Roth, McKinley Packages

NEW YORK, Feb. 4.—Two new program packages, built around Allen Roth and Ray McKinley, have been released to station subscribers by the new Thesa'rus, RCA's library transcription service.

Music by Roth, starring Roth's ork and a chorus, is a half-hour, three-a-week program. *Ray McKinley and His Orchestra*, a quarter-hour program for broadcast one or more times weekly, features McKinley and the vocals of Dale Nunnally.

NBOA Sets Emergency Huddles

Cap Sets Hefty Promotion Push On Kenton Tour

HOLLYWOOD, Feb. 4.—Capitol Records will unleash one of the biggest promotional campaigns it has ever staged for an artist on behalf of the Stan Kenton tour. It will throw its full weight behind 23 of the Kenton concert dates, with branch offices and distributors co-operating all the way on the remaining tour dates. For the 23 dates, Capitol is taking over the complete promotion, servicing newspapers and radio stations with copy and platters, supplying window displays, point-of-sale material and working with disk jockeys and dealers on Kenton contests.

Diskery has recorded Kenton in a four-sided commentary in which he relates the history of his band and what he is now striving to achieve with his 40-man band and *Innovations in Modern Music* scorings. These are being supplied to disk jockeys in advance of Kenton's appearance. Cap is sending 5,000 Kenton easels and 25,000 stickers to its branches plugging the concert. Branch managers will work directly with concert promoters, and in cases where the date has been staged by Kenton himself, branch heads will take over handling promotion themselves.

Disk jockey and dealer contests are being staged in advance of the tour, with giveaways including free ducats to the concert and record albums. In each community individual gimmicks are being worked out thru Cap reps to plug the affairs. Cap's only return on investment will be boosting Kenton's stature and whipping up renewed interest in his platters.

Col Toots Horn

HOLLYWOOD, Feb. 4.—Columbia Records is borrowing a page from Hollywood movie moguls to promote disk sales in conjunction with Warner Bros.' pic, *Young Man With a Horn*. Platter invited town's record dealers and Columbia distributors to a preview of the film Friday (3), at which Harry James and wife, Betty Grable, acted as official host and hostess.

Screening was followed with a "preview" of the Harry James-Doris Day album bearing the same title as the film. Disks will get heavy exploitation thru the pic tie-up coincidental to the film's general release.

Decca's Sales Up 25 to 30%

NEW YORK, Feb. 4.—Decca Records' execs estimate that the firm, including its subsidiary Coral, Brunswick and Vocalion labels, topped its January, 1949, sales marks by between 25 and 30 per cent during the past month. The month represents one of the hottest periods in the history of the diskery.

Decca has not been alone in the solid platter business of the past month. All of the leading waxers have been reporting big business during the past few weeks. There are some pessimists in the trade who believe that much of the January big business can be attributed to dealer replenishment of inventories. But the general feeling is that records will continue to enjoy strong business at least until the early summer.

Petrillo's Fine Italian Mitt Revealed in House Bill 6000

By Johnny Sippel

CHICAGO, Feb. 4.—The connection between James C. Petrillo and his American Federation of Musicians (AFM) and HR 6000, a bill of amendments to the Social Security Act, was illustrated more strongly last week when *The Billboard* uncovered a letter sent by the musicians' union prexy to Vollmer Dahlstrand, prexy of Local 8, Milwaukee chapter of the AFM. The letter, dated October 21, 1949, stated: "Dear Sir and Brother:

"Relative to your wire of October 4th, we are now informed that the House of Representatives has passed amendments to the Social Security Act which, according to our attorneys, will be of great benefit to our musician leaders.

"Our attorneys tell us that, while they made many suggestions to the Committee in charge of this bill, they could not have spelled it out in words to any better advantage for our musician leaders.

"While the House of Representatives and the Senate have adjourned, it is quite hopeful that the Senate will adopt this measure from the House, possibly with some minor changes, thus alleviating many of our headaches as to musician leaders being declared employers and subject to all employer's taxes.

"All in all, we stand in a good position and we anticipate the adoption of this bill upon the convening of Congress next January.

"Fraternally yours,
"James C. Petrillo
President"

The only bill, carrying amend-

ments to the Social Security legislation already in force was HR 6000, which passed the House of Representatives October 5 and which is now in the hands of the Senate Finance Committee. The House bill has great interest for booking offices, band buyers and band leaders and their sidemen, because in one of its clauses (Section 210) (k) (2) the responsibility for payment of Social Security and federal unemployment taxation would be switched from the band leader to the band buyer (*The Billboard*, February 4). In 1947, the old Form B band contract, which made the ballroom op responsible for the payment of these tax bites on a band leader and his sidemen, was nullified by a Supreme Court decision. In the case of *Bartels vs. Birmingham*, the Supreme Court ruled that the band leader, and not the ballroom op, was responsible for the tax deductions. The Supreme Court decision was the result of a two-and-a-half year court battle on the part of the National Ballroom Operators' Association (NBOA). During this entire court campaign, the ballroom ops' group was opposed by Petrillo and his legal aid, the late Milton Padway.

The NBOA is currently working out a program to counteract the Petrillo Capitol Hill putsch. Thus far, the National Association of Amusement Parks, Pools and Beaches has aligned itself on the side of NBOA. Many of the park association's members also operate summer and, in some cases, full-time terpalaces within their parks.

Area Parleys To Probe SS, Cabaret Bite

Would Form State Chapters

CHICAGO, Feb. 4.—Beset by a number of critical situations affecting the entire ballroom industry, the National Ballroom Operators' Association (NBOA), thru its managing secretary, Otto Weber, last week announced the first of a series of "emergency meetings" in its three-year history. The group was previously the Midwest Ballroom Operators' Association. Weber said that the regional meetings are planned to insure greater attendance than would probably result from a quickly-called national confab. He emphasized that all ballrooms ops, whether in the NBOA fold or not, are invited to attend.

Weber said that the State meetings are being held so that regional or State units of NBOA can be organized. Currently, only the Hoosier and Nebraska operators have formed State chapters. Two major problems will be discussed. First centers around the James C. Petrillo inspired amendments to the present Social Security Act, which would return the present responsibility for payment of Social Security and federal unemployment tax deductions from bandleaders to the ballroom owner (*The Billboard*, February 4). The second situation concerns NBOA's next legal move if the Treasury Department appeals the recent Judge Henry Graven decision (*The Billboard*, January 21). In this decision, Judge Graven reversed a previous decision, upon which the Treasury Department predicated its 18-month campaign to place ballrooms into the 20 per cent cabaret tax classification.

Tho the T-men haven't filed an appeal as yet, their rep told Judge Graven at the December court session that if his decision reversed the previous Justice Sherman Minton decision, which favored the feds, the internal revenue legalists would undoubtedly file an appeal. They have about 30 days more in which to file.

The regional meeting schedule includes: Illinois, Indiana and Wisconsin—10 a.m., February 7 at the LaSalle Hotel, Chicago, Ken Moore, Prom, Inc., Chicago, chairman; Iowa—1 p.m., February 13, Laramar Ballroom, Fort Dodge, Ia., Larry Geer of that terpery, chairman; Minnesota—2 p.m., February 13 Radisson Hotel, Minneapolis, R. E. (Doc) Chinn, Crystal Palace, Fargo, chairman; Ohio—1 p.m., February 15; Neil House, dining room 6, Columbus, O., Lloyd Meyers, Aragon Ballroom, Cleveland; and a Nebraska meeting, details of which have not yet been set by Joe Malec, Peony Park, Omaha. It's intended to keep these meetings short, so that ops will lose only part of one day in the conferences.

Walter Dana Sells 'Plaything' to BMI

NEW YORK, Feb. 4.—Walter Dana, who last week sold publication rights to *Why*, recorded by Val Tino on the Dana label, flipped the record over this week and sold the rights to *Plaything*, waxed by Ken Penton on the other side of the disk. *Plaything* was bought by Broadcast Music, Inc. (BMI). The BMI pubbery, headed by professional manager Julie Stearns, is going to work on the song immediately as a No. 1 plug.

The
Billboard

DJ
Monitoring
Service

Week
of
January
25-31

Monitored Leading
Jockeys in

BUFFALO, DETROIT,

NEW ORLEANS, SAN FRANCISCO

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

Sales Seem Headed for '50 Skid

Slump Seen In AM and TV Sets, Players

740 Mil Total Predicted

(Continued from page 12)

but the purchase averages only \$26. A below-average-income family buys a set every six years at an average price of \$45, according to Chamber estimates.

Approximately \$250,000,000 will be spent on pianos and other musical instruments during 1950, according to another Chamber of Commerce estimate. This sum represents 2.5 per cent of the \$9,900,000,000 to be spent on all types of house furnishings.

\$430 an Instrument

It was further estimated that families with incomes in excess of \$5,000 will spend an average of \$430 for each type of musical instrument they buy. Purchases of such products, however, are made by the average high income family only once in 20 years, according to the Chamber.

The average transaction in the musical instrument field for families in the average income bracket amounts to \$130, with purchases being made by the average family in this income group only once in 30 years.

For families with below average incomes, the typical transaction amounts to \$100. The average frequency of purchase is in excess of 35 years, according to the Chamber.

Cap's Bittaker On Field Tour

HOLLYWOOD, Feb. 4.—Floyd Bittaker, Capitol's veepee in charge of sales, leaves his Coast headquarters on a month's coast-to-coast tour of the diskery's regional branches and distrib offices. He will concentrate mostly on the Eastern and Midwest-ern States.

Purposes of the junket include gaining the pulse of the industry's market, providing additional impetus to firm's sales strategies and sales promotions, and special emphasis to be placed on furthering Cap's disk jockey and juke box operator relationship.

Day Plugs 'Clancy' As St. Pat's Theme

HOLLYWOOD, Feb. 4. — Dennis Day's Kenmore Music is skedding an all-out plugging campaign on behalf of *Clancy Lowered the Boom*, with the hope of establishing tune as an annual St. Patrick's Day standard. Tune will be aired during the week preceding St. Pat's on the Bing Crosby, Andrews Sisters, Alice Faye and Dennis Day shows.

Day's own Victor recording of the Irish novelty will be mailed to disk jockeys in 50 cities as part of the promotion. There is also a strong sales drive to push disk and sheet music sales. Records of *Clancy* have been cut by Andrews Sisters (Decca), Korn Kobblers (MGM) and Ames Brothers (Coral). A tie-up also is being made with Universal-International Studios, which used the tune for an Yvonne De Carlo production number in *The Gal Who Took the West*.

Scott's Unique This Time With I-Man Disk Biz -- Master Records

NEW YORK, Feb. 4.—Raymond Scott, who never has been accused of orthodoxy, is back in the news with another unique musical venture. This time, it's a one-man disk business, Master Records, handled in every detail from composition and arrangement to merchandising by the individualistic pianist-composer-leader—and now entrepreneur.

Scott's product is a vinyl plastic record, with one of his own programmatic compositions on one side, backed with his impression of a standard tune on the other. The disks are \$2 a copy, sold by mail only, and each is packaged in a hard cover of smart design, which in turn is in an equally handsome paper wrapper. On each label is a characteristic Scott "program note" explaining the rationale of the composition or arrangement.

Master of All

The venture is the materialization

Majors' Kidisks Flood Market; 1st Since Sept.

NEW YORK, Feb. 4.—The first sizable flood of children's records since September hit the market this week. While the majors, Victor, Columbia, Decca and Capitol, have been releasing new sets with some regularity, most of the indies, which aim primarily at the chain and toy markets, are following the policy of getting out new "lines" seasonally.

Simond and Schuster, producers of the six-inch Little Golden Records, this week brought out eight new titles, including Disney material and disk adaptations of stories from the Little Golden Book line. Peter Pan, producer of 49-cent 10-inch disks, brought out two stories, with more to follow immediately. Willida, which also puts out Kiddie Land and Small Fry disks, is coming out with four LP releases next week, in addition to several new 78 r.p.m. waxings.

Caravan will also break with a new picture book series in March. The new line, aimed at the nursery-age group, will include one disk with each eight-page, soft-cover book and will retail at \$1.17 per unit. The new material has been penned by Leo Israel and Sylvia Kramer.

Willida exec Julie Marvin returned last week from a trip thru the Midwest where she set up new distributors.

Spike Jones Debuts At Chi Legit House

CHICAGO, Feb. 6.—Spike Jones opened his 1950 edition of the *Musical Depreciation Revue* at Great Northern Theater here Sunday (5). This marks the third time that Jones and His City Slickers worked a legit location date locally. Jones has a company of 40 including his standard aids, Frederick Gass, Doodles Weaver and George Rock.

In addition he's added Lois Ray, tap; Betty and Lucille, tumblers, and his frau, chirp Helen Grayco, is back with the package for this run. Jones said that he plans to remain here at least four weeks. Ducats are scaled the same as at other local legit productions, with tickets going from \$1.75 to \$3.70 including tax.

of a theory Scott has that musical perfection can be approximated only if the composer has a hand in every stage of a recording—creation of the tune, arrangement, supervision of the musicians and direction of the technical recording process. Since, as it happens, Scott is as expert in decibels and amps as he is in composition and conducting, he is peculiarly fitted to carry out the idea. The music was taken on tape by Scott's own equipment.

From the viewpoint of recording fidelity, the results are superlative. Every detail of the six-man quintet's playing is distinct without impairing the over-all blend. Highs and lows are excellent; surfaces, noiseless.

Unmistakably Scott

Musically, there will be the usual debate over the Scott brain children. The pieces are unmistakably Scott, in the familiar instrumentation, scored with the same shifting rhythms and intonations. However, there are indications that the composer has developed and matured and is not pre-occupied with strange sounds for shock value only. Of the 10 sides, his five originals impress as having more excitement and interest than the five standards he has arranged. Of the latter, Dorothy Collins sings four, and she does these with great tonal purity, warmth and phrasing. Her *Sometimes I'm Happy* would have pop potential. The instrumental work, as might be expected, is of the highest caliber.

Scott is merchandising these records as a de luxe, carriage trade item. "I'd be quite happy," he says, "if there were 5,000 people who like my music enough to buy these records."

Having heard the records, we can say that his wish is not unreasonable and quite possible of fulfillment.

Jerry Wexler.

Exam Before Trial In Grove Vs. Glaser Is Set for February 20

NEW YORK, Feb. 4.—Examination before trial of plaintiff Izzy Grove in his suit against Joe Glaser has been set for February 20. Grove is asking \$200,000 as a 50 per cent share of the earnings of Lionel Hampton and Billie Holiday, allegedly due him under provisions of an agreement he claims he made with Glaser.

The trial is on the New York Supreme Court calendar for March 13. Grove is represented by attorney Louis Nizer, Glaser by Morton Miller.

BG, Hampton Help Powell on Yale \$

NEW YORK, Feb. 4. — Benny Goodman and Lionel Hampton recently one-nighted up to Yale University's School of Music to jam with Yale student and former Goodman pianist, Mel Powell, in the university's Recital Hall. Powell invited them to get some kicks while helping him and the Yale undergraduates to raise some money for the school's student council fund.

Hampton drew on his regular bassist and drummer, Charlie Perry, from his band to round out a quintet for the occasion.

Coral Signs Up Bob Crosby for Dixie Platters

NEW YORK, Feb. 4.—Sparked by the resurgence of Dixieland music, Coral Records, Decca subsidiary, this week inked Bob Crosby to revive his famous Bobcats Dixieland group for the label. Crosby, who gave up his big Dixieland band in 1942 to enter the service, has been working as a single on records, theaters and radio since his discharge.

Crosby's old group formerly waxed for Decca. Several of the Bobcats' waxings were recently reissued on the Coral label and sold briskly. In addition, the success of Jimmy Dorsey's small Dixieland band disks on the Columbia label has convinced the trade that the long talked of two-beat revival is now a fact.

Most of the original members of the Bobcats will be included in the new Crosby group. The sides will be sliced on the West Coast and will spot such tottlers as tenorist Eddie Miller, clarinetist Matty Matlock, guitarist Nappy Lamarre and others of the first group.

The Coral diskery this week also gained a new warbler, Sandy Evans. Evans earned his waxing pact as the result of his vocalizing on the Gordon Jenkins etching of *My Foolish Heart* and on the Victor Young slicing of *A Thousand Violins*.

La Smith To Intro "3d Man" Themes When Air's Clear

NEW YORK, Feb. 4.—Kate Smith will "introduce" the sound track recording from *The Third Man* of the *Harry Lime* and *Cafe Mozart* themes on her WOR platter show—when the Selznick releasing organization and Chappell publicity lift the performance restriction on the music.

Exactly when this will be nobody yet seems to know. A spokesman for Chappell said that the "restriction" is being maintained until the flick, which opened at the Victoria here this week, goes on general release. Diskings of the music, which were finally allowed to go on sale by Chappell and Selznick two weeks ago, still cannot be cleared for air play. The restriction is being maintained, according to the Selznick office, in order not to impair the value of the picture.

Record Execs Unhappy

Record execs say they are unhappy with the whole affair. The series of release date postponements, topped by the fact that tho they now have their records on the market they can't exploit them on the air, makes them feel that the original trade and public excitement are dwindling off into a feeling of anti-climax. In protecting the flicker, admittedly a stiff investment, they feel that their disks have been hurt.

Meanwhile despite the air ban, *The Billboard* has logged performances of *Third Man* diskings by deejays, and jocks have been reporting it among their "best bets," "most requested," etc.

Plunge Into 45 Set For Modern Records

HOLLYWOOD, Feb. 4. — Modern Records is the latest to join the 45 ranks, it was announced this week. Platter said it would issue 16 single releases on 45, retailing at 79 cents. Artists will include Eddie Gomez, Morton Thal, Hadda Brooks, Kay Starr, Errol Garner, Andre Previn and Nappy Lamare.

Modern originally planned to emphasize 33½ but decided against the slow speed due to lack of enough album material to justify LP disks. Diskery will release only singles on 45 for the present.

DECCAGRAM

TO: ALL DECCA DEALERS AND MUSIC OPERATORS

TEN IMPORTANT SPECIAL RELEASES

ACT IMMEDIATELY... ORDER NOW!

THE 3rd MAN THEME

(Both Selections from the Carol Reed Motion Picture Production "The 3rd Man")

GUY LOMBARDO and His Royal Canadians
DECCA 24839

CAN I COME IN FOR A SECOND?

I OUGHTA KNOW ABOUT YOU

(From the Musical Production "A la Carte")
DICK HAYMES with PATTY ANDREWS
VIC SCHOEN and His Orchestra
DECCA 24896

THE CRY OF THE WILD GOOSE

IT ISN'T FAIR

JOE MARINE with Waring Pop Orch.
Conducted by **HARRY SIMEONE**
DECCA 24895

(Put Another Nickel In)
MUSIC! MUSIC! MUSIC!

O, KATHARINA

CARMEN CAVALLARO and His Orchestra
DECCA 24881

(Fifi)
BRING HER OUT AGAIN

THE FRENCH CAN-CAN POLKA

ETHEL SMITH with the Smith Singers
DECCA 24886

WITH MY EYES WIDE OPEN, I'M DREAMING

LOST IN A DREAM

INK SPOTS with Orchestra
DECCA 24887

MARTA

(Rambling Rose of the Wildwood)

WHEN THE WIND WAS GREEN

DICK HAYMES DECCA 24893

BAMBOO

ONE! TWO! THREE!

(From the Musical Production "Alive and Kicking")
JERRY GRAY and His Orchestra
DECCA 24894

BROKEN DOWN MERRY-GO-ROUND

THE GODS WERE ANGRY WITH ME

EILEEN WILSON and DICK THOMAS
DECCA 24880

THE 3rd MAN THEME

(From the Carol Reed Motion Picture Production "The 3rd Man")

LOWDOWN BILLY

HANK "SUGARFOOT" GARLAND
DECCA 46218

America's Fastest Sellers!

DECCA RECORDS



Can you find

FIFTY

high profit

hit records

for today's

big jukees?

Yes, there is a way
that successful operators are doing it.

Their method is covered in
"Programing Is the Key To Bigger Take,"
a feature article in The Billboard's
Big 1950 Juke Box Supplement.

Add to that a complete reference list of
"Records Available on Hit Songs
from 1902 to 1945."

Make it a special point to get The Billboard's Big
1950 Juke Box Supplement to be published as a
section of the March 4 issue. Use the coupon NOW!

52
ISSUES

Less
Than
20¢
Each

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

2-11

Please enter my subscription to *The Billboard*
for one year (52 issues) for which I inclose
ONLY \$10.

Name

Address

City Zone State

Occupation or profession

Including
The Billboard BIG 1950 JUKE BOX SUPPLEMENT

Merchandising Pays Off:

Chi's Skidell Mixes Sales,
Promosh Ideas for Success

By Johnny Sippel

CHICAGO, Feb. 4.—After hiking from record store to record store for five years as a salesman for various local distributors, Bernie Skidell decided to open his own shop at 9156 N. Commercial Avenue. Proof that he made the right decision in June, 1948, is the fact that he had to double his floor space after six months' operation. His ABC Record-teria is a mixture of the promotion and sales ideas he picked up as a salesman for J. F. Bard Distributing Company, local indie label distrib., and Decca.

Skidell is an apostle of self-service. Since opening his basement store, which is entered by walking thru the main floor jewelry store, he's worked on the premise that the customer must be continually exposed to tempting disk merchandise. His store is an L-shaped affair, with merchandise along all walls and racks in the middle. He figures that he has 3,000 different disks and 600 albums at the customer's easy reach.

He checks his racks three times weekly to replace stock. In the case of the top 15 pop hits, as listed in *The Billboard*, he has these items checked daily. In order to keep his inventory up he keeps a cross-file card index. When he makes out a title to be pasted on the big white cardboard liners that separates the various titles in each rack, he makes a carbon copy, which he pastes on the index card. He makes an additional cross index card. On the original index card, he types the date of the first purchase of the record and how many were purchased. He keeps a running account of this record's purchase, in order to give him an idea of how the number has been going.

Promosh Gimmick

When he was ready to open his store, Skidell noticed a small closet, which could not be utilized for any type of record sales and was far from his listening booths. He decided to buy a table Wilcox-Gay recorder and make it a recording booth. He's found that the recorder has paid off in many ways. He now makes from \$8 to \$10 per week profit from selling disks to be cut on the recorder. In addition, it's become a terrific promotion gimmick. When he wanted to familiarize patrons with self service methods, instead of buying signs, he put records, which he cut, into each booth. On the sleeve of the record, he put "Mystery Disk" and a message asking patrons to listen to the record.

On the record he thanked the new customers and asked them to put records they didn't care to buy on a special rack. His employees then replace them in the proper rack. To stimulate holiday disk sales on Mother's and Father's Day and Christmas, he gives each patron purchasing an album a blank disk, on which the patron can cut a message to the person to whom he's giving the album. He has a bunch of messages and verses on hand that are proper for that particular holiday.

Terp Programs

Because of the varied nationality trade in the steel mill vicinity where the store is located, Skidell handles a large stock of Spanish, Mexican, Polish and Slovak disks. To get the word around that these disks were available, Skidell started to advertise in nationality dance programs. He's found that this economical type of advertising has built his clientele. To stimulate kiddie sales, he tied in closely with movies at a near-by theater. The disks were played at a special kiddie showing. He provides

Bozo the Clown, the Capitol kiddie seller, whenever the theater has such a showing and contributes 10 albums in the prize giveaway.

His two clerks are instructed always to give any child who enters the store to make a purchase either a lollipop, balloon or similar gift. In order to get a special mailing list for kiddie records, he asked persons signing the mailing list to specify if they had children. Because of the kiddie trade he does, he recently bought a large lot of 7-inch albums at a bargain. He also bought up stocks of defunct 7-inch kidisks, which he packaged at 10 in an album for \$2.69. He already has sold 1,700 of the albums.

Mdse. Cards

Skidell inaugurated a merchandise card for his steady patrons soon after the store opened. When a customer makes a purchase, he is given a card with 10 numbers on it. A similar card with the customer's name on it is placed in a file under the counter. Each time the customer buys a disk, the clerk takes the customer's card, plus the one out of the file, and stamps them simultaneously. When the card in the file shows 10 punches, the customer gets a 79-cent album free. Each week a merchandise card customer's name is drawn and presented with a \$10 merchandise certificate to encourage more card holders.

Because of a Chicago ordinance prohibiting the use of loud-speakers for sidewalk promotion, local retailers can't get the sidewalk play they'd like. Skidell overcame that ordinance by installing a loud-speaker in the bottom of his air-conditioning duct which throws the music to the sidewalk passerby. He tries to use only hit disks on the player, or novelty ideas, such as *Let a Smile Be Your Umbrella* when it's raining and *White Christmas* during the summer heat.

Skidell also finds that he can hypo needle sales a great deal by getting out huge buttons, bearing the inscription, "Have you changed your needle lately?" These buttons on three salespeople invariably boost needle sales 50 per cent. The clerks wear the buttons about every two months. In order to get word around that the new record store had opened, Skidell went to the publisher of the community newspaper with the idea that he do a record column weekly. The publisher grabbed up the idea and Skidell continued the writing assignment until several months ago, when the pressure of operating the store made it impossible. He believes that the column increased readership of his weekly ads, which appeared next to the review space.

Tyro Dick Levy
Gives It a Whirl

PHILADELPHIA, Feb. 4.—In spite of all the gloom permeating the adventures of a new band in these days, Dick Levy is determined to make the dare. And while the young guy wants to remain strictly on his own, his family connections will immediately focus special attention on his entrance in the c-k whirl.

Levy, an 88-er of the hot jazz school, is the son of I. D. (Ike) Levy, member of the board of the Columbia Broadcasting System (CBS) and former owner of WCAU here. His father, who has extensive holdings, is also owner of Columbia Records. The lad eschewed an executive's career, and after schooling with top-flight jazz pianists, is currently marking his time pounding the keys at the CR Club, exclusive and private after-hours spot. At the same time, he's formulating plans to build a big band of his own.



Double your money's worth...

MORPHEUS
and WILD
BILL HICCUP

2 great sides with

Spike Jones
and his City Slickers

RCA VICTOR

PERSONAL MANAGEMENT RALPH WONDERS, PRES
 ARENA STARS, INC.

**MUSICAL
 DEPRECIATION
 REVUE OF 1950**

Now appearing
 Great Northern Theater
 Chicago • Illinois

WATCH FOR OUR
 NEW ALBUM IN MARCH
 DESIGNED FOR DANCING

MUSIC CORPORATION OF AMERICA

**TUNE THIS STAR OF
RADIO INTO YOUR
RECORD PICTURE...**



LISTEN TO
JOHNNY DESMOND
on the
**DON McNEIL
BREAKFAST CLUB**
Every Morning
8 to 9 A.M.
ABC Network
C. S. T.

LISTEN TO
JOHNNY DESMOND
on the
RONSON SHOW
Wednesday Evening
8:25 to 8:30
ABC Network
C. S. T.

Hear
**Johnny
DESMOND**
"C'EST SI BON"

(It's So Good)

backed by - "IF YOU COULD CARE"

MGM NONBREAKABLE 10613

and

DON'T CRY, JOE
LAST MILE HOME
MGM 10518

RECORD PROMOTION
NEW YORK
MILTON KARLE
HOLLYWOOD
JERRY JOHNSON

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

The Billboard
MUSIC POPULARITY CHARTS

The Nation's Top Tunes

PART
I

Based on reports received last three days of Week Ending February 3

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS," is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week Last Week

1. **DEAR HEARTS AND GENTLE PEOPLE** 1
By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP)
Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, Vi78120-3596, (45)47-3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016; B. Pandis, Process 523.
Electrical transcription libraries: Kay Armen, Associated; Bob Crosby, Standard.
2. **CHATTANOOGIE SHOE SHINE BOY** 4
By Stone and Stapp
Published by Acuff-Rose (BMI)
Records available: Bradford & Romano, Vi78120-3685, (45)3205; B. Crosby-V. Schoen Ork, Dec 24863; T. Duncan, Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "T" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147; P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669.
(No information on electrical transcription libraries available as The Billboard goes to press.)
3. **RAG MOP** 6
By Wills and Anderson
Published by Hill & Range Songs (BMI)
Records available: Ames Brothers, Coral 60140; Bradford & Romano, Vi78120-3685, (45)47-3208; R. Flanagan Ork, Vi78130-0025, (45)54-0020; the Foggy River Boys, Dec 46214; D. Sautage, Regal 3251; J. Wills, Bullet 696; J. Dorsey, Col(78)38710, (33)1-499; The Starlighters-P. Weston Ork, Cap(78)844, (45)F-844; L. Hampton, Dec 24855; G. Daniels, 4 Star 1414; Pee Wee King, Vi78121-0167, (45)48-0179; J. James, 4 Star 1419.
(No information on electrical transcription libraries available as The Billboard goes to press.)
4. **OLD MASTER PAINTER, THE** 3
By Beasley Smith and Haven Gillespie
Published by Robbins (ASCAP)
Records available: P. Harris Ork, Vi7813608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Lauson, London 555; J. Paris, National 9094; F. Sinatra-The Modernaires, Col 38650; P. Lee-M. Torne, Cap 791; J. Livingston, Varsity 232.
Electrical transcription libraries: Bob Crosby, Standard; Eddy Howard, World.
5. **I CAN DREAM, CAN'T I!** 2
By Irving Kahn and Sammy Fain
Published by Chappell (ASCAP)
Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, Vi78120-3553, (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092; J. Livingston, Varsity 204.
Electrical transcription libraries: Tex Beneke, Thesaurus; Leth Stevens Ork, Standard.
6. **THERE'S NO TOMORROW** 5
By Hoffman, Corday and Carr
Published by Paxton (ASCAP)
Records available: A. Dale, Harmony 1078; T. Martin, Vi78120-3582, (45)47-3078; C. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636.
Electrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worthy; Bob Eberly, World.
7. **JOHNSON RAG** 7
By Hail, Kleinhauf and Lawrence
Published by Miller (ASCAP)
Records available: P. Bailey, Col(78)38673, (33)1-455; P. Bailey, Harmony 1088; J. Dorsey Ork, Col 38649; Holyman Quartet, Rondo 207; G. Moore, MGM 10589; R. Morgan Ork, Dec 25442 and Dec 24819; A. Ray Ork, Cap 57-735; J. Teter Trio, London 501; J. Teter Trio, Sharp 5 2; C. Thornhill Ork, Vi78120-3604, (45)47-3110.
Electrical transcription libraries: Dick Jurgens, Associated; Al Trace, Lang-Worthy; Claude Thornhill, Thesaurus; George Wright, Thesaurus.
8. **BIBBIDI-BOBBIDI-BOO** 9
By Mack David, Al Hoffman and Jerry Livingston
Published by Walt Disney (ASCAP)
From the Walt Disney film, "Cinderella"
Records available: Aristocats, Dec 24807; P. Como, Vi78120-3607, (45)47-3113; R. Robbins, Cap 57-778; J. Stafford, Cap 57-782; D. Shore, Col 38659; L. Welk, Mer 5347; Irene Woods, Bluebird 30-0019; B. Crosby-J. Conlon's Rhythmaires-V. Schoen Ork, Dec 24863; Jimmy Quante, MGM 30226.
Electrical transcription libraries: Lawrence Welk, Standard; the Satisfiers, Associated; Frankie Carle, Lang-Worthy.
9. **DREAMER'S HOLIDAY, A** 8
By Kim Gannon and Mabel Wayne
Published by Shapiro-Bernstein (ASCAP)
Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, Vi78120-3543, (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassef, Vocalion 55070; G. Olsen, Varsity 226; J. Livingston, Varsity 231.
Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World.
10. **I SAID MY PAJAMAS** 8
By Eddie Pola and George Wyle
Published by Leeds (ASCAP)
Records available: H. Babbitt-M. Tilton, Coral 60157; D. Day, Col(33)1-497, (78)38709; T. Martin-F. Warren-H. Rene Ork, Vi78120-3613, (45)47-3119; E. Merman-R. Bolger, Dec 24873; M. Whiting-F. DeVel Ork, Cap(78)841, (45)F-841.
(No information on electrical transcription libraries available as The Billboard goes to press.)

This week's

New Releases

... on RCA Victor

RELEASE 50-6

POPULAR

FREDDY MARTIN

Wilhelmina
(From the 20th Century-Fox film "Wabash Avenue")
Music! Music! Music! 20-3693—(47-3217)*

LISA KIRK AND DON CORNELL

Have You Ever Been Lonely?
(Have You Ever Been Blue?)
You Missed the Boat 20-3694—(47-3218)*

TONY MARTIN

Roulette
It's Easy for You To Say
20-3695—(47-3219)*

LISA KIRK AND FRAN WARREN

Dearie
Just a Girl That Men Forget
20-3696—(47-3220)*

HUGO WINTERHALTER

The Flying Dutchman
Count Every Star 20-3697—(47-3221)*

IRVING FIELDS' TRIO

The Third Man Theme
(From Carol Reed film production "The Third Man")
Poet and Peasant Rumbature
(Based on "The Poet and Peasant Overture")
20-3698—(47-3222)*

COUNTRY

HOMER AND JETHRO

I Said My Nightshirt (And Put On My Pray'rs)
Music! Music! Music! 21-0169—(48-0181)*

ERNIE LEE

Headin' Home (To Old Kentucky)
Second-Hand Heart 21-0170—(48-0182)*

RHYTHM

BIG JOHN GREER

Rocking Jenny Jones
I've Just Found Love 22-0066—(50-0051)*

NOTE: All records in this panel are listed alphabetically by song title.



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

7 . . . designates that record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sales charts. Obviously, sure things!

- \$** **7** **A Lovely Bunch of Coconuts**
Freddie Martin 20-3554—(47-3047)* **7**
- \$** **7** **It Isn't Fair**
Sammy Kaye 20-3609—(47-3115)* **7**
- \$** **7** **Bamboo**
Vaughn Monroe 20-3627—(47-3143)* **7**
- \$** **7** **Dear Hearts and Gentle People**
Dennis Day 20-3596—(47-3102)*
- \$** **7** **Bibbidi-Bobbidi-Boo**
Perry Como 20-3607—(47-3113)*
- \$** **7** **Dreamer's Holiday**
Perry Como 20-3543—(47-3036)* **7**
- \$** **7** **I Said My Pajamas**
Tony Martin-Fran Warren 20-3613—(47-3119)* **7**
- \$** **7** **Mommy and Daddy Broke My Heart**
Eddy Arnold 21-0146—(48-0150)*
- \$** **7** **Marta**
Tony Martin 20-3598—(47-3104)*
- \$** **7** **Old Master Painter**
Phil Harris 20-3608—(47-3114)* **7**
- \$** **7** **There's No Tomorrow**
Tony Martin 20-3582—(47-3078)* **7**



★ . . . 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 stocks consistent with demand.

- ★** **Please Believe Me**
★ **Did Anyone Ever Tell You, Mrs. Murphy?**
Perry Como . . . 20-3684—(47-3211)*
(“A pleasing ballad and a lively novelty with a twisteroo finish are done with a typical Como finesse and charm.” Billboard Possibility February 4th.)
- ★** **Rag Mop**
Ralph Flanagan
30-0025—(54-0020)*
(Number 4 The Retailers Pick. The Billboard February 4th.)
- ★** **My Lily and My Rose**
Sammy Kaye . . . 20-3609—(47-3115)*
(Number 3 The Operators Pick. The Billboard February 4th.)
- ★** **Rag Mop**
Pee Wee King 21-0167—(48-0179)*
(Number 1 The Country and Western Disk Jockeys Pick. The Billboard February 4th.)
- ★** **Take Me in Your Arms and Hold Me**
Eddy Arnold . . . 21-0146—(48-0150)*
(Number 4 in Country and Western Records Most Played by Folk Disk Jockeys. The Billboard February 4th.)
- ★** **Stampede**
Roy Rogers—Sons of the Pioneers
21-0154—(48-0161)*
(Number 6 in Country and Western Records Most Played by Folk Disk Jockeys. The Billboard February 4th.)

The stars who make the hits are on

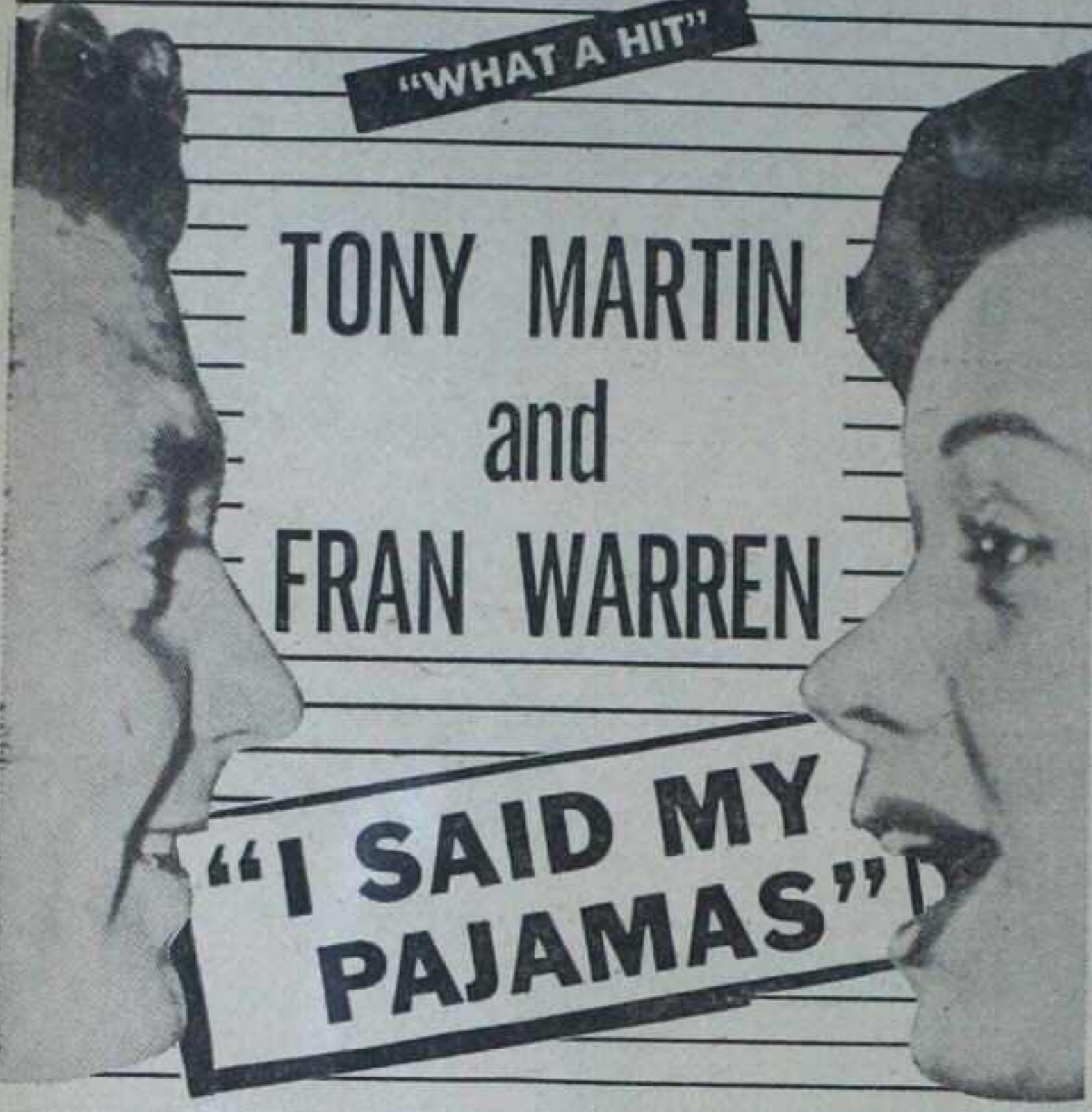
RCA VICTOR Records

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

JAN. FEB. MAR. *The Swings* APRIL MAY JUNE JULY AUG. SEPT. to OCT. NOV. DEC. "45"

*45 r.p.m. catalog numbers.

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



TONY MARTIN
 and
FRAN WARREN

"I SAID MY PAJAMAS"

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

The Billboard
 MUSIC POPULARITY CHARTS
 PART II
Sheet Music
 Based on reports received last three days of Week Ending February 3

BEST-SELLING SHEET MUSIC

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


POSITION	Weeks to date	Last Week	This Week	Song	Publisher
9	1	1	1	DEAR HEART AND GENTLE PEOPLE (R)	E. H. Morris
10	2	2	2	OLD MASTER PAINTER, THE (R)	Robbins
17	3	3	3	DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
3	8	4	4	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
6	4	5	5	BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney
18	6	6	6	I CAN DREAM, CAN'T I? (R)	Chappell
8	7	7	7	THERE'S NO TOMORROW (R)	Paxton
2	9	8	8	I SAID MY PAJAMAS (R)	Leeds
11	11	9	9	JOHNSON RAG (R)	Miller
9	5	10	10	I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell
2	10	11	11	RAG MOP (R)	Hill & Range
1	—	12	12	MUSIC! MUSIC! MUSIC! (R)	Cromwell
5	14	13	13	CHARLEY MY BOY (R)	Bodine
18	12	14	14	DON'T CRY, JOE (R)	Harms, Inc.
1	—	15	15	DADDY'S LITTLE GIRL (R)	Beacon

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	English	American
10	1	1	1	HARRY LIME THEME	Chappell
4	6	2	2	DEAR HEARTS AND GENTLE PEOPLE	Morris
10	1	3	3	HOP SCOTCH POLKA	Leeds
15	3	4	4	YOU'RE BREAKING MY HEART	Chappell
10	5	5	5	I'LL STRING ALONG WITH YOU	Feldman
3	12	6	6	JEALOUS HEART	E. H. Morris
16	6	7	7	ROSE IN A GARDEN OF WEEDS	Box & Cox
35	4	8	8	FOREVER AND EVER	Francis Day
3	13	9	9	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox
3	9	10	10	MULE TRAIN	Chappell
7	10	11	11	WHY IS IT?	Cinephonic
11	10	12	12	OUR LOVE STORY	Unit
22	8	13	13	CONFIDENTIALLY	Chappell
3	17	14	14	DOWN IN THE GLEN	L. Wright
23	13	15	15	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly
9	15	16	16	IS IT TOO LATE	Kassner
19	17	16	16	WEDDING SAMBA	Leeds
8	—	18	18	KISS IN YOUR EYES	Bosworth
—	—	19	19	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century
2	—	20	20	SCOTTISH SAMBA	*
19	20	20	20	SHAWL OF GALWAY GREY	Connelly

*Publisher not available as The Billboard goes to press.

MY LILY and MY ROSE



SAMMY KAYE'S

LATEST HIT

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

SUBSCRIPTION ORDER FORM

The Billboard
 2160 Patterson St.
 Cincinnati 22, Ohio

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

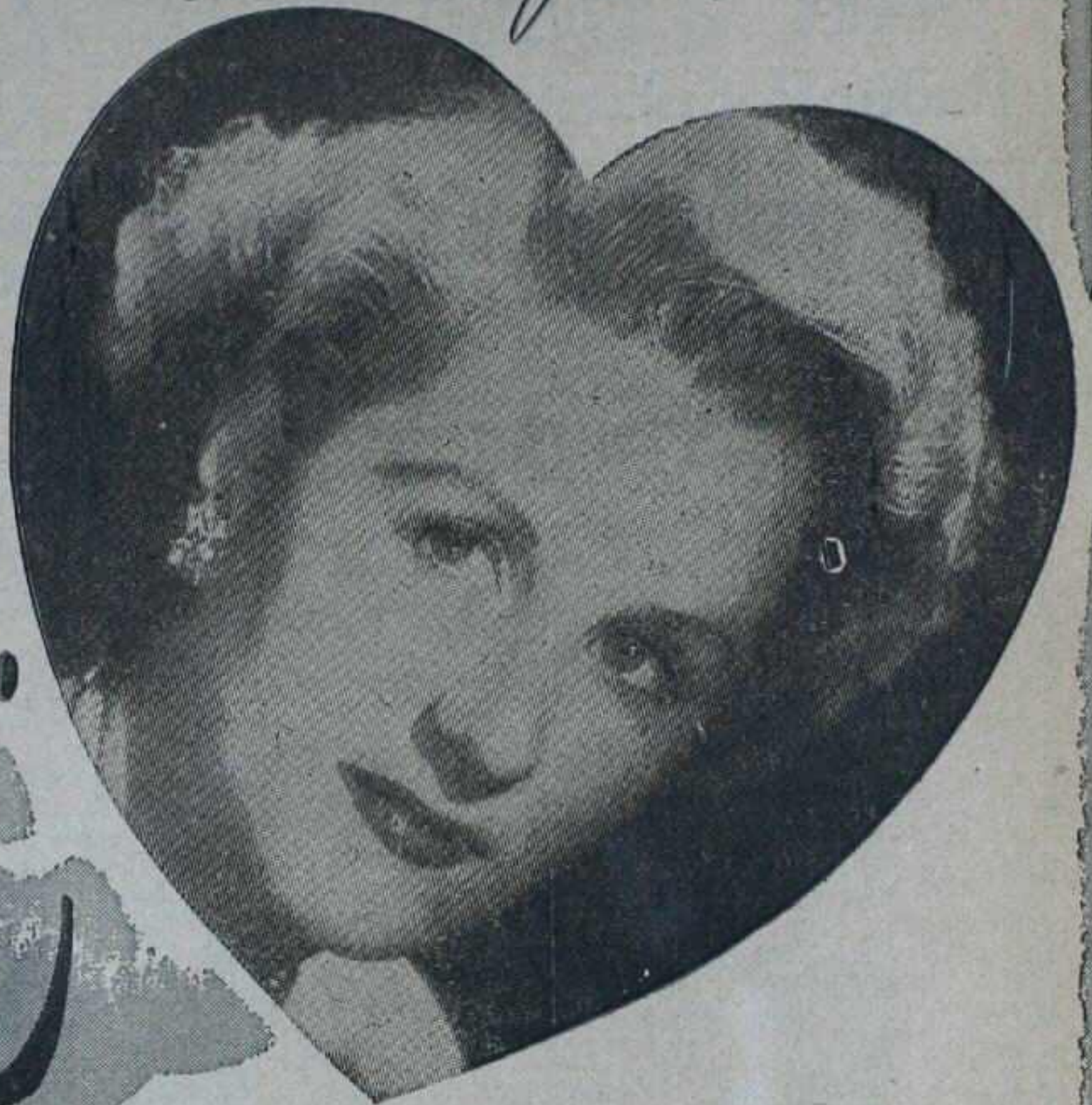
Name \$10 enclosed
 Address Bill me
 City Zone State
 Profession or business



The song that was written on One Wonderful Note!

MARGARET WHITING

sings her sweet, sensitive, sensational interpretation of...



Be Mine

with the Jud Conlon Singers and Frank DeVol and His Orchestra

on 78 rpm No. 841 • on 45 rpm No. F841

FIRST WITH THE HITS FROM HOLLYWOOD



RAY ANTHONY

and HIS ORCHESTRA

Acclaimed America's Top Dance Band!

★ 'Sitting By the Window' and 'Dixie' 78 rpm 794—45 rpm F794

★ 'Bamboo' and 'Count Every Star' 78 rpm 859—45 rpm F859

★ 'I'll See You In My Dreams' and 'My Baby Is Blue' 78 rpm 819—45 rpm F819

★ 'A Dreamer's Holiday' and 'Bye Bye Baby' 78 rpm No. 761

WRITE OR WIRE YOUR CAPITOL DISTRIBUTOR TODAY!

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending February 3



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throught the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
4	2	1	RAG MOP	Ames Brothers	Coral 60140—BMI
18	1	2	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork	Dec 24705—ASCAP
4	5	3	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
11	6	4	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078—ASCAP
2	9	5	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen Ork	Dec 24863—BMI
10	7	6	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby	Dec 24798—ASCAP
13	10	7	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; (LP)1-368—ASCAP
1	—	7	CRY OF THE WILD GOOSE, THE	F. Laine	Mercury 5363—ASCAP
1	—	9	RAG MOP	R. Flanagan Ork	V(78)30-0025; (45)54-0020—BMI
4	3	10	I SAID MY PAJAMAS	H. Rene Ork-T. Martin-F. Warren	V(78)20-3613; (45)47-3119—ASCAP
2	26	11	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604
3	4	12	BAMBOO	V. Monroes	V(78)20-3627; (45)47-3143—ASCAP
3	18	13	JOHNSON RAG	J. Dorsey Ork	Col 38649—ASCAP
9	8	14	OLD MASTER PAINTER, THE	R. Hayes-M. Miller Ork	Mercury 5342—ASCAP
5	15	15	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344
6	13	16	OLD MASTER PAINTER, THE	P. Harris Ork	V(78)20-3608; (45)47-3114—ASCAP
13	12	17	I CAN DREAM, CAN'T I?	T. Arden-H. Winterhalter	Col(78)38612; (LP)1-377—ASCAP
2	18	18	IT ISN'T FAIR	S. Kaye Ork	V(78)20-3609; (45)47-3115—ASCAP
1	—	19	RAG MOP	J. L. Wills	Bullet 696—BMI
12	23	20	I CAN DREAM, CAN'T I?	T. Beneke Ork	V(78)20-3553; (45)47-3046—ASCAP
21	15	20	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
2	—	22	BIBBIDI-BOBBIDI-BOO	I. Woods	Bluebird 30-0019—ASCAP
18	11	23	DREAMER'S HOLIDAY	A. P. Como	V(78)20-3543; (45)47-3036—ASCAP
1	—	23	BIBBIDI-BOBBIDI-BOO	P. Como	V(78)20-3607; (45)47-3113—ASCAP
1	—	25	BIBBIDI-BOBBIDI-BOO	D. Shore	Col 38659—ASCAP
6	17	26	OLD MASTER PAINTER, THE	P. Lee and M. Torme	Cap 791—ASCAP
4	—	27	BLUES STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107—BMI
8	22	28	OLD MASTER PAINTER, THE	D. Haymes	Dec 24801—ASCAP
3	—	29	DEAR HEARTS AND GENTLE PEOPLE	R. Flanagan	Bluebird 30-0016—ASCAP
2	21	30	JOHNSON RAG	R. Morgan	Dec 25442—ASCAP
2	24	30	JOHNSON RAG	C. Thornhill Ork	V(78)20-3604; (45)47-3110—ASCAP

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, January 27, 8 a.m. and ending Friday, February 3, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's A.C.I. by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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

Songs	Publisher	Tot. P
All the Bees Are Buzzin' Around My Honey (R)	Santly-Joy—ASCAP	62
Bibbidi-Bobbidi-Boo (F) (R)	Walt Disney—ASCAP	129
Big Movie Show in the Sky (M) (R)	Chappell—ASCAP	59
Bye, Bye, Baby (M) (R)	J. J. Robbins & Sons	151
Copper Canyon (F) (R)	Famous	71
Daddy's Little Girl	Beacon	65
Dear Hearts and Gentle People	E. H. Morris	183
Dream Is a Wish Your Heart Makes (F) (R)	Walt Disney	75
Dreamer's Holiday (R)	Shapiro-Bernstein	91
Enjoy Yourself (R)	E. H. Morris	81
Festival of Roses (R)	Witmark	59
Happy Times (F) (R)	Harms, Inc.	93
Have I Told You Lately That I Love You? (R)	Duchess	138
I Can Dream, Can't I? (R)	Chappell—ASCAP	98
I Gotta Have My Baby Back	Peer, Int.	61
I Wanna Go Home With You	Paxton	52
I've Got a Lovely Bunch of Coconuts	Cornell	107
Johnson Rag	Miller	73
Marta (R)	Marks	84
Old Master Painter, The	Robbins	187
Out of a Clear Blue Sky	Dreyer	51
River Seine	Remick	61
Sitting by the Window	Shapiro-Bernstein	110
Sorry (R)	Spitzer	60
Stay Well (M) (R)	Chappell	102
There's No Tomorrow (R)	Paxton	188
Way Back Home	Bregman-Vocco-Conn	65
You Missed the Boat	Advanced	71
You're Always There	Bregman-Vocco-Conn	58
You're Wonderful (F)	Paramount	54

(RH) SYSTEM

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Kimber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points per commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

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

Week of January 27 to February 2

Songs	Publisher	Tot. P
All the Bees Are Buzzin' Around My Honey	Santly-Joy	62
Bibbidi-Bobbidi-Boo (F)	Walt Disney	129
Big Movie Show in the Sky (M)	Chappell	59
Bye, Bye, Baby (M)	J. J. Robbins & Sons	151
Copper Canyon (F)	Famous	71
Daddy's Little Girl	Beacon	65
Dear Hearts and Gentle People	E. H. Morris	183
Dream Is a Wish Your Heart Makes, A (F)	Walt Disney	75
Dreamer's Holiday, A	Shapiro-Bernstein	91
Enjoy Yourself	E. H. Morris	81
Festival of Roses	Witmark	59
Happy Times (F)	Harms, Inc.	93
Have I Told You Lately That I Love You?	Duchess	138
I Can Dream, Can't I?	Chappell	98
I Gotta Have My Baby Back	Peer, Int.	61
I Wanna Go Home With You	Paxton	52
I've Got a Lovely Bunch of Coconuts	Cornell	107
Johnson Rag	Miller	73
Marta	Marks	84
Old Master Painter, The	Robbins	187
Out of a Clear Blue Sky	Dreyer	51
River Seine	Remick	61
Sitting by the Window	Shapiro-Bernstein	110
Sorry	Spitzer	60
Stay Well (M)	Chappell	102
There's No Tomorrow	Paxton	188
Way Back Home	Bregman-Vocco-Conn	65
You Missed the Boat	Advanced	71
You're Always There	Bregman-Vocco-Conn	58
You're Wonderful (F)	Paramount	54

Vox Jox

PHILLY PHADDLE . . . George Skinner, who has his spinning televised each afternoon via WPTZ, uses a new gimmick that makes light patterns to look at while the records play. . . Special ceremonies staged by Eliot Wexler, local distributor for the London label in giving Bosh Pritchard (WDAS) the first spin on Eddie Heywood's first waxing of Trees on the label, particularly since the keyboard artist is appearing in town at Orsatti's. . . Born Horn, who conducts his own spin sessions on WIP and WPEN, gets the call to handle the commercial copy on the Adams Clothes Midnight Bandwagon on WIP. . . RCA Victor becomes a participating sponsor in the TV disk jockey show of George Skinner on WPTZ, adding a "mystery voice" contest for the studio audience, with the one making the recognition getting a record album. The commercial appeal is for the 45 r.p.m. record player. . . Bon Bon (WDAS) was one of the guests of honor at the Fellowship Christmas Party staged at the Vaux Junior High School. . . Eddie Newman (WPEN), president of the Philadelphia Disk Jockeys' Association, was among those playing Santa Claus for the kids at the Alexander-Wilson Public School and in the children's ward at the Mercy-Douglass Hospital. . . Ed Barsky, local MGM Records distributor, hosted the town's deejays in behalf of Billy Eckstine, who was making a personal appearance in town at The Click. . . WPEN adds a girl disk jockey to the spinning staff in Toni Spaulding, who gets a Sunday slot from 11 p.m. to 1 a.m.

HAWAIIAN NOTE . . . Harly Hutchinson, KHBC, Hilo, forwards a sheet of statistics about a large deejay audience and potential record market in the islands that isn't being properly tapped because he and other spinners get poor service from the diskeries. Good service would enable "dealers, diskeries and us to earn more \$ from this practically untapped market," he writes. "Maybe you can help—if so, mahalo nui (thank you)—otherwise we'll be a kamaki (dead duck).

STRICTLY FROM DIXIE . . . Stan Burns, WTTT, Miami Beach, Fla., is now doing a midnight to 2 a.m. show from the Empire Room of the Delmonico Hotel. . . Dick Terfler's Downbeat Club show, WHAN, Charleston, S. C., leads off the all-day parade of jocks in the town who take listener requests only upon donation of \$1 to the March of Dimes fund. . . Claude Taylor, WJHP, Jacksonville, Fla., is back at the turntables after spending his entire vacation in the hospital. . . Bill Elliott, WNOE, New Orleans, is acting as emcee for the two-beat sessions at the local Parisian Room. . . Larry Blair, WTJS, Jackson, Tenn., celebrated his third anniversary behind the mike on the Rhythmatinee show. . . Bill Wood, WCRK, Morristown, Tenn., reports getting terrific reaction to Tokio Boogie, a Japanese disk sung by Kasagi Shizuko, Japan's leading movie star. . . Martin A. Culpepper, WGAI, Elizabeth City, N. C., reports that his station is now on the air full time. Culpepper handles an hour-and-a-half stint across the board every evening.

SWITCHES . . . Tom Dunn has ankled from production supervisor at WCYB, Bristol, Va., to program director at WINT, Augusta, Ga. . . Bert Mulligan goes from WARD, Johnstown, Pa., to WKBS, Oyster Bay, L. I. . . Frank Soden moves from WXGI, Richmond, Va., to WJEL, Hagerstown, Md., and Harrol Brauer from WXGI to WVEC, Hampton, Va., as commercial manager. . . Jerry Grove quits WIP, Philadelphia, to go to WHAT, same city. . . Bob Bush, music director of KXIC, Iowa City, switches to a managerial position with the West Music Store in that city. . . Herb Olsen, program director at KXIC, will now double as music director. . . Wade Boggs is back to his home base, WLBB, Carrollton, Ga.

FOLK FARE . . . Peanut Faircloth, who plays pop disks but emcees in the style of a hill-billy deejay at WNEK, Macon, Ga., puts forward the claim that he's the smallest spinner extant. He informs us that he's four feet, seven inches tall and weighs 78 pounds. He's 22, married and the father of a girl born Christmas Day, 1949. . . Ted Booth, WGIG, Brunswick, Ga., has taken over the Western Hit Parade, daily afternoon ainer. . . Terry Saint has added Georgia Hayride, one-hour country seg, to his chores at WIBB, Macon, Ga. . . Slim Carter, MGM recording star, does an across-the-board afternoon disk show at WARK, Akron, O., plus a live show evenings.

CONNECTICUTTINGS . . . In Hartford recently for personal appearance at the State Theater, Gene Krupa was hosted at a birthday party by James F. Smith, sales promotion chief of Stern & Company, area Columbia Records distributors; Elliott Miller, WHTI disk jockey, and others at the WHTI studios. . . Jim Pansullo and John Brubaker, WCCC, Hartford, disk jockeys, have been (Continued on page 26)

Here's Another *SMOKE SMOKE SMOKE* HIT!



Remember
SMOKE SMOKE SMOKE
and the Sure Fire Hit
it was for OPERATORS—
DEALERS and
DISK JOCKEYS
and **NOW**
it's . . .

*With Men Who Know Tobacco Best
It's Women Two To One*

backed by
Three Little Girls Dressed in Blue
Capitol No. 40276
(45 rpm F 40276)

TEX WILLIAMS

Orchestra
and Trio...
Smokey Rogers &
Deuce Spriggins



UNIVERSAL PICTURES
N.B.C. NETWORK
KNBH-TV, Hollywood

Press Representative: THOMPSON-McDONALD

Personal Management: **CLIFF CARLING** 6223 Selma Ave., Hollywood

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending February 3

PART IV



BEST-SELLING POP SINGLES

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

POSITION

Weeks | Last | This
to date | Week | Week

5	3	1.	RAG MOP	Ames Brothers	..Coral 60140—BMI
			Sentimental Me		
4	5	2.	CHATTANOOGIE SHOE	R. Foley	..Dec 48205—BMI
			SHINE BOY		
			Sugarfoot Rag		
14	2	3.	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; ..(45)47-3078—BMI
			Thousand Violins, A		
21	1	4.	I CAN DREAM, CAN'T I?	Andrews Sisters-G.	
			Wedding of Lili	Jenkins Ork	..Dec 24705—ASCAP
			Marlene, The		
10	4	5.	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	..Dec 24798—ASCAP
			Mule Train		
2	11	6.	MUSIC, MUSIC, MUSIC	T. Brewer	..London 604
			Copenhagen		
11	10	7.	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col(78)38605; ..(LP)1-368—ASCAP
			Speak a Word of Love		
3	15	8.	I SAID MY PAJAMAS	T. Martin-H. René	V(78)20-3613; ..(45)47-3119—ASCAP
			Have I Told You Lately		
			That I Love You?		
19	6	9.	JOHNSON RAG	J. Teter Trio	..London 501—ASCAP
			Back of the Yards		
10	8	9.	OLD MASTER PAINTER, THE	D. Haymes	..Dec 24801—ASCAP
			Why Was I Born?		
1	—	11.	CRY OF THE WILD	F. Laine	Mercury 5303—ASCAP
			GOOSE, THE		
			Black Lace		
22	7	12.	SLIPPING AROUND	J. Wakely-M. Whiting	..Cap 57-40224—BMI
			Wedding Bells		
1	—	13.	RAG MOP	L. Hampton Ork	..Dec 24855—BMI
			For You My Love		
4	21	14.	JOHNSON RAG	J. Dorsey	..Col 38649—ASCAP
			Charley My Boy		
6	26	15.	OLD MASTER PAINTER, THE	P. Harris Ork	V(78)20-3608; ..(45)47-3114—ASCAP
			St. James Infirmary		
5	17	16.	BLUES STAY AWAY FROM ME	O. Bradley Quintet	..Coral 60107—BMI
			Fairy Tales		
17	9	17.	DREAMER'S HOLIDAY	A. P. Como	V(78)20-3543; ..(45)47-3036—ASCAP
			Meadows of Heaven, The		
9	12	18.	OLD MASTER PAINTER, THE	R. Hayes-M. Miller Ork	Mercury 5342—ASCAP
			Open Door—Open Arms		
4	13	18.	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	..Mercury 5344
			Oklahoma Blues		
3	16	20.	BAMBOO	V. Mairroe Ork	V(78)20-3627; ..(45)47-3143—ASCAP
			Little Golden Cross, A		
16	14	21.	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554; ..(45)47-3047—ASCAP
			Bluebird On Your Windowsill		
4	25	22.	JOHNSON RAG	R. Morgan	..Dec 25442—ASCAP
			China Doll		
1	—	22.	IT ISN'T FAIR	S. Kaye Ork	V(78)20-3609; ..(45)47-3115—ASCAP
			My Lily and My Rose		
6	19	24.	BIBBIDI-BOBBIDI-BOO	J. Stafford-G. MacRae	..Cap 57-782—ASCAP
			Echoes		
2	26	25.	DADDY'S LITTLE GIRL	D. Todd	..Rainbow 80080
			Who'll Be the Next One To Cry Over You?		
2	24	26.	CHATTANOOGIE SHOE	Bing Crosby-V. Schoen	Ork..Dec 24863—BMI
			SHINE BOY		
			Bibbidi-Bobbidi-Boo		
4	30	27.	ENJOY YOURSELF	G. Lombardo Ork	..Dec 24825
			Rain Or Shine		
4	19	27.	WEDDING SAMBA	Edmundo Ros Ork	..London 499—BMI
			Too Much Tempo in My Rumba Beat		
6	22	29.	OLD MASTER PAINTER, THE	F. Sinatra-The Modernaires	..Col 38650—ASCAP
			Lost in the Stars		
2	—	29.	BIBBIDI-BOBBIDI-BOO	P. Como	V(78)20-3607; ..(45)47-3113—ASCAP
			Dream Is a Wish Your Heart Makes, A		

CHILDREN'S RECORDS

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

POSITION

Weeks | Last | This
to date | Week | Week

18	6	1.	BOZO AND THE BIRDS (Two Records)		
			P. Colvig-B. May Ork	..Cap DBX-3033	
87	2	2.	LITTLE TOOT (One Record)		
			Don Wilson-The Starlighters	..Cap(78)DAS-80; (45)CASF-3001	
87	3	3.	BOZO AT THE CIRCUS (Two Records)		
			Alan Livingston-Vance "Pinto" Colvig	..Cap BBX-34, DBX-114	
18	1	4.	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)		
			M. Blanc-B. May Ork	..Cap DBX-3032	
24	4	5.	BUGS BUNNY IN STORYLAND (Two Records)		
			Mel Blanc-A. Livingston	..Cap DBX-3021	
7	5	6.	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)		
			Bob Smith-H. René Ork	..V(78)Y-397; (45)WY-297	
43	8	7.	BAMBI (One Record)		
			S. Temple-Chorus, P. Smith, Director	..V Y-395	
27	10	8.	THREE LITTLE PIGS (Two Records)		
			W. Disney-Don Wilson	..Cap DBX-3013	
14	9	9.	RUDOLPH, THE RED-NOSED REINDEER (One Record)		
			G. Aury	..Col(78)38610; (LP)1-375	
25	13	9.	LITTLE ENGINE THAT COULD (Two Records)		
			P. Wing	..V Y-341	
2	—	9.	LORE OF THE WEST (Two Records)		
			R. Rogers-Gabby Hayes-Lore of the West Singers and Ork	..V Y-394	
53	—	12.	LITTLE ORLEY-UNCLE LUMPY (Two Records)		
			Fred Waring and Pennsylvanians	..Dec CUS-7	
15	12	13.	DUMBO (Three Records)		
			Shirley Temple	..V Y-382	
34	—	13.	PECOS BILL (Three Records)		
			Roy Rogers-Sons of the Pioneers	..V Y-375	
17	—	15.	BOZO'S JUNGLE JINGLES (One Record)		
			P. Colvig-B. May Ork	..Cap DAS-3011	

CLASSICAL SINGLES

223	1	1.	Clair de Lune		
			Jose Iturbi	..V(78)11-8851; (45)49-0176	
169	1	2.	Jalousie		
			Boston Pops Ork, Arthur Fiedler, conductor	..V 12160	
9	5	3.	Sleigh Ride		
			Boston Pops Ork, Arthur Fiedler, conductor	..V 10-1484	
210	1	4.	Chopin's Polonaise		
			Jose Iturbi	..V(78)11-8848; (45)49-0134	
37	4	5.	Bachianas Brasileiras		
			B. Sayao	..Col 71760-D	
162	5	5.	Warsaw Concerto		
			Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist	..V(78)11-8863; (45)49-0252	

CLASSICAL ALBUMS

6	1	1.	I Can Hear It Now, Vol. II (Five Records)		
			Edward R. Murrow, narrator; F. W. Friendly	..Col(78)MM-881; (LP)ML-4261	
2	3	2.	Renata Tibaldi (One Record)		
			R. Tibaldi	..London (LP) LLP 142	
8	—	2.	Hamlet: Excerpts—Music by William Walton (Three Records)		
			L. Olivier-Philharmonic Ork, M. Mathieson, director	..V DM-1273	
11	1	4.	Beethoven Symphony No. Three in E Flat Major, Op. 55 (One Record)		
			The Philharmonic Symphony Ork of New York, B. Walter, conductor	..Col(78)MM 858; (LP) ML 4228	
2	—	4.	Chopin: Les Sylphides (Three Records)		
			Boston Pops Ork, Arthur Fiedler, conductor	..V M 1119	

POP ALBUMS

39	1	1.	SOUTH PACIFIC (Seven Records)		
			Mary Martin-Ezio Pinza	..Col(78)MM-850; (LP)ML-4180	
16	3	2.	THAT MIDNIGHT KISS (Three Records)		
			Mario Lanza-RCA Victor Ork	..V DM-1330	
23	2	3.	JOLSON SINGS AGAIN (Four Records)		
			A. Jolson	..Dec(78)716; (LP)DLP 5006	
2	8	4.	GENTLEMEN PREFER BLONDES (Seven Records)		
			Original Broadway Cast	..Col(78)MM-895; (LP)ML-4290	
3	5	5.	DIXIE BY DORSEY (One Record)		
			J. Dorsey Ork	..Col(78)C-196; (45)CL-6095	
48	4	6.	KISS ME, KATE (Six Records)		
			A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	..Col(78)C-200; (LP)ML-4140	
1	—	7.	SONGS BY BILLY ECKSTINE (Three Records)		
			Billy Eckstine	..MGM 48	
1	—	8.	STUDENT PRINCE (Four Records)		
			A. Goodman	..V(78)K-8; (45)WK-8	
28	7	9.	DICK CONTINO (Four Records)		
			Dick Contino, Accordion	..Magnolia MA-501	
125	—	10.	GLENN MILLER (Four Records)		
			Glenn Miller	..V P-148	

Dealer Doings

CHATTER . . . Weinberg Music Store, Lexington, Va., is now sponsoring two disk jockey shows and reports a successful window display during dance week-ends in the college town by using records and sheet music of the two local schools, VMI and Washington and Lee. The shop is also contributing all change from record sales to the March of Dimes. . . Shirley Nelson, manager of the G. & M. Jewelers' record departments, reports that a business hype results from keeping a list of good standard selections on the counter and suggesting needles to each disk buyer. . . Bradford Radio Service, Columbia, S. C., claims to have found an ideal way of unloading "dog disks" that won't move off the shelves. The shop wrapped and sealed 25 "dead" records in a box and displayed the packages in the window at a sale price of \$3.95. The boxes were divided into three categories, pops, blues and hillbilly. In addition to selling out all of the old stock, Bradford reports increased new disk business from the extra traffic in the store.

PERSONAL APPEARANCE . . . The Fry Store, Chicago, turned over loads of Johnny Desmond's MGM disks thru the promotion of a personal appearance by the singer, who is also featured on the American Broadcasting Company (ABC) network show, *Breakfast Club*. Crowded drawers used were spot announcements on local stations and scores of Desmond photos displayed thruout the store. Desmond also guested on the Fair's radio program, *Fair Teen Club*. Over 80 teen-agers were turned away from the disk-audiotaping session.

NEW DIRECTORS . . . New officers were elected by the board of directors of the Streep Music Company, Kansas City, Mo. Elected president was John M. Routh, replacing Byron W. Streep, who will remain active in the firm. Routh has been with the company since 1945. The vice-president is Dale W. Jones; Charles W. Hess Jr. is secretary, and Dale E. Streep remains as treasurer.

SINGLE KIDISKS . . . A good thought selling children's records comes from Dean's, Hyannis, Mass. "We sell a lot of albums the year-round but feel singles for kids are worth plugging. We do a good job on pushing out single plastics for kids. It brings parents into the store regularly and they like standard-sized disks. We don't sell six-inch records at all, since they don't work on the average family-type record changer—so why bother? It's just as easy to sell a good 79 or 98-cent plastic."

BUY BY COLOR . . . According to Brown's Record Shop, Providence, RCA Victor's system of coloring the 45 r.p.m. doughnut disks in different shades for various types of music has had an effect on the little disks issued by other companies. "If companies other than RCA Victor are going to press 45's, I believe it would be a good idea if they would use Victor's color code for the various types of music. I've seen popular record buyers pass by the new Tempo 45's on red plastic because they thought they were classics. Western buyers have been passing up the Capitol 45 Western because they were on black plastic and not green—like the Victor Westerns."

SIX BASIC TYPES . . . Of great interest to all music-record dealers and their clerks should be the booklet issued by the National Association of Music Merchants (NAMM) titled "Six Types of Retail Music Customers and How To Sell Them." Available only to NAMM members, copies can be obtained for 30 cents each from NAMM headquarters. According to the book, the six types are the silent and sometimes surly type, the sociable and friendly type, the slow and cautious type, the swift and impetuous type, the stalling or vacillating type, and the superior or domineering type.

LEO THE LION ACTIVE . . . MGM record dealers in two major cities are cashing in on radio promotions sponsored or conducted by their local MGM distributors. In Chicago dealers are being supplied with permanent counter displays which feature the tunes being played on the 15 quarter-hour disk shows being sponsored by the distributor. The programs also keep a series of listener participation gimmicks going all the time. In Detroit five of the record dealers are tied in with a special contest on the Billy Eckstine album. With a local deejay running a "most popular record in the album" contest, the dealers have set up special Eckstine window displays.

VOX JOX

(Continued from page 24)

acting as a "duet disk jockey team" on a number of disk shows, including *1290 Club* and *Million Dollar Bandstand*, daily WCCC features. . . From Warren, RCA Victor recording star, in Hartford for a State Theater week-end personal appearance booking.

A message to everyone in any way connected with the record business,
from the President of the Radio Corporation of America . . .
the world's original disc-record makers, and the
only company making both records and phonographs

Facts About Records

78 rpm



45 rpm



33 1/3 rpm



IT'S time someone cleared up the confusion in the record business by laying all the facts on the table. Why are there now three different record speeds being sold? And where do we go from here?

Fact 1 Fifty years ago, the Victor Talking Machine Company experimented with the first disc records. They used spring-driven motors which just happened to have a speed of 78 revolutions per minute. So it will be seen that the original 78-rpm speed was the result of circumstance, not research.

The perfecting of the disc-type record was the big sensation then. Nobody questioned whether 78 revolutions per minute was the best speed. It was simply accepted as the international standard speed.

Fact 2 Victor was the first to put the world's great artists and great music on records. For many years Victor was the only company doing this. Today it is still true that far more big names record for RCA Victor than for anyone else. RCA Victor's catalog is the most extensive in the world.

RCA Victor intends to utilize their full resources to maintain this leadership.

Fact 3 RCA Victor was the first to make long-playing records. Our long-playing experiments began in 1916. In 1931 RCA Victor put "33 1/3" long-playing records on the market. They were "shellac" records—today's high-tone-quality Vinylite was not then available. We discontinued them because we were not satisfied that they answered the demand for a better record.

Fact 4 Before World War II, RCA Victor developed microgroove records. This idea makes possible both "45's" and long-play records. Why, then, did we not use the microgroove idea to make long-play records? Because we believed that the microgroove, with new materials and a new kind of record-player, should be the basis for an entirely new system of recorded music—superior to any other system!

Fact 5 RCA Victor engineers proved, by

careful testing, that 45 rpm was the most efficient speed for microgroove records playing up to 5 minutes. We decided on a 5-minute record because it would handle over 90% of the musical selections people buy.

We wanted non-breakable records, small enough to store easily.

We wanted a foolproof, low-cost record changer. We wanted records and changer designed together, to work together. The "45" system was the answer.

Fact 6 Toscanini, Koussevitzky, Rubinstein, Heifetz, Horowitz, and many other great music authorities listened to "45" and pronounced it the finest of all recorded music.

Fact 7 RCA Victor's "45's" give far better reproduction than any "78's" . . . we have met no person competent to judge who disagrees!

Fact 8 RCA Victor's "45" system was developed 10 years ago. The war delayed its introduction.

Fact 9 More than 90% of all selections bought can be recorded completely on single records. Therefore, they should be recorded on single, separate records—so that people can make up their own programs, and not have it done for them. "45" gives this freedom.

Fact 10 Less than 10% of the music America buys is long enough to warrant long-play recordings. (And note that, when such music is recorded on "78" or "45," the "breaks" occur where the composer himself intended a pause.)

Fact 11 "45's" and "33 1/3's" complement each other. "45's" are for all music. "33 1/3's" are for the less-than-10% of music that may be preferred on long-play records.

Fact 12 Music lovers who now own "33 1/3" turntables have asked RCA Victor to make long-play records . . . drawing on our catalog of great artists and great music. So we will soon produce improved long-playing records. RCA Victor will not release any "33 1/3" records that are not up to our high standard of fidelity, clarity, and freedom from distortion and from surface noise.

In Brief...

As the leader in the field of recording, we believe it is RCA Victor's responsibility to make better products for everyone's greater satisfaction. That is why we introduced the RCA Victor "45" system. "45" is clearly a great advance in recorded music. Eventually, it will almost completely replace the 50-year-old 78-rpm system. That is inevitable.

America has accepted "45" with high enthusiasm—proving far better than words the superiority of "45" over the old system. RCA Victor's plants, and the plants of competitors, are taxed to capacity producing "45's." Already 10 other record companies are making or have announced they will make "45's" early in 1950.

RCA Victor will continue to make 78-rpm records as long as there is a reasonable demand for them. But as sales of "45's" grow, the sales of 78-rpm records are bound to decline until they are replaced almost entirely by "45's."

Selections on RCA Victor "33 1/3" records will ALL be on "45's," too, for those who don't want to buy a long-playing attachment.

Our plants are working around the clock to fill orders for "45's." Because of this, releases of RCA Victor "33 1/3" long-playing records will be slower than we or you would like. Be assured we are doing our utmost to bring you long-playing records by as many RCA Victor world-famous artists as possible, as quickly as possible.

Laurem Folsom
President
Radio Corporation of America

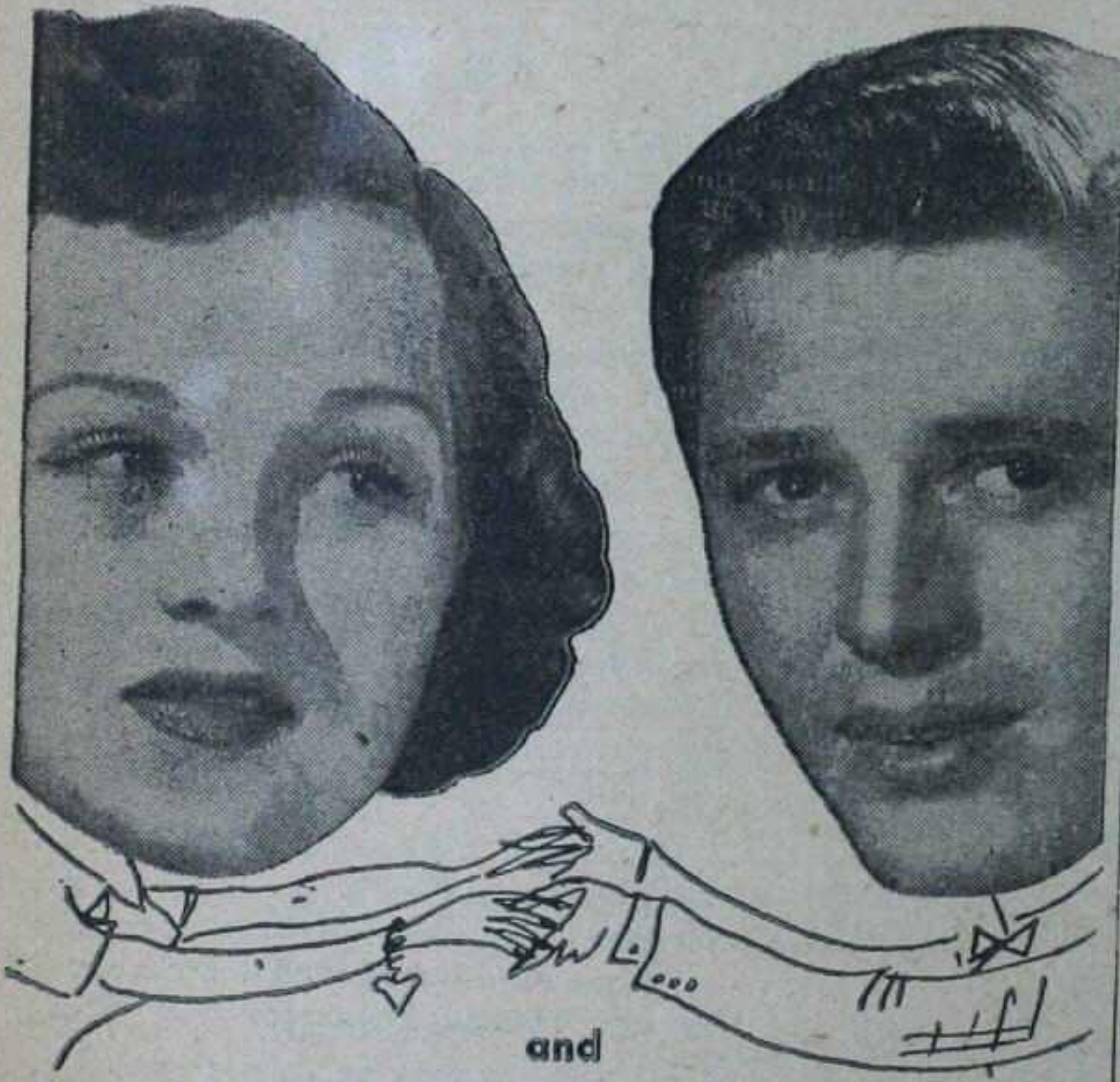
FREE BOOKLET FOR YOUR CUSTOMERS

The message above has been expanded into a booklet, directed to record and phonograph buyers. You can help sales by ridding your customers' minds of any confusion. Give a copy to everyone who comes in. Order "Facts About Records" from your distributor.

RCA VICTOR 
DIVISION
RADIO CORPORATION OF AMERICA

Jo Stafford and Gordon MacRae

"DEARIE"



and

**"Monday, Tuesday, Wednesday
(I LOVE YOU)"**

78 rpm No. 858—45 rpm No. F858

Other Stafford-MacRae Hits:

	78 rpm	45 rpm
"Echoes" and "Bibbidi-Bobbidi-Boo"	No. 782	No. F782
"Wonderbar" and "I'll String Along with You"	No. 768	No. F768
"Whispering Hope"	No. 690	No. F690

FIRST WITH THE
HITS FROM HOLLYWOOD!



Write or Wire Your Distributor Today

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART
V

Based on reports received last three days of Week Ending February 3

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
3	3	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—DMI
11	2	2	2	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798—ASCAP
20	1	3	3	I CAN DREAM CAN'T I?	G. Jenkins Ork-Andrews Sisters	Dec 24750—ASCAP
4	7	4	4	RAG MOP	Ames Brothers	Coral 60140—BMI
13	4	5	5	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078—ASCAP
22	6	6	6	SLIPPING AROUND	J. Wakely and M. Whiting	Cap 57-40224—BMI
(Texas) Jim Robertson & Panhandle Punchers, V 21-0074 & 48-0071; D. Holly & His Southern Troubadors, Folk-Star 505; W. Carter, Macy's Recordings 100; T. Wallace, ABC-Eagle 148; E. Tubbs, Dec 46173; J. Dale, Vocalion 55022; F. Tillman, Col 20501)						
9	5	7	7	OLD MASTER PAINTER, THE	D. Haymes	Dec 24801—ASCAP
9	10	8	8	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col 38605—ASCAP
7	13	9	9	OLD MASTER PAINTER, THE	R. Hayes-M. Miller	Mercury 5342—ASCAP
3	15	10	10	QUICKSILVER	B. Crosby-Andrews Sisters	Dec 24827—ASCAP
(D. Day, Col(78)38630, (LP)1-407; E. Brill-R. Allen, V(78)21-0157, (45)48-0168)						
2	21	10	10	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen Ork	Dec 24863—BMI
1	—	12	12	BROKFN DOWN MERRY-GO-ROUND	M. Whiting-J. Wakely	Cap(78)800; (45)F800—BMI
(R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880)						
8	20	13	13	OLD MASTER PAINTER, THE	S. Lanson	London 555—ASCAP
2	21	13	13	RAG MOP	J. L. Wills	Bullet 696—BMI
5	9	15	15	JOHNSON RAG	R. Morgan	Dec 25442—ASCAP
2	24	15	15	RAG MOP	L. Hampton	Dec 24855—BMI
9	19	17	17	BIBBIDI-BOBBIDI-BOO	P. Como	V(78)20-3607; (45)47-3113—ASCAP
2	20	17	17	IT ISN'T FAIR	S. Kaye Ork	V(78)20-3609; (45)47-3115—ASCAP
(R. Dorey, Gold Medal GM 943; B. Harrington-3 Beaut & a Beep, Coral 60156)						
1	—	17	17	CRY OF THE WILD GOOSE, THE	F. Laine	Mercury 5363—ASCAP
(Tennessee Ernie, Cap(78)40280, (45)F-40280)						
13	10	20	20	MULE TRAIN	F. Laine-M. Miller Ork	Mercury 5345—ASCAP
(A. Smith, MGM 10577; J. Culpeper, Vocalion 55074; B. Crosby P. Botkin's String Band, Dec 24798; G. Autry, Col 20651; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; B. Ives, Col 38644; W. Herman-N. Cole, Cap 57-787; Maddox Bros & Rose, 4 Star 1399; M. McGuire-Harmony Rangers, Rich-R-Tone 456; G. MacRae, Cap 57-777; T. Ernie, Cap 57-40250; V. Monroe Ork, V 20-3600, The Syncopators, National 9093; B. Butler, Dec 46194; J. Curtis-The Prairie Sons, Dart 7001; D. Pandis, Process 523)						
18	8	21	21	DREAMER'S HOLIDAY, A	P. Como	V(78)20-3543; (45)47-3036—ASCAP
14	16	22	22	JOHNSON RAG	J. Teter Trio	London 501—ASCAP
5	13	22	22	JOHNSON RAG	J. Dorsey Ork	Col 38649—ASCAP
5	21	24	24	OLD MASTER PAINTER, THE	P. Harris Ork	V(78)20-3608; (45)47-3114—ASCAP
2	12	24	24	BAMBOO	V. Monroe Ork	V(78)20-3627; (45)47-3145—ASCAP
(R. Anthony, Cap 859)						
2	28	24	24	I SAID MY PAJAMAS	T. Martin and F. Warren-H. Rene Ork	V(78)20-3613; (45)47-3119—ASCAP
6	—	24	24	BLUES STAY AWAY FROM ME	O. Bradley Quintet	Coral 60107—BMI
(M. Travis-E. Kirk-T. Ernie, Cap 57-4025; Eddie Crosby, Dec 46180; Cousin Wilbur-Blondie Brooks, Bullet 691; Delmore Bros., King 803; S. Burke Ork, Dec-24832; Fat Man Robinson Quintet, Dec 48125)						
6	—	24	24	OLD MASTER PAINTER, THE	Frank Sinatra-The Modernaires	Col 38650—ASCAP
1	—	29	29	HAVE I TOLD YOU LATELY THAT I LOVE YOU?	B. Crosby-Andrews Sisters	Dec 24827—ASCAP
(R. Foley-J. Martin, Dec 46206; T. Martin-F. Warren-H. Rene Ork, V(78)20-3613, (45)47-3119)						
13	—	29	29	I'VE GOT A LOVELY BUNCH OF COCONUTS	F. Martin Ork	V(78)20-3554; (45)47-3047—ASCAP
(P. Scala, London 449; M. Danc, Cap 57-780; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553)						
2	—	29	29	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344

WARNING!

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

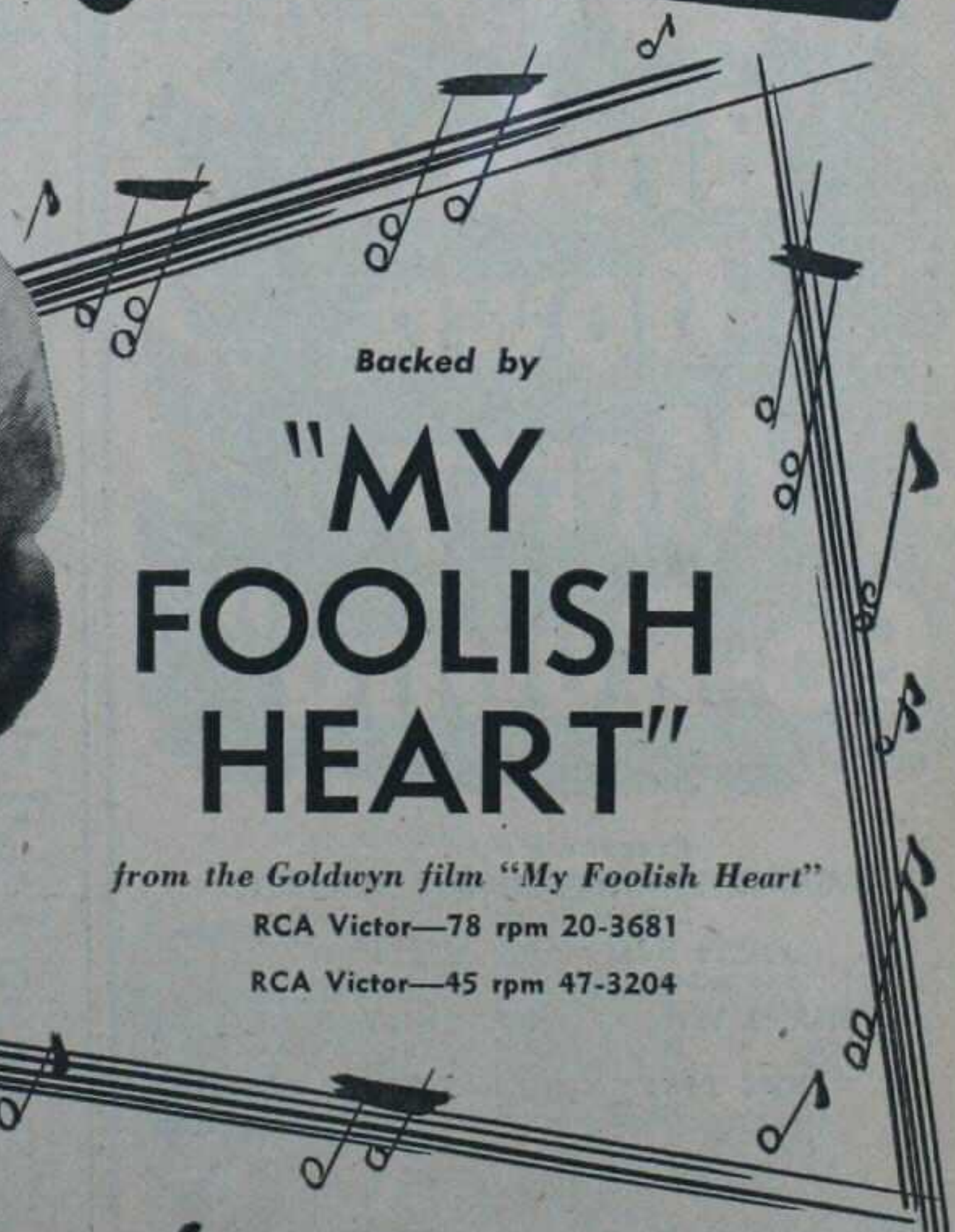
Sugar'n spice'n everything nice!

BOB MERRILL'S Latest . . .

"CANDY and CAKE"

Served on a platter by...

MINDY CARSON



Backed by

"MY FOOLISH HEART"

from the Goldwyn film "My Foolish Heart"

RCA Victor—78 rpm 20-3681

RCA Victor—45 rpm 47-3204



RCA VICTOR RECORDS



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

Based on reports received last three days of Week Ending February 3

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last This	to date Week Week	RECORD	Label
4	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Foley	Dec 46205—BMI
			Sugarfoot Rag	
23	2	2	SLIPPING AROUND... M. Whiting-J. Wakely	Cap 57-40224—BMI
			Wedding Bells	
7	3	3	TENNESSEE BORDER, NO. 2... E. Tubb-R. Foley	Dec 46200—BMI
			Don't Be Ashamed of Your Age	
22	7	4	BLUES, STAY AWAY FROM ME... Delmore Brothers	King 803—BMI
			Goin' Back to the Blue Ridge Mountains	
8	3	3	ANTICIPATION BLUES... Tennessee Ernie	Cap 57-40258
			Mule Train	
7	9	6	I LOVE YOU BECAUSE... L. Payne	Cap 57-40238—BMI
			Link in the Chain of Broken Heart, A	
3	8	6	MAMA AND DADDY BROKE MY HEART... E. Arnold	
			Take Me in Your Arms and Hold Me	VI78121-0146, (45)48-0150—BMI
1	—	6	BROKEN DOWN MERRY-GO-ROUND... M. Whiting and J. Wakely	
			Gods Were Angry With Me, The	Cap1781800, (45)F-800—BMI
4	—	9	TAKE ME IN YOUR ARMS AND HOLD ME... E. Arnold	
			Mama and Daddy Broke My Heart	VI78121-0146, (45)48-0150—BMI
12	4	10	MY BUCKET'S GOT A HOLE IN IT... H. Williams	MGM 10560—ASCAP
			I'm So Lonesome I Could Cry	

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Angels Must Have Cried Last Night T. Dowdy (Somebody's Been) Mer 6233	Rag Mop R. Hogged Trio (Rainbow Polka) Cap 40286
Anticipation Blues Wilburn Family (Give a) Four Star 1429	Rag Mop L. McAuliffe (Chattanooga Shoe) Col 20669
Bless Your Little Thumpin' Gizzard Smilin' E. Hill (Tears on) Dec 46212	Rainbow Polka R. Hogged Trio (Rag Mop) Cap 40286
Chattanooga Shoe Shine Boy E. McAuliffe (Rag Mop) Col 20669	Rocky Mountain Boogie J. Snow (I Just) Four Star 1422
Day They Laid Mary Away, The R. Acuff (It's All) Col 20664	Rosebuds and You Rambler T. Scott (Tennessee) Macy's 118
Dorabelle B. Gregory (Who-oo-oo) Lincoln 511	Second Hand Heart E. Lee (Headin' Home) (78)21-0170; (45)48-0152
Fool's Gold H. Blair-M. Morgan (Second Hand) Cormac 1091	Second Hand Romance H. Blair-M. Morgan (Fool's Gold) Cormac 1091
Give a Little Take a Little Wilburn Family (Anticipation Blues) Four Star 1429	She Tore Up My Picture L. Carrico (Too Many) Macy's 117
Handwriting on My Heart, The M. Roberts-Golden West Four (I'm Broken) Hart-V 16010	Somebody's Been Here T. Dowdy (Angels Must) Mer 6233
Headin' Home E. Lee (Second-Hand) VI(78)21-0170; (45)48-0182	Sweetheart, You Know I Love You So W. Pierce (Heebie Jeebie) Four Star 1357
Heebie Jeebie Blues W. Pierce (Sweetheart You) Four Star 1357	Tears on Her Bridal Bouquet Smilin' E. Hill (Here's Your) Dec 46213
I Almost Lost My Mind J. Mericho (Three Little) Four Star 1421	Tennessee Rambler T. Scott (Rosebuds and) Macy's 118
I Just Don't Like This Kind of Livin' J. Snow (Rocky Mountain) Four Star 1422	Three Little Girls-Dressed in Blue J. Mericho (I Almost) Four Star 1421
I Said My Nightshirt Homer & Jethro-J. Carter (Music Music!) VI(78)21-0169 (45)40 0181	Too Many Women and Too Much Beer L. Carrico (She Fore) Macy's 117
If the World Ends Tomorrow T. Sosebee (My Tears) Coral 44030	Wandering Blues Texas Slim (Don't Go) King 4334
I'll Be Going to Heaven Sometime L. Flatt-E. Scruggs (I'll Never) Mer 6230	'Way Over on the Hill The Frontiersmen (Three Little) Crystal 236
I'll Never Shed Another Tear L. Flatt-E. Scruggs (I'll Be) Mer 6230	(Without Your) Wedding Ring L. Rogers (Dumplings or) Cap(78)40284; (45)F-40284
I'm Broken Hearted M. Roberts-Golden West Four (Handwriting on) Hart-V in 16010	When They Played That Old Missouri Waltz Pee Wee King (Rag Mop) VI(78)21-0167; (45)4-0179
It's All Right Now R. Acuff (Day They) Col 20664	Who-oo-oo B. Gregory (Dorabelle) Lincoln 511
My Tears Are Still Falling for You T. Sosebee (If the) Coral 44030	Why Tell Your Troubles to Me? B. Gregory (Yodel Like) Lin-in 512
	Why Don't You Haul Off and Get Religious? Z. Turner (All Dressed) King 845

A SURE WINNER!

The Billboard
MUSIC POPULARITY CHARTS
PART VI

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.

1. BROKEN DOWN MERRY-GO-ROUND... Margaret Whiting & Jimmy Wakely... Capitol 800
 The team applies its well-blended talents to an engaging little ditty that's more pop in character than the folk fare they've been occupied with of late.

2. OPEN DOOR, OPEN ARMS... Jo Stafford, Starlighters, Paul Weston Ork... Capitol 824
 The thrush, vocal ennis and ork combine in a haunting, hushed sound that has the "Whispering"

THE DISK JOCKEYS PICK:

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

1. RAG MOP... J. L. Wills... Bullet 696
 2. BROKEN DOWN MERRY-GO-ROUND... Margaret Whiting-Jimmy Wakely... Capitol 800
 3. MARY ANN'S HEADY... Freda Lubke... Decca 44204

THE RETAILERS PICK:

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

1. IT ISN'T FAIR... Sammy Kaye... Victor 20-3609
 2. BROKEN DOWN MERRY-GO-ROUND... Margaret Whiting-Jimmy Wakely... Capitol 800
 3. THERE'S A LOVELY TAKE IN LOUISIANA... Gus Lambert... Decca 44204

THE OPERATORS PICK:

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

1. BROKEN DOWN MERRY-GO-ROUND... M. Whiting-J. Wakely... Capitol 800
 2. MARY ANN'S HEADY... Freda Lubke... Decca 44204

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear 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 Country & Western Disk Jockeys think tomorrow's hits will be:

1. STAMPEDE... Roy Rogers... Victor 21-0154
 2. BROKEN DOWN MERRY-GO-ROUND... Margaret Whiting-Jimmy Wakely... Capitol 800
 3. SUGARFOOT RAG... Red Foley... Decca 44204



Recorded by
MARGARET WHITING-JIMMY WAKELY
 Capitol Records
PATTI PAGE-REX ALLEN
 Mercury Records
EILEEN WILSON-DICK THOMAS
 Decca Records
JON AND SANDRA STEELE
 Coral Records
BOBBY LEE
 4 Star Records

Fred Stryker

FAIRWAY MUSIC CORP.
 6612 Sunset Blvd. Hollywood, Calif.

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending February 3

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
3	1	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Foley	Dec 46205—BMI
6	2	2	2	TAKE ME IN YOUR ARMS AND HOLD ME... E. Arnold	V(78)21-0146, (45)48-0150—BMI
5	3	3	3	TENNESSEE BORDER, NO. 2... E. Tubb & R. Foley	Dec 46200—BMI
15	—	4	4	BLUES, STAY AWAY FROM ME... Delmore Brothers	King 803—BMI
29	4	5	5	SLIPPING AROUND... J. Wakely & M. Whiting	Cap 57-40224—BMI
2	6	5	6	RAG MOP... J. Wills	Bullet 696—BMI
1	—	7	7	BROKEN DOWN MERRY-GO-ROUND... M. Whiting-J. Wakely	Cap(78)800, (45)F-800—BMI
2	—	8	8	BLUES, STAY AWAY FROM ME... D. Bradley Quintet	Coral 60107—BMI
1	—	8	8	CARELESS KISSES... R. Foley	Dec 46201—BMI
1	—	8	8	DON'T BE ASHAMED OF YOUR AGE... R. Foley & E. Tubb	Dec 46200
1	—	8	8	GOES WERE ANGRY WITH ME, THE... M. Whiting-J. Wakely	Cap(78)800, (45)F-800—BMI

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
4	1	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Foley	Dec 46205—BMI
10	2	2	2	I LOVE YOU BECAUSE... L. Payne	Cap 57-40238—BMI
10	5	3	3	ANTICIPATION BLUES... Tennessee Ernie	Cap 57-40258
3	3	4	4	RAG MOP... J. Wills	Bullet 696—BMI
10	7	5	5	SLIPPING AROUND... J. Wakely & M. Whiting	Cap 57-40224—BMI
5	4	6	6	TAKE ME IN YOUR ARMS AND HOLD ME... E. Arnold	V(78)21-0146, (45)48-0150
1	—	7	7	A-SLEEPING AT THE FOOT OF THE BED... "Little" Jimmy Dickens	Col(78)20644, (LP)2-441
8	5	8	8	BLUES, STAY AWAY FROM ME... Delmore Brothers	King 803—BMI
9	—	9	9	MULE TRAIN... Tennessee Ernie	Cap 57-40258—ASCAP
1	—	10	10	CRY OF THE WILD GOOSE, THE... Tennessee Ernie	Cap(78)40280, (45)F-40280—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Eddy Arnold (Victor) has increased his electrical transcription scope. In a deal set by Bill Ermeling, Chi rep for Monogram Radio Productions thru the Kastor Agency, Arnold is heard on a 15-minute seg five times a week in 36 Northern markets. This marks the first time that Arnold, who already has a large number of Southern outlets for another sponsor, has penetrated the Northern and Eastern outlets. He is heard in New England on the series for Robin Hood Flour. . . . Dee Stone (Liberty) now has his own string band and is working dances at the Piedmont Warehouse, Stoneville, N. C. . . . Uncle Joe Johnson has celebrated his second anniversary at WPAQ, Mount Airy, N. C., and is doing 18 hours per week.

Cousin Clem, d. j. comic at WAPO, Chattanooga, will be featured vocalist with William Moore and his Country Cousins, WBAC, Cleveland, Tenn. . . . Deacon Wayne and his XL Ranch Boys are now airing daily at WCOJ, Coatesville, Pa. In addition, Wayne has started a Saturday afternoon "Chester County Jamboree," on which the Carolina Mountain Boys, Cliff and Marshall Lytel, also are featured. . . . Harmonica Billy Russell, who often tours with Smiley Burnette, reports that he is touring the Hawaiian Islands with a group, which is playing many army bases. . . . The 101 Ranch Boys (Columbia) are being aired on a world network of 425 stations. They are working Sundays at Rocky Springs Ballroom, Lancaster, Pa. Rusty Harp has replaced George Long with the unit. . . . Jo Adams, wife of Charley, the Vanguard Music chief, Hollywood, presented him with a daughter, Jo Dean, December 31.

Joe Edison, manager of Jesse Rogers (Bluebird), is on a coast-to-coast tour, setting dates for Rogers. . . . Slim Swiger and his Dude Ranch Gang, featuring his wife, Ruthie, vocals and drums; Gene Maslinski, fiddle and bass, and Mickey DeSteffens, accordion and steel guitar, renewed for another 15 weeks at Ole's Dude Ranch, Philadelphia. Slim and Ruthie formerly were known as Babe and Brownie at WMMN, Fairmont, W. Va. . . . Blaine Smith (Dome) is doing p. a.'s in West Virginia. . . . Toby Stroud, WDAE, Tampa, reports that Brother Charlie (Mercury) has been in the hospital recently. . . . Slim Stuart and the Plainsmen, Eddie, Dick and Smudgie, WBMD, are now waxing for Iv Ballen's Twentieth Century label. . . . Charlie King and His Virginia Ramblers, who won the Ted Mack

(Continued on page 36)



ERNEST TUBB

Just Released

"I LOVE YOU BECAUSE"

on

DECCA RECORD NO. 46213



HANK WILLIAMS

Just Released

"I JUST DON'T LIKE THIS KIND OF LIVIN'"

coupled with

"MAY YOU NEVER BE ALONE"

(Written by Hank Williams—BMI)

on

MGM RECORD NO. 10609



CARL STORY

Just Released

"WHY DON'T YOU HAUL OFF AND GET RELIGION"

(Written by Claude Boone—BMI)

on

MERCURY RECORD NO. 6229



RED HOT ON THE BOXES

'BOOGIE BEAT RAG'

(Written by Billy Hardison and Randy Wood—BMI)

coupled with

"HONEST HEART"

(Written by George Toon-Randy Wood—BMI)

by

THE TENNESSEE DRIFTERS

on

DOT RECORD NO. 1001

WE DO NOT SELL RECORDS SHEET MUSIC AVAILABLE

Acuff-Rose
PUBLICATIONS

2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE



ORDER NOW From Your RECORD DISTRIBUTOR

ALADDIN

Smash! Smash! Smash!

Early 1950 HITS!!!

Amos Milburn
I'M JUST A FOOL IN LOVE Aladdin 3043

Charles Brown
TORMENTED Aladdin 3044

Lil Green
RUNNING AROUND IN CIRCLES Aladdin 3042

Sunny Parker
PRETTY BABY Aladdin 3033

Sally Martin & Her Singers of Joy
FOUR AND TWENTY ELDERS Aladdin 2014

Calvin Boze
SATISFIED • WORKING WITH MY BABY Aladdin 4008



SAVOY

"SHE'S THE TALK OF THE NATION"

THE NEW BLUES SENSATION

LITTLE ESTHER

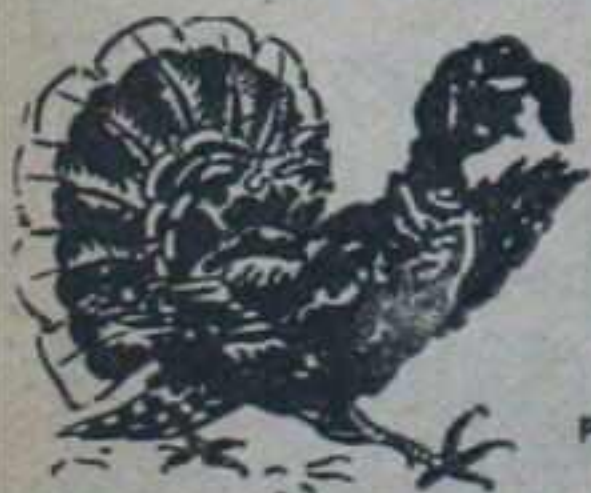
With JOHNNY OTIS' Orchestra and THE 4 ROBINS

"DOUBLE CROSSING BLUES"
SAVOY #731

IT'S THE DANCE OF THE NATION

THE NEW CALIFORNIA SENSATION!

"THE TURKEY HOP" SAVOY #732



PART 1 . . . VOCAL PART 2 . . . INSTRUMENTAL
JOHNNY OTIS' Orchestra & the 4 ROBINS

EXCLUSIVE DISTRIBUTOR TERRITORIES AVAILABLE

SAVOY RECORD CO., INC.

58 MARKET STREET

NEWARK 2, NEW JERSEY

The Billboard MUSIC POPULARITY CHARTS

PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending February 3

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION			Weeks Last This		to date Week Week	
14	1	1.	FOR YOU, MY LOVE	L. Darnell	Regal	3240
			Lost My Baby			
4	2	2.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM	10578
			If I Give You My Love			
2	4	3.	DOUBLE CROSSING BLUES	Little Esther and The Robins	Savoy	730
			Ain't Nothin' Shakin'			
19	5	4.	SATURDAY NIGHT FISH FRY	L. Jordan	Dec	24725—BM
			(Parts I and II)			
7	9	5.	BIG FINE GIRL	J. Witherspoon	Modern	20-721
			No Rollin' Blues			
2	8	6.	RAG MOP	Doc Sausage	Regal	3251—BM
			You Got Me Cryin'			
5	5	7.	I QUIT MY PRETTY MAMA	Ivory Joe Hunter	King	4326—BM
			It's You, Just You			
2	7	8.	RAG MOP	L. Hampton Ork	Dec	24855—BM
			For You, My Love			
6	10	9.	NO ROLLIN' BLUES	J. Witherspoon	Modern	20-721
			Big Fine Girl			
9	15	9.	GUESS WHO?	Ivory Joe Hunter	King	4306—BM
			Landlord Blues			
4	—	11.	AFTER HOUR SESSION	J. Cullry	Atlantic	808
			Rumboogie Jive			
13	3	12.	I'LL GET ALONG SOMEHOW	L. Darnell	Regal	3236
			(Parts I and II)			
1	—	13.	CONFUSED	L. Johnson	King	4336—BM
			Blues, Stay Away From Me			
17	—	14.	NUMBERS BOOGIE	Sugar Chile Robinson	Cap	57-79037—BM
			After School Blues			
9	—	15.	HOMESICK BLUES	C. Brown	Aladdin	3039
			Let's Have a Ball			

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION			Weeks Last This		to date Week Week	
11	1	1.	FOR YOU, MY LOVE	L. Darnell	Regal	3240
6	2	2.	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM	10578—BM
2	5	3.	DOUBLE CROSSING BLUES	Little Esther & The Robins	Savoy	730
2	12	4.	RAG MOP	L. Hampton Ork	Dec	24855—BM
3	—	5.	SCHOOL DAYS	L. Jordan	Dec	24815
12	4	6.	I'LL GET ALONG SOMEHOW	L. Darnell	Regal	3236
			(Parts I and II)			
5	5	7.	I QUIT MY PRETTY MAMA	Ivory Joe Hunter	King	4326—BM
3	—	8.	LITTLE SCHOOL GIRL	Smokey Hogg	Modern	20-704
1	—	8.	LOST MY BABY	L. Darnell	Regal	3240
19	8	10.	SATURDAY NIGHT FISH FRY	L. Jordan	Dec	24725—BM
			(Parts I and II)			
1	—	10.	RAINING IN MY HEART	Peppermint Harris	Sittin	In 643
4	—	12.	HOMESICK BLUES	C. Brown	Aladdin	3039
1	—	12.	RAG MOP	Doc Sausage	Regal	3251—BM
1	—	14.	COUNTRY BOY	D. Bartholomew	De Luxe	3223—ASCAP
1	—	15.	HUCKLE UP, BABY	J. L. Hooker	Sensation	26

ADVANCE RHYTHM & BLUES RECORD RELEASES

It Ain't Gonna Be That Way	Railroad Blues
G. Cruise and His Good Humor Six (Swallow Dollow) V178122-0065; (45)50-0050	J. Hill Louis (J'Jumpin' And) Col 30182
I've Been a Fool	Running Around in Circles
The Ravens (I Don't) National 9101	L. Green Ork (My Be-Bop) Aladdin 3042
Ja Da	She Walks Right In
Sister Slocum (Avalon) King 15026	Professor Longhair (Mardi Gras) Atlantic 897
Life Can Be a Hard Road To Travel	Someday
Mr. Google Eyes (Love Me) Col 30185	R. Brown (Why?) Atlantic 899
Lonely Boy Blues	Southern Menu
S. Turner (Until I) Mer 8161	S. McGhee (Drank Up) Atlantic 898
Love Me	Swallow Dollow
Mr. Google Eyes (Life Can) Col 30185	G. Cruise & His Good Humor Six (It Ain't) V178122-0065; (45)50-0050
Mardi Gras in New Orleans	Tell Me How Long the Train Been Gone
Professor Longhair (She Walks) Atlantic 897	A. Milburn and His Aladdin Chicken-Shockers
My Be-Bop Daddy	(I'm Just) Aladdin 3043
L. Green Ork (Running Around) Aladdin 3042	They Ain't Gonna Tell It Right
My Love Is True	S. Gibson (I Wish) Mer 8165
J. Earle (All Men) Atlantic 895	Until I Fell for You
New York, Chicago and Los Angeles	S. Turner (Lonely Boy) Mer 8161
D. Washington (I Only) Mer 8163	Why?

The Billboard

MUSIC POPULARITY CHARTS

PART VIII



Record Reviews

RATINGS
(100 Point
Maximum)

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

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

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

RATINGS			
OPERATOR	RETAILER	DISK JOCKEY	OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
-------------------------	------------------	--

POPULAR		
LOUIS PRIMA ORK Mercury 5361	Enjoy Yourself Philosophical calypso novelty is handled enthusiastically tho not completely successfully by Prima and thrush Keely Smith with the ensemble.	69--69--67--70
	I Ain't Gonna Take It Settin' Down Miss Smith and Prima try again with less potent material.	66--66--65--67
GEORGE TOWNE ORK (The Satisfiers) London 609	Dearie Pleasing conception of a charming chunk of sentiment which should become a biggie. This dinking will get its share of the action.	82--83--82--82
	Chattanooga Shoe Shine Boy Boogie novelty is done well enough but is hardly up to the powerhouse versions which preceded this one.	75--75--75--75
ART VAN DAMME QUINTET Capitol 827	Gypsy Rondo Chamber jazz treatment of a Haydn piece. Clean, reasonably imaginative, but not exciting or of wide appeal.	65--65--67--63
	I Want a Girl Staccato melody treatment against a boss figure makes for an interesting jazz version of the oldie.	70--73--70--67
RED NICHOLS Capitol 829	Battle Hymn of the Republic (1 & 2) The "Glory Hallelujah" melody is Dixified by Nichols and a corps of capable sidemen. First side is in the slow blues treatment, flip is in the two-beat march vein. Nichols' horn, a Teagardenesque tram and Rollini-ish bass sax will catch the fancy of two-beat collectors.	78--81--78--75
BILL SNYDER ORK Tower 1473	Bewitched A superlative instrumental recording of the fine "Pal Joey" ballad. Mood piano lead and color-rich, subdued ork support make this a sleeper possibility.	88--90--87--86
	Drifting Sands Flipside is a colorful cowboy-in-saddle ballad, with exotic overtones. Ralph Sterling warbles richly.	80--82--80--78
MICKEY DEE & SKINNER Command 5010	Put On an Old Pair of Shoes There's spirit and a load of that old-time feeling in duo's harmonizing, Van-Schenck style of a durable Billy Hill novelty ballad.	82--81--80--83
	Sleepy Time Gal More of the old vaude treatment on another standard.	72--71--70--75
ENOCH LIGHT ORK Lincoln 513	When You Know You're Not Forgotten Old-time waltz opens and closes with barbershop harmony. Lifting, compah orking and the gaslight warbling make a nostalgic item of a pretty tune.	72--72--70--74
	Under the Yum Yum Tree Another real old-fashioned presentation of a real oldie. Baroque charm could snare listeners.	78--78--78--78
JIMMY DORSEY ORK (Claire Hogan-Ken Martin) Columbia (33) 1-449	I'll Hold You Pleasant ballad, opens with Martin chorus, has ork double-time one, closes with Claire Hogan vocal.	70--70--70--70
	Lost in a Dream A quality ballad gets a straightforward engaging Ken Martin vocal, sympathetic Dorsey orking.	75--75--75--75
DOROTHY SHAY (George Wyle Ork) Columbia (33) 1-448	Diamonds Are a Girl's Best Friend A fine pop rendition of the "Gentlemen Prefer Blondes" show-stopper. Could step out despite musicomedie production character of ditty. It seems to have a growing charm.	80--80--80--80
	A Little Girl From Little Rock Pseudo-rural material, also from the Anita Loos show, makes a good vehicle for the "Park Avenue Hillbilly."	72--75--73--68
DICK CONTINO-HORACE HEIDT ORK Horace Heidt MS 1018	Malaguena Breakneck accordion exhibition stuff. Windy cadenzas of intro take up half the side before Contino really struts his stuff.	71--68--70--74
	Clarinet Polka Chugging, mechanical accordion-ork job lacks polka gaiety.	67--64--67--70
RALPH SIGWALD-HORACE HEIDT ORK Horace Heidt MS 1019	Dis Is Heaven to Me Tedious, stiff-necked concertizing by the Heidt bary in one of those stylized cotton-picking dialects.	57--57--61--53
	The Lonesome Road More of the same.	57--57--61--53
ADRIAN ROLLINI TRIO Mercury 5359	Oye Negra Popular Latin standard gets bright, relaxed guaracha treatment by the vibes man and his rhythm. Good cocktail lounge stuff.	68--68--67--70
	Jazz Me Blues Dancey cocktail rendition of the Dixieland standard, with some razz-ma-tazz chime bell rapping by the maestro.	63--62--63--66

(Continued on page 34)

HIT MAKERS!

The Great Mr. B



BILLY ECKSTINE

MY FOOLISH HEART
(We've Got A) SURE THING
M-G-M Non-Breakable 10623

SITTING BY THE WINDOW
LOST IN A DREAM
M-G-M Non-Breakable 10602

Startling
New Singing
Discovery



BILL FARRELL
IT ISN'T FAIR
BAMBOO
M-G-M Non-Breakable 10637



M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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

MARTIN BLOCK
Station WNEW Picks
"ZING-A ZING-A ZING
BOOM!" as the
"Best all around record
of the week."



EDMUNDO ROS

AND HIS ORCHESTRA

No. 625

75c plus tax

**ZING-A
ZING-A
ZING-A
BOOM!!**

London
RECORDS

Record Reviews

(Continued from page 33)

RATINGS		
OVER-ALL	DISK JOCKEY	RETAILER
		OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
VINCENT LOPEZ ORK (Ann Warren) Columbia (33) 1-450	In Santiago by the Sea Despite excellent orking, and chirping, side offers nothing to get excited about.	64--65--64--62
	Here Comes That Mood (Bob Houston) Fine warbler and band lost in a weak pop.	61--62--62--58
NELLIE LUTCHER Capitol 798	Little Sally Walker Rhythmic, spirited rendition of some flimsy jive material.	67--68--68--65
	Only You Up-tempo affair has a strong, taut beat, but little more.	64--62--66--64
FREDDY MILLER (Janet Parker-Rick Mardell) King 15031	I Can't Make You Innocuous ditty tries to make capital of its title, but nothing happens.	54--52--54--57
	Row, Row, Row Gull's self-conscious mugging doesn't help the catchy corn ditty get off the ground.	62--58--60--66
JOHNNY LONG ORK King 15035	Dixie Neat novelty, two-beat reading of the Southern anthem has infection and should grab off a chunk of change.	80--80--80--80
	Silver Dollar (Janet Brace) Another Long novelty everything-but-the-kitchen-sink arrangement of a cute ditty holds promise.	86--88--85--85
RICHARD HAYES-MITCHELL MILLER ORK Mercury 5362	My Foolish Heart Lovely flick title tune of much promise is done reasonably well by young Hayes with neat ork and choral assists.	77--78--76--76
	The Flying Dutchman Another dramatic pop saga surging with synthetic excitement is wrapped up in a walloping production for positive results. Hayes may have his follow-up to "Master Painter" here.	87--88--86--88
FRANKIE LAINE (Harry Geller Ork) Mercury 5363	The Cry of the Wild Goose Another Laine smash in the "Mule Train" groove. Has the same excitement and incorporates a superb lyrical idea.	91--93--90--90
	Black Lace Laine does his darndest to sell this rather exotic ballad.	80--80--80--80
DANNY CASSELLA-SKIP FARRELL Tower 1473	Mama Loves Papa Bright, bouncy revival of a happy ditty spots ork ensemble and Skip Farrell turning in some spots which remind of der Bingle.	80--80--78--81
	I've Had My Moments Rather uninteresting waxing of an ordinary ballad spots a fair Farrell vocal.	62--62--62--62
EDDIE "PIANO" MILLER Rainbow 90066	Fifi Rousing, spirited production built around an infectious bit of material. Sounds like another coin grabber for the fast-moving indie.	89--88--88--90
	Two Faced Heart Equally spirited side with a decided appeal for the tavern crowds and community sing conscious customers.	86--86--86--86
SEXTETTE FROM HUNGER Mac Gregor 1003	Yes Sir, That's My Baby The oldie is run down Dixieland style with Matt Dennis doing the vocal honors.	64--64--62--66
	Darktown Strutter's Ball More two-beat is put down in the groove with some intentional corn tossed in for laughs.	67--68--65--68
HORACE HEIDT Horace Heidt MS 1020	Night and Day Heidt trumpeter Al Hirt does a virtuoso multi-tempoed solo on the standard.	65--70--65--60
	Dance of the Vienna Woods Heidt's triple-tonguing trumpet triplets triple tongue their way thru a 4/4 adaptation of some familiar Johann Strauss.	63--66--62--62
ALEX PIERCE ORK Lida L 101	Don't Let the Word Get Around Pleasant waxing of a schmaltzy, albeit rather pedestrian ballad.	63--66--62--62
	One Moment's Madness Hackneyed lyric spoils an otherwise appealing exotic ballad which is well sung by Dick Stutz.	61--64--60--60
ALEX PIERCE ORK Linda L 102	Hand in Hand Neat production of a waltz of flimsy substance.	62--64--60--62
	Prospect Park Rather contrived piece dedicated to Brooklyn's pride is handled in okay fashion. Dick Stutz is an impressive singer.	53--55--50--55
JOHNNY DESMOND (Tony Mottola Ork) MGM 10613	C'Est Si Bon This is by far the best thing Desmond has done in a very long time. The light and airy ballad gets the deft production plus excellent Desma' chanting.	87--86--84--84
	If You Could Care Unexciting ballad gets a better than average rendition.	72--72--71--72
MARGARET PHELAN (Russ Case Ork) MGM 10614	Why Don't We Do This More Often? Currently being revived, the pre-war tune doesn't get much assistance from a thin Phelan voice.	71--71--72--70
	I Like a Man Around the House La Phelan does a much better job on a tune that's show or night club material.	71--72--70--70
CHUCK CABOT ORK Atomic 1004	In San Francisco Not much here except for the locals who'll like the landmark mentions.	60--60--60--60
	Wedding Waltz Ordinary waltz ballad, played in an ordinary way.	60--60--60--60
CHUCK CABOT ORK Atomic 1003	Ruth Sounds like something whipped up by writer-disk jockey Bill Anson for his little daughter. It doesn't quite make the grade.	57--57--57--57
	I Used To Call Her Baby So-called novelty about the feller's gal who up and married his rich father. Nothing worth much attention.	50--52--50--48

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
BING CROSBY- JUD CONLON'S RHYTHMAIRES- PERRY BOTKIN'S STRING BAND Decca 24833	Dear Hearts and Gentle People Side is an established smash. Originally coupled with "Mule Train," it has been re-matched in the interest of longevity and to boost flip side. Make Believe Bing Crosby-Carmen Cavallaro This side also appeared some months back, but was lost in the shuffle. Casual, breezy, and relaxed, it could pick up.	90--90--90--90 80--80--80--80
DICK HAYMES (Vic Schoen Ork) Decca 24829	Be the Good Lord Willing Slow-moving side falls after a chorus. Tune, a not unattractive lullaby, sags under too much production. Scarlet Ribbons This lullaby, a quality tune, emerges most attractively, with Haymes singing with clarity and feeling.	64--66--64--62 83--84--83--82
ANDREWS SISTERS (Lee Gordon Singers-Vic Schoen Ork) Decca 24822	Open Door—Open Arms Gals do an okay but not inspirational job with a good sentimental ballad. The Blossoms on the Bough Blossoms have brought top results to the Andrews in the past, and this one could do likewise. It's typical fare—sweet, plaintive, nostalgic.	77--77--77--77 86--86--86--86
CARMEN MIRANDA- ANDREWS SISTERS (Vic Schoen Ork) Decca 24841	The Wedding Samba A Jewish wedding melody in samba time emerges as one of the top current sides under the skilled Miranda-Andrews Sisters ministrations. I See, I See The combination does some more Yanqui doodling on a Latin novelty. Cute, but not of flip calibre.	90--90--90--90 74--75--74--73
PEGGY LEE Capitol 801	When You Speak With Your Eyes Lee and Dave Barbour teamed with Rene Touzet to write this benguine-styled ballad. Not enough, tho, in the disk to break for the top. My Small Senor Another Lee-Barbour original that conjurs up visions of a cute movie scene. Jocks should be giving this lots of spins. Same accent, but not the same potential as Lee's "Manana."	75--75--75--75 77--78--76--76
JAN GARBER ORK Capitol 804	Confidentially Plenty danceable is the Garber waxing with an Ernie Mathias vocal that suits the orking. Dinah Vocal on the oldie is handled in fashion of the immortal Dorsey "Marie." The dance beat is always there and the orking is typical Garber.	73--73--73--73 75--75--75--75
ROBERT CLARY Capitol 803	C'Est Si Bon Best possible description of Clary's voice is "Torme with an accent." Tune seems to be getting some action and Clary will come in for a share of it. Do It Again If the gals are still in the mood for Sinatra-type swooning, this boy could start it with this disk—even if phonetically sung lyrics make "struggling" sound like "stroogelling." Cute.	76--79--75--74 81--82--81--80
JO STAFFORD Capitol 824	Diamonds Are a Girl's Best Friend Show tune from "Gentlemen Prefer Blondes" gets a bright rendition from Miss Stafford. Open Door—Open Arms Stafford, The Starlighters and Paul Weston combine for a fine disk of a ballad with meaning and commercial potential. The vocalizing is no less than masterful.	83--85--85--80 88--89--87--88
GORDON JENKINS ORK Decca 24830	Don't Do Something to Someone Else Bright male vocal, handclapping, chorus, and jazzy orking on a rhythm novelty reminiscent of "How Come You Do Me Like You Do." My Foolish Heart This skilled, knowing production treatment of the intriguing flick ballad should score. Piano concerto Intro, "angel" music choir, and other Jenkins' handiwork make a real commercial side here.	74--74--73--75 88--88--88--88
GUY LOMBARDO (Kenny Gardner) Decca 24838	There's a Lovely Lake in Loveland Lilting Lombardo waltz rendition of the English successor to "Cruising Down the River." If tune breaks, side will do biz. The Wedding Samba A lively job of the samba click, but overshadowed by Decca's own Miranda-Andrews hit version.	80--80--80--80 76--75--76--78
FRED WARING & HIS PENNSYLVANIANS Decca 24835	Come Dance With Me A very catchy waltz ditty gets the usual tasty Waring choir and ork production. More market appeal than the usual Waring disk. There's No One Here But Me This one's more on the arty side—fine choral work and feeling, but a bit esthetic.	77--77--78--76 68--68--70--66
THE HONEY- DREAMERS Bluebird 30-0022	Sweetheart Semicolon New group debuts auspiciously for Bluebird with a cute-as-a-button vocal job. Ingenious, fetching musical "punctuation" by Charley Gream makes the side. Hey-Ho Virginia Reel Special pop material fashioned out of square dance source material. Would seem better for floor rendition.	81--82--81--80 67--70--67--65
CLYDE McCOY ORK Mercury 5354	The Canasta Song A quite obvious effort to cash in on the current card table rage has a bit more buoyance than most similar items. Sister Kate McCoy's wah-wah trumpet and an old-timey sound may attract some attention to this revival of an old Dixieland favorite.	69--70--68--68 79--80--78--78
EDMUNDO ROS ORK London 623	Zing Zing Boom The "Wedding Samba" man has himself another gay, attractive Latin item in this etching which reminds strongly of "Tico Tico" in portions. 'Tis Only a Matter of Mind Over Matter Calypso rumba effort has neither the vitality nor the infection of the topside's tune.	86--87--85--86 69--70--68--68

(Continued on page 97)

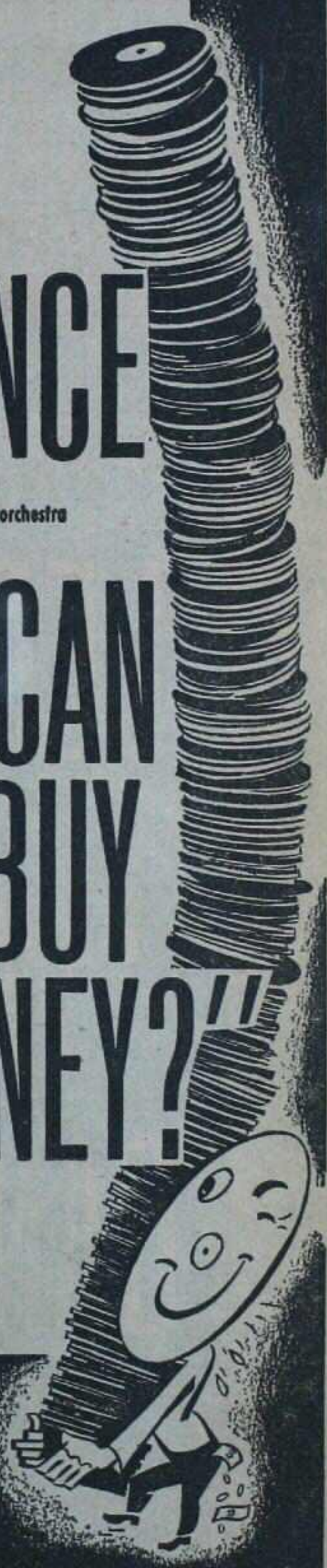
THE PUBLIC WILL BUY...

LEE LAWRENCE

Singing
with Stanley Black and his orchestra

"HOW CAN YOU BUY KILLARNEY?"

No. 375
75c plus tax



LONDON

RECORDS



THE RECORD THAT KNOWS WHERE IT'S GOING!

LEO FULD

SINGS

"WHERE CAN I GO?"

(WOHIN SOLL ICH GEHN)

with the Wardour Singers and orchestra conducted by Bruce Campbell

No. 488

75c plus tax

LONDON RECORDS

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

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.

- THE CRY OF THE WILD GOOSE**.....Tennessee Ernie.....Capitol 40280
Frankie Laine's setting the pace on this exciting tune, but this country treatment of the lyrical gem has its own unique charm, which should earn for it a following in pop as well as country markets.
- ZING, ZING, ZING BOOM**.....Edmundo Ros Ork.....London 625
"The Wedding Samba" man has another resounding Latin-styled item here. Tune smacks somewhat of "Tico Tico" and has loads of spirit and infection.
- DADDY'S LITTLE GIRL**.....Eddy Howard Ork.....Mercury 5371
Howard—the master of sentiment and schmaltz—lays it on smooth and teary as he, his trio and a sub-toned clarinet fashion a winning rendition of a tune which seems to be catching on.
- BEYOND THE SUNSET**.....Jo Stafford and Gordon MacRae.....Capitol 869
The perfect sequel to "Whispering Hope" is this homey, lightly religious close-harmonized effort.
- THAT'S A-PLENTY**.....Phil Harris Ork.....Victor 20-3692
The old two-beat favorite sounds bright, fresh and happy as Harris breathes new life into it. The spirited performance teamed with the Dixieland renaissance could win the loot for this one.

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. CRY OF THE WILD GOOSE.....Tennessee Ernie.....Capitol 40280
- 2. BLACK LACE.....Frankie Laine.....Mercury 5363
- 3. CANDY AND CAKE.....Mindy Carson.....Victor 20-3681
- 4. THE FLYING DUTCHMAN.....Richard Hayes.....Mercury 5362
- 5. RAG MOP.....Lionel Hampton Ork.....Decca 24855
- 6. RAG MOP.....The Starlighters.....Capitol 844
- 7. FAREWELL AMANDA.....Ralph Flanagan Ork.....Victor 30-0024

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. BLACK LACE.....Frankie Laine.....Mercury 5363
- 2. RAG MOP.....Ralph Flanagan Ork.....Victor 30-0025
- 3. MY FOOLISH HEART.....Gordon Jenkins Ork.....Decca 24830
- 4. IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE.....Dinah Shore.....Columbia 38689
- 5. IT WAS SO GOOD WHILE IT LASTED.....King Cole.....Capitol 818
- 6. 110 ST. AND FIFTH AVE.....Nora Morales Ork.....MGM 10616
- 7. THE THIRD MAN THEME.....Guy Lombardo.....Decca 24839

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. MUSIC! MUSIC! MUSIC!.....Teresa Brewer.....London 604
- 2. KISS ME.....Vic Damone.....Mercury 5350
- 3. YOU'RE ALWAYS THERE.....Evelyn Knight-Gordon Jenkins Ork.....Decca 24843
- 4. BRIGHT EYES.....Primo Scala Ork.....London 550
- 5. SHENANIGANS.....Art Mooney.....MGM 10564
- 6. RAG MOP.....Ralph Flanagan Ork.....Victor 30-0025

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

- 1. UNFAITHFUL ONE.....Ernest Tubb.....Decca 46213
- 2. WITH MEN WHO KNOW TOBACCO BEST.....Tex Williams.....Capitol 40276
- 3. I JUST DON'T LIKE THIS KIND OF LIVIN'.....Hank Williams.....MGM 10609
- 4. BROKEN DOWN MERRY-GO-ROUND.....Margaret Whiting-Jimmy Wakely.....Capitol 800
- 5. THE GODS WERE ANGRY WITH ME.....Margaret Whiting-Jimmy Wakely.....Capitol 800
- 6. QUICKSILVER.....Rosalie Allen-Elton Britt.....Victor 21-0157

FOLK TALENT AND TUNES

(Continued from page 31)

"Amateur Hour" in Washington recently, have made sides for Villa records recently.

Herald Goodman, hurt in an auto accident in Dallas three weeks ago, is recuperating at home. He is continuing to book thru his new Dallas office. He put the **Callahan Brothers** (Columbia) on a Texas theater tour. . . . **Wanda Saylor**, once with WWVA, Wheeling, W. Va., has joined WTIK, Durham, N. C., where she will do a d. j. and live show. . . . **Don Gibson** (Mercury) and the **Sons of the Soil**, WOHs, Shelby, N. C., have moved their Saturday night seg to the local Rogers Theater because crowds overflowed the studio. . . . **Smiley Burnette** (Capitol) will guest on the NBC seg of "The Grand Ole Opry" February 4. Because of the success of his recent Times Square, New York promotion, Burnette will work similar promotions in Nashville February 4 and in other cities. Capitol, Burnette's comic book publishers and a beverage firm are co-operating.

Mickey Howington, formerly at WMOX, Meridan, Miss., has joined Bob Hilton's **Blue Ridge Boys** at WVOK, Birmingham. . . . **Reggie Ward** reports that **Clyde Baum** and his **Bayou Boys**, new unit at KWKH, Shreveport, La., soon will sign a Capitol recording pact with **Lee Gillette**. . . . Songwriter **Hal Blair** is waxing for **Cormac**. . . . **Jack Derrick** soon will record for ABC, where he'll do novelties.

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

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information



ADVANCE RECORD RELEASES

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

POPULAR

- After I've Called You Sweetheart
B. Williams-B. Haggart Ork (Sweet Talkin') Dec 60146
- All the Bees Are Buzzin' 'Round My Honey
J. Hutton-S. Burke Ork (For You) Dec 24856
- Arm in Arm
P. Scala Ork-The Keynotes (He Played) London 537
- Ask Her While You're Dancing
L. Noble Ork (Oh, Mabel!) Coral 60149
- Baby, Baby
T. Schwartz (Madness) Essex 704
- Basin Street Blues
E. (Satchmo) Fitzgerald-S. Oliver Ork (I'm Waitin') Dec 24868
- Bewitched
D. Day (Imagination) Col 38698
- Bewitched
B. Snyder (Drifting Sands) Tower 1473
- Beyond the Sunset
J. Stafford-G. MacRae (Near Me) Cap 868
- Brooklyn Boogie
J. Prima Ork (Robin Hood) Varsity 240
- Brown Boy
A. Sears-The Sparrows (Shake Hands) Coral 65023
- Bye, Bye Baby
C. Channing-J. McCauley (It's Delightful) Col 4604-M
- Cafe Mozart Waltz
G. Lombardo (Third Man) Dec 24839
- Chattanooga Shoe Shine Boy
P. Harris (That's a) V 20-3692
- Chattanooga Shoe Shine Boy
F. Sinatra (God's Country) Col 38708
- Count Every Star
H. Winterhalter Ork (Flying Dutchman) V(78)-20-3697; (45)47-3221
- Daddy's Little Girl
E. Howard (Rag Mop) Mer 5371
- Darktown Strutter's Ball
H. Carmichael-M. Matlock's All Stars (That's a) Dec 24871
- Darktown Strutter's Ball
Sextette From Hunger (Yes Sir) Mac Gregor 1003
- Dearie
J. Stafford-G. MacRae (Monday, Tuesday) Cap 858
- Dearie
L. Kirk-F. Warren (Just a) V(78)20-3696; (45)47-3220
- Diamonds Are a Girl's Best Friend
C. Channing (Little Girl) Col 4601-M
- Diamonds Are a Girl's Best Friend
E. Merman (Little Girl) Dec 24866
- Donkey Serenade, The
T. Martin-V. Young Ork (Hills of) Dec 25471
- Drifting Sands
B. Snyder-R. Sterling (Bewitched) Tower 1473
- Fairy Tales
R. Kirk-J. Perkins (I Wonder) Mer 6237
- Fi
E. Miller Ork (Two-Faced Heart) Rainbow Records 90066
- Florida, My Sunny Florida
G. Davis (Monongahela Valley) Organ Rhythm 342
- Flying Dutchman
H. Winterhalter Ork (Count Every) V(78)20-3697; (45)47-3221
- For You My Love
J. Hutton-S. Burke Ork (All the) Dec 24856
- God's Country
S. Lanson-B. Smith Ork (Lies) London 565
- God's Country
F. Sinatra (Chattanooga Shoe) Col 38708
- Golden Saddles
M. Cook (Yallah!) SWCI 100017
- Gypsy in My Soul, The
D. Peirce (Orchids in) Dec 24879
- Have You Ever Been Lonely?
L. Kirk-D. Cornell (You Missed) V(78)20-3694; (45)47-3218
- He Played His Ukelele as the Ship Went Down
P. Scala Ork-The Keynotes (Arm in) London 537
- Helene
L. Lawrence S. Black Ork (How Can) London 375
- Hills of Home, The
T. Martin-D. Rose Ork (Donkey Serenade) Dec 25471
- Hollywood Baby Sitter
E. Brandt & His Hollywood Hicks (When I) London 607
- Horse Told Me, The
B. Crosby-J. Alexander Chorus-V. Young Ork (Sunshine Cake) Dec 24875
- House of Gold
M. Estes (Thirty Pieces) Coral 64031
- How Can You Buy Killarney?
L. Lawrence-S. Black Ork (Helene) London 375
- Hungry Man
L. Jordan (Push Ka) Dec 24877
- I Dedicate to You
J. Adams (Lady in) Mer 8166
- I Get a Kick Out of You
A. Shaw Ork (Love Walked) Dec 24869
- I Wonder -Who We Think We're Fooling
R. Kirk-J. Perkins (Fairy Tales) Mer 6237
- I'd Pick You Out Again
B. White (My Ring) Metro M-8032
- If I Could Write a Love Song
B. Eaton (I'm Saving) Dec 46216
- I'll Never Do a Thing To Hurt You
D. Robertson-O. Bradley Quintet (Old Songs) Coral 60150
- I'm Not To Blame
W. Lynn (Waiting) Essex 703
- I'm Saving My Mother's Wedding Ring for You
B. Eaton (If I) Dec 46216
- I'm Waitin' for the Junkman
E. Fitzgerald (Basin Street) Dec 24868
- Imagination
D. Day (Bewitched) Col 38698
- It's Delightful Down in Chile
C. Channing-R. Evans (Bye, Bye Baby) Col 4604-M
- It's Easy for You To Say
T. Martin (Roulette) V(78)20-3695; (45)47-3219
- I've Had My Moments
D. Cassella-S. Farrell (Mama Loves Papa) Tower 1470
- Just a Girl That Men Forget
L. Kirk-F. Warren (Dearie) V(78)20-3696; (45)-47-3220
- La Golondrina
G. Lombardo (Raindrop Serenade) Dec 24854
- Lady in White
J. Adams (I Dedicate) Mer 8166
- Lies
S. Lanson-B. Smith Ork (God's Country) London 565
- Little Girl From Little Rock, A
C. Channing (Diamonds Are) Col 4601-M
- Little Girl From Little Rock, A
E. Merman (Diamonds Are) Dec 24866
- Love Walked In
A. Shaw Ork (I Get) Dec 24869
- Madness
T. Schwartz (Baby, Baby) Essex 704
- Mama Loves Papa
D. Cassella-S. Farrell (I've Had) Tower 1470
- Monday, Tuesday, Wednesday (I Love You)
H. Babbitt-Allen Sisters (One! Two!) Coral 60148
- Monday, Tuesday, Wednesday
J. Stafford-G. MacRae (Dearie) Cap 858
- Monongahela Valley
G. Davis (Florida, My) Organ Rhythm 342
- Moonlight and Roses
B. Stevens & Paul (Send Me) Freedom F 5000
- Music! Music! Music!
C. Cavallaro Ork (D. Katharina) Dec 24881
- Music! Music! Music!
M. Katz (Wedding Samba) Cap 862
- Music! Music! Music!
F. Martin Ork (Wilhelmina) V(78)20-3693; (45)47-3217
- Muskrat Rumble
J. Dorsey (South Rampart) Col 38656
- My Ring of Gold
B. White (I'd Pick) Metro M-8032
- Near Me
J. Stafford-G. MacRae (Beyond the) Cap 868
- Nothin' for Nothin'
A. Shaw Gramercy Five (There Must) Dec 24870
- O, Katharina
C. Cavallaro Ork (Music! Music!) Dec 24881
- Oh, Mabel!
L. Noble Ork (Ask Her) Coral 60149
- Old Songs Bring Memories
D. Robertson-O. Bradley Quintet (I'll Never) Coral 60150
- One! Two! Three!
H. Babbitt-Allen Sisters (Monday, Tuesday) Coral 60148
- Ooh, Ooh, Ooh, That's Good
J. Morris Ork (Wig Head) Dec 48138
- Orchids in the Moonlight
D. Peirce (Gypsy in) Dec 24879
- Poet and Pleasant Rumbature
I. Fields Trio (Third Man) V(78)20-3698; (48)-47-3222
- Poker Polka, The
V. Young Ork (There's No) Dec 24848

(Continued on page 102)

TERESA BREWER

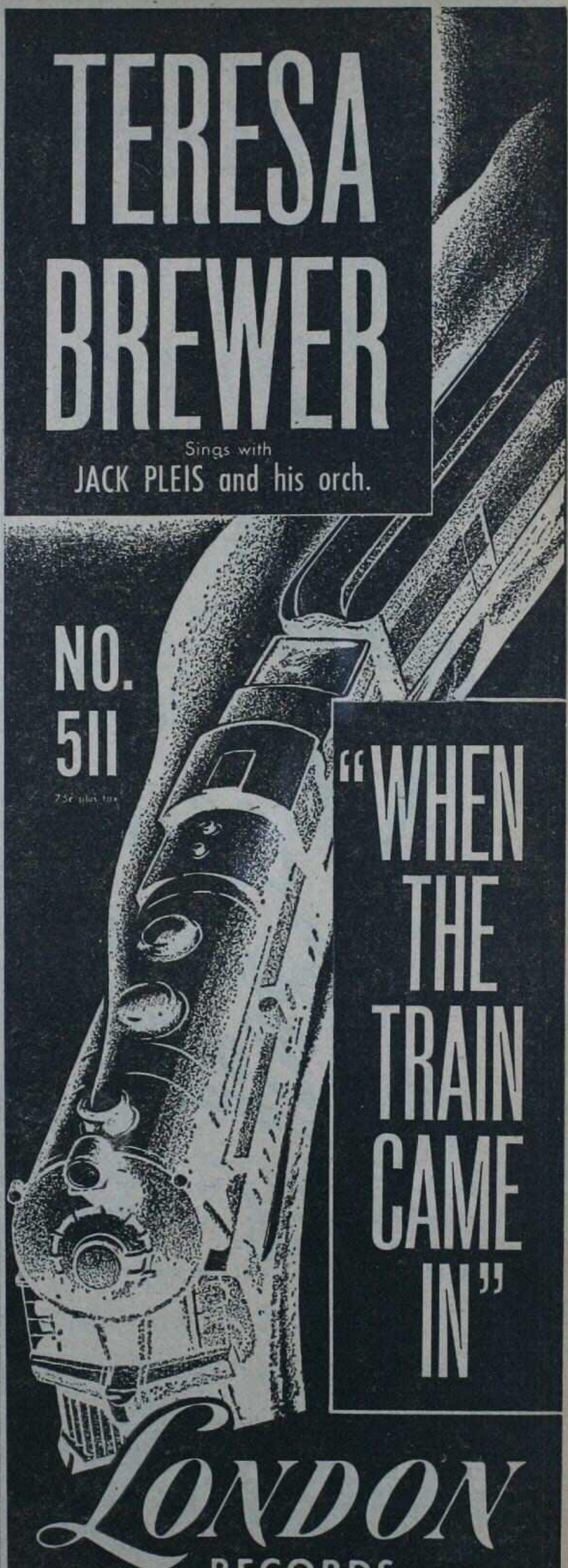
Sings with
JACK PLEIS and his orch.

NO. 511

75¢ plus tax

“WHEN THE TRAIN CAME IN”

LONDON RECORDS



Oh, that Clancy!
**GET PLENTY OF THE GREEN
 ON ST. PATRICK'S DAY**
 —and every day!



**THE MOST POTENT
 STANDARD IN YEARS**

*"Clancy
 lowered
 the Boom!"*

Yes, let old Clancy lower the boom on the gloom
 in your profit department . . . let him lift sales
 on records and sheet music . . . not only on
ST. PATRICK'S DAY, but all around the calendar.

STOCK UP NOW!


**Their records
 have sold
 millions!**

DENNIS DAY
 RCA-Victor 20-2810

ANDREWS SISTERS
 Decca 24610

KORN KOBBLERS
 MCM 10384

AMES BROS.
 Coral 60035



KENMOR MUSIC CO.
 6115 Selma Ave.
 Hollywood, California

The **Billboard** **MUSIC POPULARITY CHARTS**
**Album and LP
 Record Reviews**

PART XI

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

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

THE RATES
 (100 points—the maximum)

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

THE CATEGORIES

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

ARNOLD SCHOENBERG: SERENADE OP. 24 FOR SEPTET AND BARITONE VOICE — Dimitri Mitropoulos, Dir. (1-12") **60**
 Esoteric (33) 501

Now that Schoenberg is becoming less the out-of-this-world subject of academic debate and more the modern, if admittedly "difficult" composer to whose works people are beginning actually to listen, small indies like Esoteric are performing a valuable service in recording his work. This one employs a septet: clarinet, bass clarinet, violin, viola, cello, guitar and mandolin. A baritone voice is heard in one movement, a setting for a sonnet by Petrarca, sung in English. The performance is scintillating, with a keen, vital reading by Mitropoulos. Of the seven movements, five are in the famous 12-tone style, one in an 11-tone series and one free style. The LP factor and the forward-looking initiative of the small diskeries may well combine to bring Schoenberg, on recordings like this, to more and more listeners.

JUKES Not suitable.
JOCKS Certainly worth a try for visionary jocks.

BRUCKNER: SYMPHONY NO. 5, B FLAT, PARTS I & II—Hamburg Philharmonic Ork, Eugen Jochum, Dir. (2-12") **72**
 Capitol Telefunken (33) P-8049 and P-8050

Capitol makes available here one of two European recordings of the Bruckner Fifth. The other, by the Saxon State Orchestra under Karl Bohm on HMV, had been available on Victor, but has been selected from the RCA catalog for some time. Jochum's reading is powerful and deeply emotional, interpreting and projecting the inspirational, reverential character of Bruckner perfectly. The transfer to LP might have been accomplished with a bit more sharpness of detail, but the mighty organ-toned sonorities that typify Bruckner come thru quite well. There should be some market for this, the only currently available version of the Fifth.

JUKES Not suitable.
JOCKS Lengthy—and weighty—for most shows.

CHOPIN: LES SYLPHIDES VILLA LOBOS: UIRAPURU—The Philharmonic-Symphony Ork of New York, Efrem Kurtz, Dir. (1-12") **82**
 Columbia (33) ML 4255

"Les Sylphides," one of the most popular and loveliest of ballets in the active repertory, is a series of dances set to orchestrated short pieces taken from Chopin's piano works. Gretchaninov's orchestration is the one recorded here and his is one of the more successful of the several transcriptions of the work. To offset perfectly the charm and delicacy of the ballet music, Kurtz fills the second side of this LP with a brilliantly bold modern symphonic poem by Villa Lobos, foremost contemporary Latin American composer. This recording is one of the few available of Villa Lobos' lengthier works. This score was composed in 1917 and is based on a legend of an enchanted bird, Uirapuru. It makes use of native percussion in addition to full orchestra. And the composer has tinged his score with Brazilian folk music feeling. Indeed, this is a fascinating composition which could serve as a fine introduction to Villa Lobos for the layman. Performance and recording of both works are fine.

JUKES Not suitable.
JOCKS Standard and refreshing new work make this a fine library item.

TCHAIKOVSKY: SYMPHONY NO. 5, E MINOR—Berlin Philharmonic Ork, Mengelberg, Dir. (1-12") **74**
 Capitol Telefunken (33) P-8053

As with most Mengelberg recordings now being made available, the recording quality falls below the most up-to-date standards. In works of romantic nature, however, the conductor's highly dramatic interpretations are tops for those who prefer the blood and guts, virtuoso style baton-wielding. This lush, melodious and most popular of Tchaikovsky symphonies is his special sixth.

JUKES Not suitable.
JOCKS Interpretation merits spins on classical segs.

DOHNANYI: SUITE EN VALSE, OP. 39a, DOHNANYI WALTZ SETTINGS, Ernest Von Dohnanyi-Edward Kilenyi (1-12") **70**
 Columbia (33) ML 4256

Dohnanyi's "Suite En Valse," which occupies one side of this LP disk, is brilliant, heady music, played with verve and exuberance by the composer and his gifted pupil, Edward Kilenyi, on two pianos. The work, in four parts comparable to the traditional four parts of a symphony, is replete with variations of the basic 3/4 time, and studded with attractive melodies. The modern in spirit and musical idiom, having been written in 1942, the suite will charm devotees of Johann Strauss, Liszt and Chopin. It's that kind of fare—lovely, timeless waltz music. The flip side has Kilenyi solo performing two waltz settings by Dohnanyi on Debussy "Nuits Waltz" and Schubert's "Valse Nobles," Op. 77—more delightful piano music, admirably performed.

JUKES Not suitable.
JOCKS Easy to listen to—fine classical air fare.

PROKOFIEV: SONATA IN F MINOR FOR VIOLIN AND PIANO, OP. 80, AND SONATA IN D MAJOR FOR VIOLIN AND PIANO, OP. 94—Joseph Szigeti-Leonid Hambro (1-12") **65**
 Columbia (33) ML 4257

Szigeti's artistry comes thru magnificently on two Prokofiev violin-piano sonatas here. Intensely warm and personal, he dedicates himself completely to the music at hand. Both Hambro, in the D Major, and Levine, in the F Minor, play beautifully, matching the masterly violin work with expressive, balanced and co-ordinated piano contributions. In the Major (which has been available on Columbia shellac), however, Hambro has been relegated to a subordinate acoustical role by the recording engineers. This work, simple, happy and lyrical, is quite a contrast to the Minor sonata, which is grave, somber and exquisitely Byzantine almost thruout. Recording is topnotch on both sides. A valuable addition to the catalog of contemporary chamber music, and a splendid Szigeti document. Not for the mass market, but a fine item for the serious collector.

JUKES Not suitable.
JOCKS For the highbrow segs only.

VIRGIL THOMSON: LOUISIANA STORY—The Philadelphia Ork, Eugene Ormandy, Dir. (1-10") **68**
 Columbia (33) ML 2087

Thomson's colorful, vivid score for "Louisiana Story," the superlative Robert Flaherty documentary flick, was awarded a Pulitzer prize for music last year. Recorded by the Philadelphia under Ormandy (the ork and conductor who performed for the sound track) in an enlarged orchestration, three of the principal portions of the score are re-created here. The result is excellent listening—vital, animated music that stands quite well by itself. For those who have seen the film, hearing this record will revive the enjoyment of a rare visual and auditory esthetic experience. Reverse side offers five fragments which Thomson terms musical portraits. They were done from life, with the subject sitting as he would for all portrait. Pleasant, impressionistic sketches.

JUKES Not suitable.
JOCKS "Story" should appeal strongly.

BARTOK: IMPROVISATIONS, OPUS 20: OUT OF DOORS SUITE—Leonid Hambro (1-12") **64**
 Bartok (33) BRS 002

A fine pianistic effort is marred here by some weak recording, poor pressing and seemingly interminable pauses between selections. The music in both groups consists of brief, sometimes pungent, sometimes moody miniatures. As is usually the case with the late, great Hungarian composer, material is inspired by folk modes and rhythms, often achieving a savage, primitive quality, and other times—an unearthly, mystical feeling. The "Out of Doors Suite" is easier to take, and evokes a series of pastoral effects, mingled with sounds inspired by various countryside pursuits. Plenty of satire and plain good humor here.

JUKES Not suitable.
JOCKS Pauses make spinning a problem.

Billboard Magazine Picks:

"... the most dramatic version ..."

VIC DAMONE

Singing

"GOD'S COUNTRY"

This rich, earthy ballad is a natural for the thrilling voice of America's youngest hit maker!

Mercury 5374

TV viewers all over America are still talking about Vic Damone's thrilling presentation of his recent Mercury release on Ed Sullivan's "Talk of the Town"

"Why Was I Born"

...and these two Billboard Picks are Top sellers

'KISS ME'

Mercury 5350

'SITTING BY THE WINDOW'

Mercury 5343

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

The
Billboard

MUSIC POPULARITY CHARTS

PART
XIIThe Honor Roll of
Popular Songwriters

By Jack Burton

No. 48—SIGMUND ROMBERG (Part III)

SIGMUND ROMBERG'S BEST KNOWN SONGS
AND RECORDINGS AVAILABLE

(Continued from last week)

1918—SINBAD

Book and lyrics by Harold Atteridge, and starring Al Jolson in a cast that included Lawrence D'Orsay, Edgar Atchinson-Ely, Forrest Huff, and Kitty Doner. G. Schirmer, Inc.

ON CUPID'S GREEN
A LITTLE BIT OF EVERY NATIONALITY
OUR ANCESTORS
A THOUSAND AND ONE ARABIAN NIGHTS
WHERE DO YOU GET THOSE GUYS
BEAUTY AND THE BEAST
BAGDAD
THE RAG LAD OF BAGDAD
A NIGHT IN THE ORIENT
I HAIL FROM CAIRO
LOVE AHOY!
BEDALUMBO
ISLE OF YOUTH
I'LL TELL THE WORLD
IT'S WONDERFUL
RAZ-MA-TAZ

1918—THE PASSING SHOW OF 1918

With Jean Schwartz. Book and lyrics by Harold Atteridge, and presented by a cast that included Sam White, Lew Clayton, Fred and Adele Astaire, Charles Ruggles, Frank Fay, Eugene and Willie Howard, Nita Naldi and George Hassell. Remick Music Corporation.

OH YOU VAMPIRE GIRLS
DRESS, DRESS, DRESS
I CAN'T MAKE MY FEET BEHAVE
WAR STAMPS
MY BABY-TALKING GIRL
GO WEST, YOUNG GIRL
TROMBONE JAZZ
SQUAB FARM
THE SHIMMY SISTERS
I'LL MAKE AN ANGEL OUT OF YOU
BRING ON THE GIRLS
TWIT, TWIT, TWIT
MY HOLIDAY GIRL
QUICK SERVICE
GALLI CURCI RAG
SMILES

By J. Will Callahan and Lee J. Roberts.

MY DUCHESS OF LONG AGO

1918—THE MELTING OF MOLLY

Book by Marie Thompson Davies and Edgar Smith, lyrics by Cyrus Wood, and presented by a cast headed by Charles Purcell, Gladys Walton and Ted Lorraine. G. Schirmer, Inc.

DANCING SCHOOL
DARLING
REMINISCENCE
BILLS
DEAR OLD GOWN
JAZZ—HOW I LOVE IT
LODGER
JAZZ ALL YOUR TROUBLES AWAY
OH DOCTOR, DOCTOR
YOU WIN
FLOATING DOWN A MOONLIGHT STREAM
YOU REMEMBER ME
BRIDESMAIDS
WEDDING BY PROXY
I WANT MY HUSBAND WHEN I WED

1919—THE PASSING SHOW OF 1919

With Jean Schwartz. Book and lyrics by Harold Atteridge, and presented by a cast that included Blanche Ring, Charles Winninger, Walter Woolf, James Barton, Lon Hascall, Avon Comedy Four and George and Dick Raft. Remick Music Corporation.

WINE BALLET
SEVEN AGES OF WOMEN
MOLLY MALONE
TUMBLE INN
GOOD-BYE
IN SALEM
THERE'S MISCHIEF IN YOUR EYES
THE ROAD TO DESTINY

DREAM FLORENCE
NEAPOLITAN JAZZ
ORIENT
THE KING'S FAVORITE
SHIMMING LA EGYPTIAN
WATER LILY
SUMMERTIME AT THE WINTER GARDEN
AMERICA'S POPULAR TUNE
LOVE BOAT
MISS UNRULY
SING SONG GIRL
LOVABLE MOON
HOCKEY

1919—MONTE CRISTO, JR.

With Jean Schwartz. Book and lyrics by Harold Atteridge, and presented by a cast that included Charles Purcell, Ralph Herz, Chic Sale, Adelaide and Hughes, Tom Lewis, Sam Ash, William and Gordon Donley and the Watson Sisters. Remick Music Corporation.

JUST MY TYPE
SENTIMENTAL KNIGHTS
FIJI
BROADWAY BUTTERFLY
THE MILITARY GLIDE
STEPPING OUT TONIGHT
MONTE CRISTO
MARSEILLES
A GIRL IN EVERY PORT
FESTIVE NIGHTS
POCAHONTUS
EMPIRE DAYS
SUGAR BABY
INDOOR SPORTS
SAHARA

1920—THE MAGIC MELODY

Book and lyrics by Frederic Arnold Kummer, and starring Charles Purcell and Fay Marbe. M. Witmark & Sons.

TWO IS COMPANY, THREE'S A CROWD
LIPS, LIPS, LIPS
LOVE MAKES THE WORLD GO ROUND
DREAM GIRL GIVE BACK MY DREAMS TO ME

ONCE UPON A TIME
THE MELODY OF THE DANCE
DOWN BY THE NILE
GIANIA
THE LITTLE CHURCH AROUND THE CORNER
I AM THE PASHA
NIGHT OF LOVE
WE ARE THE FIXERS
WE TAKE IT, JUST TAKE IT FROM YOU

1920—POOR LITTLE RITZ GIRL

With Richard Rodgers. Book by Herbert Fields, lyrics by Lorenz Hart, and presented by a cast headed by Lulu McConnell, Charles Purcell, Florence Webber and Andrew Tombes. Harms, Inc.

POOR LITTLE RITZ GIRL
PRETTY MING TOY
I LOVE TO SAY SAY HELLO
WHEN I FOUND YOU
MY VIOLIN

IN THE LAND OF YESTERDAY
THE PHANTOM WALTZ
THE BOMBAY BOMBASHAY
Richard Rodgers is credited with the following songs in this production:
MARY QUEEN OF SCOTS
LOVE WILL CALL
YOU CAN'T FOOL YOUR HEART
WHAT HAPPENED NOBODY KNOWS
ALL YOU NEED TO BE A STAR
LOVE IS INTENSE IN TENTS
THE DAISY AND THE LARK

1921—LOVE BIRDS

Book and lyrics by Edgar Allen Woolf and Ballard MacDonald, and starring Marion Bent and Pat Rooney in a cast that included Elizabeth Murray, Elizabeth Hines, Tom Dingle and Vincent Lopez. M. Witmark & Sons.

LET'S PRETEND
A GIRL LIKE GRANDMA
I LOVE TO GO SWIMMIN' WITH WIMMIN
FAT, FAT FATIMA
A LITTLE DREAM THAT LOST ITS WAY
IS IT SO HARD TO GUESS
WHEN THE CAT'S AWAY
TROUSSEAU INCOMPLETE
IN BOKARA MISS O'HARA
CAN MACY DO WITHOUT ME
TWO LITTLE LOVE BIRDS
LOVE WILL ALWAYS FIND A WAY
CARNIVAL NIGHT

1921—BOMBO

Book and lyrics by Harold Atteridge, and

PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

LIFE IS A GAMBLE
ANY PLACE WITH YOU
IN THE LAND OFF THERE
JIMMY VALENTINE AND, SHERLOCK HOLMES
GINNY GINNY SHORE
THE GLOBE TROT
THE NEXT GIRL I SEE
IN OLD GRANADA
JAZZA-DA-DADA
NO ONE LOVES A CLOWN
ROSE OF SPAIN
I'M GLAD I'M SPANISH
IN A CURIO SHOP
WAIT UNTIL MY SHIP COMES IN
MY GUIDING STAR
A GIRL HAS A SAILOR IN EVERY PORT
BYLO BAY
THROUGH THE MIST
WETONA
THREE LITTLE VAMPIRES
THE LAST DANCE? THAT'S OUT

1921—BLOSSOM TIME

An operetta with book and lyrics by Dorothy Donnelly based upon the life and music of Franz Schubert with Olga Cook as Mitzl, Bertram Peacock as Franz Schubert and Howard Marsh as Franz. Leo Felst, Inc.

MELODY TRISTE
THREE LITTLE MAIDS
THE SERENADE
MY SPRINGTIME THOU ART

(THIS IS MY) SONG OF LOVE
Based on Schubert's "Unfinished Symphony."
(Available on the following records: RCA Victor P(27419) in P-65, Dick Leibert, organist, with harp accompaniment; Columbia 4341-M, Andre Kostelanetz; Decca 24019 in A-1921, Carmen Cavallaro, piano, with rhythm section.)

LOVE IS A RIDDLE
LET ME AWAKE
TELL ME DAISY
ONLY ONE LOVE EVER FILLS THE HEART
ONCE TO EVERY HEART
(Available on RCA Victor record 11-B610, John Charles Thomas.)
LONELY HEARTS (PEACE TO MY LONELY HEART)

"Blossom Time" Selections. RCA Victor Album K-5 with Martha Briney, Blanca Perlo, Donald Dame, Earl Wrightson, the Mullen Sisters and the Guild Choristers with Al Goodman's orchestra. "Schubert Medley," "Three Little Maids," "Serenade," "My Springtime Thou Art," "Song of Love," "In Old Vienna Town," "Let Me Awake," "Tell Me Daisy," "Only One Love Ever Fills My Heart" and "Peace To My Lonely Heart."

1922—THE ROSE OF STAMBOUL

With Leo Fall. Book and lyrics by Harold Atteridge, and starring Tessa Costa in a cast that included Marion Green and James Barton. M. Witmark & Sons.

THE LADIES FROM THE CULTURED WEST
MY HEART IS CALLING
LOVEY DOVE
A BLUE BOOK OF GIRLS
ROSE OF STAMBOUL
DING-A-LING
WITH PAPERS DULY SIGNED
WHY DO THEY DIE AT THE END OF A CLASSICAL DANCE?
THE LOVE TEST
MAZUMA

1922—THE BLUSHING BRIDE

Book and lyrics by Cyrus Wood, and starring Cecil Lean and Cleo Mayfield. M. Witmark & Sons.

BAD LITTLE BOY AND GOOD LITTLE GIRL
LOVE'S HIGHWAY
GOOD-BYE, ROSY-POSY
JUST A REGULAR GIRL
MISTER AND MISSUS
SPRINGTIME IS THE TIME FOR LOVING

1922—SPRINGTIME OF YOUTH

With Walter Kollo. Book and lyrics by Mathew C. Woodward and Cyrus Wood, and presented by a cast that included Grace Hamilton, Olga Steck, J. Harold Murray and George MacFarlane. Harms, Inc.

LOVE WHILE YOU MAY
LOVE FINDS A WAY
A SAILOR'S BRIDE
STARLIGHT OF HOPE
SI, SI, SENOR
JUST LIKE A DOLL
BUT IN BRAZIL
YOUTH IN SPRING
OUR BUSY NEEDLES FLY
WON'T YOU TAKE ME TO PARIS
SOMEWHERE IN LOVE'S GARDEN

Walter Kollo is credited with the following songs:

I KNEW 'TWOULD BE SO
BEST OF GOOD FRIENDS

1923—THE PASSING SHOW OF 1923

With Jean Schwartz. Book and lyrics by Harold Atteridge, and presented by a cast that included George Hassell, Walter Woolf

son, who was then the champion trick maker of golf. Harms, Inc., and Remick Music Corporation.

KISSABLE LIPS
MY GABY DOLL
GO INTO YOUR DANCE
THE LIFE OF A ROSE
BEAUTIFUL AND DAMNED
GOLFING BLUES
MY DUTCH LADY
YOUR OTHER SIDE
MY LITTLE LOTUS FLOWER
AUX ARMES
MY RAINBOW
BIROS OF PLUMAGE
STEP ON IT

1923—THE DANCING GIRL

With George Gershwin. Book and lyrics by Harold Atteridge and Irving Caesar, starring Trini in a cast that included M. Dressler, Cyril Scott, Ted and Kitty Doner, Nat Nazzaro Jr., and Jack Pearl. Harms, Inc.

LUCKY IN LOVE
ANY LITTLE GIRL WILL FALL
HAIL U. S. A.
WHAT HAVE YOU TO DECLARE
THE BOWERY OF TODAY
MY LOVE BOUQUET
I'M A DEVIL WITH THE LADIES
I'VE BEEN WANTING YOU
VERSAILLES
THAT ROMANCE OF MINE
PLAY ME A TUNE
VENETIAN

George Gershwin is credited with the following songs in this production:

THAT AMERICAN BOY OF MINE
CUDDLE ME AS WE DANCE
WHY AM I SAD
PANGO PANGO

1924—INNOCENT EYES

With Jean Schwartz. Book by Harold Atteridge and lyrics by Harold Atteridge and Seymour Mistinguett, the darling of Paris made her American premiere in this production in a cast that included Cleo Mayfield, Cecil Lean, Lew Hearn and Ted Doner. Harms, Inc.

I'M FOR YOU
LA JAVA
I'M FED UP
ON THE Q. T.
ON BROADWAY
ORGANDY DAYS
GARDEN OF LOVE

1924—MABJORIE

With Herbert Stothart. Book by Fred Thompson and Clifford Grey, lyrics by Harold Atteridge, and presented by a cast headed by Jack Squires, Skeets Gallagher, Elizabeth Hines and Ethel Shutta. Harms, Inc.

LISTENING TO THE RADIO
BRINDLE'S FARM
SONG OF LOVE
HAPPY ENDING
GOOD THINGS AND BAD THINGS
TWILIGHT ROSE
GO AWAY GIRLS GO AWAY
LEADING MAN
NATURE
SUPER SHEIK
WHAT DO YOU SAY?
SHUFFLE YOUR TROUBLES AWAY

1924—THE PASSING SHOW OF 1924

With Jean Schwartz. Book and lyrics by Harold Atteridge, and presented by a cast that included James Barton, George Hassell, Al Pryor, Jack Rose, Harry McNaughton, Lulu McConnell and Olga Cook. Harms, Inc.

JOY AND GLOOM
GOLD SILVER AND GREEN
EVERYBODY DANCE
WHEN KNIGHTHOOD WAS IN FLOWER
DUBINOLA
NOTHING NAUGHTY IN A NIGHTIE
SOCIETY BLUES

1924—ANNIE DEAR

With Clare Kummer, who also wrote the book and lyrics, and starring Billie Burke in a cast that included Ernest Touss, Marion Green and Bobby Watson. Harms, Inc.

TWILLY OF FIFTH AVENUE
THE ONLY GIRL
ONE MAN IS LIKE ANOTHER
WHISPER TO ME
LOUWANNA
SOMEONE SOMEWHERE SOME DAY
BERTIE

PLAY FOR THE LOVE OF THE PLAY
By Joseph McCarthy and Harry Tierney. Clare Kummer is credited with the following music:

ANNIE DEAR
COME TO MY PARTY
OFF TO WIMBLEMORE
IN LOVE AGAIN
HELP, HELP, HELP

SONGWRITERS
COMING UP!

SIGMUND ROMBERG (IV)

In Subsequent Issues The Billboard
Will Present

AL HOFFMAN
DUKE ELLINGTON
J. FRED COOTS
HOACY CARMICHAEL
HARRY RUBY
FATS WALLER
HARRY REVEL
JIMMY McHUGH
BILLY MILL

Music—As Written

Columbia Records Mulls Sinatra-Russell Team-Up

Columbia Records will team Frank Sinatra and Jane Russell on a platter series if current plans work out. Diskery is anxious to cash in on Miss Russell's movie box-office draw and feels that the combo should do the trick. Gal has waxed several albums for Columbia, her last sessions having been four months ago.

Roberts, Politi Form Mood Diskery in Cleveland

Mood Records, a new diskery, has been organized in Cleveland by Merle Roberts and Bob Politi. Technical advisor for the outfits is Henry Schneider. Disks are to be pressed on break-resistant material and will retail at 79 cents. Artists inked for the label exclusively, according to Politi, are Al Knapp, Jan Haliday, Jackie Lind and Mal Fitch, all vocalists. The Debonaires, organist Billy Mellert, and the Elinor Healy Choral Singers were also signed.

Malverne To Distrib Mercury in Conn., Mass., Upper N. Y.

Malverne-New England, new branch of Malverne Distributors, New York, has been named Mercury disk jobber for Connecticut, Northern Massachusetts and Upper New York State, effective February 6. The outfit is located in New Haven, Conn. Malverne also distributes Mercury in the metropolitan area. The New England branch will handle Regal disks as well. In Miami, Mercury Distributors has taken over the Mercury line for Florida. The outfit is headed by E. Brookmire, former veepee of Florida Record & Music Company, Capitol disk distributor.

Leo Fuld Back in U. S. To Push His London Wax

Leo Fuld, Dutch-born, American-naturalized entertainer, returned to the U. S. last week from England specifically to promote his London Records here. The warbler, who sings in both Jewish and English, knocked around New York for several years with little success, then went to England and became a top money-maker. London will soon issue several new sides to follow up his successful "Where Can I Go?" waxing.

Flanagan's Ork Gets Going With N. Y. Cap Date

Ralph Flanagan's ork, which swings into action in mid-March, will go into the Capitol Theater some time in the next six months with a two-week deal and options. The new orkster will get \$7,500 for the first week, \$6,500 for the second stanza and \$6,000 for each succeeding week.

Keys Gets Eastern Rights to "Broken Merry-Go-Round"

Nat Tannen's Keys Music has acquired the Eastern selling rights to the new country hit "The Broken Down Merry-Go-Round." The tune, published by Fred Stryker's Fairway Music Company on the Coast, has been waxed by Decca, Capitol and Mercury, in each case with a combination of pop and folk names.

Granoff, Stone To Take Over George Evans Biz

Budd Granoff and Charles Stone, in New York, and Jack Keller, in Hollywood, will take over the management of the public relations business of the late George B. Evans. The office will keep all of its current clients, including Frank Sinatra, Peter Lind Hayes, Duke Ellington, the Copacabana nitery and others. Phil Evans, the late Evans's son, will resume active participation in the organization.

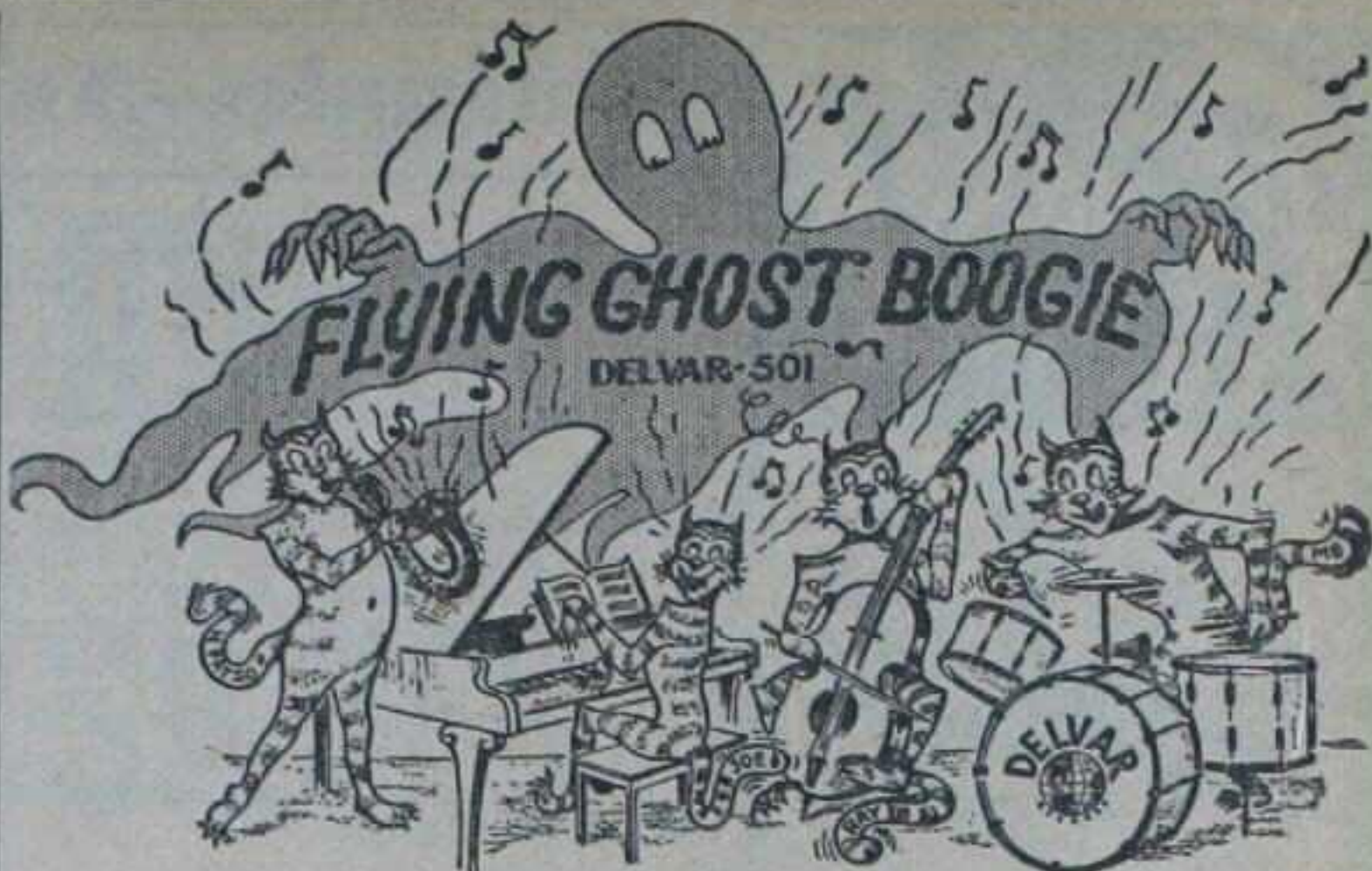
New York:

Boyd Raeburn, who has been turning out arrangements for orksters and making stock cleffings for publishers, will reorganize his own crew for a nine-week theater tour, which will include a stand at the Paramount Theater here. His wife, Ginnie Powell, will be the thrush with the crew. Bookings were obtained thru both General Artists Corporation and the Gale Agency. . . . John Scalise, a veteran in the Capitol Records' sales organization, last week shifted from Capitol to Decca's national sales department. . . . Hugo Winterhalter, who underwent an emergency appendectomy in his second week in the Victor artists-and-repertoire organization, will return to the job late next week.

Jack Kearny, veteran agent, has joined the Willard Alexander Agency to handle clubs for the booking office. . . . Bregman, Vocco, Conn acquired the rights to the newest of the Italian folk song adaptations, "My Treasure," which was penned by Tony Starr and singer Jimmy Saunders. . . . King Cole Trio goes into the Paramount Theater here March 8. . . . Peggy Lee slated for the Thunderbird Hotel, Las Vegas, beginning February 16. . . . MCM Records inked the Mary Ellen Quartet, featuring vocalist Robert Scott, to a waxing pact. . . . French import and Capitol Records' newest warbler, Robert Clary, has been signed to a General Artists Corporation management pact. . . . Contact man Mack Clark shifted from the Dorsey Brothers' firm to Maypole Music last week. . . . Ralph Flanagan will probably debut his new ork at Frank Dailey's Meadowbrook sometime in mid-March.

Chilean thrush, Rosita Serrano, holding forth at Pierre's Cotillion Room, will cut some sides for London Records next week, backed by the Pierre's perennial maestro, Stanley Melba. Melba also will cut some band sides for the label. . . . Irv Katz, Apollo Records sales manager, who is touring the South, has named Binkley Distributors to replace Pan-American Distributors for Florida. In St. Louis he has switched the line from Roberts Distributing Company to Midwest distributors. . . . Jerry Colonna will debut on Victor wax with a recorded version of the forthcoming Disney flick "The Brave Engineer." The single disk will be released simultaneously with the film March 15. . . . Bob Rolontz has signed the University of Pennsylvania a cappella choir to wax for his key label. He's also releasing an LP disk by the 75-voice Calvary Chorus, directed by Charles Ennis. . . . Capitol's country disk warbler, Jimmy Wakely, left town Sunday (5) after a series of radio, TV and disk shop appearances.

The Dave Kapps were scheduled to arrive here from England via airplane Saturday (4). . . . Duke Ellington took out a recording license with the American Federation of Musicians (AFM) for his new disk venture, Kennedy Records. . . . RCA Victor is releasing the "jet" record as a single (See Music As Written on page 42)



THE FOUR WILD CATS DELVAR EXCLUSIVE

Also Climbing High . . .

THE FUZZIE BEAR BOOGIE

#503

DELVAR Recording Co.

6 Main Street
West Orange, N. J.

Another SENSATIONAL Release on *Life* RECORDS

"BAMBOO"

Life #1002

backed with

"KNOCK, KNOCK, KNOCK"

Featuring GLORIA VAN,
RUSS GRILLEY and the Velvetones

BEST SELLER! A SURE POLKA HIT!

FRANK YANKOVIC'S

"SWEET LITTLE GIRL POLKA"

Life #1001

flip

"SENORITA"

SINGING TOM and the TWILIGHTERS

Order From the Following Distributors

FRUMKIN SALES CO. 2934 W. Fullerton Chicago, Ill.	H. O. RECORD DIST. 2630 Olive St. St. Louis, Mo.	MAGEE DISTRIBUTING CO. 571 Jefferson St. Sharon, Pa.
M & S DISTRIBUTORS 2300 S. Michigan Chicago, Ill.	JOHNSON RECORD DIST. 196 Queen St. Bristol, Conn.	MACEVENS DISTRIBUTORS 16 W. Lynde St. Gardner, Mass.

Or Order Direct From

Life RECORD COMPANY

64 W. RANDOLPH • CHICAGO 1, ILLINOIS

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Regal's 7

LUCKY

#3240
"FOR YOU,
MY LOVE"
LARRY DARNELL

#3236
"I'LL GET
ALONG
SOMEHOW"
LARRY DARNELL

#3251
"RAG MOP"
DOC SAUSAGE

#3234
"CONFUSED"
PAUL GAYTEN

#3246
"BLUE &
DISGUSTED"
ANNIE LAURIE

#3250
"I'M STILL IN
LOVE WITH YOU"
CHUBBY NEWSOME

#3348
"SHE DON'T
WANT ME"
DOC SAUSAGE

EXTRA EXTRA
Now available
LARRY
DARNELL'S
new Regal re-
lease, a double
sided sensation.

#3260
PACK YOUR RAGS AND GO
backed by
GOD BLESS THE CHILD

Regal RECORD CORP.

LINDEN, N. J.

Music—As Written

(Continued from page 41)
out of the Harry Revel "Perfume Set to Music" album. The side has been showing in the Boston area. . . Chriss Cross goes into Roseland; Tommy Ryan, into the Arcadia later in the month. . . Larry Darnell has been signed for Birdland beginning March 3.

Decca Records last week inked the Delta Rhythm Boys to a term waxing past. The group last recorded for Atlantic Records. . . Count Basie, who recently inked a booking paper with Willard Alexander, for a short while will work with a sextet which will be unveiled in a four-week engagement at the Brass Rail nitery, Chicago, beginning February 10. . . Singer Buddy Stewart was killed January 1 in an auto crash in New Mexico en route to join his family on the West Coast. . . Publishers George Simon and Herb Lutz are in town for business sessions.

Maestro Elliot Lawrence has taken over some of Woody Herman's toolsters. Within the last few weeks Lawrence signed Ollie Wilson for lead trombone, replacing Frank Hundermark, and Meri Oliver as bassist replacing Tom O'Neill.

Chicago:

Dee Kilpatrick, formerly chief of the Atlanta Capitol branch, takes over next week as Lee's Gillette's assistant in the country music department. Kilpatrick will work out of Nashville as both promotion and a.-and-r. aid. . . Jayne Walton, for years vocalist with Lawrence Welk and for the past three years a vocal single, was married to Jack Rosen, non-pro, here January 31. . . Ray Kranek, Texas polka ork, has started his own diskery, FBC Records. . . Mack McConkey, chief of McConkey Music, is currently in Havana on a booking excursion and expects to visit South America next month. . . Dick Jurgens has cut his ork to 14 pieces, dropping the fiddle section. . . The Southern States Regional Conference of the National Association of Music Merchants meets February 13-14 at the Hotel Ansley, Atlanta. . . Jack Owens, who inked a waxing pact with Decca calling for eight sides about eight months ago, has already cut 14 sides for that firm since January 1. He cut a hymn album, plus six single sides. Owens is currently at the Casbah Room of the Bellerive Hotel, Kansas City, Mo. . . Dave LeWinter, fixture at the Pump Room of the Ambassador Hotel here, has been inked by Mercury. . . Frankie Laine starts two weeks shooting for his acting and singing part in the forthcoming screen-disk musical, "Platter Parade," April 1. . . Wayne Gregg, who recently switched from GAC to MCA, has inked with Capitol and cuts his first session next week. . . Bob Bodine, ex-Victor promotion man here, has joined Jimmy Martin, indie distrib here, as North Side salesman. He replaces Morry Goldman, who has taken over as Martin's assistant. George Solar, veteran aid to Martin, has left the firm.

Hartford, Conn.:

Sherwood Beardslee has been re-elected secretary of the Waterbury, Conn., local of the American Federation of Musicians, for his 35th consecutive term. Cosimo Venditti has been re-elected president. Other officers include Oraldo DeRossa, vice-president; Louis DeVito, treasurer; Angelo Siconolfi and Wesley Billings, executive board, and William A. Tinsley, delegate to the Waterbury Central Labor Union. . . Hy Greenwood, of Hartford, has taken over the management of a new local band, to be headed by Marshall Gross, Greenwood's pianist for some years. Greenwood at one time managed Club Algiers, night club in suburban Farmington, Conn. . . Bob Halprin, Hartford orchestra leader, volunteered his services to the Greater Hartford Heart Campaign committee in an advisory capacity.

OUTSTANDING!
NATIONAL 9101
THE RAVENS
"I DON'T HAVE TO RIDE NO MCRE"
"I'VE BEEN A FOOL"
National 9096
BILLY ECKSTINE
"WHAT'S NEW!"
"THERE ARE SUCH THINGS"

ORDER FROM YOUR NEAREST DISTRIBUTOR
NATIONAL DISC SALES
1241 BROADWAY, N. Y. 23, N. Y.

NEW VICTOR, COLUMBIA
\$12.00 per 100

OTHER LABELS
\$10.00 PER 100—\$85.00 PER 1,000
1/2 with order, balance C. O. D.
Write for LATEST CATALOG.
500 Different Standard and Hit Tunes.
VEDEX COMPANY
674 10th Ave. New York 19, N. Y.
Plaza 7-0636
COMPLETE INVENTORY BOUGHT

MUSIC BOURNE TO LIVE

BLOSSOMS ON THE BOUGH
ANDREWS SISTERS
DECCA 24822

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

A NEW RELEASE—STAR TALENT 755
YOU'RE THROWING YOUR LIFE AWAY
By Hoyle Nix
Order Through Your Local Distributor or Direct (Freight Prepaid) From
STAR TALENT RECORDS
3312 Oakland Dallas 15, Texas

FOR SALE
PLATING PLANT
48 Positions — Copper — Nickel — Silver — Chromium
ADVANCE PLATING CORP.
91 Edison Pl. Newark, N. J.

FOR SALE
RECORD PRESSING PLANT
ELECTRO-PLATING PLANT
11 presses, accumulator system, dies and all accessories. 40 plating positions. Will sell equipment or as going business.
MASTER RECORD CO.
154 E. Erie St. CHICAGO, ILL.

USED RECORDS FOR SALE
We carry a large stock of Used Records on hand at all times. Assorted Pops, Race, Hillbilly and Polkas. We ship anywhere. Wholesale only. Send for prices.
SHERMAN'S USED RECORD EXCHANGE
1348 South St. Philadelphia 47, Pa.

FAIRY TALES

recorded and featured by
OWEN BRADLEY & QUINTET
Coral
SALLY & MARVIN CLARK
London
ELLA FITZGERALD & MILLS BROS.
Decca
FONTAINE SISTERS
RCA Victor
RED KIRK & JUDY PERKINS
Mercury
RUSTY WELLINGTON
Belle
P. WESTON-JUD CONLON SINGERS
Capital
CECIL BAILEY
Bullet

MILLER MUSIC CORPORATION

MACY'S—INTRODUCING—MACY'S
The Hillbilly Hit of the Year
RAMBLIN' TOMMY SCOTT'S
"ROSEBUDS AND YOU"
"TENNESSEE"
MACY'S 116
GOING STRONG

"I Love You Because"	Tommy Dover
"I'll Keep My Memory of You"	Macy's 105
"Broken Memories"	Biff Collie
"Heart Full of Blues"	Macy's 109
"Cornbread Boogie"	Art Gunn
"St. Augustine Waltz"	Macy's 106
"Teardrops of Regret"	Jim Reeves
"My Heart's Like a Welcome Mat"	Macy's 115
"Let's Call It Quits"	Barney Vardeman
"I Love Someone"	Macy's 103
"I Wish I Knew, Do You?"	Dickie Jones
"Never Again for Me"	Macy's 112
"Three Years"	Clint Small
"Someone Cares"	Macy's 114
"Cold Shadows in My Heart"	Bar X Cowboys
"Fair Weather Friends"	Macy's 112
"Sittin' on the Doorstep"	Woody Carter
"Slippin' Around"	Macy's 100

MACY'S RECORDING CO.
1913 LEELAND HOUSTON, TEXAS
Ph: ATwood 6363

TERRITORIES OPEN FOR RELIABLE DISTRIBUTORS

Custom Record Pressing
NOW AVAILABLE—7 inch 45 RPM press time in addition to our regular 10 and 12 inch standard and microgroove in VINYLITE AND FLEXIBLE PLASTIC.
A COMPLETE SERVICE AVAILABLE
Lewis-Rubner Mfg. Co. 316 E. Beach Ave. Inglewood, Calif.

RECORD BIZ HEADACHES?

Let **RCA VICTOR** solve your problems in . . .
RECORDING
PRESSING
PROCESSING
SHIPPING & HANDLING

CONTACT DEPT. 2A AT COMPETITIVE PRICES

RELIABILITY — QUALITY
RECORD PRESSING
Originators of the **NON-SLIP FLEX** (Pat. Pending)
Research Craft Co.
4912-14 SANTA MONICA BLVD. LOS ANGELES 27, CALIF.

custom record sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
120 East 23rd Street, New York 10, N. Y., Chicago, Hollywood

HIT RECORDS!
ARE BACK!

Varsity Record Corp.
47 W. 63rd St. N. Y. C.

Columbia Plots New Pop Era

(Continued from page 13)
period, starting February 15. deal gives him latitude to con- ce with his radio and concert work, permits him to continue as musi- director of Little Golden Records, on & Schuster kidiskery on whose es Miller collects a royalty. Mer- y had offered Miller a stock deal ch would have given him an ity in the company.

With Mercury almost two years, ler was responsible for such out- nding hit disks as *Mule Train*, *ky Old Sun* and *Again*. He is lited with developing the record- techniques of Frankie Laine, Vic none and other artists.

Miller's New Role
at Columbia, Miller will be in rge of selecting and recording material released on the pop label. will report directly to Lieberson. e latter's intention is to give Miller siderable leeway. Queried whether re men will be added to pop nd-r., Lieberson stated that would end upon Miller, who is regarded Lieberson as schooled in all ses of music and recording.

Lieberson, incidentally, parted with nie Sacks, ex-Columbia pop nd-r. chief of the most friendly ns. The exec veepee, however, seizing the current situation an opportunity to create a re- lized pop a.-and-r. division. "I re," says Lieberson, "an enthusi- ic, optimistic feeling about the ura." He added that Joe Higgins Ben Selvin would retain their sent positions with the company. art Talmadge, Mercury exec, this ek said that no decision had been de regarding a replacement for ler. Such a decision is expected hin 10 days.

ASCAP Cartel Peace Possible

(Continued from page 13)
changes in ASCAP and in the entire global music license fees and royalti- collection picture. Thus, while ASCAP finally would be rid of the cartel suit, the society would face a vast organizational problem to con- form to the law, and ASCAP nabobs are reportedly ready to submit to that. The Justice Department has demanded that ASCAP "be enjoined from accepting musical performing rights in the United States under the repertoire of any foreign musical performing rights society unless such musical performing rights shall also be made available on a non-discrim- inatory basis to other United States societies, persons or corporations en- gaged in the business of licensing musical performing rights."

If ASCAP settles its complaint on terms laid down originally by the Justice Department, the society will cancel certain agreements with per- forming rights societies in other coun- tries. ASCAP has been accused by Justice of having agreements with the International Confederation of Societies of Authors and Composers (ICSAC) and International Federa- tion of Societies and Composers (IFSAC) in allegedly parcelling out territories for exclusive rights to col- lect royalties on musical works. In the Justice Department's original indictment, ICSAC and IFSAC were named as ASCAP's co-conspirators "in a combination and conspiracy to restrain and monopolize interstate and foreign trade and commerce in musical performing rights" in violation of the Sherman Anti-Trust Act. The Justice Department claimed that ASCAP and its co-conspirators di- vided the world into territories "for the exclusive licensing of their com- bined repertoires of musical perform- ing rights," IFSAC alone, according to the department, is composed of 26 musical performing rights societies in the principal nations of the world, and ASCAP is among IFSAC's mem- bers. Each performing rights society, the Justice Department has said, "has been allocated specific countries of the world in which it alone may li- cense users under the musical per- forming rights of all societies which are members of IFSAC and ICSAC. "The department has described ASCAP as the world's largest musical performing rights society, controlling "virtually all musical performing rights in the United States, its ter- ritories and dependencies."

Considerable ironing out of prob- lems is still ahead of negotiators, it is said, but hope continues that an ex- tremely early settlement of differences can be reached and that the cartel angles and domestic angles of the consent decree amendment can be disposed of in a single writing of terms by the Justice Department. As earlier reported, major issues in the domestic phase of the case involve ASCAP's future connections with the film industry and ASCAP's future writer plan of allotments. ASCAP has been advised by the Justice Depart- ment to work out a writer classifica- tion plan acceptable to all elements of the society.

Bet Your Bottom Dollar

JOHNNY LONG'S

RECORDING OF

SILVER DOLLAR

backed by

DIXIE

KING 15035

IS JUST AS TERRIFIC AS
WE'LL BUILD A BUNGALOW

KING 15018

KING RECORDS

JUST RELEASED!
MAHALIA JACKSON'S
JUST OVER THE HILL
Parts I and II
Apollo No. 221
(Her Biggest Disk Since "Move On Up")
Order from your nearest distributor
or direct from
APOLLO RECORDS
457 W. 45th St. New York, N. Y.

ANOTHER PIP
Featuring THE HOT FIDDLE OF
JOE VENUTI
and
THE SWING HARP OF
Bobby Maxwell
TR #414
"My Heart Stood Still"
and
"Sehon Rosmarin"
(with a bow to Fritz Kreisler!)

TEMPO
RECORD CO. OF AMERICA
540 Sunset Blvd., Hollywood 46, California

WANTED
LARGE AND SMALL QUANTITIES
LATE USED RECORDS
Wire, Write or Phone
BEACON SHOPS
905 North Main Street
Providence, Rhode Island
Union 1-0320

**GIVE TO THE
RUNYON CANCER FUND**

Modern To Distrib Kaye-Halbert Sets

HOLLYWOOD, Feb. 4. — Modern Records, Coast indie diskery, acquired national distribution of Kaye-Halbert television sets, it was disclosed by Jules Bihari, Modern topper. Wax works will peddle its video line thru record distributors, many of whom have indicated willingness to take on a tele set line.
Kaye-Halbert outfit, with head- quarters here, has yet to plunge into national market. Firm recently ac- quired a new factory in Culver City, Calif., and is currently gearing to produce 10,000 sets monthly. With plant expansion, the manufacturer will first be able to sell products on national scale.

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

HONOR ROLL OF HITS

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

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

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

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

Subscribe today to
Write:
this valuable service.

YERMIE STERN

545 FIFTH AVENUE
NEW YORK CITY

Only 25c a week



**The California Sun Is Shining . . .
on LLOYD BRYER'S**
(Writer of Eddy Howard's hit, "Dainty Brenda Lee")
Newest Hit Song, as recorded by
LORRY RAINÉ
Accompanied by Don Large Chorus and Orch.

"I WOULDN'T ASK FOR ANYTHING"

"Lorry really sells this song . . ." —John McCormick, WBBM, Chicago.
"A very contagious ditty, done just as infectiously . . ." —Ed McKenzie, "Jack the Bellboy," WJBK, Detroit.
"Watch this take off, but fast . . ." —Bill Brandt, KDKA, Pittsburgh.
Disk Jockey Promotion-Publicity Contacts by
TIM GAYLE, Care Hotel Sheraton, Detroit 2
P. S.: LORRY RAINÉ also has an exclusive on my newest effort: "COME HOME AND STAY WITH ME." —LLOYD BRYER, Stockton, Calif.

GAC GOES TO ONE-MAN RULE

Krasny 'Czar' On All Deals; No Dept. Head

Romm Quits in Revolt

NEW YORK, Feb. 4.—The switch made last week by Leonard Romm from the General Artists Corporation (GAC) to head up the new personal management office of Spike Jones has started a series of rumors based on a major office policy change inaugurated by Milt Krasny, GAC veepee.

According to the new plan, as explained by Tom Rockwell, GAC topper, "all our men will now go out and sell everything. Instead of a man selling bands or acts, he'll sell our whole list, just like in MCA (Music Corporation of America)."

Milt Krasny flatly denied that there would be no more department heads. What we'll have, he said, "is executive control, with the senior members of the various departments responsible for their departments."

He was asked if that meant that department heads would no longer be able to make final decisions on sales and contract terms. He replied that under a central co-ordinator all sales would be cleared "to prevent overlapping."

Romm Blows Top

Romm, head of the theater department, the first to be told of this new set-up, immediately resented it and the fact that he had a Spike Jones offer in his pocket, made his explosion that more vehement. He interpreted this change as a threat to all department heads and a shifting of authority.

Actually, the move is based on the fact that on occasion properties were sold to more than one buyer for the same date, resulting in considerable arguments and possibly the loss of (See GAC One-Man Rule, page 47)

IN SHORT

New York:

Leo Salkin, Chl indie, is giving local agents heartburn because he's booking club dates in the New York area right from under their noses. . . . Leon and Eddie's will try it again with another disk jockey. This time it's Jackie Bright's auctioneering gimmick. . . . Kurt Hofmann, local p.-a., now sends his releases written in poetry even tho the meter's all fouled up.

Betty Reilly is skedded to make a picture in Italy and maybe pick up a couple of extra bucks doing theaters and cafes while abroad. . . . Leslie Alpar, organist at the Wivel, has been there since last August. . . . Frank Sinatra's date at the Copa, originally set to follow Lena Horne, will be in April instead.

Music Corporation of America (MCA) has been making a strong pitch to do business with Val Parnell, who has been burning since MCA couldn't deliver Frank Sinatra. So-o-o, to make peace, Jules Stein had Jack Benny set up a lunch date for him with Parnell.

Chicago:

Oriental Theater is reportedly for sale by Essaness ownership. If sold, Charley Hogan will continue to book. . . . Entertainment Managers' Association, local chapter of Artists Representatives' Association (ARA), is exchanging correspondence with the Michigan Theatrical Bookers' group, regarding their linking with ARA. . . . Thelma Sells has left the Morris Silver office and may open her own office in the cocktail field. . . . Ciro's here's, which utilized \$800 weekly budget, featuring comic and singer, is dropping its show policy. Spot, which holds only 90, can't cut the nut. Dave Branower, one of the ops, is buying into the Brown's Lake Resort, Burlington, Wis. . . . Bea Sarche, Paul Marr's gal Friday, is expecting early in February.

Hollywood:

Peggy Ryan and Ray McDonald, appearing at Glenn Rendezvous, Newport, Ky., signed a six-picture-per-year contract for two years with Arthur Dreyfuss. Deal was set by Manager Eddie Sherman. . . . The Los Angeles Orpheum is going above its \$4,500 weekly budget to book high voltage stage fare. House will pay the Dick Contino unit \$8,500 for week in March and a \$10,000 guarantee for Phil Spitalny's all-girl ork week of May 4. . . . Embassy Trio set for three-month run at Ben Gage's Trails in Westchester (Calif.). . . . Allan Jones goes to England in April for tour of the four provinces, set by Eddie Sherman thru British reps, Lew and Leslie Grade. . . . Frank de Vol is setting a theater package for summer tour during the Club 15 hiatus. De Vol will hit Midwest territory. . . . Dick Peterson starts six-month run at Zamboanga. . . . Billy Eckstine's Million-Dollar Theater appearance grossed \$21,400 for one week. Draw topped ops' expectations. . . . Dixieland is giving the Sunset Strip a biz hypo on Monday nights. Charley Morrison's Mocambo, dark on Mondays, opened s.r.o. biz on a recent Monday with the Dixieland combo, Firehouse Five Plus Two.

Philadelphia:

Latin Casino denies the widespread rumors that it is planning to shutter or is on the selling block. . . . Dan Iacampo, former owner of the (See In Short on page 48)

AGVA May Put \$50 Franchise Bite on Agents

NEW YORK, Feb. 4.—For the first time in its history the American Guild of Variety Artists (AGVA) will attempt to put the bite on theatrical agents' orgs by setting up a fee for booking franchises. Henry Dunn, union president, is meeting with theatrical agency associations in the East setting forth the new franchise fee plan. In Philadelphia this week, in a meeting with the Theatrical Agencies' Protective Association, AGVA asked for \$50 franchise license fee.

Altho the Philly association turned thumbs down, the door was left open by both sides for future discussions. However, an attempt to fight the fee will be conducted on a national basis by the agency associations, who view the franchise fee as a move to thwart their growth. One of the conditions set forth by Dunn in giving the association recognition is that the association be put on probation for 90 days or more, with the union having the privilege then of withdrawing recognition.

Many Motives

The move by AGVA to collect the \$50 franchise fee from agents, whether they're indies or in an agents' org, was started some weeks ago. Dunn said the reasons for this were many.

He charged that agents' associations weren't policing themselves and cited cases where contracts were issued on match book covers, etc. He contended that inasmuch as these associations couldn't do the job of handling themselves, AGVA, which had the primary power over franchises, would do it.

Jimmy Daley, prexy of the Associated Artistes of America, called a meeting Sunday (5) at the Hotel Astor here of all agents' orgs operating in the East to discuss the problem. It is expected that besides the Artists Representatives' Association (ARA), agents from Philly, Pittsburgh, Providence and Boston will be present.

Among the problems to be discussed besides the AGVA franchise fee will be AGVA's recent ruling that agents couldn't charge commissions for acts sold for minimums.

Grades To Rep Rockwell Abroad

Deal Set for Europe and Aussie Dates

Activity Gets Started

NEW YORK, Feb. 4.—The General Artists Corporation (GAC) and Lew and Leslie Grade have arranged a deal whereby the latter will handle and represent all of the GAC properties in England, Europe and Australia.

GAC's foreign rep for the past year has been Charles Munyard, who succeeded Leslie MacDonald.

Lew and Leslie Grade are probably the most aggressive bookers in London, having handled deals for some of the biggest names who worked at the Palladium, the Provinces and the Continent.

The deal with GAC will mean the office will now have a new outlet (See Grades to Rep on page 48)

Real Heller!

NEW YORK, Feb. 4.—Cindy Heller, currently working at the Cliquot Club, Atlantic City, wrote her agent:

"Please find commission enclosed. As you know, I've just been held over for the sixth time. I'm a big hit and everybody likes me. So, how come I have to mix?"

N. Y. Martinique Plans Mar. Bow

NEW YORK, Feb. 4.—La Martinique, shuttered for the past year or so, is expected to reopen sometime in March under new ops, tho Dario, the former op, will also be in the picture.

The new owners are tentatively skedded to be headed by Phil Rosen, owner of the Penthouse Club, a 60-seat room. Dave Green, local press agent, may also be in on the deal. (See N. Y. Martinique on page 47)

Hope Into N. Y. Para March 1

NEW YORK, Feb. 4.—Bob Hope will open at the Paramount March 1 in his first theater date in New York in 10 years.

Hope will go in on a straight two-week deal for a guarantee of \$60,000 per week against a 50-50. For the run the Paramount will jack up its prices, tho the amount of rise has not been determined as yet. Hope will bring in the rest of the show, tho no acts have been chosen so far.

The last time Hope worked a theater in New York was Loew's State in 1940. His salary then was about \$11,000. With the admission hike it is figured that Hope can walk out of the Paramount with \$70,000 to \$75,000, with the house doing about \$200,000. The latter figure is based on what it took in (\$120,000) for Samson and Delilah and Russ Case's band which played five shows daily or 35 a week. Hope expects to do 42 shows a week.

The entire deal was set by Charley Yates, of Associated Booking, late Friday (3).

Can. Cardy Hotel Sale to Sheraton Won't Alter Policy

NEW YORK, Feb. 4.—The sale of the Cardy hotels in Canada to the Sheraton chain last week will not mean any change in the Cardy show policy, according to Ernest Henderson, head of the Sheraton group.

May Johnson is now the booker for the Cardy hotels, which include the Mount Royal, Montreal; King Edward, Toronto, and a number of smaller places, tho the first two are the major act and band buyers. Arki Yavensonne is the booker for some of the Sheraton hotels, operating out of Boston.

Yavensonne was said to have made a trip to Canada to make a survey of the new hotels, but Henderson denied that such a trip was made or even contemplated. He added, "We will study the figures and re-evaluate the entire policy. Until then we will make no change."



The TRADE Roars:

Billy De Wolfe's Click
Cues Continuance of Name
Acts in Mpls. Niteries
Minneapolis, Nov. 22.

Success of the Billy De Wolfe fortnight engagement at the Hotel Nicollet Minnesota Terrace has prompted Niel Messick, vice-president and managing director, to adopt a permanent policy of big name acts for the swanky supper club's floor shows for the six months or more a year that the Dorothy Lewis ice shows are not quartered there. The roof apparently will be the limit as far as price of acts is concerned.

With the room levying a \$1 cover charge for the first time, De Wolfe, making his first personal appearance here, drew capacity crowds at every performance.

Variety, Nov. 23.

Empire Room, Palmer House, Chicago
(Wednesday, January 11)

Merriell Abbott has come up with a show that'll be hard to top. The combination of Billy De Wolfe and a great supporting cast is the best here in several years.

De Wolfe gets credit for putting the show over. The film comic has thrown a lot of his routine aside to make way for his great ad lib ability. He's added several routines, best of which are satiric work on swank niteries and a burlesque of British plays. The former, in which he takes a table from the room, brings it on-stage and proceeds to undrape it to its cut-up top, is a classic. In addition he has refurbished most of the old stuff.

Johnny Sippel,
Billboard, Jan. 21.

**Empire Room, CHI
(PALMER HOUSE)**
Chicago, Jan. 5.

De Wolfe returns to this inn after a seven-year absence and while relying mainly on his standard bits, including the "Mrs. Murgatroyd" bit from pic, "Blue Skies," has added several rib-tickling bits. Lanky comedian had first nighters in an uproar.

Zabe,
Variety, Jan. 11, 1950.

**Minn. Terrace, Mpls.
(HOTEL NICOLLET)**
Minneapolis, Nov. 19.

Judging by his reception here, this brief excursion of topdrawer comedian Billy De Wolfe away from the flickers and back to his old and original haunts, the supper clubs, should be triumphal. It's clearly apparent that his Hollywood sojourn hasn't diminished his superlative ability to entertain in the top tradition. At dinner show caught in this plush Hotel Nicollet Minnesota Terrace, packed to capacity, he received an ovation.

It couldn't be other than a boff show, what with De Wolfe and it's just that. Keeping the customers in constant laughter, he clowns, travesties, tosses out gags and observations and engages in various other funmaking business. He's up to all sorts of amusing and unusual deviltries, too—such as shooting out of the room all the waiters and bus boys prior to a fling at dramatics and letting a trayful of dishes crash to the floor as his final exit.

As a starter, De Wolfe ribs some of his screen roles. Then his comicalities are directed toward what he calls "a medley of Welch songs," some eccentric dancing and contortionistic activities. All in the travesty vein. He deviates from his clowning to tell in his best storytelling manner the yarn about the Britisher in Italy who uses Pluto water as a substitute for the bad local aqua pura. No De Wolfe offering would be complete, of course, without his uproarious portrayal of Mrs. Murgatroyd at the cocktail lounge, and he doesn't let the customers down on this occasion. He then does serious dramatics by a protean playlet performance. It's all fun at its best.

Rees,
Variety, Nov. 23, 1949.

MINNEAPOLIS Echoes:

Minneapolis Morning Tribune

"Fans won't let him quit—"

—WILL JONES

CHICAGO Says:

Chicago Tribune—Jan. 15

"Billy is superb. He is one of the really individual comedians and a great deal of his effectiveness is the result of a fine acting talent. Coupled with that is a completely unimpressed attitude toward life. DeWolfe stands in awe of no one. Everything has its humorous aspect. He is quick to seize the ridiculous in a person or a situation, and off the stage or on, it's a delight."

—WILL DAVIDSON.

Chicago Journal of Commerce—Jan. 9

"DeWolfe Heads Empire Room's Best Show in Years—Billy DeWolfe is back for the first time since 1942, and that's good news."

BILL LEONARD.

Chicago Sun-Times—Jan. 8
"—a howl."—"His Mrs. Murgatroyd, of course, stopped the show."

J. RAY HUNT.

Chicago Herald-American—Jan. 7

"—undeniable champion of have-fun entertainment."

CHARLIE DAWN.

Chicago Daily News—Jan. 7

"Empire Room Show the 'Most of the Best' Billy is one of those rare and smart Hollywood stars who hits the night club circuit periodically to stay sharp, and as a result he must be ranked as one of the brightest young comedians in the business."

JACK MABLEY.

MIAMI Reports:

Miami Herald—Dec. 22

"His every movement and inflection of word is conducive of laughter. Just go and see for yourself—and be sure to bring the womenfolk for what will be their deepest belly laugh of the year."

GEORGE BOURKE.

Miami Daily News—Dec. 22

"His impressions are so subtle and so smooth he merely opens his mouth and the audience giggles."

HERB RAU.

ST. LOUIS Cheers:

St. Louis Globe Democrat
—"Billy hits right at the heart of real down-to-earth human humor with engaging characterizations. DeWolfe is surefire laughter in any night club spotlight."

—BOB GODDARD

Gratefully

BILLY DE WOLFE

PALMER HOUSE

Currently 8 Weeks

CHICAGO THEATRE

March 3—2 Weeks

MOUNT ROYAL HOTEL, MONTREAL

March 18—2 Weeks

Direction:

MUSIC CORP. OF AMERICA

MINNEAPOLIS Echoes:

Minneapolis Morning Tribune

"Fans won't let him quit—"

—WILL JONES

Versailles, New York

(Wednesday, February 1)

Capacity, 300. Price policy, \$4-\$5 minimum. Operators, Nick Frountz-Arnold, Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, \$8,000. Estimated budget last show, \$4,000.

If Kay Thompson has slipped since last caught, as the grapevine has it, she gives no signs of it at the Versailles. If anything, her act is better and sharper than ever. She has more drive, more latent fire, more explosiveness and better material than ever before. Based on the one show caught, it is hard to see how she can miss in any cosmopolitan center. Her brand of sophisticated comedy is made to order for the kind of trade with a buck to spend.

This time around Miss Thompson works with three boys, Lee Scott, Buzz Miller and George Martin, all young, clean looking lads who work as if they've had plenty of ballet and dance experience. They come on first for a short intro, bringing on Miss Thompson in dark blue slacks and sweater and an overskirt. The routine consists of up and down numbers with the same smart, sharp precision that has become the trademark of the act. In fact, even in the down numbers, thrown in for pace changers, the precision is still there tho it takes the form of mood postures, which hold the chi-chi audience in a vise-like grip.

In the up pieces, however, that latent irresistible drive comes to the surface in an overwhelming manner. The fact that Miss Thompson's an outstanding actress besides a clever showwoman was apparent in varied numbers dealing with the *Lives and Loves of Madeline*, *A Southern Belle* and *A Gal From Morocco*. In the subdued numbers, her low husky voice and the artistic poses the boys were thrown into were all highly moving.

The gal has been around long enough to have learned the lesson of leaving when they still want more. And that is the way she worked. When she finished the house lights went up and the dance music started. But the genuine hands forced a couple of extra bows.

The Emil Petti ork does a sensational job behind the Thompson group. Considering the on-the-button-precision called for in the act, there must have been plenty of overtime rehearsals to get the band to cut the show so well.

Bill Smith.

FRED KEATING

MELODIC MAGIC
With His Own
HAMMOND ORGANCurrently
ESQUIRE LOUNGE
Joliet, Ill.THE
FEELIN'S
MUTUALEXCLUSIVE MANAGEMENT BY
MUTUAL
ENTERTAINMENT AGENCY, INC.

202 N. WABASH

Phone: RAy 6-8995

CHICAGO, ILL.

NIGHT CLUB REVIEWS

Chez Paree, Chicago

(Thursday, February 2)

Capacity, 500. Shows at 8:30, 12 and 2. Operator, Dave Halper. Price policy, \$3.50 minimum, with 55 cent cover charge. Booking policy, non-exclusive. Producer, Dorothy Dorben. Publicity, Bob Curley. Estimated budget this show, \$7,000. Estimated budget last show, \$8,100.

Current two-week package continues op Dave Halper's policy of strong shows. Jimmie Durante is in next, with Tony Martin and the Ritz Brothers to follow.

Frances Langford still is tops at selling the standards. While her seven songs were oldies, her selection made for good pacing and she netted a solid mitt on each ditty. One good comedy novelty would spice her work and her talk between numbers would be enhanced by a little humor.

Comic Larry Storch had one of those audiences that failed to pick up on his subtle satirical impreshes. Started off poorly with a train sequence of gags, all below his standard, and even his lampooning mimicry of the celebs missed. His closing standard drunken wife bit finally broke them down and netted a fair hand.

The Beatrice Kraft Dancers (one fem and two males) have something different in the East Indian format. Miss Kraft has inserted a terrific rhythmic basis to her work, working to such jump arrangements as Tommy Dorsey's *Song of India* and Bob Crosby's *Big Noise From Winnetka*. They pulled solid palm-whacking.

Leroy Brothers opened with their excellent puppetry. Their hula princess and her drummer opener got terrific attention. Even the standard Krupa closer has been enhanced, with the entire drum set exploding at the finale for a sensational closer.

The line (eight gals and four lads) did an impressive Indian war dance bit that was tops for colorful costuming. The other number was holdover.

Cee Davidson's ork did a swell backing job. Johnny Sippel.

Charley Foy's Supper Club,
Sherman Oaks, Calif.

(Tuesday, January 31)

Capacity, 300. Price policy, no minimum, no cover. Owner-operator, Charley Foy. Continuous show, 9 p.m. till 2 a.m. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$500. Estimated budget last show, \$2,500.

Hornsby, an entertainment phenomenon, is creating something of a flurry. Charley Foy's showcasing of the young funster is about the freshest thing seen here in a long time. Hornsby is a one-man marathon, working continuously from 9 until 2. He is the only act on the bill. When caught he went on and on for several hours without repeating himself or borrowing from others.

His technique and style is so puzzling and disarming that it took ringsiders well over a half-hour to catch on. Seated at a piano, surrounded by a wierd assortment of

Lookout House, Covington,
Kentucky

(Tuesday, January 31)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Booking policy, Frank Sennes, exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$5,000. Estimated budget last show, \$6,000.

This smooth-running package gets its biggest lifts from Mickey Sharp, comic, and the Richard Adair Adagio Quintet. All acts, however, turn in commendable jobs, considering that each had to surmount a terrific din occasioned by a capacity house of local Elks celebrating a lodge anniversary.

Sharp mixed up a concoction of smart comedy lines with impreshes of showbiz personalities like Richman, Tucker and Danny Thomas to hold attention and garner hefty mits. His best, however, was an extremely funny piece of business on Uncle Joe Stalin addressing the UN.

The Arden-Fletcher Dancers' (8) second number, an eye appealing *Symphony of Colors*, segued into entre for the Adair Quintet's first offering, a sharply produced series of lifts, spins, tosses and catches, with two lithe lads handling the three shapely gals in easy grace. Group's second effort, the familiar *Clyde Beatty Fantasy*, elicited big returns and sent them scampering off huge winners.

The husky-voiced canary, Joan Brooks, got off slowly and sustained an additional handicap because of a faulty mike. Once the mechanical side was corrected, however, she matched an average set of pipes with prudent song selection to solidly sell items like *If You Were the Only Boy*, *I'm Just a Little Girl From Little Rock* and *Man's Best Friend*. Ace ork backing helped her shove across a *Hurry Aboard the Right Train of Thought* spiritual and a torchy *Tell a Star*.

The Arden-Fletcher Dancers, statuesque prancers, offer two additional parade numbers, with brief costuming showing them off to excellent advantage. Emsee Ralph Young sports an ear-pleasing bary voice to add lustre and good tonal backing on the production turns. His *Blue Room* and *More Coffee* were especially good.

Bob Snyder's ork cut a solid show and turned out top-flight dance tunes. Bob Doepker.

props and gadgets, Hornsby starts slowly. He sings, plays piano and talks at an easy pace. Sometimes his remarks make no sense, while at other times he is philosophizing on the atom bomb and world affairs. When audience begins to lend a serious ear, he switches to zany routines which overwhelm ringsiders. He does rib-tickling satires on magic acts, spoofs customers and generally commits humorous mayhem.

A unique part of the act is the wild assortment of props used. Foy has rebuilt the stage and over 100 gag props are in evidence, including such effects as foamite fire extinguishers and trapeze bars. Club's physical appearance has been changed with the addition of a series of small floodlights spotted thruout the room. Hornsby controls the lights and uses these gadgets at the most opportune moments.

Hornsby is an intelligent lad who has struck on a formula so radically different that it may take a long time to click, but biz has been boosted since lad opened. He sells with the best of them. Alan Fischler.

VERNON HOFF

"America's Most Beautiful Male in Female Attire"
—state critics unanimously
Currently doubling at
CLUBS, Rural Route 1
Club Rendezvous, Rural Route 2
E. St. Louis, Ill.
Thanks to AGVA'S DON HART

Boulevard Room, Stevens
Hotel, Chicago

(Tuesday, January 31)

Capacity, 425. Price policy, cover charge of \$1.10 and \$1.50 and minimums \$3 and \$3.50. Shows at 8 and 11:30. —Producer, Merriel Abbott. Choreography, Dorothie Littlefield. Publicity, Audrey Litgren. Estimated budget this show, \$5,500. Estimated budget last show, \$5,500.

This fifth edition of the show doesn't have the individual which made its predecessors outstanding, the original score and lyrics and a plot by HESSIE SMITH that has continuity, make it top entertainment. Absence of stellar acts is made up also by introduction of two new principals, Joan Hyldoft and Arnold Shoda, who are the best leads the room has yet boasted. Both are good-looking youngsters, with Hyldoft a Betty Grable of the blades. Both skate better than any principals who preceded them. This is especially true of Shoda, who does amazing whirls and leaps. The applause accorded this pair was huge.

John Baur and Bernard Peterson have done a fine job of costuming. Their finale, an all-in-white-and-sequin job that segues into a strobe finish, caused chatter. Miss Smith devised a simple plot to weld this edition into a compact package. Her original music is good, with several pop numbers worthy of pubber attention.

The Morgan Trio (Jean Rhodes, Art Rhodes and John Ferry) are not yet accustomed to doing their adagio work on ice. Once they get over the shakedown stage, they'll have a smart act for rinks.

Major defect in the show is the lack of a comedy high spot. Douglas Duffy ran thru his standard drunk bit, but that stuff has been seen too often to register big.

Frankie Masters' ork cut a difficult show book easily. Masters and Phyllis Miles split the lyrics.

Johnny Sippel.

Billy Gray's Band Box,
Hollywood

(Monday, January 29)

Capacity, 225. Price policy, \$2-\$3.50 minimum. Show at 9:15 and 12:30. Operators, Billy Gray and Max Gold. Publicity, Carl Post. Estimated budget this show, \$2,000. Estimated budget last show, \$2,000.

A promising young act, Jeff Dane and Jerry Collins, rates top attention next to Gray on the bill. Teamed only for eight months, they show plenty of possibilities. Dane, a good looking singer, is the straight man, with Collins supplying the laughs. Their style is crisp, colorful and funny, with both lads offering contrast and flexibility. The material is similar to that of Martin and Lewis and Joey Adams.

Teen-age vocalist Shirley Powell scored with a smartly routined turn which includes oldies, special material and production tunes. Miss Powell, a tiny lass with lusty pipes, shows showmanship and style far beyond her years.

Comic Joe E. Ross continues to knock off his share of laughs. Handling emcee chores capably, Ross uses slow humor to warm up seal sitters. He is an intimate performer whose easy-going mannerisms are both disarming and funny.

Gray is high on anyone's list of comics. A master of timing and delivery, the gagster has added new material to his 50-minute turn. The act is better than ever.

Alan Fischler.

Lucille & Eddie
ROBERTSStill at
RADIO CLUB
St. Louis, Mo.

BELA KREMO

Now Playing

EIGHT WEEKS'
SEASON

At the

PALMER
HOUSE
CHICAGO

"... And Bela Kremó... a European import, is in many ways the finest juggler I have ever seen. Using nearly every stock item from hats to cigar boxes, Kremó does things faster, more intricately and with neater timing than most jugglers. Some of his tricks are sheer genius."

Chicago Sunday Tribune

MANAGEMENT:

WM. MORRIS AGENCY

VAUDEVILLE REVIEWS

Chicago, Chicago

(Friday, February 3)

Capacity, 4,300. Price policy, 50 to 98 cents daily. Five shows weekdays, six shows week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

This year's edition of the Jack Carson show doesn't measure up to the caliber of last year's package. Major deficiencies are consistent comedy punch on the part of Carson and failure to replace Robert Alda with a new face. Alda, who hasn't done a notable pic performance since *Rhapsody in Blue*, got no ovation and a comedy gimmick, in which he was supposed to take over emcee duties from Carson, backfired when the audience wouldn't back his move up with applause. Alda's singing, which was always just average, was hindered by a throat ailment.

Carson himself opens the show with some stale gags, one of which, the nudist camp story, was utilized in this house on the last show by Jules Munshin. In another comedy sequence, Carson, working with a so-so male foil, got little response in a comedy magic try. Bit is too slow and needs considerable refurbishing, as does a poor bit with a cute redhead, Diane Garrick. In this one, Carson brings her on for a stupid amateur contest winner routine that got little response. Carson can be funny and proved it in his work with lovely Janis Paige. Guy's brash screen character can take full advantage of his romantic tries with Miss Paige, and they both wound up the finale to big salvo. Carson should appear less during the show, saving himself for the strong spots.

The Piero Brothers are back here again after only four months, but the amazing South American jugglers have worked up several new bits that add plenty of interest to an already fine act. Their comedy cigar box juggling bit is packed with suspense and humor and is a swell added attraction.

Pic, Montana. Johnny Sippel.

Orpheum, Los Angeles

(Wednesday, February 1)

Capacity, 2,200. Price policy, 50-55-95 cents. Four shows daily. House booker, Bill McIlwain. Shows played by Rene Williams house ork.

Kids will love the current bill with birds and animals on stage and *Jungle Jim* on the screen. De Barrie's Birds—seven white cockatoos and a multi-hued macaw—go thru their well-trained paces for the kick-off.

Hank Bussey, slotted second, builds slowly with card tricks and guitar plucking, and winds up with nifty juggling. Wally Overman's chalk talk is fast and wins mitts. Barr and Estes's zany dance routines pulls chuckles. Yonely clowns around with various instruments, finally producing ear-worthy Strad scraping. Dolinoffs and the Raya Sisters (man and three gals) pull top hands with their smooth dancing and fine garb. Highlight is an illusion stunt with blacked-out stage and the male in black totting dancers, making it appear they're flying thru the air unsupported. Herbie Style's rapid fire comedy punches hard for laughs.

Kids will love Gautier's Steeple-

Paramount, New York

(Wednesday, February 1)

Capacity, 3,654 seats. Price policy, 55 cents-\$1.20. Number of shows, four daily; five on Saturdays. Chain booker, Harry Levine. Show played by Buddy Rogers's ork.

New bill has a helter-skelter unrehearsed air about it that even the smooth showmanship of Celeste Holm can't conceal. Most of this off-the-cuffism was the fault of Buddy Rogers's band, which is musically n.g. and evidently hastily assembled.

Celeste Holm has a champagne-colored coiffure and a personality to match. She's delightfully relaxed and definite big-time talent, equally successful as a dramatic actress (*Gentlemen's Agreement*) or in musical comedy (*Oklahoma* and *Bloomer Girl*). As a singer she utilizes an intimate phrasing and adroit sense of timing to compensate for a voice that's rather mediocre in quality. With the right backing she sounds terrific. Unfortunately she gets it only sporadically at the Paramount. Glittery in a white sequin gown, Miss Holm opened big with a sure-fire *Cain't Say No*, from *Oklahoma*, and some special material tagged *My Guy's in Love With Me*, but the band let her down on a ballad, *I Can Dream, Can't I?* and her finish, a double-entendre version of *Six Times a Week and Twice on Sundays*, didn't pull the sock reaction it deserved.

Rogers's Band

In spite of bright red jackets and twin white pianos, the band looked bad because of awkward staging and lack of flash in performance. Rogers himself, a genial emcee, displayed plenty of charm and scored with an ingratiating chatter routine about his last Paramount appearance 20 years ago, and some tricky piano playing. Musically the latter number was about on a par with a mechanical piano, but the ex-movie actor sold it and the group loved it. He closed the show with an equally showmanly gimmick, wherein he played every instrument in the orchestra.

Comedian Dave Barry, who rated two encores, garnered a full share of yocks with his local joke routine about Brooklyn. His mimicing of Arthur Godfrey and Howard (Sam Spade) Duff, was a real crowd pleaser. Barry's neat flair for satire was particularly well spotted on the latter take-off. For example: "When I woke up this morning I knew something must have happened last night. The lights were on and I was in bed with a horse."

For sheer flash the fiery Cuban terping of Raul and Eva Reyes took top honors. The gal clicked big with the audience when she balanced a glass of water on her head while dancing. Space-wise, tho, the team was too cramped to do full justice to the calculated wildness of their hip-swinging routines.

Pic, *Dear Wife*. June Bundy.

chase, the smoothly performing ponies (4) with five dog passengers and a monkey amply filling the closing slot. Rene Williams ork adequately supports acts.

Pic, *Mark of the Gorilla*. Biz okay. Lee Zhitto.

GAC ONE-MAN RULE

(Continued from page 44)

actual cash. Under a central head all deals would be cleared thru a top channel before contracts are issued and such situations would be avoided.

That this will reduce departmentalization was granted by GAC toppers. MCA has installed this practice some time ago. The only office operating on a strict department basis is the William Morris Agency.

Under GAC's new set up the coordinator will be Milt Krasny, who will shift his headquarters from the West Coast to New York.

Palace, New York

(Thursday, February 2)

Capacity, 1,700. Price policy, 50 cents-\$1.20. RKO chain booker, Dan Friendly. Number of shows, four daily; five Saturdays. Show played by Don Albert's house band.

After a few performances this bill may turn out better; it didn't do too well for the second show opening day. It started fast enough with the Wilfred Mae Trio in the opening slot, but it didn't pick up again until the last act, the Yacopi Troupe.

The Wilfred Mae Trio looked good as it went into its hoop-juggling act. The whole act is carried by Wilfred Gregory, who kept things moving even if he missed too many tricks. The rope balance bit gave the act a good exit hand.

Martin and Florence handled the marionettes in good fashion tho their best was a Sad Sack number. It is the latter on which they might try building a new routine. The act needs material, and getting comedy situations for the Sad Sack might get it up into the money.

Roy Rogers showed he's still remarkably agile for one of his heft. He uses his comedy acro bits intertwined with magic tricks for good results. Where he misses is in his chatter, very little of which is up to his bits or set routine.

Fairish Ballroomology

Pritchard and Lord tied together their ballroomology, taps and ballet into a pleasant class act. A ballet spin ending in a standard lift and shoulder spin earned them a fairish exit mitt.

Dick Buckley did a good job with his standard long-winded act. He got his audience participation gimmick to working without undue delay and got the usual guffaws for the panto mimicry.

George and Nick Alexander showed a pleasant singing act with possibilities of becoming more than that after it is doctored up a bit. The two good looking lads, each with guitars, started with *Song of the Open Road*, went into *Nothing Like a Dame* and followed it with *Riders in the Sky*, finishing with the difficult *Granada*. The fact that the boys worked without a mike hurt rather than helped. Tho they have good, big voices, they're not strong enough to disregard amplification. They also show a need for better known pops and some bouncy rhythm numbers, more familiar to meat and potato audiences to get them going.

Sammy White, almost a standard club date comic since he left the acts of Clayton and White and Puck and White, pleased with his panto bits and novelty hoofing, but failed to register with his talk. His final bit, the panto of the gal undressing for a bath, pulled some yocks. If the rest of his act could be brought up to the latter he'd do a lot better.

The Yacopi Troupe (Roberto, Alfredo, Eugene, Leroy and Sam), well known on the circus wheel, showed one of the most sensational balancing acts to play the Palace in a long time. Opening in flash bits, costumed in sequined bullfighter outfits and carrying equally ornamented capes, the gang went thru a fast toreador opening that got them on and into their balance tricks. Using two teeterboards for catapult effects, the boys went thru full, half and semi-gainers to build for two and three-high stands without a flaw. Their finale was a teeterboard catapult into a perch chair after a three-way twist which brought gasps and a walloping mitt.

Pic, *Girl's School*. Bill Smith.

N. Y. MARTINIQUE

(Continued from page 44)

the terms are subject to further negotiations.

The policy of the new room will call for four or five medium priced acts doing three shows nightly, but instead of piano intermission music it'll have a rumba band. The room will undergo some renovations, including one that will permit the bar to be completely closed off on week nights when business is low, but allowing it to open on week-ends to give the room greater capacity.

Follow-Up Review

PERSIAN ROOM, HOTEL PLAZA, NEW YORK: The addition of Wally Cox, doubling in for the second show from *Alive and Kicking*, February 2, was apparently an effort to cash in on the notices the lad got in the musical. But tho Cox is a vastly improved performer since originally caught at the Village Vanguard, he's not strong enough to follow Burl Ives.

Cox's routine and style is basically the same he used at the Vanguard and the Blue Angel. His shy, meek appearance is calculated to draw attention, which it does. His stories about frustrated candy store owners, mild school teachers and subway conversationalists, is adult and literate. Very little of it, however, gets more than intelligent nods and chuckles. Basically, Cox is a parlor performer, tho a good one. His appeal to a class audience, preferably with a high I. Q., is genuine. The beer buyers will have a tough time understanding him. Bill Smith.

LATIN QUARTER, NEW YORK:

Lenny Kent has been up and he's been down. On the basis of his new material (new to New York, at any rate) he's on the way up again. His buddy-buddy routine is familiar to Miami. Here it showed a new Lenny Kent delivering a gentle rib at the Lone Star State that brought yock upon yock from a jammed room. Kent opened with a throwaway which brought giggles and went right into material starting off with a Jack Cole caricature. This segued, via music cues, into his Texas number built around the buddy-buddy thing. When he went off it was to a terrific mitt.

The rest of the show is basically the same, except for a new song which has been worked into the *Spell of the Yukon* number. A catchy tune, it has just been hatched by Art Waner. It gives the production plenty of heft and adds ear appeal to the sight appeal already present.

It might be noted that one of the best non-featured performers is a kid called Calvin Holt. As Dan McGrew he helps give the number the right sort of impression. As one of the potential "buyers" in the *Love for Sale* number, his acting helps build Ernestine Mercer's selling job. Bill Smith.

QUIN-TONES

AMERICA'S FINEST MUSICAL QUINTET

Currently HAMMOND'S OYSTER BAR Hot Springs, Ark.



EXCLUSIVE MANAGEMENT MUTUAL ENTERTAINMENT AGENCY, INC.

202 N. WABASH Phone: SA 5-4990 CHICAGO, ILL.

Outstanding Instrumental-Vocal Group

4 BLUES

and ARTHUR DAVY NOW ON 3-WEEK ENGAGEMENT AT CHUBBY'S, NO. COLLINGSWOOD, N. J.

Write Wire Phone WAlnut 2-4677 Earle Theater Bldg. WAlnut 2-9451 Philadelphia 7, Pa.

NORM DYGON

and "JR."

PIANO NOVELTIES

IN Duplicate

Currently BRASS RAIL Chicago, Ill.



EXCLUSIVE MANAGEMENT MUTUAL ENTERTAINMENT AGENCY, INC.

202 N. WABASH Phone: SA 5-4990 CHICAGO, ILL.

Miami Copa Sets Berle for 40G

NEW YORK, Feb. 4.—Milton Berle will get \$40,000 for a 10-day date at Miami Beach Copa City when he opens there March 2. The deal was made late Monday (30) night at Dinty Moore's restaurant after hours of palaver.

It is estimated that the entire show will cost the Copa about \$50,000, allowing the extra 10G for the supporting acts, line and music. The entire \$40,000 will go to Berle, even tho he'll probably be able to keep only a fraction of it. The rest will go to Uncle Sam.



SELAN'S World's Largest Creators of HAIR STYLED PIECES

Write for
FREE CATALOG
Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.

SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. 1
Chicago 2, Illinois

- Waterfalls
- Chignons
- Boys
- Switches
- Toupees
- Braids
- Page-boys
- Top Curls
- Trans-formation
- Wigs

DANCE TAG
Non-Transferable
FITS THROUGH THE BUTTON HOLE • IT THEN IS LOCKED SECURELY...
CANNOT BE PASSED TO ANOTHER WITHOUT DESTROYING IT
-ASSORTED COLORS -
SAMPLE & PRICES UPON REQUEST
LEATHER'S PATENTED NON-TRANSFERABLE DANCE TAG ILLUSTRATION MARKS SIZE
WESTERN BADGE & NOVELTY CO. DEPT. D
402 N. EXCHANGE ST. • ST. PAUL 2, MINN.

IN SHORT

(Continued from page 44)

Philadelphia:

Glenside Theater, is the new boss of the Palm Room in the Hotel Plaza. Labe Spiegel changes the entertainment policy for his Little Rathskeller for the umpteenth time. The acts are back again.

George Britton, folk singer, made his local nitery bow at the Benjamin Franklin Hotel's Garden Terrace. . . Big Bill's and Little Johnny's, downtown musical spots, are merging and will operate under one management. . . Jack Ellis and Dave Sandrow added another musical spot in opening the King's Lounge. . . Jolly Joyce is in Florida. . . Dave Cohen and Ben Carson, operating Ciro's, gave a day's receipts to the March of Dimes, with the service staff throwing in their tips.

Lou Stoner, comic at the Latin Casino, isn't kidding on the floor when he pulls the oldie about "not having to do this for a living." He's a partner in a floor-wax manufacturing outfit and holds a patent on a big-selling all-weather men's hat.

Erie Social Club, private after-hours club, will go in for musical names for the late Saturday night and Sunday shows when the town's regular after-dark spots are shuttered.

Eddie Newman, WPEN disk jockey current at the Click as the major attraction, now plans to feature talent quests and to build a talent show of his own to go under his name at the local theaters.

Here and There:

Jack Gordon, of Gordon's Entertainment Bureau, Hartford, Conn., booking agency, is now booking Al Monty, Connecticut-New York area night club-theater entertainer. Monty, billed as "Mr. Sweep," formerly managed motion picture theaters in Connecticut. . . Roy Duka, night club comedian, who recently opened a cartoon advertising service in Hartford, is continuing to do night club work. . . Barbara Bardo, fancy roper, has joined the Gene Autry entourage in a deal set by her personal manager, Richard Hughes.

Two additional weeks have been set for the Paradise, Detroit, cur-recently the only house in town with live shows.

Ruth Best, Cincinnati; Kay Keiser, Indianapolis, and Dorothy Boyles, Columbus, O., who have operated talent agencies many years in their respective cities, have formed a three-way act-buying system to be known under the trade name of B-K-B Club Date Circuit. Final details of the new system were completed at a meeting of the three held in Indianapolis January 23. No changes in ownership or management of any of the respective agencies are involved in the arrangement. . . Strand Amusement Corporation, which operates seven theaters in Bridgeport, Conn., will take over the Colonial Theater from Samuel Haddellman.

Roxy's Smash 115G Hikes Stem to 394; MH Off, 112

NEW YORK, Feb. 4.—A smash week at the Roxy helped bring up the takes for over-all combo houses

last week. The rest of the theaters did just so-so. The over-all gross was \$394,000 against the previous week's \$386,000.

The Radio City Music Hall (6,200 seats; average \$134,000) slipped quietly to \$112,000 for its second week with Bob Williams, Helene and Howard and My Foolish Heart after a kick-off of \$125,000.

The Roxy (6,000 seats; average \$78,000) opened with a smasheroo stanza of \$115,000 with 12 o'Clock High on the screen and Dean Murphy, Betty Bruce and Rolly Rolls on stage.

The Capitol (4,627 seats; average \$55,000) held up with a good \$62,000 for its second week with Sam Levenson, the Ink Spots, Bobby Sherwood's ork and Ambush after a preem of \$76,000. New bill, to open Thursday (9), will have Gordon Jenkins' ork, Marion Hutton, Jack Douglas and Mrs. Mike.

The Paramount (3,654 seats; average \$73,000) went to \$50,000 for its second and last week of Bill Lawrence, Jean Carroll, Jerry Wald's ork and Thelma Jordan. The show took in \$60,000 opening week. New bill (reviewed this issue) has Celeste Holm, Buddy Rogers's ork, Dave Barry and Dear Wife.

The Strand (2,700 seats; average \$22,000) slogged down to \$40,000 for its second frame with Gordon MacRae, Mimi Benzell and Hastu Heart from a tee-off of \$62,000. The new show to go in Friday (10) will have "Sugar Chile" Robinson, Alan Young and Montana.

The Palace (1,700 seats; average \$20,000) took another dip when it collected \$15,000 for Bob Howard, Boylan and King, six o'her acts and Blue Grass of Kentucky against \$16,000 the week before. The new bill (reviewed in this issue) has Sammy White, Dick Buckley, six additional acts and Girls' School.

Grades To Rep GAC Abroad

(Continued from page 44)

for its properties abroad. The arrangements have not been disclosed, it is understood the Grade office will get a split on all GAC properties it places in the countries included in the deal.

Grade feels that showbiz, particularly where American acts and bands are concerned, will get a big hypo in the next year or two. The first shot in the arm is already being felt as a direct result of the Catholic Holy Year. According to various estimates, an additional million tourists have already visited the Vatican, via stop-overs in England and Paris. While in these countries they are hungry for entertainment and apparently prefer to see American performers and bands to the native products.

MCA Offices

The stepping in of GAC into the foreign picture rounds out the representation of the major talent offices abroad. The Music Corporation of America (MCA) has its own office in London, MCA, Ltd. The Morris office's English rep is Harry Foster.

The first immediate result of the GAC-Grade arrangement is the likelihood that more and more GAC properties will play abroad. There are deals now pending for the top GAC names, tho Grade feels that those who have made records need better London distribution of their platters to become known.

In the meantime Grade, who has his own office in New York headed by Eddie Elkort, has set Harvey Stone and Dorothy Lamour for the Palladium in May and has deals pending to tour Artie Shaw and Xavier Cugat as soon as certain transportation problems are ironed out.

IN PHILADELPHIA, PA.
CLINTON HOTEL 10th BELOW SPRUCE
200 OUTSIDE ROOMS from \$2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING APARTMENTS
New Tile Baths
Beautiful Air Conditioned Cocktail Lounge
WALKING DISTANCE OF ALL THEATRES

COMEDY MATERIAL
For All Branches of Theatricals
FUN-MASTER
"THE ORIGINAL SHOW-BIZ GAG FILE"
Nos. 1 thru 35 @ \$1.00 each
(Order in sequence only)
SPECIAL—FIRST 13 FILES FOR \$10
ALL 35 FILES FOR \$30

- 3 BKS. PARODIES, per book \$10
- All 3 different books for \$25—
- MINSTREL BUDGET \$25
- "HUMOR-DOR for EMCEES" . . . \$25
- 3 BLACKOUT BOOKS, each book . \$25
- All 3 different volumes for \$30—
- "HOW TO MASTER THE CEREMONIES" (reissue, per copy \$2) NO C.O.D.'s

PAULA SMITH
200 W. 54th St., Dept. B, N. Y. C. 19

ROOMS WITH BATH REASONABLE RATES
MILNER & EARLE
Hotels
COAST TO COAST

SENSATIONAL SONG PARODIES
Original material, written by an established writer who specializes in good, solid nightclub parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request.
MANNY GORDON
819 W. North Ave. Milwaukee 5, Wis.

Preferred by America's Major Music Makers . . .

BROADWAY THEATRES NIGHT CLUBS AMUSEMENTS
RADIO CITY
A Hearty Welcome at the heart of New York
All the wonders of New York for your neighbor at the Hotel President in "The City of Timesquare — Everybody's Hometown!" 400 airy rooms with private bath, shower and free radio. Television, if you wish

Leon Buch Managing Director

RATES FROM \$3.00 for one \$5.00 for two
Air-conditioned Restaurant
Cocktail Lounge
Adjacent Garage

HOTEL President
MADISON SQ. GARDEN
48th St. • JUST WEST OF BROADWAY

Special Rates for Performers and Bands!

ATTENTION—HEAVY WOMEN!!

Do You Weigh Over 250 Pounds??? CAN YOU SING?? CAN YOU DANCE??

If so, Contact Bee Vester's Beef Trust Revue

17173 Indiana Ave., Detroit 21, Mich. (Experienced Girls Preferred)

Magic

By Bill Sachs

MAGICIANS from far and wide gathered in Columbus, O., last Friday and Saturday (3-4) for the 19th Annual Magi-Fest staged by Columbus magi, with headquarters at the Neil House. Elmer Eckam, Rochester, N. Y., emceed the first show in the main ballroom of the Neil House Friday night, in which 12 magi worked 10 minutes each as a preliminary to a gab and refreshment session which ran well into Saturday morning. At 9:30 Saturday morning, Jack Courtney, Columbus; Ralph Smith Jr., Bexley, O., and Frank Bulah, Glouster, O., did one hour each in a show for the Junior Police at the RKO Palace Theater. Saturday afternoon Claude Bawden, Youngstown, O., presented his fire and magic routine; E. Thorburn Stone, Worthington, O., offered his lessons in magic, and 10 magic dealers demonstrated their latest effects. The charity show at Masonic Temple Saturday night featured Killip, Philadelphia; Doc Yak, Milwaukee; Charles Smith, Youngstown, O.; Helen Harper, Chillicothe, O.; John Pace, Columbus, and Stephens the Magician, Washington, C. H., O. Syl Reilly, Columbus magician-dealer, was in charge of arrangements. . . . Jack Randall is now presenting his magic turn under the name of Johnny Aladdin. . . . Charles Worbel, 18-year-old trixster associated with Abbott's Magic Shop, Detroit, recently presented his two-hour show for three nights at Rochester, Minn., under auspices of the local Eagles. . . . Lesta is working schools on the Florida East Coast. . . . Charles Ruben recently presented his mailbag escape on a March-of-Dimes tele program over a Los Angeles station. "The magic fraternity," writes Ruben, "should certainly disapprove of the unethical and cheap books on sale at drug-stores in this area for 35 cents and exposing tricks like fishing in air, the arm chopper, bowl productions and other standard illusions." . . . Walter Baker, old-time pro magician, is now residing in Santa Monica, Calif.

CHEFALO, Italian conjuror, is currently appearing in the major German vaude houses, assisted by Maddalena. They appeared thru January at the Hansa Theater in Hamburg. . . . Rai and Lucille Baillie typewrite from Tampa: "This town is, as usual, teeming with magi. This is truly a mecca for the magician who loves beautiful magic, as this is the home of Hamilton, the magic-maker. Magicians gather over his shop every day for gabfests, slowing down his production no little. Recently Captain Bell did his strait-

MAGICIANS
GREATEST COIN GADGET EVER INVENTED
ONE HAND, FINGER TIP COIN VANISH

Non-magnetic, not a hook coin, no elastic, pull, thread, hair or wax used. EASY TO DO. A Borrowed half dollar, held at finger tips instantly vanishes—Hand shown back and front, coin reappeared at any desired place. Full photo instructions and apparatus complete, nothing else to buy. ONLY ONE DOLLAR; our usual guarantee of satisfaction. Dealers, write for Wholesale.

EUREKA MAGIC CO.
P.O. BOX 345 SOMERVILLE, N. J.

FOR RENT—THEATRE
Dayton, Ohio, downtown
Population 350,000. Large stage. Just resealed 1000 seats. Fully equipped screen and sound. Running movies and burlesk. Now available. Write
PHILIP L. BRADFORD
545 Fifth Avenue New York 17, N. Y.

WANTED
Exotic Dancers and Strips
For Theaters and Clubs from
MAINE to CALIFORNIA.
Be a Booster for
MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, ILL.

TV CUTTING IN

(Continued from page 9)

same as for all owners of TV sets. For all viewers counted in the survey, movie attendance was 72 per cent less, magazine reading 22.6 per cent less, book reading 29.1 per cent less and newspaper reading 4.7 per cent less. Prior to TV, all set owners averaged 3 hours and 36 minutes listening to daytime radio and 3 hours and 42 minutes at night. After purchasing a TV set, radio listening dropped to 2 hours and 54 minutes during the day and 24 minutes at night.

According to the survey, the number of persons who were induced by TV to attend sporting events they had seen on the screen was "quite small." Over-all, viewers decreased their football attendance by 40 per cent, baseball by 36.7 per cent and wrestling and boxing by 44.7 per cent.

The survey was sponsored by Loew's Theaters, Warner Bros., Columbia Pictures, National Broadcasting Company, The Washington Evening Star and DuMont's WTTG.

BETTER BIZ B.

(Continued from page 12)

After the run-around the set buyer usually goes to the BBB.

The Bureau frankly admits that there is little it can do about the situation. Most of its work is within the province of checking on advertising rather than on retailer performance. But the Bureau next week is going to issue a bulletin on the problem to its members, many of which are TV set manufacturers and retailers. After that it is considered likely that a meeting of BBB execs, manufacturers, retailers and service orgs will be held to see if the reasons for the complaints can be eliminated. At this time, however, no definite date for the meeting has been set.

HOPE FOR TAX CUT

(Continued from page 4)

the tax on telegrams and long distance calls would be reduced from the present 25 per cent to 15 per cent under the administration tax proposals. The sole increase which Snyder asked for in the excise field was the recommended inclusion of TV sets in the 10 per cent tax on the manufacturers' price of radios.

Snyder told the committee that he did not "mean to imply that there are no other competing demands for excise reductions."

jacket escape while suspended high above Franklin Street in front of the Maas Bros.' department store. The stunt was a feature of the local polio drive. The following day **Senor Rodrigues**, Cuban magician, did 45 minutes on a special outdoor stage for the March-of-Dimes campaign. **Brundell the Hypnotist** is working theaters in surrounding towns. We caught his show in Zephyrhills, Fla., and found his smooth turn clicking handily before a packed house. He recently purchased a new home in Lakeland, Fla. **Mystini** is working in and around St. Petersburg. He is planning to go out with a full-evening show in the spring. **Hyman the Magician** is working the Radio Ranch here every week-end. . . . **Jay Bee Fleshner**, hypnotist, and his agent, **J. C. Admire**, have parted company, with the latter taking on **Robert Mason**, another hyp, to continue on the route. Admire is also working in advance of **Hatfield the Hypnotist**. . . . **Phil Graham**, young magus of Urbana, Ill., is piloting **V-Roy and Company**, mystery turn, currently working thru Illinois. . . . **William Weaver**, magician with headquarters in Macon, Ga., tells of catching the **Great Lester** (Noel Lester) at the Capitol Theater there recently. The 10-people, full-evening show was flashed with excellent wardrobe, Weaver reports, but matinee attendance was very poor. Lester was handicapped on the engagement by a broken foot sustained a few days before when he fell off a platform on which he was performing. . . . **Tarrino** has launched a magic shop in Atlanta.

Burlesque

By UNO

PLANS made two months ago to reopen the Columbia, Detroit, with stageshows, giving that city a third burly stop, have come to life again after a few weeks of film operation. The house, taken over and remodeled by the Saul Korman Circuit for a Christmas week opening, is switching to a burly stock policy as soon as personnel can be lined up, according to **Jim Bennett**, who will be in direct charge of production. . . . **Jackie Whalen** and his new Chinese singing find, **Willie Wee Ping**, have left the Peacock Club, Jacksonville, Fla., for Miami. . . . **Gayety**, Washington Hirst Wheel spoke, shuttered February 2 because of poor biz. Manager **Bernie Ferber** will devote all his attention to his near-by eatery, the Chicken Hut, and house singer, **Chet Atland**, will try selling video sets in a local store. . . . **Deena Morse** is the new secretary in the New York office of the Hirst Circuit. . . . **Zenana and Fifi** opened at the State, Canton, O., February 10; the next stop is the Casino, Pittsburgh, February 19. . . . **Pete DeCenzie** is presenting burly for the first time at the El Rey Theater, Marysville, Calif., to good biz.

WINNIE GARRETT, headlining at Club Samoa, New York, for six weeks, was picked for the subject of one of those animated three dimensional photos. . . . **Milton Frome** was prominent last week in three video shows, **Milton Berle**, **Morey Amsterdam** and the **Chevrolet Tele Theater**. . . . **Portland, Ore.**, now has three flesh houses with the recent addition of the Capitol, where **Walter Hale** is offering "Paris in Portland," a girlie show with added vaude acts. **Harry Stratton**, comic, is newly co-featured with **Sugar Robinson**, who doubles as producer, at the 4-Star Follies, and **Jack Hayes** continues as head comic at the Third Avenue. . . . **Stinky Fields** and **Mac Dennison**, with **Laura Bruce**, opened February 10 for two weeks at the Chanticleer Club, Baltimore. . . . **Ceegon**, Oil Bath Girl, has moved from the 400 Club, Daytona Beach, Fla., to Havana, where she opened February 2 for two weeks with options. . . . **Nadaian** has reopened at the Garden of Allah Club, Seattle.

U. S. DOESN'T EXPECT

(Continued from page 4)

that a classification of consumer spending by sensitivity is useful in summarizing how the demand for these goods and services may be expected to vary with cyclical changes in income.

The coefficient for admissions to legit theaters and operas was fixed by the department at 1.9; that for sales of radios, phonos and disks at 2.5. Thus, if total personal income should rise 10 per cent by 1952, then ticket sales could be expected to climb 19 per cent and set sales by 25 per cent. In case of a depression with income dropping by 10 per cent then ticket sales and set sales would fall off by 19 and 25 per cent respectively.

The business of ballrooms was found to have a sensitivity coefficient of 1, which means that their receipts varied exactly with changes in income. Coin machines and amusement parks were given a coefficient of .9—meaning that their receipts fluctuated slightly less than personal incomes. Movie admissions varied even less, having a coefficient of .7.

The most stable facet of the amusement industry turned out to be the sale of sheet music which varies only .5 with income shifts. Thus a change of 10 per cent in personal income is accompanied by a shift of only 5 per cent in sheet music sales.

Early Demise Of ATAS Seen

(Continued from page 9)

making ATAS meetings nothing more than a course of study for tele tyros and not an industry mouthpiece.

As expressed by one tele network station exec who would not be identified, "I have long ago abandoned the academy as anything worthwhile. I stopped attending meetings for the simple reason that each time I went I was hounded to death by job seekers. I had to listen to dull speeches on what television is—and how it works. *I know that or I wouldn't be in the business—and I'm much too busy working at television to attend useless meetings."

Academy has now reached the point where at least three tele outlets have publicly withdrawn all support. KTSL, the Don Lee station, was the first to bow out, despite fact that Harry Lubcke, Don Lee tele research director, was ATAS president. Lubcke, who has since stepped down from the prexy's berth in favor of newly elected Sid Cassyd, is expected to withdraw all active work in the org. KTTV, The Times-CBS outlet, likewise announced it would shun the academy henceforth, as did KFI-TV, which adopted a role of passive resistance. Other stations, while not publicly blasting the ATAS set-up, have discouraged—but not prevented—employees from joining org.

Industry leaders have long wanted a tele org, supported, guided and financed by tele stations. Academy has failed in its purpose, they hold, because of lack of leadership, acceptance by the industry and indiscriminating admission of members. Understood next week's meeting will concern itself with proposal to revamp org either by election of a new slate of industry-known officers or by formation of a new outfit altogether. Cassyd, one of the original founders of the ATAS and a hard worker in its affairs since its inception, has been the target for much criticism since elected prexy. Critics contend that, Cassyd, editor of a tele trade magazine, is ineligible to hold high office by virtue of the publication affiliation. Cassyd would make no comment on the current situation when queried by The Billboard.

BURLESQUE!!

PEOPLE WANTED
IN ALL LINES—FOR STOCK
at
COLUMBIA THEATER
DETROIT
CHORUS GIRLS
That Can Do Strips
(Mail Recent Photo)
NUMBER PRODUCER
Will Consider PRODUCER
with ORGANIZED STOCK COMPANY
All Correspondence to
JIM BENNETT
c/o National Theatre, 118 Monroe Ave.
DETROIT 26, MICH.

FOR SALE

750-Seat Theatre, Brockton, Mass., neighborhood house. Good possibilities. All films available. 34-foot stage, can be used for vaudeville. \$42,000 including real estate. Would consider lease with reliable party. Write
BOX 496
The Billboard, 1564 Broadway, N. Y. C. 19

CHORUS GIRLS WANTED

Experienced, Reliable, 6 Days, \$50 per week.

FOLLIES THEATER

State & Congress Chicago, Ill.

Minstrels' Costumes and Accessories

CIRCULARS FREE

Dance—COSTUMES—CLOWNS

For all other occasions. Get in touch with

THE COSTUMER

238 STATE ST.

SCHENECTADY, N. Y.



House Group Plans Theater Monopoly Question Sessions

WASHINGTON, Feb. 4. — The House Judiciary subcommittee, which has been probing anti-trust legislation, plans to hold hearings on an alleged monopoly in the legitimate theater, Chairman Emanuel Celler (D., N. Y.) announced last week. In addition to calling in witnesses from the theater trades, the group is expected to summon representatives of the Department of Justice which launched a study a year ago into the relationships between the United Booking Office (UBO) and the ownership of legit houses thruout the country.

Celler declared that the monopoly subcommittee has received charges that "a group, headed by Shubert Enterprises in New York, controls over 60 per cent of the chain of legitimate theaters of the country, and the tributes exacted from producers, authors, directors, actors, composers, etc., are unfair—affecting drastically the whole sphere of the theater."

Accusations filed with the group, Celler said, allege that theater rentals are priced out of proportion to the value of the theater, frequently forcing backers of shows to cut down on other expenses to meet the rental fees. It also was charged, according to Celler, that certain theaters require a "ticket kick-back" sometimes

amounting to 100 tickets a performance. "Nobody knows what happens to these tickets," Celler said.

Complete plans for conducting the hearing are to be made later in the session, according to Celler. A number of other items have been given priority, including hearings on U. S. Steel, du Pont and Lever Brothers. The monopoly subcommittee also wants to go into the situation in the newsprint and distilling industries.

Celler said that there may not be time this session "to consider all these charges and complaints in addition to others." He added that his group will "proceed with its work to the fullest possible extent within the limitations of time and, of course, appropriations."

Without conducting a full-dress investigation, the Department of Justice agents gathered quite a bit of data on the legit situation in their 1948-1949 probe of the UBO and legit owners. Examined were the practices of the UBO in booking shows both on and off Broadway and the degree of control over the nation's legit houses attained in the merger of the Erlanger and Shubert interests some years ago. Since no charges were subsequently filed, the Justice Department apparently found no violations of anti-trust legislation.

The Celler subcommittee, in investigating the situation, will not be bound by existing laws, since the purpose of the continuing hearings on all phases of alleged monopoly is to provide a basis for an overhaul of anti-monopoly laws.

BROADWAY OPENINGS

DESIGN FOR A STAINED GLASS WINDOW

(Opened Monday, January 23)

MANSFIELD THEATER

A drama by William Berney and Howard Richardson. Staged by Ella Gerber. Sets and costumes by Stewart Chaney. General manager, Arthur Ginger. Stage manager, David Jordan. Press representatives, David Lipsky and Phillip Bloom. Presented by Jack Segature in association with OBS Productions.

- Henry Maye Nell Fitzgerald
- William Clitherow Charles Nolte
- Tom Prior James Dobson
- Anne Tesh Carroll McComas
- Robin Flemming (The Earl of Hartford) Ralph Clanton
- Margaret Clitherow Martha Scott
- John Clitherow Charlton Heston
- Judge Clinch A. Winfield Hoeny
- Father Marsh John McKee
- First Guard Donald Barton
- Second Guard Winston Ross
- Third Guard Thomas Walsh
- Little William Joseph Fallon
- Sally Kathleen Roland
- Henry Clitherow David Rosen
- Peter Van Lynch Donald Rose
- Robert Hurlston Harry Mehaffey
- Azore A Dog

Design for a Stained Glass Window is the title of William Berney and Howard Richardson's play about Margaret Clitherow, Elizabethan martyr. A reporter has been told that the Catholic Church is seriously considering her canonization. This probably is true, but a reporter will nevertheless bet that 80 per cent of any paying congregation at the Mansfield Theater never will have heard of Mistress Clitherow—and when they do, will find the telling of her saga about as ponderous as the authors' title.

Berney and Richardson leave no doubt that the lady was of unselfish good will and infinite faith—a faith that led her to submit to a horrible death, rather than deny it. However, the authors have become so obsessed with Elizabethan background and local color that the spiritual values of the central figure, and the pity and sympathy that should attach thereto, are lost in a welter of a melodramatic historical period piece. Their Margaret Clitherow is projected as no better or worse than scores of her contemporaries who stood by their beliefs in the face of political oppression — and got no credit for it.

In fact, from what the play has to say, Mistress Clitherow might well have lived in York to a ripe old age, secretly worshipping God in her own way, hiding out persecuted priests and even sending her children to France to be educated, in defiance of the royal edict. Her chief mistake was to turn down a Catholic suitor and marry his Protestant partner in the butcher business. The discarded lad turned out to be a malevolent turncoat who gathered himself royal favor and a title by witch-hunting his former co-religionists—with particular attention to Mistress Clitherow. So what real action and tension the play offers stems from unadulterated melo villainy.

It must be admitted, however, that the script allows Martha Scott poignant moments in the leading role and her final bitter scene before her judges is excellently conceived and executed. Carroll McComas is forthrightly fine as her faithful supporter, and Charlton Heston is good as her husband. Best of supporting honors, however, go to the villainous so-and-so of Ralph Clanton. The latter has a real field day of last-act nastiness and makes the most of it. The cast has been over-all well chosen, altho Ella Gerber's direction lets many of the performers drop their voices to a point of audience ear-strain. Stewart Chaney's gloomy set and excellent period costumes are right in the piece's somber mood, but his over-emphasized lighting is sometimes distracting.

With the light behind it a stained glass window can take on spiritual and living beauty. From the outside, looking in, its pattern becomes

MR. BARRY'S ETCHINGS

(Opened Tuesday, January 31)

48TH STREET THEATER

A comedy by Walter Bullock and Daniel Archer. Staged by Brock Pemberton and Margaret Perry. Sets by John Root. Costumes supervised by Margaret Pemberton. Company manager, Clarence Taylor. Stage manager, Paul A. Foley. Press representative, Thomas Kilpatrick. Presented by Brock Pemberton.

- Mrs. Taylor Ruth Hammond
- Bud Michael Foley
- Evelyn Taylor Gaye Jordan
- Judson Barry Lee Tracy
- Marvin Pritchard Gene Blakely
- Carrie Stanwick Amy Douglas
- Adolph Griawald Frank Tweedell
- Sam Jordan William Gibberson
- The Duke George Ives
- Matt William Sharon
- Sawbuck Richard Carlyle
- Gabby Howard Whitfield
- Miss Ferris Vicki Cummings
- Tom Crosby Scott McKay
- Grover Dayton Dort Clark
- Kerneth Plunkett Tom Reynolds

Walter Bullock and Daniel Archer have conceived a first-rate farce and given birth to a cluttered-up comedy. Their original notion about a rather charming, eccentric artist, who can turn his hand to anything from Burbanking black roses to compounding an exotic perfume, is refreshing. When he makes a hobby of engraving and printing \$50 bills with genial portraits of Gen. Ulysses S. Grant and distributing them gratis for the social improvement of his home town, the notion is novel. And when he squirms from under a just retribution at the hands of investigating T-men via a pay-off by a popcorn magnate as a publicity stunt, it is pretty obvious that nothing about Mr. Barry's Etchings is to be taken seriously.

There could be and should be a lot of fun in a yarn about a kindly gentleman who only wants to be let alone, and who gets mixed up with counterfeiters who see an ultimate meal-ticket in his talents. Since its premise is not remotely believable, it should be played in the tempo of headlong farce. Producer Brock Pemberton and co-directors Pemberton and Margaret Perry have elected to phrase it in terms of light comedy, which looks like commercial doom for all concerned.

A lot of aisle-experts have been hoping that Lee Tracy would get a play really worthy of his talent. Etchings isn't it. Tracy carries off his lead assignment with the best of humor and relish, but between authors and directors what could have been a wonderfully screwball projection becomes only moderately amusing. Etchings is at its best, when Tracy is allowed to go all-out farce by cornering the fem menace and her henchman with a ridiculous toy tommy-gun, and at its worst with a wind-up that is as flagrantly contrived as the phony bank notes he has been printing.

Vicki Cummings is excellent as a stylish, fem counterfeiter with a nose allergic to folding money, and one of the play's best moments comes when she is smelling out Mr. Barry's secreted hoard. Richard Carlyle is likewise good as her dumb triggerman, who thinks a phony sawbuck is the classiest form of merchandise. Ruth Hammond, who has spent years in playing a nice, normal relative in *Life With Father*, is a nice, normal sister to the etcher in this one. Gaye Jordan makes a nice stem debut as a nice, normal ingenue, and Scott McKay supplies the other half of the young love interest in a practically colorless role as the T-man.

John Root's sets are handsome, and Margaret Pemberton has attended to the costuming with a canny eye. But in sum, an idea which might have developed into a rollicking farce has been allowed to run downhill for a skimpy fade-out via light comedy treatment. Tracy is, as usual, fine to watch and listen to, but he and all concerned deserve a better showcase. **Bob Francis.**

opaque and flat. That's the way it is at the Mansfield. **Bob Francis.**

(Closed Saturday, January 28. Printed for the record.)



BROADWAY SHOWLOG

Performances Thru February 4, 1950

DRAMA

	Opened	Perfs.
As You Like It.....	1-26, '50	12
(Cort)		
Caesar and Cleopatra.....	12-21, '49	52
(National)		
Death of a Salesman.....	2-10, '49	412
(Morosco)		
Detective Story.....	3-23, '49	364
(Hudson)		
I Know My Love.....	1-12, '49	110
(Shubert)		
Mister Roberts.....	2-18, '48	475
(Alvin)		
Mr. Barry's Etchings.....	1-31, '50	7
(48th Street)		
The Cocktail Party.....	1-21, '50	17
(Henry Miller)		
The Devil's Disciple.....	1-25, '50	13
(City Center)		
The Enchanted.....	1-18, '50	21
(Lyceum)		
The Happy Time.....	1-24, '50	15
(Plymouth)		
The Innocents.....	2-1, '50	6
(Playhouse)		
The Man.....	1-19, '50	20
(Fulton)		
The Member of the Wedding..	1-5, '50	36
(Empire)		
The Rat Race.....	12-22, '49	52
(Barrymore)		
The Velvet Glove.....	12-26, '49	48
(Booth)		

MUSICAL

Alive and Kicking.....	1-17, '50	23
(Winter Garden)		
Arms and the Girl.....	2-2, '50	4
(46th Street)		
Dance Me a Song.....	1-20, '40	19
(Royale)		
Gentlemen Prefer Blondes... 12-8, '49		68
(Ziegfeld)		
Kiss Me, Kate.....	12-30, '48	458
(Century)		
Lost in the Stars.....	10-30, '49	112
(Music Box)		
Miss Liberty.....	7-15, '49	235
(Imperial)		
South Pacific.....	4-7, '49	348
(Majestic)		
Texas L'il Darlin'.....	11-25, '49	83
(Mark Hellinger)		
Touch and Go.....	10-13, '49	152
(Broadhurst)		
Where's Charley?.....	10-11, '49	552
(St. James)		

ICE SHOWS

Howdy, Mr. Ice of 1950... 5-16, '49		342
(Center)		

COMING UP

(Week of February 6)

The Helress.....	2-8, '50	
(City Center)		
All You Need Is One		
Good Break.....	2-9, '50	
(Mansfield)		

SEC Cautions Investors in Legit Shows

(Continued from page 3)

or an exemption from registration is available.

For projects involving an aggregate offering price of interests of not less than \$100,000 or more than \$300,000, registration of the securities themselves is not required, provided there is strict compliance with the rules governing exemptions. Byrne emphatically stated, however, that there is no exemption from the anti-fraud section of the act. In such cases only a letter of notification need be filed, for which there is no fee. Such a letter contains information as the name and address of the producer, type of interest or security being offered, offering price and any commissions, and details of the budget. The single other technical requirement is the filing with the commission of copies of all printed literature, radio communications, etc. Such material must state all pertinent facts and bear a legend that the interest in the production being offered has not been passed upon by the SEC. It is true that in operations involving more than \$300,000, the procedure becomes more complicated. However, since most productions are budgeted at far below that figure, it has no bearing on the average producer.

It does not appear that Byrne's warning is intended to slow up Broadway production. He stated that the SEC is primarily concerned with a statement of policy because a majority of theatrical ventures originate here. He added that several groups of Broadway backers have already consulted his office before setting up their financial schedules for next year, and urged that any other interested parties get in touch with the SEC should any question arise over the applicability of the 1933 act or the availability of any exemption.

ARMS AND THE GIRL

(Opened Thursday, February 2)
46TH STREET THEATER

Musical comedy by Herbert and Dorothy Fields and Rouben Mamoulian, based on the comedy "The Pursuit of Happiness" by Lawrence Langner and Armina Marshall. Lyrics by Dorothy Fields. Music by Morton Gould. Staged by Rouben Mamoulian. Settings by Horace Armistead. Costumes by Au're. Dances by Michael Kidd. Musical director, Frederick Dvorch. Orchestrations, Morton Gould and Philip Lang. Production supervised by Theresa Helburn and Lawrence Langner. Company manager, George Osbrin. Stage manager, John Cornell. Press representative, Joseph Heldt. Presented by the Theater Guild in association with Anthony B. Farrell.

Since reported returns from theater parties, subscriptions and mail orders predicate an advance sale of something over \$400,000 in the Theater Guild till, it's obvious that nobody needs to worry at the moment as to whether or no Arms and the Girl is headed for the success column. This reporter thinks it would be, even starting from financial scratch. It is far from the most beguiling song-and-dancer to bow in in recent seasons. In fact, tied as it is to the book of the original Lawrence Langner-Armina Marshall opus, Pursuit of Happiness, it frequently loses the pace so necessary to musical comedy. Nevertheless, slow spots may be discounted in favor of solid assets. There is plenty in Arms to sign-post a hit.

Too Much Book

Unfortunately it gives Nanette Fabray none the best of it song-wise. As a matter of fact, it relegates her to a book-bound part, which in other hands would only register intermittently. But la Fabray has a way of her own of taking the song-and-dancer bit in her teeth and galloping off with whatever scenes come her way. This is precisely what is happening at the 46th Street Theater and anyone who does not come away enchanted with what she is doing should have his head examined. Co-starring, Arms introduces a young Frenchman, Georges Guetary, to the Stem, a lad who not only can act but who brings with him one of the finest operetta voices to be heard around here in years. He will have the Guild's fem customers sighing just as la Fabray will put the males on the edge of their chairs for months to come. In addition, there is our inimitable Pearl Bailey to chant a couple of her sultry songs and contribute a right good acting chore along with them, with John Conte also vocally and pictorially effective.

In a way, it is too bad that Herbert and Dorothy Fields, plus Rouben Mamoulian, have followed a play pattern so closely in their musical book. There are laggard intervals and repetitious material which slow down a fast-running musical. But over all, in spite of the fact that Mrs. Fields' lyrics are occasionally pedes-

THE INNOCENTS

(Opened Wednesday, February 1)
THE PLAYHOUSE

A drama by William Archibald, based on Henry James' "The Turn of the Screw." Staged by Peter Glenville. Setting by Jo Mielziner. Costumes by Motley. Incidental music by Alex North. General manager, Robert Rapoport. Stage manager, Stanley Gould. Press representative, Harry Forwood. Presented by Peter Cookson.

Once more this season critical attention is focused on moppets. This time it is on 10-year-old Iris Mann and 13-year-old David Cole, the not-so-innocent brother and sister of The Innocents, the William Archibald psycho-thriller adapted from Henry James' yarn The Turn of the Screw. Both render gifted and precocious accounts of themselves at the Playhouse.

This is the 1880 costume piece which Richard Aldrich and Richard Myers showcased last September at Mountainhome, Pa., and Stem production rights to which they relinquished to Peter Cookson. So it arrives with Beatrice Straight (Mrs. Cookson) in the lead role, with additional able support from Isobel Elsom. Also there are two specters, Andrew Duggan and Ella Playwin, speechless but adding plenty of atmosphere. Innocents is both difficult to cast and to play, and Cookson and Director Peter Glenville have done marvelously by it. Beatrice Straight is wonderfully intriguing as an increasingly harried, terrified governess set down in a spooky British household, and Miss Elsom is excellently effective as a housekeeper who knows most of the answers, but is afraid to give them. But it is the two youngsters, who have been held over from the original tryout, to whom the play really belongs.

Chilly Evening

A pewsitter can take his choice as to the precise implications of Archibald's melo. They are never fully explained. But there are chills and suspense aplenty in the early scenes predicating the vicious attempt by two sinister spirits to come alive in the persons of two children. It is the frenzied battle on the part of a new governess to exorcise these influences which results in final tragedy. Unfortunately the wind-up does not live up to a promising beginning and leaves the beholder with a sense of a decided let-down.

There are sharp scenes and good writing in Innocents. But likewise its implications indicate horrors to come that are never quite fulfilled. Being almost completely a play of atmosphere built of dialog its action is obviously limited. But as a brilliantly acted costume thriller, atmosphere is enough to bid for undivided attention. Young Miss Mann and Master Cole make a remarkable pair of bewitched youngsters, in extremely difficult roles which combine childish innocence with sinister precocity. Without such amazingly good contributions, Innocents would have little or nothing left as a play.

Jo Mielziner's gloomy country-house hall is splendidly apt as background for the supernatural doings and Motley's costumes are likewise. Glenville's direction is taut and compelling. However, it seems to one reporter that there is too much insinuation and too little explanation in Innocents for the average pewsitter. Its word-of-mouth publicity will likely magnet a limited type of audience. Bob Francis.

trian and considerable of Morton Gould's tunes not particularly exciting, Arms is saved by the splendid teamwork of its principals. It adds up to a highly enjoyable evening.

Tune Department

In the tune department, best on this reporter's ear were A Cow and a Plough and a Frau and I Like It Here, sung splendidly by Guetary. Practical show-stoppers a la Bailey were Nothin' for Nothin' and There Must Be Something Better Than Love. Plantation (See Arms and the Girl on page 53)

Sides and Asides

Sidney Theater Manager Refuses To Pay Aussie Tax

Roy Darling, manager of the Tatler Theater, Sydney, Australia, has decided to pay the Aussie government no more entertainment taxes on his ticket sales and has challenged the validity of the Entertainment Assessment Act. The manager states that he expects reprisals from the taxation department, but that any demands will be met with court injunctions. Darling's contention is that the admission tax was purely a wartime measure and that his legal counsel consider it now invalid. Other local amusement interests are sitting tight for the outcome of Darling's experiment in rugged individualism.

Bogue's Motion Granted To Examine Mae West's Books

Galen Bogue last week was granted his motion to examine Mae West's books before trial in his 50G suit for 5 per cent of the star's earnings from her British production of "Diamond Lil." A New York Supreme Court justice granted the motion but postponed the examination until June 5, when Miss West is due back in New York.

Stage Managers Meet Friday on New Contract

John Effrat, chairman of the Stage Managers' Committee, has called a meeting of all stage managers and their assistants at the Lenox Hill Playhouse February 10. Discussions will include new contract provisions for summer theater and for both road and Stem productions. Road and Stem changes will be a part of the new contract to be negotiated between Actors Equity and the League of New York Theaters when the current agreement expires August 15.

Actors' Salary Cuts Proposed for Pre-Stem Shows

Continuing to press for concessions in order to stimulate legit production, the Committee of Theatrical Producers January 31 proposed certain cuts in actors' salaries during a production's three-and-a-half week pre-Stem break-in. The plan calls for a 50 per cent cut of earnings over a \$200 weekly minimum. The pay check on a \$300 salary would therefore be \$250. A profitable try-out would pay back cuts in full. For one less successful returns would be prorated. In the event of a subsequent Stem click all cuts would be covered before any distribution of profits. Actors' Equity council appointed a committee, headed by Margaret Webster, to examine the proposal and report February 14.

Off-Broadway Opening

THE PLOUGH AND THE STARS

(Opened Monday, January 30)

HUDSON GUILD THEATER

A drama by Sean O'Casey. Staged by Al Saxe. Sets by Gerhardt Henschke. General manager, Leonard Jacobson. Stage manager, Barbara Whiting. Costumes by Nina Redman. Lighting by Ruth Mott. Presented by Theater Today.

Peter Flynn Stefan Gierasch
Plutcher Good Sy Travers
Mrs. Gogan Onna Palmer
The Young Covey Vincent Beck
Nora Clitheroe Margaret Croyden
Beale Burgess Elsa Fried
Jack Clitheroe Mac McLeod
Capt. Brennan John McLiam
Mollser Claire Kirby
Bartender Larry Perron
Rosie Redmond Frances Freeman
Lieut. Langan Robert McQuade
Corporal Stoddart Jerry Ansbacher
Sergeant Tinley Larry Perron

Theater Today, begorra, has come up with a fine production of Sean O'Casey's Plough and the Stars. It seems too bad that productions of such caliber can't be done in a more accessible house so that greater numbers might see them.

With great humor and warmth, O'Casey has written the human story of what the Irish Easter Rebellion meant to those living thru it. His moods change from sentimentality and quick-tempered brawls to the pathos and the stark drama of war.

For Plough there has been assembled a cast of good professional quality. Sy Travers has the comedy plum and savors it to his and the audience's delight. Onna Palmer, the slightly burlesque, runs him a close second as a good comedienne, and Vincent Beck likewise turns in a fine performance.

On the serious, there's Margaret Croyden, whose performance grows in her mad scenes after the loss of baby and husband almost to a point of poignant perfection. Not to be overlooked is the sensitive job done by Claire Kirby in a bit. The others have generally less to work with from roles or talents.

Al Saxe has directed with care and fine understanding, tho perhaps some of his earlier scenes are awkward. Gerhardt Henschke has surmounted great obstacles and designed four superior sets.

Finding the theater is difficult, but

the young experimenters wares are highly rewarding. If Theater Today can retain its standards, word-of-mouth should magnet a lot of interested customers (with a sound sense of direction) to its somewhat well-hidden little theater on West 26th Street. Dennis McDonald.

ROUTES
Dramatic and Musical

- Ballet de Paris (His Majesty's) Montreal
Ballet Theater (Curran) San Francisco.
Barretts of Wimpole Street (Walnut St.) Philadelphia.
Bird Cage (Locust St.) Philadelphia.
Blackstone (Coliseum) Evansville, Ind., 11.
Brigadoon (Grand) London Ont., Can.
Come Back Little Sheba (Colonial) Boston.
Cornell, Katharine (Harris) Chicago.
Death of a Salesman (Erlanger) Chicago.
Detective Story (Omaha) Omaha, 8; (KRNY) Des Moines 10.
Diamond Lil (Plymouth) Boston.
Harvey (Waterloo) Waterloo, Ia., 8; (Palace) Rockford, Ill., 9; (Parkway) Madison, Wis., 10-11.
Inside U.S.A. (Auditorium) St. Paul.
Jones, Spike (Great Northern) Chicago.
Kiss Me, Kate (Shubert) Chicago.
Lend an Ear (Shubert) Philadelphia.
Light Up the Sky (Studebaker) Chicago.
Mad Woman of Chailot (Shubert) Boston.
Man Who Came to Dinner (Biltmore) Los Angeles.
Merry Widow (Ford) Baltimore.
Mr. Roberts (Davidson) Milwaukee.
Now I Lay Me Down To Sleep (Forrest) Philadelphia.
Oklahoma (Russ Auditorium) San Diego, Calif., 8; (Civic Aud.) Pasadena 9-10; (Municipal Aud.) Long Beach 11.
Philadelphia Story (Geary) San Francisco.
Private Lives, with Tallulah Bankhead (Shea) Mansfield, O., 8; (Lima) Lima 9; (Shea) Ashtabula 10; (Shea) Erie, Pa., 11.
Street Car Named Desire (Lincoln) Decatur, Ill., 9; (Shrine Mosque) Peoria 10-11.
Street Car Named Desire (Shubert) New Haven, Conn.
Wisteria Tree, with Helen Hayes (McCarter) Princeton, N. J., 10-11.
Yee McLord (Wilbur) Boston.

FOR SALE
500 SETS
BEAUTIFUL WARDROBE
Props, Hats, Etc.
Character, Evening Gowns,
Short Sets (4 to 16).
Complete Layout for Some
CHORUS LINE
Will Sacrifice.
BEE VESTER
17173 Indiana Ave., Detroit 21, Mich.

16MM. SOUND FILMS!

The best for less! You pay \$9.95, \$11.95, \$13.95, \$16.95 or \$19.95 for a week's use of a full program of features and shorts. Better write our nearest office for our latest list.

EASTIN PICTURES

P. O. Box 598—Davenport, Iowa
 P. O. Box 613—Colorado Springs, Colo.
 P. O. Box 347—Chaffanooga, Tenn.

\$15.00 PER WEEK

Puts you in Show Business. Sound Projector and proved Roadshow Films furnished. RMM earned \$675.00 in December. Write for details our new show plan.

DISTRIBUTOR'S GROUP, INC.

756 W. Peachtree, N. W. Atlanta, Ga.

Roadshow Men, Attention! BIGGEST BARGAIN EVER OFFERED

Complete Feature Programs with Shorts only \$7.50 per week. Write for big free list.

SOUTHERN VISUAL FILMS

68 Monroe St. (Dept. X) Memphis, Tenn.

REP RIPPLES

GALEN M. (HAPPY) HARVEY, organist and pianist, traveled over 10,000 miles in 14 weeks last fall for the S. C. Sorensen Bureau, Cleveland, with his "Fun and Music" program, which he presented at schools and colleges. He's currently at the organ in the main dining room of the Poinsett Hotel, Greenville, S. C., and also appearing on Station WFBC as pianist on "The Kitchen Mechanic," a morning show. . . . **D. G. Callahan** writes from Dover, N. H.: "Sometime ago someone asked about the roster of the DeRue Bros.' Minstrels. I was with a one-day stand show playing "Lena Rivers" in the East and here is the roster of the DeRue Bros., whom I met often in 1907 and 1908: **Billy DeRue; Hill and Adams, acrobats; Bobby DeRue, Fred Lampe, John J. Lane; Leon Stanford, wire performer; Harvey Dunn and Ackerman and Weiser.** It was a smart show, with a good band." Callahan would like to see in print the roster of the Bennett and Moulton 10-20-30-shows. . . . **J. J. Carney** and family are on a swing South with **E. F. Hannan's "Mr. Faust Enters."** Carney's nephew, **Fred Boyd**, is doing the agenting for the three-person unit. . . . **Bert Tuck**

has been laying off in Galveston, Tex., since January 1, after nearly two years on the road with a platform show. "I've met only a few roadshows in Texas," Tuck pens. "And I've seen only three small tenters. Labor is high and talent that is any good is almost impossible to get. It seems that they'd rather stick in the big cities. Small tenters are up against it and the fellow with a one or two-person show is in clover and can get more money than ever. That is if he knows his way around and will travel. I'm looking into the wax show idea for this summer. Where is **Billy (Toby) Young?** . . . **Colby Players** are a new group for the Providence area. . . . **Giff's Show** is playing schools and halls in Wyoming. . . . **A. M. Case** is working to good business around Denver with religious pix.

Pion-Borland Bid Hearing Continued

HARTFORD, Conn., Feb. 4.—A hearing on the application of Harry R. Pion and Emile Borland for authority to build a drive-in theater on the Waterbury-Meriden, Conn., Road was held last week by the Connecticut State Police Department and continued to the week of February 6. One of the reasons for the continuance was the assertion by State Sen. Luke H. Stapleton, Cheshire, Conn., that summer residents of Hitchcock Lake, Conn., had no notice of the hearings and many of them would wish to oppose the application.

Senator Stapleton represented the Cheshire Heights Community Club at the hearing. Attorney William Fitzgerald represented the applicants, Pion and Borland, who wish to operate the drive-in theater, and John J. Horan, owner of the land. Stapleton declared that there are already two drive-in theaters in Wolcott, Conn., and another on the Meriden, Conn., Road.

Koster Lists 1903 Hi Henry's Roster

CINCINNATI, Feb. 4.—Having noted a query in a recent issue concerning the roster of the Hi Henry Minstrels of 1903, Charles (Kid) Koster this week sent thru a line-up of the show for that period from his Hollywood headquarters.

Koster, who was second agent for the show, listed the following: **Billy Clark, Raymond Teal, Charles Whalen and John King, comics; J. Albert Gates, interlocutor; Bill Problem, baritone; Robert St. Clair, tenor; Coregem and Dove, dancers, and Corture Brothers, acrobats.**

John Knapp agented the show, with Clint Mix handling the program.

Sun's Unit Bows At Grinnell, Ia.

GRINNELL, Ia., Feb. 4.—Sun's Comedians, with headquarters here, are playing a seven-city circle to satisfactory results. Unit opened locally January 17 and reported good business.

Line-up includes **Maxine and Leo Lacy, Virginia and Audrey Hardesty, Carl Parks and Dot and Jess Sund.**

WANT

COLORED MUSICIANS AND COMEDIANS

Open all year. You must be good.

BILLY BEAM, SHUFFLIN' SAM

Valdosta, Ga.

BOOK YOUR SOUND FILMS NOW

For a Bigger "Take" This Summer



SWANK OFFERS

- A WIDER, BETTER SELECTION—MORE THAN 2000 TITLES—16MM. SOUND
- A QUANTITY DISCOUNT FOR REAL SAVINGS

Now's the time to line up films for your summer circuit—with SWANK! Early planning pays off, and when you choose from Swank's huge library—the Midwest's finest—you get films that are tailored to please. Add the savings from Swank's Quantity Purchase Plan and you can see why Swank is first choice with successful showmen.

Projectors, Screens for rent too—all the equipment you need—at prices you can afford.

SEND TODAY for Swank's 1950 Catalog and plan your shows early.



614 N. Skinker Blvd.
 St. Louis 5, Missouri
 Phone: Parkview 3630

SWANK MOTION PICTURES, Inc. Ray Swank, Pres.

A LANDSLIDE OF OUTDOOR ADVENTURE!

GENE AUTRY

IN **RIDE, TENDERFOOT, RIDE**



FIRST TIME ON 16MM ★ ★ ★ ★

NOW FROM MINOT FILMS YOU CAN BOOK!

NEW

Gene Autrys Hopalong Cassidy's
 Eddie Deans
 Don Red Barrys
 Sunset Carsons
 Jimmy Wakeleys

16MM
SOUND

Get our big FREE CATALOG. State make of your projector and nature of business.

MINOT FILM EXCHANGE · MILLBRIDGE, ME.

Piper Players Discount Rep Managers' Fears

KANSAS CITY, Mo., Feb. 4.—Edmund L. Paul this week called the Piper Players, originally an amateur group, to the attention of those managers who would like to see the rep biz make a comeback but who fear investing the time and money in an attempt at it. He used the group's record to prove the folly of such fears.

About a year ago in this department, Paul pointed out that the Piper Players were formed by Buddy Piper, of Dodge City, Kans., in conjunction with Beverly Presley, a dramatic student at the Junior College of Kansas City.

Paul says that "this unit blew into town one day traveling by bus and without advance notices. The group was touring the West, playing drama and showing in halls, dining rooms, theaters or anywhere it could obtain a booking.

"The American mag, in a recent issue said that 'their record of achievement is envied by show people all over the country.' At present they have three companies which play during the summer at Cripple Creek, Evergreen and Colorado Springs, Colo. They also have a touring company that operates during the winter in Illinois, Indiana and Wisconsin and they recently signed contracts to put in a stock company at the Victoria Theater, Oklahoma City. There is no flesh theater in the city at the moment, but it's a safe bet to predict that the Piper Players will put the Victoria on the map."

TENT SHOWS!

Bill Carsky says . . .

"Our 27 Years in the candy business gives us the 'know-how' . . . We are again ready to serve you in 1950."

100 Outside Flash Lists.

20 Types of Packages.

Your Dependable Source of Supply

Casey Concession Co., Inc.

1132 S. WABASH CHICAGO, ILL.

Bardex Minstrels Want

"COLORED"

Musicians, all lines, Piano, etc. Comics, Blues Singer, Dancers and Teams. Also Candy Pitchman, Handy Man who drives truck. Free Medicine Tent Show, now in rehearsal, opening in 2 weeks, staying out till December. Long season, 2 to 3 week stands. Excellent conditions. Write, telling salary, experience and what you will do . . . to

DR. MILTON BARTOK

P. O. Box 2047 Sarasota, Fla.

\$12.50 PUTS YOU IN THE SHOW BUSINESS

We supply complete 16MM Sound Projectors and Films. Everything ready for showing. Be your own boss. Earn big money. Write

SOUTHERN VISUAL FILMS

68 Monroe St. (Dept. C) Memphis, Tenn.

16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each, advertising loaned free. Write for catalog. Complete new 35mm. drive-in theatre equipment, \$3,174 installed. Construction and operating instructions furnished.

ACE CAMERA SUPPLY

150 N. Irby St. Tel.: 2487-J Florence, S. C.

BRUNK'S COMEDIANS WANT

People in all lines for coming season. Open Oklahoma in April, then Colorado for summer long season. Tell it all. Answer c/o General Delivery, Inglewood, Calif.

WANTED

For Famous Players originated by Geo. D. Sweet, Dramatic People in all lines, with specialties, for summer season in Iowa under canvas. Address:

VINCENT "DENNY" DENNIS
 RAINBOW COURT, LARGO, FLA.

CLOSEOUT SALE

35MM. PROJECTORS AND FILM

(Sound or Silent)
 Perfect to good running Westerns and Features, \$10.00 and up. Late Musical Westerns, \$35.00 each. Programs rented, \$7.50. Pair of Holmes Projectors, \$675.00. Shipping Case, 3,000 ft., for \$4.00 each. Silent Features, \$15.00. Shorts, \$3.50. Poster supply. Free lists.
SIMPSON FILMS, 155 High St., Dayton, Ohio

THE FINAL CURTAIN

ABBOTT—Harry L., 67, stagehand and property man, January 31 in New York. For 39 years he had been president of the Abbott, Scrin & Profile theatrical hardware firm. Abbott had also been president, secretary and business agent of the Theatrical Protective Union, Local 1, New York. His widow, son and two daughters survive.

ANTHONY—Marc (Gus), 82, former international roller skating champion, February 1 in Newark, N. J., of injuries sustained in a fall at his home.

APPLEBY—William C., 27, radio and television actor, January 26 at his home in North Hollywood, Calif. Survived by his widow, a son, his parents and a brother.

BAIRD—Robert C., 89, former president of the Queens-Nassau Agricultural Society, which sponsors the Mineola (L. L.) Fair, January 29 in Forest Hills, L. I., N. Y. (See Outdoor Department for details.)

BIRMINGHAM—George A., 84, novelist and playwright known in private life as Rev. James Owen Hannay, February 2 in London. The author of 40 novels, he scored as a playwright with *General John Regan*, produced in London and New York before World War I.

BLANK—Gustav W., 79, former bandmaster, January 28 at his home in Philadelphia. He was well known in the 20s as a conductor of the Cape May (N. J.) Municipal Band, which played nightly on the resort's Municipal Pier during the summer. Survived by a daughter. Burial in Northwood Cemetery, Philadelphia, February 1.

BUNTS—Howard, 57, Negro orchestra leader for over 30 years, January 24 at Veterans' Hospital, Dearborn, Mich. He was also active in the orchestra booking field. Survived by his mother, Mrs. Dora Bunts. Interment in Westlawn Cemetery, Detroit.

CARPENTER—Benton D., 71, executive secretary of Calhoun County Fair, Marshall, Mich., January 29 at his home near Olivet, of a heart ailment. Burial in Lee Center Cemetery, Olivet, February 1. (Details in Fair Department.)

CARSON—Angelica, 25, member of the Gare Troupe, high-wire act, recently in Berlin. She fell from a high wire in May and suffered a broken spine and had to have both legs amputated.

CASEY—David E., 19, son of E. J. Casey, owner of the E. J. Casey Shows, January 25 in a Winnipeg hospital. (Details in Carnival Section.)

CONNOLLY—Joseph H., 61, January 26 in Milford, Conn. He was proprietor of a refreshment stand at Myrtle Beach, Milford, Conn. Burial January 31 in St. Mary's Cemetery, Milford, Conn.

DARROW—Benjamin H., 60, founder in 1924 of the school-of-the-air program on WLS, January 28 in Columbus, O. He later conducted a similar program for WLW, Cincinnati, before going to WBEN and WEBR, Buffalo, as educational director. His widow, two sons, two daughters, a sister and seven grandchildren survive.

DAVIDSON—John Edmund, 80, actor known professionally as John E. (Jack) Davis, recently in Brooklyn. He first appeared as Topsy at the age of 11 with a touring company of *Uncle Tom's Cabin*. Later he performed with a children's company in New York under the banner of J. C. Duff. In those early days Davis played the second heavy in dramas and varieties and appeared with such New York museums as Rosner's, Huber's and Torrey's, and Boston's Austin & Stone and the Grand Dime. Playing from coast-to-coast, he later appeared with the lyceum repertoires and at the Boston Music Hall.

DAVIS—Dr. Francis W., 82, brother of Elmer Davis, radio and newsman, January 28 in Cincinnati.

DOBBS—Gilbert J., 56, former vaudeville acrobat, January 27 in St. Vincent's Hospital, Bridgeport, Conn. He was a brother of the late Bert Melrose, vaudeville headliner. Survived by his widow Mabel War-

ner Dobbs, a son, Gilbert, a daughter, Mrs. Archie Wilson, all of Bridgeport, and a brother, Fred, New York. Burial January 31 in St. Michael's Cemetery, Stratford, Conn.

DORN—Otto, 81, former Newark, N. J., musician, February 1 in that city. He had played with the Joe Basile and Nikols and Suenderhoft bands.

FELLOWES—Rockcliffe, 65, silent film star, January 29 at his home in Hollywood of a heart ailment. One of his last film roles was with the Marx Brothers in *Monkey Business*. Survived by his widow, Lucile Watson, actress.

FIELD—Sid, 45, well-known British comedian, February 3 in London. Making his debut in 1916, he later appeared in movies and was the star of such stage shows as *Strike a New Note*, *Prince of Wales*, *Strike It Again* and many others. He was appearing in the lead in the London version of *Harvey*, the American stage hit, at the time of his death.

FOOTE—John Taintor, 69, writer and motion picture producer, of a heart attack at his Hollywood home January 30. He authored the Broadway production *Tight Britches*, *Julie the Great* and *Tobey's Bow*. His film writing credits include *Kentucky*, *The Mark of Zorro*, *Broadway Serenade*, *Swanee River* and *The Story of Seabiscuit*. He wrote and produced *The Great Dan Patch*. Survived by his widow, Jessica, and two sons, John and Timothy.

GARDNER—W. F. (Doc), 80, veteran showman, January 11 in General Hospital, Minneapolis of a heart ailment. Gardner had been advance agent with med, rep and musical shows and the Ringling circus. With George L. Barton he produced several Negro musicals, including *Shuffling Sam From Alabam*, and at one time he was associated with Harry Sherman, Western movie producer, in the sale and promotion of the film, *Birth of a Nation*, thruout the Northwest. Gardner also managed the Evanston (Ill.) Theater for several seasons and had toured with outdoor shows. Survived by a brother, R. C. Gardner, Cincinnati, and two sisters, Mrs. Minnie Messerli and Grace Gardner, of West Union, Ia. Burial in West Union.

GIBSON—James (Curly), for the past four seasons operator of the Girl Show on Eddie's Exposition Shows, January 21 in Green Cove Springs, Fla., of a heart attack. Gibson had also worked as a ride man, sound truck operator and electrician with various outdoor shows. Survived by his widow, Donnagene; daughter, Lola Jean, Butler, Pa.; his mother, Mrs. Edna Frederick, Beech Bottom, W. Va.; four sisters and five brothers. Burial in Magnolia Grove Cemetery, Green Cove Springs, January 24.

GORDON—Ezra, 59, former manager of the *Gay Nineties Revue*, January 27 in Brooklyn. He was formerly a clown equestrian with the Barnum & Bailey Circus. His daughter, Ruth (Snookie) Gordon, femsee, and his wife, Stella, survive. Burial in Brooklyn.

GOULD—Billy, 81, well-known vaude comedian at the turn of the century, February 1 in New York. At 15 he first appeared with Billy Emerson's Minstrels in San Francisco and then went to New York, where he played with such stars as Fay Templeton, Lillian Russell, Edna May, Willard Mack, Eva Tanguay and with Dan Dailey in *The New Yorkers*. Gould appeared in vaude with Valeska Suratt and with his own team of Gould and Ashley. He was credited with many firsts, including the first to use velvet draperies as background and the first to sing *Alexander's Ragtime Band*. He appeared in London in *The Belle of New York* before bringing *The Lambeth Walk* to the U. S., for a long run in the Cherry Blossom Grove on top of the old New York Theater. He was a life member of the National Variety Artists. There are no immediate survivors.

GUICE—Flora, 60, for many years a circus bareback rider, February 3 in Tampa of a cerebral hemorrhage. She worked with the Bedini Family riding act, beginning in 1903, with such circuses as Barnum & Bailey, Sparks and Robinson. Married in 1908, she and her husband later had their own act known as the Walter Guice Troupe. Survived by her husband, Walter A. Guice, himself a performer, and a sister, Mrs. Joe Coyle, Chicago. Interment in Orange Hill Cemetery, Tampa.

HARPER—Bert, president, Rodeo and Fair Association, Fort Smith, Ark., and a director of the Arkansas Live Stock Show, Little Rock, suddenly in New York.

HEDGE—Ada M., 76, sister of D. C. (Pony) Miller, the past two seasons downtown ticket seller with Cole Bros.' Circus, and formerly with Sells-Floto and Hagenbeck-Wallace circuses, January 12 in Memphis of a stroke. Burial in Macedonia Cemetery, Holly Grove, Ark.

HIGGINBOTHAM—Arthur A. (Slim), 60, president and general manager of Dixie Theaters Corporation, New Orleans, January 27 in that city. He was also in partnership with Paramount Richards, Inc., Baton Rouge, La. Survivors include his widow, Catherine, and a stepson, Don Stafford, New Orleans. Burial in Baton Rouge January 28.

JAGMIN—T. J., Detroit theatrical decorator for 50 years, recently in that city. Survived by his son, Alex.

KENNEDY—Sam Morton, 37, son of Paul Morton and Naomi Glass, formerly in vaude, January 25 in White Plains, N. Y. His parents once teamed with his grandparents in the Four Mortons.

KITCHIE—Si, 67, trapeze performer, February 1 in Lee County Hospital, Fort Myers, Fla. He had toured with the Downie, Sparks and Dailey Bros.' circuses and was to have been with Rogers Bros.' Circus this season. Survived by his widow, Nellie.

KLIER—Roman, 46, head violin maker for the Rudolph Wurlitzer Company, January 31 in New Hyde Park, L. I., N. Y. He had done work for many famous artists. His widow survives.

LaMONT—Dave (Sandford D. Parker), 69, early day dramatic actor with various roadshows and stock companies in the Midwest, January 28 in Chicago. The past 20 years he had presented his wife, Elma Von Lynn, three-legged girl, as a Side Show attraction with various organizations, including Snapp Bros.' Shows, Al G. Barnes Circus, Ray Marsh Brydon's "Believe It or Not," and at Huber's Museum and Coney Island in New York. Survived by his widow. Burial in Acacia Park Cemetery, Chicago, January 31.

MAHONEY—Edward J., 74, former theatrical manager, February 1 in Montgomery, Ala. He had managed the Grand, the old Montgomery theater and McDonald's Opera House in Montgomery. Before World War I Mahoney was the proprietor of the old Montgomery Theatrical Club.

McBURNEY—Mrs. Lily, 74, mother of orchestra leader Alvino Rey, January 25 in Los Angeles.

McDERMOTT—Thomas, 60, manager of the RKO Palace Theater, Trenton, N. J., recently in that city.

MERSON—Samuel L., 44, former Detroit theater owner, February 1 in Harper Hospital, that city. Survived by his widow, Ruby. Interment in Machpelah Cemetery, Detroit.

MILNE—George O., 47, director of technical operations for the American Broadcasting Company (ABC) January 27 in Miami Beach, Fla. After Western Electric training he began professional work as maintenance man for WEA, later serving as studio control man, telegraph operator, field engineer and transmitter operator. In 1930 Milne was named divisions engineer for the National Broadcasting Company and in 1942 he joined ABC, then the Blue Network. His wife and two sons survive.

O'BRIEN—Charon K. Davey, 34, member of the vaude team, the Two Davey's, January 29 in Revere Beach, Mass. They appeared on the major vaude circuits and with the Metopera Ballet Company, New York. She also had her own adagio act, Charon and Her Pets, and was once with the Arabian Acrobatic Troupe. Her last appearance was as leading danseuse with the *Great Waltz* at the Radio City Music Hall, New York. Her husband, William, outdoor showman and concessionaire, survives.

PACKARD—Jay, 77, former actor, theatrical agent and manager, January 25 at his home in Atlantic City of a heart ailment. In the theater from 1900 to 1935, he was first an actor in New York. In 1912 he became an agent, representing such movie stars as Douglas Fairbanks Sr., Edgar G. Robinson and the late Charles Colborn. As an actor he did mostly stock work and had his own touring companies. Later he appeared in over 100 shows. In 1910 he started work as an actors' agent in the then famous Packard Agency in New York, operated by his mother Mrs. Clara Beaumont Packard. When his mother died in 1911 he opened his own agency. He was Helen Hayes's agent for several years and got Don Ameche his first job in radio. After leaving the theater he operated a restaurant in New York. He went to Atlantic City in 1940, where he and his wife, Jean, operated a hotel. Also surviving is a son, Clifford. Burial in Beth Israel Cemetery, Pleasantville, N. J., January 26.

PULLMAN—Katie, 57, well-known vaudeville dancer of the 1920's, January 26 in Chicago. She had appeared nationwide on numerous vaude circuits. Her sister and three brothers survive.

RHODES—Claude (Dusty), 71, circus trouper, January 23 at his home in Los Angeles of a heart attack. Rhodes had been with the Al G. Barnes, Hagenbeck-Wallace and Russell Bros.' circuses, and from 1938 to 1942 was 24-hour man with the Ringling circus. Survived by his widow, Maree. Burial in Calvary Cemetery, Los Angeles.

ROONEY—Katie, 82, former vaude performer and widow of legit musical director, John Harding, January 27 in Moriches, L. I., N. Y. She was in vaude first with her father, the original Pat Rooney, and later with her sisters. Her brother, Pat, and three sisters, Julia, Mattie and Josie, survive.

SCHROEDER—Theodore, 68, curator at the Detroit Zoo for 13 years, in Detroit January 29. (Details in Park section.)

SMITH—Chris, 69, well known Negro songwriter, recently in Charleston, S. C. His songs include *Good Morning, Carrie*, *Ballin' the Jack*, *Jasper Johnson*, *Shame On You*, *He's A Cousin of Mine*, *You're in the Right Church*, *But in the Wrong Pew*, *I've Got My Habits On*, *Come After Breakfast*, *Constantly*, *Down Among the Sugar Cane and Beans*, *Beans, Beans*. Smith also appeared in vaudeville. His widow and daughter survive.

SNOOK—Lydia (Pinky), former burlesque, vaude, nitery and carnival performer, recently in Reading, Pa.

ARMS AND THE GIRL

(Continued from page 51)

tion in Philadelphia is likewise a hefty production number. Miss Fabray's best number is *That's My Fella*, backed by an excellent dance pattern by Michael Kidd.

The Guild and Anthony B. Farrell have given *Arms* a tasteful show-casing. Horace Armistead's Ridgefield, Conn., backgrounds (circa 1776) look exceedingly authentic, and Audre's costumes are easy on the eye. Mammoulian's staging is good over-all, considering that he has to switch constantly from straight play to song-and-dance approach. What *Arms* really needs is less dialog and more of Kidd's dance measures for his highly vivacious stepping corps to tread. However, even with its faults, *Arms* is still a fine brand of entertainment. Bob Francis.

MASSMANN TO HEAD SESQUI

Veteran Fair Op Lined Up For 25G Job

Meyers Will Run Music

(Continued from page 3)

the fair's manager is chosen. Massmann, who is 49 years old, is highly popular in exposition circles and is looked upon as having top-flight capabilities for the big job of injecting new life into currently bogged-down preparations for the Freedom Fair, which originally had been slated to open this year. He was director of exhibits from 1931 to 1934 at the Chicago Century of Progress, and in 1935 he worked with the California International Exposition. In the following year he was with the Texas Centennial. In 1939 he was consultant for exhibits at the New York World's Fair, and was director of exhibits at the recent Chicago Railroad Fair.

About 25G a Year

It is expected he will take a leave of absence from his present post at the Chicago Museum of Industry and Science if he is chosen for the Freedom Fair director generalship. The salary for the Washington job has not yet been finally determined, but the figure is now discussed as being in the neighborhood of \$25,000 a year.

The fair manager will have top-drawer responsibilities in planning and contracting for all phases of the exposition, which includes a 23-acre midway. All proposals for development of the amusement area of the exposition are considered frozen pending the choice of the fair manager. The fair manager will be expected to take up his duties almost immediately after his choice by the full commission.

Massmann's name is the only one being considered by the sesqui group. (See Pick Massman on page 59)

Detroit Pushes Plan For 1951 Trade Fair

DETROIT, Feb. 4.—Despite losing out to Chicago on the International Trade Fair for this year, Detroit's Board of Commerce, with the active support of officials and civic leaders, is making definite plans for a similar venture in 1951. The local people are, in fact, pleased that they will have a little more time to prepare for the big venture by reason of the delay.

Present plans call for tying in the Trade Fair with the celebration of the 250th anniversary of the city's founding. Latter is projected as a major celebration, on the order of the planned Washington Centennial.

Definite dates of June 30, July 15, 1951, have been set for the fair, to follow a similar fair at Toronto. Objective is to allow an opportunity for international exhibitors to appear at both fairs with little additional expense. Budget for the venture is set at \$2,000,000, with most of it slated to be returned by the exhibits. A basic revolving fund of \$300,000 is to be raised locally, with the city, Wayne County, and industrial sponsors contributing equal shares.

Tampa Gets Weather and Crowds; Grandstand Throngs Top 1949; Royal American Business Is Good

By Herb Dotten

TAMPA, Feb. 4.—Florida State Fair, which Tuesday (31) opened its 11-day run, thru today, its fifth day, was showing strength approximating that of last year, both in attendance and grosses, after allowances for weather and a shifting of Kids' Day. Of the first five days, the first three yielded outside gate totals which topped those of last year. On the fourth day, Friday (3), attendance was down sharply from '49 due to the shifting of the customary Kids' Day program to Tuesday (7). Today's attendance was big, being almost the same as last year, according to estimates of the fair's veteran manager, P. T. (Pa) Strieder. Weather thru the first five days has been excellent, whereas last year rain hit several days.

Friday's loss in attendance is expected to be picked up Tuesday, when that day will have the added hypo of a Kids' Day program it lacked last year.

Seek Chitwood Repeat

Grandstand attendance has been stronger than for the same period last year. Big car auto races started by National Speedways (Al Sweeney and Gaylord White) provided a packed grandstand opening day and sold out the stand today.

Joie Chitwood's Auto Daredevils played to a good matinee grandstand Wednesday (1) and doubled back Friday night (3) to show before a capacity stand. The Chitwood pull was so strong that fair execs are trying to (See Tampa's First 3 Days on page 68)

Hugo Showmen Stage Polio Benefit Show

HUGO, Okla., Feb. 4.—Over \$100 was added to the Hugo March of Dimes campaign when members of the city's show families put on a benefit show at the high school January 30. The event was sponsored by the Junior Chamber of Commerce. Dan Sherwin, owner of a medicine show, and Mrs. Sherwin directed the affair.

Mr. and Mrs. Bill Madden, Clear Lake, Ia., took part. Mrs. Madden, in costume, did the old "Lydia Pinkham" number, and Madden appeared in a clog dance. Herb Walters, co-owner of the Cole-Walters Circus which is being framed, appeared in a Toby act, assisted by Mrs. Madden at the piano. Doug Riggs and Paul Bejano, of Stevens Bros.' Circus, did juggling, and Billy Wolfe, Al G. Kelly and Miller Bros.' Circus, did a lightning artist number. Clyde and Gloria Simpson, musicians from Arthur City, Tex., came over to give aid. Members of the Sherwin show taking part were Buster Doss, comedian and Kay, Arnold, singer. Don Baldwin's orchestra furnished music.

Bridgeport Stadium Capacity Hits 9,000

BRIDGEPORT, Conn., Feb. 4.—Candlelight Stadium, which in addition to housing the Bridgeport baseball club, has played midget and stock car races, as well as thrill and Wild West shows, is being renovated and enlarged. When the project is completed the plant will accommodate upwards of 9,000.

Space will be available for extra chairs to be placed in event of boxing and wrestling shows so that the capacity can be increased to 13,000. Stadium is owned and operated by Carl Brunetto and Robert Sherwood, with Frank Silva as general manager.

Sioux Falls May Get New Aud After 100G Fire Guts Coliseum

SIOUX FALLS, S. D., Feb. 4.—Sioux Falls may get a new civic auditorium as the result of a January 27 fire which gutted the stage area of the old Coliseum, causing damage estimated at more than \$100,000.

Public sentiment in favor of a more modern theater-auditorium already has been voiced well in advance of an April municipal election at which a bond issue for a building may be voted.

The fire started near the boiler room under the stage and spread rapidly, burning everything on the stage and all of the curtain loft. Losses included \$3,000 worth of draperies, a \$4,000 amplifying system and the main switchboard installed in 1931, at a cost of \$20,000.

If the building is repaired, it will not be ready for stage attractions before fall, Manager Al Aker reported. It is estimated that two years would be required to complete a new auditorium.

Aussie Cele Net May Reach Record 200G

SYDNEY, Feb. 4.—The second annual Mardi Gras, held along the Corso of Sydney's seashore resort at near-by Manly, closed last Saturday (29) after a 10-day run. Affair is a big street carnival, with big parades and special events to draw the crowds.

Last year, despite several rainy nights, the Mardi Gras brought in more than \$100,000 net for local charities. This year's event got off to a good start with a turnout of 100,000 on the Corso on opening night and when the proceeds for the event are all in it is expected that the net will be double that of last year.

Blackpool Units Top Mil \$ Mark, Net 628G

LONDON, Feb. 4.—Gross of the Blackpool Tower and Winter Garden companies, operators of the principal theaters and play spots at England's leading shore resort, Blackpool, topped a million dollars for the year ending October 31, 1949, which was \$102,958.80 below the gross for 1948.

Income of the affiliated firms is derived from earnings of Blackpool Tower Circus, several big theaters and ballrooms and concessions and attractions operated in conjunction with them. Gross for the two firms was \$1,354,908.80, against \$1,457,867.60 in 1948. An additional \$40,241.60 was derived from other sources, making a total of \$1,395,200.40. Net profit was \$628,070.80.

NEW YORK, Feb. 4.—The annual report of the Triborough Bridge & Tunnel Authority, released last week, discloses that negotiations between that group and Madison Square Garden management for the projected construction of the super-duper Columbus Circle Coliseum—combined sports palace, convention hall and public garage—are progressing and are expected to reach a satisfactory conclusion soon.

The original estimate of the cost of the new arena, \$25,000,000, for which the Authority has been authorized to float a bond issue, may be revised upwards. According to George E. Spargo, authority's general manager, an operating agreement with the garden corporation is expected to be worked out soon and construction is expected to get under way as soon as engineering studies are completed.

Also of interest to the outdoor amusement interests is the Authority's figures on toll receipts on the Marine Parkway Bridge, which serves the Rockaway Beach area and Coney Island, and the Cross Bay Boulevard Bridge, principal means of access to the Rockaways. Marine Parkway tolls for 1949 were \$4,791,276 against \$4,167,802 in 1948, while tolls on the Cross Bay bridge totalled \$5,169,510 for 1949 and \$4,693,748 in 1948. Income from the auto parking field at Jacob Riis Park, Rockaway Beach swim resort operated by the Authority, was \$229,672 for 1949, against \$224,425 in 1948.

The \$63,500,000 Brooklyn-Battery tunnel under New York harbor, also an Authority project, will be opened this spring and will provide a direct express route from New Jersey and New York to Coney Island, the Rockaways and other Long Island resorts.

Mobile Completes Mardi Gras Plans

MOBILE, Ala., Feb. 4.—Officials of this city's annual Mardi Gras celebration this week announced that all arrangements have been completed to make this year's event the largest and longest staged in a number of years. Celebration gets under way Monday (13) and continues thru Tuesday (21).

Thirteen parades will be stretched over the nine-day run and for the first time in local Mardi Gras history two women's parades will be held. They are slated for Monday (13) and Tuesday (14). Mystics of Time, organized last year, again will have their giant serpent in line.

Bonner Novelty Company has been awarded the contract for street decorating. Balloon, novelty and confetti peddlers again will be charged the usual \$30.50 State and county license fees, which have prevailed during the current State administration. The only exception is that ex-service men will be issued a special license upon presentation of their discharge papers to local and State licensing officials.

Several out-of-town novelty men have arrived for the event, with more expected in the next few days. All hotels report a long list of reservations.

BABY ELI WHEELS ARE BACK AGAIN



For the first time since World War II we again present the BABY ELI Wheel. This miniature BIG ELI Wheel stands 17 ft. 7 in. high and carries 6 seats. Operates with 3 H.P. Motor and weighs 3,200 lbs. complete. A must for a complete Midway or Park includes some rides for the smaller children. A BABY ELI Wheel is one profitable solution to this problem. Our supply of BABY ELI Wheels is limited. Write us for Price List A-60 today.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

Close Ups:

Eye-Catching Figure Put Al Beck In Outdoor Biz, Life of Figures

By Herb Dotten

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

A **BILLBOARD COVER** put Al C. Beck into outdoor show business at the age of 18. And figure-minded Al, now 51, has been in it practically ever since, with circuses, carnivals, amusement parks and carnivals. The last two years he has been a combination secretary and first lieutenant for Bob (Diggers) Parker.

It was the picture of an equestrienne on *The Billboard* cover displayed in a store window in his native Toledo that caught Al's eye and sent him into the alfresco entertainment field. As a youngster, he had been in love with the circus and *The Billboard* conjured up an inviting world for him.

He bought a copy of the magazine and, taking it back to the law firm where he worked as a court reporter, read it from cover to cover, giving particular attention to the help wanted advertisements.

One of these—by the Johnny J. Jones Exposition, seeking a secretary who could take shorthand—commanded his interest. He wrote Johnny Jones. A few days later Jones replied, saying the job was Beck's if his references proved satisfactory. They did, and Al joined the Jones shows a week later.

The office wagon, however, proved too confining for the energetic 18-year-old. For this reason he left the shows, a few months after joining and returned to Toledo and entered an accounting office. As time passed and weekly copies of *The Billboard* arrived, he found the lure of the road too strong. He wired Jones, then in Orlando, Fla., winter quarters, and Jones rehired him. In the intervening years he has held executive positions with many of the top shows, including the Ringling Bros. and Barnum & Bailey Circus. Beck's experience has been broad. His rating as a "wagon man" in the outdoor field compares with the best of them. He approaches problems with the objectivity and eye-to-detail of an accountant. It has been this "strictly business" attitude which gave him key positions and won him respect with major organizations.



AL. C. BECK

With Many Shows

The scope of his activities is indicated by a run-down of his employment record, which follows: Johnny J. Jones Exposition, secretary, 3 years; Sun Bros.' Circus, secretary, 2 years; World of Mirth Shows, secretary, 2 years; Morris & Castle Shows, treasurer, 2 years; 101 Ranch Wild West, 7 years; Russell Bros.' Circus, secretary-treasurer, 2 years; Sells-Sterling Circus, manager, 5 years; Beck & Thomas Shows, operator, 1 year; Lewis Bros.' Circus, 1

(See Eye-Catching Figure, page 67)

"Big-Ride" Performance!

ALLAN HERSHELL KIDDIE RIDES

Count on Allan Herschell to build the BEST in Kiddie Rides Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

- KIDDIE AUTO RIDE ★ LITTLE DIPPER
- SKY FIGHTER ★ KIDDIE BUGGY RIDE
- KIDDIE MERRY-GO-ROUND
- KIDDIE BOAT RIDE

Made by the makers of Carrouzels, Whiz Bang, Caterpillar, Moon Rocket, Loofer, Hurricane, Water Scooter and other famous riding devices.

ALLAN HERSHELL COMPANY, Inc.
N. Tonawanda, N. Y.

World's largest manufacturer of amusement rides

36 PASSENGER

5 Wheel Drive TOM THUMB STREAMLINER



America's Finest, Fastest, Most Economical.
TOM THUMB STREAMLINERS, INC., Bradenton, Fla.

FOR SALE

Tumblebug & Good Lease

ASKING \$13,000

Located N. Y. C. \$,000,000 Drawing Potential.
Write:

BUG AMUSEMENTS, INC.
1254 Richmond Rd. S. I. 4, N. Y.
Phone: Dongan Hills 6-0246

THE WINNER!



LITTLE CHIEF FIRE ENGINE

The New Kiddie Ride

Awarded the Edward L. Schott Trophy for the Most Meritorious New Device or Ride Exhibited at the Annual Convention of the National Association of Amusement Parks, Pools and Beaches—Chicago, November, 1949!

A GREAT MONEY MAKER

Write, Phone or Wire Collect, Jack Gray, Sales Mgr.
For Full Details and Literature

FLY & HARWOOD, Inc.

300 Madison Ave. Ph. 38-1244 Memphis, Tenn.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

HARRY WITT

296 Junius St. Brooklyn, N. Y.

FOR SALE

7 CAR TILT-A-WHIRL

and other Rides.

Box 315, The Billboard Pub. Co.

48 W. Randolph Chicago 1, Ill.

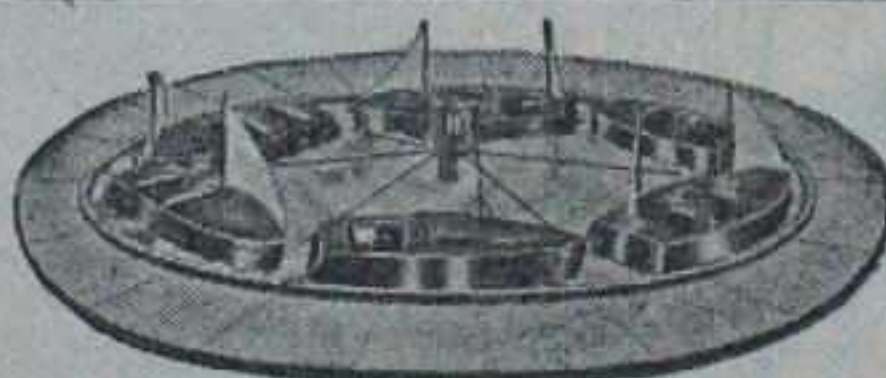
Ride Owners!

are reporting greatly increased grosses on Eyerly rides having the new Eyerly automatic passenger safety belt. This speedy, positive and self-adjusting safety development, now standard equipment on the new Rock-o-Plane, Fly-o-Plane and Roll-o-Plane, actually saves from fifty to seventy-five per cent in loading time. Write for complete information.



EYERLY AIRCRAFT CO.

SALEM, OREGON



LUCAS BOAT RIDE

DESIGNED TO BRING MORE PROFIT

Available in portable steel, rubber or cement tank.

For more details write:
J. L. LUCAS MFG. CO.
2521 Riverside Drive
Los Angeles 39, Calif.

Eastern Sales Agent
TRAVER ENTERPRISES
84 Richmond St.
Painesville, Ohio

The TILT-A-WHIRL Ride

Outstanding for

- Public Appeal ★ Stability
- Good Quality ★ Portability
- High Class ★ Earning Power

SELLNER MFG. CO.

Faribault, Minnesota



HIT THE DECK

Get your share of the 1950 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Chairplanes, Kiddie Airplane Rides and Ocean Waves. Write, wire, phone for literature.

SMITH & SMITH

100 FRANKLIN ST.

SPRINGVILLE, N. Y.

NEW KIDDIE RIDES!

TERMS ARRANGED IMMEDIATE DELIVERY WRITE FOR PHOTO



- AIRPLANE RIDE ★
- ELEPHANT RIDE ★
- FIRE ENGINE RIDE ★
- PONY AND CART RIDE ★
- SPEED-BOAT RIDE ★
- MINIATURE TRAINS ★

KING AMUSEMENT CO.

Mr. Clemens, Michigan

KIDDIE RIDES

ARRANGE SPACE IN YOUR KIDDLAND FOR A

- TROLLEY STREET CAR
- JET PLANE RIDE

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE AVE.
DORCHESTER 3-0226
CHICAGO, ILL.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢. Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. **DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2** 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢. Ping Pong Balls \$15.00
Replacements, Numbered Balls, Ea. .40
3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 1.25
M. W. Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5, M 1.50
Plastic Markers, Red or Green, Round or square, 3/4" Diameter, \$2.50 M. Scalloped Edge, Green only, \$2.00 M. Smaller Size, 1/2" Diam., Red or Green, M 1.50
Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 3/8ths size \$2.00 M
Round White Cardboard Markers, 1/2" Diam., 1800 to lb., lb.85
Airtite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90z. Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & Co.
19 W. Jackson Blvd. Chicago 4, Illinois

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

JOHN BUNDY
REPRESENTATIVE

Hauss-Standard Chevrolet

1325 STATE ST.

EAST ST. LOUIS, ILL.

CHAIRS

Every Type and Variety

- AUDITORIUMS
- ARENAS
- HALLS

Portable Bleachers
Wood-Steel

U. S. SEATING CO.

570 7th Ave., N. Y. C. (41 St.) LO 4-3524

For an Ache or a Pain—a Bruise or a Sprain or Athlete's Foot

USE SINAPOLE

and feel that wonderful relief. It carries the Economy Distributing Co. guarantee.

Two 1 1/2 oz. jars \$1.00.

If after you have used one jar you do not feel that it is the best rubbing ointment you have ever used, return the other jar and get double your money back (\$2.00 plus postage).

ECONOMY DISTRIBUTING CO.

1824 St. Anthony Ave., St. Paul 4, Minn.

MODEL 120 FLOSS MACHINE DIRECT DRIVE \$275

MADE BY WORLD'S LARGEST MANUFACTURER OF FLOSS MACHINES
CONCESSION SUPPLY CO.

3916 SECOR RD. TOLEDO 6, OHIO

Out in the Open

J. R. (Cap) Ramsey, manager of the advance for B. Ward Beam's Auto Daredevils, and his wife left Hollywood for Washington before going to their home near Fort Laramie, O. While on the Coast, Ramsey did work for the army air forces. . . . **Lloyd F. Bridgford**, vet pony ride operator, again has been awarded the pony ride concession in Washington Park, Milwaukee, which also houses a zoo, lagoon and an outdoor bowl for stage shows. Bridgford also has the pony ride concession at the Kiddieland on Highway 36.

Harry Harris, formerly active in the Michigan Showmen's Association and who has represented Bastian Brothers in Lansing, Mich., the last three years, has returned to Detroit where he will make his home. . . . **Roy Lisogar**, Vegreville, Alta., recently sold two African lions to A. J. Ody, owner of the Leader Shows, Oliver, Alta.

Bruce Peacock, city editor of The Regina (Sask.) Leader-Post, in an illustrated story, featured the master plan of Regina Exhibition's rebuilding plan, which will cover 15 years and cost \$2,000,000. Biggest item in the program is the \$500,000 livestock building which will have a 2,000-capacity amphitheater and is skedded for completion in March, 1951. Program was started last fall when concrete footings and sewers were laid for permanent concessions for this year's annual. Other planned improvements are an addition to the grandstand, hard-surfaced roads and new entrances.

Viola McLeod, secretary for Polack Bros.' Circus and J. C. McCaffery's Amusement Corporation of America, Chicago, and **Nellie Vaughn**, secretary in the Thearle-Duffield Fireworks office, Chicago, left by plane Saturday (4) for a 10-day Florida vacation. . . . **Ernie Young**, of the Ernie Young Agency, was released from a Chicago hospital Thursday (2), after a three-week stay following an operation. He is expected to return to his Windy City offices soon.

George B. Flint, of the Boyle Woolfolk Agency, Chicago, was relieved of, or lost his wallet en route to the Arkansas Fair Managers' Association meeting in Little Rock. . . . The new coliseum under construction for the Arkansas Livestock Show, Little Rock, will be roofed for this year's annual, **Sen. Clyde Byrd**, secretary, announced, but completion is not expected until next year. Building will cost \$1,250,000 and will seat 9,300. . . . **Julius B. Schatz**, attorney for the receiver of

Government Files for Tax Due on Frederick Rodeo

FREDERICK, Md., Feb. 4.—The federal government has on file at the Court House here a tax lien against the Wild West Rodeo Company in the amount of \$551.49, representing admission tax losses incurred when the show played Frederick last summer and left leaving unpaid bills.

The two-day rodeo, according to local papers, was promoted by a Larry Ford, who reportedly cleared out with most of the receipts and a blonde. Local officials believe Ford is another name used by a well-known rodeo promoter who has a long record for skipping out on similar occasions in the past.

Saladino Heads B'ham Billers

BIRMINGHAM, Feb. 4.—At a January election of the local Billposters' Union No. 126 Sam Saladino, for the past six years with the L. J. Heth Shows, was named president; H. B. Harper, business agent; Bill Hanna, secretary, and Jake Stevens, treasurer.

the Ringling-Barnum circus and a member of the circus disaster committee of the Hartford, Conn., bar, is a candidate for the nomination of State attorney general on the Republican ticket of Connecticut this fall.

Mr. and Mrs. Charles Zemater and son, Jack, of the Charles Zemater Agency, Chicago, were bruised and shaken up in an automobile accident January 28, on Highway 45, four miles south of Effingham, Ill. As a result of the accident, which did \$1,000 damage to their car, the Zematers missed the annual Arkansas Fair Managers' Association meeting in Little Rock. The agency was repped there by **Capt. Roy Simms**.

France To Promote Stocks at Langhorne

DAYTONA BEACH, Fla., Feb. 4.—Stock car races at the Langhorne (Pa.) Speedway will be operated under sanction of the National Association for Stock Car Auto Racing (NASCAR) during the 1950 season.

An agreement was reached here between **Mr. and Mrs. John D. Babcock**, owners of the Langhorne Speedway, and **Bill France**, stock car race promoter, by which France will direct the racing activities at the Langhorne track during 1950.

France announces that his first race of the season at the Pennsylvania track is tentatively set for April 16. France staged a 200-mile stock car classic at the Speedway last September which pulled an overflow crowd.

Harris Suit Against Seaside, Pyro Firm Settled for \$600

NORFOLK, Feb. 4.—A damage suit for \$75,000, brought here by **Mack Harris** against Seaside Park, of Virginia Beach, Va., owner **Jack Greenspoon** and his associate, **Dudley Cooper**; and against the International Fireworks Company and **Fred C. Murray**, was settled without trial at Princess Anne Court House for \$600—with the Seaside Park group and the International Fireworks group each paying half.

Harris claimed incapacity due to injuries allegedly received at Seaside Park when a supply of fireworks stored there exploded and caused a small fire.

Plans for Special Autry Kids' Show Fail to Jell

FLINT, Mich., Feb. 4.—Efforts of a local group to arrange a special Sunday night performance by the **Gene Autry** show at reduced prices for youngsters proved fruitless when the group failed to secure a guarantee of \$2,000 to underwrite the show. A local councilman had led the move for the special show, saying that the \$1.20 charge for the regularly scheduled matinee was too much for the kids.

Whalen Associates, New York, which books the show, offered to let it go on at 60 cents, the price sought by the councilman, if the basic expenses of the rest of the personnel were underwritten.

Set N. J. Food Show Dates

TEANECK, N. J., Feb. 4.—Pascack Valley Hospital Association will hold its second annual **Bergs County Fair and Food Show** May 6-13 in Teaneck Armory under the management of the **New Jersey Expositions**, with **Arthur C. Maurello** as director. Women will be invited to take part in a cooking contest. Bags of groceries will be awarded daily as prizes for baked, canned and preserved foods competition. A one-year food supply will be the grand prize.

Hunt Org Completes New Training Barn

BURLINGTON, N. J., Feb. 4.—Activities at winter quarters of **Hunt Bros.' Circus** include completion of a new training building. The structure is an eight-cornered building of concrete block, 100 feet in diameter, with a clear span of 40 feet for the ring. At present it is being used to break in several new animal acts. Repair and paint shops and seat and prop departments are working full blast under the supervision of **John Wasowsky**.

The circus will have five elephant acts, two new Liberty numbers and menage this season. **H. T. Hunt** has finished lining up auspices, and with his family will join **C. T., C. J., and Edward Hunt**, with their families, in Florida.

Roy Bush, superintendent of elephants; **Roy Howze**, horse and pony trainer; **Guy Leslie**, in charge of seals; **Harry LeVine**, with chimps, dogs and baboons, and **Bill Nippo**, head of clown alley, are with the **Orrin Davenport** show but will return shortly.

English Outdoor Group Names W. Pullen Prexy

LONDON, Feb. 4.—At a meeting of the Central Council of the Showmen's Guild, held here last month, these officers were elected for 1950: **William Pullen**, president; **G. J. Hill**, vice-president; **Arthur Bates**, deputy vice-president, and **Frank Mellor**, treasurer. **Thomas Murphy** continues as executive secretary.

The Showmen's Guild is the leading organization of outdoor showmen in the British Isles, with local sections thruout England, Scotland and Wales.

AMERICA'S FINEST
SHOW PRINTING

STOCK DESIGNS FOR ALL OCCASIONS
CIRCUS - CARNIVAL
RACE - THRILL SHOWS
POSTERS - DATES - CARDS - BANNERS
WRITE FOR DATE BOOK AND PRICE LIST. OUR 35th YEAR

CENTRAL
SHOW PRINTING CO. - MASON CITY, IOWA

OFFICE - VENDING LIVING
\$1275.00 Deluxe Aluminum Trailer

CALUMET COACH CO.
11575 S. WABASH AVE., CHICAGO 28, ILL.

Coleman

- LANTERNS
- BURNERS
- TANKS
- HOLLOW WIRE

Handy Gas Plants Available—Immediate Delivery.
Mantles & Supplies Complete Factory Service, Parts, Repairs.
COLEMAN SALES & SERVICE
441 N. Clark Chicago 10, Ill.
Phone DELaware 7-4220

the new SANI-SERV
CONTINUOUS DIRECT DRAW DAIRY FREEZER
leads them all

WRITE FOR FREE CATALOG

GENERAL EQUIPMENT SALES Inc.
24 S. WEST ST. INDIANAPOLIS, INDIANA

BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

Challenger FLOSS KING
Selling New Profit and Performance Records!

CHALLENGER EQUIPMENT CORP.
BOX 249 Harvey, Illinois
Phone: Harvey 4036

Go into Business With LILEY'S Famous ROOT BEER and BARREL SET-UPS. Write Liley Sales Co., 1122 E. 31st, Kansas City, Mo.

3 FACTORS THAT MAKE THE IMPROVED EWART MERRY-GO-ROUND THE BEST BUY

1. Designed for Portability
2. Engineered for Trouble-Free Operations
3. Decorated for Maximum Eye Appeal

WRITE FOR SPECIFICATIONS

H. E. EWART CO.
707 E. GREENLEAF ST. COMPTON, CALIF

NEW 1950 EDITION NOW AVAILABLE CONCESSIONAIRES' GUIDEBOOK
76 Pages—All jam-packed with money-making formulae, M.O. Ideas, Games and Concession Equipment. Send \$1.00 today for your copy

CONCESSION SUPPLY CO.
2914 Secor Rd. Toledo 6, Ohio

SHOOTING GALLERIES
Large Portable Galleries built on 18 ft. Semi-Trailers, Vacuum Brakes, Good Tires, complete with Counter, Side-Wall and Awning. Cost new \$5,500, now completely reconditioned at \$2,750.

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

Talent Topics

Robi Vernon is now working under the professional name of Robi Marlaine. . . . Howard and Wanda Bell were dinner guests of Joe and Wally Beach while working the Court Square Theater, Springfield, Mass., recently. . . . Patricia Fagel has joined Jerry D. Martin's Fearless Stars playing the Florida State Fair, Tampa. Act also is skedded to appear with the Braly Circus in the fall.

Al Ackermann infos from Wayzata, Minn., that he met the Marvelous Maxellos in Minneapolis recently for the first time since 1934 and was their guest at Club Carnival. . . . Maybelle Miller, aerialist, who has been wintering on her farm at Black River Falls, Wis., reports that Herbert (Red) Scott, her rigging foreman, is in the Veterans Hospital, Hines, Ill. . . . Lang and Lee recently returned to Indianapolis after two weeks in Texas.

The Riding Kemp Family was featured on the Enoch Squires' program on Station WLS, Chicago, Tuesday (31). . . . The Yacopis, teeterboard tumblers, and the Wilfred Mae Trio, hoop jugglers, are at the Palace, New York. . . . The Schaller Brothers, trampoline, are at the Olympia, Miami.

London Trade Show Preems February 14

LONDON, Feb. 4.—London's sixth annual Amusement Trades Exhibition opens a three-day run at the New Royal Horticultural Hall February 14. Amusement park, carnival and arcade equipment and supplies will be exhibited. Because of import regulations, practically no new foreign-made items will be displayed. Firms which have taken exhibit space include F. W. Coulson, Merry-Go-Rounds and kiddie rides; Lang Wheels (Mfg.) Ltd., gravity ride and Auto Skooters; John Collins, Roller Coasters, Scenic Railways; Whittaker Bros., Dodgem cars, and Supercar Co., Ltd., Dodgem cars. Unusual items on exhibit will be ornate but sturdy sectional fencing for use around circus tents and other shows under canvas. National Cash Register Company, Ltd., for the first time, also will have a stand.

Omaha Sports Show Skedded In City Auditorium Mar. 18

OMAHA, Feb. 4.—The Omaha Sports and Vacation Show will be held in the City Auditorium here March 18-26, and will feature names prominent in the sports and entertainment fields, Ken Ferguson, managing director, announced. Featured in the arena will be a 60-foot portable water tank where aquatic shows will be staged. On display will be sports equipment, boats, trailers and automobiles.

Hamburg House Features Strong Talent Line-Up

HAMBURG, Germany, Feb. 4.—Hanza, big-time circus-vaude spot, is offering another good bill this month, with a strong sawdust flavor. In the line-up are J. Holzmuller, with his elephant, Nelly; Mabel-Rose Sisters (3), Risley act; Lind Brothers, acro comics; Splendid Trio, roller-skaters, plus the American illusionist, Chelalo-Palmer.

Maricopa Signs Siebrand

MESA, Ariz., Feb. 4.—The Siebrand Circus and Carnival has been signed as the midway attraction for the Maricopa Coun' Fair here February 18-26. Marcel Delporte, fair manager, said a tent, 60 by 100 feet will house overflow exhibits from the civic center buildings.

IMPART REAL SPARKLE

to your presentations with this more brilliant spot



THE STRONG TROUPERS HIGH INTENSITY SPOTLIGHT

A portable A.C. Carbon arc that produces a steady, sharp, uniformly illuminated snow-white spot. Silvered glass reflector and two-element variable focal length lens system. Draws only 10 amperes from 110-volt A.C. convenience outlet. Adjustable, self-regulating transformer in base. Automatic arc control. Carbon trim burns 80 minutes. Horizontal masking control. Can be angled at 45 degrees in each direction. Color boomerang. Six slides. Ultra-violet filter holder. Mounted on casters. Easily disassembled for shipping.

Listed by Underwriters' Laboratories

SEE ANY OF THE FOLLOWING DEALERS OR USE COUPON FOR OBTAINING LITERATURE

- | | |
|--|---|
| <p>ALBANY
Albany Theatre Supply
Nat'l Theatre Sup. Co.</p> <p>ATLANTA
Nat'l Theatre Sup. Co.</p> <p>ATLANTIC CITY
Boardwalk Film Enterprises</p> <p>BALTIMORE
J. F. Dusman Co.
Nat'l Theatre Sup. Co.</p> <p>BOSTON
J. Cifre, Inc.
Nat'l Theatre Sup. Co.</p> <p>BUFFALO
Dion Products
Nat'l Theatre Sup. Co.</p> <p>CHARLOTTE
Nat'l Theatre Sup. Co.</p> <p>CHICAGO
Abbott Theatre Equip. Co.
Gardner Jansen Inc.
Hollywood Stage Lighting Co.
Midwest Stage Lighting Co.
Midwest Theatre Service & Equip. Co.
Nat'l Theatre Sup. Co.</p> <p>CINCINNATI
Nat'l Theatre Sup. Co.</p> <p>CLEVELAND
Nat'l Theatre Sup. Co.</p> <p>DALLAS
Hardin Theatre Supply Co.
Modern Theatre Equip. Co.
Nat'l Theatre Sup. Co.</p> <p>DENVER
Graham Brothers
Nat'l Theatre Sup. Co.</p> <p>DES MOINES
Nat'l Theatre Sup. Co.</p> <p>DETROIT
Nat'l Theatre Sup. Co.</p> <p>FORTY FORT
V. M. Tate Theatre Supplies</p> <p>GREENSBORO
Standard Theatre Supply Co.</p> <p>HOUSTON
Southwestern Theatre Equip. Co.</p> <p>INDIANAPOLIS
Nat'l Theatre Sup. Co.</p> <p>KANSAS CITY
Shreve Theatre Supply
Nat'l Theatre Sup. Co.</p> <p>LOS ANGELES
J. M. Boyd
C. J. Holzmuller
Nat'l Theatre Sup. Co.
Projection Equip. & Main. Co.</p> | <p>LOUISVILLE
Falls City Theatre Equip. Co.</p> <p>MEMPHIS
Nat'l Theatre Sup. Co.</p> <p>MILWAUKEE
Nat'l Theatre Sup. Co.
R. Smith Co.</p> <p>MINNEAPOLIS
Minneapolis Theatre Supply
Nat'l Theatre Sup. Co.</p> <p>NEW HAVEN
Nat'l Theatre Sup. Co.</p> <p>NEW ORLEANS
Nat'l Theatre Sup. Co.</p> <p>NEW YORK CITY
Nat'l Theatre Sup. Co.</p> <p>NORFOLK
Nat'l Theatre Sup. Co.</p> <p>OKLAHOMA CITY
Nat'l Theatre Sup. Co.
Oklahoma Theatre Sup. Co.</p> <p>PHILADELPHIA
Blumberg Bros.
Nat'l Theatre Sup. Co.</p> <p>PITTSBURGH
Atlas Theatre Supply
Nat'l Theatre Sup. Co.</p> <p>SALT LAKE CITY
Inter-Mountain Theatre Sup. Co.</p> <p>SAN FRANCISCO
C. J. Holzmuller
Nat'l Theatre Sup. Co.
W. G. Preddy Theatre Sup.</p> <p>SEATTLE
B. F. Shearer Co.
Nat'l Theatre Sup. Co.</p> <p>SIOUX FALLS
American Theatre Sup. Co.</p> <p>ST. LOUIS
City Electric Co.
Nat'l Theatre Sup. Co.</p> <p>TOLEDO
Theatre Equipment Co.</p> <p>WESTERLY
G. H. Payne Motion Picture Service</p> <p>CANADA
Dominion Sound Equip., Ltd.
Montreal, Quebec
General Theatre Sup. Co.
Montreal, Quebec
Perkins Elec. Co., Ltd.
Montreal, Quebec
Perkins Elec. Co., Ltd.
Toronto, Canada
General Theatre Sup. Co.
Winnipeg</p> |
|--|---|

THE STRONG ELECTRIC CORP.
"The World's Largest Manufacturer of Projection Arc Lamps"

64 CITY PARK AVE
TOLEDO 2, OHIO

Please send free literature, prices and name of the nearest dealer in Strong Spotlights.

NAME

THEATRE

STREET

CITY & STATE

NOW BOOKING ACTS FOR 1950 SEASON

Wire or write available dates and salary expected. Attention, Harry "Pops" LaVan to—

HARRY J. BATT
PONTCHARTRAIN BEACH NEW ORLEANS 19, LA.

★★ FOR SALE ★★
Streamlined Caterpillar
(Used 3 Seasons)
Roll-o-Plane
(Used 2 Seasons)
Will guarantee equipment

For the safest and strongest in mobile units, insist on a **STEWART COACH . . .**

with an ALL-STEEL SUPERSTRUCTURE!

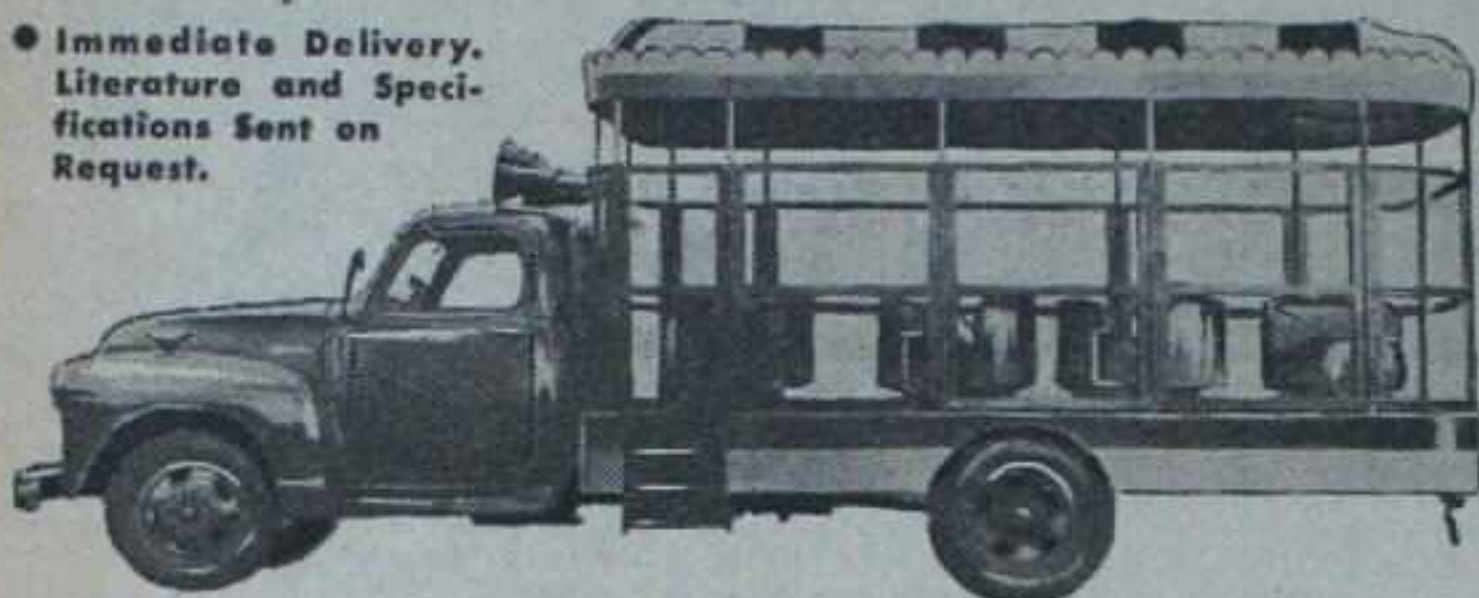
Other bonus features: Curve-design cabinets—Rubber tile floor—Spun glass insulation—Undercoating—Steel or aluminum exterior—Slope-Away Roof—Lengths, 25 to 36 ft.

Write for newest literature

STEWART COACH INDUSTRIES, INC. ● Bristol, Ind.

TRUCK MOUNTED KIDDIE RIDES Merry-Go-Round, Others

• Immediate Delivery.
Literature and Specifications Sent on Request.



WELD-BUILT BODY CO. 5903 PRESTON COURT
BROOKLYN 34, N. Y.

B & B Wire Rope

FOR YOUR RIDES



Prompt Shipment for:

- FERRIS WHEEL
- CATERPILLAR • WHIP
- TILT-A-WHIRL
- HEY DEY • LINDY LOOP
- RIDEE-O-RIDE

Midway Mike Says:
An idle ride
will cost you dough;
Replace worn ropes
before they go.

Broderick & Bascom Rope Co.

4203 N. Union Blvd. 32-30 43rd Avenue Airport Way at Edmunds St.
St. Louis 15, Mo. Long Island City 1, N. Y. Seattle 8, Wash.

Or Order B & B Wire Rope from Your Ride Manufacturer

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

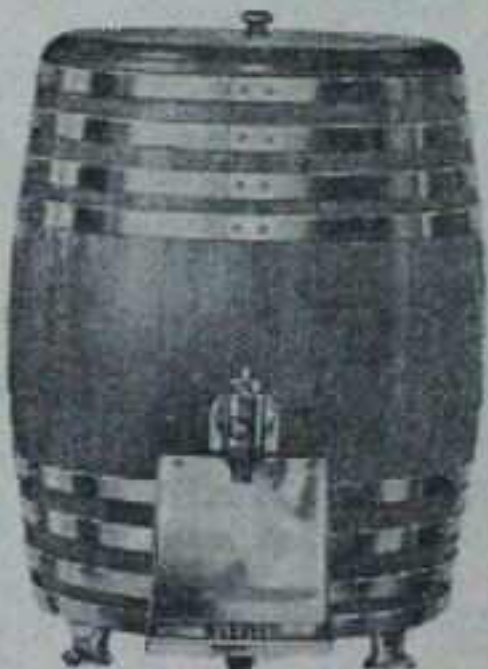
IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

Manufacturers: **MULTIPLEX FAUCET CO.**



STURDY OAK STAINLESS STEEL HOOPS
4325-B Duncan Ave. St. Louis 10, Mo.



FLORIDA BOUND?

INSURE THAT CAR AND TRAILER!

Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law . . . Don't wait until you have an accident! Penalty rates would then apply.

BE SURE! INSURE NOW!
CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN

A1338 Insurance Exchange
Chicago, Illinois

1728 First St., N.
St. Petersburg, Florida
Phone 5914



CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price. \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

KING AMUSEMENT CO. 82 Orchard St. Mt. Clemens, Mich.

Flashbacks

25 Years Ago

David Lachman bought equipment of the Con T. Kennedy Shows for \$11,000 at a New Orleans auction held to satisfy a government tax claim. . . . Sen. J. H. King was re-elected president of the Colorado County Fairs' Association at a convention held in Denver. . . . William Newton Jr. (Honest Bill) purchased some equipment and animals from the Miller Bros.' 101 Ranch Show. . . . Plans were laid to entertain 200,000 visitors at the 1925 Rochester (N. Y.) Exposition. . . . Announcement was made that construction work would be pushed on a new park at Hammond, Ind., by John A. Miller. . . . G. S. Chapman was elected president of the Georgia Association of Fairs at a convention in Macon. . . . Preparations were under way for the March 28 banquet and ball of the Showmen's Club of St. Louis.

Slivers Johnson and his clowns were booked solid until mid-April, at which time they were scheduled to join the John Robinson Circus. . . . Announcement was made that an Idaho State Fair at Boise would be established. . . . Frank Hoover, of Philadelphia Toboggan Company, was supervising construction of a \$50,000 Roller Coaster at Shady Grove Park, Connellsville, Pa. . . . Frank B. West, West's World's Wonder Shows, was acquitted by an Accomac, Va., jury of murder charges. . . . Mr. and Mrs. Al H. Cooper, the former a Side Show manager and the latter an aerialist, signed with Gollmar Bros.' Circus. . . . Jean Evans Woodward, former prima donna of the Sells-Floto Circus and later Robbins Bros.' Circus, was soloist with Bachman's Million-Dollar Band during the South Florida Fair, Tampa.

Acts playing Volusia County Fair, De Land, Fla., including Hoagland's hippodrome features, Famous Russells, Carlo's aerial act, Jinks and his trained dogs, Millie Sylvania, Vennetta Clark, Harrison's cyclists, Gene Wiles and Capt. Fred Wilson, high diver. . . . Bernerd E. Ericsson and associates were developing a new amusement park at Mound, Minn., near Minneapolis. . . . Henry J. Pollie returned to the Zeidman & Pollie Shows as general representative. . . . J. J. Perry signed with P. W. Harrell on the Sells-Floto Circus advertising car. . . . Niagara County Agricultural Association, Lockport, N. Y., re-elected Fayette E. Pease, president; J. W. Thompson, vice-president; John K. Silsby, secretary, and A. C. Tovell, treasurer. . . . Lake Cliff Pavilion, Dallas, was sold by Charles A. Mangold to O. J. Harris and W. B. Faulkenberg, of the Sunset Amusement Company.

Doc Murray contracted his Side Show with the Greater Sheesley Shows. . . . Martin and Martin, aerialists and contortionists, were playing the Orpheum junior circuit. . . . S. W. Taylor, Boonville, Ind., was elected president of the Indiana-Illinois-Kentucky fair circuit. . . . St. Joseph County Fair and Amusement Company, Youngstown, O., renewed the lease on Springbrook Park to Springbrook Park Amusement Company, controlled by Rex Billings. . . . Walter D. Nealand signed with the Rubin & Cherry Shows as publicity manager.

Deaths: Walter R. Buckman, fairman; Henry Cohen, showman; Francis (Doc) Hastings, clown; Lawrence Larson, former circus performer; Col. W. D. Pedro, circus man; Frank Ranger, Side Show man; Frank Swayne, outdoor showman; Joseph S. Vantiano, circus performer.

10 Years Ago

Verne Williams was engaged as advance advertising car manager of Cole Bros.' Circus. . . . Nat D. Rodgers' extravaganza, "Shooting High," was contracted for the Houston Fat Stock and Livestock Exposition. . . . Fred H. Ponty leased Atlantic Beach

Park, Atlantic Highlands, N. J. . . . Plans were announced by J. H. Miller to launch Miller's Modern Midway and Society Circus, with F. Stanley Reed as general agent. . . . Advance sale for the Detroit Shrine Circus at Michigan State Fair Coliseum was about 20 per cent ahead of 1939. . . . Daily grandstand programs for Holmes County Fair, Millersburg, O., were set by the Gus Sun Agency. . . . Kishacoquillas Park, Lewistown, Pa., was purchased by James E. and John H. Moren, father and son. . . . W. H. Lambert was signed as general agent and assistant manager of the Palace United Shows.

A community benefit circus was planned in Venice, Calif., for Ruby Wood, of the Yankee-Patterson Circus, who was injured in a fall from a trapeze in Taft, Calif. . . . Lewis Scofield, Zumbrot, was named secretary of the Minnesota Federation of County Fairs. . . . Fred L. Markey, secretary of the New England Section, National Association of Amusement Parks, Pools and Beaches, was working on preliminary plans for the annual meeting in Boston. . . . George S. Marr, was signed as general agent of the Sam Lawrence Shows. . . . Bee Kyle, high diver, was winner in The Billboard's Favorite Outdoor Performer Contest. . . . G. O. Dupuis was handling promotion work of Polack Bros.' Circus for its appearance under Shrine auspices in Cincinnati Music Hall. . . . Pennsylvania State Association of County Fairs convention re-elected William Brice Jr., president; Harry B. Correll, John H. Rutter and M. H. Beary, vice-presidents, and Charles W. Swoyer, secretary-treasurer.

Mr. and Mrs. D. L. Hall booked their concessions with West Bros.' Shows. . . . A damage suit by Miss (America) Olvera against the Al G. Barnes and Ringling-Barnum circuses for \$51,000 for injuries suffered in 1937 resulted in the jury awarding her \$10,000. . . . Rocky Mountain Association of Fairs convention in Miles City, Mont., elected Henry J. Boling, Miles City, president; Irl Watson, Havre, vice-president, and Jack M. Suckstorff, Sidney, secretary-treasurer. . . . Warren E. Buck was trying to get permission from the British to visit their Sierra Leone possession in Africa to restock his commercial zoo near Camden, N. J. . . . Al Wagner announced the booking of his Great Lakes Exposition Shows for Logan County Fair, Lincoln, Ill.

Merle Evans was featured in Ripley's "Believe It or Not" cartoon, the cartoonist reporting that Ringling-Barnum bandmaster had played 7,790 performances in 22 years without missing a show. . . . Washington Fairs Association convention re-elected Chapin D. Foster, Chehalis, president; A. E. Bartell, vice-president, and Tom Wood, Chehalis, secretary-treasurer. . . . Roy A. Brown signed as second agent and billposter with the Funland Shows. . . . Two Novellos, the former Canestrelli Duo, and Teddy sailed from San Francisco for Australia to play the Tivoli Circuit in Melbourne and Sydney. . . . B. Ward Beam's International Congress of Daredevils was booked thru the Gus Sun office to play Lee County Fair, Donnellson, Ia. . . . Showman Cliff Liles, Lake Charles, La., was defeated for State senator from the 14th Judicial District. . . . Loyal Repensky contracted a teeterboard routine unit from Billy Schultz, of Manitowoc, Wis. Bobby Msurer, John Krumdick and George Haese were selected as male members of the act. Leslie Brodkorb, another Schultz protege, was working indoor dates with a Repensky troupe. . . . La Crosse (Wis.) Interstate Fair Association re-elected George H. Gordon, president, and named A. P. Funk, vice-president, and Joseph J. Frisch, secretary-treasurer.

Pick Massmann To Head Sesqui

(Continued on page 54)
Several other prospects were discarded for various reasons. Barring unforeseen developments, Massmann, likely to get a speedy vote of approval from the commission.

Meanwhile, the commission announced that Emerson Meyers, professor of music at American University, has been chosen as the commission's director of music. Meyers will draw up plans for the commission's entire musical program, including stage and concert stars who will make appearances during the sesqui celebration. Altho some of the festivities have already got under way, the sesqui celebration is slated to take on greater activity starting with the annual Cherry Blossom Festival. A number of events, including fireworks, parades, concerts and open-air shows, have been scheduled for this year and next. The Freedom Fair itself is expected to open in April, 1951, and the sesqui commission intends to keep it going for two seasons.

The newly appointed music director is a member of the board of directors of the National Symphony Orchestra in the nation's capital and a member of its administrative committee. He headed the 1949 symphony fund drive which raised nearly \$100,000. He is a pianist, composer and teacher. His Suite for Strings and Clarinet won the National Federation of Music Clubs award for 1943.

Interest Quickens

Enthusiasm appears to have been revived in the sesqui's preparations after several months of snarls, even to a number of major problems still await solution. Ever since the turn of Carter Barron, executive chairman of the commission, to Washington from a month's Florida rest (The Billboard, January 28), plans actually has stepped up, and the commission is now in a frame of mind to get things moving again for the Freedom Fair. At the same time, inquiries into the commission's operations are continuing to get attention from the Department of Justice and Capitol Hill, but observers are not anticipating startling developments.

ASTRO FORECASTS

All Readings Complete for 1950
Crystal Balls; Imported
Hand in these sizes: 2 1/2; 3 inch; 3 9/16; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14. 100, 75¢; Per M. \$4.00
Old Fish Pamphlet, 4 Page, 8 1/2 x 11. 12 Signs.
Any Quantity. Each 11¢
WHAT IS WRITTEN IN THE STARS. Folding Booklet, 12-p., 2 1/2 x 5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample, 10¢
PRECISE AND ANALYSIS, 10-p. Fancy Covers, 8 1/2 x 11. Each 5¢
Samples of each of the above 4 items for . . . 25¢
No. 1. 45 Pages Assorted Color Covers. 50¢

NEW DREAM BOOK

10 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 60¢
Signs, Cards, Illustrated. Pack of 36 15¢
Graph Charts, 9x17. Sample 5¢. Per M. \$7.50
MENTAL TELEPATHY. Booklet of 21 P. 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D., 25% Deposit. Our name or ads do not appear in any merchant's Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. Orders filled promptly. This is also the time to send your old Super Wizard to us to put in A-1 condition for next season, we charge for new parts only, nothing for time and labor.
ELECTRIC CANDY FLOSS MACHINE CO.
222 Twelfth Ave. S. Nashville 4, Tenn.

Krone Unit Draws Capacity Crowds in New Munich Arena

MUNICH, Feb. 4.—Circus Krone, one of Germany's largest circuses, has been playing to excellent business since opening its new permanent indoor arena here December 25. New arena has a seating capacity of 3,000, with the usual European layout of one ring. It provides plenty of height and space for large aerial numbers. The circus and arena building are owned by Freida Krone-Sembach, daughter of the show's founder. Her husband, Carl Sembach, assists in show's operation.

Line-up of acts is changed monthly with the exception of animal and horse numbers, most of which are owned and presented by the Sembachs. January bill included Director Carl Sembach, Liberty horses; Three Edmonds, juggling on horseback; Chy Bao Guy Troupe, Chinese acrobats; Five Talos, acro comics; Dodo-Furre Troupe, equilibrist; the Arizonas, tomahawk jugglers; Stoll Brothers, aerial; Three Zacchins, clown entry, and the Melvills, flying trapeze.

Horse and animal acts included Freida Krone-Sembach, with three horse numbers; the well-known Sandor-Karoly Troupe, bareback riders; Baptista Schreiber's springboard elephants; Krone's bears (6), presented by Gustave Ohrt; Krone's tigers, presented by Ernest Tisher, and Ellen Betz with her football dogs.

Director Carl Sembach said the circus had a successful season on tour thru the American and British zones of Germany. At Hamburg, where the circus pitched its big top for November, 65 sell-outs were registered.

Sembach said the problem of finding food for menagerie and performing animals shows marked amelioration and the show not only carries several big horse and animal acts but also has acquired a well-stocked menagerie. Talent situation, too, has improved, with plenty of acts now available, both foreign and domestic, he said.

Mills Inaugural Skedded for Apr. 15

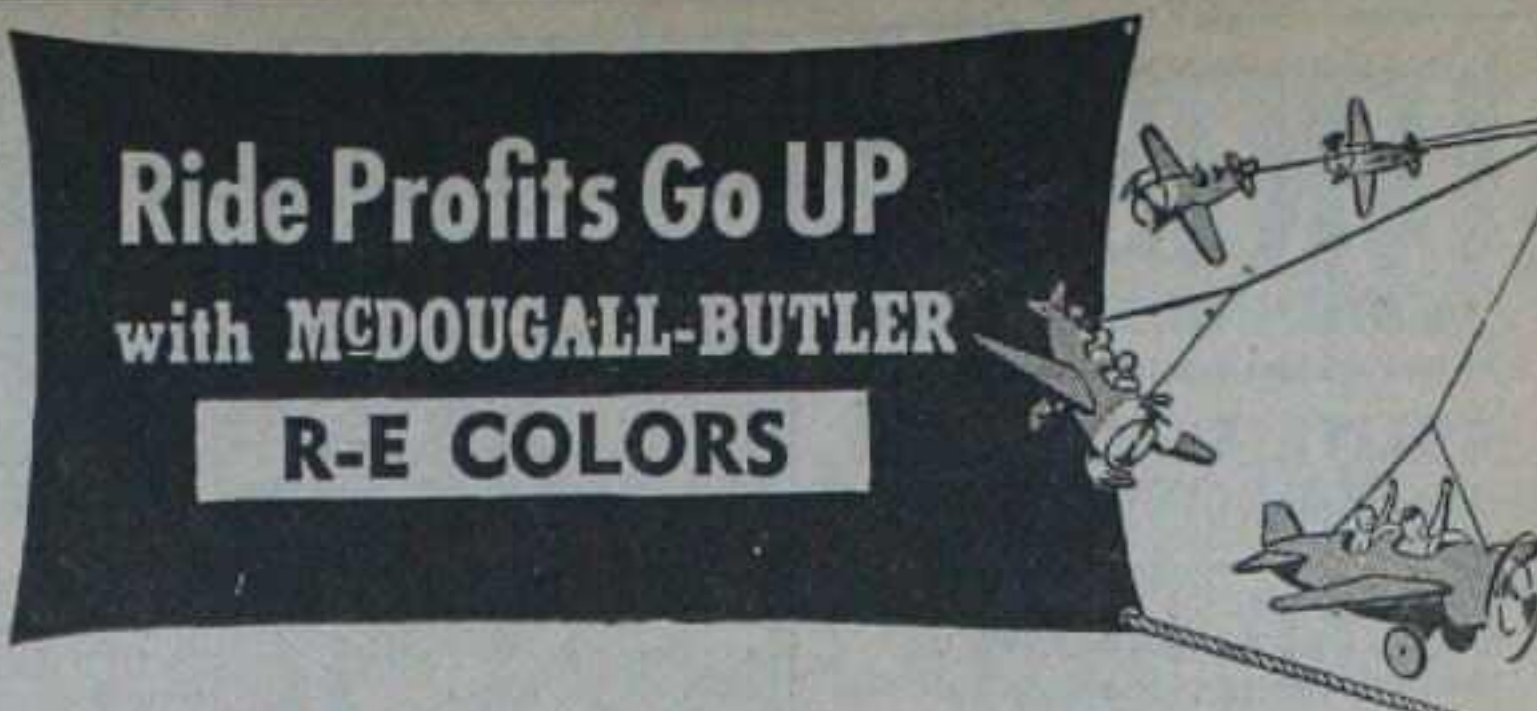
CIRCLEVILLE, O., Feb. 4.—Mills Bros. will open its 11th tour here April 15 at Pickaway County Fairgrounds, its winter quarters site, for the benefit of recreational facilities at Pickaway County Children's home.

A civic committee is being formed, headed by Mayor Thurman Miller; Circleville Herald publisher Tom Wilson, Police Chief McCready, Chamber of Commerce president Les May and fair board manager Russ Pam.

Two more trucks, purchased in Cleveland, arrived in quarters this week, one an open semi to be used for the new pole truck. Jake Mills, on a buying trip, reported Thursday (2) that three semi busses will be delivered next week. Mechanic Don Mann arrived in quarters and, with Ray Haddix, is going over the trucks. Charley Brady's crews finished constructing and painting the last of the new seats. All blues and reserved chairs are painted, as are poles for the new big top.

Bob Mills will have a larger band this year, with a calliope. Mr. and Mrs. H. R. Marteny, with the show the past two seasons, have left Kansas and will start promotional work upon arrival here.

Virginia Noel is helping with workouts of Big Burma, elephant. Equestrian Director Burt Wallace is grooming the newly acquired five-gaited Palomino for a featured spot in jumps and also has other horses purchased since the end of the '49 season running smoothly in the augmented Liberty groups. Jeannette Wallace is breaking a new wire-walking dog. Show will have three dog acts.



Ride Profits Go UP with McDougall-Butler R-E COLORS

and Maintenance Costs Go Down With This Famous All-Weather Protection

R-E QUICK DRYING ENAMELS—for interior and exterior wood and metal surfaces. Covers in one coat, dries hard in four hours—producing a glossy, waterproof, lasting finish.

R-E SPAR VARNISH ALUMINUM PAINT—for a brilliant, durable aluminum finish on pipe supports, roofs and machinery housings.

R-E OIL PROOF, MOISTURE PROOF MAINTENANCE PAINT—for interior and exterior structural iron work machinery and all general maintenance work. One coat covers with a smooth, glossy, protective finish!

R-E PLATFORM PAINT—a special one-coat finish for interior and exterior wood and metal steps, platforms and floors.

HARDCOTE AUTOMOTIVE FINISH—gives all vehicles a rich, lasting finish that stays put and stays bright because it resists weather. Frequent washings won't dull **HARDCOTE**.

HARDCOTE TRANSPARENT FINISH—a water white varnish recommended for topcoat over aluminum finish, decals, scenic work and lettering.

SEND FOR COLOR CARD TODAY!



McDOUGALL-BUTLER CO., INC.
BUFFALO, NEW YORK
Branches: Auburn, Maine Washington 4, D. C. Salem, Mass.

Announcing the Masterpiece of Group Game Engineering THE NEW TRIPLE THREAT TURF

(all electric race horse group game)

FOR PARKS, POOLS, BEACHES AND CARNIVALS



Get set NOW for 1950 with THE FASTEST, MOST ECONOMICAL, MOST BEAUTIFUL AND TROUBLE-FREE GROUP GAME THAT MAN CAN BUILD OR THAT MONEY CAN BUY. A definite "hit" at the NAAPPB show in Chicago. New features eliminate all faults of former group games. Write for free information on this sensational "money maker."

ELECTRONIC GAMES

Greensburg, Pa.

PEANUTS POPCORN SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. Send for Free Catalogue!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa.
ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.
RALPH COBB 316 S. Church St. Charlotte, N. C.

STOCK TICKETS One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00 ROLLS 2,000 EACH Double Coupons Double Prices No C. O. D. Orders Size: Single Tkt., 1x3"	What is the salt of conversation, not the food. TICKETS of every description THE TOLEDO TICKET COMPANY 114-116 Erie St., Toledo (Ticket City) 2, O.	SPECIAL PRINTED Cash With Order. Prices: 2,000 \$ 6.80 4,000 7.65 6,000 8.50 8,000 9.35 10,000 10.20 30,000 14.60 50,000 19.00 100,000 30.00 500,000 118.00 1,000,000 229.00 Double Coupons. Double Prices.
--	---	--

TENTS CANVAS SHOW
CARNIVAL—CONCESSION—CIRCUS
 Prompt delivery any type tents to order
KOLITE BLACK LITES
LUA-LITE PAINTS

S. T. JESSOP
 WINTER ADDRESS
 122 FLORASOTA AVENUE
 SARASOTA, FLA. PHONE 33-172

UNITED STATES TENT & AWNING CO.
 2315-21 W. Huron CHICAGO 12
 Chicago's Big Tent House Since 1870

CONCESSION'S PORTABLE POPCORN FACTORY



Complete, \$169.50
 Without legs and wheels, \$184.50. Available with electric unit.
CONCESSION SUPPLY CO.
 3918 SECOR RD. TOLEDO 6, OHIO
 TERMS: 25% with order, balance on delivery, F. O. B. Toledo.

Bougliones Show Top Acts in Paris Arena

PARIS, Feb. 4.—The Bougliones are presenting an excellent bill of animal and circus acts at their big indoor arena, Cirque d'Hiver. Outstanding acts on the bill are the flying trapeze number of Pierre Alises and his partners and the balancing act of the South China Troupe.

Other good acts are the Seven Coronasm Tumblers; Six Deblars, unicyclists; Bene Cherel, human fly; the Nemedils, hand to hand; Emilio Zavatta, wire walker, and Miss Frankony, who rides a somersaulting auto down a chute from the circus dome.

Firmin Bouglione presents a group of 10 Bengal tigers and Delhi puts the Bouglione elephants thru their evolutions. Liberty horses are handled by Sampson Bouglione and high school horses by Emilien Bouglione Jr.

Principal clown entries are those of Maiss and Mimile and Rolph and Zavatta, with Goliath and Louis featured in walkarounds. Raymond Brunel fronts the band and Paul Weberty is ringmaster.

Cincy Food Show Board Set

CINCINNATI, Feb. 4.—Gerritt J. Frederiks, secretary of the Cincinnati Zoological Society, was elected chairman of the board of trustees for the 1950 Food and Home Show to be held at the zoo, August 22-September 5. E. P. Zachman, 1949 chairman, was named president of the group at the Thursday (26) meeting. Other officers re-elected include Edward J. McGinnis, secretary; C. H. Bayer, treasurer, and J. F. Heusser, zoo managing director, general manager. Plans for 1950 call for a larger show, with improved facilities for exhibitors and public.

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.)

- American Midway: Brownsville, Tex., 10-19.
- Perris Greater: (Pair) Indio, Calif., 17-22.
- Franklin, Don: San Antonio, Tex., 17-20.
- Glades Am. Co.: Clewiston, Fla.; Dania 17-19.
- Greater United: Laredo, Tex., 11-20.
- Hames, Bill: Houston, Tex.
- Midwestern Expo.: Brazoria, Tex.
- Migrathy, Curly: St. Gabriel, La.
- Orange State: (Pair) Vero Beach, Fla.; (Pair) Stewart 13-18.
- Palmetto Expo.: Darlington, S. C., 10-18.
- Playland Attrs.: Montgomery, La.
- Prel's Broadway: Pompano, Fla.
- Royal American: (Pair) Tampa, Fla.
- Royal Crown: Winter Haven, Fla., 13-18.
- Royal Expo.: Vero Beach, Fla.
- Strates, James E.: (Pair) Sarasota, Fla., 13-18.
- Texas: Weslaco, Tex.
- Tonle's Am.: Gonzales, La.; Baton Rouge 13-19.

Circus Routes

Send to
 2160 Patterson St. Cincinnati 22, O.

- Davenport, Orrin: Detroit, Mich., 6-12; Cleveland, O., 13-20.
- Davies, Ayres & Kathryn: Carbondale, Ill., 7; Columbia 8; Greenfield 9.
- Hamid-Morton: Memphis, Tenn., 11-17.
- Polack Bros. (Eastern): White Plains, N. Y., 8-13.
- Polack Bros. (Western): Louisville, Ky., 6-12; (Taft Auditorium) Cincinnati, O., 15-25.
- Rogers Bros.: Key West, Fla., 7; Homestead 8; Opa Locka 9; Miami 10; Hialeah 11-12; Deerfield Beach 13.
- West Bros.: Lufkin, Tex., 8; Tyler 9; Mexia 10; Temple 11; New Braunfels 12-13; Yoakum 14; Victoria 15; Corpus Christi 16-17; Brownsville 18-19.

Misc. Routes

Send to
 2160 Patterson St. Cincinnati 22, O.

- Henle, Sonja, Ice Show (Olympia) Detroit, Mich., 11-March 5.
- Ice Capades (Sports Arena) Hershey, Pa., 6-15.
- Ice Popples (The Forum) Montreal, Can., 6-12; (Boston Garden) Boston, Mass., 14-26.
- Miller's, Irvin C., Brown-Skin Models (Victory) Fort Lauderdale, Fla., 8; (Lincoln) Fort Pierce 9; (Ritz) Daytona Beach 10; (Palm) Sebring 11; (Pair) Sarasota 13-18.
- Roller Skating Vanities (Auditorium) Long Beach, Calif., 7-12; (Coliseum) Tulsa, Okla., 15-19.
- Swank's, Harry, Eye-fuls of 1950 (Bijou) Knoxville, Tenn., 8; (State) Kingsport 9; (Temple) Birmingham, Ala., 10-13; (Ritz) Anniston 14; (Enzor) Troy 16.

Barlay Chalks Big Grosses in Berlin

BERLIN, Feb. 4.—After a two-week shutdown Circus Barlay, in its indoor arena, reopened with a straight circus bill Christmas Day and has been playing to good biz since. Three performances are presented daily, with most shows sell-outs.

Owner Harry Barlay dropped Hans Cimaro's death-jump act, because of numerous protests, but has booked some of the best circus talent from West Germany, much of it new for Berlin.

Line-up running thru January included Karl Reinhardt, lions; Harry Barlay, with his (7) elephants; the Haslews, acrobats; Fredy Troupe, teeterboard tumblers; Three Lorandos, comedy wire; Herman Ullmann, Liberty horses; Mars Troupe, double perch; Ellen Octavio, monkeys; Docky, football dogs; Johnnie's comedy bears; Puhlmann's aerial ensemble; Erik Garden's aerial ballet; Cocer-Ossy, musical clowns, and the joeys, Alberto and Bauvals & Company.

While most of the German circuses have gone to winter quarters, the Circus Krone is playing at its Munich indoor arena. Circus Franz Althoff, claiming to be the oldest in Germany, is dividing the winter between its indoor arenas in Stuttgart and Frankfurt-Main - currently playing the latter city, with business reported good.

SHOW TENTS

CARNIVAL — CIRCUS CONCESSION
 Book Your Order Now
 Assures Prompt Spring Delivery

Best in Workmanship and Plenty of Flash
BILL SANDERS

AMERICAN TENT & AWNING CORP.
 132 W. Main St., Norfolk 10, Va.

SHOW TENTS!

SERVING SHOWMEN OF THE SOUTHEAST SINCE 1919 WITH
SHOW TENTS!

Camel has both the experience and facilities for making anything from a small concession to a circus "big top". Get Camel's prices before you buy! Call, wire or write "Bill" Werner.

Camel Manufacturing Co.
 329 S. Central, Knoxville, Tenn.

THE MAKERS OF... Quality Show Canvas

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications

Arthur E. Campfield, Inc.
 145 W. 54th STREET, NEW YORK 19, N. Y.
 Phone: PLaza 7-8039

NEW! DIFFERENT! COLORFUL!
 See the **PENNY ARCADE TENT** on the ROYAL AMERICAN SHOWS
 While at the Tampa Fair Jan. 31 to Feb. 10
 Tampa—Phone W-4615
BERNIE MENDELSON

O. Henry Tent & Awning Co.
 4862 N. CLARK ST. CHICAGO 40

SHOW TENTS CENTRAL Canvas Company

316-318 EAST 18th ST.
 Kansas City 6, Missouri
 Phone: Harrison 3028
HARRY SOMMERVILLE

FOR SALE
 20 sections of Bleachers seating approximately 2300. 30 and 40 ft. used Tents.
WABASH VALLEY TENT & AWNING CO.
 1136 Wabash Ave. Terre Haute Ind.

FOR all types of POPCORN MACHINES—Carnival Poppers, Theatre & Counter Models, Caramel Corn Equipment etc. & a full line of top quality POPCORN SUPPLIES.
 CONTACT **FARMER BOY CORN & EQUIPMENT CO.**
 333 W. 44th St. N. Y. 18, N. Y.
 Circle 6-1293
 Send for Our Complete Catalog

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
 SPECIALLY PRINTED
 CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20
 Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
 1 ROLL \$1.00
 5 ROLLS @ 75c
 10 ROLLS @ 60c

WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS
 Prices Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

IT'S POPPERS FOR PEANUT EQUIPMENT!

Ask about the attractive new electric peanut warmer (10 lb. capacity) that POPPERS prices at only \$57.50; and the efficient new roaster at \$149.50! POPPERS can SUPPLY all your needs for popcorn, candy apples, floss and snowballs from new warehouses in Philadelphia and Charlotte, N. C.

POPPERS SUPPLY CO., INC., of Phila.
 1211 NORTH 2ND STREET PHILADELPHIA 22, PA.
 Garfield 6-1616

CONCESSION SUPPLY CATALOGUE

Our 1950 catalogue on Concession Supplies will be ready in about 60 days. This will include many new and exclusive items, many improvements on standard items, all the things you need to make more money in 1950. This year, many of our products will be stocked by selected distributors from coast to coast. You can reduce your express charges by ordering from the dealer nearest you. A postal card will put your name on our mailing list to receive the catalogue when issued.

GOLD MEDAL PRODUCTS CO.
 318 E. THIRD STREET CINCINNATI 2, OHIO

PLASTER INVENTORY CLOSEOUTS
 Large Circus Horses, Dolls, Pigs, Cat Banks, Sport Girls, Bulls, Pokes—All hollow pieces, packed 12 of a kind to ctn., ea., 20¢
 Medium size Sallor Girls, Ships, Animals assorted Packed 48, ea., 9¢. Best workmanship, fine finish, new cartons. Inventory must go! At least 50% deposit with order balance C.O.D. FOB Milwaukee
 Will hold order for spring delivery

CREAM CITY ART CORP. 1565 WEST BRUCE ST. MILWAUKEE WIS.

TENTS
 All Sizes—NEW AND USED—All Styles.
 BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

CAMPBELL TENT & AWNING CO., INC.
 100 CENTRAL AVE (Phone 38885) ALTON, ILLINOIS

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

DAVENPORT ORG SETS RECORD

Clark Queer, Publisher, Named Director of Biller Org; Plan Stronger Show

Opening Set for Athens, Ga., Under Shrine Auspices

CHICAGO, Feb. 4.—Art (Stahlman) Sturmak, with his brother, Hy, corner of Biller Bros.' Circus, while here this week on business, announced election of Clark Queer, publisher of *The Mount Pleasant (Pa.) Journal*, to the Biller board of directors. Queer is no stranger to outdoor show business, having been in various branches since 1916. At one time he operated his own show on a number of major carnivals and also managed an amusement park. For the last three years Queer has covered 22 States with various circuses studying operational management. He plans to divide his time between publication of *The Journal* and working with the Biller management. In addition to his duties as publisher, Queer also is postmaster in Mount Pleasant.

Sturmak said Biller Bros. will open season April 7 in Athens, Ga., at the town's quarters, under Shrine auspices. Show plans to tour under contract for 32 weeks, the same as last year. Sturmak said that it is planned to play 10 weeks indoor dates under Shrine auspices shortly after January 1951.

"We had two weeks of Shrine dates last year," Sturmak said. "They were so successful that we decided to go



CLARK QUEER

to that phase of the business on a larger scale. Hy is lining up Shrine dates from our New York headquarters."

New Acts

Sturmak, in reporting the show would be greatly strengthened performance-wise this season, announced the addition of Ricci and Enriquita, Mexican jugglers; Ramona and Reynolds, trapeze and iron jaw; the McInish troupe, with Tommy Bently featured; a bar and trampoline act, new liberty horse act and an additional (See Clark Queer on page 63)

Harstons, Wiswell Join Polack Eastern

LANSING, Mich., Feb. 4.—Two acts joined Polack Bros.' Eastern Unit here Wednesday (1), the Five Harstons, English teeterboard, who replaced the Ogino Family, and Ernie Wiswell and His Dizzy Lizzy.

Two capacity houses greeted the Polack org here opening day Wednesday (1) and crowds continued big Thursday and Friday. Show closes here tonight and moves to White Plains, N. Y., for a six-day stand starting Wednesday (8).

Joannidis, slack wire and juggler, who suffered a sprained ankle in Maginaw, Mich., performed here daily against doctor's orders.

Name Gunther Prez Of CMBOA; National Confab Date Is Set

PORTLAND, Me., Feb. 4.—Arthur Gunther, Manchester, Conn., is the new president of the Circus Model Builders and Owners' Association (CMBOA), Maurice Allaire, publicity director, announced here.

Other officers named on a mail vote were Charles Lockier, Auburn, N. Y., vice-president; Stanley Woodward, Enfield, Conn., general manager; William Donahue, Torrington, Conn., secretary-treasurer; Maurice Allaire, Portland, Me., publicity director; Jean Leroy, Detroit, superintendent of construction, and Joseph Myers, Auburn, N. Y.; John Lower Jr., Chambersburg, Pa.; Verne Fussell, Cedar Rapids, Ia., and Gordon Borders, Upland, Calif., regional lot managers.

Org's first national convention since 1942 will be held July 1 in Auburn, N. Y., with the John Pawling Ring as host. Members of the ring are building full-size circus wagons. They recently completed a full-sized shell bandwagon which has been used in all Auburn celebrations. Latest acquisition of the ring is a Langley air calliope. CMBOA's membership totals 400.

H-M May Be First In Cincy Gardens

CINCINNATI, Feb. 4.—Hamid-Morton Circus will be the first circus attraction to play Cincinnati Gardens, which soon celebrates its first anniversary, if negotiations now on with Cincinnati police to sponsor the showing here go thru.

The Gardens general manager, Edward L. Schott, this week sent out contracts to the H-M org for a Cincinnati appearance, but the local engagement hinges on whether or not the H-M rep, Howard Y. Bary, who has been in town trying to line up a sponsor, succeeds in corraling the local police department.

Tentative dates for the H-M showing here have been set for around mid-March, which would come on the heels of the Polack Bros.' Circus's engagement for the local Shriners at Taft Theater February 15-25.

RB Inks Schreiber's Bulls

MUNICH, Germany, Feb. 4.—Unusual elephant number, Baptist Schreiber's "Springboard" (2) Elephants, which is a feature of the bill at the Circus Krone in its indoor arena here, has been signed for the coming season with the Ringling Bros. and Barnum & Bailey Circus.

Nice Pickings

NEW YORK, Feb. 4.—Ringling Bros. and Barnum & Bailey Circus is assured or at least one sellout during this year's run at Madison Square Garden, as the matinee performance of April 14 is being taken over by the Foster Home Committee of the Children's Aid Society for a benefit show.

Otto Berosini Badly Injured In Mexico City

CHICAGO, Feb. 4.—Otto Berosini, youngest member of the Berosini family, high wire, suffered a brain concussion, fracture of the shoulder and collar bone and hip injuries in a fall during a performance January 26 with Circus Atayde in Mexico City, according to word received by Ethel Robinson, Chicago booker.

Latest word received by Miss Robinson is that young Berosini has been unconscious since the fall and is in critical condition.

The Berosini troupe was scheduled to open January 18 with the Polack Eastern Unit but because of a previous commitment with Circus Atayde the date was postponed to March 6 in Roanoke, Va.

Morton Hosts Mahi Shrine, Personnel At Party in Miami

MIAMI, Feb. 4.—City officials, Mahi Shrine dignitaries and circus personnel last week were guests of Bob Morton, co-owner of the Hamid-Morton Circus, at a lavish party staged at his home on the former Manning estate here.

Garnering much attention were the Circus Room in the mansion and an easel bearing the circus's first lithograph. Mr. and Mrs. Joe Basile celebrated their 42d wedding anniversary at the party, and visitors serenaded the mother of Mrs. Elsie Sonitz.

Guests included Russell W. Houston, potentate of the Mahi Shrine; Harry Ebright, past potentate; Joe Ruff, Shrine's administrator; Benny Weiss; Len Humphries, manager of the circus; Henry Zarcye, Sylvester Rich, Helen Coronati, Joe Rose; Ray Williams, circus committee chairman, and Mr. and Mrs. Carl Sonitz.

Not Connected With Terrell Bros., Chi's McCaffery Says

CHICAGO, Feb. 4.—J. C. McCaffery, carnival biggie of this city, this week stated he has no connection with Terrell Bros.' Circus which is scheduled to open its season in April at Birmingham. An advertisement by the Terrell Bros.' Circus in the January 28 issue of *The Billboard* listed a J. C. (Mac) McCaffery as the person to whom concessionaires should write.

Pan-American Bows March 17

MOUNT DORA, Fla., Feb. 4.—Contracting for the season starts Wednesday (15), with show opening slated for March 17. Weather here the last month has been ideal and work in quarters is progressing.

Show will carry three light plants, all mounted on one van. A new tractor and van have been added. Painting and lettering of all trucks and equipment is about complete.

Det. Opening Called Best In 35 Years

Advance Sales Top 1949

By Haviland F. Reves

DETROIT, Feb. 4.—Orrin Davenport's Circus, which bowed in the Michigan State Fair Coliseum here Monday (30) under Moslem Shrine auspices, set an opening-day attendance record when better than 85 per cent of the seats were sold. Tunis (Eddie) Stinson, event's general manager for the past 30 years, said this year's opening crowd was the best in its 35-year history. Show closes Sunday (26).

Advance sales, Stinson said, were running \$12,000 ahead of 1949 sales as of Wednesday (1). At that point, he said, all reserved seats for Thursday (2) thru Sunday night (5) were sold, altho those for the second week were still available.

Harold Lloyd on Hand

Helping hypo attendance was the appearance of Harold Lloyd, film director and star, who is imperial potentate of the national Shrine. Lloyd led the spec opening night.

Weather Monday night was anything but good, a heavy snowfall hitting early in the afternoon after a week of spring-like weather. Matinee attendance Tuesday (31) registered a half house, with night attendance about three-quarters. Monday's matinee attendance was light. Coliseum, with park benches inside the arena, seats about 12,000.

Circus moved in here from Grand Rapids, where business was reported excellent. Joining here were the Orantos, Francisco and Dolores, the Harold Voise Troupe, the St. Leon Troupe, Harry Haag's dogs and Princes Mussetta.

Production staff includes Orrin Davenport, producer; Harry Thomas, equestrian director and announcer; Izzy Cervone, band leader; Charles Jones, boss property man; Billy Reynolds, in charge of the Ringling-Barnum stock; Charles Marine and William (Hammerhead) Dwyer, assistant prop men; Frank Selock, ring (See Davenport's Detroit on page 62)

Evans-Childers Ink Binghamton Auspice

BIRMINGHAM, N. Y., Feb. 4.—The Evans-Childers Circus will be presented in the West Side Armory here April 17 thru 22 under the auspices of the Loyal Order of Moose. Lee Barton Evans and Glen J. Childers are partners in the circus operation.

Eleven performances will be staged in the 6,500-seat armory. A total of 21 displays are planned.

K-M Org Purchases Bulls From Polack

HUGO, Okla., Feb. 4.—Al G. Kelly-Miller Bros.' Circus has purchased three elephants from Polack Bros.' Western Unit. Delivery of the three young pachyderms was made by Whitey Thorn and Jimmie Hamiter. They are being trained by Col. Bill Woodcock and his assistant, Lonzo Dever. Addition of the three bulls brings the K-M herd to 18.

CIRCUSES!

Bill Carsky says . . .

"Our 27 Years in the candy business gives us the 'know-how' . . . We are again ready to serve you in 1950."

Variety of 38 Different Type Novelty and Candy Packages for All Occasions
Your Dependable Source of Supply

Casey Concession Co., Inc.
1132 S. WABASH CHICAGO, ILL.

WEST BROS.' CIRCUS

WANTS PROMOTER

With organized crew to work San Angelo, Texas, immediately; Lufkin, Feb. 8; Tyler, 8; Mexia, 10; Temple, 11; New Braunfels, 12-13; Yoakum, 14; Victoria, 15; Corpus Christi, 16-17; all Texas. Address:

WEST BROS.' CIRCUS
JULIAN WERT—R. W. BRANDON

FOR QUICK, CASH SALE—CHEAP!

100 ft. Round Top, three 40 ft. Middles, 10 ft. Sidewall and 50 ft. Round Top, two 20 ft. Middles, 10 ft. Sidewall. No poles or stakes. \$1500 cash. Used on our circus last season.

This MUST be CASH deal. If you are not willing to pay \$1500, and in cash, please do not waste my time.

Write or Wire
JACK MILLS, MILLS BROS.' CIRCUS
1726 Coventry Rd. Cleveland Hts., Ohio

PHONE MEN

Tickets, Ads, Banners. Auspices Loyal Order of Moose. Starting Wednesday, February 8th. Show dates—April 15th-22nd. Bill Tumbler, write. Address:

EVANS & CHILDERS CIRCUS

175 N. Front St. Binghamton, N. Y.
Telephone 3-2672

20 PHONEMEN

Wanted Immediately

Three deals going now. Offices already open. Phone, Wire or Write. Contact

H. C. WILLARD

Portage Hotel AKRON, OHIO

FOR SALE

Complete Truck Circus—Dog, Pony and Monkey Acts. Will sell as whole or parts. Bargain for Cash.

BOX D-320

s/o Billboard, Cincinnati 22, O.

PHONEMEN

To sell UPC and Banners. Season's work with circuses. Apply

H. R. MARTENEY

Fire Dept., 5, Euclid Ave.
Springfield, Ohio

WANT TO BUY

Ringling, Spider and Capuchin tame Monkeys, prefer ones that wear clothes. State all in first letter.

ZEKE SHUMWAY

s/o EDDIE'S HUTS, GIBSONTON, FLA.

FOR SALE

Midget Mules—Albino and spotted. Also large spotted Mules. Want Cillian female pure-bred Donkeys.

WILL A. JOHNSON SR.

"The Spotted Mule King"
Sugar Grove, Ill.

WANT TO BUY
GENTLE BLACK CUB BEAR

Chain and Collar. Trained Monkeys.

BACKSTEIN'S WILD ANIMAL CIRCUS

1334 N. Railroad Ave. Decatur 19, Ill.

WANTED 3 PHONEMEN

Circus deal. Have 20 weeks' steady work for sober, reliable Producers. Office open now. All replies:

L. F. STOLTZ

Care Bonded Oil Co.

301 W. High Springfield, Ohio

GIVE TO THE
RUNYON CANCER FUNDDavenport's Detroit Opening
Called the Best in 35 Years

(Continued from page 61)

stock boss; Grace Killian, office staff; Hattie Shipley, Clara Reiner, Mayme Ward and Dorothy Davenport, wardrobe mistresses; Joseph D. Bader, restaurant manager, and Vic Johnson, assistant.

Bulls in Build-Up

Pre-show build-up is given by the 14 bulls, doing a series of walk-arounds, with banners changed each time.

The spec, using the entire show personnel, is lavish, with costuming and spacing of performers well done.

The Orantos, high perch, work the opening spot with Francisco and Dolores in Ring 2. The latter duo registers with the gal doing balancing stunts and other work on a bicycle atop pole held by her partner. The Orantos follow a standard and skillful perch routine.

Joe Walch works a mixed group of 11 lions and tigers in the center ring. Act features two tight wire walking tigers.

Miss Rietta's high pole act proves an applause getter. Work is straight high acro style without a breakaway.

The Voice Trio and the Three Jacks have the aerial bar display. Both male trios mix some familiar comedy with skill.

Francis Brunn is featured in the center ring with his juggling. His effortless style proves a big hit with the audience. The Orantos, doubling as the Kurts, are in one side ring with diversified balancing and ladder work, while Tom and Kay Hanneford, billed as the Martells, have a novelty rola-bola number in the other. Climax of the Martell act has a dog sitting on Tom's head while he balances on a teeterboard atop a large ball.

Bears Well Received

Claussen's Bears, with two feminine assistants, work solo, including perch stands on both front and hind paws, bicycle and motorcycle riding, skating and dancing. The baby carriage, containing two bears pushed by the third, is well-received.

Gutis, gorilla parody with five principals, plus assists, is a fast-moving comedy and acro combination, in assorted costumes. Two in ape make-up climb ropes to the roof, and there is the business of embarrassing a femme stooge in the audience, which gained plenty of laughs. Meanwhile, the Leons (4), part of the Hanneford Troupe, have some knockabout comedy work in a side ring, with Hubert Dyer and partner featuring swinging-ring style acro work in the other.

The Margas Sisters (3) have been moved to a center spot for the aerial display, replacing Don Dorsey, who suffered a rupture in Grand Rapids. Also working this number are Madeleine, Claudine and Kay Clarke at one end and Corinne, La Norma and Rose Behee at the other. Girls are spotted out a little thin under the rearrangement, but give each part of the house the advantage of a close-up, for a good standard number. Dorsey, in Butterworth Hospital, may be able to rejoin next week.

Chambertys in Center

The Chambertys work the center ring with a fast low trapeze routine, featuring some intricate twisting and sommersault leaps. Dick Lewis manages to pile up suspense for his familiar table rock to keep the crowd with him. George and Kay Hanneford, in the other ring, stress the incredible comedy effects possible

thru a skilled trampoline presentation.

Unus, with his one-finger stand, builds to his finale—a one-hand stand on a cane on top a high lighted globe, while he twirls five large rings.

Charles Peterson's German Shepherds and Airedales, working with a single pony, are in the center ring for the small animal display, with the dogs taking turns at riding the pony, which does a high school type routine act. In one run around, a smaller dog rides the jockey. Harry Haag works one side ring with dogs and two ponies, while Miss Ruby presents a standard canine act in the other, featuring a pole-climbing specialty.

16 Gals in Web

The web number has 16 girls in chartreuse costumes with pink trim, while the escorts have reversed colors. Standard production covers the stadium, with the girls spotted on single ropes around the arena. Princess Mussetta is spotlighted over the center ring with double and single heel holds and a spectacular leap on the swinging trapeze to a double heel catch.

The George Hannefords (5) have the standard riding spot with more emphasis than ever on Kay, who achieves one of the prettiest effects in feathered-hoop jumping on the back of her horse. Frequent changes of stock in the ring help keep the appeal for this act, which casually mixes rough comedy and great skill.

The Bokaras (8) work a teeterboard number in center ring, highlighting a triple sommersault to a chair. The Tien Tsi Liu Troupe (4) do a standard acro number in one ring, with St. Leons (6) in a less spectacular teeterboard routine in the other. Entire display is colorfully costumed and fast.

The Liberty horse bit has Czeslan Morczkowski in the center ring, and Gena Morczkowski and Andre Fox in side rings. Each trainer works individually rather than together, closing with a featured center display to a waltz tune.

Wallendas on Wire

The Wallendas (9), high wire, are up to their usual high standard of form and production. The three-high seven-man pyramid is a great climax. Also outstanding is the rotation of two girls, in opposite directions, balancing at the waist on a pole carried by two men.

Hugo Schmitt puts the bulls thru a standard and impressive routine, working eight in center ring and three in each side ring. Ballet girls are used with each animal in center ring.

The Flying Concellos and Flying Harolds, four each, have the finale in a familiar skill routine that pleases, featuring a double exchange by each troupe.

Izzy Cervone fronts the band, achieving a big top standard of circus musicianship. Band includes only three carried with the Davenport show, plus Shriners and other local musicians, but has been whipped into remarkable shape.

Harry Thomas, equestrian director and announcer, in red coat and top hat, does a neat job in his dual post, working from a raised platform over the cat tunnel, in front of the band.

22 Clowns

Clown Alley has 22 members. Oscar Lawanda, Irving Romig, Joe Lewis, and Carl Marx work the come-in. Joining here or in the last two weeks, in addition to Lawanda, were Lou Jacobs, Charlie Bell, Ernie Burch, Albert White, Jackie LeClaire, Myron Orton, Prince Paul, Jimmy Armstrong, Frankie Saluto, Paul Jerome and Felix Adler. Others already in the alley were Earl Shipley, Orville (Whitey) Harris, Everett Hart, Mickey McDonald, George LaSalle, Dick Lewis and Joe Short.

Under the
Marquee

E. R. Gray, Evansville, Ind., advises that the first annual Shrine Circus in Owensboro, Ky. (The Billboard, February 4) was not promoted by Elmer Brown as reported. "The circus was not a promotion, it was put on for the benefit of the Shrine of Owensboro," Gray said. "Profits were turned over to the Crippled Children's Hospital."

When a town begins to look dull and drab, it is given a hyp in the arm by a carload of billers and bannermen.

Bill Powell, kibbitzing thru Europe, was the guest of Mrs. Albert Carre, one of Europe's top circus families, while in Paris. They caught a performance of the Bouglione Circus at Cirque D'Hiver Arena, where the late Albert Carre provided big horse numbers when that arena was run by G. Duprez. . . . When Polack Bros.' Eastern Unit played Lansing, Mich., H. R. Kline, Lansing circus model builder, had displays in two downtown store windows to help hypo show interest.

Truck show seat butcher, when seen with a ballet gal, doesn't have to say that he's in love; the trailer wives press-agent the fact.

Obert and Dorrie Miller, of the Al G. Kelly-Miller Bros.' Circus, recently visited M. J. Melroy, superintendent of the Memphis Zoo. . . . Al Sigsbee, who had the Sigsbee Dog Show years ago and later was general agent of the Seal Bros.' and Bud Hawkins circuses and for 10 years with the Seils-Sterling Circus, is located in Milwaukee, where he is in charge of the Broadway Building.

Manager Chariot, Chariot & Tableaux Circus, hired his camp cook for his ability of rubbing two sticks together.

Paul Campion, Walter Peterson, W. D. Jones and Bobbie Honeycutt have signed on the opposition brigade of the Al G. Kelly & Miller Bros.' Circus. They will travel on two new Chevrolet panel trucks. . . . Harold Klojeske (Happy Starr), who has clowning with the Seils-Sterling, Austin Bros., Clyde Beatty, Cole Bros., Sparks and Dailey Bros. circuses, has opened a restaurant in Sheboygan, Wis., known as Stage Door Canteen.

We often wondered if the artists who paint banners of Side Show freaks could be accused of counterfeiting.

Rene and Madeleine Rousseau (the Geraldos), aerialists, who were seriously injured while performing with Ringling-Barnum in Baltimore, are at Sarasota, Fla., quarters, and probably will rejoin the Big One this season. . . . The Robenis, who have been presenting their tumbling act with Ringling-Barnum since 1947, have retired from the road and are making their home in Tangiers, Morocco.

News that a circus's grosses didn't fluctuate 20 per cent would be more clear if stated which way.

Visitors at the opening of the Orrin Davenport Shrine Circus in Detroit Monday (30) included Art Concello, general manager of Ringling Bros. and Barnum & Bailey Circus, many of the performers on the Polack Bros.' Eastern Unit, en route to Lansing, Mich., from Flint, Mich.; Mrs. Harry Thomas, and Mrs. Ethel Harris, the latter a night club performer.

Rev. Edward S. Sullivan (Father Ed), chaplain of the Circus Fans' Association, showed his circus movies recently in the auditorium of St. Martha's Catholic Church, Sarasota, where he is spending several weeks.

TERRELL BROS.' CIRCUS

WANTS FOR LONG SEASON

OPENING BIRMINGHAM IN APRIL, 1950

Family Acts doing two or more. Ring, Platform, Aerial, Animal or Combination of all. Our thanks for the offering of many fine acts beyond our budget. High Wire, High Pole, High Dive, Flying Acts, write

110 1/2 N. 21ST STREET, ROOM 310, BIRMINGHAM, ALA.

Dressing Room Gossip

Polack Bros.' Western

Hammond, Ind., was a pleasant engagement—a wonderful place in which to work and good crowds. Joe O'Donnell promoted the date and did a bang-up job. Harry Webb, son of Charles and Johanna Webb, flew back to Oakland, Calif., to attend school after spending a week on the show. Hubert Castle will remember the kids in Hammond for a long time. One of them stole his hoop and sword. Gin rummy took over here in the dressing room with such experts as Emil Pallenberg Jr., Hubert Castle, Harold Ward, Alfred Shyretto, the Landon Midgets, Gus Bell and Ross Paul. Freeman tried it but got out in a hurry. Those guys know what you have in your hand before you put a card down.

The flag went up in the clown cookhouse in Hammond because of a late matinee. Chester Sherman was the chef and he came up with a boiled chicken dinner. Otto's remark after the meal, "out of this world," was fitting indeed. Our show is running in mid-season form and going over with a bang. Betty Bell has come up with some swell wardrobe for the web number and flying act. Those who helped Betty were Milly (Honey Bun) Keathley, Yvette Kohl and Jack Harris with Harold Ward lending moral support. Skeeter and Debbie Ward, children of Eddie and Dottie Ward are confined to the trailer with colds.

Hanna Pallenberg is handy with tools in helping hubby build crates for the bears. Visitors: Rex Ronstrom our 1949 drummer, en route to join Izzy Cervone's band on Orrin Davenport dates; Eugene Otto and Enrico Gretona, Great Francisco, Kurt Hilda and Eric Oranto, Eilain Darnay, George Kressfan; Hank Hurley, *The Billboard*; Burt Wilson, CFA; Babe Boudinot, Jack Simmons, Helaine Buechler and Mickey Blue, promoter for the Polack Chicago date. Bernard and Engrid Zenner, members of the Rose Gould Trio, came up with a new Buick. —FREDDIE FREEMAN.

Wirth's Circus

Show will continue to tour the New Zealand Islands until March 2. Then personnel will be flown to Sydney to open a seven-weeks run March 9.

Line-up includes Jack Joyce, horses; the Escalantes, aerial bars, trampoline, web and wire; Fritz Schultz, lion trainer; the Behees, flying act; Matt Francis, the New Zealander, elephant trainer; Ebon and Bent Blue, jugglers and unicycle; Wayne Larey and Eldred (Red) Slater, executives; Chookie Phillips, Harold Simmons, Norman Rutter and Herman Cavallin, clowns; Zetta Lee, acro; Ray Humphreys, circus apprentice, flying act, acro and clowning, and Johnny Christenson, another apprentice.

Jimmy Millette, after fulfilling a two-year contract, left for England. A baby elephant, Jo Dee, was imported by the show and we had it only a few days when it suffered a broken leg. Bull is under the care of a vet in Dunedin, N. Z. —BOB BEHEE.

Orrin Davenport

Show began its eighth week, opening January 30 in the Coliseum, Detroit, where biz was big. Show is sporting many new features this year.

Opening day visitors included Henry Keyes, Louis Stern, Hip Raymond, Denis Stevens, Alex Konyot, Vern E. Wood, Mrs. Joe Short and Marjorie Nelson.

Francis Brunn, juggler, practices in all his waking hours. Eleanor Velarde is the big feature of the aerial ballet. Jeanie Sleeter is one of the most improved show girls of the year. Ruth Flanagan has recovered from her fall in Houston. Big Joe Remillette joined as rigger. —DICK LEWIS.

West Bros.

We have been enjoying summer-like weather. It is almost too warm to be indoors.

Lafayette, La., proved a good spot. Ours was the first show to work the new high school gym. Social event of the week was the marriage of Mugsy Gallagher and Corky Clark in Crowley, La. Folks on the show presented them with a gift.

Roy Adkisson, taken suddenly ill, is hospitalized in St. Louis. Latest report is he is doing okay and will soon be back on the show.

Frank DaRue does a good job of announcing. Princess Little Bear has been added to the web number. The other night when the foot loop slipped, she did a daring slide for life but was not injured. Manager Julien West is under the doctor's care. His wife, Clara, is filling his position.

Recent visitors included Everette and Alma James, Hank and Billie Ellis, Dan Fast and Jack Knight. —LAURENCE CROSS.

Ayres & Kathryn Davies

We have been experiencing some real tramping weather. Manager Ayres Davies now has his dog, Penny, doing a wire-walking number. On one recent move we had three different routes out of town to the next spot, but everyone made it okay. Betty Tilton took a spill off her swinging ladder, but was only shaken up a bit. She completed her number and received an ovation from the audience. Harry Villeponteaux is operating a lending library along with the cookhouse. It consists of one book, *A Sunday Run on a Circus*, and has a long waiting list. One of the clowns received a draft call during a recent performance. He ripped his pants. —HARRY VILLEPONTEAUX.

Gran Circo Americano

Show blowed performance at Oranjestad, Aruba, N. W. I., night of January 27, due to heavy rains. During the week only one performance is given and that at night. Three shows are presented Sundays, program being changed at each performance. Eddie Pedrero is redecorating and renovating the big top for the Puerto Rico stand. Steve Jacyna is handling Micky, chimp, during practice. Mrs. Wilson will fly to Sarasota, Fla. Mel Henry and Mendes are paraffining the various tops, and Jimmy Harrington, Jerry Wilson, Julio Farias and Paco and Chino (Pascuales flying act) are sewing on the ladies' dressing room. New watches and typewriters are much in evidence due to low prices on luxury items in Aruba. —JOE HODGES HODGINI.

Winter Quarters

Capell Bros.

McALESTER, Okla., Feb. 4.—H. N. (Doc) Capell has bought the quarters here where the org is wintering. It has 22 acres, four buildings and concrete floors, 100 by 220 feet. One of the buildings is used for sleeping quarters and another has kitchen and dining room. Animals are kept inside. Work is going on in three of the buildings.

Al Hill is painting the equipment. Johnny Benjamin and Bob Stevens brought some trucks for the concession department. Mrs. Blackie Woods is serving meals to 50 employees. Blackie is breaking a Liberty act and two high-school Palomino horses, recently bought. Paul Champion, who has been with the Ringling show, will be with Capell.

Three tractors, a sleeper, light plant and trailer, purchased from Robbins Bros.' Circus, have been delivered to quarters here. Despite cold and sleet, work indoors is progressing. All seats and ring curbs have been reworked and painted. Al Hill is in charge of

Clark Queer New Director Of Biller Org

(Continued from page 61)

pony drill, giving the show three, also are to be added.

Betty Biller, Sturmak's wife, is in quarters rehearsing an enlarged ballet group, which will have nine girls. Nine production numbers will be presented instead of six. Miss Biller also will serve as vocalist.

Sturmak said that the elephant herd now totals six. Pete Marsh is putting them thru their paces at quarters. Louis Reed again will be in charge of the bulls.

Partello Assistant Manager

Exec staff, in addition to Sturmak, general manager, and his brother, Hy, co-owner and legal adviser, includes Win Partello, assistant general manager in charge of concessions; James Beach, general agent; Bill Cowan, legal adjuster; Bernard Sturmak, public relations; Charles Schuler, head of the press department, with Peter Irving, Virginia Tiffany and Jay Simpson, assistants, and Steve Kuzmich, brigade manager. Miss Tiffany will handle radio and Simpson will handle schools under Schuler's direction.

Holdover acts this season include the Cristiani Troupe (Raymond, Tripoli, Bennai, Cosette and Chita), teeterboard, riding and leaps over bulls; Prince Ki-Gor, wild animal trainer; the Fornarsari duo, father-son combination doing a clown boxing act; Marian Knowlton, who will handle the bulls; Betty and Rita Biller, aerial and menage, and Teresa Morales, heel and toe catches.

Clowns Listed

Clown alley includes Kinko and Mary and Horace Laird, Willie White, Happy Linquist and Jackie Lynn. It is planned to add several more clowns before the season opens. Sturmak said the show will play Ohio, Kentucky, West Virginia and Pennsylvania. A crew of 25 is working in quarters. Pete Pierce is head carpenter; Larry Carlton, head painter; Deacon and Dave McIntosh, head mechanics and heads of the transportation department; Tommy Poplin, head electrician, and Bobby Allen, assistant in the transportation department.

Frank Braden Confined In Sarasota Hospital

SARASOTA, Fla., Feb. 4.—Frank Braden, veteran press agent for Ringling-Barnum, is seriously ill at the Sarasota Hospital. Braden arrived at local quarters two weeks ago from Minneapolis, where he had been hospitalized with pneumonia.

Braden has been on leave of absence from the Big One, handling publicity for Cecil B. De Mille's, *Samson and Delilah* film.

the painting department.

Jonnie Benjamin arrived with her crew, and the work of building all new concession stands has started. Bob Stevens, of Stevens Bros.' Circus, visited, along with folks from Hagan Bros.' Circus. When the Hagan org showed here, all the folks in winter quarters caught the show.

WANT 3 PHONEMEN 3

B.P.O. ELKS CIRCUS-CABARET

Lou Rhem, Ed Barnett, Erv White, Ralph Granada, Benton, Murphy and others contact. Book—Tickets—25 and 20%. 2 Months' Work.

OFFICE OPENS MONDAY, FEB. 13TH

TERRELL & TERRELL

EMPIRE HOTEL, BIRMINGHAM, ALA.

TO ALL MEMBERS OF

THE INTERNATIONAL ALLIANCE BILLPOSTERS & BILLERS

DAILEY BROTHERS' CIRCUS HAS SIGNED 1950 CONTRACT. ALL MEMBERS ARE AT LIBERTY TO SIGN WITH SHOW.

JOHN J. GRADY, International Secy.-Treas.

ATTENTION, ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

AND

TELEVISION

ERNIE YOUNG

203 N. Wabash, Chicago, Ill.

FOR SALE

70' TENT

With Four 30' Middles

Excellent Condition

Inquire:

CLYDE BEATTY CIRCUS

1063 Chico Ave., El Monte, Calif.

WANTED

Novelty Agents for Hartford, Conn., Shrine Circus, February 19th-25th. Need Candy Butchers for six day Bicycle Race in New York, February 25th-March 4th at 168th Street Armory.

A. HYMES

455 Schenectady Ave., Brooklyn 30, N. Y. PResident 4-T061

GANGLER CIRCUS AT LIBERTY

For the coming season. Also have Circus Side Show Live Animals, a Mickey Mouse Show and a real live Pony Merry-Go-Round, double breasted, 7 ponies and a money getter. Will play all on percentage basis except Circus. The Circus has always played as a free act. This is a Free Act Attraction that can hold them on the lot. Will play under canvas with a guarantee. Frank Cheser, wire or phone. JOE GANGLER, GANGLER CIRCUS, 1400 E. 88th Street, Brooklyn, N. Y. CLOverdale 7-0793.

★★ PROMOTIONAL MANAGERS ★★

Must Be Able To Start at Once! Handle crews of Telephone Salesmen on Banners, UPCS. Start immediately. Long season, strongest auspices. No drunks, loafers or limbers.

IF YOU ARE BROKE AND CAN NOT FINANCE YOURSELF, PLEASE DO NOT WASTE MY TIME!!

Write or wire, giving phone number, JACK MILLS, MILLS BROS.' CIRCUS, 1726 Coventry Rd., Cleveland Hts., O.

TANGIER SHRINE

21st ANNUAL CIRCUS

OMAHA, NEB., week April 10th.

Can place Standard Acts.

RINK WRIGHT

Box 384, Stanton, Neb.

ADVERTISING SOLICITOR

Experienced in organizational publications and convention programs. Exceptional offer. Liberal commission. Write immediately. 511 State Theatre Bldg., Pittsburgh 22, Pa.

Hamid's Pacts Maintain '49 Spending Pace

5 State Annuals Contracted

NEW YORK, Feb. 4.—Spending for grandstand talent remained on a par with 1949 at the several recent fair meetings he has attended, George A. Hamid, head of the George A. Hamid & Son booking agency, announced this week. An indicated movement toward retrenchment among some Southern annuals did not materialize, Hamid said.

To date the Hamid firm has inked five State fairs, all below the Mason-Dixon line. They are Georgia State Fair, Macon; South Carolina State Fair, Columbia; North Carolina State Fair, Raleigh; Virginia State Fair, Staunton, and West Virginia State Fair, Louisburg.

New fairs added to the Hamid books for 1950 include Covington and Chase City, Va.; Hickory, N. C., and Carlisle and Abbottstown, Pa.

In Virginia Hamid contracted Richmond, Danville, South Boston, Warsaw, Galax and part of the program at Keller. In North Carolina his (See Hamid's Pacts on page 67)

Voorhees-Fleckles Icer to Annuals at Minot and Casper

CHICAGO, Feb. 4.—Ice Varieties of 1950, outdoor show produced by Voorhees-Fleckles Fair Booking Association, has been signed as the grandstand attraction at North Dakota State Fair, Minot, and Central Wyoming Fair, Casper, Reginald Voorhees announced.

Minot grandstand contract marks the first to be signed by Robert G. Finke, who recently took over as secretary upon retirement of his father, Henry L. Finke.

The icer was also signed for Des Moines County Fair, Burlington, Ia. The Chi booking association announced signing their stage revue into annuals at Pipestone, Minn.; Aberdeen, S. D., and five Illinois fairs; Lewiston, Anna Altamont, Albion and Brownstown.

Heart Attack Fatal To B. D. Carpenter

OLIVET, Mich., Feb. 4.—Funeral services were held here Wednesday (1) for Benton D. (Ben) Carpenter, executive secretary of Calhoun County Fair, Marshall, Mich., for 11 years. Carpenter died January 29 at his farm home near here of a heart ailment. He was 71.

A former Lee Township supervisor, Carpenter was a member of the Calhoun County Board of Supervisors from 1931 thru 1937 and served as the fair's executive secretary from 1935 until his retirement in 1946. He also was a master of the Partello Grange for 27 years.

His widow, three sons and a daughter, three brothers and five sisters survive.

2 Pa. Annuals Sked Frank Wirth Talent

NEW YORK, Feb. 4.—Frank Wirth, head of the talent agency bearing his name, was awarded the grandstand show contracts for Ebensburg and Clearfield fairs at the recent meeting of the Pennsylvania State Association of County Fairs at Bedford Springs, Pa.

John Lonergan, producer-director, attended the confab with Wirth.

Good Medicine

RALEIGH, N. C., Feb. 4.—William E. Ensor Jr., secretary, Cherokee (N. C.) Indian Fair, incited considerable envy among execs attending the recent annual meeting of the North Carolina Association of Agricultural Fairs when he revealed that his annual, established in 1914, has never been rained out. The five-day event features Indian ball, a form of legalized mayhem in which broken bones might well serve as points, and Indian dances. It was assumed that the Indian's famed rain dance was not included in the fair repertoire.

Ottawa Tabs 100G '49 Net

Gate hits record 385,993 despite rain—Dr. W. A. Armstrong new prexy

OTTAWA, Feb. 4.—Despite heavy downpours on two days, the 1949 Central Canada Exhibition Association (CCEA) recorded the highest attendance in its history with 385,993, an increase of 36,240 over 1948. It chalked up net earnings of \$100,062.53.

The figures were revealed by D. Roy Campbell, retiring president. Dr. W. A. Armstrong was elected to succeed Campbell. Other officers elected included Mayor E. A. Borque and S. F. Dadson, vice-presidents. H. H. McElroy, general manager, and J. K. Clarke, assistant general manager, continue as the permanent staff of the association.

A total of \$42,243 was spent on improvements and repairs in 1949, Campbell said. They included a new roof for the manufacturers building, painting and repairs to many other structures, new ventilating systems in the Coliseum and pure foods building; the extension of paved roads, a new heating system for the Assembly (See Ottawa Hangs Up on page 67)

Santa Barbara, Calif., Buys 135-Acre Site

SANTA BARBARA, Calif., Feb. 4.—Purchase of 135 acres as a site for a fairgrounds and horse show arena was announced last week by the 19th District Agricultural Association. Located on the northwest section of the city, the property was purchased for \$135,860, according to Homer C. Thompson, president of the association.

The purchase culminated a search of several years for a suitable site for the proposed plant. In addition to the horse show arena, slated for early construction, there will be exhibit buildings and an auditorium to be made available for public year-round use.

Harness Race Dates Set For Frederick, Harrington

BALTIMORE, Md., Feb. 4.—The Central Fair Circuit, which operates in Maryland, Pennsylvania, Delaware and New Jersey, allotted harness racing dates for its members at its Wednesday (25) meeting.

The sulkys will run at the Frederick (Md.) Fair, October 3-6, and at Kent and Sussex Fair, Harrington, Del., July 25-28.

Ledyard Elects Rowley

LEDYARD, Conn., Feb. 4.—Earle Rowley has been elected general chairman of the 1950 Ledyard Grange Fair. Other officers are George Geer, vice-chairman; Carol Whipple, secretary, and George Clark, treasurer.

Harnden Voted Out at Saginaw

Ends 10 years as manager —former IAFE prez says he will fight action

SAGINAW, Mich., Feb. 4.—Clarence H. Harnden, for 10 years manager of the Saginaw Fair was dismissed from the post at a meeting of nine of the 15 directors of the fair January 31.

Harnden was charged with mismanagement and with "usurping the authority of the board." A committee of three directors, Al Williams, Warner Law and Alfred Gruber, with the last named as chairman, was named to handle fair's affairs pending selection of a new manager.

Harnden told *The Billboard* he plans to fight the dismissal. He said it stemmed from friction within the board supporters and that his supporters were either out of town or unavailable at the time of the meeting. He also said that had the full board been in attendance the dismissal would not have been voted.

An independent survey made on behalf of the society's full membership of 140, made prior to the Tuesday meeting, gave approval to his management, Harnden pointed out.

Harnden is a past president of the International Association of Fairs and Expositions (IAFE) and of the Michigan Association of Fairs.

Clyde M. Vandeburg To Blueprint Layout For San Diego Expo

SAN DIEGO, Calif., Feb. 4.—Clyde M. Vandeburg will arrive soon to take over as blueprinter for the proposed 1953 World's Exposition here. Vandeburg is said to be winding up his affair in the East, which include his assignment as planner for the 1951 Michigan Festival, Detroit.

To be paid a reported \$2,500 per month for four months, Vandeburg will outline expo and integrate Mission Bay Park into the fair as a recreational area. While here, he also will act as consultant to the Michigan Festival.

Venice Community Fair Changes Dates

VENICE, Fla., Feb. 4.—Second annual Venice Community Fair, originally scheduled for January 28-February 15, last week switched its dates to February 25-March 4. Change in the running of the fair was voted by the Lions Club sponsors when it was learned that Southern States Shows, contracted to provide the midway, would be unable to come in here on the original dates.

General chairman E. J. Peter admitted that it might be possible to obtain another carnival but said that J. P. Davis, Southern States owner, had a reputation for honesty and fair dealings and that he'd rather wait for Davis's shows. He also pointed out that the delay would give the club more time to contact exhibitors and make other preparations to ensure the fair's success.

Event will be held in the area across from the Dairy Bar on the Tamiami Trail. It would include a livestock show, merchants' exhibition tent and other features in addition to the midway. About 25 merchants already have signed contracts for 225 feet of exhibit space.

Fair officials, in addition to Peter, include Stevan P. Susnjak, exhibits; Ralph Simpson, livestock show and farm display; J. D. Arnall, finances; H. E. Wertz, power supply, and Solon Sharpe, publicity.

Mass. Assn. Cites Founder Lombard

GREENFIELD, Mass., Feb. 4.—Alfred W. Lombard, widely known personality in New England's agricultural fair circles, was presented with a plaque bearing the 1949 citation of the Massachusetts Agricultural Association's affairs, in recognition of his leadership in the association's affairs, at its 30th annual banquet in Hotel Weldon January 20.

Lombard was the originator and chief promoter of the association, of which he was secretary-treasurer for 28 years. He retired as its president last month. He also served the Massachusetts Department of Agriculture for more than 40 years and was actively interested in the Great Barrington Fair, Eastern States Exposition and other Massachusetts annuals.

Sewell Elected Okla. President

OKLAHOMA CITY, Okla., Feb. 4.—A. A. Sewell, Pawhuska, was elected president of the Oklahoma Association of Fairs at the second annual convention of that organization here Thursday and Friday, January 26-27, at the Skirvin Hotel. He succeeds Harry James of this city.

George Freeman, Perry, was named vice-president, and Vera G. McQuilkin, Oklahoma City, was re-elected secretary.

Thirty-eight fairs were represented and about 20 carnival, attraction and show supply reps were noted. Banquet Thursday night, at which the Music Corporation of America supplied the acts, was attended by about 75 persons.

Cooke & Rose Sign Talent Pacts With 11 Eastern Annuals

LANCASTER, Pa., Feb. 4.—Harry Cooke, a partner in the Cooke & Rose talent agency here, reports that his org has signed 11 grandstand show contracts at several Eastern fair meetings.

Cooke & Rose will supply the Wilson (N. C.) Fair with a revue and acts for the first time. Also contracted are annuals at Mount Airy and Roanoke Rapids, N. C., and the Lebanon, Tenn., Fair.

Virginia dates contracted include Petersburg, for the first time; Woodstock, Luray, Mineral and Pennington Gap.

Pennsylvania dates already inked include Marysville and McConnellsburg.

Cooke said 1949 was the best season in the company's history.

W&L Contracts N. D., Mont. Dates

ST. PAUL, Feb. 4.—Williams & Lee Attractions, with headquarters here, have been signed to provide grandstand attractions at Fessenden, Hamilton and Langdon, N. D.; Gladys M. Williams announced this week. Montana fairs include those at Shelby, Lewistown, Havre, Dodson, Glasgow and Miles City, she said.

Firm also will supply the grandstand acts at the annual in Powell, Wyo., and at Wyoming State Fair, Douglas.

Kittle Gets Pueblo Post

PUEBLO, Colo., Feb. 4.—W. H. (Bill) Kittle, former secretary-manager of the Arkansas Valley Fair, Rocky Ford, Colo., and manager of that city's Chamber of Commerce, has been appointed assistant manager of the Colorado State Fair here. He assumed the new post Wednesday (1).

Ark. Schools Urged To Aid Kid Turnouts

Asked To Free Youngsters

LITTLE ROCK, Feb. 4.—Authorized absence of children from school during fair time was asked by delegates to the third annual convention of the Arkansas Fair Managers' Association at the Maribn Hotel here Monday and Tuesday (30-31). They urged co-operation of the State Board of Education because of the educational nature of exhibits. Delegates also went on record as favoring State aid in the form of appropriations to assist annuals in their building programs.

Attendance of both fair and attraction representatives at the meeting was large despite a sleet storm that struck the Northern part of the State, making highway travel hazardous.

Own Concessions Impractical

Guy Jones, Faulkner County Fair, Conway, addressed the convention on *Run Your Own Concessions for Service and Revenue*, but admitted this would be impractical for most fairs, as few carnival operators would deliver rides alone.

Co-operation among Arkansas fairs in setting dates and booking attractions and carnivals was asked by R. E. Blaylock, secretary of Northeast Arkansas Livestock Show, Blytheville, the chief difficulty being the annuals' dependency on the cotton crop which makes it necessary to crowd fair dates into a period of a few weeks.

Marion Adams, director of vocational education, and Dewey Lantrip, State director of 4-H clubs, in their talks, emphasized the importance of junior departments at fairs.

Re-Elect Officers

L. H. Autry, Burdette, was re-elected president of the association, as were other officers: A. D. Murphy, Fort Smith, vice-president, and Sen. Clyde E. Byrd, Eldorado, secretary-treasurer.

President Autry was toastmaster at the banquet in the hotel ballroom, with the floorshow emceed by Sunny Bernet. Acts included Dorothy Donelson Dancers; Will Wright, juggler; Bill Williams, singer; the Quintones, music and comedy; Seymour, magician; Toby Nediud, comedian; the Martinis, singers, and the Musical Wades, singer-dancers. Music by Skipper Nance and his ork featured Kay Carroll on vocals.

Attractions and carnival reps, fair suppliers and members of the Hot Springs Showmen's Association attending the conclave included:

Mr. and Mrs. Harry W. Hennies, Mrs. Noble

Meetings of Fair Assns.

Ontario Agricultural & Exhibition Societies, King Edward Hotel, Toronto, February 8-10. Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, secretary. Association of Connecticut Fairs, Home Building Institute, 10 Prospect Street, Hartford, April 29, at 2 p.m.

19 Ark. Annuals Announce Dates

LITTLE ROCK, Feb. 4.—Dates for 19 Arkansas fairs were announced at the annual meeting of the Arkansas Fair Managers' Association here Monday and Tuesday (30-31). Dates are: Ashley County Fair & Livestock Show, Hamburg, September 21-23; Clay County Fair, Piggott, September 28-30; Cleburne County Fair, Heber Springs, September 21-23; Clark County Fair, Arkadelphia, August 30-September 2; Columbia County Fair & Livestock Show, Magnolia, September 18-23. Cross County Fair, Wynne, August 30-September 2; Faulkner County Fair, Conway, September 20-23 or September 27-30; Pope County Fair, Russellville, September 20-23; Logan County Free Fair, Paris, September 12-18; Union County Livestock Show, Eldorado, September 25-30; Nevada County Fair, Prescott, September 20-22. Montgomery County Fair, Mount Ida, September 28-30; Saline County Fair, Benton, September 13-17; Sebastian County Fair, Greenwood, September 7-9; Ouachita County Fair & Livestock Show, Camden, week of September 11-16; Third District Livestock Show, Hope, September 25-30; Jackson County Fair, Newport, September 25-30, and North East Arkansas District Fair, Blytheville, week of September 13.

Hurbutt Heads New London Conn., 4-H Club Annual

HARTFORD, Conn., Feb. 4.—Ralph Hurbutt has been elected president of the New London County (Conn.) 4-H Fair Association, Inc. Other officers include: David Dunn, vice-president; Eugene Rainville, secretary; Janet Holdridge, treasurer, and Carol Whipple, assistant treasurer. Committee chairmen are: Publicity, John McManus; exhibits, Joanne Abbott; program, Catherine Crowley; refreshments, Marjorie Lowe; concessions, Paul Holdridge, and operations, George W. Miner.

Fairly, Mr. and Mrs. Louie Cutler, Mr. and Mrs. Boots Cutler, Mr. and Mrs. Sonny Blake, Mr. and Mrs. Jimmie Bykee, Mr. and Mrs. George Pughe, Mr. and Mrs. Dwight Basnett, Mr. and Mrs. Don Weaver, Mr. and Mrs. Charles Weaver, Mr. and Mrs. Bill Dyer, Mr. and Mrs. Jack Olga, Mr. and Mrs. Harry Zindar, Mr. and Mrs. Lee Moss, Mr. and Mrs. L. W. Ray and son, Mr. and Mrs. Mike Benton, Mrs. Lotus Francis, Lillian Cutler, Eddie Moran, Jack Hall, Bill Wilcox, Loyal Staley and Doc Hensman.

K. L. Carnes and O. L. Bumpas, Butler Manufacturing Company; Sam Brownlee, Frank Rogers and Ed Henry, Short & Bromlee; I. B. Stevens, Arkay Steel Structures; Mr. and Mrs. Orla Lashbrook and son, Orla Lashbrook & Son Tent Company; E. C. Campbell, Campbell Tent Company; Dale Pasley, Danell Catering Company; Tommy Fussell, showmen's insurance; Frank Sharp, Regalia Manufacturing Company; Mrs. Rufus Hunt, St. Louis Button Company, and Harold Braught, Colorcraft Poster Company. Jack Duffield, Thearle Duffield Fireworks Company; Fred Herrin and Lionel Hamilton, Paramount Fireworks Company; P. H. Bailey, Hollywood Daredevil Thrill Show; George B. Flint, Boyle Woolfolk Agency; Billy and Edgar Senior, Barnes-Carruthers Theatrical Enterprises; Capt. Roy Simms, Charles Zemater Agency; Alma LaRose, LaRose Attractions; George Baur and George Rixner, Frank Wirth Agency; Eldred O. Stacy, Music Corporation of America; DeWaldo, DeWaldo Attractions, and Mr. and Mrs. Jack Downs, Downs Amusement Company. Don Trueblood and Carl Larsen, Home State Shows; Jack B. Moore and Buddy Buck, Moore's Modern Shows; J. L. Henson and E. H. Spearstad, Jimmie Henson Shows, H. V. Peterson, B. J. Collins and Charles Elders, Tivoli Exposition Shows; K. H. Garman and V. R. Flora, Sunset Amusement Company; Mr. and Mrs. Floyd O. Kille, Floyd Kille Shows; Joe H. Sharp, American Beauty Shows, and Mr. and Mrs. Eddie Moran and Bennie Hazen, Southern Valley Shows. John Francis and Edward Mallin, John Francis Shows; Charles S. Noell, United Exposition Shows; Joe Greene, Snapp Greater Shows; J. C. Wrigley, Crescent Amusement Company; B. E. Miller, Star Amusement Company; Frank Gaskins, Midway Exposition Shows; Bob Mack, Pidler's United Shows; John McKee, John McKee Shows; E. E. Rogers, Twin City Shows, and Sidney Brown, Southern Valley Shows.

L. A.'s Annual Moves Toward Concess Plan

LOS ANGELES, Feb. 4.—First concession to be awarded for the World Transportation Fair, to be held here in 1951, will be the parking areas, Managing Director Ira W. Curry announced this week. Consideration is understood to have narrowed down to two operators who have handled large-scale parking at fairs and race tracks in Southern California. Parking areas under consideration will handle an estimated 1,000,000 cars during the expo's 94-day run, Curry said.

Plans for the operation of more than 250 concessions also are being mulled by Curry and his associates, with liberal percentages offered as the lure for high-class concessionaires. Expansion of the local headquarters includes sales offices for Josef Bulowski, who will handle exhibit space for the West Coast area. Due to take over his duties this week, Bulowski, former sales manager for SuperVend, manufacturers of coin-operated drink machines, will huddle with Curry on concession policies.

Midwest sales office has been opened in St. Louis, with Michael O. Daniels, sales manager for Curry National Home Shows, in charge. Opening of sales offices in Detroit, under Lawrence E. Jones, will follow.

16 Annuals Sign Vitale Fireworks

NEW YORK, Feb. 4.—Tony Vitale, head of the Fireworks Corporation of America, announced the inking of 16 pyro contracts at recent Eastern fair meetings.

Pacts were signed with annuals in Knoxville, Atlanta and Columbus, Ga.; Orangeburg, Greenville, Florence and Sumter, S. C.; Shelby, Charlotte, Raleigh, Wilson and Winston-Salem, N. C.; Richmond, Va.; Ronceverte, W. Va.; Harrington, Del., and Bedford, Pa.

Eastern States Dates Set

SPRINGFIELD, Mass., Feb. 4.—The 1950 Eastern States Exposition will be held from September 17-23, inclusive, Ray Winans, publicity director, announces.

Winter Fairs

- ARIZONA**
Mesa—Maricopa Co. Fair & Citrus Show, Feb 18-26. Marcel Delporte.
- CALIFORNIA**
Imperial—California Mid-Winter Fair: Feb 25-March 5. D. V. Stewart.
Indio—Riverside Co. Fair & National Date Festival Feb. 17-22. R. M. C. Fullenwider Riverside.
San Bernardino—National Orange Show March 9-19. R. Z. Smith.
- FLORIDA**
Cocoa—Indian River Orange Jubilee, Feb 24-March 1. Mrs. Marian Oxford.
Daytona Beach—Halifax Fair, March 6-11. Turner Scott.
Delray Beach—South Fla.: Gladioli Festival & Fair, Feb. 20-25. G. Moore Lapham.
Lauderdale—Broward Co. Fair, Feb. 20-25 Jack W. Finch.
Eustis—Lake Co. Fair-Fla. Sportsmen's Expo March 13-18. Karl Lehmann, Tavares, Fla.
Fort Lauderdale—Broward Co. Fair, Feb 20-25. Jack W. Finch.
Miami—Dade Co. Fair, March 2-11. E. Ross Jordan.
Orlando—Central Fla. Expo, Feb. 20-25. Crawford T. Bickford.
Plant City—Florida Strawberry Festival, Feb 27-March 4 G. R. Patten.
Sarasota—Sarasota Fair, Feb. 13-18.
Sebring—Sebring Firemen's Highlands Co. Fair Feb. 27-March 2. R. C. Baguley.
Tampa—Florida State Fair & Gasparilla Assn. Jan. 31-Feb 11. P. T. Strieder.
West Palm Beach—Palm Beach Co. Expo, Feb 18-25. Karl Lattons.
Winter Haven—Florida Citrus Expo, Feb. 13-18. Phillip E. Lucey.
- TEXAS**
Houston—Houston Fat Stock Show & Livestock Expo, Feb. 1-12. W. O. Cox.

JUDY CANOVA



BOOKING NOW 1950 FAIR DATES

Phone, Write or Wire

WM. H. KING 2025 No. Argyle Ave. Hollywood 28, Calif.

ATTENTION! FAIR SECRETARIES

Contact The **ERNIE YOUNG AGENCY**

For Your 1950 Grand Stand Show if you are looking for NEW IDEAS.

203 N. Wabash Avenue, Chicago 1, Ill. Phone: Central 6-0661

A SURE FIRE HIT!

★ FOR YOUR ★

CELEBRATION, PARK OR FAIR

BILLY OUTTEN AND HIS TROUPE

COMEDY • THRILLS • BEAUTY PLUS A FLAMING HI DIVE

Geo. M. Harton Agency PITTSBURGH 29, PA.

Jimmie Lynch DEATH DODGERS

WORLD'S GREATEST AUTO THRILL SHOW!

GENERAL OFFICES
203 North Wabash Avenue Chicago 1, Ill.
Phone: Randolph 6-3639

ALL NEW THIS YEAR

ACTS WANTED FOR FAIRS

WANT Troupes doing two or three acts, also Teams and Trios. State price, send photos.

WILLIAMS & LEE
464 Holly Ave. St. Paul 2, Minn.

WANTED RIDES ONLY

(Positively no Concessions or Shows) For County Fair early October, 1950.

WILLARD MILLS
Waynesboro, Ga.

GIVE TO THE RUNYON CANCER FUND

POSTERS

THAT BRING THEM IN

COLORFUL STRIKING FLASHY

ORCHESTRAS FLASHY CARNIVALS

THEATRICALS TRAVELING SHOWS

AUTO & MOTOR CYCLE RACING SPORTING EVENTS

Posters INCORPORATED
835 CHERRY ST. PHILA., PA.

UNION SHOP PHONE LOmbard 3-2000

CARNIVAL WANTED HARDEMAN COUNTY COLORED FAIR

(An Annual Event)

September 25-30. Write for particulars. W. B. HUNT, Sec., Bolivar, Tenn.

Rock's Playland To Add New Rides, Lights in '50

NEW YORK, Feb. 4.—Rockaway's Playland and the Rockaway Chamber of Commerce are both stepping up activities in getting set for the coming season. The Chamber of Commerce projects include plans for improving docking facilities at the resort and extending excursion boat service.

For the past two summers the Wilson Line has been running daily service from Jersey City, N. J., and Lower New York to the Rockaway dock adjacent to Rockaway's Playland, and intermittent service from Yonkers, N. Y. Efforts are being made to arrange for boat service between Sheepshead Bay and Rockaway Beach, a short route which would make the Rockaways easily accessible to large areas of Brooklyn.

Also on the Chamber's agenda are plans for weekly displays of fireworks, which are set to start July 5 and continue, every Wednesday, thru-out the season. Fred C. Murray, of the International Fireworks Company, has handled the pyro displays for several seasons.

Geists Vacationing

A. Joseph Geist, president of Rockaway's Playland, and Mrs. Geist recently left by air for a three-week stay in Los Angeles, followed by a visit to Honolulu. Before leaving Geist announced that the Walter Kaner Agency would again handle public relations and press for his park.

Extensive renovations, additional rides and radical improvements in the park's lighting system are projected for next season. Work will be stepped up when William Hicks, park superintendent, returns this week from a 10-day tour thru the South. Under Hick's supervision all rides and buildings will be over-

hauled, painted and modernized, and the side entrance to the park, on Beach 98th Street, will be widened from its 15 feet to 40 feet. Additional rides being installed include two adult and six new kiddie rides.

Eddie Evenson, chief electrician at Playland for the past 10 years, is installing new lighting systems which will increase illumination by 10 per cent, with approximately 1,000,000 electric bulbs studding buildings and rides. For the first time in Rockaway, 250 eight-foot, water-proofed fluorescent tubes will be used for outdoor lighting in the park. In addition, eight 24-inch searchlights and four 36-inch searchlights will be mounted on the park's tower. Color screens on some of the searchlights will add to the effectiveness of the display.

A. C. B'walk To Sink 20G in Flack Drive

ATLANTIC CITY, Feb. 4.—In an effort to stimulate Boardwalk activity, the Boardwalk Merchants' Association has authorized expenditure of \$20,000 for an advertising and publicity campaign in 1950. Apart from radio and newspaper advertising, the campaign provides for mailing of 250,000 folders to out-of-towners.

The association will also launch a concerted effort to keep the beach clean and seek means of providing entertainment for visitors in the off-season. A permanent theater is one objective.

Helping to improve beach front conditions, the city is purchasing a 10-ton mechanical beach comb from Sanitized Beaches, Inc. The \$27,500 machine cleans from 20,000 to 35,000 square feet of beach per hour. The association has also joined in the war on pigeons. Efforts will be made, in co-operation with the Hotel Association and the Chamber of Commerce, to obtain passage of an ordinance prohibiting feeding of pigeons on the Boardwalk.

Set Plans To Rebuild Berlin's Luna Park

BERLIN, Feb. 4.—A project is under way for the rebuilding of Luna Park here. Prior to the war it was Germany's largest amusement park.

While plans are well advanced, the park's site has not yet been decided. It probably will occupy a large area near Olympic Stadium in the British sector.

No. 2 for Windy City:

New 150G Kiddieland Skedded For Chi; 10 Rides Purchased

CHICAGO, Feb. 4.—A new Kiddieland, to cost \$150,000, is under construction here by Alfred Colitz and Harold Greenwald. Opening is set for May 1. They will operate under the title C. & G. Amusement Corporation. Altho there are seven Kiddielands in the Chi area this one, to be called Kiddie Town, is only the second in the city proper.

Kiddie Town will be spotted just east of Stony Island, occupying six acres. Colitz and Greenwald said they have signed purchasing contracts for 10 rides. These include a Century Flyer and Kiddie Ferris Wheel from National Amusement Device Company, Dayton, O.; a 36-foot three-abreast Merry-Go-Round, Boat Ride, Pony Cart, Auto ride and Sky Fighter, all from the Allan-Herschell Company, North Tonawanda, N. Y.; Kiddie Street Car and

Reginald Freeman To Add Kiddieland To Racine Spot

RACINE, Wis., Feb. 4.—Reggie Freeman, owner of Waverly Beach roller rink and dance hall here, will open a Kiddieland this year, the rides to be booked by Tommy Sacco, Chicago.

To be called Reggie Kiddie Park, the layout will have five small rides, including a Miniature Train, a large Ferris Wheel, and concessions.

Ocean Beach Boats Bring Single Offer

NEW LONDON, Conn., Feb. 4.—Only one bid for the Alewife Cove boating concession at city-owned Ocean Beach Park was submitted to the park board's concession committee. Sole bidder was C. N. F. Amusements, Inc., of New London, offering 20 per cent of the gross receipts with a minimum guarantee of \$600 for the season.

The bidding firm, which operates kiddie rides at the beach, also has offered to construct a new building servicing the boating concessions, providing the park board will allow sale of light refreshments there.

City Purchasing Agent William J. Ruddy opens bids Wednesday (8) on concession space on the ground floor of the beach recreation building.

English Spot Taken Over by J. Collins

LONDON, Feb. 4.—John Collins, English outdoor showman, has taken over the Seaton Carew Amusement Park, resort suburb of West Hartlepool, on a three-year lease and is adding several major rides and attractions to the park.

Already under construction is a Figure Eight Coaster and space has been set aside for a Ferris Wheel and Penny Arcade. A kiddie park will also be installed and stands for games and novelties erected.

Park is set to open Easter Sunday, April 9, and will operate week-ends until the summer schedule gets under way.

Vancouver Zoo Renovates

VANCOUVER, Feb. 4.—Stanley Park Zoo here will undergo a \$50,000 improvement treatment. Plans are to convert the present monkey house to an aviary, build a new monkey house and to renovate the bear pits.

Jet Plane ride from Bisch-Rocco, Chicago, and a live pony ride.

In addition to the usual landscaping, Colitz and Greenwald said they will construct a large concession stand and modern rest rooms.

Parking space will have a 500-car capacity, Greenwald said. The lot will feature two entrances and two exits.

Bernard Cross, Chicago, is the architect for the new Kiddieland.

Between 20 and 25 persons, including a full-time clown, will be employed at Kiddie Town, which will have a drawing population of a half-million. Greenwald is a former playground director in and around Chicago. He was graduated from the University of Michigan in 1929, where he starred in football under Fielding H. Yost.

Steamer Firm Takes Option on Tashmoo Spot

DETROIT, Feb. 4.—Hopes for a revival of the large-scale operation of Tashmoo Park on Harsen's Island were hyped this week with the grant of a 60-day option for the sale or lease of the spot to the Ashley & Dustin Steamer Company by Don Zimmer, park owner.

According to Nicholas M. Constans, general manager of the Ashley & Dustin Company, plans are to sub-lease the park proper. Park has operated only as a picnic spot in recent years. Illness of Zimmer, now in Florida, has been the big factor in delaying 1950 plans.

The steamer company plans to operate the steamer Put-In Bay to the park on a daily schedule, as well as nightly moonlight sailings, Constans said. Additional trips will be made Wednesdays, Fridays and Saturdays to Port Huron, Mich., with a second boat, the Wayne, to be used as needed to provide additional access to Tashmoo from Detroit as well as Port Huron.

Myrtle Beach Units Sked May 1 Preem

MYRTLE BEACH, S. C., Feb. 4.—Summer season here will get going about May 1 with the opening, for its second season, of the new Million Dollar Pavilion. Plans are being made by the spot's concession manager, Earl E. Husted, to present an elaborate set-up of concessions. George Akers, baritone, will emcee and manage the stagshows and supervise the dance hall, which occupies the second floor.

The amusement park and Kiddieland at Myrtle Beach will cover the entire block adjacent to the new pavilion and will be under the management of Sherman Husted.

Theodore Schroeder, Det. Zoo Man, Dies

DETROIT, Feb. 4.—Theodore Schroeder, 68, curator at the Detroit Zoo for 13 years, died in Highland Park Hospital here January 29. Schroeder resigned from his position in 1941. He was in charge of animals in previous years on the Ringling-Barnum and John Robinson circuses.

Funeral services were held in the C. F. Wehnardt Funeral Home, Royal Oak, Mich., and burial was in White Chapel Cemetery.

Surviving are his widow, Susie; a daughter, Mrs. Elli Feldman, Royal Oak; a brother, Christian, and a sister, Mrs. Ida Johnson, who resides in Germany.

Plan Kiddieland at Paris

PARIS, Mich., Feb. 4.—Frank S. Smith and associates announce that they plan installation of a kiddieland at the Paris Fish Hatchery on U. S. Highway 131. The funspot will be adjacent to exhibit of Michigan wildlife. The latter is said to be the world's largest exhibit of Michigan birds, bird eggs and animals, all collected by the late Charles J. Davis, of Lansing, Mich. Also on display are original Audubon engravings of the quadrupeds of North America and original John J. Gould engravings of humming birds. The collection, open to the public May 1, has been restored by Smith and associates.

304G Budget Asked For Bridgeport Spot

BRIDGEPORT, Conn., Feb. 4.—In his annual recommendation of budget requests for the 1950-'51 year to the Bridgeport Board of Apportionment and Taxation, this week, City Comptroller Adolph D'Aulisa has asked that municipally operated Pleasure Beach Amusement Park be granted an appropriation of \$304,000 for the coming year as against the current appropriation of \$300,000.

At the same time the anticipated receipts from the park were dropped from the present \$410,000 to \$305,000.

400G Expansion Program Set for San Diego Zoo

SAN DIEGO, Calif., Feb. 4.—Expansion plans for the San Diego Zoo were announced by Mrs. Belle Benchley, director. These include a new elephant enclosure, surrounded by a moat, to handle two African elephants in addition to the three Indian bulls already on exhibition, an administration building, an education building with assembly room for films and a natural history library and classroom space for children. Cost is estimated \$400,000.

Walled Lake's New Scooter Nearly Ready, Pearce Says

DETROIT, Feb. 4.—The new Flying Scooter, scheduled for Walled Lake Park's ride line-up this spring, is about completed, Fred W. Pearce, Walled Lake owner, reports. Installation of the new ride will begin soon.

Walled Lake apparently will be the only major independent park in Detroit this year. Last fall the Wagner family purchased Edgewater Park, bringing the three close-in Detroit parks under the same management.

Eye-Catching Figure Put Al Beck In Outdoor Biz, Life of Figures

(Continued from page 55)

year; Great Lakes Exposition, Cleveland, secretary-treasurer, 1 year; Convention Shows, manager, 1 year. Also Ringling Bros. and Barnum & Bailey Circus, legal department, 1 year; Celeron Park, Jamestown, N. Y., manager-treasurer, 1 year; Clyde Beatty Circus, treasurer, 1 year; Arthur Bros. Circus, treasurer, 1 year; Joseph J. Kirkwood Shows, treasurer, 1 year, and Bob Parker.

Owner Only Once

In addition, he also kept his hand in show biz in some off-seasons. For several winters, for instance, Al served as treasurer of the Fox theaters in St. Louis.

On only one occasion was he a show owner. That was in 1939 when he held an interest in the Beck & Thomas Shows. His preference, he explains, lies in being a counselor and keeper of the exchequer rather than in being an owner.

Beck maintains that the only trouble he had with the various show owners for whom he has worked was over trying to persuade them to establish reserve funds and not spend all their money in the belief that their next stands would be red ones.

Outdoor show biz as a life is vastly easier today than it was 20 years ago, Al points out in discussing his early years. "With some shows I used to start work at 4 a.m., rain or shine, and stay with it until the close," he declares.

Wife Was Diving Gal

In outdoor show business, Al found not only his life work but his wife. She is the former Jean Roberts, a diving girl with Lottie Mayer's water ballet. He first caught the Mayer unit in 1921. Four years later he again met his future wife while she was playing a Portland, Ore., theater. Not long after they were married in the Little Church Around the Corner, New York.

The marriage day fell just before the Lottie Mayer diver was to leave for Europe with her folks. But love couldn't wait, Al says. Her folks made the trip alone.

Chronicling the event, *The Billboard* cracked, "What a break! Married one day and the in-laws sail the next."

Al and his wife are a smooth-working team. He calls her his associate, and actually she gives him much assistance in his work. Moreover, she is eager to be of greater help, as evidenced by the fact that currently she is taking a course in accounting.

The Becks make their home in Miami. In his free time Al enjoys fishing and gin rummy. His show club memberships include those in Chicago, Miami, New York and Los Angeles.

Al chuckles when he recalls the time his attention was snared by *The Billboard* cover. "If it wasn't for that, imagine what I might have missed!"

Ottawa Hangs Up 100G Net in '49

(Continued from page 64)

Hall, the installation of new lavatories and landscaping.

450G Coliseum Project

Principal project, which will be completed in time for the 1950 exhibition, is the extension of the Coliseum at a cost of \$450,000. The new section will contain modern livestock barns.

Altho the CCEA functions on a year 'round basis, 81 per cent of the gross revenues were derived from the operation of the exhibition. The exhibition alone contributed gross earnings of \$306,670.77. Other CCEA activities, including the rental of buildings and the grandstand, grossed \$70,165.12.

In his report, Manager McElroy noted that exhibitors were paid \$30,000 in prize money. A record number of entries in nearly all departments were noted in 1949. The plant, which has benefited from continuing improvements started in 1946, was estimated to be worth "several millions of dollars."

World of Mirth Shows were awarded the 1950 midway contract, and the George A. Hamid & Son talent agency, the grandstand show pact, prior to the completion of the 1949 event.

Brooklyn, Conn., Names Howard Franklin Prexy

BROOKLYN, Conn., Feb. 4.—Howard G. Franklin has been appointed secretary of the Windham County Agricultural Society, sponsor of the annual Brooklyn Fair. Franklin succeeds Arthur Mott, local business man, who resigned the post because of ill health.

The 1950 Fair will be held September 14-17.

Hamid's Pacts Maintain 1949 Spending Pace

(Continued from page 64)

dates include Winston-Salem, Charlotte, Greensboro, Statesville, Albemarle, Shelby, Mount Airy, Fayetteville and Henderson. In South Carolina Hamid inked Spartanburg, Orangeburg, Anderson and Union

Allentown Budget Up

Hamid said the contract for the Allentown (Pa.) Fair, awarded his firm last week, calls for a bigger expenditure than last year. In addition to the night revue and acts, Allentown will present Hamid-Morton Liberty horses as a special and exclusive afternoon attraction.

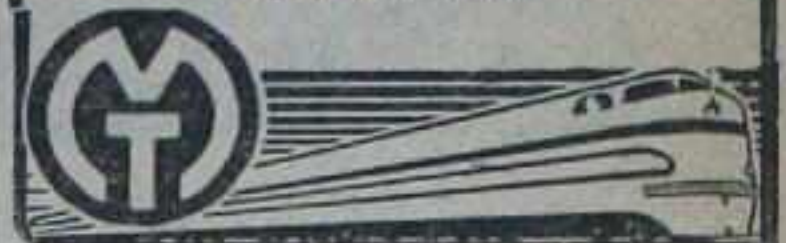
Hamid said he was also commissioned to obtain a name attraction for opening Monday night. If a suitable personality is not signed, then the annual will probably remain dark on Monday since neither the midway nor exhibits will be open. President Howard Singmaster and other Allentown execs expressed a reluctance to open the fair until all departments were ready unless they could present a top name attraction, Hamid said.

The Hamid firm will again furnish all grandstand attractions at the Reading (Pa.) Fair.

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS

"GET THE BEST"



MINIATURE TRAIN CO.

Executive Offices: Rensselaer, Indiana

LOOPER FOR SALE

This ride has been well taken care of. Have operated only two short seasons. Has no rust. Looks like new ride. Will take \$6,500 cash. No propositions.

FOREST AMUSEMENT PARK, INC.

JIM FOREST
31 N. Atlantic Avenue
Daytona Beach, Florida

WANT RIDES

For the season of 1950 from April 23 to November 11 at

MT. HOLLY PARK

Mt. Holly Springs, Pa.

SAFE--WIDE GAUGE



Four Models
18 to 48 Passengers
8 Wheel Drive—Portable
2 Man Set-up—Economical
America's Finest -- Safest

TOM THUMB STREAMLINERS, Inc.

Phone 3-9171 Bradenton, Florida

Hurry — Hurry — Hurry Opening May 30

STARVED ROCK AMUSEMENT ISLAND

Adjoining Starved Rock State Park at Starved Rock, Ill. We are now booking rides of all kinds and all legitimate Concessions; also Fun House, Glass House, Crazy House, and what have you? Why run all over the country, as this is a four-month stand. Contact in any manner.

EARL F. DRAKE

504 S. State St. Ottawa, Ill.

KIDDIE PARK FOR SALE

Four Shellands, heavy duty, with full gear, sweep; 10-car Kiddie Auto Ride; 6-passenger Plane Ride, custom built, exceptional; fully equipped Cook Trailer, Portable Stable and Trap Room. Excellent location, in operation two years. Reason for selling, other business. No consistent offer refused. Pictures on request. Write JACK EDGERLY, 419 Estrella, Monterey, Calif.

FOR SALE

Complete Pokerino Outfit of 10 Units including Seats, Shelves, Mirrors, Showcase and Merchandise. Very reasonable. Contact:

C. MATHES

c/o Nassau Amusement Center
115 Nassau Street New York City

Want To Place BRAND NEW THEATRE MODEL

POPCORN MACHINES in Amusement Park or crowded Beach. Will build stands if necessary and operate myself on percentage or flat rate. Will consider buying popcorn contract from someone. ALBERT RICH, 1016 Broadway, Gary, Indiana. Phone 2-1503.

Miniature Golf Courses

Designers and builders of the most scientific courses in the country. Engineered for ultimate capacity. No bottlenecks, yet interesting. No drainage problems. Ball Counter for 18th hole. Reference and photographs gladly furnished.

HOLMES COOK

Room #508, 302 State St. New London, Conn.

IF IT'S PROFITS YOU WANT

BUY SKEE-BALL

REG. U. S. PAT. OFF.

A 15 ALLEY PARK OPERATOR REPORTED \$33,000 GROSS RECEIPTS FOR 1949—HIS FIRST OPERATION.

A 6 ALLEY ARCADE OPERATOR GROSSED \$2,300 IN LESS THAN 3 WEEKS—"BEST GAME FOR ARCADES ANYWHERE," SAYS HE.

A SINGLE ALLEY TAP ROOM PROPRIETOR GROSSED \$375.00 IN 18 DAYS OF OPERATION IN PHILA.

IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO. JUST DROP US A LINE—WE'LL SHOW YOU HOW.

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PA.

AMUSEMENT DEVICE MANUFACTURERS

COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

MINIATURE STEAM TRAIN

Train grosses next to Coaster in three big parks. 70 Trains now in operation.

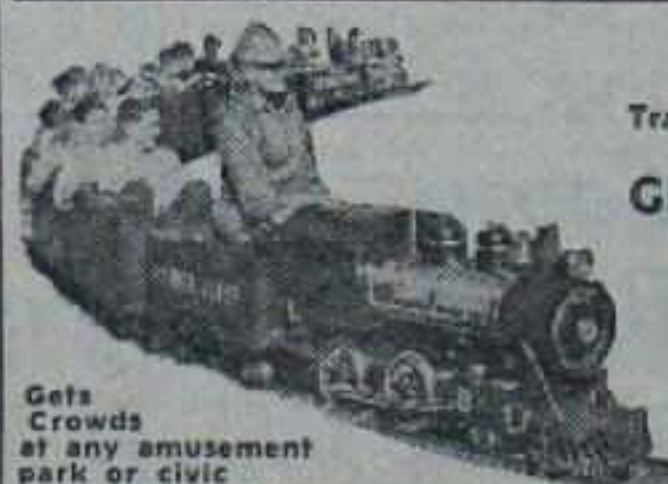
GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

Mrs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS



Gets Crowds at any amusement park or civic recreation center.

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.

AMERICAN LEGION AMUSEMENT PARK

Center 150,00 PROSPEROUS People, This Area. No COMPETITION, Gate, Grift.

Want new, novel, Major and Kiddie Rides; Funhouse, Lead Gallery, Age, Novelties, Arcade, Stock Stores and Monkey Show; Bingo, Cafe sold. OPEN March 1st. 7 days per week. Replies:

T. L. DEDRICK, Gen. Mgr.

BOX 335, RT. 4

PHONE 36653

FAYETTEVILLE, N. C.

Strates Tabs Okay Take at Largo Annual

Gate Tops 1949 Mark

LARGO, Fla., Feb. 4.—James E. Strates Shows closed a successful five-day stand at Pinellas County Fair here January 28. Shows units, loaded on 20 railroad cars, only half of the usual number carried by Strates, filled every available foot of midway space. Fair officials reported attendance well above that of 1949.

Children's day, Tuesday (24), went over the top from last year. However, the bulk of the midway spending occurred at night, with Friday (27) and the usual big play on closing Saturday night putting the midway grosses into the big dough.

Nate Eagle's *Hollywood Midget Movie Stars* did well in comparison with last year's takes, as did Jack Norman's *Broadway to Hollywood Revue*. Irvin C. Miller's *Brown Skin Models* topped last year's take by 15 per cent to earn first money for the engagement.

All Units Score

Claude Bentley's Side Show, with such attractions as Emmet and Percilla, Grace McDaniels and Baby Betty, found biz up over its former gross here. Doc and Betty Hartwick reported their *Wild Life* slightly under and their *Snake Show* 40 per cent above last year's biz. Their animal exhibit opened behind a new palm and jungle-type front with the beast collection augmented to 45 cages and pens. George Murray's *Lion Thrill Arena* and *Motordrome* also topped its former gross here.

Manager Dick O'Brien located 20 rides and 15 shows on the limited space allotted the midway. Work in Orlando, Fla., quarters is progressing under the direction of James Yotas Sr. More dual wheel pneumatic-tired wagons have been completed and painting of equipment remaining in quarters is almost finished. Mike Olsen, superintendent, shuttled between here and winter quarters to check both phases of operation.

Morris Lipsky Weds Joan Diana Gordon

ST. LOUIS, Feb. 4.—Morris Lipsky, co-owner of the Johnny J. Jones Exposition and president of the Showmen's League of America, and Joan Diana Gordon were married here Sunday (29) by Judge Robert Aaronson in the ballroom of the Hamilton-Wiltshire Hotel.

Bride was given in marriage by William (Doc) Adams. Betty Mansfield was bridesmaid, and Ralph Lipsky, best man. Shiela Carol Lipsky, Ralph's daughter, was flower girl, and her brother, Richard, ringbearer.

The bride wore a gown of white satin, trimmed in rhinestones and seed pearls. She carried orchids. The bridesmaid wore a chartreuse gown with matching headpiece and carried snap dragons. Shiela Carol Lipsky wore a colonial style gown of green.

Attending the wedding and reception were Ralph Lockett, Mr. and Mrs. Euby Cobb, Buff Hottle, Mr. and Mrs. Dee Lang, Estelle Regan, Ida McCoy, Teresa and Arlene Sidenberg, Mrs. Bennie Wear, Mr. and Mrs. Floyd Hesse, Mr. and Mrs. Leo Lang, Mr. and Mrs. Sid Belmont, Alice Belmont, Marie Sciamitaro, Sam Milton, Ralph Hoffman, John Shelley, Sally Prevost, Edith Maxwell, Mort Silvers, Clyde Shubert, Audry Johns, Marie Pensonear, Mr. and Mrs. Phil Kraft, Russ Edwards, Tom Cowan, Minnie Quillen, Al Prospero and Thomas Flanagan.



JOAN DIANA GORDON became the bride of Morris Lipsky, co-owner of the Johnny J. Jones Exposition, in St. Louis January 29. A reception following the ceremony was held in the Hamilton-Wiltshire Hotel.

Wells To Manage Imperial; Starr Named Bus. Mgr.

CHICAGO, Feb. 4.—E. W. (Slim) Wells will be manager of the Imperial Shows, J. C. McCaffery, head man of the Amusement Corporation of America, which owns and operates the shows, announced this week. Wells has served as McCaffery's assistant for about a year.

Bill Starr, last year with Hennies Bros.' Shows, will be org's business manager.

Other staff members will include Eddie Gamble, concession manager; Robert L. Mack, contracting agent; Art Riley, superintendent and trainmaster, and Jack Fugal, treasurer, all of whom were with the organization last year when it operated as Dodson's Imperial Shows. In December Mel Dodson, who had been co-owner of the shows, sold his interest, with the Amusement Corporation of America becoming sole owner.

Hottle To Repeat At Two La. Fairs

COVINGTON, La., Feb. 4.—B. W. Hottle, owner of the shows bearing his name, this week said his org has been signed to provide midways at Donaldsonville, La., fair for the third year, and at the Franklinton, La., annual for the fifth straight year.

Org's fair route will include 19 annuals, starting at Metropolis, Ill.,

Tampa's First Three Days Give Royal American Bigger Grosses

(Continued from page 54)

close with the Chitwood unit for another show before the fair's close.

Acts working in front of the grandstand include Larry Griswold, trampoline; Cimse Troupe, aerial motorcycle; Lowe, Hite and Stanley, comedy knockabout; Three Fearless Stars, high trap; Zoppe Troupe, riding; Cucolo, midget in school for riding, and Merle Evans's Band.

Kids' Day Shift Felt

Midway grosses have been good. The first three days' ride and show take of the Royal American Shows was up substantially over the same days last year, Owner Carl Sedlmayr said. The fourth day, Friday, was down due to the shift in the Kids' Day, but today provided excellent midway biz.

Reaction of concessionaires at the end of five days was mixed, but Sam

Seeing Eye Dog Show To Tour On Hill's Org

ARANSAS PASS, Tex., Feb. 4.—Hill's Greater Shows will feature a Seeing Eye Dog show on its No. 1 unit when they open their sixth season in Corpus Christi March 18. H. P. and C. O. Hill own the shows.

The Seeing Eye show will have 15 animals and will demonstrate how the dogs are trained and work, the Hills said. Each week a dog will be presented to some blind person in the town the shows are playing, they announced. In addition to making the award, the shows will furnish a trainer to teach the canine the town.

H. C. Hill said that a No. 2 unit will take to the road in South Texas about March 1. This show, which recently was awarded the Class B-2 circuit of Montana fairs, will have 8 rides, 5 shows and 30 concessions. Contract was signed recently in Great Falls, Mont., where Howard Hill and N. L. (Whitey) Dixon, adjuster, attended the fair meeting.

The No. 1 unit will carry 12 rides, 10 shows and 40 concessions. It will move on 28 semis and one truck.

The 1950 debut of the first unit will be on a downtown Corpus Christi lot and marks the return of shows to this city section after several years absence.

Hannum Contracts 6 Pennsy Fairs; Sets Large Philly Event

BEDFORD SPRINGS, Pa., Feb. 4.—Morris Hannum, operator of the Morris Hannum Shows, came away from the January 25-27 meeting of the Pennsylvania Association of County Fairs here with six contracts in his pocket. Now operating in the Philadelphia-Eastern Pennsylvania area, the Hannum Shows' 1950 route is the most compact in its history.

Topping the list of bookings were the Flourtown Fair, inked for the 21st consecutive year, and Spring Mill, both firemen's annuals. Hannum also obtained contracts from the Kutztown Fair, two years; Daltown, five years, Gratz and Leighton. He also announced the signing of an event at Cahill Field, Philadelphia, a large Catholic church annual at which a completely furnished home is the yearly giveaway.

the week of July 4. Shows also added Marion, Ill., to their route. Org opens its season here March 20.

Gordon, Royal American concession manager, allowed today that "he was not dissatisfied" with business to that point.

Carnival owners, park operators and fair execs here declined to read indications of 1950 prospects from the first five days. They point out that the fair's home stretch, with its traditional big day, Gasparilla Day, Monday (6), will provide a clearer picture of the season's outlook.

The turnout of visiting showmen thus far has been under last year, but a strong influx is expected today, many timing their arrival for the annual banquet and ball of the Greater Tampa Showmen's Association Sunday night (5). The new clubhouse of the Tampa org has been drawing enthusiastic raves from visiting showmen, and an inspection of the building, its furnishings and facilities indicates that the raves are well deserved.

Tidwell Wounded In Shooting at Aransas Pass, Tex.

ARANSAS PASS, Tex., Feb. 4.—T. J. Tidwell, owner-manager of the T. J. Tidwell Shows, is in a serious condition in Aransas Pass Hospital as a result of bullet wounds inflicted by a carnival worker who fired on him about 50 feet from the city hall January 27. Identity of the gun-user was not immediately learned. Hospital attendants said that Tidwell has been receiving blood transfusions since his admittance to the hospital.

The carnival employee was arrested and taken to San Patricio County jail where charges were to be filed against him Saturday (28). Assistant Chief of Police Virgil Patterson said that Tidwell was not armed.

Both Tidwell and the alleged gun user were wintering at a trailer court here. Further details of the shooting were unavailable at press time.

Tampa Group Stages Doings

LARGO, Fla., Feb. 4.—The Greater Tampa Showmen's Association held its first mid-winter jamboree on the James E. Strates Shows at Pinellas County Fair here Friday, January 28. The doings, which earned a gratifying gross, was held in Jack Norman's Girl Show tent.

Proceeds of this and other events scheduled during the winter season will be used to complete payments on the association's elaborate new clubhouse. The second jamboree will be held in Tampa on the midway of Royal American Shows at Florida State Fair. The third event will be held on the midway of the Royal Crown Shows during its stand at the Orange Festival, Winter Haven, Fla.

Attendance at the event here was swelled by the appearance of numerous show folks wintering and vacationing in Florida. The brisk sale of \$1 ducats filled the big tent to capacity and the bidding during the box sales was liberal and spirited.

Varied Talent Program

The first half of the performance was presented by Jack Norman and members of his *Broadway to Hollywood Revue*. Irvin C. Miller and his *Brown Skin Models* took over the second half. Short speeches were made by Carl J. Sedlmayr Jr., president of the association; Eddie Young, first vice-president; James E. Strates, second vice-president; Nat Rodgers, and Mrs. C. J. Sedlmayr Jr., president of the Ladies' Auxillary.

Box sales were handled by Pete Burkhardt and Earl Maddox. Credit for the promotional end goes to Roy B. Jones, business manager of the Strates org. He was assisted by Doc and Betty Hartwick and other club members.

David E. Casey Dies in Winnipeg

WINNIPEG, Feb. 4.—David E. Casey, 19, son of E. J. Casey, owner of the shows bearing his name, who died Wednesday (25) after a long illness, was buried here with full navy honors Saturday (28).

Casey handled the popcorn and candy floss concessions on his father's show for three years prior to his enlistment in the Royal Canadian Navy in 1947.

His brother, Ted, was killed in action in World War II while serving with the Royal Canadian Air Forces. In addition to his parents he is survived by three sisters, Mrs. J. C. Baillie, Helen and Cecilia.

WILLIAM E. MULDOON
General Manager

A. W. (Pat) HANLON
Representative

WILLIAM B. MOORE
Business Manager

WILLIAM J. BOUCHEA
Secretary

K. C. McCAREY
Special Agent

GRANITE STATE SHOWS

15
RIDES

FEATURING
THE SKY HIGH ALCIDOS

10
SHOWS

AMERICA'S OUTSTANDING AERIALISTS

OPENING

MANCHESTER, N. H., APRIL 1-16
POUGHKEEPSIE, N. Y., APRIL 20-29

FOLLOWED BY

KINGSTON, NEWBURG, PEEKSKILL, OSSINING; ALL NEW YORK.
MANCHESTER, CONN., THEN MAINE AND CANADA TILL FAIR DATES.

BAR HARBOR, MAINE, JULY 4th

WANT
RIDES

WANT
SHOWS

WANT
CONCESSIONS

WANT

LEW ALTER WANTS FOR NO. 1 CIRCUS SIDE SHOW

GIANTS—MIDGETS—FAT PEOPLE—TATTOOED MAN—MAGICIAN—MIND READER—FIRE EATER—SWORD SWALLOWER. GIRL TO HANDLE BIG SNAKES—ALL KINDS OF FREAKS. SALARY NO OBJECT.
Want to hear from V. Annette, Jean Parsons, Herman (Red) Dillon, Silvia Portis, Frank Deprieaso, William R. Perrell, Robert Halliet. Address all Side Show mail to Lew Alter, 105 S. Third St., Reading, Pa., till March 15th; then in Care of Granite State Shows.
Mousie the Fire Eater, Bill Jewell and Col. Sikes, get in touch with me.

Speedier Sayre — Toby Kneeland — Mrs. Babe Scott — Slim Chaendoin, Contact PAT HANLON, Care of Show.

Also Can Use Foremen for Major Rides. Semi-Drivers Preferred.

ALL WIRES AND CORRESPONDENCE TO 148 LOUDON RD., CONCORD, N. H.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation
OPENING FIRST WEEK IN APRIL

WANT FOR THE SEASON

Frozen Custard, Novelties, French Fries, Age and Scales, Photo Gallery, Want Pitch Til Win, Fish Pond, High Striker, Basketball Game, Two English Mitt Camps (Cooper, answer), Glass Pitch, Penny Pitch, Cigarette Pitch, two Stock Wheels (must be strictly stock), Hoopla, Candy Floss, Bumper, Bowling Alley, Long and Short Range Lead Gallery, nice Penny Arcade. No gypsies or racket need answer.
Want—Girl Show Managers; we have two Wagon Show Fronts and Tops, complete. You must have two or more Girls for same with wardrobe.
Want—Manager for Side Show who has Acts and People for same; we have complete outfit with Wagon, Will book Wild Life Show, Monkey Show, or any new Grind Show of merit. Carroll Miller, answer. Winter Quarters now open at Four County White Fairgrounds, Suffolk, Va. All mail and wires to

WM. C. (BILL) MURRAY
P. O. Box 461, Suffolk, Virginia

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Now Contracting SHOWS, RIDES, CONCESSIONS for 1950 Season!

CAN PLACE

SHOWS: Motor Drome, Wild Life or any new and novel attraction with or without equipment or transportation.
RIDES: Have opening for Rides not conflicting, including Rollo-Plane, Octopus or Dark Ride.
KIDDIE RIDES: Will book or buy 4 or more LATE MODEL Kiddle Rides. Must be in good condition.
CONCESSIONS: Can place legitimate merchandise Grind Stores. No wheels or coupons. All eats and drinks sold.
Show opens early in April. 14 week Fair Season, beginning last week in July.

Address P. O. BOX 771, Richmond, Virginia

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

OPENING MARCH 15TH NEAR COLUMBIA, S. C.

Now booking for 1950 with eleven of the best bona fide fairs in Pennsylvania, West Virginia, Virginia, North Carolina and South Carolina starting first of August and ending Nov. 15th. Want Candy Apples, Popcorn, Bingo, Frozen Custard, French Fries, Floss, Diggers, Long or Short Range Gallery, Fish Pond, Ball Games, Penny Pitch. Will sell exclusive on two Mitt Camps. All Stum Concessions open. All Flat Stores open. Have complete outfit for organized Minstrel Show. Lewis Scott, get in touch. Have two complete Girl Shows; want Manager with two or more Girls. Will book Monkey Show, Snake Show, Wild Life or Motordrome. Want Electrician who can handle transformers. We have electric twenty-four hours a day. Want A-1 Mechanic with own tools who can take care of 25 trucks and trailers. Al Greene, get in touch. Want at once General Agent to complete my still date route. Want A-1 Lot Man who can get it on and off lots. Eddie Road, am waiting to hear from you, get-in touch at once. Want ride help on following rides: Twin Ferris Wheels, Merry-Go-Round, Chairplane, Octopus, Rolloplane, Caterpillar and Kiddle Rides. Gene Compton, get in touch. All people who worked for me before get in touch. Report to winter quarters not later than Feb. 15th. Zader wants Working Acts for Side Show. All mail to

FRANK HARRISON, MGR., C. M. LANCE, BUS. MGR.
Box 402, West Columbia, S. C. All wires to Columbia, S. C. Telephone 9407

Cherokee Amusement Shows

30 FAIRS AND CELEBRATIONS 30

This Show carries Seven (7) Rides, No Gate, No Racket, No Gypsies.

OPENING DATE MAY 1, 1950

Concessions except Bingo, Cook House, Penny Pitch, Pop Corn, High Striker, Ice Cream, Post Office, Novelties, Balloon Dart.

Shows—Any Show not conflicting except Girl or Athletic.

Help—Agents for Ball Games, or will book same; Electrician, First and Second Men for Tilt (ride loads on new '50 trucks and trailers with electric boom), Second Man on Wheel, First and Second on Chairplane, Operator for Fun House or will sell same and book on Show. No drunks or chasers. Help must drive Semi. Show's territory is Kansas, Missouri and Oklahoma. If interested contact

J. W. MAHAFFEY, Eric, Kansas

ROCKWELL SHOWS

ALL FAIRS AND CELEBRATIONS—NO STILL DATES. OPENING APRIL 11, 1950, CLOSING LAST OF OCTOBER. WILL GIVE ROUTE TO INTERESTED PARTIES. PLAYING IN OKLAHOMA, COLORADO, WYOMING, NEBRASKA AND KANSAS.

WANT

SHOWS—Shows of all kinds with own outfits. No Girl Shows. Have Side Show Top for 10-in-1. Want Hanky Panky—will work in Nebraska. (Paul "Tex" Marshall, write Eddie.)

WANT

Shows Address:
E. J. DAVIS, GEN. AGENT
R. 4, BOX 335, SPRINGFIELD, MO.

Concessions Address:
MIKE ROCKWELL, OWNER-MGR.
KINSLEY, KANSAS

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

100,000
\$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.



FLUORESCENT FIXTURES
For Carnival Installations.
Dealers, Distributors,
Concessionaires.
FLUORESCENTS FOR EVERY PURPOSE
Direct From Manufacturer
at Lowest Possible Prices.
AS LOW AS \$2.10 EACH
Write for Catalogue and
Price Lists

BELNORD PRODUCTS CORP.
DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
714 Cherry St., Phila. 6, Pa. LOmbard 3-7789

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

NEW PORTABLE ONE AND TWO COLOR CANDY FLOSS MACHINE
Made in Anodized Gold or Blue Metal Cabinet, Mounted on Ball Type Casters.
PRICE FROM \$275 TO \$375
Delivery within 60 days
Write for Photo and Literature to
FOOD & POPCORN SUPPLY CO.
Box 216 Winona, Minn.

For Sale—8-Car Octopus
In good condition, 1 year old, V-4 International power unit with wheels, including fence and ticket booth, with or without transportation. Price \$3,400.00. Transportation—1940 2-ton International Tractor with 25-ft. Fruehauf Trailer, new tires. Price \$850.00.
JAMES ALEXON
15021 Carlisle Detroit 5, Mich.

FOR SALE
Kiddy Swings, new top, motor, 1½-ton International Truck, \$400.00; Double Loop, new motor, fence, front, 22-ft. Kingham Trailer with '40 Dodge Tractor, good rubber, \$1000.00; Cookhouse, complete, \$125.00—with '37 Dodge 1½-ton Van, \$250.00; '42 Dodge 2 Ton, '49 motor, with Tulsa winch, good rubber, \$650. New Cable, Stakes, Aluminum Fronts, Girl Show Banners, etc. **KENNETH THOMPSON, R. #3, Wathena, Kansas.**

TONIE'S AMUSEMENTS
Now Playing Gonzales, La., Feb. 5-12;
Baton Rouge, Feb. 13-19
Will book several Concessions, stock only. Also one Ride of any kind. Wire your address Care **MANAGER, Tonie's Amusements, General Delivery, Gonzales, La.**

HUBERT'S MUSEUM
228 W. 42nd Street, New York, N. Y.
Open all year round
Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

FOR EXPORT
Popcorn Machines & Concession Equipment & Supplies
BLEVINS POPCORN CO.
NASHVILLE TENN

LESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W., on Highway 41 going south Atlanta, Georgia. Telephone 3676

MIDWAY CONFAB

Wire tappers would give up in disgust if they tapped the midway grapevine.

Bucky Allen, vice-president of the National Showmen's Association, left New York last week for Tampa and a vacation in the South. . . . D. D. Simmons has returned to New York from a Miami vacation. . . . Harry Kahn and Robert Gloth are wintering in Hot Springs. . . . Bill Powell, globe-trotting showman, infers from Paris that he's headed for Barcelona and Madrid, Spain. . . . Eddie and Ray Goldman letter from the Ross Manning Shows at Port Au Prince, Haiti, that the climate there has been good for their frozen custard stand. They plan to return to the U. S. sometime in April. . . . Mrs. James E. Strates and daughter, Elizabeth attended the 1950 preem of the James E. Strates Shows at Pinellas County Fair, Largo, Fla. They returned to their home last week. Elizabeth is taking a business course at Columbia University, New York.

Absenteeism raises its ugly head every time an agent figures he'll start his booking talk to a committee with eight Scotch and sodas.

Harold J. Young, last week, concluded negotiations with the W. G. Wade Shows to present his "Cavalcade of Cuties" Girl Show on the org's midway. Young also will have a Posing Show ready by the time the shows take to the road. . . . Isadore (Paddles) Reisner, who operates an arcade in Flint, Mich., was a recent visitor to the Michigan Showmen's Association clubrooms, Detroit. . . . R. A. (Fats) Nathansen, Detroit showman, is wintering in Tampa. . . . Ora A. (Pop) Baker, third vice-president, Michigan Showmen's Association, was the club's official representative at the Greater Tampa Showmen's banquet Sunday (5).

One trouble with changing a route is that it always happens when everyone is against it.

Mrs. William F. Foster, who was wintering at Smith Amusement Company's quarters, Rogers, Tex., made a fast trip home to Oklahoma recently because of illness in her family. . . . Ed and Verna Steele, carnival troupers, after closing a month of dates at New Orleans night clubs, are currently playing the Blue Room there. . . . Roy Edsall and family have signed their shows and concessions with Smith Amusement Company for the coming season. A recent visitor to the Smith quarters in Rogers, Tex., was Albert Wines, who has signed as electrician for the 1950 tour.

To save wind the proponent of dividing territory among the different shows might try selling the idea to the midways with established annual routes.

Joe Fleischman Jr., 19-year-old nephew of Mrs. Hode Jones and Mrs. Boots Paddock, of the Johnny J. Jones Exposition, has written a play tagged, "The Inflated Dragon," which is to be presented by the Children's Theater, Tampa, next fall. Fleischman is a member of the Tampa Little Theater Group. . . . Ray L. Swanner, vet carnival ride and concession operator, has signed a new five-year pact with L. E. Jones to operate rides, two grind shows and six concessions at Stewart Beach Park, Galveston, Tex. Swanner has had rides at the park, which opens March 1, for the past three years.

Bert and Bill Backstein have again booked their Wild Animal Circus with Tivoli Exposition Shows. Personnel will include Don Erlenbusch, superintendent of menagerie and clown, who is currently training bears; Betty Erlenbusch, trainer, and Mrs. Bert Backstein, tickets. Bert Backstein is putting the trained pony thru its paces, while Bill Backstein

who will handle the front, is working the monkeys and dogs. The show, which is being enlarged, will travel on three trucks and two trailers. Two ticket boxes and a bally stand being built will feature a monkey air calliope. In the menagerie will be 12 midget circus cage wagons containing wild life. . . . James H. Drew Shows will play Fayette County Fair, Brownstown, Ill.

Broad-minded manager is one who's not shocked about any of his attractions unless it's mentioned by the press, in which case he yells to the high heavens.

Bertha (Gyp) McDaniels, operator of the Penny Arcade and Rocky Road to Dublin on the Johnny J. Jones Exposition, is in Bradenton, Fla., vacationing at the Dumas Motor Court, operated by Bill and Anna Dumas, former showfolk. Fully recovered from the operation she underwent last fall in American Hospital, Chicago, Gyp attended the annual Chicago meetings and then visited relatives in Kokomo and Anderson, Ind., before spending some time with Mrs. Jane Ellis in Cincinnati. En route to Florida she stopped off in Birmingham for a six-week visit with Mrs. Marie Simpson. She recently visited the Jones quarters at Bainbridge, Ga., and will take in the Florida State Fair, this week, Tampa, after which she will return to Bradenton for a month at least, later hopping to Miami for a few days.

Before March 15 all concessionaires must file joint returns.

Paul Smith, who has his Ferris Wheel, frozen custard and ball game with Coleman Bros.' Shows, is wintering at shows' Middletown, Conn., quarters. Two of his trucks are hauling machinery for a local factory, with Frank Royce and Eddie Bennett doing the driving. . . . Najeeb J. Haddad, 60, a Regina, Sask., wholesaler, and member of the Royal American Shrine, died recently and was buried in Regina. . . . James Cooper, former concessionaire, is in the coin-operated radio business in Van Dyke, Mich.

An authority on midway biz can be any native that listens to jackpots.

Mrs. James G. (Evelyn) Smith is at the bedside of her mother, Mrs. Ella Davis, who is in Our Saviour's Hospital, Jacksonville, Ill., suffering from injuries sustained in a bus accident in that city January 21. . . . Starr and Cupcake Woronuk motored to Los Angeles recently, visiting Roy and Betty Shepherd at O. N. Crafts' North Hollywood Boulevard winter quarters. Mrs. Shepherd had just returned from a local hospital after undergoing an operation. While en route to their home in Sacramento, the Woronuks visited Roy and Dorothy Schulenberg and their new son, Roy Jr. Cupcake has opened a tattoo shop in Sacramento and will operate it until it's time to return to the road.

Side Show strong man, who bends nails with his teeth, isn't so powerful when you stop to think that any frail house trailer wife can tie up the grapevine with her chin.

San Francisco Notes: Relyy Burgeon Young is under a doctor's care at the Hotel Herald here. . . . Jack E. Lewis has opened a new office on Market Street. . . . Al Lindenburg is in St. Francis Hospital recovering from a recent appendectomy. . . . Estelle Rosenthal, wife of Brownie Rosenthal, sustained fractures of both legs in an accident in Miami. . . . Bill Cavanaugh left for Fresno, Calif., quarters to get his concessions lined up for the spring. . . . Charles Camp is working on a show to be staged under strong auspices here. . . . Harry (Polish) Fisher and Charles Walpert, owners, Golden

Oakes Concession Games

59 Various Varieties featuring PERCENTAGE GAMES

Big 6 Wheels, 60 inch; Little 6 Wheels, 32 inch; Jr. Chuck Wheels, 25 inch; Race Horse Wheels, 32 inch; Ball Chuck Wheels, 32 inch; Baseball Ball Wheels, 32 inch; 6 Arrow Spindles, 48 inch; Over and Under Charts, 9"x4"x6"; Beat the Dealer Charts, 9"x4"x6"; 6 Number Laydowns.

LET US KNOW YOUR NEEDS

We manufacture 59 Various Items for the Concession Trade.
Thousands of satisfied customers.
Our 1950 Catalog will not be out until after March 15th.

RAY OAKES & SONS, INC.
8432 W. 44th Pl. Phone 4811 Lyons, Ill.

CARNIVAL WHEELS



Merchandise and money wheels. All types of concession games.

SEE OUR COMPLETE LINE AT THE AMERICAN TOY FAIR, HOTEL McALPIN, N. Y. C., ROOM 625, MARCH 6-18.

Write for Catalog

CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and Supplies
430 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5027

FOR SALE
1947 FLYING SCOOTER
In A-1 condition, painted and ready to go.
\$6,000.00
Special built Trailer with mounted Winch for loading and International Tractors, \$2,000; both \$7,500.
L. B. LAMB SHOWS
MALVERN, ALA.

FOR SALE
1949 ROLL-A-WHIRL RIDE, \$1,200.00
Can be seen in operation at Tampa Fair.
Also 15 kw. Light Plant, \$300.00.
D. REX BARNES
6506 Florida Ave Tampa 4, Fla.

HAPPYLAND SHOWS
Now Booking for 1950
3633 SEYBURN DETROIT 14, MICH.
Phone WALnut 17924

L. J. HETH SHOWS
NOW BOOKING
SHOWS—RIDES—CONCESSIONS
P. O. BOX 5415, NORTH BIRMINGHAM, ALA.

AT LIBERTY
Carnival Special Agent
Have Car. Handle Billing Promotions, Banner Sales, Press, 24 hour work. Go any place, prefer middle states. Sober. Reference.
Write BOX D-316, Billboard, Cincinnati 22, Ohio

FOR SALE
MECHANICAL CARNIVAL
Mounted on 4x8 Table, displaying 6 Rides, 8 Shows, 8 Concessions, about 40 People—\$600.00. Also "Laughing Farmer," full size—\$200.00.
HOWERTON, Box 25, Eureka, Mo.

CARNIVAL WANTED
4 or 5 Rides or more. First week in August for Annual Peach Festival; one week run. We have Eating Stands and a few others. ADDRESS:
RALPH D. PARKS
Post 109, Campbell, Mo.

M. A. SRADER SHOWS
Want for 1950—Operator for office owned Bingo, Long Range, Arcade, Cane Rack, Knife Rack, Photos, Glass Pitch, Teddy Bear Pitch, Bowling Alley, Novelties, Frozen Custard, Ace and Weight, Basketball, High Striker, Cigarette Gallery. Address:
BOX 1895, WICHITA, KANSAS

BLUE GRASS SHOWS
NOW BOOKING
SHOWS—RIDES—CONCESSIONS
P. O. BOX 621, OWENSBORO, KY

West Shows, have winter quarters open, with a route being lined up. . . . Al Becker has signed with Imperial Exposition Shows and leaves soon to ready his rides and concessions. . . . Edna Raiford, Show Folks of America secretary, is relieved now that her sister has left the hospital. . . . Jack Casey is making arrangements to go to Florida with his pen and watch campaign. . . . Margaret McCloskey, owner of the Centennial Greater Shows, is readying her org for an early opening. . . . Ted Levitt and William Shephard have combined forces and will take out a new org this season. Teddy, who was general agent for West Coast Shows and for nine years general representative of California Shows, will do the fronting for the new organization, while Shephard will handle the business end. . . . Louis Leos, secretary, West Coast Shows, was in town on business from his home in Los Banos, Calif.

Mr. and Mrs. Bobby Gloth and Mrs. Margie Glickman motored from New Jersey recently to Hot Springs where they will vacation for two months. Mrs. Glickman is the wife of Sammy Glickman, currently playing fairs in Florida. . . . Bill (Heavy) Nuney, the past three years Merry-Go-Round foreman for L. P. Brady's U. S. Shows, left Miami recently for Plymouth, N. C., and a vacation with his mother. Nuney is recovering from a recent illness and plans to return to the road in the spring. . . . Mr. and Mrs. Carl Herrick and Mr. and Mrs. Hubbard have combined their interests and will have 14 concessions this year. They are currently fishing in the New Orleans area.

First small craft warning issued on midways was when a kiddie ride operator told a child to not stand up in a boat.

Mrs. Ann Dumas, wife of William G. Dumas, former co-owner of the Happyland Shows, is confined in their Dumas Motor Court, Bradenton, Fla., with a heart ailment. She would like to hear from friends. . . . Don Crown has hooked his French fries, and Mary Crown has signed her candy floss with the Pioneer Shows for 1950. . . . Bob and June

Coleman, wintering at their home in Johnson City, Tenn., will return to Virginia Greater Shows with their bingo stand this season.

After vacationing with A. Gorden in West Palm Beach, Fla., Professor Blair has joined the Mark Williams Side Show where he is doing his comedy magic and inside lecturing. . . . Line-up Tex Debois's Side Show on Glades's Amusement Company includes Jack Simmons, tickets; Debois, front; Ginger, Blade box; Don Peck, inside lecturer and magic; Harold James, fire-eater; Tex and Ginny, empalement, and Donnetta Peck, mentalist. Roxana is in the annex. . . . Mr. and Mrs. Jack Vomberg, of the Badger State Shows, have returned to their home in Redgranite, Wis., after attending the annual Minnesota fair meeting, Minneapolis. Jack Vomberg Jr., and Mr. and Mrs. Francis Meyer, cook-house operators, accompanied the Vombergs.

Press agents who describe carnivals as circuses should take another look at a circus.

KANSAS CITY NOTES: Raymond Clayton will have two units of concessions this year, one with the Johnny Tinsley Shows and one with the Collins Shows. . . . George Carpenter is returning to the Hale Shows of Tomorrow. . . . Al Campbell will be with the Gust Karras Shows, opening at the Apple Blossom Festival, St. Joseph, Mo. . . . L. K. Carter is returning with concessions to Hale Shows of Tomorrow. . . . George Hawk will have concessions at Fairyland Park. . . . Ted Cory has set his concessions with Jayhawk Amusement Company. . . . Tommy Cook is returning to the Leeright Shows. . . . James Schneck has left for Texas and the Greater Alamo Shows. . . . Raymond Clayton left January 31 for Florida.

Pictures of old-time midways don't look so odd. The same shows of today are there.

Sol Newstead, outdoor showman, is confined in St. Elizabeth Hospital, Washington. He would like to hear from friends. . . . While in Miami recently Donnetta Peck, of the Tex Dubois Side Show, bought a feathered headdress for her mental act. Larry Trade is her assistant, with Roxana featured in the annex. . . . Mac Findley and W. A. and Hazel Davis have returned to Wichita, Kan., from a three-week visit with children and friends in Los Angeles and Compton, Calif. Davis plans to play some early Oklahoma dates with novelties. . . . Showfolk regulars cutting up jackpots at the Deluxe Cafe, Washington, include Elmer Painter, Frank McCormick and Charles Phillips, James E. Strates Shows; Wingie Welkins; G. Dillin; Whitey Rogers, Granite State Shows; Joseph J. Smith, Johnny J. Jones Exposition, and Rickey Rema and Harriett Painter. . . . Lillian Harris, who is ill at her home, 722 South Decatur Street, Montgomery, Ala., would like to hear from friends.

One minority that can take care of itself consists of those who can sleep on flat cars.

Mr. and Mrs. Herman Reynolds, owners of All American Midway Shows, surprised friends when they unexpectedly got together for operations in Baptist Memorial Hospital, San Antonio. Mrs. Reynolds left San Diego, Tex., quarters for the hospital early January 30, accompanied by Mrs. Louis Ringol, wife of the shows' assistant manager. Reynolds and Ringol had planned to join their wives that evening. However, at noon Reynolds had an appendicitis attack and was rushed to the hospital for an emergency operation. The next day Mrs. Reynolds underwent her operation and moved into the same room with her husband. Both are out of danger. Following discharge from the hospital they will spend a few days at the San Antonio home of the Ringols.

Famous Chatillon
GUESS YOUR WEIGHT
CHAIR SCALE



The finest made and a proven money maker backed by over 100 years of experience in manufacturing weighing and testing devices.
Capacity 400 lbs. by 1 lb. Equipped with tripod and wood folding chair as illustrated. Patented thermostatic device compensates for temperature changes, and shock absorber prevents pointer vibration and injury to working parts. 4" sash gives 13" Dial overall dimension of 17" Metal parts of chair and tripod are nickel plated and each leg made of two pieces for convenience in packing. Overall dimension approximately 8 1/2 feet.
1/2 With Order, Balance C.O.D., F.O.B. N. Y. 2-Week Delivery.

Only \$400.00 EA.

FULLY GUARANTEED FOR ACCURATE CALIBRATION AND AGAINST ANY DEFECTIVE MATERIAL OR WORKMANSHIP.

J. SCHOENBACH
1645 BEDFORD AVENUE
BROOKLYN 25, N. Y. PRESIDENT 2-2900

ORDER TODAY

LONE STAR SHOWS

Opening Albany, Ga., March 27 to April 1

Have choice spots in Georgia, Tennessee, North Carolina, South Carolina and Kentucky. 10 Fairs and more pending

ATTENTION all people who are booked with us, contact at once to
533 West 14th Street, Bradenton, Florida

RIDES Can place one more thrill ride, Octopus, Flying Scooter, Spitfire, Caterpillar or Moon Rocket. Pappy Silver, with Kid Rides, contact.

SHOWS Girl Show, Fat Show, Midget, Minstrel, Geek, Wild Life. Good proposition for Motor Drome.

CONCESSIONS Stock Concessions open, Mug Gallery, Novelties, Penny Pitch, Glass Pitch, Short and Long Range Lead Galleries, Devil's Bowling Alley, Rat and Color Game, Buckets and Swinger. Will sell X on two Mitt Camps. Can place good Penny Arcade, Cook House and Crab.

HELP Want Foremen and Second Men who can drive Semis for Eli Wheel, Merry-Go-Round, Tilt, Roll-o-Plane, Chairplane Auto Speedway and Whip.

Address all mail and wires to above address.
FRED WEBSTER, Concessions
J. R. McSPADDEN, Shows and Rides

P.S.: Eaves, Caldwell, Littlefield, Rivers, Mary Delashaw, Girl Show and Side Show People with us at closing, contact at once. Harry, have lights 24 hours to keep worm warm.

TIVOLI EXPOSITION SHOWS

Season opens in April. We hold contracts for the following Fairs and Celebrations. Will announce more real spots later. This show carries a feature attraction, "THE ICE REVUE OF 1950."

<p>ROCK FALLS, ILL., FIREMEN'S ANNUAL CELEBRATION</p> <p>LINTON, IND., 4TH JULY CELEBRATION</p> <p>TUSCULA, ILL., HOME-coming CELEBRATION</p> <p>WOODSTOCK, ILL., FAIR</p> <p>BELVIDERE, ILL., FAIR</p> <p>MENOMINEE, WIS., FAIR</p>	<p style="text-align: center;">WANT WANT</p> <p>SHOWS—Can place first-class Funhouse, Motor Drome, Big Snake, Mechanical, Freak, Ten-in-One Side Show with or without equipment. Glass House, or what have you?</p> <p>CONCESSIONS—Legitimate Stock Concessions only. No gypsies.</p> <p>RIDES—Want to place Dark Ride.</p> <p style="text-align: center;">All replies to BOX 742, Joplin, Mo.</p>	<p>MADISON, WIS., BUSINESS MEN'S FROLICS CELEBRATION</p> <p>DU QUOIN, ILL., STATE FAIR</p> <p>MAGOLIA, ARK., FAIR</p> <p>CAMDEN, ARK., FAIR</p> <p>EL DORADO, ARK., FAIR</p> <p>VICKSBURG, MISS., FAIR</p>
--	---	--

H. V. PETERSEN, Gen. Mgr. B. J. COLLINS, Gen. Agent

WOLFE AMUSEMENT

OPENING EARLY IN MARCH, PLAYING CHOICE TERRITORY

Can place the following Concessions: Skillo, Fish Pond, Bowling Alley, Clothes Pin, Razzle, two Wheels, Ball Games and any legitimate Concessions. Will sell Ex.—Bingo, Custard, Photo, Snow, Long Range Gallery and Mitt Camp. Will sell Ex. on Diggers. Side Shows—Minstrel, Geek, Fun House. Will furnish "tops" and transportation. Can place Freaks for Mr. Holden's Side Show. Good salaries paid. Ride Help—Can place Second Men on all Rides. If you want to make money and be with a real show and you can stand prosperity, wire me what you have. The following people get in touch with me: Paul Blotkin and "Whiskey" Ryan. All mail and wires:

BEN WOLFE, "Owner" and Manager
BOX 277, LANDRUM, S. C. PHONE 58.

AMERICAN BEAUTY SHOWS

Now booking for 1950. Opening Perryville, Mo., April 15—8 days.
12 Fairs—3 Street Celebrations.

Concessions of all kinds, Fun House or any worth-while Shows. Second Men on Rides.
Address:
J. H. SHARP, Box 29, Perryville, Mo.

P.S.: Due to disappointment can use Pan Game.

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
300 E. 9TH ST Phone: Harrison 6867 KANSAS CITY 6, MO

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

CARNIVALS!

Bill Carsky says . . .

"Our 27 Years in the candy business gives us the 'know-how' . . . We are again ready to serve you in 1950."

Variety of 35 Different Type Novelty and Candy Packages for All Occasions
Your Dependable Source of Supply
CASEY CONCESSION CO., INC.
1132 S. WABASH CHICAGO, ILL.

WILLIAM KRIEGER

PLEASE CONTACT:
R. C. BRYAN
808 Tampa St. Tampa, Florida

WANTED

Kiddie Merry-Go-Round, Fire Engine, Kiddie Ferris Wheel, Kiddie Roto Whip, in good condition.
LEO WINTER
104-27 49th Ave. Corona, L. I., N. Y.

FOR SALE OR TRADE

1948 Spitfire, complete, in excellent condition, operated in a park two seasons. Must be sold or will trade for Roll-o-Plane, Flying Scooter
GEORGE R. SEXTON
1630 Bennett Ave. Flint, Michigan

WANTED

Carnival that will finance first class Chimpanzee-Monkey Circus. Write
BOX D-317
The Billboard Cincinnati 22, O.

Producing America's Best SHOW BANNERS

Order Now for 1950 Season
SNAP WYATT STUDIOS
Rt. 2, Box 1180 TAMPA, FLA.
(Phone: Y62463)

SHOWS SHOWS SHOWS

Can place several clean, entertaining Shows of merit for 1950. Desire Monkey Show, Motordrome, Mouse Circus, Fun House, Glass House, Snake Show, Freak Animals, Mechanical Show, Crime Show, Side Show or any other outstanding Shows.

Outstanding proven route of "first-in" still dates plus the greatest list of State and county fairs in the country.

GOODING AMUSEMENT CO., INC.

1300 Norton Avenue

Columbus 8, Ohio

CONTINENTAL SHOWS

UNSURPASSED IN QUALITY

OPENING IN NEW YORK STATE MIDDLE OF APRIL

WANT—French Fries, Long Range Gallery, Arcade, Ball Games Pitches of All Kinds, Water Ponds, Six Cat, Jewelry; Any and All Slum Concessions. What Have You? We Require Deposits.

Good Opening for Couple Kiddie Rides. We Have Autos.

Motordrome, Funhouse, and Grind Shows That Will Be a Credit to Our Midway.

Two Girl Shows, Dancing and Posing; Prefer Party With Both. Must Have All Your Own Equipment Including Transportation.

Contact **ROLAND CHAMPAGNE, Owner**

3 Courtney Lane, Lowell, Mass. Phone: 36594

RAFTERY SHOWS

WANT WANT

OPENING MARCH 13. 34-WEEK SEASON WITH GOOD PROVEN ROUTE OF STILL DATES AND FAIR DATES IN NORTH CAROLINA AND VIRGINIA

CONCESSIONS—Want good Bingo; Cookhouse, one that can stand North Carolina health inspection and cater to show people. Custard, good proposition. All kinds of legitimate Concessions, also P. C. Worker and Agent for Popcorn and Candy Apples. SHOWS—Want Girl Show Operator, one with proven record for well-equipped Show, good opportunity. Good Monkey Show Operator who will cater to and take care of Animals. Good Geek Show Operator, must be experienced and reliable. Good proposition for Mechanical City or any good Show with own equipment. Can place good Motordrome with own equipment. This Show will travel good Motordrome territory. Want Side Show Operator, live wire with own personnel for fully equipped Side Show. RIDES—Can place Caterpillar, Whip and Tilt or any Flat Ride with own transportation or any Ride not conflicting. RIDE HELP—Can place Foreman for Spitfire, also Foreman for Merry-Go-Round and Foreman for Chairplane. Must be sober and dependable. Can place Ride Help of all kind if you are sober and willing. Want Mechanic, one with Show experience who knows how and will keep trucks moving. Have good opening for Legal Adjuster who knows North Carolina and Virginia. Must be experienced and reliable. This Show is changing territory this season.

All replies to **MRS. CARRIE RAFTERY, P. O. Box 1047, Wilmington, N. C. Phone 22702**

P.S.: Queenia, contact Mick Stett here.

WANT WANT WANT

J. A. SPARKS SHOWS

All people connected with this show be in Dothan, Ala., Napier Field, February 28.

SHOW OPENS FIRST WEEK IN MARCH

CONCESSIONS—"X" on Cookhouse, Diggers, Metro Derby, Long Range Shooting Gallery. Will book a few more Hanky Panks. SHOWS—Will book Monkey Show, Animal Show, Illusion or Glass House. RIDES—Spitfire, Roll-o-Plane or any Ride not conflicting with what we have. J. T. Sparks wants Percentage Dealers.

All replies to **J. A. SPARKS SHOWS, 4232 Avenue "U," Birmingham, Ala.**
P.S.: Earl Lane, contact me.

GARDEN STATE SHOWS

FREE GATE FOR 1950

Now Booking and Contracting for 1950

Opening May 3rd with tried and proven spots.

WANT RIDES—Merry-Go-Round, one Flat Ride. SHOWS of all kinds with own outfits. WANT CONCESSIONS—Custard, Floss, French Fries, Cookhouse or Sitdown Grab, Bingo, Hanky Panks and Ball Games of all kinds, Arcade, Wildlife, Rotaries, Diggers, Scales-Age, Novelty Hats, Popcorn, Apples, Long and Short Lead Galleries, Photos, Jewelry, Penny and Cigarette Pitches. Want A-No. 1 Wheel Foreman, semi driver preferred. All replies:

R. H. MINER JR.

PHILLIPSBURG, N. J.

161 CHAMBER STREET

GIVE TO THE DAMON RUNYON CANCER FUND

Standard Org Signs Powell, Wyo., Annual

GREAT FALLS, Mont., Feb. 4.—Standard Shows, headed by V. C. Johns, were signed to play the Park County Fair, Powell, Wyo., August 19-22. Fair representatives were here attending the Rocky Mountain Association of Fairs meeting.

Formerly known as the Big Horn Basin Fair, the annual is in the B-2 class. Johns, who was with the C. A. Wortham shows years ago, said that he will have 7 rides, 4 shows and 25 concessions for the date. Standard opens the ninth season in Douglas, Wyo., its headquarters, early in May and will play Wyoming, Montana, Nebraska, and South Dakota. Johns said he plans to play a 30-week season.

Gooding Personnel Surprises Dennisons at New Fla. Home

COLUMBUS, O., Feb. 4.—Homer Dennison, manager of Gooding Amusement Company's ride unit No. 5, and his wife were surprised January 25 by Miami neighbors and Gooding associates, who staged a house-warming party at the Dennisons' new home there, reports Floyd E. Gooding.

Present were Mr. and Mrs. Charles O'Brien, Mr. and Mrs. William Leisure, Kathleen Holleran and Raymond Smith, all of the Gooding organization; John O'Brien, Athens, O.; Mrs. Della Winters, Springfield, O.; Mr. and Mrs. Silas H. Loy and Richard Loy, Canal Winchester, O.; Zeta Holleran, Columbus; Mr. and Mrs. Maurice Hascal, concessionaires, and Mr. and Mrs. Carl Dennison, Mr. and Mrs. Ernest Dennison, Mr. and Mrs. C. C. Morris; Alice, Lucille and Mary Morris; Mr. and Mrs. David Walker, Mrs. Luther Hatch, Mrs. Nell Hawkins, Mr. and Mrs. J. B. Thrash and Mr. and Mrs. D. S. Thrash, all of Miami.

Sunset Inks Two Arkansas

LITTLE ROCK, Feb. 4.—Moving into Arkansas for the first time, the Sunset Amusement Company, represented by Owner K. H. Garman at the Arkansas Fair Managers' Convention here this week, signed to provide the midway attractions at two fairs, Hope and Danville. V. R. Flora also repped the org here.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Feb. 4.—Information has been received from the International Association of Fairs and Expositions, advising that the 60th annual meeting of that association will be held in the Hotel Sherman, Chicago, November 27-29, and accordingly the association's 1950 meeting will be held at the same time and place.

We have received a number of inquiries from the membership relative to the recent amendments to the Federal Wage and Hour law. Altho in our opinion the law does not apply to shows operating as such, members whose activities include operations other than the usual operations of a show are advised to ascertain whether the collateral operations come within the law.

Current thinking in Washington still seems to be that excise taxes will be reduced upon a selective basis. Whether admission taxes are included in the list for repeal or reduction will depend largely upon the extent to which the amusement industries make themselves heard on the subject.

We also have on file information from the General Service Administration of the government with reference to equipment for purchase and sale.

Buffalo Steaks on Menu At SLA Wild West Party

CHICAGO, Feb. 4.—Buffalo steaks will top the menu at the Wild West party, to be held Saturday, February 25, in honor of Buffalo Bill, its first president, by the Showmen's League of America in the league's clubrooms here, Bernie Mendelson, chairman, announced.

An extensive entertainment program is planned. Party is free to league members and their families.

RIDES FOR SALE LOOPER RIDE

1946 model, like new. Park or portable use. Will book for 1950 season on one of our proven routes if purchaser desires.

Priced at \$5,000.00, which is about 1/3 of factory cost.

FERRIS WHEEL

One 1940 model Ell Wheel, "V" type drive. In excellent condition. Can be used as a portable ride or permanently in park.

Priced at \$5,000.00.

Both of these rides have just been factory overhauled and are like new in every respect.

A#1 power units included with both rides.

These rides can be inspected at any time here in our Columbus factory.

Contact F. E. Gooding at the Tampa, Fla., Fair, Feb. 6-10, or refer to our permanent address:

GOODING AMUSEMENT CO., INC.

1300 Norton Ave.

Columbus 8, Ohio

FREAR'S UNITED SHOWS

10 Rides, 5 Light Towers, 6 Shows, 40 Concessions, "Midwest's Finest Truck Show"

Opening early in April, playing Kansas, Iowa, Missouri, Arkansas and Nebraska. Have ten (10) Fairs booked and more pending. Want Concessions of all kinds. Want Man and Wife to operate up-to-date Cookhouse, or will sell same and book on show. Want Shows—Will furnish tops and fronts for two Girl Shows, Athletic, Ten-in-One, Monkey, Snake and Mickey Mouse or any worth-while Show. Rides—Will consider booking any Rides not conflicting with what we have. Help—Mechanic and Electrician combined. Want Foremen and Second Men for Fly-o-Plane, Merry-Go-Round, Hide-o and Ell Wheel. Good proposition for Man to handle two Kid Rides and Light Tower. **FREAR'S UNITED SHOWS, Roy Frear, Owner & Mgr., Box 1277, Wichita, P.S.: Cliff Travis, Mac McCoy and all people contracted, write right away.**

LOOK!!!!

Here's a money maker. Completely equipped Concession Stand and Lunch Wagon. 14' Body on 1937 White Cab over Engine Truck. Exceptional good shape, rubber like new. Stove, 2 Ice Boxes, Coolers, Shelves, ready to go. Also 1939 DeLuxe 7 pssr. Buick in excellent condition, Body and Motor perfect, sacrifice at \$235. 1940 Dodge Stake Body Truck, 1 1/2 ton capacity, with present rubber will carry 3-9 tons. All equipment excellent buys for carnival traveling.

LEO JACOBS

1281 34th Street Brooklyn, N. Y. GEdney 2-9858

NICK SHAMSHAK

PLEASE CONTACT:

R. C. BRYAN

608 Tampa St.

Tampa, Florida

WANTED

Hanky Panks, Ball Games, 15-50. Also Bingo and Grab. Have 3 major Rides and 3 Shows. Good opening for set of Kiddie Rides, Shows not conflicting. Two more weeks in Georgia, then industrial and pay-roll towns in the Carolinas, including Savannah and Jacksonville, N. C. All replies to **EARL MILLER, Vidalia, Ga., this week.** P.S.: Bill Porter, Bill Prevost, contact. Important.

WANT TO BUY

Good Used 2-Abreast Merry-Go-Round

BOX 318, The Billboard Pub. Co.

188 W. Randolph

Chicago 1, Ill.

FOR SALE

24-Seal Smith & Smith CHAIRPLANE

A-1 Shape—\$700 Cash

BOX 319, The Billboard Pub. Co.

188 W. Randolph

Chicago 1, Ill.

GIVE TO THE RUNYON CANCER FUND

FOR SALE

A most beautiful, perfect condition throughout 40-ft. Parker Merry-Go-Round with jumping horses, 4 chariots, good flameproof top and sidewall, Le Roi motor, metal fence, nice ticket box, recently painted by Eddie Marconi, which insures its beauty; plenty of lights; a real buy for \$4000.00. Also have other rides and equipment: No. 5 Eli Wheel; Smith & Smith Chairplane, good motor, metal fence, nice front and ticket box; Kiddie Ferris Wheel, two Auto Rides, 1 Chairplane, 1 Airplane, these rides have metal fence; Metal Office Trailer, 2 Stake Body Trucks, 1 Pickup, small Concession Trailer; several other Concessions, some with brand-new tops; 3 good Light Plants, mounted; Jet. Boxes, all rubber-covered Cab's, new Switch Boxes, good bit of odds and ends. Everything in A-1 condition, beautifully painted and lit up, ready to open up. All the above for \$12,000.00, if you need it come and see it.

BERNEY SMUCKLER

P. O. Box 392 Phone 4-8445 Mobile, Ala.

WANTED

BIG CARNIVAL WITH BIG SHOWS

WEEK OF MAY 14 OR 21 OR 28
DRAWING POPULATION 500,000
IN RADIUS OF 10 MILES.

Submit proposition to:

PLAINVILLE STADIUM
PLAINVILLE, CONN.

FOR SALE

8 Evans' Electric Automatic Duck Pin Bowling Alleys, 66 feet long, at a price that they can pay for themselves in 30 days in a good location. One new and one used Hassan's 3-Way Cameras and Booths complete. One walk-in style Pop Corn Machine, 5x7, electric light inside and out. Built to stand the weather. All at a big bargain.

C. O. HUNT, N. 2d Ave., Ironton, O

A REAL BARGAIN

22-Unit Derby Race mounted on 23 ft. Aluminum Trailer. Cost \$4600.00 last year. Complete, ready to go, including \$500.00 in stock—all for \$2600.00. Must sell because of other business.

L. A. KUEKER

1930 Cleveland St. Hollywood, Florida

WHITEY BUTLER WANTS

Griddle Man for Sit Down Grab for San Antonio Stock Show opening Feb. 17th. Johnny Cain, wire. Agents for Six Cats and others. Whitey and Elsie, wire. All wires care DON FRANKLIN, from Feb. 10th to 26th, San Antonio, Tex.; 27th to March 4th, Pleasanton.

FOR SALE

SILVER STREAK

This Ride is in perfect condition and ready to go; twelve cars portable.

\$4,500.00

D-321

c/o Billboard Cincinnati 22, O.

World of Pleasure Shows

New Contracting for 1950

RIDES—SHOWS—CONCESSIONS

JOHN QUINN

11270 Gulf Blvd. St. Petersburg, Fla.

C. A. STEPHENS SHOWS

Booking Shows, Rides and Concessions for the 1950 tour. Winterquarters Address: Box 1017, Crystal River, Fla.

CONCESSION SIGNS

Laydowns of all kinds, Charts, Razzle Dazzles, Hanky Panky Signs, Photo Booth Backgrounds, etc. Send for Circular.

BERT GEYERS STUDIO
ROSCOE, OHIO

NEW LOCATION

S & J PRODUCTS

305 S. Main St., MEMPHIS, TENN.
Carnival Supplies, Glassware and Slum
Phone 8-2025

FOLK'S CELEBRATION SHOWS

Opening March 15th, Carlsbad, New Mexico

● **SHOWS:** Want man who can furnish first class show for 10-in-1 and manage same. I will furnish 30x120 ft. top, banner line 160 ft. long for double deck banners and transportation.

MINIATURE CITY: JOE TESKA, WRITE

MINSTREL SHOW: ALEX TOLIVER, WRITE, HAVE GOOD DEAL FOR YOU

Fun House, Glass House, Wild Life, Big Snake, Fat Show, Monkey Show, Midget Show. People with other Shows let us hear from you.

CONCESSIONS—Will sell X on cook house and grab, must be first class. MARVIN TUCKER, WRITE. Will sell X on Novelties. Will sell X on ago and weight. Can place first class Penny Arcade, Derby, Penny Pitch, Glass Pitch, Hoop-La, Ccke Bottles, Bowling Alley, String Game, Huckley Buck, Clothes Pins, Ball Games, Shooting Galleries, Knife Rack, Cane Rack, High Striker, Bumper, Darts.

LEGITIMATE STOCK WHEELS—Groceries, Ham and Bacon, Candy, Blankets, Doll.

RIDES—Can place Pretzel Ride, Miniature Train, Liva Pony Ride.

RIDE MEN—Can place Merry-Go-Round Foreman. Foremen and Second Men on other rides let us hear from you.

ELECTRICIAN who can repair and maintain 3 90 kw. G.E. Diesel Plants and wire show. Must have good references.

FAIR SECRETARIES AND CELEBRATION COMMITTEES—Let us hear from you if you want a clean, legitimate show.

Write or Wire Box 1005

Albuquerque, New Mexico

Personal Interviews: 301 Indian School Road, Albuquerque, New Mexico.

LAWRENCE GREATER SHOWS
America's Most Progressive Carnival

We hold contracts for 12 of the LEADING FAIRS in the EAST—Starting at the great KENT-SUSSEX FAIR—Harrington, Delaware, last week in July.

If you are a "BIG TIME SHOWMAN" with something to offer, contact us—we have the route. Want well flashed WALK-IN BINGO, also large Cook House with tables inside. OTHER CONCESSIONS ALL OPEN.

Concession Manager for office owned concessions. Concession Agents, Ball Game Workers and Stock Man.

Diesel Engineer who can handle 4 Caterpillar Diesels and Anti-Aircraft Searchlights; A-1 Lot Superintendent who can handle a 43 truck show.

Foremen and Second Men all rides—must be able to drive trucks. Other useful Show People in all departments.

Mr. & Mrs. Sam Levy will be at the TAMPA FAIR—Contact them there or reply to:

Executive Offices

SUITE 7-J, 333 WEST 57TH ST., NEW YORK CITY

WINTER QUARTERS: Spence Field, Moultrie, Georgia

LA CROSS SHOWS

HIGH-CLASS ATTRACTIONS, ALL WAYS.

Opening April 15th in Massachusetts with 7 Rides, 5 Shows, Concessions; also Free Acts and Fireworks and featuring big kiddie matinees with bicycles as awards. Be with a Show that is always first in town.

Want Shows, any kind. Want one Major Ride and Penny Arcade. Want Girl Show Manager with one or two good-looking girls. Also few more Grind Concessions. Will book X on Mitt Camp to reliable party with other Concession such as Photos, etc. Need A-1 Truck Mechanic and Chairplane and Merry-Go-Round Foreman. All answer:

PAUL R. LA CROSS, 158 Lake St., St. Albans, Vermont. Tel. 1583.

For Sale—Two Ball Games, Cats and Bottles, Photo Booth complete, Kiddie Airplane Ride; eighteen-passenger Kiddie Train, gas driven, new two-cylinder Wisconsin air-cooled motor with four to one reduction gear and two-horse electric motor. All above equipment in good condition and priced to sell.

ATTENTION SHOOTING GALLERY OPERATORS REVOLUTIONIZE THE GALLERY BUSINESS

New Patented Pistol Tripods. A proven success at this year's Florida Fairs. Increases business 30 to 40 per cent. Can be elevated to all heights and controlled by adjustment for the range of your gallery. Beautifully designed—with bronze base, chromium plated or aluminum. Heavily constructed. Can be used with the utmost safety—even for children. Designed for Hi Standard Pistol—either Long or Short. These Tripods are now in great demand. Orders must be placed at once for spring delivery. Price \$35.00 each. 25% with order, balance C. O. D.

For further particulars write to

PISTOL TRIPOD COMPANY

P. O. BOX 4718

WEST TAMPA, FLORIDA

ROGERS GREATER SHOWS

NOW BOOKING

SHOWS—Illusion, Monkey, Freak, Snake, Fat, Midget. CONCESSIONS—Cookhouse, Lead Gallery, American Palmistry, Ball Games, Penny Pitch and Stock Concessions. Cooper, answer. FOR SALE—One 24x100 foot Blue Side Show Top, Poles, no stakes; Banner Line, 11 Banners, used half season, \$1,200.00 cash; also 60 kw. G. M. Diesel plant on 1947 Chev. Truck, like new, \$8,000.00 cash; one 22x50 Cookhouse Top, no side walls \$250.00 cash.

MRS. H. V. ROGERS, P. O. Box 335, Huntingdon, Tenn.

WHEELS OF ALL KINDS PADDLES—LAYDOWNS

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S HOWLING ALLEY
- HIGH STRIKER
- HOOP LA BOXES
- JUMBO DICE WHEELS
- ROLL DOWNS
- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
- WATCH-LA BLOCKS

Write for Catalog

H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Illinois

PIONEER SHOWS

NOW CONTRACTING FOR 1950 RIDES—SHOWS—CONCESSIONS

For Sale—Kiddie Ferris Wheel, Kiddie Airplane Ride, 8-Car Mangels Whip, Double Loop-o-Plane, 20x40 Bingo Top.

MICKEY PERCELL
Waverly, N. Y.

W. G. WADE SHOWS

Now Contracting for 1950 Season RIDES—SHOWS—CONCESSIONS

CAN PLACE

GLASS HOUSE

Full Operating Season Starting in April, Through Middle of October.

C. P. O. Box 1488
Detroit 31, Michigan

TERRELL BROS.' CIRCUS

FAMILY ACTS DOING TWO OR MORE, IN THE RING, ON THE PLATFORM OR AERIAL ACTS OR COMBINATIONS OF ALL.

Our regrets to J. C. McCaffery; our ad should have read L. C. McCaffery. Sorry. Want carnival type Sideshow and two Pit Shows.

CONCESSIONS ON MIDWAY AND GRAND-STAND ALL OPEN—ONE OF EACH

Address: 110 1/2 N. 21st St., Room 310, Birmingham, Ala. Phone 53-2312.

FOR SALE

1947 Spitfire with special aluminum tubs, also 1947 Looper; both rides complete with Ticket Boxes and Fence. Can be seen in operation at Saratoga, also Orlando Fair. Or Will sell half interest in Looper. Both rides can be booked on this show for season if desired. No reasonable offer refused.

D. E. TRUAX

c/o J. E. Strates Shows Sarasota, Fla.

FAMOUS TAYLOR MADE HI-STRIKERS

Featuring sensational new combination Track and Baseball Striker at \$300.00. Other models at \$225.00 and \$250.00. Steel base Electrified Towers, also new Counter Strikers for Stock or Color Outfits.

\$100.00 Per Pair
O. W. TAYLOR, Box 255, Punta Gorda, Fla.

ATTENTION COMMITTEES—MICH., ILL., IND.

Now contracting Rides and Concessions for Homecomings and Celebrations. Also booking Kid Rides and Concessions. Want Ride Help on all Rides. No drunks or chasers. All replies:

DICK BACON

GEN. DEL. FLINT, MICH.

Missouri Show Women's Club

415A Chestnut St., St. Louis
ST. LOUIS, Feb. 4.—At the meeting Thursday 26 First Vice-President Estelle Regan wielded the gavel in the absence of President Goldie Fischer. Assisting on the rostrum were Sally Prevost, secretary; Norma Lang, treasurer, and Verna Schantz, social secretary. It was a well attended meeting. A buffet lunch was served the men after the meeting. Joan Gordon invited everyone to her wedding.

President Fischer sent a \$35 donation to the club. Ida McCoy bought desk lamp and presented to the club. Prize donated by Mrs. Leva Villios was awarded to Mrs. Lee Belmont. Prize donated by Estelle Regan was awarded to Clara Campbell. Letters were read from Rose Hawkins and the Red Cross. A substantial sum is being collected for the polio campaign.

Lotis Francis, Estelle Regan, Sally Prevost, Verna Schantz and Ida McCoy redecorated the club with drapes for windows and powder room.

Daisy Davis was reported sick in the Hotel Lord Baltimore. Marie Miller is in St. Mary Hospital undergoing surgery.

Hot Springs Showmen's Association

310½ Central Ave., Hot Springs
HOT SPRINGS, Feb. 4.—At the regular meeting Friday (27) it was announced that Pat Ford would represent the club at the Greater Tampa Showmen's banquet and ball. M. T. Telyea, Joe Pruitt, Sam Glickman and J. D. Faulkner were elected to membership. Sen. Clyde Byrd spoke briefly.

Doc Kelly and Sam Glickman were appointed co-chairmen of the bingo parties with the following commit-

CLUB ACTIVITIES**Greater Tampa Showmen's Association**

Tampa, Fla.

Ladies' Auxiliary

Mrs. C. J. Sedlmayr Jr. presided and Mrs. Hal Hall gave the invocation at the January 25 meeting. Mrs. Everett Fillingham, secretary, read correspondence. A letter from Mrs. Dave Rosenthal, hurt recently in an auto accident, reported that she is now recovering at home. Betty Hartwick, sick committee chairman, reported Mrs. (Mom) Witman and Mrs. Dick Harris ill.

Mrs. Sedlmayr appointed the following committees: Ways and means, Frances Frazier, Virginia McGee, Sally Rand, Myrtle Jeter and Evelyn Clain; autograph quilt, Mrs. Al Wagner; beautification, Deana Berni, and bazaar during the Tampa fair, June Boyles and Ella Stoffel. Geraldine Gaughn was named official greeter during the fair. The Year Book of Agriculture was presented to the club by Mrs. Dotty Carroll.

Geraldine Gaughn was named bat girl and Helen Julius water girl for the ball team, which plays a game in Miami this month. The secret pal revealing party was held at close of the meeting.

Because of the fair, there will be no business meeting until February 15. Clubrooms will be open, however.

tee: Keith Chapman, Jimmy Bybee, Clint Shuford and William Wilcox. Club's second annual banquet and ball will be held November 16 at the Belvedere Country Club.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Feb. 4.—Ned Torti presided at the Thursday (2) meeting, which was well attended. With him at the table were Treasurer Walter F. Driver Secretary Joe Streibich, Lefty Ohren and Eddie Gamble. Applications of L. E. Holt and Andrew I. Allen were presented and elected to membership. They are credited to Louis J. Berger and Jack Kaplan.

The ways and means committee is composed of Ned E. Torti, chairman, with Jack Duffield, Sam Gordon, Bob Parker and Ben Weiss co-chairman, and membership, John W. Gallagan, chairman, with Joseph J. Fontana, Harry W. Hennies, Harry Ross and H. B. Shive co-chairman. Committee has been appointed to consider plans for renewal of our spring party. On the committee are Lefty Ohren, Charles Zemater and Dave Malcolm. They will report at the next meeting.

Ralph Wiberly is showing improvement since his operation. Jack Benjamin is in Henrotin Hospital for observation. Pete Andrich is receiving attention at Alexian Hospital. Tom Auman suffered a slight stroke and is hospitalized. Past President Ernie A. Young expects to leave the hospital soon.

Joe Paladichuk and Ted Batt, of Winnepeg, left to join the Royal Crown Shows. Ned Torti flew to Tampa Friday (3). He will represent the League at the banquet of Tampa showmen on February 5. Leo Sennel has been instructed to have the television set installed. Robert J. Mautner, a new member, was introduced. Chick Bohdan is back from Detroit and is leaving for the West Coast.

Members with us after an absence were George C. Olsen, Sam Goldstein, Charles Levine and Joseph Collier. Jack Weiner is leaving for Youngstown where he will be located for the winter. Howard Holly left to join the Lawrence Shows. Callers during the week included William B. Naylor, Wolfe Rosenstein and his guest, Bruce Westland; Benny Howard, Arthur Stahlman and Gerald Snellens. Remember, if you are writing to the League the address is 400 South State Street, Chicago.

Pacific Coast**Showmen's Association**

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Feb. 4.—President Joe Krug presided at the January 30 meeting with Vice-Presidents Larry Ferris and Hunter Farmer, Treasurer Al Weber and Secretary Louis Manley also on the rostrum.

J. J. Smizo and Hooper Warren, were elected to membership and initiated by Chaplain Jack Hughes, Past President J. Ed Brown and President Krug. Members were invited to attend the Elks circus February 8 and Clyde Beatty invited all to attend his March opening.

Visitors and members present included Harold Webber, Past President Everett W. (George) Coe, Herb Usher, Sam Silver, Harry Golub, Past President Theo Forstall, John Mackey, Peter Schubert, Jackie Schwartz, Charles Newgo, Harry Horowitz, Willie Stevens and Fred Mortenson. Also visiting was Howard Lovell, of Manila, who with his wife, were interned in the same Japanese war prison with Executive Secretary Al Flint and Sally Flint.

Nominating committee for 1951 includes Joseph Giacy, Edwin Tait, Hort Campbell, R. C. Downie, Joe Steinberg, Harry Golub, Lee Smith, Herb Usher, and John Lorman. Alternates are Harry Phillips, Curtis Little, George Lauerman, David Freidenheim, Harry Rawlings, Rudy Jacobi, James Dunn and A. Pepper.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Feb. 4.—Vice-President Ross Manning, who has his show in Haiti, writes that he expects to come in for a visit soon. President Jack Perry advised from Miami that he will make every effort to attend the next meeting. Secretary Phil Isser, vacationing in Miami, is expected back soon. Ben Merson came in from Hot Springs. Johnny J. Kline left for a month's vacation in Miami.

Letters were received from Harry S. Nelson, Sidney Goodwalt, Nelson Beardsley, William Steinberg, Frank R. Ryan and Paul LaCross.

Recent visitors included Max Gruber, Sam Levy, Murray Goldberg, Sidney Herbert, Aaron Hymes, Leo Eicholz, John McCormick, Joe Prell, Samuel Karp, David Brown, Jack Owens, Mordecai Brown and Billy Creedon.

Sympathy was extended to Harry Kaplan, whose father died recently. Reports from our sick members indicate that most of the hospitalized and shut-in members are improving slowly.

Ladies' Auxiliary

On Wednesday night (8), the regular business meeting will be held and past presidents will work out final arrangements for the card party they are sponsoring Tuesday (14) in the main assembly room of the clubrooms.

Lillian Wallenstein and her ways and means committee are sending out tickets on three clock radios to be awarded at the Donor Luncheon at the Hotel Commodore, March 18.

Returning from Southern vacations were Past President Midge Cohen, Flora Elk and Jeanne Grey Torres. Frances Simmons and Fay Goldman left for Miami Beach, Fla. Rae Gruber and Cele Foreman are in Los Angeles, where they plan to remain for a few weeks. Nell Borelli is on the sick list.

It was erroneously reported here last week that Fay Goldman is a new grandmother. It should have read Fay Freeman.

Michigan Showmen's Association

3153 Case Ave., Detroit

DETROIT, Feb. 4.—First Vice-President Fred Sibley presided at the January 30 meeting in the absence of President Robert Morrison, who presided at a meeting of the by-laws committee, of which Harry Stahl is chairman, and Past Presidents Jack Dickstein and Leo Lipka and Charles Schemml are members.

Plans are being made to hold a joint installation and banquet with the Ladies Auxiliary to honor officers next year. Irving Borner, Harry Stahl and Charles Schemml are working out details with the ladies.

Same Fine, Sam Burd and Sam Soloff are still acting as the house committee, with the help of Charles Ralfal, John Moran, Edgar McMullen, Dr. Firestone, Ray Williams and Harry Lewiston were appointed to the board of directors.

Charles (Joe) Bennet is at his home following a short stay in the hospital. George Harris writes from Miami that many members are vacationing there.

Past President Al Wagner was in town last week. Year book and directory distribution has been completed under supervision of Andrew Schlesinger, Nat Golden and Irving Rubin. Recent visitors included Roscoe T. and Douglas Wade, Bill Postelwhaite, John Caragan, John E. Balog, Sammy Maltin, Sam Ginsburg, Douglas Brown and Walter Sala.

WANT TO BUY ERIE DIGGERS

For cash. State condition, price and how many.

GEORGE EDWARDS

BOX 183 MADISON, ILLINOIS

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

NOW CONTRACTING FOR 1950 TOUR

18 CONSECUTIVE BONA FIDE FAIRS 18

AND CELEBRATIONS NOW BOOKED

WANTED CONCESSIONS Exclusive open for Short Range Gallery, Custard, American Palmistry and Jewelry. All other legitimate merchandise concessions and Hanky Panks open. Positively no gypsies or racket carried.

SHOWS Will furnish complete new Side Show outfit to reliable manager with acts. We have already booked Girl Show, Monkey Show, Wild Life and Penny Arcade. Can place any other non-conflicting Shows with equipment and transportation. Liberal proposition.

HELP Can place Foreman on all major rides. WANTED—Man with Sperry Searchlight experience. All help must be licensed semi-drivers. NOTICE—Fred Bancroft, Capt. "Shin" Songer and Bob Robison, get in touch with me.

WANTED TO BUY—#5 Eli Wheel to dual with the one we now have. Also want to buy 100 Kw. Transformer, 23 volt single phase.

All Address:

C. C. GROSCURTH, GEN. MGR.
P. O. BOX 621, OWENSBORO, KY., OR PHONE 39955

Kiddle Rides WANTED Concessions

For

REGGIE KIDDIELAND

Waverly Beach—Racine, Wisconsin — For entire summer season.
Fine location—Big drawing power. Write, wire or phone what you have to offer to

TOMMY SACCO

203 N. Wabash, Chicago, Ill. ANdover 3-6112

HUTCHENS MODERN MUSEUM

OPENING MARCH 13 IN BONHAM, TEXAS, WITH THE MODEL SHOWS, AND FOR 35-WEEK SEASON.

WANT ATTRactions FOR THE BEST SIDE SHOW ON THE ROAD. 2 Ticket Sellers, Magic, Impalement, Juggler, Musical Act (Single or Double), Girl for Electric Chair, Sword and Ladder, Small Girl for Blade Box. Also Middle-Aged Woman for front of Four-Legged Girl, also any other attractions. Joe Santos, Guy Samson and other people who have worked for me, answer. Drunks and trouble makers, don't answer. Address:

JOHN T. HUTCHENS, Mer., 1206 Mill St., Cassville, Mo.
P.S.: Tattooer and Mind Reading Act, answer. Have fine route for you.

Show Folks of America

1191 Market St., San Francisco

SAN FRANCISCO, Feb. 4.—When President Mike Krekos called the January 23 meeting to order it was noted that Treasurer Dwight Kane was absent. Called to the rostrum were Past President Whitey Monette and George E. Coe, past president of the Pacific Coast Showmen's Association. Minutes of the preceding meeting were approved.

The following names were presented for membership: Harry Kocan and William H. Dubreville. After being voted on, Fred Weidmann presented the new members and Dr. Howard E. Dickson to the membership.

Corresponding Secretary Albert Roche read communications from Charles Walpert; C. A. Allton, president of the Regular Associated Troupers; John H. Stone, Ralph Boffora; Mrs. Jack Joyce Sr., Thousand Oaks, Calif.; Rely Castle Burglon and Marie Nordstrom. A letter of resignation from Adam McBride, financial secretary, was regretfully accepted.

Nate Cohn, attorney for the estate of Dan J. Meggs, and Adam McBride, administrator, turned over their fees from the estate, together with balance of the estate, to the club. President Krekos, speaking for the club, thanked Cohn, Jack Brooks and McBride for the gift, and a rising vote of thanks was given them.

Don Oberhandli received \$25 from the pot of gold. The remainder was given the refreshment fund.

The president presented the following new members, guests and members who have been absent for some time: Joe Franks, Harry Dubreville, Margaret McCluskey, Dr. Howard E. Dickson, Mrs. Sylvia Craner, Charles and Jane Albright, E. S. Fitzgerald, Al Rodin, George E. Coe, Leo Cavanaugh, John Deduces, Mr. and Mrs. Wallace St. Martin, Eddie Harris, Mr. and Mrs. Orie Blome, Jack E. Lewis, Dora Carlson, Jack Brown and Edward Retro.

Two prizes, a brief case by Kathleen Elsmere, and a gold bracelet, by Maxferd Jewelry Company, were donated for Teddy Texeira's auction thru the efforts of Mike Krekos. Eddie Burke won the brief case and Al Rodin the bracelet, which he donated to the club for re-auction. Auction proceeds added \$23.52 to the Christmas dinner fund.

President Mike Krekos has appointed Dan Michaels, Whitey Monette and Eddie Burke as a committee to work with Harry Seber and the cemetery committee to make arrangements to pay off the original plot of 300 graves at Mount Olivet Cemetery and to take up the option to purchase 300 additional graves. The organization has spent over \$43,000 on its cemetery property the past five years. Fred Ferguson is a daily visitor at the clubrooms, as is Charles Eckfeld. Sammy Landsman is helping on the house committee. Council Raiford has been appointed chairman of the house committee. Steve Murphy again is on the sick committee.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Feb. 4.—Meeting was called to order by President L. K. Carter with all officers present. President Carter turned the gavel over to First Vice-President Raymond Clayton, who conducted the meeting. There was also a meeting of directors, who approved by-laws as revised by Secretary Wilson. A new set of the constitution and by-laws will go to the printers for publication.

Ways and Means Committee, Raymond Clayton, chairman, has been putting Saturday night jamboree to increasing attendance. The last one drew a capacity crowd for round and square dancing, luncheon and beverages. Money derived from these jamborees will be used to refurbish the dining room. Ways and Means Committee purchased 10 tables which were

Miami Showmen's Association

236 W. Flagler St., Miami

Ladies' Auxiliary

The annual dance, this year called *Follies of 1950*, was held January 22 in the Electrical Workers Building. This was the gala event of the season, and the ladies put on a show worthy of the praises it received. The show comprised eight lovelies of the younger set, doing line numbers and specialties, and then the surprise of the evening, *Follies of 1920*, a line of 10 members of the older set, doing such numbers as the *Flora Dora* and *Charleston*.

Everyone who participated in the show, and members who worked as waitresses, bar girls, etc., gave forth every effort to make the affair a success. Neva Hyman was emcee and put the show over like a professional. Francis Deemer and Ella Dodson assisted her in producing the show. Vocal numbers were rendered by Mrs. Babs Geffen, Mrs. Aggie Ross, Mrs. Winnie Edwards and Mrs. McLinden.

Turnout for the event was tremendous. Piece de resistance was a strip number by Jimmy Ferrenzi that brought the house down. Dancing continued until 2 a.m.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 4.—The January 26 meeting was presided over by Past President Morris Lipsky. Assisting him were Secretary Euby Cobb and Vice-President Buff Hottle.

A pep talk given by John Francis on relations of carnival owners and fair secretaries led to some interesting oratory by Hottle, Harold Dunn, J. P. Murphy and John Shelley.

Correspondence was read from J. C. Stetzer, Jack Coyle and Goldie Fischer, president of the Missouri Showwomen's Club. Lipsky invited everyone to attend his January 29 wedding at the Hamilton-Wilshire Hotel.

Sid Belmont, just out of Barnes Hospital, attended the meeting. Fred Zehille remains in Bethesda Hospital with a heart ailment. Harold Dunn and Orville Specht were up for the first time in a long while.

George Regan, P. E. (Heavy) Waughn, Larry Becker, William (Red) McCoy, Alonzo Shallow and Green Downing are making the Fort Worth stock show.

Cards were received from Mrs. Rose Brown, Clara Roche, Mr. and Mrs. Charles Hildebrand, Pauline Lipsky and Nadine Lewin.

Preparations are going ahead for the St. Patrick Day party. Happy Ray Ware is donating music and acts. It was voted to sell tickets for the affair at \$1.

Hot Springs Showmen's Association

310 1/2 Central Avenue, Hot Springs

Ladies' Auxiliary

Mrs. Daisy Hennies was dinner hostess to 16 members at her home. The fried rabbits and vegetables served were raised by Mrs. Hennies. After dinner the ladies adjourned to the clubrooms to play canasta.

Members attending included Marie Obluck, Peggy Chapman, Martha Renaud, Jackie Wilcox, Mrs. Jackson Viola Fairry, Frances Keller, Grace Goss, Alice Hennies, Millie Olephant, Caroline Holt, Mattie Bybe, Jean Purvis, Carol McJunkin and Betty Bazenette.

installed in the dining room January 28. New chairs will be next.

Vice-President Clayton was delegated to represent the HASC at the Greater Tampa Showmen's banquet and ball on February 5.

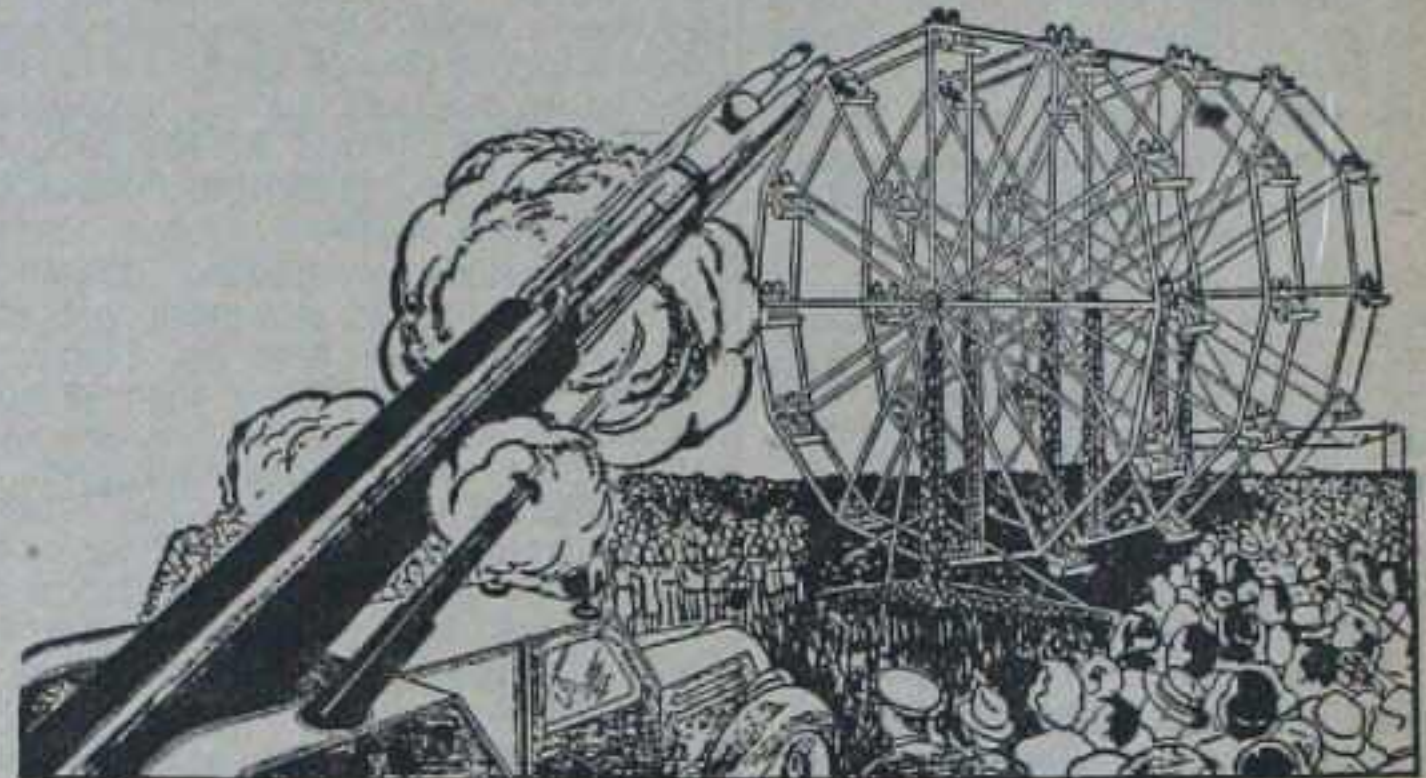
Following the meeting, luncheon was served by the entertainment committee.

Each member has been requested to get boosters for the boosters page in the annual banquet and ball program while on the road. The secretary reported that many 1950 membership cards have not been claimed.

—17TH ANNUAL TOUR—

MAGIC EMPIRE Shows

FEATURING FEARLESS GREGG CANNON ACT FOR ENTIRE 1950 SEASON



ALL PEOPLE CONTRACTED, ACKNOWLEDGE THIS AD SHOW OPENS FEB. 27TH IN HEART OF COLUMBUS, GA., SOLDIERS' PAY DAY, UNDER SCHOOL BOY PATROL FUND. SPONSORED BY V. F. W. FOR GEORGIA STATE PATROL AND V. F. W. BOYS' PATROL CAMP FUND.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS—Will sell "EX" on Cookhouse, Snow, Photos, Derby Racer, Novelties, Custard.
SHOWS—Can place Penny Arcade, Motordrome, Monkey Show, Girl Show, Minstrel with own equipment. (Capt. Munn, answer.) (Speedy Sayers, answer.)
RIDES—Any non-conflicting Ride—Rolloplane, Little Dipper, Kid Rides, Spitfire.
ACCOUNT OF DISAPPOINTMENT WANT A-1 BILLPOSTER with transportation. Must be able to post. (Mr. Dell Yanson, wire.)

NOTICE—FAIR SECRETARIES

In Alabama, Georgia, Tennessee, Kentucky, Indiana. Have one open week in each month of August, September and October.

CAN ALWAYS USE CAPABLE CARNIVAL HELP WHO ARE SOBER AND RELIABLE.

All Address:

A. SPHEERIS, MGR., c/o Idle Hour Park, Phenix City, Ala.
 Don't Wire—Special Delivery Mail Is Faster.

TURNER BROS. Shows

NOW BOOKING FOR 1950

LEGITIMATE STOCK CONCESSIONS—(Bingo, Long Range Gallery, Photos, Scales, Popcorn and Cookhouse Sold.)
WANT SHOWS WITH OWN TRANSPORTATION, ESPECIALLY INTERESTED IN FLASHY GIRL REVUE. WILL PLACE MOTORDROME, FUN HOUSE AND ANY MAJOR RIDE NOT CONFLICTING.
ADDRESS: TURNER BROS.' SHOWS, PETERSBURG, ILLINOIS.
 (Phone: 230)

WANT

SHOWS: Side Shows, Fun House, Monkey Show, Illusion Show, Mouse Circus, Wild Life or any other show with own equipment and transportation. Good route. Early May until the middle of October bookings.

T. GREEN AMUSEMENT CO., LTD.

625 RHODES AVE. GLADSTONE 3472 TORONTO, ONT., CAN.

WANT

CAVALCADE OF AMUSEMENTS

CAN PLACE HIGH CLASS FREAK SHOW. Must be in keeping with this organization. WE OFFER YOU A LONG SEASON OF FAIRS AND STILL DATES, INCLUDING THE LAKE FRONT IN MILWAUKEE. CAN PLACE CAPABLE FOREMAN FOR SKOOTER RIDE. Must be capable and know how to handle help! Good proposition for right man. CAPABLE ELECTRICIAN. Must be able to handle 50-car show. WANT DIESEL MECHANIC. Must understand Caterpillar equipment. CAN PLACE A FEW RIDE FOREMEN AND TRACTOR DRIVERS. ALSO CANVASMEN AND GENERAL HELP FOR LONG SEASON. ADDRESS:

AL WAGNER, MGR., Box 66, Mobile, Ala.

GREAT SUTTON SHOWS

47TH ANNUAL TOUR

Can place Popcorn, Candy Floss, Frozen Custard, Candy Apples. Will sell "Ex" on Penny Pitch. Can also place Fish Pond, Cork Gallery, Hoop-La, Balloon Darts, Jewelry and Coke.
SHOWS—Want Manager for beautiful 150 Ft. Circus Side Show, all new last fall; want someone who can put Acts in it and keep them there. (Frank Zorda, Mary Webb, contact me.)
Also want Manager for Girl Show and Posing Show. I have good canvas and flashy front, you furnish girls and wardrobe. (Jinx Lang, write.)
RIDES—We do not book Rides at any terms, as we carry 10 Major Rides. RIDE HELP—Can place Help on all Rides, Foremen and Second Men. Good pay and long season. ATTENTION, SHOWMEN—If you have any good ideas or worth-while attractions, we will finance you to build or buy what it takes to open. Contact

F. M. SUTTON JR., MGR., GREAT SUTTON SHOWS, Dunklin County Fairground, Senath, Mo.

FOR SALE ROLLER SKATING RINK

Doing excellent business. Nice 2 bedroom apartment; steam heat; large floor; located Pennsylvania. Reason for selling—health. Doctor ordered change of climate. Part of building brings in \$112 month. Property and business only \$88,000—\$50,000 cash. (Replacement cost—\$120,000.) Write

BOX D-322

c/o Billboard Cincinnati 22, O.

FOR SALE

Skating Rink Equipment

In good condition. Including Model B Hammond Organ, B40 Speaker, Solovox, 250 Pr. Clamp Skates, etc. Larry's Roller Rink—1/2 Mi. W. of Peru, Ill., on Rt. 6.

LAWRENCE GERLACH, Prop.
R. R. 2, PERU, ILL.

WE BUY AND SELL

New and Used Rink Roller Skates

Advise make, size, condition and quantity. Also best price.

JOHNNY JONES SR.
Agents for Chicago Roller Skates
51 Chatham St. PITTSBURGH, PA.

Midwest Floors and Rinks

Builders of Portable Rink Floors and Complete Portable Rinks

213 Pulaski St. Calumet City, Illinois

COMPLETE PORTABLE SKATING RINKS

40x100, \$5,650.00. Interchangeable sectional floor skates, Flameproof tent, etc. Make big money with a roller rink. 40x100 portable floor, \$1,800.00. Immediate delivery. We make any size floor or complete outfit. Built to make erection and operation easy.

GOLD'S PORTABLE RINK CO.

409 N. 5th St. Longview, Texas
Phone 2443W

WANT

Portable Skating Rink

For Savage Center Amusement Park, Gary, Ind., Rte. 12, north of Gary. Good proposition to right party. Write in full what you have to offer to

TOMMY SACCO

203 N. Wabash Chicago, Ill.
ANDover 3-6112

ROLLER RINK FOR SALE

Modern new 60x220' Building, fully equipped, and large DAIRY BAR now doing very good business. On main highway on 8 acres of picnic grounds. \$50,000 cash required to close deal.

ERNEST T. KRAFFT

4100 Van Dyke UTICA, MICH.

Twin City's Fund Show Big; AOW Race Grosses on Rise

ELIZABETH, N. J., Feb. 4.—Twin City Club, of the America on Wheels (AOW) chain's Twin City Arena here, presented its annual skating show before a large crowd January 24 for the benefit of its championship fund. Proceeds from the show will finance the expense of sending Twin City skaters to the 1950 national championships of the United States Amateur Roller Skating Association (USARSA) in Pasadena, Calif.

This year's production staged by the 1949 national championship club of the USARSA was *En Toure*, its theme being a mythical tour of parts of the United States and foreign countries. The show was sanctioned by the USARSA. Costumes and scenery were designed and created by members of the club, which also distributed a souvenir program, in conjunction with the show, that was designed by a member.

AOW General Manager William Schmitz reported that a large bleacher section, especially erected for the occasion, was filled to capacity. The rink also reserved several hundred other seats for spectators.

BLADENSBURG, Md., Feb. 4.—With a special advertising campaign under way here, a large crowd is expected to attend the February 11 North-South racing competitions of the America on Wheels (AOW) leagues in Bladensburg Arena, newest link in the AOW chain, says Jack Edwards, director of speed. The fact that most northern skaters have not seen this rink is expected to stimulate attendance. All clubs in the northern circuit have chartered busses for the

N. Y. Speed Teams Hype B.O.

BROOKLYN, Feb. 4.—The Bay Ridge Club's snappy speed skating team emerged victorious in the season's final tri-rink meet January 25 at Bay Ridge. Season team stand-with three dual meets still to go, is Empire, 125 points; Bay Ridge, 117, and Eastern Parkway, 81. In all recent meets, dual as well as three-way, operators have reported substantial increases at the box office.

Warrington Cass City Bow

CASS CITY, Mich., Feb. 4.—Arena Roller Rink here has opened under the management of John Warrington. The cinder block building is 65 by 120 feet, with a maple skating floor 65 by 110 feet. The rink was constructed at a cost of \$23,000.

trip, plus the club of Florham Park (N. J.) Rink, which has joined AOW in speed competitions.

Edwards reports that attendance this season at speed events has shown a healthy increase over the corresponding period last year, attributing the gain to keener competition. With league competition now in its fifth year, a new house mark for racing was set during recent contests held at Hackensack (N. J.) Arena. The Mount Vernon (N. Y.) Arena club has a full roster of 24 skaters. At the Bladensburg meet the entire AOW roster of 163 racers is expected to be in action. Finals will be held in May.

Point standings: North, Hackensack, 399; Twin City, Elizabeth, N. J., 320; Florham Park, 205; Paterson (N. J.) Recreation Center, 91; Boulevard Arena, Bayonne, N. J., 62; Capitol Arena, Trenton, N. J., 57, and Mount Vernon, 36. South, National Arena, Washington, 536; Alexandria (Va.) Arena, 117, and Bladensburg, 0.

Hakim Detroit Skatery Bows; Tele Featured

DETROIT, Feb. 4.—Fairview Gardens Roller Rink, long a favorite East Side skating spot until its closing and use for private charter purposes 12 years ago, has been reopened by Shad D. Hakim, former Detroit theater owner. The spot has been entirely remodelled, including construction of a new stairway at the entrance to the rink, which is located on the second floor. A new maple floor was installed.

Opening two weeks ago was a gala affair, with coverage by Station WXYZ-TV, which sent its remote crew to the rink to pick up the program. Opening program included formal presentation of a charter of membership in the Roller Skating Rink Operators' Association by Fred A. Marlin, RSROA secretary-treasurer. This event, as well as the skating demonstration, was given the video audience.

Operator Hakim, who will act as manager, doubled as emcee for the television show. Joseph Blavitt, formerly with Arcadia Rink, Detroit, has been named assistant manager. Mrs. Rose Blavitt, daughter of Fred A. Martin, is to be Fairview professional.

DETROIT, Feb. 4.—Business has been holding up satisfactorily at revived Fairview Gardens Rink, under the management of Mr. and Mrs. Shad D. Hakim, with skate sales reaching a level that indicates solid interest in skating. There has been marked demand for skating classes, and plans for advanced classes are already being made with the co-operation of Fred A. Martin, RSROA secretary-treasurer.

Fairview is operating on a five-day schedule, being closed on Mondays. The hall is devoted to wrestling, normally televised, on Tuesdays. Wrestling has been a Fairview feature 16 years. The rink is 60 by 130 feet, with a lounge 25 by 40.

Highlight of the recent opening was presentation of the top figure skating test award to Nancy Lee Parker, senior ladies' champion, by Martin. An exhibition show was also given, participants including Patsy Martino, U. S. juvenile free skating champion; Laurine Anselmy, U. S. junior figure and free skating champion; Billy Pat Jr., U. S. junior figure champ; Nancy Kromus, in an interpretation of the Viennese Waltz; Joey Hakim, U. S. junior speed champion; Mary Shano, Earl Dunn Jr., Betty Pasotto, Gordon Frink, Paul Lampkin, Robert Hodge, Susan Luma, Richard Fleish-

Promotional Drive Started at King's Rollercade, Flint

FLINT, Mich., Feb. 4.—Mr. and Mrs. Earl King, operators of Flint Park Rollercade, are in the midst of a big promotional drive to hold interest of skaters at a peak.

Six special nights have been lined up for a four-week period opening with a Lincoln Night, February 12, followed by a Valentine party on the 14th. At the latter, a "broken heart game," sweetheart party and special prizes will be among specialties. On February 17 the rink will celebrate its third anniversary. The following Wednesday (22), Washington's Birthday will be celebrated with a series of specialties, climaxed by a cherry pie eating contest.

The annual show, *Rollercapades of 1950*, will be presented twice, February 28 and March 1, with the annual benefit night for the Roller Skating Rink Operators' Association included. This event will be under the direction of Eleanor King Davis and Doris King Laichalk.

Junior, intermediate and senior clubs will join in the show, with additional features in the way of comedy acts and a colorfully costumed Dutch number which headlines an international pageant. Bud Starwas, who has offered his skating specialty on television, and the Rollercade's ballet class will complete the program.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

SKATING GilAsh BOOTS

FIRST AGAIN

Watch for Our New Design Patent 149,139

GEO. GILLIS SHOE CORP., Fitchburg, Mass.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

FOR SALE

Complete used Portable 45x50 Rink or can furnish new any size interchangeable sections. Have been building own floors and rinks for 12 years.

MYERS BROS.' RINK

OAK RIDGE, TENN.
Phone 57517 or Harlan, Ky., 749

ROLLER RINK FOR SALE

All metal 134x50; Maple Floor. Priced for quick sale. No competition. Population, 6,000. Write

FRANK REDMAN

297 W. 3 St. Pana, Ill.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS

436 E. Vine, Tyler, Texas Phone 4-9583

PROFESSIONAL WANTED

Capable of teaching RSROA Dances, etc. Two rinks in town of 400,000. Please reply to

Box #D-315

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

Book Matches

Will Advertise Your Rink

It Pays To Tie In With

Our National Campaign

"Attractive Couple"

For HEALTH'S Sake, Roller Skate

Everybody Uses Them

Order NOW at Present Low

Prices (no profit to us)

1 Case (2,500 Books)

\$11.00 and Freight

4 Cases (10,000 Books)

\$43.00 Prepaid

Your Name Here

CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST., CHICAGO 24, ILL.



ELECTRIFIED BUNNIES

The Eyes Light as You Touch It. Standard Flashlight Bulbs and Batteries — Eyes Replaced in a Jiffy.



BEGGAR

No. 801B. All high lustre plush. 14" high. Packed 2 dozen per carton. **\$16.20 DOZ.**

SAMPLES \$1.75 Ea.

HOPPY BUNNY

No. 802B. All high lustre plush. 8" high, 9" long.



\$16.20 DOZ. SAMPLES \$1.75 EA.

• Write for New Easter Catalog
• 25% Deposit, Bal. C. O. D.
• Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

SLUM

GIVEAWAYS ALL USABLE ITEMS TOYS—GIFTS—NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS. Some items retail up to 25¢ ea. **3000 PCS., \$25.00 Lot**

LUCKY PRIZE BOXES

NOVELTY ASSORTED NOVELTIES OF ALL KINDS
5¢ Items \$4.50 Gr. 25¢ Items \$12.50 Gr.
10¢ Items 7.00 Gr. 50¢ Items 24.00 Gr.
\$1.00 Items \$40.00 Gr.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.

NEED MORE MONEY?

Thousands already earn big, steady profits selling famous Bostonian shirts, rainwear, hosiery, underwear and other everyday needs for men, women and children. Also new line of Hamilton shoes. No selling experience needed — if you're keen and really want to assure yourself of a steady income, Bostonian will back you and set you up in business. You get big profits, immediate cash and big selling kit. Our Company has tripled its business in the last year. Write now — big Spring season ahead. Bostonian Mfg. Co., Dept. 306, 89 Bickford St., Boston 30, Mass.

Write for FREE Selling Kit

FLEXI-RAIN RUBBERS

(Full Size Ladies' Rubbers)

Here's your big profit maker for carnivals, premiums, novelty stores, etc. Packed in a handy plastic case to carry in purse. Fits any size shoes.



\$9.00 DOZ.

Sample \$1.25 Postpaid. 25% Deposit, Balance C. O. D.

RO-LA NOV. CO. Dept. A, 907 Broadway (20th St.), New York 10

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleinman, 5146 Strohm Ave. North Hollywood, Calif. mh4

BY GEORGE—PEPPY JOKES, WISE CRACKS, Band Novelties, Anecdotes, Patter, Dialogues. George's Bulletin, \$1. McHenry, Ill. fe18

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Ho-Man, Chicago 23.

GAG-RATIONAL NEW COMEDY BOOKLET — "Quiet! M. C. at Work" No. (number 2); for M.C.'s, and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keys to Comedy," Box 1225, Hollywood, Calif. fe18

"GIRL FRIEND" — 12 MINUTES ORIGINAL laugh material for male singles, night club comics. \$1. Springer, 58B Wilklow, Hempstead, N. Y. fe11

HILLBILLIES, WESTERNERS—PARODIES ON "Slippin' Around," "Candy Kisses" and "Roomful of Roses," \$1; ten Parodies, on recent hits and standards, \$3. Mel Butler Publications, Dept. 6-B, Clinton, N. C.

NEW, SENSIBLE, DIFFERENT (FROM DIXIE land), "When the Leaves Begin to Turn," waltz; free copy to professional singers, brokers, recorders, dealers. William A. McKinney, Shannon, Miss. fe18

100 PLASTIC PRESSINGS OF YOUR SONG BY quartette, \$85; sample, 50¢. Recordings, 2414 South Tenth, Sheboygan, Wis.

AGENTS & DISTRIBUTORS

A FULL SIZE ALL NEW IMPORTED Dependable Electric Portable Sewing Machine; Round Bobbin; guaranteed perfect stitching; every demonstration a sale; \$89.50 each; above heads only \$44.50 each; used Treadle Stands \$5 each; Goose Neck Lamps, complete, \$1.50 each. Mitchell Goldman, 5 Brighton First Rd. Brooklyn 24, N. Y. fe11

ABALONE PEARL SEA SHELL JEWELRY — Italian Coral and Inlaid Mosaic Jewelry, Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties. Joseph Fleischman, 3201 Granada, Tampa, Fla. fe18

ADVERTISING BARGAINS — ADVERTISE IN 100 newspapers for total cost of \$6; many other bargains; nationwide coverage; send for free booklet. Tri-State Service, 218-A Investment Bldg., Pittsburgh 22, Pa.

ALUMINUM AWNINGS, BIG PROFITS; PARTS furnished for quick assembly and installation; any size or color for homes and commercial bldgs.; distributors write for territory desired. Sy Kramer, 1315 S. Wilson St., Los Angeles, Calif. Box 10262, Tampa, Fla. fe18

AMAZING VALUE — LARGE, BEAUTIFUL plastic multi-print ruffled bib aprons, \$21 gross (6 doz. min., \$10.50); money refunded if not satisfied; free catalog. Jole Mfg., 251B E-119 St., N. Y. 35 LE 4-8632. fe11

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes; also entirely different, new Deluxe All-Occasion assortment with television card; Little Pearls, Hankie Gift Greetings, other surprise items; feature boxes on approval; free samples imprinted stationery and Rose Scented Notes; write today; it costs nothing to try. Cheerful Card Co., 1107 White Plains, N. Y. fe25

BETTER WAY TO EXTRA MONEY—SELL outstanding new Plastic, Metallic Greeting Cards, Gift Wrappings, Scented Stationery; profits to 100%; bonus; request free samples exclusive Name Imprinted and Floral Stationery, free catalog and Feature All-Occasion samples on approval; special offers. New England Art Publishers, North Abington 203, Mass.

BLACK LIGHT ADMISSION CONTROL — Complete with black light, invisible ink, pad, stamp; only \$17.50. Glowpar 601 S. Vermont, Los Angeles, Calif. fe18

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. fe25

CARTOON BOOKLETS — MEN'S DELIGHT; amusing, big profits; 12, \$1; 25, \$2 postpaid. Lucas, 12812 Frankfort, Detroit, 13, Mich. fe11

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples; free illustrated folder. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. fe25

EASY DOLLARS EVEN FOR BEGINNERS — Sell friends Plastic Greeting Cards, Scented Stationery; profits to 100%; bonus; Glamorous Metal Foil, Little Pearls, Hankie Gift Greetings; irresistible novelties; free samples imprinted, decorated stationery; deluxe All-Occasion samples on approval; special offers. Write Pilgrim Greetings, 111 Summer, Dept. R-5, Boston, Mass.

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," XL Roxbury, Boston 19, Mass. xp

FAST SELLING MIDGET BIBLES, ALSO NOVELTY Rubber Dollars; samples 2 for 25¢ with wholesale prices. A. Frederes, 739 Marshall, Rochester 11, N. Y.

FREE FOLIO—700 MONEY MAKING DEALS; Business Plans, Formulas, Mail Order Ideas; wholesale supply sources; unusual items. Kolamite, Box 572, Dept. A, Dayton 1, O. fe18

FREE SAMPLES — BIG PROFIT SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, ashtrays, keyholders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

FRESH DUPONT FULL-FASHIONED NYLONS — Packed individual in cellophane envelopes; 3 pair to box. No. 151, \$7.50 per doz. No. 500, \$6 per doz. No. 300, \$3.50 per doz. Sizes 8 1/2 to 10 1/2. Rejects, \$1 per dozen in 10 dozen lots or more. Order samples from this adv. We ship cash or C.O.D. orders. McDonald Mfg. Co., Goltewah, Tenn. fe11

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$6.50 per doz.; #2's, \$3.50; #3's, \$1.25 doz.; sample order sent postpaid for \$4 consisting of 12 pair #3's, 3 pair #2's and 3 pair #1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

FULLFASHIONED NYLONS, FACTORY FIRST quality; packed in individual envelopes, 3 pairs to box, limited number, \$9 dozen; Converters, #1, 2, 3 in volume only. Silbert Jobbers, 9-7949, Chattanooga 4, Tenn.

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$6.50 per doz.; #2's, \$3.50; #3's, \$1.25 doz.; sample order sent postpaid for \$4 consisting of 12 pair #3's, 3 pair #2's and 3 pair #1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn.

"GEM-LITE" LUMINOUS GUMMED (CLOTH) Tape, any width, length; sample foot 25¢; other luminous products; Folders, "Gem-Lite," 12591 Charest, Detroit B-12, Mich. fe25

HANDKERCHIEFS — MEN'S, LADIES', CHILDREN'S; linens and embroidery, direct from manufacturer; reasonable prices; request price list. Alfred Ruble, 1133 Broadway, N.Y.C. fe11

JOIN MANUFACTURERS "PRODUCTS OF THE Month Association," and get California's hottest selling lines. Sponsored by manufacturers. Dollar bill brings membership, and Hollywood's newest \$1.95 automotive accessory Director. Box 2470, Hollywood, Calif. fe11

LARGE INVENTORY—CLOSE-OUT JEWELRY for grab-bags, 5¢ each. Send \$10 for sample order. Social Security Plates, \$5 per 100, Sher-Lee, 4707 Sheridan Road, Chicago 40, Ill.

LATEST NOVELTY—FIVE-IN-ONE COMPACT. Built in Flashlight, Lipstick, Brush, Cigarette Case, Lighter. Make up in the dark, \$18 dozen. Big profits, \$4.95 retailer. Send \$2 for sample. Harris, 2051 Glencoe Way, Hollywood 28, Calif.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co. 222 North Jefferson St., Chicago 6. ap1

MAKE PERFUME FROM OUR CONCENTRATES; information free. Men, women write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. fe18

NEW PLASTIC MAGNETIZED CIGARETTE case, sticks to car dashboard, metals; sample 4 dimes; prices, 5. Kelley, 2302 Ontario St., Ft. Wayne 6, Ind. fe11

NEW INEXPENSIVE ELECTRIC SIGN—EASY sales; 32% commission; details free. Bill Lampe, 1191 Noel Dr., Menlo Park, Calif.

NYLON HOSE—15 and 30 DENIERS, PRICE \$6.50 and \$8.50; beautiful packing; minimum shipment 2 dozen; cash with order; we pay postage; satisfaction guaranteed. Madison Hosiery Co., Box 642, Huntsville, Ala.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y. fe11

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. fe25

ORIGINAL—DRINK HAROUPOLA; HAVE A punch; Polar Punch, the perfect fruit beverage. Soffos System, 58 Washington St., Hoboken, N. J. mh4

PERFUME—WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; catalog free. Fischhorn, 350 Lincoln Rd., Miami Beach, Fla. fe18

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Aprons, \$1.75 up doz.; free details. Samuel Rosenzweig Access. Co., 8 Herzl St., Brooklyn 12, N. Y.

POCKET COMBS — 100 CARDS 13's, \$15; Pocket Clip Combs, 100 cards 12's, 20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. fe11

QUICK SILVERWARE AND JEWELRY DE-tarnishing Plates; up to 900% profit; free sample offer. Manufacturers, 508-BB1 New York St., Aurora, Ill. fe11

QUICK WIT, HOW TO DEVELOP—INCLUDES 108 flash remarks provoking laugh every 4 seconds; valuable help; \$1 postpaid. Star Scenic Co., 1712 Boston Road, Texarkana, Tex. fe11

REAL GIRL PHOTOS—TREMENDOUS PROF-its; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. mad

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Morris, Ill. ap1

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connections. Pickering Co., B-19 Bank St., Attleboro, Mass. mh4

SELL DUPONT NYLON UNIFORMS — COMPLETE line famous exclusive Hoover styled Nylon Uniforms for beauty shops, nurses, doctors, waitresses, others. Best quality, splendid value. Exceptional income. Real future equipment free. Write fully Hoover, Dept. C-109, New York 11, N. Y. fe25

LAMPS
SENSATIONAL VALUES
DIRECT FROM ONE OF AMERICA'S GREATEST LAMP FACTORIES
for Sales Boards for Prizes for Every Purpose
ALL PRICES ALL NEWEST STYLES
WRITE CATALOG and PRICE LIST
ROART CO.
FACTORY: 830 MONROE ST. HOBOKEN, N. J.
SHOWROOMS: 61 W. 23 ST. NEW YORK 10, N. Y.

FLASH
DOUBLE HEAD ELECTRIC SHAVER
Never before have you seen such a precision made electric shaver at this seasonally low price. Individually wrapped with a \$22.50 price tag (including simulated pigskin pouch).
Price \$2.50 each in dozen lots. 25% deposit, balance C. O. D.
National Distributing Co.
Calumet Bldg., MIAMI, FLA.

SLUMS
36 Assorted Plastic Animals, Figurines and Western Styles. 2" high, beautiful colors
90¢ Gr. (Minimum Order 3 Gr.)
80¢ Gr. in 10 Gr. Lots
WRITE FOR FREE 1950 DEALERS' CATALOG AND PRICE LIST
You will find only new fast-selling, profit-making toys, magic, jokes and party items. 25% deposit, balance C.O.D. Allow for postage.
PRITT NOV. CO., INC.
16 W. 27th St. New York 1

Salesmen, Wagon Jobbers, Agents
Here is that SECOND LOOK GIVE-ME-ONE, useful Pocket Novelty that you have been looking for. It makes an ideal gift push card or salesboard item—IT'S A SURE-FIRE HIT. This smart gold-finish mechanical pencil has a Hollywood cutie in the panel, and the window closes while writing. IT'S A SENSATION—Send \$1.00 for 1 sample postpaid. 1/2 doz. for only \$5.00. 1 doz. or more only \$9.00 per doz (Free Push Card Label With Each 1/2 Doz.) Each in box, with guarantee. 25% deposit, balance C. O. D. plus delivery charges, or send full amount and we prepay in U. S. A.
AL HAWKINS & CO
Box 1285
Sioux City, Iowa
Cutie Pencil \$9 Doz.

Jobbers--Salesmen--Agents
WE CAN'T SHOW PIXEE HERE and do justice to the item or to anyone concerned—but we promise to amaze you with this ACTION NOVELTY PICTURE. This (5x7) framed photo of a lady comes to life, smiles and winks as you move to or from it. It is not magic—it is mysterious and durable. IT'S A SURE HIT HONEY — makes an ideal prize, gift, salesboard or push card item. (WE SEND 1 FREE PUSH CARD LABEL WITH EACH 1/2 DOZEN, takes in \$16.20.) Send \$1 for 1 sample postpaid. 1/2 doz. for only \$5. 1 doz. for \$8. 6 doz. or more, only \$7 per doz. 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepay in the U. S. A.
AL HAWKINS AND CO.
BOX 1285
SIOUX CITY, IOWA

(Continued on page 78)



PEEK-A-BOOS

Peek-a-Boos with Key Chains, with all the new and latest sensational pictures. A 1/2 size of beautiful models in EACH dozen with gorgeous looking girls.

Minimum Order, 4 Dozen—\$4.00.
One Gross—\$8.50.

Nature Boy's Squirrel Ash Tray, complete with boy, ash tray and rubber hose and tube. Dozen—\$5.00.

All these items have the newest and latest pictures. They are terrific.

Immediate delivery. 25% deposit—Money Order, Cash or Certified Check, Bal. C. O. D. Jobbers or Distributors, write or phone us.

Two-Piece Sliding Telescope Key Chain with gorgeous, beautiful girls. Gross—\$10.00.
Cute Viewers with 6 Pictures.
Minimum Order, 2 Dozen—\$5.00.
One Gross—\$24.00.

SPECIAL
Farmer's Daughter Booklet
Minimum Order, 6 Doz.—\$10.00.
One Gross—\$18.00.

Snappy Suzie in the Shower, terrific number.
Minimum Order, 6 Dozen—\$10.00.
One Gross—\$18.00.

HARRIS NOVELTY CO.
Philadelphia 7, Pa.
1102 Arch St. Philadelphia 7, Pa.
Phone No.: Market 7-9848

"STILL THE BEST BUY"

OUR 3 PIECE "KIMCO" PEN SETS

Beautifully boxed with \$7.50 gold embossed price tags. All sets fully guaranteed.

\$5.00 Dz.
\$57.60 Gr.

We also have the new 3 pc. Eye Dropper Pen Sets. These sets are also boxed with gold price tags.

\$4.00 Dz.
\$45.00 Gr.

ALL GOLD 3 PC. PEN SETS, \$75.00 GR.
BRAND NEW: 3 PC PEN SETS WITH PEN KNIFE INCLUDED, \$7.20 DZ. ITCHY DOGS, \$24.00 GR.; BIRD WARBLERS, \$1.00 GR.

KIM & CIOFFI
912 ARCH ST. PHILADELPHIA 7, PA.
MARKET 7-2263

FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old. YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised KenDEX nylon hosiery sold with amazing guarantee that gives free replacement if hosiery runs or snaps (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines (1) beautiful lingerie (2) direct robes at amazing direct to wear prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-robe (fabric) and complete money-making outfits. Nothing to pay now or later. No obligation. Write:

KENDEX CO., BAYLON 7, N. Y.

LOOK—NOVELTY AND TOY BUYERS—LOOK

"The Line of Least Resistance." \$2.00 brings big sample assortment of Novelties for Jokers and other unique and unusual numbers, and wholesale prices. See what you buy. No catalog. Sold through samples exclusively. Please state if wholesale or retail. **BLUE MOON CO.**, Dept. NJ, Ravenswood, W. Va.

AGENTS & DISTRIBUTORS

(Continued from page 77)

SELL CARBON PAPER TO OFFICES—A NECESSITY with luxury profit. Write for free circular of amazing facts and details. Metropolitan Business Service, 124 South Pennsylvania, Indianapolis 4, Ind. fe18

SELLING OUT ENTIRE STOCK—MENS' GARBARDINE Sportshirts, Ace of California, doz., \$33; grey, tan, green, maroon. Imported Oriental design Rugs, 23x42, \$3.50. Big stock left in Sportjackets and Pants, 25% deposit with order, balance C.O.D. Leonard Gruen, 4410 1/2 Drexel, Chicago, Ill.

SOMETHING NEW — HANDY SEWING KIT; contains 3 colors threads, needles; thimble key chain attached; sample 25¢; write wholesale prices. Weiss Merchandise Co., 140 Park Row, N.Y.C.

SPECIALTY JOBBERS, WAGON JOBBERS — We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers' items. Eagle Specialty Co., Akron 14, O. fe11

STAMP FOLDERS—DIRECT FROM MANUFACTURERS at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

VENTRILOQUIAL (\$45 UP); PUNCH FIGURES, \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbia 7, Minneapolis, Minn. fe18

WIND (EFFECT) MACHINE (PARTY NOVELTY)—Cover sells it, printed price, 25¢; dozen, \$1; gross, \$8; sample, with catalog pocket novelties, 25¢. Lewis, 1108-B E. 42d Place, Chicago 15, Ill. fe11

YOUR OWN BUSINESS—OVERCOATS, 50¢; Mackinaws, 34¢; Shoes, 12 1/2; Ladies' Coats, 34¢; Dresses, 10¢; enormous profits; catalog free. Moro, 558-L, Roosevelt, Chicago 7.

\$16.50 PERFUME—50¢ GROSS LOTS; \$9.80 dozen, sample \$1. Ted Burke, 10 W. 27th St., N. Y. L. MU 4-6757 fe18

ANIMALS, BIRDS, PETS

ATTENTION — REPTILES ON HAND; FRESH Diamond-Back Rattlesnakes; Snake Dens, poisonous, fixed, harmless; Boas, Pythona, Lizards, Snake Books; price lists. Phone 369. Ross Allen's, Silver Springs, Fla. sp29

BABY ELEPHANTS—SIX FEMALE BABY ELEPHANTS from India, 4 ft. to 4 1/2 ft., \$3,500 each. F.O.B. New York; deposit of \$500 required with order; elephants guaranteed to be in perfect condition; gentle animals, can be led; delivery in four weeks. Trefflich's, 228 Fulton St., New York.

HEALTHY, YOUNG MT. LIONS, \$100 TO \$150 each, depending on size, F.O.B. here; 50% with order, bal. C.O.D. Wintersteen, 2010 N. Broadway, Seattle, Wash.

PAIR HALTER BROKE GUANACO, \$400— Female Grizzly Bear, \$200; two male Lions, 18 months, \$300; other animals, new circus cage wagons. Wikom Bros. Circus, Greencastle, Ind. Phone 78W.

PYTHONS—RETICULATED, ROCK BALL AND Blood, up to 22 feet; Boa Constrictors, 8 to 9 feet; subject to prior sale. If interested phone 369, Ross Allen's, Silver Springs, Fla. fe25

WANTED—CHIMP, FULLY GROWN, LARGE, suitable for grind show; send picture, weight, age, price and all information to Box 666, New Westminster, B. C. Canada.

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS— Rich Southwest, \$3.50 (24 words) Pennabaker, Advertising, Box 141, San Marcos, Tex. fe11

ADVERTISING BARGAINS — ADVERTISE IN 100 newspapers for total cost of \$6; many other bargains; nationwide coverage; send for free booklet. Tri-State Service, 218-A, Investment Bldg., Pittsburgh 22, Pa.

"ALL PROFIT" POSTCARD PLAN — THIS plan brings shower quarters; 25¢ postpaid. Holst, 3615 "G," Tacoma, Wash.

ANALYZE HANDWRITING FOR PROFIT — Complete outfit \$1 (profits \$20-\$50 daily); extra charts \$7.50. 1,000. Graphologers, POB 971, Philadelphia fe11

ANOTHER HIT—BIG PROFIT FOR NOVELTY stores, wagon men, salesmen; new different; sell tap-rooms, night clubs, barber shops, gas stations, stores; everyone buys; send 50¢ for prepaid sample and particulars; refunded first order. Shafer Co., Post Office Box 723, Kansas City, Mo. fe11

ASTRO NUMEROLOGY SYSTEMS, HORO- scopes, Perpetual Daily Guides, Psychic Books and Aids; wholesale or retail; send dime for literature. Flury, Box 7R, Darby, Pa. mh11

"CONCESSIONAIRE'S GUIDE BOOK" (\$1)— Jampacked with secrets and knowhow for operating concessions at carnivals, fairs, etc.; circular available. Stampico, Detroit 4, Mich. fe25

FERRIS WHEEL IMPROVEMENT, INEXPEN- sive; now you can make big money. For further details write A. J. Robinson, Box 252 Encanto Sta., San Diego 14, Calif. fe25

FOR SALE — ESTABLISHED KENTUCKY Derby group game in Rockaway Beach, N. Y.; 42 tables and stools, 5 show cases, sound system; must sacrifice because of other business; will also consider selling equipment only. Adolph Miller, 228 Pacific Ave., Atlantic City, N. J.

HOT DOG MACHINES, 90 ELECTRONIC snack houses, A-1 condition; cost \$28.50; each new; will sacrifice; sell all or part; make offer. May Distributing Co., 4814 Kentucky Ave., Chicago 30, Ill.

MAC JOHNSTON WANTS SOMEONE INTER- ested in earning \$100-\$150 weekly; must have car, free to travel; no commercial selling, no lay-offs; all who know me, write, 3419 Broadway, Kansas City 2, Mo.

MAIL SELLING OFFERS UNLIMITED OP- portunities; learn how it's done. Write Rowland Plain, 1 Laurel Ave., Binghamton, N. Y. fe11

ONCE IN A LIFETIME—PROFITABLE BUSI- ness; 45 years of standing behind it; earnings increased from \$100 per week to \$1,500 on county fairs and can be doubled; 60 or more tents, half new, others good shape, from 12x12 up to 60x200 feet with all equipment complete; trucks and stake drivers; 11 fairs booked for 1950; \$35,000 for title and business; \$25,000 for winter quarters; if interested come and interview me; don't write. G. W. Gaines, Tent Rental Service, 438 Josephine Ave., Columbus, Ohio.

PLASTER NOVELTY MANUFACTURING SET- up with molds, etc.; also expert advisory service one year; terms. Address Box 6-15, Billboard, Cincinnati, O. fe11

PROFITABLE PIN BALL AND MUSIC ROUTE, South Jersey; 42 machines, 33 year round spots, summer arcade concession, 30 machines, truck and service car. Box 53, Centreton, N. J. fe18

QUICK SIGN PAINTING—USE LETTER PAT- terns; avoid sloppy work and wasted time; write for sample John Rahn, A1332 Central Ave., Chicago 51. fe18

WANTED TO BUY OR LEASE ROLLER SKAT- ing rink in good condition for park located on U. S. 1, world's busiest highway. P. O. Box 669, New Brunswick, N. J.

YOU FOR PRESIDENT OF YOUR OWN credit-collection business; many who answered your ads now have their names on office doors. Franklin Credit, Roanoke 7, Va. np

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 88 in this issue.

COSTUMES, UNIFORMS, WARDROBES

BARGAINS—CHORUS SETS, MINSTREL WIGS, Suits; Clowns Bundle Odds, \$7; Red Cap Coats; beautiful Red Velvet Curtain (12 1/2 x 21), \$75; ten others, assorted sizes; Orchestra Coats, \$4. Wallace, 2418 N-Halsted, Chicago.

CLOWN AND BURLESQUE COMICS' PROPS Wigs, Accessories; free lists; (assortments \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. fe11

NEW ETON MEN'S SUIT, CUSTOM MADE — Cost \$75, sell for \$20; size 37 tall; color, light brown; also 50 White Coats for waiters, candy butchers, 75 cents; large stock Packing Trunk. \$20. Lesser, Paw Paw, Mich.

OLD STYLE POLICEMEN HELMETS, \$3, FOR clowns; Tuxedo Suits, \$12.75; White Coats, shawl collars, \$5; Wardrobe Packing Trunks, \$20. Lesser, Paw-Paw, Mich.

SEND FOR FREE LIST, GOING FAST—DROP Curtains, Drapes, Cycloramas, Close-out sale. Huge stock being sacrificed. Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri.; Sat. 12 to 5 p.m. only.

SINCE 1869—COSTUME BARGAINS; CHORUS, doHar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. mh25

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE— 50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krinsky Korn, 120 S. Halsted, Chicago 11. ma4

CRETORS STAR LONG-EARNS POPPERS peanut roasters, geared kettles, copper caramel candy kettles, gasoline, bottled gas equipment. Northside Co. Indianapolis, Iowa. ma4

FIVE ELECTRO FREEZE CUSTARD MA- chines; late models; condition guaranteed; any reasonable offer accepted. Write Dairy Cream Ice Cream, 399 Blake Ave., Brooklyn 12, N. Y. fe18

FOR SALE—PROF. TATTOOING OUTFIT, 8 Machines, price list. G. Matthews, Rt. 7, Box 616, Little Rock, Ark.

JUMBO GIANTS (STAR) GAS OR ELECTRIC (50¢ hourly capacity); handle crowds easily; Star French Fryers (gas and electric); Korn Kings (floor model, 80 dollar volume hourly); kettle type Beverage Co., Cambridge, O. fe25

TWO-HEADED BABY FOR \$75; LIKE REAL thing; complete with jar and instructions, suitable for sideshow. Tom Hatay, P. O. Box 21, Chattanooga, Tenn.

200 PR CHICAGO CLAMP SKATES, 50 PR. Shoe Skates, late model Chicago Grinder and Motor, Spare Parts, \$500. Mason & Sundahl, 1411 10th St., Manhattan Beach, Calif.

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. np fe25

BARGAIN SALE—16MM. SOUND WESTERN, Action Features, latest shorts; as new 16mm. Devry Projectors, cheap; film rentals lists. Motion Pictures, P. O. Box 23, Hagerstown, Md.

BUILD "LITTLE CHUG," THE HAPPY TRAIN— Electric or gasoline, round or oval; 3 engine styles; tested plans, \$10; 16 passenger Kiddie Ferris Wheel, \$8; free plan catalog. Brill, 228-B North University, Peoria, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. fe25

DIPSY-DOODLE (MAJOR RIDE), \$900; TRADE for Two Kid Rides, Concession Trailer or Sideshow. P. O. Box 583, Saginaw, Mich.

FLAT RIDE ROCKET—24 ADULTS OR 36 KIDS, 12 rocket cars, cable drive. Very portable; ride 3 years old. Will trade for 1st model Sunshine Train or 32-36 ft. Merry-Go-Round. Funland Shows, 341 E. Kearney, Springfield, Missour.

FOR SALE—1 MODEL 105 BH-IR-1500 WATT, 110 volt, single phase remote control Onan Light Plant; splendid condition and only used about thirty hours; will sell for the remarkably low price of \$349 f.o.b. Soperton; original cost \$550. Sparks Specialty Co., Soperton, Ga. fe11

FOR SALE — ORCHESTRA SLEEPER BUS; flexible coach, Buick engine; excellent condition; details on request. Mal Dunn, Morris Hotel, Omaha, Neb. fe18

FOR SALE—NEW FLAME PROOF TENT, 50x140, complete with Poles and Stakes, one half the original price. B. D. Brooks, 1107 Ward St., High Point, N. C. fe18

FOR SALE—PORTABLE 32 FT. PARKER TWO Abreast Merry-Go-Round, 10 car kid ride, 7x7 Shooting Gallery. Walter Lee, Tracy, Minn. fe11

FOR SALE—EZE WAY CUSTARD MACHINE on Tandem Wheel Trailer outfit; like new, all in A-1 condition. For full particulars write Harry Kimmell, Gen. Del., Flora, Ill. (Continued on page 80)

Salesmen — Wagonmen
Dealers — Distributors
Profits WHIRL Your Way With

The "WHIRL-A-GIG"

Young and old go for 'em. The novelty with action for automobile, bicycle, etc. Equipped to fit or attach on anything, anywhere. A product of durable Tenite Plastic. In attractive assorted colors. Packed 2 dozen to box. Minimum order 1 gross. Per gross.... **\$18.00**



Another "Fast" Money Maker

SLICK CHICK

A "chick" in every egg... two eggs to a bag. A novelty with a reason... which is the Slick Chick — WOWIE!

It's hot—be the first in your territory. Per dozen bags on attractive display card..... **\$3.00**

All Prices F.O.B., Kansas City.
25% deposit with order, balance C.O.D.
Write for our other hot items.

CENTRAL MOLDING & MFG. CO.
1509 Central Kansas City 8, Mo.

SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR.

1088 Per Set **\$3.95** 10 Sets or More **\$3.85** Per Set

Display Chest Extra, \$1.00 Each.

ROUDE SPENCER CO.
223-225 W Madison St. Chicago 6, Ill.

EVERYBODY EVERY DAY EVERY HOUR Buys The **CANDY CANE**

1/2 Gross **\$10.80** (minimum order)

Gross Lots **\$20**

* 24" high
* clear plastic
* filled to the brim with wholesome candy
* asstd. color plastic handles

DISTRIBUTORS: Write for Discounts

PATEK MFG. CORP.
157 E. 128th St. NEW YORK 35, N.Y.

A GOOD BUY
Closeouts of Item that SELLS EVERYWHERE!

Men's NOVELTY BOOKS

- Hilarious Adventures
- Hearty Belly Laughs & Chuckles
- Fun for All

Each book fully illustrated, 48 pages; side stitched, 5 1/2 x 7 1/2, two color cover; excellent paper stock. Each made to sell for 50¢.

CLOSEOUT PRICE \$6.00 per 100,
\$55.00 per 1000

Free catalog with set of six, \$1.00 postpaid. No C. O. D.'s.

GRAPHIC DISTRIBUTING CO.
6411 Hollywood Blvd., Hollywood 28, Calif.

Don't Skip this One!



SELL DIRECT TO THE CONSUMER

- PACKERS •
- CANNERIES •
- FISHERIES •
- LABORATORIES •



- BARTENDERS • 8 gauge heavy plastic • BUTCHERS

THE NEW SENSATIONAL

Sell Like Wildfire!

APRON \$3.00 EA.

SAVES MONEY LAUNDRY CLEAN • WIPES OFF WITH DAMP CLOTH

STERILE APRONS SUITE 9 **100% PROFIT** - RUSH - \$1.50 FOR SAMPLE

1420 NEW YORK AVE., N. W. WASHINGTON, D. C.

ORDER BLANKS AND LITERATURE

ALL APRONS ELECTRONICALLY HEAT SEALED 8 GAUGE PLASTIC

"THE DOLL OF MY HEART"

8 1/2" High--Beautifully Window-Boxed, 21 Assorted Styles, Each One More Beautiful Than the Other.

Packed 1 Doz. to Carton

\$9.00 Per Dozen



SINGLE SAMPLES, \$1.00 Each

25% Deposit, Balance C. O. D.

C. P. ROSEN & CO.

2831 OLIVE STREET

ST. LOUIS, MISSOURI

EXTRA SPECIAL DIVIDEND!

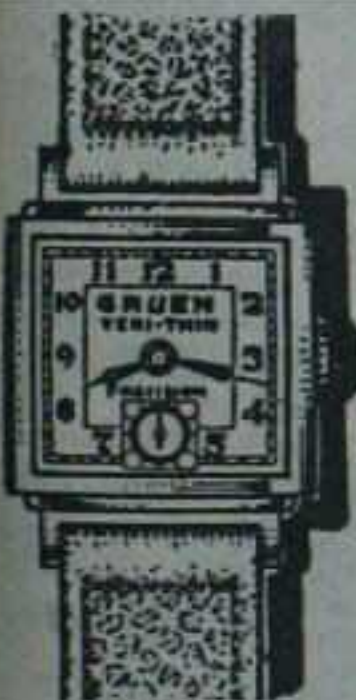
10% OFF On All Our 1950 Catalog Merchandise
WE WILL NOT BE UNDERSOLD

Men's Guaranteed Watches

- ELGIN —BENRUS —WALTHAM
- GRUEN —BULOVA

Modern new designs. Reconditioned and rebuilt, guaranteed like new. Rhinestone Dial, \$1.00 add. Gold Plated Exp. Band, 95¢ add. **\$8.75**

LADIES' RHINESTONE CASE WATCH \$8.95
7-Jewel Swiss Movement, reconditioned and guaranteed like new.



FACTORY CLOSEOUT! RINGS!

Heavy 1/20 14K. R.G.P. rings with imitation rubies and whites that look like the real thing. Big eye appeal. Included are rings that sold \$36 doz. wholesale. 3 doz. asst. with tray only. Doz. **\$9.95**

JOSEPH BROS. 5 S. Wabash Ave., Dept. B-11 Chicago 3, Ill.

Write for 56-Page New 1950 Catalog. 25% with order—balance C.O.D. Wholesale only, 3 watches minimum.



Another HIT ITEM from Los Angeles New Sensational Mr. BEAK

Plastic Spectacles and Hawk Nose

Can also be worn over regular glasses . . . Very Realistic! Mr. Beak . . . The real new look for 1950

Trial doz. postpaid \$8.00 . . . Sample \$1.00

Other Timely Sellers

- | | |
|---|--|
| Marx Bros.' Rubber Masks . . . \$7.20 Dz. | Rubber Tarantula . . . \$1.75 Dz. |
| King Tut (mystic mummy) . . . 3.60 Dz. | Maxie the Mouse . . . 1.80 Dz. |
| 6" Rubber-Like Lizards . . . 9.60 Gr. | Rubber Monkey . . . 4.80 Dz. |
| Burt the Squirting Frog . . . 2.00 Dz. | Gargantua . . . 8.00 Dz. |
| Rubber Crawfish . . . 1.75 Dz. | Bar Bugs (Plastic Ice Cubes) 2.00 Dz. |
| Horn Toad . . . 1.20 Dz. | Bathing Girl Pencil . . . 9.00 Dz. |
| | Rabbit Feet Key Chain . . . \$7.20 Gr. |

JOBBER INQUIRIES INVITED 25% deposit with order—balance C. O. D.

PICO NOVELTY CO.

424 So. Los Angeles St., Los Angeles 13, Calif.

Phone: MAdison 9-1437

AT LAST! The SEX-sational—SEX-cellent PIXEES of the YEAR

These are the PIXEES you have been waiting for and asking about. The one, only and original PIXEES. Why pay more for cheap imitations? This is the first Hot Hit of 1950.

PIXEE Presents:

"SOMETHING NEW UNDER THE SUN"

\$7.20 Per Doz.

You have never seen anything like PIXEE. We promise to amaze you or your money refunded. The hottest novelty sensation since "Peek-a-Boos."

Little Old NEW YORK

By ED SULLIVAN
" . . . N. Y. stores cashing in on year's biggest novelty. Framed photos that come to life. Cats wag tails, people move lips, smile, etc. . . . Must be seen to be appreciated. No tricks, non-mechanical. A scientifically made fourth dimensional photograph in beautiful lucite frame (5"x7") moves as you move towards it.

Also Starring:

1. Girl smiling, winking Only \$5.75 Doz.
2. Baby crying with cat
3. Shmoo singing

4. Our Lord— Eyes open and close — Lips move in prayer \$7.20 Doz.

SAMPLES 75c ea., 3 for \$2
25% Dep., Balance C.O.D., F.O.B. N.Y.

PIXEE

EXTRA ADDED ATTRACTIONS
Big, beautiful luminous GARDENIAS. They glow in the dark. Limited quantity, \$1.00 sellers, \$1.80 doz. Samples 4 for \$1.
Large Sterling Silver WINGS (Pin). Attractively boxed. \$1 sellers—\$3.00 doz. Samples 3 for \$1.
Same Money Back Guarantee Applies

78-31 67th Drive Middle Village, L.I., N. Y.

Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

BIELER-LEVINE

NEW ENGRAVING JEWELRY CATALOG
Newest Styles
NOW READY

Write for Yours Now! State Your Business

All Orders Shipped Same Day Received
All Phones: CE 6-7966

5 NO. WABASH AVE. CHICAGO, ILL.

New—Sensational SNUGGLE HUG SALTS AND PEPPERS

Everybody loves these little darlings! Nothing else like them. Exclusive. Patented. They hug each other. Pick 'em up separately or together. Attractively decorated china. Assorted colors—3" high. Choice of Bunnies & Bears, or Ducks & Dutch Boy & Girl Shakers. Immediate delivery. \$7.80 per dozen prs. F.O.B. Chicago, in lots of 2 or 4 dozen prs.—Minimum order 2 dozen prs. SAMPLE ORDER—1 dozen prs.—Asst. Colors—\$9.00 Postpaid. WRITE FOR SPECIAL QUANTITY PRICES & 1950 Circular. Jobber Set-Ups Available. Open account to Rated Firms, otherwise 25% Deposit—Balance C.O.D.

BERKELEY MFG. CO., 2720 Archer Ave., Chicago 8, Ill.



Merchandise You Have Been Looking For
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.



ACME

PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

FAST PROFITS SELLING PEE-WEE PETE

"THE LIFE OF EVERY PARTY"



The world's most unique drink dispenser.

A direct copy of the famous Mannekin Fountain in Brussels, Belgium.

Given nickname by thousands of American G.I.'s who saw it during war.

Fits all standard size beverage bottles, beer bottles.

AMUSING RESULTS! When Pee-Wee "tinkles" and fills drink glasses with mix, he becomes indeed the "life of every party."

Now being used in night clubs, bars, lodges and home bars.

SELLING ON SIGHT at drug stores, cigar stores, Men's Shops, Fairs, Bus Depots, Specialty Shops.

Made of shiny bronze mounted on a polished aluminum base. Attractively boxed. Usually retails at a big \$3.95. Dealer's price only \$1.80 Each. Distributors, write for quantity discounts.

THE PLASCO SAFETY PRODUCTS CO.
Dept. B, 23 W. Pleasant St., Springfield, Ohio

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 78)

FOR SALE OR LEASE—10 CAR KIDDIE AUTO Ride, 10 plane Kiddie Airplane Ride; truck included. R. #1, Box 215, Oxnard, Calif.

FOR SALE—TWO 20KW 110-220 AC LIGHT Plants mounted on semitrailer; no dollies, used three months, \$2200 cash; one 20KW, one 10 W 110-220 AC Light Plants mounted on semitrailer; no dollies, \$1500 cash. Both units equipped for Penna. inspection and vacuum brakes. Monkey Motordrome, Blue Top, 3 Banners, no monkeys, cars need repair, \$500. Tilt-a-Whirl, Serial 545, needs repair, \$2000. For appointment address R. H. Miner, 161 Chamber St., Phillipsburg, N. J.

FOUR WHEEL CONCESSION TRAILER, FULLY equipped with Taylor Freezer, Leonard Deep Freezes, Fluorescent Lighting, Wm. Schug, Monroeville, O.

G. I. TRUCKS—CARGOS, Chev. 1 1/2 T 4x4; Dumps, Federal 2 1/2 T 4x2; Tractors, White & Autocar 4-5T 4x4; Panels, Chev. 1 1/2 T 4x4, 1/2 T 4x2; Carryalls, Dodge 3/4 T 4x4; Cranes, Tractors, Trailers; thousands of related items including skid and tow chain, wire rope, machine tools. Oldham & Sutherland, Junction City, Ky. fe25

GOOD USED 16MM. SOUND FILM—SHORTS, \$3.95 up; Features, \$45 up, Waverly 5707 So. Christiana, Chicago 29.

KING AMUSEMENT PONYCART—USED 60 days, trade on Flying Scooter, Ell. super Rolloplane, Tilt, Merry-Go-Round, Kid Boats, F. Shafer, Washington, Ind.

LONG RANGE LEAD GALLERY—COMPLETE in every respect on 1946 Chev., actual miles 11,000. Ray Chamniss, 1002 N. Market, Winamac, Indiana.

NON-COIN CORN MACHINES—LIKE NEW; Attractive price Henry Onken, 1121 Howett, Peoria, Ill. Phone 6376. fe25

POPCORN MACHINE—COMMERCIAL MODEL. Pops 1 ton raw corn per day, 2 gas burner kettles in cabinet; built in seasoning pump and blower. Manufactured by International Vending Corp., Los Angeles, Calif. Original cost about \$1500. Used only a very short time. Selling because of death of previous owner. \$500. Lose Brothers, 206 E. Jefferson St., Louisville, Ky. fe25

QUICK SALE—PAIR SIMPLEX 35MM. PORTABLE Projectors; complete Western features, \$10 each; shorts, cartoons and comedies. Brownie, Eulonia, Ga. fe11

SELLING OUT—16 35 FILMS, PROJECTORS, Sound, Silent, Reels, Cans, cheap. Majestic, Box 897, Providence 1, R. I.

SEVEN BY TEN FT. TRAILER, THOROLY equipped for popcorn and floss, room for apples; well built, very cheap. Mrs. Nellie Smith, 310 N. Main St., Ocala, Fla.

SHOOTING GALLERY FOR SALE—PARK type lead gallery in good condition; five rifles and tubes; any reasonable offer accepted. Lakewood Beach Park, Route 4, Urbana, O. fe11

SHORT RANGE SHOOTING GALLERY CARDS, none better; very reasonable; free sample; new postcard size; D. P. Camera, \$25. Reed, 831 Pearl St., Boulder, Colo. fe11

SHORT RANGE GALLERY—ALL STEEL, WITH safety lead trap. Use indoors or on road; one gun unit, \$90; two units \$150. Send one third deposit, balance C.O.D. Satisfaction guaranteed. No rifles, shells, targets. L. Boyce, 6201 Second, Dallas, Tex.

SURPLUS GENERATOR SETS—1 TO 25 KW. Gas and Diesel; bargains Oldham & Sutherland, Junction City, Ky. ma25

TENTS—SLIGHTLY USED; 30'x50', 20'x30', 15'x15'. George's Tents, 103 North Street, Auburn, N. Y. fe11

THEATER SEATS, FOLDING CHAIRS. Screens, Tents, Projectors, Sidewall, Stadium Seats, Film. Lone Star Film Co., Dallas, Tex. fe11

THEATER SEATS, FOLDING CHAIRS. Screens, Projectors, Floodlights, Blues, Stadium Seats, Film. Lone Star Film Co., Dallas, Tex. fe18

WANTED—DUNBAR AND CRETORS STEAM Engines from old popcorn stands, also mechanical farm; state price. Write Box 495, Mason City, Iowa.

2 SIMPLEX PICTURE MACHINES WITH sound heads, complete booth mounted in metal trailer. Would make excellent drive-in theater. Would trade for 27-30 ft. metal House Trailer. Funland Shows, 341 E. Kearney, Springfield, Missouri.

16MM. SOUNDIES—\$1.50; 400 FT. ART. SOUND, \$17.50; silent, \$15; exclusive, clever, new. Sacrifice RCA Coin Movie, \$100. Joe Ulmer, 103 W. 16, Jacksonville, Fla.

25KVA GENERATOR SETS, A.C., NEW, \$1,250; 10kw., new, \$575; 4kw., new, \$495; used, \$395. O. C. Evans, Mt Sterling, Ky. fe25

40 FT. FERRIS WHEEL—10 SEATS, 30 adults; factory built, repainted and ready to go. Will trade for 27-30 ft. Merry-Go-Round. Funland Shows, 341 E. Kearney, Springfield, Missouri.

FORMULAS & PLANS

NEW IN AMERICA! FIFTY COMPLETE FORMULAS imported direct; few known! Going! \$1.25. Young Productions, Saint Helens, Ore. fe18

INSTRUCTIONS BOOKS & CARTOONS

SNAPPY JOKES FOR STAG PARTIES, Smokers, etc.; Illustrated Booklets, 10—\$1. postpaid. Steele, Box 4763-V, San Francisco.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10¢ Baldu. The Lightning Cartoonist, Oshkosh, Wis. fe18

15 MINUTES MASTERS ADVERTISING AND Sign Lettering; complete system; Sign-Painters' Secrets; Cartooning Book; all 3, \$1; free circulars, ABEEnterprises, Box 875-B, Peoria, Ill.

\$200 WEEK REPORTED—ILLUSTRATED BOOK "205 Odd Successful Businesses" free; work home; expect something odd. Pacific 1, Ocean-side, Calif.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG 10¢—Joker's Novelties, Magic, Fast-Selling Specialties; "Pitchmen's Headquarters" Ariane Mfg. Co., 4462-B Germantown, Philadelphia. fe11

AAAAA MAGICIANS—TWO-HEADED NICK-els, \$1 each; head or tails. Jet Motivation, 13 Harrison Place, Clifton, N. J. fe11

A NEW SUB MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope, pitch, each unit less than pound, easily concealed; brochure, specifications, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. mh11

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35¢. Ireland, R-109 N. Dearborn, Chicago 2.

NEW #22 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog, 30¢; wholesale, Nelson Enterprises, 336-B S. High, Columbus, O. mh11

VENTRILOQUIAL—BARGAINS IN NEW AND used figures; fresh kid, Negroes, etc.; circular Turner, 1284 S. Cochran, Los Angeles.

MISCELLANEOUS

HEADLINES—8 COLUMN NEWSPAPER, NOT to exceed 38 letters; 2 lines, ending 19 each line, 35¢; 4 copies, \$1. Jordan, 206 Primrose, Haverhill, Mass.

NEWS!—YOUR NAME FEATURED IN LIGHTS on famous Broadway Theater. Photograph amazes friends! Yours, \$1. Old customers please contact for new idea Rickarby, 403B W 115th St., N.Y.C. 25

WE BUY, SELL OR TRADE 35MM. SERIALS. Comedies, Features in good condition. Little Bros., Box 123, Ft. Smith, Ark. fe11

MUSICAL INSTRUMENTS, ACCESSORIES

PARTNERS WANTED

WANT WOMAN PARTNER FOR GUIDE Service in Chicago. Write Mampa, 818 Dakin St., Chicago 13, Ill.

FOUR OCTAVE MIRAMBA—STAND, TRUNK, mallets. First 550 gets it. Bob Drake, 224 State St., Knoxville, Tenn.

PERSONALS

BILLY KING, HENRY CASSIDY, PLEASE write. Ralph Johnson, Waycross, Ga., General Delivery

GLAMOUR GIRLS! REAL DELIGHTFUL Photos, gorgeous, breath-taking lovelies; "close-up poses," \$1 postpaid. Steele, Box 4763-V, San Francisco.

MUSICAL SINGLES COMBOS, SEMI NAME—Brief description, current booking, availability for listing in 1950 directory Musicalities #11, 110 1st Ave. NW., Rochester, Minn. fe11

STOP CHAFING! IF YOU CHAFE BE RE-lieved with No Chafe. Send \$1 to No Chafe, Box 349, Jackson, Mich. mh4

PHOTO SUPPLIES DEVELOPING-PRINTING

BARGAINS—1600' REELS, \$1.35; STORAGE Cans for two 1600' Reels, 95¢; Reel, Can Sets, 400', 39¢; 800', 99¢; Three Reel Fiber Shipping Cases, 1600', \$1.90; 1,200', 85¢; 300 Watt, Prof. Lamps, \$1.48. Trades accepted, lists free. Mogull's, 112 W 48th St., N.Y.C.

COMIC FOREGROUNDS AND BACKGROUNDS—Photo Mounts and Supplies; Rings and Comic Cards for Small Photos, Miller Supplies, 1535 Franklin St. Louis 6, Mo. ap1

COMPLETE STOCK DIRECT POSITIVE SUPPLIES, Drex and New Eastman Paper. Lone Star Photo Supply Co., 2405 Elm St., Dallas, Tex. ap22

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds, Cameras for in-doors, complete Photo Booths, etc.; free in-formation and prices; we are old and reliable since 1902 P. D. Q. Camera Co., 1161 N. Cleve-land Ave., Chicago Ill. npe25

DIME PHOTO OUTFITS CHEAP—ALL SIZES; drop in and see them; latest improvements, real bargains P. D. Q. Camera Co., 1161 N. Cleveland Ave. Chicago, Ill. npe25

ENLARGEMENTS—5x7 DOUBLE WEIGHT, silk finish; 6 for \$1 Rudy Leefma, 375 River-side Drive, New York 25. fe25

LEATHERETTE PHOTO CASES, ASSORTED colors, 1 1/2x2, \$3 per 100, \$25 per 1,000; we take all sizes; 25¢ deposit. Frank Bonomo, 54 Jefferson St. Brooklyn, N. Y. ap8

LENS—ILEX SEMINAT, F.3.5-EF. 4 1/8" WITH complete Ilex Universal Shutter, \$25; 1/2 deposit. H. W. Des Portes, 2321 Devine, Columbia, S. C.

PHOTOMOUNTS—1/2 TO 10" EACH; WRITE for price list Penn Photomounts, 335 Wood-land Ave., Glenolden, Pa. mh11

THE NEW EASTMAN DOUBLE WEIGHT Di-rect Positive Paper now available in all sizes. Marks & Fuller Inc., 70 Scio St. Rochester 4, N. Y. fe25

(Continued on page 82)

ORIENTAL DESIGN RUGS \$25.00 Each

Attn.: Merchants, Dealers, Auction Sales, Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 8 by 11 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 AGENTS WANTED

LD-US TRADING CO.

Dept. P-5, 10 W 27th St., New York 1, N. Y.

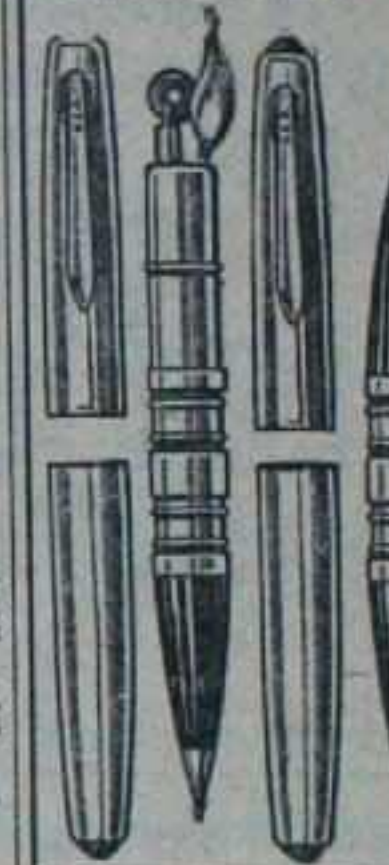
CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 10 6 1/8"x30" Towels. Sells \$1; \$54 gross; 10 gross, \$500. Send \$1 for sample package. 6 Towels, Big profits every pitch. All orders 50% deposit, balance C. O. D. SUNBEAM PRODUCTS 701 3d Street S., St. Petersburg, Fla.

DIRECT From Manufacturer Sensational Value!

Beautiful 3 piece set Hooded point fountain pen, auto-matic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed. Free Cartridges. SPECIAL PRICE

50¢ Per Set Sample Set, \$1.00.



These Pens Sell Like Wildfire! Combination ball pen and lighter.

35¢ Ea. Two-color pen writes in red and blue.

25¢ Ea. Smart gold-plated finish, 25% deposit with order. Send \$2.50 for Samples. ORDER NOW!

H. EPSTEIN 27 East 22nd St. New York 10, N. Y.

All Extra Heavy Mountings 10 days money-back guarantee if rings not as represented. Merchandise for resale only.



#B433 PER DOZ. \$18.00 1/30 14K R. G. P. Medium Size Stone



#B2183 PER DOZ. \$7.00 1/30 14K R. G. P. Engagement Ring WEDDING BAND to Match—7 Stones. #B2151 \$6.75 Doz.



#B2157 PER DOZ. \$22.50 1/30 14K R.G.P. Simulated onyx, 2 simulated diamonds. Choice Masonic, Odd Fellows, Elks, Eagles, Moose emblem, initial or simulated diamond in white setting.

FREE CATALOG LISTING COMPLETE LINE. Sample assortment—\$7.50—\$15.00—\$25.00 \$1 Per Doz. Deposit on All C O D Orders.

DES MOINES RING CO. 1155 26TH ST. DES MOINES, IOWA

FIREWORKS NOVELTIES!

Housewares • Cutlery • Kitchenware • Toys • Wheel goods • Novelties. Send for Catalog. Order Now • Lowest Prices.

ACME SALES CO. P. O. Box No 1141 Atlanta Ga.

THE VERY LATEST Sells Like Wildfire! Ladies' Link Name Bracelet or Necklace

Made up in 7 series of metal discs with gold colored metal letters and links with black enameled background. They're smart looking, durable and they sell on sight! You buy the lettered discs in assorted bulk. You or your customer can assemble a "personalized" bracelet or necklace in 60 seconds—it's that easy!

EXTRA BIG PROFITS

You can earn \$25.00 to \$100.00 per week selling in offices, factories, churches, lodges, clubs, homes, schools and virtually anywhere else. Write for complete information on this great money-making opportunity at once. Better still, order a sample only \$1.00 for a Bracelet \$2.00 for a Necklace. Act Now!

ETCHED METAL PLASTICS CO. 37 Nettis Rd. Dept. S-1 Millford, Conn.

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.

Chronograph Wrist Watch



14 K. GOLD PLATED 4-IN-1 UTILITY WATCH

- Measures Speed
- Measures Distance
- Stop Watch
- Timepiece

1 Year Guarantee. Instruction Sheets. 14 K. Gold Plated, \$4.35 each in dozen lots, \$4.15 each in gross lots, \$9.50 retailer. Sample \$6.00. "Basis" Chrome Case, \$3.50 ea. in dz. lots; \$3.35 ea. in 100 lots. Sample \$5.00.

PALACE DISTRIBUTORS 125 East 46th St. New York 17, N. Y.

SELLS ON SIGHT!

Big orders. Bigger re-orders with sensational 100% PROFIT AL-ART Beauty Model PHOTOS

10 DIFFERENT PHOTOS TO A SET 5 DIFFERENT SETS Each Photo 5 1/2" x 7" Glossy Finish. Send for sample set and wholesale prices. \$1 Sorry, no C. O. D.'s Satisfaction guaranteed.

R & E SALES MART P.O. BOX 24 Triborough Station, N. Y. 35, N. Y.

Biggest Profit Makers in WATCH History

RHINESTONE DIAL WATCH
In 14K Gold Plated Case

\$4.25 Brand New

- Written 1-Year Service Guarantee.
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap

(Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)

JEWEL MOVEMENT Chronograph
(In Gold Plated Case \$4.50)

\$3.75

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With strap and gift box, 20¢ add.)

Other Men's Wrist Watches, \$3.05 Up. Ladies' Wrist Watches from \$3.95.

Above price for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

FOR IMMEDIATE DELIVERY

- HIGHLY POLISHED • ELECTRO PLATED
- IDENTIFICATION BRACELETS • from \$14.40 Gross and Up
 - PINS • GUARD PINS • FOBETTES • from \$9.00 Gross and Up
- WRITE FOR CATALOG NOW (STATE BUSINESS)
25% Deposit With Order, Balance C. O. D.
- SEND \$5.00 FOR SAMPLE ASSORTMENT
- 'Frisco Pete'** 604 W. LAKE ST. CHICAGO 6, ILL.

QUICK PHOTO INVENTION!
PDQ CHAMPION Photomaster

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

Dept. BH
PDQ CAMERA CO.
1141 N. Cleveland Ave. Chicago 10, Ill.

MINIATURES of nationally famous beverages

ORDER A SAMPLE GROSS

\$9.00

F.O.B. Milwaukee (Minimum order)

25% deposit with order, balance: C.O.D.

Write for our complete catalog.

BILL'S SPECIALTY MFG. CO.
433 N. 2nd ST., MILWAUKEE 3

BINGO Complete Supplies for Your Game. Prompt Shipments.

ELEVEN (11) different colored Specials, 3000 Series, Roll Tickets, Featherweights, Heavyweight Cards, Plastic and Paper Markers, 8 different style Cases, Blowers and Flashboards—LAPBOARDS MADE TO YOUR SPECIFICATIONS.

Write for FREE catalog.

H. A. SULLIVAN
104-22 BLVD., DEPT. 3
ROCKAWAY BEACH, N. Y.

4 BIG ITEMS IN-1 BIG SET!

AMAZING COMBINATION INCLUDES:

- HOODED POINT PEN
- PEN KNIFE
- BALL POINT PEN
- MECHANICAL PENCIL

Here's the merchandise hit of 1950 and WE'VE GOT IT FIRST! Rich looking, boxed PEN-PENCIL-KNIFE SET that's a real crowd-stopper! Sells like wild wherever shown! Pen and pencil barrels are lustrous Butyrate tubing with polished and lacquered brass caps and clips. Stainless blade pen-knife matches color and luster of pen and pencil barrels. Packaged in flashiest box in the business! Shipped in 5 fast-moving assorted colors. Shoot your order in air-mail—be the first in your town to show this sensational 4 pc. set!

ORDERS SHIPPED SAME DAY RECEIVED!

DOZ. SETS **\$8.50** GROSS SETS, \$90.00
SAMPLE SET \$1.00 Postpaid

25% Deposit With Order, Bal. C. O. D., F. O. B. DETROIT.

GEM SALES CO. 533 WOODWARD AVENUE
DETROIT 26, MICHIGAN

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case
Ea. **\$2.90**

Less Than Case Lots, \$3.00 Each
Include 25¢ Postage for Sample Order

1949 No. 59 Catalog
NOW READY—WRITE

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO. 1902 N. THIRD ST. MILWAUKEE, WIS.

PURSETTE Style #1305

Metal Frames & Tip. Lizard Grain Plastic, Silk Lined. Bill-fold and Coin Holder, Comb and Mirror, Lip-stick Holder and Key Chain. Variety of Colors. Gr. Lots

\$7.20 Per Doz.

\$6.50 Per Doz.

CHANNEL WALLET Style #1204

Metal Frames and Tip. Plastic Lizard Cover, Silk Lined. Removable Pass Case, Gusset Change Pocket, Secret Pocket for Bills! Variety of Colors. In Gr. Lots

\$6.50 Per Doz.

\$6.00 Per Doz.

Samples, \$1.00 Prepaid. 25% deposit with order, balance C.O.D., F.O.B. Brooklyn. Write for Price List of other Wallets and Novelties.

Style #1205—CHANNEL WALLET—Same as above without Removable Pass Case, 50¢ Less Per Doz.

M. FOX, 209 AVE. F, BROOKLYN 18, N. Y. ULster 3-2100

Sensational New Low Prices!

7-JEWEL SWISS WATCHES LADIES' OR MEN'S

Genuine Swiss Movements Precision Re-built and **GUARANTEED LIKE NEW!**

\$8.25

Ladies' or Men's in Lots of 3 or More

7-Jewel \$ 8.25
15-Jewel 9.25
17-Jewel 10.25

25% deposit on all C.O.D. orders.

Gold Plated Expansion Band, 90c additional
Beautiful Rhinestone Dial, 95c additional

WRITE FOR New Value-Packed Catalog—ORDER TODAY!

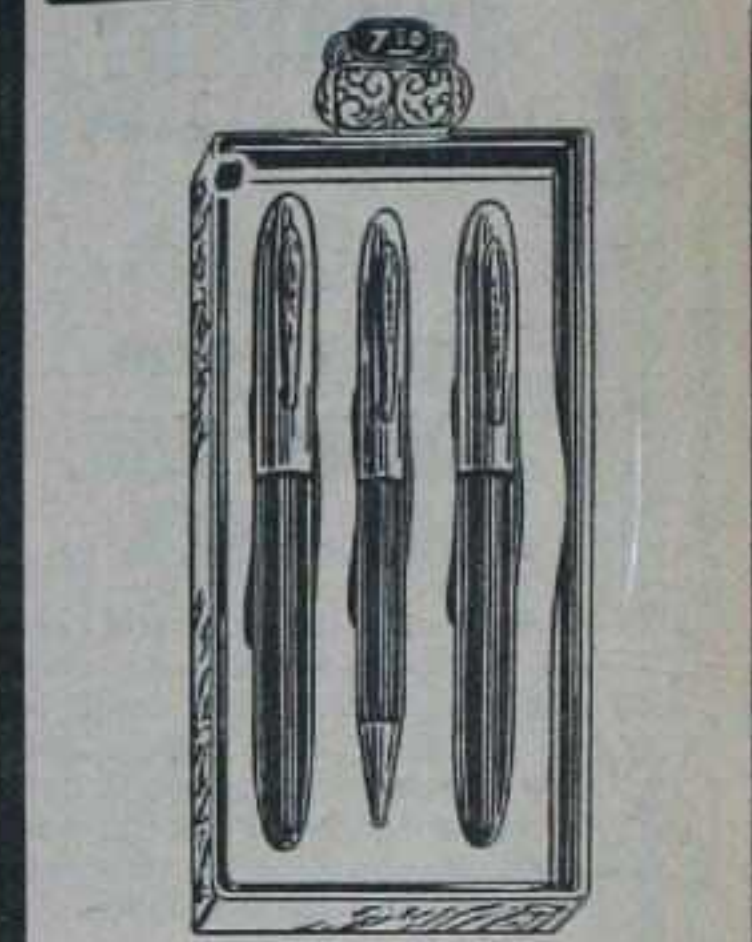
Cel-Max 198 S. Main St. P. O. Box 473 Memphis, Tenn.

WRITE FOR OUR NEW CATALOG—JUST OUT

Be sure and mention line of business

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

SPECIAL



The original 3-piece Pen Set that has a fountain pen with a self-filler, a mechanical pencil that repels and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beautiful box and a gold embossed \$7.50 price tag, and also a guarantee slip at a new low price of **\$4.75 per dozen—\$54.00 per gross.** This is the same pen set that we formerly sold at \$65.00 per gross. Sample 75¢. We guarantee all sets. This is a real buy and the best buy in the country. We also have a 3-piece Pen set, all gold finish. Special price

\$6.50 Per Doz. \$72.00 Per Gross
Sample \$1.00.

These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

SPECIAL
Filigree Ball Point Pen and Key Chain with colored stones

\$2.00 Per Doz. \$22.50 Per Gross
Keychain Flashlight, all gold finish
\$2.75 Per Doz.

We also have the new type dropper filler 3-piece Pen Set that comes in all atomic pastel colors. These sets have a beautiful box, gold embossed \$7.50 price tag and a guarantee slip. This set has a mechanical pencil, a ball point pen and a vacuum sealed fountain pen.

\$4.50 Per Doz. \$48.00 Per Gross
Sample 75¢.

Please state when ordering what price Pen Set you want. We ship same day when we receive orders. We ship all over the world.

25% Deposit Required—Money Order or Cash—Balance C. O. D.

HARRIS NOVELTY CO.
1102 ARCH ST., PHILADELPHIA 7, PA.
Phone MA 7-9848

PILE UP PROFITS with popular priced, all-year **KIDDY KANES**

Only 10¢ (17th Dime!) 10th part of a dollar!

- 2 1/2" high
- plastic handle
- enameled wood shaft
- 20 asstd. color combinations
- packed 1 gross carton + 12 lb. ship. wt.

DISTRIBUTORS: Write for Discounts

PATEK MFG. CORP.
157 E. 128th ST. NEW YORK 35, N.Y.

BIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg. Co.
303 DeGrauw St. Brooklyn 2, N. Y.



The New SENSATION!

that is taking the country by storm.

The original HOLLYWOOD FLOATING CUTIE DOLL PENCIL

This pencil is a mechanical pencil, it propels, expels and repels. It's sensational. This pencil is an all gold finish pencil, and has a window that opens and closes and shows the Hollywood Cutie. It sells on sight, and each pencil is individually boxed.

Special \$9.00 per dozen
Samples \$1.00

25% Deposit—Money Order or Cash; Balance C. O. D.
Order shipped same day when received.

HARRIS NOVELTY CO.
1102 Arch St., Philadelphia 7, Pa.
Phone: Market 7-9848

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe11

FLASHY EMBOSSO LETTERHEADS IN SILVER, copper, gold! Standout designs for Midways, Orchestras, Magicians, Circus, etc. Samples, 10¢. (14x22" Nonbending Window Cards). Solidays Colorprint, Knox, Ind.

FOR SALE - MIMEOGRAPH PAPER, 68¢ ream; request samples. Brookman Paper Co., 56-F West 24th, New York 10. fe11

LOWER WINDOW CARD PRICES!—FLASHY three-color 14x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. fe25

POSTERS, CARDS, HERALDS—PHOTO OFFSET Reproductions. Write Cato Show Printing Co., Cato, New York. Service, Quality. Price, ma4

RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID; stamp pads, 50¢ Smallwood Printery, 2715 Vine, Cincinnati O. fe25

14x22 TYPE WINDOW CARDS, THE BELL Press, Winton, Pa. fe25

253 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. fe11

250 BOND LETTERHEADS AND 250 ENVELOPES neatly printed, \$3.95; quick service. M. R. Pennebaker, San Marcos, Tex.

1,000 ADVERTISING, NAME, ADDRESS BLUE-print Stickers, \$1 postpaid; samples free. National Ad-Agency, 15 East 3rd, Cincinnati 2, Ohio. fe25

1,000 LETTERHEADS, 8 1/2 x 11, \$6.50; 1,000 8 1/2 x 11 Letterheads and 1,000 3 1/2 x 6 1/2 Envelopes for only \$11.50; 1,000 cards, five lines limit, for only \$2.75. Smitoprint, Box 512, Nashville, Ga.

SALESMEN WANTED

ADVERTISING BOOK MATCHES - BIG SPOT cash profits; world's largest direct selling book match manufacturer offers profitable year 'round selling opportunity; make money with the Matchcorp "Big Three," 20, 30 and 40 light book matches; direct factory service; every business a prospect; no experience needed to start; men, women; full, part time; liberal commissions; low prices for high quality; repeats; sales kit and selling information furnished. Match Corp. of America, 3433 W. 48th Pl., Dept. D-34 Chicago 32

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Sox, Pants, Jackets, Sweaters, Shoes, Uniforms, etc.; sales equipment free; experience unnecessary. Nimrod, 4922-DS Lincoln, Chicago. np

HAVE MERCHANTS EVERYWHERE WORKING for you; you do them a favor and in return commissions pour in to you every week; one tiny sale could make your hundreds of dollars in repeat commissions; every retail store wants what you have to offer; we take care of all details; one call completes your work; hurry reply for full information. Emplre, 2222 Diversey, Dept. BB-2, Chicago 47, Ill.

WANTED—SALESMEN CALLING ON CHAIN, department, wholesalers and carnival suppliers to carry side line of unbreakable Rubber Piggy Banks and other novelties on straight commission. Write advising territory covered, other lines carried, and other details. Everlasting Toy and Novelty Co., 121 Merrimac St., Boston 14, Mass.

SCENERY AND BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544. fe11

SIDE SHOW BANNERS—8x10 FEET, \$31.75; artistic, painted on good cloth; complete with leather straps and rings; quick service; also other banners made; banners for rent. W Courtney, Barboursville, W. Va. Phone 4301. fe18

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors, complete outfits illustrated catalog free. Mill Zela 728 Lesley Rockford Ill mail

NEEDLE FINEST OBTAINABLE, MADE IN France; 12 Sharps, thousand lots, only \$5; air mail prepaid Joe Darnel Hotel Victoria, Norfolk Va. fe11

TATTOO STUDIO FOR SALE OR LEASE—Completely equipped; located on Long Beach Pike, home of Pacific Fleet; for further information write Eddie Rivers, 1710 No. Vermont, Hollywood 27, Calif., or phone Normandy 2-3865. fe18

TATTOOING MACHINES, DESIGNS, COLORS—Needles Outfits; genuine German Pelican ink; free catalog. Owen Jensen 120 W 83d St. Los Angeles 3 fe11

WANTED TO BUY

HOUSE CAR TRUCK OR BUS, NO TRAILER—Clean and in good condition for cash. Joe Darpe, Hotel Victoria, Norfolk, Va. mh4

PALOMINO HORSES, 8 1/2 AND 10 1/4 INCH IN metal Cuckoo Clocks that cuckoo; Horse Clocks with hand wind mechanisms and any item for auction sales; advise prices in first letter. Automatic Sales Co., Box 265, Lebanon, Mo.

UNICYCLES WANTED—STATE PRICE, SIZE, exact condition; write immediately. R. Tomer 30 Bay State Rd., Boston, Mass.

WANT HIGH STRIKER—GOOD CONDITION; no junk, please. Sidney Welner, 8 Sutton St., Mattapan 26, Mass.

WANT 30 TO 40 FOOT MERRY-GO-ROUND. Ell Wheel; cash. Write James Farrington Canton, Me.

WHOLESALE - FOR MAIL ORDER TRADE—self-improvement courses, books on occult, alleged good luck, voodoo, etc., to retail from \$1 to \$10; also descriptive literature or circulars for imprint. What have you? Box 493 Billboard, N.Y.C.

16MM. SOUND FILMS WANTED—WILL PURCHASE small or large quantities. Rogers, Box 26, East Atlanta Ga. fe25

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.
No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 PIANO AND SAX FOR COMBO - UNION, sober; state all. Box C-35, Billboard, Cincinnati 22, O.

BOOKING AGENT WANTED—MALE OR Female, for magician-hypnotist; good proposition offered. Contact James L. Walters, Barlow, Ky. Phone La-Center 1720.

GUITARIST—CLEAN HABITS; ESTABLISHED Trio planning comedy, entertainment; must sing; doubles okay; good single string; comedy experience. Walter Asheychik, Gen. Del., Argo (Cook County), Ill.

LOOKING FOR MIDDLE-AGED, STEADY, sober, dependable, permanent type Lead Sax or Trumpet who can and likes to play Mickey two beat; established hard-working Midwest band with good reputation. Write complete. Box C-32, Billboard, Cincinnati, O.

OPERATORS' GROUP GAME, BONDABLE - One trailer, one N.Y.C.; some electrical, mechanical experience preferred; start April. Details. Box 495, Billboard, N.Y.C.

WANT RELIABLE MIDDLE-AGE LADY TO help manage concession with carnival. Write Dave Brock, Guilford, Miss., Gen. Del.

WANTED - TROMBONE MAN; SALARY, steady, sleeper bus, commercial band. Buddy Bair, Box 113, Coloma, S. D. fe11

WANTED—MEN TO DEMONSTRATE AND sell item to filling stations and garages in exclusive territory. Not uncommon for our men to earn \$200 to \$400 weekly, or up to \$200 weekly part time. If interested in this kind of money, have car, and \$25 to partially cover returnable samples, write L. C. Smith, B. & B. Mfg. Co., Slouss City, Ia. Position of State Supervisor also open.

!! BIG FLASH!!

NEW—BIG MONEY MAKERS



No. 185
14-K Gold Plate
\$3.50
Dz.
\$39 per gr.
All Stones Hand Set

HEAVY MOUNTING . . . GEM-CUT 3 ALL WHITE SPARKLING RHINESTONES, OR WHITE CENTER WITH RUBY RED SIDES.



No. 634
14-K Gold Plate
\$2.65
Dz.
\$29.50 gr.
All Stones Hand Set

BRILLIANT 3 ALL WHITE IMPORTED GEM-CUT STONES, OR WHITE CENTER WITH RUBY RED SIDES

OUTSTANDING FOR SALES AND EYE APPEAL

DEPOSIT WITH ALL C. O. D. ORDERS. STATE YOUR BUSINESS. 4 SAMPLES OF ABOVE RINGS \$2.00 POSTPAID.

PROVIDENCE RING CO.
49 WESTMINSTER ST.
PROVIDENCE, RHODE ISLAND

IRISH!

Sensational St. Patrick Day Bargains

LAPEL SHAMROCKS, gross. . . \$1.35
SHAMROCKS with PIPE, gross. 2.25
SHAMROCKS with HAT, gross. 2.25
IRISH FLAGS, gross 1.25
GREEN SNAKES, doz. 85¢; gr. 9.60
#9 ST. PAT. BALLOONS, gross. 6.50
GREEN CELLOPHANE CAR-NATIONS, per 100 5.00
GREEN CREPE PARTY HATS, gross 5.40
IRISH HAT CANDY BOX, doz. \$1.25; gross 14.40
IRISH CLAY PIPES, 6" long, Box of 36 2.40

Write for complete St. Pat. Day and Easter Goods Price List.
Prices F. O. B. Indianapolis. 25% deposit with C. O. D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 South Meridian Street
Indianapolis 25, Indiana

CAGE THAT WATER THIEF WITH "BAL-GUYD"



Stops handle jiggling in toilet commodes. Ends costly plumbing bills, cuts water bills, is easily installed, lasts for years. No moving parts.
Canvassers make \$20 to \$50 a day
Large demonstrators available.

PITCHMEN, HERE IT IS! Write for discounts
GUIDE MFG. CO., INC.
P. O. Box 9266 TAMPA, FLA.

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR NEW CATALOGUE




We have 61 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE - BRIDAL SETS - COMEONS - SIGNETS - BIRTH STONES - COCKTAIL RINGS—They are just what you need for Department and Drug Store Dollar Ring Sales.

Also, 101 New Flashy Jewelry Items for Fairs, Carnivals and Resorts.
State Your Business.

HARRY MAHREN RING CO. Red and White Stone
303 5th Ave., N. Y. 16, N. Y. Combination . . . \$3.00 Doz.

Engagement . . . \$2.63 Doz.
Wedding 1.63 Doz.

6000 Smash Hits—

In 460 Page Wholesale Book Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 71% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢

brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.

SPORS CO., 2-80 Lamont, Le Center, Minn.

MEN—Build a Wholesale Route GET INTO A Big Pay Business



We Help You Establish a Steady Route of Dealer Customers

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. WHITE TODAY! WORLD'S PRODUCTS CO., Dept. S-D, Spencer, Ind.

ENGRAVERS WITH IT SINCE 1907



ORIGINATORS OF THE ALL-ALUMINUM IDENT'S - MEN'S IDENT'S - LADIES' IDENT'S - DOUBLE WHAT IDENT'S (ALL-ALUMINUM) MEN'S MASSIVE LARGE ALUMINUM IDENT'S \$2.00 DOZEN. DAY & NIGHT SERVICE

MILLER CREATIONS
6620 KENWOOD AVE • CHICAGO 37, ILL. BAaport 1-5338

TIES

Direct From Manufacturer and Patterns
SELL STORES AND DIRECT
Finest fabrics, both ends lined. Hand blocked and panel designs. Values up to \$2.00. You pay only \$6.50 dz. 3 dz. \$18.00. Your profit over gross lot orders. Special price on gross lot orders. We also sell: Stride-On Ties, other items. FREE CATALOG. Act now! EMPIRE CRAVATS, 648 B'way, New York 12, N. Y.

WHEN IN LOS ANGELES VISIT **NORMANDIE SALES CO.**

FOR WESTERN SADDLE HORSES NOVELTY CLOCKS—WATCHES—JEWELRY FOR Premium, Salesboard and Operators

Send for Catalog If It's NEW, WE HAVE IT. 338 E. 4TH ST. LOS ANGELES 13, CALIFORNIA

FAIR AND CARNIVAL WORKERS

When in TEXAS Visit Us

Large stock always on hand. Novelties, Premiums, Glassware, Batons, Balloons, Horse Clocks, Mexican Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items.

M. NOWOTNY & CO. 1401 BROADWAY SAN ANTONIO 2, TEX.

HOT BUY! HOT BUY!

BANKRUPT STOCK, SACRIFICING FOR CASH 100,000 pcs. asst. JEWELRY all boxed—some sold up to \$5.00 ea.

Pins, Bracelets, Necklaces, Beads, Earrings, Pins & Earring Sets, ETC., ETC., ETC.

100 Pcs. Asst. \$25.00 LOT
200 Pcs. Asst. \$45.00 LOT
300 Pcs. Asst. \$60.00 LOT

FIRST COME, FIRST SERVED, HURRY YOUR ORDER AT ONCE!
MERCHANDISE DISTRIBUTING CO. New York 3, N. Y. 17 East 16th St.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

ROLLER SKATING RINK MANAGER — 25 years' experience; large, small and portable rinks; will locate anywhere. Box C-36, Billboard, Cincinnati 22, O.

BANDS AND ORCHESTRAS

ATTENTION BOOKERS! OPERATORS! — AT Liberty soon, fine entertaining trio playing sax, clarinet, bass, plenty novelties, vocals; excellent wardrobe, good dance music; classics to boogie; advertising, material, union, congenial. Box C-35, Billboard, Cincinnati, Ohio.

AVAILABLE JUNE FIRST TO LABOR DAY—Five to Seven Piece Orchestra, with or without vocalist; experience in hotels, taverns and reg. dance halls; would like location job in Northern Michigan or Wisconsin summer resort; 100% union; prices reasonable. Address Wm. S. Briggs, 106 Beam St., Porter, Ind. Phone Chesterton 2602.

COLOR BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc.; four men, entertaining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill. fe11

DANCE BAND—SEVEN TO NINE PIECES AND attractive vocalist; organized for three years; neat, sober, reliable; would like summer location; will consider other offers; very reasonable rates. Manager, 742 Gunderson, Oak Park, Ill.

FOUR PIECE HILLBILLY BAND—ELECTRIC Spanish, electric steel, standard guitar and bass; sing all types hillbilly songs and feature quartet hymns; single and reliable; free to travel; have car; years of radio, stage experience; prefer salary. Write Johnny Fye, R.D. 1, Box 214, Bellefonte, Pa.

CIRCUS AND CARNIVAL

CARNIVAL SECRETARY AVAILABLE — Handle details of any size show; reliable. Address Secretary, 338 Boush St., Norfolk, Va. fe11

EXPERT ROPE SPINNER—GOOD WARDROBE; feature eight loop spin; prefer rodeo, circus, sideshow. Roy Vincent, 18 Western Blvd., Gloversville, N. Y.

THREE CLOWNS AT LIBERTY APRIL 1, 1950 —Model T Trick Ford, two trained mules, laughs galore; all new props and wardrobe. Roy (Sadsack) Danback, 748 High St., Bedford, Ohio.

WANTED TO BOOK BOTH ON PERCENTAGE basis a high class fast Mental Act and a Moving Picture of a Caesarian operation or the Birth of a Baby in the annex. We are sober and reliable. Bessie C. Lyle, Gen. Del., Clearwater, Fla.

MISCELLANEOUS

COLLEGE STUDENT, 22, DESIRES ANY TYPE summer job; psychology major; personnel experience; neatness, competency, travel anywhere; June to September. Box C-28, Billboard, Cincinnati, O. fe18

VERNON HOFF, FEMALE IMPERSONATOR—"America's most beautiful male in female attire," state critics unanimously; AGVA; photographs free. Vernon Hoff, Billboard, New York.

YOUR TV FUTURE MAY BE MINE!—1935 Purdue graduate seeks TV opening. Radio announcing experience. Well grounded in TV studio techniques, direction, writing, acting, advertising operations, etc. Burgess, 917 Lawrence, Chicago, Ill.

MUSICIANS

A-1 BASSES AMPEG-RECORDING HORN, good entertainer; vocals, good appearance, sober, congenial. Write details Box C-35, Billboard, Cincinnati 22, O.

A-1 WESTERN SWING FIDDLE—GIRL BASS, guitar player, travel as a team (or) will go single for fiddle position; beautiful Western wardrobe; young, sober, union; best of references; prefer established radio units; guaranteed salary. State all in first. Phone 3174. Freddie Stone, Millville, Pa. Columbia County. fe25

AT LIBERTY—JERRY BOYER, STRING BASS; experienced, tenor and combo work; married, age 28, house trailer and car. Phone 116-R. 109 East Oak St., Union City, Ind.

BASS PLAYER, DOUBLING SECTION, VIOLIN; neat, clean-cut appearance, tone, all-round experience; interested combo band doing mainly location work. Wire R. Barbee, 95 Stanhope St., Ridgewood 21, Queens, N. Y.

COMMERCIAL TENOR-SAX MAN—YOUNG, reliable man who will work; semi-name experience; available Feb. 15; prefer stylized band; cut or no notice; I will travel. Lenny Kay, 4838 N. Spaulding Ave., Chicago, Ill. Phone Juniper 8-5708.

COMMERCIAL VIBES DOUBLING COMBO drums, maracas; emcee, entertain; all essential; go anywhere; prefer reliable hotel combo; detailed information, photos on request. Box C-30, Billboard, Cincinnati, O. fe11

DRUMMER — 12 YEARS' EXPERIENCE; DO vocals, play good commercial two-beat; new equipment; read well, cut shows, Latin; formerly with Reggie Childs; travel anywhere. Musician, 4517 43rd St., Sunnyside, N. Y. Ronalides 6-2934. fe18

DRUMMER—AGE THIRTY; TWO OR FOUR beat; Latin; cut shows; sober, good appearance; will travel. Del Murphy, 623 Skyview Dr., Nashville, Tenn. fe18

EXPERIENCED DRUMMER — JOIN IMMEDIATELY; any proposition considered; dance or shows; new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. fe11

GUITARIST-VOCALIST — SOLOS DURING INTERMISSIONS; hotel combos only; personable, neat, single. Andre Taloff, 32 Seventh St., Lakewood, N. J.

HAMMOND ORGANIST—OWN ORGAN; MALE. Not urgently in need of job; working in fine spot in New York, however, prefer hotel lounge, anywhere. Plenty radio experience. Past engagements and their length (furnished upon request) speak for my work. Box 497, The Billboard, N.Y.C.

MODERN DRUMMER, 21, WHITE, DO VOCALS, combo preferred; all offers considered; Southern location preferred. Bob Parry, 17 White Place, Staten Island 10, N. Y.

ORGANIST WITH HAMMOND—MALE, WIDE experience in club and cocktail lounge; good appearance; references from Kansas City, Omaha, Detroit, etc.; go anywhere on short notice; attention booking agencies. Address Organist, Box C-31, Cincinnati. fe11

PIANIST — PLAY ANY STYLE, SEMI-NAME experience; no one nighters. Phone Tyler 8-6994 Address Marc Fraley, 1956 West Grand Blvd., Detroit 3, Mich.

PIANO MAN — SEMI NAME EXPERIENCE; play any style; will travel. Musician, 129 Grand Ave., Santa Monica, Calif. Phone 63384. fe11

PIANO—PLAY ALL STYLES; EXPERIENCED in all types of bands; cut or no notice. Box C-38, Billboard, Cincinnati 22, O. fe18

PIANO AND SOLOVOX—ATTRACTIVE GIRL; answer all requests from boogie to the classics. Beautiful wardrobe. Box C-39, Billboard, Cincinnati O.

SOLOVOX AND PIANIST—MALE, AGE 23, has own Solovox; free to travel; hotel experience; will send photo and record on request. Box C-33, Billboard, Cincinnati 22, O.

TENOR, CLARINET—ANY STYLE, DIXIE, SOCIETY, shows; section and solos; available immediately. Musician, 101 Union St., Doylestown, Pa. Ph. 4717. fe25

TENOR, CLARINET, TRUMPET, RHYTHM Piano; read, fake; combo experience; sober, reliable, available February 7. Musician, 611 North St., Burlington, Ia. fe18

TENOR, CLAR., VIOLIN, BASS, VOCALS—Combo or tenor band preferred; read, fake; age 29, married, union. Musician, Pelican Court, Box 260-B, Rt. 6, Gentilly Hiway, New Orleans 22, La.

TENOR, CLARINET — EXPERIENCED ALL styles, bands and combos; modern solos, transpose; have car. Herb Waddell, 578 Clairpointe, Detroit 14, Mich.

TROMBONE—UNION, MIDDLE AGE, DOUBLE some violin; fake piano. Trios, small combos write Box C-22, Billboard, Cincinnati 22, O. fe18

TROMBONE — TRANSPOSE, FAKE, SWEET tone, strictly cut or no notice; available. Howard Cooper, 2909 N. Nevada St., Colorado Springs, Colo.

TROMBONE, DOUBLING VIOLIN — FAKE piano. Available, Trio, small combination. Restaurant, resort, hotel, club experience; now vicinity of Buffalo, N. Y. Union. Box C-40, Billboard, Cincinnati, O. mh4

TRUMPET — LONG EXPERIENCE, UNION, read, fake, dixie or commercial, tone; dependable, sober, neat; give full information. Box C-34, Billboard, Cincinnati, O.

TRUMPET—SEMI-NAME EXPERIENCE; JAZZ or commercial; modern style; sober, conscientious; help arrange; degree. State all. Write, wire, phone Jim Peddycord, Indiana Ave., Chester, W. Va. 4746-J.

2 GIRLS — TENOR SAX-CLARINET; ALTO sax, bass; will travel; have car; union. Caroline Wildes, 241 Crenmins Highway, Roslindale, Mass.

PARKS AND FAIRS

ALL AROUND MACHINIST—FAMILIAR WITH rides; free to travel; own transportation; desires position. Leo Wormer, 701 M. Euclid, Detroit 2, Mich.

AT LIBERTY—YOUNG LADY, SINGLE TRAP- eze, ladder, platform; rolling globe. E. R. Gray, 671 Sweetser Ave., Evansville, Ind. mail

CIRCUS UNIT—CIRCUS ACTS, DOGS, PONIES, Monkeys, Acrobats; full 1 hour program; price reasonable. The Lehmbek Attractions, 2015 Oliver St., Fort Wayne 5, Ind.

DASHINGTON'S CIRCUS ACT—DOGS AND cats; for any show anywhere for reasonable terms. 1413 Euclid St., Philadelphia, Pa. mh4

FLASHY HIGH-CLASS TRAPEZE ACT—AVAIL- able for indoor and outdoor events; platform required outdoor. Address Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Indiana.

GREAT CALVERT — RECOGNIZED AS THE outstanding and leading high-wire performer of America. Great Calvert, 164 Averill Ave., Rochester, N.Y. ap8

VAUDEVILLE ARTISTS

TWO-MAN BALANCING ACT AVAILABLE now for nite clubs and hotels. P.O. Box 932, Bridgeport, Conn.

VERSATILE PERFORMER—ACCORDION MUSIC, magic, ventriloquism and sound movies all combined to form a complete program for clubs, lodges and all socials; for rates, dates and literature, write or contact Ed. Dobrovolc, R. D. #4, Little Falls, New York. fe18

VOCALISTS

VOCALIST—WIDE RANGE, TRIO, QUARTETTE and solo work. Well experienced; photos on request. Reliable and sober. Box C-37, Billboard, Cincinnati 22, O.

YODELING COWGIRL — WISHES TO JOIN Western band; star of stage, radio, parks, fairs and rodeos; also play electric Spanish guitar; single, 23, free to travel; must have guarantee. Write Montana Mac, care 114 Forest St., Honesdale, Pa.

MARDI GRAS SPECIALS

Fast selling items at the right price

Imported Itchy Dogs—the best make in the market	Gr. \$24.00
One gross Warblers with each gross Dogs	Gr. .75
Hawaiian leis	Gr. 2.25
Hawaiian leis—heavy and thick	Gr. 6.00
Chicken That Lays the Egg	Doz. 2.00
Duck That Lays the Egg	Doz. 2.50
Masks—satin material with cords	Gr. 4.50
Pirate Mustaches	Gr. 9.00
Imported Nose & Glasses Combined	Gr. 9.00
Rubber Masks—full—fits over the head	Doz. 6.50
Rubber Half Masks	Doz. 2.25
Rubber Giant Nose—with wire glasses	Doz. 2.00
Cat Balloons #15, with free worker	Gr. 6.50
#9 Balloons, assorted colors—best make	Gr. 1.75
Flying Birds with sticks	Gr. 4.00
Peek-a-Boos with Key Chains—beautiful girls	Gr. 8.50
Cutie Viewers—with 6 pictures	Doz. 2.00
Jumbo Slim Jim Balloons—rainbow colors	Gr. 7.00

Santa Claus Masks with beard	Doz. \$12.00
50-Lb. Box Confetti, best make	Box 3.50
Sliding Metal Trombones	Gr. 20.00
Feather Dolls—4 inches	Gr. 9.00
7-inch Feather Doll with hat	Gr. 18.00
9-inch Feather Dolls	Gr. 24.00
12-inch Doll with hat—necklace	Doz. 4.00
Fur Monkeys—6 inches, with high hat	Gr. 12.00
Jumbo Fur Monkeys with high hat	Doz. 2.50
Fur Monkey, assorted colors	Gr. 24.00
Imported Paper Parasols	Gr. 15.00
Jumbo Parasols	Gr. 24.00

FELT HATS

Spanish Hats	Gr. \$27.00
Mexican Cholo Hats	Gr. 24.00
Comic Yodler Hats with feather	Gr. 15.00
Coolie Hats, large size	Doz. 2.50
Coolie Hats, small size	Doz. 2.00
Cowboy Hats	Gr. 36.00
Derby Hats with feather	Gr. 15.00
Felt Laced Cowboy Hats	Gr. 36.00
Gabardine Crew Hats, best made	Gr. 60.00
Baby's Felt Crew Hats, asstd. colors	Gr. 24.00
Felt Crew Hats—bright colors	Gr. 28.00

25% Deposit—Balance C.O.D.—Money Order or Cash. Orders shipped same day as received. HARRIS NOVELTY CO. 1102 ARCH STREET PHONE MARKET 7-9848 PHILADELPHIA 7, PA.

JOBBERS — DISTRIBUTORS SENSATIONAL NEW LOW PRICES!

On Easter Stuffed Toys, "Volume" business makes these amazing low prices possible. #500 19x21" Black and White Boston Terrier. Highest quality Rayon Plush. Colorful plastic collar. Movable eyes. Finest workmanship. #600 19x23" Rayon Plush Donkey. Asst. colors. Open mouth. Colorful plastic collar and saddle. #700 20x24" Rayon Plush Elephant. Asst. colors. Dressed with a colorful "blanket." #800 14 1/2 x 25" Rayon Plush Colt. Asst. colors. Open mouth. Colorful plastic collar and saddle.

Each of the above:
Packed 1 dz. to a carton.....\$33.00 dz.
In six dozen lots **\$30.00!** dz. **SAMPLE \$3.50!** Ppd.!

Send \$13.50 and receive all Four Samples Ppd! These prices are good only until March 25. So act now! 25% deposit will hold your order for later delivery! **SPECIAL EASTER OFFER.** #38 38" Rayon Plush Begging Rabbit, \$36.00 dz. In 6 dz. lots.....\$34.50 Dz. **SAMPLE** 3.75 Ppd!

ACE TOY MFG. CO. 122 West 27 St. New York 1, N. Y.

SPECIAL! IN TIME FOR THE EASTER RUSH!

ALL PLUSH RABBITS IMMEDIATE DELIVERY

Soft; moving, rolling eyes; whiskers, hand-embroidered nose and mouth, ribbon bow in contrasting color combinations. Big demand as year round gifts, prizes. Send 25% deposit, balance C. O. D.

FREE CATALOG of 500 TESTED SELLERS GOLDEN NOVELTY CO.

Dept. B56, 648 Broadway, New York 12, N. Y.

TESTED FAST SELLERS CUDDLY RABBITS

No. 400R—12" High
\$7.20 per doz.
7.00 per doz. in 6 doz. lots
6.90 per doz. in gross lots
SAMPLE 75¢

No. 404R—16 1/2" high
\$15.75 per doz.
15.30 per doz. in 3 doz. lots
14.95 per doz. in 6 doz. lots
SAMPLE \$1.45

UPRIGHT RABBITS

No. 200R—10" high
\$7.20 per doz.
7.00 per doz. in 6 doz. lots
6.90 per doz. in gross lots
SAMPLE 75¢

No. 202R—19 1/2" high
\$16.00 per doz.
15.50 per doz. in 3 doz. lots
15.25 per doz. in 6 doz. lots
SAMPLE \$1.45

a Catalog CHUCK FULL OF VALUES!

Send for Your FREE Copy Today!

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminum-ware Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
In DeLuxe Velour Platform Gift Box.
Write for New Low Prices. Sample 75¢.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

NEW, SENSATIONAL POCKET PISTOL LIGHTER

Received by plane from occupied Japan. Chrome plated, individually boxed. Priced \$18.90 doz. postpaid. List \$3.50. Send money order for sample doz.

M. MORRIS
1472 Broadway, Rm. 612, New York 18, N. Y. Tel.: LO 5-8070

STERLING VALUES mean GREATER SALES



No. 153 \$9.75 per doz. MEN'S GOLD-FILLED SOLITAIRE



No. 191-H MEN'S IMIT. HEMATITE with Gold Flash Sides

\$3.50 doz., \$39 per gr.



No. 191-C MEN'S IMIT. DOUBLE HEAD CAMEO Gold Flash Sides

\$3.75 doz., \$42 gr.

Send for Free Catalog. Minimum order, 1 dozen. Send 25% with order, balance C. O. D.

STERLING JEWELERS 44 East Long Street Columbus 15, Ohio

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- List of names and addresses for parcel post, including Annin, Mrs. Audrey Brodsky, Al 23c; Brodsky, Al 84c; Deway 22c; Abbott, Mr. (Concessionaire); Aberle, Bill; Adams, Mike; Agin, Benl.; Ainslie, L.; Akers, Ray A.; Albright, Blackie; Alexander, Al; Alexander, Chas. (Flea Circus); Alexander, W. E.; Alland, Maurice; Allen, Capt. Frank; Allen, Kenneth C.; Allen, Leo; Amo, Edw. F.; Ammons, Harold; Anderson, Dave; Anderson, Edw. Leo; Anderson, Frank C.; Anderson, Luke O.; Applebaum, Sam; Arcand, Katherine L.; Arline, Louis; Asher, Chas. Blacky; Ashley, Chas.; Atkins, Dorothy; Atkins, Wm. C.; Augsburg, Gus; Aumend, Harry C.; Audred, Harry; Ayers, James; Ayer, Joan; Bailey, Mrs. Dollie; Bailey, Ira G.; Bailey, Roy; Baker, Edw.; Baker, Mrs. Mae; Baker, Wm.; Ballard, Wayne; Bankert, Ellis E.; Barb, O. Gee; Barnes, Edw. E.; Barnes, Wm.; Bays, Richard C.; Bean, Billie (Medicine Show); Bell, Jack (Bandmaster); Bell, Fred; Bell, Louis-Estelle; Bell, Vernon; Benison, Mrs. Mina; Benison, Evelyn; Bennett, Cecil A.; Bennett, Jack; Benson, Harry & Louise; Bentler, Tommy; Bergman, L. H.; Berntson, Joe; Bernstein, Blinky; Berry, Ace; Berry, Bernice; Berry, Bert; Bertotoni, Louis A.; Betts, Art; Bishop, Lou; Bittner, Thos.; Blair, Clarence; Blank, Horace; Blase, Henry; Blomberg, "Big Bill"; Bloor, Patsy; Blythe, Bill; Blume, Bobby; Boley, James Edw. Jr.; Bona, Ray; Booker, Franklin; Booth, John W.; Borlish, Louis; Borrenyohl, Ervin H.; Bosco, Mike; Boswell, Mrs. Bill; Boswell, Fred C.; Boude, Clinton; Bowker, David; Bowman, Dave; Boxall, Al; Bradley, Geo.; Bradley, Jack; Bralier, Lealie E.; Brandt, Leonard (Checkers); Brantley, Joe; Brantley, Leonard L.; Bright, James H.; Brinkley, Bruce; Brockway, Walter; Brooks, C. D. (Box); Brown's Greater Show; Brown, Howard; Brown, Joe B.; Brown, Jr., James Andrew; Brown, W. S.; Browning, J. J.; Bruce, Kid; Bruno, John; Bundy, Elmer J.; Bruno, Miller; Burg, Nancy J.; Burgess, Jonah L.; Burke, Mrs. Agnes; Burke, Anthony; Burke, Mary; Burkett, Wm. Korn; Burns, Wm.; Burns, James G.; Burns, Wm. Henry; Burrage, Frank; Byers, Thos. J.; Campbell, Mrs. Faye; Campbell, Miss M. M.; Campbell, F. "Whitey"; Caravella Amusements; Carper, Bud; Carr, Kenneth; Carroll, Robt. (Bob Was clown with Ringling Circus); Carson, Robt. B.; Casebolt, Rusty; Casey, James P.; Chambers, Ingram E.; Chamberlain, Tom; Chapman, May & Jack; Chapman, Jos. B.; Charons, Herman; Chase, Hulburd Geo.; Chevaller, Chas. H.; Childs, Mrs. Mary Luo; Chisholm, Dave; Christy, Capt. Eugene; Cibull, Frank; Ciesla, June; Clare, James; Clark, Edw. Thos. W.; Clarkson, Robt. Nichols; Clate, Pete; Clayton, Geo. B.; Clayton, Jesse L.; Clemens, Mrs. Fred G.; Clotfelter, Leon H.; Clouse, Willard E.; Cockran, Grover G.; Coffey, H. G.; Cohn, Bobby; Coker, Wm. Lester; Cole, Earl Cecil; Cole, Woodrow; Coleman, Basil Lee; Coleman, Tommy; Conrater, L. C.; Connors, Earl J.; Connors, Jimmie; Constable, S. C.; Corbett, John M.; Costello, Miss Merle; Cotter, Earnest Leon; Cox, Dough Boy; Cox, O. C.; Craddock, Robt. Joe; Crawford, B. E.; Crawford, Myron; Crawford, Shawn; Chi-Ann; Crean, Walter; Curtis, H. H. (Hal); Curtis, Josephine; Cushman, Warren N.; Dakia, Mrs. Nellie; Daily, Alric; Davies, Fred; Davis, Angelina; Davis, Buck; Davis, Calvin O.; Davis, C. E.; Davis, H. L.; Davis, James A.; Davis, Jimmy; Davis, Lester; Davis, Lou; Davis, Louis H.; Davis, Richard; Davis, R. D.; Davis, E. N.; Dayberry, L. A.; Deal, Allen King; Dean, Betty; Dean, Russell; Dee, Miss Christine; Delaney, Patricia J.; Delano, Buddy; Delbos, Clara; Del-Mar Shows; Demetrio, Mrs. Rose; Demetrio, Mrs. Ruby; Demler, Geo. O.; Denmore, Donald F.; DePhill, Chas.; Dermody, Wm.; Deuter, Harry; DiCorte, Marge; Dione, Eddie; Dixon, Harvey; Dixon, James; Dobbs, G. E.; Dober, Duke (Red); Dodson, Jesse; Donathan, James; Donna, Geo.; Doss Family Stage Show; Downs, Geo. P.; Doser, Dick; Drake, Jack; Drake, Mrs. James; Drinkard, Milton R.; Drury, Leo; Duane, Larry Edw.; DuBuis, Henry J.; Dunn, Chas. E.; Dunn, W. G.; Dunning, Dave; Duran, Ralph L.; Eades, Edw.; Eads, Earl (Slim); Ebert, Bud; Edwards, Ralph; Elliot, Villetta; Elliott, Jos. T.; Ellison, Roy; Saunders; Elson, H.; Enfield, Chas. Mgr.; Engerer, Capt.; Englander, Jr., Martin; Enos, Mrs. Philip; Eoanidos, John; Evans, Joe; Evans, Mrs. Thelma; Eves, Phil; Fairbanks, Wm.; Falls, Nelson; Faulconer, Granville D.; Favorite, Curly; Feldman, Bernard; Felton, Bob; Fennell, Mrs. R. E.; Fern, Dorothy; Ferris, Edna; Fetia, Louis T. & Audrey; Fink, Thos. F.; Fisch, H. E.; Fisher, Glenn; Fisher, Harry; Flynn, Edw.; Fogleman, S. A.; Foltz, Chas. Ronald; Ford, Gerald J.; Ford, Larry; Ford, Richard H.; Forbus, Jos. L.; Forsyre, Daniel; Fowler, Benny; Fowler, Wm.; Fraizer, Arthur; Frank, Edw.; Frank, Tama; Frank, Tennis; Frazer, W. M.; Fry, Eyr A.; Fulwider, Robt. G.; Gaiety Shows; Galehouse, L. H.; Gallagher, Chas.; Galloway, Wm. M.; Gambino, Frank; Garrison, John; Gary, Wild Bill; Gauthier, Woodie & Mary; Gelcer, Willard; Gentner Mrs. Sophia; Gerber, Red; Gerry, Mrs. F. J.; Gibson, Arthur; Girouard, Anthony; Glover, Donnie; Goad, J. D.; Goodman, James R.; Goodnight, Lawrence; Gosh, Byron; Grace, Donald L.; Grande, Pat; Grants Rides & Amuse.; Grantham, Buttons; Greene, Clifford; Greene, D. S.; Mary Williams; Gregory, Robt. Wash.; Griffin, W. C.; Groner, Mrs. Ida E.; Gruber, Alberta; Grueberg, Eva & Mal; Guartin, Jack; Haley, Gail & Jack; Hall, Earl; Hall, Fred M.; Hamilton, Virgil; Haney, Otto & Ruby; Hansen, Mrs. B.; Hardesty, Emory; Harding, Dean; Harding, Holland Wm.; Hardy, Perry Wm.; Harlinger, Ginger Lee; Harmon, Wm. H.; Harmon, Mrs. W.; Harris, Frank; Harris, Lillian; Harris, Walter; Harrison, Bayne B.; Harvey, Al; Hathaway, R. B.; Haulditch, Willie E.; Hawk, James; Hayes, Eugene; Hayes, Will; Haynes, James B.; Haynes, Willie Jordan; Hazen, Lewis C.; Heath, Claude; Helton, Walter; Hemphill, M.; Henley, Raymond H.; Herman, Eddie & Mrs.; Hersburg, James; Hester, Jos. Olive; Hester, Rudolph Leroy; Heith, Kenneth Hill; Hill, Marie; Hilliard, Jimmy; Hilyard, Jimmie; Hoff, Earl M.; Hoffman, H. N.; Hoque, Mack; Holcomb, James H.; Holland, C. H.; Hollis, Wm. Humphrey; Holt, Wm. (Hawaitan Nights); Hood, Al; Hooper, Wm. Bill; Horner, H. E.; Horrell, Russell; Hos, Leland; Houghton & Houghton; Houston, Lee (Snake Show); Eddie's All American Show; Edwards, Ralph; Elliot, Villetta; Elliott, Jos. T.; Ellison, Roy; Elson, H.; Enfield, Chas. Mgr.; Engerer, Capt.; Englander, Jr., Martin; Enos, Mrs. Philip; Eoanidos, John; Evans, Joe; Evans, Mrs. Thelma; Eves, Phil; Fairbanks, Wm.; Falls, Nelson; Faulconer, Granville D.; Favorite, Curly; Feldman, Bernard; Felton, Bob; Fennell, Mrs. R. E.; Fern, Dorothy; Ferris, Edna; Fetia, Louis T. & Audrey; Fink, Thos. F.; Fisch, H. E.; Fisher, Glenn; Fisher, Harry; Flynn, Edw.; Fogleman, S. A.; Foltz, Chas. Ronald; Ford, Gerald J.; Ford, Larry; Ford, Richard H.; Forbus, Jos. L.; Forsyre, Daniel; Fowler, Benny; Fowler, Wm.; Fraizer, Arthur; Frank, Edw.; Frank, Tama; Frank, Tennis; Frazer, W. M.; Fry, Eyr A.; Fulwider, Robt. G.; Gaiety Shows; Galehouse, L. H.; Gallagher, Chas.; Galloway, Wm. M.; Gambino, Frank; Garrison, John; Gary, Wild Bill; Gauthier, Woodie & Mary; Gelcer, Willard; Gentner Mrs. Sophia; Gerber, Red; Gerry, Mrs. F. J.; Gibson, Arthur; Girouard, Anthony; Glover, Donnie; Goad, J. D.; Goodman, James R.; Goodnight, Lawrence; Gosh, Byron; Grace, Donald L.; Grande, Pat; Grants Rides & Amuse.; Grantham, Buttons; Greene, Clifford; Greene, D. S.; Mary Williams; Gregory, Robt. Wash.; Griffin, W. C.; Groner, Mrs. Ida E.; Gruber, Alberta; Grueberg, Eva & Mal; Guartin, Jack; Haley, Gail & Jack; Hall, Earl; Hall, Fred M.; Hamilton, Virgil; Haney, Otto & Ruby; Hansen, Mrs. B.; Hardesty, Emory; Harding, Dean; Harding, Holland Wm.; Hardy, Perry Wm.; Harlinger, Ginger Lee; Harmon, Wm. H.; Harmon, Mrs. W.; Harris, Frank; Harris, Lillian; Harris, Walter; Harrison, Bayne B.; Harvey, Al; Hathaway, R. B.; Haulditch, Willie E.; Hawk, James; Hayes, Eugene; Hayes, Will; Haynes, James B.; Haynes, Willie Jordan; Hazen, Lewis C.; Heath, Claude; Helton, Walter; Hemphill, M.; Henley, Raymond H.; Herman, Eddie & Mrs.; Hersburg, James; Hester, Jos. Olive; Hester, Rudolph Leroy; Heith, Kenneth Hill; Hill, Marie; Hilliard, Jimmy; Hilyard, Jimmie; Hoff, Earl M.; Hoffman, H. N.; Hoque, Mack; Holcomb, James H.; Holland, C. H.; Hollis, Wm. Humphrey; Holt, Wm. (Hawaitan Nights); Hood, Al; Hooper, Wm. Bill; Horner, H. E.; Horrell, Russell; Hos, Leland; Houghton & Houghton; Houston, Lee (Snake Show); Howard, James L.; Howell, Odia; Howey, Chas.; Hubbard, V.; Hudgins, H.; Huffman, Lucille H.; Hunting, Lynn D.; Hurst, Abe; Huth, Lester; Hutt, Myrtle; Ingram, Clyde M.; Ingram, Miss Jerry; Jacks Greater Show; Jackson, Cecil; Jenkins, Benl.; Jewson, Eric S.; Johnson, Carl G.; Johnson, Emmett R.; Johnson, James; Johnson, Miss Pat; Johnson, Thos. A.; Johnson, Wm. M.; Johnston, Mr. Marion E.; Jones, A. B.; Jones, James F. (from Violet Jones); Kabakoff, Dave; Kearns, Paul J.; Kelly, George & Mildred; Kelly, John; Kelly, Kitty; Kelly, Ralph O.; Kendall, Earnestine Kay; Kennedy, Boyd; Kent, Larry; Kentucky State Shows; Kepler, Lon, Bill & Jessie; Kerver, Joe; Kibel, Harry; Killeen, Raymond Joe; Killin, Eleanor; Kimmer, Marvin; King, Frank; King, Walton Carter; Kinkenn, Leland L.; Kline, Peggy & Charlie; Knapp, Jimmy (Benny Martin); Knodell, Emu' H.; Knox, Clifford R. & Gusie; Kolberg, Arnold; Kroneberger, Alfred E.; Krug, Mrs. Cleota Kass; Kumalac, Fred; Lafayette, Mrs. A. E.; La Flumbole; Lacy, Jim Scotland; Laderach, Leonard A.; Lamaunt, Ed Alfred; Lamoy, Frank; Lamon, Harry W.; Langley, Geo.; Langley, Maynard A.; Langway, Walter R. O.; Latham, Cecil; Laurent, Andra E.; Lawson, Geo.; Lawson, Washington; Lawson, Nash Beveridge; Lax, Alexander; Leason, Joe; Leason, Joseph; Lee, Becky; Lee, Coleman; Lee, Sandra; Lee, Mr. & Mrs. Tommie; Lee, Walter; Leeright, J. R.; Leischer, Jean; Lemmons, A. L.; Leonard, Dwight; Lewis, Harry V.; Lewis, T. P.; Lilly, Harold J.; Linday, W. J.; Lindt, Charles B.; Logan, Fred C.; Logan, Mrs. K. H.; Logsdon, Billy; Logsdon, David; Long, Raymond; Lopes, J. A.; Lowrey, Jack Lee; Lonsford, Geo. S.; Lutherford, Brice; Luzader, Delbert B.; Lynn, Shorty; Lytle, Charles; McAninch, Mrs. Olive; McClellan, Gladys & Geo. McAllan; McCloud, Edward J.; McCoy, Mrs. Billie; McCrary, Hazel; McFarland, Marjorie; McGuire, Claude Earl; McGuirt, Ernest; McKnight, James L.; McLane, Louise; McManus, Thomas J.; McRae, Malcolm B.; McRagel, Mack; McTavish, A. H. (Slim); Mack & Mital (Skating Act); Mackey, Earl M.; Mahoney, Daniel F.; Mancuso, Samuel; Mandrake, The Magician; Manley, Harold A.; March, Walter; Marlin, R. A.; Marko, Elaine; Marian, Sam; Marlyn, Nancy; Marsh, Jesse B.; Marsh, Joseph Luck; Martenev, Henaley; Martin, Paul Robt.; Martin, Ray; Martin, Sammie R.; Mason, John P.; Mason, Tom; Masters, Burton; Mathis, Edward D.; Menna, George; Mecman, Danny; Medina, Frank; Meitler, Walter; Mendus, Tony; Merritt, Walter; Mesplet, Jr., William J.; Meyers, Andrew; Miller, Floyd; Miller, Gypsy Rose; Miller, Jack V.; Miller, Jahala; Miller, Joe; Miller, Mildred; Miller, Paul S.; Miller, Ronald Eugene; Miller, Mrs. Ruth Lodter; Miller, Col. Zack T.; Milton, Jonnie R.; Minarik, Stephen; Mitchell, Duke & Mildred; Mitchell, Green; Mitchell, Helen; Mitchell, Louie; Mitchell, Marty; Mizner, Arthur; Modelle, Harry; Morehouse, Clinton; Morgan, Clayton; Morgan, Elvin; Morico, Oscar; Morris, Bob; Morrison, Floyd LeRoy; Morris, Lou; Mullen, Fred; Mullen, Thomas J.; Murphy, J. J.; Murphy, Donald F.; Murphy, Mrs. Spud & Maggie; Murphr, Verla E.; Murray, Marlene; Murray, Geo. William; Myers, William; Nabor, Bert; Nause, John; Nazarechuk, Nicholas; Nease, Pete; Neireiter, Floyd W.; Nell, C. A.; Nelson, Oscar; Nervus, Jack; Newman, Zella; Nettleton, Dick; Nicholson, Geo.; Nickerson, Patrick; Nickerson, S. N.; Nicks, Mrs. Baye; Noodleman, Gladys Evans; Null, Blackie; O'Brien, Clarence; O'Brien, Thomas G.; O'Connors, Nigle; O'Day, Mrs. Jean; O'Day, Patrick Jam; O'Hara, Fred; O'Kelly, Jeanne; O'Rourke, Samuel M.; Ogle, Douglas; Ogle, Joe N.; Ogle, Karen Lee; Olsen, O. S.; Overler, Otis Clarence; Owens, Bill C.; Page, Gene; Paige, Kiki; Palmeter, Richard; Papper, Pete; Parker, Herbert W.; Parker, John L.; Patton, Cliff; Payton, Bob; Paxton, George; Paxton, Marion; Pelton, Ivor; Penneck, Francis J.; Perkins, A. H.; Perry, E.; Peters, Frank E.; Peterson, Caroline; Petrie, Glen Harris; Peyton, Elmer Blacker; Phillips, Jack or Ronner; Phillipson, G.; Pilgram, Duke; Pirie, Mary Rose; Plush, Theodore R.; Pokorer, Frank; Pond, Edwin Sutton; Pope, Billy; Porter, Bill; Porter, Clyde R.; Potts, Clarence H.; Powers, Leo X.; Prosser, Paul; Puvvis, Cecil; Pyle, Bill; Ramallo, Frank J.; Ranes, Roy; Ransell, Marie; Rawlings, Catherine; Ray, H. E. (Happy); Ray, Rita; Raywell; Head, Lorraine; Head, Cecil; Head, Dan; Head, Earl B.; Heese, John; Heves, Edward; Reid, Pat; Reiningers, Bill



FOR THE IRISH ON THE DAY OF ST. PATRICK... MA90-Shamrock and Pipe. Gr... \$ 1.90 MA91-Shamrock and Hat. Gr... 1.90 MA92-Plain Shamrock. Gr... 1.10 MA93-Imp. Crepe Hats. Gr... 2.00 MA94-Imp. Min. Hats. Gr... 2.00 MA95-American Made Hats. Gr... 5.00 MA96-Green Lois. Gr... 6.00 MA97-Full Size Top Hat. Gr... 19.50 MA98-St. Pat. Paper Napkins, 24 in Pkg. Doz. Pkgs... 1.20 All above items are in Irish Green or decorated for St. Patrick's Day. Priced F. O. B. Terre Haute, 25% Deposit on C. O. D. Orders. Be sure to send postage.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

1950 CATALOG FREE 54 Pages Jammed With Premium Items Men's & Ladies' Famous WRIST WATCHES ELGIN BULOVA CRUEN BENRUS WALTHAM 7-Jewel \$8.75 15-Jewel \$12.45 17-Jewel \$14.50 Brand new 1950 model cases. Reconditioned and guaranteed like new. Rhinestone Case Watch Copies of Women's expensive \$200-\$300 watches. Reconditioned and guaranteed like new. \$8.95 17-Jewel, \$10.95. Rhinestone Dial, \$1.00 add. Above watch with brand new movement, \$2 add. Wholesale Only. 25% Deposit With Order - Balance C.O.D. Open Account to Rated Houses. MIDWEST WATCH CO. 5 S. Wabash Av Dept. B-11 Chicago 3, Ill.

SCOOP-RED HOT Auction Men-Jobbers-Salesmen-Agents NEW SENSATIONS, SWEEPING COUNTRY LIKE WILDFIRE! Now Is the Time to Cash in on These Sure-Fire Hits! FAMOUS FLOATING BEAUTY PENCIL, gold finished-\$8.50 per doz.-Sample \$2.00 -\$8.00 per doz. in lots of more than 6 doz. POCKET PISTOL LITER, chrome plated-\$15.00 per doz.-Sample \$2.00. IMPROVED CAMERA LITER-\$21.00 per doz.-Sample \$2.00. BEAUTIFUL TELESCOPE CIGARETTE HOLDER, gold finished-\$4.50 per doz.-Sample 50¢. COMBINATION BALL PEN AND LITER, gold finished-\$4.00 per doz.-Sample 50¢. SPECIAL OFFER: Samples of all five items send prepaid upon receipt of only \$6.50. TERMS: 25% with order-balance C. O. D. Payment in full must accompany all orders under \$5.00. SEND MONEY ORDER, CASH OR CHECK. All Orders Shipped Promptly. WORLD ENTERPRISES Suite 502, 152 West 42 Street, New York City Telephone: Wisconsin 7-1346

BINGO Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

GORGEOUS! CHOCOLATE EASTER EGGS BEAUTIFULLY DECORATED IN COLOR Direct From Factory. Jobbers' Prices. Beautiful Cellophanned 1 Lb. Boxes, 55¢. 24 to Case. Case Lots Only. No C.O.D.'s at this low price. Sample \$1. BARBARA FRITCHIE CHOCOLATES Frederick, Md.

\$1 STARTS YOU IN BUSINESS FREE CATALOG OF COMPLETE LINE INTRODUCTORY OFFER-Send only \$1.00 for 2 fine quality ties. Special group top value \$1.00 sellers direct from manufacturer. Now only \$7.20 per doz., your cash profit \$4.80 per doz. Regular \$1.50 and up values. New designs, large assortment, deluxe materials, expert workmanship. Lined at both ends. 100% wool interlining. Money-making opportunity supreme. Act now! PHILIP'S NECKWEAR 20 W. 22nd St., Dept. B-106, New York 10, N. Y.

CHEWING GUM WHOLESALE ONLY Factory-Fresh - Cello Wrapped. All flavors! Prize Pack Chicks! Ball Gum, all types and sizes. AMERICAN CHEWING PRODUCTS CORP. 4th and Mt. Pleasant Ave. Newark 4, N. J.

WOW'EM! FOUR DRINKS OUT OF A CIGARETTE PACKAGE! Watch their eyes pop out when you pull out a cigarette package and pour out a shot of 100 proof! The new Hollywood KICKJACKET is a sensation everywhere - a tiny Plastic Flask small enough to slide into an empty cigarette package yet BIG enough to hold 2 1/2 full jiggers of your favorite liquor. For Sports and Honky-Tonks they're terrific. Wagon Jobbers, Distributors Here's a Winner! Write Today for Wholesale Prices. Two Samples Airmailed to You for 50¢. 4016 W. 3rd St. KICKJACKET CO. Los Angeles 5, Calif.

CLOCK RADIOS Wake up to music instead of the old-fashioned alarm. Set clock for desired time and the radio will automatically start your favorite program. Combination 5 Tube Radio and Sessions Electric Clock are available in ivory and black plastic cases. Radio and clock guaranteed. EXCELLENT FOR PUNCH BOARDS. PREMIUM OF GIFT. Price \$18.50 (4 or more) Sample \$20.00 25% deposit with all orders required-Balance C. O. D. Delivery immediate. DIANCO PRODUCTS CO. 3128 Edgemont St. Philadelphia 34, Pa.

FAST SELLING TRICK! 4 NICKELS TO 4 DIMES Precision made of brass. Changes 4 nickels into 4 dimes! No skill required. Everybody wants one! Retail for \$1.50. SAMPLE-\$1.00 \$6.25 for one doz. or \$12.00 for 2 doz. Remit with order for QUANTITY PRICES! D. ROBBINS & CO. New York 18, N. Y.

- Henfro, Jack
Heno, William
Hernolds, "Joe Water"
Reynolds, Paul C.
Reynolds, Peggy
Rieci, Ralph
Richardson, Edward V.
Richardson, Joe
Richardson, Thomas
Richie, J. D.
Rieck, Tommy
Riffle, Lewis W.
Riggby, Douglas H.
Riley, Matthew J. (Shows)
Riley, William
Rish, Rosita
Roach, George
Roberts, Bob
Roberts, E. L.
Roberts, Henry J.
Robinson, Rudy
Rocco, R. W.
Roehon, Ralph
Rodgers, Jack
Rodgers, Virgil
Rovers, Chas.
Roffe, John
Rollins, Jamie
Romick, Ray
Roni, G. B.
Rose, Thomas L.
Rosenfeld, Sol
Ross, Harry
Ross, Leonard
Rosser, Florette
Rosner, William
Roth, Charles Lee
Roth, Chas. R.
Rowe, Jack
Ruby, Clifford J.
Rucker, E. H.
Ruddy, Geo.
Rudger, Albert
Ryan, James
Rycroft, Nancy
St. Clair, Jim
St. Clair, Joan
St. John, Kenneth
Sander, Charles
Sandlin, R. E.
Sawyer, Fred
Sayler, Dorman
Saxre, Speedy
Scarboro, Elvin
Schimmelpfening, James F.
Schultz, Ronald
Scott, Cowell
Seourtino, Joe
Screhneff, William
Sealo, George
Seavers, Lewis
Serpentina
Sessions, Allen V.
Sessions, Clifton
Sexton, Alice
Shackelford, John
Shaffer, Carl F.
Shaffer, Jack
Shannon, Wilburn
Sharpe, Mrs.
Shea, John P.
Shears, Raymond
Shepardson, Kenneth C.
Shepardson, Lucky
Sheridan, Frank V.
Shingledecker, Thomas J.
Shnapp, Harold
Shottwell, Herbert
Shropshire, Frank
Shrobs, Bob
Siberry, Chas.
Siegrist, Charlie & Helen
Siegrist, Joe & Bebe
Simmon, Mrs. Jack
Simon, Anne G.
Sierman & Decker
Smacklick, Harry
Smallwood, Bruce M.
Smith, Claud H.
Smith, Russell
Smith, Theodore
Snow, Mrs. Cliff
Snyder, Mrs. Carl D.
Snyder, Ted
Solis, Fred Garcia
Sorenson, F. C.
Sorenson, C. H.
Sovan, Michael
Speagle, Diamond Jim
Spencer, Art
Sprofflin, James
Stafford, Mack
Stamper, Richard
- Stanko, Geo.
Stanley, Ed
Stanley, Bud & John
Stanley, Jr.
Starker, A. W.
Steblar, Mrs. Joe
Stela, Sam
Stephenson, Robt.
Sternor, Connie
Sterninar, Frank T.
Stevens, Daniel
Stevens, Geo. W.
Stewart, Fred
Stillman, Mrs.
Stirling, Michael
Strange, Barbara
Strausser, Jeanette
Strausser, Samuel J.
Street, Frank W.
Striegel, Robt. P.
Stubber, H. G.
Suber, H. Sarge
Sullivan, Arthur E.
Sullivan, Joan
Sullivan, W. D.
Sullivan, Walker
Sun, Pete
Synak, Leonard
Takayama, Joe Lee
Tannan, Jeanette
Tayler, Jasper
Taylor, Billy
Taylor, Wm. Allen
Taylor, Elmer
Tedford, Troy
Tedron, Leonard
Tent, Mrs. T. W.
Texas Kid, Jr.
Thomas, Paul L.
Thompson, Ray
Thompson, Tommie
Thornton, Bob
Thorpe, Blackie (Vt.)
Thurston, Doris
Tiger & Atlas
Tobell, Alton
Tobell, Opal F.
Townsend, Colleen
Trohanovsky, Alex
Tromman, Ross
Trout, Rex
Turner, David
Tyler, Carl E.
Unthank, Wilber G.
Vangness, K. O.
Vaughan, Gene
Vess, Chas.
Vestal, James Cecil
Vigna, C.
Wade, R. L.
Waddell, Thomas
Waite, Kenneth H.
Wake, Mary
Waldon, Wm.
Walker, Georgia
Wallander, John M.
Wallien, Sweed
Ward, J. Robt. & Julieene
Warhurst, Nobie Chas.
Warhurst, N. C.
Warren, Fred
Waters, Jr., Mervyn J.
Waters, Percy
Webster, "hunie" Lee
Welch, Mary
Wells, Harisel
Wensik, Ernest E.
Wentfall, Charles
Whipple, Otto
Whitaker, C. J.
Whitaker, Paul
White, Mrs. Leroy J.
White, Loyal
White, Lucious E.
White, Luther
White, Chester
Whitten, Malcolm (Baby)
Wicks, Robt.
Wiese, Gustav G.
Wiest, Marcus
Williams, Arthur
Williams, Mrs. Bobbie J.
Williams, Jim
Williams, Maude E.
Williams, Robt.
Williams, Thomas
Williams, Willie
Williamson A1 (Th)
Wilson, Duke
Wilson, Jackqueline
Wilson, Jimmie
Wilson, Percy
Wilson, Ted (Scaleman)
- Wilson, V. A.
Winand, C. E.
Winter, Jas. H.
Wojtaszek, Benjamin J.
Woodward, Ida B.
Woolser, Floyd
Woolser, Orrille G.
Wright, Charles
Wright, Ella
- Yarde, Arthur
Yauson, Del
Yoffa, Louis
Young, Max
Younis, Jack
Zabik, Marian D.
Zebik, Jack
Zeno, Joseph
Zieta
- Johnson, Ray
Jones, Rodney Leon
Karnonen, Wm.
Kearns, Homer
Kerns, James A.
Kearse, Marie
Kennedy, Charles
King, Hugh
Kits, Walter
Kopt, John
Land, Charles W.
Laughlin, Mrs. Virginia
Leitner, Marie
Lenke, Joe
Lewis, Gene & Kenneth Waite
Lewis, Sam Ernest
Linkous, Justin M.
Loudon, Walter
Lorenzo, Capt. Jack
Louden, Mr. & Mrs. Cecil
Lowe, Glen D.
Lucas, Harold J.
Lunde, Russell
Lycke, Karl E.
Lynn, John J.
McCary, W. H.
McDaniel, H. L.
McKay, Joseph J.
McKinney, Dick
Malloy, Ullaine
Marlah, M. S.
Martin, Arthur
May, Allan
Mellon, Mrs. Ann
Middletton, Elizabeth A.
Miller, Alfred
Miller, M. E.
Montgomery, Leveter
Moreland, Miss Jean
Morgan, Patsy
Mulligan, Clyde
Nazercheck, Nicholas
Newman, Wilbert P.
Nuttaltes, Joseph E.
Ocle, Karen Lee
O'Hara, Mack
Olive, William
Orlando, Joe
Osborn, Linwood E.
Osburn, James
Page, George
Payne, Earl E.
Pelen, Charles W.
Perry, Mrs. Mildred
Peterson, Mrs. Ernie (Hazel)
Peterson, Leroy
Pierce, Wendell R.
Reed, Herbert
Reid, Sammy & Bob
Rich, Arthur
Richman, Frank & Thelma
Roach, Mrs. Rita
Robertson, Richard
Rohn, T. W. (Strawberry)
Roland, Miss Anna Lee
Rosier, Roy
Roth, Fred W.
Rowland, Roy
Saas, George F.
Sandusky, A. D.
Sanotino, Mrs. Donria E.
Schnepf, Harold
Sears, Walter
Siler, Joe
Sims, Joe
Sponler, Howard
Smith, Mrs. Iola B.
Smith, John David
Smith, Thomas B.
Smith, William D.
Stacy, W. A.
Starkey, John
Switly, Wm. P.
Traywick, Florid C.
Velkinburgh, John E.
Villapando, Noah V.
Warhurst, Norbin O.
Watson, Frank
Webster, Paul
Weisband, Harry M.
Wellington, Harry R.
Walters, Elmer
Weston, Harry R. & Margaret H.
Wetherbee, Harold
White, L. D.
Wildrick, Elmer
Wildrick, Lydia
Williams, Mrs. May
Williams, Miss Pat
Wilson, Bill
Wilson, Robert C.
Witke, Cash
Wright, Donald M.
Wright, Thomas G.
Tanda, Dorothy

**MAIL ON HAND AT
NEW YORK OFFICE**
1564 Broadway
New York 19, N. Y.

**MAIL ON HAND AT
CHICAGO OFFICE**
188 W. Randolph St.
Chicago 1, Ill.

**MAIL ON HAND AT
ST. LOUIS OFFICE**
390 Arcade Bldg.,
St. Louis 1, Mo.

EVERY ONE A WINNER!

METAL HORSES NEW LOW PRICES!

IN GOLD OR BRONZE FINISH

BUY DIRECT FROM MANUFACTURER!
WE GUARANTEE OUR PRICES!



Size	Price per doz.
721 2 1/2"	\$ 1.80
728 3 1/2"	2.75
713 4 1/2"	4.00
727 5 1/2"	6.60
731 6 1/2"	9.00
725 7 1/4"	12.60
730 8 1/2"	16.80
717 10 1/4"	21.00

When ordering, please give size and mention finish desired

FAST SELLING ORNAMENTAL CLOCKS
10 1/4" Horse Clock, Cowboy on Horse, Cowboy on Broncho Clock, Artistic Lady Clock, Setter Dog Clock.
Specify Gold or Bronze
\$7.50 Each

GET SAMPLE LINE
Send \$15.00 for sample line of Horses, Ash Trays, Novelties, etc., or Write for Circular Today!

Order shipped immediately. Terms: 25% Deposit—Balance C. O. D. unless rated. Orders under \$10.00 must be paid in full.

CRYSTAL CRAFT, INC.

34 EXCHANGE PLACE
JERSEY CITY 2, N. J.

Minsky's Was Ever Like This!

"MISS BUDOIR"

THE GIRL WHO LIVES!

New ★ Novel ★ Naughty ★ Nice



Gorgeous blonde, lives, breathes, smiles and dances before your eyes. Must be seen to be believed—a true phenomenon of the atomic age! Wherever the boys gather she sells on sight!—bars, fraternity houses, bowling alleys, barber shops, clubs, smokers, etc. Show it and they'll buy it!

\$9.00 Sample
DZ. Postpaid \$1.25

25% Deposit, Balance C. O. D., F. O. B. New York City

SIN-GREENE CORP.

907 BROADWAY
NEW YORK 10, N. Y.
TEL.: ORegon 3-9060-1

ARNO CASELITE

A Combination Case and Litter Holding a Full Pack of 20 Cigarettes!



Here finally is your Thin, Streamlined, Pocket Size Combination Case Litter in a Beautiful Life Time Finish. Holds a Full Pack of Cigarettes. Bright Finished Plate for Monogram or Initial. LITES AUTOMATICALLY WHEN SNAPPING CASE SHUT.

\$2.90 EA. NET **\$2.65** Ea. Net in lots of 12 or more

Mail Money Order Now for Immediate Delivery — 25% Deposit, Balance C.O.D.

ARNO SALES CO.

608 S. Dearborn St.
Chicago 5, Ill.

Introducing the Fastest-Selling Line of

STUFFED FUR TOYS

Each Item Individually Housed in a Beautiful Acetate Box



METROPOLITAN FUR TOY CO.
800 SIXTH AVE. NEW YORK 1, N. Y. MURRAY HILL 4-2033

These toys are made from genuine sterilized rabbit fur. Harmless dye used for assorted colors — brown, blue, white, gold and pink. We are presently showing a beautiful line of Easter bunnies

Ideal for salesboards, gifts, toys and confectionery novelty use. Choice territories open for salesmen on commission basis.

Also, we have a complete line of stuffed plush toys with or without acetate containers (i. e., Rabbits, Lambs, Ducks, Swans and Roosters). For further information regarding prices, etc., contact us.

GOLD WIRE ARTISTS

DEMONSTRATORS, FAIR AND RESORT WORKERS

We manufacture an extensive line of findings, plain and stone-set bangles, such as hearts, stars, clovers, pendants, jewel sets, heart and arrow, crescents, crosses, soldered link chains, springrings, jumpings; rolled gold plate wire, square and round, in all sizes and qualities; tie slides, pearl plates, hoops, ear wires, scatter pins and many other items. We also supply such tools as pliers, ring mandrels, size sets, etc. Illustrated is the Phelan Hand Made Gold Wire Ring in 1/20-12K Gold Filled, for which we are sole distributors. It comes in birthstone colors for men and women and makes a beautiful gift. Dozen lots, \$9 doz.; 6 for \$4; less than 6—\$1.10 each.

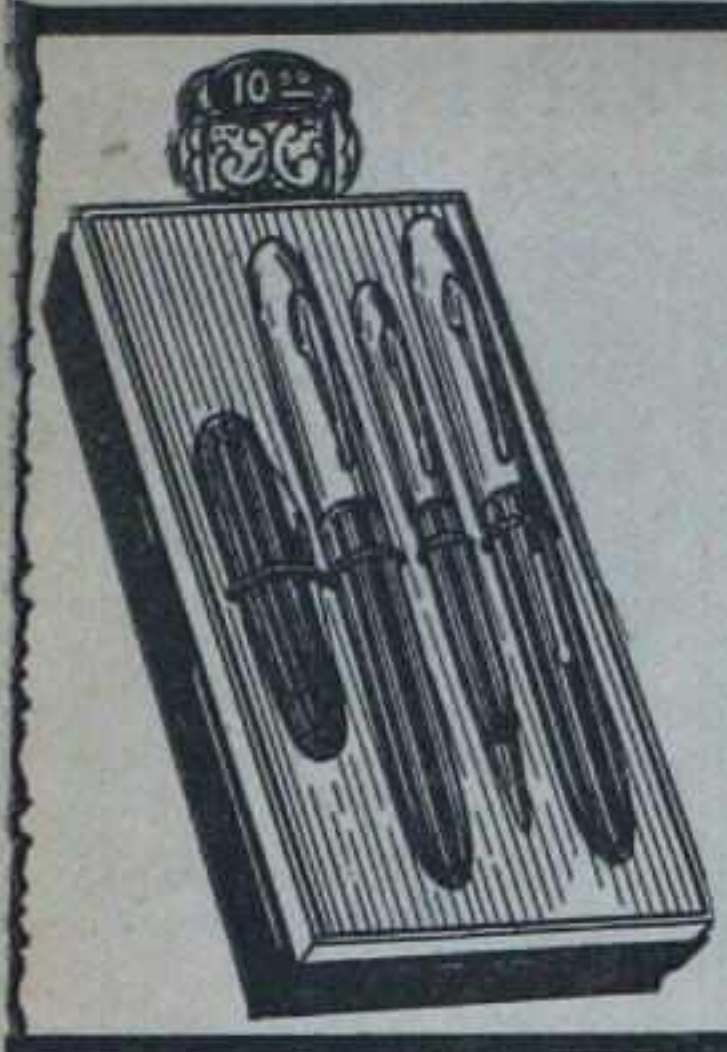


Pat. #150726
T. V. Phelan

Write for \$5 sample line, stating requirements—\$2 deposit required—bal. C. O. D.
For Quality Merchandise, Highly Styled, at Lowest Prices. **EMROW JEWELRY CO.** P. O. Box 93, No. Station 25 Danforth St., Providence 8, R. I.

Buy Direct From the Manufacturer and SAVE!

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE



Big Flash!

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

\$7.50 Per Dozen **\$87.00** Per Gross
SAMPLE SET, \$1.00

IMMEDIATE SHIPMENT
 25% Deposit—Balance C. O. D. Send cash or money order.

HARRIS NOVELTY CO.
 1102 Arch Street Philadelphia 7, Pa.
 Phone Market 7-9848

Pipes for Pitchmen

By Bill Baker

NAT GOLDEN... who has been in Detroit for some time, leaves soon on a month's buying trip in New York. He will go into the wholesale supply and auction business in Michigan upon his return and plans to open a store in the Motor City.

We've heard many a tip demand low prices but beef about low quality.

GEORGE (MUGG) MULKINS... well known in Pitchdom, is in the Chicago Fresh Air Hospital, where he's been confined since December 20 with tuberculosis. He says that he'll probably have to remain there for treatment for another six months and would like to read letters from friends.

Your future depends on you.

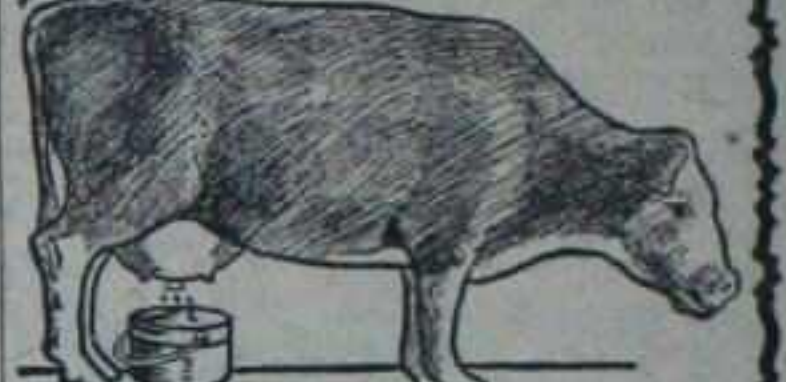
JOE H. GARFUNKEL... licensed auctioneer, writes from New Orleans that he was happy to learn via this pillar that Harry Maier has recovered from a recent illness and that he's getting around okay. Garfunkel and Maier are former side-kicks.

Go out to meet opportunity halfway and it'll come to you quicker than the other fellow.

"I WATCHED two old-time pitcheroos, Jack Kahn and Sol Addis, who have worked to-

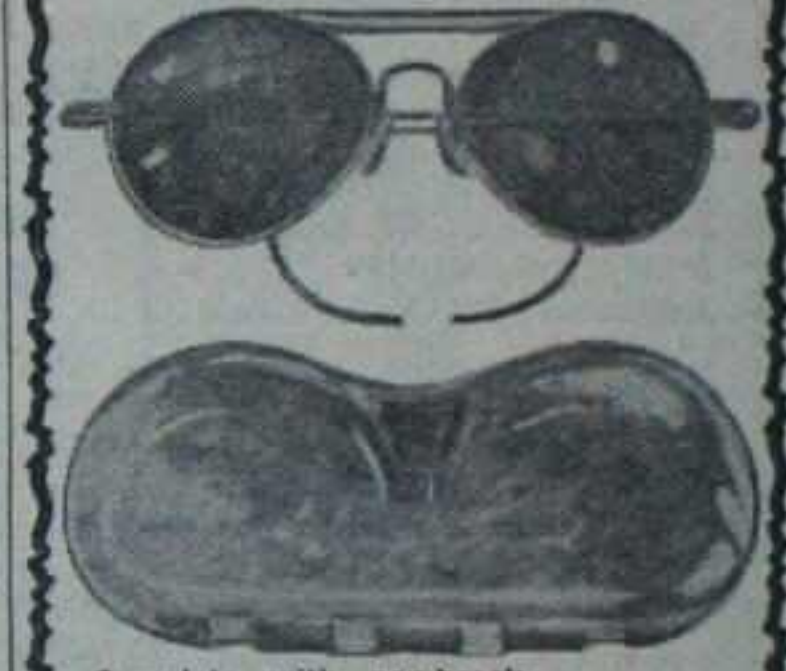
gether for the past two decades, drinking coffee and talking pipes at a table in a mid-town automat recently," letters Harry Greenfield from New York. "Kahn, about 60 years old, is still active, advancing and pioneering in the pitch field. Jack has opened more spots than any pitchman I ever knew. He has pitched health books, med, corn punk, toys, jewelry, handwriting analysis and many other (See PIPES on opposite page)

HERE AGAIN! OUR FAMOUS MILKING COW



Feels like a real cow, performs like a real cow. Thousands sold during last outdoor season—get with it now. A natural for all merchandise men. Complete with Milking Pail.
\$8.40 Doz. Sample \$1.00

BEST DEAL YOU CAN GET ON HIGH GRADE SUNGLASSES



Complete with non-breakable clear plastic case. Sensational values—you can sell for \$1.95 and more. See this item and be convinced. Men's and women's styles. Please specify.
\$8.40 Doz. Sample \$1.00

Sensational Live "Wiggly" Rubber LIZARDS



Fresh Stock... feels and looks like the real thing.
4 inch size \$7.20 Gross (Minimum order—6 Doz.)
9 inch size \$1.80 Doz. **\$19.80** Gross
 2 Doz. to Box.

FAMOUS "15" PUZZLE IS IN STOCK AGAIN!

Sturdy Plastic—complete with pocket carrying case. Sample \$1.00
 25% with order—balance C. O. D. Add 5% for parcel post.

THE MACK CO.
 32 North Wells St. Chicago, Ill.

BOARD OPERATORS BINGO! PREMIUM USERS!

SAVE 50% AND MORE!

NATIONALLY ADVERTISED
CIGARETTE CASE & LIGHTER COMBINATION

FULLY AUTOMATIC
 FAIR TRADED AT \$7.50 EACH

Priced elsewhere at over \$3.50
OUR PRICE ONLY \$2.10 NET

Sorry, we can't mention famous maker's name in this advt.
 in lots of 50 or more SAMPLE \$2.50 PREPAID

Order Now! 25% Deposit, Balance C.O.D. if not rated.

MONROE SALES CO.
 32 SOUTH ST. BALTIMORE 2, MD.

Is Our Face Red?
The CORRECT PRICE

for **JOCKO** is **4 samples \$2.75** (Postpaid)

CHICO Is Here!
 Our New Baby Monkey

SO-O-O-O Sorry...

Those who sent \$4 for 4 Jocko samples will be refunded the difference between this price and the correct one—4 for \$2.75.

Dealers, Jobbers, Distributors—Write for prices on complete line of live rubber items.

GARGANTUA
 4 Samples, \$4.00 Postpaid.

MINIT MANUFACTURERS
 313 SO. VICTORY BLVD. BURBANK, CALIF.

Now! *the beautiful* **Yorkshire**

\$8.50

BRISTOLSTONE DIAL... RAISED UNBREAKABLE CRYSTAL... ONE YEAR GUARANTEE... THE GOLD PLATED CASE... STAINLESS STEEL BACK... GIFT BOX... MATCHING LINK BAND With every watch

GENUINE SWISS MOVEMENTS. BRAND NEW... HOT RESULTS. SUGGESTED RETAIL PRICE \$4.95. PLUSH BOX 75¢ ADDITIONAL. 15% DEPOSIT WITH ORDER. BALANCE C.O.D.

YORKSHIRE WATCH CO.
 103 SOUTH WELLS STREET CHICAGO 6, ILLINOIS

WESTERN BOOT SAVINGS BANK

A few weeks ago we advertised the New Model Giant Size Western Horse with lariat and rifle—result: the boys are clicking. Here goes another new number that will be a honey. Authentic Cowboy Boot Savings Bank with lock and key. Highlighted and polished to a beautiful Bronze Finish. Height 5 inches. Bank will hold plenty, and you will bank plenty by handling this number. Send \$5.00 for 5 samples postpaid and wholesale prices. Money-back guarantee. No post cards answered. We were the first to advertise and introduce the Western Saddle Horses to The Billboard readers on May 19, 1947. Special low price on Sessions Horse Clocks. 10 1/2-inch horse with all-metal base. Size: 17x12. Beautiful bronze finish, \$6.40 each in dozen lots. Sample \$8.50.

C. GAMEISER
 Box 1324, Church St., Station 8, N. Y. C.

Always First with the Latest! For

UNUSUAL PREMIUMS, GIFTS, PRIZES, NOVELTIES, Etc.

Write

LEONARD HILL CO.
 112 South LaBrea Ave. Los Angeles 36, California

Imported Swiss Stop **CHRONOGRAPH** with 2 Push Buttons Tells Time. Stop Watch. Measures SPEED, Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.

- Telemeter
- Chrome Plated Case
- Precision Made
- Tachometer
- Unbreakable Crystal
- Attractive Dial
- Large Sweep Hand
- Hands and Numbers Glow in Dark.

Gross Lots **\$3.30**
 Watch Only
 Lots of 60 \$3.40
 Lots of 6 3.50
 Gold Plated, 75¢ extra.
 Plastic Band, 10¢ extra.

On orders under 6 watches, add \$1.50 ea. C. O. D. orders from non-rated concerns. 10% with order.

SARO WATCH, C-1674 B'way, N. Y. 19, N. Y.

BRAND NEW! TERRIFIC SELLER!

with 4 Sim. Rubies, 8 Sim. Diamonds, \$1.00 extra.

OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT! Workers Available See your Jobber

The OAK RUBBER CO.
 RAVENNA, OHIO

NEW! TERRIFIC!

Genuine **SWISS Watches**

\$3.95 with Expansion Band

BIG MONEY-MAKING VALUE

- ☆ Radium Dial in Beautiful New Styles
- ☆ Sweep Second Hand
- ☆ Smart, Highly Polished Case
- ☆ Genuine Expansion Band
- ☆ Medium Size

\$3.95 ea. in lots of 6 or more—sample orders \$1.00 extra—25% deposit on C.O.D. orders.

Write for New Value-Packed Catalog!

Cel-Max WHOLESALE JEWELERS
 198 S. Main St.—P. O. Box 473—Memphis, Tenn.

SURE FIRE HIT!

LADY OF MYSTERY PENCIL

(Behold, she appears—alas, she's gone)
 POSTPAID **\$9.00**
 SAMPLE \$1.25 Per Doz.

Turn smart Gold Pated Mechanical Pencil and sleeve slips back revealing plastic Art Model in color. 25% with all orders.

CALVERT SALES COMPANY
 213 North Calvert St., Baltimore 2, Md.

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
 137 E. Spring St. Columbus 15, Ohio Dept. X

CHINESE FIRECRACKERS

200/4/800 1 1/2" Firecrackers \$1.25 bndl.
 100/10/1000 1 1/2" Firecrackers 1.50 bndl.
 Cash with order, F. O. B. Center, Texas.
 25% discount for buying 8 bundle each size.

Hurst-Jones Fireworks
 Center, Texas

Simulated PEARLS

1 Strand	\$ 2.00
2 Strand	4.00
3 Strand	6.00
PEARL ROPES, 6MM	7.00
PEARL ROPES, 8MM	8.00
TEAR DROP EARRINGS	2.50
TEAR DROP ASST.	2.50
FLAT BUTTON EARRINGS	1.25

25% Deposit, Balance C. O. D.

Elvee Manufacturing Co.
 866 Sixth Ave. New York 1
 Murray Hill 6-4177-8

Communications to 188 W. Randolph St., Chicago 1, Ill.

SALESBOARD SIDELIGHTS

Universal Manufacturing Company, Kansas City, is gearing for all-out production on its new line of Pot Deals, for use with cash or merchandise, Joseph Berkowitz, president, announced last week. He added that Universal, along with Bee Jay Products, Inc., Chicago, continues to increase representation thruout the country by addition of many new shipping points in various sections of the U. S. (The Billboard, January 28). Newest addition to this "quick shipment and service" line-up is located at 210 N. Ewing Avenue, St. Louis, under the direction of Charley Kruse. It services the St. Louis area. Berkowitz states more shipping points will be added soon.

Universal and Bee Jay companies are also represented by the following salesmen in the territories named, according to Berkowitz: Henry Gutentag, sales manager, and Leo Goldsman in Illinois and Indiana; Charles Gearhart, in Missouri, Kansas, Oklahoma and Arkansas; Jack Warren, Ohio, Virginia and West Virginia; Phil Eisner, Pennsylvania, and Herman Horn in Florida, Georgia, Alabama, Tennessee, North and South Carolina.

Irving Sax, general sales manager of Superior Products, Chicago, is telling customers and friends about the new plan for '50. Superior is preparing to release a new "sensational board line design" shortly, Irv says. . . Marshall Maltz, Peerless Products, Inc., Chicago, reports mailings of the firm's new 1950

Feitler Heads Gardner Sales

CHICAGO, Feb. 4.—Irwin Feitler, president of Gardner & Company, will take over the office of sales manager, following the resignation of Charles B. Leedy, it was announced this week.

Leedy will continue to be associated with the company in the capacity of special sales supervisor for the Western States. He will move to California with his wife, better known as Miss S. Zinder, who is also resigning her position with Gardner as assistant sales manager.

Feitler's new duties mark a return to the same department in which he started with the firm 21 years ago. He will be aided by two assistant sales managers, to be appointed shortly. Speaking as sales manager, Feitler stated Gardner's greatly improved production methods will result in a still greater flow of new boards with new player ideas. The main objective of the sale department, he declared, will be to achieve an ever closer contact with customers. An aggressive sales campaign, both by mail and personal contact, will be an important part of the new program.

salesboard catalog, featuring 100 new releases, is going ahead full steam.

Gardner & Company, Chicago, continues its reports of sustained customer demand for its products. Joe Robinson gives out with the names of the newest releases in the firm's steady flow of new boards. Three of the "newies" hitting first-place reception are Nickel Diamonds, 5-cent play; Diamond Dough, 10-cent punch, and Number Game, quarter play. Sales representatives sending in word from various parts of the country say that the new premium and cash boards are meeting enthusiastic acceptance, and back their statements with some order "honeys."

Thomas A. Walsh Manufacturing Company, Omaha, sends the news that it has definitely hypooed business and upped board output since moving to its Farnam Street quarters late last year. D. L. Gruhn quotes from the company's order books to prove his point, adding the increased artist force is really keeping the designing boards alive with play-provoking designs.

Walter McNamara, the McNamara Company, Chicago, announces a new two-line board policy has been adopted, after much detailed planning over the past few months. One line is slanted toward the operator and customized to make him the most profits, while the second line is aimed at the retail sales market. Brother Philip is the daddy of a new daughter, Denise. Phil took time out from hitting the highways as sales representative to be on hand when the event occurred.

Mort Secore, Secore & Secore, Chicago, is very chipper these days following the reception given the self-loading Ringer number. And with two new small size quarter play boards out last week, Showdown and Little Duke, each 180 holes, also showing promise of good sales activity he has cause to beam brighter. Brother Irv returned Saturday (4) from his Eastern tour, and Mort was off February 6 for a New York jaunt.

PIPES

(Continued from opposite page) Items. In his time, Jack has opened new street corners, lots, stores and various summer resorts. His newest and latest promotion is a sensation. He's opened a spot in one of the largest private food markets in New York and, thus far, has done well with his health demonstration."

A. D. (ANDY) ANDERSON is at his home in Manistee, Mich., mulling the idea of going into the novelty musical instrument concession biz, selling hum-a-tones, toy bugles and metal kazoos. He plans to make a tour of fairs this season.

FOOD FOR THOUGHT . . .

for big and small town officials alike, who thru some naive notion have belabored pitchmen with exorbitant taxation or closed their towns completely to them, is contained in the following editorial from a Mobile, Ala., paper. The editorial was written in answer to County License Inspector Thomas L. Holley's recent announcement that all persons intending to sell novelties and souvenirs on Mobile streets during the Mardi Gras celebration must plan on securing \$30.50 State and county licenses. By all persons, Holley explained that he meant individuals employed by other peddlers as salesmen. In other words, if a peddler hires three employees, the peddler and his hirelings all must have a \$30.50 State and county license. Entitled "Loosen Up Tom, It's Mardi Gras!" the editorial took this subtle trend: "If, by chance, any Mobilian is unaware that Mardi Gras is almost

upon us, he will be shocked into this realization by the annual row that heralds its approach. County License Inspector Tom Holley has announced that he will crack down on street peddlers who fail to pay the \$30.50 State and county licenses. Holley insists that all persons selling carnival novelties and souvenirs must pay the licenses. If a peddler has two or three employees, kids or grownups, helping him, each and every one of them is liable for the individual licenses. The license is pretty stiff to apply to a kid, or a cripple or some of the other unfortunates who pick up a little extra change selling novelties. They are part of the fun. The gay crowds like to have them around. At more than 30 bucks a throw there aren't likely to be many around. This point of controversy arises every year. Why it should break out, we can't know. Mobile has been enjoying Mardi Gras carnivals for way over a century. Holley is a diligent and conscientious man. We only wish he could appreciate Mardi Gras a little more. He might join other Mobilians and enter into the spirit of this festive occasion which comes but once a year."

PUSH
PUSH

PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.

W. H. BRADY CO., Mfrs.
Established 1914
CHIPPEWA FALLS, WISC.

**ATTENTION
OPERATORS AND JOBBERS**

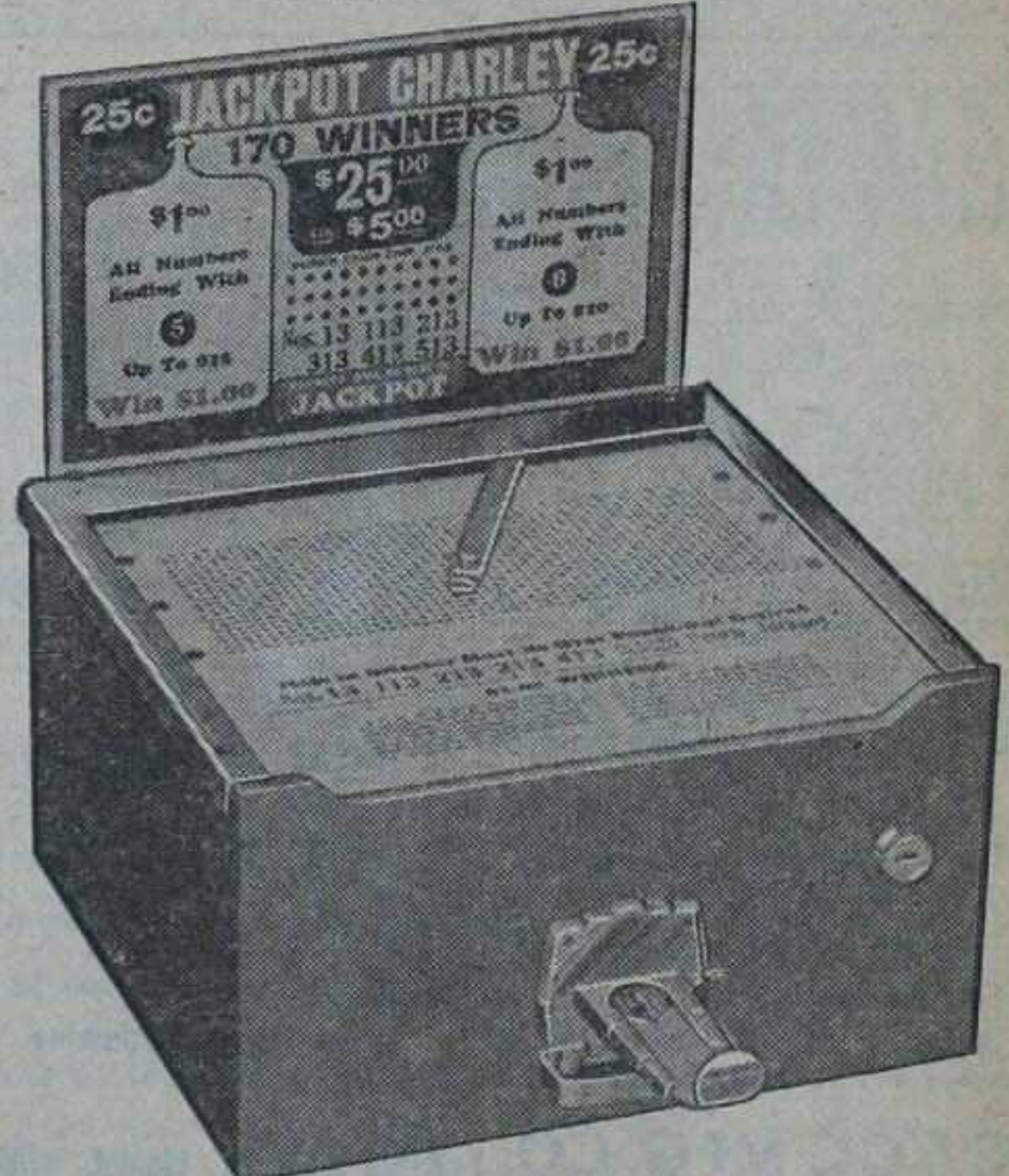
Make big profits with high class Salesboards and Jar Tickets. National distributor for Glassine Banded Tickets. We have been in business here the past 12 years.

Write or Phone 2660
for Information and Samples

MILNER NOVELTY COMPANY
500 N. 9th Street La Fayette, Indiana

WALTERS' AUTOMATIC SALESBOARD CABINETS

DEALS OF ALL KINDS



R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

**THE YANKEE TRADER CUTS THE PRICE
SALESBOARDS—PREMIUMS—TICKETS**

50 BOARDS for 50 BUCKS, guaranteed to please. 5c, 10c, 25c Def. and Av. MONEY BOARDS. Limit 2 deals to regular customers, 1 deal to new.

1000/25c J. P. CHARLEY, 20 or 30 Hole J.P., thick. Ea.	.70
1000/1c CIGARETTE GIRL, 24 Pack P.O. Ea.	.50
400/5c LOTTA PACKS, 3 or 3 Pack P.O. Ea.	.43
1000/5c PICK A CHERRY, Av. Profit \$23.25, thick. Ea.	1.89
1000/5c E. Z. HIT, Av. Profit \$29.40, thick. Ea.	1.89
400/25c SILVER QUARTER, coin insert bd., Def. Pr. 43c. Ea.	1.89
1000/5c ASSTD. NEW DEFINITE BDS, thick, \$1.69 ea. Ds.	\$19.95
1000/5c ASSTD. NEW J.P. GIRL BDS, thick, \$1.95 ea. Ds.	23.25
1200/5c ASSTD. NEW J.P. GIRL BDS, thick, \$2.19 ea. Ds.	26.15

120 TICKET TIP BOOK, \$17.95 Gr.; With Wheel Jackpot, \$19.45 Gr.
3170 R.W.B. TICKETS, Kraft, \$135.00 Gr.; White, \$168.00 Gr.

SEND YOUR NAME! TELL US YOUR NEEDS! GET ON OUR MAILING LIST FOR ALL OUR BARGAINS!

THE YANKEE TRADER SALES CO., 655 W. Broad St., Columbus 8, Ohio
Full Cash With Order or 25% Deposit, Balance C.O.D., F.O.B. Col., O.

SALESMEN WANTED

To represent two leading manufacturers of Ticket Games and Salesboards in the States of Texas, Louisiana, and Mississippi. Must live in territory. Single man preferred. Must stay out at least four weeks at a time. We don't want men who look for repeat commission only. Must work. Give qualifications. Address: Box D-310, c/o The Billboard, Cincinnati 22, Ohio.

ATTRACTIVE
and UNUSUAL
PUSH CARDS
Designed and
Manufactured by
RAY MERTZ & CO.
525 S. Dearborn St. • Chicago 5

**SALESBOARDS
AND TICKET DEALS**
WRITE WIRE OR PHONE FOR
JOBBER'S & OPERATORS PRICE LIST
B.F. PRODUCTS
190 PIEDMONT RD., CHARLESTON, W. VA.
PHONE 28-771

Superior's

TOP SECRET

COMING SOON

6 sensational new punchboards
* STYLE G

SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED
SAME DAY RECEIVED

Holes	Play	Description	Def.	Profit	Price
400	5¢	LUCKY BUCKS, THICK	Def.	\$ 7.00	\$.60
300	25¢	QUARTER COLORS, THICK	Def.	15.00	.60
1000	5¢	CHARLEY THIN	Def.	17.00	.90
1000	25¢	J.P. CHARLEY, THICK	Avg.	52.00	1.15
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	1.60
1000	5¢	SWING IT, THICK GIRL BOARD	Avg.	24.65	2.25
1040	5¢	TAKE A CHANCE, THICK GIRL BOARD	Avg.	29.40	2.25
1040	5¢	TIGHT SQUEEZE, THICK GIRL BOARD	Avg.	30.25	2.25
500	25¢	FULL O'TENS, THICK, 6 Nos. to Ticket	Avg.	49.33	2.50
500	25¢	TEN TENS, THICK, 6 Nos. to Ticket	Avg.	61.42	2.50

JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes
1000-1200
1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock. Plain Tip Definite, Jackpot
Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARD

—SLASH!—
IMMEDIATE DELIVERY

400 Buck Board	\$.45	2000 Lulu Belle	\$1.40
1000 Charley Board, thick	.75	1000 Plain Boards	.50
1000 Jackpot Charley, thick	.85	1000 Cigarette or Checkers	.55
1200 Texas Charley, 10, 25, \$1.00	1.10	800 or 1000 Girlie Money Boards	1.75
1200 Cheerful Charley	1.10	Grab Bag Special	12 Boards for \$5.00
1800 Lulu, Jar-O, etc.	1.12		

25% deposit with all orders—balance C. O. D. All orders paid in advance will be shipped
prepaid—minimum orders \$10.00.

TIC TOC MFG. CO. 712 NO. 85th ST., OMAHA, NEBRASKA

DISTRIBUTORS — JOBBERS
100 NEW 1950 SALESBOARDS **100**
Lowest Prices in History!

Write for Catalog or Phone Harrison 7-2973
PEERLESS PRODUCTS, INC. 633 Plymouth Court
Chicago 5, Ill.
Manufacturers of High Grade Salesboards

SALESMEN WANTED

To represent two leading manufacturers of ticket games and salesboards in the States of
Florida, Georgia, Tennessee, Alabama, North Carolina and South Carolina. Must live in
territory. Single man preferred. Must stay out at least four weeks at a time. We don't want
men who look for repeat commission only. Must work. Give qualifications. Address
Box D-309, c/o The Billboard, Cincinnati 22, O.

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P. O. BOX 86-A 222 2nd St. HUNTINGTON BEACH, CALIF.
Ph.: Lexington 6-3218

GIVE TO THE DAMON RUNYON CANCER FUND

USED COIN-OPERATED MACHINES

Musie • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN — CIGARETTE AND CANDY
Vending Machines; all makes, models; lowest
prices; what have you to sell? Mac Postel. 6416
N. Newgard Ave. Chicago, Illinois. fe18

ARCADE BARGAINS—LARGE VARIETY MA-
chines and equipment; write for list. McKee
Sales Co., 2041 Kenneth Road, Glendale 1,
Calif. fe25

ATTENTION! POPCORN OPERATORS—WHEN
buying any type 'Pop' Corn Sex Vendors it
pays to write the factory first. Take advantage
of lowest prices, factory guarantee, and com-
plete parts service; you get the best deal at
the factory. Write, wire or phone Auto-Vend,
Inc., 5210 Bonita, Dallas 6, Tex.

CARAMEL POPCORN MACHINE—COMPLETE.
like new; cost \$650; first \$350 takes same;
Star P-50 Popcorn Floor Model, \$245; twenty
Popcorn Sex 10¢ Vendors (popcorn), \$59.50 ea.;
10 Minitpop (10¢ play) Popcorn, \$99; Star
Restaurant Equipment, Beverator Co., Cam-
bridge, O.

CIGARETTE MACHINES—WINTER SPECIALS;
write for prices; complete parts department
and mirror stock; uQuarter Conversion and
Kingsize Kits. Central Vending Machine Service
Co., 3967 Parrish St., Philadelphia 4, Pa.

DIGGERS—ERIE HAND OPERATED DIGGERS;
Pokerinos, Exhibit Iron Claws; Merchant-
men, Electro Hoists, Buckleys; we buy Diggers,
Rotary Merchandisers, Digger Merchandise,
Metal Animals. National, 4243 Sansom, Phila-
delphia, Pa.

FOR SALE—TWO HILCO-ICE CREAM BAR
Vendors, floor samples, vends ice cream bar
on stick for 10¢; list, \$575; distributors, \$450;
these floor samples @ \$350 each. King-Pin
Equipment Co., 826 Mills St., Kalamazoo, Mich.
np

FOR SALE—17 USED BALLY POP CORN
Vendors, \$15 each. Staples Pop Corn Co., 640
Main St., New Rochelle, N. Y. Tel. N.R. 6-8340.

FOR SALE — THIRTY-SIX MILLS DO-RE-MI
and Studio Twelve Record Automatic Phono-
graphs; all recently taken off location and in
good mechanical condition; singles \$50 each or
the whole lot at \$35 each; two Jennings Por-
celain Enamelled Penny Scales and one Mills
need minor repairs, \$10 each; one Standard
L. C. Smith Typewriter, in excellent condition,
\$40; one almost new Mimeograph Machine, \$35;
one Capitol Record Player, new, \$50; almost
new Portable Underwood Typewriter with case,
\$60; Phonograph Records, used, lots of 50,
twenty-five cents each; one third cash with
order, balance c.o.d.; goods shipped f.o.b. Rock
Falls, Ill. Robert Pollock, 405 Ave. E. Rock
Falls, Ill.

FOR SALE—ABOUT FOUR OF EACH: ALI
Baba, \$47.50; Merry Widow, \$39.50; Screw-
ball, \$45; Robin Hood, \$39.50; Rondeevon, \$39.50;
Yanka, \$39.50; Alice in Wonderland, \$45; Barn-
acle Bill, \$69.50; Carnival, \$49.50; Goatee, \$75;
Chicago Coin Rebound, \$49.50; Dale Gun, \$90;
Mills Constellation, \$195; Packard #7, \$125; Wis-
consin, \$39.50; Humpty Dumpty, \$39.50. 1/3
deposit. Donald Zak, 3017 S. 14th St., Mil-
waukee, Wis.

FOR SALE—21 VENDORLATOR AUTOMATIC
Beverage Dispensers; late model; 10 case
capacity, 12 ounce bottles; in good operation
and on location; price on lot, including inven-
tory of replacement parts and equipment,
\$2,000. Manhattan Royal Crown Corp., 3830
South Michigan Ave., Chicago 15, Ill.

FOR SALE—SHUFFLEBOARDS, NATIONALS,
18, 20, 22 feet. Like new; maple play-fields,
\$175 each. L. Blouw, 5454 N. Sawyer, Chicago.

FOR SALE—SPECIAL, MASTER #6, RECONDI-
tioned, like new; 1¢ or 5¢, \$7.50 each. North-
western Sales & Service, 4105 16th Ave.,
Brooklyn, N. Y. GEDNEY 8-3600.

FOR SALE—MUTOSCOPE PHOTOMATIC, LIKE
new; used about a year and a half with \$300
supplies; price, \$700. Flipper and non-flipper
pin games, California Shuffle Alley, priced to
sell. Mason L. Colbert, Nebraska City, Nebr.

GOOD BUY—4 UNEEDA-PAK CANDY MA-
chines, good working, Stands, \$40 each; like
new, Stoner Sandwich Machine, \$100; 24 5¢
Nut Machines, \$60. Goodman Vending Service,
Lebanon, Pa.

MUST BE SOLD AT ONCE—COMPLETE 1/4
Arcade, complete 5¢ Arcade; all types of
guns, games, Roll-downs, Skeeballs; entire lot
or individual; very reasonable. Vic. Manhardt
Co., Inc., 1705 W. Clybourn St., Milwaukee 3,
Wis. fe11

PIN GAMES (100)—PREWAR, \$2.50 EACH AS
is. Ideal Novelty, 2823 Locust, St. Louis.

SHUFFLEBOARDS LIKE NEW — ROCK-OLA,
American and Masonite; write for price.
Rutherford Amusement, 510 West Brady, Tulsa,
Okla.

SPECIAL! NORTHWESTERN DELUXE FOR
sale, Reconditioned, like new; 1¢ and 5¢
Combination, \$14.95 each. Northwestern Sales
& Service, 4105 16th Ave., Brooklyn, New York.
GEDNEY 8-3600.

STAMP FOLDERS DIRECT FROM MANUFAC-
turer; low, low price; immediate delivery;
write for prices and sample. J. Schoenbach,
1645 Bedford Ave., Brooklyn, N. Y.

WANT OLD TIME MUSIC BOXES—STATE
condition and prices. Jim Taylor, Joseph
City, Ariz.

WANTED—JENNINGS ELECTRIC FREE PLAY
Front Vendor Bells; nickel play. J. Hibner,
444 Prospect St., York, Pa.

WANTED—10TH INNING; WITH OR WITH-
out stand; state condition and price in first
letter. Art's Amusement Co., 2522 Winona,
Flint, Mich.

WANTED—25 PACKARD PLAYMORE CHROME
Wallboxes in A-1 condition at \$12.50 each.
Write Dallas Music Co., 1515 N. Washington St.,
Dallas, Tex.

WANTED—3 BALL ORIGINAL FLIPPERS
Games, also 1 Ball Pay Outs 5¢ Peanut
Vendors, any quantity. No dealers, no junk;
cash on the line. Write, wire, phone. Montana
Theater Equipment, Box 1000, Phone 33, Sun-
burst, Mont. fe18

6 UNEEDA SHOE SHINE MACHINES — PRAC-
tically brand new; used less than one month,
\$100 each; 1/3 deposit required, balance c.o.d.
Harry Dasher, 1435 Meridian Ave., Miami
Beach 39, Fla. Phone 58-1639. mh5

12 SEEBURG 3 WIRE BOXES, TYPE 3W2-L 56
at \$30 each; perfect condition; Tom-Tom Roll-
down at \$50. ABC Novelty Co., 2509 S. Presa
St., San Antonio, Tex.

100 SLIGHTLY USED COIN OPERATED CO-
lumbia Radios, \$27.50 each; 1/3 deposit, bal-
ance c.o.d. G&W Vending, 449 S. Pine, Lima,
Ohio. fell

in a hurry..

We can give you fast de-
livery from stock. Save you
money and time. We stock one of
the largest selections of Coin Boards. Com-
plete display in our showroom. Boards by
well-known board manufacturers, such as

SUPERIOR
CONSOLIDATED-CONTAINER
BEE-JAY PRODUCTS
SECURE & SECURE
FREE STATE
BORK MFG. CO.
EMPIRE

Don't lose LOCATIONS and customers
by running out of STOCK. SAVE
MONEY by not OVERBUYING. Let us
carry your stock.

WE ARE AS CLOSE TO YOU AS YOUR TELE-
PHONE. CALL LOMBARD 32676 or LOM-
BARD 37866. STOP IN TO SEE US WHEN
IN PHILADELPHIA. YOU WILL RECEIVE
PROMPT AND COURTEOUS SERVICE.

Rake COIN MACHINE
EXCHANGE
609 SPRING GARDEN ST.
PHILA. 23. PA.
LOMBARD 3-2676
Distributors of Coin-Operated
Machines and Salesboards

SPECIAL

WE ARE OVERSTOCKED ON THE
FOLLOWING TICKETS

Size	Per Bag
2170 R. W. B., Singles	\$.85
2170 R. W. B., Five Fold	.95
1836 Combination	.75

No orders accepted in less than lots of 36
bags per order.

25% deposit with all orders, balance C. O. D.
T. & C. SALES COMPANY
207 No. Sandy St. Jacksonville, Ill.

Salesboards—Bargains

400 5¢ Jumbo Lulu	Prof. \$12.50	\$.49
1000 25¢ Charley	Prof. 50.00	.69
1000 5¢ Nickel Charley	Prof. 17.50	.49
1440 5¢ Barrel	Prof. 18.00	.98
1440 10¢ Barrel	Prof. 24.00	.98
1800 5¢ Lulu—X TK.	Prof. 18.00	1.10
1000 25¢ J.P. Charley	Prof. \$51.00	\$.78
1000 10¢ J.P. Ready Money	Prof. 50.00	1.09
1000 5¢ J.P. Big Forty	Prof. 24.10	1.29
1000 to 1200 5¢ J.P. Bds.	Prof. 28.00	1.49
1000 & Up 5¢ Girlie J.P. Bds.	Prof. 29.00	1.79
1084 25¢ Block Buster	Prof. 41.00	1.79
2400 5¢ J.P. Barrel	Prof. 41.00	1.79
2400 10¢ J.P. Barrel	Prof. 82.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturer at Very
Very Reasonable Prices.
— Columbia Sales Co. —
302 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 342

Communications to 188 W. Randolph St., Chicago 1, Ill.

Shuffle Game Drive in Philly

CSCA Reports New Members; Hold Meeting

Activities Cover State

HARTFORD, Conn., Feb. 4.—"Continued State-wide enthusiasm" is the way Abe Fish, of General Amusement Game Company of Hartford, president of the Connecticut State Coin Association, Inc., (CSCA), the newly-organized coin machine operators' organization, describes its growth.

The association has now launched its activities on a State-wide basis, Fish reported. A meeting, with all officers and county delegates in attendance, was held last week at the Hotel Bond, Hartford, with discussion of organization by-laws as the main business of the evening.

"We plan to hold meetings at the Hotel Bond over a period of five or six weeks to discuss various aspects of this newly-created State-wide organization."

Membership as of last week was continuing to grow, with the latest figure estimated at 45. "It's amazing," said Fish, "how fast we're growing and gaining new members all over the State. Once we're organized, of course, we'll buckle down to the job of promoting the coin machine industry in the Connecticut area."

Plans call for an office, staffed with a secretary, at a key city in Connecticut. Temporary quarters of the organization are at the Waterbury Amusement Company, Waterbury, Conn. Lou Naclerio, secretary of the State organization, is associated with Waterbury Amusement Company and is maintaining temporary quarters for the group there.

Lou Rosenberg Elected Prexy Of NYC Ass'n

NEW YORK, Feb. 4.—Lou Rosenberg, of Arrow Amusement, was elected president of the Associated Amusement Machine Operators of New York (AAMONY) at a special meeting Thursday (2). The association, dormant for more than a year, was revived recently following a quantity placement of shuffle games here (*The Billboard*, January 21).

With about 75 member firms represented at the huddle at the Manhattan Center, the others named to office included Murray Lax, vice-president; Jack Semel, treasurer; Philip Greitzer, secretary; Joe Kochansky, financial secretary, and Dave Lowy, sergeant-at-arms. Members-at-large elected to serve with the officers on the AAMONY board of directors were Harry Ross, Harry Berger, Milton Green, George Ponser, Irving Kaye, Bob Hartnett and Sanford Moore. M. Mendelson is executive director.

The membership pledged itself to observe regulations of city authorities in placing equipment, taking out all required licenses and keep coin-operated games from locations where juvenile play is likely. It will work, however, to seek a change in license regulations permitting fees to be paid on a quarterly basis.

Brief and Important Late Digest of Coin Machine News

New Coin Machine Tax

Pinball games and juke boxes are now subject to an annual tax in El Reno, Okla., C. A. Bentley, city manager, announced last week. Operators of pinball games in that city will pay a \$15 tax per machine per year, while phonos will be subject to a \$10 annual levy. No coin-operated equipment will be allowed on location within the city limits unless the tax stamp is affixed to the unit, Bentley said.

Wolcher Partner in General Music

Lou Wolcher, Advance Automatic Sales Company, San Francisco distributing outlet, last week purchased an interest in General Music, Los Angeles, owned by Bud Parr. Wolcher stated that the new affiliation now gives those manufacturing firms represented by his company complete coverage on the West Coast. Deal became effective Wednesday (1).

Williams Exec Hospitalized

Sam Stern, vice-president of Williams Manufacturing Company, was taken to the Edgewater Hospital, Chicago, Monday (30) for an emergency appendectomy. He is expected back at the office in a few weeks.

Games Aid MOD

PHILADELPHIA, Feb. 4.—Albert M. Rodstein, of the Banner Specialty Company, introducing the Super Shuffle Alley game in this territory, gained much good will and publicity for the unit by having the machine help in the March of Dimes campaign.

On Monday night (30), while a big polio auction was being staged at Town Hall for the infantile paralysis fund, Rodstein put on a show with his machines, with all the coins collected turned over to the March of Dimes. In addition, he placed Super Shuffle Alleys in the lobbies of a number of movie houses which not only attracted interest for the new game, but also realized a large number of dimes for the polio campaign.

Perkins Forming New Distrib Org

CHICAGO, Feb. 4.—Herb Perkins, president of the Purveyor Shuffleboard Company, this week announced the formation of the Purveyor Distributing Company to handle all types of coin machines. Firm will headquarter at 4322-24 N. Western Avenue, Chicago, Perkins said and has already lined up a sales staff.

First product to be handled by the new firm is Metro-Bowl, a bowling game attachment for shuffleboards, manufactured by Metro-Electronics Co., Inc., Indianapolis (See separate story in Shuffleboard section). Firm will cover Michigan, Illinois and Wisconsin for the Indiana company, and for other products to be added as soon as the company organization is completed.

Calendar for Coinmen

February 7 and 21—Muscle Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

February 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

February 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

February 14 and 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

February 23—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.

February 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 1—Coin Machine Operators' Association of Harris County (CMOHC), monthly meeting, Houston Chamber of Commerce Building, Houston.

March 2—Washington Music Guild, Inc. (WMG), monthly meeting, Washington.

March 6—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore.

March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual national packaging exposition, Navy Pier, Chicago.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Sked Leagues, Tele Airers; Form New Org

United Unit Featured

PHILADELPHIA, Feb. 4.—The biggest impetus ever given to a coin-operated game here is being provided for Shuffle Alley by the Banner Specialty Company. Albert M. Rodstein, head of the local distributing company, has arranged an ambitious promotion and advertising campaign, highlighted by two weekly television programs and the establishment of a league for players.

With the organization of the Shuffle Bowling League of America (SBLA), Rodstein announced the appointment of Angelo Musi, former college and professional basketball star as commissioner for the org. Musi's position was announced when the league made its official bow at a dinner last week for members of the press, radio and television at Frank Palumbo's Theater-Restaurant.

Rodstein, president of the association, explained to the guests that United Manufacturing's Super Shuffle Alley is an exciting new game embracing the most appealing features of bowling and shuffleboard. The association was formed, he added, to govern official tournament and competitive play. Offices have been set up for the association at 1420 Walnut Street.

Musi is a former Temple University star who captained the Philadelphia Warriors, champion professional (See SHUFFLE GAME on page 114)

United Intros Super Shuffle Alley Product

CHICAGO, Feb. 4.—Deliveries on Super Shuffle Alley have started, Billy DeSelm, United Manufacturing Company sales manager, has announced. Featuring several new mechanical and playing improvements, the game is available in two lengths, eight and nine and a half feet.

Set for dime play, Super Shuffle Alley action is built around the bowling theme. All scoring is automatic and the player completes 10 frames in a single game. Pins used on Super Shuffle Alley are plastic and are placed on a raised platform. Although player aims at the pins, the puck passes under them. Illuminated pins go out as puck hits contacts. After each shot player can tell how many pins he made and his point score is recorded upon the completion of each frame. Strikes, spares, splits and other key bowling plays are an integral part of United's new game.

DeSelm pointed out the entire playfield of the new game is hinged for easy access for servicing. The unit has alleys on both sides, a newly designed cabinet and is equipped with the space and time-saving drop chute. A puck-finding rack which is built to go under the pin platform without interfering with the score is standard equipment on Super Shuffle Alley.

SUPERVEND, LYON FIRMS SOLD

Chi Group, Hammergren, Buy Texas Co.

Appoint New Executives

CHICAGO, Feb. 4.—Rumored since last August, the sale of SuperVend Corporation to a group headed by Mike Hammergren was confirmed in Chicago and Dallas this week. National sales of the SuperVend three-drink cup machine are now being handled by Hammergren's SuperVend Sales Corporation, 134 North La Salle Street, Chicago (*The Billboard*, January 14).

Announcement of the sale for an undisclosed price came from Hammergren and from Judge M. M. Miller, who was president and manager of SuperVend Corporation.

Hammergren, until last spring vice-president and sales manager for the Rudolph Wurlitzer Company, announced he had appointed the following executives for his new organization: Larry Cooper, vice-president; Herman Paster, vice-president and sales manager; Paul Fuller, vice-president in charge of design, production and engineering; C. A. Brinkert, assisting in engineering and production, and George Dick, secretary.

All of Hammergren's top executives have wide experience in the coin machine field—most of them former Wurlitzer personnel. George Dick was president of the Coin Ma-
(See SuperVend on page 94)

WVMO Holds First Confab Of New Year

Talk Commissions, Service

LOS ANGELES, Feb. 4.—First 1950 meeting of the Western Vending Machine Operators' Association (WVMOA) held at the Unique Cafe (31) produced a slim turnout. In the first huddle since November, card holders mulled ways and means of getting members to attend.

A proposal by Secretary Bob Leidenberger to forego the customary monthly dinner and move the meeting time from 7 to 8 p.m., was offered. Some members, he claimed, probably did not want to take advantage of the dinners that heretofore have pre-
(See WVMO Holds on page 94)

Lobee Pump Co. Buys Vendall Division of Hydro Silica Corp.

GASPORT, N. Y., Feb. 4.—Lobee Pump & Machinery Company has announced the purchase of the Vendall Division of the Hydro Silica Corporation. M. B. Maynard, Lobee official, stated that after taking over the vendall a new selector was developed to insure more positive action.

Now in production in Lobee's plant, the Vendall unit will be shipped from the firm's Gasport factory.

Lobee Pump & Machinery Company has been manufacturing a line of pumps since 1900.

Planned P-R Programs Pay Off For Canadian Vender Operators

VANCOUVER, B. C., Feb. 4.—Canadian vending machine operators and distributors have worked out a program for planned public relations that has paid off in building new patronage. In capsule form, several outstanding examples of such p.-r. work are presented by the firms which have adopted such long-range sales stimulating policies.

To create greater interest in and knowledge of modern automatic merchandising equipment, one firm, Three Star Coin Machine Company, Edmonton, Alta., has arranged with a leading downtown department store to display different models of venders. These are featured in a store window and also in a special setting on one of its floors. A complete group of venders is shown, ranging from cigarette and soft drink units to handkerchief and nylon hose venders. Both the window and interior displays are supplemented by large posters which describe the various types of equipment. The firm found the store eager to comply with its request to install the machines for display purposes.

Siegel Distributing Company, Ltd., a distributor, Vancouver, invites school children, with their instructors, to make tours or field trips to its headquarters. Purpose is to explain to the pupils and their teachers the newest developments in the vending field—they are shown the interiors of typical machines, how they are filled and how coin-changing mechanisms function. Each week several weekdays are set aside from 9:15 thru 10:15 a.m. so that classes in elementary, junior high and high schools may make such expeditions.

Children, upon returning to classrooms, prepare compositions on the subject, *How Vending Machines Help the Community*. For the best composition turned in by a pupil from each classroom, Siegel Distributing Company awards a free ticket for a Saturday afternoon cartoon showing at a neighborhood theater. Usually, it has been found, the children mention their trip and composition to their parents, resulting in consider-

(See Planned P-R on page 92)

Hamilton Intros 4-Flavor "Show-Case" Milk Vender

CHICAGO, Feb. 4.—Following two years of development and location-testing, Hamilton Automatic Dispensers, Inc., this week announced that its four flavor bottle-carton milk vender is in production, with first deliveries scheduled for Friday (10). Tom Hamilton, president, said that output would be increased as manufacturing facilities were more fully developed.

Called the Hamilton Automatic Milk Dispenser, unit is designed to display milk containers in vending position behind two large thermopane glass panels. Panels themselves are doors, open to permit easy loading of the four vending shelves. Vender, exclusive of coin changer and penny refunder units, is priced at \$750.

Two of the four shelves holds 48 half-pint containers, two held 42, with a total capacity of 180 containers. There is no storage compartment. Model M-A has vending

shelves spaced for one-third or one-half pints, while Model M-A-Q accommodates 139 quart bottles. In the small sizes either paper cartons or glass bottles may be used in any popular size or shape, square or round, at the same time.

Vending, cooling and coin mechanisms are designed as package units, each being removed and replaced without use of tools, Hamilton stated. The four vending shelves, which are actually endless belts with individual pockets for the milk containers, are of stainless steel. The single motor and selection mechanism for the four shelves is housed in a compartment at the ends of the two lower shelf-conveyors. Cartons or bottles are placed four rows deep across each shelf, which vends alternately.

After the container drops off the end of the conveyor shelf, retainer springs retard its progress down a vertical chute. Final delivery to the
(See Hamilton Intros on page 94)

Electro Sets Up Servicing Program for Cig Operators

NEW BEDFORD, Mass., Feb. 4.—The in-process overhaul of C-Eight Electro marketing plans, featured recently by a slash in list price and a switch from distributors to factory representatives (*The Billboard*, January 21), took another step toward completion this week as the cigarette machine manufacturer released details of a comprehensive service set-up.

The new plan, designed to take over and augment service functions formerly among distributor duties, was launched two weeks ago but is not expected to reach its full scope for another month. It calls for service engineers to visit C-Eight operators on a regular schedule, publication of a house organ and for the services of a public relations representative who will funnel back to

the plant here operator suggestions for equipment improvement.

To implement the plan, Anthony Caruso, C-Eight topper, has divided the country into six service areas. Under the general direction of William Webster, service manager, traveling service engineers will call regularly on each operator in his territory. It was emphasized these calls would not be dependent on the receipt of service requests. Each operator would be visited at least once every six weeks.

The duties of the service engineers are to correct local difficulties before they result in serious machine failures, Caruso said. In addition, they will instruct route servicemen in tested service techniques. Where necessary, school sessions will be held
(See Electro Sets on page 94)

Stuart Lyons, Worthington Set Sales Co.

Take Over Cup Vender

NEW YORK, Feb. 4.—Lyons Industries, Inc., has been formed here as a joint enterprise of Stuart G. Lyons, former president of Lymo Industries, and the Worthington Pump & Machinery Corporation. The new firm will handle sales of Lion 1,400-cup venders still in inventory and new beverage machines, to be known as the "Lyon Vender," manufactured by Worthington.

The move capped rumors of negotiations leading to transfer of the vender that have been current in the trade for several months (*The Billboard*, December 10). The machine had been produced by the Bally Manufacturing Company under contract with the Lion Manufacturing Corporation, both of Chicago.

All Rights Transferred

The official announcement of the transfer stated all rights, designs and patents pertinent to the cup machine were included in the deal. The new company has set up offices at 342 Madison Avenue here and has acquired service and warehousing facilities in Long Island City. Officers include Stuart Lyons, president, and Frank J. Whelan, vice-president. Whelan holds a similar post with Worthington. Don S. Reynolds, formerly of Lion and Lymo, will be chief engineer.

Under a contract between Lyons and Worthington, new venders will be produced at the manufacturer's Holyoke, Mass., plant. Manual dispensers will also be manufactured for sale by the New York company.

It is understood Worthington will continue the manufacture of the Stewart 500-cup drink vender. About 150 of the smaller units are believed to have been produced.

Tasty Sandwich Sets New Sales, Supply Program

CHICAGO, Feb. 4.—After two months of operation, Tasty Sandwich Company has 45 cold sandwich venders on location and a new sales policy has been effected. Miss Georgia Shanks, treasurer, said machines already on location and working will be sold in multiples of 10. A five-machine order, it was indicated, was also considered a "multiple sale."

Second change in policy centers on sandwich supply. Formerly, the firm attempted to supply local operators with prepared sandwiches, wrapped in cellophane, at 5-cents each (*The Billboard*, December 3). Now all sandwiches will be prepared and packaged by the operators. According to Miss Shanks, the package sales deal also includes equipment for preparing the 5-inch size half sandwiches. This includes special cutter, for correct sizing of sandwiches, waxed boxes instead of paper for packaging, and detailed directions on how to most efficiently make such sandwiches in volume.

To date, Tasty Sandwich Company's venders have been installed in Chicago only, and include placements in factories, trade schools, clinics, bowling alleys, etc. A 250 employee force
(See Tasty Sandwich on page 94)

AWARD CTA DRINK CONTRACT

Mechanical Merchants To Op Cup Units

Wins Over Five Bidders

CHICAGO, Feb. 4.—Following a two-months delay due to rejection of all earlier bids (*The Billboard*, December 17, 1949) Chicago Transit Authority (CTA) announced this week its C-3 vending contract for operation of cup-type soft drink equipment was awarded to Mechanical Merchants, Inc. The firm, which had installed the first cup-type machines in rapid transit stations in May, 1949, thus retains the operating contract for another four years and 11 months. Contract became effective February 1, and expires December 31, 1954.

H. L. Pollard, CTA director of public relations, reported Mechanical Merchants' bid was the winner out of seven original entries, two of which were withdrawn. Firms withdrawing their bids were Col-Spa Vending Service, Inc., and Chicago

Dimes for Polio

DETROIT, Feb. 4.—Coin machines can collect funds for major charity drives.

Port Huron has enlisted its parking meters in the March of Dimes campaign.

Unlike many coin machines, the typical parking meters will retain any coin. As a result, signs are being placed on the meters along downtown and business streets, in Port Huron asking contributions. The dimes will be set aside for the charity fund, but will not operate the meters themselves, nor provide any parking privileges.

Concessions, Inc. The four other bidders were Automatic Beverage Dispensers, Mills Automatic Merchandising Company, Automatic Canteen Company and Central States Concessionaires.

Guarantee

Mechanical Merchants guarantees CTA 15 cents per 1,000 revenue passengers during each of the five years the contract is in force. Pollard estimates between \$40,000 and \$50,000 will be realized by CTA during 1950 in commission on the cup machine operation alone.

There are now 20 cup venders installed in rapid transit locations, along with two Photo-Mat machines. This equipment is operating almost 100 per cent in Loop subway stations. By midsummer, Pollard hopes to have over 40 drink units in use, with many placed on metropolitan el platforms.

The C-3 contract gives Mechanical Merchants the right to install other types of vending equipment, other than candy, gum, nut machines and penny scales. However, CTA reserves the right to restrict such installations as to size, color, type, etc. Too, it will set different commission rates for such new installations, as they will not be governed by cup machine commission rates. While placement of new types of venders has not been explored as yet, Pollard suggested units dispensing potato chips, and other snack food items, might be used.

Frozen Food Men Predict Boom in '50

Venders Get Foothold

CHICAGO Feb. 4.—Predicting 1950 will be the biggest year in frozen food history, six segments of the industry met in a four-day annual convention at the Congress Hotel here this week (January 31 thru February 3).

Combining to make up the National Frozen Foods Convention, participating distributors, preservers, packers, suppliers, brokers and warehousemen pointed to two vital facts that signified steady advancement for their industry, close-knit co-operation between all groups, and the jump in the \$350,000,000 dollar sales volume of 1948 to an estimated \$460,000,000 (See FROZEN FOOD on page 95)

SPORT CHARMS

NEW ASSORTED

VERY REASONABLY PRICED



PLASTIC (6 Colors) . . . \$3.75 M
COPPER PLATED 6.00 M
GOLD PLATED 7.00 M



ALPHABETO CHARMS

(A-Z and 10 Numerals)



PLASTIC (4 Colors) . . . \$2.00 M
COPPER PLATED 4.00 M



WRITE FOR SAMPLES

Opportunity for Distributors

DON'T DELAY! ORDER NOW!

PAUL A. PRICE CO.
220 BROADWAY
DEPT. B
NEW YORK 7, N. Y.

NEWEST CHARMS

ATOMIC SERIES (Western & Athletic) Per M (Boxed)
300P, Plastic, 6 Colors . . . \$3.00
300M, Metal Plated, Copper & Nickel 5.50
300C, Color Plated & Gold Color . . . 5.75
300S, Silver 6.50
SKULLS
400CE, Silver With Colored Eyes . . \$7.80
LARGE BASEBALL
White \$4.50
Metal Plated, Copper or Nickel . . . 6.25
Gold Color 7.00
MINIATURE OPERATING PADLOCKS
Steel With Individual Keys, Per Gr. \$8.00
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
FULL CASH WITH ORDERS UNDER \$10.00.

PLASTIC PROCESSES CORP.

300 E. 46th St. New York 17, N. Y.
Murray Hill 4-3990

ATTENTION, OPERATORS

"Bill," the coin machine mechanic, formerly associated with "Rake," "Asco," "Unit," "Rowe," is now personally supervising all repairing and rebuilding of vending machines and amusement games for

Willow Coin Machine Co.

"A Shop Where Repairs Have Priority"
252-254 N. Second St. Philadelphia 23, Pa.

Special Rates to Coin Machine Exchanges



The Greatest Little Profit Booster Ever Built!

ACORN

14 or 5¢ All Purpose Bulk Merchandiser

If You're Looking for "Insured" Profits—This Is It! WRITE TODAY!

Mountain State Distributors

\$13.95 EA.
Phone: Cameron 16

Cameron, W. Va.

4 Dairy Queen Machines

Used 3 Mo. 1949 Models.

GRANT T. WHITE

401 Garrison Ave. Fort Smith, Ark.

Deecee Solons Eying Coin-Op Gas Stations

WASHINGTON, Feb. 4. — District Commissioners are seeking the views of local organizations on the feasibility of installing self-service gasoline stations here. The Merchants' and Manufacturers' Association prompted the survey when it asked the commissioners to prohibit such stations as constituting a fire hazard.

The American Automobile Association has informed the District commissioners that it favors the units if they mean lower gasoline prices. However, the association is opposed to unsupervised stations.

Coca-Cola International Announces 1949 Earnings

NEW YORK, Feb. 4.—Coca-Cola International Corporation, reporting earnings last week for the year ended December 31, revealed that both gross and net income has increased over 1948 while the number of common shares has declined.

Gross income in 1949 was \$8,681,250 compared to \$7,387,740 in 1948, and net income was \$8,174,238 compared to \$6,955,566 the previous year. The number of common shares fell from 171,304 in 1948 to 169,926 in 1949.



SALE ROWE ROYAL

Cigarette Vender \$95.00

10 Col., 400 Pack Cap. \$85.00

8 Col., \$20 Pack Cap.

ATTENTION —25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEDA, 8 Cols. \$100.00
UNEDA, 6 Cols. 90.00
Uneda Model 500, 9 Col., 350 Pack Cap. 100.00
9 Col., Model E, 270 Pack Cap. 59.50
ROWE PRESIDENT, 10 Col. 100.00
Rowe Imperial, 8 Col., 240 Pack Cap. 70.00
National 9-30 75.00
DuGrenier, Model W, 9 Col., 308 Pack Cap. 62.50
DuGrenier, 6 Col. 32.50
Special! 4 Col., 100 Pack Cap. 27.50

CANDY MACHINES

ROWE, 120 Bar Cap. \$85.00
Candyman, 72 Bar Cap., with base. 65.00
VENDIT, 150 Bar Cap. 57.50
U-Select-It 35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergeen 7-4568 BROOKLYN 11, NEW YORK

BY EPPY—OF COURSE!

The Most Famous Packages in America Now in Perfect Miniature

GROCERY STORE CHARMS 58 Varieties

Terrific — absolutely terrific! They pay off like magic. Put them in your machines — and out goes the contents in record-breaking time! Order today!

\$12.50 per M, assorted
F.O.B. Jamaica, L. I., N. Y.

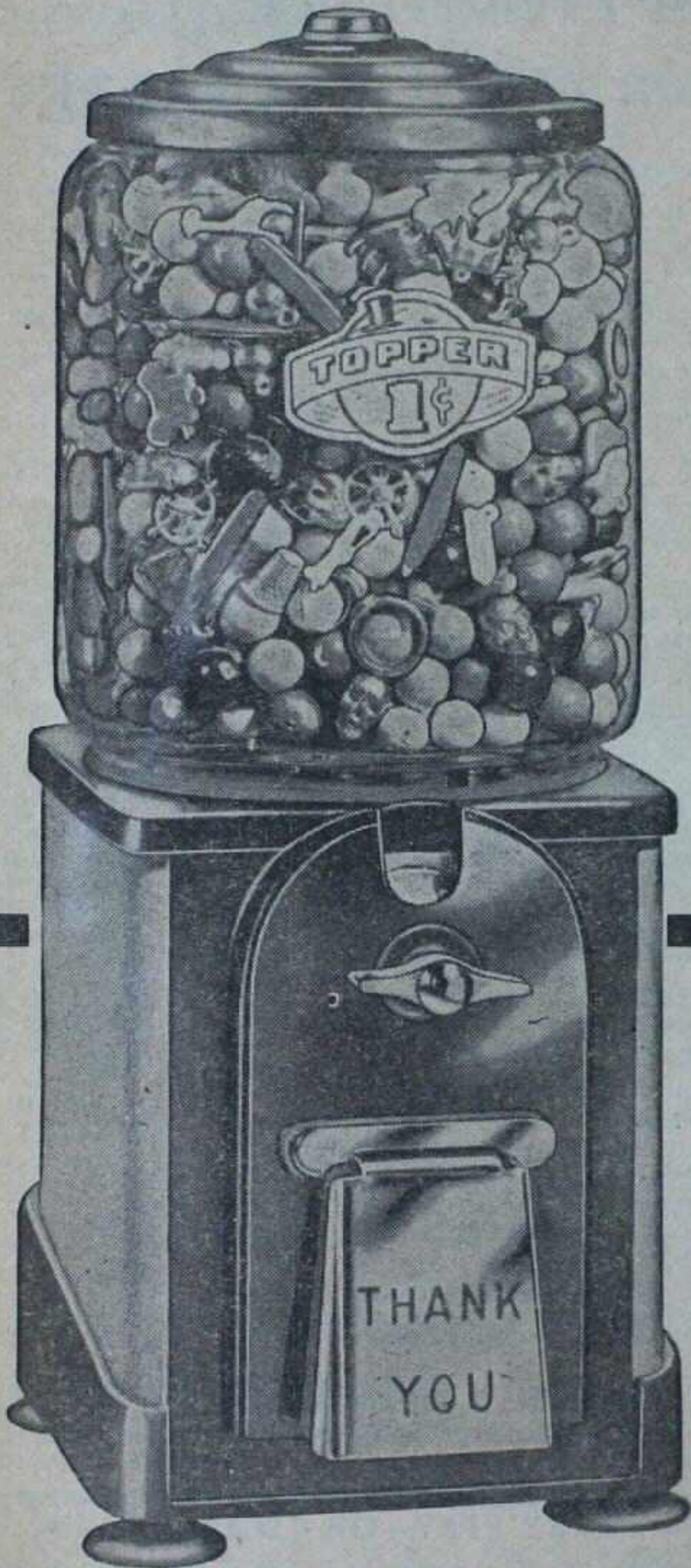
EPPY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I., N. Y.

Get On Our Mailing List. New Ideas Monthly!



VICTOR'S TOPPER



GREATEST VALUE **IN** **BULK VENDING**

The TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet the quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation.

- * Venus the combination of ball gum and charms like magic.
- * Also efficiently vends all other kinds of bulk merchandise.
- * Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
- * The base is a combination cash box and wall bracket.
- * Finished in red and black enamel (baked on). Trimmed in beautiful chrome.
- * The TOPPER comes in 1¢ only.

When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE

\$43.00 PER CASE **\$10.00 Per Machine**

IN LOTS OF 1 TO 5 CASES **in Lots of 25 Cases**

This Figures Only **\$10.75 Per Machine!**

Contact your jobber today or write direct. **TOPPER WILL GET YOU ON TOP** Plastic Globes available on all Victor models at only 50¢ extra per machine.

MANUFACTURED BY VICTOR VENDING CORPORATION
5701-5713 W. GRAND AVENUE CHICAGO 39, ILLINOIS

Planned P-R Program Pays For Vend Ops

(Continued from page 90)
able as well as effective indirect publicity.

Another Dominion operator, Charles Galloway Company, also in Vancouver, has set up a window display of venders in the local library. Consisting of several typical machines, the display also has posters showing how many taxes are paid by vending machine operators, along with charts detailing the cost of venders, depreciation rate, pay roll for maintenance men and similar expenses.

Supplies News Feature

Galloway also has been conducting another public relations program. He has arranged with local newspapers to furnish editors with a weekly featurette called *This Vending World*. The weekly feature consists of a photograph of a novel vender or a sketch or photo of an ancient machine. Photos, sketches are obtained from fellow operators, distributors or manufacturers at no cost to Galloway once he explains how he wishes to use them.

The weekly vending feature is by-lined by Galloway, and to date he has supplied 11 different newspapers and shopping guides with the weekly "editions."

Chevrier & Larin, Montreal, has adopted a different interest and sales stimulator program, this one aimed more directly at creating plus-business. The firm offer: a monthly bonus payment of \$10, \$5 and \$2.50 to the location that comes up with a "brainstorm" responsible for increasing vender sales to a noticeable figure. The owner of any location containing one or more of the company's venders may write briefly a description of any methods which may be used to improve patronage or suggestions on vender placement. The firm has discovered that such monthly awards make its locations far more co-operative when it comes to getting the most out of the vender on their premises.

Orange-Crush Starts Sirup Sales Program Aimed at Cup Venders

CHICAGO, Feb. 4.—The Orange-Crush Company announced this week it was initiating a new sirup sales program aimed at the cup vender market. J. O. Young Jr., sales manager, stated that while the company does not as yet have a separate vending division, it has assigned one man to handle the development of such business.

Following an increase in sirup sales to operators in 1949 over 1948 without special emphasis being placed on vender business, Orange-Crush decided to take advantage of the volume potential in the cup machine field. At present the firm is selling its standard fountain sirup to operators, but is considering a change which will make it conform more directly to the demands of specific vending equipment, Young declared.

Current price range of the firm's sirups is from \$1.40 to \$2 a gallon.

Canteen Co. Earnings Show 1st Quar. Drop

CHICAGO, Feb. 4. — Automatic Canteen Company of America reported this week an \$841,195 drop in sales for its first fiscal quarter ended December 24, and a \$6,591 drop in net income for the same period.

Sales were \$4,934,322 compared to \$5,775,517 a year earlier. Net income was \$151,668 or 34 cents a share, compared to \$158,259, or 34 cents a

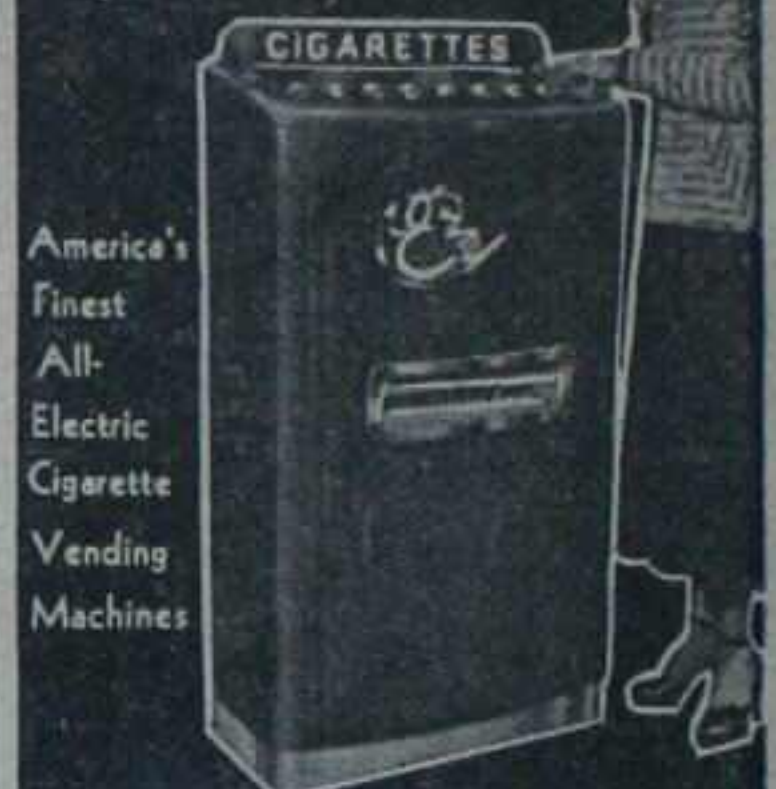
Now delivering

At **NEW** low prices

ELECTRO 8
NOW ONLY
\$198.50

ELECTRO 10 \$217.50
now only

The first and finest electric cigarette vending machines are now the lowest in price!



America's Finest All-Electric Cigarette Vending Machines

EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 14, N. Y. PRODUCTS OF C.B. LABORATORIES

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25¢ for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY

415 Neptune Street Pittsburgh 20, Pa.

SAVE to 15% CALIFORNIA VENDING **ALMONDS** PACKER-TO-YOU DIRECT

Our superb quality "T-Nee" brand. Vacuum packed in 5 lb. tins; 6 tins to case. Prices listed are on minimum 3 case orders.

Count	Almonds	Cashew-Almonds	Mix Cashews
875/925	73¢ lb.	69¢ lb.	66¢ lb.
640/800	72¢ lb.	68¢ lb.	65¢ lb.
576/640	68¢ lb.	64¢ lb.	61¢ lb.

LA RUE INTERNATIONAL, INC.
540 Hayes St. • San Francisco, Cal.

FOR COFFEE VENDING

IT'S **KOFFEE KING**

KOFFEE KING
National Distributing Corp.
20 E. 35th St., New York 16, N. Y.
Murray Hill 9-3424
KOFFEE KING IS A PRODUCT OF FUTURAMIC MACHINES, INC.

GIVE TO THE **BUNYON CANCER FUND**

The New Sensational Northwestern

MODEL 49 SPECIAL

Less than 25... \$13.75
Less than 100... 13.55
100 or more... 13.35

SPECIAL INTRODUCTORY OFFER

5 Model 49 Specials
plus 25 lbs. 210 Ball
Gum and 1000 of
Raka's
Special
Assorted
Charms—
\$79.50

1/3 deposit with order,
balance C. O. D.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 21, PA.
Lombard 3 2676

PITTSBURGH OFFICE

2120 Fifth Ave. Pittsburgh, Pa.
Court 1-3842



Coffee Ops Told To Make Own Concentrate To Slash Costs

NEW YORK, Feb. 4.—Coffee operators belabored by mounting ingredient costs are to be offered a "make-your-own" package deal claimed to cut liquid concentrate costs by as much as 50 per cent, it was learned this week. Earl Meyer and Mortimer Kahan, designers of the equipment, said production facilities had been obtained and deliveries to the trade might begin in about a week.

The Meyer-Kahan concentrate extractor has been used to date largely by producers of coffee-flavored ice cream. They stated the same basic machine had now been modified to extract concentrate of a viscosity believed suitable for venders.

\$2,500 Package

Outwardly, the device looks like a cylinder tank with a spigot at its base. It is mounted on a cast-iron frame. In addition to the extractor, the package includes a kit of accessories, processing formulas and a license to prepare concentrate with the machine, on which a patent was granted in 1942. The price of the package to operators will be \$2,500.

With the package, operators can process 10 gallons of concentrate an hour. Two types can be made, one with added carbonhydrates and the other a pure preparation. Based on current wholesale coffee costs of 51 cents a pound, the former can be prepared for \$2.88 a gallon, with the pure concentrate costing \$4.08 a gallon. A gallon of the pure preparation is said to be enough for about 500 servings.

Selectivity Possible

It was pointed out that operators could experiment with coffee blends to vend the product which is most popular in their individual areas. Better than 51-cent coffee would add only a small amount to the cost of the finished concentrate.

Its backers claimed their method would enable operators to prepare concentrate as needed, with one employee assigned to the job on a part-time basis. They said the concentrate, never more than a few days old, would not require refrigeration.

Meyer and Kahan said about 15 ice cream producers in this area now use their extractor. They have an office at 333 West 26th Street.

Health Board Holds Up Chi Vend Licenses

CHICAGO, Feb. 4. — No licenses have as yet been issued under Chicago's new food vending machine ordinance despite the fact it became effective January 1. Operators who made application for licenses were informed they must first comply with provisions set forth by the board of health, but that board had not yet adopted official regulations.

Passed December 12, 1949, the Chicago ordinance set aside the city's per-machine tax, replaced it with an operator's license fee plus \$5 for each employee engaged in the business. The ordinance provides that before a license is issued "the type of vending machine intended to be operated shall be approved by the board of health, which also shall cause an inspection to be made of the premises of the applicant (operator)."

It is understood the board of health has drawn up tentative regulations with the request the industry study the proposals and make recommendations.

The tentative regulations apply specifically to all bulk food venders with special emphasis on cup units. The board of health is expected to approve the regulations at its meeting later this month.

Eppy & Co. To Move; Intros Charm Series

NEW YORK, Feb. 4.—Samuel Eppy & Company, Inc., charms manufacturers, announced the completion of their new building this week. The move to the new headquarters, 91-15 144th Place, Jamaica, will be made next Friday (10).

At the same time, Sam Eppy, president, disclosed details of the firm's latest charms line for bulk venders. The new series comprises miniatures of nationally-branded grocery items, each ringed for wear as a charm. Fifty-eight varieties are being offered. Brand names such as Lux, Post Toasties, Guldens, Kellogg's Duz, Crisco and Chesterfields are featured.

Eppy said the Jamaica building was constructed to aid production efficiency. "It will permit new manufacturing economies and enable us to turn out many new ideas we have had in mind," he stated. The firm has been located at 113-08 101st Avenue, Richmond Hill.

Industrialization Trend In SE Is Aiding Venders

AURORA, Ill., Feb. 4.—A growing trend toward industrialization in the Southeastern States is being reflected by the increasing number of vending machine equipment being placed in that section, Bip Glassgold, sales manager for Stoner Manufacturing Company, reported this week.

Glassgold, just returned from a business trip thru the section, reported operators are gradually breaking down mill management's objections to vending machine installations. This is particularly true, Glassgold said, of cotton mills.

VICTOR'S AMAZING NEW TOPPER

Special Feb. Offers

1 Case (4) Toppers
PLUS 25¢ 210 Ball
Gum or 25¢ Candy
PLUS 1000 Charms.
All for **\$50.00**
(with plastic globes)
\$52.00.

1 Double Unit Topper
with Plastic Globes
PLUS 25¢ 210 Ball
Gum PLUS 25¢ Candy
PLUS 1000 Charms.
All for **\$36.00**

1 Triple Unit Topper
with stand, plastic
globes, PLUS 25¢ 210
Ball Gum PLUS 25¢
Candy PLUS 1000
Charms. All **\$51.25**
for only **\$11.25**
Samp. Topper, \$11.25

RAIN-BLO GUM 140, 170 or 210 count, in 25¢ cartons, 27¢ lb. In lots of 150 or more with freight prepaid, 25¢ lb., less 2%	PISTACHIOS 25 lb. carton Large 45¢ lb. Small 42¢ lb. Full Cash With Order. Autographed Football Charms \$3.75 per 1000
COLORED BALL GUM—All Sizes 25¢ carton, 25¢ lb. 150¢ lots, 23¢ lb. with freight prepaid.	Write for our FREE Complete Charm List.

**FULL CASH
WITH ORDER**

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

VICTOR'S TOPPER Special Offer #2

One case of four Topper
Machines, plus 25
lbs. 210 Leaf Rain Blo
Gum, and 1,000 hi-
grade silver and cop-
per plated Mixed
Charms.

All for **\$53.00**
25% deposit, balance
C. O. D.

Logan Distributing Co.
2320 Milwaukee Ave.
CHICAGO, ILL.

1¢-5¢ northwestern DE LUXE LATE MODEL PORCELAIN TOP

\$9.95 Each
Lots of 10
SAMPLE, \$12.50
Reconditioned, \$5.00
per machine extra.
Machines just off
location—in good
working order—need
cleaning.

Floor Stands, Used \$2.95 Ea.
Asco 5¢ Hot Nut Vendors .. 9.95 Ea.

Terms: Full Cash With Order,
F. O. B. Newark.

ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

Earn BIG Profits ALKUNO

5¢ GUM AND CANDY
VENDOR

Capacity: 328 Packages
of Gum or 210 Packages
of Candy or Any Com-
bination of Both.

MODEL 500
Metal Cabinet and Base.
Ht. on Base, 60"x18".
Wt. on Base, 64 Lbs.

**WRITE FOR NEW
REDUCED PRICES!**
Immediate Delivery in
Green, Blue or Tan.

Write for Catalog of
Complete Line of 5¢ Gum
and Candy Vendors.

ALKUNO & CO.
408 Concord Ave.
NEW YORK 54, N. Y.
Melrose 5-7757

FOR THE HOTTEST LINE IN CHARACTER CHARMS

SHMOO KIGMY

Walt Disney
and Al Capp
Character
Charms.

NOW AVAILABLE.
CHARACTER CHARMS, Inc.
1407 East 16th St. Los Angeles 21, Calif.

**GIVE TO THE
RUNYON CANCER FUND**

CHARMS—PROVEN SALES BOOSTERS

COMPASS TREASURE BALLS. Real Imported Compasses en- cased in 1/4" GR. Treasure Balls.	MYSTERIOUS FACES FROM FAR-AWAY PLACES. 6 asst. faces in gleaming gold finish. May be used as lapel ornaments.	NEW BASKETBALLS 24 Team Names Approximately 5/8" Colorful Plastic \$4.50 M Copper Plated ... 8.00 M Gold, Silver Plated 11.00 M
---	--	---

NEW!!! #500 CHARMS

#500 Bright Plastic	\$3.00 M
#500M Metal Plated	5.75 M
#500C Color Plated	5.75 M
#500 Gold or Silver Plated	6.75 M
#500 Metallic Plastic Bronze or Silver	3.25 M

#494 ANIMAL CHARMS

#494 Bright Plastic	\$3.00 M
#494M Metal Plated	5.75 M
#494 Color Plated	5.75 M
#494C Gold or Silver Plated	6.75 M
#494 Metallic Plastic Bronze or Silver	3.25 M

#3 Asst. Small Plastic Charms \$2.50 M
#3M Asst. Small Metal Plated Charms 4.50 M

KARL GUGGENHEIM, INC.

33 Union Square New York 3, N. Y.

'50 will be NIFTY with ACORN

1c or 5c All
Purpose Bulk
Merchandisers

Order Yours Today!

Look at These
OUTSTANDING
Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

MFG. CO., INC.

11411 Knightsbridge Ave.
Culver City, California

Distributors!
A Few Choice
Territories Are
Still Open.
Write, Wire
Phone

M. J. Abelson
Gen. Sales Mgr.
1249 Fifth Ave.
Pittsburgh, Pa.
Ph.: AT 6478

Pacific Coast Dist.
Operators Vending
Machine Supply Co.
1023 S. Grand
Los Angeles 15, Calif.

SPECIALS! SPECIALS!

- DuGrenier Model W, 9 Columns, 25¢ Play, Refinished & Reconditioned \$79.50
- New Adams Gum Vendors, 6 column, 375 capacity, while they last... 17.50
- Master 5¢ Bulk Vendor, porcelain sides, refinished & reconditioned... 7.95
- Master No. 2, 1¢ & 5¢ Comb. Vendor, porcelain finished, like new... 10.00
- Advance Model D 1¢ Ball Gum Vendors, Vends 1/4" Ball Gum, new Used... 4.95
- Northwestern Model 39 New 1¢ Bulk Vendors, greatly reduced on closeout... Write
- Columbia Bells, 5¢-10¢-25¢ play, look and work like new... 79.50
- Exhibit 1¢ Picture Card Vendors... 15.00
- Sanitary Napkin Vendors, 10¢, new... 20.00
- Penny Back 1¢ Amusement and Ball Gum Vendors, Shoots penny... 14.50
- ABT 1¢ Changers, 1¢ Amusement Gms. 10 spots for 1¢... 19.50
- ABT Stands, New... 5.95

MILLS VEST POCKET BELL
Pays Out Automatically
\$65.00 Ea.
USED... \$44.50 Each



MILLS Q.T., 5¢... \$115.00

1/3 Deposit With Order, Balance C. O. D.
We carry a full line of Vending Machines, Coin Operated Machines and Vending Supplies.
We are factory distributors for all types of Coin Operated Machines.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA.
LOmbard 3-2676

PITTSBURG OFFICE
2120 Fifth Avenue Pittsburgh, Pa.

SPECIAL! 100 ASCO HOT NUT VENDORS

Lots of 10... Ea. \$9.50—Sample \$12.50

Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases	\$43.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases	\$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases	\$41.00 Per Case (\$10.25 Per Mach.)
25 Cases or More	\$40.00 Per Case (\$10.00 Per Mach.)

Prompt Delivery

Write for Our Illustrated Catalog! 1/3 Dep. With Order, Bal. C. O. D.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM

140 or 170 size, Crown Jack Brand with colored centers, 25 lb. ctn. \$ 6.45
100 lbs. or more... 21.90

CHARMS

- Plastic Charms, small, 1,000... \$2.25
- Copper & Nickel, small, 1,000... 4.25
- Plastic Charms, large, 1,000... 2.95
- Copper & Nickel, large, 1,000... 5.50
- Silver Wedding Rings, 1,000... 5.95
- Schmoo Buttons, 1,000... 6.50
- Toy Watches, 2 gross... 2.50
- Stone Set Rings, 1 gross... 1.95
- "Hep Cat" Buttons, 1,000... 5.95
- Plastic Colored Rings, 1,000... 2.50
- Walt Disney Charms, copper, 1 lb... 2.50

We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS

PARKWAY MACHINE CORPORATION
623 West North Ave., Baltimore 17, Md.

NEW LOW PRICES U-SELECT-IT

CANDY MACHINES

U-Select-It 54-Bar Size Each... \$23.50

Cigarette Machines

Write for low prices all makes.

COUNTER MODEL... \$17.50
Half Deposit Phone: BA 9-0604

HARRIS VENDING

SuperVend, Lyon Firms Sold; New Executives Appointed

(Continued from page 90)
chine Acceptance Corporation (CMAC), a financing company which dealt largely in juke box paper.

Sales Directors
Hammergren also announced the following regional sales directors: Harry Henning, Harold Moe, Dick Eaton, Jim Hosler and Harris Porter. With the exception of Hosler, the sales directors were likewise associated with Wurlitzer.

Altho no appointments have been released, it was understood in Chicago that Hammergren would sell the cup vender—as well as a cigarette machine and coin changer to be introduced soon—thru distributors.

No details on production were released by the new organization. Prior to the sale, the machines were being manufactured for SuperVend by the Texas Engineering & Manufacturing Company of Dallas. In 1947, when SuperVend was incorporated and introduced its drink unit, Miller announced the firm had a \$1,500,000 production contract with Texas Engineering. By the end of 1949, SuperVend equipment was being operated by approximately 130 independent companies.

No Comment on Price
Altho the trade generally speculated on the possibility of a decrease in the list price of the three-drink unit, Hammergren said he would not comment on price. The three-drink unit was listed at \$1,080.

For his part, Miller explained the sale by saying that he had never intended to engage actively in the cup vending machine manufacturing business. Owner of substantial oil and ranch properties in South Texas, the SuperVend Corporation was to

ELECTRO SETS

(Continued from page 90)
to familiarize operators with new developments engineered at the factory. Service engineers will be on the road constantly, Caruso pointed out. They will carry tools and spare parts with them and be technically equipped to handle major repair jobs if necessary. The current whereabouts of each engineer will be known at the plant so that he may be dispatched to any route quickly in the event a special service request is made. There will be no charge for the routine calls, Caruso stated.

The house organ, soon to be published, will be distributed periodically to all C-Eight operators. It will be devoted primarily to disseminating accurate technical information and supplementing the work of the engineers, and will feature operating tips as gleaned from the field. James Teahan, the public relations representative, will travel thruout the country, it was said, checking on the service program.

Caruso said the entire program is aimed at "bringing the operator in closer contact with the factory" and establishing between the two a medium for the exchange of information.

TASTY SANDWICH

(Continued from page 90)
is figured as the minimum customer potential to profitably support a single unit.

Average per-day sales thru the 45 vendors now operating have been found to increase steadily during the first three weeks following installation, Miss Shanks declared. She pointed to average daily sales of 35 sandwiches during the first week, followed by a jump to 70 sales per day during the second week and increasing to an average maximum of 100 daily sales during the third week.

Following development of the Chicago area, Tasty Sandwich plans to set up a series of distributors to handle sales and promotion in different

be actively managed by Miller's son, Orville, who was killed last year in an accident. Miller said that he will now devote his full time to his oil and ranch interests.

W. R. (Dick) Kenrick, formerly sales manager for SuperVend, told The Billboard this week his plans are indefinite. Jack Booth, inventor of the SuperVend unit, will continue with the new organization as consulting engineer.

WVMO Holds 1st Meet of New Yr.

(Continued from page 90)
ceded each meeting. The matter had been gone into some years before, President M. I. Slater told the gathering, making it optional whether a member came early for the dinner or came later for the meeting only. Not enough troubles in the vending business, was given by Slater as the reason for the slim attendance, citing instances when the meetings were packed when legislation threatened the industry.

Mail Program
In order to hypo interest in the organization it was suggested that jobbers turn over their mailing lists so WVMOA could send out cards to anyone operating vending machines to inform them of the meetings and progress made by the organization.

While most of the meeting was off the record, the matter of commissions paid to locations was brought up. Some members, it was charged, were offering 25 per cent and topping locations. The accepted commission for WVMOA members, Slater pointed out, is 20 per cent. Altho members are not bound by this figure, Slater went on to say, they only harm the business in general when they up commissions to a level they won't be able to maintain.

Sell Service
Members agreed that the time has come when it is more profitable to sell equipment and service to a prospective location owner, particularly in the chain market field, than to try and lure business with fancy commission quotes.

Among those present at the meeting, in addition to Slater and Leidenberger included Vice-President J. C. Pruner, Treasurer Marvin Drenko, Parke Hammer, Robert McNaughton, R. E. Leland, Preston Combs and Pete Kenny.

Next meeting will be held the last Tuesday of the month.

HAMILTON INTROS

(Continued from page 90)
customer is made thru a dual-purpose conveyor skid at the base of the chute. This conveyor is surfaced on one side with smooth maple for carton delivery and hardened rubber rollers for bottles on its opposite side. It can be reversed by simply removing and turning over.

Shelf numbers, from "1" to "4", seen thru the display panels, correspond with like number on a selector panel. Customer moves selector to that shelf number containing the desired flavor, drops coin or coins in proper chute and receives merchandise. A red "empty" light indicates when a shelf is empty. Carton disposal space is provided by a large receptacle in the bottom center panel with a hinged entrance.

The cabinet, which is insulated with 2 1/2 inches of fiberglass and finished in white baked enamel thruout the interior, is 72 inches high, 50 inches wide and 24 inches deep. It is mounted on rollers. Exterior is finished in silver hammer-oid. Net weight of the vender is

"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern

CUTS SERVICING TIME AND COSTS IN HALF



INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwestern... full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

COMING SOON! VICTOR'S UNIVERSAL JUMBO

For Vending JUMBO SIZE Ball Gum

Tested and proven on location by Victor for over one year

Be FIRST with the FINEST... Buy Victor's

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 8, \$8.75
EACH Lots of 25, \$7.75
1¢ or 5¢ MODEL

Nut and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 600 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS... Write now for detail and price list on our Gold, Copper and Plastic Charms, Basketballs, Stone Rings and Novelties.

BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

BUY SILVER KINGS

KING OF VENDORS

Nut and Ball Gum Candy, Charms Vendors, 1c-5c, U. S. and Foreign Coins. "Hot Nut" Vendors.



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor. Designed for sales compelling eye appeal as low as \$10.00 in quantities.

At All the Best Dealers—or Write. Ask About the New "Hunter."
SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

Frozen Food Men Predict '50 Boom; Venders Get Foothold

(Continued from page 91)
volume for 1949, representing a 38 per cent increase in sales over 1948.

Pack Increase
William M. Walsh, convention chairman and president of National Wholesale Food Distributors' Association (NWFDA), stated further proof of the frozen food industry's future is the over-all 88 per cent increase in packs that took place during the six-year period from 1942 to 1948. The 1,200,000 home freezers now in use by the American public also serve to further frozen-food pack sales, he said.

While frozen food venders were not exhibited or discussed during the business sessions at the convention, industry leaders are not turning their backs on automatic merchandising. One large firm, Minute Maid, has a vender program set to hypo sale of its frozen concentrated orange juice. William E. Burke, in charge of the company's special vending division, indicated operator participation was being lined up.

Frozen Juice Sales
Minute Maid's vender move is in line with the industry's findings that frozen orange juice concentrates alone accounted for 12½ per cent of the total volume of business during the past five years, and is expected to account for 25 per cent of 1950 volume. Predictions by the Florida Citrus Commission are that one-third of the current orange crop will be used to fill cans of the frozen concentrate. The six most popular frozen food

items during 1949 were, in order, frozen orange juice concentrates, peas, strawberries, lima beans, snap beans and spinach.

Ratio of frozen to fresh orange juice sales at 10-year periods, were given as follows: 1938, fresh, 95 per cent, frozen, 5 per cent; 1948, fresh, 89 per cent, frozen, 11 per cent; estimated for 1958, fresh, 7 per cent, frozen, 93 per cent. Other five leading items show equal or better frozen to fresh sales ratios.

Milk Concentrate
News of a new frozen liquid concentrate, milk, was also aired during the convention. Experiments have already been conducted by the Borden Company's Chicago division, it was revealed. Big obstacle is retaining the exact taste and food content of fresh milk in the frozen variety. Trade leaders indicate commercial development of frozen milk concentrate is still two years away, and that it is now in the same stage as was frozen orange juice in 1944.

Frozen food packers believe milk concentrate could be distributed in six-ounce cans, as orange juice is at present, and be reconstituted into a pint and a half of "fresh" milk by the addition of 18 ounces of water by the consumer.

A major problem still to be solved by the industry as a whole is that of transportation, conventioners were told. It was stated refrigerated cars do not maintain necessary zero temperatures constantly, and costs were excessive.



Thousands Of Locations Are Waiting For THE NEW **ADVANCE SITROUX** Face Tissue **VENDOR** 5c or 10c Twin Columns

Without question the finest tissue vendor on the market. All the well known Advance features plus large 6"X8" mirror. Sturdy, foolproof. 33½" high, 9" wide. Capacity 64 packs (32 to column). Finished in Chrome and Gray. A Steady, Dependable Money Maker. 2 to 11... \$29.00 12 to 49... 26.00 50 or more... 25.00

SAMPLE \$34.50
ORDER TODAY
1/3 Dep., Bal. C. O. D., F. O. B., N. Y.
Write for Prices on Sitroux Tissue.
J. SCHOENBACH
Distributors of Advance Vending Machines.
1647 Bedford Ave. Brooklyn 25, N. Y.

DO YOU KNOW?

You can buy all machines made by
● Victor Vending Corp.
● Northwestern Corp.
● A. B. T. Corp.
● Silver King Corp.
● Hamilton Scale Co.
● Marion Scale Co.
on **TIME PAYMENTS** paying for them in 20 Weeks? Write for details **TODAY!**

ROY TORR LANSDOWNE, PENNA.

EARN OVER \$10,000 Per Year as distributor for **FREEZ-KING** Frozen Custard Machines. World's lowest priced continuous freezers. Restaurants, theaters, drive-ins, roadside stands, drug and confectionery stores, ice cream parlors—prospects galore. Large profit on sale of machines as well as ingredients. Investment required, \$5,000.00. No charge for franchise. Write for details.
FREEZ-KING CORP.
2518 W. Montrose Ave. Chicago 18, Ill. Dept. BH-2



"The Magazine of Automatic Merchandising"

"We consider your magazine, **VEND**, one of great importance to the Vending Machine business."

Lobe Pump & Machinery Co.
GASPORT, N. Y.
(Formerly Vendall Div. of Hydro Silicia Corp.)

VEND 2-11
2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to **VEND** Magazine for One Year for which I inclose \$3.

Name
Address
City Zone State

Supplies in Brief

Wooten on Cigs

NEW YORK, Feb. 4.—A 1.1 per cent increase in tax-paid cigarette production in the U. S. in 1949 over 1948 was estimated by tobacco industry consultant Harry M. Wooten recently. The per unit production figure for last year, approximately 352,500,000,000, is an increase of 3,800,000,000 over the 1948 output. With restrictions on cigarette exports, brought about by foreign exchange problems, tax-free production during 1949 was 33,000,000,000 units, a drop of 5,700,000,000 or 14.7 per cent, from the 1948 level, Wooten calculates. He stated these figures, if confirmed by actual performance, would mean the first annual decline since 1932.

Wooten said production during 1949 for domestic and foreign use was an estimated 385,500,000,000 units, a drop of 1,900,000,000 units, or .5 per cent from the all-time record chalked up in 1948.

Popcorn Promotion

BALTIMORE, Feb. 4.—Pointing out that more money will be expended this year for promotion of Jolly Time Pop Corn than ever in the firm's history, Howard C. Smith, president of the American Pop Corn Company, said:

"Our advertising in local newspapers is the backbone of all Jolly Times sales promotion. Year after year, sales surveys show that in cities where Jolly Time Pop Corn is continually advertised, it is also first in sales. We ask for no better proof of the power of newspaper advertising."

Juice Sales Up

WASHINGTON, Feb. 4.—High December sales of apples and canned fruit juices reported by Agriculture Department should prove encouraging to vender ops contemplating adding those commodities to their routes. The Department's estimate of high sales for both apples and juices is based on the drop of 7,000,000 bushels of apples and 5,651,000

pounds of orange juice in cold-storage holdings during the month. For apples, the average December decrease in holdings was only 4,000,000 bushels. Agriculture has no average figure for orange juice since it has been keeping records on the juice only since October.

Despite the large decrease in storage stocks during the month, supplies of both products remain plentiful. The nation's cold-storage plants January 1 held 26,826,000 bushels of apples and 19,764,000 pounds of orange juice.

Cig Profits Decline

WASHINGTON, Feb. 4.—Profits of cigarette makers continued on the downgrade during the third quarter of 1949, Securities and Exchange Commission (SEC) has reported. For each dollar of sales during that period, ciggie manufacturers earned 5.3 cents in profits as compared with 6.1 cents in the same 1948 period.

The rate of return on stockholders' equity was 3.4 per cent as compared with 4.4 per cent for the third quarter of 1948. The rate of return was higher than the average for all industries which was 3 per cent, but the 5.3 cents profit margin was below the 6-cent average for the nation's 25 leading industries.

Sweet Potato Candy

NEW ORLEANS, Feb. 4.—A new candy ingredient which may seem widespread use has been under test by the Alabama Polytechnic Institute. This week the institute revealed that the new ingredient was sweet potatoes.

After experimenting with sweet potatoes for six years, a test plant was built to produce three types of sweet potato products: Breakfast food, snacks and candy. A consumer test revealed that the "sweet potato candy" was readily accepted. The candy contains one-third parts of each of the following ingredients: Sugar, coconut and sweet potato puree.

New Low Price

SILVER KING CHARM KING

2 GREAT VENDORS
Sample, \$13.95.
2 to 3, \$12.50.
1 to 5 Cases \$42.00 Case.
6 Cases or More \$40.00 Case.
Packed 4 to Case.

CAMEO VENDING SERVICE
432 West 42nd Street New York 18, N. Y.

Northwestern

NEW REDUCED PRICES
MODEL 49
SPECIAL \$13.75
FACTORY FRESH Vender Confections
Teeny 1 lb.
Almonds 65¢
Jumbo
Pistachios 75¢
Spanish #1
Peanuts 24¢
Blanched
Virginias 32¢
Redskins 28¢
Cornuts 23¢
Boston Beans 23¢
Rainbow Beans 23¢
Pine Nuts 26¢
Ball Gum, Bubble 27¢
Parts—Supplies—Charms—Write for List.
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, Calif.

CIGARETTE MACHINES

Buy With Confidence From **STEINER**—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927
There was, is and always will be a demand for my famous "E", "A" and "500" Models.
WE BUY AND SELL USED EQUIPMENT—and what we sell is always completely refinished and reconditioned inside and out to look and work like new.
King Size Chutes, Mirrors, Parts and Locks for all vendors
Get the Facts on Our Nylon Deal
STEINER MANUFACTURING CO.
363-5 Hudson Ave. Brooklyn 1, N. Y.
Phone: TRIangle 5-0835

MOA'S GOALS FOR THE YEAR

Levine Drafts Outline for March Confab

Misconceptions Corrected

NEW YORK, Feb. 4. — With a month to go before the first annual convention of the Music Operators of America (MOA) convenes in Chicago, March 6, Sidney H. Levine, national counsellor, issued this week a detailed outline of the organization's goals. In restating MOA objectives, he said the group had assumed a clearly defined set of functions. He decried attempts "in certain quarters" to attribute to the committee aims which it has not decided upon.

MOA was formed to voice operator opinion on the national level on questions of concern to the entire automatic music industry, according to Levine. In this it will co-operate with other industry segments. Levine said MOA would not take a partisan stand on internal matters where operator interests might on occasion vary from those of other groups in the industry.

Original Purposes

Formed in January, 1948, MOA was authorized to "take such steps as it may deem necessary for the purpose of opposing ASCAP (American Society of Composers, Authors and Publishers) legislation," Levine said. It was also charged with formulating a stand on the Petrillo recording ban, then a "very serious problem to the entire industry."

A year later the committee's duties were expanded to deal, as well, "with the question of depreciation of phono- (See MOA'S GOALS on page 102)

AMI Names Stewart to Exec Post; Signs Cleveland Distrib

GRAND RAPIDS, Mich., Feb. 4.—John W. Haddock, AMI president, this week announced the appointment of John A. Stewart as an assistant sales manager of the firm.

In advising AMI distributors of Stewart's appointment, Haddock said: "The addition of Stewart is in line with long range plans necessitated by the steady growth of our business. This requires the building up of a sales department organization here in Grand Rapids which can more adequately serve our distributors and which can and will relieve me, personally, of some of the present burden of phone calls and correspondence."

Stewart will work with Joe Calderon, who heads the Chicago sales office, for a few months, then will move to Grand Rapids where he will be permanently headquartered. Haddock pointed out that Calderon was unable to make the move to Grand Rapids, and would continue on as head of the Chicago office, a position he assumed after the death of Lindy Force last fall.

Grand Rapids Org

After completing his tour in the Chicago office, Stewart will move here and will head a sales department unit which will include Paul Nelson, parts manager, and James Pendergast, traffic manager.

Stewart's initial training was in the banking business. He first entered the coin machine field with the Automatic Canteen Company, leaving that concern to join the Coin Machine Acceptance Corporation when it was first organized. He remained with the finance org until last summer when he began working on the Lymocup drink vender.

GRAND RAPIDS, Mich., Feb. 4.—Appointment of Central Ohio Coin Exchange as AMI distributor for Cleveland and several other counties in the State, and P-S Distributing Company, Des Moines, for Iowa, was announced this week by John W. Haddock, AMI president.

Central Ohio is headed by Morris Gisser who has been associated with the coin machine industry in the Cleveland area for the past 17 years. Sol Weiss is manager of the Cleveland office, which maintains its headquarters at Prospect Avenue.

Gisser reported Central Ohio was opening a new office in Toledo this week and would hold showings of the new AMI Model C in both headquarters (See AMI APPOINTS on page 102)

Rock-Ola Names Calderon Dist. In Indianapolis

INDIANAPOLIS, Feb. 4.—Rock-Ola Manufacturing Corporation has appointed Al Calderon as distributor of its line, including phonographs, shuffboards and shuffle games, in this area, it was announced by Art Weinand, vice-president in charge of sales. Calderon has formed the Calderon Distributing Company and has taken over the headquarters of the Indiana Automatic Sales Company, former Rock-Ola rep, owned by Peter Stone.

Deal was set this week by Lew Kummerow, assistant sales manager. Calderon takes over the distributorship immediately.

Cohen Urges Big Turnout At MOA Meet

Many Problems To Be Aired

CLEVELAND, Feb. 4.—Pointing up increasing national legislation which might conceivably affect the phonograph operator, Jack Cohen, president of the Cleveland Phonograph Merchants' Association (CPMA), this week called on all operators thruout the United States to attend the Music Operators of America (MOA) convention in Chicago March 6-8.

Specifically cited by Cohen are the fractional coinage bills in Congress, and the message of President Truman on excise tax proposals. In the latter, Cohen pointed out, ops would save from \$50 to \$60 per machine if the tax were eliminated, and would find further savings of 4 cents per record. Cohen also mentioned the 20 per cent federal tax on locations where dancing is allowed and the \$10 per year phonograph location tax.

Sked Sessions

It is the opinion of Cohen (and other State association officials) that much can be accomplished at this convention to better the lot of the music operator. Along these lines, detailed discussions on such matters as depreciation, record buying, programing, route management, location relations, legislation and servicing, among others will be held during the course of the three-day meet.

At least one day will be set aside for the manufacturers to meet with the operators in session to discuss their various problems.

WURLITZER SALES INCREASE

Third Quarter Shows Profit; Loans Reduced

Inventory Down \$2,500,000

CHICAGO, Feb. 4.—Revealing a marked increase in its sales and in the reduction of its obligations, the Rudolph Wurlitzer Company, thru R. solidated financial report for the third quarter of its current fiscal year, October thru December period.

The report shows a profit for the quarter of \$159,342.95 and for the first nine months (April thru December) a loss of \$90,693.13. After all reserves and federal income tax carry back credit. Included in the latter is a book loss of about \$95,000 resulting from the sale of real estate not used in the company business.

The consolidated loss for the first nine months of the last fiscal year was \$1,826,229.60, or \$1,735,536.47 more than for the same period in the current year.

Further indicating the progress made during the first nine months of the fiscal year was the report on the

Showgirl Shopping

NEW YORK, Feb. 4.—Six blonde showgirls this week went on the pay roll of Times-Columbia, local Columbia disk distributor. The gals, from the cast of the Broadway musical, *Gentlemen Prefer Blondes*, have been employed to replace a manikin in the Haynes-Griffin store window display, currently devoted to Columbia's original cast waxing of the show score. Starting yesterday, one gal is to relieve the manikin daily between 12:30 and 1:30 p.m. The for-real blonde twirls around a sign that says "Come in and take me home," referring, of course, to the disk package.

The idea was dreamed up by Times-Columbia exec Oscar W. Ray and arranged by promotion man Dick Linke.

APOA Names Villinsky

CINCINNATI, Feb. 4.—The Automatic Phonograph Owners' Association (APOA), board of directors, at its regular monthly meeting Tuesday (31), unanimously elected Abe Villinsky. Villinsky replaces William Fitzpatrick, who recently tendered his resignation as a director.

Firm Shipping Model 1250 to Distributors

Ready National Show Days

NORTH TONAWANDA, N. Y., Feb. 4.—The Wurlitzer 1250, new phono which will be unveiled to operators thruout the United States next Sunday and Monday (12-13) during National Wurlitzer Days, is in production at the firm's plant here, and shipments to distributors are under way, Ed Wurgler, general sales manager, announced this week. Shipments were started to be assured that all of the Wurlitzer distributors have floor models set up in time for the showings.

While no details of the 1250 have been announced as yet, Wurgler revealed that the 1250 was the result of co-operative planning between the engineering, sales and production departments of the manufacturer. Incorporating many changes, the 1250, Wurgler reported, was designed and built to meet the specifications for a phonograph which had been advanced by operators from every part of the country.

Northern Music Opens New Hqrs. At 1250 Showing

CLEVELAND, Feb. 4.—Northern Music, Inc., recently appointed Wurlitzer distributor in Ohio, will hold its formal opening in conjunction with National Wurlitzer Days February 12 and 13, Herb Wedewen, firm head, announced this week. New quarters for the company are at 8307 Euclid Avenue. Open house will be held during the two-day period, with visitors not only seeing the new Wurlitzer 1250 but touring the firm's showrooms and parts and service departments.

In line with the dual event, Wedewen has not only invited all music ops in the State to the combined showing and opening, but has also extended an invitation to all servicemen, routemen and mechanics.

The firm plans a second showing of the 1250 at the Neal House, Columbus, O., February 19-20.

Juke Joins RR

FORT WORTH, Feb. 4.—The Texas & Pacific Railway station here now uses a musical train caller, and according to reports, the experiment is working out fine. The train caller is actually a juke box. A clerk actuates the mechanism, and a baritone sings out the first, and later the last call, for the 19 different trains leaving the depot.

Record Reviews

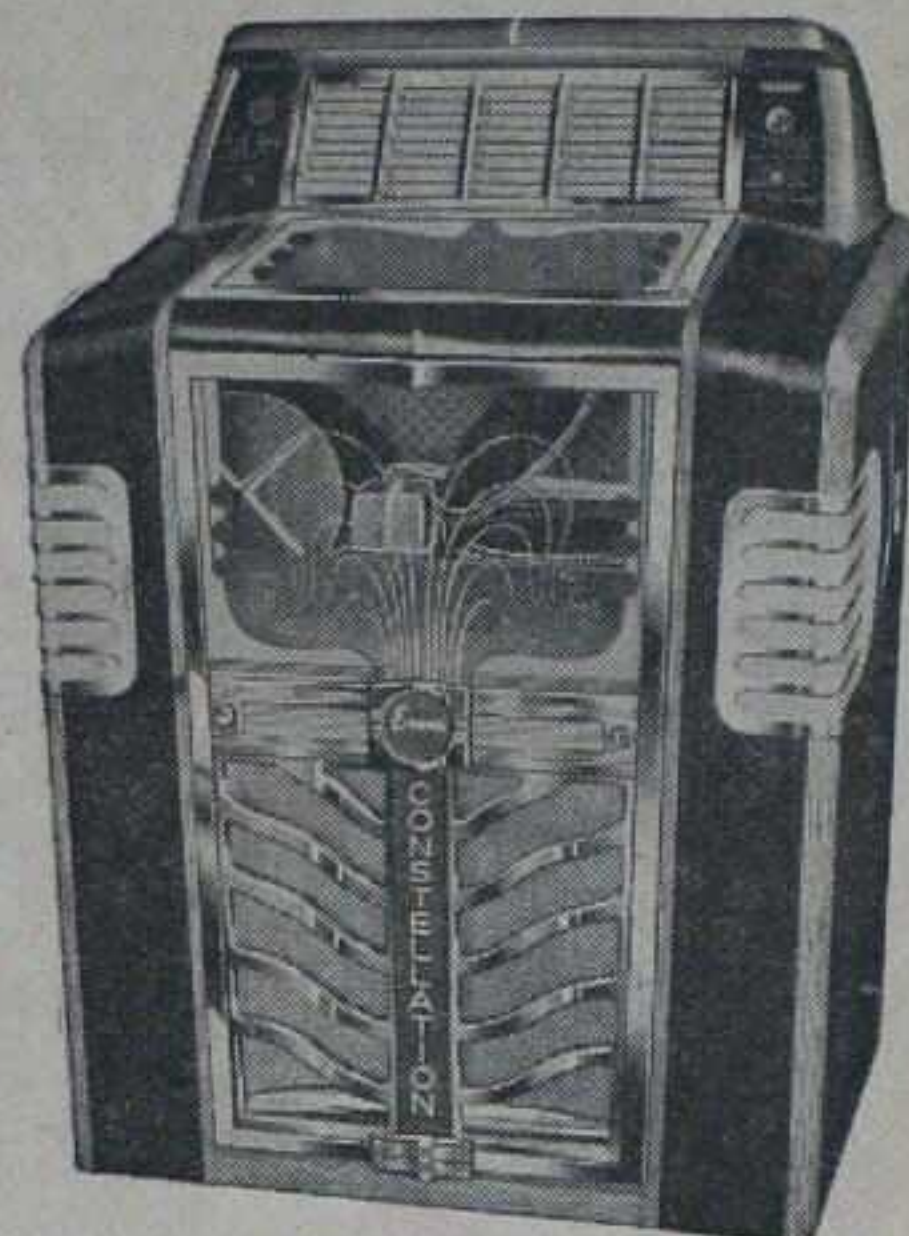
(Continued from page 35)

ARTIST LABEL AND NO.	TUNES COMMENT	OPERATOR RETAILER DISK JOCKEY OVER-ALL
POPULAR		
VINCE "BLUE" MONDI Atlantic 773	Nobody's Sweetheart One-man band Mondo has himself a real happy etching of a fine oldie. Could draw some tavern trade business.	65--65--60--70
	Somebody Else Is Taking My Place Same comment.	65--65--60--70
SARAH VAUGHAN Columbia 38701	I'm Crazy To Love You Sarah does a warm job with a new and acceptable ballad.	70--72--70--68
	Summertime Superb Vaughan singing of the Gershwin masterpiece is set in an ear-attracting Joe Lipman arrangement. Could be for rythm nabes for tricky rhythmic scheme.	83--85--83--82
DORIS DAY Columbia 38709	Enjoy Yourself (It's Later Than You Think) Doris injects her buyant personality into this bubbling rendition of this growing philosophical calypso-style tune.	87--88--86--86
	I Said My Pajamas The thrush puts on a coy pose as she does this growing silly ditty with eminent success.	86--87--85--85
HERB JEFFRIES Columbia 38703	Monday, Tuesday, Wednesday (I Love You) Highly commercial dishing of a thoroly Infectious new item. Jeffries comes off okay but it's the vocal group which establishes the etching.	84--85--83--83
	Just for Old Times Appealing slicing of a new and attractive ballad shows up Jeffries effectively.	78--78--78--78
HUGO WINTER-HALTER Columbia 38704	Music! Music! Music! The new novelty sensation is done a bit too rapidly but could catch some of the action in spite of it.	76--78--75--75
	Glow-Worm, The Save for a cute opening voice gimmick this is a rather jazzy small group "head" arrangement of the gay evergreen.	72--76--68--72
CHILDREN		
ROGER WHITE-LINCOLN SINGERS Lincoln 509	Three Billygoats, The Story of the three Gruff Bros. is told effectively in song, on an unbreakable 39-cent disk.	78--76--80--NS
	Georgie Porgie (Joanne Moreland-Gerry Touchette) The musical scoring here is beautiful at any price, but the idea of making an involved game out of a simple nursery song saps appeal.	70--68--72--NS
ROY HALLEE Lincoln 510	Frog He Would A-Wooing Go, A Nursery song is done in jiggity-joggity fashion, with entertaining story woven in. All for 39 cents.	77--75--79--NS
	Billy Boy (Joanne Moreland-Gerry Touchette) A little drama is added to another popular folk tune. Pleasant side for the tiny tots.	76--73--79--NS
TOM REDDY Capitol 30060	How the Fire Engine Got Its Siren Original story makes capital of moppets' interest in fire engines, horns and sirens. Reddy narrates beautifully, and the background music contributes a great deal. Should be an easy one to sell.	84--82--86--NS
JOHN BRADFORD-BOBBY HOOKEY Peter Pan 2238	Pinocchio, Parts I & II Version tells the origin of Pinocchio, his naughtiness, and eventual rescue of his father from the whale. Story is fairly straight, and music picks it up. Another good buy at 49 cents.	81--77--84--NS
JOHN BRADFORD-BOBBY HOOKEY Peter Pan 2239	Little Brave Sambo, Parts I & II Dramatics are avoided in this version of the standard kiddie tale, so nobody's likely to get scared by it. Musical jingles contribute to the overall liveliness, and on the whole it's a good buy on an unbreakable 49-cent disk.	79--75--82--NS
RHYTHM & BLUES		
THORN SCHWARTZ Essex 704	Baby, Baby Medium bounce blues gets a good warbling job, but recording has no brightness.	62--62--62--62
	Madness Warbler shows talent in the Eckstine school, but rhythm backing doesn't set him off properly on this ballad job.	65--67--65--63
TEXAS SLIM King 4334	Wandering Blues Potent deep-South blues chanting, with forceful guitar thumping. Clear, well-recorded wax.	77--77--77--77
	Don't Go, Baby Even more so.	79--79--79--79
BUS MOTEN Capitol 831	Sugar Daddy Blues Commendable effort to turn out something different in the blues line is this organ solo with two short vocal choruses.	73--75--73--71
	That Did It Light jump novelty features male warbler who sings in a fine Julia Lee groove. Material is thin but not unattractive.	73--73--72--74
THE ORIOLES Jubilee 5018	Would You Still Be the One In My Heart A strong blues ballad gets an arresting, sinuously slow treatment from the group. Should be a hot side for the Orioles—and tune should get attention from other r. and b. performers.	85--85--85--85
	Is My Heart Wasting Time? Only passable in comparison with strong reverse side is this slow ballad.	73--73--73--73
PROFESSOR LONG-HAIR & HIS NEW ORLEANS BOYS Atlantic 897	She Walks Right In Hypnotic, medium tempo boogie blues swings a storm. "Vocal," the title phrase repeated over and over, has curiously compelling effect. Group has distinctive sound.	84--84--84--84
	Mardi Gras in New Orleans Wonderfully spirited side with a strange three-beat rhythm should be great in Delta territory, and could catch in other locales.	84--84--84--84

(Continued on page 110)

WHAT YOU WANT IN A PHONOGRAPH YOU GET IN CONSTELLATION

You name the requirements — Evans' 20 Record, 40 Selection Constellation meets them! Lower initial cost . . . attractive, modern design . . . trouble-free performance . . . true-to-life reproduction . . . ideal number of selections . . . easy, economical servicing . . . Evans' superior quality throughout. These are but a few of many Constellation advantages that produce bigger cash profits! Make a check list of features you want most in your next phonographs, then visit your Evans Distributor or write Factory direct. What you want in a phonograph you'll find in Constellation!



EVANS' 1950 20 RECORD 40 SELECTION CONSTELLATION

*Comprehensive surveys coast to coast offer conclusive proof—40 Selections most profitable to operate!

AVAILABLE NOW—Record Popularity Meter for Original Constellation
GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Illinois
SEE EVANS' COIN MACHINE AD ON PAGE 117

You're Invited

to see and hear
the new

WURLITZER Twelve Fifty

On the Big National
Wurlitzer Days . . .



Feb. 12th noon until
Feb. 13th 10 a.m. to midnight

To further complete your enjoyment, these great stars will be here to greet you:

- ★ SPIKE JONES
- ★ EDDY HOWARD
- ★ GEORGE OLSON
- ★ DICK JURGENS
- ★ JOHNNY DESMOND
- ★ FRANKIE MASTERS
- ★ LAWRENCE WELK
- ★ DAVID LE WINTER
- ★ ART KASSEL
- ★ BILL SNYDER
- ★ "TWO TON" BAKER
- ★ TEDDY PHILLIPS

COVEN DISTRIBUTING COMPANY
3181 Elston Avenue Chicago, Illinois
INdependence 3-2210

WHAT MUSIC SYSTEM OFFERS YOU THE MOST? YOU BE THE JUDGE

NUMBER OF SELECTIONS • Only Select-O-Matic "100" Music Systems give the music-loving American public a full choice of selections. With 100 selections—all visible at one time, all cataloged under five musical classifications—there's "music for everyone." No, Mr. Operator—your business no longer depends upon a few "pop" numbers when you install Seeburg Select-O-Matic "100" Music Systems.

MODERN SALES APPEAL • The Select-O-Matic "100" mechanism represents the greatest single advance in the history of coin-operated music. As such, it greatly enhances the sales appeal of this modern music system. Locations everywhere report live public interest in the intriguing, fully exposed operation of the mechanical "brain" . . . *interest that can no longer be captured by hastily conceived changes in cabinet design, trick lighting or mirrors.*

REMOTE CONTROL AND SCIENTIFIC SOUND DISTRIBUTION • Seeburg pioneered the idea of Remote Control. Today, the Wall-O-Matic "100" is the finest remote selection system ever developed . . . bringing the same 100 selections — cataloged under five musical classifications, visible 20 selections at a time . . . right to the finger tips of the public. As an electronic development, it is overshadowed only by the Select-O-Matic "100" itself.

Another healthy development—again by Seeburg—is Scientific Sound Distribution. The public no longer wants blare at the phonograph—fadeaway in far corners. Instead, music should be played at conversational level throughout. You play it that way with Select-O-Matic "100" Music Systems . . . and no converters, adapters or other makeshifts are needed.

OPERATOR PROTECTION • During its entire history in the coin-operated phonograph business, Seeburg has always realized that its success is directly linked with the success of operators of Seeburg Music Systems.

For example, to protect the investment of the operator, Seeburg has announced the elimination of yearly models. Thus, an operator may purchase Seeburg Music Systems with the full knowledge that it will not be necessary to move that equipment until it has had a fair chance to yield unencumbered earnings. *This is protection that is essential to the financial stability of operators!*

WHAT ABOUT 45 R.P.M. VINYLITE DISCS? • Today, Seeburg stands ready to bring the many advantages of 7-inch Vinylite, 45 r.p.m. records to operators. When, and if, this becomes necessary the Select-O-Matic "100" Mechanism to play 7-inch Vinylite discs will be available for quick, easy replacement in the M100A cabinet. (See Seeburg statement of policy for complete information on nominal exchange plan.) This progressive step is your safeguard against obsolescence.

* * *

SO — YOU BE THE JUDGE. Decide for yourself which music system gives you most. By any comparison there is no music system to compare with the Seeburg Select-O-Matic "100". See your Seeburg Distributor for the complete story of Select-O-Matic "100" Music Systems.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.

there's
"music
for
everyone"
with

100

**WHEN YOU WEIGH THE EVIDENCE
YOU WILL AGREE THERE IS NO CHOICE BUT**

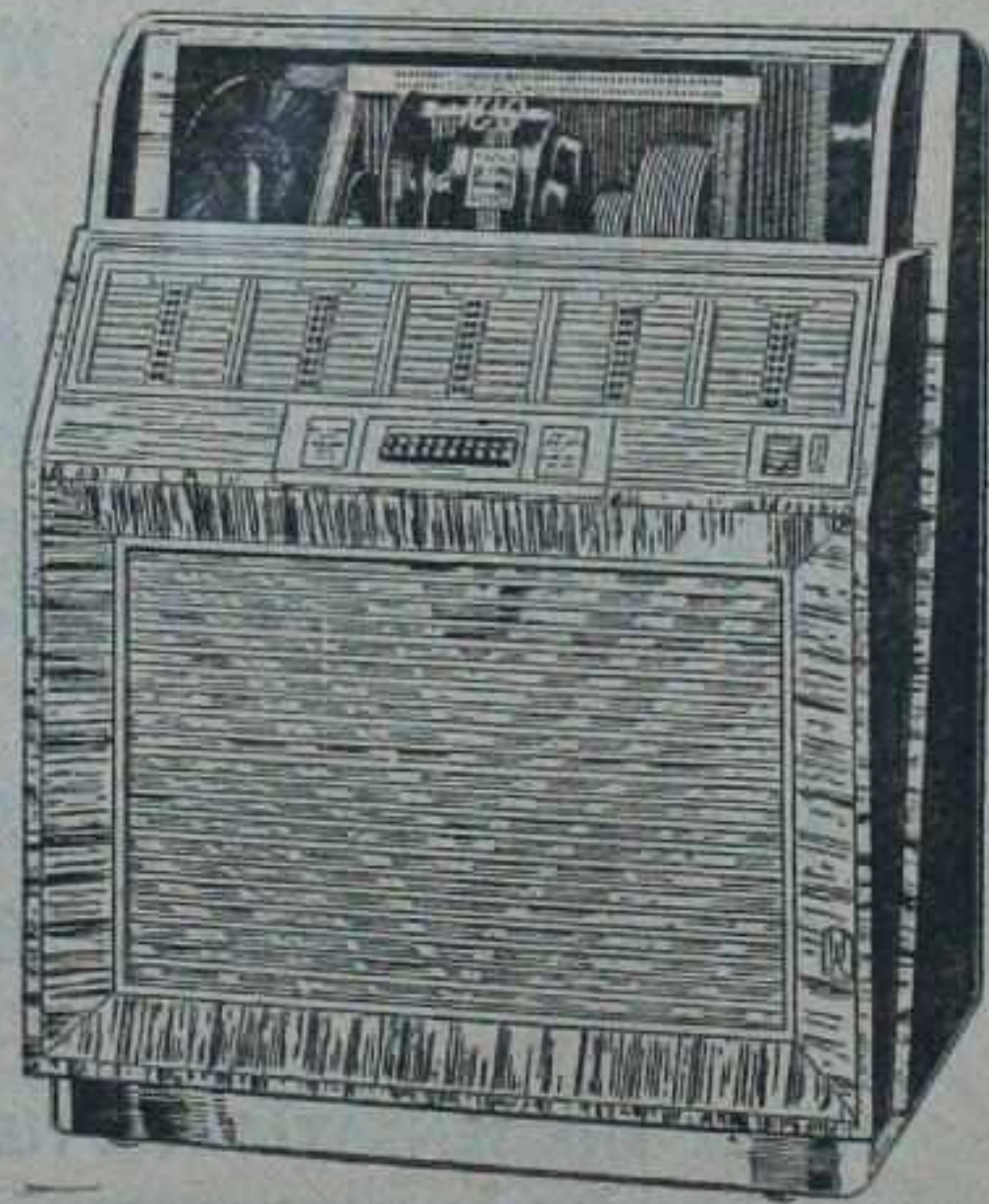
Select-o-matic

MUSIC SYSTEMS



THE SELECT-O-MATIC "100" MECHANISM • The most revolutionary development in the history of coin-operated music. Before its introduction to the coin-operated music industry, the Select-O-Matic "100" Mechanism was tried, tested and proved in industrial and commercial installations throughout the country. Today, it is regarded as the most trouble-free mechanism ever built.

THE SELECT-O-MATIC "100" • The phonograph with more of everything. More selections—100—all visible at the same time. More interest—the mechanical "brain" develops unprecedented public interest. More opportunity—it's setting new performance records wherever installed. More economy—full operating power consumption only 240 watts.



THE WALL-O-MATIC "100" • Today, a better phonograph alone is not enough. Remote control is essential. Here is the finest remote selection system ever built. 100 selections—visible 20 selections at a time—bring music right to the finger tips of the public. Attractively styled with sparkling chromium-plated finish. Compact, 3-wire system—easy to install.



SELECTIONS

Angott To Hold Dual Opening; Showing in Feb.

DETROIT, Feb. 4.—Angott Distributing Company, Inc., will hold the formal opening of its new quarters here in conjunction with the National Wurlitzer Days showing of the new 1250 February 12-13, Carl Angott, firm head, announced this week.

In addition to refurbishing the record department and storerooms the firm's headquarters now features a 100 by 140 foot parking area.

Angott reported that instead of giving a new 1250 as a door prize the firm has decided to spend that money for gifts which will be given to all visitors attending the open house, new phonograph showing celebration.

The S and C Catering Service will serve buffet meals during the two-day event to up-State and metropolitan ops who attend.

WANTED

Used or New Hillbilly or Western
RECORDS

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

WRITE TO TONY GALGANO,
USED RECORD
EXCHANGE

4142 W. Armitage Ave., Chicago 39, Ill.
Tel.: Dickens 2-7060

WE PAY FREIGHT

Merchandise Clinic:

South Dakota's Mr. Promotion Sets Pattern for Operators Thru The Territory on Play Boosters

By Norman Weiser

YANKTON, S. D., Feb. 4.—Constant promotion can pay off in increased income according to Mike Imig, head of Mike Imig's Music Service and president of the South Dakota Phonograph Association. He has proven this point not only to himself, but to the association members who have steadily increased their promotional programs in the past year.

Imig's promotion is mostly of a local nature and the program covers far more ground than that attempted by most operators. An example of the type of pay-off promotion which he is constantly using is a drive instituted only recently, but already adopted by many members of the association.

Radio Tie-In

Contacting the publicity department of radio station WNAX, one of the most powerful outlets in the area, Imig arranged a deal whereby he and other ops received special colored title strips for two songs cut by the station's Bohemian band on the Capitol label. The group, which is popular thruout the territory had recorded *Happy Couple Waltz* backed with *Muziky, Muziky*. This record was used by Imig in his phonos, and, together with the special title strips and the tie-in publicity on the radio

station, the nickels began to roll in.

So big was the promotion on this one record that operators in North Dakota, Iowa, Minnesota and Nebraska, all within the range of WNAX, soon joined the South Dakota operators, and Imig, in the promotion. And all made money on the deal.

Local Play Promoters

While the radio station promotion cascaded into a territorial push, Imig has a constant publicity program here in his home bailiwick. He follows much the same route taken by other ops in the standard promotions, such as Hit Parade title strips, tie-ins with local charitable drives, etc., but also goes in for "secondary" programs, wherein his phonographs are not directly a part of the programs.

Last Christmas, for example, Imig offered the Yankton Theater a pedigree cocker spaniel pup and a de luxe two-wheeler bicycle to be given as door prizes during a special Christmas show for Yankton's kids. This made the front pages of the local newspapers.

Active the year round in civic affairs, Imig devotes much of his time to the kids. One of his activities which gives him a great deal of personal pleasure is the sponsorship of a moppet baseball team, all the kids being 12 years or under. When the team won a State-wide tourney last fall, Imig was the proudest man in South Dakota.

A bowling team carries his colors during the fall, winter and spring season, with Imig participating himself in the keggling tournies. This venture also hit the jackpot in '49 when the team pulled down a championship to add another trophy to the operation's office showcase.

Ballroom Operation

To further promote music in this area, Imig several years ago purchased a ballroom, and since taking over the operation, has made it a point to bring to Yankton some of the biggest names in the ork world.

A singer with Lawrence Welk's band before he entered the coin machine business, Imig still has a soft spot in his heart for live music, and by promoting the orks via his ballrooms, those names draw more plays in the local juke after the band has gone its way.

Servicing

In addition to his promotional activities, Imig is a firm believer in maintaining strong ties with his locations, and especially in keeping his servicing department up to the minute.

During a business trip to Chicago last year, Imig received a frantic call (See Merchandise Clinic on page 112)

Wurlitzer Days In Mil'kee Mark United Opening

MILWAUKEE, Feb. 4. — Milwaukee's National Wurlitzer Days, introducing Model 1250 February 12-13, also will mark the grand opening of United, Inc. in its new quarters, 3724 West Vliet Street.

Formerly known as United Coin Machine Company, United, Inc., is headed by Harry F. Jacobs Sr. and Jr. New showrooms, offices and service shops are located in a large one-story building in the center of the city. It formerly was occupied by a super market.

Jacobs Jr. entered the trade as an operator 15 years ago. As his business grew he gradually branched out into the distributing end of the business. He has been in the distributing field exclusively for the past six years. His father joined the organization in January, 1946. For the 15 years previously, Jacobs Sr. was a supervisor for Prudential Life Insurance Company.

In an announcement sent to Wisconsin operators, United invited coinmen to "an old-fashioned Gemuetlichkeit, featuring food and beverages."

Intro Tape Unit To Replace Wire In Rental Music

NEW YORK, Feb. 4.—A new tape recorder-playback, introduced a week ago as a low-cost unit aimed at the home market, is to be promoted for rental and coin wired-music installations as well, according to Larry Finlay, president of National Recorders Sales, Inc. A working model for this purpose has already been developed, he said, but marketing will have to await tie-ins with record-library owners.

He further claimed the device suited for use in a juke box, with selectivity of taped numbers well within its technical capabilities. But such use was not seen by him as practical for many years, due to the unavailability of pop tunes by top artists on tape. Finlay predicted, tho, that penetration of recorder-playbacks into the home market will eventually make commercial recording on tape economically feasible.

24 Channels on 2 Inches

National's mechanism uses two-inch magnetic tape (*The Billboard*, February 4). Twenty-four channels may be recorded, each playing five minutes, on a standard-length tape. Featured is the selectivity mechanism which permits immediate shifting from channel to channel.

In the commercial field the unit can be produced cheaply enough to allow placement in each location now served by wired-music set-ups, Finlay said. Recorded tape sold or rented to locations could offer selected programs to meet local preferences.

ALFRED SALES, Inc., of BUFFALO
Cordially Invites You to their...

NATIONAL WURLITZER DAYS OPEN HOUSE

Sunday, February 12

Monday, February 13

TO SEE THE SENSATIONAL NEW

WURLITZER Twelve Fifty

The Phonograph Designed and Priced for Today's Market

Plenty to Eat! Plenty to Drink! All on the House!

ALFRED SALES, INC.
Distributor of Coin-Operated Machines and Devices

881 MAIN STREET Lincoln 9106 BUFFALO 3, N. Y.

Western New York and Northern Pennsylvania
Exclusive Factory Distributors for WURLITZER

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of *The Billboard* are:

OBERSTEIN'S HIT DISKS TO DEBUT. The new record company is set to enter the business on the 79-cent level (Music Department).

MORE DISK COMPANIES GOING TO NEW SPEEDS. Several stories carry news of indies and majors' subsids readying new speeds (Music Department).

STILL HOPE FOR EXCISE CUTS. Showbiz must breach ranks of Democrats, and GOP is short of majority (General Department).

SHOWBIZ STOCK REVIEW. A survey of all phases of the amusement industry (General Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

MAKE PLANS
to see the
WURLITZER
Twelve Fifty

AT YOUR WURLITZER DISTRIBUTOR'S

ON NATIONAL WURLITZER DAYS

FEBRUARY 12th and 13th

you will see a phonograph that is

NEW
...ALL THE WAY THROUGH

NEW Money-Making Features.

NEW Advanced Styling.

NEW Simplified Record Changing Mechanism.

NEW Record Playing Capacity.

NEW Protection Against Obsolescence.

NEW Time Saving Service Features.

DESIGNED AND PRICED FOR TODAY'S MARKET

**THE ONE PHONOGRAPH
YOU CAN BUY WITH CONFIDENCE FOR THE FUTURE**

MOA's Goals for the Year; Levine Outlines March Meet

(Continued from page 96)
graphs and attempt to get a uniform rate thruout the 40 Internal Revenue districts." On the legislative front, MOA took on the task of dealing with any "legislation on a national level that would affect operators equally thruout the country."

Pubserv Campaign

Last September, MOA's national committee broadened its interests, calling for a public relations campaign aimed at "elevating the business in the eyes of the general public." One of its first acts in this connection was to participate in a drive to fight syphilis thru widespread placement of a special record on jukes.

In a review of the history of MOA,

Levine said the need for organization was felt most strongly in 1947 during hearings on proposed "ASCAP legislation" designed to "destroy the exemption in favor of juke boxes contained in the Copyright Law of 1909." The operators' case was poorly expressed at the hearings, he charged, since no unified group appeared to present their position logically and factually.

Bedlam

"It is no exaggeration to say that bedlam reigned," Levine stated. "There was no unity among the operators whatsoever. All present had different ideas as to how the operators' side of the picture should be presented. But the proponents of the measures were well organized. The phonograph manufacturers were also well organized and very helpful at the hearings, but could not obtain the co-operation of operators because they had no representative spokesman.

"The best information available is that ASCAP has not, for one moment, stopped their fight to accomplish passage of these bills and that they now feel more assured of doing so than ever before. This threat to the music operating business is genuine and presents the most serious problem that operators and the industry as a whole must fear."

He urged large attendance at the confab next month. An active MOA "can safeguard the interests of all concerned," he said, and on national problems "act as a medium for coordinating operator, distributor and manufacturer forces."

AMI Appoints Central Ohio as Cleve Distrib

(Continued from page 96)
ters. (The Cleveland showing was held Thursday thru Saturday this week.)

Form P-S Firm

P-S Distributing Company is a newly formed company, with Herman Paster and Irving Sandler the heads. Both have been associated in distributing activities together in the past. Paster has also operated the Mayflower Distributing Company and Paster Distributing in St. Paul, Milwaukee and Omaha. Sandler operated Sandler Distributing in Des Moines.

New firm has taken over the Sandler Distributing headquarters and will work out of that office.

Mayflower and Paster distributing firms have been AMI reps for the past year or more and will continue to handle the line in their respective territories.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 37)

- Push Ka Pee Shee Pie
- L. Jordan (Hungry Man) Dec 24877
- Put on an Old Pair of Shoes
- M. Dee & Skinner (Sleepy Time) Command 5010
- Rag Mop
- E. Howard (Daddy's Little) Mer 5371
- Raindrop Serenade
- G. Lombardo (La Golondrina) Dec 24854
- Rancho of the Roses
- H. Harding (When Manuel) Grand G-25015
- Rancho of the Roses
- R. Musette Ork (Sweet Canary) Standard T-52
- Robin Hood
- L. Frima Ork (Brooklyn Boogie) Varsity 240
- Roulette
- T. Martin (It's Easy) V(78)80-3695; (45)47-3219
- Send Me the Pillow You Dream On
- B. Stevens & Paul (Moonlight and) Freedom F 5000
- Shake Hands
- A. Sears-The Sparrows (Brown Boy) Coral 65023
- Sleepy Time Gal
- M. Dee & Skinner (Put on) Command 5010
- Somewhere on Anywhere Road
- B. Crosby-J. Alexander Chorus-V. Young Ork (Sure Thing) Dec 24876
- Song of the Islands
- G. Lombardo (Sweet Leilani) Dec 24867
- South Rampart Street Parade
- J. Dorsey (Muskrat Rambles) Col 38656
- Stop! Stop! Stop!
- E. Light Ork (Waltz Me) Lincoln 515
- Sunshine Cake
- B. Crosby-C. Richards-J. Alexander Chorus-V. Young Ork (Horse Told) Dec 24875
- Sure Thing
- B. Crosby-J. Alexander Chorus-V. Young Ork (Somewhere on) Dec 24876
- Sweet Canary Polka
- R. Musette Ork (Rancho of) Standard T-152
- Sweet Leilani
- G. Lombardo (Song of) Dec 24867
- Sweet Talkin' Georgia Gal
- B. Williams-B. Haggart Ork (After I've) Coral 60146
- That's a Plenty
- H. Carmichael-M. Matlock's All Stars (Darktown Struttin') Dec 24871
- That's a Plenty
- P. Harris (Chattanooga Shoe) V 30-3692
- There Must Be Somethin' Better Than Love
- A. Shaw Gramercy Five (Nothin' for) Dec 24870
- There's No Man Like a Snow Man
- V. Young Ork (Poker Polka) Dec 24848
- Third Man Theme, The
- I. Fields Trio (Poet and) V(78)20-3698; (45)47-3222
- Third Man Theme, The
- G. Lombardo (Cafe Mozart) Dec 24839
- Thirty Pieces of Silver
- M. Estes (House of) Coral 64031
- Two-Faced Heart
- E. Miller Ork (Fifi) Rainbow Records 90066
- Under the Yum Yum Tree
- E. Light Ork (When You) Lincoln 513
- Waiting
- W. Lynn (I'm Not) Essex 703
- Waltz Me Around Again, Willie
- E. Light Ork (Stop! Stop!) Lincoln 515
- Wedding Samba
- M. Katz (Music! Music!) Cap 862
- When I Grow Up I Want To Be Like Hoppy
- E. Brandt & His Hollywood Hicks (Hollywood Baby) Lndon 607
- When Manuel Shakes His Maracas
- Good-Fellow (Rancho of) Grand G-25015
- When You Know You're Not Forgotten
- E. Light (Under the) Lincoln 513
- Wilhelmina
- F. Martin Ork (Music! Music!) V(78)20-3693; (45)47-3217
- Wig Head Mama Blues
- J. Morris Ork (Ooh, Ooh) Dec 48133
- Yallah!
- M. Cook (Golden Saddles) SWCI 100017
- Yes, Sir, That's My Baby
- M. Dennis (Darktown Struttin') MacGregor 1003
- You Missed the Boat
- L. Kirk-D. Corneli (Have You) V(78)20-3694; (45)47-3218

INTERNATIONAL

- Akinek Mar Konnye Sincsen
- M. Istvan (Badacsony Keknyel) V 25-6089
- Badacsony Keknyel U
- M. Istvan (Akinek Mar) V 25-6089
- Barn Dance
- M. Griffin's Shamrock Ork (Paddy Canty) Standard F-14005
- Lady of All My Dreams
- Sokach-Habat Ork (My Baby) Dec 45089
- Mein Blondes Gretchen
- Franz & Erich's Accordion Ork (Sonnenuntergang Am) Standard F-11032
- Mlada Para
- B. Witkowski Ork (Polka Na) Standard F-3062
- My Baby Loves Me
- Sokach-Habat Ork (Lady of) Dec 45089
- Paddy Canty
- M. Griffin's Shamrock Ork (Barn Dance) Standard F-14005
- Polka Na Skrypcach
- B. Witkowski (Mlada Para) Standard F-3062
- Riviera
- W. Ventura Trio (Vagabond) Standard F-6056
- Signorinella
- G. Bechi (Signorinella Mia) V 25-7127
- Signorinella Mia
- G. Bechi (Signorinella) V 25-7127
- Vagabond
- W. Ventura Trio (Riviera) Standard F-6056

Sonnenuntergang Am St. Gotthard
Franz & Erich's Accordion Ork (Mein Blondes)
Standard F-11032

CHILDREN

- Bibbidi-Bobbidi-Boo March
- M. Miller Ork (Cinderella-Bibbidi Bobbidi) Golden RD 9
- Billy Boy
- J. Moreland-G. Touchette (Frog He) Lincoln 510
- Bunny Hop
- M. Miller Ork (White Bunny) Golden R 41
- Cinderella-Bibbidi Bobbidi Boo (The Magic Song)
- Sandpipers-A. Lloyd-M. Miller Ork (Bibbidi-Bobbidi-Boo March) Golden RD 9
- Cinderella Work Song
- A. Lloyd-Sandpipers-M. Miller Ork I & II Golden RD 10
- Close Your Eyes
- Sandpipers-A. Lloyd-M. Miller Ork (Sleeping Child) Golden R 40
- Donald Duck at the Opera
- Donald Duck-M. Miller Ork (Mickey's New) Golden RD 7
- Donald Duck, Baby Sitter
- D. Duck-M. Stewart-Sandpipers-M. Miller Ork (Mickey Mouse) Golden RD 8
- Elephant Walk
- M. Miller Ork (Saggy Baggy) Golden R 42
- Frog He Would A-Wooding Go
- R. Halfee (Eilly Boy) Lincoln 510
- Georgie Porgie
- J. Moreland-G. Touchette (Three Billygoats) Lincoln 509
- Giggling Polka, The
- R. Collier (Poor Little) Col MJV-60
- Hansel and Gretel (I & II)
- M. E. Joels-G. Osser Ork . . . Caravan C-18
- How the Fire Engine Got Its Siren (I & II)
- T. Reddy-B. May . . . Cap 30060
- Mickey Mouse and Farmer Rush Rush
- P. Donald-M. Mouse-Sandpipers-M. Miller (Donald Duck) Golden RD 8
- Mickey's New Car
- Mickey Mouse-Donald Duck-Sandpipers-M. Miller Ork (Donald Duck) Golden RD 7
- My Toothbrush Song
- A. Lloyd-Sandpipers-M. Miller Ork (Seven Sneezes) Golden R 43
- Poor Little Polliwog
- R. Collier (Giggling Polka) Col MJV-60
- Saggy, Baggy Elephant, The
- Sandpipers-A. Lloyd-G. Mack-D. Ocko-M. Miller Ork (Elephant Walk) Golden R 42
- Seven Sneezes, The
- Sandpipers-A. Lloyd-G. Mack-M. Miller Ork (My Toothbrush) Golden R 43
- Sleeping Child
- Sandpipers-A. Lloyd-M. Miller Ork (Close Your) Golden R 40
- Snow White and the Seven Dwarfs (I & II)
- M. E. Joels-G. Osser Ork . . . Caravan C-20
- Three Billygoats, The
- R. White-Lincoln Singers (Georgie Porgie) Lincoln 509
- White Bunny and His Magic Nose, The
- Sandpipers-A. Lloyd-G. Mack-M. Miller Ork (Bunny Hop) Golden R 41

CLASSIC & SEMI-CLASSICAL

- Dvorak: Serenade for Strings in E Major, Opus 22
- Album—Berlin Philharmonic Chamber Ork—H. Von Benda, Dir. (Tchaikovsky: Serenade) (1-12")
- Capitol Telefunken (33) P 8060
- Hindemith: Sonata in D, Op. 11, No. 2 Album—L. Kaufman-A. Balsam (Poulenc: Sonata) (1-12")
- Capitol (33) P-8063
- Poulenc: Sonata Album—L. Kaufman-A. Balsam Hindemith: Sonata (1-12")
- Cap (33) P 8063
- Selections From the Chocolate Soldier Album—A. Goodman Ork (4-10")
- V(78)K-21; (45)WK-21
- Johann Strauss: On the Beautiful Blue Danube; Roses From the South; Voices of Spring Album—Vienna Philharmonic Ork, C. Krauss, Dir. (Johann Strauss: Thousand) (1-12")
- Capitol Telefunken (33) P-8061
- Johann Strauss: Thousand and One Nights and Acceleration Waltz Album—Berlin Philharmonic Ork, E. Kleiber, Dir. (Johann Strauss: On) (1-12")
- Capitol Telefunken (33) P-8061
- Richard Strauss: Duet From "Arabella," Acts I & II—E. Wieber-M. Fuchs-P. Schoffler—Berlin Philharmonic Ork, W. F. Reuss, Dir. Capitol Telefunken 8-86002
- Tchaikovsky: Serenade in C Major, Op. 48 Album—Amsterdam Concertgebouw Ork, W. Mengelberg, Dir. (Dvorak: Serenade) (1-12")
- Capitol Telefunken (33) P-8060
- Hugo Wolf: Italian Serenade—German Philharmonic Ork of Prague, J. Keilberth, Dir. (Parts I & II)
- Capitol Telefunken 8-86003

LATIN-AMERICAN

- All Done Now
- A. Merdez (Prelude) Standard T-155
- Bongo Bongo
- P. Prado (Mambo a) V 23-1495
- El Borracho
- M. Mejia (El Huateque) V 23-1500
- El Huateque
- A. Huessa (El Corracho) V 23-1500
- Esto Es New York, Vida Mia
- P. Gallinder (No Paga) V 23-1483
- Mambo a La Kenton
- P. Prado (Bongo Bongo) V 23-1495
- No Paga Quere
- P. Gallinder (Esto Es) V 23-1483
- Prelude
- A. Merdez (All Done) Standard T-155

Inviting You

TO ATTEND THE FIRST SHOWING OF

The Sensational New

WURLITZER

Twelve Fifty

IN

MILWAUKEE

SUNDAY & MONDAY

FEBRUARY

12 and 13

1 P.M. to 10 P.M.

OPEN HOUSE AND GRAND OPENING AT NEW LOCATION

Enjoy United Gemuetlichkeit

"Wisconsin's LEADING DISTRIBUTOR"

UNITED INC.

4227 W. VLIET ST. Phone West 3-3224
MILWAUKEE 8, WIS.

All Operators in

VIRGINIA and EASTERN NORTH CAROLINA

are invited to attend

NATIONAL WURLITZER DAYS

Feb. 12 and 13

O'CONNOR DISTRIBUTORS, INC.

2320 W. MAIN ST. RICHMOND, VA.

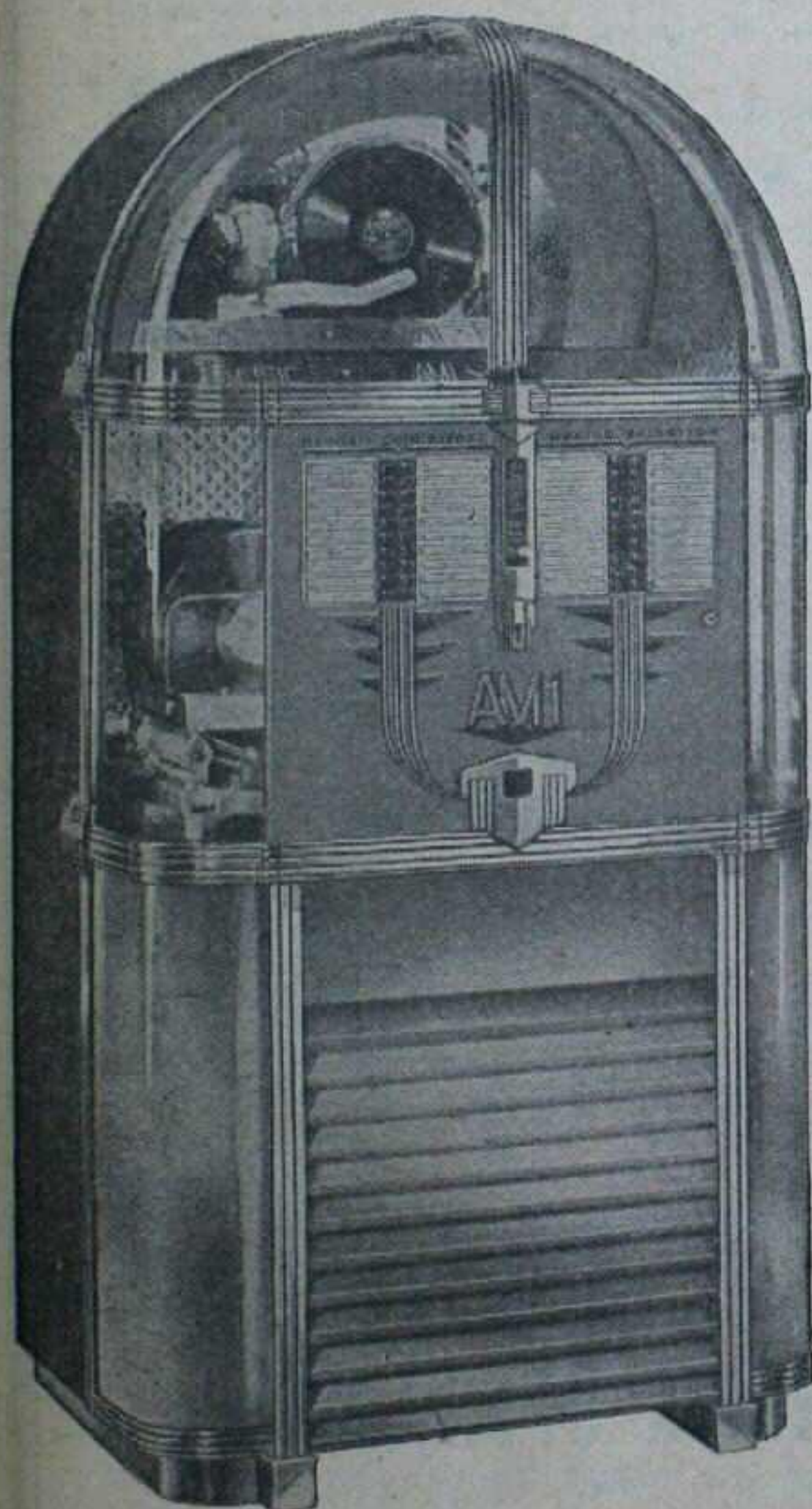
O'CONNOR DISTRIBUTORS, INC.

400 WATER ST. PORTSMOUTH, VA.

THERE WILL ALSO BE A SHOWING ON FEB. 15 IN THE RED ROOM OF THE PATRICK HENRY HOTEL, ROANOKE, VA.

Model "C" Brings You

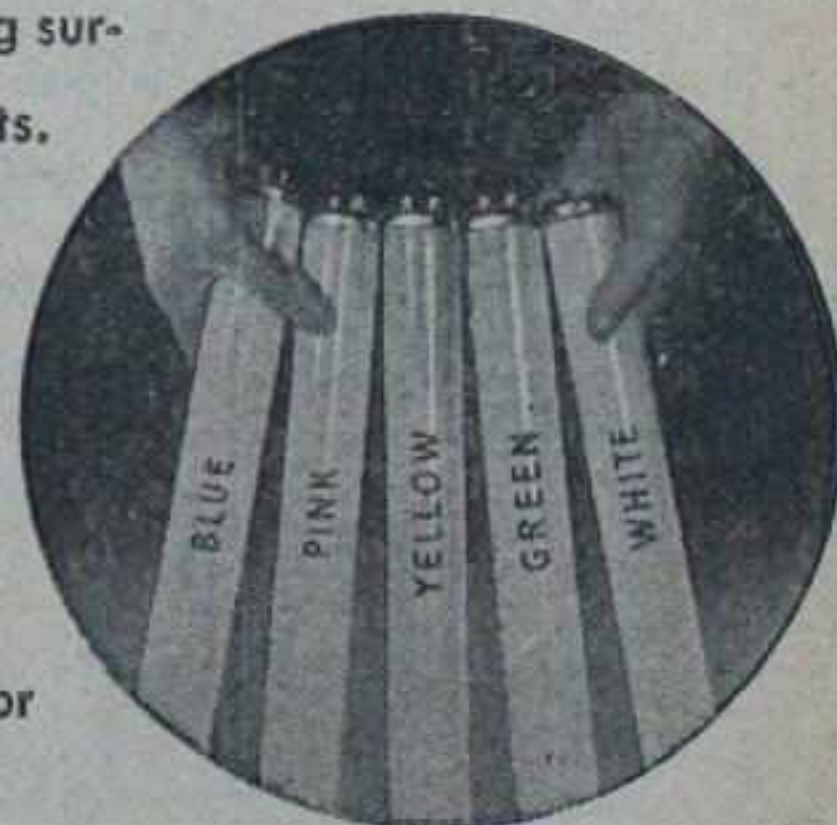
COLOUR



20 RECORDS, 40 SELECTIONS

**your
choice!**

The "C" blazes with color—color transparent through rich plastic surfaces, color transparent through great areas of Plexiglas; direct color, reflected color, stationary color and changing color—color, color, color! Probably you'll say you can't get too much color, but many locations want special color effects, to please both the owner and the clientele. On the "C" you may switch your colors to suit any location in a matter of seconds—just change tubes or lamps and the exact effect desired is instantly achieved! Choice of color is yours even to the wood of the cabinet—here again you have your choice of chaste blond or rich natural mahogany. This beautiful cabinet weighs only 253 lbs. net; it's easily handled and has a clean, flat back with no protruding surfaces but plenty of good grip points. Occupies only 5.1 square feet of floor space. Yes, the "C" is the juke box built for the operator, ideal for every kind of location and perfectly suited to surrounding decor and ornament. Order today from your AMI distributor—immediate delivery!



AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.

Sales Office: 127 N. Dearborn St., Chicago 2, Ill.

50% Extra Visibility • "Before and After" Changes • One Door Servicing • Entirely New Sound System

'BUILT FOR THE OPERATOR'

HOW MUCH DO YOU HAVE INVESTED IN YOUR PHONOGRAPH ROUTE?

Ever stop to figure it?

Not just how much the equipment on location is worth—but figure in the hours of time and effort you have put in to build your business, too.

Now figure how much it will cost you to come to Chicago for three days in March, 6-7-8. Won't it be worth the small amount in ratio to your investment to sit down with other operators and discuss your business problems with them?

Of course it will!

One idea, one new labor or money-saving plan that some other operator has found successful will more than pay for your trip.

In a sense you are investing this time and money in yourself—in your business. *What better place to spend it?*

So plan now to be on hand. Put your reservation for the convention and your room in the mail now.

Mail it to

Ray Cunliffe

Convention Chairman

3018 E. 91st Street

Chicago 17, Illinois

FIRST ANNUAL CONVENTION OF MUSIC OPERATORS

Palmer House

Chicago

March 6-7-8

Sponsored by

MUSIC OPERATORS OF AMERICA

Shuffle Home To Stay in Balto

Name Purveyor Metro-Bowl Rep In Three States

CHICAGO, Feb. 4. — Metro-Electronic Company, Inc., Indianapolis, this week appointed Purveyor Distributing Company, Chicago, as distributor for its Metro-Bowl unit in Michigan, Illinois and Wisconsin. Appointment becomes effective immediately.

Metro-Bowl is an attachment for use on standard shuffleboards which allows players to participate in games similar to the shuffle games now sweeping the country. Unit can be attached to any shuffleboard in two minutes without any damage to the board. Scoring, handled by the players, covers all the regular bowling points, including strikes, spares, etc. Major feature of the unit permits play from both ends of the board simultaneously.

Herb Perkins, who heads Purveyor Distributing, announced salesmen will be assigned to cover the three-State area this week.

Name Lieberman Exhibit Distrib For Minn. Area

CHICAGO, Feb. 4.—The Lieberman Music Company, Minneapolis, has been appointed Minnesota distributor of Exhibit Supply's Shuffle Bowl. Joseph A. Batten, vice-president and general manager of the manufacturing firm, announced this week.

Shuffle Bowl can be played by up to five persons. It is complete unit for converting a regulation shuffleboard table into a shuffle game. Equipment includes a backglass, scoring unit return puck chute, plastic pins mounted on a rack and a trough for catching pucks which have passed under the illuminated pins.

Puck Patter

Chicago: Joseph A. Batten, vice-president and general manager for Exhibit Supply Company, reports that the reception operators have given his firm's Shuffle Bowl unit is beyond expectation, altho he felt it would prove to be a sound item. Just back from showings in different parts of the country, Batten says the firm is increasing production to keep up with demand. Exhibit now has several new distributors handling the product. Bill Doll is also back from showing the product at Cleveland Coin Machine Exchange headquarters. (See PUCK PATTERN on page 107)

Brief and Important

Late Digest of Coin Machine News

Worden in Red Cross Post

Robert E. Worden, director, vice-president and general manager of Bowman Gum, Inc., Philadelphia, was appointed chairman of the business, industry and labor department for the 1950 Red Cross fund campaign. He heads the largest money-raising division of the drive. He will be responsible for raising approximately 50 per cent of the Red Cross campaign quota.

Spokane Ops Install Novelty Games

Spokane operators last week began installing pinball games with "For Amusement Only—No Award" signs prominently displayed. Move followed a recent ruling of the State Supreme Court upholding a ban on those games offering free games. Police reported all local ops had complied with the ruling.

Let's Play Q-Ball Sponsored by Mfrs. On WOR-TV, N. Y.

(Continued from page 11) represented six local taverns, were chosen from weekly eliminations held in the American Q-Ball Congress halls.

Three games were played on last Friday's telecast, with the two finalists matched in the third to compete for merchandise prizes and an opportunity to appear in the June national Q-Ball meet in Madison Square Garden.

Visually the matches were stimulating, entirely comprehensive and surprisingly fast-paced. The camera turned in a particularly good job on following thru each shot.

The telecast's one false note was emcee Bob Sheppard, whose glib tongue and patronizing manner toward the contestants may rub sports fans the wrong way. Sheppard has a habit of throwing his arm around the contestants while talking to them that was plainly irritating to players and audience alike. Last Friday one of the former, a sardonic, gum-chewing chap from Nick's Tavern, looked downright disgusted.

Commercial-wise the program was over-loaded with free plugs for the award merchandise. However, the Q-Ball commercials themselves were brief and well-written, with copy emphasis on the value of "a coin-operated sport" for the YMCA, clubs and taverns. New Jersey and New York telephone numbers were flashed on the screen and owners were invited to call for free installation of the machine. An extra sales incentive curve was pitched in the form of 25 pretty demonstrators, who coyly offered in close-ups to "visit your tavern or club and teach your customers how to play Q-Ball. June Bundy.

Precision Sets 1950 Puck Line

CHICAGO, Feb. 4.—Precision Puck Company, thru President Nils Malmgren, announced this week that its 1950 puck line is in production.

Line is made up of four models in the 12-ounce weight class, while the fifth series includes pucks which weigh six ounces each. The D-200 series has two grooves. Both the S-100 and the DS-100 have a single groove. Model O-100 is a plain puck. All puck series made by precision have a diameter of 2.312 inches, except the S-50 group which includes the six-ounce model, and have a one and three quarter-inch diameter.

Malmgren stresses that all precision pucks are hardened, ground on the bottom, polished, buffed and hard chrome plated.

Game Has Long History in City; Many Ops Drop Out As Vets Keep Ball Rolling

League Activity High; Progress Now Slow But Sure

BALTIMORE, Feb. 4.—No "Johnny-come-lately" in this area, shuffleboard has been a money-maker for some operators for the past eight years, but as a piece of equipment for the general operation, the game has not been too popular according to a recent survey. Actually, Baltimore was among those Eastern cities which found shuffleboard to be a customer attraction in public locations many years ago, but not as a coin-operated unit. When the coin machine operator entered the shuffleboard picture some 18 months ago, he found many locations already equipped with the boards. Leagues were an old story, and competitions between locations within the city and between squads from other Eastern centers, such as Philadelphia and Newark, N. J., had been going on for years.

Despite the fact the games had been in use for many years, some coin machine operators, swept up by the rapidly growing trend thruout the country at the time purchased boards for their locations.

Price Problem

The immediate problem was the per-game charge, which was being used in most areas. Those boards which had been on location had been rented, in most cases, to the location at a flat fee which averaged about \$45 a month. The sudden switch to a 5-cent per game charge was met with considerable resistance, altho locations, now collecting 5¢ per cent of (See Veterans Keep on page 112)

Philly Shufflers Get Shuffle Drome

PHILADELPHIA, Feb. 4.—Victor Orlando officially opened his Shuffle Drome this week in the Southwest section of the city. Marking the first amusement center here devoted exclusively to shuffleboard, the Shuffle Drome features 10 custom de luxe model American Shuffleboards.

No other amusement games are used. Soda, candy and sandwiches are sold. With the opening of his Shuffle Drome, Orlando is organizing a number of teams in the neighborhood for the staging of championship tournaments.



MONARCH TOPS ARE TOPS!

- FINEST HARD MAPLE!
- ALCOHOL RESISTANT!
- FASTEST TOP ON THE MARKET!

LIMITED QUANTITY USED, COMPLETELY RECONDITIONED BOARDS STILL AVAILABLE.

BRAND NEW MONARCH

Shuffleboards, 22 ft.—"Shufflette" Rebound, 8 ft. 8 ft. and 12 ft. Side Cushion Shuffleboards

MICHIGAN OPERATORS—Contact our Detroit Sales Office: 2998 Grand River Ave. Telephone: TEmple 1-4458

Write for Information and Prices



Monarch Shuffleboard Inc.

1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

PRECISION PUCK
Often Imitated—Never Equalled

5 Styles and Models

A Precision Puck for Every Purpose

For Full Information Send for Illustrated Folder

PRECISION PUCK COMPANY

Subsidiary of M & S Tool Works
7936-38 South Chicago Avenue Chicago 17, Illinois
All Phones: ESsex 3-4699

DOUBLE Your Take With DOUBLE PLAY!



**PAYS FOR ITSELF
IN ONE (1) WEEK!**

● Any number can play, as BOTH ends are available to players.

**ROLL IN
THE PROFITS**
with fascinating

METRO-BOWL

New Shuffle Bowling Game That Plays BOTH Sides!

- All the action of bowling . . . Strikes . . . Splits . . . Spares . . . Railroads, etc.
- RUGGED . . . DURABLE . . . TESTED . . . PROVEN
- THE GREATEST MONEY-MAKER OF ALL

2 Games at LESS Than 1/2 the Cost of Others!

DISTRIBUTORS—ACT NOW!
SPECIAL PRICE

for Operators and Dealers!

ONLY **\$147⁵⁰** Coin Operated,
\$20.00 Extra

SINGLE FACE METRO-BOWL
Coin-Operated \$115.00

SPECIFY 5¢ OR 10¢ COIN SLOTS

**TERMS: One-Third Cash With Order,
Balance C. O. D.**

Handsomely finished in highly lacquered natural wood, Metro-Bowl can be attached to any Shuffleboard in 2 minutes, without marring it in any way. Will not interfere with league play . . . lifts off the Shuffleboard in 1 minute. Makes your Shuffleboard a new center of attraction with a game that a single player can play, or two teams . . . **AT ONE AND THE SAME TIME . . .** at opposite ends of the board.

**PLAYERS GET MORE FUN OUT OF IT . . .
YOU MAKE MORE PROFITS AT LESS COST!**

Metro-Bowl's fool-proof mechanism will take the abuse of daily play. Puck rebounds instantly to player, giving **FAST ACTION**. At 5c a line, and 10 frames to the game, Metro-Bowl is one of the fastest money-makers on the market. No complicated scoring mechanism to get out of order . . . players score their own game, just as they do in bowling. Can use regular Shuffleboard scoring sheet.

ORDER NOW! IMMEDIATE DELIVERY!

Phone Idlewood 1391

METRO ELECTRONIC CO., INC.

2156 UNION STREET, INDIANAPOLIS 2, IND., U. S. A.

On coin-operated Shuffle-Bowls, an indicator light tells number of pucks played. When 20 pucks have been played, "game over" light shows, with reminder to insert another coin. Positive collection . . . no arguments!

BRAND NEW
22 FT. ROCK-OLA
SHUFFLEBOARDS
 5 ONLY \$395.00

ACT NOW!

SLIGHTLY USED
SHUFFLEBOARDS
VALLEY SHUFFLEBOARD
 Factory Refinished Tops
 18-20-22 Ft. \$199.00

LIEBERMAN MUSIC CO.
 1124 Hennepin Ave. AT 5509
 MINNEAPOLIS 3, MINN.

PUCK PATTERN
 (Continued from page 105)
 ters. Leiberman Music Company, Minneapolis, Exhibit's newly appointed Shuffle Bowl distributor, has big plans for the conversion unit.

Nils Malmgren, Precision Puck chief, reports that orders received by the firm in the past few weeks indicate the field is enjoying an up-swing. Malmgren explains that while he also makes pucks for shuffle game firms, several of his regular shuffleboard accounts of long standing are now increasing their orders noticeably.

Clayton Nemeroff, Monarch Shuffleboards, says that the La Porte, Ind., 10-team league is proving to be so successful that more leagues may be started there in a few weeks. Tom Caulkins, who runs the La Porte league, has done a smart promotion job in handling the league. Monarch President Roy Bazelon is back from a road trip with renewed enthusiasm for shuffleboards.

Upsurge in shuffleboard biz has kept Bill Tucker, Purveyor Shuffleboard Company exec, on the road for the past few weeks. He was due back in town late last week to confer with Herb Perkins, firm president. Meanwhile, Perkins has set up a new distributing company, and will also continue his extensive operations. Perkins reports the 1950 Sportsman, unveiled last week, is in production at the factory in Michigan, and deliveries are being made daily.



Jewel
 (HI-CENTER)
Puck
 \$17.50 Per Set of Eight
 If your distributor can't supply, write for quantity discounts.

Scientifically designed sliding surface decreases friction, gives smoother, more accurate operation. Won't chip, dent, or crack. Knurled for easy grip. Hi-Center Crown in red and green plastic. Chrome plated. WRITE FOR DETAILS

Distributor Discounts Available on Request
SCREW MACHINE PRODUCTS
 217 WEST ENGLISH WICHITA, KANSAS

ATTENTION
Shuffleboard Operators

Save resurfacing cost. One practically new Manufacturer's Resurfacing Machine. Cost \$1,400 to build. Will sell for \$800.

D. J. MIRABLE
 263 EAST ST. BALTIMORE 2, MD.

Shuffleboard Weights
 Precision made. Refinished sample & Model Sets.

SET OF 8\$6.00
 SET OF 8, Chrome.....\$7.50

D. SMITH
 Suite 301, 101 W. 42nd St., New York 18, N. Y.

SHUFFLEBOARDS

5 Superior Rebounds, like new, used 30 days \$195.00
 1 Monarch Shufflette, used 30 days, excellent \$250.00

1/3 Deposit, Balance C. O. D.

SHUFFLEBOARD COMPANY OF MEMPHIS
 310 Baltimore Bldg. Memphis, Tenn.
 Phone: 5-3443

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL & All Other Games

SALE \$200 NEW 1950 DELUXE SHUFFLEBOARD WITH MASONITE TOP
 Also Maple Top

BEST QUALITY LOWEST PRICES



New Maple Tops \$125
 10' New Shuffleboards, \$75
 22' Used Shuffleboards, New Tops, \$175
 100% Hard Wood Hand-Rubbed Cabinets with world's finest Maple or Masonite Tops. Best Electric Scoreboards, \$95.

SHUFFLEBOARD Specialists
 1114 S. Michigan, Chicago. Phone: WE 9-3795

Hard Chrome Pucks (8), \$10. Can't rust or dent. Beaded fast Wax (12 cans), \$3.50. (6) Climatic Adjusters, \$15.

BEWARE OF IMITATIONS—



Shuf-L-Bowl
 Patented 2493465

\$12.50 IN LOTS F.O.B. HEMPSTEAD
 SAMPLE, \$15.00 POSTPAID

A REAL SHUFFLEBOARD BOWLING GAME—NOT A TOY
 Increases patronage at every shuffleboard location—played and scored the same as bowling—

THE COMPLETE GUARANTEED SET INCLUDES
 10 weighted & padded maple pins—indestructible set-up rack—wall rack for storing pins—100 scoring sheets (800 lines)—crayon & other accessories.

DISTRIBUTORS WANTED—PROTECTED TERRITORIES
 Write—Phone—Wire

SHUF-L-BOWL CORP.
 465 Jerusalem Ave., Hempstead, N. Y. Phone: Hempstead 2-2040

NOW!

Double your present Shuffleboard business with this new fast money maker that is sweeping the country—Low-Priced—easy to install—just plug it in—all electric.

METRO-BOWL

2 GAMES GOING ON THE SAME SHUFFLEBOARD AT THE SAME TIME!

EXCLUSIVE DISTRIBUTOR
WISCONSIN
MICHIGAN
ILLINOIS



ONLY \$147.50
 COIN OPERATED
 \$20.00 EXTRA
 F. O. B. CHICAGO

ORDER NOW—BE FIRST IN YOUR TERRITORY

GIGANTIC CLEARANCE SALE
 We will not be undersold—see us before you buy Pin Games—Shuffle Game Equipment of all kinds.

Used Shuffleboards		Shuffleboard Supplies	
JUST OFF LOCATION		Wax	Lowest
Valley		Pucks	Prices . . .
Rock-Ola	\$75.00	Score Pads	
Mercury		Lights	
(Masonite)	UP	Scoreboards	We will not
Nation Wide		(Single and be undersold	double face)

TOTAL ROLLS\$24.50 We Have Your Favorite SHUFFLEGAME
 ADVANCE ROLLS 39.50 BALLY—GENCO—UNITED—UNIVERSAL—
 DALE GUNS, Late Models..... 89.50 CHICAGO COIN
 GLIDERS 99.00 New and Used—Immediate Delivery

WE ARE NOW DELIVERING THE NEW 1950 MODEL PURVEYOR SHUFFLEBOARD "SPORTSMAN"

PURVEYOR DISTRIBUTING CO. 4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS
 JUNIPER 8-1814—8-1815—8-1816

COINMEN YOU KNOW

Chicago:

Walter Ashton, general manager of Searles Manufacturing Company, is setting his production sights on a heavy release of the firm's 3-Way Kalva bottle vender within a few months. Tests of the improved model, with remounting of all three coin mechanisms on the exterior for swifter servicing and easier maintenance, have been concluded and the word is "okay" for regular production units.

Ray Raymond, A & M Music Company head, is setting up a special juke box unit in his record reviewing room to facilitate disk selection chores when wax men call. . . . **Andy Oomens**, Walter Oomens Sons, keeps his jukes play-primed with regular application of dusting and polishing cloths and the latest and best in wax stacks.

Charles Kanter, president of the Automatic Phonograph Owners' Association (APOA), Cincinnati, is beginning to wonder if he hasn't missed his true calling. His own tune, "Tell Me Lies," is clicking in hit proportions via the jukes in ever-widening circles with the Metro disk leading the coin-nabbers. Latest reports of high play are coming from numerous Chicago ops as they latch onto the platter. And they're looking forward to a steady run of spinnings as BMI officials pass the word that an all-out push is being set on Kanter's number.

A. Garrick Alex, head man at Vendall Company, tells of better activity, sales-wise, on the candy vender front. His two-model line of candy machines has been getting increased op attention, he says. . . . And the good sales-tale continues to emanate from officials of Atlas Music Company. **Harold Schwartz** and **Nate Feinstein** beam when Seeburg Select-o-Matics and music ops are mentioned in one breath. "That's just the way they pair up on our order pads," boys chorus.

With the introduction of new AMI Model C thruout the country via the firm's distribs, **Joe Calderon**, who heads the firm's Chicago sales headquarters, is busy getting the orders into Grand Rapids and keeping on top of deliveries. Joe spent several days in Cleveland last week with **Morris Gisser**, head of Central Ohio Coin Exchange, newly appointed AMI distributor in that area. **Ed Rafajack**, Western representative for AMI, has been spending more time here because of the load of work resulting from the heavy sales made at the showings, but will resume his field work shortly. . . . **Mike Spagnola**, manager of Automatic Phonograph Distributing Company, local AMI rep, reports orders are still coming in as a result of the initial showing of the C here and in Peoria and Rock Island several weeks ago.

Bruce Wight, Pfanstiehl assistant sales manager in the Waukegan headquarters of the needle manufacturing firm, has come up with a new idea for tele viewers. Called the TV Loafer, gimmick is a seat, with a cushion, which can be used in homes to watch television shows. Meanwhile, firm is forging steadily ahead in the music machine field and plans several promotions during the coming months with the juke box operators.

Ray Cunliffe, Music Operators of America (MOA) convention chairman, reports new exhibitor reservations are arriving daily for the org's convention March 6-8. Meanwhile, **Jack Cohen**, president of the Cleveland Phonograph Merchants' Association, and **Mike Imig**, president of the South Dakota Phonograph Association, report both groups will have large delegations in attendance when

Los Angeles:

Mel Binks, of Universal Industries, Chicago, visited **William R. Happel Jr.**, of Badger Sales, last week. The Badger vending department under the direction of **William E. Happel** is getting a lot of out-of-State business. Visiting **Joe Duarte** of the firm's export department was **Henry Chong**, here from Honolulu for a look at State-side products. . . . **Stanley Johnson**, Oceanside operator, was in town for a looksee. . . . Ditto for **S. W. Ketchersid**, of San Bernardino.

Mrs. Jackson Moore, of the Jack R. Moore Company, Portland, Ore., visited **Mr. and Mrs. Paul A. Laymon** last week. Incidentally, Laymon says the Bally Shuffle-Bowlers are really a hot item. . . . **Niles Smith**, of Oildale, was in town renewing acquaintances. Another recent visitor was **J. F. Crisp**, Tulare operator. . . . Seen on Pico Street were **Jack Arnold**, of Barstow, and **E. E. Peterson**, of San Diego.

Jack Leonard, of the Badger Sales parts department, shipped another big order to Nome, Alaska. . . . **Bob Chacon**, of Laguna Beach, was in town again. . . . **Eddie Engstrom**, of the Loeff Amusement Company, Long Beach, was looking over some games.

Robert Wagner, formerly of Bally, is now on the Coast. . . . **John Pa-cillas**, of Ontario, was checking over new games last week. Ditto for **Lee Wirt**, who operates in suburban Montebello. . . . **Al Berton**, Burbank operator, was seen on Pico Street. . . . Another Burbank operator, **James Esposito**, was making the rounds.

Bill Leuenhagen, of the W. H. Leuenhagen Company, and **Mary Solle**, of the firm's Record Bar, are lining up talent for the next Record Preview Party which is expected to draw a top crowd of operators. . . . **Wilburn Merrill**, of Santa Ana, (See LOS ANGELES on page 114)

Indianapolis:

Al Calderon has acquired the distribution of Rock-Ola phonographs, shuffleboards and Shuffle Lane formerly distributed by the Indiana Automatic Sales Company, operated by **Peter Stone**. The new company headed by Calderon will be known as the Calderon Distributing Company, located at the same spot occupied by Indiana Automatic Sales Company. **Lew Kummerow**, Rock-Ola sales executive supervised the deal.

The Shaffer Music Company had a preview at its salesrooms on North Capital Avenue, of Shoot the Bear, a Ray-o-Lite rifle range. Operators from all parts of the State attended. Representatives from other cities included **Edward E. Shaffer**, president, Columbus, O.; **Harry Hobbs**, Cincinnati branch manager, and **Ray Buechner**, Columbus.

A prominent role was played by a Seeburg Select-o-Matic phonograph in the lobby of the Claypool Hotel here during the March of Dimes campaign. The Shaffer Music Company placed the coin-operated phonograph in the lobby of the hotel, and the Janes Music Company, furnished the latest records. There was a constant crowd around the machine admiring its beauty, tone, and the excellent selection of records. The gross during the exhibition, which was donated to the March of Dimes was extra large.

Roberta Hunt Jones, of the record section at Janes Music Company, returned to her post after several days of sickness. . . . The most popular records played on coin-operated phonographs during the week were "Music! Music! Music!" and "Chat-

Twin Cities:

Bill Greco, long associated with the coin machine business in this area, has joined **Kenny Glenn**, of Kenny Sales Company, and is serving as sales manager of the firm. Kenny Sales recently took on the distribution for Minnesota and the Dakotas of the new Shuffle Pool game manufactured by Nationwide Novelty, Inc. Glenn reports operator reaction to this new unit extremely good, with the first two shipments already disposed of and new deliveries expected momentarily. . . . **Bob Westrum** and **Van Middlemas**, of Bismarck, N. D., are reported to have disposed of their big music and pin route to a man in Bismarck whose name has not yet been disclosed. . . . **Harry Lerner**, of H. & L Novelty Sales Company, Minneapolis, is adding shuffle games to his route.

William Percy, service manager for Lieberman Music Company, Minneapolis, Wurlitzer distributor, was on that Northwest Airlines plane which dropped an engine en route to New York. Percy was on his way to North Tonawanda, and Buffalo, N. Y., for the Wurlitzer service school on its new juke box which was being introduced to operators here last week. Percy got a late start and then ran into that engine trouble to top off the trip. He's back now, rarin' to go and show coinmen all there is to know about handling the new Wurlitzer phonos. . . . **Hy Greenstein**, of Hy-G Music Company, has added Brunswick records to his line of Coral records which he now wholesales in this area. He is delivering records to operators at wholesale prices.

Emil Siriani, Eau Claire, Wis., operator, was in the Twin Cities to pick up several new shuffle game units and parts for his music and pin route. . . . **Ted Heil** stopped in from Gaylord, Minn., on one of his frequent visits to this area. . . . **Oscar Schaeffer**, of Midwest Coin Machine, reports operators are opening up and buying new units for their routes in greater amount than had been anticipated. . . . **Irv Gorse**, of Hy-G Music, reports the recent plug for Bullet's "Rag Mop" recording over a local disk jockey program by **Mayor Edward K. Delaney**, of St. Paul. The plug came during the mayor's appearance on the show.

Congratulations are in order for (See TWIN CITIES on page 114)

Miami:

Willie (Little Napoleon) Blatt, Supreme Distributors, Inc., visited with **Lou Koren**, owner of the King Cole Hotel and met **Sam Kressberg**. Kressberg reported sales on his venders are excellent, and he will not be able to spend much time vacationing here because of the press of biz in his New York headquarters.

Most ops and distributors in this area are now deep in their seasonal biz upswing. **Gordon Williams** reports he is working day and night these days with balmy weather attracting record crowds this season. . . . **Bobby Cox** is now running Flamingo Music Company, one of the pioneer operating firms in the area. His father, known to the trade as **Papa Cox**, has just about retired from the coin machine field, spending most of his time managing his string of drive-in cottages.

Sam Taran, Taran Distributing Company, is busy keeping up on the orders rolling in for the new AMI Model C phonos. Sam reports his wife is now feeling much better, after having suffered an accident while visiting in Chicago during the holiday season. Meanwhile Sam continues to travel northward at regular intervals to visit the Chi-

New York:

Anthony Caruso, C-Eight topper, headed the factory delegation on hand at Murray and Bill Wiener's coin row showroom Saturday (28) for the shindig introducing the cigarette machine manufacturer's new price and marketing set-up. Several hundreds ops looked in during the day and the Wiener brothers joined **Lew Jaffa**, Eastern Electric veepee, in stating that a gratifying number of orders for machines were written.

Feature of the event was a door prize of a new Electro, won by **Frank Resnick**, of Malkin-Illion. Gifts of electric, chrome-trimmed signs, to be placed over the console venders, went to **Lou Price**, of County Enterprises; **George Panico**, of Panico Cigarette Service, and **Anthony Bonadio**, who operates out of Danbury, Conn. Here again the winners' names were drawn out of a hat.

Peak attendance at the showing was between 4 and 8 p.m., altho it was nearly midnight before the doors were finally closed. Ops came from Pennsylvania, Delaware, Connecticut and New Jersey, as well as from the local territory. Among out-of-towners were **Sam Bloom**, of Philadelphia; **Dave Berliner**, of Chester, Pa.; **Archie Rosenblatt** and **Mike Kyprick**, of up-State New York; **Michael Herman**, of Newark; **Sonny Silverstein**, of Jersey City, and **Ralph Durstein** and **Bill Kenyon**, of Wilmington, Del.

D. A. Wallach is now acting as a distributor of J. H. Keeney games in this area, with office space at 4315 Church Avenue, headquarters of **Max Weiss**'s M. W. Vending. Wallach was formerly a Keeney factory rep for cigarette machines in the Midwest. . . . **Jack Semel**, for the past several months active in promoting the use of shuffle games here, has severed his connection with **Dave Simon**, of Simon Sales. Semel, (See NEW YORK on page 114)

Detroit:

George Grenon has closed the juke box firm which he operated at Saginaw. . . . **Harry Gaylord** advises the new ball gum machine being developed by the Gaylord Manufacturing Company will be on the market in about 30 days. The machine is said to have some unusual features in rejecting foreign materials which may be inserted in the coin chute. The company is moving its headquarters here to 606 Michigan Avenue.

Robert Spencer, president of Lynco Coin Machine Company, which manufactured a small line of coin-operated games, reports the company has discontinued operations entirely. . . . **James Cooper** has established a small route of coin-operated radios as his first venture into the coin machine field. Cooper is operating Coradio and Tradio units in his locations. He was formerly with outdoor shows.

James A. Passanante is returning from his winter home at Miami to take charge of the sales program of the Gay-Coin Distributors, and is expected to be in Detroit for a considerable time. . . . **Trinco, Inc.**, is now distributing the Mills coffee and soup venders from offices at 913 Fisher Building, for the Eastern Michigan area. The company is owned by **Joseph W. Rothmeyer**, with **Howard E. Jackson** as an active associate.

Ben Newmark, partner in Miller-Newmark, was held up by grounded planes on his return from a week-end trip to Chicago, where he visited the Williams and Keeney Manufacturing plants. . . . **Isidor Edelman**, of Edcelco Manufacturing, returned to town for two days last week, then headed east again on another trip.

Cleveland:

Herb Wedewen, head of Northern Music, Inc., has set quite an innovation for the firm's showing of the new Wurlitzer 1250. Herb has extended an invite to all operators in the State, and has included a special invitation to the operators' service, route and mechanical personnel to attend the dual showing of the new phonograph and the official opening of the firm's headquarters on Euclid Avenue. . . . **Jack Cohen**, president of the Cleveland Phonograph Merchants' Association (CPMA), reports the org will have a large delegation at the Music Operators of America (MOA) convention in Chicago next month.

Hartford, Conn.:

Syd Greenbaum, sales promotion manager of Radio & Appliance Distributors, Inc., RCA Victor area distributors, participated in a panel discussion on "Problems of Life and Love" recently in Hartford. The occasion was a meeting of the Junior League of Mount Sinai of Hartford and the Double A League of the Agudas Achim Synagogue.

Washington:

Arthur J. Andrews, of Silent Sales of Maryland, has sold the Shine-o-Matic to **Frank Coomks**, of St. Mary's County, Maryland. . . . **Hirsh de la Viez** attended the recent meeting of Music Guild of America. He was also invited to be one of principal speakers at the Music Operators of America convention. De la Viez will speak on "Merchandising Music." The convention is set for the Palmer House, Chicago, March 6, 7, and 8.

John H. Phillips, of Phillips Novelty Company and president of the Washington Coin Machine Association, is also planning to attend the convention in Chicago, as are **Evan** and **Roger Griffiths**, of the Pioneer Novelty Company.

The offices of the General Amusement Company were recently broken into by thieves who stole the day's receipts. **Walter Hendrix** reports the local police are investigating. He also reports that "everybody is asking for the Seeburg Select-o-Matic."

The Shirlington shopping center in near-by Arlington, Va., now boasts a Muzak system that lulls shoppers in a six-block radius. The **Shirley Food Store** in the center has the music piped into its store—probably the first super-market in this area to use same.

All is quiet on the Arlington, Va., front as far as the pinball machine situation is concerned. Commonwealth Attorney **Denman T. Rucker** apparently has decided not to act against the machines and so the more than 50 machines installed by the **Hirsh Coin Machine Company** seem to be there to stay. This is the first installation in the county in more than 16 years.

Eddie Gallaher's juke box record of the week is "Bamboo" sung by **Vaughn Monroe**. . . . **Sonia Stein**, television editor of The Washington Post, decrying the lack of public TV facilities, last week wrote, "I'd gladly drop a quarter in the chute to see TV on a juke box type of arrangement such as is in use in other large cities—provided the place is quiet."

William F. Steele has returned from a trip to Philadelphia where he purchased some new Shuffle Alleys. Bill looked at the new AMI machine and was favorably impressed. Now he is waiting to see the new Wurlitzer unit, which comes out in February.

Toledo:

Music ops are getting together to promote the most recent release of a local recording celebrity, **Arv Garrison**, of the Arv Garrison Trio. The ops report the high "whirl rate" of Garrison's Metro disk, "Right Me If I'm Wrong," tends to bear out their contention that extra play can result from such special programing and promotion gimmicks.

According to ops' reports, practically all local jukes are, have or will spin the Garrison wax during the "boost our own" move. Word is that the first ops to use the disk were **Clifford J. Braun**, Automatic Sales Company, and **Tony and Sam Lupica** and **Bus Carone**, heading Amusement Games & Phonograph Company. Boys were followed in quick order by **Norman Fetzer**, Eagle Music & Novelty; **Abe George**, George Novelty Company, and **Tony Conti**, East Toledo Music & Novelty. Joining the city-wide "spin-dig" last week were **J. W. Patterson**, Specialty Music, and **Joe Manera**, of Maumee Valley Music.

Meanwhile, Garrison's local personal appearances, radio interviews and tie-in write-ups in city's feature news columns aided the over-all promotion. Next thing to a high riding hit done by a top publicized group or vocalist, ops hold that such stress of "hits in our own backyard" pays off handsomely as metered play tests have proved.

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) board of directors held its regular monthly meet at the association offices Tuesday (31). **Abe Villinsky**, newly elected director, made his debut at the session. Next get-together will be held February 14, one hour before the general association session. Expected at the meeting are members of the Indianapolis association.

Sam E. Chester, owner and operator of the Diamond Vending Company, has returned to his home after a one-week vacation at Dillsboro Springs, Ind. He is spending his spare time now at his farm in Indian Hill. . . . **Bernard Stillmaker**, who with his brother, **Richard**, owns the Stillmaker Amusement Company, has returned with his family from a vacation in Miami.

Charles Kanter, APOA president, was in Dayton early last week on a business trip. . . . **Mrs. Philip Ostland**, wife of the secretary-treasurer of the APOA, is recuperating at her home after a stay at Jewish Memorial Hospital. She suffered from an allergy infection.

When you buy from Runyon

YOU BUY THE BEST

A GREAT BUY

Reconditioned—
Can't Tell From New

SOLOTONE ENTERTAINER UNITS
(Like New) EA. \$369.50

SOLOTONE ENTERTAINER BOXES
(Like New) EA. \$22.50

RUSH ORDERS TODAY

1/3 Dep., Bal. C. O. D.

RUNYON SALES COMPANY

Exclusive AMI Distributors in N. Y. N. J. & Conn.

593 10th Avenue : 123 W. Runyon Street

New York 18, N. Y. : Newark 8, N. J.

LOngacre 4-1880 : BiGelow 3-8777



It's 1-2-3 for YOUR SECURITY

1. When you order dependable Herculokeys® for your coin machines your name goes on file at our office.
2. Your key code number is registered along with your name, is kept for your own use.
3. Herculokeys, the most secure of all coin machine locks, now take on added reliability from this coding system that registers your key number in your name for your own use.

Yes — Herculokeys are the most secure any way you look at it. For new equipment or replacements check into Herculokeys first. Supplied promptly with any shape cam to fit any type of installation.

INDEPENDENT LOCK COMPANY

Branches in Principal Cities FITCHBURG • MASSACHUSETTS

Look To The GENERAL For LEADERSHIP

INVENTORY SALE!

America's Cleanest Games . . . at America's Lowest Prices!

Alice in Wonderland . . . \$59.50	Floating Power . . . \$70.00	Paradise . . . \$65.00
Ballerina . . . 30.00	Holiday . . . 65.00	Ramona . . . 70.00
Barnacle Bill . . . 65.00	Humpty Dumpty . . . 37.50	Serenade . . . 80.00
Black Gold . . . 75.00	King Cole . . . 69.50	Speedway . . . 60.00
Blue Skies . . . 60.00	Robin Hood . . . 40.00	Spinball . . . 45.00
Bowling Champ . . . 100.00	Majors '49 . . . 80.00	Sunny . . . 35.00
Buccaneer . . . 70.00	Manhattan . . . 39.50	Telecard . . . 80.00
Catalina . . . 30.00	Mardi Gras . . . 40.00	Temptation . . . 55.00
Cinderella . . . 40.00	Merry Widow . . . 60.00	Trade Winds . . . 37.50
Contact . . . 50.00	Moon Glow . . . 60.00	Wisconsin . . . 40.00
	Monterrey . . . 39.50	Yanks . . . 30.00

Terms: 1/3 cash with order, balance C. O. D.

GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. Phone: Vernan 4119 BALTIMORE 1, MD.

GIVE TO THE DAMON RUNYON CANCER FUND

The Best 5 BALL FREE PLAY CONVERSIONS made from your games

Picture Parade made from your ROBIN HOOD \$69.50

JUMBO made from your TRIPLE ACTION \$64.50

Film CAVALCADE made from your MANHATTAN \$74.50

CLEOPATRA made from your TROPICANA \$74.50

Madame Butterfly made from your SINGAPORE \$74.50

BEACH CLUB made from your LUCKY STAR \$74.50

Centerfield made from your PLAYBOY \$74.50

LARIAT made from your NEVADA \$74.50

ALOHA made from your HAWAII \$74.50

BAZAAR made from your MEXICO \$69.50

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT IMMEDIATE DELIVERY

NATE SCHNELLER INC.

1427 North Broad St. Phila. 22, Pa. Stevenson 2-0242

GET ON OUR MAILING LIST FOR FUTURE NASCO CONVERSIONS

Immediate Delivery!
FROM STOCK!
RUNZEL
Pushback Wire

18 or 20 Strand
68
Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine 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 of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for
INTER-COM CABLE

RUNZEL
Cord and Wire Co.
1723 W. MONTROSE AVE.
CHICAGO 41, ILL.

10 USED
United
SHUFFLE ALLEYS
\$225.00 Cash
MITCHELL NOVELTY CO.
8506 W. NATIONAL AVE.
MILWAUKEE 15, WISC.
Phone: Mitchell 5-3254

MOST LIBERAL
MOST MAGNETIC
MOST PROFITABLE
COIN MACHINES FOR
EVERY AMUSEMENT PURPOSE
O. D. JENNINGS & CO.
4307-39 W. LAKE ST., CHICAGO 24, ILL.

JUST OFF LOCATION
LIKE NEW
AMERICAN CUSHION AND
REBOUND SHUFFLES
32 Games in One!
\$199.50
1/2 Deposit, Balance C. O. D.
ATLAS MUSIC CO.

Record Reviews

(Continued from page 97)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
RHYTHM & BLUES		
JIMMY EARLE Atlantic 895	My Love Is True Warbler and small combo rock a jump blues in the same melodic pattern as the currently high-riding "For You, My Love." All Men Go for Helen Another jump blues, vocal and instrumental, in conventional but undistinguished style.	72--72--70--74 70--70--68--72
DOZIER BOYS Aristocrat 409	She's Gone Male group shows rich intonation on slow blues job. All I Need Is You Group tackles a pretty pop of yesteryear, but proves nothing special.	74--74--74--74 66--66--66--66
MUDDY WATERS Aristocrat 406	Where's My Woman Been? Okay Southern blues chant and guitaring. Screaming and Crying Effective slow blues in the old style.	66--64--66--68 70--70--70--71
RUTH BROWN-THE DELTA RHYTHM BOYS Atlantic 899	(I'll Come Back) Someday Considerable vocal talent fails to ignite this blues ballad. Performance is skilled and knowing, but that old feeling is missing, somehow. Why? Same lack of spark here.	73--73--73--73 71--71--71--71
STICK McGHEE Atlantic 898	Southern Menu Stick reels off a catalog of Southern table delicacies in an amusing, stimulating and earthy jive blues performance. Drank Up All the Wine Last Night The Spo-Dee-O-Dee boys fashion a likely follow up to their "Drinkin' Wine" hit. Same tune, good new lyric.	73--73--73--73 85--85--85--85
ROY BROWN & HIS MIGHTY-MIGHTY MEN De Luxe 1504	Butcher Pete, Parts I & II A bawdy, jiving, jumping blues that should hit quick and hit hard. Two-sided disk is loaded with imagination, humor and vitality. Not for airplay, but boxes and retail counters should do brisk biz in this one.	86--85--86--86
BIG BILL BROONZY & HIS FAT FOUR Mercury 8160	I Stay Blue All the Time Bill chants a slow blues in his characteristic, earthy style. You've Been Mistreating Me Steady boogie beat in medium tempo helps Bill sell a lively blues wittily.	65--63--65--67 72--70--72--74
MR. GOOGLE EYES (Billy Ford & His Musical V-8's) Columbia 30185	Life Can Be a Hard Road To Travel Warbler in the Chaz Brown school displays a talent for the blues, but side doesn't hold together here. Love Me Up-tempo blues has more spirit and cohesion than flip.	64--64--64--64 67--67--66--68
THE RAVENS National 9101	I Don't Have to Ride No More Ravens work in their most successful format here—a fast blues with bass Rickey singing the lead. Lively side promises results. I've Been a Fool Group covers effectively but probably a bit late on the hit blues ballad.	83--83--82--84 74--74--74--74
DINAH WASHINGTON (Teddy Stewart Ork) Mercury 8163	I Only Know Miss W. delivers the blues ballad with plenty of punch, but the material is pretty routine stuff. New York, Chicago and Los Angeles Similar situation.	77--78--76--76 69--70--68--70
STEVE GIBSON & THE RED CAPS Mercury 8165	I Wake Up Every Morning Breakneck tempo is better for the instrumentalists than vocal group, but the effort misses fire. They Ain't Gonna Tell It Right Bright rhythm novelty is light, but snappy, spirited and entertaining.	68--68--66--70 77--78--76--78
LITTLE JOHNNY MUDDY WATERS Aristocrat 405	Big Town Play Boy Slow-rock Southern blues, with clear, winning warbling and excellent piano-guitar backing, swinging light and easy. Shelby County Theme here is nostalgia for the easy living and good loving back in the Mississippi home town. Good slow blues stuff.	74--72--74--76 72--72--70--74
BILLY WRIGHT Savoy 733	Back Biting Women Wrights sells a medium-tempo blues in an effective, relaxed delivery. Theme, a re-working of "Empty Bed Blues" and "A Good Man Is Hard To Find," should have wide appeal. Thinkin' Blues Warbler gets conviction into a slow blues.	80--80--80--80 74--74--74--74
SMILEY TURNER Mercury 8161	Lonely Boy Blues So-so male blues effort. Warbler sings well, but material and clefting don't impress. Until I Feel for You Slow ballad limos along.	65--63--65--67 62--64--62--60
BETTY HALL JONES Capitol 832	That's a Man for You Up-tempo blues is sung and played proficiently, spiritlessly and is unrelievedly dull. I Never Miss the Sunshine Slow blues ballad has something, but performance is soggy.	50--50--50--50 55--57--55--53
BOBBY SMITH Apollo 799	Bess's Boogie Vigorous, booting small ork boogie effort could pull juke box action. Desert Night Pseudo exotic instrumental spots a solo alto sax. An unlikely item tho it's not unpleasant.	81--80--80--84 66--68--63--66
FREDDIE MITCHELL ORK Derby 728	I Told You We Were Through Mainly a tenor sax and piano "go" set in rumba time. Air Mail Boogie The familiar "Good Enough to Keep" riff serves as the source for a beatful etching which could pick up plenty of rhythm sector coin.	66--66--65--67 83--84--80--84
ERNIE DEATON ORK Essex 703	I'm Not to Blame Pleasant bluesy ballad delivered neatly and aided by some Errol Garner-ish keyboard. Waiting	70--70--70--70 50--50--50--50

CABINET CONVERSION SETS FOR MILLS BELLS

—SECONDS—
WHILE THEY LAST

\$35.00 PER SET

BLUE BELLS
BLACK BEAUTY
BLACK CHERRY
CRISS-CROSS
BONANZA

THESE HAVE CRACKED CABINETS, DEFECTIVE CASTINGS, ETC.,

BUT

THEY CAN BE USED COMPLETE MACHINES IN THESE CABINETS

\$119.50 EACH

B. & M. NOVELTY CO.

1708 Washington Blvd.
Chicago 12, Illinois

\$\$ SAVE \$\$
with COVEN

NEW & RECONDITIONED MACHINES

CITATIONS \$285.00
DELUXE DRAW BELLS 145.00
UNITED SHUFFLE ALLEY 199.00
BALLY SHUFFLE BOWLER. }
BALLY HOT ROD } WRITE
VICTORY DERBY or SPECIAL... \$39.50

Screwball .. \$69.50 Alice in Won-
Merry Widow 69.50 derland ... \$69.50
Trade Winds 69.50 Barnacle Bill 94.50
Thrill 69.50 Yanks ... 49.50
All Babs .. 69.50 Summertime 49.50
Puddin' Head 79.50 HeavyHitters 65.00

1/2 Deposit With Order

Coven Distributing Co.

Exclusive Distributor for
Bally Products and
Wurlitzer Phonographs

3181 ELSTON AVE. CHICAGO, ILL.
Ind. 3-2210

CLOSE-OUT BARGAINS

PRICED FOR QUICK SALE

CALIFORNIA SHUFFLE-PINS

9 Foot Size \$119.50
12 Foot Size 149.50

Just Off Location—Excellent Condition
1/3 deposit with order

Federal Amusement Co.
4047 W. Fullerton Chicago 39, Ill.

MECHANIC

AVAILABLE AROUND MARCH 1st
10 years' experience Tops on Pins, Music, Amplifiers and Games. Sober, honest and reliable. Family man. All inquiries answered promptly.
BOX D-318, c/o Billboard, Cincinnati 23, O.

Record Reviews

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST
LABEL AND NO.

TUNES
COMMENT

ARTIST	TUNES	COMMENT	RATINGS
RHYTHM & BLUES			
EDDIE MACK Apollo 417	Hoot and Holler Saturday Night	Typical Louis Jordan type of material is done spiritedly by Mack and could do well in b & r locations.	83--84--82--84
	Cool Mama	Passable slow blues is chanted with conviction.	62--62--60--65
SISTER SLOCUM King 1502b	Ja Da	The Dixieland oldie is done by organ and blocks undoubtedly with the tavern juke box in mind.	67--67--64--70
	Avalon	Same doin'-winning type of treatment is handed this familiar evergreen.	72--73--70--73
JOHNNY OTIS ORK (The Robins) Savoy 732	Turkey Hop, Parts I & II	Two sides of an item which sounds destined to follow "The Hucklebuck." Big beat, persuasive bary and tenor work and a tune which has the infection and the framework of "Dipsy Doodle." Lyrics, brief and unimportant, are handled adequately by The Robins.	85--85--85--85
COUNTRY & WESTERN			
BOBBY GREGORY Dart 7004	Cry Baby	Soggy, synthetic rural music.	53--50--53--55
	Don't Scoop Your Mustache in the Soup	Humor and music are of ancient vintage, and the feeble recording doesn't help.	42--44--40--42
GENE AUTRY Col 20665	Poison Ivy	New popcorn ditty is done in hybrid country-pop style by the movie star. Performance is lukewarm.	72--74--72--70
	New Star is Shining in Heaven, A	Same tepid approach to a waltz ballad weeper.	74--76--74--72
MEL & STAN, THE KENTUCKY TWINS Capitol 4027B	Tear Stains on the Old Family Bible	"Brother" harmony, down-home style, utilizes mother and bible for a Hinesy-woolsey moralizer.	66--66--68--64
	Remember Me, Love, In Your Prayers	Last thoughts of a condemned criminal in same treatment as flip.	63--63--65--61
BILLY WALKER Capitol 40277	You Didn't Try and Didn't Care	Warbler does an indifferent ballad in good style.	62--62--60--64
	I'm Gonna Take My Heart Away From You	Better material and a better all-round side.	70--70--70--70
TEX WILLIAMS Capitol 40276	With Men Who Know Tobacco Best	An engaging, swingy bit of cracker-barrel philosophy in the vein of Williams' "Smoke, Smoke, Smoke." Side figures in pop market as well as country.	86--86--86--86
	Three Little Girls Dressed in Blue	Ballad has an engaging, once-upon-a-time quality, but doesn't seem quite suited to Williams' manly style.	69--70--69--68
BOBBY GREGORY Lincoln 512	Why Tell Your Troubles to Me?	Old-fashioned, down-to-earth corn ditty gets the benefit of some slick rural orking, tho the vocal effort is pretty feeble.	65--64--66--66
	Yodel Like a Cowboy	Orking is the redeeming factor here too. The warbler's yodel could use some oil.	49--51--49--47
MARTY ROBERTS GOLDEN WEST FOUR Hart-Van 16010	I'm Broken Hearted	Routine rural stuff, with rather heavy-handed backing.	56--57--55--55
	Handwriting on My Heart, The	Pleasant pop-style song fails to come across in this so-so Southwest rendition.	60--60--60--59
BOBBY GREGORY Hi-Tone 254	Rocky Mountain Yodeler	Yodeling here is slightly inept.	33--30--35--35
	Yodelin' Dan	Similar.	31--28--32--32
GAIL DANIELS 4 Star 1414	Rag Mop	Bright Western dance version of the smash could cop coin in the label's home territory.	71--70--70--73
	Second Hand Love	Routine theme and treatment, tho the band bangs out a strong beat.	66--65--66--68
THE 101 RANCH BOYS Columbia 20663	I'm Building My Future in Heaven	Sacred-type song gets the brother harmony treatment. For the Southern and mountain trade.	68--68--68--NS
	Thank You, Lord	Harmony is even more effective on a retentive devotional number.	72--72--72--NS
JESSE JAMES 4 Star 1419	Steel Stampede	Snappy Western instrumental should have territorial sale.	67--66--67--68
	Rag Mop	Socko Western jazz beat should help this one make inroads in the Southwest market.	74--72--74--76
HOT JAZZ			
COLEMAN HAWKINS ORK Mercury 8912	There's a Small Hotel	Free swinging performance of the standard is primarily a showcase for the Bean's still superlative tenor sax.	70--74--70--67
	Skippy	Easy flowing, relaxed original shows more of Hawkins' work, tho not his best, and a neat bit of fine J. J. Johnson trombone.	70--74--72--68
TOMMY TURK ORK Mercury 8913	The Beat	Confused, hodge-podge arrangement of a fast blues spots Turk's tram, trumpet and tenor solos.	58--60--60--55
	Bye, Bye Blues	Turk's tram is featured in a clever clefting of the standard. Big beat is sparked by Buddy Rich's tubs.	70--75--70--66
LATIN AMERICAN			
BOBBY CAPO Seeco 7035	Fiel Amigo (bolero)	Intense, romantic ballad should be a big one for the crooner.	84--85--85--83
	Borincana (cancion seis)	Calyppo-type folk song could register with rhumba fans. Plenty of spirit in this one.	84--85--85--83

FEBRUARY PHONOGRAPH BARGAINS!

Unconditionally Guaranteed . . . AT NO EXTRA CHARGE!

Wurlitzer 1100 \$399	Seeburg 148ML \$399
Wurlitzer 1080 299	Seeburg 148SL 349
Wurlitzer 1015 259	Seeburg 147M 299
	Seeburg 1475 249

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
780E \$129	1422 \$149	146M \$239
750E 119	Super 40 59	1941 R.C. Special 119
850 89	Standard 39 59	Hightone, RC 99
950 89	Commando 49	Hightone, E.S. 79
800 89	President 49	Colonel 59
500 59	12 Record 39	Major 59
600K 59		Commander 59
600R 54	AIREON	Cadet 59
Victory 39	Fiesta \$119	Regal 59
616 39	'46 Deluxe 69	

These Prewar Phonographs Available With . . .

- ✓ Mechanism Overhauled
- ✓ Worn Parts Replaced
- ✓ Amplifier Reconditioned
- ✓ Tone Head Renewed
- ✓ Speaker Inspected
- ✓ Professionally Refinished Cabinet
- ✓ Unconditionally Guaranteed

. . . For An Additional \$35.00

AMI Automatic Hostess. 30 stations with console cabinets—complete record library . . . cheap.

WALL BOXES

Seeburg W6-L56, 5/10/25 Wireless \$49.00	Seeburg Prewar, 5c, 3 Wire \$10.50
Seeburg 3W2-L56, 5c, 3 Wire 29.00	Seeburg W5-2Z, 5c, Wireless 8.95
Seeburg W1-L56, 5c Wireless 24.50	Seeburg 5-20-12-30 Wire . . . 3.50
Seeburg WB-1Z, 5/10/25, Wireless Baromatic 17.00	Wurlitzer 3020 39.00
Seeburg D5B-1Z, 5/10/25, 3-Wire Baromatic 17.00	Wurlitzer 3031, 5c, 30 Wire 15.00
	Wurlitzer 125 7.50
	Wurlitzer 120 3.50
	Rock-Ola Dial-a-Tune 3.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DISTRIBUTING CORP.

DAVIS

738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE 5-5194
Branches in Buffalo, Rochester, Albany

EVERY PIECE GUARANTEED

ONE BALLS	5 BALLS
CHAMPION WRITE	WILLIAMS STAR SERIES \$229.50
CITATION \$250.00	WILLIAMS QUARTERBACK 229.50
GOLD CUPS 110.00	COLLEGE DAZE 134.50
JOCKEY SPECIAL 90.00	BOWLING CHAMP 124.50
SPECIAL ENTRY 50.00	MARYLAND 129.50
	GONDOLA 89.50
	SHARP SHOOTER 124.50
	PINCH HITTER 89.50
	ALL STARS (WILLIAMS) 79.50
	MARJORIE 50.00
	YANKS 34.50
	CATALINA 34.50
	SUPER HOCKEY 124.50
	CONSOLES
	MULTI-BELLS \$335.00
	RESERVE BELLS 225.00
	DELUXE DRAW BELLS 125.00
	STANDARD DRAW BELLS 75.00
	BONUS SUPER BELLS, 5c 125.00
	HI-HANDS 39.50
	JUMBO PARADES 39.50
	SUPER BELL 39.50
	CLUB BELL 29.50
	BIG GAME OR SILVER MOON 24.50

ONE-THIRD DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

PARKER DISTRIBUTING COMPANY

311 8TH AVENUE, SOUTH, NASHVILLE, TENN. PHONE: 4-0194 or 42-1231

WURLITZER 1015 . . . \$250.00

New Scientific Jungle Joe \$199.50	Silver Bullets \$195.00	United Super Shuffle Alley Write
Exhibit Dale Gun 104.50	Bango 69.50	Universal Twin Bowler Write
Chicago Coin Pistol 114.50	Strikes & Spares 149.50	Chi. Coin Bowling Alley Write
United Shuffle Alley (like new) 239.50	Roll-a-Score 39.50	Keeney Ten Pins Write
	Shuffle Skill 69.50	
	Pitch 'Em & Bat 'Em 175.00	
	Bally Heavy Hitter 35.00	

SHUFFLEBOARD PUCKS (Set of 8) \$7.99 SHUFFLEBOARD WAX (Set of 24) \$6.96
CUE STICKS—POOL BALLS—POOL CHALK AND SUPPLIES

1/3 Deposit, Balance C. O. D. PHONE—WIRE—WRITE

WEST SIDE DISTRIBUTING CORP.

612 TENTH AVE. CIRCLE 6-8464 NEW YORK 19, N. Y.

FROM OUR OWN OPERATION

WE ARE THE ORIGINAL OWNERS—NOT BOUGHT FOR RESALE. CABINET REFINISHED, MECHANISM REBUILT, NO EXTRA COST, READY FOR LOCATION.

Wurlitzer 800 \$ 99.50	Kirk Hi-Boy Guesser Scale \$ 69.50
Wurlitzer 850 89.50	Wurlitzer Coin Drive Motor 12.50
Wurlitzer 700 109.50	Aireon DeLuxe, Wurl. Mech. 114.50
Wurl. Seeburg Rebuilt Motors 6.95	New Tubes: 523, 6C6, 6A4 70% OFF List

1/3 Deposit GAYCOIN DISTRIBUTORS, INC. Balance C. O. D.

In Business Since 1933 . . . Ask Any Successful Operator

4866 Woodward Temple 2-7300 Detroit 1, Michigan

AUTOMATIC COIN
America's Bell Machine Center

We Are **EXCLUSIVE AUTHORIZED DISTRIBUTORS** for Mills Bell Products
 In ILLINOIS—IOWA—NEBRASKA—NO. INDIANA

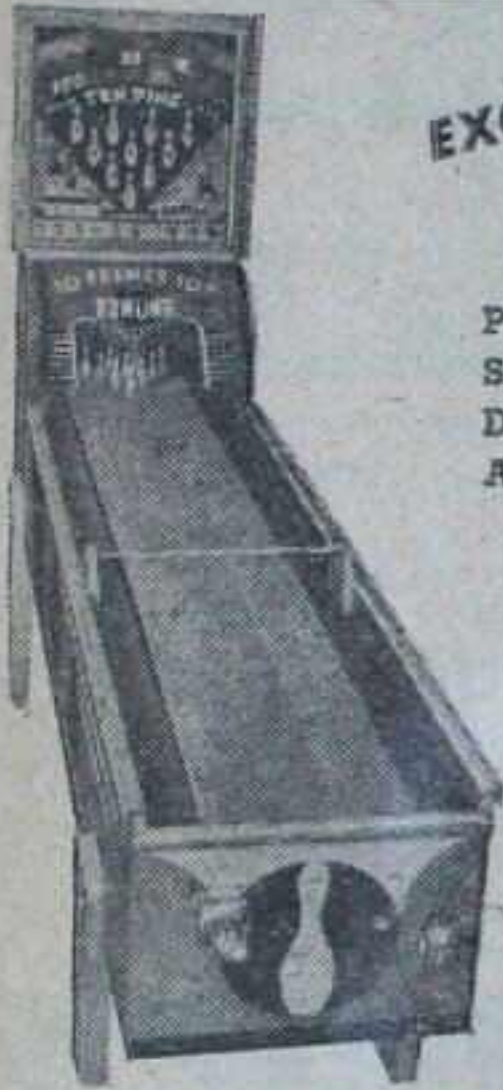
7 GREAT NEW MILLS MODELS
21 BELL

- BLUE BELL
- TOKEN BELL
- MELON BELL
- BLACK BEAUTY
- JEWEL BELL
- BONUS BELL



Limited Quantity—Brand New
MILLS VEST POCKET BELLS, \$65.00
 Jobbers and Distributors,
 Write for Special Prices

EXCLUSIVE DISTRIBUTORS IN
 ILLINOIS (North of Springfield)
 AND IOWA FOR
KEENEY'S "TEN PINS"



Player actually bowls ball at REAL plastic pins! Hook Shots—Straight Shots . . . Strikes—Turkeys—Splits—Doubles—Spare—Railroads! Pins Automatically Re-Set!
 A Real Bowling Alley, 8 Ft. Long, 2 Ft. Wide.

KEENEY'S PYRAMID 5¢—TWO-WAY—25¢ BONUS BELL Amazing Console featuring: Spell B-O-N-U-S Awards, Bell-Fruit Comb. Awards, Twin Coin Head, Illuminated Reels.	KEENEY'S PIN BOY Puck Bowling at its best! 9 1/2 ft. by 2 ft. Official Bowling scoring: Strikespares, doubles, turkeys, splits, railroads—automatically scored. Fast automatic puck return. Puck withheld at end of game. Side drawer mechanism.
--	--

PROMPT DELIVERY!

GUARANTEED FINEST Reconditioned-Repainted SLOTS

Mills 5¢, 10¢ or 25¢ Postwar Bl. Cherry . . . \$95.00	Jennings Challenger, 5/25¢ . . . \$249.50
Mills 5¢, 10¢ or 25¢ '49 Bonus Bells . . . 175.00	Buckley Track Odds, latest model . . . 550.00
Mills 5¢, 10¢ or 25¢ '47 Gold, Falls, H.L. . . 105.00	Jennings 5¢ or 25¢ DeLuxe Lifeup . . . 115.00
Mills 5¢, 10¢ or 25¢ '48 Jewel Bell . . . 135.00	Jennings 5¢ Tic-Tac-Toe . . . 95.00
Mills 5¢, 10¢ or 25¢ '48 Melon Bell . . . 125.00	Buckley 25¢ Criss Cross . . . 95.00
Mills 5¢, 10¢ or 25¢ '48 Black Gold, H.L. . . 135.00	Jennings 10¢ Bronze Chief . . . 85.00

RECONDITIONED CONSOLES

Bally DeLuxe Draw Bell . . . \$199.50	Exh. Dale Guns, Latest Triple-Switch Models, Reconditioned and Refinished . . . \$109.50
Keeney Postwar Twin Bonus Super Bell, 5¢ & 25¢ . . . 295.00	

NEW LOREN COIN CHANGER, 5¢-10¢-25¢—fast, accurate . . . ONLY \$38.50

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

AUTOMATIC COIN MACHINES & SUPPLY CO.
 TELEPHONE: Capitol 7-8244
 4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

THE COUNTER GAME PROFIT-LINE



- WINGS** 5-Reel Cigarette Machine
 - POK-O-REEL** Straight Poker Game
 - YANKEE** with cigarette and fruit reels changed instantly from cigarette to fruit reel on location.
 - KLIX "21" BLACK JACK**
 - KLIX, WINGS, POK-O-REEL AND YANKEE** equipped with coin dividers, straight penny combination penny and nickel or straight dime play.
- WRITE FOR PRICES

GROETCHEN Tool and Manufacturing Co.
 126 N. Union Ave. Chicago 6, Illinois
 Phone: RAndolph 6-2807

SHUFFLE-MITE

"THE SHUFFLEBOARD WITH CONTROLLED PLAYTIME" OPERATORS AND JOBBERS
YOUR RESPONSE AND INTEREST IS TERRIFIC!

We Are Swamped With Requests and Orders.
 It's New! Amazing! America's No. 1 Money Maker!
 See Your Distributor or Write Direct

TRAINING DEVICES INC.

Veterans Keep Shuffle Ball Rolling at Baltimore Spots

(Continued from page 105)

the receipts, instead of paying the \$45 fee, were most anxious to see the new placements succeed.

In line with the general trend, the sudden impetus given the game brought about the formation of many new leagues in Baltimore, and, unlike many areas, several shuffleboard casinos or parlors were opened. The latter projects, after a fast start, dwindled until most of the locations were closed.

Opinions Vary

While there are vast differences in the opinions expressed on the future of shuffleboard here, the majority feel that based on past experience, shuffleboard has found a permanent niche in the sports of the city, and that the game will be played in public locations such as taverns, bars and grills for many years to come.

Eastern Distributing Company representatives, one of the pioneer shuffleboard operators in the city, are in the majority of this opinion.

This firm has an eight-year history in the operating phase of the game. With more than 100 boards located in taverns and clubs, the firm feels shuffleboards will be a permanent, profitable item. Eastern handles shuffleboards only, and all of its boards are manufactured by American.

More aggressive than most operators, Eastern has used newspaper advertising, direct mail, liquor license lists, television sports programs, etc., to promote its boards. Leagues have been one of the most important play builders, and the firm reports there are now 32 loops in operation in this city.

Eastern charges 5 cents per game, and boards are placed on location on a flat rental basis.

Anti-Opinion

Kyle C. Smith, K. C. Smith Company, operators of music and amusement equipment, was one of the ops who tried shuffleboards, then dropped them. Smith found that operation of shuffleboards affected his other equipment, and after two years of trying to integrate the shuffleboards

into his operations, he finally gave up.

In recent weeks Baltimore ops have noted an upsurge in play, in line with the reports from other operators throughout the country. This time, however, the upsurge is on a much more conservative basis and further bears out the feeling of those ops here who say shuffleboard will be around for many years to come.

Commerce Predicts Games Income Via Spending Analysis

WASHINGTON, Feb. 4. — Public spending on amusement devices increases or declines almost identically with shifts in the public income, Commerce Department reported on the basis of an analysis of consumer spending habits.

Commerce statisticians found that a change of 10 per cent in national income is accompanied by a change of 9 per cent in spending on amusement machines. This variation with the size of the public purse is far less than for the purchase of such items as pleasure boats and radios which fluctuate 31 per cent and 25 per cent respectively, with consumer income changes.

METAL TYPER MACHINES PARTS AND SUPPLIES



FINEST ALUMINUM DISCS
 Plain or Colored
BUY DIRECT
 FROM THE MANUFACTURER

STANDARD SCALE CO.

1609 Delmar Blvd. St. Louis 3, Mo.

WURLITZER SALES

(Continued from page 96)

reductions made by the company in bank loans and inventories. Bank loans totaled \$7,600,000 April 1, 1949, and had been cut to \$4,000,000 by December 31, 1949, a reduction of \$3,650,000.

Consolidated inventories April 1, 1949, were approximately \$6,700,000, and these had been slashed by \$2,500,000 on December 31, 1949, when the total was approximately \$4,200,000.

Rolfing, in his report, told stockholders of the introduction of the new phonograph, Model 1250, and reported volume production would start shortly. Unit will be shown to ops throughout the country during National Wurlitzer Days Sunday and Monday (12-13).

MERCHANDISE CLINIC

(Continued from page 100)

from his wife in Yankton.

"The truck (a brand-new 1949 Chevrolet) was smashed in an accident this morning," said Mrs. Imig.

"Was the driver hurt?" asked Imig. When the report was negative, Mike told his wife to turn over the family's new Lincoln to the serviceman until he could return and make arrangements for another truck.

When he is not traveling thru his territory, or on a business jaunt to Chicago, or handling association business in one part of the State or other, Mike spends his time here with his wife and their four daughters.

USED

SHUFFLE ALLEYS

\$179.50

1/3 Deposit With Order

Call, Write or Wire

ALLIED COIN MACHINE CO.

766 Milwaukee Ave. Chicago, Ill.
 Phone: MOnroe 6-2110

IT'S THE TALK OF THE COUNTRY

"Nation Wide"

SHUFFLE POOL

GETS and HOLDS TOP MONEY LOCATIONS

My Personal Endorsement

My 20 years' experience as an operator and distributor has proven to me without a doubt that "Shuffle Pool" will be your biggest and fastest money maker in 1950. Take my advice and get on the "band wagon."

MURRAY NOZETTE
Bradley Associates

SEE IT
AT OUR
SHOW-
ROOMS



1 PLAYER 10¢
2 PLAYERS 20¢

Exclusive Distributors:
WISCONSIN,
FLORIDA,
NORTHERN ILLINOIS,
NORTHERN INDIANA

This is a 100% Skill Game with High Score Features . . . Authentic Pool Scoring Unit . . . Automatic Scoring of each Player.

WRITE — WIRE — PHONE

BRADLEY ASSOCIATES

1652 N. DAMEN AVE.

ARmitage 6-8198

CHICAGO, ILL.

NATION WIDE DISTRIBUTORS

828 N. MILWAUKEE AVE.

HAYmarket 1-6228

CHICAGO, ILL.

GOTTLIEB'S JUST 21

Sensational 5-Ball!

GENCO BOWLING LEAGUE

8 ft. and 10 ft. lengths. Real Gutters — Raised Playfield — Mechanism Drawer for easy servicing. Immediate Delivery!

Bally SHUFFLE BOWLER

9 Ft. Alley. Side door mechanism. Allows swing of actual bowling! Completely automatic. Puck returns under playboard. Immediate Delivery!

A. M. I. MODEL "A"

Completely reconditioned and refinished. 40 selections. \$395

Clean, Used UNITED SHUFFLE ALLEYS

Limited Quantity . . . \$209.50

CHICAGO COIN BOWLING ALLEY

FASTEST of all 1 or 2-player bowling games! 1 player, 10¢—2 players, 20¢. 2 players compete at same time, frame by frame. Each score totals separately, completely automatic. Only 8 ft. long, just right for all locations! Place it anywhere! Accepted everywhere! Legal in Chicago. Order Now! IMMEDIATE DELIVERY!

A. M. I. MODEL "B"

40 Selections. Used but just as good as new! \$525

Exhibit SHUFFLE BOWL

Converts any shuffleboard to bowling game. Strikes, spares, etc.; all bowling thrills. Auto. puck return. \$209.50

UNITED SUPER SHUFFLE ALLEY!

Improved! Hinged top cabinet for faster, easy service. Animated pin lighting on field. Quiet operating, faster puck return, more play and profits! Immediate Delivery

UNIVERSAL TWIN BOWLER

New! Fast! Quiet! Instant Puck Rebound! Two players or one. All splits can be scored! Higher playboard for relaxing play! Mechanism easily serviced at back door! Prompt Delivery!

WURLITZER 1015's

Thoroughly reconditioned and refinished. A real value. \$285

Terms: 1/3 Deposit, Balance C. O. D.

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

ACT NOW! TERRIFIC DEAL

Headquarters for 10c BELGIAN TYPE POOL TABLES, factory reconditioned and refinished like new. Finest hardwood construction. Good for years of profits. Original cost was \$325.00. Ea. . . . \$89.00
No extra charge for crating. 1/3 deposit required.

FALCON COMPANY

1676 Twelfth St. Detroit 8, Michigan

WANTED

Clean Citations and Gold Cups

Heath Distributing Co.

243 Third St. Macon, Georgia
Phones 2681-2682

EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS:

UNITED'S Shuffle Alley, Deluxe Model—CHICAGO COIN'S Shuffle Bowling—KEENEY'S Pin Boy and Ten Pins—EVANS' Shuffle Ten Strike—UNIVERSAL'S Twin Bowling—GENCO'S Bowling League.

SHUFFLE-TYPE GAMES

- 10 United Shuffle Skills . . . \$ 59.50
- 6 Chicago Coin Bango 59.50
- 3 Genco Glider . . . 125.00
- 1 Keeney Line-Up . . . 125.00
- 4 Scientific Pitchem & Battem . . . 145.00
- 3 Bally Big Inning . . . 175.00
- 2 Chicago Coin Midget Skee Ball . . . 145.00
- 2 Chicago Coin Basket Ball . . . 195.00
- 6 Wurlitzer 14 Ft. Skee Ball . . . 125.00
- 4 Lynco 12 Ft. Wurler Balls . . . 125.00
- 3 Chicago Coin Rebound . . . 75.00
- 5 Cleveland Coin Rebound . . . 75.00
- Bank Balls, 9 Ft., 12 Ft., 14 Ft. . . . 95.00
- Supreme Alley, 9 Ft. Premier 9 Ft. Barrel Roll . . . 75.00
- 2 Seven Hi Pool Tables . . . 95.00
- 25 Scientific Pokerino 125.00

MUSIC

- 4 Wurlitzer 1015 . . . \$275.00
- 4 Wurlitzer 1100 . . . 465.00
- 1 Wurlitzer 500 . . . 95.00
- 4 Wurlitzer 600R . . . 95.00
- 5 Wurlitzer 616 . . . 50.00
- 3 '46 Rock-Ola . . . 250.00
- 1 '46 Seeburg . . . 325.00

VENDORS (Used)

- 25 N.W. #33 B.G. . . . \$ 6.50
- 25 N.W. #39 B.G. or Nut . . . 6.50
- 25 Silver King, 5¢ Nut . . . 6.50
- 25 Silver King, 1¢ Nut or Gum . . . 6.50
- (All above are post-war models)
- 8 National 9-Col. 5¢ Candy Vendors . . . 85.00

ARCADE EQUIPMENT

- Sky Fighters . . . \$110.00
- Pusher-Type Rotaries 225.00
- Mother-in-Law Gun . . . 95.00
- Chicken Sam (conv.) . . . 95.00
- Boomerang . . . 50.00
- Vitalizer . . . 95.00
- Quizzer . . . 100.00
- Heavy Hitter . . . 50.00
- Goalee . . . 100.00
- Chi Coin Hockey . . . 85.00
- Silver Gloves . . . 225.00
- Mutoscope Football . . . 225.00
- 5 Panorams . . . 185.00
- Scientific X-Ray Poker . . . 85.00
- World Series . . . 95.00
- Tommy Gun . . . 85.00
- Undersca Raider . . . 95.00
- Jack Rabbit . . . 100.00
- Evans Ten Strikes . . . 69.50
- Drivemobile . . . 150.00
- Chi Coin Pistol . . . 135.00
- Exhibit Dale Gun . . . 100.00
- Groetchen Metal Typar . . . 195.00
- Keeney Air Raider . . . 100.00
- Solar Horoscope With Scrolls . . . 85.00

SHUFFLEBOARDS

- NATIONAL, PURVEYOR, NATIONAL WIDE, PERMA TOP, 20 Ft. and 22 Ft. . . . \$175.00
- GENCO SCORING UNITS . . . 95.00

CIGARETTE MACHINES (Used)

- National 950s . . . \$95.00
- National 9As . . . 95.00
- National 930s . . . 65.00
- Unedapak 500, 9-Col. . . 65.00
- Unedapak 500, 15-Col. . . 75.00
- Unedapak Monarch, 10-Col. . . 95.00
- DuGrenier Challenger, 7-Col. . . 95.00
- Rowe Imperial, 6-Col. . . 65.00
- DuGrenier Ws, 9-Col. . . 55.00
- Rowe President, 10-Col. . . 95.00

FIVE BALL PIN GAMES

- Humpty Dumpty . . . \$ 45.00
- Cafalina . . . 55.00
- Shanghai . . . 44.50
- Bermuda . . . 44.50
- Sally . . . 59.60
- Major League . . . 44.50
- '49 Majors . . . 115.00
- Thrill . . . 59.50
- Treasure Chest . . . 29.50
- Cover Girl . . . 34.50
- Carolina . . . 89.50
- Blue Skies . . . 74.50
- Buccaneer . . . 84.50
- Rip Snorter . . . 165.00
- Playtime . . . 169.50
- Cinderella . . . 59.50
- Summertime . . . 49.50
- Caribbean . . . 44.50
- Morocco . . . 69.50
- Moon Glow . . . 85.00
- Stormy . . . 39.50
- Banjo . . . 39.50
- Contact . . . 59.50
- Carnival . . . 59.50
- Short Stop . . . 39.50
- Robin Hood . . . 59.50
- Grand Award . . . 99.50
- Super Hockey . . . 115.00
- Triple Action . . . 49.50
- Ramona . . . 89.50

TERMS:
1/2 deposit with all orders, balance C. O. D.



M.S. GISSER, SALES MANAGER

"THE NATION'S COIN MACHINE MARKET"

CLEVELAND-COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-4715

GIVE TO THE DAMON RUNYON CANCER FUND

finest
RECONDITIONED
EQUIPMENT
IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

Quantity

<input type="checkbox"/> BARNACLE BILL	\$59.50
<input type="checkbox"/> BAZAAR	29.50
<input type="checkbox"/> BUCCANEER	74.50
<input type="checkbox"/> CATALINA	29.50
<input type="checkbox"/> CINDERELLA	39.50
<input type="checkbox"/> CONTACT	29.50
<input type="checkbox"/> COVER GIRL	29.50
<input type="checkbox"/> DEW-WA-DITTY	59.50
<input type="checkbox"/> GRAND AV/AD	69.50
<input type="checkbox"/> HUMPTY DUMPTY	34.50
<input type="checkbox"/> LEAP YEAR	29.50
<input type="checkbox"/> MAJOR LEAGUE	19.50
<input type="checkbox"/> MANHATTAN w/t	19.50
<input type="checkbox"/> MARDI GRAS	34.50
<input type="checkbox"/> RAINBOW	59.50
<input type="checkbox"/> ROUND UP	79.50
<input type="checkbox"/> SALLY	39.50
<input type="checkbox"/> SCREWBALL	39.50
<input type="checkbox"/> SERENADE	59.50
<input type="checkbox"/> SHANGHAI	29.50
<input type="checkbox"/> SHOW BOAT	64.50
<input type="checkbox"/> SPEEDWAY	49.50
<input type="checkbox"/> SPINBALL	29.50
<input type="checkbox"/> STARDUST	49.50
<input type="checkbox"/> STORMY	29.50
<input type="checkbox"/> SUNNY	29.50
<input type="checkbox"/> TEMPTATION	49.50
<input type="checkbox"/> TRINIDAD	29.50
<input type="checkbox"/> YANKS	34.50

CONSOLES

Quantity

<input type="checkbox"/> BALLY DRAW BELL	
<input type="checkbox"/> MET. BUT.	\$119.50
<input type="checkbox"/> BALLY DE LUXE DRAW BELL	169.50
<input type="checkbox"/> BALLY WILD LEMON	195.00
<input type="checkbox"/> BALLY TRIPLE BELL	259.50
<input type="checkbox"/> BALLY RESERVE BELL	269.50
<input type="checkbox"/> KEENEY BONUS SUPER	
<input type="checkbox"/> BELL, 5c	159.50
<input type="checkbox"/> KEENEY COLD NUGGET,	
<input type="checkbox"/> 5c-25c	249.50
<input type="checkbox"/> EVANS RACES—LATE MODEL	249.50

1/2 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

MUST RAISE CASH

Bally M.B. Draw Bells	\$ 99.50
Bally R.B. Draw Bells	125.00
Bally Wild Lemon	199.50
Bally Double Ups	225.00

Exhibit Dale Guns, like new \$75.00

Keeneey Gold Nugget, 5-25c.. \$175.00
Evans Races, f.p. & cash comb. 175.00

Williams Quarterback, like
now \$175.00

WRITE FOR PRICES OF ALL
MAKES SHUFFLE ALLEYS.

One-third deposit, balance C.O.D.

K. C. NOVELTY CO.

419 Market St. Philadelphia 6, Pa.
Market 7-6391 or 7-4641

ATTENTION EXPORTERS

LOW PRICED—LATE MODEL—PINBALL GAMES

A-1 SHAPE	CLEAN
Build-Up	\$29.50
Melody	29.50
Yanks	29.50
Tucson	95.00
Sally	49.50
Wisconsin	29.50
One-Two-Three	55.00
Morocco	42.50
Monterrey	29.50
Catalina	29.50
Screwball	\$ 42.50
Star Series	215.00
Leap Year	29.50
Robinhood	29.50
St. Louis	105.00
Shanghai	29.50
King Cole	55.00
Banjo	29.50
Floating Power	80.00
Humpty Dump	32.50

1/3 With Order, Balance C. O. D.

RELIABLE COIN MACHINE CO.

104 Windsor St. HARTFORD, CONN.
Phone 6-3583-6-7602

WANT ARCADE MACHINES

Must be in good condition. State lowest possible

Shuffle Game Drive in Philly; Sked Leagues; Form New Org

(Continued from page 89)
sional basketball team, for three years before retiring at the end of the 1948-49 season. He will be in complete charge of the organization and supervision of tournament play. He will also have the last word on rules, interpretations and protests. At present, his work as commissioner will be confined to the Eastern Pennsylvania, New Jersey and Delaware territory, the distributing area of the Banner Specialty Company. But, Rodstein said, his job is expected to develop into one of national scope.

Tele Promotion

In order to devote his full time to his duties as commissioner for the Shuffle Bowling League of America, Musi quit as player-coach the American League basketball club, Trenton, N. J. He revealed that 27 tournaments will be staged in the greater Philadelphia area this week to coincide with the launching of the two television programs. The winners and those of other local tournaments will qualify for a major district tournament that will be staged over a 13-

week period. The major tournament will be televised twice weekly.

Placed thru the Edward Shapiro Advertising Agency, two television programs will be sponsored weekly by the Banner Specialty Company to make the public Shuffle Alley conscious. Both programs will be known as *Top the Champ*. The first program, on WCAU, started Wednesday (1) from 9 to 9:30 p.m. A similar weekly program will be launched on WFIL-TV Monday (6), also from 9 to 9:30 p.m.

Two of radio and television's sportscasters have been signed to handle the programs. Bill Campbell is featured on WCAU-TV and Tom Moorehead will conduct the WFIL-TV period. The opening programs feature outstanding sports celebrities, and winners of the local tournaments. Each program will feature the weekly tournament winners playing Super Shuffle Alley in an effort to "top the champ."

A similar television program, in the interests of the Q-Ball game, is carried Thursday nights on WFIL-TV.

COINMEN YOU KNOW

New York:

(Continued from page 108)
prominent in the industry for many years as manufacturer, distributor and operator, has not yet announced his plans.

Joseph Donato, who operates the Prudential Vending System of New York, has added 100 new Electro cigarette machines to his route. With the expansion of the operation, Joe advises that his brothers, Peter and Dominick, have sold their tavern and joined the operating firm. . . . Garry J. Marashlian, vending machines and supplies, advised he has moved his headquarters from Ridgefield Park, N. J., to Paramus, N. J. Firm headquarters are now located at 64 South Fairview Avenue.

Los Angeles:

(Continued from page 108)
was making the rounds last week.

Dan Moore, of the South Bay Novelty Company, Redondo Beach, was looking over some new equipment. . . . Another recent visitor was Clyde Denlinger, of Balboa, getting things in shape for the expected Easter week business from college and high school kids. . . . Harold Presher was in from San Diego saying hello to old friends. Another visitor was Harry Rowe, who operates in Van Nuys.

Stewart Metz, who hasn't been seen on Pico Street for some time, came in from his San Bernardino headquarters for a looksee at new games. . . . Pete Thelen was in from Glendale looking over conditions on the street. Ditto for Lawrence Raya, who operates in Colton. . . . S. L. Griffin was seen on Pico Street.

Twin Cities:

(Continued from page 108)
Angus Grant, of Northwest Engineers, shoe shine machine firm in this area, on the occasion of his engagement to Jean Volkenant. She is the sister of Grant's new sales manager, Milton Volkenant. An early wedding is planned. . . . John Howe, Foley, Minn., operator, came to the Twin Cities recently for a physical examination at Veterans' Hospital, Minneapolis, and while here stopped around to visit several of the distributors. . . . Jones Bessler, of Lieberman Music Company, is in Mexico vacationing, getting away just as the weather in the Twin

Chicago:

(Continued from page 108)
the MOA meet convenes at the Palmer House here.

United Manufacturing's Super Shuffle Alley is getting reams of free publicity in newspapers all over the country. Latest splurge, according to Billy DeSelm, sales manager, comes from Philadelphia where Al Rodstein has set-up a new league. Visitors at the United plant last week included Dave Simon, Simon Sales, New York; Joe Ash, Active Amusement, Philadelphia, and Herman Paster, Mayflower Distributing, St. Paul. Paster also conferred with Mike Hammergren while in town.

One of the busiest plants in the industry these days is that of the Rock-Ola Manufacturing Corporation. Raymond Bacon, executive veepee, reports the production lines have been running seven days a week in recent weeks, with Shuffle Lane now in production. Magic Glo phonographs and Standard shuffleboards also are being turned out. The wood shop is also going at capacity, reports Art Weinand, vice-president in charge of sales, with the company turning out its usual line of furniture plus quality cabinets for a teevee firm. Weinand said the Shuffle Lane reception has been excellent. Meanwhile, David C. Rockola, firm president, has taken a few weeks off to vacation in Florida. David Jr., between school terms, spent a few days at the plant last week.

John Stewart, formerly of Lymo and before that associated with CMAC where he worked with Joe Caldron and Ed Ratajack, has joined AMI where he will again work with the two men. After undergoing a thoro training period in the Chicago office, Stewart will move to the Grand Rapids headquarters of the phonograph firm where he will be permanently stationed, working directly under John Haddock, president.

J. D. Lazar, of B. D. Lazar Company, Pittsburgh, and Joe Schwartz, National Coin, Chicago, were among the callers at D. Gottlieb & Company last week to place reorders on the five-ball game Just 21. Mr. and Mrs. Dave Gottlieb are taking that long deserved vacation. They are absorb-



\$139⁵⁰

BRAND NEW ROL-A-TOPS

SIZE:
23" High, 14" Wide Net Weight:
15" Deep 88 lbs.

5c-10c-25c PLAY
FACTORY REBUILTS
\$95 EACH

Above Prices F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-3772
Cable Address: "WATLINGITE," Chicago

ATLANTIC'S

triple tested values

SPECIAL!

Reconditioned Like New.
Ready for Location.

SEEBURG 146S.....\$274.50
SEEBURG 146M..... 299.50

WURLITZER
750
\$159.50

1/3 Deposit, Balance C. O. D.

Write for Complete Music List

ATLANTIC NEW YORK CORP.

Exclusive Seeburg Distributors
583 10th Ave. (Cor. 42nd St.)
New York 18, N. Y. Bryant 9-5458
NEW ENGLAND BRANCH:
624 Franklin Ave., Hartford, Conn.

IMMEDIATE DELIVERY!

Exhibit's Sensational
SHUFFLE BOWL

Conversion Unit
See Exhibit Ad, Page 124
ORDER TODAY!



571 10th Ave., at 42nd
N. Y. 18 N. Y. (Bryant 9-6477)

100%
RETURN PRIVILEGE WITHIN 10 DAYS
IF NOT SATISFIED WITH OUR
RECONDITIONED EQUIPMENT

WURLITZER 616
Fully repainted. Perfect condition. Ready for location.
\$79.50
(Crated)

WURLITZER 600K
Fully repainted. Perfect condition. Ready for location.
\$109.50
(Crated)

SINGING TOWER 20 SELECTIONS
Fully repainted. Perfect condition. Ready for location.
\$99.50
(Crated)
1/3 with all orders, balance C.O.D.
SEND FOR OUR COMPLETE LIST OF RECONDITIONED PHONOS AND GAMES

DAVID ROSEN
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2900

Turning Back the Clock

15 Years Ago This Week
CHICAGO, Feb. 2, 1935.—Penny arcades saw a new boom as the public retrenched its spending on the nickel, dime and over levels, but relaxed from its depression worries long enough to part with pennies.

Outfitting of Sportlands, as arcades were being retagged, was held on a high level, with modern lighting, machine placement, etc. Showmanship was stressed in the layout and design of these coin amusement palaces, with Schork & Shaffer topping the list with their Broadway Sportland Palace in New York City.

Another Sportland, this one in San Francisco, was opened by operators Hallihan and Getz. The main floor held pinball games, a photo gallery and diggers, while a specially outfitted basement contained a shooting gallery, Skee Ball alleys, baseball games and a tattoo artist. A mezzanine floor was reserved for a Reno game, seating 80 players. All three floors were equipped with loudspeakers used for both juke box and radio music.

Reminiscing, Hallihan and Getz recalled when they entered the arcade business in 1907, at a time when pennies were not used on the West Coast. They had to send to the mint at Denver for the coppers, and the pennies were then shipped to them by express.

In Newark, N. J., the arcade boom was evidenced by the opening of three Sportlands all within a 48-hour period. And in the South a number of coinmen were considering opening arcades, with special meetings held in Miami and Memphis to talk over the possibilities.

On the venter front the Smok-A-Taire Sales Company, Chicago, was pushing its penny cigarette machine with gusto. Offering a sample unit at \$12.50, the firm described the machine as being 4½ inches wide, 7½ inches long and 11½ inches high. It held 100 cigarettes, which the "location owner refills himself." It was said to be slug proof. J. F. Dunphy, head of the company, stated over 2,500 of the units were in operation

in St. Louis. . . . Allied Amusement Company, Los Angeles, introduced a pinball game called Barrel-Roll, featuring a new type of play field with "bridge action" controlled by the player.

10 Years Ago This Week
CHICAGO, Feb. 3, 1940.—Juke boxes were riding high with a rosy path of hit-making behind them and a full stack of smash wax currently on their turntables, both of which were largely attributed to the popularity of the coin phonograph itself. A feature article in *Cosmopolitan* went into great detail to explain why and how the juke box had supplanted radio as the maker of popular song hits.

Citing the day's top wax hits, such as *Beer Barrel Polka*, *Begin the Beguine*, *My Reverie*; *Oh, Johnny, Oh* and *Sunrise Serenade* as directly "made" by the juke box, the article declared that if a tune "hits on the coin machines, it hits the popularity jackpot all over the country."

In line with the strong upsurge in juke box popularity, Rock-Ola Manufacturing Corporation busily engaged itself in promoting features of its Super Luxury Light-Up phonograph. Such improvements as the line-o-selector, which lined up tune titles and numbers with proper button sight, illuminated and numbered selector keys and the top-mounted tone resonator to give "auditorium tone" were stressed as player attractions.

Wurlitzer was highlighting its counter Models 41 and 71, featuring "glamour lighting," mechanical record selectors, visible record changers and a 12-disk selection. Model 41 was said to be the smallest complete automatic phonograph ever built. Suggested locations were lunch cars, counter-type restaurants and the bars of locations that were equipped with a large floor model phonograph.

The Wurlitzer Model 700, conventional floor model, boasted motor-drive coin switches, 24-record selection, wide-range adjustable tone and steel reinforced cabinets.

Mills Novelty Company hopped on the band (juke) wagon with intensified promotion of its dual model line, the Empress and the Throne of Music. The new model Empress was presented during the 1940 coin machine show.

In the game field, D. Gottlieb & Company was actively pushing its two newest hits, Big Show and Skee-Ball-Ette. Former, at \$99.50, featured four ways to win, a colorful circus back panel and play field. Stoner Corporation's Fantasy was going over well with its jackpot feature. Price was \$137.50.

New Philly Org In Service Biz

PHILADELPHIA, Feb. 4. — The Willow Coin Machine Company opened for business here this week at 252 North Second Street as specialists in the repair and rebuilding of vending machines and amusement games. At the head of the company are Harry Lowenthal, former operator, and Bill Hallgarth, who has served with leading manufacturers and distributors as a mechanic since 1934.

Willow will work closely with distributors and jobbers in this area handling overflow work. For the present the firm will not handle pin game and phonograph business.

Coinage Record

WASHINGTON, Feb. 4.—The amount of coins in circulation has been setting new records each month for two years, and November continued the trend by setting a new mark of \$1,484,000,000, Treasury Department noted this week.

The total of silver dollars remained at \$167,000,000, but dimes, quarters and half-dollars rose from \$948,000,000 in October to \$955,000,000 in November, while the total of nickels and pennies went from \$359,000,000 to \$361,000,000.

At present the total of dimes, quarters and half-dollars is in excess of the total for all coins eight years ago. The amount in 1942 was only \$783,000,000.



EDWARD C. BOWMAN, director of exhibits for the American Coin Machine Manufacturers' 1950 Coin Machine show held at the Hotel Sherman, Chicago, announced Friday (3) that 72 of the 114 available show booths, or 63 per cent, have been sold. Newcomers signed to exhibit are Valley Shuffleboards, Bay City, Mich.; R. C. Walters Manufacturing Company, St. Louis, and Pace Manufacturing, Chicago. The show is set for May 22-24.

\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS
\$85.00 IN PENNIES

Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

WANTED TO BUY
FIFTY CITATIONS AND FIFTY CHAMPIONS
FOR SALE

50 BALLY DE LUXE DRAW BELLS,
A-1 Condition. Each \$150.00
25 BALLY STANDARD DRAW BELLS,
Red Buffons. Each 90.00
25 BALLY DRAW BELLS, MB. 79.50

Frank Swartz Sales Co.
315A 4th Ave., South, Nashville, Tenn.
Phone No. 48571

COLUMBIA DOUBLE JACKPOT BELL
SPECIAL SELLOUT PRICE
\$69.50

Changeable right on location in a few moments' time to 1-3-10-25¢ play.

Cabinet re-baked to give new machine appearance.

1/3 deposit with order, balance C. O. D., F. O. B. Chicago.

ABC NOVELTY CO.
Phone: Everglade 4-3823
2607 W IOWA ST. CHICAGO, ILL.

5 BALL FREE PLAY

SUPER HOCKEY \$89.50
RAMONA 69.50
AQUACADE 99.50
BLACK GOLD 99.50
THREE FEATHERS 99.50
CARNIVAL 49.50

Send third deposit.
BOYLE AMUSEMENT CO.
822 N. W. 3rd St. Oklahoma City, Okla.

ONE BALL GAMES

Citation \$269.50 | Jockey Special \$79.50
Gold Cup 99.50 | Special Entry. 44.50

FIVE BALL GAMES

College Daze \$144.50 | Yanks \$ 29.50
Three Musketeers 124.50 | Screwball 44.50
Buttons & Bows 89.50 | Hot Rod 59.50
Telecard 79.50 | Humpty Dumpty 24.50
Round Up 74.50 | Cinderella 29.50
Black Gold 89.50 | One-Two-Three 59.50
Dew-We-Ditty 49.50 | Robin Hood 27.50
Triple Action 29.50 | Saratoga 59.50
Trinidad 29.50 | Serenade 64.50
Showboat 84.50 | Blue Skies 44.50
Caribbean 24.50 | Aquacade 89.50
 | Ramona 89.50

One-Third Deposit Required, Certified Check or Money Order.

GENERAL DISTRIBUTING CO.
1225 N. Broad Ave. New Orleans 19, La.

GIVE TO THE RUNYON CANCER FUND

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$!!!!
 We'll Pay Plenty \$ \$. . . or Trade High
 . . . FOR . . .



- | | | |
|-------------------|----------------------|-------------------|
| Bally CLOVER BELL | Bally DOUBLE-UP | Bally CHAMPION |
| Bally SPOT BELL | Jennings CHALLENGER | Bally KENTUCKY |
| Bally MULTI BELL | Universal ARROW BELL | Bally TRIPLE BELL |
- Each and every type of Five Ball Flipper Game.

CONSOLES

- Keeney TWIN BONUS . . . \$275
- Bally TRIPLE BELL 275
- Bally DRAW BELL 145
- DeLuxe DRAW BELL 195
- Mills DUPLEX, 5 & 25 295

GUNS & ARCADE

- Exhibit SILVER BULLET . . \$250
- Exhibit DALE GUNS 95
- Chicago Coin PISTOL 150
- 1948 TELEQUIZ 193
- TOTAL ROLL, complete 25
- ADVANCE ROLL, complete 40
- Chgo. Coin ROLL DOWN 35

Double Your Profits With Williams
TWIN SHUFFLE
 a TWO PLAYER GAME!

Exclusive! **EXCLUSIVE** Exclusive!
 Williams Distributors

In the following territory: All of Northern ILLINOIS, all counties North of and including the following: Pike, Scott, Morgan, Sangaman, Christian, Shelby, Effingham, Jasper, Richland, Lawrence.

Following Counties in IOWA: Blackhawk, Buchanan, Delaware, Dubuque, Linn, Jones, Jackson, Wapello, Davis, Jefferson, Clinton, Scott, Cedar, Johnson, Muscatine, Washington, Louisa, Van Buren, Henry, Des Moines, Lee.

Following Counties in INDIANA: Newton, Benton, Howard, La Porte, Starke, Jasper, White, Miami, Porter, St. Joseph, Marshall, Carroll, Fulton, Lake.

SLOTS

- Jennings
 MONTE CARLO, 50¢ . . . \$395
 STANDARD CHIEF, 5¢ 150
 STANDARD CHIEF, 25¢ 150
- Mills
 JEWEL BELLS, 50¢ . . \$225.00
 BLUE BELL, 10¢ . . . 165.00
 BONUS BELL, 5¢ . . . 85.00
 BONUS BELL, 10¢ . . . 85.00
 JEWEL BELL, 5¢ . . . 125.00
 JEWEL BELL, 10¢ . . . 130.00
 JEWEL BELL, 25¢ . . . 135.00
 BOX STANDS FOR SLOTS 17.50
 ENCLOSED STAND FOR 1 MACHINE. . . 35.00

WOW! Exhibit's **SHUFFLE BOWL** WOW!
 Here's a WINNER FOR YOU!
 Exclusive in ILLINOIS and IOWA

SCOREBOARDS

- Used 30 Days
 Genco SCOREBOARD . \$138
 Rock-Ola SCOREBOARD 250
 Marvel WALL SCOREBOARD 75
 Monarch SCOREBOARD, with frames 135
 Monarch SCOREBOARD, no frames 110

SHUFFLE GAMES

- Reconditioned
 Genco GLIDER \$125
 United SHUFFLE ALLEY 220
 Chgo. Coin REBOUND 75
 Miniature SHUFFLEBOARD 48

SHUFFLEBOARDS

- Used
 ROCK-OLA, 22 Foot . . . \$195
 MERCURY, 22 Foot . . . 175
 MERCURY, 18 Foot . . . 150

TERMS: 1/3 Down, Balance Sight Draft.

- ONE BALL Bally LEXINGTON, P.O. \$350
 AUTOMATICS Bally VICTORY DERBY, P.O. . . 45
 Gott. DAILY RACES, F.P. 60



Add 3 Distributors To Nation Wide Pool Game List

CHICAGO, Feb. 4.—Nation Wide Novelties, Inc., has appointed three additional firms to distribute its Shuffle Pool game, Sales Manager Meyer M. Marcus announced this week. A total of 25 companies are now distributing the novelty game.

They are Sicking, Inc., 2833 West Pico Boulevard, Los Angeles, headed by Jack Simon; Sicking, Inc., 927 Fort Wayne Avenue, Indianapolis, headed by Mrs. Lottie Berman, and Consolidated Distributing Company, 1910 Grand Avenue, Kansas City, Mo., headed by Irv Weiler.

Shuffle Pool can be played by one or two persons. Built around the scoring of several different games of pool, all action in the game is initiated by sliding a puck at simulated pool ball targets. Marcus said that the growing demand for the game has necessitated an increase in production effective Monday (6).

United Issues Parts Catalog

CHICAGO, Feb. 4.—United Manufacturing Company this week issued its new replacement parts catalog to distributors and operators thruout the country. The publication features a stiff loose-leaf cover so that additions to the catalog which might be made in the future can be easily inserted.

Printed on a heavy coated stock and illustrated thruout, the catalog covers parts in the following: Large step-up unit (continuous); large step-up unit (re-setting); scoring step-up unit (re-setting); bonus step-up unit; free-play unit; relay bank; motor unit assembly; tilt assembly; shuffle switch; ball lift assembly; shooter plunger and front plate assembly; arch hardware; ball ejector; meter assembly; ball gate assembly; A.C. relay assembly, and drop chute.

A parts price list is included.

Trimount Displays Seeburg's New Gun At Cocktail Party

BOSTON, Feb. 4.—About 150 coin machine operators, their wives and servicemen attended the cocktail party staged in conjunction with the showing of J. P. Seeburg's new Shoot the Bear, Ray-o-Lite gun, in the Trimount Automatic Sales Corporation's showrooms here last week. Firm is Seeburg's New England representative.

Irwin Margold, Trimount's general manager, pointed out to operators Seeburg's policy of production co-operation on the new gun. Other speakers included David Bond, Trimount president, who discussed the evolution of coin-operated music; Harry Kelley, Seeburg district manager, who spoke briefly on Seeburg policies.

Al Teeple, Seeburg field engineer, spoke on Seeburg's factory service policy, while Joe Smith, record and music counselor for Trimount, discussed with the operators the need for intelligent merchandising of the records placed in the Select-o-Matic M100A. Following the business portion of the showing, operators discussed their varied problems.

Heller Earnings Up

NEW YORK, Feb. 4.—Walter E. Heller & Company, vending machine financing, has reported net income of \$811,779 for the year 1949. In 1948, net income was \$801,823. Common share earnings were upped to \$1.90 in 1949 from \$1.87 in 1948.

LOTS of SLOTS! Priced RIGHT for QUICK SALE!

All Slots factory rebuilt. Sold on money-back guarantee. 2/5 or 3/5 pay—5¢, 10¢ or 25¢ play.

- MILLS BLUE BELLS
- MILLS BLACK BEAUTY } \$119.50
- MILLS JEWEL BELL } Each
- CRISS CROSS
- BONANZA
- MILLS BLACK CHERRY } \$79.50
- MILLS GOLDEN FALLS } Each
- MILLS BROWN OR BLUE FRONT . \$69.50

SPECIAL CABINET SALE

- BLUE BELL CABINETS
- BLACK BEAUTY CABINETS } \$35.00
- CRISS CROSS CABINETS WITH COMPLETE KITS } Each
- BONANZA CABINETS WITH COMPLETE KITS } While They Last

We Have for Immediate Delivery Citations, Champions and Photo Finishes. Write for Prices.

These offers made subject to prior sale. 1/3 deposit required with order.

Amusement Sales Corp.
 4047 W. Fullerton Ave., Chicago 39, Ill.
 Phone: HUmboldt 9-1323



We have all Mills latest Bells in stock.

FRIEDMAN AMUSEMENT COMPANY
 441 Edgewood Ave. S. E., Atlanta, Ga.
 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WANTED FOR CASH

LATE MODEL ARROW BELLS, CLOVER BELLS, SPOT BELLS, 100 RECORD SEEBURGS

Wire, Write or Phone. Prices, Guaranteed Condition and Quantity.

Coin Machine Service, Inc.

422 Wilson St. Santa Rosa, Calif.
 Phone: Santa Rosa 3713 or 1498

OUT THEY GO

- 20 BALLY DE LUXE DRAW BELLS. Each \$135.00
- 10 KEENEY'S BONUS SUPER BELL, 5¢ Play. Each 140.00
- 15 BALLY DOUBLE-UPS. Each . . . 190.00

We have 10 new Phonographs in original crates that we will trade for Citation or Champions.

We buy or trade or sell. What have you?

GET OUR PRICE FIRST
FRANK SWARTZ SALES CO.
 518-A Fourth Ave., S. Nashville 10, Tenn.

GIVE TO THE RUNYON CANCER FUND

YOU GET UNEQUALLED PERFORMANCE, UNPRECEDENTED PLAYING APPEAL AND TOP PROFITS with The Sensational SEEBURG SELECT-O-MATIC 100

Seeburg Select-o-Matic and Wall-o-Matic Music Systems are setting the highest standards of performance in the history of coin operated music. 100 selections, all visible at the same time on 10 and 12" records, give unequalled playing appeal. The magic brain, the visible action, mechanical perfection and operating economy are all combined to give you a real profit maker. See the New Seeburg today.

EXCLUSIVE SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

Tel. Liberty 2-8400

THE ONLY SHUFFLE BOWLING GAME WITH REAL PINS!

EVANS' SHUFFLE TEN STRIKE

Patent Nos. 2181984 and 2229712

REAL PIN ACTION! Not Synthetic! Not to be confused with ordinary Shuffle Bowling Games!

◀ **5½-INCH PINS—AUTOMATICALLY RESET!** • DIRECT VIEW AUTOMATIC SCORING COUNTER! • COMPARATIVELY NOISELESS ACTION!

◀ AUTHENTIC SCORING — STRIKES — SPARES — DOUBLES — TURKEYS!

◀ RAISED ALLEY — REAL RECESSED GUTTERS!

◀ AUTOMATIC PUCK RELEASE delivers Puck at start of game.

◀ AUTOMATIC PUCK LOCK withholds Puck at finish of game.

Begin your "Golden Era" of Shuffle Game Operating NOW with Evans' Sensational SHUFFLE TEN STRIKE! It has everything for the players . . . Appeal of Real Bowling—Thrilling Flying Pins—Skill Play Challenge! FOR YOU—TESTED, PROVEN 100% MECHANICALLY PERFECT PERFORMANCE, BACKED BY EVANS' QUALITY! SHUFFLE TEN STRIKE gets you into the Shuffle Game picture anywhere . . . keeps your Profit "Averages" high!

ORDER FROM YOUR EVANS DISTRIBUTOR OR WRITE DIRECT

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 97



SIDE MECHANISM
DOOR

8 FT. LENGTH
IDEAL SIZE FOR MOST
LOCATIONS!

COMING—9½ FT. MODEL!

RECESSED CHUTE AND SAFETY
PUCK—RETURN CUP PRO-
TECT PLAYERS!

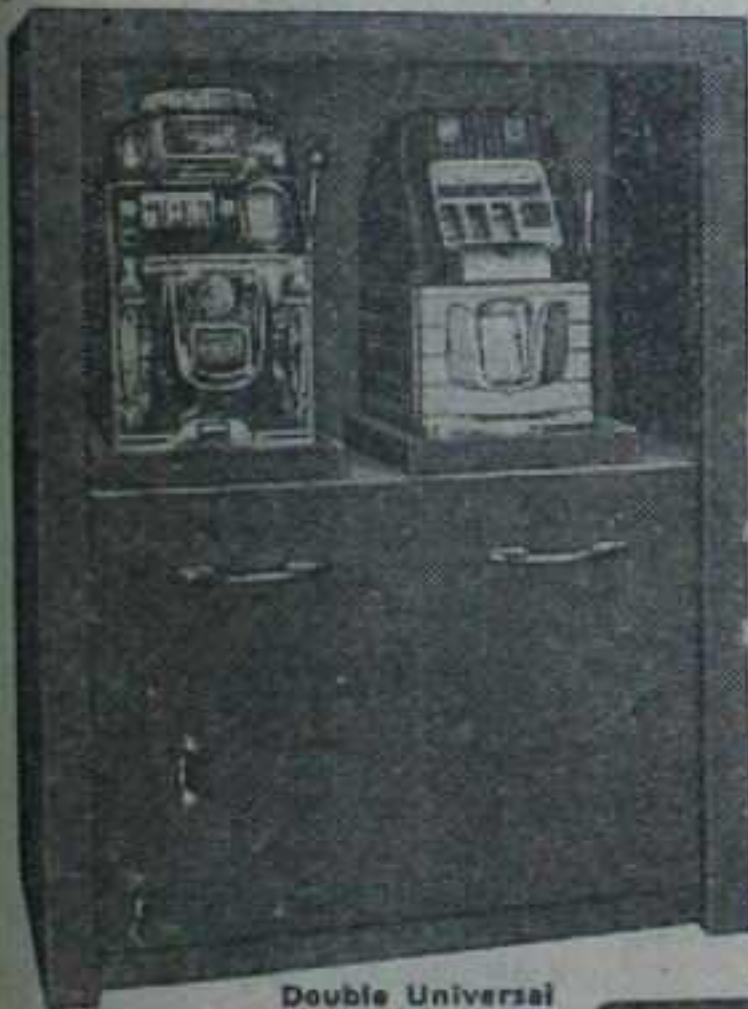
New De Luxe & Universal

REVOLV-A-ROUND

Cabinets
and Stands

- Stronger
- More Attractive
- More Convenient

IMMEDIATE
DELIVERY



Double Universal
Cabinet

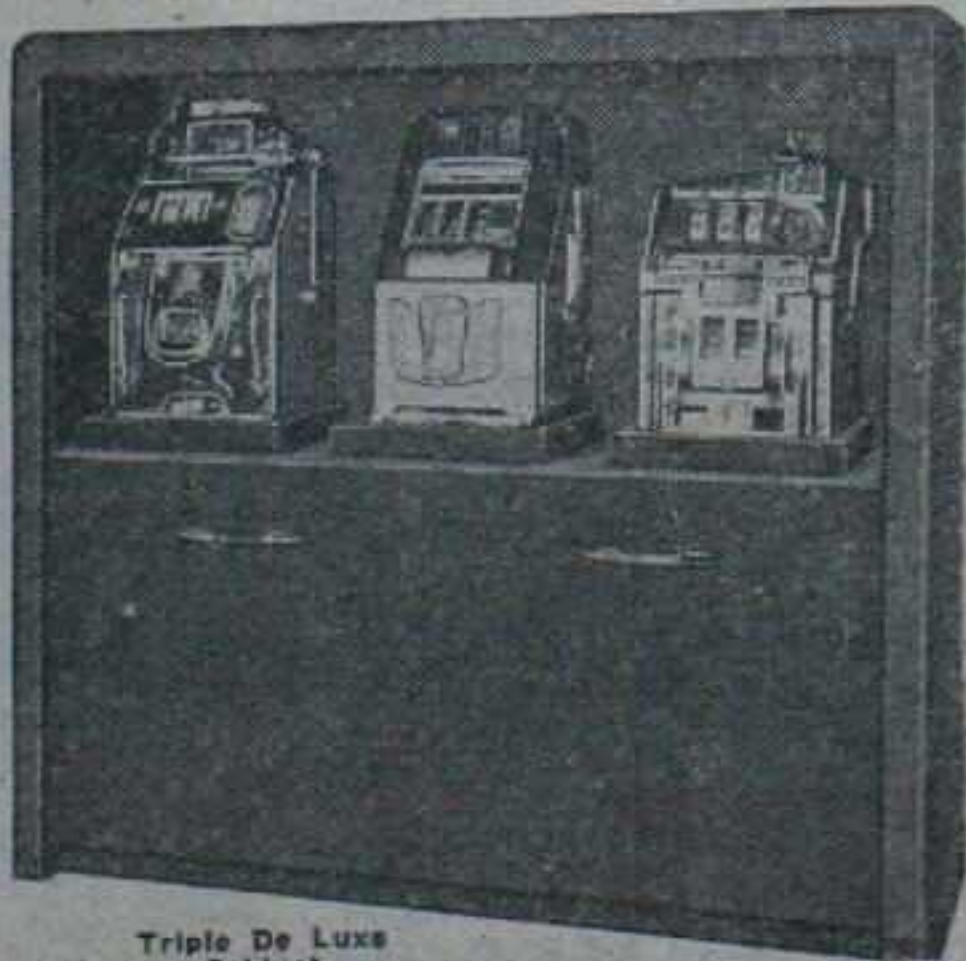
These new units contain all of the important safety and convenience features of previous models, plus the advanced styling and strength and added convenience that makes them indispensable to any operation.

Write for Name of
Nearest Distributor.

ORDER YOURS
TODAY!

CHICAGO METAL
MFG. COMPANY

3724 SOUTH ROCKWELL
Chicago 32, Illinois
Tel.: LaFayette 3-5754



Triple De Luxe
Cabinet

CLEARANCE SALE!

GUARANTEED
FACTORY
REBUILT
5c, 10c, 25c



AUTOMATIC JACKPOTS

OR

GUARANTEED JACKPOTS

WITH TOKEN PAYOUT and METER

LOOK LIKE NEW!
OPERATE LIKE NEW!

\$95.00 to \$150.00

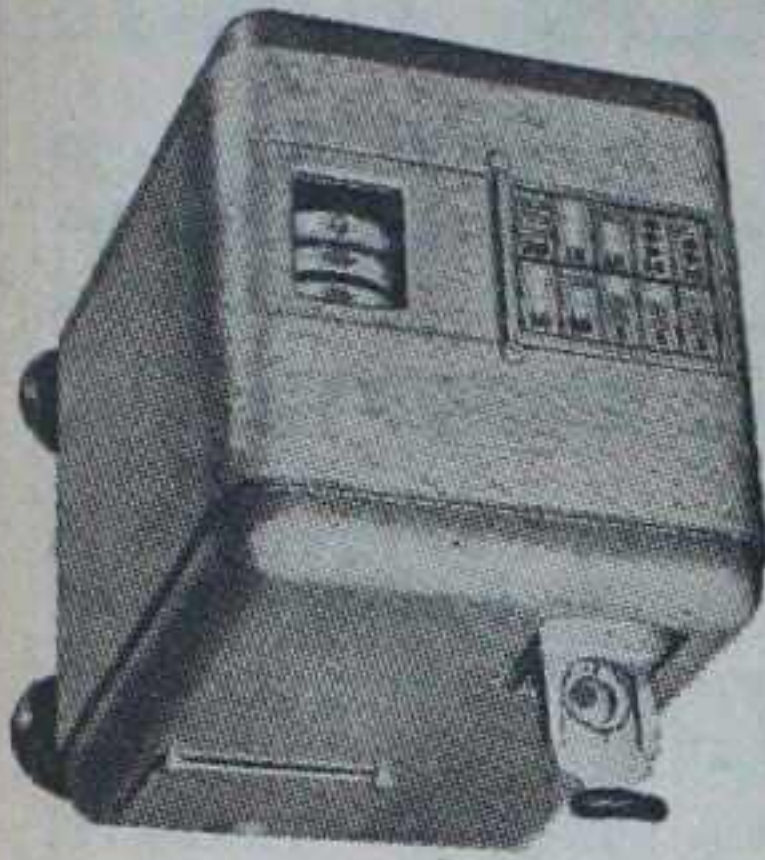
MONEY BACK GUARANTEE

BUCKLEY MANUFACTURING CO.

4223 W. LAKE ST.

CHICAGO 24, ILL.

MILLS' NEW 1950 BELLS



MILLS' NEW VEST POCKET BELL

Operates on 3-5 Mystery Payout System, 5¢ Play \$65.00
WRITE FOR QUANTITY PRICES.

MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50.
WRITE FOR PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

Gems	\$17.50
Big Hit	17.50
Defense	17.50
Baffle Card	17.50
State Fair	17.50
Zig Zag	17.50
Mystery	17.50
Stage Door	17.50
Canteen	17.50
Step Up	17.50
Torchy	17.50
Salute	17.50
Sea Breeze	17.50
Second Front	17.50
Crossfire	19.50
Nuddy	22.50
Playboy	22.50
Surf Queen	22.50
Rio, w/f	22.50
Maisie	22.50
Singapore	27.50
Havana	27.50
Tropicana, w/f	37.50
Miss America, w/f	27.50
Suspense, w/f	27.50
Fiesta, w/f	27.50
Tornado, w/f	29.50
Ballyhoo, w/f	29.50
Gold Ball, w/f	32.50

1-BALL FREE PLAY GAMES

Citation	\$269.50
Victory Special	49.50
Special Entry	69.50
Jockey Special	89.50
Gold Cup	\$114.50
Daily Races	49.50
Longacre	32.50
Thorobred	32.50

CONSOLES

Bally Draw Bell, 25¢	\$224.50
Bally Draw Bell, M.B., 5¢	144.50
Bally Reserve Bell, 5¢	249.50
Jumbo Parade, Comb.	124.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Super Bell, 5¢	69.50
Paces Races	149.50
Evans Bangtail (Comb.—New)	499.50
Evans Races (Comb. F.P. & Cash)	349.50

ARCADE EQUIPMENT

Williams Foot-ball	\$169.50
Undersea Raider	69.50
RedBallPoolTable	99.50
Exh. Dale Gun	114.50
Super Skee Ball	99.50
Exhibit Vitalizer	69.50
Evans Bat-a-Score, Free Play	224.50
Exhibit Silver Bullet	\$179.50
Mutoscope Movie, Iron Model	69.50
Chi. Coin Pistol	129.50
Chi. Coin Midget	144.50
Skee Ball	144.50

New Box Stands. Single, Double and Triple Safes for All Bells.

GUARANTEED RECONDITIONED MILLS BELLS

Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown-Fronts, Q. T. Bells, Vest Pocket Bells. . . . WRITE FOR PRICES.

We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List. 1/3 Deposit With All Orders.

SICKING, Inc.

America's Oldest Distributor
Established 1895
1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

FREE BUYERS' GUIDE FOR OPERATORS

RECONDITIONED ONE-BALL GAMES READY FOR LOCATION

Big Parlay	\$39.50	Victory Special, Regular	\$39.50
Favorite	59.50	Multiple Entry	49.50
Hot Tip	42.50	Daily Races	29.50

NOW DELIVERING NEW EQUIPMENT

Just 21, Bally CHAMPION, Bally CLOVER BELL, Keeney 9 1/2 Ft. PIN BOY, Keeney 8 Ft. TEN PINS.
New Mills Vest Pockets\$65.00
Keeney's Electric Gigarett Vendor, Mills "21" Bell, Mills Duplex, Mills Bonus Bell, Mills Blue Bell, Mills Black Beauty.
DOWNEY-JOHNSON COIN COUNTER, NEW REGAL CABINETS FOR ALL MILLS BELL MACHINES.

On Display! See It Today!
KEENEY'S PYRAMID

2-Way Bonus Bell. Here's the New 5¢-25¢ Double-Quick Profit Producer

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MD. • PHONE: BELMONT 1800

There is No Substitute for United's Original Super Shuffle-Alley

For Immediate Delivery in this territory

MAINE
NEW HAMPSHIRE
VERMONT
MASSACHUSETTS
RHODE ISLAND
CONNECTICUT
NEW YORK
NEW JERSEY
DELAWARE
MARYLAND
D. C.

CONTACT YOUR LOCAL JOBBER OR DIRECT FACTORY AGENT

DAVE SIMON SIMON SALES, INC.

627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

FOR SUSTAINED PLAY, ORDER

BALLY SHUFFLE BOWLER
BALLY CHAMPION
BALLY KENTUCKY
BALLY HOT ROD
BALLY CLOVER BELL

UNITED SUPER SHUFFLE ALLEY
WILLIAMS TWIN SHUFFLE
KEENEY PIN BOY
KEENEY TEN PINS

IMMEDIATE DELIVERY

WRITE WIRE CALL

USED CONSOLES

Bally Triple Bell	\$325.00
Bally DeLuxe Draw Bell	195.00
Bally Draw Bell, Red Button	165.00
Bally Draw Bell	150.00
Keeney 3 Way, 5-10-25	495.00
Keeney 2 Way Bonus S.B.	295.00
Keeney 2 Way Gold Nugget	295.00
Keeney 3¢ Bonus Super Bell	195.00

USED ONE BALLS

Lexington, Ch. Sep.	\$425.00
Citation	275.00
Trophy	175.00
Gold Cup	150.00
Jockey Special	125.00
Bally Entry	75.00
Special Entry	75.00
Victory Derby	35.00

ALL USED MACHINES EXPERTLY RECONDITIONED.
TERMS: 1/3 DEPOSIT WITH ORDER—BALANCE C.O.D.

Mayflower Distributing Co. Mayflower Distributing Co.

2218 University Ave.
St. Paul 4, Minnesota
NE 7901

1209 Douglas St.
Omaha 2, Nebraska
AT 3407

FOR SALE

42 Pokerino Tables, like new, and Stools; 2 Rotary Merchandisers; 2 Dale Guns, used 2 months; 7 Show Cases with lights, and plenty of Premium Merchandise.

GOOD BUY FOR QUICK BUYER

WRITE FOR APPOINTMENT

SKILLAND ARCADE

827 BOARDWALK

ATLANTIC CITY, N. J.

FOR SALE

UNITED SHUFFLE ALLEYS

A-1 Condition. Used Less Than 30 Days.

\$197.50

Chillicothe Amuse. Co.

SUPERVISOR

of PARTS AND SERVICE DEPARTMENT of a well established COIN MACHINE DISTRIBUTOR
Must have excellent experience and references.
(All Correspondence Confidential)
GOOD PAY and GOOD FUTURE.
BOX D-319

SHUFFLEBOARD WAX	2 OZ. CANS	6 OZ. CANS	12 OZ. CANS	12 GR. CANS	24 GR. CANS	48 GR. CANS
	28¢ EA.	23¢ EA.	22¢ EA.	21¢ EA.	20¢ EA.	19¢ EA.

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!

PUCKS	Sets of 8	100 Sets \$5.75	50 Sets \$6.75	25 Sets \$6.95	10 Sets \$7.45	Less Than 10 1/2 Dep., Bal. C.O.D. F.O.B. N. Y.
MUNVES SHUFFLEBOARD HEADQUARTERS	615 10TH AVE., NEW YORK, N. Y.					PHONE: PLAZA 7-2175

IT'S BEAUTIFUL!

Chromed from head to toe, this Bell sparkles and shines with a brilliant glow. It "stands out" wherever it is placed. It's the most beautiful Bell ever built, the Mills All Chrome "21" Bell.

The Mills All Chrome "21" Bell

Order your sample machine today!

Bell-O-Matic Corporation
 World's Exclusive Distributor: Mills Bell Products
 4100 Fullerton Avenue, Chicago 39, Illinois

USED PHONOGRAPHS

SEEBURGS

146M	\$295.00
COLONEL	69.50
9800 HITONE	99.50
147M	365.00
B.C. 8200 LOTONE	119.50
E.S. 8800 LOTONE	99.50
MAJOR	69.50
COMMANDER	59.50
1465	270.00

WURLITZERS

850	\$ 89.50
75CE	129.50
500A	69.50
78CE	89.50
800	89.50
600	59.50
VICTORY MODEL	39.50

AIREON DELUXE	\$79.50
AIREON 1200A with	
COBRA TONE ARM	89.50

ROCK-OLAS	
1422	\$199.50
1418 COMMANDO	39.50

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT

Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio

"The House that Confidence Built"

**SOUTHERN AUTOMATIC
 MUSIC COMPANY, INC.**

ESTABLISHED 1923

FIRST WITH THE LATEST

624 S. Third St., Louisville 2, Ky.
 240 Jefferson St., Lexington 2, Ky.
 3011 E. Maumee Ave., Ft. Wayne 4, Ind.

228 W. 7th St., Cincinnati 2, Ohio
 603 Linden Ave., Dayton 3, Ohio
 325 N. Illinois St., Indianapolis 4, Ind.



NAPKIN DISPENSER

Quiz
MACHINE

A MONEY MAKER and A MONEY SAVER

For Restaurants, Lunch Counters, Snack Bars.
 Turns dead overhead napkin expense into a profit.

HAS TWO, CHROMED, NAPKIN DISPENSERS

The Napkin Dispenser Quiz Machine is the only coin machine that does away with the dead overhead expense of furnishing napkins. It is provided with two highly chromed free-napkin dispensers, one on each side. Several standard sizes are available. The profits from the Quiz Cards should more than pay for the cost of napkins.

QUESTION AND ANSWER CARDS ARE EDUCATIONAL

A penny plays the Quiz Machine. The Quiz comes printed on a card. The correct answer appears on the NEXT CARD, together with another Quiz, creating a continuing interest.

SMALL MACHINE—OCCUPIES LITTLE SPACE—BIG MONEY—VERY LOW INVESTMENT
 Holds 500 different Quizzes at a Penny per Quiz. Operates manually; no electricity required.

DON'T MISS THIS TWO-WAY OPPORTUNITY TO MAKE A PROFIT. WIRE! PHONE! WRITE!

CONTINENTAL SERVICE AND EQUIPMENT CO.

3830 Holbrook Ave.

Detroit 12, Mich.

Telephone: TRinity 3-5060

NEW SENSATIONAL
GIVE 'EM ACTUAL BOWLING
WITH KEENEY'S
"TEN PINS"

PLAYER ACTUALLY
BOWLS BALL AT TEN PINS!

Hook Shots — Straight Shots

* STRIKES * DOUBLES
* TURKEYS * SPARES
* SPLITS * RAILROADS

and PINS RE-SET
AUTOMATICALLY!

SIZE:
8 Ft. Long
2 Ft. Wide

NEW Keeney's
"PIN BOY"

IF IT'S A
SHUFFLE
GAME
INSTALL
KEENEY'S
PIN BOY
WITH
LITED PINS

Designed by Keeney as
requested by experienced
bell machine operators.
Write for new circular!

Keeney's
2-WAY
PYRAMID
BONUS BELL

NEW

SIZE:
9 1/2 Ft. L.
2 Ft. W.

—KEENEY—
ORIGINATORS
OF THE
LITED PINS

J. H. *Keeney* & CO. INC.
2600 W. FIFTIETH STREET
CHICAGO 32, ILLINOIS

SHUFFLE ALLEYS
AUTOMATIC SCORING
"KEENEY'S" TENPINS AND PINBOYS
"UNITED" SHUFFLE ALLEYS
"GENCO" BOWLING LEAGUES
"CHICAGO COIN" BOWLING ALLEY
PROMPT DELIVERY

SLOTS—SAFES New and Used	ARCADE EQUIPMENT Specials
5c Blue or Brown Fronts \$ 69.50 10c Blue or Brown Fronts 74.50 25c Blue or Brown Fronts 79.50 5-10-25c Melon Bells 85.00 5c Black Cherrys 94.50 10c Black Cherrys 99.50 25c Black Cherrys 104.50 50c Black Cherrys 195.00 50c Jewel Bells 245.00 50c Pace—like new 175.00 5c Standard Chiefs 149.50 10c Standard Chiefs 159.50 25c Standard Chiefs 169.50 5c New Vest Pockets 69.50 5c Mills Q.T., A-1 65.00 10c Mills Q.T., A-1 69.50 5c Columbias 79.50 New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolv- ounds.	Voiceograph, Like New \$325.00 Photomatic, Refinished, A-1 269.50 Chi Coin Rebounds 119.50 Pitch'em and Batt'em, Floor Sample 269.50 Total Rolls, A-1 49.50 2 Bang-a-Deers, A-1 99.50 Chicken Sams, A-1 59.50 New Chi. Coin Pistol 249.50 Lite Leagues, A-1 49.50 6 Buckley Treasure Isle Diggers, A-1 99.50 New United Shuffle Alleys 345.00 New Genco Gliders 295.00 Undersea Raiders, Bally 99.50 Sky Fighters 79.50 Keeney Submarine 79.50 Goatee Like New 99.50 Skee Alleys, 9 Ft. 89.50 Exhibit Dale Guns 165.00 Bat a Ball Sr., New 49.50

Write • Wire • Phone • ADAMS 7254
CENTRAL OHIO COIN
MACHINE EXCHANGE
525 S. HIGH ST. COLUMBUS 15, OHIO

PROVEN MONEY-MAKERS AT SPECIAL PRICES!

TRIPLE ACTION \$39.50	TOTAL ROLLS \$29.50
TRADE WINDS 39.50	BERMUDA 29.50
MARDI GRAS 39.50	SPINBALL 29.50
MERRY WIDOW 44.50	CATALINA 29.50
SCREWBALL 49.50	THRILL 39.50
PUDDINHEAD 59.50	ADVANCE ROLLS 49.50
1-2-3 64.50	BING-A-ROLLS 89.50
YANKS 44.50	SPORTSMAN ROLLS 29.50
SPEEDWAY 49.50	CHICAGO COIN REBOUND 44.50
VIRGINIA 39.50	ALL STARS (Williams) 109.50
CARNIVAL 69.50	GLIDER (Genco) Write for Price!
WISCONSIN 34.50	

All Games Cleaned and Checked! Specify Second Choice
Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota,
North Dakota, South Dakota and Upper Michigan

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN.
Division 4-3220 KENWOOD 6612

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUF SAID

JOE ASH

Screwball \$39.50	Speedway \$ 49.50
Yanks 29.50	Magic 59.50
Monterrey 34.50	Merry Widow 39.50
Daw Wa Ditty 59.50	Floating Power 79.50
Humpty Dumpty 34.50	Temptation 54.50
Catalina 29.50	St. Louis 104.50
Samba 29.50	Wisconsin 34.50

1/2 With Order—Balance C. O. D.
Send Us Your Name for Our Mailing List.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST. PHILADELPHIA 30, PA. FRamont 7-4495 58 FRELINGHUYSEN AVE. NEWARK 5, N. J. Bigelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

FOR PROMPT NEW ENGLAND DELIVERY

NEW { UNITED'S SINGLE DELUXE SHUFFLE ALLEY
UNITED'S TWIN DELUXE SHUFFLE ALLEY
UNIVERSAL'S TWIN BOWLER

CALL—PHONE—WIRE
HARRY POOLE
Distributors—Coin Operated Devices
1022 Commonwealth Avenue Beacon 2-2170 Boston 12, Massachusetts

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

LET US PUT YOUR NAME ON OUR MAILING LIST

NEW PIN GAMES

GOTT. JUST 21 BALLY HOT ROD

NEW ONE BALLS

UNIV. PHOTO FINISH \$645 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 645

New Phono Specials

WURL. 1080 \$445.00

EVANS' CONSTELLATION, 40 Selec. WRITE

NEW SKILL GAMES

UNIV. TWIN BOWL'R \$345.00

UN. SUPER SHUFFLE ALLEY 375.00

CHI. BOWLING ALLEY 345.00

GEN. BOWL'G LEAG Write

BAL. SHUF BOWLER Write

EX. SHUFFLE BOWL 209.50

EV. SILVER BULLETS Write

EV. BAT-A-SCORE 355.00

THORNTON PISTOL, F.S. 150.00

TARGET MASTER 150.00

New Rebuilt Slots

CRISS CROSS, BLACK BEAUTY H.L., BLUE OR JEWEL BELL, 5-10-25¢ \$165.00

BARGAIN BOX

Reconditioned, Refinished United SHUFFLE ALLEY, \$210.00

NEW COUNTER GAMES

BUDDY, Cig. Reels, \$24.50 DAVAL CUB, 1¢, Cig. 21.50 S. K. HUNTER 45.00 ABT MODEL F 47.50 TEST QUEST 99.50 ABT SKILL GUN 50.00 SHIPMAN ARTS'HOW 49.50 DAVAL SKILL THRILL 22.50 BALLY HEAVY HITTER Brand New Closeout 79.50 GUSHER, 5¢ NON-COIN MARVEL 39.50 DAVAL ACE, 1¢ or 5¢ 21.50 EX. OLD AGE PENSION 39.50 NON-COIN EAGLE 39.50 IMP, 1¢ or 5¢ 19.50 CAMERA CHIEF 12.50 FIVE JACKS 69.50

NEW SLOTS

MILLS BLACK BEAUTY H. L., BLACK GOLD, H. L., BLUE BELL, MELON BELL, BONUS BELL, 21 BELL JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF COLUMBIA, J.P. \$139.50 DE. L. COLUMBIA \$169.50 VEST POCKETS 65.00 Q. T., 5¢, \$115.00; 25¢ 142.50

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVAROUND SAFES - DE LUXE Single-\$137.00 Double-\$192.00 Triple \$288.00 UNIVERSAL-Single Safe-\$87.50 Double Safe 128.50 BOX STANDS-\$27.50 5-WAY SR. COIN CHANGER 37.50

NEW CONSOLES

UNIV. FEATURE BELL UNIV. ARROW BELL, Twin Multiple BALLY CLOVER BELL EVANS RACES EVANS WINTERBOOK EV. BLACK DIAMOND EVANS BANG TAILS EVANS CASINO BELL JENN. CHALLENGER

NEW VENDORS

ACORN VENDOR \$ 12.95 ATLAS DE LUXE 1¢ 14.50 ATLAS 5¢ BANTAM TRAY VENDOR 12.50 POP CORN WARMER 45.00 KLEENEX VENDOR 49.50 MARION SCALE 79.50 FRANTZ SCALE 115.00 AMERICAN SCALE 169.50 SILVER KING 13.95 S. K. HOT NUT VEND 29.95 5¢ 4-WAY MINT 14.50 N.W. STAMP VEND 69.00 N.W. 49 SPECIAL 13.75 N.W. MODEL '49 15.95 N.W. DUAL NUT 45.00 N.W. DE LUXE 27.00 N.W. MODEL 39 12.75 N. W. 33 BALL GUM 10.50 ALCO DERE CANDY MART, ELECTRIC 199.30 10¢ COMB. VENDOR 21.50

SLOT SALE!

MILLS

BLACK CHERRY, 5-10-25¢ \$ 99.50 50¢ BLACK CHERRY 149.50 JEWEL BELL, 5-10-25¢ 119.50 GOLDEN FALLS, H.L., 5-10-25¢ 99.50 50¢ GOLDEN FALLS (REBUILT) 139.50 25¢ BLUE BELL 149.50 BLUE FRONT, 5-10-25¢ 89.50 BROWN FRONT 5-10-25¢ 64.50 BONUS BELL 5-10¢ 69.50 CHROME BELL, 5-10-25¢ 89.50 25¢ Q.T. BLUE CABINET 44.50 VEST POCKETS 44.50

EXTRA SPECIAL!

BRAND NEW MILLS MELON BELLS, 5-10-25¢ EACH \$175.00

WATLING

ROL-A-TOP, 5-10-25¢ \$49.50

H.Q. FOR ALL SHUFFLE GAMES

UNITED Super SHUFFLE ALLEY Exclusive Distributors in Illinois, Michigan & Iowa

Fast! 1 or 2 Players UNIVERSAL TWIN BOWLER CHICAGO COIN BOWLING ALLEY

Bally Shuffle Bowler Genco's Bowling League

Conversion for all Shuffleboards Exhibit's SHUFFLE BOWL

ONE BALLS

CITATION, P.P. \$295.00 TROPHY, P.O. 195.00 GOLD CUP, F.P. 150.00 JOCKEY CLUB, P.O. '47 MOD. 145.00 JOCKEY SPECIAL, F.P. 109.50 BALLY ENTRY, P.O. 79.50 SPECIAL ENTRY, F.P. 79.50 VICTORY DERBY, P.O. 69.50 VICTORY SPECIAL, F.P. 69.50 GOTT DAILY RACES, F.P. 69.50 TURF KING, P.O. 49.50 LONGACRE, F.P. 49.50 JOCKEY CLUB, P.O. '42 MOD. 49.50 KENTUCKY, P.O. 49.50

RECONDITIONED 5 BALL

Maryland \$159.50 Boston 159.50 St. Louis 149.50 Three Feathers 149.50 Sharpshooter 139.50 Super Hockey 129.50 Black Gold 124.50 Buttons & Bows 124.50 Bowl Champ 124.50 Aquacade 124.50 Majors '49 124.50 Floating Power 119.50 Big Top 119.50 Telecard 114.50 Holiday 109.50 Show Boat 109.50 Baby Face 104.50 Grand Award 104.50 Moon Glow 99.50 Temptation 99.50 One-Two-Three 99.50 Saratoga 99.50 Barnacle Bill 94.50 Buccaneer 94.50 Round Up 94.50 Serenade 94.50 Magic 89.50 Alice in W'land 89.50 Puddin' Head 89.50 Morocco 84.50 Screwball 79.50 Gizmo 79.50

ARCADE

UN. SHUFFLE ALLEY \$210.00 HOLLYCRANE, Like New 395.00 EXH. ROTARY MDSER. 299.50 TELEQUIZ, 48 Model, Like New 225.00 STD. SCALE METAL TYPER 249.50 WMS. ALL STARS 149.50 GEN GLIDER 129.50 EV 1947 TEN STRIKE 139.50 FLASH HOCKEY 69.50 GENCO WHIZZ, F.P. 49.50 PHOTOMATICS, Complete As Is 97.50 BUCKLEY DE LUXE DIGGER 149.50 EXHIBIT DALE GUN 109.50 CHI. COIN BASKETBALL CHAMP 249.50 CHICAGO PISTOL 150.00 DRIVEMOBILE 129.50 CHICAGO GOALEE 129.50 SCIENTIFIC POKERING 89.50 ABT CHALLENGER, Like New 24.50 GOTT 3-WAY GRIPPERS 19.50 WOOD & STEEL BALL ROLLDOWNS at Giveaway Prices Write

JENNINGS

SUN CHIEF, 5-10-25¢ \$175.00 STANDARD CHIEF, 50¢ 179.50 STANDARD CHIEF, 5-10-25¢ 99.50 LITE UP CHIEF, 5-10-25¢ 109.50 BRONZE CHIEF, 5¢ and 25¢ 89.50 4 STAR CHIEF, 5-10-25¢ 49.50 VICTORY CHIEF, 5-10-25¢ 39.50 5¢ CHIEF SILVER MOON 69.50 TIC TAC TOE (Like New), 5-10-25¢ 125.00

GROETCHEN

COLUMBIA DOUBLE, J.P. \$69.50 CHROME COLUMBIA 49.50 DE LUXE COLUMBIA 79.50 GOLD AWARD COLUMBIA (Like New) 89.50

PACE

CHROME BELL, 5 & 10¢, Latest Model (Originally \$265.00) \$ 89.80

REEL COUNTER GAMES

DEUCES WILD, 4 Way \$14.50 JOKER WILD, 4 Way 14.50 DAVAL'S 21, 1¢ or 5¢ 14.50 SPARKS, Token Payout, 1¢ Cig. 17.50 MERCURY, Token Payout, 1¢ Cig. 19.50 LIBERTY, Token Payout, 1¢ or 5¢ 24.50 MARVEL, Token Payout, 1¢ Cig. 24.50 AMER. EAGLE, 1¢ or 5¢, Frt. 24.50 DAVAL FREE PLAY, 5¢ Cig. or Frt. 24.50 Daval Non-Coin Marvel, Cig. 29.50

19¢ COIN COUNTERS, highly polished Copper - a MUST if you operate Shuffle Games-\$2.00 Each.

CONSOLES

UNIVERSAL ARROW BELL WRITE BUCKLEY T. ODDS, D.D., Late Mod. Coin Conveyor \$573.00 KEENEY 3-WAY BONUS SUPER 399.50 EV. WINTERBOOK, Late Mod. 345.00 5-25¢ TWIN BONUS SUPER 275.00 BALLY TRIPLE BELL 365.00 EV. RACES, Comb. F.P. & P.O. 295.00 MILLS 3 BELLS, Fir. Sample 275.00 EVANS 48 BANGTAILS, J. P. 295.00 JENN. CHALLENGER, 5-25¢, LATE EV. GALLOPING DOMINOES, J.P. 265.00 25¢ KEENEY BONUS SUPER BELL 219.50 5¢ KEENEY BONUS SUPER BELL 189.50 BALLY DE LUXE DRAW BELL 199.50 BALLY HI BOY, Like New 150.00 BALLY DRAW BELLS, Reg. 145.00 MILLS 4-BELLS, 5-5-5-5 79.50 KEENEY 5¢ SUPER BELL, COMB. 69.50 WATLING BIG GAME, F.P. 49.50 BALLY BIG TOP, P.O. or F.P. 49.50 MILLS JUMBO, LATE HEAD 49.50 PACE REELS-CHR. RAIL, COMB. 49.50 JENN. SILVER MOON, P.O. or F.P. 49.50

CIGARETTE AND CANDY VENDORS

ROWE CRUSADER, 10 Col. \$115.00 STEWART MCGUIRE, 7 Col. 70.00 U-SELECT-IT, 72-Bar 45.00 ROWE DELUXE, 3 Col., 120-Bar 100.00

ALL PARTS FOR UNITED SHUFFLE ALLEY IN STOCK

Hundreds of Post War 8 Balls with Flippers Installed \$39.50

ONE-HALF DEPOSIT WITH ORDER. BALANCE C. O. D. OR SIGHT DRAFT



Empire Coin

MACHINE EXCHANGE

Distributors for All the Leading Manufacturers

1012-14 MILWAUKEE AVE.

Phone: EVERGLADE 4-2600

CHICAGO 22, ILL.

BARGAINS

PHONOGRAPHS

1445 Seeburg \$235.00 1017 Wurlitzer '48, Cobra-Tone Arm \$269.50 1015 Wurlitzer 249.50 Super Rockola 69.50 8508 Wurlitzer 89.50 Packard Hideaway, late model 129.50 800 Wurlitzer 94.50

FIVE-BALLS

Bally BALLERINA \$39.50 Chicago Coin THRILL 49.50 Chicago Coin BERMUDA 29.50 Chicago Coin SPINBALL 59.50 Genco TRIPLE ACTION 39.50 United RONDEEVOO 42.50 United WISCONSIN 34.50 Williams DEW WA DITTY 82.50

WALL BOXES

25 Wurl. Prewar 30-wire \$ 4.75 20 Wurl. Prewar 3-wire 4.75 20 Wurl. Prewar wireless 3.75 14 Wurl. '48 #3020 36.50 3 Rockola '47 #1530, 30-wire wall boxes 14.50 8 Packard '47 30-wire 19.50

ARCADE

1 Bally Heavy Hitter \$ 39.50 1 Chicago Coin Pistol 112.50 8 Exhibit Dale Guns 89.50 1 Genco Whizz (FP) 17.50 3 Mills Scales 37.50 4 Wms. All Stars, 5-10-25¢ 54.50

CONSOLES

Mills JUMBOS, Cash & FP. \$ 39.50 Mills '48 THREE BELLS 155.00 Univ. ARROW BELL, Fir. Sam. 473.00 New Bally CLOVER BELL Write



"LEN"

T & L DISTRIBUTING COMPANY 1321 CENTRAL PARKWAY MAIN 8751 CINCINNATI 14, OHIO Phone MAIN 0477

LAKE CITY Specials

IMMEDIATE DELIVERY ON THE FOLLOWING! BALLY SHUFFLE BOWLER, ROCK-OLA SHUFFLE LANE, WILLIAMS TWIN SHUFFLES, GENCO BOWLING LEAGUE

USED GAMES

United Shuffle Skill \$100.00 Chicago Coin Rebound 75.00 Chicago Coin Bango 95.00 California Shuffle Pins Write

USED BELLS

5¢ Black Cherries \$ 95.00 10¢ Black Cherries 100.00 25¢ Black Cherries 105.00 5¢ Silver Chief 49.50 5¢ Golden Falls 100.00

NEW BELLS

BLACK BEAUTY, BLACK GOLD, BLUE BELL, '21" BELL, BONUS BELL NEW & USED SAFES SINGL, DOUBLE, TRIPLE, REVOLVE AROUNDS

SMOKESHOP CIGARETTE MACHINE. \$329.30 TERRIFIC VALUE POSTWAR NON-FLIPPER PIN GAMES, \$12.50.

BALLY ONE BALLS

Citation \$269.50 Gold Cup 185.00 Special Entry 95.00 Jockey Special 95.00

USED FIVE BALLS

Ramona \$109.50 Monterey 42.50 Carnival 39.50 Barnacle Bill 72.50 Sally 49.50 Buccaneer 79.50 Humpty Dumpty 33.50

MISCELLANEOUS

Jack Rabbit \$30.00 Advance Rolls 19.50 Bingo Rolls 89.50 Exhibit Dale Gun 89.50 Mercury Athletic Scale 75.00 Flying Discs 125.00

LAKE CITY AMUSEMENT CO. 1648 ST. CLAIR AVENUE • CHerry 7067 • CLEVELAND 14, OHIO

TAKING THE NATION BY STORM!



Nation Wide's

ORIGINAL SENSATION SHUFFLE POOL

LOADED WITH FAST-PLAYING, FUN-FILLED FEATURES WHICH DEFY DUPLICATION



Scoring 1 or 2 players

Automatically Registers Each Player's Score

High Score Feature Automatically Registers Consecutive Hits

Size Approximately 2 ft. x 8 ft.

Easy to Service, All Mechanism in Head

1 Player—10c
2 Players—20c

Gets Double Earnings

100% Skill Game

SEE IT AT YOUR DISTRIBUTOR'S TODAY OR WRITE DIRECT . . .

AUTOMATIC QUICK PUCK RETURN LOCKS AFTER GAME IS COMPLETED

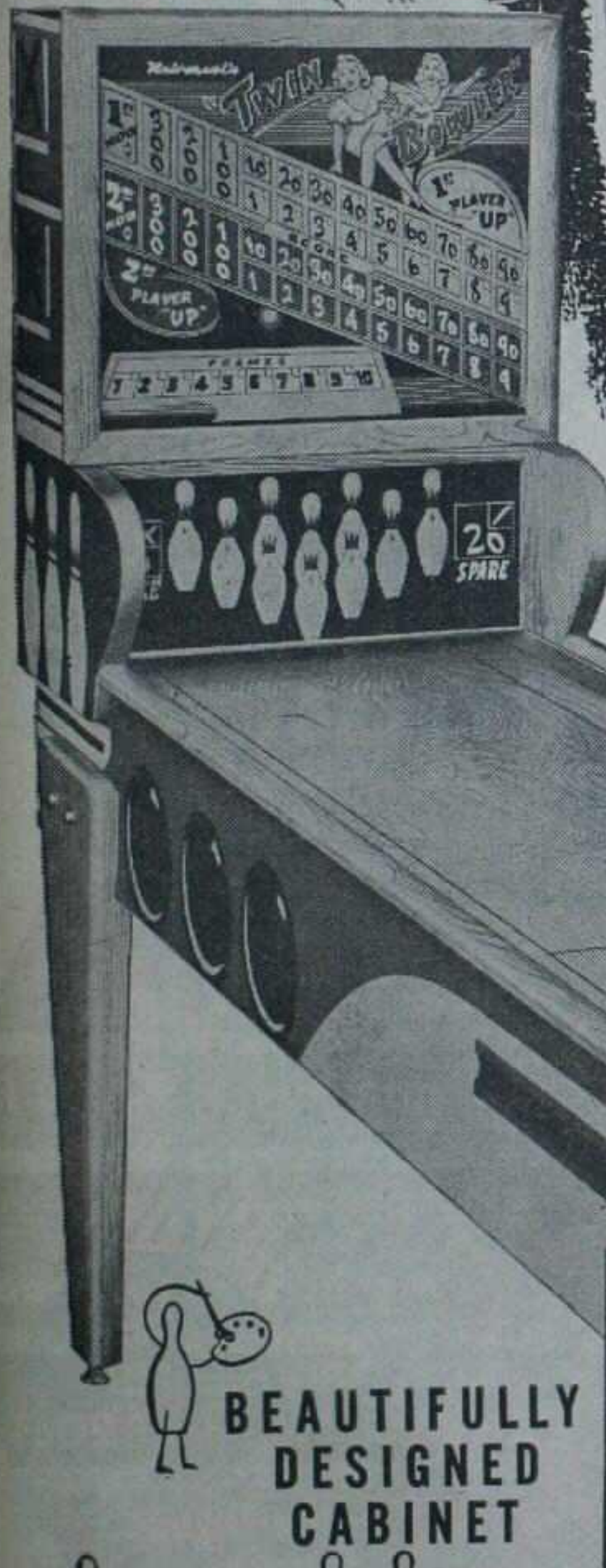
DISTRIBUTORS CHOICE TERRITORIES STILL AVAILABLE—WRITE—WIRE—PHONE

Nation Wide NOVELTIES, INC.

4615-17 S. State Street
Chicago 19, Illinois
Phone KENwood 6-3623

NEW

A KNOCKOUT! UNIVERSAL'S "TWIN BOWLER"



FAST! LESS THAN ONE MINUTE PER GAME!

STREAMLINED SIMPLIFIED MECHANISM

MECHANISM FULLY VISIBLE! CAN BE SERVICED ON LOCATION BY REMOVING BACK DOOR.

CUSHIONED ALL AROUND FOR SILENCE

PUCK REBOUNDS INSTANTLY!

IMPROVED SCORING

ALL SPLITS CAN BE SCORED. STRIKES, SPARES AND FRAMES ARE POSTED ON BACKBOARD

BEAUTIFULLY DESIGNED CABINET

ONE OR TWO PLAYERS — SCORES TOTALED ALTERNATELY FRAME BY FRAME WHEN TWO SHOOT. EACH SCORE IS TOTALED SEPARATELY AND ACCURATELY!

SEE YOUR UNIVERSAL DISTRIBUTOR

Order "TWIN BOWLER" NOW — Don't Delay!

DROP COIN CHUTE

10c — ONE PLAYER 20c — TWO PLAYERS
PLAYER SHOTS AT STAND-UP LITE-UP PINS WHICH DISAPPEAR WHEN "HIT" BY THE PUCK SO REAL! MUCH GREATER PLAYER APPEAL!

UNIVERSAL'S
"TWIN BOWLER"

MANUFACTURERS OF
"FEATURE BELL"
"PHOTO-FINISH"
AND THE FAMOUS TWIN-HEAD
"ARROW-BELL"



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone UPTown 8-2345 • CHICAGO 40, ILLINOIS

EXHIBIT'S SHUFFLE BOWL



FOR ALL SHUFFLE BOARD OPERATORS

CONVERT YOUR SHUFFLE BOARDS into immediate **BIG MONEY MAKERS**... **RIGHT NOW** with the **SMARTEST** and the most **REAL** miniature Bowling performance of today.

1 to 5 CAN PLAY
 10¢ 20¢ 30¢ 40¢ 50¢

AUTOMATIC PUCK RETURN NO WAITING

OFFICIAL REGULATION SCORE TAB

PRICE!
 You'll be SURPRISED

STRIKES SPARES RAILROADS SPLITS ETC.

PLAY FRAME BY FRAME

SHUFFLE BOWL	
NAME	
Joe	
Bill	
Frank	
Bob	
Chuck	

ONE-THIRD ACTUAL LENGTH OF REGULATION ALLEYS. ADAPTABLE TO ALL LENGTH SHUFFLE BOARDS

SHUFFLE BOWL
 Miniature Bowling
 10¢ A Line
 ONE TO FIVE PLAYERS

EACH ALLEY LITES UP FOR EACH LINE PLAYED

10 REAL PLASTIC ILLUMINATED PINS

Here you see EXHIBIT'S 'SHUFFLE BOWL' assembly on your Shuffle Board. The installation is simple—easily done by yourself with illustrated instructions right on your locations. Puck return also provided. You then have a **NEW POPULAR GAME ON YOUR LOCATION** ... to **EARN BIGGER and BETTER** for you than ever before.

SEE NOW!! at all Exhibit DISTRIBUTORS
EXHIBIT SUPPLY CO.
 4218-30 W. LAKE STREET • CHICAGO 24, ILL.

ORDER EARLY FOR QUICK DELIVERY

Williams TWIN SHUFFLE*

*TRADE MARK

1st BOWLING TYPE SHUFFLE GAME with AUTHENTIC BOWLING SCORING FOR 1 OR 2 PLAYERS!

**GETS DOUBLE
THE EARNINGS!**

**1 PLAYER 10c
2 PLAYERS 20c**

**REAL
GUTTERS!**

**ALTERNATING
FRAME BY FRAME
SCORING FOR
EACH PLAYER!**

**STRIKES • SPARES
TURKEYS • SPLITS
RAILROADS • ETC.**

**2 DOORS ON SIDE
OF CABINET FOR
EASY SERVICING!**

**TERRIFIC FOR
COMPETITIVE
PLAY!**

★ AUTOMATIC
PUCK RETURN

★ PUCK LOCKED IN
AFTER EACH GAME

★ IDEAL SIZE FOR ANY
LOCATION . . . APPROX.
8 FT. LONG, 2 FT. WIDE

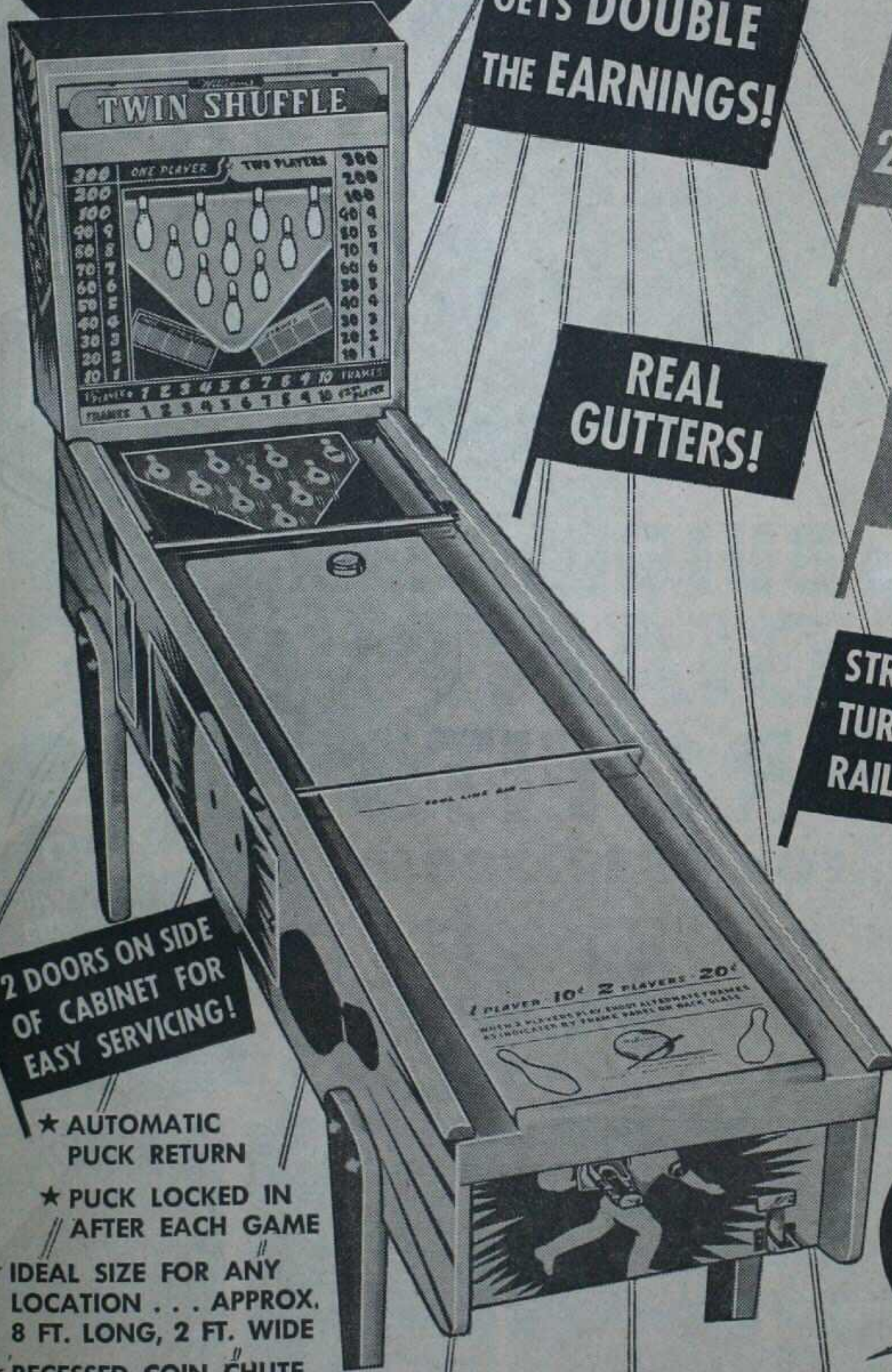
★ RECESSED COIN CHUTE
AND PUCK RETURN TO PROTECT PLAYER

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST.
CHICAGO 24, ILLINOIS



TWIN SHUFFLE

ONE PLAYER		TWO PLAYERS	
300	300	300	300
200	200	200	200
100	100	100	100
90	90	60	4
80	80	50	5
70	70	40	6
60	60	30	7
50	50	20	8
40	40	10	9
30	30		10
20	20		
10	10		

1 PLAYER 10c 2 PLAYERS 20c
WHEN 2 PLAYERS PLAY EXCEPT ALTERNATE FRAMES
AS INDICATED BY FRAME PANEL OR BACK SLAT.

Head and Shoulders Over All Others!

Chicago Coin's

BOWLING ALLEY



IT'S **BULGING** WITH
GIANT PROFITS
 FOR OPERATORS

TWO CAN PLAY AT THE SAME TIME NO WAITING! YOU COMPETE FRAME BY FRAME

BOWLING ALLEY IS DIFFERENT—NOT A COPY OF ANYONE ELSE'S GAME!

BOWLING ALLEY IS FASTER THAN ALL OTHERS

BOWLING ALLEY MAY BE PLAYED BY EITHER 1 OR 2 PLAYERS

EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC

BOWLING ALLEY'S PRICE IS COMPETITIVE WITH ALL OTHERS

A DOUBLE MECHANISM THAT COSTS YOU LESS THAN MOST SINGLE PLAYER GAMES

You've seen the rest...

NOW Get the **Best!**



GENCO'S BOWLING LEAGUE

The Perfect Bowling Game!



STANDARD BOWLING RULES AND SCORES
Strikes, Spares, Splits, Turkeys, Railroads



AUTOMATIC SCORING
10 Fast Frames Played again and again

All the Thrills of Bowling
All the Skills of Shuffleboard

QUICK AUTOMATIC PUCK RETURN
Locks after game's completed

Don't Wait — Write! Wire!
Phone Your Distributor Now!

GENCO

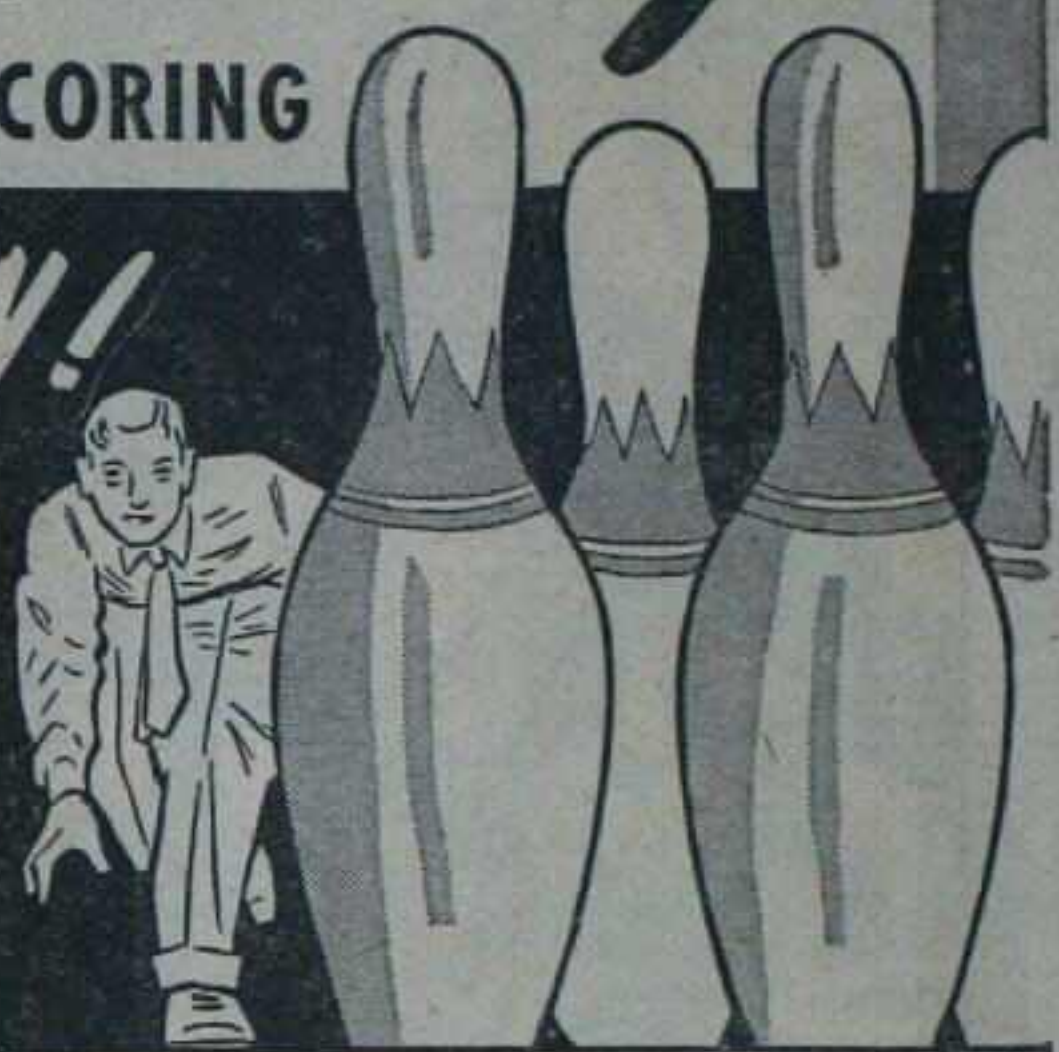
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

UNITED'S
Super Shuffle-Alley
 PATENT NO. 2,192,596
 REGULATION BOWLING SCORING



NEW ANIMATION!

LIGHTED UPRIGHT BOWLING PINS



COMPLETE ACCESSIBILITY...

Entire Play Field Hinged

**TWO SIZES
 8 FT. OR 9 1/2 FT. LENGTHS
 EACH 2 FT. WIDE**

NEW MODERNISTIC CABINET DESIGN

**UNIVERSAL APPEAL
 FUN FOR EVERYONE**

**EXCELLENT FOR
 COMPETITIVE PLAY**

**PUCK RETURNS AUTOMATICALLY...
 LOCKED IN AFTER EACH GAME**

SEE YOUR DISTRIBUTOR

**UNITED'S PROVEN
 DROP-CHUTE
 "JUST DROP IN COIN"**



UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS





**YOU SAY YOU WANT SOMETHING
DIFFERENT?
WAIT TILL YOU SEE**

Just
21



**GOTTLIEB'S REVOLUTIONARY
REPLAY GAME FEATURING**

**THE NEW "Turret Shooter"
THE ONLY ABSOLUTELY NEW,
POSITIVELY DIFFERENT
PLAY IN YEARS!**

**IT'S A REVELATION IN
APPEAL AND EARNINGS!**

Player fires ball with new Gottlieb High Power TURRET SHOOTER, operated with same buttons that control 2 new SUPER-POWER FLIPPERS. Ball is aimed by motorized OSCILLATING RANGE FINDER. Player shoots to score JUST 21 POINTS by hitting any proper combination among 10 NUMBERED TARGETS at upper end of play field. Each Target scores indicated points only on first hit, but adds 100,000 to HIGH SCORE each time hit thereafter. Skillful players can score JUST 21 Points on very FIRST ball to earn 5 REPLAYS! JUST 21 Points score on second ball awards 3 Replays; 3rd ball, 2 Replays; 4th ball, 1 Replay. JUST 21 Points scored on 5th ball adds 500,000 to High Score. If point score is under or over 21, player continues to shoot for High Score Awards.

IT'S FAST, SIMPLE, FASCINATING... A MONEY-MAKING WONDER!

**LOOK AT
THIS
ACTION!**



**STEP RIGHT UP AND ORDER FROM
YOUR DISTRIBUTOR TODAY!**

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

THOUSANDS EARNING TOP MONEY
AFTER 60 TO 90 DAYS ON LOCATION

Bally SHUFFLE-BOWLER

REAL BOWLING THRILLS

OFFICIAL BOWLING RULES AND SCORES
Strikes, Doubles, Turkeys
Spares, Splits Railroads

AUTOMATIC SCORING ON FLASHY BACK-GLASS

SKILL SIZE
9 1/2 FT. LONG
2 FT. WIDE
REALISTIC GUTTERS ON EACH SIDE OF ALLEY

Gets More Play! Earns More Profit!
BIGGEST MONEY-MAKER IN SHUFFLE CLASS!

PUCK RETURNS TO PLAYER AUTOMATICALLY
PUCK LOCKED IN AT END OF GAME

CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

Yes . . . thousands of SHUFFLE-BOWLER games on location 60 to 90 days are still earning top money . . . proof that exclusive Bally features give the public the right combination of shuffle-skill and bowling-science. Why be satisfied with less than the top profits that SHUFFLE-BOWLER will earn for you? Call your Bally distributor today.



MORE ways to win! MORE earning power!



Bally CHAMPION
FREE PLAY ONE-BALL

Bally KENTUCKY
AUTOMATIC ONE-BALL

MORE ways to win! MORE skill-thrills! MORE fun! MORE action! That is why CHAMPION earns MORE money for operators . . . why CHAMPION games on location 6 to 8 months are still smashing one-ball earning records from coast to coast. Are you getting your share?

Bally CLOVER-BELL
TWIN MULTIPLE-COIN BELL CONSOLE

3 SPOTTED SYMBOLS
SINGLE CHERRY WINNERS
SINGLE ORANGE WINNERS
SINGLE PLUM WINNERS

NEW MYSTERY DOUBLE AWARD

FAMOUS CITATION
ADVANCING ODDS



HOT-RODS SPOT-BELL

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNIVERSAL'S
FEATURE BELL
SINGLE HEAD
MULTIPLE COIN

MYSTERY TYPE ADVANCING ODDS

First Console EVER TO INCORPORATE THE
"FEATURE FLASH"

ENABLES PLAYER TO "BUY" UP TO A COMPLETE SET OF WILD SYMBOLS!



EVERY CHERRY WILD ON 1ST REEL

EVERY LEMON WILD ON 1ST REEL

EVERY ORANGE WILD ON 1ST REEL

EVERY PLUM WILD ON 1ST REEL

EVERY BELL WILD ON 1ST REEL

EVERY SYMBOL WILD ON 1ST REEL

ODDS ADVANCE

FEATURE FLASH

ADVANCES BAR SPECIAL FEATURE

WHEN LIT **BAR SYMBOL ON FIRST REEL SCORES:** WHEN LIT

ODDS ODDS ODDS ODDS ODDS ODDS

A POWERFUL BUILD-UP AND GAME-TO-GAME CARRY-OVER!

Instantly Convertible

5¢ CHUTE STANDARD—10¢ or 25¢ CHUTE OPTIONAL

FLUSH METAL TRIMMED TOP GLASS

ADDED FEATURES THAT CLINCH THE PLAY:

- ★ TOP SCORE: 500 POINTS
- ★ JUMBO ELECTRIC MOTOR-DRIVEN ILLUMINATED REELS
- ★ NEW CABINET DESIGN

Order FROM YOUR UNIVERSAL DISTRIBUTOR!



UNIVERSAL'S
PHOTO-FINISH

PULLS MORE PLAY...

Take full advantage of this profitable, busy game season by replacing your present equipment with the outstanding 1-ball money maker of all time—

PHOTO-FINISH

WRITE • WIRE • PHONE

See Your
UNIVERSAL DISTRIBUTOR

FREE PLAY
Convertible to
1 or 5 Ball Play.
Also Available in
AUTOMATIC MODEL

MANUFACTURERS OF
THE FAMOUS TWIN HEAD
ARROW BELL



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone UPTown 8-2345 • CHICAGO 40, ILLINOIS

Seeburg **Select-O-matic** music systems for



New Opportunity

When a music system offers greater service to locations and the public, the music operator benefits, too. Wherever installed, Select-O-Matic "100" Music Systems have brought greater rewards to music men. For only one music system—THE SELECT-O-MATIC "100"—gives MORE OF EVERYTHING. And for this greater music service, this truly modern music system brings greater opportunity to progressive music men.

NEW APPEAL. 100 selections—all visible at one time—cataloged under five musical classifications—mean "music for everyone"—for tots, teen-agers, old-timers.

NEW FLEXIBILITY. Automatically plays 10 and 12-inch records—no pre-setting necessary.

NEW ACCEPTANCE. Greater location appeal than ever. It's new! It's different! It's a boon to business!

NEW CONVENIENCE. 100 selections of music for guests, wherever seated—thanks to the Wall-O-Matic "100"—the most remarkable remote selection system ever developed.

NEW LISTENING PLEASURE. Music at conversational level throughout with Scientific Sound Distribution. Seeburg speakers to meet the requirements of every installation.

NEW ECONOMY! The most service-free music system ever built. Longer record life. Full operating power consumption only 240 watts.

NEW BEAUTY. Appearance-wise, too, the Select-O-Matic "100" is in a class alone. The handsome cabinet—a refreshing change in styling—attracts more attention.



100 selections

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

SEE YOUR SEEBURG DISTRIBUTOR
FOR THE COMPLETE STORY OF

J. P. SEEBURG CORPORATION

CHICAGO, ILL.



Copyrighted material