

The **Billboard**

APRIL 8, 1950
25 CENTS

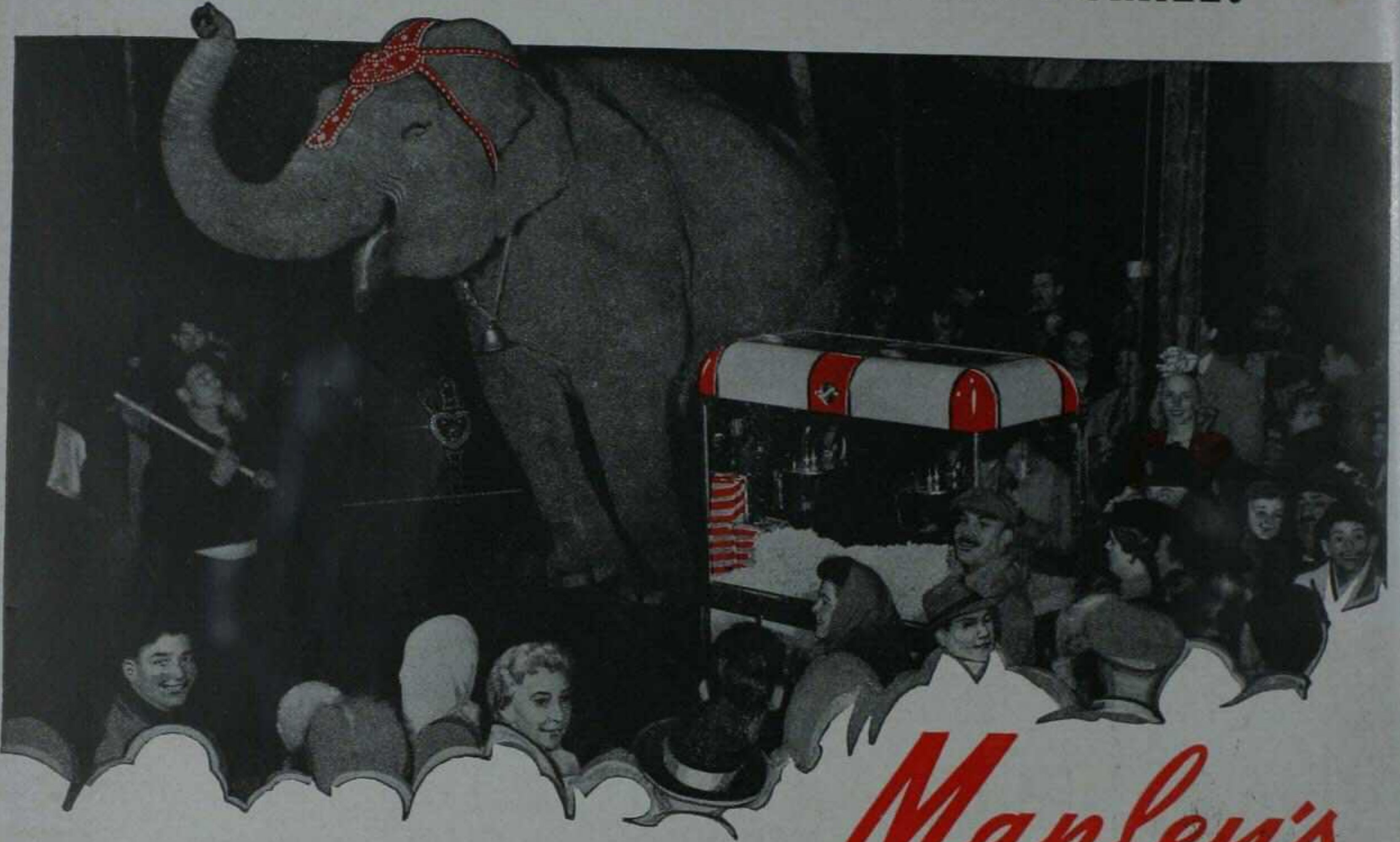
Spring Special



featuring
OUTDOOR EQUIPMENT
and
CONCESSION SUPPLIES

"IT AIN'T HAY..."

THAT MAKES THIS DAILEY ELEPHANT SMILE!



IT'S A TRUNKFUL OF

**Manley's
POPCORN**

THE elephant's name is Rosie. She belongs to the Dailey Bros. circus, third largest in the world, and she is performing next to a Manley popcorn machine. Dailey Bros. have made so much money out of popcorn they were able to buy Rosie and some of Rosie's brothers and sisters—all very expensive animals.

Now here's our sales pitch, if you don't mind . . . This season, why don't you put a Manley popcorn machine in your circus, carnival, show, concession, or wherever people gather? With the rich profits—as high as 400%—you'll be able to buy a Rosie, get a new truck, pay off some debts, or do whatever you've been longing to do but have never had the cash to do—that is, until you get a Manley popcorn machine.

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Manley, Inc.

GENERAL OFFICES 1920 Wyandotte Street, Kansas City 8, Missouri

"THE BIGGEST NAME IN POPCORN"

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**MAIL THE COUPON TODAY FOR
A Manley MAN!**

MANLEY, Inc. Dept. BB 4-8-50
1920 Wyandotte St., Kansas City 8, Mo.

Without obligation please have a Manley Man call on me. I'm interested in information on Manley Stadium Model Manley Standard Manley Counter Model Manley "Twin." Have him bring your booklet "How to Make Big Profits from Popcorn."

YOUR NAME.....
BUSINESS.....
ADDRESS.....
CITY.....
BEST TIME TO CALL.....

OUTDOOR BIZ SITTING ON TAX

Dow Contract Ruled Out in AGVA Edict

Acts Now Employees

NEW YORK, April 1.—All "policy of the house" clauses, blanket contracts independent contractor classifications and lump-sum payments for routes were ruled out last week by Henry Dunn, head of the American Guild of Variety Artists (AGVA) who termed the practice as "vicious."

The first direct order was fired at the booking office of Al and Belle Dow, who have about 30 days of the split, spot and full-weeks with the Schine Theaters and various indies thruout upper New York State and New England.

AGVA claimed the Dow office bought actors for a route of perhaps 10 theaters and issued only one contract, on the back of which was listed the theaters to be played. It also said the contracts didn't specify the number of shows calling for the "policy of the house." The payment, said AGVA, was often in a lump sum for

"Talk Only During Clinches;" Jimmy Powers' TV Fight Secret

NEW YORK, April 1.—The secret sportscasting weapon which has skyrocketed Jimmy Powers to one of the top coin-earning spots among TV mikemen is one of the simplest, most appreciated yet unused: he simply keeps his mouth shut, when covering boxing bouts, except when the fighters are in a clinch or action is dull. This, plus a considered voice quality, pitched low as when visiting in a friend's parlor, is the factor to which

Powers attributes his swift rise. Trade estimates have Powers earning better than \$1,500 weekly on his four regular radio-TV shows, with more coming in from occasional extra assignments. He also earns an estimated \$17,000 annually for writing his column for *The New York Daily News*.

In the course of airing 1,033 fights during the past winter, Powers had ample opportunity to develop the timing and pacing technique which has become his hallmark. When he was first starting his TV fight coverage, he made a study of viewer reaction by dropping into bars where other sportscasters were being received.

(See J. Powers Uses Simple, page 9)

Morgan's TV Preem Clicks at Ky. Club

CINCINNATI, April 1.—Al Morgan's precedent-setting debut at the Lookout House, Covington, Ky., Monday night (27) via video screens advantageously placed about the club, met with such success that he'll utilize the same gimmick when he opens a Derby-week engagement at the Iroquois Hotel, Louisville, May 2.

Morgan, in order to make his first show at the Lookout House, rehearsed there Monday (27) afternoon and then planed into Chi for his

(See Morgan's TV Preem on page 46)

Col'bia Plans Lavish All-Out 7-In. LP Bally

National Push on All Disks

NEW YORK, April 1.—Columbia Records has blueprinted the most lavish advertising campaign in its history, entailing expenditures in national magazines, television, radio, point-of-sale display material and co-op ads in radio and newspapers. The campaign is seen as implementing the company's philosophy of promot-

(See Columbia Blueprints, page 13)

Dance Blooms, Vaude Wilts

But Top Green Goes Only To Top Outfits

Some Pay Down to Scale

NEW YORK, April 1.—As the symptoms of a revitalization of the dance band business continue to mount, tradesmen, assuming a practical pose in lieu of the standard hopeless tactics, are becoming more conscious of the obstacles which are confronting the ultimate fulfillment of the current promises. Most vital of the hurdles is a decided overabundance of working bands.

The required working days to keep the currently operating crews in action far exceeds the demand. While the number of dance operations have dwindled sharply since the war's end, the collection of active orks has lost comparatively few maestri. Booking agencies report that they are going to enjoy one of the busiest spring seasons since 1946, but they make no bones about the fact that many of their second and third-string crews still are difficult merchandise to push. The agents admit too that the spring

(See DANCE BLOOMS on page 17)

Legit Stage Holds Status Quo; Silo Circuit Rides High

NEW YORK, April 1. — Every year about this time there is mournful head-shaking in the trade as to the summer fate of legit. It is particularly acute nearing the end of a season which has marked the greatest production shrinkage in years. However, in spite of usual spring croaking, the annual dog-day pattern of legit has remained substantially the same for a long time, and the 1950 summer, if anything, looks to better last year's record considerably.

Stern-wise, at least 13 of the currently lighted showshops are likely to be in business thru the summer, and there is a minimum of five more which can be considered very possible holdover candidates. The Lunts, of course, will recess *I Know My Love* as of June 6, and *Caesar and Cleopatra* suspends on the same date, but neither of these can be rated a summer fade-out. In addition, April skeds six new entrants in the Broadway sweepstakes: *Cry the Peacock*, *With a Silk Thread*, *Rhapsodie Caribe*, *A Phoenix Too Frequent*, *Peter Pan* and *Tickets Please*. May brings in *The Liar* and *The House on the Cliff*, and June calls for the unveiling of

(See Legit Holds Status on page 54)

Major Houses Hope Flicks May Pull \$'s

Are D. J.'s the Answer?

NEW YORK, April 1.—Showbiz is looking forward to the summer with mingled feelings of anticipation and dread.

The major production houses—Radio City Music Hall, Roxy, Capitol, Strand, Paramount and the Palace—are all booking shows as far ahead as possible, hoping that there'll be enough pictures around to make the flesh-flicker combo fair box office.

There's been the usual talk about flesh being discarded in at least one house. So far, however, there's no sign that it will come to pass in the foreseeable future. The Roxy, for example, plans to bring back its ice shows, tho toppers say there's nothing denite. The icer cost the Roxy a bundle of loot for setting it up. It won't cost as much now because the system is all in. But still the house, in common with its competitors, is wondering what to try next.

There's some feeling in the trade that a revival of bands with melodic

(See HEAT JITTERS on page 50)

Congress Still Seeking Soft Cushion Cure

Hope for Relief by July 1

CHICAGO, April 1.—Scarcely anyone is doing nip-ups over the prospects for outdoor show business generally this season. Yet there is optimism, held in close check by uncertainty as to what congressional action will be taken on the federal 20 per cent amusement tax and by an awareness of the tighter amusement buck.

Heartening signs pointing to relief from the amusement tax have mounted in recent weeks. The action of Canada's Province of Ontario in revising its tax structure downward by exempting tickets priced at 13 cents or less and cutting the levy on higher priced ducats from 20 to 13 per cent is viewed as speeding action in this country. Current belief, held widely thruout the various segments of the outdoor amusement industry, is that relief will be voted by July 1.

Given such relief, outdoor operators face a season which should top last year, the first of rough sailing since the war's end. Up to last year the spending was sufficiently brisk to enable owner-operators to carry the tax. But last year the levy drained off a large chunk of money which

(See TAX RELIEF KEY on page 60)

NY Return Tops Nation in 20% Admission Tax

WASHINGTON, April 1.—The 30 per cent admissions tax brought in more than twice as much money from New York during the fiscal year 1949 than from any other State, according to a breakdown compiled by the Bureau of Internal Revenue. New York furnished \$86,906,920 of the national total of \$384,071,154.

Second highest admissions tax State was California with \$38,842,328. Illinois was third with \$26,861,420. Trailing, in order, were Pennsylvania, \$20,274,994; Texas, \$17,338,437; Ohio, \$17,294,814; Michigan, \$16,541,574; and Massachusetts, \$15,259,783.

After the eight leading States, there was a sharp drop in the range of admissions tax payments. No State was within the 10-15 million-dollar bracket. The ninth spot was taken by

(See N. Y. RETURN TOPS, page 83)

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Extra Sessions in Richards Hearing To Close Govt. Case Before Summer Adjournment

By Lee Zhitto

HOLLYWOOD, April 1.—Night and Saturday sessions were ordered in the Federal Communications Commission (FCC) hearings of the G. A. Richards case to permit completion of the government's side of the case before the proceedings are adjourned until September. Adjournment is expected early during the fourth week of the hearings. FCC Counsel Frederick Ford drew a long string of witnesses across the stand, seeking to corroborate previous testimony that Richards allegedly ordered news broadcasts biased in favor of his personal political and racial beliefs.

C. G. (Tiny) Renier, KMPC program director from 1945 to 1948, testified that Richards held five and six-hour staff meetings, much of which were consumed by the station owner's anti-administration lectures. Renier identified a note written by Richards calling for the defeat of the Fair Employment Practices Act proposition on the 1946 ballot stating: "This proposition would positively wreck business in California. Cause no end of race riots. Do what you can to beat it." During Defense Counsel Hugh Fulton's cross examination, Renier said he personally had encountered some difficulties with freelance newscaster Bill Pennell and trimmed his scripts whenever Pennell allowed his own opinion to invade the newscasts.

Robert Anderson, now with Don Lee, said that while pinch-hitting for Norman Nesbitt during a two-week vacation, Robert Horn, of the station's newsroom, informed him that the station's policy called for toning down on Robert W. Kenny, who at that time was a Democratic contender for gubernatorial nomination, and not to mention unfavorably the Ku Klux Klan. Walter Arnold, now a KECA announcer, testified Richards instructed him to give prominence to news concerning the America First Committee and Burton K. Wheeler, but to omit favorable reports on the Roosevelt administration and to broadcast editorials opposing lend lease. Jack Slattery, KMPC newscaster during 1940-'41, said Richards ordered him to read Westbrook Pegler's penning over the air but said he didn't follow these instructions. Charles Teas, a KMPC-er during 1945-'47, said the station owner ordered him to give unfavorable play to Jews in the news, Helen Gahagan Douglas and Henry Wallace and the favorable spotlight to Sen. Arthur Vandenburg, Eddie Rickenbacker, J. Edgar Hoover, Gen. Douglas MacArthur and Harvey Firestone. He said the station's news policy caused him to lose interest in his work and was later fired.

Vance Graham, KMPC newscaster-editor-supervisor during 1944-'47, testified that Richards had ordered him to slant stories against OPA and at one time had asked him to infer in a news story that Mrs. Eleanor Roosevelt "might have been more than asleep" when she was involved in an auto accident. Archibald Williams Hall, KMPC newscaster in 1947, testified that the station owner tried to inject his anti-Democratic beliefs into KMPC broadcasts. During cross examination he was questioned on details concerning the Davis Car broadcast (*The Billboard*, April 1) made by Clete Roberts.

David Anderson, KMPC's Rexall reporter in 1947 and now an NBC announcer, said Richards's many calls to the newsroom were disturbing. However, he said he did not heed the station owner's alleged instructions with the exception of one which Clete Roberts, then in charge of the newsroom, told him it was a "must." Larry Thor, CBS announcer and

formerly with KMPC, returned to the stand (he had testified last week) to point to a newscast in which, according to Thor, Richards had ordered news yarns to be linked in a manner to cast disfavor on members of the Jewish race. Items dealt with arrest of Allen Smiley, broadcasting his real name (Aaron Schmienhof), which Thor said Richards ordered; Communist contact with the Stern gang in Palestine; the trial of Gen. Bennett Myers, tho the latter is not Jewish, Thor said he was ordered to refer to him as "Benny" Myers.

Eddie Lyon, who succeeded Roberts as KMPC's news head, said Richards had ordered him to broadcast Pegler editorials, plus material from the Hearst press, *Counterattack* and the GOP newsletter. At one time, he said, Richards ordered him to refer to Harry Truman as a "pip-squeak," but he refused to follow the latter instruction. Lyon admitted that his testimony was inconsistent with a statement he had given station manager Robert Reynolds but said he did so to protect his \$200 per week job at KMPC. Lyon was at the station when the FCC first started its investigation of the news slanting charges. Fulton in his cross examination brought out the fact that Roberts was instrumental in getting Lyon his present job at KFWB. Fulton wanted to know if Lyon wasn't protecting his present job by testifying in Roberts' favor.

George Lewin and Maurie Starrels held the stand Friday for a relatively short period. Lewin said he thought newspapers had a right to editorialize the news, but felt that this right could not be shared by station owners. Starrels's testimony sought to corroborate earlier charges that the station owner repeatedly ordered news to be slanted. Both said these instructions were followed to some degree, but neither could name any specific broadcasts.

Philly Charges Tax Evasions Vs. 46 Ops

PHILADELPHIA, April 1.—City summonses were issued this week to 46 amusement promoters for alleged failure to pay an estimated \$17,000 in amusement taxes. Assistant City Solicitor Maurice Mordell said the alleged violators must appear Wednesday (5) before a city magistrate to explain why the city's 10 per cent tax on amusement admissions was not paid.

Mordell said they were subject to a \$100 fine.

As Met Bell Tolls for Verdi Opera Faces Paradoxical Hypo

NEW YORK, April 1.—New Yorkers, during the 1950-'51 season, probably will get the heaviest dose of grand opera in the city's musical history, mainly as the result of the recently announced upheaval at the Metropolitan Opera Company. The Met, long the mecca for the top names and the most standard repertoire, is shifting radically next season its first under general management of Rudolf Bing, throwing out many of the Italian and French perennials and substituting several German operas.

Generally there will be more performances of fewer works. As a result, some of the brightest stars of the Met's recent history, mostly Italian specialists, have been cast

Godfrey Mixing Orange Juice, Ukes, Royalties

NEW YORK, April 1.—Indications this week were that Arthur Godfrey is on the verge of concluding a royalty deal with Mastro Plastics to sell their ukuleles over his new Tuesday and Thursday TV program on CBS, 7:45-8 p.m. Since the program will be sponsored by Hi-V frozen orange juice, a company in which Godfrey already owns an interest, the royalty deal will mark a further expansion in his manner of milking the medium financially.

Mastro Plastics makes a uke made from styron, a new plastic, and sold at a low price.

TVA Revamps Scale for Vaude Acts on TV Nets

NEW YORK, April 1.—Television Authority (TVA) this week revised proposed scales so that vaude acts will be paid according to the number of stations carrying programs on which they appear. The new formula asks 2 per cent of the minimum fee for each outlet carrying shows involving vaude talent. Minimums are \$200 for singles, \$300 for doubles, \$400 for trios and \$500 for quartets on hour programs, plus \$6 an hour rehearsal fee. These fees apply only to acts which own and prepare their own material.

Meanwhile, TVA's response to the Screen Actors' Guild (SAG) proposals for ending the undeclared jurisdictional warfare between them is that the offer broke little new ground. SAG still wants complete film jurisdiction, according to TVA execs, which Eastern video performers refuse to grant. TVA plans to go ahead with negotiations and win an agreement which will show the benefits of the Eastern representation to Western TV actors.

U.S. Pushing Treaties To Nix Double Taxes On Traveling Talent

WASHINGTON, April 1.—The State Department is in the process of negotiating tax treaties with seven more countries, while completed pacts with five nations are pending in the Senate Foreign Relations Committee. Purpose of the treaties is to make sure that nationals of the contracting countries are not made subject to double taxation.

In general, the treaties provide that entertainers and other persons (See *U. S. Pushing Treaties*, page 46)

D. C. Supports Liquor-AdBan On AM, Video

Drys Petition Congress

WASHINGTON, April 1.—While the Senate Interstate Commerce Committee is pondering legislation to abolish liquor and beer plugs, the dry measure is picking up outside support. Acting Federal Trade Commission (FTC) Chairman Lowell Mason has filed a letter with the group urging that an anti-liquor preamble be added to the bill, while Harlan Calhoun, Virginia circuit court judge, has urged its enactment.

Dry forces, meanwhile, are continuing to deluge Congress with petitions, backed by thousands of names, clamoring for passage of the bill, which is sponsored in the Senate by Sen. William Langer (R., N. D.) and in the House by Rep. Joseph Bryson (D., S. C.)

Mason wrote the committee to suggest that the bill include language asserting the liquor advertising has the affect of "inducing and bringing about the consumption of liquors to an extent and degree inconsistent with the social welfare of the people of the United States."

Judge Calhoun wrote that, while he is not a dry, he is "confident that just as many wets as dries are keenly concerned (See *Liquor-Ad Ban* on page 9)

Philly To Probe Club Ork Taxes

PHILADELPHIA, April 1.—A full investigation of the tax records of city night clubs and entertainment centers was ordered this week by the receiver of taxes, W. Frank Marshall, following charges that the Click, top nitery in town, allegedly failed to withhold wage taxes for a dance band. Marshall acted after Assistant City Solicitor Abraham Wernick filed suit in Common Pleas (See *Philly To Probe* on page 46)

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

NBC'S NEW O. & O. CONCEPT

Stock Spurts; So's ABC Near Sale?

NEW YORK, April 1.—A sudden spurt in sales of ABC stock this week, coupled with the fact that the network's shares hit a new high for the year—\$12.50 per share—re-awakened rumors that the network was nearing sale. As before, would-be purchasers mentioned included 20th Century-Fox and Howard Hughes. Both have previously expressed interest in acquiring majority control of ABC.

ABC stock went against a downward trend both Thursday and Friday of this week (30-31), and on each day was one of the most active stocks dealt in. The closing price Friday (31) was \$11.75, with a total of 54,500 sales.

Will Campbell NBC Hr. Affect Time on CBS?

NEW YORK, April 1.—Purchase this week by Campbell Soups of a second daytime half hour on NBC raised conjectures as to whether the move, if successful, would affect the same sponsor's nighttime programming on CBS. Campbell's bought the 10:30 a.m. across-the-board spot on NBC and will air *Double or Nothing* both at that time and at 2 p.m., which time it now occupies. The show, starring Walter O'Keefe, is taped and in using the two daily half hours Campbell's gets the advantage of an extra show with virtually no additional talent outlay.

The Campbell double-up on *Double* is understood to be in the nature of a 13-week test. Account was sold by Harry Kopf, NBC sales head, and staffer Gordon Mills, on the theory that it would hit different audiences at the two different time segments. Campbell's now bankrolls *Club 15* and Ed Murrow on CBS and either could be affected by the daytime expansion. One of the reasons for the increased NBC appropriation is said to be Campbell's desire to strengthen its radio picture in the face of increasing nighttime video competition.

Ammi-Dent Buys Robert Q. Lewis For New TV Seg

NEW YORK, April 1.—Ammi-Dent toothpaste this week bought Robert Q. Lewis in a 15-minute TV show, 7:45-8 p.m. Fridays on CBS-TV beginning April 14. This marks the second sponsor that Lewis has latched on to within a period of two weeks, Columbia Records, Inc., having recently signed to bankroll half his *Show Must Go On* video series starting April 20.

The format of the program will be very loose, giving Lewis a chance to be himself and relax before the cameras. Expectations are that if the program clicks, the sponsor will extend it in the same time slot, on other days of the week, if periods open up. CBS now has Godfrey sold in the 7:45-8 time segment Tuesdays and Thursday, Earl Wrightson Wednesdays and Wrightson on sustaining Mondays. Cecil & Presbrey is the agency for Ammi-Dent which also sponsors Burns and Allen over CBS radio facilities.

CBS-NBC War May Renew on Sat. Night Sked

NEW YORK, April 1.—The CBS-NBC radio battle, comparatively quiescent in recent weeks, threatened to flare out on a new front this week—the Saturday night schedule. Execs at CBS are known to believe that NBC is particularly vulnerable here and are plotting to give NBC some radio headaches if possible. However, NBC has ideas of its own and is taking dead aim at one of the top CBS Saturday properties, Vaughn Monroe.

CBS is known to be wooing Prince Albert Tobacco, sponsor of *Grand Ole Opry* on NBC at 10:30 p.m. Saturdays. Its pitch stresses that NBC's entire Saturday line-up is shaky now, with Whitehall canceling Anacin's *Hollywood Theater* at 8 p.m., and Procter & Gamble (P&G) considering a move to CBS or cancellation for *Truth or Consequences* at 8:30 p.m. The soap firm would like to have Garry Moore back as emcee to replace Eddie Cantor, but Moore has just signed a seven-year exclusive pact with CBS. Altho American Tobacco has picked up another 13 weeks of *Hit Parade* at 9 on NBC, that stanza is regarded as none too secure, with CBS's *Gang Busters* getting as good or better a rating. This leaves P&G's Dennis Day and Judy Canova, from 9:30 to 10:30, as the only really solid stanzas on NBC.

CBS's Princely Pitch

The CBS pitch for Prince Albert is based on the web's current appeal to rural and small-town audiences with Gene Autry at 8 p.m., and CBS would try to rearrange its schedule so that the sponsor could carry over Autry's listeners. It might mean giving up *Opry* for another hillbilly-type show, since *Opry* is the property of WSM, Nashville, an NBC affiliate.

For its part, NBC is said to be wooing Camels to swing Monroe over from Madison Avenue to Radio City. It would likely guarantee the warbler the same 7:30 p.m. time slot, and would shift *Opry* to 8 p.m., the old Anacin time, to keep *Opry*. The CBS pitch to retain Camels is that Monroe has more than doubled his rating in the past two years.

The CBS-NBC battle also is extended to another front, with Philip Morris the business at stake. That firm, now bankrolling Ralph Edwards's *This Is Your Life* on NBC, is said to be far from contented. CBS is building a new show for Garry Moore, and has hopes that this might prove sufficient bait to lure over the business. *Truth or Consequences* also is an Edwards package.

WNBC Losing Smith, Hunts New A.M. Star

NEW YORK, April 1.—NBC is looking for a replacement for its early morning star, Bob Smith, on WNBC, New York. Smith has checked off the sunrise stint completely.

The reason for Smith's departure from the a.m. AM ranks is the work entailed in his doing the *Howdy Doody* TV show on WNBT, WNBC's opposite number in video. The strain of doing the puppet show and getting up with the cows got too heavy, and the NBC radio outlet granted Smith's request for a release.

Johnny Andrews is filling in for Smith pro tem, but the determination of Smith's full-time replacement is one of the first assignments awaiting Ted Cott, newly named WNBC-WNBT manager.

CBS Locates

HOLLYWOOD, April 1.—The CBS hunt for a site to headquarter its Coast tele operations is apparently over, with the Warner Bros.' Sunset Boulevard property getting the preferred nod. Net officials have been hush hush about the matter, indicating only that they have looked at various movie lots but have not as yet closed any deal.

Reliable sources state that no papers have been inked, but that negotiations with Warners have advanced further than with other studios. Others eyed by the net include the Nassour Samuel Goldwyn and Hal Roach studios.

NBC Scissoring "McGee" TV Pic; Early Test Set

HOLLYWOOD, April 1.—Filmed tele audition of Fibber McGee and Molly is currently in the cutting stage, having wound up studio shooting at Hal Roach studios last week. Edited pix will be screened before selected studio audiences for public reaction. NBC network tele topper, Norman Blackburn, and agency reps will attempt a new technique of dubbing in studio laughter from audience showings. Seat-sitter reactions will be recorded on Ampex tapes and later spliced into finished print.

If gimmick works, it will be the answer to the filming of comedy shows or any stanza requiring audience reaction. Heretofore, thinking has centered around live comedy airings because of importance of studio yocks and the belief that such reaction could not be captured during filming of scenes.

Cost of the audition, exclusive of talent, will run close to \$10,000. Show took three days shooting time and considerable advance preparation. Dough spent is not a factor in final decision to launch Fibber on tele, since both Johnson Wax Company, bankrollers of the stanza, and NBC went all-out to showcase seg regardless of ultimate cost on long-term basis.

Axe for Radio "Goldbergs," TV Hypo in Fall

NEW YORK, April 1.—The radio version of *The Goldbergs*, now sponsored by Sanka Coffee over CBS, will not be renewed next fall, it was decided this week. Its last broadcast will be on Saturday, July 1.

Instead, Sanka plans to expand the coverage of the TV version of the folk comedy by adding stations. Video's *Goldbergs* are now on a 16-station network, but the client will buy as many outlets as possible for next season.

Sanka shifted the program from Fridays to Saturdays, but the show still did not receive the kind of a rating to insure its continuance. The axing of the radio show will save the sponsor a good deal of money even with its expansion in TV. Young & Rubicam is the agency.

Ted Cott Cue To New Ideas On Programs

He'll Run TV, Too

NEW YORK, April 1.—Appointment this week by NBC of Ted Cott as manager of its key New York AM and TV stations, WNBC and WNBT, presages an entirely new approach to operation of owned-and-operated stations by the network. What it means, in effect, is that NBC will hereafter emphasize programming for its 10 owned stations—five each in sound radio and video—to a degree it never has before.

Cott has resigned as program vice-president of WNEW, New York, and assumes his NBC post April 20. He succeeds Tom McFadden, who leaves Monday (3) to assume management of KNBH, NBC's o.-and-o. TV station in Hollywood. Cott, as do all NBC o.-and-o. station managers, will report to James M. Gaines, director of the web's owned-and-operated station division, who engineered the deal.

Because of the reputation he has established at WNEW, generally regarded as the top non-web station in the country, with an operation marked by an unmatched flair for showmanship and showmanly management, Cott's appointment is especially significant. Networks have become increasingly aware lately of the growing importance of their owned-and-operated 50 kw. outlets, for, as sound network revenue declines, the webs must rely more and more on their own stations for profitable operation. At the same time, inroads in the various markets are creating an increasingly competitive situation for the network-owned AM outlets. This all adds up to an increasing need for programming savvy to insure retention of audiences.

Purse String Loosened

Cott's appointment also marks the first time that NBC has taken the strings off the bankroll for creative programming ability. It is considered likely that eventually Cott will figure in the program phases of all NBC-owned stations. Meanwhile, the web is still seeking a top-flight exec to take over its program department for the AM network.

Just how important the o.-and-o. picture is, is indicated in the fact that CBS's present edge over NBC in programming was first gained via two of CBS's o. and o.'s. This developed thru advantages held by CBS's New York and Washington stations over all competitors thru Arthur Godfrey's early morning shows, since expanded to the network. It is axiomatic in radio that audience advantages gained in the early morning periods are generally maintained during most of the day. This will probably apply to TV also, with WNBT, which Cott will manage, and the other NBC TV stations all planning to expand their daytime programming this year.

Cott, 33, began as program director of WNEW seven years ago, and subsequently became veepee. He became nationally prominent in the industry at the National Association of Broadcasters' (NAB) convention three years ago when he was responsible for bringing about revising of the proposed NAB code along lines suitable for all types of station operation. (See NBC O.&O. Concept on page 9)

'T. or C.,' 'Your Life' TV Tests Click; May Debut in Fall

HOLLYWOOD, April 1.—Having completed two important tele auditions within a fortnight, veteran radio topper Ralph Edwards came out recently to sing the praises of tele filming as "the best answer at this time." Edwards two weeks ago film-tested a special tele version of NBC's *Truth or Consequences* and last week did a simulcast version of his other airer, *This Is Your Life*, for Philip Morris. Both shows were filmed by Jerry Fairbanks Productions, using Fairbanks' Multicam set-up which employs three film cameras operating simultaneously.

Controlling two radio properties with great visual appeal, Edwards looks for an early entry into video, possibly by fall if bankrollers will pick up the tab. In both cases, shows must be done via film, Edwards believes, in order to reap the benefits of top production as well as to enable performers to stand the pace of two mediums. *Truth or Consequences*, a top-rated audience participation show for many years, will not be simulcast, Edwards said, since many of the visual gimmicks to be employed on tele would be little more than dead radio air. Thus, two distinct shows will be prepared weekly, with the radio airer specializing in stunts and tie-ups designed for the ear, while the video treatment will take into consideration the many visual gimmicks which heretofore have been by-passed on radio.

This Is Your Life, because of its human and emotional qualities, can be simulcast with no loss of entertainment value, Edwards holds. Show is now tape-recorded on radio and

NBC Kine Test Set For Martin, Lewis

HOLLYWOOD, April 1.—NBC will kine-test the Martin and Lewis video show within a few weeks preparatory to launching a Coast-born stanza starring the comics. In keeping with NBC's emphasis on comedy, the audition is being given top priority, with programing topper Norm Blackburn supervising scripts. Writers Charles Isaacs and Hal Goodman will trek to Chicago next week to work on a tele outline with Martin and Lewis during their vaude stint there.

NBC also kined an hour-long remote featuring Don (Crech) Hornsby, local comic making his bow at Charley Foy's Supper Club. Hornsby, a one-man vaude show who does a continuous five-hour stint, is being considered for network airing in a late evening slot originating from New York.

At the same time a deal was closed to release the Pinky Lee show over the full Eastern coaxial network, with kines to be made here. The Lee stanza, sponsored locally by RCA Victor, is the first Coast comedy show to move eastward since NBC began Coast video operations.

NBC Uses 35% Discount Bait To Lure Summer TV Buyers

NEW YORK, April 1.—NBC this week sold three cigarette accounts on the idea of remaining in television during the summer by taking advantage of the network's increased discount plan. At the same time there appeared to be a growing tendency exhibited on the part of advertisers to look for comparable reductions in the talent costs of their video programs during the hot weather.

Three ciggie accounts staying on to earn the extra 35 per cent discount NBC is giving 52-week TV advertisers are Camel (*Camel News Reel*), Pall Mall (*Big Story*) and Old Gold (*Amateur Hour*). In addition,

needs only stage dressing and settings to convert to teevee. By using a continuous film system, such as the Fairbanks set-up, show can be televised without loss of continuity or freshness. The alternative, specially produced live versions of an already-rehearsed show, with tensions arising from time and performance limitations, is far less desirable.

Films of both Edwards air shows will be shipped east this week for agency and sponsor study.

SDG TV Drive In Motion To Snag Meggers

HOLLYWOOD, April 1.—Screen Directors' Guild (SDG) this week made a formal bid to snare control of live and tele film directors by wiring heads of all tele stations in Los Angeles, New York, Chicago, Detroit, Philadelphia, San Francisco and Cleveland of their intention to invade the video direction field. At the same time, the Radio and Television Directors' Guild (RTDG) hinted that a fight would be inevitable if SDG tried to move in. RTDG officials began negotiations with ABC tele execs here and indicated they would speed talks with other webs with a view to full recognition of the union as sole bargaining agent.

SDG Prexy George Marshall, in his wire to tele men, declared as follows:

"This is to notify you that the SDG, which, for over 12 years, has been the bargaining representative for directors and assistant directors in the motion picture industry, has included TV directors within its organization and it will therefore hereafter act as the representative of and in the interests of both TV and screen directors. We have conducted a survey of directors in the field of television in which many of our members are employed, and have found that the TV director, by reason of the similarity of his work, is actually a member of our craft, since he fulfills essentially the same functions as a screen director in that he directs action that appears upon a screen."

Bordens Hunts Big Tele Show

NEW YORK, April 1.—Bordens this week started shopping around for a large-scale TV show. It hasn't been decided yet whether the program will be a half hour or an hour, but it will be a big-time production.

Bordens is now in radio on a local level. Young & Rubicam is the agency.

four other accounts, Kraft Foods (*Kraft Theater*) and RCA Victor, Sealtest and Ford, which share sponsorship of *Kukla, Fran and Ollie*, may stay on all summer long.

Attitude of sponsors now is that if time costs can be cut during TV's dog days, there's no reason why like reductions shouldn't be effected in talent costs where those costs are over union scale. A number of advertisers now have their agencies making such pitches to their talent and probably will make their continuance during the summer contingent upon reductions in both time and talent bills.

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

Lombardo's Ork To Replace Benny for Summer

Guy Lombardo and his ork last week were set to replace Jack Benny on CBS for Lucky Strike during the summer months. Benny's hiatus will start June 4 and last until September 3. The agency is Batton, Barton, Durstine & Osborne.

"Clock" Loses No Time; Levers Drop It, Emerson Buys

"The Clock," NBC TV package recently canceled by Lever Bros., will continue its commercial run uninterrupted. The show was bought last week by Emerson Radio to plug its TV receivers. Foots, Cone & Belding is the agency.

American Oil May Nix "Carnegie"; Nets Ogle Biz

The American Oil Company is reported less than satisfied with the ratings being scored by its "Carnegie Hall" airer on ABC, Tuesdays at 8 p.m. The bankroller is said to be talking with other webs about possible switches when its contract runs out this spring. Among those believed pitching is CBS which would like to snare the account for one of its house packages instead of the longhair show.

Arch Oboler Offers New Series to Indies

Radio scripter Arch Oboler last week offered his new 52-week series, "African Adventures," which he transcribed in Africa last year, to independent radio stations. In a letter to the indie program directors, Oboler described the series and quoted prices. Episode tags include, "African Bing Crosby," "African Jam Session," "Leper Island," "We Meet a Witch Doctor" and "The Congo."

Longines Returns to Two Sunday Show Formula

Longines Watches last week decided to return to its two-show Sunday afternoon radio parlay over CBS. Beginning April 16 Longines will sponsor its two former shows—"The Choraleers," 2:30-3 p.m., and "The Symphonette," 4:30-5 p.m. The programs were canceled in January. Victor Bennett is the agency.

Lack of Coast Business May Cue B&B Shake-Up

A shake-up in Benton & Bowles's Coast staff appeared on the horizon last week. Lack of sufficient activity there could mean a change for either Ted Steele or Al Kaye, both of whom are veepees. Steele is expected to huddle with B&B New York execs this week to decide on the feasibility of either Kaye or himself moving to New York. Murray Bolen, currently in charge of Coast television, will transfer to New York to head up the agency's live tele department. When Hollywood activity justifies the move, Bolen would return to the Coast. Currently, agency has no Hollywood tele programing other than spots.

Giants Games May Air on Web From WMCA

With the Brooklyn Dodgers and New York Yankees already set with regional radio networks for the first time, the New York Giants last week were preparing to expand its coverage as well. A network of stations extending to the Midwest was reported in the building stage. New York indie, WMCA, which airs the Giants' games locally, would feed those outlets linking up. The move is said to be in execution out of WIND, Chicago, which heads a successful network carrying Chicago Cubs games. Alass brothers have interest in both stations.

Dodgers TV Games Sandwiched by Plugs Fore and Aft

New York Station WOR has sold the time before and after its telecasts of the Brooklyn Dodger home games this spring to the Curtiss Candy Company and Albert Ehler, Inc. Beginning Friday (21), Curtiss will sponsor "Happy Felton's Knothole Gang," which will air from a box at Ebbets Field from 1 to 1:30 p.m. when Dodger games are in the afternoon and from 8 to 8:30 p.m. before night games. The Ehler's coffee show "Clubhouse Quiz," a 15-minute telephone contest on baseball with Bob Edge, preems this Friday (14) as an after-game feature.

Frank Heller To Head CBS-TV Hour Crime Package

CBS-TV is setting up another production unit, headed by Frank Heller, to produce a new hour-long crime package owned by the web. The Heller unit will be similar to one already operating under Tony Minor at the net. Heller will direct a show occasionally and supervise the work of other meggers in his unit. The production unit system, which was originated in Hollywood, is thought to be one of the few methods that can produce quality TV each week.

Manilla May Quit C&W Film Post for Same at BBD&O

Jim Manilla, TV film chief at the Cunningham & Walsh (C&W) Agency, New York, last week was reported moving to Batten, Barton, Durstine & Osborne (BBD&O) in a similar capacity. He would take over duties formerly handled by Tom Wright, who moves up to manage the TV business department for BBD&O. Manilla's replacement at C&W is apt to be John Sheehan, broadcast business manager at the Buchanan Agency.

Thornburgh Named to WCAU, Inc., Board

Donald W. Thornburgh, president of the WCAU stations (AM, FM and TV), linked with CBS, was named to the board of directors of WCAU, Inc., which is owned by The Philadelphia Evening Bulletin. The appointment of Thornburgh, who became head of the station operation last August after serving as vice-president of CBS in charge of the Western division, was made last week at the annual meeting of the board. In addition, Charles Vanda, director of television, was named vice-president in charge of television, and Robert N. Pryor, director of promotion and publicity since November, 1944, was named vice-president in charge of that operation.

Fran Allison To Bow in July on NBC From Chi

Fran Allison begins a five-time-a-week 15-minute daytime strip the latter part of July for NBC from Chicago. Miss Allison will use her Aunt Fanny character, sing and use gueststars on her show. The program is being packaged by Al Levy. No time has been set.

WABD Drops "Mat.," Splits "Shopper" in Sked Scramble

NEW YORK, April 1.—A realignment of the basic daytime structure of WABD, DuMont outlet, was under way here this week, in which the station moved to drop its two-hour afternoon shopping show and cut the morning Kathi Norris Television Shopper show in half. Additions to the sked include a new two-hour revue from 6 to 8 p.m. Sundays, using considerable of the talent from the exiting 2 to 4 p.m. *Shoppers' Matinee*, the New York Yankees' home baseball games in the afternoons and a new shopping show which moves into the 30 minutes being taken from Kathi Norris.

The latter addition, starting Monday (3), will be tagged *DuMont Merchandise Mart* and will feature Mina Bess Lewis from 11:30 a.m. to noon. Miss Lewis, it is understood, will get the full 11 a.m. to noon period when Miss Norris moves over to WNBC on May 1. Meanwhile DuMont execs are understood to be working on the format which Miss Lewis will utilize next week. According to the Stark-Layton office, which produces Miss Norris's show, their contract acknowledges their ownership of theme, format and character of the pioneer shopping stanza. DuMont execs said that Miss Lewis nevertheless will undertake a shopping show with other items of interest to women included.

What Sponsors Retained?

One question still unsettled at the week-end was which sponsors of the half hour taken from Miss Norris will remain with Miss Lewis. The first 30 minutes of Miss Norris's show are sponsored by Saks 34th Street store, which will remain with her. The second half hour has been filled with participators who were not informed of the impending switch until late Thursday and early Friday. Some of these, it is understood, have contracts specifying that the time will be that occupied by Miss Norris, while others simply have contracts not specifying talent. Miss Norris was notified at 9:30 a.m. Friday about the decision to

start working Miss Lewis into her time period next week.

Shoppers' Matinee winds up its run next Friday (7). The first baseball pick-up will be Saturday, April 15. The new two-hour Sunday musical revue will begin in the 6 to 8 p.m. slot next week (9), replacing a Western film and *Front Row Center*, which are being dropped. The first hour, aimed at younger viewers, will be titled *Welcome Mat*, with the second hour, *Phil Hanna Sings*, keyed for a more mature audience. Among talent switching over from *Shoppers' Matinee* will be Minnie Joe Curtis, Bill Williams, Gordon Dilworth, Reggie Bean's instrumental combo, Phil Hanna, Holly Harris and the Cy Coleman Trio. Other talent includes dancers Sondra Lee and Sam Steen, comedienne Bibi Osterwald, Sylvia Meredith's puppets and assorted guests.

L. A. Guinea Pig For New Video Hooperecorder

HOLLYWOOD, April 1.—C. E. Hooper will use Los Angeles as the test city for his new automatic TV audience device. Tagged the Hooperecorder, the new viewer yardstick is claimed to be capable of delivering overnight reports on audience size, composition and tuning habits. Hooper said negotiations are now under way with telephone company officials for the installation of these units. Recorder will be placed in 500 "scientifically selected" homes representing a cross-section of the public. Units will be attached to tele receivers and later to radio sets, he said.

A signal from the rating office will activate the recorder, which would then read the set and immediately flash back a report on whether set is in use and channel to which it is tuned. Info will be printed on tape and compiled in 3½ seconds per receiver. Under this system, Hooper said, viewers would never know when their set is being sampled, for the recorder's operation is silent. This method, Hooper said, will give subscribers to his service a report on a show's audience the morning following the telecast.

He said he picked Los Angeles because of its diversified population which combines rural with metropolitan-type families. Cost to subscribers will be comparable to present rating fees. Hooperecorder will follow viewers' habits by showing when they tune in and out of channels and audience flow from one channel to the next, he said.

Wage Hassle Nixes Philly Tele Drama

PHILADELPHIA, April 1.—Actors' Equity wage demands this week allegedly killed the town's first TV dramatic venture, a series of hour-long play telecasts from the suburban Berwyn movie theater, which premiered here over WFIL-TV March 6. The legit show condensations were presented by a stock company, which played for the theater audience during the week, and utilized the stage performances as rehearsals for the Monday night TV show.

Nelson Barrington, New York broker who bankrolled the shows, dropped the video project when Equity demanded extra wages for the telecast, in addition to the cast's pay for their stock company performances during the week. According to Barrington, Equity asked a great deal more cash for the TV broadcast and camera rehearsals than the actors were paid for the whole show week.

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

Colleges To Plan Net Formation at Waco Confab

A collegiate radio network was organized at a conference of college radio faculty members and students at Baylor University, Waco, Tex., Saturday (1). Schools in Louisiana, New Mexico, Arkansas, Oklahoma and Texas form the network, to be known as the Southwestern Collegiate Broadcasting System, said Prof. John Bachman, of Baylor. The net will be used to train students preparing for radio careers.

Cincy Transit Radio Org Captures 3 Nat'l Accounts

Transit Radio, Inc., Cincinnati, which airs commercial FM in buses and streetcars, captured three new national advertisers last month. Beginning March 1, General Foods purchased 15 spots per week, thru Young & Rubicam, for Bird's Eye Frosted Foods. Manhattan Soap has signed six markets for 15 weekly plugs, beginning April 19, and Canada Dry has ordered an initial schedule of 13 spots per week for one year, starting with Worcester, Mass., on a bottler-co-op basis. Duane Jones handles the Manhattan account and J. M. Mathes represents the drink.

New TV Talent Service Bows Via Film Clips

Tele-Test Exchange, Inc., a new TV talent service which records its registrants on film, opened last week in New York. Primarily designed as a 24-hour telephone service for TV people, the Exchange is offered free to all casting directors. Actors who aren't charged a commission for jobs secured, are allotted approximately 20 seconds each on a 16mm. film reel.

CBS Keeps "County Fair" on Sustaining Basis

CBS last week decided to keep "County Fair" on its net on a sustaining basis. The program, which formerly was sponsored by Bordens, will stay in its Saturday afternoon 2-2:30 slot. The web has leased the package from Bill Garnant, its owner, and has future TV plans for it. Leonard Carleton, of Kenyon & Eckhardt, who produced the program for Bordens, will do the same for CBS.

National Biscuit Adds 56 Outlets on MBS "Straight Arrow"

Mutual's Western adventure series, "Straight Arrow," sponsored by the National Biscuit Company, last week added 56 new markets to its list of station outlets. The increase will hike the web's take on the show approximately \$100,000 more in billings.

Colgate Teeters on Decish of Allan for "Brooks" Hiatus

Colgate-Palmolive-Peet last week was on the verge of selecting a comedy show starring Steve Allan to replace "Our Miss Brooks" during the summer hiatus. The Sunday night program is expected to take its hot weather vacation late in June or in early July. Ted Bates is the agency.

What Makes Research Run? Suit Promises Close Look

PHILADELPHIA, April 1.—Involved court proceedings, resulting in microscopic examinations of radio's research practices, are expected to result from a three-count restraint-of-trade and patent-interference suit filed here this week by Sindlinger & Company against A. C. Nielsen Company and C. E. Hooper, Inc.

Albert Sindlinger and Harold R. Reiss, the plaintiffs, who are the inventors of the Radox method of program-popularity measurement, are asking \$500,000 on each of the three counts. The case was filed here Thursday (30) in the U. S. District Court, Eastern District. Defendants also include Hooper and Nielsen personally, and Henry A. Rahmel, vice-president of the Nielsen company.

The 21-page brief, after tracing the history of radio research, makes the following allegations:

That Hooper and Nielsen, in 1946, declared that electronic measurements of radio audiences was not feasible or practical; that because Nielsen refused to enter an agreement permitting continued use by Radox of the electronic system, pending settlement of patent litigation involving these rights, Sindlinger was forced to discontinue its services to agencies and stations; that Nielsen illegally filed for an electronic patent to prevent Reiss from obtaining a patent for Radox, and that the Nielsen application was "electronically inoperable." The result, the plaintiffs claim, was issuance of a patent interference.

Sindlinger also claims that Hooper and Nielsen, from 1946, established a patent development program designed to keep others out of the field, and threatened litigation against Radox

so as to prevent the latter from acquiring customers. The sale by Hooper to Nielsen of Hooper's national rating services, it is alleged, gave Nielsen a monopoly in the field of national network ratings. In addition, it is alleged that the defendants' practices interfered with Sindlinger's financing plans.

Altho Hooper, who has been on vacation, could not be reached, a Nielsen spokesman in Chicago said that his company has no knowledge of any patents granted to Radox, and could not see any ground for an infringement claim. Any knowledge of how Nielsen could have interfered with Sindlinger's proposed financing also was denied.

Wolf, Block, Schorr & Bolis-Cohen are counsel for Sindlinger.

LS Near Signing Harris-Faye Seg

NEW YORK, April 1.—Signing of the Phil Harris-Alice Faye show by Lucky Strike was reported imminent here this week. Report states that LSMFT plans to drop its across-the-board show starring Frank Sinatra and buy Harris instead.

If the deal goes thru, it would necessitate a time shift for Harris, who now airs for Rexall at 7:30 Sunday nights, the same time at which Luckies airs *This Is Show Business* on CBS-TV. Luckies also sponsors Jack Benny, on whose program Harris appears just before his own, on CBS at 7 p.m.

Agency is BBD&O.

D. Taylor Replaced With Ork Sustainers

NEW YORK, April 1.—In order to cash in on the recently revived vogue for dance bands, WOR here is replacing its 11:30 p.m. Deems Taylor sustainer with a series of remote broadcasts from ballrooms and niteries, beginning next week (6).

The decision to move remotes into the Taylor time period, instead of programming them later, was necessitated by the fact that most night spots have conflicting floorshow schedules after midnight. WOR brass didn't give the idea a go-ahead signal until late Friday (31), so the station will have to scramble to round up enough band remotes for the series' preem Thursday night (6). Deems Taylor's Sunday show, which is sponsored, will remain on the air.

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Sarnoff Hits At CBS With 3-Color Tube

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WASHINGTON, April 1.—As Radio Corporation of America's (RCA) newly unveiled tri-color TV tube continues to get top billing before the Federal Communications Commission (FCC), the inside guess is that the timetable still points to 1953 for well-gear output of color sets, and late 1950 for issuance of basic color TV standards by the FCC. On the basis of testimony supplied by the TV industry, cost of color sets will run about 25 per cent higher than black-white receivers.

The chips are down in what is figured to be the final phase of the color TV battle before the FCC. RCA has taken the wraps off its top-secret weapons in the wake of the triumphal unveiling of its long-anticipated tri-color tube here (*The Billboard*, April 1). With RCA Board Chairman David Sarnoff personally stepping into the arena to slug it out with CBS Prexie Frank Stanton as to the merits and deficiencies of their color systems, the RCA chief is focusing emphasis more than ever on the issue of compatibility.

Sole exception to current plans for the hearing wind-up is a color TV demonstration tentatively slated to (*See COLOR TV TIMED, page 11*)

Wayne U. Confab To Stress Video, Ignore AM Field

DETROIT, April 1.—Radio is being totally neglected in favor of television in the first Business Communications Conference for executives of industry being sponsored by Wayne University on April 13. With 16 separate sessions devoted to specific phases of the field, one entire session will be devoted to video on the theme *Building Television Programs That Do a Selling Job*.

William W. Bryan, Free & Peters rep, who is also president of the Detroit Television Round Table, will be chairman of the TV section. The Round Table, Adcraft Club and 14 other local organizations are joining with Wayne to sponsor the entire conference. Assigned speakers are: Ralph Hotchkiss, of Maxon, Inc., *Writing for Television*; Harry Betteridge, Denman & Betteridge Agency, *Time Availabilities*; Henry A. Houston, Kenyon & Eckhardt, presenting the CBS movie *Television Today*, and a panel discussion led by Paul Penfield, advertising manager of the Detroit Edison Company.

WPIX Ankling Parade Is On; 5 More Quit

NEW YORK, April 1.—Five more staffers quit WPIX, New York, this week, charging the station with "intolerable working conditions." The resignations followed four earlier check-outs within the past month, mainly among staff directors. The station has hired two new members for the directing staff, but indications are that the others will not be replaced. The resigning group charged understaffing and overwork despite a WPIX contract with the Radio and Television Directors' Guild (RTDG), with which a complaint has been filed.

The five who quit simultaneously were Film Procurement Manager Ed Evans, public relations staffer Harry

L. A. PTA Denies Coy Claim On Anti-Radio-Tele Survey

HOLLYWOOD, April 1.—Radio committee members of the 10th district (Los Angeles) California Conference of Parents and Teachers (CCPT) strongly praised local video programming, declaring that not one local kid show was found to contain elements which seriously injure youngsters or contribute to delinquency. Moreover, CCPT officials lauded telecasters for co-operating in every way with parent-teacher groups in order to provide moppet entertainment. When informed by *The Billboard* of recent reference to California teleprogramming by Wayne Coy, Federal Communications Commission (FCC) chairman, at his University of Oklahoma Radio Conference address (*The Billboard*, March 25), PTA-ers said Coy's information came from sources other than official PTA groups.

According to Mrs. H. H. Bresee, radio-tele chairman for the 10th district, CCPT, kid programming was surveyed at great length by PTA area members last November. A total of 29 kid shows were rated according to personal preference of parent-teacher members. Over 340 local PTA chapters, representing some 214,000 membership, participated in the survey. Not one program was found outright objectionable, altho some parents view certain elements in kid shows as questionable. Results of the sur-

vey were distributed to PTA members for their guidance in selecting kid tele fare at home. Mrs. Bresee said she had no prior knowledge of Coy's comments, but believed he was referring to reports from other local orgs, notably the recently formed Southern California Association for Better Radio and Television, headed by Mrs. Clara Logan. Mrs. Logan, formerly active in local PTA radio affairs, bolted the PTA last year in a squabble over policy and organized the new group. Any recommendations made by Mrs. Logan, it was stressed, had no official connection with PTA work.

Mrs. Sam Gill, radio-tele chairman for one of the more active 10th district PTA groups, said she had met with execs of six local tele stations and had participated in open forum discussions with tele toppers. All execs have shown interest in keeping crime and other "objectionable adult" programs off the air during early evening hours when moppet lookers dominate the audience. In several instances, programers have revamped programming to shift family-type shows from late evening to an earlier hour and otherwise co-operated with parent groups. PTA orgs have nothing to recommend after 8 p.m. locally, nor does the org concern itself with program content after that hour on the theory that kids are away from tele sets after 8 and PTA has no province over adult viewing habits or programs.

Hinckley, Director Ted Markovic, and Producer-Directors Ed Stasheff and Alex Courtney. Evans's and Markovic's resignations were effective immediately, and they did not work this week. Stasheff and Hinckley leave today, and Courtney ankles Friday (7). Earlier resignations included Directors Clay Yurkin and Peggy Gannon, and Associate Director Ruth Lareau. Sales Manager Scott Donohue also left WPIX recently.

The station indicated that altho it added two new directors, most of the work of those who have resigned will be spread among present staffers. New additions include Ted Esterbrook, formerly with WFIL-TV, Philadelphia, and Bill McCann, whose work mainly has been in legit.

NARBA Deal Grows Dim as Cuba Talks Fail

WASHINGTON, April 1.—The State Department is gloomily making plans for a late summer North American Regional Broadcasting Agreement (NARBA) meeting here, with the collapse of U. S.-Cuban negotiations this week making chances of a new NARBA slight.

The agency has given up any idea that a series of bi-lateral treaties with NARBA nations would be of any value and is pinning its fading hopes for radio peace on the forthcoming meeting, which will be held sometime after August 1.

The U. S. delegates to the Cuban negotiations returned from Havana muttering about giving the Cubans a taste of their own medicine by raiding their frequencies in retaliation for inroads on U. S. stations, there appears to be little chance that such action will be taken. As one State Department official put it: "What U. S. broadcaster is going to spend money on new equipment for the purpose of annoying a half-pint Cuban station?"

The spokesman expressed the dubious hope that Cuban kilocycle pirating has reached its peak because of the number of stations which have gone into operation on the island in the past couple of years. He added, however, that the Cubans can "run a station on a shoestring with no more than a handful of shoes for listeners."

The official said the bi-lateral talks with Cuba had broken up over details of the master frequency plan which was agreed upon by both groups of delegates. Allocations, it was stated, were okayed, but no agreement could be reached on the amount of protection to be afforded stations. The Cubans, it was added, insisted upon more protection for their stations and less for U. S. stations than either the State Department or Federal Communications Commission could approve.

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

Toffenneti Heads New Board at WMOR, Chicago

Old board of directors of WMOR, Chicago FM station, resigned at a stockholders meeting Monday (27) following disagreements over policies involving "liberal" management charges. New board, made up of business men headed by D. L. Toffenneti, restaurant owner, takes over management from the former group of veterans.

Ford Plunges Into Limited Buys of AM Sustainers

The Ford Dealers of America last week plunged again into limited sponsorship of sustaining radio to amplify their already strong TV programming. Ford's buy includes nine sustainers on Mutual, four on CBS, two on ABC and one on NBC. The deal gives the car dealers the benefit of bankrolling a half hour sustainer, while only paying for time for three commercials. This buy would have been impossible several years ago.

United Artists' TV Sells Pix to Admen, By-Pass Nets

United Artists TV Sales Manager John Mitchell told the fourth quarterly forum of the National Television Film Council (NTFC) that the film firm now is selling its product direct to advertisers and agencies, and is by-passing stations and networks as primary customers. This, he said, is resulting in successful campaigns, with films produced at rates which insure return of cost after 30 bankrollers are signed, making for potential profit in the first year of release. Norman Livingston, director of commercial operations for WOR and WOR-TV, New York, said that film material is the solution for economical station operation, cutting down studio and production costs. He complained, however, that not enough film is supplied in logical 13, 26 or 52-week series.

J. Powers Uses Simple Formula For TV Success

(Continued from page 3)

Noting the deep antagonism to the usual overdose of verbiage when the action waxed hottest, Powers decided to clam up when the viewers would be most apt to be straining to watch the slugging, and getting in his comments (and sponsor plugs) when the boxers and audience were relaxing.

He had his most consistent chance to work up his style in covering the Golden Gloves tournaments for Chevrolet, when the bouts followed each other, seemingly without end. But the work has paid off, for the sponsor this year doubled the fee he got a year ago and Powers is in line for another boost next year. Powers also does occasional mike work for Chevrolet on the roller derbies.

The Powers interview method on his daily WNEW and WPIX shows also is unusual. He rarely meets the person interviewed until air time, leaving the guest off balance on the questions to come. Result is off-the-cuff queries which bring forth honest replies instead of scripted sparring-around. On one occasion, a glamorous film star was present with a top wrestler, and startled the latter with her honest question of how, with his heavy schedule, he finds time for rehearsals. Powers is known for his unwillingness to pull punches on hot subjects, and this comes thru in his interviews.

The rating books constitute Powers' favorite reading material. He can tell you just how any one of his shows is doing, and give you the day-by-day breakdown of his daily ratings. He's particularly proud of the fact that his coverage of the Westchester bouts for Piel's Beer on WOR-TV brings the second best boxing TV rating, just behind his own NBC

Grunters Win

HOLLYWOOD, April 1.—Area's 10-week tele blackout on wrestling is over, with two outlets buying rights to local matches. KECA-TV and KTLA will each pay a reported \$2,000 per night, with wrestlers getting a slice of the take. Music Corporation of America (MCA) agented the deal.

KECA-TV will beam Friday nights from Ocean Park Arena in Santa Monica, spot held by the station prior to the blackout. KTLA will go to the Long Beach Auditorium for its Thursday night wrestling. Tele-Tone Television will co-sponsor the KECA-TV segs with an unnamed bankroller.

KTLA's Klaus Landsberg said sponsorship for the Thursday night bouts will be revealed next week. Wrestling resumes April 13-14.

TV Pic Better For Musickers

HOLLYWOOD, April 1.—While sidemen continue to pressure the officers of Local 47, American Federation of Musicians (AFM) for more tele work, employment of musicians in video improves steadily. The 1950 picture is the rosier yet, with two commercial tele net shows now originating here (Ed Wynn and Alan Young) and promise of more to come. Musician employment for 1949 totaled \$135,000 as contrasted to only \$19,000 in 1948. Current pace is well ahead of last year, altho no official figures are yet available.

Despite considerable network interest, general employment in video is almost entirely limited to local shows, with sidemen earning a minimum of \$9.20 per half hour seg. This, musicians argue, is not enough and point to tele film work as only answer. During the past several months there has been growing resentment by Local 47'ers to AFM's video-film music ban. In concert and privately, sidemen have urged (See TV Pic Better on page 46)

NBC O.&O. CONCEPT

(Continued from page 5)

tions rather than network affiliates only. Since then he has been increasingly active in industry affairs, having headed the NAB's indie committee and organizing "independent's day" meetings at the annual conventions.

Cott had come to WNEW from WNYC, New York City's municipally-owned station, which set early radio patterns in "public service" programming. At WNEW, he combined his "public service" know-how with commercialism, achieving a high rep and garnering many coveted kudos. It's a standing kidding-on-the-level gag in the trade that Cott had enough framed awards on his office wall at WNEW to paper an entire network.

Gulf Rejects CBS Pitch for Account

NEW YORK, April 1.—CBS this week failed in its attempt to recapture the Gulf Oil business from NBC when the company turned thumbs down on its proposal to have Garry Moore emcee the *We, the People* simulcast show. CBS had sent Jack Van Volkenberg, Hubbell Robinson and Jack Spadea on the wooing party to Gulf headquarters in Pittsburgh.

Gulf felt that such proposals should have been made before the show switched to NBC. In addition, the client is very happy with Dan Seymour, the present emcee, who also supervises the program. It also has a prejudice against employing stand-up comedians as emsees, which ruled out Moore as a replacement.

LIQUOR-AD BAN

(Continued from page 4)

scious of the need of a law such as this." Claiming that liquor is the "greatest curse of civilization next to war," the jurist asked, "Why, then, permit a systematic, immensely financed program to extend its evil tendencies?"

The Langer-Bryson bill would prohibit any advertising of liquor on radio and TV or in newspapers and magazines. If the bill were enacted it would be administered by FTC.

Madison Square Garden coverage (for Gillette) and ahead of that by CBS at St. Nicholas Arena (Ted Husling), where the Garden puts its next-best events. He also boasts that Howard Clothes has bankrolled him on WNEW for over 60 consecutive weeks, and that his ratings have climbed there to about a 3.7 against tough network competition. Howard also has picked up his WPIX show.

RADIO

STAGE

Honey Dreamers

TELEVISION

KAY KYSER—NBC TV
"SILVER DOLLAR"
on RCA VICTOR

how a WOR sponsor's sales went up — in smoke!

Wally Frank makes pipes (what ad man doesn't know that!).

Wally Frank wanted to sell *more* pipes — though it's no slouch when it comes to getting rid of high-priced briar.

Said they to WOR, "Hey, can you sell lots of pipes for us fast, at, mind you (they raised a warning finger), *low cost*?"

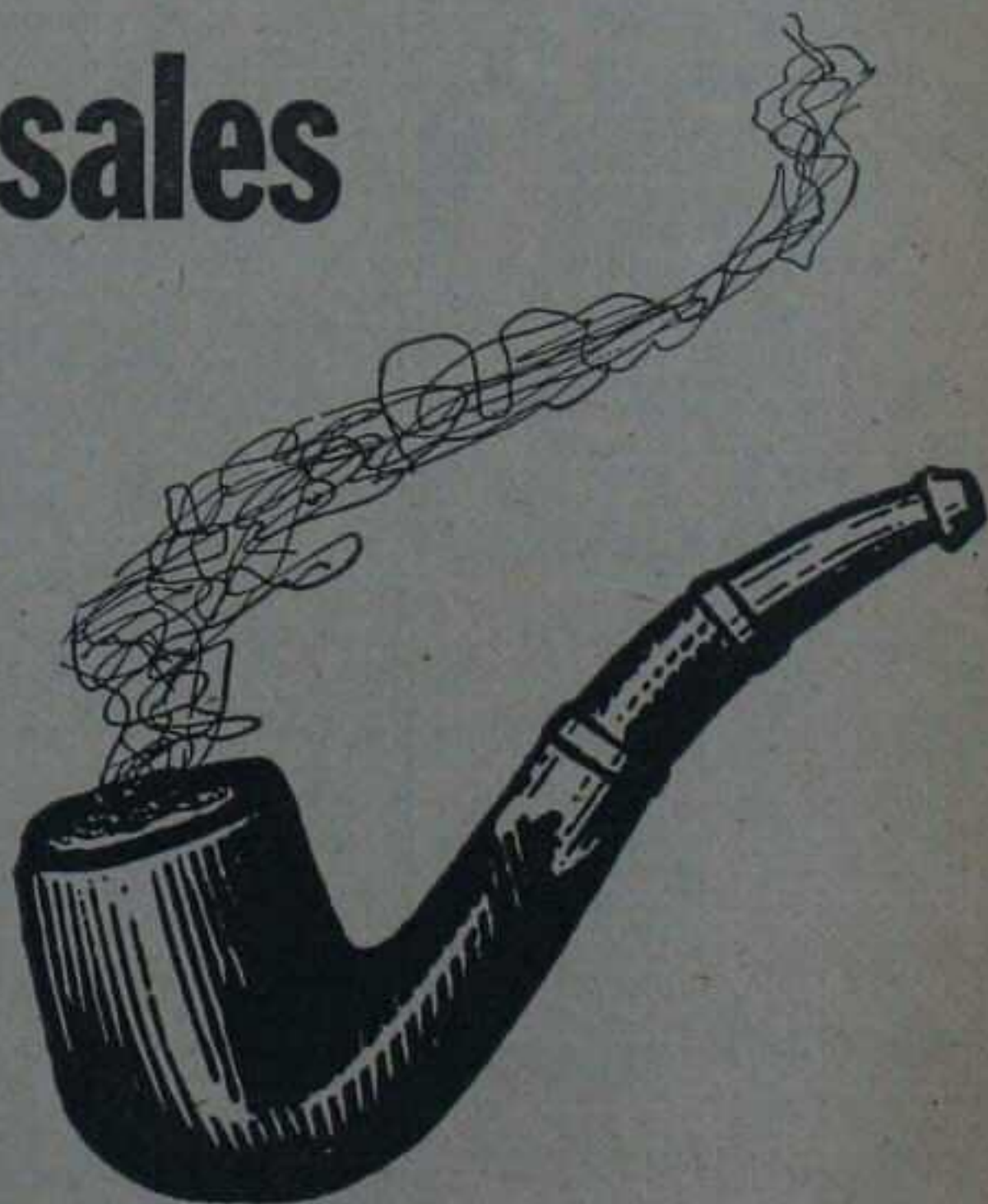
Said we, "Sure." Brass, you know.

Anyway, eight newscasts on WOR—just 8, mind you—started 5,899 people dropping coins into phones to call Wally Frank and say, "Look, let's have a pipe." The result? \$23,301 in cold, hard cash for nice new pipes!

In other words, every dollar Wally Frank spent on WOR, produced \$7.00 in sales.

That's selling. We do it daily. Can we do it for you?

Our address is —



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

WOR

The Arnold Constable Show

Reviewed Wednesday (29) 4:30-5 p.m. EST. Sponsored by Arnold Constable, via ABC-TV, New York. Producer-director, Marshall Diskin, Emsee, Frances McGuire. Cast, Mary Lou Hutchinson, Amanda Koper, Joseph Minko, Josephine Freck, Beverly Smith, Peggy Shepard.

Heralded as "a new concept in department store advertising by television," this one-shot remote from Arnold Constable's Fifth Avenue store is one solid commercial, with emcee Frances McGuire trotting out a constant stream of fem merchandise. Oddly enough the half-hour plug itself was easy to take. The apparel displayed was varied enough to give fem tele watchers all the vicarious viewing pleasure of a window-shopping expedition and none of its time-consuming discomforts.

However, the method of presentation was wrong. The show had all the production faults of a remote and none of its virtues. In the first place, instead of giving the audience a glimpse of the store itself, the camera stayed in one isolated corner of the third floor with nary a customer in sight. Then while emcee McGuire carried on a nervous one-sided conversation with various department buyers, a couple of pretty gals modeled hats and shoes, and a parcel of hand bags and shoes were wheeled on in a cart.

Since no attempt was made to capitalize on location atmosphere, it's difficult to understand why ABC didn't just transport the whole shebang to its studios. It would have been less trouble, less expensive and would certainly have guaranteed an all-round smoother production. As it was, Miss McGuire was visibly apprehensive and most of the buyers were inarticulate and camera-shy.

Pace-wise, those distracting elements combined to make the telecast spotty and slow until the last five minutes when Mary Lou Hutchinson, Arnold Constable's personable fashion co-ordinator, took over as emcee for a brief style show. Miss Hutchinson's self-assurance and bright delivery sparked the broadcast's first showmanly tempo. If the rest of the buyers had reflected her zing the ailer might have been surefire.

June Bundy.

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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
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8x10's: \$7.99 per 100; \$55 per 1000
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| 2,000 | 19.00 | 12,000 | 78.00 |
| 4,000 | 32.00 | 18,000 | 108.00 |

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Radio and Television Program Reviews

Snellenburg's TV Jamboree

Reviewed Thursday, 2-3 p.m. Variety show, produced by Robert J. Enders Advertising Agency, Philadelphia; written by Bob Howard; Bill Hart, emcee; George Thomas, announcer. Cast: Ginny Roberts, Joe McNamara, Nancy Niland and Tommy Ferguson Trio. Mondays thru Fridays. Sponsored by Snellenburg's Department Store, Philadelphia, via WCAU-TV, Philadelphia.

This hour-long live remote from the sponsor's store auditorium is the biggest afternoon venture in local television. But beyond the fact that it helps pad an afternoon schedule, its distinction stops right there.

Considering the fact that the agency brought in Bob Howard, touted as a Bob Hope scribe, to make with the funny for this folderol, and with sponsor even going for a three-piece musical group apart from the standing songbirds, the station's press releases on the show are far more entertaining than what goes before the cameras.

Basically, it's a roundelay of dumb and zany contests, with the gals coming up from the audience to compete for merchandise prizes on the basis of carrying a balloon across the stage with the feet, or blowing in a pan of flour to fish out a penny, along with other such bilge ad nauseam. Not that such a production brain-child can't be hilarious, but Bill Hart, as emcee, is just a nice looking guy who is as much at sea about such goings on as the ladies themselves.

Tom Ferguson's instrumental-vocal trio, and singers Joe McNamara and Nancy Niland are presented with as little imagination as the show presents itself. Ginny Roberts and George Thomas, with a couple of live models for display, handle the long and loaded commercial copy on Youngstown kitchen units, other electrical appliances and dresses. Even here, some of the copy is entirely audio. Capitol Records's Bozo the Clown fared fairly well for guest interview, while it was a complete fizzle for a Fred Astaire studio dancing instructor.

Program rides daily. And as long as it does in the frame this one is found in, radio's afternoon disk jockeys and soap operas are safe—or at least until someone who knows something about show business gets called in before the body grows cold.

Maurie Orodener.

The Wall

Reviewed Thursday (30), 9:30 to 10 p.m. EST. Sustaining on MBS. Producer-director, Roger Bower; script adapted from the John Hersey novel by Morton Wishengrad; music, Sylvan Levin; cast, Melvin Douglas, Charlotte Holland, others.

As a pre-passover ailer, MBS presented an adaptation of John Hersey's much-lauded new novel, *The Wall*. The web is to be lauded for marking the Jewish holiday with so ambitious an undertaking, in co-operation with the American Jewish Committee. The adaptation by Morton Wishengrad had great strength within the limitations of the 30-minute time period. Where Hersey's novel depends in great measure upon potent character delineations which bring the story to life, Wishengrad was forced to rely mainly on the tragedy of the actions themselves.

That as much emotion and scope was capsulized in the tale of hopeless yet determined resistance of the Warsaw ghettoites to crack Nazi storm troopers calls for considerable credit

Document A-777

Reviewed Sunday (26), 9 to 10 p.m. EST. Sustaining over MBS. Supervised by Norman Corwin, chief of special projects for United Nations Radio; produced, directed and written by Norman Corwin; music composed and conducted by Lynn Murray; narrator, Van Heflin; cast, Charles Boyer, Lee J. Cobb, Maurice Evans, Marsha Hunt, Alexander Knox, Laurence Olivier, Vincent Price, Hilda Vaughn, Emyln Williams, Ronald Colman, Joan Crawford, Jose Ferrer, Lena Horne, Charles Laughton, Edward G. Robinson, Robert Young, Jean Hersholt, Reginald Gardner, Robert Ryan, Richard Basehart.

The first of the documentaries on the United Nations, aired over Mutual and collectively titled *The Pursuit of Peace*, did an outstanding job of bringing to life the historical meaning in back of the World Bill of Rights adopted by the UN. The show was written and produced by Norman Corwin, who heads the special projects section for UN radio. Four other shows are to follow.

As a framework for the show, Corwin utilized the nation-by-nation voting on acceptance of the document, with pauses after the balloting by each of several countries to permit insertion of an historical flashback pointing up one or another section of the measure. The work was acted out by one of the biggest collection of name thespians assembled for a radio show since the war years, and all turned in top jobs.

To emphasize the section forbidding use of tortures, for example, the program went back to the days when the Spanish occupation used barbarous methods against Bolivians. On the right of a citizen to leave any nation, including his own, Lena Horne was heard singing *Go Down, Moses*, a reminder of the Israelites praying to be released from bondage in Egypt. The right to a fair trial was forcibly brought home by a dramatization of Emile Zola denouncing the Dreyfus frame-up. The right of women to equal status was shown by the change in status in India, where a woman now heads that nation's UN delegation.

Freedom Excerpts

An excerpt from *Romeo and Juliet* was used to emphasize the right of individuals to marry mates of their own choice. Right to freedom of attack on honor and reputation used an example from America's history, that of Thomas Jefferson, whose ideas, the documentary noted, were labeled subversive and whose followers were typed as disloyal and unfit to work in the manufacture of war material. On the modern plane, a shortwaved, recorded message from Prime Minister Sidney G. Holland of New Zealand, was worked into the section on the guarantee of social security.

All these segments, and others, were interwoven smoothly and effectively. The documentary, as a whole, was a potent expression of the needs and aspirations of the world's population, thru centuries of history, for those elementary rights which now are within sight, if peace, the most essential of all, can be maintained.

Sam Chase.

to the cast, headed by Melvin Douglas, and production staff, as well as the scribe. Music also lent a big assist. It's gratifying also that a novel which is just beginning to build was able to be secured for radio dramatization at this stage of its sales career.

Sam Chase.

Holiday Hotel

Reviewed Thursday (30) 9:30-10 p.m. on ABC-TV. Style, musical comedy. Sponsor, Packard Motor Company. Agency, Young & Rubicam. Producer, Monte Proser. Directors, Edward Duryea Dowling and Preston Wood. Script, Tom Adair. Music, Bernie Green. Sets, James McNaughton. Cast, Edward Everett Horton, Lenore Lonergan, Betty Brewer, Bill Harrington, Sarah Churchill.

"Good field; no hit," can be—in this case—paraphrased to read: "Good production; no show." *Holiday Hotel*, Packard's new video entry, starts out with a promising premise and runs down-hill in high gear, winding up out of gas as a heller-skeller bore. The show is a would-be combination of *Duffy's Tavern* (Mr. Holiday, the owner of the hotel has yet to appear, just as holds true of his Third Avenue progenitor) and *Grand Hotel*, via an intermingling of the stories of some of the hostelry's guests. Only it doesn't work out at all.

Edward Everett Horton plays the hotel manager in his standard befuddled manner and, just as Ed Gardner, in the role of Archie, he's constantly in hot water with his off-stage boss. A little Horton goes a long way. As his assistant, Lenore Lonergan gives a terrific lift in her casual underplaying. Guesteer on the show was Sarah Churchill in a completely pointless bit about a frau having a squabble with her husband and finally taking a powder from him. In a hotel lobby, yet. The cross-playing of these two themes, without the slightest vestige of transition or integration, just helped slow proceedings utterly. Miss Churchill has a British accent.

Musical portions of the show are considerably better than the plot half, and utilize well ABC's heads-up TV production facilities. Unhappily, other than some straight singing by Betty Brewer and Bill Harrington—in which virtually no production gimmicks are used—the song and dance stuff features original material and, however laudable the intent may be, the lack of a pop tune identity serves as a handicap. In this case, it was a take-off on *Frankie and Johnny*, done in a laundry background. Choreography was effective, altho not up to the measure of the first Packard show. Miss Brewer is an appealing and fetching singer; Harrington, a good looking boy with a pleasing voice, just fails to register.

Dave Burns, playing a W. C. Field-sian sort of impostor, posing as the hotel owner, got involved in one of (See *Holiday Hotel* on opposite page)

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

FAST DEPENDABLE SERVICE
LARGE-QUANTITY PRICES
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Barclay 7-5371

GIVING THANKS TO MY DISK JOCKEY FRIENDS
LARRY NORRETT
Representing
EDWARD B. MARKS MUSIC CORPORATION
R.C.A. BLDG., RADIO CITY, NEW YORK CITY

FAIR TRADE MAY CRACK UP

RMA Drive Seen Boost To Wax Sales

Push 3-Way Sets

WASHINGTON, April 1.—An expanded disk market is in prospect in the wake of a decision this week by the Radio Manufacturers' Association (RMA) to enlist diskers, set makers and dealers in an industry campaign to plug the sale of radio-phono-TV combos.

Theme of the campaign will be "buy a complete home entertainment unit." Details are to be worked out at a meeting of a special industry committee at Chicago's Stevens Hotel April 11. The "package" committee is headed by J. A. Berman, of Shure Brothers, Inc.

RMA is inviting all disk makers to join with the set industry in promoting public interest in the three-way sets, which RMA feels could enjoy a much wider sale than at present. The organization said it will also ask later for support from dealers and distributors.

A heavy advertising campaign, backed by special mats and transcriptions, is expected to be endorsed by the "package" committee at its meeting. Also to be discussed will be possible arrangements for offering disk albums as premiums with the purchase of a three-way set.

TV Dealers Vote Bigger Discount

CHICAGO, April 1.—Almost unanimous demand by merchants for larger dealer discounts on television receivers was expressed in a survey recently completed for John Meck Industries, Inc., Plymouth, Ind., of 704 dealers of all sizes and from all parts of the country. Six hundred and seventy-two said higher discounts were necessary and only 17 felt present margins were sufficient. The other 15 who replied did not indicate an opinion.

The survey was made by questionnaires mailed to 5,000 dealers. It did not indicate for whom the survey was being made, in order to assure objective replies. The dealers queried covered a cross-section of retail television outlets, including many who do not carry Meck sets. The 704 replies represented a return of more than 14 per cent, which is higher than average on a mail survey. The survey was conducted by Frank C. Nahser, Inc., Chicago advertising agency.

Meck recently announced that it is giving discounts up to 40 per cent on its television line, which begins with a 10-inch table set in walnut selling at \$139.90 retail. Prevailing discounts of other manufacturers range generally between 23 and 28 per cent.

D. C. Store Remodels Disk Department

WASHINGTON, April 1.—With the new speeds and sizes of disks calling for changes in shelving and other fixtures in record shops throughout the nation, Hecht & Company here is preparing to remodel its disk department at both its Silver Spring, Md., and the main store in downtown Washington.

People, Products and Prices Phono and AM-TV Receiver News Digest

Natalie Kalmus Joins Richmond in TV Firm

Natalie Kalmus has joined furniture designer J. A. Richmond in the marketing of big-screen tele sets. Screen sizes will be 16, 19 and 23 inches. Firm is known as Richmond Television Corporation, but will use the name, Natalie Kalmus Television on its sets. Set prices will range from \$395 to \$1,000. The designs are modern.

Standard RMA Warranties To Extend to TV

The recommended standard warranties of the Radio Manufacturers' Association (RMA) on radios and parts will be expanded to cover TV receivers and parts, RMA said last week in announcing formation of a new committee to draw up drafts. Headed by Dorman Israel, Emerson Radio & Phonograph Corporation, the committee includes members of five of RMA's divisions as well as the engineering department. The TV warranties to be drafted are expected to be as much like those for radio as possible, with set makers outlining to dealers the specific procedure by which they will replace sets or parts.

U. S., Canadian RMA Boards To Meet Jointly in Quebec

The Radio Manufacturers' Association (RMA) and the Canadian RMA will hold their annual joint board meeting at Quebec, April 20-21, the RMA said last week. Chief item on the agenda will be a talk on the U. S. color television situation by Max Balcom, chairman of the RMA TV committee.

Four Firms Get Federal Fines for Anti-Trust Violations

Attorney General J. Howard McGrath announced last week that the Federal Court in Trenton, N. J., has imposed fines totaling \$48,000 on three manufacturers of radio parts, a patent-holding company and four officials. All had entered pleas of nolo contendere to Justice Department charges of anti-trust violations in the making of variable condensers. Fined were General Instrument Corporation, Elizabeth, N. J., and two of its officers; Radio Condenser Company, Camden, N. J., and two of its officers; Condenser Development Corporation, Newark, N. J., and Variable Condenser Corporation, Brooklyn.

Notes on the Manufacturers

Philco's annual mid-summer dealer convention will be held June 19-22 at Atlantic City, it was announced by Raymond B. George, sales promotion manager. . . . Al Stult has been named sales manager of the Harmonic Manufacturing Company, portable phono producers.

Color TV Timed for 1953; RCA's Tube in Spotlight

(Continued from page 8)

be staged in San Francisco during the first week of May by Color Television, Inc. (CTI), the third major color rival. CTI, known to be trying to get a tri-color tube of its own in readiness for a showing to FCC, was advised by the Commission this week that the San Francisco demonstration will be authorized if CTI can promise improvements over its earlier showings here which CTI claimed were hampered by "abnormal conditions."

Talk continues to be heard that Allen B. DuMont Laboratories, Inc., also is working hard to ready an improved tri-color tube.

Seen as significant in the color TV

HOLIDAY HOTEL

(Continued from opposite page)

the most tiresome stage waits yet unveiled on TV. Whether the material was his or out of the show's script, it was too sad for words. It couldn't have looked good even in rehearsal.

By and large, automobile commercials have been among the most deadly in video, and Packard's contribution is no exception. The pitch is based on the fact that Packards now are "cheap," which means \$2,300, f. o. b. Detroit, and they outlast the average car. Well, maybe they do, but why don't the commercials try to show it other than thru the usual "take a ride" film? Isn't there something compelling about a car's motor, or the way a car is put together, or something, that can make use of TV's added dimension? In one commercial on this show, a fellow in a Packard showroom banged on the side of the car to show it was good and solid. Boy, that's really using TV, isn't it?

Jerry Franken.

battle is a reference made by RCA boss Sarnoff this week to the prospect that 10,000,000 black-white sets will be in use by the end of the year when FCC will be expected to be handing down its findings on the color video question. This, according to Sarnoff, makes paramount the need for keeping color TV compatible with black-white standards, so as to protect set-owners from "undue obsolescence" of their sets.

In 18-24 Months

Sarnoff, in a gloves-off pitch for his system, which, he claims is as superior to CBS's "as the automobile is to the horse and buggy," has deftly avoided specifying a timetable for perfecting RCA's tri-color tube, but his key engineering brass have privately reiterated that 18 months to two years would be needed for completing "trial runs" and allowing time for industry to gear for production if the FCC authorizes standards of 525 lines, 6-mc. band width, and electronic transmission. RCA's and CTI's systems conform to the latter standard, while CBS's currently calls for 405 lines and mechanical scanning.

CBS Prexie Stanton, who insists that standards geared to RCA's system would delay color TV by years, is expected to push harder than ever his insistence that public interest would be best served by CBS's system which, he says, is ready for mass set production as soon as standards are authorized.

Among the unexplained mysteries of RCA's improvements in its tri-color tube showings here was the exceptional improvement in reception of color-transmitted programs on RCA's black-white demonstration receiver. Viewers at this week's press demonstration were unanimously

Private Brand TV Sets Lead Nullification

FTC Watches Trend

WASHINGTON, April 1. — The spreading wave of price cutting on TV sets and other consumer durables is setting the stage for a congressional examination of the Miller-Tydings Act, which props up the fair-trade laws in 45 States. Specific legislation for revision and possibly for repeal of the act may be considered in the next session. The monopoly subcommittee of the House Judiciary Committee has been laying the groundwork by collecting data concerning the effect of fair-trade laws on competition.

Repeal of the Miller-Tydings legislation would crumble the fair-trade laws, since it specifically exempts them from any conflict with the Sherman Anti-Trust and Federal Trade Commission acts.

The subcommittee has collected numerous letters addressed to it and to several federal agencies contending that the rise of "private brand" and unbranded TV sets is nullifying the intent of fair-trade laws. The group also has on hand letters insisting that fair-trade laws weaken anti-monopoly legislation. Several members of the subcommittee have expressed the same view.

D. C. Is Exempt

A straw in the wind is the fact that Congress has repeatedly refused to approve a fair-trade law for the nation's capital. Now pending before the House District Committee is a bill to authorize fair-trading for liquor only. Committee members say the measure has no chance at all. Besides Washington, only Texas, Vermont and Missouri lack fair-trade laws.

Federal Reserve Board and Commerce Department trade experts say many department stores are starting to concentrate on private brand and unbranded sets in order to bring down the price level on TV sets. With such sets retailing below fair-traded sets, the smaller dealer who handles only name receivers is threatened with ruinous competition if manufacturers continue to refuse permission to sell below list in fair-trade States.

The Federal Trade Commission (FTC) is watching the trend toward private brands to make sure that buyers of such sets are not getting a price below what the manufacturer charges for an identical set carrying his own brand. Such a practice, according to FTC interpretation of the Robinson-Patman Act, constitutes price discrimination. In this connection, however, the agency is treading on uncertain ground, since its test case against a spark plug manufacturer who allegedly sold unbranded plugs at a cheaper price to large consumers has yet to be upheld by a court.

agreed that the black-white reception was superior to any heretofore witnessed, altho RCA brass claimed that no mechanical adjustment had been made to improve the monochrome reception. RCA demonstrated its new color picture to be in two direct-view types, both of whose screens are 9 by 12 inches. One of the tubes uses a single electron gun to paint the pictures, while the other uses three electron guns.

NOW! *Ray Anthony* AND HIS ORCHESTRA

GIVING

DIXIELAND

THAT ALL-OUT BIG BAND TREATMENT

"IN THE MOOD"

backed by "Way Down Yonder In New Orleans"

on 78 rpm No. 958
on 45 rpm No. F958



✓ also check these other late releases by Ray Anthony and his orchestra — EVERY ONE A WINNER! 945, 933, 923, 859

THANK YOU — Iowa Association of Disc Jockeys for voting me the most co-operative band leader of 1949. — Ray Anthony

FIRST RECORD FOR CAPITOL by that top flight western artist



Bob Atcher

"SMOKE COMES OUT MY CHIMNEY"

backed by "AIN'T YOU ASHAMED"

(TWO GREAT SIDES!)

78 rpm No. 975 — 45 rpm No. F975

THE VOICE they'll love!
THE BAND they'll go for —



Wayne Gregg



AND HIS ORCHESTRA

"RED LIPS"

(KISS MY BLUES AWAY)"

backed by "TEN TIMES"

78 rpm No. 917 — 45 rpm No. F917



MPPA, SPA TACKLE PD THREAT

Iturbi 'Polonaise' Disk Hits 1-Mil; Biggest Classic

NEW YORK, April 1.—Jose Iturbi's Victor Red Seal recording of Chopin's *Polonaise in A Flat* is now officially established as the biggest selling classical disk in the history of the industry. Altho the platter is reported to have passed the 1,000,000 mark several months back, Victor execs have waited for Iturbi's arrival in the East this week to present him with the traditional gold copy. The presentation will be made at a special reception Wednesday (5).

The recording, issued in August, 1945, appeared on *The Billboard's* chart of Best Selling Classical singles for 216 weeks. Much of the popularity of the disk may be traced to its performance by Iturbi in two films, the latest of which is *That Midnight Kiss*.

The pop song, *Till the End of Time*, adapted from the Chopin work, was also a 1,000,000-disk seller. Perry Como made the hit version for Victor.

Police Shutter Det. Taxi Spots

DETROIT, April 1.—Six ballrooms operating on a taxi-dance policy were ordered to close this week by the Detroit police, but may re-apply for opening as regular dance spots. The lawsuit filed by three, the Woodland, Trianon and Castle, to continue operation, was apparently lost when the State Supreme Court refused to grant a stay order, and the police acted promptly. Three other spots, the Tree, Hollywood and Aragon, are also affected.

Shortly after the issuance of the closing order, the Trianon had a persistent customer who returned after

AMC Music Plug Via Deals With Comics Pubbers

CHICAGO, April 1.—The American Music Conference (AMC), working in conjunction with the National Association of Music Merchants (NAMM), has arranged a reciprocal deal with moppet comic book publishers to interest the kiddie market in music, it was announced last week by Phil Leslie, public relations counsel for AMC.

AMC, a non-profit org attempting to stimulate general interest in music, has obtained the entire 52-page June issue of *Daredevil Comics*, in which are two pic-stories based on the theme of youngsters getting into music instruction. Deal was worked out between Leslie and Lev Gleason, prexy of American Comics Publishers' Association, who also prints the *Daredevil* series.

Gleason also will print a feature pic-story in his July issue, aimed to interest kids in music. Gleason is attempting to provide wholesome themes for his comic stories and utilized music for these two issues. Leslie also worked out a deal with National Comic Publications, which had editorials in six of their January books, regarding moppets taking music interest.

The print order for the June music issue of *Daredevil* is 900,000. Members of the NAMM are being encouraged to purchase copies at 6 cents each for free distribution thru their stores. Approximately 1,000 retail music stores have been contacted by NAMM to purchase books.

three bounces and pulled a gun to shoot up the place. He was captured by manager Raymond Zakoor. The police also took in two hostesses who were the objectives of the patron's attempts to re-enter, as witnesses.

Disk-Staff Side

WASHINGTON, April 1.—A fetching device for morale-building in local diskeries has been contrived by Arnold Kline, who represents Columbia disks distribution here from Baltimore headquarters of Zamoiski & Company. Kline, strictly on his own, awards a corsage of gardenias to a "record girl of the week" in his territory, the award being made on the basis of courtesy, efficiency and ability. The weekly awards have become a regular event, with the distaff side of the diskeries looking forward eagerly to each week's presentation. Winner this week, incidentally, was Phyllis Stagg, chief record buyer at Hecht & Company.

French, English Subsids Set Up By Disney Music

HOLLYWOOD, April 1.—Walt Disney Music will invade Europe with the formation of Disney pub subsids in France and England. Deal was set this week between Disney Music Veepee Fred Raphael and Louis Dreyfus for two new Disney firms, with headquarters in London and Paris. Pubberies will be fully staffed in both countries, with Dreyfuss supervising from London and Raphael co-ordinating from the Coast.

First efforts will go to plugging the *Cinderella* score aboard. Firms will operate as full partnerships, with Disney reportedly getting a \$50,000 advance for the foreign rights. Negotiations began several months ago but were only finalized this week.

Trade Faces Problem After Igoe Decision

Rule Could Free Copyrights

NEW YORK, April 1.—The result of a gratuitous finding by a Chicago federal district judge, thousands of songs presumed for years to be safely copyrighted may conceivably be thrown into the public domain. The news has set Tin Pan Alley back on its heels and has spurred pubbers and writers into emergency councils to begin remedial action.

The threatening ruling is Judge Michael Igoe's obiter dictum in the Shapiro-Bernstein vs. *Miracle Records* infringement suit (*The Billboard*, April 1) stating that release of a phonograph record constitutes publication, and, therefore, if the tune has not been copyrighted, it becomes public domain by virtue of "dedication" upon release of the record.

The music business hopes to nip this alarming prospect by joint action of the Songwriters' Protective Association (SPA) and Music Publishers' Protective Association (MPPA). The associations, represented by John Schulman and William Klein for SPA and Sidney Wattenberg for MPPA, have not, but will next week make joint application to the court for permission to file a joint brief as *amicus curiae*. MPPA-SPA aim to have Judge Igoe eliminate the finding from his decision or to modify it drastically.

Serious Hazard

What started as a relatively unimportant infringement suit over a blues record has thus ballooned into a serious hazard to property rights of the music business. In denying Shapiro-Bernstein's claim that the *Miracle* (See *Trade Faces Problem* on page 49)

Columbia Blueprints Lavish Bally

Aims Gun for All-Out Drive On 7-In. LP

To Push Entire Line

(Continued from page 3)

ing the entire line, with specific attention being given the seven-inch disk. The latter, a member of the LP family along with the 10 and 12-inch platters, has never received a major promotion drive—having always been on the short end of the budget while Columbia was engaged in putting over its regular LP disk. The new drive, however, would appear to be the realization of what the diskery has recently indicated—namely, that a strong attempt is in the works to buck RCA's 45 platter with the small Columbia disk.

The immediate future therefore would seem to promise a sharp competitive battle between Columbia and RCA, for it is known that the latter, which has already expended heavy

(See *Columbia Maps* on page 48)

Recording Policy Of Aussie Tootlers Cuts Deep Into Biz

SYDNEY, April 1.—The attitude of the Australian Musicians' Union (AMU) on recording continues to retard local compositions and prevents local singers and orchestras from making any coin from their efforts. The AMU insists that Australian records of musical productions in which members of the AMU are engaged shall be played only once and for each subsequent broadcast the musicians must be paid again. This action simply means that musical recordings have not been made for many months and musicians are in consequence out of work. Recently the AMU put forward a new proposal, that Aussie disks be played once per day over any station for seven days, then once a week for 51 weeks, after which they should be destroyed. The union also wants machinery clauses included to provide for the policing of the agreement.

The present ban is preventing composers from having their works popularized over the broadcasting networks.

Stations will be compelled to use

Misses Murphy, Reilly to Decca

NEW YORK, April 1.—Decca Records this week expanded its artists' lists with the addition of veteran novelty thrushes Rose Murphy and Betty Reilly.

Miss Murphy, the "Chi-Chi" girl, last waxed for the RCA Victor company and prior to that was with Majestic. Her first release will be issued next week.

Miss Reilly has recorded for a number of lesser labels and is known for her work with Latin and Yiddish novelties. She will do these as well as regular pop items under her new Decca deal.

imported disks if regulations are not changed. It is rumored that a revolt is likely to occur among the rank and file of the AMU as musicians are finding it harder and harder to get work. Only one commercial broadcasting station employs an orchestra and only one sponsor in New South Wales uses one occasionally in his programs. Thus the banning of the repeat broadcasts of recordings has not brought about any increased use of musicians on radio and has cut out their use for recordings.

London Boosts Classic Output

NEW YORK, April 1.—London Records' classical disk department, headed here by Remy Farkas, has thrown out its policy of regular monthly release dates and is accelerating its schedule. Hereafter, new items will be shipped out to distributors immediately upon their arrival from the parent company's plant in England. According to Farkas distribs will get from three to five new sets weekly, in addition to single disk releases. Long-playing and shellac platters are still being pressed in England, while the 45 r.p.m. sets are pressed here.

This week, these LP's went out on special release: *Music of Franz Lehár*, with Lehár conducting; Edward Grieg's *Peer Gynt Suites Nos. 1 and 2*, and Felix Mendelssohn's *Italian Symphony*. Next week's release will be J. S. Bach-Cantata No. 11 *Praise Our God*, with Kathleen Ferrier and others; also Cantata No. 67 *Hold in Affection Jesus Christ*, with the same group, and the special disk, *Shooting Par Golf With Sam Snead*.

Meanwhile, Pierre Bourdain has joined the local classical a. and r. division as assistant to Farkas and his associate, Henry Principe. Bourdain recently returned from a six-month European tour. He was formerly employed in the imported records division of the Liberty Music shops.

BIZ SWIMS WITH DISKS, GIMS

Novelties Hit High, Lead A Short Life

Ballads Swept Under

NEW YORK, April 1.—Sharp competition among diskeries for hits, leading to an ever-increasing number of releases and a wider search for gimmick tunes, has pushed the novelty trend to an all-time peak. Coincident with this are a number of interesting facts: (1) Small publishers are scoring heavily; (2) large publishers, who would normally be expected to produce a sizable quantity of hit ballads, are lagging; (3) a number of heretofore relatively minor artists and comparatively small record companies have risen to a more prominent position.

The validity of the above is borne out by an examination of *The Billboard* Music Popularity Charts. Out of 10 tunes on the Honor Roll of Hits in the April 1 issue, seven are novelties, with *Music! Music! Music!* in top spot. Second and third are *Chattanooga Shoe Shine Boy* and *If I Knew You Were Coming I'd've Baked a Cake*, both novelties. The ballad, *It Isn't Fair*, is fourth, with *Rag Mop*, another novelty, fifth. *Pajamas*, sixth, again a novelty, is followed by two ballads, *There's No Tomorrow* and *Daddy's Little Girl*. Two more novelties, *The Cry of the Wild Goose* and *Dearie*, complete the list. The Best-Selling Sheet Music chart indicates a similar situation, with 11 of the 15 tunes stacking up as novelties—*Music! Music! Chattanooga, Cake* and *Pajamas* are 1, 2, 3 and 4. The Records Most Played by Disk Jockeys chart and Best-Selling Pop Singles all bear out the thesis that, currently, the ballads have dropped to a very weak position numerically.

Ballads in '49

Just one year ago, in the April 2, 1949, issue of *The Billboard*, the Honor Roll of Hits revealed exactly the reverse of the current situation. Out of 10 tunes, ballads totaled seven—*Far Away Places*, *Red Roses for a Blue Lady*, *Galway Bay*, *Forever and Ever*, *Careless Hands*, *So Tired* and *I've Got My Love To Keep Me Warm*.

It's notable that many of the novelty hits emanate from comparatively small publishing houses, which have proved to be very maneuverable with record companies. *Music! Music!*, for instance, is published by Cromwell; *Cake*, by Robert Music (purchased from Orten); *Wild Goose*, by American; *Dearie*, by Laurel.

In each instance, too, the success of the novelty tune is traceable to a record. Thus, *Music!* hit its stride via Teresa Brewer's London disk; *Chattanooga*, via Decca's Red Foley disk; *Cake*, National's Eileen Barton; *Rag Mop*, started by Bullet's John Lee Willis disk and shoved across by Coral's Ames Brothers; *Pajamas*, by Victor's Tony Martin-Fran Warren disk; *Goose*, Mercury's Frankie Laine etching, and *Dearie*, Decca's Ray Bolger-Ethel Merman record.

Short Life

A check-up among jobbers indicates that sheet music sales have fallen off in general. Novelty tunes are made rapidly, have a comparatively short life and decline rapidly in sales. Ballads have more staying power and show better returns on sheet sales, but the larger pubs haven't been hitting too well with them lately.

Stanley Adams Victory Marks High Spot of ASCAP Elections

NEW YORK, April 1.—Most significant return in the re-election of the four writer and four pubber incumbents to the American Society of Composers, Authors and Publishers (ASCAP) board, ASCAP-ers feel, is the retention of Stanley Adams.

The real issue in this year's balloting, it turns out, was the campaign by Wolfie Gilbert, doyen of the Coast writers, for a place on the board. Since it was virtually a foregone conclusion that incumbents Edgar Leslie and Otto Harbach, in the pop spots, and Deems Taylor, for the standard spot, were certain to repeat, the battle for the fourth position really was an Adams vs. Gilbert affair.

The campaigning was vigorous on both sides. But despite the expected support of the Beverly Hills phalanx, Gilbert ran almost 24,000 votes behind Adams. Adams, a stripling among the ASCAP officials, nevertheless ranks high in the esteem of the sachers, many of whom credit him as one of the real "brains" among the Society's policy makers.

Some of his co-directors attribute to Adams the first germ of the intervenor idea in the Leibell decision—an idea which eventually played a big part in restoring film licensing rights to the Society. He also has played an important part in woodshedding the new writer-classification system, along with Edgar Leslie, Fred Ahlert and George Meyer. Insiders say that many "A" and "AA" writers "hollered Gilbert and voted Adams"—otherwise Gilbert would have walked in.

The tabulation found Leslie running away with the No. 1 spot with a hefty plurality—90,506 votes. Otto Harbach was second with 83,685; Adams had 77,987; Gilbert ran out of the money with 54,029. Five other candidates ran well in the ruck, led by Mabel Wayne with 13,912 tallies. Deems Taylor ambled in with the standard writer's laurels with 88,813 votes; his two competitors drew 6,000-odd each.

Publisher-count found Abe Olman on top with 7,005, Lester Santly second with 6,982, Irving Caesar third

with 5,605. Frank Connor copped the standard slot with 6,621 votes. Tommy Valando ran out of the money at 1,191.

Writers' votes are on a basis of one vote for every \$20 of income; pubbers get one vote for every \$500 of income. The weightings are not related to each other; writers vote only for writers; pubbers for pubbers.

RCA's Service Plan for Jukes

NEW YORK, April 1.—RCA Victor has blueprinted a plan whereby coin machine operators will be serviced with greater rapidity than heretofore. Diskery is sending out 500 record packages to operators and 150 packages to heads of coin machine associations. These packages will include disks figured as particularly suitable to the coin machine industry, plus an order blank and an explanatory note. Latter tells the operator that this quick service is intended to give him a chance to preview the disks in order that he might cash in as quickly as possible in the event he likes the records. In reality the operator will get the disks even before the RCA Victor distributor. The distributor meanwhile will have been informed and told to give top priority to ops' orders.

Disks in the first package include (See *RCA's Service* on page 236)

Bennett, Grant Get Col Record Pacts

NEW YORK, April 1.—Columbia Records has expanded its male vocal department by two with the inking of Tony Bennett and Al Grant.

Grant previously recorded for King Records. Prior to that he worked as a band vocalist with Carmen Cavallaro and a number of other units. Bennett, a known nitery performer here, was formerly known as Tony Bari.

ASCAP Brass Hunt Ahlert Heir, Puzzle Over Decree

NEW YORK, April 1.—Brass of the American Society of Composers, Authors and Publishers (ASCAP) are now informally putting their heads together to solve some of the Society's up-coming problems. A number of these are directly connected with the consent decree, such as the reconstruction of the board of directors to hold term for two years, the working out of the writers' reclassification system, etc. In addition, the matter of a successor to President Fred Ahlert has become a pressing problem, with an unofficial canvass of the field being made.

On Tuesday, the ASCAP board of directors is scheduled to meet. There will be a report of the recent West Coast meeting. The board will likely set a date for the Society's annual membership meeting this month. At the latter session, the agenda will include necessary by-law changes to effectuate the consent decree—such as aforementioned change in the board, etc. Each of the resolutions on by-law changes will call for a ballot vote.

The matter of a successor to Fred Ahlert is causing some consternation.

Mentioned as possibilities for the \$25,000 per year job are Deems Taylor, John Tasker Howard and others. Ahlert, Gene Buck, Otto Harbach and Edgar Leslie are figured as not likely to run for one reason or another. In some quarters, it is believed that there is a strong desire to retain Ahlert in a high, newly created post, such as chairman of the board.

A recurring issue again to the fore is the advisability of selecting a general manager. John G. Paine, who died several years ago, was the last. The reasoning is that ASCAP, squared away with the government, will try to tap all possible sources of income—particularly in view of the fact that some income may be lost because of the decree. A business man and strong leader, possessing qualities of a salesman, would seem to fill the bill. The function of the president, it is pointed out, is to maintain harmony between the Society and its members rather than act as a business administrator. However, strong powers within ASCAP will try to block the appointment of a general manager.

Mass Output Floods the Biz, Creates Crisis

Headaches for All

NEW YORK, April 1.—An overwhelming number of weekly record releases is creating a major crisis for every aspect of the music and record business—from pubber to disk manufacturer to dealer. This has been the direct aftermath of the music pubbers' favoring quantity over quality for disk material, and the granting of "exclusives" in sizable weekly numbers to recording men, artists and talent managers. Consequences of these methods have resulted in:

1. *Fast Turnover of Songs.* The life expectancy of a tune has been sliced in half because of the many releases. Complete exploitation of a fast-moving platter is thus impossible. Also, the pubber, operating today principally to obtain as many mechanical slicings as possible, has given way to the record as the sole source of promotion for his tunes.

2. *Unprecedented Diskery Artists and Repertoire Problems.* A. and R. men are finding it impossible to establish regular release schedules. Recording execs at all diskeries and their artists have been paying obeisance to the "exclusive" song—this is in addition to the necessary skedding of movie, show and legitimately labeled plug cleffings. The result has been that each diskery—ranging from top major to third-string indie—release and talk up one or two or more exclusive waxings a week. The steam-up and word-of-mouth on exclusives, especially if they are done by artists of stature, plus pubber and distributor pressure have led the a. and r. men into overtime sieges of special rush release recordings, done to prevent their respective companies from being caught napping on promising material.

The a. and r. execs also have run into headaches with the problem of regulating the flow of a single artist's releases. Such artists as Bing Crosby, the Andrews Sisters, Frank Sinatra, Doris Day, Dinah Shore, Vic Damone, Frankie Laine, Billy Eckstine, Margaret Whiting and King Cole are usually handed the tunes anticipated to be the future leaders. But, of late, a. and r. release schedule plans have been shattered by complete general diskery upheaval of release date systems and by a necessity to cover a fast-breaking "exclusive" with a top name or combination of names. To prevent the exhaustion of top artists' counter values, the recording men have cottoned to a system of coverage with no-name local talents and to general expansion of artist rosters to (See *Mass Releases* on page 18)

3-Year Decca Pact to Morgan

HOLLYWOOD, April 1.—Russ Morgan was gifted with a new three-year contract this week by Decca Records Veepees Dave Kapp, at the same time joining the ranks of Decca's "million record" club. Morgan received Decca's gold disk for his 1,000,000th sale of *Forever and Ever*, marking maestro's first such honor.

New pact calls for heavy emphasis on albums, plus special recordings which will feature an eight or nine-piece ork in addition to larger band waxings.

There's no business like DECCA show albums

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GREAT DECCA SHOW ALBUMS AVAILABLE IN 2 SPEEDS

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OKLAHOMA! — Celeste Holm, and other Members of Original Cast.
DL 8000 12-in. Long Play Record \$4.85
Album DA-359 Six 10-in. 78 RPM Records \$5.25

SONG OF NORWAY — Original Cast and Kitty Carlisle.
DL 8002 12-in. Long Play Record \$4.85
Album DAU-737 Six 10-in. 78 RPM Decalite* Records \$6.75

PORGY AND BESS — Vol. 1 — Original Cast.
DL 7006 10-in. Long Play Record \$3.85
Album DU-739 Four 10-in. 78 RPM Decalite* Records \$4.75

TEXAS, LI'L DARLIN' — Original Cast.
DL 5188 10-in. Long Play Record \$2.85
Album DA-748 Four 10-in. 78 RPM Records \$3.75

LOST IN THE STARS — Original Cast.
DL 8028 12-in. Long Play Record \$4.85
Album DAU-738 Six 10-in. 78 RPM Decalite* Records \$6.75

ANTALBUM OF STARS — Vol. 1 — Great Moments from Great Plays. Helen Hayes, Fredric March and Florence Eldridge, Eva Le Gallienne, John Gielgud and supporting players.
DL 9002 12-in. Long Play Record \$5.85
Album DAU-730 Four 12-in. 78 RPM Decalite* Records \$8.85

CAROUSEL (Rodgers-Hammerstein II) — Original Cast.
DL 8003 12-in. Long Play Record \$4.85
Album DAU-732 Five 10-in. 78 RPM Decalite* Records \$5.75

ANNIE GET YOUR GUN (Irving Berlin) — Ethel Merman with Ray Middleton and Original Cast.
DL 8001 12-in. Long Play Record \$4.85
Album A-468 Six 10-in. 78 RPM Records \$5.25

CALL ME MISTER (Harold Rome) — Original Cast.
DL 7005 10-in. Long Play Record \$3.85
Album A-466 Five 10-in. 78 RPM Records \$4.50

DESERT SONG (Sigmund Romberg) — Kitty Carlisle, Wilbur Evans and Felix Knight.
DL 7000 10-in. Long Play Record \$3.85
Album DA-370 Five 10-in. 78 RPM Records \$4.50

THE RED MILL (Victor Herbert) — Wilbur Evans, Eileen Farrell, Felix Knight . . . and

UP IN CENTRAL PARK (Sigmund Romberg) — Wilbur Evans, Eileen Farrell, Celeste Holm.
DL 8016 12-in. Long Play Record \$4.85
Album A-411 (The Red Mill) Three 10-in. 78 RPM Records \$3.00
Album A-395 (Up In Central Park) Four 10-in. 78 RPM Records \$3.75

MISS LIBERTY — (Irving Berlin) — Fred Waring.
DL 5009 10-in. Long Play Record \$2.85
Album A-717 Four 10-in. 78 RPM Records \$3.75

SOUTH PACIFIC — (Rodgers-Hammerstein II) — Bing Crosby, Danny Kaye, Evelyn Knight, Ella Fitzgerald.
DL 5207 10-in. Long Play Record \$2.85
Album A-714 Four 10-in. 78 RPM Records \$3.75

GUY LOMBARDO — Song Hits from Broadway Shows.
DL 5097 10-in. Long Play Record \$2.85
Album A-686 Four 10-in. 78 RPM Records \$3.75

BING CROSBY SINGS — Song Hits from Broadway Shows "Oklahoma!", "Annie Get Your Gun," "Carousel," "Song of Norway," "Bloomer Girl," "Up in Central Park."
DL 5000 10-in. Long Play Record \$2.85
Album A-648 Four 10-in. 78 RPM Records \$3.75

SHOWBOAT (Kern-Hammerstein II) — Bing Crosby, Tony Martin, Lee Wiley, Kenny Baker, Frances Langford.
DL 5060 10-in. Long Play Record \$2.85
Album A-619 Four 10-in. 78 RPM Records \$3.75

BABES IN TOYLAND (Victor Herbert) — Kenny Baker and Karen Kemple.
DL 7004 10-in. Long Play Record \$3.85
Album DA-419 Five 10-in. 78 RPM Records \$4.50

SING OUT, SWEET LAND! — Alfred Drake, Burl Ives, Juanita Hall and Other Members of Original Cast.
DL 8023 12-in. Long Play Record \$4.85
Album A-404 Six 10-in. 78 RPM Records \$5.25

OKLAHOMA! — Symphonic Selections and **PORGY AND BESS** (A Symphonic Picture) — Los Angeles Philharmonic Orchestra, Alfred Wallenstein, Conductor.
DL 7002 10-in. Long Play Record \$3.85
Album DA-378 (Oklahoma!) Two 10-in. 78 RPM Records \$2.25
Album DA-397 (Porgy and Bess) Two 12-in. 78 RPM Records \$2.85

BLOOMER GIRL (Arlen-Harburg) — Original Cast.
DL 8015 12-in. Long Play Record \$4.85
Album DA-381 Eight 10-in. 78 RPM Records \$4.75

ROBERTA (Jerome Kern) — Kitty Carlisle, Alfred Drake, Paula Lawrence, Kathryn Maisle.
DL 8007 12-in. Long Play Record \$4.85
Album DA-374 Six 10-in. 78 RPM Records \$5.25

THE MERRY WIDOW (Franz Lehár) — Kitty Carlisle, Felix Knight, Wilbur Evans.
DL 8004 12-in. Long Play Record \$4.85
Album DA-364 Six 10-in. 78 RPM Records \$5.25

THIS IS THE ARMY (Irving Berlin) — Original Soldier Cast.
DL 5108 10-in. Long Play Record \$2.85
Album A-340 Four 10-in. 78 RPM Records \$3.75

MEDEA (Euripides-Jeffers) — Judith Anderson.
DL 9000 12-in. Long Play Record \$5.85
Album DAU-12 Four 12-in. 78 RPM Decalite* Records \$10.00

MEXICAN HAYRIDE — (Cole Porter) — Original Cast.
DL 5232 10-in. Long Play Record \$2.85
Album A-372 Four 10-in. 78 RPM Records \$3.75

LOOK, MA, I'M DANCIN'! (Hugh Martin) — Original Cast: Nancy Walker, Harold Lang and others.
DL 5231 10-in. Long Play Record \$2.85
Album DA-637 Four 10-in. 78 RPM Records \$3.75

* Unbreakable under normal use.
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BROADWAY'S NEWEST HITS

AN ORIGINAL CAST ALBUM **ARMS AND THE GIRL**

Nanette Fabray • Georges Guétary • Pearl Bailey and other Members of Original Cast

Selections include: A Girl with a Flame—That's What I Told Him Last Night—I Like It Here—That's My Fella—A Cow and a Plough and a Frau—Nathin' for Nothin'—He Will Tonight—You Kissed Me—There Must Be Somethin' Better Than Love. Available in Long Play 33 1/2 RPM and 78 RPM

DECCA DL 5200 • Price \$2.85
10-inch Long Play Record
DECCA ALBUM A-759 • Price \$3.75
Four 10-inch 78 RPM Records



AN ORIGINAL CAST ALBUM **THE COCKTAIL PARTY**

Original Cast: Available in Long Play

Alec Guinness, Cathleen Nesbitt, Robert Fleryng, Eileen Peel, Irene Worth, Ernest Clark, Grey Blake.

DX-100 • Two 12-inch Long Play Records • \$11.70



APRIL IS DECCA SHOW ALBUM MONTH
Contact your branch or distributor for complete details

Disk Biz Tax No Chicken Feed

Fiscal Year Excise Total Is \$6,482,798

Vermont Share \$1.06

WASHINGTON, April 1. — Six States had a disk industry doing a wholesale business of more than \$1,000,000 each during the 1949 fiscal year, with New York, Connecticut and California accounting for about five-sixths of the U. S. total, according to a State-by-State breakdown of disk-tax figures compiled by the Bureau of Internal Revenue.

The tax amounts to 10 per cent of the manufacturer's price, so it follows that States paying more than \$100,000 in disk excises did a wholesale business in excess of \$1,000,000.

Of the \$6,482,798 collected in disk taxes during the 1949 fiscal year, New York diskers shelled out \$2,648,172; Connecticut diskers' share was \$1,476,253; while those in California paid out \$1,438,258. The only other States assessed for more than \$100,000 were Illinois (\$469,098), New Jersey (\$165,845), and Ohio (\$159,106).

Eighteen States produced no records at all on which a tax was paid, while another half dozen paid out disk bites of less than \$1,000. The total disk excise bill for Vermont was \$1.06, which indicates that somebody put out about \$10 worth of

Disk Biz Up

WASHINGTON, April 1.—The upswing in the disk trade is finally being reflected in the monthly excise tax figures of the Internal Revenue Bureau. After months of registering declines, the March tax report released this week shows collections of \$581,779—an increase of \$75,754 over March, 1949.

For the first three quarters of the 1950 fiscal year (the fiscal year began last July 1), however, disk tax receipts were off more than a half-million dollars from the same period in the last fiscal year. Receipts amounted to \$3,610,080 as compared with \$4,165,881 for the first nine months of the 1949 fiscal year.

disks during the year ending last July.

States paying disk taxes of more than \$10,000 each—indicating an industry of more than \$100,000 annually — besides those mentioned were: Pennsylvania (\$22,078) Georgia (\$15,730), Kansas (\$16,932), Massachusetts (\$17,508), and Tennessee (\$10,585). Close were Maryland (\$8,060) and Michigan (\$9,460).

The other States which paid disk taxes during the last fiscal year were Alabama (\$35), Arizona (\$4.13); Florida (\$39.31); Indiana (\$7,564); Iowa (\$352); Kentucky (\$6,350); Minnesota (\$708); Missouri (\$2,699); Oklahoma (\$197); Rhode Island (\$240); Texas (\$5,864); Utah (\$564); Virginia (\$7.50); West Virginia (\$110) and Wisconsin (\$975).

King Revamps; Back in Pops

NEW YORK, April 1.—King Records is making its second push in the pop disk field, with plattery Prexy Syd Nathan at the artist and repertoire helm.

The artist roster has been revamped. Al Grant, Carrol Lucas and Leon Merian, nucleus of King's first pop roster, have left. Johnny Long, accordionist Milton Delugg and organist George Wright (who also waxes under the nom-de-disk of "Sister Slocum") remain, and warbler Bob Vincent has been added.

Grant signed a term pact with Columbia Records this week.

Lewis to U. S. For AFM Okay

NEW YORK, April 1.—Vic Lewis, British orkster who has been carving a rep for himself as a transatlantic version of Stan Kenton, is due here Saturday (1) with his manager. Among other things, Lewis hopes to get an audience with American Federation of Musicians' (AFM) Prexy James C. Petrillo to petition for relaxation of the rule against foreign orks playing here.

Lewis has been in communication with Kenton on this subject and, according to a Kenton spokesman, he is going to aid him in his attempt to reach Petrillo.

La Page 1-Nighters To Set Pattern?

NEW YORK, April 1. — Patti Page, Mercury recording thrush, could be setting a new pattern in one-nighter tours when she embarks on a two-week ballroom route this month. The package, which is booked by the General Artists Corporation (GAC), will group the vocalist with an 11 or 12-piece semi-name band. Miss Page will make two appearances on the stand at each date.

The deal is for the thrush to pay for the band, and to receive a guarantee against 60 per cent of the gross. The tour is skedded to get under way Easter week.

MGM, Fada Bankroll Balti. Talent Show

BALTIMORE, April 1.—Stairway to Stardom, jointly sponsored by MGM Records distributor, Gimbel Bros. and the Fada Television Company, made its debut Monday (27) at the Club Charles. The show is intended to seek out local theatrical talent and will run for 13 weeks.

Judges for the initial show were Derry Falligant and Phil Brito, MGM artists. Art Lund will judge the second week's contest and MGM artists will be on succeeding panels.

Among prizes for which contestants compete are MGM disk libraries, TV sets and radio-phonos sets. Top prize will be a trip to New York and an opportunity to audition for an MGM disk contract.

TEMPO GOES DIXIELAND!

PRESENTING

THE HOTTEST COMBO IN THE WORLD OF JAZZ

"THE 6-ALARM SIX"

WITH "DOC" EVANS IN THE DRIVER'S SEAT

AUTHENTIC DIXIELAND JAZZ

AS EVERYBODY LOVES TO HEAR IT PLAYED

THESE GREAT TUNES—45 RPM AND 78 RPM

MILENBERG JOYS
MEMPHIS BLUES

(45 rpm #4734—78 rpm #474)

DR. JAZZ
PLAY THAT BARBERSHOP CHORD

(45 rpm #4740—78 rpm #480)

WALKING THE DOG
WILLIE THE WEEPER

(45 rpm #4738—78 rpm #478)

CASH IN ON THAT DIXIELAND KICK!

BY ARRANGEMENT WITH L. V. L. ENTERPRISES

TEMPO RECORD COMPANY OF AMERICA

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1310 CALLOWHILL ST.
PHILADELPHIA 23, PA.

11 AVONDALE ROAD
AVONDALE ESTATES, GA.

As Met Bell Tolls for Verdi Opera Faces Paradoxical Hypo

(Continued from page 4)

ertoire for 12 days every May at the Center Theater, also may extend this period if the house is available.

Meanwhile several stars among the 40 or so singers cut loose from the Met roster are casting about for finances, direction and a theater, with the aim of starting a new repertoire company here. Among those reportedly involved are Bidu Sayão, Salvatore Baccaloni, Giuseppe Valdenigo and Feruccio Tagliavini. So far, they haven't met with much success.

The only suitable house appears to be the Rockefellers' Center Theater, with its seating capacity of 2,300. At Met prices for such name-star productions, a capacity gross of \$10,000 is possible. Some trade observers point out, however, that the Met, with 3,600 seats, plus room for 400 standees, can sell out for a \$16,500 gross. However, the cost of

an average production there runs around \$12,500. At any rate, the ice show's option for the house has until June to run, and there remains a strong possibility that it will be taken up.

Merola Invited

Gaetano Merola, impresario of the highly successful San Francisco Opera Company, which employs many Met names, was invited to step in here, but was reportedly dissatisfied with the lack of financial organization. The deposed group is now talking things over with Girorgio D'Andria, director of the National Grand Opera, a touring company that also employs Met names. The Rockefeller interests have been approached to underwrite the proposed company, but reportedly will not go further than matching whatever amount can be obtained from other sources.

It's an old story that the big operatic names require a New York springboard from which to launch their national operations. Many of them are actually sacrificing large concert fees in the hinterlands to make New York operatic appearances for comparatively small pay. It is quite likely that several of the top artists will appear with the City Center Company and for considerably less money than they received at the Met.

AGMA Concerned

Meanwhile the American Guild of Musical Artists (AGMA) has stepped into the Met situation in an effort to put a brake on the mass firings. While 18 singers are definitely out, an additional 25 have been notified by the management that their employment is still subject to negotiation as the result of pressure brought by AGMA. It is expected that about 12 of these people will be re-engaged.

Currently AGMA is negotiating its new contract with the Met, attempting to deal with conditions arising from the slating of new productions and the smaller roster. With the Met bringing in the Ballet Theater to advise on its choreography, AGMA also wants to insure against talent doubling between the outfits and thus affecting current employment balances.

Jacquet Claims Colab's Rights

NEW YORK, April 1.—Orkster Illinois Jacquet, thru his attorney, Andrew J. Feinman, has served notice on Advance Music that he is a rightful co-penner of the tunes *Black Velvet* and *Doncha Go Away Mad*. Jacquet charges that Jimmy Mundy, with whom he wrote *Velvet*, collaborated with Al Stillman, adding a lyric to *Velvet* and adding *Mad* to the second tune without consulting Jacquet for the title switch and addition of lyrics. Jacquet wants recognition from the pubbery as co-writer, and is asking that royalties be held back pending settlement.

Advance's attorneys say they have not yet studied the Jacquet claims.

Puerto Rico Gets Its 1st Pressery

NEW YORK, April 1.—Puerto Rico's first record pressing plant is now being built by Fernando Montilla, operator of the Cafamo diskery. The equipment is being manufactured by the Baldwin Locomotive Works here.

Formerly all disks peddled in Puerto Rico were cut there, pressed here and then shipped down to the island territory for sale, a process that consumed almost a month. Now material pressed there can also be available for Latins in the U. S. proper

Dance Blooms But Top Green Is Held Tight

Some Pay Down to Scale

(Continued from page 3)

bookings are greater in number than they've had since 1946, but that the money which is being guaranteed for these dates is 20 to 50 per cent lower per booking than it was in the '46 season.

The initial successes of the Ralph Flanagan band—first on its break-in date at Wrentham, Mass., and now piling up an imposing 5,355 customers in its first week at Frank Dailey's Meadowbrook—have convinced traders that new faces will form the foundation for the dance band revival. To make room for the new faces and to cut down the stiff orkster battles for work, key bookers and promoters feel that it is inevitable that the struggling low level orksters will somehow have to give up the battle. However, bandsmen dangling on a thread somehow manage to fight back to grab a date here and there which deprive maestri, with half a chance, of added opportunity to sustain themselves.

To compromise with the quieter market, the keener of the orksters have aimed to lower their prices by cutting salaries to scale and by slicing the size of their crews by a couple or more tootlers. Of course, traders admit, the leaders' overhead problem is grave no matter how large the band. Traveling costs are higher than ever, particularly since the bookings are further apart than they were in the lush war days.

Meanwhile, the encouraging signs of revived interest in the dance biz continue to show more and more regularly. Promotion grosses have tended to achieve higher average takes than they have managed to do in a year. Weekly reports on bands taking out percentage money are coming in more frequently.

Sammy Kaye, in the past couple of weeks, has done his best road business in some months. Vaughn Monroe, currently on an extended tour, is reported to be taking out percentage money on 75 per cent of his dates—and he is sold for \$2,500 per night and up. Bookers report that promoters are in happier spirits about the dance biz than they have been in a couple of years. Some spots, which gave up on name ork promotions, are going to give it another airing—Lake Compounce, a summer spot, being one of the more prominent returns.

Sail
**ON THE
OUTGOING
TIDE**
with...
Jo Stafford

Capitol
RECORDS
946 • F946

IVORY JOE'S

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 and blues records.

HERE TO STAY!

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.



3 M-G-M Records Releases
3 Tremendous M-G-M Hits!

IVORY JOE HUNTER

Sings and Plays

★ I NEED YOU SO

LEAVE HER ALONE

M-G-M Non-Breakable 10663

S. P. BLUES ★

WHY FOOL YOURSELF

M-G-M Non-Breakable 10618

I ALMOST LOST MY MIND

IF I GIVE YOU MY LOVE

M-G-M Non-Breakable 10578

Pressed on METROLITE NON-BREAKABLE under Normal Use

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 19 N.Y.

Merchandising Pays Off:

Wire Recorders for Music Pupils Boost School Biz

HAMMOND, Ind., April 1.—"Wire recorders will soon be one of the major sources of our revenue, as well as a terrific builder of good will," states James P. Gourley, director of the Monarch Conservatories of Music here. One of the country's largest teaching studios, Monarch also houses in its two-story building a music store, instrument repair shops and a soda fountain for the 1,000 students, most of whom study the accordion.

A little over a year ago, Monarch started promoting the use of Webster-Chicago wire recorders as teaching aids. At that time, all teaching rooms were equipped with nine Webster-Chicago semi-portable, Model 181 machines. Now over 100 students already have the portable, Model 180, in their homes.

Monarch system calls for a student to bring in a spool of wire and have the teacher put it on the recorder. Without touching it again, every word spoken and every note played during the entire lesson is recorded. When the student gets home, he can hear the lesson or any part of it as many times as needed in order to practice or master difficult passages of composition.

Parents Favor Idea

Gourley finds that parents offer little resistance to the purchase of the wire recorder because they feel they can help in directing the student's practice. Some parents report that the wire recorder makes it easy for them to time the lesson, if they are disposed to wonder whether their child has his full half-hour.

Operation of the wire recorder is inexpensive, claims Gourley, since the wire can be re-used. With each machine, the student gets a 15-minute, a half-hour and a one-hour spool. According to Gourley, with proper care this is all a student needs for a full year. "The expense of operation," he says, "never causes us to lose a sale. We make the

Model 180 available to students on payments of \$6 or \$7 a month. And we've never had a wire recorder returned or a payment missed."

Promotion-minded Monarch sponsors an accordion band billed as Monarch Music Marvels. This group last year won first place in the accordion band competition at the Chicagoland Music Festival. Monarch bands also won numerous prizes and the championship at Illinois State Fair. As for Monarch employees, Gourley points out that 26 of the 32 now employed started as students.

Mass Releases Flood Industry, Create a Crisis

within a week after cutting, allow for coverage of the large amount of available recording material. This they are doing in the belief that the public has shifted to buying its disks for song values after having gone thru a period wherein the artist and song together determined the salable potential of wax.

3. *Growing Dealer Squawks.* Dealers moan over the inability to regulate inventories because of the great number of record releases. Dealers are griping that it is impossible for them to determine their orders because fast-breaking hits have not lasted in given territories for more than three to five weeks and the dealers fear being caught with large numbers of disks in the event of late delivery.

They also find it impossible to judge the merits of the large number of disk releases. Consequently, they are by-passing releases or ordering token quantities and flirt with the possibility of not having a fast-breaker in stock when the demand arises. The dealers can find no way to maintain regular inventories in the face of irregular and ever-flowing numbers of new records.

Where's the Leader?

Added to these points, the dealer, too, is confronted with the problem of selecting the leader version of a hit from out of a melange of recordings. And when the selection is made, he then, in the case of some diskeries, must determine how much of which speed he should stock. An example of the dealer problem could best be illustrated with such a current item as *Peter Cottontail*. The dealer is confronted with four Decca waxings, two Victor etchings, a Columbia, Capitol, Bullet, MGM, London and Coral recording.

4. *Problems of Production at the Manufacturer Level.* Manufacturers, particularly those dealing with pop items on more than a single speed, have been attempting to battle the problem of over-production on individual items. Short life of tunes and acute competitive action have the diskers constantly assuming a conservative tack in the factory orders.

The manufacturers, to cash in on what they feel are sure-fire items, have been gambling heavily on consignment production and distribution of late. This to insure dealer relations in the event of an eventual bomb in spite of full-scale exploitation.

5. *Mad Scrambling To Pick Up New Material.* The leading music publishers, who of late have lost the spotlight to lesser and minor pubbers, are now assuming the small pubbers' tactics. With hardly an exception, publishers have dispatched the plug song to posterity in favor of the "exclusive" and the submission of large numbers of songs from which the diskers can make their own choices.

Lemberg Bows In Book Fight

NEW YORK, April 1. — An injunction suit brought by William Schwann, of Cambridge, Mass., publisher of the Catalog of Long Playing Records, against Herman Lemberg, doing business as the Record Collectors' Exchange here, was discontinued in New York Federal Court this week when a consent judgment was entered.

Lemberg was charged with printing and giving away a catalog similar to Schwann's bi-monthly publication. Schwann sells his publication to record dealers thruout the country.

The order granting the preliminary injunction was signed by Federal Judge John F. X. McGohey, and was granted with Lemberg's consent. The result is that Lemberg will cease printing and distributing his catalog.

McConkey Drive Adds 7 Salesmen

CHICAGO, April 1. — McConkey Music Corporation (MMC) will start an all-out band push, May 1, when Mack McConkey, prexy of the firm, will add seven salesmen to the six offices now being operated across the country. New salesmen also will double partially in the act field.

MMC added Len Fisher, local indie agent, to spearhead the drive in the act field. McConkey had added Herb Pickard, ex-outdoor field press agent, to work with John Florio and Tony Garcia in the new Tampa office.

QUEEN OF THE JUKE BOXES!!!

Dinah Washington



Latest Mercury Hits . . .

"I ONLY KNOW"

backed by

"NEW YORK, CHICAGO AND LOS ANGELES"
Mercury 8163

and

"IT ISN'T FAIR"

backed by

"JOURNEY'S END"
Mercury 8169

TIPS or coming TOPS

The inside dope to advance from The Billboard's Top-Flaking, Continuing Study of Record Popularity

• TIP: In the rhythm and blues division, Dinah Washington's coupling IT ISN'T FAIR and JOURNEY'S END figures to get worn white.



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UNIVERSAL ATTRACTIONS

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JEFFRIES

SWAMP GIRL

"THERE GOES ^{and} MY HEART"

COLUMBIA RECORD 38769

OR 7-INCH LP 1-589

IT'S IN THE MONEY NOW!

BE SURE TO GET YOUR SHARE!

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originator of LP Records
For Uninterrupted Listening Pleasure

Music—As Written

Polly Bergen Set for Victor Wax Pact

Victor Records has set vocalist Polly Bergen for a diskings pact, with a big build-up reportedly in the works. Lass, handled by Marty Melcher's Century Artists, is with Bill Richards's Kem label. Her cutting of "Honky-Tonkin" for Kem aroused considerable attention. Once papers have cleared, Victor intends to immediately start her recording sessions on the Coast.

Gershenson Heads Up U-I's Music Department

Joseph Gershenson has been named head of the music department for Universal-International Pictures (U-I), succeeding the late Milton Schwarzwald. Gershenson served as Schwarzwald's assistant, and prior to that conducted vaude house orks in New York.

Columbia Starts Shooting "When You're Smiling"

Columbia's cameras began rolling Monday (3) on the first Jonie Taps production, "When You're Smiling," a film leaning heavily on diskings artists. Box office success of "Make Believe Ballroom" prompted studio brass to turn over production reins to Taps. Film will include talents of Frankie Laine, Kay Starr, Modernaires, Bill Daniels, Bob and His Bobcats and the Mills Brothers.

Jack Yellen Heads SPA Unit on Renewals Review

Jack Yellen was named chairman Friday (31) of an SPA committee to review the renewal situation with an eye to formulating a standard renewal contract form. Yellen will select the other committee members.

International Organization Meets in Madrid in October

The International Confederation of Societies of Authors and Composers will hold its yearly meeting in Madrid early in October. Site will be the Spanish society's new building; the French society will mark its centenary at the meeting.

Canadian Diskery Joins "45" Parade

Chuck Darwyn's Monogram Records, Canadian diskery which serves as north-of-the-border outlet for a number of U. S. indies, is entering the 45 r. p. m. field within the next few weeks. The first release will list 12 disks, of which six are hillbillies, and the rest pop-jazz. The outfit already markets several long-playing items.

New York:

Walter Dana, Dana disk topper, entered the hospital Friday (31) for an appendectomy. . . . Warbler Walter Scheff has a nightly deejay show over WPTR, Albany, N. Y. . . . Harry Bluestone has signed radio maestro Gus Haenschen for a standard transcription series entitled "The Broadway Parade." He's cutting 10 selections on April 12. . . . Decca's Eastern division sales manager, Al Simpson, became the grandfather of twin boys Tuesday (28). . . . Gene Schneider has joined Dick Linke's publicity office to handle a newly instituted features department. . . . Thrush Hadda Brooks, former Modern disk artist, has signed to record for London. She cuts her first sides this week.

Frankie Carle, almost fully recovered from his recent illness, goes back to work this week. . . . Artie Shaw's crew will work Bill Green's Casino in Pittsburgh from June 26-July 8. . . . Ray Anthony's band probably will close the dance season at Frank Dailey's Meadowbrook with its two-week plus engagement which commences June 1. . . . Thrush Connie Haines inked a transcription deal with Lang-Worth. . . . Sammy Kaye's ork goes into the Steel Pier in Atlantic City for the week-end of May 27-28.

Orkster Louis Prima signed with the Music Corporation of America (MCA) last week. . . . Bob Sadoff is back with Knickerbocker Music, now being managed by Esther Van Sciver and Bob Miller, of Bob Miller Music. . . . Cork O'Keefe is rep here for Audio Pictures of Canada, industrial and TV film production outfit. . . . Steve Sholes, RCA folk and blues a. and r. head, is back from Nashville, where he cut 42 country sides in a week.

Chicago:

Art and Leonard Keller, who formed Len-Art Music, a BMI affiliate, recently have added a h. b. and Western department, which is headed by Randy Blake, WJJD's folk music platter spinner. . . . Life Records has added William Anderson Company, Berkley, Calif., and Norbert Sales, San Francisco, to its distrib list. Max Miller's jazz combo and John Waskowski's Omaha polka band have been added to Life's talent roster. . . . Sam Honigberg, local flack, has added Kenny Myers, ex-trumpeter with Eddy Howard, to handle d. j. promotion. . . . Jimmy Martin, local distributor now in London conferring with Ted Lewis, of the London label, has inked Joe Potzner's combo, which previously did sides for Pfau, Milwaukee indie. Potzner's novelty band will cut for Sharp, Martin's label, and London.

Tom McCormish, Akron pressing plant op, has started his own Emcee label. First disks are by Andy Imperial's ork, and Jan Morgan and Patty Wells, vocalists. McCormish Choons, BMI affiliate, also has been formed to publish some of the recorded ditties. F&M, Cleveland, and Cadet, Detroit, are handling the new disks. . . . Ray Anthony's wife, Dee, is convalescing at her mother's Chi home, following a sudden relapse after a recent operation. . . . Larry Duchow, polka orkster, taking four weeks off to go to Cuba. . . . Mercury disks will conduct a nationwide d.-j. contest to find the "Swamp Girl," in connection with the latest Laine release. Prize will be one of the new Mercury video sets and a record player. Contestants will send in their pix to the local d. j.'s.

Cincinnati:

Jim Burt, who last season handled the promotion and exploitation on the traveling bands which played Coney Island here, is now branch manager for King Records in Columbia, S. C. . . . Chester Bielski, pianist, and blonde singer Elaine Bauer, for many months at Club Alexandria, Newport, Ky., are new at the 19th Hole, local suburban spot. . . . Deke Moffitt again wields the baton over the 11-piece crew at Beverly Hills Country Club, Newport, Ky., which reopened recently after the usual winter hiatus.

AMERICA'S NEW GAL STAR

PATTI PAGE

NEEDLE THIS DISC INTO BIG SALES!

**"I DON'T CARE IF
THE SUN DON'T SHINE"**

AND A TERRIFIC FLIP

**"I'M GONNA PAPER
ALL MY WALLS WITH
YOUR LOVE LETTERS"**

MERCURY 5396

45 RPM 5396x45

**TAKE AN HONEST TIP FROM US
...IT'S GREAT!**



**WATCH THIS HIT
FOR BIG SALES!**

Kitty KALLEN

"CHOO'N GUM"

FLIP SIDE

"JUKE BOX ANNIE"

**AVAILABLE FOR
IMMEDIATE DELIVERY**



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

MINDY

KIDS RIGOLETTO

The Famed Quartet Set to Rhythm



"Little, Berlin"

"Little Angel"

"The Novelty Sensation of 1950"

Coupled With

Mindy CARSON'S

RCA VICTOR RECORDS

CARSON

Thrilling America
With the Most Unusual
Ballad of the Decade



"BE MINE"

latest hits on...

45 rpm, 47-3725

78 rpm, 20-3725



OPS.. COUNT EVERY NICKEL

with **HUGO**

WINTERHALTER'S

great recording of

"COUNT EVERY STAR"

THE BILLBOARD PICKS:
 COUNT EVERY STAR.....Hugo Winterhalter Ork & Chorus
Victor 20-3697

Winterhalter's first disk for Victor is showing winner's symptoms. It's a lovely ork setting of a beautiful ballad with a choral vocal.

RCA Victor Records
 No. 20 3697

The Billboard
MUSIC POPULARITY CHARTS
The Nation's Top Tunes
 PART I
 Based on reports received last three days of Week Ending March 31

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.)

- | | |
|---|---|
| <p>This Week</p> <p>1. MUSIC! MUSIC! MUSIC!</p> <p>Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V(78)21-0169, (45)48 0181; M. Katz, Cap 862; F. Martin Ork, V(78)20-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col(78)28704, (33)1-489; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369; K. Griffin, Rondo R-222; A. White, Varsity 254; E. Miller, Rainbow 90055. Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World.</p> <p>2. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE</p> <p>Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminsky's Dixie-landers, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; Fontane Sisters-M. Ayres Ork, V(78)20-3713, (45)47-3713; A. Mooney-Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)30-0027, (45)54-0027; E. Young-The Homesteaders, London 658; T. Carlyn Ork, Rondo 5005. Electrical transcription libraries: Al Trace, Lang-Worth.</p> <p>3. CHATTANOOGIE SHOE SHINE BOY</p> <p>Records available: Bradford & Romano, V(78)20-3685, (45)3208; B. Crosby V. Schoen Ork, Dec 24863; T. Duncan Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "I" Texas Tyler, 4 Star 1411; G. Iowrie Ork, London 609; B. Darnel-R. Ross Coral, 60147, P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669; The Pepperettes-Horace Heidt, Horace Heidt MS 1022; Two-Ton Baker, Mer 5369. Electrical transcription libraries: The Satisfiers, Associated; Jimmy Lytell-The Delta Eight, Thesaurus; Henry Jerome, Lang-Worth; Texas Jim Lewis, Standard.</p> <p>4. IT ISN'T FAIR</p> <p>Records available: B. Goodman Ork; Cap 860; B. Harrington-3 Beas and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3689; L. Brown, Col 38735; R. Hayes, Mer 5302; Joey Nash, Happiness 105; D. Washington-T. Stewart's Ork, Mer 8169. (No information on electrical transcription libraries available as The Billboard goes to press.)</p> <p>5. DEARIE</p> <p>Records available: R. Bolger-E. Merman, Dec 24873; M. Ellen Quartet-B. Scott, MGM 10654; H. Heidt Ork, Horace Heidt MM 122; M. Hughes-H. Zimmerman Ork, Col(78)38718, (33)1-543; L. Kirk-F. Warren, V(78)20-3696, (45)47-3220; G. Lombardo, Dec 24899; J. Stafford-G. MacRae, Cap 858; G. Towne Ork, London 609. Electrical transcription libraries: Henry Jerome, Lang-Worth.</p> <p>6. PETER COTTONTAIL</p> <p>Records available: F. Allison-J. Fascinato Ork, V, 20-3727; G. Autry, Col(78)38750, (33)1-575; J. Day, Coral 64036; D. Falligant, MGM 10675; G. Lombardo, Dec 24951; F. Luther, Dec 88034; C. Massey, London 668; R. Rogers, V(78)21-0173, (45)48-0207; M. Shiner, Dec 46221; J. Wakely, Cap 929; J. Walls, Bullet 700; Two-Ton Baker, Mer 5397. Electrical transcription libraries: Bob Crosby's Bobcats, Standard.</p> <p>7. THIRD MAN THEME, THE</p> <p>Records available: D. Apollo, National 9104; Cafe Vienna Quartet, Col(33)1-444; I. Fields Trio, V(78)20-3696, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)820, (45)F820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 133; H. Winterhalter, Col 38706; B. Pollock Ork, Modern 203. (No information on electrical transcription libraries available as The Billboard goes to press.)</p> <p>8. THERE'S NO TOMORROW</p> <p>Records available: A. Dale, Harmony 1078; T. Martin, V(78)20-3582, (45)47-3078, C. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636. Electrical transcription libraries: Phil Brito, Associated; The Ambassadors, Lang-Worth; Bob Eberly, World.</p> <p>8. DADDY'S LITTLE GIRL</p> <p>Records available: B. Eberly, Coral 60158; S. Henderson Ork, Cap 850; E. Howard, Mer 5371; D. Jurgens Ork, Col(78)38711, (33)1-500; Mills Brothers, Dec 24872; R. Smith, Col 20670; T. Preston, Four Star 1438; J. Desmond-T. Mottola Ork, MGM 10658; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, V(78)20-3550, (45)47-3043; C. Marrow, Varsity 257. Electrical transcription libraries: The Bachelors, Standard.</p> <p>10. I SAID MY PAJAMAS</p> <p>Records available: H. Babbitt-M. Tilton, Coral 60157; D. Day, Col (33)1-497, (78)38709; E. Merman-R. Bolger, Dec 24873; M. Whiting-F. DeVal Ork, Cap (78)841, (45)F-841; T. Martin-F. Warren-H. Rene Ork, V(78)20-3613, (45)47-3119. Electrical transcription libraries: Blue Barron, Lang-Worth; Dick Jurgens, Associated.</p> | <p>Last Week</p> <p>1</p> <p>By Steven Weiss and Bernie Baum Published by Cromwell (ASCAP)</p> <p>3</p> <p>By Al Hoffman, Bob Merrill and Clem Watts Published by Robert (ASCAP)</p> <p>2</p> <p>By Stone and Stapp Published by Acuff-Rose (BMI)</p> <p>4</p> <p>By Sylvester Sprigato, Frank Warshauer and Richard Himber Published by Words & Music (ASCAP)</p> <p>9</p> <p>By Hillard and Mann Published by Laurel (ASCAP)</p> <p>7</p> <p>By Steve Nelson and Jack Rollins Published by Hill & Range (BMI)</p> <p>7</p> <p>By Anton Karas Published by Chappell (ASCAP) From the Carol Reed film, "The Third Man."</p> <p>8</p> <p>By Bobby Burke and Horace Gerlach Published by Beacon (BMI)</p> <p>6</p> <p>By Eddie Pola and George Wyle Published by Leds (ASCAP)</p> |
|---|---|

WARNING
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This week's

New Releases

... on **RCA Victor**

RELEASE 50-14

POPULAR

PERRY COMO

Hoop-Dee-Doo
On the Outgoing Tide
20-3747—(47-3747)

Here come the **DANCE BANDS** again!

FREDDY MARTIN

Knees Up, Mother Brown
Did a Tear Fall 20-3748—(47-3748)

IRVING FIELDS' TRIO

The Scottish Samba
Take Her to Jamaica (Where the Rum
Comes From) 20-3746—(47-3746)

DON CORNELL

Stay With the Happy People
(From the musical production *Michael Todd's Peep Show*)
Are You Lonesome Tonight?
20-3749—(47-3749)

MILTON BERLE

I Found My Mama
I'll Kiwl You a Miwl-Yun Times
20-3750—(47-3750)

EDDIE CANTOR, LISA KIRK AND THE SAMMY KAYE ORCHESTRA

The Old Piano Roll Blues
Juke Box Annie (Doodle-Oodle-Oo)
20-3751—(47-3751)

COUNTRY

HOMER AND JETHRO

You Tell Her, I Stutter
Does the Spearmint Lose Its Flavor
(On the Bedpost Over Night)
21-0308—(48-0308)

WESTERN

Here come the **DANCE BANDS** again!

SPADE COOLEY

Pretty Please Love Me
Texas Star 21-0309—(48-0309)

BLUES

ARTHUR "BIG BOY" CRUDUP

Dust My Broom
You Know That I Love You
22-0074—(50-0074)

POP-SPECIALTY

LAWRENCE DUCHOW

The Hayride Waltz
Hm Hm A-Ha—Polka
25-1155—(51-0063)

NEW ALBUM

"ANDRE PREVIN BY REQUEST"

P-262—(WP-262)

*45 r.p.m. catalog numbers.

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!

- \$** **Candy and Cake**
Mindy Carson 20-3681—(47-3204)* **7**
- \$** **Chattanooga Shoe Shine Boy**
Phil Harris 20-3685—(47-3208)* **7**
- \$** **Dearie**
Fran Warren and Lisa Kirk 20-3680—(47-3204)*
- \$** **I Said My Pajamas**
Tony Martin and Fran Warren 20-3613—(47-3119)* **7**
- \$** **It Isn't Fair**
Sammy Kaye 20-3609—(47-3115)* **7**
- \$** **Music! Music! Music!**
Freddy Martin 20-3693—(47-3217)* **7**
- \$** **Quicksilver**
Elton Britt & Rosalie Allen 20-0157—(48-0168)*
- \$** **Rag Mop**
Ralph Flanagan 30-0025—(54-0020)*
- \$** **There's No Tomorrow**
Tony Martin 20-3582—(47-3078)* **7**
- \$** **Wanderin'**
Sammy Kaye 20-3630—(47-3203)* **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.

- ★** **Count Every Star**
Hugo Winterhalter
Victor 20-3697—47-3221)*
(Winterhalter's first dinking for Victor is showing winner's symptoms. It's a lovely ork setting of a beautiful ballad with a choral vocal.) Billboard Possibility, April 1.
- ★** **Go To Sleep**
Don Cornell and Mindy Carson
20-3718—(47-3718)*
(No. 1 The Disk Jockeys Pick, The Billboard, April 1.)
- ★** **Headin' Home**
Ernie Lee 21-0170—(48-0170)*
(No. 7 Country and Western Disk Jockeys Pick, Billboard, April 1.)
- ★** **The Horse Told Me**
Dennis Day 20-3707—(47-3240)*
(No. 5 The Disk Jockeys Pick, The Billboard, April 1.)
- ★** **Little Angel With the Dirty Face**
Eddy Arnold 21-0300—(48-0300)*
(No. 8 Country and Western Disk Jockeys Pick, Billboard, April 1.)
- ★** **Peter Cottontail**
Roy Rogers 21-0173—(48-0207)*
(No. 9 Country and Western Disk Jockeys Pick, Billboard, April 1.)
- ★** **Walking Blues**
Johnny Moore's Three Blazers
22-0042—(50-0026)*
(No. 7 Best Selling Rhythm and Blues Records, Billboard, April 1.)
- ★** **Why Should I Cry Over You**
Eddy Arnold 21-0300—(48-0300)*
(No. 3 Polk and Western Disk Jockeys Pick, The Billboard, April 1.)

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* APRIL MAY JUNE *Swings* JULY AUG SEPT to OCT NOV DEC "45"

ANOTHER COLUMBIA HIT!

ROSEMARY CLOONEY

WITH
EDDIE MANSON, HARMONICA

I FOUND

MAY

MAMA

AND
"ME AND MY TEDDY BEAR"

ORCHESTRA UNDER THE DIRECTION OF PERCY FAITH

COLUMBIA RECORD 38766
OR 7-INCH Lp 1-584

ORDER TODAY

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originator of LP Records
For Uninterrupted Listening Pleasure

The Billboard
MUSIC POPULARITY CHARTS
PART II
Sheet Music
Based on reports received last three days of Week Ending March 31

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 | MUSIC! MUSIC! MUSIC! (R) | Cromwell |
| 4 | 3 | 2 | 2 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R) | Robert |
| 11 | 2 | 3 | 3 | CHATANOOGIE SHOE SHINE BOY (R) | Acuff-Rose |
| 5 | 7 | 4 | 4 | DEARIE (R) | Laurel |
| 10 | 4 | 5 | 5 | I SAID MY PAJAMAS (R) | Leeds |
| 9 | 5 | 6 | 6 | DADDY'S LITTLE GIRL (R) | Beacon |
| 3 | 9 | 7 | 7 | PETER COTTONTAIL (R) | Hill & Range |
| 5 | 8 | 8 | 8 | MY FOOLISH HEART (F) (R) | Santly-Jay |
| 4 | 10 | 9 | 9 | CANDY AND CAKE (R) | Osford |
| 6 | 11 | 10 | 10 | IT ISN'T FAIR (R) | Words & Music |
| 17 | 6 | 11 | 11 | DEAR HEARTS AND GENTLE PEOPLE (R) | E. H. Morris |
| 16 | 14 | 12 | 12 | THERE'S NO TOMORROW (R) | Paxton |
| 2 | 13 | 13 | 13 | THIRD MAN THEME, THE (F) (R) | Chappell |
| 1 | — | 14 | 14 | QUICKSILVER (R) | E. H. Morris |
| 10 | 15 | 15 | 15 | RAG MOP (R) | Hill & Range |

ENGLAND'S TOP TWENTY

| POSITION | Weeks to date | Last Week | This Week | Song | English | American |
|----------|---------------|-----------|-----------|---------------------------------------|-------------------|---------------|
| 4 | 1 | 1 | 1 | MUSIC! MUSIC! MUSIC! | Peter Maurice | Cromwell |
| 11 | 3 | 2 | 2 | JEALOUS HEART | E. H. Morris | Acuff-Rose |
| 12 | 2 | 3 | 3 | DEAR HEARTS AND GENTLE PEOPLE | Morris | Morris |
| 17 | 4 | 4 | 4 | HARRY LIME THEME | Chappell | Chappell |
| 11 | 5 | 4 | 4 | DOWN IN THE GLEN | L. Wright | Mills Music |
| 11 | 6 | 6 | 6 | I'VE GOT A LOVELY BUNCH OF COCONUTS | Box and Cox | Cornell |
| 7 | 8 | 7 | 7 | IS IT TRUE WHAT THEY SAY ABOUT DIXIE? | Victoria | Irving Caesar |
| 24 | 7 | 8 | 8 | ROSE IN A GARDEN OF WEEDS | Box and Cox | Leeds |
| 18 | 9 | 9 | 9 | HOP SCOTCH POLKA | Leeds | Cromwell |
| 3 | 16 | 9 | 9 | FRENCH CANCAN POLKA | Connelly | Blossom Music |
| 2 | 18 | 11 | 11 | CHATANOOGIE SHOE SHINE BOY | Kasner | Acuff-Rose |
| 9 | 10 | 12 | 12 | WE ALL HAVE A SONG IN OUR HEARTS | Twentieth Century | * |
| 8 | 11 | 13 | 13 | BEST OF ALL | Connelly | * |
| 18 | 11 | 14 | 14 | I'LL STRING ALONG WITH YOU | Feldman | Witmark |
| 23 | 13 | 15 | 15 | YOU'RE BREAKING MY HEART | Chappell | Algonquin |
| 3 | 14 | 15 | 15 | OUT OF A CLEAR BLUE SKY | Kasner | Dreyer |
| 1 | — | 17 | 17 | WHEN THE WORLD HAS FORGOTTEN | Unit | " |
| 1 | — | 17 | 17 | MY THANKS TO YOU | Noel Gay | " |
| 15 | 14 | 19 | 19 | WHY IS IT? | Cinephonic | BMI |
| 19 | 16 | 20 | 20 | OUR LOVE STORY | Unit | J. J. Robbins |

*Publisher not available as The Billboard goes to press.

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4-S-PC

Mel Torme's

latest
and
best!

"I HADN'T ANYONE TILL YOU"

A lilting romantic ballad from Humphrey Bogart's new picture, "Behind the Mask."

Backed by: "CROSS YOUR HEART"

A rhythm number no operator will want to miss!
78 rpm No. 880... 45 rpm No. F880



ALL ABOARD for Mel Torme's "California Suite"... a sweeping musical panorama of the Golden State. A CAPITOL Album exclusive!



Another Sentimental
Smash by Capitol's
Romantic Duo

Jo Stafford Gordon MacRae

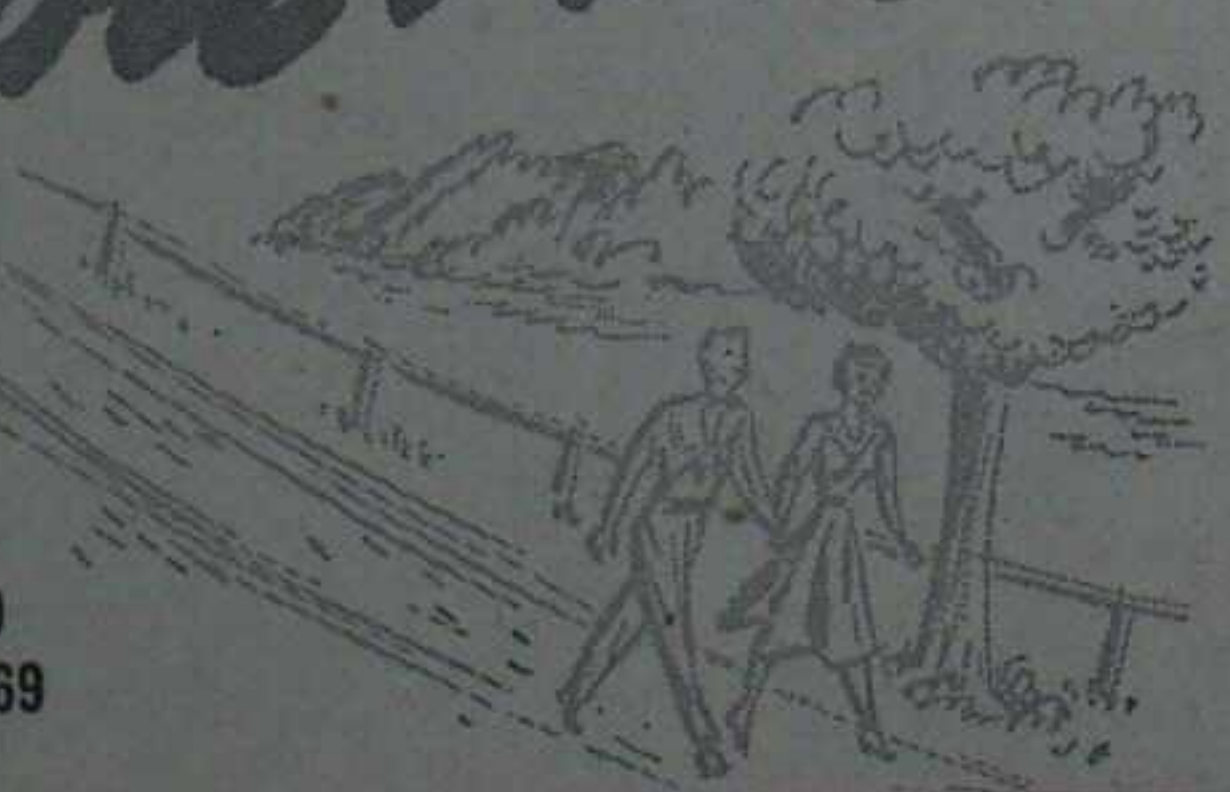
with orchestra and the Jud Conlon Singers

"Down the Lane"

"You Are My Love"

Two top singers
...two top sides!

78 RPM NO. 969
45 RPM NO. F969



**These Stafford-MacRae Hits
Are Still Big!**

| | | |
|--|--------|--------|
| "Dearie" and "Monday, Tuesday, Wednesday (I Love You)" | 78 rpm | 45 rpm |
| "Beyond the Sunset" and "Near Me" | 858 | F858 |
| "Whispering Hope" | 868 | F868 |
| | 690 | F690 |

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending March 31

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

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

| POSITION | Weeks Last | This to date | Record | Artist | Label |
|----------|------------|--------------|---|-------------------------------------|-----------------------------------|
| 5 | 1 | 1 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | E. Barton | National 9103; Mercury 5392—ASCAP |
| 10 | 2 | 2 | MUSIC! MUSIC! MUSIC! | T. Brewer | London 604—ASCAP |
| 10 | 3 | 3 | IT ISN'T FAIR | S. Kaye Ork. | V(78)20-3609, (45)47-3215—ASCAP |
| 9 | 4 | 4 | CRY OF THE WILD GOOSE, THE | F. Laine | Mercury 5363—BMI |
| 12 | 5 | 5 | CHATTANOOGIE SHOE SHINE BOY | R. Foley | Dec 46205—BMI |
| 19 | 6 | 6 | THERE'S NO TOMORROW | T. Martin | V(78)20-3582, (45)47-3078—ASCAP |
| 12 | 7 | 7 | I SAID MY PAJAMAS | H. Rene Ork-T. Martin-F. Warren | V(78)20-3613, (45)47-3119—ASCAP |
| 10 | 8 | 8 | CHATTANOOGIE SHOE SHINE BOY | Bing Crosby-V. Schoen Ork | Dec 24863—BMI |
| 5 | 10 | 9 | MUSIC! MUSIC! MUSIC! | F. Martin Ork. | V(78)20-3693, (45)47-3217—ASCAP |
| 2 | — | 10 | DEARIE | G. MacRae-J. Stafford | Cap(78)858, (45)F858—ASCAP |
| 3 | 11 | 11 | WANDERIN' | S. Kaye Ork-T. Alamo | V(78)20-3680, (45)47-3203—BMI |
| 2 | 16 | 12 | SWAMP GIRL | F. Laine-C. Fischer-H. Geller Ork. | Mercury(78)5390, (45)5390X45—BMI |
| 7 | 9 | 13 | SENTIMENTAL ME | Ames Brothers | Coral 60140, Coral 60173—ASCAP |
| 1 | — | 14 | PETER COTTONTAIL | G. Autry | Col(78)38750, (33)1-575—BMI |
| 7 | 15 | 15 | CHATTANOOGIE SHOE SHINE BOY | F. Sinatra | Col(78)38708, (33)1-496—BMI |
| 3 | 14 | 16 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | G. Gibbs-M. Kaminska's Dixielanders | Coral 60169—ASCAP |
| 9 | 16 | 17 | RAG MOP | R. Flanagan Ork. | V(78)20-3688, (45)47-3212—BMI |
| 5 | 13 | 18 | CHATTANOOGIE SHOE SHINE BOY | P. Harris | V(78)20-3692, (45)47-3216—BMI |
| 3 | 12 | 19 | GO TO SLEEP, GO TO SLEEP, GO TO SLEEP... | M. Martin-A. Godfrey-A. Bleyer Ork. | Col(78)38744, (33)1-569—ASCAP |
| 12 | 23 | 20 | RAG MOP | Ames Brothers | Coral 60140—BMI |
| 5 | 21 | 20 | DADDY'S LITTLE GIRL | Mills Brothers | Dec 24872—BMI |
| 2 | 20 | 22 | IT ISN'T FAIR | B. Farrell | MGM 10637—ASCAP |
| 4 | 16 | 23 | MUSIC! MUSIC! MUSIC! | Ames Brothers | Coral 60153—ASCAP |
| 3 | 29 | 24 | CANDY AND CAKE | M. Carson | V(78)20-3681, (45)47-3204—ASCAP |
| 2 | — | 25 | DEARIE | L. Kirk-F. Warren | V(78)20-3696, (45)47-3220—ASCAP |
| 5 | 30 | 26 | MUSIC! MUSIC! MUSIC! | C. Cavallaro Ork. | Dec 24881—ASCAP |
| 1 | — | 27 | PETER COTTONTAIL | M. Shiner | Dec 46221—BMI |
| 3 | 23 | 28 | MUSIC! MUSIC! MUSIC! | H. Winterhalter-The Five Gems | Col(78)38704, (33)1-489—ASCAP |
| 1 | — | 29 | YOU'RE A SWEETHEART | J. Owens-Three Beas and a Peep | Dec 24935—ASCAP |
| 5 | 25 | 30 | RAG MOP | J. Dorsey | Col(78)38710, (33)1-499—BM |

Vox Jox

GIMMIX . . . "Uncle Henry" Waldon. WNEW, New York, is staging a "Peter Cottontail" contest for the small fry, with live Easter bunnies as prizes. . . . Manhattan moppets are also gaining toy loot, via Eileen O'Connell's WMGM show "For Children Only." Prizes are given to kids submitting best drawings of the O'Connell doll. . . . **Bob Harvie, CJAD, Montreal,** has another good kid gimmick on his "800 Club." High schoolers write letters on "Why I would like the Deep River Boys to entertain my classmates," and the best scribbler gets the "Boys" for a school p. a. . . . Classic giveaway, tho, is that of "Jockey Jack" Gibson and Herb Gershon, WERD, Atlanta, who "gave" movie actor James Edwards ("Home of the Brave") away to a local lass for penning the best letter on why every young man should join the Y. M. C. A. . . . **Don Proter, KUGN, Eugene, Ore.,** spices his interview sessions with some local material, via chats with a honky-tonk piano-playing schoolteacher and other local talent. . . . **Anna Ray Suter, WITH, Baltimore,** is "having a lot of fun" with a jingle contest plugging "The Bicycle Song." Dialer sending in prize winning jingle gets a streamlined 1950 two-wheeler. . . . **Dave Mohr, WTWN, St. Johnsbury, Vt.,** hosts a "guest" disk jockey on his "1340 Club" every week. Special platter spinners are selected from letters written on "Why I'd like to be a disk jockey." . . . **Put and Jiggs, deejays at WBBZ, Ponca City, Okla.,** are running a contest. Object: Guessing Put's weight. Contestants get a post card picture of Put to guess by. Merchants are donating eight prizes. . . . **Barry Kaye, WKAT, Miami Beach, Fla.,** played "I've Got a Lovely Bunch of Coconuts," then offered a cigarette lighter to their first five people who brought in a coconut. The studio was loaded with nuts in no time. . . . **Johnny Richardson, KBOW, Littlefield, Tex.,** operates a dog exchange. People write or phone in a description of the dog they want to give away; those interested write describing what kind of a home they will give the pooch. The best letter cops the canine. . . . **Marty McNeeley, WJMO, Cleveland,** runs a "find the key" contest. Listeners get clues to where a key is hidden—somewhere in Cleveland—and the finders receive prizes ranging from theater tix to radio and TV sets. . . . **George Reeves, WINN, Louisville,** is giving away wooden "nickels" to celebrate the wattery's 10th anniversary. Recipients may keep them as souvenirs or redeem them for 5 cents in hard cash at the local First National Bank.

JAZZ JOX . . . Lee Emmerich, WKOK, Framingham, Mass., handles the emcee chores for a series of Sunday night jazz concerts in Hiford, Mass. The March 26 show featured **Charlie Ventura's** ork, **Kai Winding** and **Boots Mussolli.** **Stan Kenton** is scheduled for mid-April. Emmerich, who doubles on blues and novelty vocals, headed a Dixieland outfit back in the late '30's. . . . **Kenton** also figures on **Charlie Cash's** "Hall of Jazz" program over WTIK, Durham, N. C. Cash is giving away Kenton albums to the listener who submits the best comparison between Kenton's new "Innovations" band and his old ork.

CONGRATS . . . Seventeen-year-old Bob Long, KRDU, Dinuba, Calif., celebrated the first anniversary of his daily wax show last month (29). . . . **Art Green, WMIE, Miami,** is The Billboard's new correspondent in that area. . . . **Ed Badeaux, ex-KXYZ staffer,** has a new night show on KATL, Houston, featuring jazz and pops. . . . **Jimmie Grohman, formerly with WMID, Atlantic City,** has moved to WMCA, New York, with an early morning ainer, tagged "Wake Up With J. G." . . . **Dick Gilbert, KTYL, Phoenix, Ariz.,** is justly proud of his prize-winning German shepherd Shadow, who snagged nine ribbons and three trophies in one week at the Phoenix and Tucson dog shows.

TEXAS TALK . . . Jim McConnell, KGBC, Galveston, writes "we're bustin' our buttons 'cause our three-hour Sunday night sked of classical and standard pops is pulling down Conlans of 18 and 19 against 25 for CBS, 21 for NBC, 15 for Mutual and 13 for ABC. No other indie

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, March 24, 8 a.m., and ending Friday, March 31, 8 a.m.)

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

(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.

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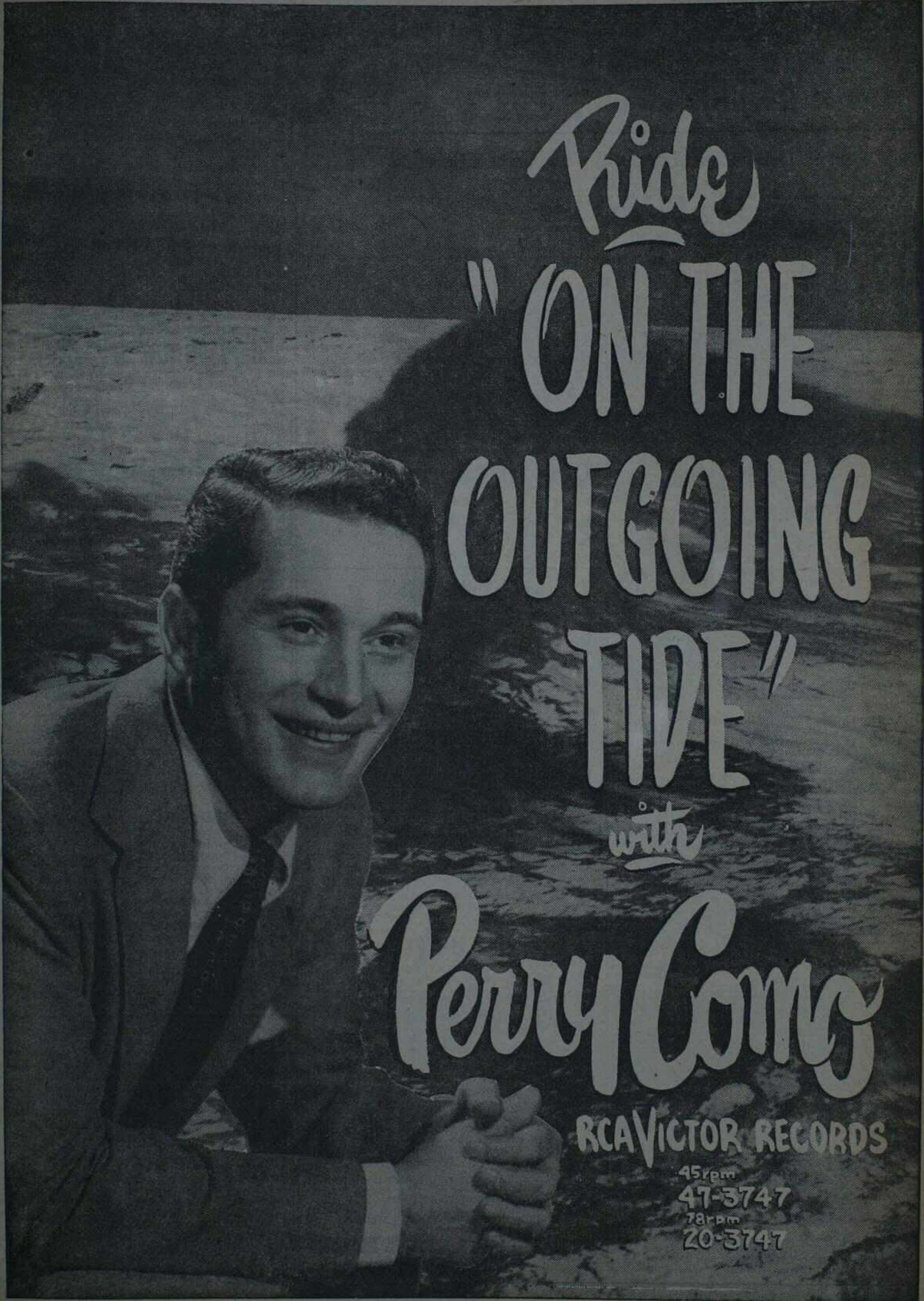
| | |
|--|------------------------|
| Ask Me No Questions (R) | Witmark—ASCAP |
| Bye, Bye, Baby (M) (R) | J. J. Robbins—ASCAP |
| Candy and Cake (R) | Oxford—ASCAP |
| Chattanooga Shoe Shine Boy (R) | Acuff-Rose—BMI |
| Cross Your Heart (R) | Harms, Inc.—ASCAP |
| Daddy's Little Girl (R) | Bracon—BMI |
| Dearie (R) | Laurel—ASCAP |
| Don't Do Something to Someone Else (R) | Fred Fisher—ASCAP |
| Dream Is a Wish Your Heart Makes (F) (R) | Walt Disney—ASCAP |
| Enjoy Yourself (R) | E. H. Morris—ASCAP |
| I Gotta Have My Baby Back (R) | Peer—BMI |
| I Said My Pajamas (R) | Leeds—ASCAP |
| If I Knew You Were Coming I'd've Baked a Cake (R) | Robert—ASCAP |
| I'm Gonna Paper All My Walls With Love Letters (R) | Goday—BMI |
| It Isn't Fair (R) | Words & Music—ASCAP |
| It's So Nice To Have a Man Around the House (R) | E. H. Morris—ASCAP |
| Monday, Tuesday, Wednesday (R) | Leeds—ASCAP |
| Musical! Musical! Musical! (R) | Cromwell—ASCAP |
| My Foolish Heart (F) (R) | Saintly-Joy—ASCAP |
| Peter Cottontail (R) | Hill & Range—BMI |
| Quicksilver (R) | E. H. Morris—ASCAP |
| Rag Mop (R) | Hill & Range—BMI |
| Save a Little Sunbeam (R) | Capitol—ASCAP |
| Sentimental Me (R) | Knickerbocker—ASCAP |
| Some Enchanted Evening (M) (R) | Chappell—ASCAP |
| Sunshine Cake (F) (R) | Burke-Van Heusen—ASCAP |
| There's No Tomorrow (R) | Parsons—ASCAP |
| Wilhelmina (R) | Felst—ASCAP |
| With My Eyes Wide Open (R) | Crawford—ASCAP |
| Why Remind Me? (R) | Barton—ASCAP |
| You're Wonderful (F) (R) | Famous—ASCAP |

made a mark in the survey." . . . Out in El Paso, **Jack and Polly Saddler, KEPO,** report their newest sponsors have requested ab-lib spots instead of script and wonder if it indicates a trend. . . . Another El Paso jockey, **Gene Hurtado, KSET,** has corralled a sponsor for his show, and spots a local trend toward "novelty and fast instrumentals." . . . **Johnny Richardson, KVOW, Littlefield,** is peeved about late releases. "Guess these dealers figure that because we're located out here in nowhere that we don't count." . . . **Roger Lucas, KHUZ, Borger,** has the same trouble. "Record sales here are based on what we play, and right now we only receive releases from Capitol, MGM and King."

EASTERN BEAT . . . Alix Blake, WENT, Gloversville, N. Y., plays host to vaude performers from Schine's Glove Theater every week on his "Saturday Jam." Recent guests were **Fifi D'Orsay, Bobby Breen** and **Cliff Edwards.** . . . **Bill Cook, WAAT, Newark,** is promoting a **Billy Eckstine** concert at Newark's Mosque Theater Easter Sunday night (9). . . . **Perry Brown, WNDR, Syracuse,** is clicking with an ingenious programming combination of poetry and ghost stories. . . . **Frank Sinatra's** old disk "I Got a Crush on You" is a big request item on **Ted Chandler's WCAX** show in Burlington, Vt.

FOLK FARE . . . KSUE, Susanville, Calif., is looking for local amateur talent to appear on "Jandale's Honeylake Jamboree" show Saturday nights. . . . **Don Larkin, WAAT, Newark, N. J.,** staged a "Peter Cottontail" record race on "Home Town Frolic." Listeners voted first place to **Mervin Shiner;** second, **Gene Autry;** third, **Jimmy Wakely;** fourth, **Johnny Lee Wills** and fifth, **Guy Lombardo.** . . . **Jack Honley, KMO, Tacoma, Wash.,** has booked **T-Texas Tyler** into the Spanaway Lake Park Ballroom for the Northwest Modern Barn Dance April 20. T-Tex will also guest on Honley's show.

STRICTLY FROM DIXIE . . . WDUN, Hub Terry and Gary Arnold, Gainesville, Ga., are the new owners of the local record shop of Great Southern Band Instrument Company. Both jockeys will continue as full WDUN staffers. **Julius Still,** skipper of "The Showboat" on the same station, has been tagged "our favorite disk jockey" by the senior girls at Brenan College. . . . **Chaz Harris, WJHP, Jacksonville, Fla.,** beefs, "Too much pseudo-Dixieland now going the rounds. Most jocks will fumble the ball when it comes to culling authentic from the corn."



Ride
"ON THE
OUTGOING
TIDE"

with

Perry Como

RCA VICTOR RECORDS

45rpm
47-3747
78rpm
20-3747

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending March 31



BEST-SELLING POP SINGLES

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

| POSITION | Weeks to date | Last Week | This Week | Record Title | Artist | Label |
|----------|---------------|-----------|-----------|---|-------------------------------------|-----------------------------------|
| 10 | 1 | 1 | 1 | MUSIC! MUSIC! MUSIC! | T. Brewer | London 604-ASCAP |
| 5 | 2 | 2 | 2 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | E. Barton | National 9103; Mercury 5392-ASCAP |
| 5 | 7 | 3 | 3 | THIRD MAN THEME, THE | A. Karas | London 536-ASCAP |
| 12 | 3 | 4 | 4 | CHATTANOOGIE SHOE SHINE BOY | R. Foley | Dec 46205-BMI |
| 9 | 5 | 5 | 5 | IT ISN'T FAIR | S. Kaye Ork | V(78)20-3609; (45)47-3115-ASCAP |
| 22 | 4 | 6 | 6 | THERE'S NO TOMORROW | T. Martin | V(78)20-3562; (45)47-3078-BMI |
| 4 | 22 | 7 | 7 | THIRD MAN THEME, THE | G. Lombardo | Dec 24839-ASCAP |
| 3 | 20 | 8 | 8 | PETER COTTONTAIL | M. Shiner | Dec 46221-BMI |
| 3 | 8 | 9 | 9 | GO TO SLEEP, GO TO SLEEP | A. Bleyer Ork-A. Godfrey-M. Martin | Col(78)38744; (33)11-569-ASCAP |
| 11 | 6 | 10 | 10 | I SAID MY PAJAMAS | F. Warren-T. Martin-H. Rene | V(78)20-3613; (45)47-3119-ASCAP |
| 9 | 9 | 11 | 11 | CRY OF THE WILD | F. Laine | Mercury 5363-BMI |
| 8 | 11 | 11 | 11 | SENTIMENTAL ME | Ames Brothers | Coral 60140; Coral 60173-ASCAP |
| 13 | 10 | 13 | 13 | RAG MOP | Ames Brothers | Coral 60140-BMI |
| 6 | 13 | 14 | 14 | DADDY'S LITTLE GIRL | Mills Brothers | Dec 24872-BMI |
| 2 | 20 | 15 | 15 | PETER COTTONTAIL | G. Autry | Col(78)38750; (33)11-575-BMI |
| 9 | 12 | 16 | 16 | QUICKSILVER | Bing Crosby and Andrews Sisters | Dec 24827-ASCAP |
| 10 | 17 | 17 | 17 | CHATTANOOGIE SHOE SHINE BOY | Bing Crosby-V. Schoen Ork | Dec 24863-BMI |
| 12 | 14 | 18 | 18 | ENJOY YOURSELF | G. Lombardo Ork | Dec 24825-ASCAP |
| 10 | 16 | 19 | 19 | DADDY'S LITTLE GIRL | D. Todd | Rainbow 80088-BMI |
| 5 | 19 | 20 | 20 | MY FOOLISH HEART | G. Jenkins Ork | Dec 24830-ASCAP |
| 4 | 24 | 20 | 20 | MUSIC! MUSIC! MUSIC! | C. Cavallaro | Dec 24881-ASCAP |
| 3 | 18 | 22 | 22 | CANDY AND CAKE | A. Godfrey | Col(78)38721; (33)11-547-ASCAP |
| 4 | 27 | 23 | 23 | MUSIC! MUSIC! MUSIC! | F. Martin Ork | V(78)20-3693; (45)47-3217-ASCAP |
| 3 | 26 | 24 | 24 | IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE | G. Gibbs-M. Kaminska's Dixielanders | Coral 60169-ASCAP |
| 4 | 22 | 25 | 25 | DEARIE | R. Bolger-E. Merman | Dec 24873-ASCAP |
| 3 | 27 | 26 | 26 | DEARIE | G. MacRae-J. Stafford | Cap(78)856; (45)F-858-ASCAP |
| 2 | — | 26 | 26 | CHATTANOOGIE SHOE SHINE BOY | P. Harris | V(78)20-3692; (45)47-3216-BMI |
| 2 | 15 | 28 | 28 | SWAMP GIRL | F. Laine-C. Fischer-H. Geller Ork | Mercury(78)5390; (45)5390X45-BMI |
| 1 | — | 28 | 28 | DEARIE | G. Lombardo | Dec 24899-ASCAP |
| 1 | — | 30 | 30 | MUSIC! MUSIC! MUSIC! | Ames Brothers | Coral 60153-ASCAP |

CHILDREN'S RECORDS

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

| POSITION | Weeks to date | Last Week | This Week | Record Title | Artist | Label |
|----------|---------------|-----------|-----------|---|--------------------------------------|--------------------------------|
| 8 | 1 | 1 | 1 | CINDERELLA (Two Records) | I. Woods and Others | V(78)Y-399; (45)WY-399 |
| 4 | 2 | 2 | 2 | HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records) | B. Boyd-A. Clyde-R. Brooks | Cap CBX 3058 |
| 2 | 7 | 3 | 3 | PETER COTTONTAIL (One Record) | G. Autry | Col(78)38750; (33)11-575 |
| 15 | 5 | 4 | 4 | HOWDY DOODY AND THE AIR-O-DOODLE (Two Records) | Bob Smith-H. Rene Ork | V(78)Y-397; (45)WY-397 |
| 3 | 3 | 5 | 5 | PETER COTTONTAIL (One Record) | M. Shiner | Dec 46221 |
| 32 | 6 | 6 | 6 | BUGS BUNNY IN STORYLAND (Two Records) | Mel Blanc-A. Livingston | Cap DBX 3021 |
| 2 | 14 | 7 | 7 | PETER COTTONTAIL (One Record) | F. Luther | Dec K-1 |
| 26 | 12 | 8 | 8 | WOODY WOODPECKER AND HIS TALENT SHOW (Two Records) | M. Blanc-B. May Ork | Cap(78)DBX 3032; (45)CBXF 3032 |
| 95 | 10 | 9 | 9 | BOZO AT THE CIRCUS (Two Records) | Alan Livingston-Vance "Pinto" Colvig | Cap BDX-34; DBX-114 |
| 95 | 4 | 10 | 10 | LITTLE TOOT (One Record) | Don Wilson-The Starlighters | Cap(78)DAS-80; (45)CAF5 3001 |
| 29 | 8 | 11 | 11 | LITTLE ENGINE THAT COULD (Two Records) | P. Wing | V Y-341 |
| 18 | — | 11 | 11 | DUMBO (Three Records) | Shirley Temple | V Y-382 |
| 2 | — | 11 | 11 | TEDDY BEAR'S PICNIC (One Record) | P. Green Ork | MGM 30194 |

CLASSICAL SINGLES

| | | | | | | |
|-----|---|---|---|-----------------------|---|---------------------------|
| 231 | 1 | 1 | 1 | Clair de Lune | Jose Iturbi | V(78)11-8851; (45)49-0176 |
| 2 | 2 | 2 | 2 | O Sole Mio | Mario Lanza | V(78)12-1106; (45)49-0902 |
| 175 | — | 3 | 3 | Jalousie | Boston Pops Ork, Arthur Fiedler, conductor | V 12160 |
| 169 | 5 | 4 | 4 | Warsaw Concerto | Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist | V(78)11-8863; (45)49-0252 |
| 42 | 3 | 5 | 5 | Bachianas Brasileiras | B. Sayao | Col 71760-D |

CLASSICAL ALBUMS

| | | | | | | |
|----|---|---|---|--|---|---|
| 7 | 1 | 1 | 1 | Bach: Well-Tempered Clavichord (Six Records) | W. Landowska | V(78)DM 1338; (45)WDM 1338 |
| 2 | 3 | 2 | 2 | Tchaikovsky: Swan Lake (Five Records) | St. Louis Symphony Ork., Vladimir Golschmann, conductor | V(78)DM 1028; (45)WDM 1028; (33)LM 1003 |
| 2 | 5 | 3 | 3 | That Midnight Kiss (Three Records) | Mario Lanza-R.C.A. Victor Ork | V(78)DM 1330; (45)WDM 1330 |
| 2 | 3 | 4 | 4 | Tchaikovsky: Sleeping Beauty (Six Records) | L. Stokowski | V(78)DM 1205; (45)WDM 1205; (33)LM 1010 |
| 12 | 5 | 5 | 5 | I Can Hear It Now Vol. II (Five Records) | Edward R. Murrow, narrator F. W. Friendly | Col(78)MM881; (33)ML 4261 |

POP ALBUMS

| | | | | | | |
|----|---|----|----|--|----------------------------|--|
| 47 | 1 | 1 | 1 | SOUTH PACIFIC (Seven Records) | Mary Martin-Ezio Pinza | Col(78)MM-850; (33)ML-4180 |
| 6 | 2 | 2 | 2 | CINDERELLA (Two Records) | I Woods and Others | V(78)Y-399; (45)WY-399 |
| 10 | 4 | 3 | 3 | GENTLEMEN PREFER BLONDES (Seven Records) | Original Broadway Cast | Col(78)MM-895; (33)ML-4290 |
| 2 | — | 3 | 3 | INNOVATIONS IN MODERN MUSIC (Four Records) | Stan Kenton Ork | Cap(78)EDL-189; (45)KDM-189; (LP)P-189 |
| 11 | 6 | 5 | 5 | DIXIE BY DORSEY (Four Records) | J. Dorsey Ork | Col(78)C-196; (33)CL-6095 |
| 31 | 5 | 6 | 6 | JOLSON SINGS AGAIN (Four Records) | A. Jolson | Dec(78)716; (33)DLP-5006 |
| 4 | 3 | 6 | 6 | RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN (Three Records) | R. Flanagan | V(78)P-268; (45)WP-268 |
| 1 | — | 8 | 8 | SAMMY KAYE PLAYS IRVING BERLIN (Three Records) | S. Kaye Ork | V(78)P-266; (45)WP-266 |
| 24 | 7 | 9 | 9 | THAT MIDNIGHT KISS (Three Records) | Mario Lanza-RCA Victor Ork | V(78)DM-1330; (45)WDM-1330 |
| 1 | — | 10 | 10 | WAYNE KING PLAYS JOHANN STRAUSS (Three Records) | W. King Ork | V(78)P-270; (45)WP-270 |
| 1 | — | 10 | 10 | YOUNG MAN WITH A HORN, A (Four Records) | Doris Day-H. James Ork | Col(78)C-198; (33)CL-6106 |

Dealer Doings

PIN-UP BOARD . . . Weinberg's Music Shop, Lexington, Va., has set up a bulletin board to which they affix clippings of interest to record buyers. Recent examples of the material to be found on the "pin-up board" were an article on zither music, newspaper stories on the "battle of the speeds" and cartoons clipped from magazines and relating to phonograph records. According to the shop, the board serves the double purpose of keeping the customer informed and entertained, as well as an attention-getting display.

NEWS AND CHATTER . . . In conjunction with Anton Karas's engagement at the Sheraton Hotel, Detroit, Grinnell's in that city staged a personal appearance stunt for the zither musician at which he autographed his disks for record department customers. . . . As a test of the drawing power of ads placed in local papers, Rosenblatt's Record Shop, Hartford, Conn., offered a free package of phono needles or a set of comic books to anyone bringing in a clipping of a newspaper ad announcing a special half-price sale. . . . Philadelphia area dealers were notified by Paul Knowles, manager of the local RCA Victor record distributor, that standing orders were being discontinued. . . . May is the date set by President Nat Fisher for the annual banquet of the Philadelphia Retail Record Dealers' Association. . . . Penn Street Zeswitz music store, Reading, Pa., reports a successful tie-in with the local theater playing "This Wine of Love." Plenty of Donizetti disks were sold, according to the shop. . . . Mark Music, Milwaukee, claims that children's records on 45 r.p.m. are the biggest sellers on that speed, especially readers. . . . Al Sidel's Music Store, Seattle, changed ownership and is now known as the Downtown Music Shop.

DISCOUNT TWIST . . . The W. N. C. Book Store, Canton, N. C., claims to have found a simple way to hype disk sales via a "profit sharing plan" best described in a note from manager Charles M. Wood. "For several months I have been giving out cards with squares to be punched out on a purchase of a record. When all 24 squares have been punched, the customer gets a free storage album. Since these albums cost only 48 cents, the plan calls for an expenditure of only 2 cents per record—and it's good advertising. When we ran out of cards I adapted a profit sharing coupon which I had from another business. Instead of punches, etc., each coupon is marked as being worth 2 per cent of a customer's purchase redeemable in merchandising only. These coupons will replace my former system. I believe this will keep the customers coming back."

SALE RESULTS . . . Marking down the price on a special group of shellac records helped boost sales on the store's regular stock, claims the Spence Music Shop, Whitinsville, Mass. Advertising certain albums at "half-off" and singles at 25 cents each or five for \$1, Bob Spence reports that a load of sale merchandise was moved, but "we sold a lot more of our stock at regular prices." The sale created additional week-end traffic, but, says Spence, almost every customer who came in for sale disks also bought regular merchandise.

SELL ONE, SELL ALL . . . "I'm just about fed up with people who denounce one type of music while praising another," writes Sophie Rakka, manager of the Cudahy Record Shop, Cudahy, Wis. "All this talk just doesn't add up. No matter what the 'experts' say, there will always be people who like jazz, or hillbilly, or classical or popular music. I don't know a note of music, but in selling records over the counter, I find that no type of music outshines any other. If the customer likes the record, it sells. And the customer is always right. The public may read all the articles on music trends, but it will still buy the records it prefers. Why all this feudin' and fussin'?"

FREE LOLLIPOPS . . . The Carlisle Radio & Record Shop, Carlisle, Pa., is taking full advantage of the demand for the "Peter Cottontail" disks. Renee Manola reports that each child who buys a copy of the record gets a free lollipop. The stunt is advertised over the air and in the newspapers. Plenty of the kids are bringing in their friends for the free sweet. Children's hands are so easily filled, says Mrs. Manola, and giving away a lollipop is an inexpensive bit of good-will promotion.

MADDENING! . . . EARTH SHAKING!

This is it!

THE SONGS (?)

CHINESE 騾車 (Pronounced "Mule Train")

MULE TRAIN

AND

RIDERS IN THE SKY

THE PLACE

RCA VICTOR Records

(45 rpm 47-3741 78 rpm 20-3741)

THE DIRECTOR

SPIKE JONES

ANOTHER COLUMBIA HIT!

FEATURE - PLAY - SELL



DINAH SHORE

THE

SCOTCH

SAMBA

AND

"I NEVER HAD A WORRY IN THE WORLD"

COLUMBIA RECORD 38780

OR 7-INCH LP 1-599

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originator of LP Records
For Uninterrupted Listening Pleasure

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

Based on reports received last three days of Week Ending March 31

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 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

| POSITION | | Weeks Last / This to date | | Title | | Artist | | Label | |
|---|----|---------------------------|--|--|---------------------------------------|--------------|-------------------|--------------------|--|
| 8 | 2 | 1 | | MUSIC! MUSIC! MUSIC! | T. Brown | London | 604 | ASCAP | |
| 11 | 1 | 2 | | CHATTANOOGIE SHOE SHINE BOY | R. Foley | Dec | 46205 | BMI | |
| 5 | 3 | 3 | | IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE | E. Barton | National | 9107 | Mercury 5392—ASCAP | |
| 10 | 7 | 4 | | IT ISN'T FAIR | S. Kaye Ork. | V78123-3609 | (45147-3115—ASCAP | | |
| 12 | 3 | 5 | | RAG MOP | Ames Brothers | Coral | 60140 | BMI | |
| (Foggy River Boys, Dec 48214; J. Dorsey, Cal 78138710, (3331-499; J. James, 4 Star 1419; E. Daniels, 4 Star 1414; Bradford & Romazo, V778120-3685, (45147-3206; L. McLaughlin, Cal 20669; Pee Wee King, V178121-0167, (45148-0179; R. Huged Trio, Cap 40284; J. Liggins, Specialty 350; Starrlighters-P. Weston Ork., Cap 781844, (4517844; D. Salmage, Regal 3251, J. Bond Ork., MGM 10627; E. Howard, Mer 5371) | | | | | | | | | |
| 7 | 9 | 6 | | SENTIMENTAL ME | Ames Brothers | Coral | 60148 | Coral 60173—ASCAP | |
| (M. Lou Harp, Autograph 813; R. Anthony Ork-R, Deawille, Cap 923; Ray-O Voca, Dec 48141; R. Morgan, Dec 24934; K. Griffin, Ronda R-213) | | | | | | | | | |
| 21 | 4 | 7 | | THERE'S NO TOMORROW | T. Martin | V178120-3582 | (45147-3078—ASCAP | | |
| (C. Ravenna, Dec 24782; C. Spilak Ork, London 554; A. Dale, Harmony 1078; H. Winerholter, Cal 36536) | | | | | | | | | |
| 9 | 6 | 7 | | CRY OF THE WILD GOOSE, THE | F. Lahee | Mercury | 5363 | BMI | |
| (A. Mooney Ork, MGM 10651; Tennessee Erin, Cap 78140280, (45) F400280; J. Gilligan, 4 Star 1436; B. Darnel, Coral 60143; J. Marine, Dec 24875) | | | | | | | | | |
| 5 | 13 | 9 | | THIRD MAN THEME, THE | G. Lombardo Ork. | Dec | 24899 | ASCAP | |
| 9 | 12 | 10 | | I SAID MY PAJAMAS | T. Martin and F. Warren-M. Rese Ork | V178120-3613 | (45147-5119—ASCAP | | |
| 11 | 11 | 11 | | QUICKSILVER | B. Crosby-Andrew Sisters | Dec | 24827 | ASCAP | |
| (D. Day, Cal 78138638 (LP) 1-407; E. Britt-R. Allen, V178121-0157, (45) 48-0168; C. Morrow, varsity 257) | | | | | | | | | |
| 4 | 18 | 11 | | MUSIC! MUSIC! MUSIC! | F. Martin Ork. | V178-20-3643 | (45147-3217—ASCAP | | |
| 5 | 8 | 13 | | MUSIC! MUSIC! MUSIC! | C. Cavaliere Ork. | Dec | 24881 | ASCAP | |
| 3 | 24 | 13 | | IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE | G. Gibbs-M. Kaminski's Dixielanders | Coral | 60169 | ASCAP | |
| 10 | 10 | 15 | | CHATTANOOGIE SHOE SHINE BOY | Big Crosby-V. Schaen Ork. | Dec | 24863 | BMI | |
| 3 | 26 | 16 | | CANDY AND CAKE | A. Godfrey | Cal 78138721 | (3331-547—ASCAP | | |
| (R. Anthony Ork-B. Halden, Cap 933; M. Ellen Quartet-B. Scott, MGM 10654; M. Carson, V178120-3681, (45147-3234; E. Knight, Dec 24943) | | | | | | | | | |
| 3 | 18 | 17 | | DEARIE | G. Lombardo Ork. | Dec | 24899 | ASCAP | |
| 5 | 16 | 18 | | DADDY'S LITTLE GIRL | Milt Brothers | Dec | 24872 | BMI | |
| 7 | 22 | 19 | | ENJOY YOURSELF | G. Lombardo Ork. | Dec | 24825 | ASCAP | |
| 10 | 13 | 20 | | RAG MOP | L. Hampton | Dec | 24855 | BMI | |
| 6 | — | 21 | | GOOS WERE ANGRY WITH ME, THE | M. Whiting-J. Weisly | Cap 781820 | (45) F-800—BMI | | |
| (O. Bradley Quintet, Coral 60152; E. Wilson-D. Thomas, Dec 24868) | | | | | | | | | |
| 1 | — | 21 | | PETER COTTONTAIL | M. Shiner | Dec | 46221 | BMI | |
| 2 | 26 | 23 | | DEARIE | E. Herman-R. Balger | Dec | 24873 | ASCAP | |
| 2 | 25 | 24 | | IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE | B. Strong Ork. | Cap 781916 | (45) F-818—ASCAP | | |
| 10 | 22 | 25 | | RAG MOP | J. L. With | Bullet | 876 | BMI | |
| 4 | 18 | 25 | | MUSIC! MUSIC! MUSIC! | Ames Brothers | Coral | 60153 | ASCAP | |
| 4 | 21 | 25 | | CANDY AND CAKE | M. Carson | V178120-3681 | (45147-3204—ASCAP | | |
| 3 | 25 | 25 | | GO TO SLEEP, GO TO SLEEP, GO TO SLEEP | M. Martin and A. Godfrey-A. Beyer Ork | Cal 78138744 | (3331-549—ASCAP | | |
| (M. Carson-D. Cornell-H. Bone Ork, V178120-3718, (45147-3718; B. Garrett-L. Paris, MGM 10667; I. Precourt-G. Irving-S. Donahue Ork, Dove 2873) | | | | | | | | | |
| 2 | 26 | 25 | | DEARIE | J. Stafford-G. MacRae | Cap 781850 | (45) F-850—ASCAP | | |
| 2 | 26 | 25 | | SWAMP GIRL | F. Lahee-C. Fisher-H. Geller Ork. | Mercury | 7813790 | (45) 5390X45—BMI | |
| 1 | — | 25 | | PETER COTTONTAIL | G. Auby | Cal 78138750 | (3331-575—BMI | | |

WARNING!

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

**"THAT
OLD
PIANO
ROLL
BLUES"**

2 TOP RECORDS
of a Sparkling
**DIXIELAND
TUNE!**



the
Original Version
by
THE JUBALAIRES

WITH RHYTHM ACCOMPANIMENT

78 rpm No. 845 45 rpm No. F845

the
Dance Version
by
JAN GARBER

AND HIS ORCHESTRA

Vocal duet by
ERNIE MATHIAS AND BILL KLEEB

78 rpm No. 970 45 rpm No. F970



ANOTHER COLUMBIA HIT!

BURL

IVYES

RIVER OF SMOKE

AND

The Bachelor's Life

WITH THE

MEN OF SONG

ORCHESTRA UNDER THE DIRECTION OF NORMAN LEYDEN

COLUMBIA RECORD 38745 OR 7-INCH LP 1-570

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originator of LP Records For Uninterrupted Listening Pleasure

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

Based on reports received last three days of Week Ending March 31

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 customer's purchase country and Western records.

| Weeks to date | Last Week | This Week | POSITION | | Record | Label |
|---------------|-----------|-----------|----------|------|---|----------------------------------|
| | | | 1950 | 1949 | | |
| 12 | 1 | 1 | 1 | 1 | CHATTANOOGIE SHOE SHINE BOY...R. Felcy | Dec 46205—BMI |
| | | | | | Sugarfoot Rag | |
| | 2 | 2 | 2 | 2 | LONG GONE LONESOME BLUES...H. Williams | MGM 10645 |
| | | | | | My Son Calls Another Man Daddy | |
| 9 | 8 | 3 | 3 | 3 | BROKEN DOWN MERRY-GO-ROUND...M. Whiting-J. Wakely | Capitol 781800, (45)F800—BMI |
| | | | | | Gods Were Angry With Me, The | |
| 4 | 9 | 4 | 4 | 4 | I'LL SAIL MY SHIP ALONE...M. Mullican | King 830—BMI |
| | | | | | Moon's Tune | |
| 1 | — | 5 | 5 | 5 | PETER COTTONTAIL...G. Aulry | Col 78138750, (33)1-575—BMI |
| | | | | | Funny Little Bunny | |
| 7 | 7 | 6 | 6 | 6 | I LOVE YOU BECAUSE...E. Tubb | Dec 46213—BMI |
| | | | | | Unfaithful One | |
| — | — | 7 | 7 | 7 | PETER COTTONTAIL...M. Shiner | Dec 46221—BMI |
| | | | | | Floppy | |
| 7 | 3 | 8 | 8 | 8 | CRY OF THE WILD GOOSE, THE...Tennessee Ernie | Capitol 78140280, (45)F40280—BMI |
| | | | | | Donkey Serenade, The | |
| 5 | 4 | 9 | 9 | 9 | GODS WERE ANGRY WITH ME, THE...M. Whiting-J. Wakely | Capitol 781800, (45)F800—BMI |
| | | | | | Broken Down Merry-Go-Round | |
| 6 | 5 | 10 | 10 | 10 | LETTERS HAVE NO ARMS...E. Tubb | Dec 46207—BMI |
| | | | | | I'll Take a Back Seat for You | |

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.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Ain't You Ashamed
B. Aitcher (Smoke Comes) Cap 973
- Back Fat Boogie
N. Esposito (Wrong Joe) Four Star 1424
- Be Careful, Little Darlin'
D. Jones (Houston Texas) Freedom F-5001
- Blue Yodel No. 1
Cousin B. Rodgers (Driftin') Macy's 125
- Boogie Woogie Cowboy
D. Martin (It's Lonesome) Mer 6250
- Boogie Woogie Highball
J. L. Willis (Coyote Blues) Bullet 711
- Buffalo Gals
The Pinetoppers (First Two) Coral 64035
- Cat's Around
H. Choates (Gra Mamou) Macy's 125
- Coming Round the Mountain
C. Gant Trio (Don't Leave) Four Star 1452
- Coyote Blues
J. L. Willis (Boogie Woogie) Bullet 711
- Crazy Mountain Jamboree
"Lazy" Bill Huggins-J. Bennon Trio (Why Must) Slate 6021
- Deal Me a Hand
B. Haley-Saddle Men-B. Williamson (Ten Gallon) Keystone 5101
- Dirty Shame Saloon
C. Norman (Playing on) Mer 5385
- Don't Leave Me
I. Joe Hunter (Coming Round) Four Star 1452
- Driftin'
Cousin B. Rodgers (Blue Yodel) Macy's 125
- First Two Gents Cross Over, The
The Pinetoppers (Buffalo Gals) Coral 64035
- Foggy Mountain Breakdown
L. Flatt-E. Scruggs (No Mother) Mer 6247
- C. Boone (Wedding Belts) Mer 6248
- Get Your Kisses While You Can
C. Boone (Wedding Belts) Mer 6248
- Gra Mamou
H. Choates (Cat's Around) Macy's 124
- Houston Texas Blues
D. Jones (Be Careful) Freedom F-3001
- I Hauled Off and Lov'd Her
B. Nettles (Life's Road) Mer 6249
- I Wish You Were Jealous of Me
M. Dee and Skinner (Old Pals) Command 5020
- I'm Not To Blame
B. Haley-Saddle Men (Susan Van) Keystone 5102
- I'm Thinking Tonight of My Blue Eyes
Denver Darling (Silver Dollar) Dec 46225
- It's Lonesome Out Tonight
D. Martin (Boogie Woogie) Mer 6250
- John Henry
S. Holmes (Mama Blues) Dec 24963
- Life's Road of Sorrow
B. Nettles (I Hauled) Mer 6249
- Mama Blues
S. Holmes (John Henry) Dec 24963
- My Heart Belongs to You
J. Davis (Take Care) Dec 46226
- No Mother or Dad
L. Flatt-E. Scruggs (Foggy Mountain) Mer 6247
- Old Pals Are the Best Pals After All
M. Dee and Skinner (I Wish) Command 5020
- Playing on the Zither
C. Norman (Dirty Shame) Mer 5387
- River of Tears
R. Barclay-P. Duncan (Tongue Tied) Webster W-506
- Silver Dollar
Denver Darling (I'm Thinking) Dec 46225
- Smoke Comes Out of My Chimney
B. Aitcher (Ain't You) Cap 973
- Susan Van Dusan
B. Haley-Saddle Men (I'm Not) Keystone 5102
- Take Care of My Heart
J. Davis (My Heart) Dec 46226
- Ten Gallon Sletson
B. Haley-Saddle Men (Deal Me) Keystone 5101
- They Tell Me I'm Crazy
L. and T. Thompson (Waltz on) Col 20682
- Tongue Tied Boy
R. Barclay-P. Duncan (River of) Webster WE-506
- Waltz of Shawnee, The
L. and T. Thompson (They Tell) Col 20682
- Wedding Belts No. 2
C. Boone (Get Your) Mer 6248
- Why Must I Be Alone
"Lazy" Bill Huggins-J. Bennon Trio (Crazy Mountain) Slate 6021
- Wrong Joe Blues
N. Esposito (Back Fat) Four Star 1424

**"MAMMULEE"
BOOGIE**

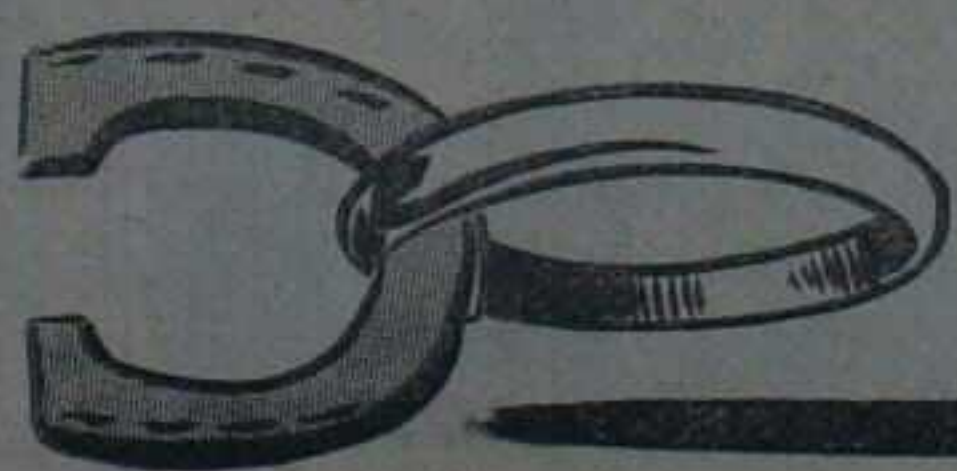
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OF THE YEAR!!!**

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JIM BOYD



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Teresa Brewer



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The **Billboard** MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VI

Based on reports received last three days of Week Ending March 31

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 |
|----------|---------------|-----------|-----------|---|---------------------------------|
| 11 | 1 | | | 1. CHATTANOOGIE SHOE SHINE BOY... R. Foley | Dec 46205—BMI |
| 2 | 2 | | | 2. I'LL SAIL MY SHIP ALONE... M. Mulligan | King 830—BMI |
| 14 | 4 | | | 3. TAKE ME IN YOUR ARMS AND HOLD ME... E. Arnold | VI78121-0146; (45)48-0150—BMI |
| 5 | 5 | | | 4. BLOODSHOT EYES... H. Penny | King 828—BMI |
| 1 | — | | | 4. LONG GONE LONESOME BLUES... H. Williams | MGM 10645 |
| 1 | — | | | 6. QUICKSILVER... E. Britt-R. Allen | VI78121-0157; (45)48-0168—ASCAP |
| 10 | 7 | | | 7. RAG MOP... J. L. Wills | Bulet 696—BMI |
| 5 | 10 | | | 7. I JUST LIKE THIS KIND OF LIVIN'... H. Williams | MGM 10609 |
| 10 | — | | | 7. TENNESSEE BORDER NO. 2... E. Tubb-R. Foley | Dec 46200—BMI |
| 5 | — | | | 7. GODS 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 1,100 disk jockeys specializing in country and Western tunes.

| POSITION | Weeks to date | Last Week | This Week | Record | Label |
|----------|---------------|-----------|-----------|--|---------------------------------|
| 12 | 1 | | | 1. CHATTANOOGIE SHOE SHINE BOY... R. Foley | Dec 46205—BMI |
| 18 | 2 | | | 2. I LOVE YOU BECAUSE... L. Payne | Cap 57-40238—BMI |
| 2 | — | | | 3. LONG GONE LONESOME BLUES... H. Williams | MGM 10645 |
| 7 | 4 | | | 4. LETTERS HAVE NO ARMS... E. Tubb | Dec 46207—BMI |
| 4 | 5 | | | 5. I'LL SAIL MY SHIP ALD... Moon Mulligan | King 830—BMI |
| 7 | 3 | | | 6. QUICKSILVER... E. Britt-R. Allen | VI78121-0157; (45)48-0168—ASCAP |
| 1 | — | | | 7. PETER COTTONTAIL... G. Autry | Cap(78)38750; (33)1-575—BMI |
| 9 | 10 | | | 8. CRY OF THE WILD GOOSE, THE... Tennessee Ernie | Cap(78)40280; (45)F-40280—BMI |
| 2 | 6 | | | 9. PETER COTTONTAIL... M. Shiner | Dec 46221—BMI |
| 1 | — | | | 9. PETER COTTONTAIL... J. Wakely | Cap(78)929; (45)F-929—BMI |

FOLK TALENT AND TUNES

By Johnny Sippel

Uncle Ollie, WJZM, Clarksville, Tenn., reports that Roy Acuff will open his Dunbar Cave there around April 1, using h. b. shows every Sunday. Ollie is booking the acts and plugging the shows on his air time. . . . Dick Jones, KULP, El Campo, Tex., reports that Fuzzy Whitener and the Blue Bonnet Boys have added two new men, Clyde Graham, steel guitar, and Bob Byrd, singing bassman. Fred Watkins, KVOU, Uvalde, Tex., would like autographed pix of h. b. and Western stars for his studio walls. . . . Frank Porter, WLEE, Richmond, Va., writes that Dewey Ritter is inking with MGM platters. . . . Van Darby, WKPA, Charleston, W. Va., reports that he is getting top reaction to "Need More Love," a hymn by the Shining Light Quartet on M&L label. . . . Duke Bowman, WLOH, Princeton, W. Va., has inked with King Records.

Artists' Activities: Elton Britt (Victor) will work theaters and one-nighters in the Canadian and Northwest territory until June 1, when he starts the park circuit. . . . Al Dexter (Columbia) reported a complete loss when his Bridgeport Club, Dallas, burned March 6. Included in the \$38,000 fire were the instruments of the Rowe brothers (Columbia), who appeared there. . . . Red Foley (Decca) starts a split-network daily ainer over NBC at 9 a.m. (EST) soon. . . . Tex Williams (Capitol) has a new half-hour package which is being considered by NBC for network use this summer as a replacement. . . . Tim Ferguson, owner of the Downs Drive-In Theater, outside of Dallas, reports that he is seeking h. b. artists for personals in the theater.

Doc Cassidy, Louisville, beginning April 5, will start a new weekly jamboree at the Elks Theater, New Albany, Ind., starring the talent at WLOU, Louisville. Lee Smith is emcee, working with Cliff Mercer, d. j., and the Calico Kid, with guests from other stations. . . . Jack Clifton, WADC, Akron, d. j., is emceeing a morning jamboree starring the Cimmaron Rangers, the Prairie Pals and the Harmonitones. . . . Don Reynolds, the Australian yodeler now working in the Los Angeles area, will cut sides for Cormac. . . . Little Doc Wheeler and his Oklahoma Fun-Makers are now at WIFM, Elkin, N. C., with Bill Daye. . . . Atlantic, the New York diskery, has taken over masters by the Howington brothers, and the Tennessee Haymakers. The boys are still working at the Dixie Pig, Washington. They formerly waxed for DC Records.

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



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*And Make
Yourself Comfortable
While Sales And Nickels
Start Rollin' In!*

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"WILHEMINA"

MERCURY 5401
45 RPM-5401X45



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The Billboard MUSIC POPULARITY CHARTS

PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending March 31

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 to date | | Last Week | | This Week | | Record | |
|----------|---|-----|------------------------------------|--------------------------------------|-----------|---|-----------|----|----------------------|--|
| | | | | | | | | | | |
| 10 | 1 | 1. | DOUBLE CROSSING BLUES | J. Otis-Little Esther and the Robins | 10 | 1 | 1 | 1 | SAVOY 731 | |
| | | | Back Alley Blues | SAVOY 731 | | | | | | |
| 12 | 2 | 2. | I ALMOST LOST MY MIND | Ivory Joe Hunter | 12 | 2 | 2 | 2 | MGM 10578-BMI | |
| | | | If I Give You My Love | | | | | | | |
| 4 | 9 | 9. | I ONLY KNOW | D. Washington | 4 | 9 | 9 | 9 | Mercury 8163-BMI | |
| | | | New York, Chicago, and Los Angeles | | | | | | | |
| 1 | — | 4. | MISTRUSTIN' BLUES | The Robins-Little Esther | 1 | — | 4 | 4 | SAVOY 731 | |
| | | | Misery | | | | | | | |
| 22 | 5 | 5. | FOR YOU MY LOVE | L. Darnell | 22 | 5 | 5 | 5 | Regal 3240-BMI | |
| | | | Lost My Baby | | | | | | | |
| 7 | 4 | 6. | WHY DO THINGS HAPPEN TO ME? | R. Hawkins | 7 | 4 | 6 | 6 | Modern 20-734 | |
| | | | Royal Hawk | | | | | | | |
| 1 | — | 7. | EASTER BOOGIE | Freddie Mitchell | 1 | — | 7 | 7 | Derby 733 | |
| | | | Idaho Boogie | | | | | | | |
| 6 | 3 | 8. | INFORMATION BLUES | R. Milton and His Solid Senders | 6 | 3 | 8 | 8 | Specialty SP-349-BMI | |
| | | | My Sweetheart | | | | | | | |
| 3 | 6 | 9. | RAINING IN MY HEART | Peppermint Harris | 3 | 6 | 9 | 9 | Sittin' In 343 | |
| | | | My Blues Have Rolled Away | | | | | | | |
| 2 | 4 | 10. | CRY, CRY, BABY | Ed Wiley | 2 | 4 | 10 | 10 | Sittin' In 345 | |
| | | | Blues After Blues | | | | | | | |
| 1 | — | 10. | IT ISN'T FAIR | D. Washington | 1 | — | 10 | 10 | Mercury 8163-ASCAP | |
| | | | Journey's End | | | | | | | |

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 to date | | Last Week | | This Week | | Record | |
|----------|---|----|-----------------------------|--------------------------------------|-----------|---|-----------|---|---------------------------|--|
| | | | | | | | | | | |
| 10 | 1 | 1. | DOUBLE CROSSING BLUES | J. Otis-Little Esther and the Robins | 10 | 1 | 1 | 1 | SAVOY 731 | |
| | | | | | | | | | | |
| 14 | 4 | 2. | I ALMOST LOST MY MIND | Ivory Joe Hunter | 14 | 4 | 2 | 2 | MGM 10578-BMI | |
| | | | WHY DO THINGS HAPPEN TO ME? | R. Hawkins | | | | | Modern 20-734 | |
| 7 | 5 | 3. | INFORMATION BLUES | R. Milton and His Solid Senders | 7 | 5 | 3 | 3 | Specialty SP-349-BMI | |
| | | | | | | | | | | |
| 2 | 9 | 5. | I LIKE MY BABY'S PUDDING | W. Harris | 2 | 9 | 5 | 5 | King 4342-BMI | |
| | | | FAT MAN, THE | Fats Domino | | | | | Imperial 3058 | |
| 7 | 2 | 6. | I ONLY KNOW | D. Washington | 7 | 2 | 6 | 6 | Mercury 8163-BMI | |
| | | | RAG MOP | L. Hampton Ork | | | | | Dec 24855-BMI | |
| 4 | 5 | 8. | THREE TIMES SEVEN EQUALS | J. King | 4 | 5 | 8 | 8 | Imperial 5055 | |
| | | | TWENTY-ONE | | | | | | | |
| 3 | — | 8. | FOR YOU MY LOVE | King Cole Trio-N. Lutch | 3 | — | 8 | 8 | Cap 283847; (45)F-847-BMI | |
| | | | | | | | | | | |
| 1 | — | 8. | MISTRUSTIN' BLUES | The Robins-Little Esther | 1 | — | 8 | 8 | SAVOY 731 | |
| | | | EASTER BOOGIE | Freddie Mitchell | | | | | Derby 733 | |

ADVANCE RHYTHM & BLUES RECORD RELEASES

- | | |
|---|--|
| <p>At Night The Orioles (Every Dog-Gone) Jubilee 5025</p> <p>Beer Drinkin' Baby B. Valentine Ork (How Long) Mer 8173</p> <p>Central Avenue Blues A. Winter (Barcarole Boogie) International 701</p> <p>Don't Never Trust a Woman J. Stewart Ork (Life of) Freedom F 1534</p> <p>Don't Tell Me Nothin' About My Man B. Booze (I'm Gonna) Apollo 419</p> <p>Early Morning Blues J. Peterson Ork (Hay Ride) Gotham G-228</p> <p>Every Dog-Gone Time The Orioles (At Night) Jubilee 5025</p> <p>Get Off, Mama H. Crafton (I Can't) Gotham G-227</p> <p>Hayride J. Preston Ork (Early Morning) Gotham G-228</p> <p>How Long, How Long Blues B. Valentine Ork (Beer Drinkin') Mar 8173</p> <p>I Can Dream, Can't I? R. Brown (Sentimental Journey) Atlantic 905</p> <p>I Can't Forget H. Crafton (Get Off) Gotham G-227</p> <p>I Got Your Water On Ivory Joe Hunter (Please Don't) King 4347</p> <p>I Guess I Was Born To Lose P. Martin (Marie) Gotham G-229</p> | <p>I Want a Girl A. Winter (My Gal) International 711</p> <p>I'm Gonna Put You Down B. Booze (Don't Tell) Apollo 419</p> <p>I'm Gonna Stop J. Brown Ork (Red Pepper) Dec 48146</p> <p>I'm So Afraid L. Johnson (Troubles Ain't) King 4346</p> <p>It Isn't Fair D. Washington-T. Stewart's Ork (Journey's End) Mer 8169</p> <p>Journey's End D. Washington-T. Stewart's Ork (It Isn't) Mer 8169</p> <p>Life of a Poor Man J. Stewart Ork (Don't Never) Freedom F-1534</p> <p>Marie P. Martin (I Guess) Gotham G-229</p> <p>My Gal Gal A. Winter (I Want) International 711</p> <p>Pink Champagne J. Liggins (Sentimental Lover) Specialty SP-355</p> <p>Please Don't Cry Anymore Ivory Joe Hunter (I Got) King 4347</p> <p>Red Pepper in My Pipe J. Brown Ork (I'm Gonna) Dec 48146</p> <p>Sentimental Lover J. Liggins (Pink Champagne) Specialty SP-355</p> |
|---|--|

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews

PART VIII
 THE BILLBOARD
 TRADE SERVICE FEATURE

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

Ratings Are Determined Records are reviewed three times (1) for retailers, (2) for operators, (3) for disk jockeys. Each time on the basis of key categories. Each category is assigned a maximum number of points within which new releases are being on results of a survey of the music now being conducted. N. S. means a record is not suitable for approval within the market. Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; 'name' value, 15; record quality (etc.), 5; music publisher's air performance potential, 10; exploitation and advertiser's-promotion film, legit and other "plug" aids, 10; manufacturer's production power, 10; manufacturer's production efficiency, 5.

RATINGS
 OVER-ALL
 DISK JOCKEY
 RETAILER
 OPERATOR

ARTIST **TUNES**
BEL AND NO. **COMMENT**

| ARTIST | TUNES | POPULAR | DISK JOCKEY | RETAILER | OPERATOR |
|--|---|----------------|-------------|----------|----------|
| ANK INAROWSKI ORK Three Beaus and Peep) ca 2070 | Coal Miner Polka Rousing, rhythmic polka, with excellent group vocal is for the pop-polka market. Should be big in mining areas, natch. | 80--80--80--80 | | | |
| | I Love To Dance Highly retentive polka melody is delivered in sock instrumental fashion. | 79--79--79--79 | | | |
| SON SISTERS ca 24937 | Old MacDonald Had a Farm Novel, tongue-twisting nonsense treatment could win plenty of jock play for this one. | 79--83--80--75 | | | |
| | Stranger in the House Blues-based novelty by Gordon Jenkins gets a full, rockin' rendition by the talented new group. | 72--75--72--70 | | | |
| KEY & HIS INGS OF XIELAND litol 951 | In the Mood Deep Dixieland addicts could go for this authentically styled version of the more modern swing classic. Armstrong's famous "Dippermouth" chorus played here by Sharkey. | 69--70--68--70 | | | |
| | Solo Mio Stomp Half tango-half Dixie version of "O Sole Mio" is a middy diverting novelty side. | 61--62--60--62 | | | |
| RGE WRIGHT g 15039 | Take Me Out to the Ball Game Colorful, dynamic pipe organ solo is for listening only in this production job. | 71--72--72--68 | | | |
| | Easter Parade Similar treatment of the Berlin perennial. Could do some fair seasonal business on the boxes. | 71--70--70--72 | | | |
| ANTHONY ORK Betty Holiday) litol 933 | Candy and Cake The Carson and Godfrey versions aren't likely to leave much pickin's for this lesser conception. | 70--70--70--70 | | | |
| | Where in the World (Ronnie Beauville) The low key of the vocal may be responsible partially for a lesser effort from this fine young crew. | 66--68--65--65 | | | |
| MELODEONS M 10674 | Why Do They Always Say No? Adequate, neat, polite coverage of the rousing gang-bang item which is showing symptoms of breaking big. | 69--68--68--70 | | | |
| | Put On an Old Pair of Shoes Another satisfying cover waxing of a Billy Hill revival which is making a bid for contemporary honors. | 70--70--70--70 | | | |
| NCIS CRAIG RK (Bob Lamm) M 10662 | Don't Make Me Sorry Craig tries for another "Near You" but misses the mark by plenty. It's not an unpleasant etching and should do modest business. | 72--72--70--74 | | | |
| | It Was Easter, I Remember Pretty ballad for the holiday season doesn't figure to accumulate much action at this late date. | 70--71--69--69 | | | |
| MONICA LEWIS Russ Case Ork) M 10673 | Plaything Monica's debut on MGM is encouraging. She sings this most attractive ballad compellingly with a neat Russ Case ork assist. | 73--74--73--72 | | | |
| | I Never Knew I Loved You With a group, the thrush makes a highly appealing clunk of wax with a fine mood ballad as the subject. | 82--84--80--82 | | | |
| NKIE LAINE Harry Geller Ork- arl Fischer) rcory 5390 | Swamp Girl Another smash for Laine with a talent slice of pop epic material as the vehicle. Geller's production backing sells it big all the way. | 93--94--92--92 | | | |
| | A Kiss for Tomorrow Laine delivers an appealing chant of a new and pretty ballad set in a beguine orking. | 81--82--82--80 | | | |
| GER COLEMAN Sam Mineo Ork) dern 204 | How Can You Say Goodbye? Coleman shows off a promising Tony Martin-ish tenor voice in the fourth new adaptation of "Santa Lucia." | 73--74--70--74 | | | |
| | Tell Me That You Love Me The singer turns in another fine job with the lovely oldie serving as the vehicle. | 69--72--66--69 | | | |
| IE HEYWOOD ndon 621 | The Piccolino Heywood's keyboarding seems uninspired here. It is not too well recorded either. | 64--66--63--63 | | | |
| | Summertime The pianist tries for another "Begin the Beguine" here but falls far short. It's a sound disking but the recording has a dull quality. | 67--69--66--66 | | | |
| NNY GUARNIERI lmetal 1005 | Basin Street Blues Smooth, polite jazz dished out by a small studio group spots the tasty, flashy keyboarding of Guarneri. | 66--68--65--65 | | | |
| | Keyboard Caprice Paganini's 24th Caprice serves as the foundation for another pianistic flight for Guarneri and more peppy chamber jazz. | 67--70--65--65 | | | |

(Continued on page 338)

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DOUGHNUT

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SONG

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 OR 7-INCH LP 1-583
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 For Uninterrupted Listening Pleasure

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 Charts.

- HOOP-DE-DOO**
ON THE OUTGOING TIDE Perry Como RCA Victor 28-374
 Standout two-sider has Como and the Fontane Sisters smacking thru with a corking production on "Hoop," an infectious polka à la "Beer Barrel." Flip, a fine waltz ballad, evokes memories of "Forever and Ever," both in content and a haunting Como performance. Mitch Ayres supplies the proper orchestra support for both.
- ON THE OUTGOING TIDE** Russ Morgan Ork. Decca 24964
 Jo Stafford Capitol 944
 Along with Como, both Morgan and Miss Stafford ring the bell with winning renditions of this promising tune. Morgan and Company deliver in a fetching, cheery style that augurs heavy juke play; Stafford offers the fun nostalgia angle with harmony support and Paul Weston orkley.
- WHERE IN THE WORLD** Gordon Jenkins Ork. Decca 24983
 In a flawless, ingratiating performance, Jenkins packages his sure-fire techniques to a lovely new ballad. Choral work, bass clef piano passage, and a superlatively projected vocal by Don Burke make a sock side. Flip, "Bewitched," is top grade, augurs plenty of play.
- I DON'T CARE IF THE SUN DON'T SHINE** Patti Page Mercury 5396
 A retentive new rhythm tune receives an inspired vocal from Miss Page. D'Artega Ork supports smartly. Flip, "I'm Gonna Paper All My Walls With Your Love Letters," is a happy popcorn bit that could score.
- JOSHUA** Ralph Flanagan Ork. Victor 20-3724
 Freshest commercial instrumental item in several years by the new hope of the band biz figures to lure plenty of collegiate and spinner action.

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. DREAM PEDDLER'S SERENADE Margaret Whiting Capitol 879
2. LA VIE EN ROSE Paul Weston Ork. Capitol 890
3. COUNT EVERY STAR Hugo Winterhalter Ork. Victor 20-3697
4. LET'S GO TO CHURCH NEXT SUNDAY Margaret Whiting-Jimmy Wakely Capitol 960
5. DARN IT, BABY, THAT'S LOVE Fran Warren-Tony Martin Victor 20-3710
6. BEWITCHED Bill Snyder Ork. Tower 1473
7. LOVELESS LOVE Charlie Spivak Ork. London 617
8. PETER COTTONTAIL Guy Lombardo Ork. Decca 24951
9. RAIN Toni Arden Columbia 38737
10. BABY, WON'T YOU SAY YOU LOVE ME? Billy Eckstine MGM 10643

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. CHOO'N GUM Teresa Brewer London 678
2. STORMY WEATHER MARCH Jerry Gray Ork. Decca 24912
3. THE OLD PIANO ROLL BLUES Cliff Steward Coral 60177
4. ARE YOU LONESOME TONIGHT? Blue Barron Ork. MGM 10628
5. C'EST SI BON Danny Kaye Decca 24932
6. THE OLD PIANO ROLL BLUES Lawrence (Piano Roll) Cook Abbey 15003
7. DREAM PEDDLER'S SERENADE Margaret Whiting Capitol 879
8. LET'S GO TO CHURCH NEXT SUNDAY Margaret Whiting-Jimmy Wakely Capitol 960
9. BABY, WON'T YOU SAY YOU LOVE ME? Billy Eckstine MGM 10643
10. RAIN Frank Petty Trio MGM 10667

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 tune the juke box operators think tomorrow's hits will be:

1. PETER COTTONTAIL Guy Lombardo Ork. Decca 24951
2. THE OLD PIANO ROLL BLUES Lawrence (Piano Roll) Cook Abbey 15003
3. DREAM PEDDLER'S SERENADE Margaret Whiting Capitol 879
4. CANDY AND CAKE Evelyn Knight Decca 24943
5. THE OLD PIANO ROLL BLUES Cliff Steward Coral 60177
6. RAIN Frank Petty Trio MGM 10669
7. CHOO'N GUM Teresa Brewer London 678
8. ARE YOU LONESOME TONIGHT? Blue Barron Ork. MGM 10628
9. BEWITCHED Bill Snyder Ork. Tower 1473
10. SHE'S MY EASTER LILY Dick Todd Rainbow 90038

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. LET'S GO TO CHURCH NEXT SUNDAY Margaret Whiting-Jimmy Wakely Capitol 960
2. LITTLE ANGEL WITH A DIRTY FACE Eddy Arnold Victor 21-0300
3. HILLBILLY FEVER Little Jimmy Dickens Columbia 20677
4. I'M A LONE WOLF Leon Payne Capitol 920
5. WHY SHOULD I CRY? Eddy Arnold Victor 21-0300
6. CHOC'LATÉ ICE CREAM CONE Neva Roberts Coral 64032
7. THEN I HAD TO TURN AROUND AND GET MARRIED Little Jimmy Dickens Columbia 20677
8. I FOUND MY MAMA Sally Holmes London 643
9. BACHELOR'S LIFE Burl Ives Columbia 38745
10. LUCKY SEVEN George Morgan Columbia 20678

THE DEALERS' CHOICE
THE RECORD THAT
WILL BE HEARD
ROUND THE WORLD

Daily News

THE OPERATORS' SPECIAL
ALL THE GREAT
THINGS ROLLED
INTO ONE

Vol. 1

April 8, 1950

Camden, N. J.

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"BEER BARREL POLKA"

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LONDON RECORDS

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

- Always
R. Flanagan Ork (Make Believe) Rainbow (45)-45-30401
- Ask Me No Questions
J. Stafford-Starlighters-P. Weston Ork (On the Cap 946
- Autumn Nocturne
R. Anthony Ork (Tenderly) Cap 968
- Basin Street Blues
J. Guarnieri (Keyboard Caprice) Admiral 3005
- Besame Mucho
J. August (Jan's Jam) Mer 5395
- Bewitched
J. August-J. Murad's Harmonicats (Blue Prelude) Mer 5399
- Blue Prelude
J. August-J. Murad's Harmonicats (Bewitched) Mer 5399
- Bread and Butter Song, The
D. Taylor (Sentimental Baby) Webster WE-508
- Fifi (Bring Her Out Again)
T. Steele & His Novatones (Kisses) Col 12451-F
- Brother Bill
E. Howard Ork (Girl That) Mer 5394
- Bull Dog Don't Bite Me
The Calypso Serenaders (Zambo) Savoy 736
- But Not for Me
B. Hackett Ork (When a) Brunswick 80138
- I Found My Mama
R. Clooney-E. Mannon-P. Faith Ork (Me and) Col 38766
- I Got a Fever in My Bones
B. Ives-N. Leyden Ork (Doughnut Song) Col(3311-583
- I Hadn't Anyone Till You
E. Fitzgerald (Dream a) Dec 24900
- If I Live To Be a Hundred
B. Hannon (Where the) Corona HT 101
- If I Were a Blackbird
P. William Julian-A. Valente-Bryan Bros. Ork (Old Skibbereen) Rich-R-Tone 476
- I'll Play the Game Anyway
B. Davis-P. Pipers (It's You) Keystone 633-2
- Illusion of Love
D. Taylor (Don't Slam) Webster WE-507
- I'm Down to My Last Dream
D. Robertson-G. Bradley Quintet (Let Ev'ry) Coral 60175
- I'm Gonna Paper All My Walls With Your Love Letters
D. Martin-P. Weston's Dixie Eight (Muskrat Ramble) Cap 948
- I'm Gonna Paper All My Walls with Your Love Letters
P. Page (I Don't) Mer 5396
- In My Hideaway
A. Moseille (Man About) Knight 2007
- In the Mood
E. Hayes (Caravan) Brunswick 80139
- In the Mood
R. Anthony (Way Down) Cap 958
- It's You I Like Best of All
B. Davis-Picadilly Pipers (I'll Play) Keystone 633-2
- Jan's Jam
Jan August (Besame Mucho) Mer 5395
- Keyboard Caprice
J. Guarnieri (Basin Street) Admiral 3005
- Kisses
T. Steele & His Novatones (Bring Her) Col 12451-F
- Let Ev'ry Day Be Mother's Day
D. Robertson-G. Bradley Quintet (I'm Down) Coral 60175
- Let's Go Out to the Ball Game
W. Cody (Down on) Keystone 10001
- Lezhinka
J. Murad's Harmonicats (On the) Mer 5389
- Little Peach From East Orange
R. Anthony (Why) Cap 945
- Loch Lomond
M. Sullivan (My Blue) Dec 25477
- Low Gear
R. Flanagan Ork (Come on) Rainbow 45-30402
- Make Believe
R. Flanagan Ork (Always) Rainbow (45)45-30401
- Mambo, The
D. Barbour Ork (Dave's Boogie) Cap 975
- Man About Town
A. Moseille (In My) Knight 2007
- Me and My Teddy Bear
R. Clooney-P. Faith Ork (I Found) Col38766
- Music, Maestro, Please
L. Raine (Where Can) Universal U-194
- Muskrat Ramble
D. Martin-P. Weston's Dixie Eight (I'm Gonna) Cap 948
- My Blue Heaven
M. Sullivan (Loch Lomond) Dec 25477
- Oh! Man River
B. Colt-R. Case Ork (High In) Admiral 3004
- Old Piano Roll Blues
J. Garber Ork (Clod Hopper) Cap 970
- Old Piano Roll Blues
F. September (Spain) Mer 5400
- Old Skibbereen
P. William Julian-A. Valente-Bryan Bros. Ork (If I) Rich-R-Tone 476
- On the Alamo
J. Murad's Harmonicats (Lezhinka) Mer 5389
- On the Outgoing Tide
J. Stafford-Starlighters-P. Weston Ork (Ask Me) Cap 946
- Once Around the Moon
P. Lee-D. Barbour Ork (Cry, Cry) Cap 961
- Over the Rainbow
L. Prima (Tears On) Mer 5386
- Peter Cottontail
Two Ton Baker (Work Song) Mer 5397
- Piccolino, The
The Heywood (Summertime) London 821
- Reminiscing Album (1-10")
P. Moore . . . Discovery (33) DL-3006
- Ain't Misbehavin'
Deep Purple
I Know That You Know
Long Ago and Far Away
Mood Indigo
Nobody Knows the Trouble I've Seen
Sophisticated Lady
When I Grow Too Old To Dream

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

- Call Me Darling
B. Caston (This Is) King 4353
- Calypso Man, The
The Calypso Serenaders (Give Me) Savoy 737
- Caravan
E. Hayes Ork (In the) Brunswick 80139
- Chug-a-Lug
D. Manning (Two-Faced) Col 12442
- Clod Hopper
J. Garber Ork (Old Piano) Cap 970
- Come On In
R. Flanagan Ork (Low Gear) Rainbow 45-30402
- Cry, Cry, Cry
P. Lee-D. Barbour Ork (Once Around) Cap 96
- Dave's Boogie
D. Barbour Ork (Mambo, the) Capitol 973
- Deep River
S. Oliver Ork (Siesta at) Dec 24936
- Don't Say Goodbye
S. Evans (Spring Made) Coral 60174
- Don't Slam That Door
D. Taylor (Illusion of) Webster WE-507
- Doughnut Song, The
B. Ives-N. Leyden Ork (I Got) Col(3311-58
- Down on the Delaware
W. Cody (Let's Go) Keystone 10001
- Down the Lane
J. Stafford-G. MacRae-J. Conlon Singers (You Are) Cap 969
- Dream a Little Longer
E. Fitzgerald (I Hadn't) Dec 24900
- Eventide Album (1-10")
P. Moore Ork . . . Discovery (33) DL-3005
- Barcarolle for Baby
Dreamer's Waltz
Eventide
East of the Sun
Going Home
June Eve
Moonlight
Moon Was Yellow, The
Girl That I Marry, The
E. Howard Ork (Brother Bill) Mer 5394
- Give Me One Dollar
The Calypso Serenaders (Calypso Man) Savoy 737
- God Bless the Child
B. Caston (You Don't) King 4354
- Green on the Green
P. William Julian-A. Valente-Bryan Bros. Ork (Rose of) Rich-R-Tone 475
- Haunted
M. Russell (What Can) Mer 5388
- High in Sierra
B. Colt-R. Case Ork (Oh! Man) Admiral 3004
- Hoop-De-Do Polka
M. DeLugg (Zone 28) King 15037
- How Can You Say Goodbye
R. Coleman (Tell Me) Modern 204
- I Don't Care If the Sun Don't Shine
P. Page (I'm Gonna) Mer 5396

(Continued on page 248)

The Billboard

MUSIC POPULARITY CHARTS

PART XI



Album and LP Record Reviews

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.

THE CATEGORIES

- 1. Production Idea (grouping of selection continuity) 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

THE RATES

(100 points—the maximum)

- 95-100 Top
85-89 Excellent
75-79 Good
65-69 Satisfactory
5-59 Poor

BOULENG: LE BAL MASQUE—Warren Galjour—Edvard Fendler, director (1-10") 70

Esoteric 2000
There's nothing stuffy about this music! The French modernist has taken several French poems by Max Jacob, all of which appear to be hilarious, and has set them to music that is completely uninhibited in its mood and invention.

JUKES Not suitable. JOCKS Could make for a lively longhair session.

WHY GET YOUR GUN—Betty Hutton—Howard Keel—MGM Studio Ork—Adolph Deutsch, director (4-10") 82

Anything You Can Do; You Can't Get a Man With a Gun; There's No Business Like Show Business; Hey Say It's Wonderful; Doin' What Comes Naturally; I've Got the Sun in the Morning; The Girl That I Marry; My Defenses Are Down.
On the track of the film version of "Annie," eight fine tunes—most of them are already proven standards—are done by Betty Hutton, new MGM star Howard Keel, and other members of the cast.

JUKES "Anything You Can Do" and "Doin' What Comes Naturally." JOCKS Spinners, especially film music specialists, can use.

THE YOUNG MAN WITH A HORN—Doris Day—Harry James Ork (1-10") 84

May Be Wrong; The Man I Love; The Very Thought of You; Melancholy Rhapsody; Get Happy; Be Marvelous for Words; Limehouse Blues; With a Song in My Heart.
Harry James and Doris Day, the principal contributors to the track of the "Young Man With a Horn" flick, are represented with eight selections on that track on this 10-inch LP—a delightful record of one of the finest film scorings in the history of the movies.

JUKES Not suitable. JOCKS Excellent fare.

THE YALE GLEE CLUB—Yale Glee Club—M. Bartholomea, director (1-10") 60

Songs of Yale; Sex Chanties; Folk Songs; Spirituals. The group is excellent—the sound is somewhat distant with strong overtones, as tho recorded in an immense hall. This effect is not unattractive, enhancing as it does the collegiate nostalgia of the singers and their songs.

JUKES Not suitable. JOCKS Not for general platter programming—might be useful during football season.

TCHAIKOVSKY: THE TEMPEST AND ROMEO AND JULIET—I. Masiennikova-S. Lemeshev-S. A. Samosouda-Bolshoi Theater Symphony Ork—Melick Pashieff, director (1-12") 72

A pair of comparatively unfamiliar works by Tchaikovsky are granted first recordings on this LP disk. "The Tempest" is a fantasia for symphony ork which is richly scored and contains a number of interesting passages, particularly those which open and close the work with a vivid sea picture. "Romeo and Juliet," on which the composer wrote his famed overture fantasia for ork, served as the ground for a duet for tenor and soprano. It may have been the clever's intention to build around his fantasia to opera size. At any rate, a number of the familiar strains appear in the score of the duet with ork. The recordings, apparently transferred to LP from Russian imports, are of passing quality.

JUKES Not suitable. JOCKS Rare Tchaikovsky should make strong longhair fare.

MENDELSSOHN: SONATA NO. 2 FOR PIANO AND CELLO—J. Graudán-N. Graudán (1-10") 75

Vox has uncovered a real gem here. The sonata is a spirited, melodious work, conceived in the sunny mood of his popular "Italian" Symphony. It's easy to take on the first hearing, and wears well. The writing has grace and elegance, which is matched by the fine ensemble playing in this performance. The cellist, a former member of the Minneapolis ork, displays a fine tone and technique, as does the pianist, whose part equals his in importance. The fact that this is "chamber music" shouldn't scare anybody away from this one. Recording and pressing are fine, too.

JUKES Not suitable. JOCKS A fine, unusual item for longhair spinners.

EVENTIDE—Phil Moore Ork (1-10") 68

Going Home; The Moon Was Yellow; Moonglow; East of the Sun; Barcarolle for Baby; June Eve; Dreamers Waltz; Eventide. The distinctive Phil Moore touch—a modern salon jazz style—is showcased here with four standards and four sensitive originals. The leader's piano, and his trade-marked orchestration—piano, English horn, trom, bass clarinet, bass and guitar, and a substantial fiddle section—have won him a following since his work with Lena Horne and, more recently, his impressionistic instrumentals for Discovery. This package should widen the coterie of Phil Moore fans. Art work on the jacket is first class.

JUKES Not suitable. JOCKS A find for progressive jocks.

NIKOLAI RAKOV: CONCERTO FOR VIOLIN AND ORCHESTRA—David Oistrakh—Russian State Symphony—L. Kondrashin, director (1-12") 73

David Oistrakh, by reputation the finest Soviet violinist, has won a following here among record buyers for his work on the Khatchaturian violin concerto, released last year on a Mercury LP. This new disk, also recorded in Russia, will certainly increase his stature. Nikolai Rakov, the composer of the violin concerto at hand, is one of the younger Soviet composers (born 1908) and a student of Gliere. The work is recent enough, written in 1944, to show signs of the current Soviet musical trends toward conservatism and neo-romanticism. Purity of melodic line and simple, classic harmonies and rhythms are employed. National folk sources appear to have been called upon. The work sings lyrically, and offers many opportunities for the gifted violinist to display his superb technique—and a world of sensitivity and soul.

JUKES Not suitable. JOCKS Only for highbrow shots.

NATIONAL RECORDS advertisement for 'CHOO'N' GUM' and 'I FOUND MY MAMA' featuring Lynn Howard and Happy Lewis. Includes a cartoon character and a record player illustration.

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO NATIONAL RECORDS 1841 BROADWAY NEW YORK 23, N. Y.

The Billboard
MUSIC POPULARITY CHARTS
Part XII
The Honor Roll of Popular Songwriters

By Jack Burton

No. 55—HOAGY CARMICHAEL

Hoagland (Hoagy) Carmichael was destined to be a popular songwriter from the day he was born, November 22, 1899.

The Maple Leaf Rag, Hello, My Baby and other syncopated tunes of a half-century ago were his lullabies when his mother cradled him on two collapsible chairs while she played the piano for college dances in Bloomington, Ind., Hoagy's birthplace and the seat of the State university.

In his home, life centered around a golden oak piano, purchased on easy installments. During his grammar school years, Hoagy spent his evenings in the moving picture house where his mother supplied the musical moods for the action on the silent screen. He was the envy of every kid in town because he got in free. And one rainy afternoon, Hoagy discovered he had a natural ear for music.

"The baseball game was called off," Hoagy recalls in his autobiography, *The Stardust Road*, "and I was blue and mad. I came home disconsolate and wandered into the icy parlor and banged on the old upright with my fists. And then, thru the dripping maples, I heard Mr. Foley tolling *Indiana Franjipani* on the student tower bells. I remember each separate note as it came winging thru the rain. When Mr. Foley had finished, I went to the piano and with one finger started picking out the notes. And suddenly I was amazed. I was picking them out correctly. I hadn't thought about doing it but I had done it. The Dunn Meadow De-

mons lost an incompetent 60-pound third baseman that day. Baseball was gone. The piano had me."

Thus began a musical enslavement from which Hoagy Carmichael never was able to effect a release altho he tried desperately at times to be his own Abe Lincoln.

In 1915, when Hoagy was 16 and a self-taught pianist of sorts, the family moved to Indianapolis where the next stage in Hoagy's informal musical education was started under the tutelage of Reggie Duval, a Negro piano player in an Indianapolis dive. Hoagy had quit high school in disgust during his freshman year to run a cement mixer on the 12-hour night shift, and spent most of his leisure hours in Reggie's home, fascinated by 10 nimble brown fingers that could make the notes shout or laugh or cry according to their owner's pleasure.

With America's entry into World War I, Hoagy left the cement mixer to work in a slaughter house and started gorging himself on bananas in order to put on the required weight for induction into the army. After several futile weigh-ins, Hoagy finally made it November 10, 1918. He drilled for an hour in civilian clothes and had two meals at Uncle Sam's expense before the sirens screamed the news of the signing of the Armistice. In the attendant excitement, Hoagy left the barracks without bothering to get a pass. He's been A. W. O. L. ever since and the high brass in Washington have yet to discover it.

During his cheerless stay in the

Hoosier capital, Hoagy Carmichael daily "longed for my Indiana home." He missed the quiet streets and the majestic maples that lined them, the leisurely student life and his boyhood companions. So with \$10 in his pocket, he returned to Bloomington in 1919 to live with his grandparents and complete his high school education. The golden oak piano was left behind, but there was a much-abused upright in Pete Costa's Book Nook and another in the Kappa Alpha Phi high school fraternity rooms, and on them he doodled the carefree hours away, putting into practice all the tricks Reggie Duval had taught him—hot jazz with sharp breaks and meticulously timed off-beats.

Hoagy Carmichael first discovered there was money as well as pleasure in music soon after his return to Bloomington. His original \$10 stake had melted away and there wasn't a restaurant in town that needed a dishwasher. So he turned to the piano in the Kappa Alpha Phi rooms for consolation and a doodling session with Hilar Steinmetz, the tailor's son, beating out the rhythm on his drums. The jazz they played sounded good, too, and prompted the fraternity president to throw a student dance that night with Carmichael and Steinmetz furnishing the music at \$5 apiece, provided he took in that much at the door. The take amounted to \$40, the five-number repertoire was greeted with shrieks of delight, and Hoagy was in the band business for the rest of his student days.

In 1922, after completing high school, Hoagy Carmichael made an epochal decision. He would enter the university and study for the bar. Music was for kids, for flaming youth. There was absolutely no future, no

security in it. If you stuck to it long enough, you were liable to finish in an early grave or the insane asylum—the end of the jazz road. It was going in for something solid. It would pattern his life after that Paul McNutt and Wendell Wilk two campus grinds who spent most of their time in the college library instead of hanging around the Book Nook, wasting their talents on inconsequential things.

But the best of good resolutions are hard to keep, especially when your heart isn't in them. The Pi Pipers, of New Orleans jazz, all were roaming thru the Middle West in those years of bathtub gin as open rebellion against orthodox music and the Victorian conventions, at the blue notes they sounded on the resonant trumpets were irresistible to a gangling guy who worshipped golden upright piano and was about to have his first song, *Riverboat Shuffle*, recorded and immortalized by the Wolverines. So there were times when Hoagy forgot all about Blackstone and his future security, cranked up the open job, an ancient Model T Ford he had rescued from the oblivion of the junk yard, and hit the road to Indianapolis, Chicago or any town where King Oliver, Louis Armstrong or Bix Biederbecke might be playing.

Music, too, was Hoagy Carmichael's main source of income, and in order to earn money to pay his college tuition, he both organized and booked bands for university dance and played piano during his summer vacations in the Indianapolis Casino Gardens and Catskill mountain resorts.

(To be continued next week)

HOAGY CARMICHAEL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

- 1924—RIVERBOAT SHUFFLE**
 With Dick Voynoy. Lyrics by Mitchell Parish. Mills Music, Inc. (Available on Decca record 23941 in A-554, Hoagy Carmichael.)
- 1925—WASHBOARD BLUES**
 Fred Callahan and Mitchell Parish. Mills Music, Inc. (Available on Decca record 23943 in A-554, Hoagy Carmichael.)
- 1929—ONE NIGHT IN HAVANA**
 Peer Music.
***STAR DUST**
 Lyrics by Mitchell Parish. Mills Music, Inc. Hoagy Carmichael composed this song one star-studded night while sitting alone on the "spooning wall" at the edge of the University of Indiana campus. It was inspired by the memory of a college romance that Carmichael had broken off when he realized it would never end happily in marriage. For the girl wanted security in a rose-covered cottage while the restless Hoagy never could stay long in one place. So "Star Dust" was his way of telling Dorothy Kelly he'd never forget her—his "memory of love's refrain." At first he hummed the melody over and over to fix it in his mind. Then he dashed off to the Book Nook and the only piano available at that hour of the night to see how the music would sound on an upright. Pete, the

proprietor, was about to lock up but Carmichael prevailed upon him to keep open for another half-hour. Thus Pete contributed his bit to what has been called one of the world's greatest torch songs. (Available on the following records: Columbia 7556-M, Morton Gould orchestra; Columbia 37808, Louis Armstrong; Columbia 36118, Eddie Duchin; Columbia 4521-M, Morley and Gearhart, duo-pianists; Columbia 38182, Victor Borger; Columbia 37315, Frankie Carter; Columbia 37992, Eddy Howard; Columbia 36395, Sonny Kenton orchestra; Columbia 7428-M, Andre Kostelanetz orchestra; Columbia 37862, Fred Lowery, whistler; Decca 25285, Bing Crosby; Decca 23750, Dick Haymes; Decca 25271, Guy Lombardo orchestra; Decca 23797 in A-554, Hoagy Carmichael; Decca 23535, Percy Faith orchestra; Decca 18251, Coleman Hawkins, saxophone solo; Decca 25106, Edgar Hayes orchestra; Decca 23674, Larry Adler, harmonica; Decca 23500, Phil Baker, accordionist; Decca 18137, Dave Apollon, mandolin solo; Decca 21195, Elvira Rios (in Spanish); Capitol 15189, Billy Butterfield orchestra; Capitol 305, Billy Butterfield orchestra; Capitol 2005 in BD-24, Buddy Cole with guitar and bass; Victor 20-2016, Tex Beneke and Glenn Miller orchestra; Victor 27230, Artie Shaw orchestra; Victor 11-9186, Eleanor Steber, soprano, with orchestra; Victor 36159, Paul Whiteman orchestra; Victor 27233, Tommy Dorsey, Frank Sinatra and Pied Pipers; Victor 20-1754, Glenn Miller orchestra.)

1930—GEORGIA ON MY MIND

Lyrics by Stuart Gorrell. Peer Music. (Available on the following records: Columbia 7579-M, Morton Gould orchestra; Mercury 5293, Frankie Laine; Decca 24674, Hoagy Carmichael; Decca 2399a, Glen Gray; 3688a, Mills Brothers; Victor 27499a, Artie Shaw; Victor 27765b, Fats Waller; Victor 25494b, Hoagy Carmichael; Decca 3691a, Mildred Bailey.)
ROCKIN' CHAIR
 Southern Music Co. (Available on the following Decca records: 23941 in A-554, Hoagy Carmichael; 23697 in A-659, Roy Eldridge orchestra.)

1931—COME EASY GO EASY LOVE

Lyrics by Sammy Clegg. Southern Music Co.
LAZY RIVER
 With Sidney Arodin. Southern Music Co. This song was revived in 1946 when Carmichael sang it in the RKO film "The Best Years of Our Lives." (Available on the following records: Decca 25046, Mills Brothers; Capitol 20124 in BD-57, Benny Goodman duo.)

1932—IN THE STILL OF THE NIGHT

Lyrics by Jo Trent. Mills Music, Inc.
DAYBREAK
 Southern Music Co.

1933—SNOWBALL

Southern Music Co.
LAZY BONES
 Lyrics by Johnny Mercer. Southern Music Co. (Available on Decca record 24067 in A-1933, Charles Baum orchestra.)
ONE MORNING IN MAY
 Lyrics by Mitchell Parish. Mills Music, Inc.
OLD MAN HARLEM
 With Rudy Vallee. Southern Music Co. (Available on Decca record 23933, Hoagy Carmichael.)

1934—JUDY

Lyrics by Sammy Lerner. Southern Music Co. (Available on Decca record 23942 in A-554, Hoagy Carmichael.)

1935—MR. BLUEBIRD

Southern Music Co.
1937—LITTLE OLD LADY
 Lyrics by Stanley Adams. Chappell & Co., Inc.

This song was introduced in the Broadway revue "The Show Is On." (Available on the following records: Decca 23943 in A-554, Hoagy Carmichael; Decca 24083 in A-1937, Roy Ross orchestra.)

1938—BLUE ORCHIDS

Famous Music Corp.
VAGABOND DREAMS
 Lyrics by Jack Lawrence. Paramount Music Corp.
I GET ALONG WITHOUT YOU VERY WELL EXCEPT SOMETIMES
 Famous Music Corp. Early in his songwriting career, Hoagy Carmichael read a poem in a newspaper. He

liked it, copied it on the back of an envelope, put it in a desk drawer and then forgot all about it. Several years later, however, he recalled the poem when he needed lyrics for a melody he'd just finished, but when he finally found the envelope on which the verse was copied, he discovered he had failed to note the name of the author, whose permission was necessary before he could use the poem. His subsequent hunt for the unknown author got him nowhere but he until he solicited the help of Walter Winchell, who read the opening lines of the poem on his Sunday evening broadcast and after the author to communicate with him. After three such U.S. calls to "Mr. and Mrs. America and all the ships at sea," Winchell received a telephone call from a Mrs. Thompson in Philadelphia, who identified herself as the missing poetess. This story ends on an ironical note: Mrs. Thompson never tried to hear her poem immortalized by a Carmichael tune, since she died the day before Dick Powell sang "I Get Along Without You Very Well Except Sometimes" for the first time on the air. (Available on Decca record 24089 in A-1938, Basil Fomere orchestra.)
HONG KONG BLUES
 Larry Spier, Inc. (Available on Decca record 23797 in A-554, Hoagy Carmichael.)

1940—THE NEARNESS OF YOU

Lyrics by Ned Washington. Famous Music Corp.

1940—CAN'T GET INDIANA OFF MY MIND

Lyrics by Robert DeLeon. Sontly-Jay, Inc.

1943—SKYLARK

Lyrics by Johnny Mercer. Edwin H. Morris & Co., Inc.
LAMPLIGHTER'S SERENADE
 Lyrics by Paul Webster. Robbins Music Corp.

DON'T FORGET TO SAY "NO" BABY
 Lyrics by C. F. Johnson. Southern Music Co. (Available on Decca record 23933, Hoagy Carmichael.)

1943—DRIP-DROP

Lyrics by Roy Gilbert. Stanley Music, Inc.

(To be continued next week)

SONGWRITERS COMING UP!

HOAGY CARMICHAEL (Part II)
 In Subsequent Issues *The Billboard* Will Present

- HARRY RUBY
- FATS WALLER
- HARRY REVEL
- JIMMY McHUGH
- BILLY HILL
- LOUIS ALTER
- THE TOBIAS BROTHERS
- MILTON AGER

It Is With Great Pleasure That We Announce The Organization Of Burke-Van Heusen & Associates Music Corp. And We Are Privileged To Introduce Its Current Musical Score:

Bing Crosby's

Best Picture
in Years

Frank Capra's Riding High

**HAS THE BEST
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IN YEARS TO
ATTRACT THE
MILLIONS OF
CROSBY FANS!**



Keep Your Campaign
Going Strong To Kill
The Movie Tax!

Four new hits by Johnny Burke and James Van Heusen: "Sunshine Cake"—"We've Got A Sure Thing"—"The Horse Told Me" and "Someplace on Anywhere Road."

Top recording-coverage for radio, jukebox and across-the-counter sales by Victor, Columbia, Decca, Capitol, M-G-M Records, London and Mercury—with these topflight artists:

- | | |
|------------------------------------|------------------|
| Bing Crosby | Frank Sinatra |
| Peggy Lee | Margaret Whiting |
| Tex Beneke | Tony Pastor |
| Nat Cole | Dennis Day |
| Kay Armen | Billy Eckstine |
| Frank Warren | Ann Vincent |
| Robert Lenn Group and Dixielanders | |

*Published by Burke-Van Heusen & Associates Music Corp.—Famous Music Corporation, Sole Selling Agent

Frank Capra's "RIDING HIGH" starring BING CROSBY • Coleen Gray • Charles Bickford • Frances Gifford with William Demarest Raymond Walburn • James Gleason • Ward Bond • Clarence Muse • Percy Kilbride • Harry Davenport • Produced and directed by Frank Capra • Screenplay by Robert Riskin • Additional Dialogue by Melville Shavelson and Jack Rose • Based on a Story by Mark Hellinger • New Songs: Lyrics by Johnny Burke • Music by James Van Heusen



REGAL'S
3
SMASH
HITS!

#3262 LARRY DARNELL
WHY DO I LOVE YOU!
I Love You So

#3258 PAUL GAYTEN AND ANNIE LAURIE
I'LL NEVER BE FREE
You Ought To Know

#3256 "DOC" SAUSAGE
SAUSAGE ROCK
I've Been a Bad Boy

REGAL'S TEN BEST SELLERS

| | |
|---------------------------------|------------------|
| 3240 FOR YOU, MY LOVE | LARRY DARNELL |
| 3251 RAG MOP | "DOC" SAUSAGE |
| 3236 I'LL GET ALONG SOMEHOW | LARRY DARNELL |
| 3234 CONFUSED . . . FISHTAIL | PAUL GAYTEN |
| 3235 CUTTIN' OUT | ANNIE LAURIE |
| 3250 I'M STILL IN LOVE WITH YOU | CHUBBY NEWSOME |
| 3260 PACK YOUR RAGS AND GO | LARRY DARNELL |
| 3248 SHE DON'T WANT ME NO MORE | "DOC" SAUSAGE |
| 3259 WHY DID I MAKE YOU CRY! | MEMPHIS MINNIE |
| 3231 MISTREATED BLUES | BLAZER BOY LOCKS |

REGAL Record Corp., LINDEN, N. J.

Philly To Probe Club Ork Taxes

(Continued from page 4)

Court to obtain city wage taxes allegedly unpaid by the Click.

According to Wernick, John Augustine, of Vineland, N. J., known professionally as Johnny Austin and His Band, had been booked at the Click during the last six months of 1949 and the early part of this year. Wernick said the club had paid Austin's band \$1,200 to \$1,500 a week, but had failed to withhold wage tax payments for the city as required by the city ordinance.

The assistant city solicitor said there was some doubt as to the actual amount paid and the wage taxes due. He quoted the management as having stated that Austin was paid \$1,255 a week, but said that Austin, under oath in another case, had testified that he actually was paid \$650 a week.

Wernick said that the tax office investigation might disclose "chiseling," costing the city "several thousand dollars a year" in wage taxes.

"If Austin's statements are true," Wernick commented, "there has been obvious chiseling in this particular case." He said that the city had two standard methods of collecting wage taxes for orchestras employed in the city. In the case of name bands, the band leader takes care of withholding the city's wage tax, in the case of other than "name bands," the club is responsible, Wernick said.

Confab Protests Music Fee Hikes

VANCOUVER, B. C., April 1.—Local musicians and night club and dance hall ops held a meeting here Tuesday (21) to protest a rise in the license cost of music. The city's musical entertainment bill is due for a jump of thousands of dollars before long because of the new pay scale set by the Canadian Society of Composers, Authors and Publishers and its American counterpart.

The new tariffs, which have been set in the U. S., implemented by government order, will increase rates paid in Vancouver by as much as seven times. Local musicians may lose work as a result. Under the new union regulations tariffs will be levied on a sliding scale. Night clubs, which formerly paid in the neighborhood of \$600 annually, may find their music bill boosted to \$2,000 or more, since the new fee system charges on the basis of their annual expenditure for entertainment.

If a club pays \$35,000 annually for entertainment it pays \$560 to ASCAP. On all funds in excess of this it would be required to pay 1½ per cent. One dance hall operator stated that under the new schedule he will pay \$700 a year for music instead of the \$120 for which he is now billed.

In addition to dance halls and night clubs, the new tariffs are levied against radio stations, roller and ice rinks, conventions and assemblies, baseball and other sport arenas or grounds, public park or street dances, race tracks, motor shows, circuses, fashion shows, exhibitions and fairs and industrial establishments using wired music.

For wired music a license must be obtained. For industries employing less than 100 the fee set is \$15. For less than 500 it is \$475 and for each employee over this figure the fee is 15 cents apiece.



TWO NEW RELEASES MARCH 20

JOE RIGGINS JR.

"Let's Dance" Peacock #1528

"We'll Be Together"

"RED" CALHOUN ORCHESTRA

NOW JUST WATCH THIS "SELL"

BEA. JOHNSON

"No Letter Blues" Peacock #1502

"Glad You Let Me Go"

DISTRIBUTOR TERRITORY AVAILABLE



PEACOCK RECORD CO.

4104 LYONS AVE. Phone BE 1164 HOUSTON 10, TEX.

TV Pic Better For Musickers

(Continued from page 9)

local union officials to press Petrillo toward a successful negotiation with film makers on canned music. Petrillo has intimated to Local 47 execs that he is playing his cards cautiously and is still unwilling to commit the union on film scales and conditions.

Sidemen feel that as long as AFM and the tele film makers remain apart, motion pic industry will find other means of getting music, specifically, recorded sound track imported from abroad. The more the delay, the more opportunity film men have to perfect dubbing techniques and ferret out substitutes for live music. Result, they fear, will be lack of incentive to switch to live orks when an agreement is finally reached.

Tower Copyrights "Offbeat" Waxing

CHICAGO, April 1.—Because of what he feels were note-for-note copies made of the recent Bill Snyder disking of *Bewitched*, Dick Bradley, prexy of Tower label here, last week copyrighted Snyder's next recorded arrangement which will be released within two weeks. Bradley is copyrighting the arrangement of *Riding the Offbeat*, written by Snyder and scored by Snyder and Lew Douglas. Bradley cited the Coral disking by Roy Ross and the Jan August and Harmonicat Mercury waxing of *Bewitched* as direct copies of Snyder's original disking on Tower.

Snyder expects to close his current year-long stay at the College Inn of the Hotel Sherman here in mid-May when the room shutters as College Inn and becomes the Ernie Byfield Room, in tribute to the late hotel prexy. MCA is currently booming Snyder for an important New York location job because of his first wax success.

Bradley is moving Tower headquarters from its current 540 North Michigan Avenue address to 100 E. Ohio Street.

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RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

120 East 23rd Street, New York 10, N. Y., Chicago, Hollywood

Morgan's TV Preem Clicks at Ky. Club

(Continued from page 3)

tele show. The video debut deal was suggested and worked out with Lookout House ops by Joe Higgins, local General Artists Corporation major domo. Morgan is GAC property.

Power of the TV promotional medium was clearly demonstrated when during and after the show, Lookout House ops were swamped with calls inquiring if Morgan was actually appearing there. Further proof of the workability of Higgins idea is evidenced in the outstanding business the club is doing. Monday night's TV bow show lured a near-capacity house, with good business holding at the second show when Morgan appeared personally after flying in from Chicago by chartered plane. Tuesday night's first show attracted a crowd that taxed the room's 600-seat capacity and overflowed into club's Wonder Bar. For the late show, Morgan played to capacity business. Results the remainder of the week held to the pattern set the initial two nights.

Morgan works the deal all over again Monday (3), and repeats it with his opening in Louisville.

U. S. PUSHING TREATIES

(Continued from page 7)

who frequently worked abroad shall pay taxes to their own country if employed elsewhere less than six months, and to the nation where they work if they remain there more than six months.

State Department officials are now working on pacts with Mexico, Cuba, Argentina, Brazil, Columbia, Uruguay and Greece. Awaiting Senate ratification are tax treaties with New Zealand, Belgium, Norway, Union of South Africa, and the Irish Free State. The Senate has already ratified similar pacts with Great Britain, Canada, and North Ireland.

LaBrie Dresses Operator Beefs With Timetable

CHICAGO, March 1.—Lloyd LaBrie, head of McConkey Music's New York office, last week stopped the avalanche of gripes he's been getting from discouraged ops by sending out a "Monthly Beef Calendar" to his clients.

The schedule reads:

January—Bankrolls depleted after Christmas shopping. Thousands of department store clerks in sanitariums from overwork.

February—Huge blizzards paralyze railroads. Suburban towns hemmed in by gigantic snowdrifts. Oldest inhabitant calls it biggest blizzard since '88.

March—Income tax filing.

April—Lent.

May—Unseasonable weather. Daylight saving. People out in cars.

June—Children still in school—saving for the Fourth of July.

July—The Fourth. It rained! Everyone on the beach.

August—Too hot.

September—Too early in the season; people not back from the country. Those returning busy preparing kiddies for school.

October—World Series killing business. Unseasonable weather starts.

November—Political and business uneasiness due to elections. Football games draining locals.

December—Cinch. Always bad. Christmas shopping.

Delay Granted In Dorsey Case

NEW YORK, April 1.—New York Supreme Court Justice Morris Eder this week granted the motion by orchestra leader Jimmy Dorsey to vacate and set aside the warrant of attachment brought against him by Loew's, Inc., for its subsidiary, MGM Records.

In granting the motion the court declared that the defendant, Dorsey, did have a place of abode at which service of process could be lawfully made. The warrant of attachment had been issued on the sole ground that Dorsey was not a resident of the State of New York. Dorsey's attorney had contended that he is and had been for a month prior to the issuance of the warrant a resident of New York within the meaning of Section 903 of the Civil Practices Act.

Dorsey, who is being sued by Loew's for \$15,000, argued that because of the fact that he is a traveling orchestra leader, his residence depends upon his place of employment and that he has been occupying a suite at the Hotel Statler in New York since the beginning of his engagement there in February. Loew's, whose suit against Dorsey is for the return of money allegedly advanced him under a contract of December, 1946, argued that "mere temporary presence and availability for service of process is not in itself sufficient ground for denial of the warrant of attachment."

Justice Eder declared that the test of residence under the attachment statute is actual place of abode, whether temporary or permanent.

MPPA Wins Case In Illegal Sale Of Ork Cleffings

NEW YORK, April 1.—Music Publishers Protective Association (MPPA) won the test case against unauthorized sale of arrangements and orchestrations last week with an injunction and judgment for damages awarded in U. S. district court, Eastern District of Michigan, Southern Division. Plaintiffs in the MPPA action were the Shapiro-Bernstein and Mills pubberies; the defendant was Larry Livingston, arranger charged with making and selling cleffing without permission (*The Billboard*, February 25).

Attorney Sidney Wattenberg represented MPPA, with the Detroit firm of Grosner and Burak acting as the attorneys of record. Livingston and the pubbers entered into a consent decree signed by Judge Arthur F. Lederle providing for damages and an injunction against further unauthorized sale of arrangements.

Renaissance To Bow With LP Classic Rep

NEW YORK, April 1.—The Renaissance label, devoted exclusively to long-playing material, will make its debut here next week. The new outfit will specialize in classical and semi-classical repertoire. Michael Von Mandel, who is also part owner of the American-Elite diskery, is sole owner of Renaissance, and Michael Hauptman has been employed as music director. Distributors are now being lined up.

The first issue by the diskery is a waxing of the *Corelli Christmas Concerto*, which was cut in Vienna. Next week the release will feature Bernard Greenhouse, cellist, in sonatas by Bosserini and Valentini. Three albums were taped this week by the Cambridge Group for Ancient Music, including compositions by Telemann, Rossi and other 17th and 18th century cleffers.

Discovery 45 Albums Launched on Market

HOLLYWOOD, April 1.—Discovery Records's first 45 r.p.m. albums will hit the stalls next week and will include two Phil Moore albums, one George Shearing Quintet series and a pop album cut by Georgie Auld's ork. Platters will retail for \$3.51.

To plug its 45's, Discovery toppers Al Marx and Dick Bock expanded disk jockey promotion to cover 1,200 platter pilots, marking the largest such cuff distribution since the indie waxery went into biz. Other 45's, including longhair works, are planned.

Aladdin Into Pops With Intro Label

HOLLYWOOD, April 1.—Leo and Eddie Messner, Aladdin Records owners, will invade the pop field with the release of Intro Records, new subsid label. First two releases include Nick Stuart's ork version of *Third Man Boogie* and *At the Balinese Room*.

Initial releases will be confined to 78 r.p.m., but the line will be duplicated on 45 r.p.m. if successful.

ATTENTION! COPY CATS

THANKS FOR YOUR VOTE OF CONFIDENCE IN FOLLOWING AND COPYING THE ORIGINAL TOWER VERSION OF



BILL SNYDER'S "BEWITCHED"

TOWER RECORD #1473

WATCH FOR—BILL SNYDER'S FORTHCOMING "COPYRIGHTED" TOWER RELEASES BUT RIGHT NOW WE HAVE OUR "PLANTS FULL" OF ORDERS ON BILL SNYDER'S ORIGINAL TOWER-IFFIC RENDITION OF "BEWITCHED."

FOR THOSE WHO ENJOY ORIGINALITY AND REAL TALENT Order the Original "BEWITCHED" Tower #1473

THE BILLBOARD PICKS:

BEWITCHED.....Bill Snyder Ork.....Tower 1473
... great Rodgers-Hart tune from "Pal Joey" gets impressive instrumental job ...
Could spell out real sleeper possibilities.

THE DISK JOCKEYS PICK:

7. BEWITCHEDBill Snyder Ork.....Tower 1473

ALSO ORDER THESE NEW TOWER-IFFIC RELEASES:

- "RIDIN' THE OFF BEAT" Bill Snyder and his Orchestra Vocal by Ralph Sterling TOWER NO. 1474
- "I'M GONNA PAPER ALL MY WALLS (With Your Love Letters)" Ken Carson—Vocal TOWER NO. 1476
- "HONEY BUNNY BOO" "Adorable Odette" Danny Cassella and his Orchestra Vocal by Skip Farrell TOWER NO. 1471

SEND FOR YOUR SAMPLES OR TRIAL ORDER TODAY

- AND DON'T FORGET — The Current TOWER Releases:
- TOWER 1475—"LYIN' KISSES"—Featuring Ken Carson.
- TOWER 1470—"MAMA LOVES PAPA"—Danny Cassella Orch. Skip Farrell vocal.
- TOWER 1477—"LET'S AVE A TIDDELY AT THE MILK BAR"—Gil Downes with the 4 Hits and a Miss Ensemble

THERE IS A TOWER DISTRIBUTOR IN YOUR AREA... PICK HIM OUT AND ORDER NOW!

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| CENTRAL RECORD SALES Los Angeles, Calif. | GENERAL DIST. CO. Baltimore, Md. | ROBINS DIST. CO. Cleveland, Ohio |
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| DAVIS SALES CO. Denver 2, Colorado | PAN AMERICAN DIST. CO. Detroit, Michigan | BC RECORD SERVICE Portland 9, Oregon |
| MALVERNE DIST. CO. New Haven, Conn. | ROBERT'S DIST. CO. St. Louis, Mo. | DAVID ROSEN CO. Philadelphia, Pa. |
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Another great

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DISK JOCKEYS

Many thanks for your plugs!

BULLET RECORDING CO.

421 Broad Street

Nashville 3, Tenn.



Columbia Maps Lavish Ballyhoo

(Continued from page 13)

sums, is now on the verge of another 45 r.p.m. campaign.

The Columbia promotion in certain of its phases will start this month and will carry thru to the end of the year. Diskery states that campaign is a \$2,500,000 splurge. However, it is pointed out that a sizable portion of this sum probably represents time and talent costs on the Columbia Broadcasting System, which Columbia Records is using for both TV and AM. Another portion of the sum entails co-op advertising in both radio and newspapers, and on this the dealer pays a good portion of the bill. Notwithstanding, the CRI expenditures will undoubtedly be heavy as indicated by the following analysis of advertising in different media:

(1) Sponsorship of one-half hour of *The Show Goes On*, the CBS Robert Q. Lewis TV program, starting Thursday, April 20, 8:30-9 p.m. Sponsorship will continue thru June 18 and will be picked up again September 24 and continued for the remainder of 1950. This marks CRI's first use of TV as an advertising medium. Format of show will be altered, with a Columbia Records artist guesting each week. Spring station line-up includes WMAR-TV, Baltimore; WCBS-TV, New York; WCAU-TV, Philadelphia; WOIC-TV, Washington; WBKB, Chicago; WDNS-TV, Columbus, WKRC-TV, Cincinnati; WJBK-TV, Detroit; WXEL-TV, Cleveland. In the fall the TV hook-up will number 40 stations.

(2) The Columbia LP Record Parade, Sundays 4:30-5 p.m., will be renewed.

(3) National magazine promotion calls for the following: Double-page spreads in *Life*, May 7; *Look*, May 21, and *The Saturday Evening Post*, May 14. Single page ads in *Life*, May 28; *Look*, June 25, and *Post*, June 11. These will be followed by half-page spreads in the same mags in July and August, plus a total of 10 full pages in the same mags between September and December.

Remainder of the campaign will include co-op newspaper and radio, and point-of-sale material now being prepared.

The drive, incidentally, is intended to be flexible enough to permit the company to emphasize different segments of the Columbia line as the need arises, or in the event a switch in emphasis is indicated.

Joe Thomas To Serve On Decca Blues Staff

NEW YORK, April 1. — Joe Thomas, veteran tootler who earned fame with the late Jimmie Lunceford's ork and who recently embarked on a career as a blues and rhythm artist, recently completed an agreement with the Decca diskery to assume a post in the firm's rhythm and blues artists and repertoire department.

Thomas will work under Decca blues and rhythm department topper, Paul Cohen. He will also serve as an arranger and artist for the label. His last diskery association was with the King label.

Mannes To Launch Own Music Firm

NEW YORK, April 1.—Sy Mannes, professional manager for Dave Dreyer's publishing firms, ankleed that position last week to start his own firm, Hubert Music. He has acquired the tune, *Dreamin' Is My Business*, by Mack David and Jerry Livingston, and set a mechanicals release date of June 15.

Meanwhile Mike Sukin, Dreyer's West Coast manager, is coming East to take over Mannes's spot. Dreyer's new Coast representative hasn't been set.



latest releases

POPULAR RECORDS

- ★ JOHNNY LONG
15035 Silver Dollar
Dixie
15018 We'll Build a Bungalow
Skirts
- ★ FREDDY MILLER
15034 It Isn't Fair
You're Just a Little Different
- ★ SISTER SLOCUM
15032 Don't Bring Me Posies
Whistlin' Boogie
- ★ GEORGE WRIGHT
15039 Take Me Out to the Ball Game
Easter Parade
- ★ MILTON DELUGG
15036 Roller Coaster
Milt's Kitts Boogie
- ★ RUBY WRIGHT
15033 Thanks for the Buggy Ride
Regular Gal

FOLK RECORDS

- ★ MOON MULLIGAN
830 I'll Sail My Ship Alone
Moon's Tune
839 Broken Dreams
Don't Ever Take My Picture
Down
- ★ REDD STEWART
843 Brother, Drop Dead (Boogie)
If You'll Come Back to Me
- ★ DELMORE BROTHERS
849 Sand Mountain Blues
I Swear by the Stars
- ★ HANK PENNY
828 Bloodshot Eyes
I Was Satisfied
842 My Life Is No Bed of Roses
Got the Louisiana Blues
- ★ WAYNE RANEY
840 I Feel a Streak of Love Com-
ing On
Del Rio Boogie
- ★ GRANDPA JONES
847 Are You From Dixie?
Jesse James
- ★ HAWKSHAW HAWKINS
838 Wanted Someone To Love Me
There's a Teardrop in Your Eye
- ★ CLYDE MOODY
846 Tears on My Pillow
I Won't Care a Hundred Years
From Now

SEPIA RECORDS

- ★ BULL MOOSE JACKSON
4352 A Fool in Love
Let Your Conscience Be Your
Guide
- ★ WYNONIE HARRIS
4342 I Like My Baby's Pudding
I Can't Take It No More
- ★ SONNY THOMPSON
4345 Sugar Cane
I'm Coming Back Home To Stay
- ★ SPIRIT OF MEMPHIS QUARTET
4340 Days Passed and Gone
Blessed Are the Dead
- ★ LONNIE JOHNSON
4336 Confused
Blues, Stay Away From Me
- ★ IVORY JOE HUNTER
4326 I Quit My Pretty Mama
It's You, Just You
4306 Guess Who
Landlord Blues
- ★ TINY BRADSHAW
4337 Teardrops
Gravy Train
- ★ JOE THOMAS
4339 Wham-a-Lam
Artistry in Mood
4299 Page Boy Shuffle
Teardrops



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ARE YOU LONESOME TONIGHT?
 by **BLUE BARRON**
 MGM 10628
BURNE, Inc. 729-7th Ave., N.Y. 19, N.Y.

That's Right, Piney!
 . . . You really did it this time!!
PINEY BROWN SHOUTS
'THAT'S RIGHT, BABY' (B2 rating in Billboard)
'WHY DO I CRY OVER YOU' Apollo 418
 Order from your nearest distributor or direct from
APOLLO RECORDS
 57 W. 45th St. New York, N. Y.

BOBBY COLT sings
RUSS CASE plays
"NO LOVE HAVE I"
 #1003
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WANTED
10 INCH KIDDIE MASTERS
 Write For Full Particulars.
 BOX 518
 The Billboard, 1564 Broadway, N. Y. C.

"CANASTA RHUMBA"
 DON PABLO & Orch.
 Latin-American Records
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Business Is Always Good When You Buy & Sell Quality!
 less than two years we must again double our capacity in a new plant. Moving April 15.
Research Craft Co.
 107 N. Sycamore St. Hollywood 38, Calif.
 Highest Quality Record Pressing in the U. S.
 7A-32-45 R.P.M. in Top Quality Materials
 Rigid-Flex-Vinylite

WANTED
 A new record company is looking for fresh material in
REGISTERED SONGS
Stylecraft Record Co.
 1650 Broadway, Suite 908
 New York, N. Y.

Trade Faces Problem After Igoe Decision

(Continued from page 13)

waxing of Long Gone infringed on S-B's Yancey Special. Judge Igoe merely nixed a bid for royalties the publishers feel are due them. But in adding that Yancey is in public domain because it was waxed prior to copyright, the judge put the finger on every tune which saw daylight the same way.

Trade legalists, exploring possible extensions of the ruling, carry the potential jeopardy one step further along the road of theory: Assuming that the ruling holds, then even copyrighting an unpublished work prior to having it recorded does not protect it, because the statute requires that a notice of copyright be placed on "the first page of publication." Phonograph records have no pages—perhaps putting the notice of copyright on the label might fulfill the statutory requirement for protection. Questions like this are cropping up in the trade reaction to the Igoe dictum as publishers and writers cast about for a technique for future protection. But whatever devices emerge for future safety, the threat to a large body of past copyrights remains.

Relied on Distinction

The music business has long relied on a distinction between a record and a publication, dating back to a 1907 U. S. Supreme Court decision. According to the decision, rendered in the case of White-Smith vs. Apollo, a record is not a copy of a work—and this principle was carried into the 1909 Copyright Act. Thruout the act, traders say, there is no possible description or categorization of records as publications.

The trade is hopeful that the Igoe ruling can be quashed. Shapiro-Bernstein, thru Attorney Morton Schaeffer, has filed for a new trial, and hearing on the motion has been set for April 21. SPA-MPPA have asked for permission to file briefs at this date. If Judge Igoe does not eliminate or modify the ruling, then the music business will certainly carry thru every appeal resource. This is one occasion when publishers and writers are working in perfect—and very determined—accord.

Tribune Productions Preps 'This Is the UN' Package in 2 Speeds

LAKE SUCCESS, N. Y., April 1.—A documentary disk album, telling the story of the United Nations thru the actual voices of delegates, is now in preparation and will be released this summer. The package, which will be issued on five 12-inch standard speed disks and one long-playing disk, is tentatively entitled *This Is the UN*. It's being produced by a specially formed company, Tribune Productions, headed by Mrs. Eleanor Gardiner and Saul Carson.

The material used will play up the origin, scope, aims and achievements of the UN and will be slanted to insure permanent value to schools, libraries and community organizations. The production technique will be that of top-flight radio documentary shows, apparently similar to the smash Columbia waxing, *I Can Hear It Now*. Both Mrs. Gardiner and Carson have extensive backgrounds in radio writing, production and criticism.

The source for most of the material used is the UN's library of recordings, which numbers about 35,000 disks plus many thousands of feet of tape. The only actually "professional" voice in the album will be that of the narrator. The documentary starts at the adoption of the UN charter at San Francisco and follows many of its agencies and special missions thru all fields of work with which the organization is concerned. It ends

Det. Show To Aid New Song Scribes

DETROIT, April 1.—Chances for new talent in the songwriting field are due for a boost in *Songwriters' Parade*, new auditorium studio show being readied by WXYZ-TV, with Jerry Harris, public relations chief of the American Federation of Authors and Publishers (AFAP) as producer. Format calls for submission of songs by writers, regardless of location or affiliation, to Harris and Robert Seibert, president of AFAP, who will screen them for possibilities, and submit the selections to ABC in New York for final clearance, since they will appear over a network-owned station.

Three songwriters will be presented on each show, with Kirk Wood doing the vocals and Phil Brestoff's orchestra the music. Arrangements of each number selected will be made by the station. Songwriters themselves will appear on the show if they are available. Winner will be selected by a combination of audience applause and the reactions of a panel of qualified judges.

Program is to be sponsored jointly by the instrument division of Wurliitzer, Monte Carlo Dance Studios and Falk Television Company.

Coast Chapter Of NBOA Split

HOLLYWOOD, April 1.—Northern and Southern California divisions in the State branch of the National Ballroom Operators' Association (NBOA) were called for and agreed upon during a meeting of Bay area dancery ops in Oakland. Gathering was spearheaded by Tommy Dorsey's Casino Gardens in Santa Monica, and Kirk Hayes, operator of the Ala Baba Ballroom, Oakland.

Reason for the split between the North and South was prompted by the fact that each wing could better handle its local problems. Group agreed to hold an annual State convention. Northern group is currently prepping an institutional campaign using "dance and stay young" as the slogan aimed to bring back patrons to the terperies.

with the laying of the cornerstone for the permanent headquarters in New York.

The initial distribution of the set will be handled by the producers thru various city and State education boards and thru wholesale arrangements with large public-spirited organizations and industries.

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HEAT JITTERS SHIVER BIZ

Vauders Fear Summer Can't Pay High Cost

Are D. J.'s the Answer?

(Continued from page 3)

tinges might be a minor shot in the arm, tho outside of the reps handling the bands there's no feeling about it one way or another.

The underlying cause, according to theatermen, is the lack of quality pictures. When they start coming in, it is felt business will pick up. "There is some sentiment in the upper theater echelons that admissions are too high. But the exponents of lower tariffs are in the minority, so the chances are that nothing will be done about the price structure for the time being.

Cafe Picture N.S.G.

In the cafe field the picture is equally jumbled. New York, the crossroads of showbiz, now has only three top cafes, of which only two use real attractions—the Latin Quarter and the Copa. The former plays occasional freak attractions, goes heavy on productions, and does a solid business. The latter plays attractions only and also does fairly big, depending on the headliner. With Bill Miller's Riviera skedded to open, there'll be another spot for the summer months, tho Miller, in common with the Copa, shells out for the names and gets his supporting acts for whatever the current price is.

The Diamond Horseshoe is the big question mark. There have been rumblings of discontent among the cafe employees and there is a good chance that Billy Rose, Horseshoe owner, will sharply change his long-run policies with a name policy that will place him in a better competitive position. Rose has already bought air time on a local station to be used for a disk jockey show in the near future.

The question of whether disk jocks are commercial for cafes has been satisfactorily answered in a number of cases. The Copa's Jack Eigen has undoubtedly done, and is doing, the business. A recent newcomer, Ed Weiner, at the Hickory House, is also doing okay. Earl Wilson at the Belmont Plaza is the latest arrival. Bee Kalmus, the only fem platter spinner in this area, is pulling at a straight eatery.

Small Spots Okay

There are many smaller spots on the side streets that have been around for some time and holding up well. But such spots like the Blue Angel, Ruban Bleu, the recently opened Shelbourne Lounge and some of the older stand-bys like Leon and Eddie's have no radical changes in mind. They buy what's available within their budgets and hope they make a buck.

With money getting tighter daily, luxury businesses, like theaters and cafes, have been adversely affected. There are two schools of thought on what to do about it. One believes that more dough should be spent in slack times to bring in business. Another believes that when business is bad due to conditions over which showbiz has no control, less dough should be spent for talent. Both sides have their arguments, tho neither convinces the other.

There's still another theory: The 20 per cent tax is high, but tabs have no justification for their present high levels. Exponents of this belief dis-

IN SHORT

Bill Miller's opening Riviera show may be the Clover Club package of Jan Murray, Rose Marie and the Vagabonds, plus Tony and Sally De-Marco, if the salaries can be agreed upon. . . . Fran Warren will be with Danny Thomas on the Riviera show. . . . Peter Lind Hayes and Mary Healy are set for the Strand's next bill. . . . Duanos will work the Havana Montmartre next June. . . . Block and Sully are readying new act. . . . Sid Caesar won another round in his legal battle against Capitol Productions recently in New York Federal Court. . . . Tommy Morton has been signed by MCA to produce and direct tab musicals for cafe dates.

Sam Levenson will get \$4,000 for a single week at the Latin Quarter, Boston, starting May 14. Deal was set by Sol Tepper. . . . The opening Riviera show, Jan Murray, Rose Marie and the Vagabonds, will cost about \$6,600. The \$600 will go to the Music Corporation of America (MCA). . . . Radio City Music Hall will start talks with the American Guild of Variety Artists (AGVA) about contracts next week. . . . Leon Newman heads for the Coast by easy stages. . . . Monica Lewis, who goes to the Coast Mocambo, will take Jack Kelly along for piano backing.

Victor's Latin-American artists and repertoire chief, Herman Diaz, left March 31 for a trip to Puerto Rico and the Dominican Republic to "revitalize the recording program in that territory." . . . Atlantic Records has signed Duke Ellington's warbler, Al Hibbler, to a three-year recording pact. He'll still cut Columbia disks with Duke's band, however. Hibbler opened a solo engagement at the Baby Grand March 31. . . . The Mayflower Doughnut shops are tying in with Columbia Records and Santly-Joy pubbery in promoting Burl Ives's recording of "The Doughnut Song." They're sending real doughnuts to jocks in all towns where the shops are located. . . . Sidney Siegel, president of Seeco Records, leaves April 14 for a one-month trip to Venezuela, Curacao, Panama and Cuba. Purpose of the jaunt is to record and to visit distributors.

Detroit Niteries Cut Corners With Small Combos as Economy

DETROIT, April 1.—Signs of a trend away from a show policy toward straight music as part of a general economy move are evident among night spots here, with advertising and talent costs being cut. Trend paradoxically runs counter to accepted rule of business operation against cutting promotion and quality of merchandise when business slumps and competition gets tougher.

How far promotion is down is indicated by a cross-section of the mid-week dailies, with only three spots in town using space. These include the Statler Terrace Room with Rolly Rolls, pianist, and singer Jody Miller; Club 509 and Ted Lipsitz.

Club 509 is one of the few downtown places to continue on a high business level, with the team of Kirk and Richards. It is one of the examples that a semi-name policy based on established practice pays off. Club 509 is capitalizing on offering "the biggest show in town—two hours," in contrast to policy at practically every other spot.

Situation is typified in the current decision of Manager Les Gruber to

switch from semi names to small musical units at the London Chop House. The name idea was well publicized and promoted when it was started last October, with Raymond Scott, Red Ingle Les Paul Trio and Patti Page among the headliners. Scott and Ingle drew good business, but a final balancing up of costs and revenue decided Gruber against continuing, and he's back to duos and trios, with the Bobbie Stevenson Trio in currently. Latter group, with a strong local rep, is drawing thru the novel combo of double piano and bass.

The London Chop House has also cut out its air time—it formerly had five local and two network pick-ups a week.

Local favorites appear to be among the money-makers, with the long run of pantomimic George Scotti at the Club Ball an outstanding example. Another is the recent return of emcee Charlie Carlisle at the Bowery.

Showbiz Directory Planned for 1951

NEW YORK, April 1.—The latest of the showbiz directories, this one with a couple of bonuses for subscribers, is due to hit early in 1951.

The national directory of show business plans to list every act according to categories with pictures and send the directory free to all important talent buyers in the country.

The new project, now being promoted by Dave Fox, American Guild of Variety Artists (AGVA) ex-topper, and backed by a Philadelphia group, guarantees printing and publication with dough put into escrow with a Philadelphia outfit.

In addition to the pix, the listing and names of agents or managers, the outfit will also give info on routes thru a 24-hour phone-service. It will also use its offices as a mail depot.

Dow Contract Ruled Out in AGVA Edict

Acts Now Employees

(Continued from page 3)

the route, with the performer kept in the dark about how much he was to get for each date.

Under its new rule, the Dow office will have to issue one contract for each theater. The policy-of-the-house clauses will have to be stricken out and a specific number of shows mentioned instead. AGVA rules call for a limited number of shows weekly depending on the salary bracket the performer is in. Extra shows are paid for on a prorata basis.

Specific Pay

Instead of a lump sum payment for the route, Dow will hereafter specify the amount to be paid by each house.

The independent contractor classification under which most performers work, has been ruled illegal by various governmental bodies on different occasions. AGVA says that many bookers still list actors as independent contractors where they should be listed as employees.

When asked about the new AGVA edicts Al Dow replied, "Well, if AGVA says we have to do it, we have to do it, tho so far we have not received official notification."

Laine Package Set To Ramble Among Colleges

NEW YORK, April 1.—A new Frankie Laine package will play the college circuit in a series of one-nighters starting May 6 and ending May 13. The package will consist of Laine, Fran Warren, Bobby Sherwood's ork, Alan Carney and Gaynor and Ross.

The first date will be May 6, Fort Wayne, Ind. Then it goes to South Bend, Ind.; Lansing, Kalamazoo, Saginaw and Grand Rapids, all in Michigan, and winds up in Decatur, Ill. The route may be extended another week, depending on when Laine is due at the Paramount. His present date at the theater calls for either May 17 or 24.

The package will play college towns, it will not play the colleges themselves. Each show will be put into an auditorium or theater large enough to hold the anticipated crowds.

The entire promotion was handled by Phil Simons, of the Grand Rapids Arena. The deals will call for Laine getting \$3,000 guarantee against 60 per cent of the gross.

Laine is also skedded for the Chez Paree next August, tho the date hasn't been set.

Glenn, Newport, To Shutter

CINCINNATI, April 1.—Glenn Rendezvous, Newport, Ky., niterie, announced it's closing April 7 because of poor business which operators blame on the gambling ban and a 2 a.m. closing law. The Wally Johnson orchestra has been given two weeks' notice and the niterie is up for sale, a club spokesman said. A recent rumor had it that a large mail-order firm was dickering for the property for use as a store.

Liebman Takes on Empire Room Show

CHICAGO, April 1.—Max Liebman will take over the Palmer House's Empire Room June 8 for a 45-minute show. The first time Liebman did a cafe show was at the Latin Quarter, Boston.

For his Palmer House date, Merriell Abbott, Hilton chain booker, will drop her line and turn all production chores over to Liebman. Liebman's package will carry Mickey Deems, the Hamilton Dancers, Nellie Fisher and Jerry Ross. Show was booked thru the Morris office for about \$4,500.

agree that high talent costs are responsible for the big prices charged.

But whoever's right, the fact remains that showbiz isn't looking forward to the coming summer with any glee.

Palace, New York
(Thursday, March 30)

Capacity, 1,700. Price policy, 85 cents-\$1.20. Chain booker, Dan Friendly. Four shows daily. Five Saturdays. Show played by Don's house band.

The Two Adamsons, a boy-girl team, teamed with a bicycle act. Eric Adams, looking somewhat like Maurice Chevalier, did most of the work. His revolving tricks were well staged, and his use of fast spinners equally effective. His biggest gag was a chug-chugging around on a miniature motorcycle. Act finished good style with a comedy bit.

Pic and Span, a flashily costumed pair of hoofers, seemed to drag. Their work, tho good, seemed too de-rate to generate excitement. Climbing to an elevated platform, the girl team stepped it up with challenges for fairish hands.

Willie West and McGinty's slapstick stuff is as good as ever. The "accidents" drew heavy sustained yocks. Martha King, piano, a tall girl, showed impressive pipes as she went thru semi-long-plays. Gal has a voice, tho she needs to know-how in the use of hands for general selling. Response was good, tho it could've been better if sales savvy were hyped.

Senator Murphy's standard monolog big results for the first few minutes, particularly when he kept it in political vein. When he went to current events and the abilities of women as drivers, he began to pall. Overall reaction, however, was good.

Kurt Jons and His Dancers, a six-piece, East Indian dance group, appropriately costumed and working deftly, did a pleasant job. An act as this needs better music to matter, something Jons didn't have. Duke Davis, billed as "Hollywood's favorite hillbilly," is more a sound-effects man than a hillbilly. Working with a guitar, the chunky Davis wailed out some corny pleasantries and mild chuckles, then went into a series of vocal sounds imitating barn-noises, airplanes, motor boats.

Audience reaction was so-so. Based on Davis's experience, he seemed strong enough to work next closing. But on act caught he was weak.

The Four Wallabies, tagged the "Australian bombshells," should get plenty of work in this country. The young, attractive girls did across with zest and pepper that was exciting to watch. Their challenge stuff was particularly outstanding, pulling hands almost continuously.

Bill Smith.

Chicago, Chicago
(Friday, March 31)

Capacity, 4,500. Price policy, 50 to 98 cents daily. Five shows week days, six on week-ends. House booker, Charley Lee. Show played by Dick Stabile and house band.

Dean Martin and Jerry Lewis head the best stagershow to play this house in a year. Lads forgot their act except for bare essentials and filled in with some great ad lib hokum. Lewis, especially, did gags with the front-rowers and drew nothing but yocks. They've added bits like the pop batoneer. Their standard in which Lewis leads the house band, captured em. They worked 35 minutes and had to beg off.

Carolyn Grey, a good looking platinum blonde, started off well with two jumpers, with the house book doing an excellent backing job. The ex-Krupa chirp got a solid hand to the finish. Dick Stabile contributed a fine high-register alto specialty to pace the performance.

The Step Brothers, tho this is their fourth local stop in a year, got big hand for their topnotch rhythm tapping and showmanship.

Pic: Wabash Avenue.

Johnny Sippel.

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VAUDEVILLE REVIEWS

Roxy, New York

(Friday, March 31)
Capacity, 6,000. Price policy, 40 cents-\$1.80. Four shows daily. House booker, Sam Rauch; producer, Arthur Knorr. Show played by Roxy house ork.

The house went all out for the Easter show. It brought back its full line for the ball number, had a couple of boys costumed as rabbits and in one number had the gals togged out as yellow chicks. It made for good sight stuff pulling generous hands.

In the act department, headliner Fran Warren, in her Stem preem as a single, did a big singing job. Looking lovely in a candy-striped job, the redheaded RCA Victor canary came on to a roaring ovation, a surprise in this house. Most of the yells came from Warren fan clubs, but was contagious enough to spread. The gal opened with *Envy* and went into a medley made up of her recent RCA Victor hits. Between the two she did a special on *Take Me Out to the Ball Game*, naming every major ball club in both leagues for roars of approval. Just before her last number she made a little humble speech about once having been one of the kids in the Roxy line from which she was fired. This segued into *Over the Rainbow* for a beautiful Cinderella ending of a success story, which got a hefty assist from the house line including the king-sized bunnies. When Miss Warren finished there was no doubt she was a hit. Her only drawback was in her lack of milking. Her set speech was delivered too fast to get the most out of it.

Obvious Accident

The falling ball production number in which one gal keeps tumbling off the sphere originally began out of an accident. The accident is now part of the routine, but it's used so much that the plant is much too obvious.

Bill Callahan opened with a song and then went into his hoofing. His drum-challenge stuff was excellent, drawing big hands. The Stagg McMann Trio, subbing for the Harmonicats who'll take over Tuesday, filled the spot nicely. The boy's harmonica work was good and their choice of numbers intelligent. Their polka finish generated a lot of excitement.

Elsa and Waldo's slow motion ballet-waltz drew yocks which dwindled as the tempo stayed in the same groove. Acros and fast taps with novelty trimmings for a finisher got them off in good style.

Pic, *Cheaper by the Dozen*.

Bill Smith.

Orpheum, Los Angeles

(Wednesday, March 29)
Capacity, 2,200. Prices, 50, 65, 95 cents. Four shows daily. House booker, Bill McIlwain. Shows played by Rene Williams' house ork.

Bill features 15 wheelchaired vets from Birmingham General Hospital, supported by 10 gals in a miniature revue tagged *Fun on Wheels*. As a vet rehabilitation, this is a terrific morale booster and should accomplish great things for the boys if and when the company goes on the road. An entertainment, the company's efforts are not ready for the pro circuits. Group needs a lot of work, better material and considerable trimming of talentless participants. There should be sufficient talent among disabled vets to build a worth-while package.

Bill opened with the snappy juggling-hat tossing of Johnson and Diehl followed by Tyler and St. Clair, clever xylophone duo. Songsters Archer and Gile wisely stick to show tunes and close with an ear-worthy rendition of *Dry Bones*. Mr. Ballentine, only act to near the sock level, pulls yocks a-plenty with his refreshing satire on magicians.

Pic, *The Palomino*. Lee Zhitto.

Paramount, New York

(Wednesday, March 29)
Capacity, 3,654. Price, 55 cents to \$1.59. Five shows daily. House and chain booker, Harry Levine. Show played by Sam Donahue's ork.

Tho Mel Torme has the closing spot, a bad case of laryngitis had the Velvet Fog in a vocal blackout opening day, and the real show topper was Ella Fitzgerald. The buxom canary, one of the warmest performers in the business, had the house with her from start to finish. Opening with a brisk *Old Mother Hubbard*, she pulled a neat mood switch with her second, a sweet and soft *It's So Nice To Have a Man Around the House*, then upped it again with *I'd've Baked a Cake* and closed with the surefire *Basin Street Blues* to a beg-off.

Torme's boyish exuberance and vitality always have been his greatest assets, but in comparison with his usual job he was noticeably under par. However, his routine was slickly concocted, even if his delivery was not. His special material was clever and he clicked at the close with a flashy drum solo on *Lover*.

Smooth Crew

Sam Donahue's clean-cut crew of musicians didn't have much to do, but they supplied the acts with thoroly competent backing, and the leader's drum job was refreshingly reserved and professional. The ork scored best behind the fine trumpet solo work of Rafael Mendez.

Rounding out the bill were Johnny Morgan, comic, and Vic and Adio, an acro-balance act. Morgan sold his house stories for some appreciative laughs, and his take-offs on popular song titles earned him a good walk-off hand. In the opening spot Vic and Adio sparked an electric tempo with their effortless execution of difficult balance feats. The boys have plenty of personal sales savvy and finished to a sizable round of applause.

Pic, *Captain Carey, U. S. A.*

June Bundy.

Radio City Music Hall, New York

(Thursday, March 30)

Capacity, 6,200. Price range, 80 cents-\$2.40. Four shows daily. House booker-producer, Lon Leonidoff. Show played by Alexander Smallem's house ork.

The big theater's annual Easter show is now a stand-by, and its draw on its own merits is almost as big as that of the flicker. Its 1950 version is broken into two parts, starting off with the *Glory of Easter* and ending with the lighter, *Spring Tidings*. It makes for sock entertainment.

The Easter spectacle is backed by the cathedral set with stained glass widows and an altar banked with lilies. The house lines are appropriately costumed as monks, altar boys and handmaidens moving in a glittering but reverent procession across and up stage. The finale, ending in a flowered cross, pulled a tremendous hand.

The musical part of the bill was given over to spring, the blooming of flowers and a woman's desire to get new clothes. It started with Alphonse Berge being brought on by an amusing off-stage intro, after which he went into his fast model draping routine using Rockettes as models. For added zest his act included a Lilly Dache fashion show. The ballet was built around a blooming flower number in which Bettina Deaborn and Dean Crane did commendable jobs. The ballet was particularly effective thru its generous but skillful use of black lights.

Between the ballet and the following production the Jay Walkers, three boys recently caught at the Palace, did their act. The lads were every bit as good on this huge stage as they were at the Palace. Their panto bits, the fight thing, the operation and general knockabout stuff drew heavy yocks, not an easy accomplishment

Olympia Theater, Miami
(Wednesday, March 29)

Capacity, 2,200. Price policy, 62 cents-\$1.18. Four shows daily. House booker, Harry Levine. Show cut by Leg Rohde's house ork.

The show this week adds up to fine entertainment all the way. Betsy Ross and the Hightower Brothers, two men and a good looking gal, get off to good mitts with their smooth acros. Frank Cole, a slick magician, aided by three attractive gals, mystified with his suave routine and patter. Gloria Jean, on third, came on beautifully gowned. She opened with *Siboney*, followed with *Call Me Darling* and encored with *I Surrender, Dear* from one of her pics. She was well received and got a good hand on her exit. Barney Grant, who emseed, did his regular stint next to closing. Billed as *Fun Off the Cob*, he had them from the start with his sly, corny brand of humor.

Pat Rooney Sr., closed, and when Grant started to introduce him, the crowd couldn't wait. They started to applaud before Grant could finish, and when Rooney made his entrance, the house went wild. Celebrating his 60th year in show business, he packed nostalgia and know-how into an act which for sheer entertainment has seldom been equaled at this house. Opening with the now traditional *Rosie O'Grady*, every step he took, every word he said, every grimace he made was a signal for a new outburst from the audience. It was a Pat Rooney crowd, and they showed it all the way. He encored with *The Old Washerwomen* and his Joe Frisco imitation and left them wanting more.

Pic, *Chain Lightning*. Art Green.

in the Music Hall.

The Easter Bonnet number was the big one. Against a huge lady's hat the mixed choral group went thru various seasonal songs—*Might as Well Be Spring*, etc.—in robust fashion. Helen Dodge, soloist in this one, did a competent job, and Ronnie Ronalde did a whistling routine, mixing melodies with bird calls. The number segued into an outdoor garden scene with a king-sized hat revolving on a circular stage to show a fountain. Then came storm effects. Clearing up, the Rockettes went into their always admirable precision hoofery. The whole thing ended in the *Easter Parade* number, winning good mitts.

Pic, *The Daughter of Rosie O'Grady*. Bill Smith.

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NIGHT CLUB REVIEWS

Lookout House, Covington, Kentucky (Tuesday, March 28)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Booking policy, Frank Sennés, exclusive. Publicity, Shirley Hartman. Estimated budget this show, \$7,000. Estimated budget last show, \$4,000.

Al Morgan, whose acro pianistics and sentimental ballading have zoomed him into a top spot on the TV and nitery horizon, opened to a crowd that taxed the room's capacity, with a big house holding over for the late show.

His peculiar, long-range keyboarding accentuates every Steinway movement, a piece of showmanship on which he handsomely capitalizes. His *When You're Smiling* opener, with arms and hands flying, elicited rafter ringing hands, which turred into repeated salvos for each tune he elected to dish out. Works himself into a frazzle with a wide repertoire of offerings before giving patrons nostalgic faves like *Heart of My Heart* and *Rose of Washington Square* to bring down the house. Crowd wouldn't let him go until he power-housed across a Western medley, Dixielanded a nifty *Swanee*. Walked off to thunderous mitting for his popular *Hearts* tunes done in subdued tempo.

The Reis Brothers, comedy duo, sport intelligent lines and their parodies and song impressions are a perfect match for their dia.og. Particularly good were their Ink Spots take-off and a souped-up *Shine*, to which they adept good tonsiling and sharp terping.

Laundre and Verna, ballroomologists, click solidly with their refreshing and youthful appearance. Won rounds of applause with their varied terp specialties, gracefully cexecuted. Sock wind-up has the lad holding the gal aloft in a one-hand pinwheel that

Swiss Chalet, Bismarek Hotel, Chicago (Thursday, March 16)

Capacity, 250. Price policy, \$2.50 minimum. Publicity, production and booking, Lucille Ballantine. Shows at half-hour intervals. Estimated budget this show, \$1,450. Estimated budget last show, \$1,300.

This room has one of the best headline acts in its one-year history in Harry Noble and Frances King. Noble's smooth, dark handsomeness is a sharp contrast to Miss King's titian tresses. Miss King handles th lead voice in a serious and emotional fashion, projecting the melody strongly. Noble has an unusually flexible throat, working a wide range to do some unusual harmony fill-in behind her. Duo's choice of material stays in the musical comedy field, but they use good seldom-heard numbers to keep attention alive. Every song is full of their special lyrics and melody work. Nabbed excellent mitts from a house that started out noisy but was quiet after two numbers.

Harry Rodcay, Hawaiian yodeler last with Connie B. Gay's h. b. troupe in Washington, is a refreshingly naive warbler. His rather bashful presentation captivated the diners.

Johnny Aladdin's Quintet played good dance music and swell show backing. Aladdin still needs to relax to do a better emsee job.

Johnny Sippel.

almost stopped the show.

Arden-Fletcher Dancers (8) walk thru three impressive turns in new wardrobe. Johnny Bosworth, emseesinger, displayed a good set of bary pipes in handling the line's background vocals. His was a break-in-engagement. Bob Snyder's ork backed the show solidly.

Bob Doepker.

Blue Angel, New York (Thursday, March 30)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operators, Herbert Jacoby and Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated budget this show, \$1,800. Estimated budget last show, \$1,500.

Tho the quantity of acts has been cut, the quality is still there. Charles Trenet has the same old intimacy and the commercial charm he showed in his first date in New York a few years ago. It was evident that the French singer's draw was from a completely different class. Most of the customers around spoke French. Trenet has since acquired a workable knowledge of English, so he now intro's each number with explanations. His Parisian stuff was wonderful. The addition of some English lyrics made it a real job.

Nancy Andrews has been around for some time, recently in the music's *Touch and Go*. Here she showed enough to indicate she's one of the best comediennes to come up in recent times. A big, hefty gal, Miss Andrews uses a lot of special singing material, most of it well salted down. Her main handicap will be in finding enough material from time to time. The gal worked beautifully with takes and bits, handled like a vet.

Eadie and Rack

Eadie and Rack, doubling from the Lounge, to show backing and in their own spot on stage, played extremely listenable piano. The team stresses precision, using show tunes with their own arrangements, which are made to order for chi-chi spots. Portia Nelson, a holdover, also did a commendable singing chore.

Bill Smith.

Follow-Up Review

BOP CITY, NEW YORK: Oscar Peters, Canadian Negro pianist in his first Stem job, impressed as probably one of the best 88'ers to be caught here in a long time. Working with two other fellows, a bass and drums, Peters showed an exciting technique and a feeling for modern jazz which made for real listening pleasure as well as sight values, tho his playing was only occasionally visible. Peters' best on the night (28) caught was a completely charming and strangely moving *Concerto for Trio*.

But despite Peters' magnificent piano work, it is doubtful if the routine caught would be commercial enough for most spots. It would, however, be a natural for the intimate clubs with a leaning toward modern music.

Bill Smith.

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Rainy Stem Slips Grosses; Only Palace Till Ringing

NEW YORK, April 1.—Two new bills last week didn't help over-all grosses to any noticeable extent. A spell of rain during the past seven days, plus the lack of solid draws, kept income in the doldrums. Last week's over-all take for the combo houses was \$308,000 against the previous week's \$303,000. The major gainer was the Palace, which jumped to \$20,000 from \$16,000.

Radio City Music Hall (6,200 seats; average \$128,000) exited with \$95,000 for *Woman of Distinction*, Lucienne and Ashour and Flo and Ted Vallett, after an opener of \$106,000. New bill (reviewed this issue) has the Jay Walkers, Alphonse Berge and *Daughter of Rosie O'Grady*.

Roxy (6,000 seats; average \$76,000) wound up with \$42,000 for its second week of the China Doll revue and *Under My Skin*, after a tee-off of \$50,000. New show reviewed this issue) has Fran Warren, Harmonicats and *Cheaper by the Dozen*.

Capitol (4,627 seats; average \$56,000) got \$49,000 for the opener of George Paxton's ork, Artie Dann, Toni Arden (who became ill and was

replaced by Sylvia Froos) and *Yellow Cab Man*.

Strand (2,700 seats; average \$49,000) collected \$40,000 for its first week with Count Basie ork, Billie Holiday and *Barricade*.

Palace (1,700 seats; average \$17,000) jumped up to \$20,000 for its eight-acter of Jack Gilford, the Herzogs, six other acts and *Side Street*, against the previous week's \$16,000. New bill (reviewed this issue) has Rufe Davis, Senator Murphy, six other acts and *Cargo to Capetown*.

Paramount (3,654 seats; average \$73,000) took in \$62,000 for the final week with King Cole, Larry Storch, Ray McKinley's ork and Francis. New show (reviewed this issue) has Mel Tormé, Ella Fitzgerald, Sam Donohue's ork and *Captain Carey*, U. S. A.

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Sides and Asides

Shubert Options Alexander Opus

It looks as tho Ronald Alexander, who has long had the scripting urge, has finally hit the target. His latest effort, "Season With Gingers" went so well at the Alley Theater in Houston last month that the week tryout was prolonged to four. John Shubert has taken an option on it and plans a Stern production in association with Hal Loeb, Don Fredkin and Edward Duryea Dowling. Rehearsals are skedded to start in mid-August with Dowling directing.

A New Silo in the Works

Richard ("Hope Is the Thing With Feathers") Harrity and Billy Matthews, currently assistant s. m. of "The Devil's Disciple," have bought the farm barn and stables on the F. W. Vanderbilt estate at Hyde Park, N. Y. Remodeling of the building starts immediately to put a new silo operation in the summer ranks. The new theater will be tabbed the Hyde Park Country Theater. The firm will operate on a guest star-Equity resident company policy.

The Silo Managers Are Agin It

Actors Equity council has agreed to hear the beefs of the Summer Stock Managers' Association (SSMA) at its meeting Tuesday (4). The SSMA held a conclave last week and went all out on record against Equity's hike of silo rehearsal pay from \$20 to \$30 a week and against the mandate stipulating five days of gueststar rehearsal with a resident company. The stock managers want some modification. According to a union spokesman, Equity's view on summer gueststars is that any such who don't want to put in five days of rehearsal at each stand, can package their own shows. The package idea, however, is viewed dimly by many silo managers because it means keeping a resident troupe standing by during such engagements.

The "Front Page" for Page 1

Lee Tracy will do a scene from the "Front Page" at the Page 1 Ball of the Newspaper Guild, to be held at the Hotel Astor April 14. Up to March 31, he was in some doubt as to what sequence he would do from the MacArthur-Hecht comedy. It is most likely, however, that the nod will go to the final scene in which he will play Burns, the editor, instead of his old role of Hildy Johnson. Scott McKay will likely play the latter.

ANTA Gets a Theater of Its Own

The American National Theater and Academy (ANTA) acquired its own playhouse Friday (31) when Helen Hayes formally accepted title to the Guild Theater from Victor M. Tyler, trustee of the West 52d Street Corporation. Leading contributors to the initial payment of \$70,000 were Katharine Cornell, Dwight Deere Wiman, Blevins Davis, Roger Stevens, George Somnes and Helen Bonfils, who antied \$5,000 apiece. The remainder stemmed from 29 additional contributors. A first mortgage of \$557,500 is held by a Shubert subsidiary. Of primary interest to ANTA in the acquisition of the Guild is the revival of the org's experimental theater program.

Paper Mill Sets Management

Tom Bates will handle stage management chores, and Samuel Steinmen front-of-the-house and press management at Frank Carrington's Paper Mill Play House, Millburn, N. J., for the coming season. Robert Breton and Jay Velie have been added to the cast of "Show Boat," which opens the season April 10.

ELT Ready for New Season Scripts

Equity Library Theater (ELT) is now accepting applications from Equity members for its first five productions for next season, starting October 6. Application forms can be had at the ELT office and must be filed by May 30. Under an agreement with the Fact-Finding Committee, the ELT may put on only plays which have been previously produced on Broadway under a first-class Equity contract or which are in the public domain. Plays not falling in either of these categories and adaptations or extensively revised scripts, which are classified as new plays, must be submitted to the Fact-Finding Committee for approval before an ELT production. A complete cut version of the proposed script must accompany each application, together with a record of the director's experience and background.

Alexander Out of "Cliff," Bannister In

Harry Bannister has replaced John Alexander in rehearsals for "House on the Cliff." Alexander has been forced to withdraw from the cast due to illness. Also recently signed are Peggy Cass and Doris Clark. "Cliff," starring Fay Bainter and Ernest Truex, skeds a New Haven, Conn., unveiling April 13, followed by a two-week Philadelphia stand beginning April 17. It is due on the Stern in May with no theater yet set.

Ballet Theater Skeds Oversea Trek

Ballet Theater will fly its entire complement of 60, from dancers to sets and costumes for 18 ballets, to Europe July 15 for a five-month tour of principal cities of eight countries. The project is sponsored by the American National Theater and Academy and has the blessing of the Cultural Division of the U. S. State Department. The itinerary skeds a start in Germany, followed by stands in Scotland, England, Italy, France, Holland and Belgium, in that order. The tour's wind-up is set for Vienna with a return to the U. S. in early December.

Silo Beckons Fibber and Molly

Guy Palmerton has been sounding out Fibber McGee and Molly for a co-starred guest week at his Lake Whalom (Mass.) Playhouse in "George Washington Slept Here." Comedy would be natural for the Jim Jordans, and they could likely make a silo season career of it, if so minded. Richard Aldrich is reported also interested in the notion.

Legit Invades the Sacred Met

Now that more than one Met songbird has found it both amusing and profitable to dally with lower-browed legit, it's only fair that the humble laborers for the fabulous invalid get a crack at the mighty

Legit Holds Status Quo, Silo Circuit Rides High

(Continued from page 3)

Mike Todd's Peep Show. Certainly it would seem that a percentage of these will add substantially to permanent summer fare. In sum, while no other entries are skedded before fall, it looks as tho the Stern may be able to keep 18 to 20 theaters lighted over the hot-weather doldrums.

As of last year only two productions arrived during the summer, both in July. June saw the Stern legit list dwindle to 19 houses lighted, and by mid-July five of these had put up the shutters. While business in general picked up in August, still another went dark, leaving the summer lineup at a stop 13.

15 Roaders Rolling

It is obviously difficult to make a road prediction so far in advance. Currently the United Booking Office route list shows some 15 shows in operation. Last year at this time there were two dozen on the road. However, by June the trekkers' tally had shrunk to 10 and averaged five to six during July and August. There is no reason to expect that the pattern will change materially in 1950.

Naturally any hot-weather legit picture must include the straw-hat brigade which, come June, will mushroom up again from Maine to California. Of particular significance this year is the trend to the "legit-in-a-tent" idea, pioneered by St. John Terrell at Lambertville, N. J., last summer. This, of course, is operetta "in-the-round," platformed under canvas.

Terrell will repeat at Lambertville and two similar projects are already set for Somers, N. Y., and Norwalk, Conn. Richard Rodgers and Oscar Hammerstein 2d are considering entering the field on some sort of package scale, and most recently Lawrence Langner and Armina Marshall have announced a similar undertaking to be set up in the vicinity of their Westport (Conn.) Country Playhouse.

On paper, at this point, the silo circuit in general looks to sked a banner year. Close to 140 barn theaters are already planning their seasons in 25 States, with the big groupings as usual centered in Massachusetts, New York, Pennsylvania, Connecticut, Maine and New Jersey.

An additional 70 straw-hatters are on the fence, most with definite programs not yet formulated, and a

Urges Hike in Fee For Philly Permits

PHILADELPHIA, April 1.—Increase in theater and outdoor amusements operating license fees was urged by Councilman Louis Schwartz. Circuses can operate here for an entire season for a single fee of \$25, Schwartz said, while a small carnival must pay \$100 a week.

The Ringling Barnum circus paid only \$25 for a one-week stand here last year. But when it moved across the city limits to Upper Darby, the circus paid a \$50 license fee for two days and contributed \$750 to the Upper Darby police pension fund, he claimed.

Met. Recently, Metopera's new impresario, Rudolf Bing, somewhat startled the Stern with a bid to Danny Kaye to play the jailer in "Die Fledermaus"—an invitation, incidentally, which intrigued the comic mightily and which he will accept, commitments permitting. Now comes the announcement of the signing of Margaret Webster to direct Verdi's "Don Carlos," to be restored to the Met's rep after a lapse since 1922. And, at the same time, Bing announced that Holf Gerard, responsible this year for backgrounds for "That Lady" and "Caesar and Cleopatra," will do the sets and costumes for the Verdi revival. Legit is definitely getting an operatic nod.

Olsen and Johnson Try Out Material

Olsen and Johnson will try out a new revue, "Tsk, Tsk, Tsk, Paroo," at the Baltimore Theater, Los Angeles. The new show is primarily a proving ground for sketch material to be incorporated in their "Folies Bergere" revue skedded for the Winter Garden in the fall. Except for such sketches as they may decide to interpolate, the O. and J. "Bergere" frolic will be entirely French, cast, sets and costumes.

minority doubtful as to a reopening. Some 32 of last year's crop have completely given up the ghost.

Five Off-Broadway Units

Locally, of course, the subway circuit will be in harness again, and five off-Broadway groups have announced summer schedules. On Stage will hold forth at the Cherry Lane, Studio at the Provincetown, the Interplayers at Carnegie Hall, the Players Company at the Kaufman Auditorium, and the Theater Society at the Hotel Sutton.

The next few weeks will doubtless bring many new silo entrants into the fold, and it would not be surprising to find a total of 250 in operation by the end of June.

So the over-all summer picture of the fabulous invalid really looks no bleaker than usual. She is, as ever, in need of drastic medication. But at least the dog-days don't look to make her any sicker.

Surf-Lite Theater Plans Get Under Way

BEACH HAVEN CREST, N. J., April 1.—Construction of the Surf-Lite Amphitheater on Long Beach Island got under way this week when John P. Hayes, producer and director, conferred with contractors on details of the 2,800 seat outdoor open theater and stage here.

Plans call for New York auditions of stage, screen and radio television talent in the Mansfield Theater within the next month, with the official opening, Centennial, 1950, scheduled for June 27. Ten weeks of variety theater will be presented thruout the 1950 summer season.

Surf-Lite Amphitheater will be constructed by Floyd L. Cranmer, of Beach Haven, on the Boulevard at Rhode Island Avenue in Beach Haven Crest, on land leased to Hayes and his backers by William F. DeFreitas Jr., owner of the Inlet Inn here.

Half of Total Broker '49 Tax Paid by N. Y.

WASHINGTON, April 1.—New York accounted for more than half the total collections from the 20 per cent levy on ticket brokers' mark-ups, during fiscal 1949, an Internal Revenue Bureau tax report showed this week. The national total was \$860,330, of which \$487,831 came from the Empire State. Trailing were Illinois with \$137,912 and California with \$92,101.

No other State hit the \$50,000 level, tho Pennsylvania was close with \$48,665 paid in broker taxes. Other leaders were Massachusetts (\$31,268), Michigan (\$25,887), New Jersey \$8,973, Ohio (\$8,199) and Maryland (\$6,778).

A score of States paid no broker levies at all while the others paid amounts ranging from 60 cents for Mississippi to \$3,600 for Rhode Island.

Theater Bldg. Code Revamps in Works

NEW YORK, April 1.—At long last there is a possibility that the city may get some new theater construction. For the past year City Councilman Hugh Quinn has been closeting with engineers, architects and members of the theatrical trades with a view to promulgating changes in an obsolete building code which has made modern theater construction economically impossible. Quinn started the drafting of proposed revisions this week and expects to introduce them at a meeting of the city council after the Easter holidays.

Probably the greatest obstacle in interesting capital for new theater building is the current law's forbidding construction over any stage area. New materials and advanced methods of construction, however, can practically eliminate old dangers. Since pyramiding costs make either the building or operation of new theatrical properties an impossibility unless combined with office or other commercial rental space, a change in the law seems necessary.

A necessity for such an amendment has been stressed by Robert W. Dowling, head of the City Investment Company, and by Howard S. Cullinan, backer extraordinary of Broadway matters theatrical. Dowling has stated that his organization would like to build more theaters, and Cullinan has indicated serious interest on his own and some associates' part in such a project.

It is expected that the Quinn recommendations will call for permission for basement theaters, similar to some English and European set-ups, with space above utilized for stores, apartments or offices, or for some modified, similar type of construction. Quinn is optimistic as to the acceptance of his amendments, which due to the complexity of the building statutes may run to a series of 35 bills to be submitted to the council. The councilman believes that their passage will signpost immediate interest in the construction of five new playhouses.

Summer Stock for A. C.

ATLANTIC CITY, April 1.—Although the Warner Theater, movie temple on the Boardwalk, will bring in legitimate shows on a catch-as-catch-can basis, a full summer stock season is anticipated at the Surf Playhouse on George A. Hamid's Steel Pier. Gail Hillson, who ran the Long Island Playhouse in New York, will be in charge of the amusement pier's summer legit theater, opening late in June. Warner Theater has booked in Brigadoon for the week of June 16.

PHILADELPHIA, April 1.—A new top for a straight play was hauled up at the Shubert Theater with the departure March 25 of Helen Hayes in *The Wisteria Trees*. Play backed up over \$35,750 in the Shubert's till for a local drama record. Previous record holder was Katharine Cornell in *The Barretts of Wimpole Street*, which earned \$33,657 during single week in 1932.

ROUTES

Dramatic and Musical

Brigadoon (Royal Alexandra) Toronto.
 Forsytecapades (Blackstone) Chicago.
 Cornell, Katharine (Tower) Atlanta 4-8;
 (Bijou) Birmingham 7-8.
 Death of a Salesman (Cass) Detroit.
 Diamond Lil, with Mae West (Lyceum) Minneapolis.
 Harvey (Music Hall) Houston 5; (Auditorium) Lake Charles, La., 6; (Murray H. S. Aud.) Mobile, Ala., 8.
 Kiss Me Kate (Shubert) Chicago.
 Send an Ear (Great Northern) Chicago.
 Mr. Roberts (Colonial) Boston.
 Mad Woman of Chailot (Erianger) Chicago.
 Man Who Came to Dinner (Auditorium) St. Paul 7-8.
 Oklahoma (Bijou) Chattanooga 8; (Ryman Auditorium) Nashville 6; (Coliseum) Evansville, Ind., 7-8.
 Private Lives, with Tallulah Bankhead (Harris) Chicago.
 Schwartz, Maurice (Plymouth) Boston.
 Silver Whistle (Biltmore) Los Angeles.
 Tickets, Please (Shubert) New Haven, Conn., 8-8.

BROADWAY OPENING

THE WISTERIA TREES

(Opened Wednesday, March 29)

MARTIN BECK THEATER

A drama by Joshua Logan (based on Anton Chekhov's "The Cherry Orchard." Staged by Joshua Logan. Setting by Jo Mielziner. Costumes by Lucinda Ballard. Musical arrangements by Lehman Engel. General manager, Herman Bernstein. Stage manager, Alan Anderson. Press representatives, Leo Freedman and Abner Klipstein. Presented by Leland Hayward and Joshua Logan.

Dolly May... Vinnie Burrows
 Marsha... Peggy Conklin
 Henry Arthur Henry... Maurice Ellis
 Nancy Loper... Kent Smith
 Scott... Alonzo Bosan
 Lucy Andree Ransdell... Helen Hayes
 Antoinette... Bethel Leslie
 Casale... Georgia Burke
 Gavin Leon Andree... Walter Abel
 Bowman Witherspoon... G. Albert Smith
 Jacques... Ossie Davis
 Peter Whitfield... Douglas Watson
 Solo Singer... Maude Simmons

Children: Irene Treadwell, Ralph Robertson Jr. and Patsy Carol.

Guests at party: Mary Valles, Ellen Cobb Hill, Kitty Snapper, Patricia DeCoursey, Eliza Toca and Bentley Wallace.

Other servants: Emory S. Richardson, Reri Grist and Duke Williams.

Nearly every season some play gets a pre-production — underground drum-beating which sets it up as the year's potential event theaterwise. Frequently this is a hindrance rather than a help, since an advance overbally can put two strikes on a producer before a stem curtain goes up. Since last summer, *The Wisteria Trees*, Joshua Logan's adaptation of Chekhov's *Cherry Orchard*, has had the top conversational mark-up among things to come in the '49-'50 season. Under such circumstances, a local unveiling just had to be right. So Logan once more proves that he is an astute showman as well as a top triple-threat as author-director-producer. Three weeks were added to *Trees*' break-in period with practically continuous script revisions. So *Trees* arrives likely as close to perfection as the Logan craft can make it. It is definitely a theatrical event.

While the program bills *Trees* as "a new American play," it obviously is a free but fairly close adaptation of the Chekhov theme. However, there is nothing Russian about the Andree family of Wisteria Plantation down in Louisiana, except perhaps that turn-of-the-century economics in the Deep South were knocking off decadent aristocracy in a manner similar to that over Moscow way. So Logan's play about a returned social rebel whose home-grown wisteria blooms are symbolic of respectability and distinction, while not new in concept, is completely American.

What is more important is that Logan has taken a theme of somber

disintegration and combed out its dull and static spots for a maximum of sheen via superlative direction. There is not much high drama in *Trees*, any more than there is in *Orchard* but Logan has leavened it with humor and pruned and twisted with a meticulous eye on playing values to contrive a vastly human document which holds concentrated interest from beginning to end.

Hayes Is Sock

But aside from the Logan personal contributions, it is an event for the theater to have Helen Hayes back in harness. As the lovable family black sheep who rates love above convention, she has seldom been as magnificent. It is a performance abounding in shadings of restraint that could serve as a model for any actress in our theater—a complete integration with the playing of other actors, but with never the loss of a point or content building of character. Miss Hayes can light with a candle scenes that call for an arc light from other actresses. Also both she and the play get excellent support.

Kent Smith paints an outstanding portrait of the blustering, bull-necked new order of the South, circa 1900. Again underplaying is the watchboard, and what could easily be a braying caricature of new-rich-up-from-nothing white trash is a small masterpiece of characterization.

Splendid also is the seedy, feeble-witted aristocrat of Walter Abel. And G. Albert Smith adds fine color as an amiable equally impractical ditto. Bethel Leslie and Douglas Watson distinguish themselves as lovers of the younger generation, and Peggy Conklin does likewise as the old-maid cousin who keeps house for them all. From the plantation's servants' hall, Vinnie Barrows, Maurice Ellis and Alonzo Bosan acquit themselves with credit, and Ossie Davis is particularly effective with laugh lines that come his way as a house boy with a superior Parisian veneer.

Joe Mielziner has come up with another wonderfully imaginative interior for a decaying Southern mansion which simply reeks atmosphere, and his lighting thereof is superb. Lucinda Ballard has dressed the participants with meticulous regard for class and period. Over-all, *Trees* may be said to have assets to put it in the season's top - bracket production groove. Since unveiling reports give it well over a \$200,000 advance, with no theater parties scheduled, it would seem solidly set in the commercial groove as well.

Bob Francis.

OFF BROADWAY

THE MISER

(Opened Sunday, March 26)

WALT WHITMAN SCHOOL

A comedy by Moliere. Staged by Dan Levin. Managing directors, T. J. Ritter, Dwight E. Hook Jr. Stage manager, Bunny Falkenburg. Setting, Richard Burns. Costumes, B. J. Harris. Women, James Doll, men; supervised by Dwight E. Hook. Press representatives, Marcella Kane, Elizabeth Reed. Presented by Theater Classics, Inc.

First Singer... Vivienne Dupree
 Second Singer... Lillian Armijo
 Elise... Dorothy Steele
 Valerie... Larry Blyden
 Cleante... Henry Waldon
 Harpagon... William Jackson
 La Fleche... Charles S. Fursell
 Master Simon... Victor Pinheiro
 Frosine... Louise Larabee
 Mistress Claude... Betty Smith
 Master Jacques... Donald Somers
 Brindavoine... Marc Hendricks
 La Merluche... Edwin F. Strome
 Mariane... Ellen Humphrey
 Magistrate... Harry Bergman
 Clerk... Edward Lane
 Anselme... Joe Burbaker

Physically speaking, Theater Classics's production of Moliere's *The Miser* presents bright, cheerful and colorful sets and costumes. Dramatically speaking, it's only slightly amusing and a little drab.

A rollicking comedy of the 17th century, the play deals primarily with an old miser who wants to marry a young woman whom his son loves.

It concerns a daughter in love with a nobleman disguised as a servant, a rogue who is after the miser's hoard, a beautiful match-maker and divers servants, legalists and brokers. The plot involvements continually serve up situations for high spirited, rousing comedy. They spin around the title character at a great pace, and all ends happily when the son gets his beloved, the daughter gets her nobleman, the rogue and the match-maker make off with considerable cash and the legalists are paid.

But if a happy romp is Moliere's intent, Theater Classics thinks differently. True, events whirl at a good pace, but the axle is weak, as well as a few spokes. However, Henry Waldon, Dorothy Steele and Ellen Humphrey keep things rolling with good performances. And with expert craftsmanship and a wicked eye on the author, Louise Larabee as the match-maker takes the show for herself, that is, after a short tussle with Donald Somers, who likewise does an excellent job.

Dan Levin's pacing fails to make up for his short changing of Moliere on comedy. His directorial patterns are static and decidedly lacking in imagination and humor.

In the sum, Theater Classics de-

3 April Bookings Promised for Philly

PHILADELPHIA, April 1.—Although the current week saw the lights shining in only one of the town's four legitimate temples, and the coming week or two will find all the houses dark, the local legit season is far from thru, with mid-April bookings promised. *Cry of the Peacock* closed its week at the Locust Street Theater tonight (1), but three offerings are promised later in the month.

Molly Picon is skedded to light up the Shubert Theater April 15 with her Yiddish musical, *Abi Gezunt*, which she showed in New York earlier this season. On April 17, Locust Street Theater will relight with Fay Bainter and Ernest Truex in a new comedy *House on the Cliff*, and at the Forrest Theater April 24 *The Liar*, the Arthur Drake-Edward Eager-John Mundy musical, skeds its world premiere. The only prospect beyond three bookings is a mid-May break-in possibility of Mike Todd's musical, *Peep Show*.

serves considerable praise on the score of its conversion of a school platform to the projection of a pleasantly gay theater. If matters dramatically, which transpire before Richard Burr's excellently devised sets and within B. J. Harris's and James Doll's ditto costumes, are on the dull side, there is always Louise Larabee to watch and listen to.

Dennis McDonald.



BROADWAY SHOWLOG

Performances Thru April 1, 1950

DRAMA

| | Opened | Perfs. |
|---------------------------------|------------|--------|
| Armour of Light..... | 2-23, '50 | 33 |
| (Blackfriars) | | |
| As You Like It..... | 1-26, '50 | 76 |
| (Cort) | | |
| Caesar and Cleopatra..... | 12-21, '49 | 116 |
| (National) | | |
| Come Back, Little Sheba.... | 2-15, '50 | 53 |
| (Booth) | | |
| Death of a Salesman..... | 2-10, '49 | 476 |
| (Morosco) | | |
| Detective Story..... | 3-23, '49 | 428 |
| (Hudson) | | |
| I Know My Love..... | 1-12, '49 | 174 |
| (Shubert) | | |
| Mister Roberts..... | 2-18, '48 | 537 |
| (Alvin) | | |
| Now I Lay Me Down To Sleep..... | 3-2, '50 | 36 |
| (Broadhurst) | | |
| The Cocktail Party..... | 1-21, '50 | 81 |
| (Henry Miller) | | |
| The Consul..... | 3-15, '50 | 21 |
| (Barrymore) | | |
| The Devil's Disciple..... | 2-20, '50 | 48 |
| (Royale) | | |
| The Happy Time..... | 1-24, '50 | 79 |
| (Plymouth) | | |
| The Innocents..... | 2-1, '50 | 70 |
| (Playhouse) | | |
| The Man..... | 1-19, '50 | 84 |
| (Fulton) | | |
| The Member of the Wedding.. | 1-5, '50 | 100 |
| (Empire) | | |
| The Velvet Glove..... | 12-26, '49 | 112 |
| (Booth) | | |
| The Wisteria Trees..... | 3-29, '50 | (5) |
| (Martin Beck) | | |

MUSICAL

| | | |
|------------------------------|------------|-----|
| Arms and the Girl..... | 2-2, '50 | 68 |
| (46th Street) | | |
| Gentlemen Prefer Blondes.... | 12-8, '49 | 132 |
| (Ziegfeld) | | |
| Great To Be Alive..... | 3-23, '50 | 12 |
| (Winter Garden) | | |
| Kiss Me, Kate..... | 12-30, '48 | 522 |
| (Century) | | |
| Lost In The Stars..... | 10-30, '49 | 176 |
| (Music Box) | | |
| Miss Liberty..... | 7-15, '50 | 299 |
| (Imperial) | | |
| South Pacific..... | 4-7, '49 | 412 |
| (Majestic) | | |
| Texas, L'il Darlin'..... | 12-25, '49 | 148 |
| (Mark Hellinger) | | |
| Where's Charley?..... | 10-11, '48 | 616 |
| (St. James) | | |

ICE SHOWS

| | | |
|--------------------|-----------|-----|
| Howdy Mr. Ice..... | 5-16, '49 | 413 |
| (Center) | | |

COMING UP

(Week of April 3)

| | | |
|-------------------------|----------|--|
| Cry of the Peacock..... | 4-6, '50 | |
| (Manfield) | | |

Burlesque

By UNO

FRANK ENGEL and Frank Bryan, operators of the Casino, Boston, have taken over the Gayety, Baltimore, formerly operated by **Hon Nickels**. . . . **Leroy Collins**, of Associated Artists Agency, has booked an all-colored unit headed by **Buck and Bubbles** to open April 13 at the National, Louisville, with other dates to follow thruout the Midwest and South. Group also includes **Buddy Tate** and his ork, **Edgar Banks** and **Rita Grenae**, **Velyn** and **Her Cubana Boys** and **Estralita Morrero**. . . . **Lew Black** and **Pat Dundee** are playing a return date at the Tip Top Club, Union City, N. J. . . . **Crystal Ames** opened at the Manhattan Room, Johnston, R. I., March 27 thru **Dave Cohn**. . . . **Paula Norton** started March 27 at **Shelby's Band Box**, Providence, to do scenes with comic **Steve Mills**, in stock there the last seven months. . . . **Jackie Whelan** and **Wee-Ping**, following six weeks at the Bali Club, Miami Beach, Fla., bowed at the Prince George Hotel, Toronto, April 8 for two weeks thru **Dick Henry**. . . . **Lavodis**, upon the close of their unit, remain for two weeks at the Casino, Boston. . . . **Ann Bergen** joined the **Fields-Dennison** unit on the Hirst Wheel in Pittsburgh March 26. . . . **Margie Coates**, former burly singer, is now director of the national sick and relief department of AGVA.

DOLORES DAWSON is in her 40th week with her bubble dance at **Jimmie Kelly's**, New York. . . . **Inez Claire** booked to headline the first show at the reopened Gayety, Detroit. She will be followed by **Ceil Von Dell** and **Blaze Fury**. **Evelyn Atkinson**, formerly at the Avenue, Detroit, for 34 years, will be in charge of wardrobe. . . . **Maureen Calvert**, Hirst Circuit strip-talking principal, is a **Jess Meyers** promotion from the Empire, Newark, where she was a parade girl after coming to America from England. . . . **Toy Sing** opened March 27 at the House of Rinck, Cincinnati, thru **Jack Middleton**. . . . **Irving Harmon**, **Al LeRoy** and **Mary Anne**, following the closing of their Hirst unit, opened March 30 at the Palace, Buffalo, for two weeks. **Joey Cowan**, of the same unit, moved to the Rialto, Chicago, March 31. . . . **Jo Ann Clark** and **Sandra Parson** are new dancers at the Third Avenue, Portland, Ore. . . . **Princess Ming Toy** is the feature for four weeks at the Club Picadilly, Baltimore, prior to taking her own Girl Show on the road with a carnival for the summer.

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SCHENECTADY, N. Y.

Amuse. Ops Fight 75-Cent Wage in Mass.

BOSTON, April 1.—A drive by labor leaders to put over Gov. Paul Dever's recommendation for a 75-cent State minimum hourly rate to conform with the federal standard is meeting opposition from amusement, industrial and mercantile operators in Massachusetts.

The bill, sponsored by **Kenneth J. Kelly**, American Federation of Labor secretary-treasurer, banishes minimum wage boards and requires a 65-cent minimum for all workers until December 31, 1950. The minimum would go to 70 cents for 1951, and to 75 cents beginning January 1, 1952, covering all fields.

The State minimum wage applies to business done entirely within the State, such as amusement, recreation, hotels, restaurants, laundries, office work, etc. All these occupations are outside the field of the federal wages and hour law, which applies only to business done in interstate commerce.

Failures High

Massachusetts ranked third in the number of business failures last September, **Daniel Bloomfield**, Boston retail trade board, told the legislative committee on labor and industries.

He said no State has a flat minimum exceeding 65 cents, and "there is no reason why Massachusetts should pioneer in this field with the economic situation that exists today."

The bill also would allow overtime of time-and-a-half after 40 hours.

Massachusetts' rate of 65 cents, adopted last year and just becoming effective, tops the other four States in the country which have a single minimum wage designed for all covered occupations.

Operators feel that the State's wage boards should continue to operate and study conditions in each field, and establish the minimum wage justified.

"Skating Vanities" Weak 26G in Ciney

CINCINNATI, April 1.—*Skating Vanities*, the Harold Steinman roller extravaganza, grossed a weak \$25,860 in eight performances in the Cincinnati Garden, March 21-26. Paid attendance was 13,643 with tickets scaled \$1.25 to \$2.50. Matinees were offered Saturday and Sunday (25-26).

Last year the *Vanities* played the Garden April 26-May 1, grossing a good \$49,239 in the same number of performances and with prices the same.

Poor business was attributed to the number of skating shows that have played the Garden in the past year and the fact that billing does not bally the attraction as a roller show, leading many to believe that it is an ice revue, two of which have played here in the last six months.

Magic

By Bill Sachs

JAY PALMER AND DOREEN sail for England April 29 to play the music halls with their new comedy magic turn. They plan to remain abroad for some time and are angling for a jaunt around the world. Jay and Doreen also have laid plans to take in the International Congress of Magic in Barcelona, Spain, September 7-10 next. . . . **George Marquis** scribbles that he has postponed his theater tour to continue his magicking in the Pittsburgh area. He is currently doing the emcee chores for **Lennie Lipman** at Pittsburgh's downtown Carnival Lounge. . . . **Harry Blackstone**, following his engagement at the **Shubert-Lafayette**, Detroit, played four one-night stands in Michigan for **Butterfield Theaters** opening March 29 at the State, Kalamazoo, and following with the **Bijou**, Battle Creek; **Palace**, Flint, and **Temple**, Saginaw. . . . **The Great Nahala**, after winding up on a string of sponsored dates, leaves this week for Birmingham to join the **L. J. Heth Shows**, which opens their season there April 22. Assisting him on the Heth org will be **Jeanette Nuderema**, **Verna Martin** and **Clova Pierce**. **Richard Knollman** will make the openings and handle the up and down.

THE MAGIC trend is on his television. **Chester Morris**, movie star and ardent magic enthusiast, will soon start a new TV mystery series labeled "Merlini," with Morris in the title role. That's the second magic mystery program announced for tele in the last two weeks. . . . **R. Temple Greystoke**, who toured for years with his own magic opus and now in the antique business in Columbus, Ga., scribbles under recent date: "Max Terhune played this territory recently with **Bill Monroe**, of 'Grand Ole Opry' fame. Max has made 67 pictures in 20 years, his latest being with **Tyrone Power**. Max is a show wherever he goes about town. He carries a pocket full of tricks all ready to entertain a crowd." . . . **Blackstone Magic Club**, made up of patients at **Veterans' Hospital**, Rutland Heights, Mass., presented its fourth annual magic show at the institution March 20. On the program were **Robert Porter**, **Joseph O'Leary**, **Patrick O'Neil**, **James Sutton**, **Howard Zarella**, **Richard Gravel**, **Wilbur Barnes**, **George Drouin**, **Robert Haigh** and **Chaplain Willard Smith**. **Ralph Costanza** served as emcee; **Blanche Seger**, pianist; **Dorothy Lincoln**, assistant, and **Albert Genest**, stage manager. **Chaplain Smith** says that the boys at the hospital can make good use of books, magazines or tricks. . . . **Cleveland members** of the **Society of American Magicians** gave their annual show at **Garfield High School Auditorium**, March 19, under auspices of the **Garfield Lions Club**. Those who showed their wares were **Bill Hackman**, emcee; **Herbert Millar**, assisted by **Mrs. Millar**; **John Loska**, **John Grdina**, **Hal Long**, **Paul Koehler** and **Jini**, and **Chan Wing** and **Company**. **Hy Smith** was at the piano and solovox. . . . **Stuart Cramer**, Cleveland conjuror, recently played a six-day stand at **Stambaugh Auditorium**, Youngstown, O., in connection with an industrial exposition.

Richmond Store Tie Office

RICHMOND, Va., April 1.—A gratuitous ticket-selling service is being offered by **Thalhimer's**, ranking local department store, as a convenience to patrons. **A. C. Thiem**, customer service manager, has installed the ticket service in the store's customer service center. It handles tickets for local attractions and is backed by newspaper publicity.

Ice Show Leads ACHall's Draw; Bowling Second

ATLANTIC CITY, April 1.—Using gross receipts as a barometer, **Ice Capades** was the top attraction at **Convention Hall** here last year. The show grossed \$24,118.63 last summer for the Hall's share, according to an audit of **Convention Hall's** accounts just released.

The city comptroller's report, covering the nine-month period from April 1 thru December 31, 1949, covers the stretch when most of the attractions are staged in **Convention Hall**. The report indicates a profit of \$191,247 for the period. The figures also reveal that the **American Bowling Congress** meeting, held last spring, brought the resort-owned hall receipts of \$23,490.37, as a second-best revenue producer.

Other receipts for the nine-month period were: **Conventions** and store rentals, \$372,635.47; cash sales during conventions, \$65,818.90; ice skating, \$2,440.43; **Miss America** beauty pageant, \$15,677.75; basketball, \$4,905.40; ice hockey, \$11,037, and boxing and wrestling, \$4,734.70.

The refreshment concession brought in \$17,483.51, while programs and novelties netted \$2,166.71.

Total receipts for the nine months were \$737,727, including the \$100,000 deficiency appropriation from the city. Expenses were \$646,480, including cost of the management of the **Convention Hall** for staging all of the attractions. The report showed that cash on hand at the end of 1949 totaled \$442,876.46.

Sister Tharpe-Decca Go for 4 Years More

NEW YORK, April 1.—**Sister Rosetta Tharpe**, leading gospel singer on the wax mart, inked a fresh four-year renewal paper with **Decca Records**. She has been with the diskery for a decade, and never was recorded away from the company.

The thrush ranks in the higher-echelon artist brackets with the diskery.

Bob Hope's St. L. Gross 25G

ST. LOUIS, April 1.—The **Bob Hope** shows at the **Kiel Auditorium** March 18, with **Les Brown's Ork**, **Marilyn Maxwell**, **Earl**, **Jack** and **Betty**, and **Tony Bennett** drew 9,000 paid admissions, and gross was \$25,000. Tickets scaled \$1.20 to \$6.40. The show went from here to **Kansas City, Mo.** The promotion was sponsored by **Entertainment Enterprises**.

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ARTHUR—Julia, 81, stage star of the 1890's, March 28 in Boston. At the age of 11 she was appearing in an amateur company in Hamilton, N. Y., playing such roles as Portia in *The Merchant of Venice*. At 12 she joined the stock company of Daniel E. Bandmann and before she was 16 she had played leads in *Hamlet*, *Romeo and Juliet*, *Macbeth* and *Richard III*. Studying for a year in Germany, Miss Arthur returned to the U. S. and joined a California stock company, playing in such melodramas as *Peril*, *Uncle Tom's Cabin* and *Ten Nights in a Barroom*. In 1891 she made her New York debut in *The Black Masque*, followed by an assignment as the leading lady in A. M. Cramer's stock company, debuting in *Arlecchino* opposite Maurice Barrymore. Success led her to join Sir Harry Irving's company in leading roles in *Becket*, *Much Ado About Nothing*, *The Crossican Brothers* and *Belshazzar*, and thereafter she toured England, the U. S. and Canada in Shakespearean and modern plays, playing the title role in the U. S. in *My Windermere's Fan*. She left the stage in 1900 when she married the late Benjamin Pierce Cheney, and returned to the stage in 1914 in *Arlecchino*, later appearing in *The Eternal Magdalene* and *Macbeth*. Miss Arthur's last appearance was in 1924 on an extensive tour as Joan Arc in George Bernard Shaw's *Joan*. Seven sisters and a brother survive. Miss Arthur's ashes were committed to the sea.

IN LOVING MEMORY
of My Husband
SAM O. BRIGHT
Who passed away March 31, 1948
BETTY FROMEN BRIGHT

BACHEN—Sam, outdoor showman, March 24 in Atlantic City. He had worked for many years with Charlie Robinson and other road show operators. His widow survives.

BARRETT—William C., 48, international vice-president of the International Alliance of Theatrical Stage Employees, March 26 while en route home from a Vancouver, B. C., meeting. His widow and two children survive.

BELL—George, 54, former ventriloquist, March 15 in Mexico City. Two brothers and three sisters survive.

BRINKLEY—James H., 24, auto race driver, March 26 in Atlanta. Details in the General Outdoor Department.

BECKELS—Lewis C. (Lew), 62, veteran character actor, March 26 in Kansas City, Mo. Long an actor, he was on tour with Mae West's *Diamond Lil* company. Survived by his widow, Cara Louise Field, who is also a member of the company, and daughter.

BELLIS—Robert A., 68, who toured with Harry Kelly and His Honor the Mayor company; Gus Hill's Minstrels and "Hello Jake" Fields, in burlesque, March 25 in Williamsport, Pa. He was stage carpenter at the old Family Theater, Williamsport, for many years. Survived by his widow, Minnie, and a sister, Mrs. Annie Lester, Lockaway Beach, N. Y. Burial in Williamsport.

EVANS—Jack, 48, band leader, March 22 in Toronto. Organizing his unit 24 years ago, he had been playing the Columbus in Toronto during the winter and the Palais Royale during the summer for the last 16 years. His widow, two daughters and two sons survive.

FOSTER—Anna Beyerle, 80, trouper with her late husband, Charlie

THE FINAL CURTAIN

Foster, for 50 years, March 10 at her home in Cheyenne, Wyo. Her husband had operated Tom shows and at one time owned and operated the Campbell Bros.' Circus. Burial in Cheyenne.

IN MEMORY
Of My Dearly Beloved Husband
FRED N. GARNEAU
Who Passed on April 11, 1941
MIMI GARNEAU
You shared my load as we traveled the road side by side.

GALPIN—Frederick Parde, 58, father of Freddie Galpin, Bridgeport, Conn., orchestra leader, recently in that city. He also leaves his wife, Pauline; a daughter, Mrs. Vincent Autori; a brother, Louis L. Galpin, and two sisters, Mrs. P. J. Doran and Mrs. Mabel Peterson, all of Bridgeport. Burial in St. Michael's Cemetery, Stratford, Conn.

GREENLEY—James W., 73, pioneer movie house operator, March 26 in Portland, Me. He had recently operated a roller skating rink in Portland. His widow, three daughters, a son, a brother and a sister survive.

HARRIS—Harold, 58, veteran legit company manager March 26 in Cedarhurst, L. I., N. Y. Well known in legit, he was formerly the manager for Texas Guinan, for Major Bowes touring units and many New York producers, including Mike Todd and Viola Rubber. He was being considered for company manager of the *Phoenix Too Frequent* company now being formed. A sister and brother survive.

JEWETT—Harold E., 61, magician, March 25 in Bridgeport, Conn. He was a member of Royal Vilas Assembly, No. 20, Society American Magicians. Survived by his widow, Mabel, and a daughter, Mrs. Joseph Musante. Burial in Lakeview Cemetery, Bridgeport, March 28.

KEIRANS—John J., 81, theatrical columnist and theater manager, recently in Philadelphia. A pioneer with his theater columns in many papers, he had formerly managed roadshows and the Bijou Theater in Philly.

KIRSCH—Francis X., 51, radio and stage performer, March 24 in Albany. A "singing cop," he played with a Major Bowes unit and appeared in many Albany musical shows. His widow, son and daughter survive.

McGEARY—John Lawrence, 52, orchestra leader, March 21 in Columbus, O. His work had been featured in the old Keith, Majestic and Hartman theaters and Olentangy Park, Columbus. He had been appearing with the Walter Knick Trio at the Jai Lai club. At one time he was a staff columnist for WBNS. His widow, son and brother survive.

IN MEMORY
Of My Dear Husband
Fred (Tex) Leatherman
Who passed away April 6, 1949.
Sadly missed by Wife
ROSE

ROSENSWEET—Mrs. Mary, 76, mother of Ben Ross, comedian-emcee of the Ben Ross and Irene Dailey team, March 24 in Dayton, O. Two daughters and two other sons survive.

ROTNOUR—John B., 75, well-known theatrical figure in the Midwest for about 50 years, recently in Richmond, Ill. His widow and daughter survive.

In Loving Memory
Of My Beloved Mother
CHARLOTTE V. PARKER
who passed away in Bremerton, Wash., January 28, 1947.
I miss you so, darling.
Your Daughter,
Dixie Lee Parker

SCHWARZHaupt—Emil, 57, retired distilling industry executive and a benefactor of New York's Central

Park Zoo, March 30 in that city. His gifts in animals to the zoo totaled over \$80,000. A brother, Karl, survives. Burial in Mount Pleasant Cemetery, Westchester County, New York.

SCOTT—Bill, 63, well-known Australian showman, March 20 in Brisbane. He went to Australia in the 1930's with the A. B. Marcus Show, and filled many posts in outdoor showbiz there. One of his outstanding stunts was his publicity campaign which started Tex Morton, the singing boundary rider, on his career. Scott, of late years, has been running an amusement park in Brisbane in partnership with Phil Wirth, of Wirth's Circus.



In Memory of
Our Dear Ones
BABE AND BOB
KIDDER
Gone from us six and eight years
Mother, Sisters and Brother
The Reynolds Family

SHUMATE—Hal, 38, announcer at KGBS, Harlingen, Tex., March 20 in an airplane crash near Harlingen. Formerly with KRGV, Welasco, Tex.

SOBER—William B., 78, actor for many years, March 24 in Glastonbury, Conn. Burial in Hartford, Conn., March 25.

STAATS—Herbert W., 65, former exec of the RCA Victor Corporation, March 30 in Audubon, N. J. He retired from his post as head of the royalty department in 1939.

STEIN—Mrs. Katherine L., 31, wife of Samuel Stein, concessionaire, March 22 in Alexander City, Ala., of injuries sustained when a truck in which she was riding hit a bridge abutment near Alexander City while en route to Moultrie, Ga., to join her husband. She also leaves a son, Samuel, and a sister, who is the wife of Mack R. McGee, concession operator on the Lawrence Greater Shows. Services in St. Louis March 25.

STIRES—Mrs. Kate (Russell), 94, mother of Fred and Art Stires, well-known concessionaires, recently at her home in Nelsonville, O. Other survivors include a daughter, Mrs. Edith Graham. Burial in the family plot in Nelsonville March 26.

SWAMI—Nayara, billed as the world's only Negro lion tamer, March 28 in an Evesham, England, hospital of injuries sustained when three lions attacked him after his circus act.

TEASDALE—George E., 75, former glass blower and at one time with the Patterson Shows, March 21 at his home in Kansas City, Kan. Survived by his widow, Nelle, and two daughters. Crematory services were held in Kansas City March 23.

TOMAINI—John, 44, brother of Aurelio (Al) Tomaini, Side Show giant, in a Tampa hospital March 24 of a heart attack. He also leaves four other brothers, Joseph, Armond, Ernest and Amedeo, and a sister.

TROUT—Francis (Dink), 51, film

and radio actor, March 28 in Hollywood. He had appeared on the Bob Hope and the Jimmy Durante stanzas, was known as Mr. Anderson on the Dennis Day program and as Luke Spears of the Lum 'n' Abner show.

VELDEMAN—Mrs., mother of the Dedic Velde and Company troupe, March 28 in New York. Her son, Frederick, of the circus and vaude comedy-pantomime-dog act, and a daughter, Anna, survive. Burial in Actors' Fund Plot, Long Island, N. Y., March 31.

YULE—Joe, 55, former vaudevillian, burlesque comedian and father of Mickey Rooney, film star, March 30 in Hollywood. He began his career in legit in *Child Slaves of New York*, and later played in burlesque, melodramas and stock companies for 23 years. Yule also teamed with his first wife, Nell Carter, in a vaude act. As a film character actor featured in a series of *Maggie and Jiggs* pictures, he recently celebrated his 50 years in showbiz. His last stage appearance was in the title role of *Finian's Rainbow* which he played briefly on Broadway and extensively on tour. He also leaves his second wife, Leota, and two other children, Jerry and Mary Jean.

Marriages

BAKER-PARMENTIER—James Baker and Margaret Parmentier, actress, March 25 in New York.

DRAKE-PERON—Galen Drake, radio commentator, and Ann Peron, model, recently in New York.

GRAY-BANNING—Billy Gray, nitery performer, and Shirley Banning March 26 in Los Angeles.

PAGE-SHERWOOD—Jack Page, talent agent, and Ronda Sherwood March 24 in Indianapolis.

ROSENBLUM-EISMAN—Sam Rosenblum and Joan Eisman, Midwest staffer of Bourne Music, March 18 in Chicago.

SCHADL-FERENCICH—Joe Schadl, WOAI-TV cameraman, and Roberta Ethel Ferencich March 13 in San Antonio.

SCHNALL-EISENBERG—Martin D. Schnall, assistant general manager of the radio transcription division of Columbia Records, New York, and Margot Eisenberg in that city March 26.

SHELDON-BERNERT—James Sheldon, producer of *We, the People* on NBC-TV and AM, and Dr. Eleanor Bernert March 19 in Tarrytown, N. Y.

Births

A daughter, Catherine, to Mr. and Mrs. Ralph J. Roberts March 18 in Philadelphia. Mother is a TV director-producer; father is Muzak national sales promotion and publicity director.

A daughter, Mary Ann, to Mr. and Mrs. T. A. Welch March 10 in Anderson (S. C.) Memorial Hospital. Father formerly operated rides on the Cetlin & Wilson and Johnny J. Jones shows and Rubin & Cherry Exposition.

A daughter, Susan Laurie, to Mr. and Mrs. George Kendall in Detroit recently. Father is announcer at WJR, Detroit.

A son to Mr. and Mrs. Sandy Sykes March 19 in Women's Hospital, Philadelphia. Mother is a theatrical booking agent in that city, professionally known as Lee Rendi.

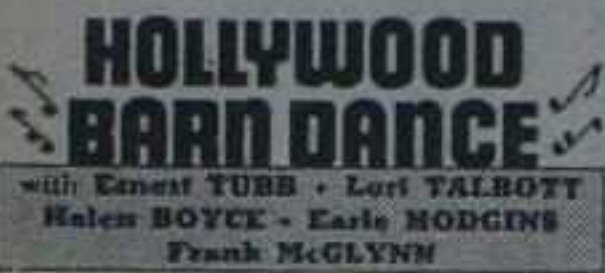
A daughter, Barbara Elizabeth, to Mr. and Mrs. Art Hedges March 15 in Morristown, N. J. Father is assistant news director at WMTR.

A daughter to Mr. and Mrs. Michael Kirby March 18 in Hollywood. Father is Sonja Henie's skating partner.

A son to Mr. and Mrs. Jack Lenny March 17 in New York. Mother is Betty Jane Smith, dancer; father is a talent agent.

A son to Mr. and Mrs. Robert MeFerrin March 11 in New York. Mother is concert singer Sara Cooper; father is in Broadway's *Lost in the Stars*.

A daughter to Mr. and Mrs. Al Boretz March 26 in New York. Father is a radio-TV writer.



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Drive-In Screen Barricade Asked By Fla. Commish

TAMPA, April 1. — Hillsborough County commissioners have asked operators of drive-in theaters in this area to barricade their movie screens so they cannot be seen from the highways on which they are located. Drive-in ops last week were threatened with possible legal action by the commissioners who ordered a study of the spots as traffic hazards. A recent highway collision near one of the theaters started the county group's action.

Legislative Regulation

In asking for the probe, the commissioners also asked their attorneys to determine what authority the county had to take legal steps to eliminate such hazards.

On March 23, County Attorney William C. McLean told commissioners the theaters could be regulated only by legislative act. Most States, he said, have passed laws prohibiting theaters from erecting screens where they can be seen from the highway.

Commissioner Nick Nuccio, who initiated the investigation, suggested that since the county had no authority to handle the matter, commissioners direct letters to the theaters concerned and request them to erect barricades to cut off the motorists' view of the screens.

Costly Project

Other commissioners contended this operation in some cases would necessitate a project too costly for the operator since some of the screens were visible for many blocks from the theater site.

Nuccio indicated if the problem was not eliminated, it would be taken up with the Hillsborough delegation to the State Legislature with the object of passing a bill which would prohibit theaters from having the screen open to sight of those passing by on near-by highways.

Two of the five major drive-in theaters in the county have screens which can be seen from the roads.

REP RIPPLES

ALLAN G. MILLER, who closed his show in Ellsworth, Minn., March 11 and put his tent in moth balls, writes from Sibley, Ia., that "Minnesota has been worked clean with old-time rep bills, some of them dating back to the Civil War era. They have killed flesh there for awhile. As for school dates, I tried a few but you can't get into any of the bigger or better school sectors. The smaller ones are peanuts. This country has been flooded with magicians and small shows. I'm moving toward Wyoming where I will try out a platform show." . . . **F. J. Cleary** has been presenting religious pix around Brockton, Mass., to good results. . . . **Costa Players**, currently in Ontario, will work back into New England for a brief vacation before beginning their summer tour. Unit has been clicking with a three-person flesh bill. . . . **Ralph Daniels** pens from Midland, Tex.: "Have been presenting my school and hall show in Southwest Oklahoma since last November to fair business. Plan to try a platform show later. Was glad to note the recent tribute to **Honey Boy Evans**. He was a talented performer, as was **Bert Swor**, one of the outstanding comedians of his time." . . . **Norman Talley** reports good business with his religious pix which he has been presenting around Lincoln, Neb. . . . "It's no easy matter to book traveling shows into schools in many places," writes **Fremont Turgeon**, who has had small pix and flesh units in many sectors over the country. "There were few cities in Utah that I could get into. While the Dakotas are fairly well open in the smaller places, it is in small towns where the school enrollment is low and they are not worth bothering with. Small shows, looking for business, will do well to stay away from the Northwest because the jumps are long and the only way one can get out is to combine a dance with a show, which is earning money the hard way." . . . **D. J. Gill**, who has had his small show around Carson City, Nev., moves north to Oregon for the summer when he will try his luck with a platform show.

ERNEST D. BUTTERFIELD, who has been with the Carol Players as agent, writes: "We had a rough but successful East-to-West tour and have turned back east. En route west we made everything that came along and in several instances showed in hotel dining rooms. We have a bill and hook-up that I can put in anywhere. We will be back in Philadelphia in May. We've met a number of small outfits but the standout was **Flye's Show**. You've got to be a trouper to take the weather in some of these Western spots." . . . "Was happy to read about the old-time minstrels in recent issues," writes **T. S. Cleney** from Albany, N. J. "**Low Benedict** spent his last days here. Does anyone have a roster of the **Ben Strong 10-20-30** company? This was a rep show and a good one. I met it several times while I was in advance of Yale's 'Devil's Auction.'" . . . **Willard Burke** is showing pix in the Omaha area. . . . **Wilferd Maloney** writes from Philadelphia concerning the **George (Honey Boy) Evans** memorial at Streator, Ill., and says that Evans was a good performer and swell fellow. . . . **George and Ethel Davis** will have a wax show in Vermont this summer.

Latin-America Chain Planned

AMBRIDGE, Pa., April 1. — Harry N. Ball, owner of the Ambridge Theater here and long associated with the motion picture industry as theater owner and attorney, is planning to construct a chain of outdoor theaters for Latin-American countries. Plans call for the setting up of open-airers in Cuba, San Salvador and Puerto Rico.

SHEFFIELD, Mass., April 1.—Dr. C. C. Reed and Harvey J. Belville, have filed an application with this city's board of selectmen for a permit to construct a drive-in theater here. Project would have a 400-car capacity.

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Philly Ops Make Plea for Better Pix Buying Deal

PHILADELPHIA, April 1. — Demand of the growing outdoor theater industry for an opportunity to play films on the same basis as indoor movie houses may come to a head soon as a result of action taken this week by Melvin Fox, local theater op, who also holds extensive interests in open-airers.

Acting as a buyer-broker for six open-airers, Fox sent letters to all film exchanges here asking for day and date runs with theaters in the area of each drive-in or the privilege of bidding on picture product. Spots repped by Fox include the Chester Pike Drive-In, Chester, Pa.; Delsea Drive-In, Bridgeton, N. J.; Family Drive-In, Clifton Heights, Pa.; Starlight Drive-In, Gloucester, N. J.; a new drive-in being built in Montgomeryville, Pa., and another being constructed in Burlington, N. J.

Meanwhile a contemplated anti-trust suit announced earlier by Fox on behalf of the Starlight Drive-In was being held in abeyance until response is made to the letter by the film exchanges.

Schulte Plans Two Mich. Open-Airers

DETROIT, April 1.—Plans by William Schulte, operator of the largest independent circuit of indoor theaters in the State, to construct two new 500-car drive-ins up-State squelched earlier rumors that he was planning to retire from the business. Schulte is in Arizona recuperating from injuries sustained in an auto crash Christmas Day. He is going ahead with construction plans for the two houses, one near Bad Axe, and one near Brighton, to open this summer. Some of the circuit's older theaters, particularly in Detroit, may be sold, however.

The only theater in Brighton is operated by Schulte. New spot will be located on Grand River Road. The Coldwater, Mich., Drive-In, opened last summer, and which was severely damaged in a windstorm in September, also is being rebuilt.

Annand's Detroit Spot Set

DETROIT, April 1.—Another new mid-State drive-in is being planned by William Annand at East Lansing. William Clark, Clark Theater Service, will book the new 470-car drive-in, which will be named the Grand River Drive-In and is slated to open May 15.

Martin Builds in Etowah

ETOWAH, Tenn., April 1.—A new drive-in theater, accommodating 350 cars, will be erected by the Martin Theaters on a 10-acre tract, north of here on Highway 411. This will be the second Martin theater in Etowah.

Edwards Heads Georgia Spots

SAVANNAH, Ga., April 1.—Harris Robinson, president of Dixie Drive-In Theaters, announces the appointment of Hudson Edwards, who for the past 11 years has been city manager of the Lucas Theaters in Savannah, as city manager of the new Highway 80 Drive-In Theater and the Victory Drive-In Theater. Robinson assumed his new duties immediately.

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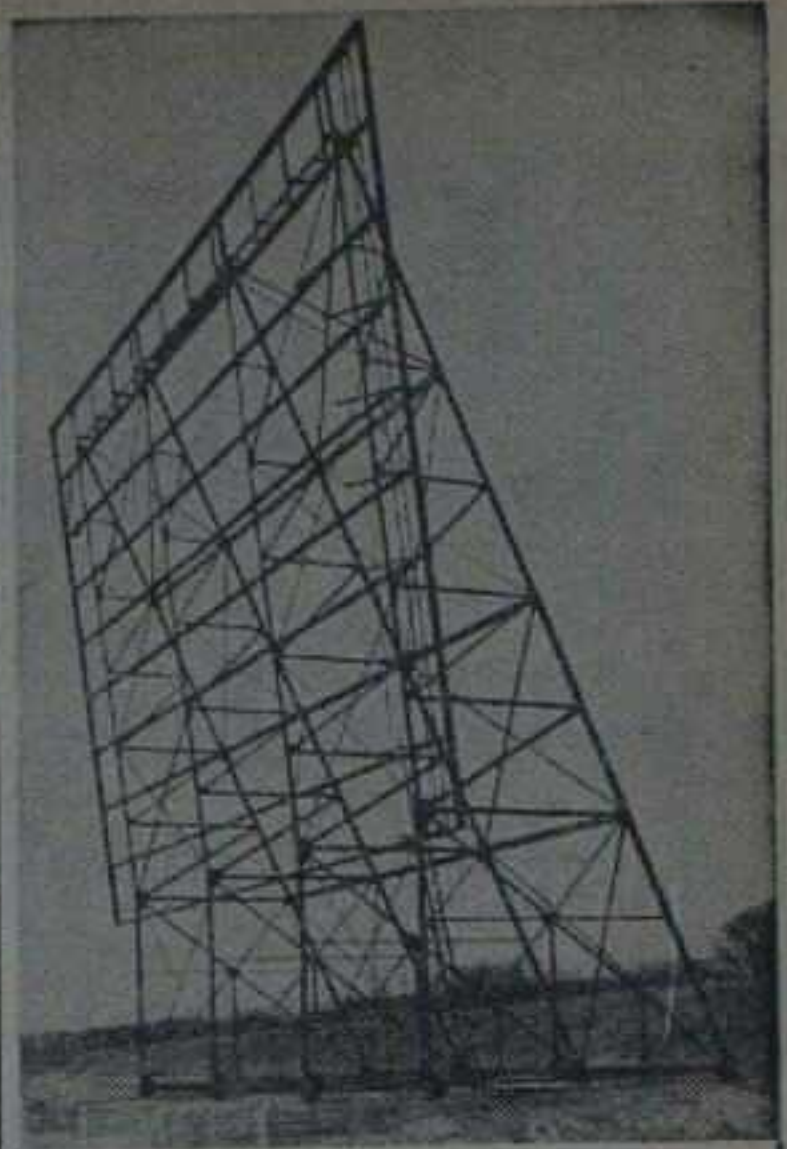
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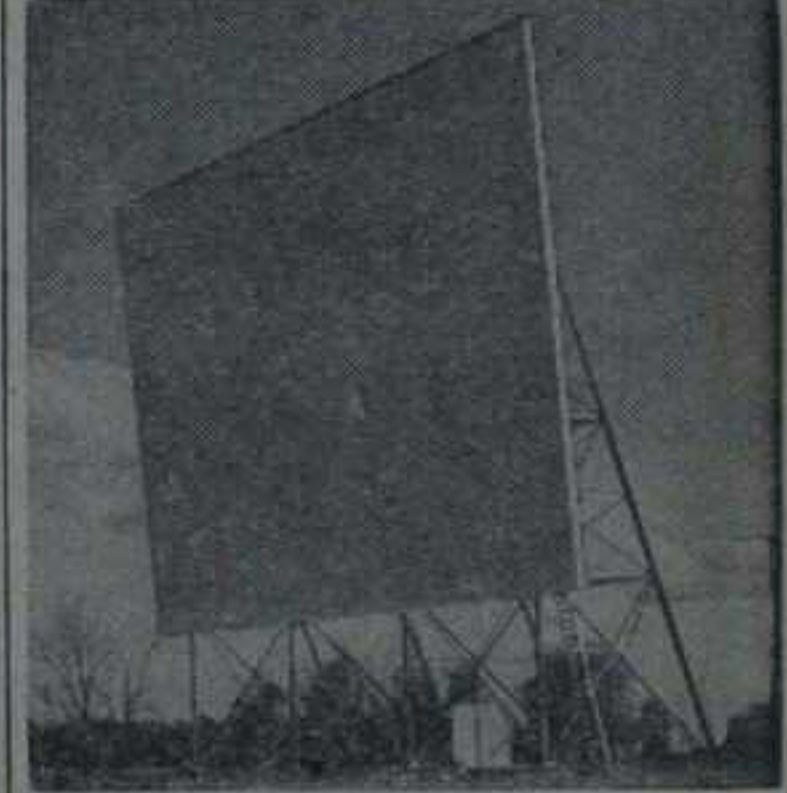
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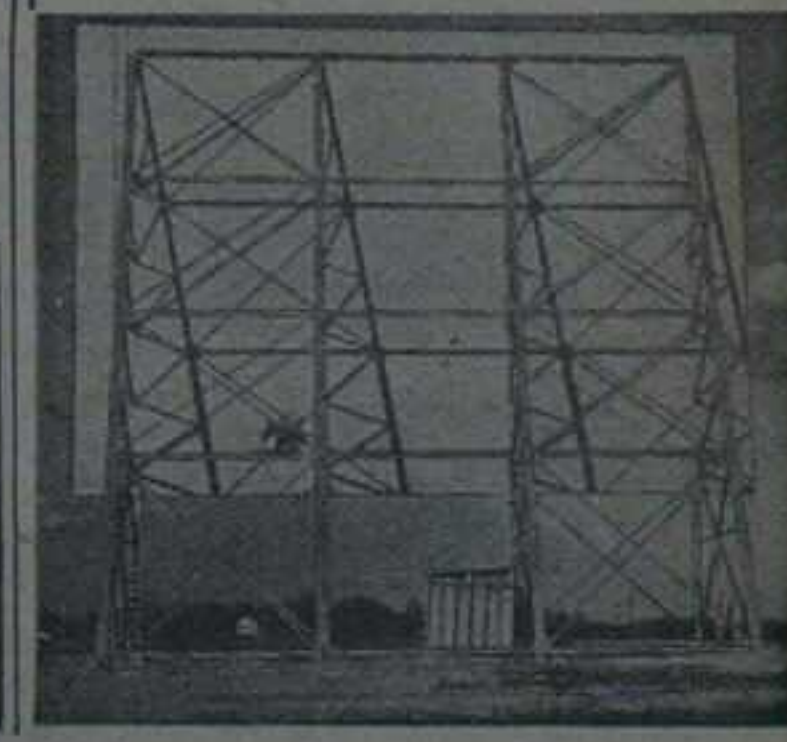
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TAX RELIEF KEY TO OUTLOOK

Easing of Fed. Admish Levy Seen by July 1

Action Would Prove Boon

(Continued from page 3)

otherwise would have enabled many to avert finishing in the red or not far from it.

The amusement buck this year is no looser than last year. For this reason, tax relief is of vital importance to the various branches of the industry.

Bright Note

One bright note, however, is that the public appears to be more disposed to put out money for amusements than it was at the same time last year. Then the public mind was weighted down with the expectation of a much-talked recession. However, the recession did not materialize, and by mid-season when the recession talk had died, there was a noticeable easing of purse strings by outdoor amusement patrons.

The consensus of economists currently is that business conditions will hold up well thru the first half of the year and may extend beyond that point. Thus assured, Mr. and Mrs. John Q. Public are not expected to back away from amusements as they did early last spring.

Free spenders, however, will continue to be relatively few compared to the immediate postwar years. There will be more shopping around by amusement seekers. On this point the soundest operators in all branches of the business are in accord. For this reason, these same operators are bending their efforts to present more attractive offerings.

Plan Ad Campaigns

Too, the sound operators have plotted more intensive publicity-advertising campaigns to pull customers. They realize that is the answer to increasing their gates and maintaining attendance at profitable levels.

The bulk of owner-operators underwent something of an education on costs of operations last year, the first in which they did not obtain grosses approaching those of the earlier postwar years. As a result, not a few have whittled down their costs by eliminating the unnecessary ones which somehow piled up during the preceding profitable years. Hence most operations will run on substantially lower budgets this year.

Polio Thinking Reviewed

Contributing to the slump in grosses in many instances last year was the effect of polio, which dealt outdoor show business its hardest blow since the disease first reared its head. There are encouraging signs which indicate that some of the ill-advised, over-played publicity given to polio last year will not reoccur this year. During the winter there has been some change in thinking of public health officials over the almost hysterical utterances by some in polio-hit cities last year.

Abatement of such hysteria will prove a boon to the business. But the biggest boon of all will be relief from the now burdensome federal tax.

Eifort Has FUN

COLUMBUS, O., April 1.—Probably the most unique automobile license plates issued to anyone in show business are those held by Hal Eifort, general agent, of Gooding Amusement Company. When Ohio recently began to issue special three-letter plates, Eifort applied for and received license FUN, with no numerals.

Chi 1950 Fair Make-Ready To Cost 700G

SEC Asked To Okay Bonds

CHICAGO, April 1.—The Chicago Fair of 1950 will spend \$700,000 in preparing this year's exposition, with an additional \$220,000 earmarked for working capital. This was disclosed in a registration statement filed with the Securities and Exchange Commission, Washington, seeking authorization for the issuance of \$1,000,000 of 10-year 2 per cent debentures, due in 1960.

The debentures will be issued to 50 business firms, associations and persons who have advanced a total of \$320,450. Donations in the amount of \$70,800 have been received from nine corporations and an individual.

In line with the fair's general theme, the achievements of agriculture, commerce, industry and science, between 10 and 15 companies are expected to put up exhibits on the grounds depicting the history and processes of their industries. Expo's main feature will be the *Frontiers of Freedom* pageant.

Top Biz for Capell At Oklahoma Spots

HENRYETTA, Okla., April 1.—Business for Capell Bros.' Circus has been strong, with a straw night house here Tuesday (28) and a full night house at Okmulgee, Okla., Monday (27). H. N. (Doc) Capell, owner, stated. Matinee at Okmulgee was better than three-quarters full.

Show opened at McAlester, Okla., its home base, March 24-25, and moved to Checotah for a Sunday matinee-only stand which Capell described as a preview.

De Bolt Resigns as Prez Of Corydon, Ia., Annual

CORYDON, Ia., April 1.—W. F. DeBolt has resigned as president of the Wayne County Fair Board and will be succeeded by Lefe Dent, who has been serving as vice-president.

The board had urged DeBolt to continue in office but he refused to reconsider his resignation. It was understood that a difference of opinion over policy had arisen. DeBolt said he would continue to work with the fair board for a successful exposition this year.

150G Kiddieland Planned For Up-State N. Y. Drive-In

NEW YORK, April 1.—A Kiddieland to be built at a cost of \$150,000 and over a two or three-year period for an up-State drive-in theater of the Harry Lamont & Associates circuit by the National Amusement Device Co., of Dayton, O., was announced here March 28 by William de L'horbe, amusement firm's sales manager.

The Kiddieland area will be spotted outside the screen tower in a strip 200 feet deep running along 700 feet of highway frontage, de L'horbe said. He explained that the project will be placed toward the highway to take advantage of the unit as a theater ad medium.

Full-Time Operation

Another reason for the location of the Kiddieland, de L'horbe says, is

Services Held For Frank Buck

HOUSTON, April 1.—Funeral services for Frank (Bring 'Em Back Alive) Buck were conducted at the George Lewis & Sons funeral home here, Sunday (26), with the Rev. John Knowles, of the First Christian Church, officiating. Body was taken to Brookside Memorial Park for cremation and the ashes were taken to San Angelo for final services.

The big-game hunter died in a hospital here Saturday (25) after an extended illness. Buck was born 66 years ago at Gainesville, Tex., and when he was 18, went to Chicago as a cowpoke on a cattle train. Subsequent journeys in search of wild animals took him to jungles in Asia, Africa and South America. He captured his first python with a cowboy's lariat.

He appeared with circuses and was a lecturer, radio personality and had roles in movies taken of his expeditions. Buck also wrote several books, including an autobiography. He operated animal exhibits at Chicago and New York world's fairs.

Mills Importations Arriving for Debut

CIRCLEVILLE, O., April 1.—First of the foreign importations of Mills Bros.' Circus have arrived and others are due before show's April 15 opening, Fred W. Stafford Jr., press man, reported.

Valencianos, Swiss trampoline-perch troupe, have arrived at quarters. Part of the Wallabies, English acro troupe, opened at the Palace Theater, New York, Friday (31) for a week and will move to Mills quarters after rest of troupe arrives April 6. The Rickerts, Dutch juggling girls; Ming Sing Stars and Rosita and Torres, both coming from Cuba; Wimpey, English clown; Sayers, Bakers, Hanel Family, and Simmons Risly team, the last named flying from Australia, are expected here soon.

Midnight fire Saturday (25) destroyed a barn on the fairgrounds, but no Mills show property was damaged.

that it will operate day and night and has been designed to be a separate, money-making attraction on its own.

The main entrance, among several to the funspot, will be thru Noah's Ark, free attraction. Small animals will be paired within the ark, and at specified hours children will be permitted to hold the animals. A boat lagoon will run along the front and on one side of the area, and at a corner, the lagoon will be bridged from highway to concession area across an island featuring the ark.

A boat, Roller Coaster, street car, train and fire engine rides are among other attractions. These will be routed longer than necessary in order to let the kids' attention be caught by varied attractions.

Free attractions to be spotted throughout the area, according to de L'horbe, will include a monkey island, Bambi and the three bears and other animals placed on four islands in the lagoon. A miniature train will circle the three bears' island, he said.

Ample Parking Planned

At the center of the Kiddieland will be a refreshment stand angled especially toward children's wants. Around the edges of the unit are parking spaces for over 325 cars, which can be used by kiddieland or theater patrons. During the day, overflow parking accommodations are afforded by the theater ramp area, de L'horbe said.

He pointed out that in connection with parent participation at the Kiddieland that sometimes as many as half the tickets sold on various rides will be to adults who seem to get as much kick out of them as the children in their care.

Weak Advance Hits Polack Akron Date

AKRON, April 1.—Polack Bros.' Eastern Unit engagement for Tadmor Temple here proved disappointing from business standpoint. Date ended Saturday (25).

Show did well with its children's matinees, but several three-quarter houses was the best the show could draw for night shows at the Armory. Business conditions plus reported failure of organization to sell the usual number of tickets in advance was blamed.

The show did well with a 52-page program, 47 pages of which were solid ads. Unit drew good press notices, and the Shrine immediately went forward with plans for next spring's date.

Phoenix Rodeo 70G Despite Poor Closing Day

PHOENIX, April 1.—Despite cold, cloudy weather the final day, which held attendance to a minimum, the annual Junior Chamber of Commerce Rodeo closed a 10-day run here March 26 with an estimated total attendance of 52,000 and gross receipts of \$70,000, Walter Cauer, chairman, announced.

Gordon Davis, Templeton, Calif., won the title of champion cowboy and \$1,760. Prizes totaled \$28,000.

Close Ups:

John, Gaylord White, Tho Plain As Their Names, Are Standouts

By Herb Dotten

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

OUTDOOR show business abounds with colorful characters, but the Whites, John F. and Gaylord, paradoxically stand out because of the absence in their make-up of that something called color. The Whites in fact, as plain as their name. Unassuming, they are by nature almost ing. Yet in the whirl of outdoor showbiz, each on his own has etched reputation for being among the ablest, most highly regarded in their respective fields—the elder White as a fair secretary, his son as an auto race promoter.

No great shucks for color, the Whites nevertheless have impressed themselves deeply upon the business. By performance, as well as comportment, they have breathed dignity into their business operations and contributed to general standards.



JOHN F. WHITE

GAYLORD WHITE

Characteristically, mention of either of their names at a gathering of show people invariably sparks the comment, "He's a gentleman." Coming within the fraternity, that description carries much significance. It is from the consideration of others each brings to his work, and mirrors the connotations of the word "gentleman." Each gives little if any lip service to the integrity of their operations, this is reflected constantly.

Lands Show Owner

Typically, Gaylord tips his mitt on this point in discussing the man, who came from his father, he credits with having had the greatest influence upon the business. (See John, Gaylord White, page 103)

Talent Topics

The Lions 1950 Charity Show and Merchandise Sale which ended a five-day run in Convention Hall, Philadelphia, Saturday (1), featured Doriman Brothers, comedy act; Idalys, daredevils; Miss Malinda, high wire; the Shaller Brothers, trapeze artists. Music was provided by Joe Basile and His Madison Square Garden Circus Band.

By Riter has booked his Dilapidated Tailspin Wreck for an extended run in Utah, Colorado and Texas. He plans to invade the South this fall with stands slated Memphis, Little Rock and Alexandria, Ala. . . . Following an engagement at the Motor City Club, Detroit, Mich., Robi Marlaine rejoined Clarence and Madge Thames in the Burlesk on the Joseph J. Kirkland Shows in South Carolina. . . . The King's circus unit appeared in Super Circus, Chicago's WENR-originated show. . . . Pia Dobson, previously reported as sustaining a broken foot bone while performing with the Hamid-Morton Circus, in Kansas City, Mo., March 24, merely suffered a small leg bone bruise, according to her husband and manager, Alexander. He said the accident did not prevent her from performing later the same day.

oscoe Armstrong's Bucking Ford has been inked to play two Texas fairs this season, at Lubbock, June 14, and Henderson, July 3-7. Ohio Kentucky fair dates are being inked thru Retroff Attractions, Toledo, the act, for the second straight year, signed independently to appear at the Sparta, Tenn., fair.

Larry Anderson, clown, is working his act Saturdays at Carson Pirie Scott & Company, Chicago department store. . . . The Great Francisco, sway pole, has signed with Polack Bros.' Eastern Unit and will join the org in Fort Smith, Ark., April 20. . . . Selden, the Stratosphere Man, sway pole, will be one of the features of the July 4 celebration in Northwestern University's Dyche Stadium at Evanston, Ill.

Harold and Jerry Bowner, the Bounding Bowners, info from Lansing, Mich., that they are working out daily on their new trampoline, which required three months to build. It is six feet wide, 18 feet long, has two horizontal bars above it and is built for easy dismantling.

Aut Swenson Adds Two Fairs to Chitwood Sked

SPRINGFIELD, Mo., April 1.—Two additional fair dates have been inked by Joie Chitwood's Auto Daredevils, Aut Swenson, Midwest unit manager for the thrill show, announced here this week. The annuals are St. Clair County Fair, Belleville, Ill., and Northwest Georgia Fair, Cedartown, Ga.

President H. E. Emmerick and Secretary George Gerken closed with Swenson for the Belleville date, a matinee and night performance July 30. C. C. Adamson inked the pact for the Georgia date, a night show, October 6.

Out in the Open

Gaylord White, National Speedways, Inc., Chicago, is on a two-week fishing trip in Leesburg, Fla. . . . George H. Lux, United States Printing & Lithograph Company, Erie, Pa., is recuperating from an attack of pneumonia. . . . Bill Brown, former publicity director for Frank Winkley, auto race-thrill show promoter, has moved indoors with the Bielfield Agency, Detroit.

Joie Chitwood planed from Hollywood to Reading, Pa., March 26 to spend some time with his family in his new home. He reports that he has completed the stunt work for the MGM technicolor film "To Please a Lady," but will return to the film center early in April for some close-up work with Clark Gable and Barbara Stanwyck. Bill McGaw, general manager of Chitwood's corporation, also has a prominent part in the film. . . . Frank Wirth, New York booking agent, recently cracked a perfect score and tied for first place

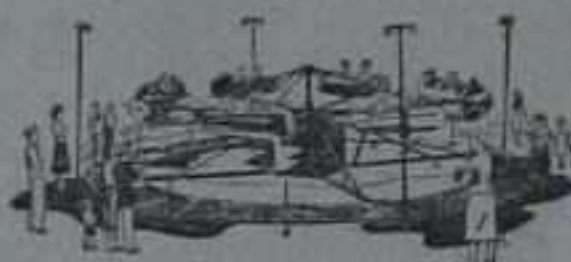
in a weekly trap and skeet shoot at the Peckaway Gun Club, Miami.

Harry Altshuler, former treasurer of the Heart of America Showmen's Club, Kansas City, Mo., is sub-post office manager at the Katz Drugstore there. . . . Sam Benjamin has left Kansas City, Mo., where he wintered, for Walled Lake Park, Detroit, where he has been located for the past several seasons. . . . Albert Gray Jr., present town manager of Meredith, N. H., was recently notified by selectmen of Old Orchard Beach, Me., that he has been chosen as that resort's first town manager. Gray, one of 18 applicants for the post, is a married World War II vet.

JACKSONVILLE BEACH, Fla., April 1.—Two Allan Herschell rides, a Sky Fighter and Horse and Buggy, have been added to the Kiddieland at Griffen Park here. Spot started daily operations today.

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Sell Sales by Animation

By Jim McHugh

Messmore & Damon, veteran designing firm, paced use of action in eye-catching fronts, exhibits to snare, hold eyes of fun seekers

HAVING a first-rate attraction is one thing. Selling it to the public is another. From biblical times, showmen have been racking their brains to hit upon selling presentations that would beguile the public. Today's formula, while no different than it was 1,000 years ago in that the appeal is still made thru the senses, naturally has the embellishment of modern idea and methods. Showmen know that the blending of light and color, sound and animation will result in maximum appeal whether the pitch is to the small fry or their elders.

With the passing of the bass drum and the development of sound amplifying equipment the timbre reached its zenith. The passing of coal oil torches, and later gasoline and carbon lights, led to the use of incandescent and the all-colorful neon and fluorescent tubing. The static quality of presentations with sight appeal has been eliminated with the development of animation.

Strive for Eye Appeal

Improvisation has long since given way to specialization. The field is big enough to have figured in the growth and continued participation of Messmore & Damon, a firm of exhibit planners and builders, which was founded in 1914. Parks, circuses, carnivals and lately fairs are striving for the ultimate in the use of eye and ear compelling features. Interest has been particularly stimulated by the desire to hold the gains in patronage and spending scored during and immediately after the war.

The permanence of parks first lent themselves to the presentation of elaborate, but sometimes fragile, features. Carnivals in the same era were relying on hand carved fronts, liberally embellished with gold leaf, standout features when only day business was involved and the coming of darkness meant shuttering.

Designing Genius

George H. Messmore, president and one of the founders of Messmore & Damon, originally concerned himself with the building of floats and street decorations. His prior experience was in the legit side of show business and it was natural that he should

turn to the entertainment field for the full expression of his designing genius.

In 1907, H. L. Messmore, a brother of George, built Electric Park in Detroit. In 1915 the firm became active in its first major alfresco enterprise, the Panama Exposition in San Francisco. Since then Messmore & Damon have been active in the staging of every major exposition, including the Chicago World's Fair, Golden Gate Exposition at San Francisco and The New York World's Fair.

Produces Own Shows

Beginning with the Century of Progress, the firm produced and operated its own shows. The most successful one was *The World a Million Years Ago* which was presented at Chicago, San Francisco and at the Dallas Centennial by Lew Dufour and the late Joe Rogers. It was last presented at the New York World's Fair along with a torture show, the latter a Messmore & Damon specialty with a strong macabre appeal.

Messmore & Damon added animation to authentic and fanciful presentations of historical and other attention-getting themes. Their equipment, originally consisting principally of static units, found its way into most of the nation's amusement parks where it was used extensively in dark rides and similar units. More recently animated units, virtually uncurtailed in design and execution, have been widely used as outside bally offerings. Among the most popular are a five-piece clown band, with each member adeptly fingering an instrument in proper cadence with synchronized music; a clown organist and a harem dancing girl who has all of the enticing simulated motion of her human counterpart.

Son Takes Over

Francis Messmore, son of the founder, has largely taken over the outdoor aspects of the multi-faceted business. He is well equipped to analyze and solve the problems of individual showmen since his experience in the presentation field began while he was still in high school. He presented the fanciful production, *The World a Million Years Ago*, at the Chicago Fair and later aided in extending its earning life by presenting it in department stores thruout the country.

While attending Fordham University in New York, Francis managed the firm's shows at Coney Island on week-ends and summers. In 1939 and 1940 he presented shows at the New York World's Fair and the following year he took *The World*



This massive 14-foot pachyderm is a prime attraction. He waves his trunk, wiggles his ears and rolls his eyes. It is in big demand as a rental property, particularly by department stores.

a Million Years Ago to Paris and set it up in Luna Park there. He went on to visit the exposition at Brussels in which many American showmen were participating.

Builds Outlaw Set

A more recent major production job involved the building of an outlaw show for presentation at the Railroad Fair in Chicago last year. Old West figures including Sitting Bull, Annie Oakley and Calamity Jane form the nucleus of the firm's Western show. Torture presentations embody all of the gruesome and horrible innovations that have been documented historically.

Practically every medium but wax is utilized by Messmore & Damon. Francis explains that the fragile quality of wax makes it a poor substance for building show business properties. Having had considerable experience in the field, including the

(See Animation in Exhibits, page 133)



A top-bracket attention-getter is the clown figure playing a pipe organ. Action of the figure and music are synchronized.

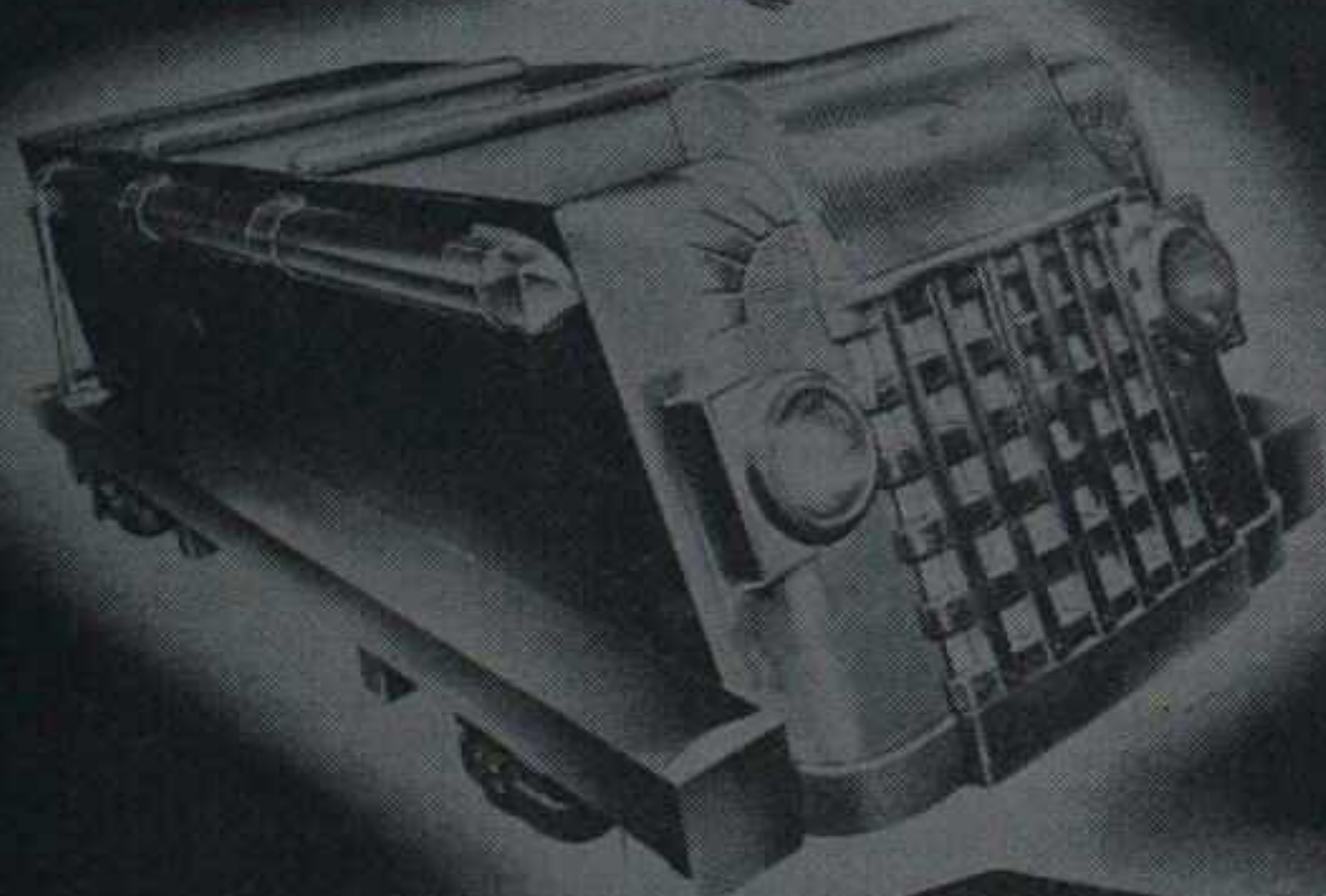
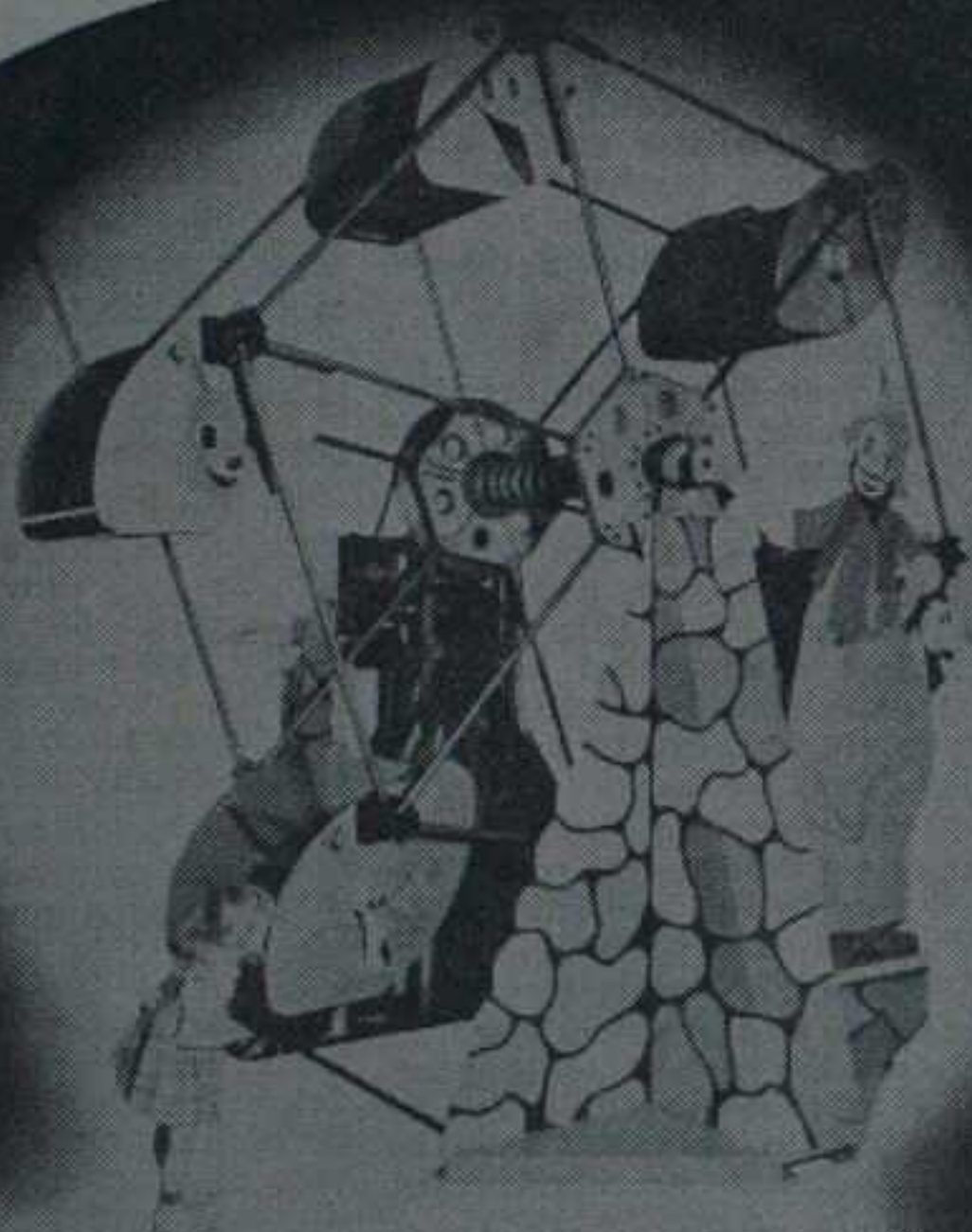


One of the most attractive animated groups developed recently is the clown band. Each unit is complete and can be used independently or in group formations. Synchronized music adds to the realism of the presentation.



Molded life-size figures, such as the polar bear depicted above, create considerable moppet and adult interest whether used in groups or separately.

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Concessions Supply Men Are Singing

Majority of manufacturers, distributors see 1950 biz topping last year — new items plentiful

THE BRASS HATS of concession equipment and supply houses, manufacturers and distributors throughout the country are looking forward to better business in 1950 than a year ago. They are virtually singing with optimism because last year's biz, from all angles, was more than satisfactory.

Answering a nationwide questionnaire, asking among other things, "What is your opinion on the business outlook in your field this year in comparison with last year?" better than 90 per cent answered in such glowing terms as "Figure it will be 30 to 50 per cent better than last year, which was a good year for us"; "Much better"; "Look for a heavy increase in sales," and "100 per cent better. . . . We are expecting to double our volume."

Prices Unchanged

There's good reason for this optimism, the equipment and supply men say. First of all, there has been little change in prices over last year, which is good news for all, manufacturer, distributor and concessionaire alike. In a few cases, manufacturers announced a slight raise in the selling cost of their product but these were definitely in the minority. At least 10 concerns said the price of their product would be down slightly from a year ago. On the whole, however, prices, it was indicated, will remain about the same as last year.

Another cause for singing, at least from the standpoint of the independent concessionaire, is the apparent abundance of new items on the market this year. And last but not least is the fact that manufacturers and distributors can promise immediate delivery. Outside of a few firms which use steel in the manufacture of their machines, there is little apprehension regarding the availability of materials. Firms stressing the fact that steel was, or might be, hard to get, tempered it with, "But we have plenty on hand and anticipate no trouble in filling any orders."

Popcorn Picture

Popcorn machine manufacturers, almost to the man, pointed out that the popcorn crop this year was not up to par and a shortage might develop before the year is out. While they stressed the fact that there was no cause for alarm, they admit that the supply may not meet the demand.

A new stainless steel health approved beverage pump, hand operated, is a new product put on the market this year by W. Kestenbaum, Inc., New York. No tools are required to take it apart. Pump sells for \$75.

R. W. Spake, president of Comstock-Castle Stove Company, Quincy, Ill., announced his firm's new product. It is a smoke tangy barbecue oven, operating on bottled gas with hardwood smoke permeating the meat at all times. It keeps foods moist and cuts meat shrinkage up to 40 per cent, he said.

Lucky Dog Novelty Carts, New Orleans, this year is selling its novelty hot dog pushcart directly to the user, an innovation this year. Cart sells for \$375.

New Items

A small popcorn machine, listing at \$157.50, a new candy floss machine which includes many new and exclu-

sive features, machine-made cotton candy cones, reputedly the first machine-made cones ever put on the market, are among the new items put out this year by Gold Medal Products Company, Cincinnati. D. C. Evans, president, reported. Evans was one of those concerned about the popcorn crop. "Popcorn supplies are somewhat lower in price but most of the other items will be about the same. Popcorn itself may go up the latter part of the season because of the 60 per cent crop," he said.

S. G. Jacobson, owner of Krispy Kist Korn Machine Company, Chicago, reported an atomic butter spray (list price \$12.50) as the new item being marketed by his concern.

"Our only new item is a two horsepower Sani-Serv freezer. This redesigned unit, capable of 15 gallons per hour production, is suited for an almost unlimited number of locations. This new unit supplements our line and is selling at \$340 less than units previously produced by us," wrote Robert E. Wiedman, secretary of General Equipment Sales, Inc., Indianapolis.

Frozen Custard Machines

Eleco Electro Freeze Company, New York, lists three new frozen custard machines it is distributing this year. They are a new 25 gallon per hour, with direct draw Model 25P, new 10 gallon per hour with direct draw Model 10P and a new 20 gallon per hour, two flavor, with direct draw Model 20P.

A noiseless type of paper bag for popcorn, in demand by theaters especially, is being marketed by the Midland Popcorn Company, Minneapolis. Bag comes in both the 5 and 10-cent sizes.

B. H. Brockway, president of Concession Supply Company, Toledo, reports his org this year has added the Merry Wiener grill, popcorn oil, salt, boxes, bags, fountain sirups for snow cones and beverages, new Pop-a-Lot automatic popcorn machine in counter and floor models and an all-electric portable popcorn stand and cart.

Farmer Boy Corn & Equipment Company, New York, has a new Creators' Hollywood Model popcorn machine, equipped with modern colored lucite trim. It sells for \$906 complete, Warren Kish, manager of the Farmer Boy concern, reported.

Peanut Warmer

The Star Manufacturing Company, St. Louis, is marketing a new Model 27 peanut warmer, selling for \$57.75, and featuring circulating warm air for constant temperature. The Star org also has 24 and 36-inch grills, both gas and electric, on the market this year. Prices for the two grills have not been set, officials reported.

A new model of The Turf, selling at \$200, with electric sign, jackpot, etc., optional at extra cost (no less than 10 units sold), is marketed by Electronic Games, Greensburg, Pa., according to Eldon Nukols, general manager.

A new model candy floss machine, selling at \$295, is being put on the market this season by Electric Candy Floss Machine Company.

Bill Carsky, Casey Concessions, Chicago, reports new style dolls and clocks among the "new" items he is marketing this year. Carsky says prices on some items this year are up a trifle, while a decrease is noted in others. "Despite labor, express and freight rates being higher this year,

our prices, in the main, are about even with last year," he said.

Victor L. Jiran, secretary-treasurer of the Automatic Orange Juicer Corporation, New York, in reporting a machine that automatically cuts, squeezes and ejects fruit peels in three seconds, says, "We are just getting into top production."

Chunk-E-Nut Products Company, Los Angeles, has a new model Midway Marvel Floss machine on the market, "with many different and exclusive features," according to W. Drutt, vice-president.

Dispenser Keg

New this year is a 50-gallon dispenser keg being marketed by the Charles E. Hires Company, Philadelphia.

Russell G. Jones, of the William Berry Company, Boston, advises his concern is marketing this year a stainless steel refrigerated base for frankfurt grill, complete with drawers and shelves. "It can be used with any grill," Jones says.

Lil' Abner twirling batons are among the new items being manufactured this year by the Indian Archery & Toy Corporation of Evansville, Ind.

The Abbott Coin County Company, New York, has two new models, Nos. 1 and 7, on the market this year. The No. 1 machine is made up for counting one coin only and may be operated manually or electrically. The Model 7, according to H. J. Bunce, sales manager, is the latest coin counting machine to be introduced and is specially designed for orgs that have large quantities of coins to handle.

Popcorn Processing Company, Hagerstown, Md., is manufacturing a popcorn warmer to sell at \$30, according to Lew Stine, owner.

New Game

International Mutoscope Corporation, New York, reports it now is in quantity production on its new game, Twin Bowl, a competitive bowling game. Device is priced at \$495.

Albert C. Derr, manager of Derr Bros., Boonville, Ind., announces his org now has measuring faucets on the market this year for sirups. Faucets, Derr says, fasten to the counter and will hold gallon bottles. "There are no springs to break or go out of commission," Derr added.

University Loudspeaker, Inc., White Plains, N. Y., is, according to Lawrence J. Epstein, sales production manager, marketing a 12-inch 30-watt high fidelity loud-speaker and a Cobra-Shaped 12-watt wide-angle horn type speaker for all-round general purpose public address work.

New this year with Greyhound Amusement Device Company, New York, is a multi-unit group race, selling at \$300 per unit.

Shuffle Conversions

Two new items being marketed this year by Metro-Electronic Company, Indianapolis, are a Metro-Shuffle Bowl, conversion for shuffleboard, priced at \$147.50, with the coin-operated item \$20 extra, and Suspense, an electric bingo group game, priced at \$223 per unit.

A new transportable dispenser for soft drinks has been developed by the Produx Company, Cleveland. This transportable soda fountain may be carried by vendors and carries 50 six-ounce drinks. Trade name is Bak-Pak and it weighs less than 40 pounds.

Dunbar & Company, Chicago, reports a popcorn warmer and display

unit, equipped with semi-automatic buttering device, power operated, as a new item on its list this year. The warmer is of stainless steel plate glass construction with water-jacketed pan. Retail price is \$395.

S. T. Echols, of the company bearing his name, St. Louis, tells of the Echols sirup dispensing pump, new this year. "It is practically non-drip, made of all stainless steel, excepting the screw cap which attaches to the bottle," Echols reports.

Poppers Supply, of Philadelphia, is out with a low-priced commercial popcorn machine, selling at \$157.50.

C. R. Frank, St. Louis, national distributor, lists a peanut warmer, at \$57.75; fast flow faucets for drink dispensers, \$32.50; new improved candy floss machine, \$295; beach umbrellas, with seven-foot spread, \$17.50, as among the new items his org is marketing this season.

Innovations

Other firms announcing new items this year include Mac Gashan Air Machine Gun Company, Stanton, Calif., new 330-gauge CO2 shotgun, together with ammunition and a target carrier for inflated balloons; Scientific Machine Corporation, Brooklyn, new ray-o-lite type of gun, with moving target and novel animation and realistic revolver and a new Ski-Bowl game and two new roll-down games, Hop Scotch and Laughing Clowns; Lightning Novelty Company, Holt, Mich., silk-screen souvenir plastic card table tops with color maps of different States; Atlanta Popcorn Supply, Atlanta, peanut warmer; Electro-Voice, Inc., Buchanan, Mich., Spherex crystal microphone, dynamic microphone blast filter, TV booster, new loud-speaker line, TV dynamic microphone Model 655 and high level crystal cartridge; Parris-Dunn Corporation, Carinda, Ia., new cork shooting lever-action pistol; Lewis-Diesel Engine Company, Orbit, a roll-a-way mobile seating unit.

Other concerns answering the questionnaire included A. J. Roth & Sons, North Baltimore, O.; Quality Neon, Jacksonville, Fla.; Sure-Way Manufacturing Company, St. Paul; King Show Print, Estevan, Sask.; H. W. Terpening, Ocean Park, Calif.; Eagle Cone Corporation, Brooklyn; Switzer Bros., Inc., Cleveland; J. F. Nieuwenhuysen Company, Evanston, Ill.; Stewart & Stevenson Services, Inc., Houston.

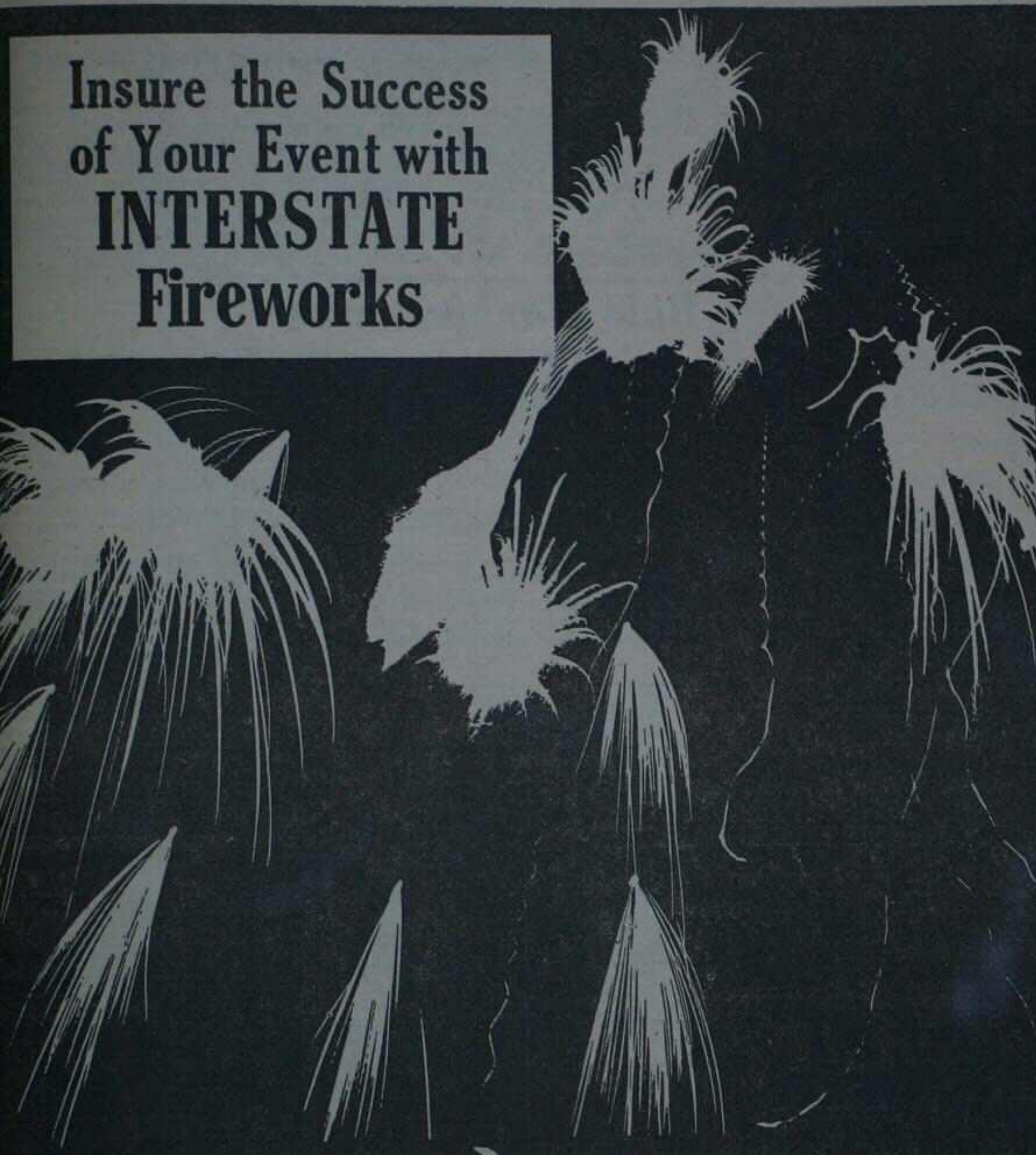
Hildreth Pulling Machine Company, New York; Al Nichols Amusement Park Artist Engineering Company, Nashua, N. H.; Universal Motors Company, Oshkosh, Wis.; John Chatillon & Sons, New York; Sho-Master Manufacturing Company, Baltimore; Bert's Electric Automatic Snow Cone Machine, Dallas; Kentucky Derby Amusement Device Company, Louisville.

Robeson Preservo Company, Port Huron, Mich.; Joseph Ledoux & Son, Brooklyn; Whitley Manufacturing Company, Inc., South Whitley, Ind.; Neal Walters Poster Corporation, Eureka Springs, Ark.; Lose Brothers, Louisville; Long-Eakins Company, Springfield, O.; Konzney Carton Company, Green Bay, Wis.

Theater Candy Company, Inc., Boston; Indiana Popcorn Company, Muncie, Ind.; Kirby's Products, Union, S. C.; Barnhart-Van Trump Company, Rochester, Ind.

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Ride Makers' Plants Hum

More than 50 manufacturers offer over 200 models—kiddie devices pace production as new outlets open to maintain strong demand

CONTINUING good business for amusement ride operators lucky enough to play to big crowds in fine weather and the development of new permanent locations are keeping more than 50 ride manufacturers busy turning out in excess of 200 major and kiddie models. Despite the similarity of many units, showmen and park operators have their choice of at least 50 different varieties encompassing every conceivable kind of thrilling motion—enough to satiate the desires of the frolicking millions they cater to annually in all age groups.

A degree of stability has returned to the manufacturing field with the turn of the half-century. Thru last year's spring openings some builders were still coping with backlog orders. Many of the vital materials were not in strong supply and the lessons learned in obtaining them during the irritating post-war period of shortages to be re-employed. Immediately after the war, and continuing thru last season, manufacturers vied with one another to supply the demand for units of new design, in addition to keeping pace with replacement orders for their standard units.

Major Units Sufficient

While inventiveness within the industry is far from exhausted, manufacturers apparently feel that the development of multiple new major units since the war is sufficient to care for current demands. The success of kiddie ride operations in the post-war period has resulted in a virtual mushroom growth in the manufacturing end. The big development cost and resultant high price tag of major units is a potent restrictive force.

Several manufacturers replying to a recent questionnaire by *The Billboard* said they had major units in the planning stage. All of them are offering improved and streamlined versions of their popular standard units.

The designing of new kiddie units must, of necessity, be guided by the automatic restrictions resulting from youthful patronage. Factors involving size and speed and the ultimate in safety have been successfully engineered until the moppets now have for their own enjoyment more different units than their parents have choice of motor cars. The wide range of kiddie rides, and the individual success of many, has resulted in a minimum of six or seven being regarded as necessary for a modern set-up as opposed to the usual three in the prewar period.

Drive-Ins New Outlets

Manufacturers of the small fry units are already beginning to tap the drive-in theater field. Drive-ins become entertainment focal points soon after their establishment in a community. In almost every instance they have ample area fronting the entrance, or adjacent to the grounds, to accommodate a kiddieland, or at least one unit with top moppet appeal such as a miniature train.

The growth of kiddielands continues thruout the country. Supplementing the experienced operators interested in this type of endeavor are a number of persons in search

of sound investments. Except for the cost of the location and not including decorations, a kiddieland of proportions can be set up for as little as \$10,000. The process of expansion, depending upon earnings, is relatively simple.

Lewis Diesel Enters Field

New in the major ride field, with

a miniature counterpart planned for the moppet trade, is the Orbit, conceived and built by Wayland Keith, of Wichita Falls, Tex. The Lewis Diesel Engine Company, of Memphis, well-known suppliers to the outdoor field, recently completed a license contract with Keith and are now putting the ride into production, ac-

ording to E. Womble, vice-president and general manager.

The Orbit is a high ride with two cantilever arms which rotate in both directions around both axes of a vertical center pole. It will be constructed in both stationary and portable models at a cost of about \$15,000. Capacity will range from 16 to 24.

Ride Manufacturers

| FIRM NAME | UNIT NAME | CAPACITY | PRICE |
|--|---|---------------|-----------------------|
| Arrow Development Co., Inc. 243 Moffet Blvd. Mountain View, Calif. | Kiddie Merry-Go-Round | 24 | \$4,800 |
| | 36-foot Merry-Go-Round (2 abreast) | 32 | \$10,150 |
| | 36-foot Merry-Go-Round (3 abreast) | 42 | \$11,300 |
| | Auto Ride | 20 | \$3,620 |
| | Sulky Ride | 20 | \$3,620 |
| | Boat Ride | 24 | \$3,620 |
| | Jeep Ride | 20 | \$2,600 |
| | Jr. Jeep Ride | 16 | \$1,795 |
| Bisch-Rocco Amusement Co. 5441 Cottage Grove Ave. Chicago | Kiddie Street Car | 20 | \$2,200 |
| | Jet Kiddie Ride | 15 | \$2,160 |
| | Flying Scooter (8-car) | 16 | \$11,500 |
| | Flying Scooter (10-car) | 20 | \$15,000 |
| | Flying Disc | 32 | \$16,000 |
| | Kiddie Bus | 22 | \$2,550 |
| Bushnell-Armstrong Co. 2245 North Front St. Salem, Ore. | Screw-Ball | 16 | \$8,500 |
| C-Cruise Corp. 7th and Murlak Streets West Salem, Ore. | Swinging Swan (kiddie) | 15 | \$2,500 |
| | C-Cruise | 32 | \$9,500 |
| | Little Skipper (kiddie) | 24 | \$2,500 |
| R. E. Chambers Co. P. O. Box 26 Beaver Falls, Pa. | Baby Bug (kiddie) | 18 | \$3,850 |
| | Curly-E-Q (dark ride) | 12-18 | \$7,500 |
| | Rocket Ships (for circle swing) | 24 | \$3,750 |
| | Turtle Cars (for Bug Ride) | 8 | \$1,250 |
| Clark Manufacturing Co. Sarasota-Bradenton Airport Bradenton, Fla. | Miniature Train | 30 | \$2,650 |
| | Kiddie Wheel | 12 | \$1,800 |
| Constable's Kiddie Rides Route 1, Bethel Fountain City, Ind. | Auto Ride (standard) | 8-16 | \$995 |
| | Auto Ride (de luxe) | 8-16 | \$1,595 |
| | Airplane | 24 | Under \$1,000 |
| | Sail Boat | 32 | Under \$2,500 |
| Custer Specialty Co. 512 Linden Ave. Dayton, O. | Bubble Bounce (portable) | 32 | \$15,000-\$18,000 |
| | Bubble Bounce (stationary) | 32 | \$15,000 |
| Dodgem Corporation Lawrence, Mass. | Dodgem | | |
| Eli Bridge Co. 800-820 Case Ave. Jacksonville, Ill. | No. 6 Baby Eli | 12-18 | \$2,945 |
| | No. 5 Big Eli | 24-36 | \$7,425 |
| | No. 12 Big Eli | 24-36 | \$7,745 |
| | No. 16 Big Eli | 32-48 | \$9,675 |
| The Excelsa-Ohio Co. 21830 St. Clair Ave. Cleveland | Kiddie Carousel | 20 | \$2,500-\$2,650 |
| | Kiddie Speedboat | | |
| | 5-boat portable | 35 | \$2,450 |
| | 5-boat permanent | 35 | \$2,200 |
| | 6-boat portable | 42 | \$2,750 |
| | 6-boat permanent | 42 | \$2,500 |
| | Kiddie Auto | | |
| | 6-car unit | 12 | \$2,527 |
| 8-car unit | 16 | \$3,050 | |
| 10-car unit | 20 | \$3,550 | |
| H. S. Ewart 707 E. Greenleaf St. Compton, Calif. | 38-foot Merry-Go-Round | | \$11,500 |
| | 34-foot Merry-Go-Round | | \$9,500 |
| | Flying Horses | 10 | \$1,425 |
| | Ferris Wheel | 24 | \$1,585 |
| | Auto Ride | | \$1,795 |
| | Airplane | 10 | \$1,560 |
| | Rocket | 10 | \$1,445 |
| | Chairplane | 10 | \$1,135 |
| | Street Car | 14 | \$1,295 |
| | Eyerly Aircraft Co. P. O. Box 670 Salem, Ore. | Midge-O-Racer | 10 |
| Bulgy the Whale | | 16 | \$3,445 |
| Kid-O-Plane | | 16 | about \$3,000 |
| Rock-O-Plane | | 16-24 | \$9,550 |
| Fly-O-Plane | | 16-24 | \$10,550 (less power) |
| Octopus | | 16-24 | \$8,700 (less power) |
| Octopus | | 32-48 | \$10,440 (less power) |
| Rolloplane | | 8-12 | \$6,210 (less power) |
| Fly & Harwood, Inc. 300 Madison Memphis | Little Chief Fire Engine | 16 | \$3,500 |
| Allan Hershell Co., Inc. 104 Oliver St. North Tonawanda, N. Y. | Major Units: | | |
| | Whiz Bang | 40 | \$17,000 |
| | 36-foot Merry-Go-Round, 2 abreast | 28 | \$10,175 |
| | 36-foot Merry-Go-Round, 3 abreast | 38 | \$11,375 |
| | 40-foot Merry-Go-Round, 3 abreast | 44 | \$13,475 |
| | 45-foot Merry-Go-Round, 3 abreast | 54 | \$18,275 |
| | 45-foot Merry-Go-Round, 4 abreast | 68 | \$21,450 |
| | Caterpillar | 54 | \$14,875 |

(Continued on page 73)

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Features and Specifications

DeLuxe Canteen-On-Wheels

[Number CX2]

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- Awning-style aluminum panel windows, opening on three sides providing ventilation and weather protection. Distinctive in appearance.
- Outer surface, white baked enamel with red trim and lettering.
- Length: 15' 6"—Width: 7"—Height (including gravity-flow water tank): 10' 6"—Weight (completely equipped and stocked with merchandise): 3500 lbs.
- Large hotel-type griddle encased in stainless steel.
- Three-burner Silex coffee makers and Safety Guards with a capacity of 100 cups per hour.
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- Large, modern electric cooler for ice-cold bottled drinks.
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- Equipped for complete electrical operation, complete Butane Gas operation or combined electrical and Butane Gas operation.
- Wired for modern fluorescent lighting.
- Shelving for confections and packaged goods.
- Two alternating L.C.C. Butane Safety gas tanks for grill and Silex.
- Ample drawers and compartments for stock.
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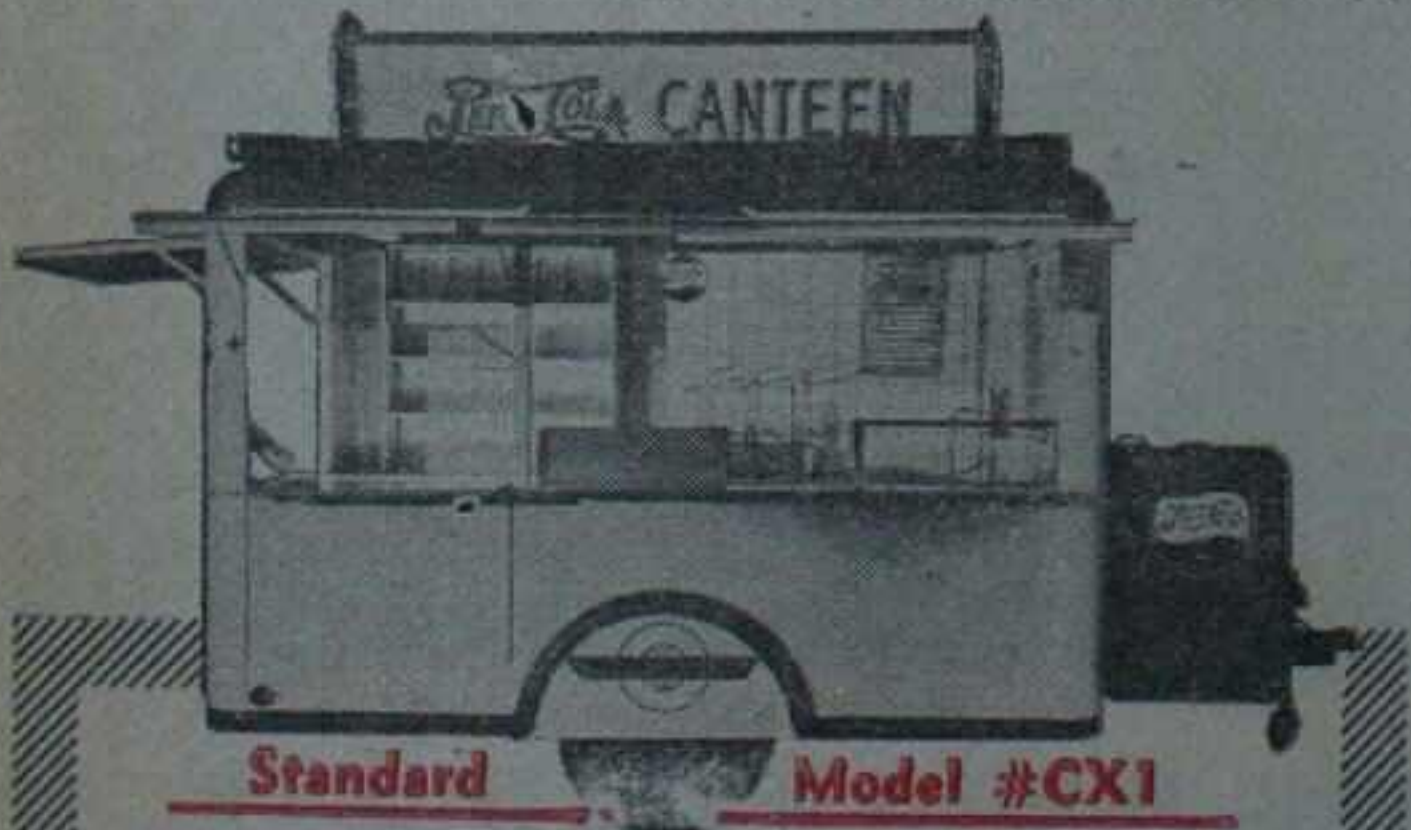
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Plastics Promising:

Tent Manufacturers Warn Cost May Climb; Improvements Told

PLASTIC coating for canvas is the coming thing in the tent world. Already, canvas makers are recommending it for concession tents but they omit mention of larger tops. While research with the plastic has proved promising, the process still is too costly for most potential buyers.

Indications point to increases in standard canvas prices because of higher rope and material costs.

Other major improvements have been made in flameproofing methods. New treatments add less weight to original material and leave a drier surface which resists dirt.

These trends stood out in reports received by *The Billboard* in a survey of tent manufacturers thruout the country.

Plastic coating gives a leather-like finish that's pliable and easy to sew. Tops treated with it will hold their color when washed, and they gain weather resistant and resilient qualities.

Some Aren't Ready

Vinyl resin, which is put out under various trade names, is not being offered by some makers, who say they aren't quite ready. However, they, too see a big future for vinyl. One of these said plastic coating is a worthwhile development which enables use of more desirable colors.

Vinyl-treated canvas is expected to carry a 20 per cent higher price than vat-dyed material. One major supplier maintains the plastic coating now is priced out of the market.

The survey showed a third of the nation's manufacturers now offer the plastic surfacing. Another third say the process is on the way. The remainder indicates that as yet, or in the immediate future, it isn't the thing for outdoor showmen.

Cotton mills and other suppliers to canvas manufacturers are running behind in production, judging from reports of the canvas makers, who caution show owners that orders

should be placed early to insure delivery on schedule.

Urge Early Orders

Bernie Mendelson, president of the O. Henry Tent & Awning Company, Chicago, pointed up the situation, saying: "It's necessary to anticipate needs of our company three or four months in advance to keep materials on hand. As a result, we urge show owners to anticipate their needs also and place orders far enough in ad-

vance to avoid disappointment."

From United States Tent & Awning Company, Chicago, came similar word. Mills are holding inventories down. Consequently, material requirements must be foreseen 90 days in advance. One report was that while quality was up, materials were not too plentiful. Several makers, including some specializing in smaller canvas products, said the flow of materials had been good, even better than in any other postwar year.

Most canvas manufacturers, the bulk of whom make small tops, said standard canvas prices will be about the same as last year. But the big operators, who turn out the larger tops, said prices will be higher. One estimated the increase at from 20 to 50 per cent over last year. The increase, they explain, is due to a 5 per cent rise in rope costs and a (See Costs May Soar on page 82)

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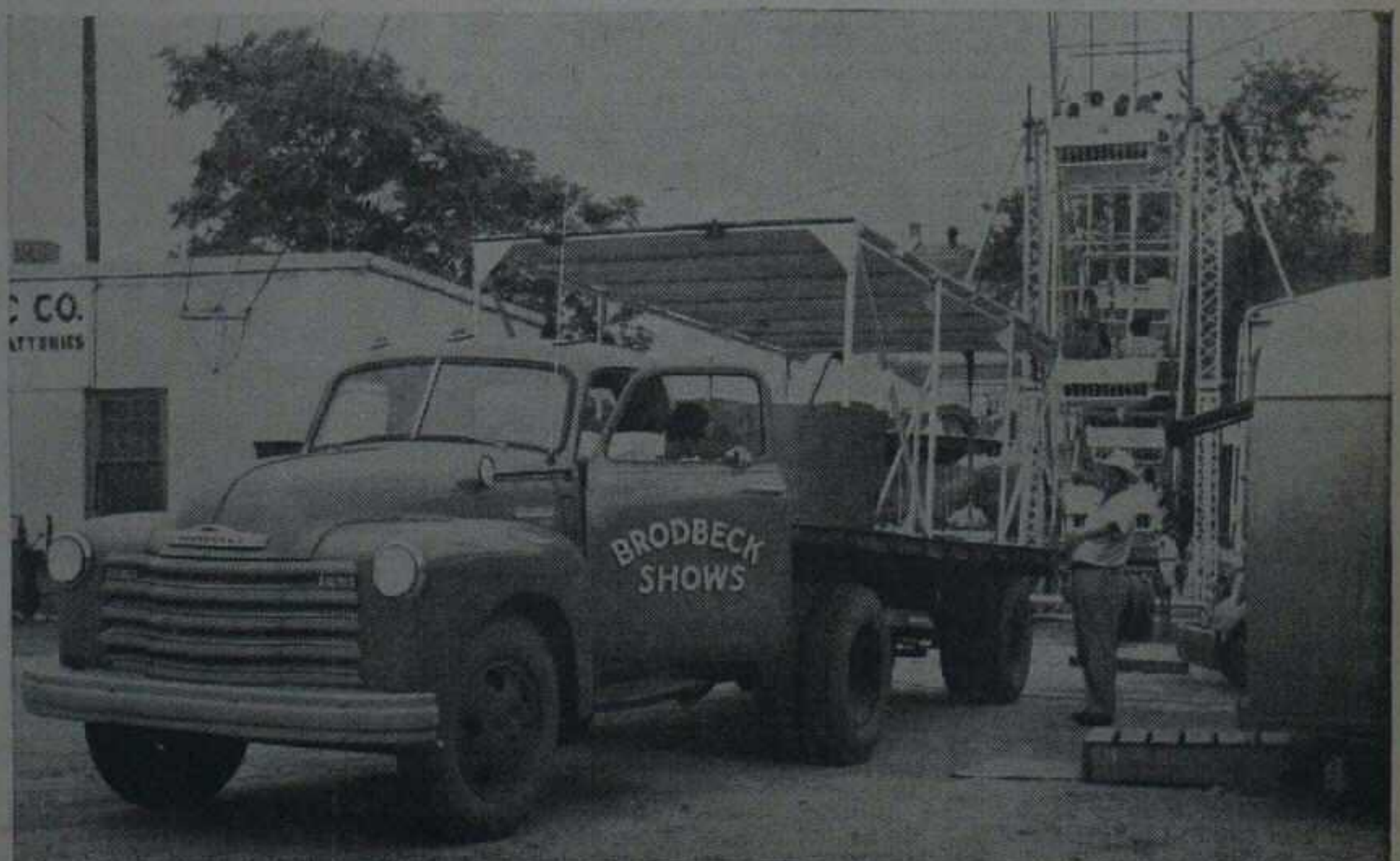


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Wheels Turn 50 Years

By Charlie Byrnes

Half-century history of Eli Bridge Company is saga of development of portable Ferris Wheel fathered by inventive W. E. Sullivan

FIFTY YEARS and almost 1,000 Big Eli wheels ago, the late W. E. Sullivan, a Roodhouse, Ill., mechanic with an inventive mind, designed his first amusement wheel, launching a career that made him the world's most prominent manufacturer of Ferris wheels. It also marked the birth of the Eli Bridge Company, Inc., Jacksonville, Ill., which will celebrate its golden anniversary in May.

Sullivan, altho not the originator of what is commonly called the Ferris Wheel, was the father of today's portable amusement wheel which operates on almost every carnival and in every amusement park in the United States and Canada.

First Ferris Wheel

The name George Washington Gale Ferris was immortalized in outdoor amusement annals, when the Galesburg, Ill., engineer conceived, designed and erected the giant wheel at Chicago's Columbian Exposition in 1893. A prodigy in mathematics in school, he found farm life distasteful and, after receiving his engineering degree, looked about for a project that would best serve his talents. He heard about the coming fair in Chicago. With but a germ of an idea and probably a silver tongue, Ferris appeared before the fair directors, obtained an excellent site, and then successfully tackled the task of raising \$380,000 to finance the project.

The mathematical and engineering genius of Ferris was demonstrated in his planning of the ride. While in a Chicago restaurant he first conceived the idea of the huge wheel and immediately set down the size, construction, number of cars, capacity, admission price and the plan of stopping six times in the first revolution to load. These details were not altered during the building and operation of the ride.

Still Reigns Supreme

The wheel, the largest built to this day, was the first Ferris Wheel, named after its designer. The structure, 268 feet high, carried 36 enclosed steel cars, each holding 60 persons for a total capacity of 2,160. At 50 cents a head, one full load grossed \$1,080. Powered by two 1,000-horsepower motors, it took 20 minutes to make a complete revolution while loading. Manufactured in five different factories, the parts were shipped to Chicago where Ferris had

little difficulty in assembling the giant attraction. Total cost was \$380,000 but in one year it grossed \$726,000 and became one of the most spectacular features of the exposition.

The mammoth riding device was moved to St. Louis for the 1904 Louisiana Purchase Exposition where it grossed \$450,000. Later the ride proved unprofitable, was dynamited and sold for junk.

Builds First Wheel

The first record of a vertical amusement wheel designed to carry passengers was in 1867 when I. N. Forester, Bridgeport, Conn., invented and patented what he called an "overhead wheel swing." His patent, dated November 19 of that year, claimed the invention of a rotary swing which operated around a horizontal axle, and consisted of two wheels, side by side, each wheel a box-like frame, carrying four cars. One of the square wheels operated clock-wise, the other counter clock-wise.

The only foreign builder to make a bid for fame in the amusement wheel business was Walter B. Bassett, an Englishman, who built several giant rides in the period 1894-1898. Bassett erected one wheel in Paris, two in England and one in Prater Park, Vienna. The Vienna wheel, 213 feet high with 30 cars, is still in operation.

J. G. Conderman, Troy, Pa., also a pioneer in the business, secured patents and claimed to be the inventor of the first overhead swing, erecting one in Clay City, Ind., in 1899. Faulty construction caused the wheel to be rebuilt the following year and Conderman's attempts to keep others from building similar type vertical amusement wheels failed. The last Conderman wheel was built around 1905 and some of these early rides may be still in operation.

Velare Skywheel

A history of the vertical amusement wheel would be incomplete without including the most modern step in its development, the Velare Skywheel, conceived and executed by Curtis Velare, who with his brother, Elmer, are former owners of the Royal American Shows. While incorporating two regular wheels into one unit, claiming a single wheel looked lonesome on a lot, Velare conceived the idea of two wheels operating as one, revolving on the ends of a beam as the beam itself was rotated on an axle. John Courtney, of Chicago, drew a small diagram of the planned ride, Velare obtained the necessary funds and the ride was set up in River-view Park, Chicago. Each of the twin wheels was equipped with eight cars, seating three persons, for a total capacity of 48.

This project was designed primarily for a permanent location and it wasn't until 1949 that Velare designed what could truthfully be called a portable skywheel. It made its first appearance on the midway at the 1949 Los Angeles County Fair, Pomona, Calif. and was set up in about eight hours. Costing an estimated \$135,000, including the dies and experimental costs, and constructed of 2,000 feet of aluminum tubing with a 46-foot beam, each of the two wheels carried eight cars and created much flash with its specially designed slim-tube lighting. During the 17 days of the Pomona annual, approximately 50,000 persons rode the wheel. Similar rides are located at Long Beach and Ocean Park, Calif., and in Mexico City.

Sullivan, founder of the Eli, first hit on his idea of a portable wheel after his visit to the Chicago fair

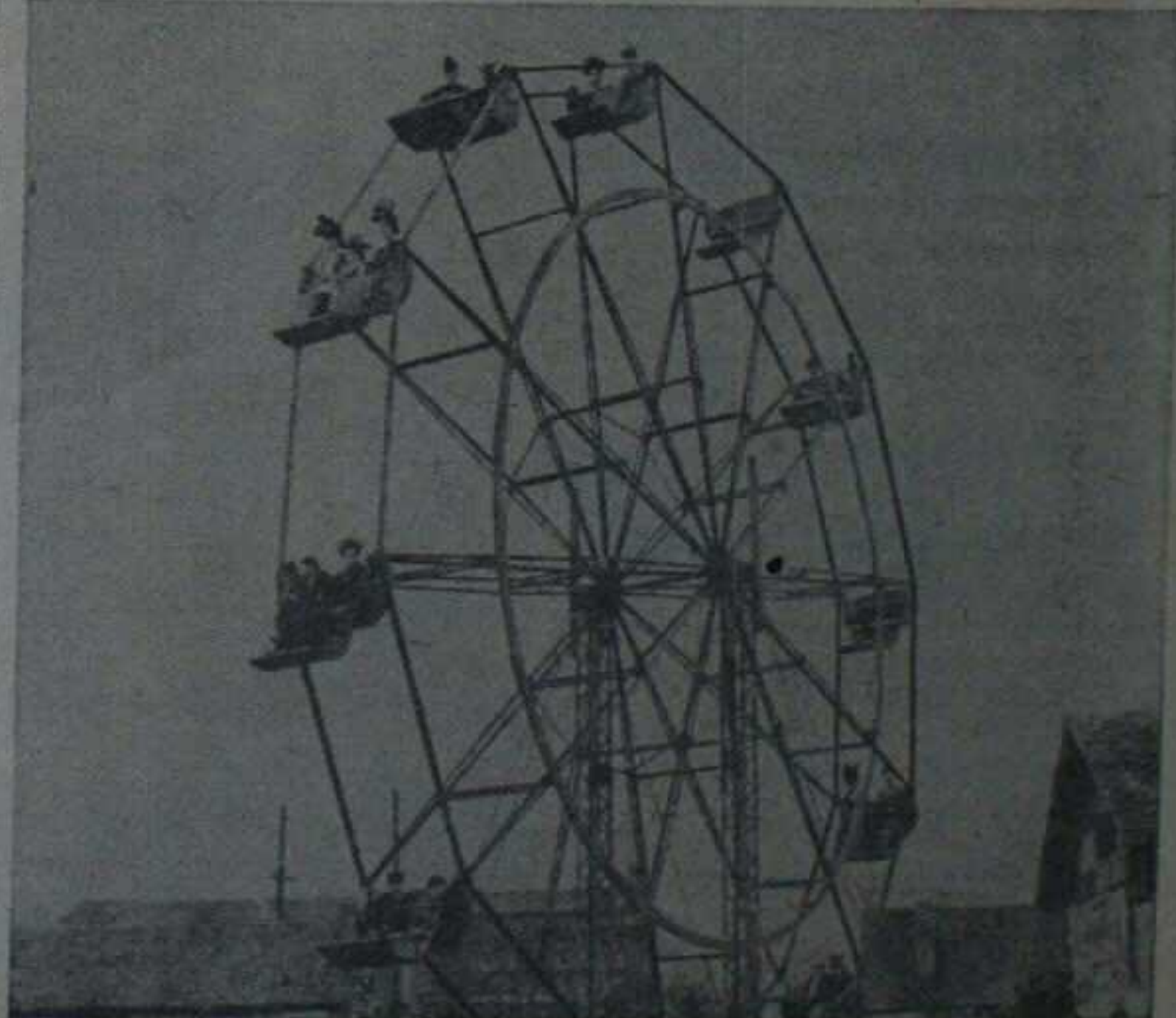
where he spent hours examining the mammoth Ferris Wheel. He, with J. H. Clements, designed and placed a contract with the Illinois Bridge & Machine Company, Jacksonville, Ill., to build the first Eli wheel. A 45-footer, carrying 12 seats, the ride was cable-driven by a six horsepower semi-portable steam engine. This original wheel, similar to the present day No. 12 Eli, has been retired from active duty and stands outside the Eli Bridge Company plant.

It was first operated for pay by the Sullivan-Clement team in Central

Park, Jacksonville, and the first day grossed \$5.56. Later playing street fairs in five Illinois towns, it averaged 5,210 passengers per week and the average weekly gross was \$414.31.

Improvements Made

In 1901, Sullivan designed a vastly improved wheel and by 1905 had produced a revelation in the outdoor amusement field, a completely portable ride. No numbered parts were used, no bolts, all spokes of a certain size were alike and every rim was (See Story of Eli Bridge on page 139)



The first Ferris Wheel, built by George Washington Gale Ferris, is shown at top as it appeared in action at the World's Columbian Exposition, Chicago, in 1893. The original Big Eli, a No. 12, built by W. E. Sullivan in 1900, is shown in the bottom picture.



W. E. Sullivan, inventor of the Big Eli, was born July 3, 1861, and died October 15, 1932.

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Lubrication—It's Important!

By John C. Allen

Art has been practiced for many years but understanding of phenomena fairly recent development

"THE MERRY-GO-ROUND BROKE DOWN" may have been a popular tune with the juke box listeners, but its practical manifestation is very unpopular indeed with park men everywhere. Breakdowns have an unhappy faculty of occurring on the busiest holidays and week-ends. Aging equipment in every park (and there is a lot of it) is requiring more and more attention to details, more replacements, more repairs and more maintenance. Much of this equipment is fast reaching the final days of its useful life. That most of these devices have come this far speaks well of the maintenance men in the amusement industry.

This article is dedicated to the maintenance men, with the hope that somewhere in these suggestions they may find something useful, something that may not give better results, but make them easier to attain.

There is a never ending struggle against wear and decay. Take a rest for a moment or divert your attention and a bearing freezes, a motor stops or a gear tooth breaks. Much of the preventive measures employed by maintenance is in the form of lubrication.

What Is Lubrication?

The art of lubrication has been practiced for thousands of years, yet the understanding of the phenomena of lubrication is a comparatively recent development which is not yet complete.

It is taken for granted that lubricant suppliers and manufacturers are willing and able to offer a specific oil or grease to meet every kind of service condition, but they must be told what these conditions are and how they occur. It is impractical to expect lubricating engineers to know the ramifications of bearing stresses in amusement devices or to expect detailed inspection by their experts in exchange for small quantity purchases. Given all the facts and service conditions, however, and they will make recommendations that are amazingly satisfactory in results.

What Is Oil and Grease?

Lubricants with which we are concerned basically are straight mineral oils and compounds of mineral oils. Many substances are used for compounding, and the oil refiner often chooses to keep secret the exact nature of his compounding agent. Some of the slipperiest and tongue pleasing trade names on a can of lubricant may contain absolute junk inside. Beware of a supplier unwilling to disclose chemical and physical specifications for his product.

Oleic, stearic and palmitic acids, animal and vegetable oils, certain esters and certain polymerized petroleum products have been used as agents to increase oiliness in mineral oils. (Animal and vegetable oils are "oilier" than mineral oils. Therefore, small quantities are used to increase "oiliness.")

Lead soap, sulphur, chlorine compounds and other substances often are added in making extreme pressure (E.P.) lubricants. They mostly are considered as antifluxes to prevent the welding of the bearing surfaces. (In momentary metal to metal contact under heavy load or thin film lubrication approaching boundary lubrication, these antifluxes prevent welding with subsequent galling.)

Still other agents known as inhibitors are added to prevent or retard deterioration, primarily caused by oxidation. (Absorption of oxygen from the air causes sludging and gradual break up of the oil molecules.)

It should not be inferred that compounding always will produce bene-

ficial results. On the contrary, some actually become destructive under certain conditions. Animal and vegetable oils oxidize more readily than mineral oils. They increase the tendency toward depositing and gumming in a mineral oil. Fatty acids, used as addition agents or found in fatty oils, often cause trouble because of their tendency to corrode. For example, castor oil attacks bronze quite readily.

Anent Greases

Greases are mixtures of soap and oil, usually 15 per cent and 85 per cent respectively, and are generally classified by the nature of their soap base which may be lime, calcium, sodium, aluminum or lead. Lime base grease is water repellent but will not stand churning or severe centrifugal action or high temperature without separating. Soda base greases give better service under the above conditions except they emulsify when water is present. Aluminum base greases combine resistance to temperature and churning with a resistance to water (automobile chassis lubricant is an aluminum base grease). Lead base greases are recommended for heavy loads developing extreme pressure and are also water repellent.

Many fillers are added to grease such as mica, graphite, chalk, talc, asbestos and gypsum. These may be considered adulterants that cheapen the grease without increasing the lubricating qualities. Mica and graphite have lubricating qualities under extreme conditions of load and shock. In some mechanisms slipperiness can be attained with these dry lubricants avoiding contamination by dust.

Theory of Lubrication

Many tests and experiments by eminent physicists have established the fact that lubricants obey the laws of hydrodynamics where the oil remains thick enough to separate two surfaces in motion. Due to a polar molecule the oil has an attractive affinity for metallic surfaces and is not easily wiped off or removed.

As a shaft turns in an oil bearing, the oil on the surface of the shaft moves with it, whereas the oil on the surface of the bearing remains stationary. In between these two oil films are infinite numbers of other films sliding on each other at different speeds until they form a powerful wedge under the shaft thus lifting the load. The hydraulic pressure developed equals, averaged over the bearing length, the applied force. Unit pressures measured in the center of the bearing often exceed the applied force in pounds per square inch.

Bearings scantily or intermittently lubricated obey the laws of hydrodynamics only so long as the oil is able to maintain several layers of film. When the oil films no longer can keep the microscopic high points of shaft and bearing separated, then these high points connect and either break off, bend over or are peened down in the adjacent valley. When this happens, the oil merely serves as a slippery constituent to help these high points slide over each other and

to act as a shock absorber when they come in contact.

The technical term for this type of lubrication is called "boundary" lubrication and is typical of hand-oiled bearings where a well to recirculate or a reservoir to maintain a flow is not provided.

Proof Now Conclusive

It is interesting to note that until as recently as July, 1949, there was inclusive proof that grease also may obey the laws of hydrodynamics. Experiments conducted at the Franklin Institute have proved that grease obeys the same laws except that a more uniform average pressure is maintained thruout the length of the bearing. A continual reservoir of grease must be provided to replace loss from leakage and to prevent air pockets. Bearings receiving scanty or intermittent grease act the same as with oil.

The test showed these differences between oil and grease:

Curves of pressure distribution of the grease film are flatter and extend over a greater arc than those of a comparable oil, showing that grease has less and leakage.

With oil, the maximum pressure in the center of the bearing increases with an increase in speed, whereas speed has very little effect upon the pressure distribution using grease except to shift both leading and trailing edges of the film wedge.

To minimize the effects of boundary lubrication, a grease bearing must have a larger area than an oil bearing to support an equivalent load.

In practical usage, an oil of high viscosity may be called heavy, thick or of strong body, while one of low viscosity will be light, thin or of weak body. Here the terms heavy and light are little, if at all, related to specific gravity. Understand that viscosity is not in itself the lubricating property; for lack of a general name, the property of slipperiness plus adhesion is called oiliness. In a sirup of a vegetable oil that has become oxi-

dized and gummy, viscosity is strongly associated with stickiness.

We may say that viscosity works two ways in the lubrication problem. As direct factor in resistance, it should be kept low, by using no stronger or more viscous oil than is needed. On the other hand, the penetrative or self-maintaining power of the film is directly proportional to viscosity, which therefore must be kept high enough. Since the friction of complete lubrication is so very much less than that of scanty lubrication, it is far better to err on the side of excessive rather than deficient viscosity.

All of the foregoing is true where the temperature of the oil is below 180 degrees F.

Lose Viscosity

Oils operating at temperatures above 180 degrees F. start to lose their viscosity differences until at approximately 400 degrees F. They are nearly identical, whether they started as a 20 or a 60 viscosity oil. Adulterants such as animal and vegetable oils are sometimes added to improve viscosity ranges at high temperatures. Pure castor oil is used in high speed racing automobiles for this reason. In passenger automobiles, oil temperatures may reach 350 degrees F. so viscosity means very little except when the engine is cold. Then the higher viscosity oils may circulate too slowly to give initial lubrication. An automobile can travel 100,000 miles on 10 oil and receive excellent lubrication.

Viscosity ranges at high temperature are different with different crudes. Naptha and asphaltic base oils come closer together more quickly than paraffin base oils. Paraffin base oils, plentiful and more costly to refine in order to remove every trace of paraffin (an adulterant), keep their viscosity differences in a wider range at high temperatures. Premium automobile oils are paraffin base.

Ball and Roller Bearings

Up to this point, we have considered lubricants as necessary to eliminate (See Lubrication on page 77)



The wheels on this Coaster are turning 2,000 revolutions a minute with pull-out pressure of 850 pounds per bearing. Quick channeling grease is needed here to avoid ball drag. Cargyle BRB Lifetime recommended.

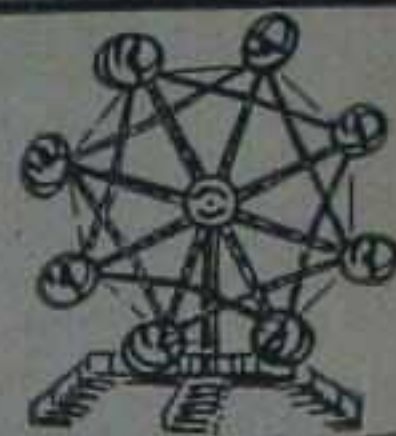
Ride Manufacturers

(Continued from page 66)

| FIRM NAME | UNIT NAME | CAPACITY | PRICE |
|--|---|----------|----------|
| | Looper | 20 | \$14,650 |
| | Moon Rocket | 66 | \$18,250 |
| | Hurricane | 24 | \$29,500 |
| | Water Scooters | 2-3 | |
| | Kiddie Units: | | |
| | Sky Fighter | 16 | \$4,450 |
| | Buggy Ride | 20 | \$3,650 |
| | Merry-Go-Round | 24 | \$4,850 |
| | Auto Ride | 10 | \$3,650 |
| | Little Dipper (Roller Coaster) | 12 | \$6,750 |
| | B. at Ride | 24 | \$3,650 |
| Frank Hrubetz & Co. Front and Shipping Streets Salem Ore. | Dragon | 40 | \$3,400 |
| | Spitfire | 20 | \$9,500 |
| | Hi-Ball | 16-24 | \$15,000 |
| | Kiddie Boat Ride | 30 | \$2,400 |
| Huribus Amusement Equip. Co. 8218 South Greenleaf Whittier, Calif. | Miniature Train | 32 | \$5,500 |
| Jordan Enterprises, Inc. 119 South Court St. Lapeer, Mich. | Hobby Horse Merry-Go-Round De Luxe Model | 10 | \$2,800 |
| | Standard Model | 10 | \$2,400 |
| Junior-Pro Products Co. 3206 Morganford Road St. Louis 16 | Fire Truck | 3 | \$28.50 |
| | Jeep | 3 | \$27.50 |
| | Motorized Jeep | 3 | \$60.00 |
| King Amusement Co. 82 Orchard St. Mt. Clemens, Mich. | Portable Scooter | 24 | \$14,000 |
| | Miniature Train | 14 | \$1,595 |
| | Kiddie Airplane | 10 | \$1,295 |
| | Kiddie Rocket | 20 | \$1,575 |
| | Kiddie Speed Boat | 24 | \$1,495 |
| | Kiddie Elephant | 20 | \$965 |
| | Kiddie Fire Engine | 16 | \$2,575 |
| | Kiddie Pony and Cart | 16 | \$2,575 |
| | Kiddie Auto | 16 | \$2,195 |
| Lewis Diesel Engine Co. 92 West Carolina Memphis | Orbit | 16-24 | \$15,000 |
| William de L'horbe Jr., Inc. Box 276 Vandalia, O. | Tuff-Lite Midget Speed Boat | | |
| W. F. Mangels Co. 2876 West 8th St. Brooklyn 24 | Pony Cart | 16 | \$2,500 |
| | Whip (8 and 12-car units) | | |
| | Kiddie Roto-Whip | 16 | \$2,250 |
| | Kiddie Speed Boat | 16 | \$2,150 |
| | Kiddie Carousel | 30 | \$4,000 |

(Continued on page 74)

Portable RIDES BY Eyerly



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America's Finest, Fastest, Most Economical.
TOM THUMB STREAMLINERS, INC., Sarasota, Fla.

Ride Manufacturers

(Continued from page 73)

| FIRM NAME | UNIT NAME | CAPACITY | PRICE |
|---|--|--|--|
| Mar-Craft, Inc. Kraus Road and Main St. Clarence, N. Y. | Kiddie Auto Kiddie Pony and Buggy Kiddie Plane Kiddie Speed Boat Single Bike Boat Inboard Runabout Boat | 20 20 12-18 16-24 1 4 | \$2,495-\$2,995 \$2,495-\$2,995 \$1,995 \$1,595-\$2,495 \$175 (quantity price) \$495 (quantity price) |
| Marks Manufacturing Co. Rushville, Mo. | Merry-Go-Round (21-foot) | 24 | \$3,500 Up |
| Otto Marten 222½ West Liberty Louisville | Looping Wheel | | |
| Miniature Train Co. 1132 North Cullen St. Rensselaer, Ind. | Miniature Train (G-12 Suburban) Miniature Train (G-12 Streamliner) Miniature Train (G-16 Suburban) Miniature Train (G-16 Limited) | 36 15 36 48 | adults \$7,935 \$2,985 \$7,935 \$12,500 |
| National Amusement Device Co. P. O. Box 448 Dayton 7, O. | Comet Jr., Kiddie Roller Coaster Century Flyer, Miniature Train Kiddie Ferris Wheel Pony Cart Roller Coasters Fun Houses Old Mills Mill Chutes | 120 12 20 | \$14,000 \$6,000-\$10,000 \$1,975-\$2,125 \$3,995 |
| Ottaway Amusement Co. 224 West Douglas Wichita, Kan. | Miniature Steam Train | 12-100 | \$4,750 (regular unit) |
| Orbit Manufacturing Co. 814 Stanley Bldg. Wichita Falls, Tex. | Orbit (park model) Orbit (portable) | 16-24 16-24 | \$12,500 \$15,000 |
| Overland Amusements Lexington, Mass. | Kiddie Fire Engine | 20-28 | \$2,475 |
| C. W. Parker Amusement Co. Leavenworth, Kan. | Teen Ager Baby "Q" Kiddie Ferris Wheel 36-foot Baby "Q" 42-foot Baby "Q" 46-foot Baby "Q" 50-foot Baby "Q" Kiddie Merry-Go-Round Kiddie Fairy Swing Kiddie Aeroplane Kiddie Zeplinger Kiddie Cart Ride | 32 32 32 50 68 72 32 12 10 12 12 | \$5,750-\$6,675 \$2,700 \$8,850 \$11,537 \$16,850 \$22,225 \$3,125 \$1,250 \$1,550 \$2,575 \$2,175 |
| Philadelphia Toboggan Co. 130 E. Duval St. Philadelphia 44 | Roller Coasters Junior Roller Coasters Mill Chutes and Old Mills | | \$75,000 Up \$20,000-\$25,000 \$30,000 Up |

Golden BIG ELI Anniversary1900 **Wheels** 1950**THE ORIGINAL BIG ELI WHEEL**

How time flies! 50 years have passed since the invention of the BIG ELI Ferris Wheel. On May 23, 1900, the late W. E. Sullivan introduced his BIG ELI Wheel to the public. It was a revelation to Ride Owners and Carnival Men: a really portable Ferris Wheel—built to last a lifetime—economical for upkeep.

The Original BIG ELI was a No. 12 Wheel, 45 feet high, carrying 12 seats.

After years of dependable operation this BIG ELI Wheel finally came back to the BIG ELI Factory in 1937 where it was erected in the "Front Yard" as a memorial to Mr. W. E. Sullivan, its inventor.

The Original BIG ELI Wheel has played an important part in the advancement of Carnivals and Amusement Parks.

**A MODERN BIG ELI WHEEL**

Since the construction of this original BIG ELI Wheel in 1900, over 900 of these riding devices have been placed in service the world over.

The BIG ELI Wheel has come a long way since 1900. There have been many improvements by which Operators greatly benefit.

Here are four sizes of BIG ELI Wheels to choose from: The No. 6 BABY ELI Wheel, The Standard No. 5 Wheel, The "Old Reliable" No. 12 Wheel and the large No. 16 Wheel.

BIG ELI Wheels have never been among the "Flash-in-the-pan" temporarily popular rides which fade out after a few years of operation.

As in the past 50 years, Eli Bridge Company in the future will continue to offer you dependable money-getting Riding Devices.

ELI BRIDGE COMPANY*Builders of Dependable Products*

800 CASE AVENUE

JACKSONVILLE

ILLINOIS

U. S. A.

| FIRM NAME | UNIT NAME | CAPACITY | PRICE |
|--|---|----------|---------------------|
| Pinto Bros. 2940 W. 8th St. Brooklyn, N. Y. | Kiddie Ferris Wheel | 24 | |
| | Kiddie Roller Coaster | 20 | |
| | Kiddie Fire Engine | 18 | |
| | Kiddie Pony Cart | 16 | |
| | Kiddie Merry-Go-Round | 28 | |
| | Mobile Kiddie Rides Truck Mounted | | |
| Pretzel Amusement Ride Co. 17 New Street Bridgeton, N. J. | Kiddie Circus Ride | 24 | \$3,450 |
| | Pretzel (dark ride) Stationary Portable | | \$5,400 \$10,500 |
| Ride-Hi Mfg. Co. Route 13, Harrison Jct. Rd. Murphysboro, Ill. | Chairplane (18-foot tower) | 24 | \$1,650 |
| | Chairplane (22-foot tower) | 24 | \$2,000 |
| | Kiddie Chairplane | 24 | \$850 |
| Riding Device Co. P. O. Box 74 Irmo, S. C. Branch office: 1629 14th St. Washington, D. C. | Kiddie Rocket | 12 | \$1,250-\$1,500 |
| | Kiddie-Chairfly | 12 | \$800 |
| | Kiddie Auto | 18 | \$2,250 |
| Ring Hydrocycle Corp. 402 South Fair Olney, Ill. | Hydrocycle Adult | 1 | \$149.50 |
| | Junior | 1 | \$137.50 |
| Roll-a-Whirl Co. St. James, Mo. | Fire Chief | 20 | \$3,450 |
| | Wild West Ponies | 20 | \$3,450 |
| | Roll-a-Whirl | 8-14 | \$3,450 |
| B. A. Schiff & Associates 901 S. W. 69th Ave. Miami | Kiddie Boat | 30 | \$2,250 |
| | U-Drive-Em Boats | 5 | \$450 each |
| | U-Drive-Em Channel Boats | 5 | \$600 |
| | Kiddie Airliner | 20 | \$1,750 |
| | Kiddie Airliner | 30 | \$2,100 |
| | Kiddie Fire Engine | 18 | \$1,995 |
| | Kiddie Pony Cart | 16 | \$2,100 |
| | Miniature Train | 12 | \$1,495 |
| | Kiddie 5-Boat Ride | 25 | \$1,495 |
| Sellner Manufacturing Co. 501-535 Fowler St. Fairbault, Minn. | Tilt-a-Whirl | 28-35 | \$11,600-\$11,850 |
| | | | |
| Smith & Smith, Inc. Franklin St. Springville, N. Y. | Chairplane (18-foot) | 24 | \$3,800 |
| | Chairplane (22-foot) | 24 | \$4,000 |
| | Ocean Wave | 60 | \$6,000 |
| | Kiddie Airplane | 15-20 | \$2,600 |
| | Kiddie Boat | 14 | \$2,185 |
| | Kiddie Chairplane | 20 | \$1,985 |
| K. Max Smith Enterprises Box 297 Russells Point, O. | Miniature Train | 14 | \$1,295 |
| | | | |
| Stacey Johnson Amusement Ride Co. 3840 N. W. 47th St. Miami | Little Tug Boat Ride | 28 | \$2,250 |
| | Ferris Wheel | 30 | \$2,500 |
| | Kiddie Airplane | 15 | \$1,750 |
| | Kiddie Jet Plane | 15 | \$1,750 |
| | Junior Airplane | 20 | \$2,100 |
| | Kiddie Jeep | 16 | \$1,650 |
| | Kiddie Fire Engine | 16 | \$1,650 |

(Continued on page 76)



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Tucker's No. 85 Folding Chair can take the hard knocks. Folds flat, stacks flat. Made of hardwood throughout—natural finish or colors. No metal to snag or pinch.

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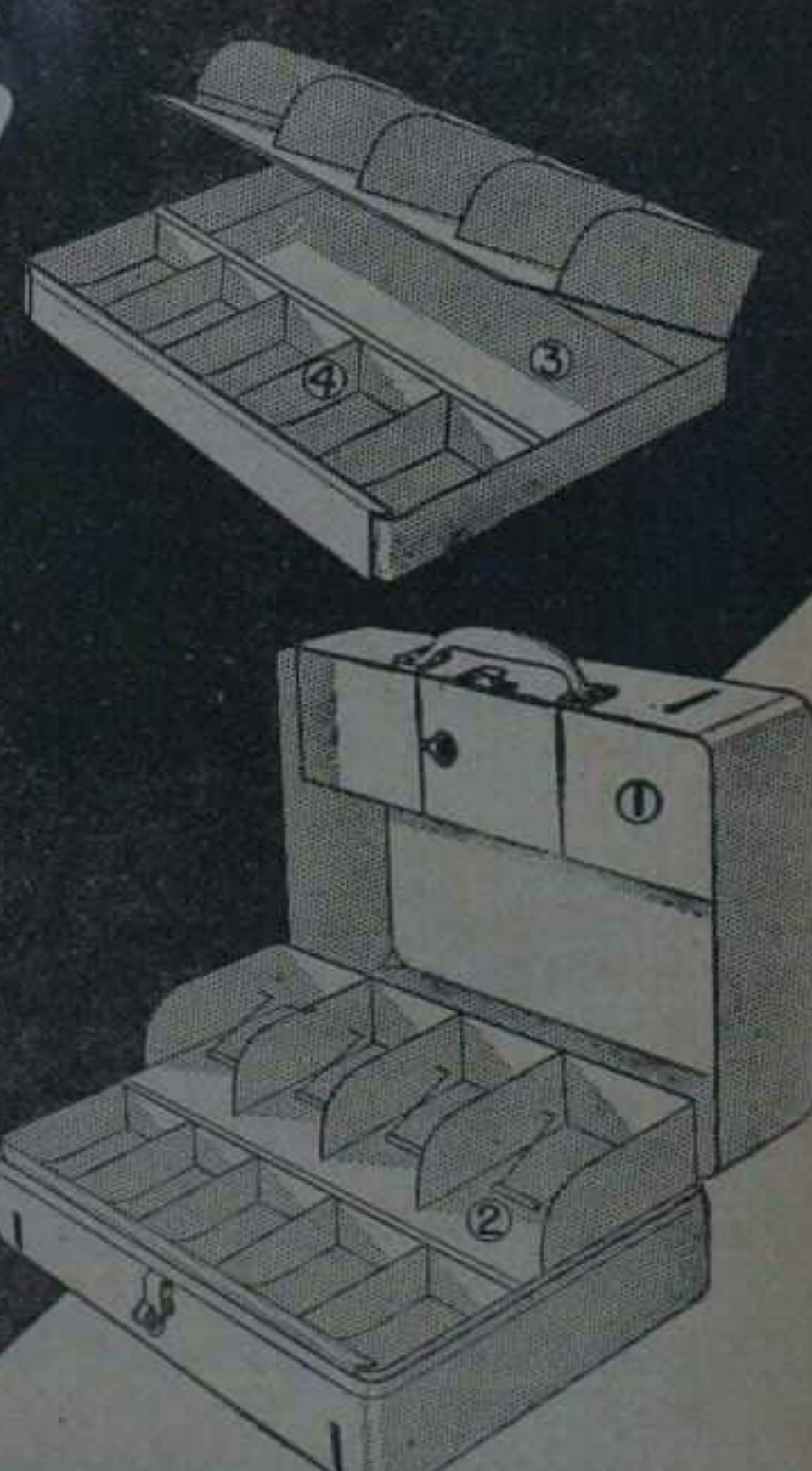
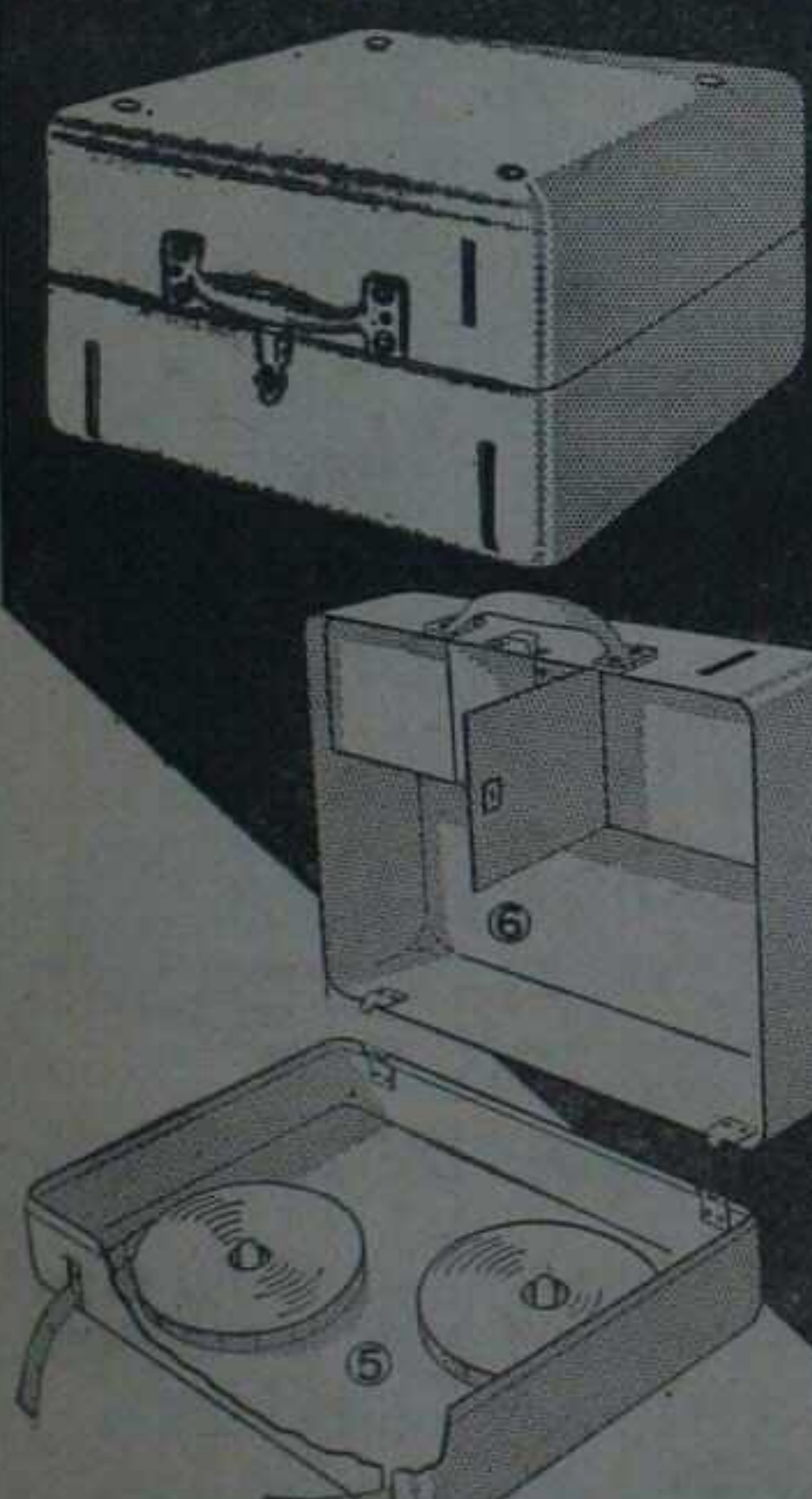
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3000 KENO

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 Cards, 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¢. Set Numbered Ping Pong Balls \$15.00
 Replacements, Numbered Balls. Ea. .40
 3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 1.25
 Middleweight Cards, 5 1/2 x 7 1/4: White, Green, Red, Salmon, Yellow. 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, 3/8" Diameter, M 2.50
 Scalloped Edge, Green only, M 2.00
 Smaller Size, 5/8" Diam., Red or Green Plastics, M 1.50
 Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
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 Round White N. J. Cardboard Markers, 2 sizes; 3/8 inch dia., 1800 to lb.; larger size 1/2 dia., 1000 to lb. Either size, lb. .85
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Ride Manufacturers

(Continued from page 75)

| FIRM NAME | UNIT NAME | CAPACITY | PRICE |
|--|--------------------------------|----------|------------------|
| Sunshine Mfg. Co. 2105 E. Chelsea St. Tampa | Sunshine Whirler | 15 | \$3,450 |
| | Boat Ride | 32 | |
| | Canvas Tank | | \$1,955 |
| | Metal Tank | | \$2,500 |
| | Sunshine Choo Choo | 18-30 | \$1,800-\$2,100 |
| | Kiddie Wheel | 4-8 | \$935 |
| | Bucking Horse | 2 | \$500 |
| Swing Ride | 16 | \$1,500 | |
| Thornton Miniature Railways 3945 Second Ave. Des Moines | Miniature Steam Trains | 58 | \$3,000-\$5,000 |
| Tom Thumb Streamlines, Inc. County Airport Sarasota, Fla. | Miniature Train | 18 | \$2,650 |
| | Miniature Train | 24 | \$3,375 |
| | Miniature Train | 30 | \$4,250 |
| | Miniature Train | 36 | \$4,855 |
| | Miniature Train | 48 plus | \$8,450 |
| Traver Enterprises, Inc. 84 Richmond St. Painesville, O. | Kiddie Jeep | 6-12 | \$1,675-\$2,750 |
| | Plastic Auto Ride | 18-24 | \$2,527-\$3,050 |
| | Kiddie Boat | 22 | \$1,950-\$2,750 |
| | Horse and Buggy Ride | 6-20 | \$1,650-\$4,000 |
| | Bus Ride | 16 | \$1,500 |
| Universal Train Mfg. Co. 606 W. Clarendon Drive Dallas | Miniature Train | 40 | \$5,500 |
| | | | |
| U. S. Riding Devices Corp. 298 Junius St. Brooklyn | Boomerang | 32 | \$14,990 |
| | | | |
| R. S. Uzzell Corp. 85-12 165th St. Jamaica 3, N. Y. | Kiddie Airplane | | \$2,00-\$4,000 |
| | Giant Airplane | 24 | \$3,500-\$10,000 |
| | Scoota Boats | 3 | \$350-\$560 |
| Vogel Neon Mfg. Co. 80 Western Ave. Amarillo, Tex. | Kid-E-Kruze | 20 | \$2,500 |
| | | | |
| Wagner & Son 612 Lockport St. Plainfield, Ill. | Miniature Trains | | |
| | | | |
| Warner's Merry-Go-Round Box 181 Bay St. Louis, Miss. | 30-foot Merry-Go-Round | | \$5,500 |
| | 36-foot Merry-Go-Round | | \$7,200 |
| | 40-foot Ferris Wheel | | \$4,500 |
| Weld-Built Body Co. 5903 Preston Court Brooklyn | Ferris Wheel (truck mounted) | 18 | \$1,850 |
| | Whip-Like Ride (truck mounted) | 12 | \$2,095 |
| | Merry-Go-Round (truck mounted) | 14 | \$1,775 |
| Williams Amusement Device Co. 2820 North Speer Blvd. Denver 11 | Miniature Train (gas) | 18-30 | \$2,475 Up |
| | Miniature Train (gas) | 30-75 | \$4,500 Up |
| | Miniature Train (electric) | 14-18 | \$1,750 Up |
| Williams Bros. Auto Rides Box 212 Lansing, Mich. | 4-car Permatrack | 20 | \$2,500 |
| | 10-car Auto Ride | 16 | \$2,100 |
| | 8-car Auto Ride | 4 | \$950 |
| | 8-car Permatrack | 16 | \$1,395 |
| | 10-car Permatrack | 20 | \$1,650 |

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Don't be confused by past experiences with imitations or old equipment. The public likes to play on new and modern equipment just as you like to drive a new and modern car. The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised and accepted by the public as the best 5c coin operated bowling game of skill.

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Lubrication --- It's Important

(Continued from page 72)

friction and to reduce wear between two surfaces that slide on each other. In ball and roller bearings, friction is avoided by having one surface roll on the other. There is a certain amount of rolling friction which never is wholly absent with elastic bodies, but it is incidental.

From a practical standpoint, it is impossible to maintain an oil or grease film between the highly stressed contact points in a ball or roller and the races. Lubricants serve only to eliminate friction and wear between the balls or rollers and their cages or retainers. Protection from corrosion of these highly polished surfaces also is a major function of the lubricant. Oil is used where a reservoir is provided for continuous bath or vapor lubrication, or circulated by pump. Grease is recommended in all other applications.

Wear-In Before Wear-Out

The problem of lubrication begins when the device is installed. Every machine, no matter who makes it, or how finely made, requires a wear-in, break-in or run-in. The machine's life is divided into three periods: Wear-in, useful life period, and useless worn-out junk.

Continuous personal attention must be given to every moving part during wear-in. Special oils and greases may be necessary to reduce the temperature in a hot bearing and eliminate seizing or vibration in a stressed shaft. Many devices may be run-in in sections. Start with the motor, leaving off the belts, run it for a few hours. Then the bell housings heat up then cool down. It's then run-in. Put the belts on, run in the next shaft or gear

or gear box. Give ample time for each part to break-in smoothly and quietly. Add passenger cars or conveyances last, then run for a whole day, starting and stopping often.

Now that the ride is run-in properly, what may we expect in the bearings? You will find the nice, new, clean grease you put in a few days ago is now contaminated with particles of metal and the size of them depends on how well the shaft and bearing were machined and how close the fit. These particles can be continuously removed during break-in, but most definitely after break-in, and before applying a full load to the device. They are removed simply by forcing them out with new grease or flushing with light oils and solvents. It is an all too familiar habit for an operator to install a device Friday and start selling tickets Saturday. Trouble can come galloping on horse-back.

Stop and Starts

Intermittent operation of amusement devices disturbs the natural flow of lubricants. This is particularly true on heavily loaded and highly stressed parts. When the device is moving the lubricant is aided in circulating around or along the sliding parts in an unbroken film giving protection. When the device stops, however, these parts press down and squeeze out the lubricant breaking the continuity of the film. There is a momentary metal to metal contact when the device starts which, if measured over a period of years, equals a period of no lubrication or, at the best, very little.

Special additives to oils and greases, such as lead or graphite, may pre-



John C. Allen, author of this article, has been with the Philadelphia Toboggan Company for 17 years as machine designer, trouble shooter and salesman. He is recognized as an authority on greases and lubrication as they pertain to rides.

vent much of this metal to metal contact during stops. These additives coat or plat a thin film of lead or graphite while the device is in motion and altho the lubricant may be squeezed out as before, the coating remains. For a short interval of time during the start, these coatings keep the metals apart and altho they rapidly are worn away, they last long enough for the lubricant to function, with the process repeating.

Winter Corrosion

Most corrosive wear in park equipment occurs during the winter shut-down. Oils and greases flow down to their lowest levels, exposing upper halves of shafts and other surfaces to (See Lubrication on page 79)

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Arcade Outlook Rosy

By
Dick Schreiber

Price-conscious, bargain-shopping amusement patrons expected to give operators chance at higher takes; machine sales outrun 1949

TRAVELING Arcades are going to have a chance at much higher takes this season as a cost-conscious public shops around for bargains in amusement.

With money tighter than it has been in recent years, aggressive arcade owners expect to cut themselves a larger slice of the gross because both youngsters and adults will be looking for amusements which will consume the most time for the least money.

That is the consensus of both manufacturers of arcade equipment and the operators.

This year's buying reflects that thinking. Manufacturers say their sales of new equipment are running well ahead of last season. Operators know they need new equipment to attract and hold the business. Most of the arcades on the bigger shows will contain a higher percentage of new amusement games this year than they've had in any year since the war.

Offer More for Money

To attract that larger share of the gate, the progressive arcade owner will be offering the customer more for his money. Shooting games furnish a good example. Last season, when arcades first began to take in a larger share of the show's total gross, those shooting game operators who offered more than five or six shots did a real job. The rest were lucky to break even.

Competitive games, those which two can play simultaneously or in succession, will be especially popular this season judging from manufacturer sales. Exhibit Supply Company's Hockey is typical of these competitive games. Two persons play against each other with the same nickel. If they are skillful they can prolong the

game, getting more amusement for their coins.

First indication of the increased popularity in competitive games came out of the Tampa Fair this spring where Harry Julius' arcade furnished a preview of the equipment smart operators will display. Julius will carry two truckloads of equipment on the Royal American Shows this season, as well as a traveling workshop to keep all of his machines in top-notch condition.

Keeping Equipment

Keeping older equipment painted and in good mechanical shape is important, Julius pointed out. A machine with an Out of Order sign on it hurts because it drives business away. Most forward-looking operators, in addition to repairing their older equipment and checking mechanical performances, are cutting back prices on the pieces with which the spending public is familiar. Price per play on older units will go down from a nickel to 2 cents and a penny.

Far and away the greatest percentage of equipment in well organized arcades will be penny pieces. Fortune tellers and meter machines still pull a fast penny and provide plenty of amusement. By comparison, dime machines will be few, operators report, and the test of any equipment charging more than a nickel will be the answer to the question: Does it give full value?

Actually, as operators point out, an arcade has no real price competition on the lot. With that advantage, the operator who offers new machines and dresses up the old ones, is bound to pull a larger share of the show's gross.



Youngsters crowd Harry Julius' Tampa Fair arcade where these pictures were taken.



They looked for bargain amusement from new and old machines. Guns were popular.



Dime amusements like these horses pulled well because they gave the kids full value. "I can do better than that." Strongest of all were those games offering competition.

Lubrication -- It's Important

(Continued from page 77)

atmospheric attack. Galls and pits are the result the following spring. To avoid this, all exposed metal parts should be painted with metal oil base paint or coated with a rust preventive oil of the drying or non-drying type depending on the exposure. Oil as well as grease journals and bearings should be filled with rust preventive grease to completely replace the service grease. Unless it has been previously determined that the oil in enclosed gear boxes is non-corrosive, they should be drained and filled completely with non-corrosive oil, plugging overflow vents if necessary. Suffice to say this procedure must be reversed before opening in the spring, otherwise all h--l will break loose.

Coaster Wheel Lubrication

With the advent of sealed-for-life type bearings, a new conception of lubrication is introduced. Based on the theory that this lubrication was sufficient for the normal 3,800 hours life of a bearing without additives, experiments were started to determine what results could be obtained by using this same grease with external-type mechanical seals usually found in amusement devices. The results to date are most gratifying.

The three main factors contributing to more efficient operation with this type of grease are:

Anti-oxidants of high stability have been added to prevent oxidation and evaporation. Under normal climatic conditions, this grease has a five-year storage or shelf life in the bearing or in the can.

The temperature flow range is well within the limits experienced in amusement park operations.

The grease is quick channelling in the ball or roller races, thus allowing the bearing to rotate without a sticky oil or grease deterrent.

Over the winter months the grease adequately protects the highly polished surfaces of the bearing from corrosive attacks and loses little of its lubrication qualities. Before spring opening, it is advisable to introduce a heavy-medium oil of good quality to make up for evaporation losses and to make it easier for the train to break-in. Grease may again be added after the train has attained its normal speed.

Altho the foregoing has been a problem associated with Roller Coaster operation, the same problems are inherent in most anti-friction bearing applications. The exception would be extremely high speeds and high temperatures not customary to amusement devices.

Automatic Oilers

Much saving in time and energy, plus economy in oil consumption, may be accomplished by installing automatic oilers on bearing boxes and journals. Ring oiling electric motors are ideal for low level feed oilers which not only maintain a constant oil level in the bearing, but visually indicate the amount of oil remaining in the reservoir. Less frequent oil servicing is the result. Ring and collar oiling pillow boxes also may be served by constant level oilers with the same advantages. Many solid bearing boxes may have their efficiency improved and require less service if wobble rod or plunger-type oilers are used in place of grease cups or fittings.

Either oil or grease may be used to lubricate horizontal shaft bearings. Which is best is influenced by the type of bearing and the frequency of inspection and service. Bearings served by gun fittings require more frequent attention due to the absence of a reservoir.

Grease cups, altho supplying a reservoir, must be turned down at frequent intervals to feed the grease. Automatic feed compression cups may be installed to not only supply a reservoir, but to feed the grease into the bearing as it is used up or

squeezed out. Compression cups only may be used with special high oil content greases. The hole in the cup and the bearing housing must be large enough to permit the grease to flow to the shaft under the spring and air pressure in the cup.

Unless the bearing is provided with an oil type seal at the bottom of the bearing, grease is the only lubricant that may be used on a vertical shaft. A grease with a special sticky additive is required to prevent run down. Application should be as near to top as possible, with the same fittings or cups as used on the horizontal shafts. Lubrication of open type gearing

never has been solved to anyone's satisfaction. In amusement devices, these usually are heavy cast tooth sections, presenting a bad condition for friction, contamination and wear. Open gears require frequent, and in most cases daily, attention.

Sticky, heavy, asphalt base lubricants generally are recommended. Some require heating before they can be applied, others are reduced to a flow consistency by solvents which evaporate in atmosphere. The gears must remain idle until the solvent has completely evaporated. Either method accomplishes the same result. These lubricants should be applied sparingly to both sides of the teeth. A good grade of this lubricant will break clean after the tooth pressure cycle and not string or flow down.

(See Lubrication on page 81)

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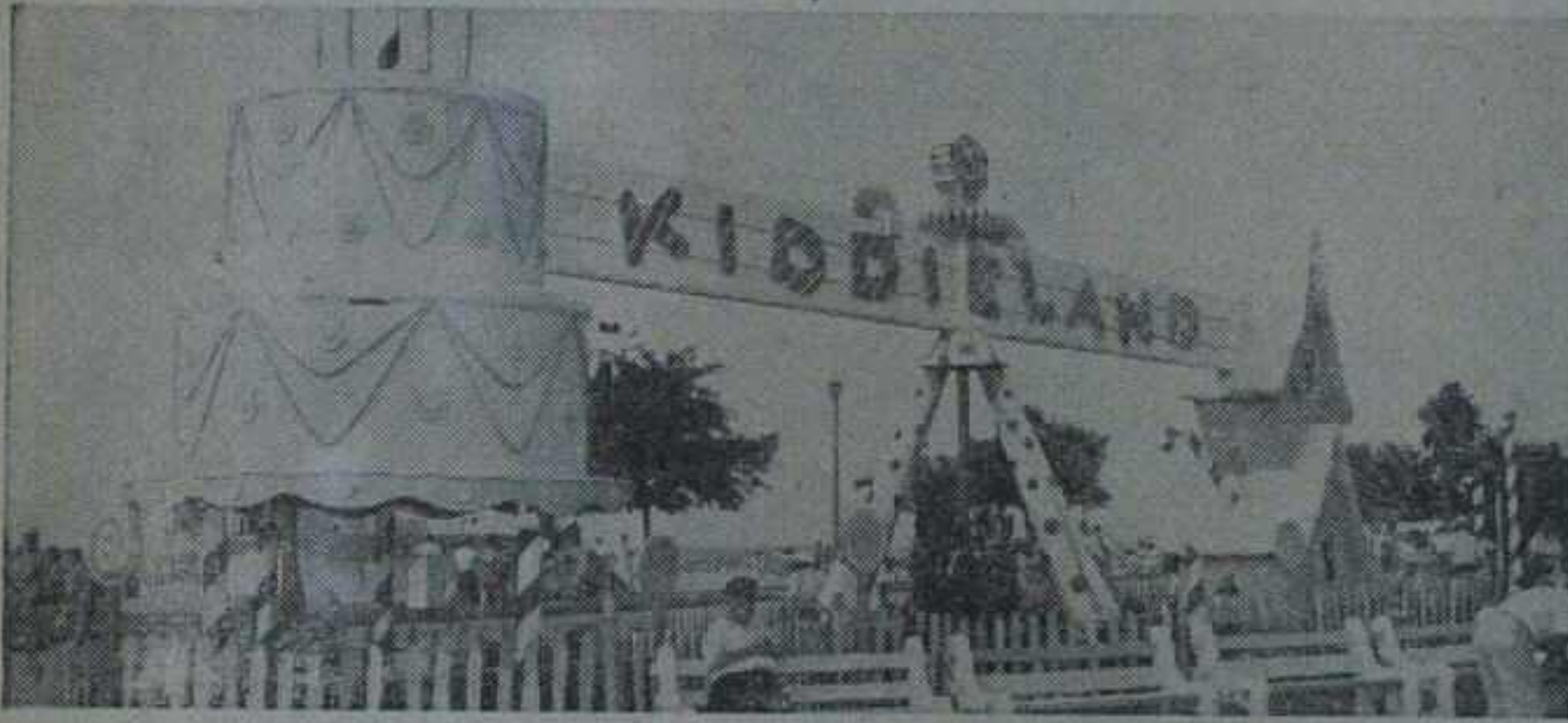
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CITY & STATE



Designed by John and Arnold Gurtler Jr., who with their father, Arnold Sr., own Elitch Gardens, Denver, is this attractive entrance to Elitch's Kiddieland.

Flash Attracts Kids



This is the monumental front built last summer at Harry Batt's Pontchartrain Beach, New Orleans, to attract the small fry to its Kiddieland.

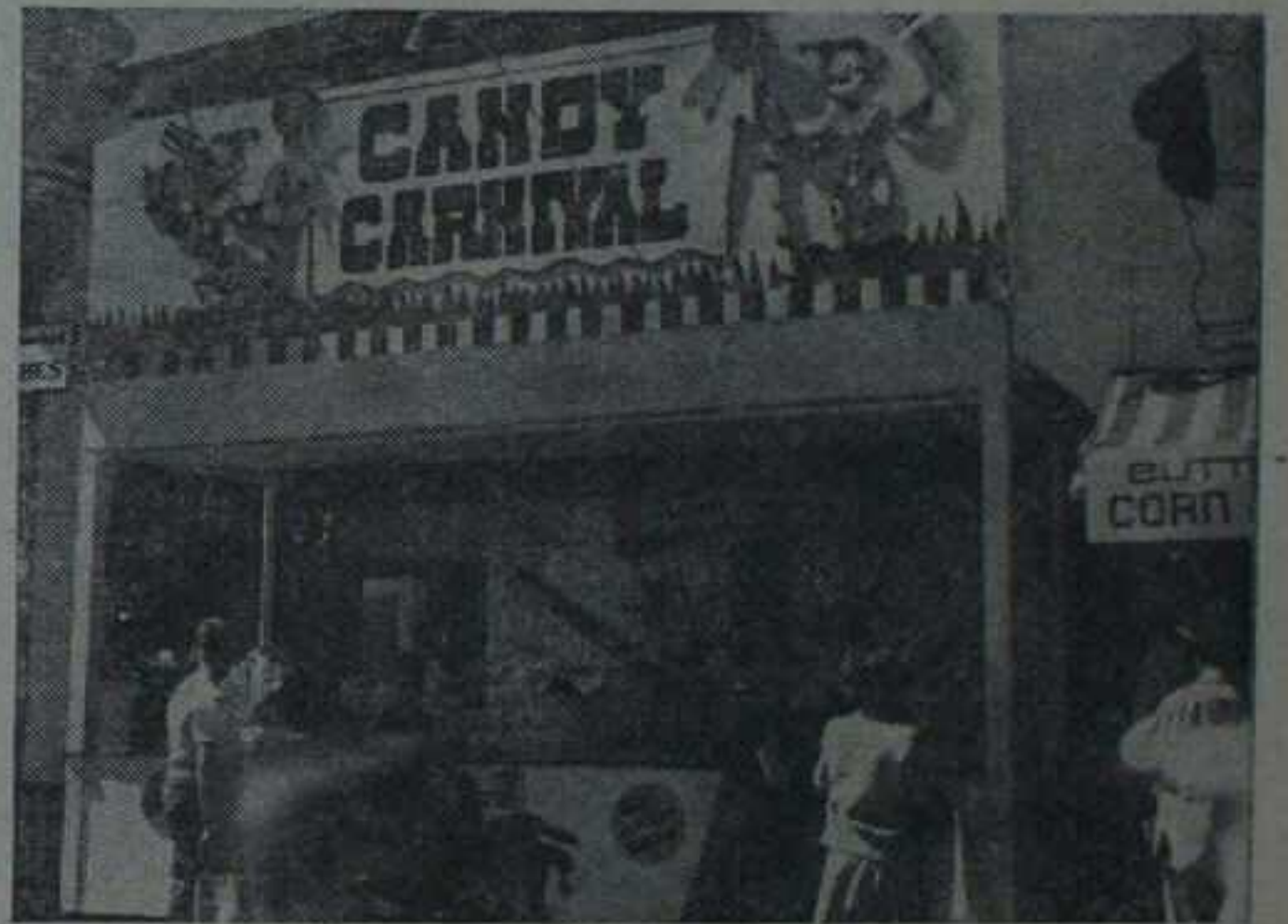


Modernistic front which graces the Miniature Golf course entrance at Rocky Point Park, Warwick, R. I. Park is managed by Paul Haney.



Large lettered blocks form the base for this Kiddieland entrance at Kennywood Park, Pittsburgh, which is owned by A. B. McSwigan.

RECOGNIZING the pulling power of Kiddielands, major park owners throught the country have—and are—spending plenty of money making their moppetlands attractive to 'he small fry. In addition to stocking the space with plenty of rides and concession buildings, aimed strictly at the kids, park owners go in for unusual designs for entrance arches to their funspots. Pictured here are a few of the unusual entrances in major parks throught the country, together with a Miniature Golf entrance, Rocky Point Park, Warwick, R. I., scenic units installed in one corner of Celoron Park's Kiddieland and a salt-water taffy concession stand at the Canadian National Exhibition, Toronto.



Animated figures and large peppermint candy sticks help add flash to this salt-water taffy concession stand at the Canadian National Exposition, Toronto.



This photo shows scenic units installed in a corner of the Kiddieland at Celoron Park, Jamestown, N. Y., by Owner Harry Illions.

Lubrication -- It's Important

(Continued from page 79)

When contaminated with dust and dirt due to exposure, open gears should be washed clean with solvent, allowed to dry and be regreased.

In recent years, many ops have been using zinc oxide grease mixtures on open gears. Most of these greases are light gray in color with a consistency similar to lard. It may be brushed or paddled onto the gear which can be started immediately. Most of these greases are patented compounds not usually supplied by major oil refineries. Experiences with these greases are not sufficient to make positive recommendations.

Enclosed Gears

Enclosed gear boxes are about the only flooded type of lubrication found in parks. Unfortunately, the gear manufacturers' recommendations eventually become lost, then anything can happen. Most gear lubricants are oils erroneously called greases. High temperature, high film strength cylinder oils are recommended for worm gears with various grades of mineral oils for spur gears, depending on tooth pressure, speed and temperature rise.

Under no circumstances should automotive type hypoid gear oils be used unless specifically recommended and then verify it. This type oil rapidly attacks and wears industrial type gears.

Surveys show more motor failures are caused by improper lubrication than any other factor. Failing to remove the drain plug in the bell housing at the bottom of the bearing is the most flagrant error. This drain plug must be removed before applying grease for two reasons. First, to force out completely the old grease when new grease is applied. Second, to prevent grease from leaking past the bearing seal (which is not pres-

sure tight), into the stator and rotor windings.

Only the finest mineral oils of the lightest viscosity should be used on pivots in switches and contactors. Any eye dropper or a thin chemist's burette is the best applicator. A match stick or tooth pick is also good. Never squirt oil on electrical equipment; damage to insulation may result. Pressure or sliding contacts should be lubricated with petroleum jelly (Cosmoline or Vaseline).

No matter how well we plan, or manufacture or lubricate, every machine has a life span which even the most meticulous attention will not increase. Like the one-horse shay, it figuratively collapses and falls apart. The lubricants themselves are only one phase of the friction and wear problem. Equal in its importance is the proper design not only of the metals at the bearing points, but also the design for lubricating.

How Many Types to Buy

The first specification usually given a lubricant supplier is not to recommend too many different types of oils or greases. Would you give the order to a supplier if he recommended one oil and one grease for everything? I think not, because the average size operator could not do a good job with less than eight varieties of oil and six of greases. It is a mistaken idea that any type of oil or grease will provide suitable lubrication.

Again, I take my hat off to the men who keep amusement devices running in fair weather and foul, from noon to midnight, seven days a week, 20 or more weeks every year, and in many cases 20 to 25 years on one device.

How can you tell such men how to keep a machine from wearing out?



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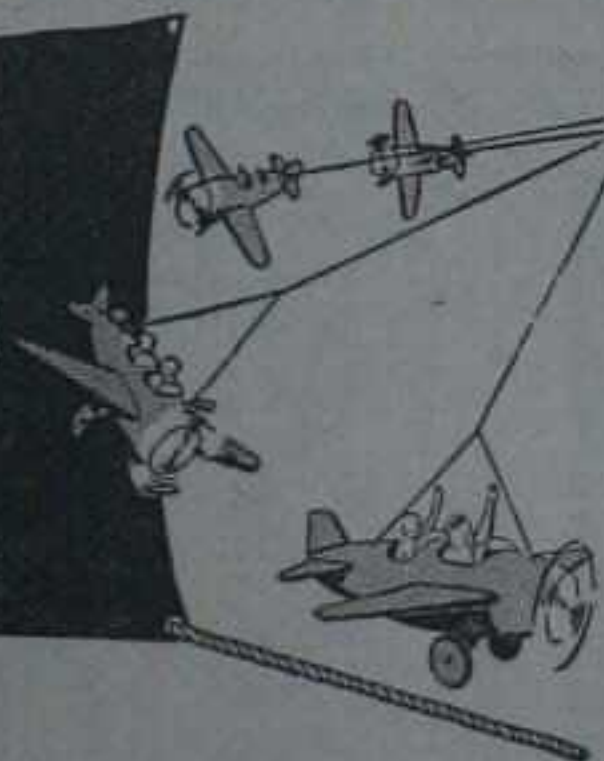
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Light in weight, attractive in the air, throwing plenty of light from any height. Can be adjusted to throw light from 22 ft. in the air up to its maximum height of 41 ft. in the air.

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Costs May Soar, Say Tent Men

(Continued from page 69)

2 1/2 per cent jump in canvas material rates.

More Increase

"We believe there is a strong possibility prices will go considerably higher because of the new 75-cent minimum wage law," Donald R. McLaren, president of D. M. Kerr Manufacturing Company, Chicago, stated.

He pointed out that the new law would put Northern and Southern manufacturers on more of a par, and said that in the past it has been unprofitable for some Northern concerns to supply certain items at forced low prices but that it was necessary in order to keep other business.

Mendelson said the O. Henry company is trying to hold its prices at last year's level to encourage the buying of canvas. His firm is mindful of the business most outdoor shows did last season, Mendelson stated. Reduction of net profit in necessary to keep a good volume of business, he pointed out.

Powers & Company, Philadelphia, expects a better business volume this season. A. Mamaux & Son, Pittsburgh, looks for keener competition but expects its sales to be about the same. U. S. Tent & Awning anticipates sales to be delayed until need for new canvas is urgent to showmen. It's stressing quick repair and replacement service in its bid for business.

Improved Style

An improved style of tents for donation or walk-thru shows has been developed by Anchor Supply Company, Evansville, Ind., according to John J. Daus, president. It combines a display banner with the front of the tent, and Daus reported several will be seen on midways in 1950.

Flameproofing finishes now are softer, more pliable and less sticky than previously, several firms reported. George Johnson, vice-presi-

dent of U. S. Tent & Awning, stresses that new flameproofing increases strength of canvas and that fungicide content permits amortization of tent investments over a longer period than had been believed possible heretofore. Present methods add only about 22 per cent to the weight, whereas older treatments added as much as 50 per cent. Brighter colors are possible now and material holds its appearance much longer.

Sales Listed

Four tent makers reporting in the survey listed recent sales. These showed circuses to be heavy winter buyers.

U. S. Tent & Awning listed the sale to Clyde Beatty Circus of a 140 by 290 big top, 70 by 90 menagerie, 60 by 120 Side Show, 60 by 90 padroom and a 30 by 30 marquee. The same firm sold a 120 by 240 big top, 60 by 50 menagerie, 50 by 110 Side Show, 30 by 60 dining tent, 20 by 40 cook-house and three marquees to Mills Bros.' Circus.

Other sales listed by U. S. Tent & Awning included a 90 by 290 big top to Al G. Kelly-Miller Bros.' Circus, a 60 by 130 top to Ayres & Kathryn Davies' Circus, a 60 by 120 tent to Pete Kortis and one 50 by 120 theater tent to Cetlin & Wilson Shows, with another going to Hennies Bros.' Shows.

Bud E. Anderson bought a 90 with three 40's from O. Henry Tent & Awning Company for his Seal Bros.' Circus. Other sales by O. Henry included a 70 with two 30's and one 40 to Stevens Bros.' Circus, a 60 with two 30's and one 20 to Plunkett's Stage Show and a 55 by 120 top to Slout Players.

Mahfey Bros.' Tent & Awning Company listed a 20 by 56 tent for R. C. Mills and a 24 by 40 top for J. E. White. Peoria Tent & Awning Company sold 14 tents ranging from 10 by 15 to 40 by 100, according to its report.

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Aim Special Events at Fems, Youngsters, Jack Reilly Urges

"AIM AT WOMEN FIRST, children second and men third in setting up special events." That is the advice of Jack Reilly, director of special events at the 1948-'49 Chicago Railroad Fair and New York and Chicago World's Fairs.

The women hold prime importance because of their influence, not only upon children but upon the men folk, Reilly points out. It is largely up to the distaff side to determine whether Junior and Sis are to participate, he explains. Moreover, Reilly adds, it is the mothers who have to arrange for them to attend and who most frequently have to accompany them.

Easily Adaptable

Reilly, now on the staff of the Museum of Science and Industry, Chicago, emphasizes that special events, which have proved successful at expositions, may be adapted and meet with corresponding success at county and State fairs as well.

It isn't the size of the fair or the amusement park that is important in setting up special events, Reilly insists. Of greatest importance is the nature of the special events themselves, he holds. Whenever and wherever possible, such events should be pitched at the family trade.

Best Formula

The Reilly formula for successful special events calls for those which require little cost to the management, sound entertainment qualities, plus potent publicity value. If the event embraces a giveaway feature, so much the better, Reilly adds. Maximum running time for any event should be two hours, he maintains, with one hour the ideal length.

Pitfalls to be avoided, he says, include the staging of too many events, slanted toward the same age group on any one day; failure to have contestants show up after the event has received considerable advance publicity, and the use of judges who have personal interest in contestants.

Top Five for Women

With women's groups the most important, Reilly has found the following five general types of special events the most successful:

1. Hat gag, where the women either compete in making comic hats or model donated hats in competition with others.
2. Hair dressing contest by professional hair dressers who style the hair of women from the audience, and also act as judges in a contest to decide the most beautiful hair, the longest and the reddest.
3. A contest involving a simple household chore.
4. Grandmother contests, this age group having proved to be one of the most avid followers of this type of contests.
5. Novelty events such as obstacle races, milking contests or husking contests.

Running close to the women's type

promotion are the kid days. Here again, the appeal is directed to the mother, whose parental pride is the most potent force in staging these moppet days. Cost of props must be kept at a minimum and contests where the youngsters already have the equipment, such as bicycle parades, cowboy masquerades or doll-buggy parades, lend themselves well to this low-priced promotion.

Top Five for Kids

In listing the five kid events that have proved most successful, Reilly points out that they all live up to the basic requirements. They are:

1. A general kid day with reduced admission prices on the outside gate, rides and shows.
2. A giveaway day with free balloons, pop, candy or ice cream.
3. A personality day, built around a prominent figure in the children's world, today's best being a cowboy movie figure.
4. Costume contests, remembering to keep the cost to the participating kids at a minimum.
5. Freckles, pigtales or pet contests.

Stress Safety

Of vital importance in staging an event for moppets is the safety factor. Every precaution should be taken to eliminate any possible accident. (See Jack Reilly Urges on page 84)

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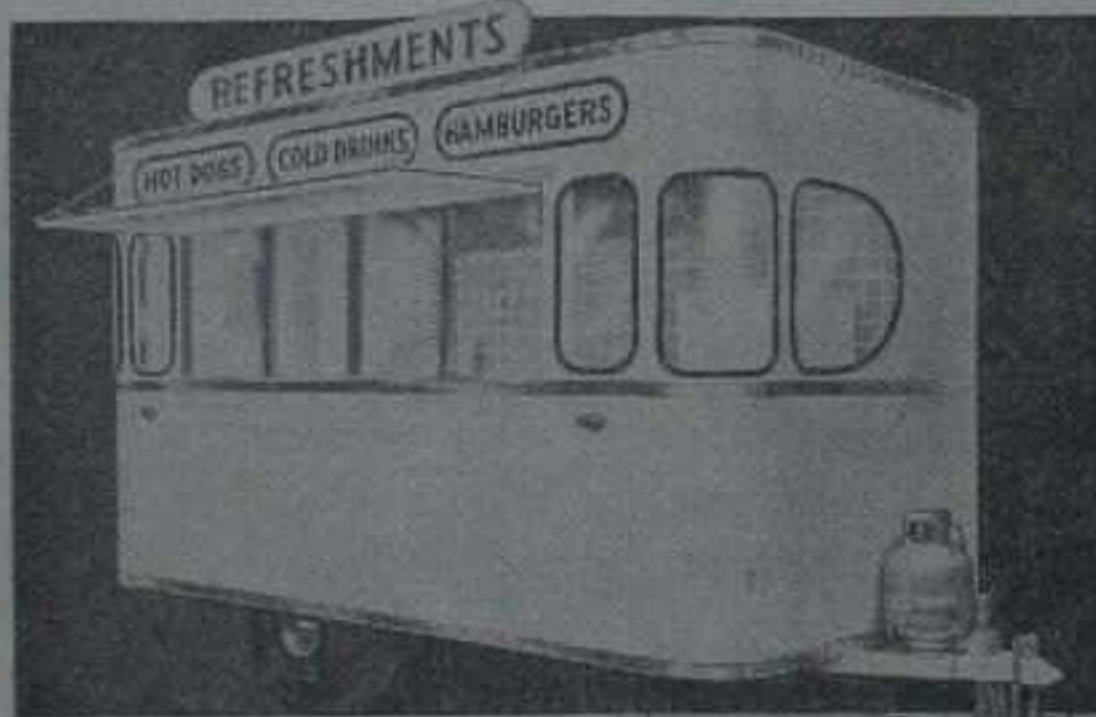
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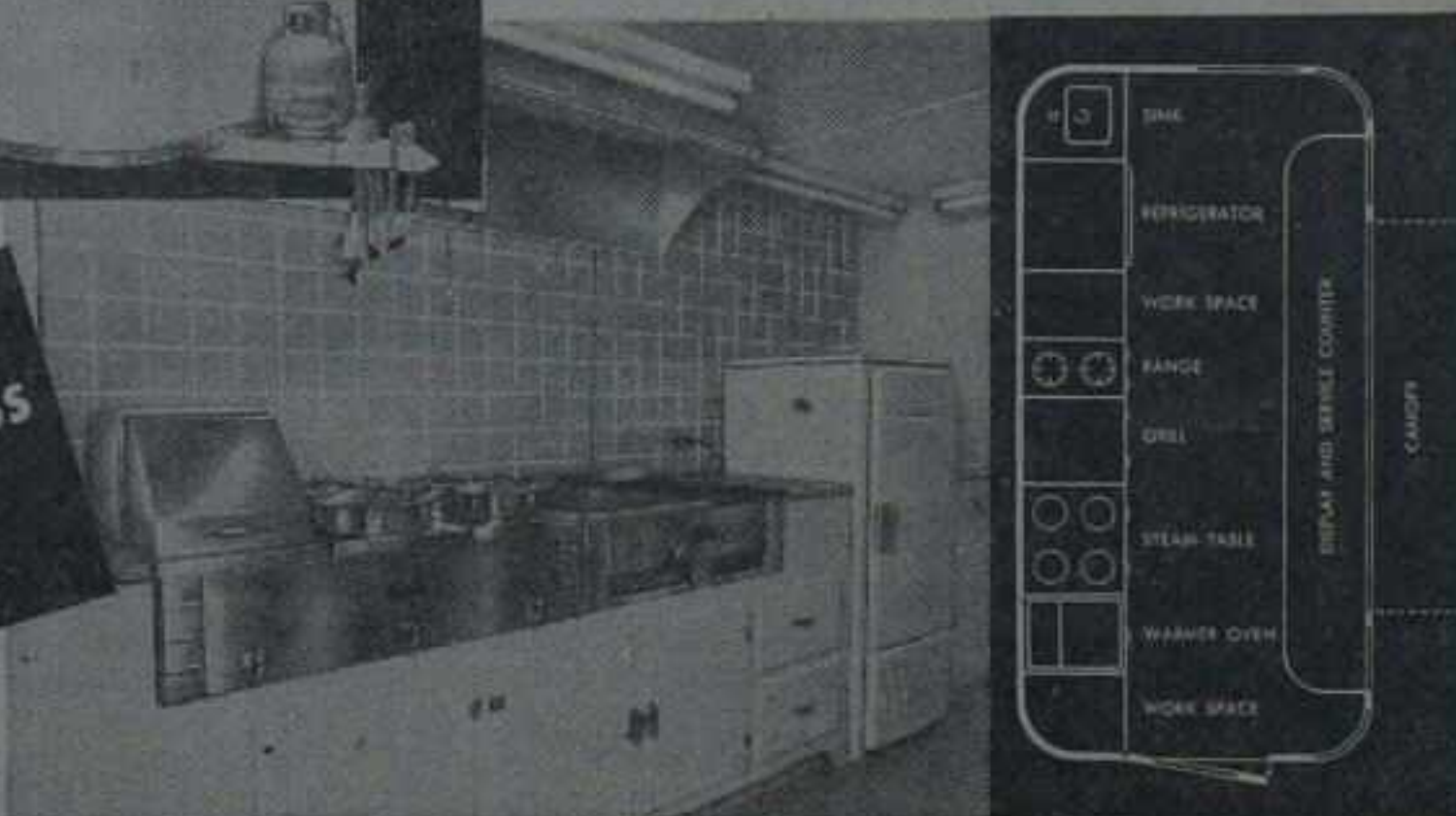


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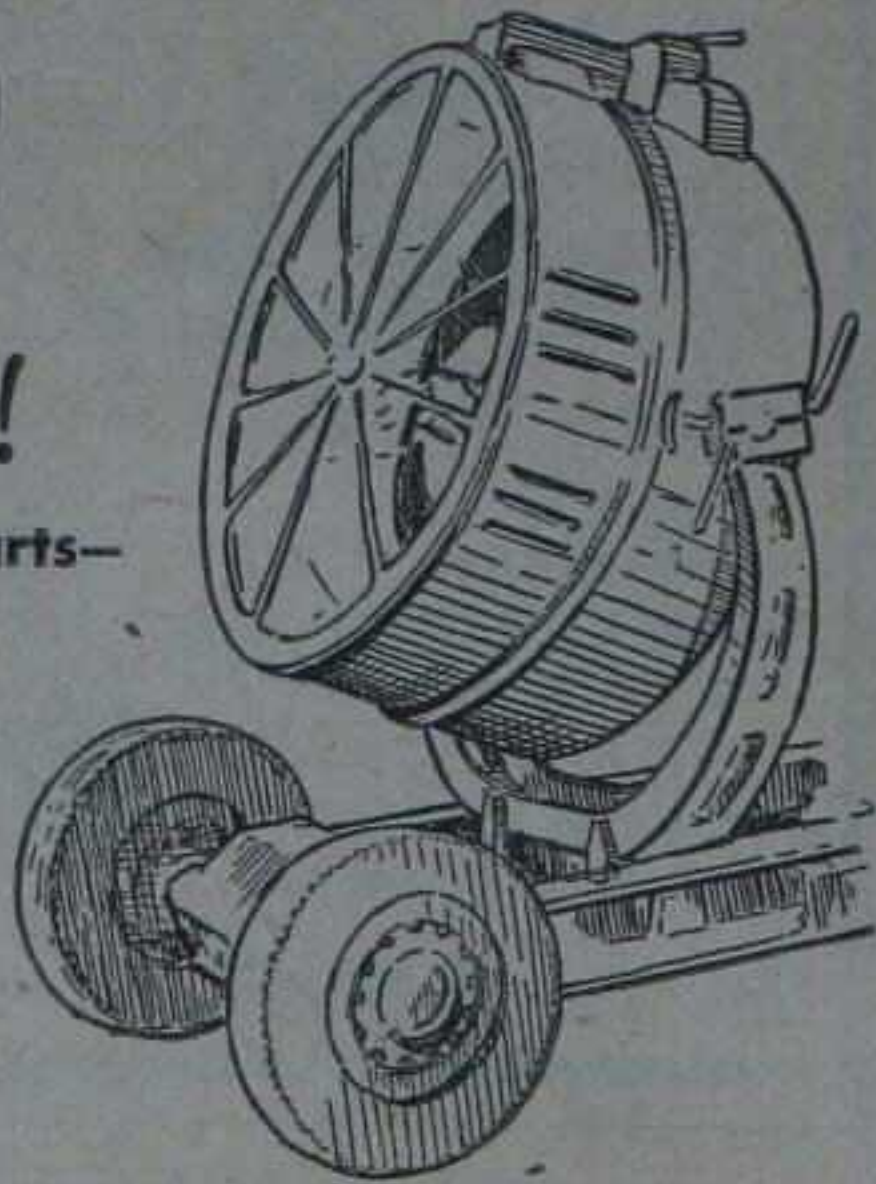
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Jack Reilly Urges Fem and Kid Slants For Special Events

(Continued from page 33)

dent that would backfire in publicity. The third most successful general type of special event, says Reilly, is a nationality day, and while this is usually most successful in the more highly populated areas, it can be staged in many smaller cities and towns.

In approaching a nationality group, Reilly has found the most successful way is via the civic-minded approach. Once a group is persuaded that it is the civic thing to do to support the event by participation, the rest comes easy, he says.

A committee, headed by the most influential figure of the particular nationality in the area, should be set up. In turn, this committee usually will either bring in, or select from their group, a key speaker.

Entertainment

Choral or dance groups and individual performers should be organized to provide the entertainment features, with a queen contest as a vital or part of such promotion.

Reilly makes sure that all branches and organizations within the nationality group are contacted as well as any foreign language newspapers or radio programs in its immediate area.

A nationality day came to the aid of the then-sagging A Century of Progress in Chicago shortly after its 1933 opening, Reilly recalls. Business was poor until the first of the special days, Jewish day, boosted the gate to heights far above any experienced to that time.

Cost Is Low

The special event is the cheapest type of promotion for fairs and amusement parks, and with the trend toward cutting expense corners, it fits well into a program, Reilly maintains. At the two-year Chicago Railroad Fair, total cost of promoting an average of four events daily for 200 days was less than \$1,000 and 90 per cent of these promotions could be staged at any fair or amusement park.

"Sometimes they can be too successful," Reilly says in recalling Constitution Day at the Chicago World Fair. In order to stimulate business the expo sold a special strip of tickets in advance for \$1, which included admission to the grounds and a variety of attractions. Thousands of persons stormed the fairgrounds, taxing the facilities and forcing the management to extend the time limit on use of the tickets for several weeks following the one day.

"This actually backfired," he said,

Foreign Jokeys Inked By Shows in Berlin; Barlay Business OK

BERLIN, April 1.—While economic conditions and restrictions practically prohibit bringing in foreign acts on anything like the prewar scale, some larger German circuses have booked top-notch foreign clowns for the coming season. Circus Krone started the movement to overcome the scarcity of good German clowns by booking the Italian jokeys, the Zachinis and the Cavallinis, and Belgian and French clowns, all of whom will appear with other German circuses this coming season.

Grock, Swiss clown, also recently played his first dates in Berlin since he topped the bill at the Scala in 1938. Grock, with supporting vaude acts, played three Berlin houses, the Titania Palace, the Corso Theater and the Mercedes Palace. He also appeared at several special events. Despite his 70-plus years, he was up to his usual standard and clicked.

Circus Barlay presented a bill this month topped by the Danish circus owner, Albert Schumann, with his Liberty horses. Also on the bill are Rita and Alex, juvenile riders; Two Jaminis, novelty bike; Stoll Sisters, aerialists; the Touranis, jugglers; Blum and Blum, equilibrist; James Barry, slack wire; Winstons, acro; Cherks, swinging perch; Albertina Caci, rider; Hanso Carlo Company, clowns; Aunt Annie, comedy riding; Wang Hong Chuh Troupe, Chinese acro; Mabel, Bobby and Mac, adagio; Three Weltons, bars, and the Barlay Ballet.

Barlay is playing to fair business, with two shows daily and three on Sundays. Barlay has been able to get acts from the Western zone in spite of the fact that he is obliged to pay in Eastern (Soviet) zone marks, which are of little value in other parts of Germany. Eastern marks have been dropping in value, at the end of last week being offered at eight for one Western mark. While this hits most business in the Eastern zone, Circus Barlay attendance has not been affected. Inhabitants of the Western zone are heavy patrons, with the exchange enabling them to get good seats for the equivalent of 30 to 45 cents.

Negotiations are still under way for the appearance of Circus Krone in Berlin this summer, but the management has not yet been able to arrange passage thru the Soviet zone.

"but for the most part the special event type of promotion has paid off with increased attendance, better and more publicity and improved relations between management and the public you are serving."

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 Oakland—Calif. Garden Show, April 21-26. Mrs. Alice E. Henderson, 920 Fallon St.
 Pasadena—S. Calif. Flower & Garden Show, April 20-23. Jane E. Craighead, 675 Rosemont Ave.
 Red Bluff—Red Bluff Roundup, April 15-18. E. L. Hart.

CONNECTICUT
 Hartford—Home Show, April 15-22. Richard Henderson, care Hartford Times.

DISTRICT OF COLUMBIA
 Washington—Shrine Circus in Uline Arena, April 24-30. Fred K. Wilken, 1315 K St., N. W.

ILLINOIS
 Springfield—Home & Sports Show, April 10-16.

INDIANA
 Indianapolis—Home Show, April 14-23. J. F. Cantwell, Security Trust Bldg.

IOWA
 Des Moines—Sports Show of Iowa, April 8-16. Martin P. Kelly, First Natl. Bank Bldg., St. Paul.

KANSAS
 Hays—Food Appliance Show, April 15-17. C. M. Sandstrom, 415 Bennett Bldg.

KENTUCKY
 Louisville—Home Show in Armory, April 21-30. Joseph Brooks, 525 W. Walnut St.

LOUISIANA
 New Orleans—Spring Fiesta, April 9-23. Catherine B. Dillon, 548 St. Peter St.

MICHIGAN
 Flint—Sports Show, April 15-23. O. E. Rewey, 551 W. Blvd. Drive.

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 Minneapolis—Sportsmen's Show, April 8-16. F. W. Kahler, 1645 Hennepin Ave.

MISSOURI
 St. Louis—Police Circus, April 28-May 14. Frank Wirth.
 St. Louis—Natl. Folk Festival, April 12-15. M. J. Pickering, 706 Chestnut St.
 St. Louis—St. Louis Natl. Home Show, April 16-23. Ira W. Curry, 1415 Paul Brown Bldg.

NEBRASKA
 Omaha—Shrine Circus, April 10-15. Rink Wright, Box 384, Stanton, Neb.

NEW YORK
 New York—Country Antiques Fair, 71st Regt. Armory, April 10-15. C. J. Nuttall, 660 Madison Ave.
 Syracuse—Shrine Circus, April 10-18. Harold C. Welch, 518 Westcott St.

OHIO
 Cleveland—American-Canadian Sportsmen's Show, April 20-29. A. W. Newman, Public Hall.

OKLAHOMA
 Guthrie—89ers Celebration, Am. Legion, April 21-22. George Chiga.
 Oklahoma City—89ers Celebration & Rodeo, April 20-22. Hosea Vineyard, 2531 1/2 S. Robinson St.

SOUTH CAROLINA
 Charleston—Azalea Festival, April 16-22. Harold A. Pettit, Box 952.

TENNESSEE
 Memphis—Home Show, April 16-23. Frank Steudlehn, 640 Sterick Bldg.

TEXAS
 Dallas—Southwest Sports Show, April 28-May 7. Martin P. Kelly.
 Fort Worth—Sports & Travel Show, April 8-16.
 Houston—Home Show, April 16-23. I. W. Curry.
 Humble—Humble Fair & Rodeo April 27-29. R. M. Jennings.
 Plainview—Panhandle-Plains Dairy Show, April 10-14. James G. Roberts.
 San Antonio—Fiesta San Jacinto, April 17-23. Ellis Shapiro, Insurance Bldg.
 Sherman—Red River Valley Livestock Expo, April 10-15. Melvin Bisk, Box 647.

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 Richmond—Better Home Show, April 26-May 4. Barry Sherman, 2403 W. Main St.
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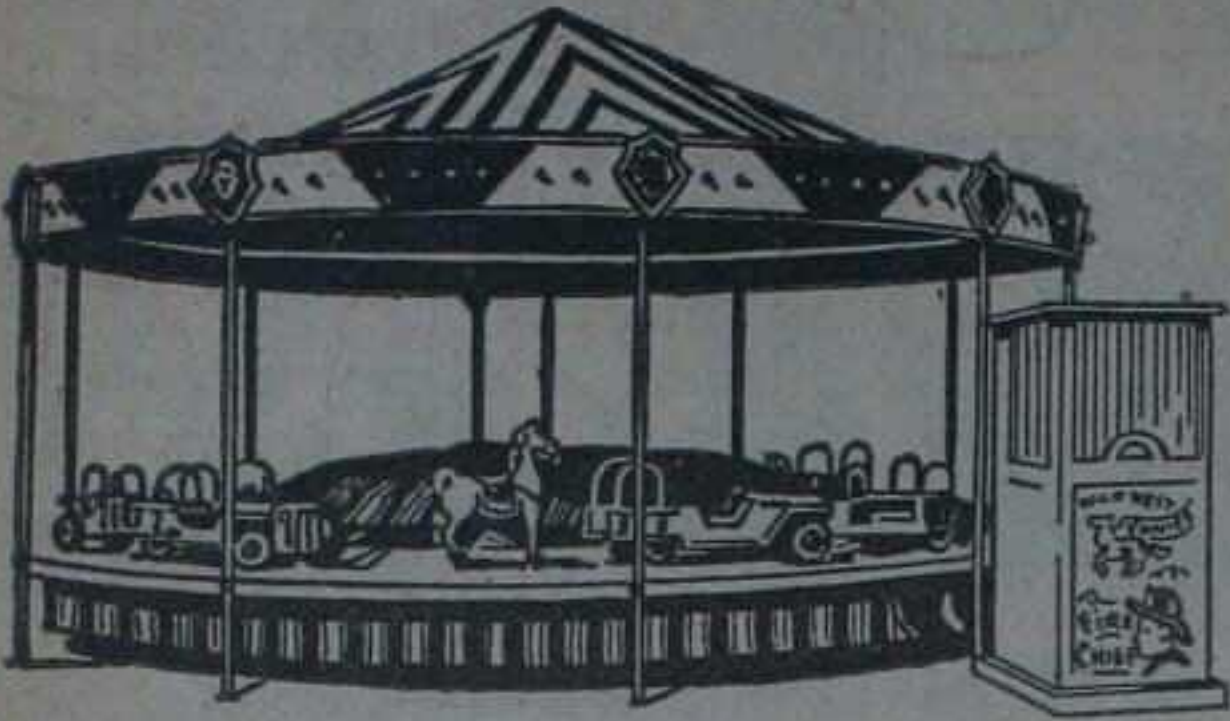
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A Dream as States Amend Old,
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MORE FIRE LAWS face outdoor showmen this season, but standardization of regulations is as far away as ever.

Additional States—Georgia, for one, has joined those which have enacted legislation in the past few years to require flameproofing of canvas. About three-quarters of the 48 now have tent fire laws on the books. Some have been amended.

No listing of requirements is possible because of the wide variation from State to State. For example, where one State may require grass to be trimmed within 30 feet of a top, another may make it 15 feet and a third may make no mention of it.

Generally, however, flameproofing regulations break down into several classes, the most demanding of which is made up of laws patterned after recommendations of the National Board of Fire Underwriters. Another group of laws requires little more than that canvas be flameproofed.

A few States leave the matter up to cities or counties. Some States report they have no requirements for treating canvas. Smallest is the group comprised of States which now have fire laws in the making.

States which model their laws after the national board's recommendations include Alabama, California, Connecticut, Georgia, Maine, Wisconsin and the District of Columbia.

Seats Included

They not only require flameproofing treatments and tests for canvas but also list requirements governing tent spacing, smoking, hay storage and exits. Several also include safety requirements for portable seats with their fire laws.

A sample flame resistance section from a State which used the national board's model as a basis reads as follows: "All tents used for assembly purposes or in which animals are stabled and other tents located on premises used by the public shall be effectively flameproofed. The owner shall furnish a certificate or test report by a recognized testing engineer or laboratory as evidence that such tents have the required flame resistance."

Lot layout men, as well as those primarily concerned with canvas, are tied in with some State fire measures, as illustrated by the Wisconsin law. Under it, no tent may cover more than 75 per cent of the lot, and if the top covers more than 1,500 square feet it must be at least 20-feet from adjoining buildings. Stake lines of adjacent tents used for public gathering must be at least six feet apart to provide an adequate exit.

Included in most of the semi-standardized laws are sections requiring that grass and other inflammables be cleared from around the tents. Hay and straw for current feeding of animals may be inside, and tanbark will pass only if it's kept damp. Tops must be braced to withstand wind pressure of at least 10 pounds per square foot.

The Wisconsin law states that four exits must be provided in any tent housing more than 1,000 persons and that no seat be more than 150 feet traveling distance from an exit. Like most of those following the national board's outline, Wisconsin lists lighting, electrical and fire extinguisher requirements.

Connecticut's stiff act requires shows to apply for a license 10 days before entering the State and to prove financial responsibility before giving any performances. Firemen and fire equipment in proportion to the size of the show must be on hand at the show's expense.

California has rules which limit those qualified to apply flameproofing largely to residents of the State. In reply to queries from showmen, the State fire marshal's office ruled that tent owners could apply the treatment themselves. But it warned that the privately-treated tops, not accompanied by certificates from State-authorized companies, would be subject to regular tests by inspectors. Each such test would entail cutting a 2½x12½-inch piece from each section of canvas.

Few Tops Exempt

Several States list tent uses for which fireproofing is not required. Most frequently exempted are gospel tents. Regulations in some States apply only to tops seating 100 or more persons. Probably exempt in most places are the majority of concession tops.

Wisconsin provisions include amendments which became effective in December, 1949. The Georgia law went into effect last fall.

Included in the group which follows a less complicated pattern are Indiana, Oregon, South Dakota and Virginia. They state simply that tents and decorative materials must be fireproofed.

The South Dakota fire marshal reports its law, requiring flameproofing of stage scenery and decorations, has been interpreted to include tents.

Illinois has a new fire code which regulates scenery and decorative materials. Whether interpretation would include tents isn't clear. But in any event, any city ordinance which is more strict takes precedence over the State act. Thus, in Springfield, tents must be fireproofed and must display the date of treatment.

Left to Cities

New York is one of the States which leaves regulation largely to the cities and counties. Others with local instead of State-wide provisions include Nevada, Michigan, Washington, New Hampshire, Oklahoma, North Carolina, Utah and Texas.

Vermont reports that no State law exists there but that plans are to set up regulations soon. West Virginia soon will put into effect a set of rules based on a national code.

States with no regulations include Florida, Kansas, Mississippi, Missouri, Montana, Nebraska, Ohio, South Carolina and Tennessee.

The Billboard's survey of State fire law enforcement agencies reveals that most States have prepared booklets or excerpts from their laws for distribution among showmen. All tent owners are urged by the agencies to obtain copies of the laws before they enter the States so as to be familiar with the varying provisions.

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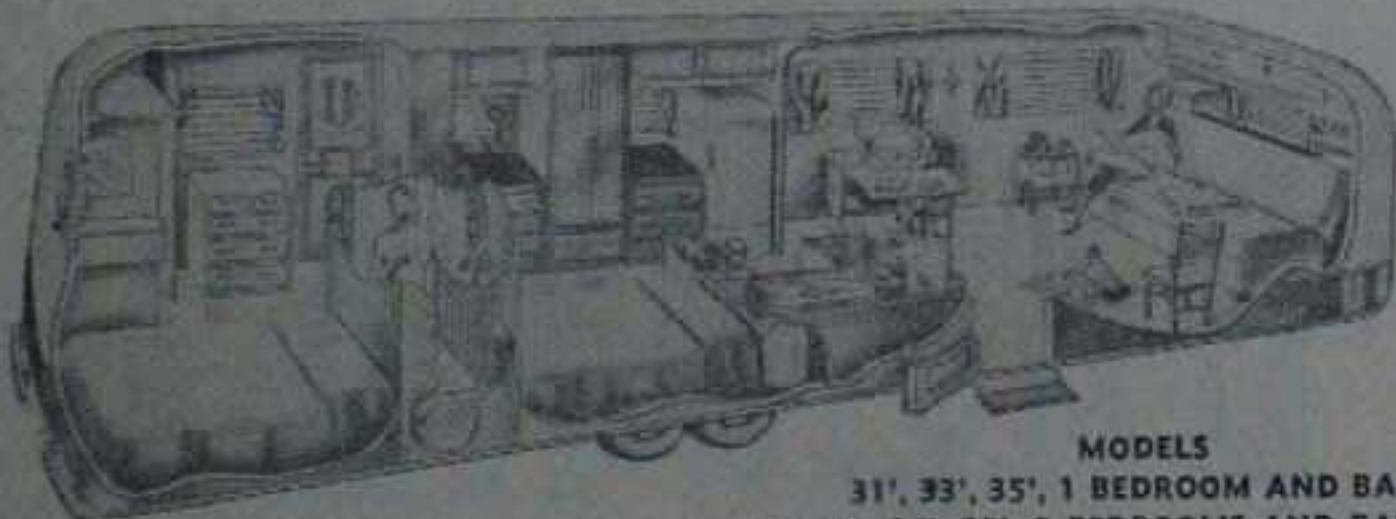
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**Dayton Shriners
See 20% Jump**

DAYTON, O., April 1.—Eighth annual circus of the Red Fez Club of Antioch Temple will close a nine-day engagement at the fairgrounds Coliseum today with record receipts. At the half-way mark Wednesday (29) Merritt E. Schlafman, Shrine's general manager, stated it was estimated receipts would be 20 per cent ahead of last year for a total gross of about \$71,000.

The Shriners' share will exceed all past amounts. Circus this year is an

Orrin Davenport production, purchased as a package unit.

Schlafman estimated 55,000 persons will have seen the 18 performances. Seating capacity is slightly more than 3,000.

A. E. (Buck) Waltrip and Josephine Waltrip were responsible for the intensive drive on book ticket sales among the Shriners which preceded the first show.

Five acts showing here leave after the finale for New York to join the Ringling-Barnum show in Madison Square Garden. They are Francis Brunn, juggler; Unis, who stands on one finger; the Gutis Gorillas, Charles Peterson and his jockey dogs and Felix Adler, clown.

**NY Return Tops
Nation in 20%
Admission Tax**

(Continued from page 3)

Florida with \$8,919,902, closely followed by New Jersey, \$8,686,963, and Maryland, \$8,265,206.

Nevada Is Last

At the tail end of the State list for admissions tax collections during the last fiscal year was Nevada with \$466,332. Other low spots were Wyoming, \$518,640; Delaware, \$626,905; Vermont, \$633,722; New Mexico, \$784,458, and North Dakota, \$808,596.

As a general rule the rank of the States in collections from the admissions tax followed their population rank. Among the leaders, California rates as a top showbiz State since it ranked second in tax receipts and only sixth in population rank on the basis of the last census. New York was first in both categories, while Pennsylvania was fourth in admissions collections and second in population. Illinois was third in both categories.

Nevada with the lowest population also furnished the smallest amount of admissions taxes, while Wyoming was second low for both population and taxes.

Other Returns

Admissions tax collections in States not previously mentioned were Alabama, \$3,268,755; Arizona, \$1,459,938; Arkansas, \$1,699,550; Colorado, \$4,368,789; Connecticut, \$3,224,510; Georgia, \$5,247,536; Hawaii, \$1,904,442; Idaho, \$1,011,230; Indiana, \$7,307,118; Iowa, \$5,543,661; Kansas, \$2,613,091; Kentucky, \$3,645,185; Louisiana, \$5,008,039; Maine, \$1,135,697; Minnesota, \$6,894,194; Mississippi, \$1,267,105; Missouri, \$7,808,657; Montana, \$1,034,713; Nebraska, \$2,207,526; New Hampshire, \$1,242,045; North Carolina, \$5,608,164; Oklahoma, \$4,

**Dewey To Appear
At Ottawa's First
International Day**

OTTAWA, April 1.—Gov. Thomas E. Dewey of New York has accepted an invitation to participate in the first full-fledged International Day to be staged by the Central Canada Exhibition (CCE) here August 23. Premier Frost is also scheduled to attend, Dr. W. A. Armstrong, CCE president, announced this week.

H. H. McElroy, association secretary, has long planned a special day for participation in by both Canadian and Americans. An international flavor has marked all recent shows as the result of the use of American flags and patriotic songs. McElroy said that all mayors of towns and cities in the area of New York immediately across the St. Lawrence River from the Ontario shore would be invited to participate.

For years a big percentage of the over 300,000 who visit the exhibition each year have come from the United States. The special day will be made an annual event.

Louisiana, Mo., Street Fair

LOUISIANA, Mo., April 1.—The Fourth Annual Street and River Festival will be held here August 12-14. It has been announced by the sponsor, local Chamber of Commerce. Arnold Wahl, president of the chamber, is general chairman of the festival. Contract deadline for stands and concessions is July 1.

263,979; Oregon, \$2,991,457; Rhode Island, \$1,658,025; South Carolina, \$2,472,952; South Dakota, \$1,074,024; Tennessee, \$5,624,580; Utah, \$1,749,182; Virginia, \$5,794,436; Washington, \$6,229,238; West Virginia, \$2,945,645; Wisconsin, \$6,736,698.

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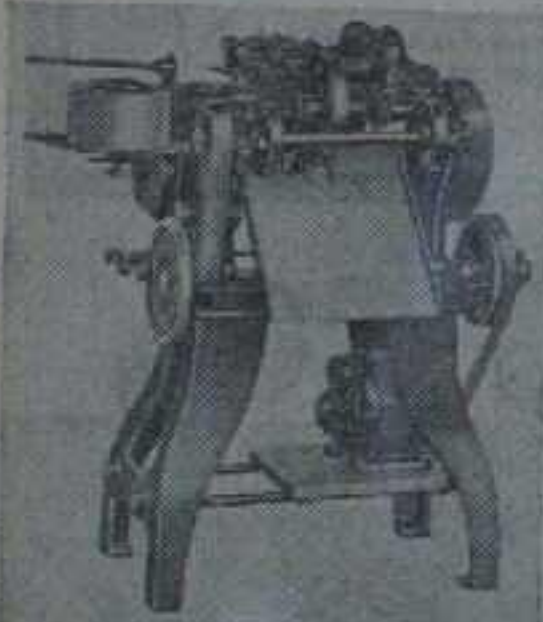
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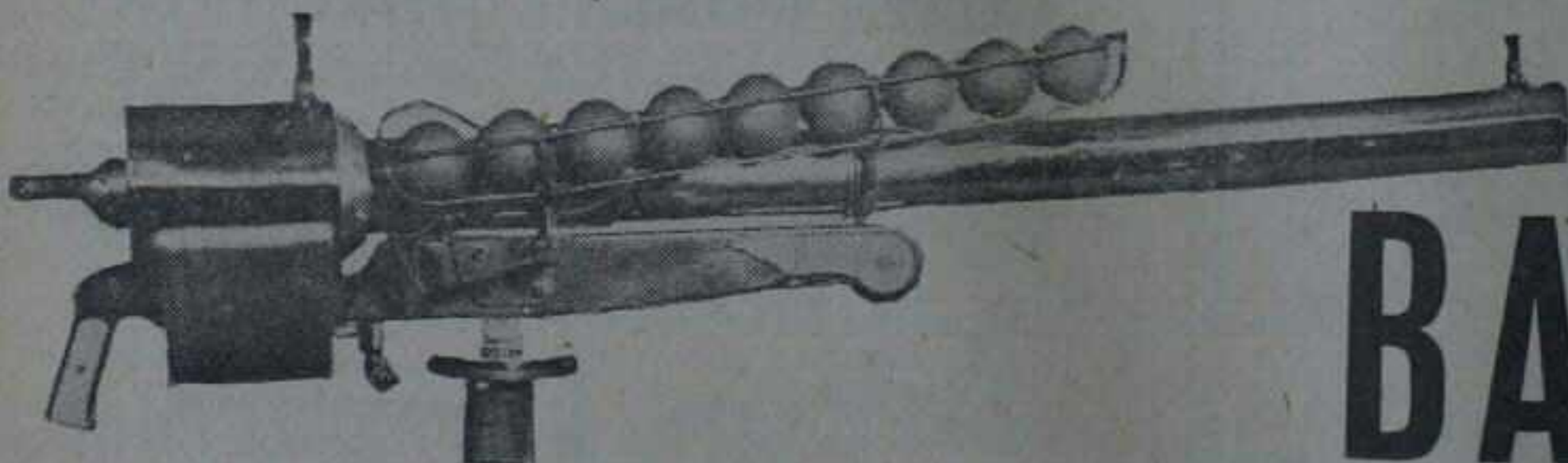
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Action Photo during Premier Showing of the BAZUKA at the National Orange Show, San Bernardino, Calif., March, 1950.

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Beatty Circus Inks Contract With AGVA

LOS ANGELES, April 1.—Performers in the Clyde Beatty Circus will be governed by rules of the American Guild of Variety Artists (AGVA). A contract with AGVA was signed by William Petty, circus auditor, before the show opened on the Washington and Hill streets lot Tuesday (28) for 13 days.

AGVA said that the contract was the minimum basic agreement made with railroad shows.

The following scales are set and are in addition to maintenance: Single act, \$100 net; Doubles, \$175; Trios, \$250; Four persons, \$325; more than four, \$45 per week for each additional performer over four and apprentice acts, \$40 per person.

The pact calls for principals to receive \$85; chorus, \$50; trainers, \$85; producing clowns, \$125; assisting clowns, \$85 and fill-in clowns, \$85.

Also listed are the following supplementary minimum salaries where a performer provides any of the following services in addition to his specified basic work classification: Aerial ballet, including web, trapeze, etc., \$15 per person; iron jaw, \$15; aerial ballet and iron jaw combined, \$25, and working with animals, \$25.

The pact also governs Side Show performers and calls for special working conditions with working hours of not more than 12 within a "working stretch." A "stretch" was said to consist of 14 consecutive hours beginning with the first assignment of any day. Performers are also granted three and one-half periods for rest and mealtimes and not less than three additional periods of at least 10 minutes each during a working schedule. Side Show scale is the same as principals.

WP Signed for Angola Date

ANGOLA, Ind., April 1.—World of Pleasure Shows have been signed for the second annual Free Town Fair and Home Exposition here, July 31-August 5, reported Robert S. White, general chairman. The Junior Chamber of Commerce is the sponsor.

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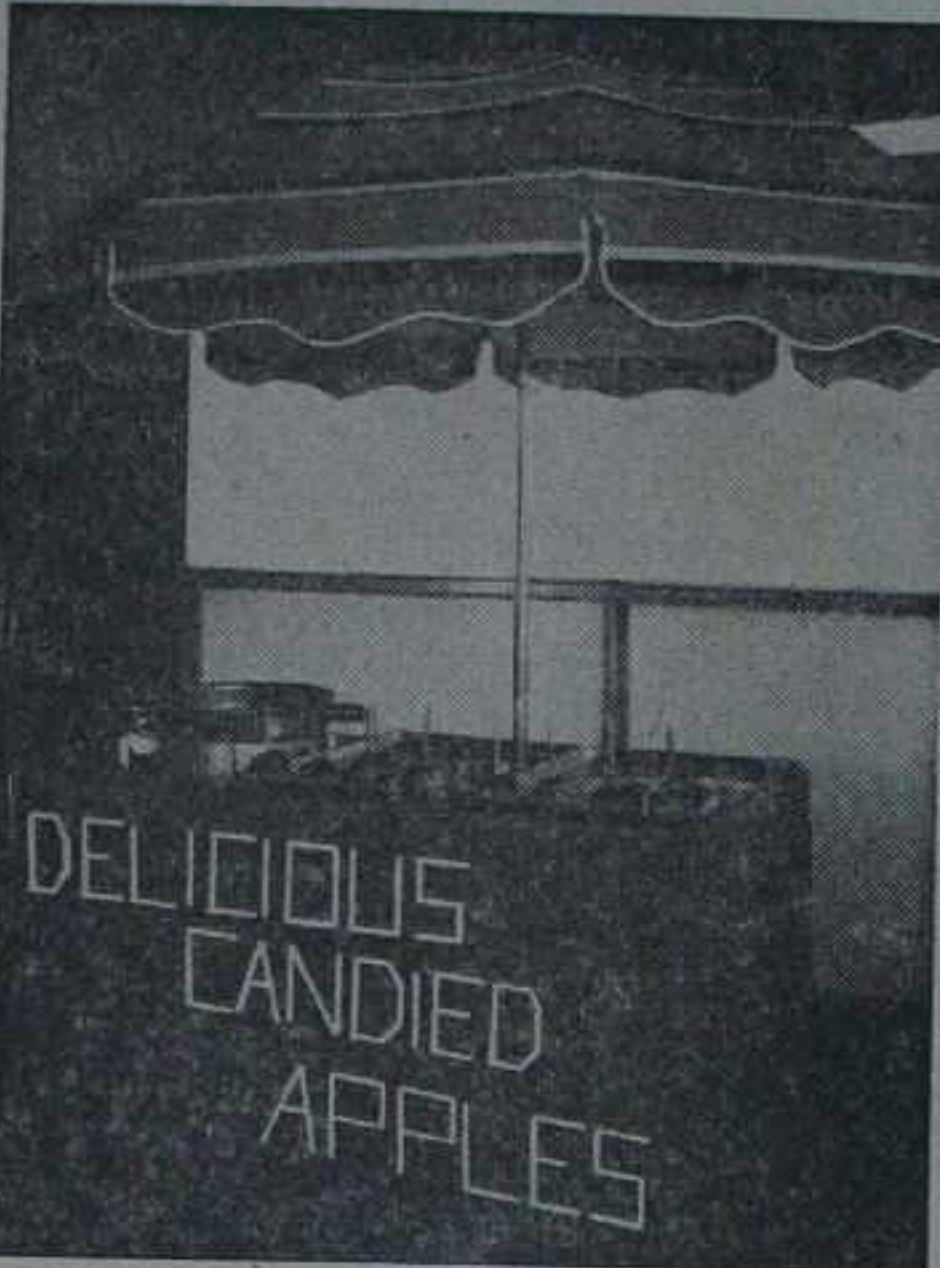
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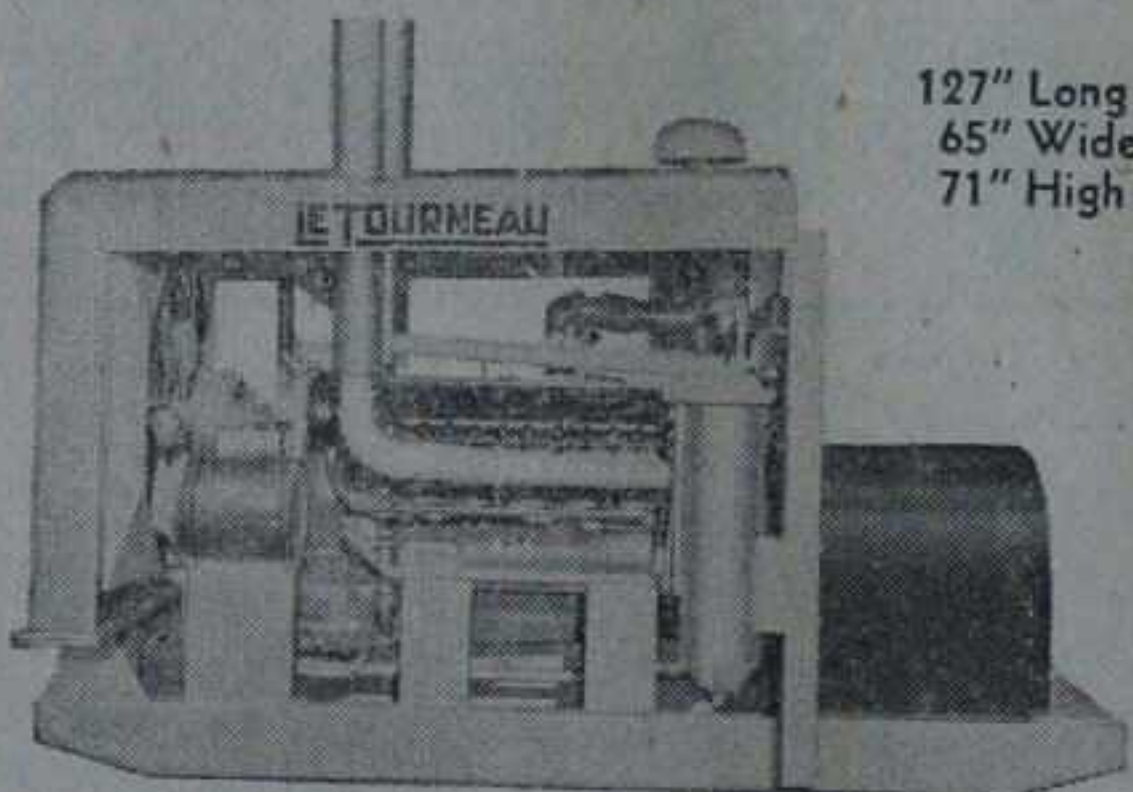
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Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

APRIL

San Antonio—Storey-Wood Annual Fiesta Rodeo, April 17-21. 5 events \$750 each, total \$3,750, 5 perfs. H. D. Story, Cotulla, Tex.; T. Brooks Wood, San Antonio 5, co-producers.

Oklahoma City—Capitol Hill Rodeo, April 21-22. 5 events \$500 each, wild horse race \$300, total \$2,800, 3 perfs. Lee V. Sneed, pres., Hosea Vinyard, secy., Elk City, Okla., producers.

Guthrie, Okla.—69'er Rodeo, April 21-22. 4 events, no bareback, \$400 each, total \$1,600, 3 perfs. Beutler Brothers, Elk City, Okla., producers.

Portland, Ore.—Al Kader Shrine Rodeo, April 21-29. 5 events \$2,100 each, total \$10,500, 12 perfs. Smokey Stearns, rodeo chairman.

Modesto, Calif.—Stanislaus Horsemen's Assn. Rodeo, April 23. 6 events, incl. wild horse race, \$100 each, total \$600, 1 perf. Glen Tyler, producer, Jennie Ginstead, secy.

Salina, Kan.—April 27-30. 5 events \$500 each, total \$2,500, 5 perfs. Amateur bronk riding \$250. John Sauerwein, secy., Ken Roberts, Olathe, Kan., producer.

MAY

Guymon, Okla.—Chamber of Commerce Rodeo, May 1-2. 5 events \$250 each, total \$1,250, 2 perfs. John Allen, secy., Ken Roberts, Olathe, Kan., producer.

Vernon, Tex.—Santa Rosa Roundup, May 1-6. 5 events \$1,000 each, wild horse race \$600, total \$5,600, 6 perfs. E. Paul Waggoner, pres. John Biggs, mgr. Beutler Bros., Elk City, Okla., producers.

Killeen, Tex.—Roping Club Rodeo, May 3-6. 5 events \$400 each, total \$2,000, 4 perfs. D. L. Wood, secy., Darrell B. Spratt, producer.

Baird, Tex.—Callahan Co. Sheriffs Posse Rodeo, May 4-6. 5 events \$300 each, total \$1,500, 3 perfs. Ev Hughes, producer.

Kansas City, Mo.—American Royal Rodeo, May 6-14. 5 events \$2,475 each, total \$12,375, 11 perfs. A. M. Patterson, secy.-mgr., American Royal Bldg., Kansas City 15, Mo. Verne Elliott, producer.

El Reno, Okla.—May 11-13. 5 events, incl. wild horse race, no bareback, \$300 each, total \$1,500, 3 perfs. Beutler Bros., Elk City, Okla., producers.

Las Vegas, Nev.—Hellorado and Rodeo, May 11-14. 6 events, incl. wild horse race, \$800 each, total \$4,800, 4 perfs. E. J. Gilbreath, secy.

Arlee, Mont.—Jocko Valley Rodeo, May 14. 5 events \$75 each, total \$375, 1 perf. Winton Lytle, producer.

Tulsa, Okla.—Johnnie Lee Wills Rodeo, May 16-21. 5 events \$1,050 each, total \$5,250, 6 perfs. O. W. Mayo, Elk City, Okla., producer.

Yermo, Calif.—Calico Days Rodeo, May 21. 5 events \$100 each, total \$500, 1 perf. Herbert L. Zurin, secy. Wilfred Cline, producer.

Burnet, Tex.—Burnet Co. Rodeo, May 26-27. 5 events \$300 each, total \$1,500, 3 perfs. Edgar Seidensticker, secy., Austin Tex., producer.

Tonasket, Wash.—Tonasket Roundup, May 27-28. saddle bronk \$500, (Final horse) 4 events \$250 each, total \$1,500, 2 perfs. Dr. C. A. Eberlein, secy.

Medicine Lodge, Kan.—Medicine Lodge Rodeo, May 27-28. 5 events \$200 each, total \$1,000, 2 perfs. Amateur bronk riding \$100. W. E. Nelson, secy. Ken Roberts, Olathe, Kan., producer.

Fort Smith, Ark.—Arkansas-Oklahoma Rodeo, May 27-31. 5 events \$1,050 each, total \$5,250, 6 perfs. Ed Pevehouse, mgr. dir.; R. K. Rodgers, general chairman.

Anaconda, Mont.—Saddle Club Rodeo, May 28 and 30, no show 29th, 5 events \$200 each, total \$1,000, 2 perfs. Clarence Weis, secy-treas. Bob Rooker, producer.

Midland, Tex.—Midland Rodeo, May 31-June 4. 6 events, incl. wild cow milking, \$750 each, total \$4,500, 5 perfs. J. H. Epley, secy-treas. Everett Colburn, Dublin, Tex., producer.

JUNE

Bay City, Tex.—Bay City Annual Rodeo, June 1-3. 5 events \$225 each, total \$1,125, 3 perfs. Melvin Harper, Buckeye, Tex., producer.

Modesto, Calif.—2nd Annual World's Night Championship Rodeo, June 2-3. 5 events \$200 each, total \$1,000, 2 perfs. Glen Tyler, producer.

Strong City, Kan.—Flint Hills Rodeo, June 2-4. 6 events, incl. wild horse race, \$500 each, total \$3,000, 3 perfs. Mel V. Provost, Ken Roberts, producers.

Gatesville, Tex.—Firemen's Annual Rodeo, June 7-10. 5 events \$400 each, total \$2,000, 4 perfs. Elland Lovejoy, secy. Raymond Ward, secy., Gatesville Fire Dept. Darrell B. Spratt, Killeen, Tex., producer.

North Kansas City, Mo.—Lions Club Rodeo, June 8-11. 5 events \$800 each, total \$4,000, 4 perfs. C. W. Moore, pres. Ralph Roe, secy. Ken Roberts, Olathe, Kan., producer.

Livermore, Calif.—Livermore Rodeo, June 10-11. saddle bronk riding \$1,000, 5 events, incl. team steer roping, \$700 each, total \$4,500, 2 perfs. A. D. Fellingham, pres.

Gladewater, Tex.—Gladewater Round Up, June 13-16. 5 events \$500 each, total \$2,500, 4 perfs. J. N. (Jack) Yates, pres. William T. Randolph, secy. Homer Todd, Fort Smith, Ark., producer.

Rigby, Idaho—Jefferson Co. Pioneer Rodeo, June 15-17. 5 events \$300 each, total \$1,500, 3 perfs. Jack M. DaBell, secy.

San Saba, Tex.—Jaycee Rodeo, June 15-17. 5 events \$300 each, total \$1,500, 3 perfs. L. P. (Slim) Coburn, secy. Earl and Jack Sellers, Del Rio, Tex., producers.

Elko, Nev.—Silver State Stampede, June 16-18. 5 events \$1,000 each, wild horse race \$750, total \$5,750, 3 perfs. R. P. Warren, chairman.

Grand Island, Neb.—Saddle Club Rodeo, June 16-18. 5 events \$300 each, total \$1,500, 3 perfs. Paul Long, Alden, Kan., producer.

North Platte, Neb.—Buffalo Bill Rodeo, June 16-18. 5 events \$450 each, wild horse race \$300, total \$3,550, 3 perfs. H. E. Day, pres., Beutler Bros., Elk City, Okla., producers.

Osage, Iowa—Jaycee Rodeo, June 16-18. 5 events \$300 each, total \$1,500, 3 perfs. Joe Benske, secy. Clyde Miller, Rich Hill, Mo., producer.

Eureka, Calif.—7th Annual Redwood Empire Rodeo, June 16-18. 6 events, incl. team roping \$750 each, total \$4,500, 3 perfs. Blaine McGowan, president.

Shoshoni, Wyo.—Chamber of Commerce Rodeo, June 17-18. 4 events, no bulldogging, \$250 each, total \$100, 2 perfs. Vivian W. Cole, secy.

Twin Falls, Idaho—Sage Brush Stampede, June 21-24. 5 events \$600 each, total \$300, 4 perfs. Frank Judd, pres.

Scottsbluff, Neb.—D. A. V. Rodeo, June 21-23. 5 events \$300 each, total \$1,500, 3 perfs. Les Winget, Inman, Kan., producer.

Orem, Utah—Riding Club Rodeo, June 22-24.

(See Rodeo Dates on page 237)

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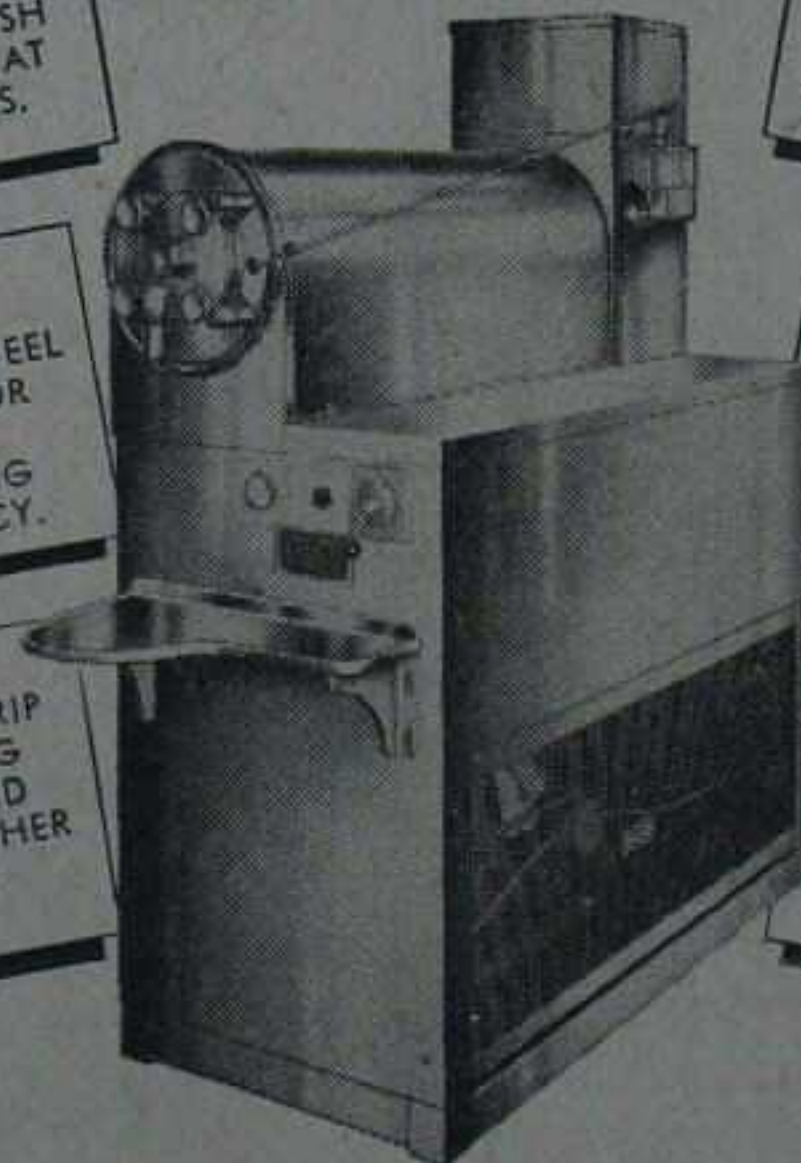
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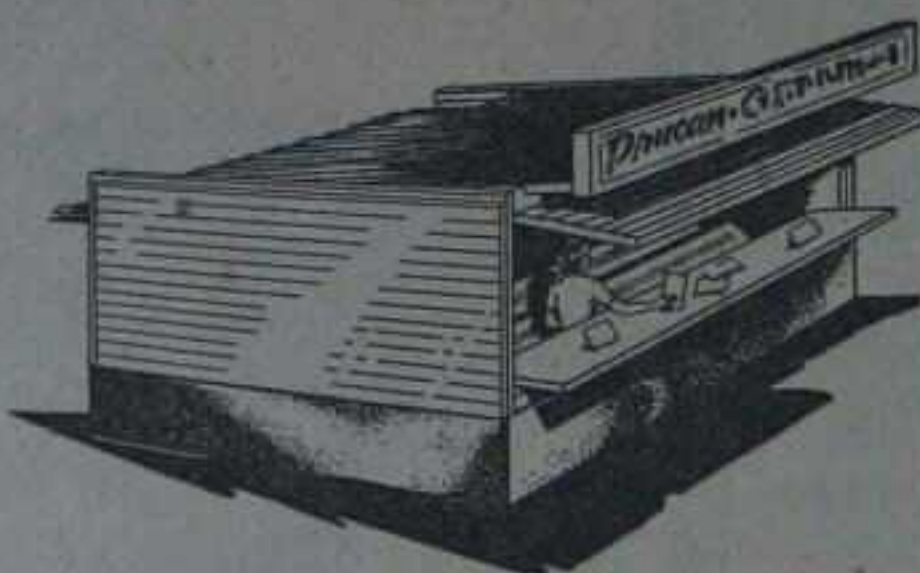
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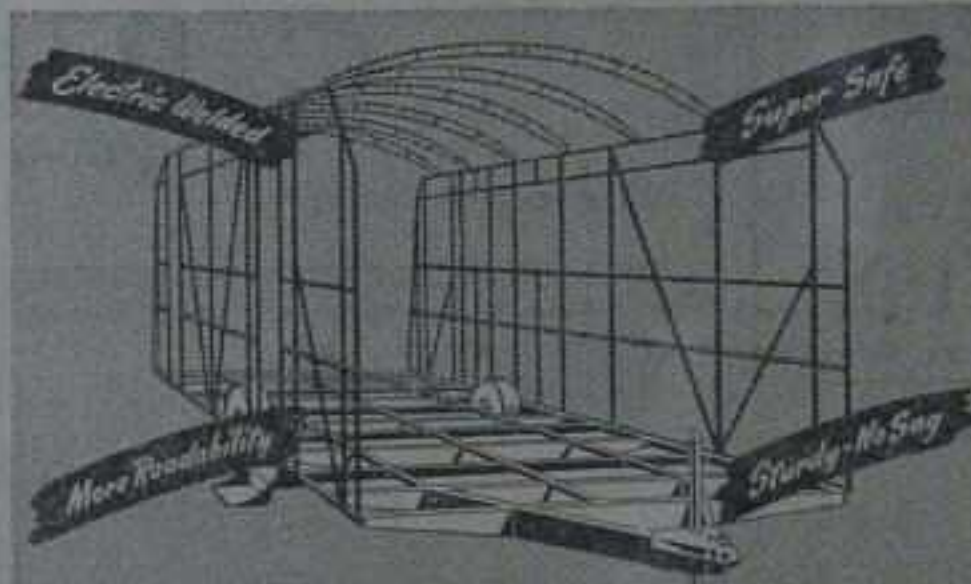
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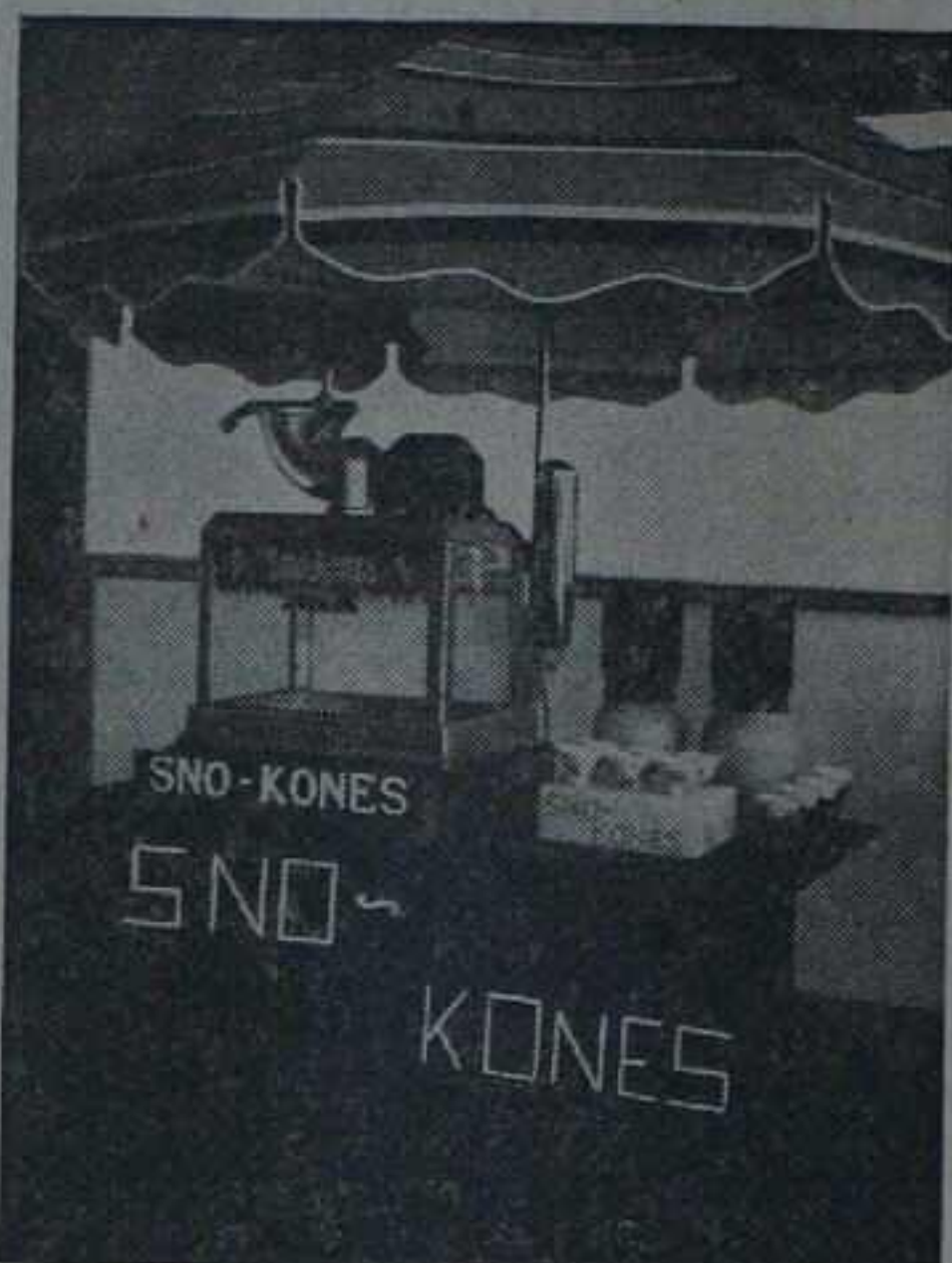
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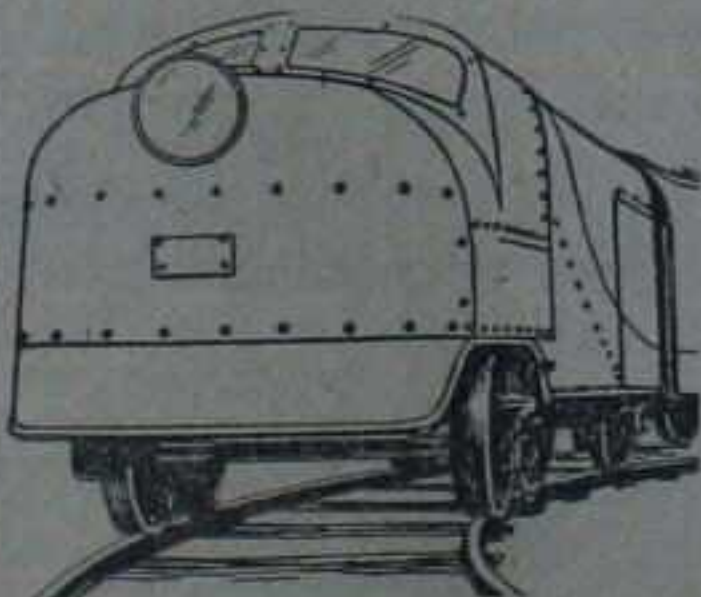
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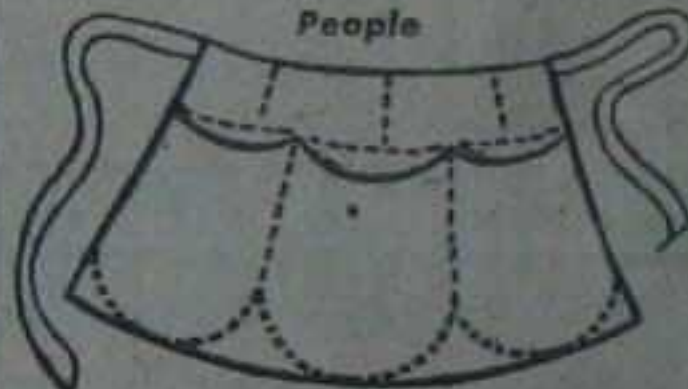


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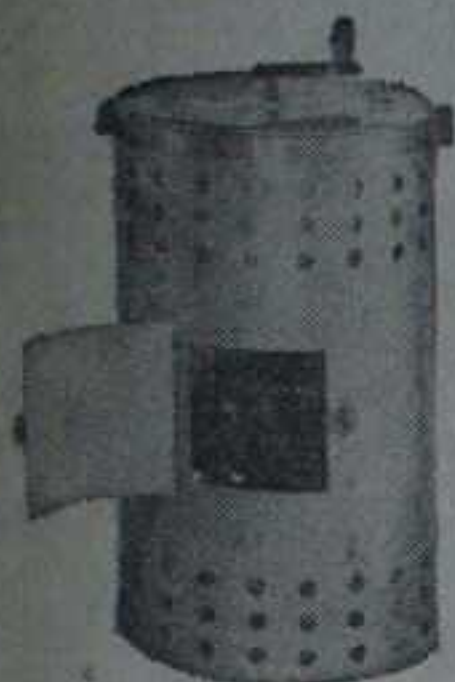


Write for catalog of accessories. These are money-makers.

HEAT CONCENTRATORS OR FURNACES

With Concession furnaces, you can be sure of even heat even in the strongest wind. Available with either Gas or Bottled Gas Burners. Units are constructed of heavy sheet metal and are steel bound and strapped. Also available with either 5" or 7" Coleman Handy Gas Plants or Burners.

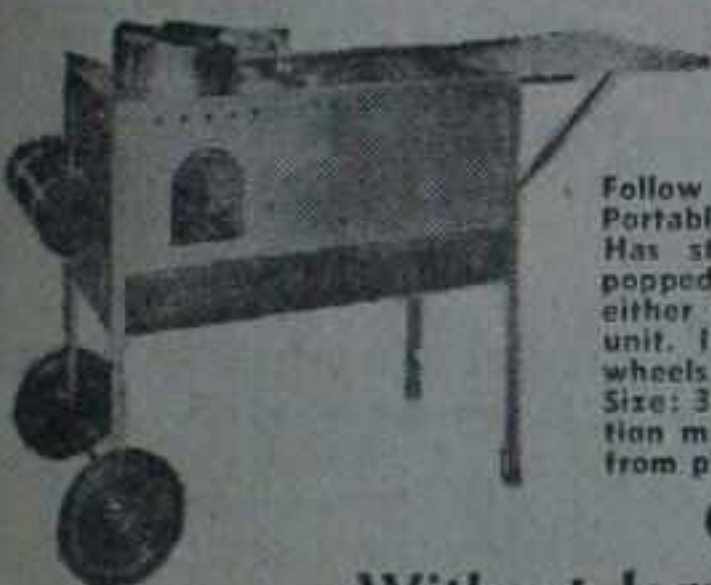
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ELECTRICAL POPCORN OUTFIT

Here's an outfit that will pop more corn in less time than many of the larger machines on the market. Heated by 1500 watt Kromolax heating unit with three different heats. Can also be used for a grill.

8-quart popper pops 1/2 lb. of raw corn every 2-3 minutes. All-aluminum storage case with stainless steel bottom. \$99.50



PORTABLE POPCORN FACTORY

Follow the crowds and profit! Concession Portable Popper can be set up anywhere. Has storage space for boxes, seasoning, popped and unpopped corn. Available with either Coleman gasoline or electric heating unit. Includes 12 quart Saratoga popper and wheels with semi-pneumatic rubber tires. Size: 36"x18"x36". All aluminum construction makes the unit light and easy to move from place to place.

Complete \$169.50 Without legs and wheels \$154.50

12 QT. SARATOGA ALL-ALUMINUM POPPER

Lowest priced popper on the market of equal capacity and quality of construction. Easy to operate . . . dependable . . . all aluminum. Buy now at only \$25.00.

\$25.00

Also 35 qt., \$42.50; 8 qt., \$15.00



IMMEDIATE SHIPMENT ON ALL ITEMS

COMPLETE LINE OF POPCORN, OILS, BOXES, BAGS AND SALT

TERMS: 25% WITH ORDER, BALANCE ON DELIVERY F.O.B. TOLEDO

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popsit plus!

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POPPING OIL SPECIALISTS TO THE NATION

SNOWBALL SUPPLIES

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Rich in flavor and color, use only 2 ounces to 1 gallon syrup.

• ECHOLS SNOW MACHINES

FRUIT ADE CONCENTRATES

All flavors for making still drinks, good fruity flavor.

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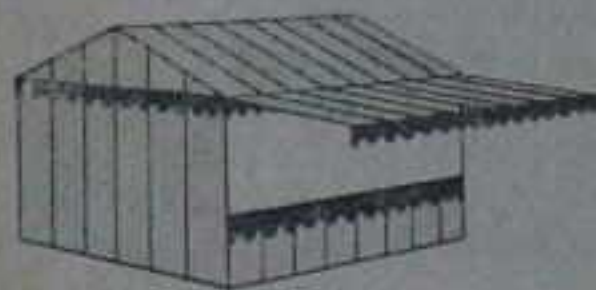
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ATLANTA, April 1. — More than 18,500 spectators, second largest opening-day throng in Lakewood Park track history, watched Gober Sosebee, of this city, win the 30-mile feature race of the initial 1950 program March 26. Contest, promoted by Sam Nunis, was for modified stock cars.

Marring the meet were three crashes, one of which caused the death of Jim Brinkley, of Hapeville, Ga. Em Samples suffered a fractured skull.

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CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order

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LUV-A-LITE PAINTS

Consistent With Quality
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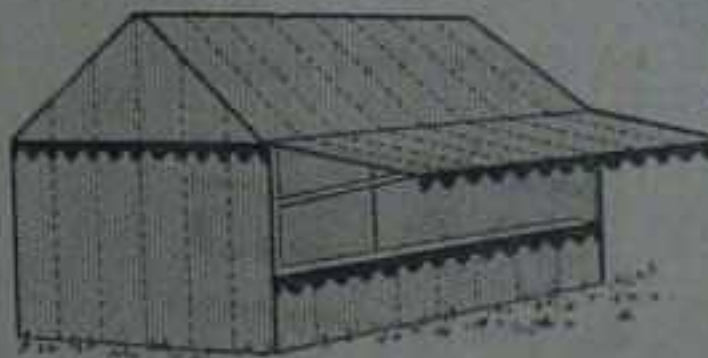
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Most Sensational
Money-Maker
In Years

SEE PAGE
266
THIS ISSUE

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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

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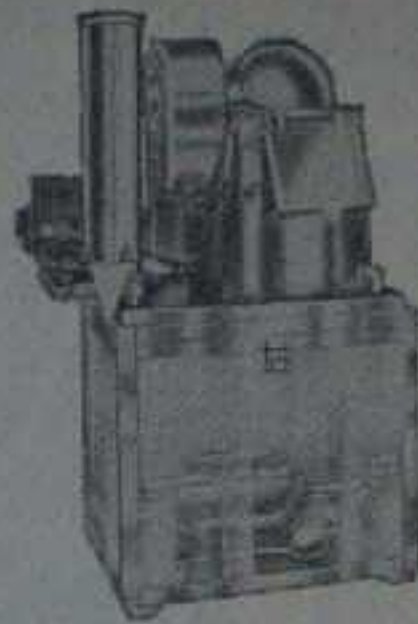
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ECHOLS IMPROVED ELECTRIC ICE SHAVER

AUTOMATIC FEED
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GREATER CAPACITY

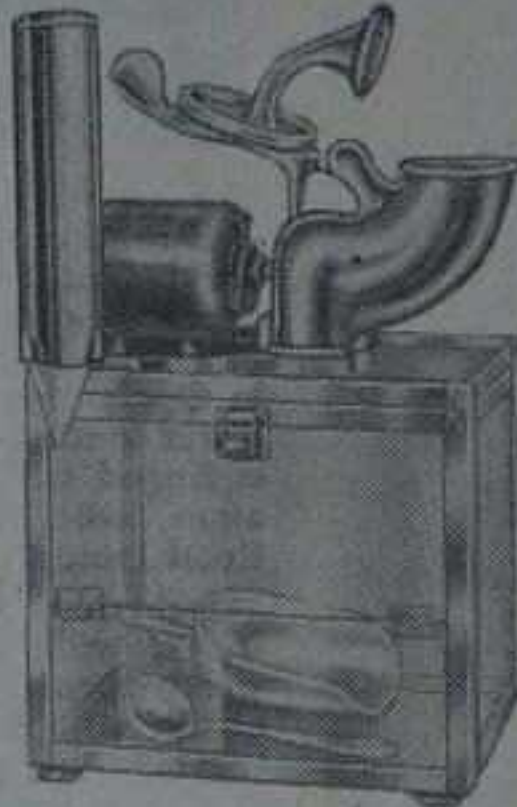


All the snow you need for your busiest day. Fill the hopper and start selling snow cones while the machine continues to make an even grade of fine snow. Ladle, scoop, ice pick, funnel, 4 dispensing stoppers and cup dispenser furnished with each machine. Send 25% deposit, machine will be shipped balance C. O. D. All prices F. O. B. St. Louis, Mo. 1/3 H.P., 110 volt, 60 cycle A.C. motor.

Ice Shaver and Plexiglas Snow Case,
as Pictured, \$250.00.

IMPROVED Ice Shaver Only \$200.00.

ECHOLS HIGH SPEED ELECTRIC ICE SHAVER



1/3 H.P., 110 volt, 60 cycle A.C. motor. Ladle, scoop, ice pick, funnel, cup dispenser and 4 dispensing stoppers furnished with each machine. This is the machine that has been making big profits for Concessionaires for many years. Send 25% deposit, machine will be shipped balance C. O. D. All prices F. O. B. St. Louis, Mo.

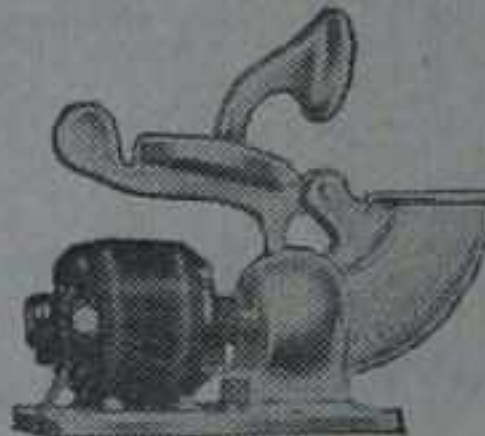
Price of Ice Shaver and Plexiglas Case,
as Pictured, \$110.00.

Price of Machine Only \$60.00.

Stand (not shown), \$10.00.

ECHOLS HIGH SPEED ICE SHAVER

SPECIAL—CLOSE OUT SALE



We are changing the base of this type machine so that it will fit the Plexiglas Snow Case, and we have a few of the smaller base machines on hand which we have priced at \$50.00 to close them out. If you do not want to use a case with your machine, here is a bargain for you. 1 ladle, 1 ice pick, 1 funnel, 4 dispensing bottle stoppers furnished with each machine. Send 25% deposit, machine will be shipped balance C. O. D.

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All prices F. O. B. St. Louis, Mo.

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Modern Frozen Custard

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EVERY item you need for IMMEDIATE SHIPMENT. Skewers, Colors, Flavors, Vanilla, Floss Paper, Corn, Popsit, Boxes, Cups, Powdered Skim Milk (any quantity), Coconut, Granulated Peanuts.

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Do you want to make over six hundred (600) per cent? Read on! Get under the line with the nationally known Famous Virginia Dare "INSTANT AID BEVERAGE BASE." Seven (7) flavors. Meets all requirements. Let us show you. All inquiries gladly, quickly and personally answered.

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GIVE TO THE DAMON RUNYON CANCER FUND

Keep Rides Paying

WITH DEPENDABLE AC POWER



Cash in while the Crowds are there!

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Rugged Allis-Chalmers Power Units were designed for tough tractor use—have built a reputation for reliability in all types of service. High in torque for hanging onto overloads.

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Act Now

See the A-C dealer nearest you or send for complete information. Immediate delivery from dealer stocks.

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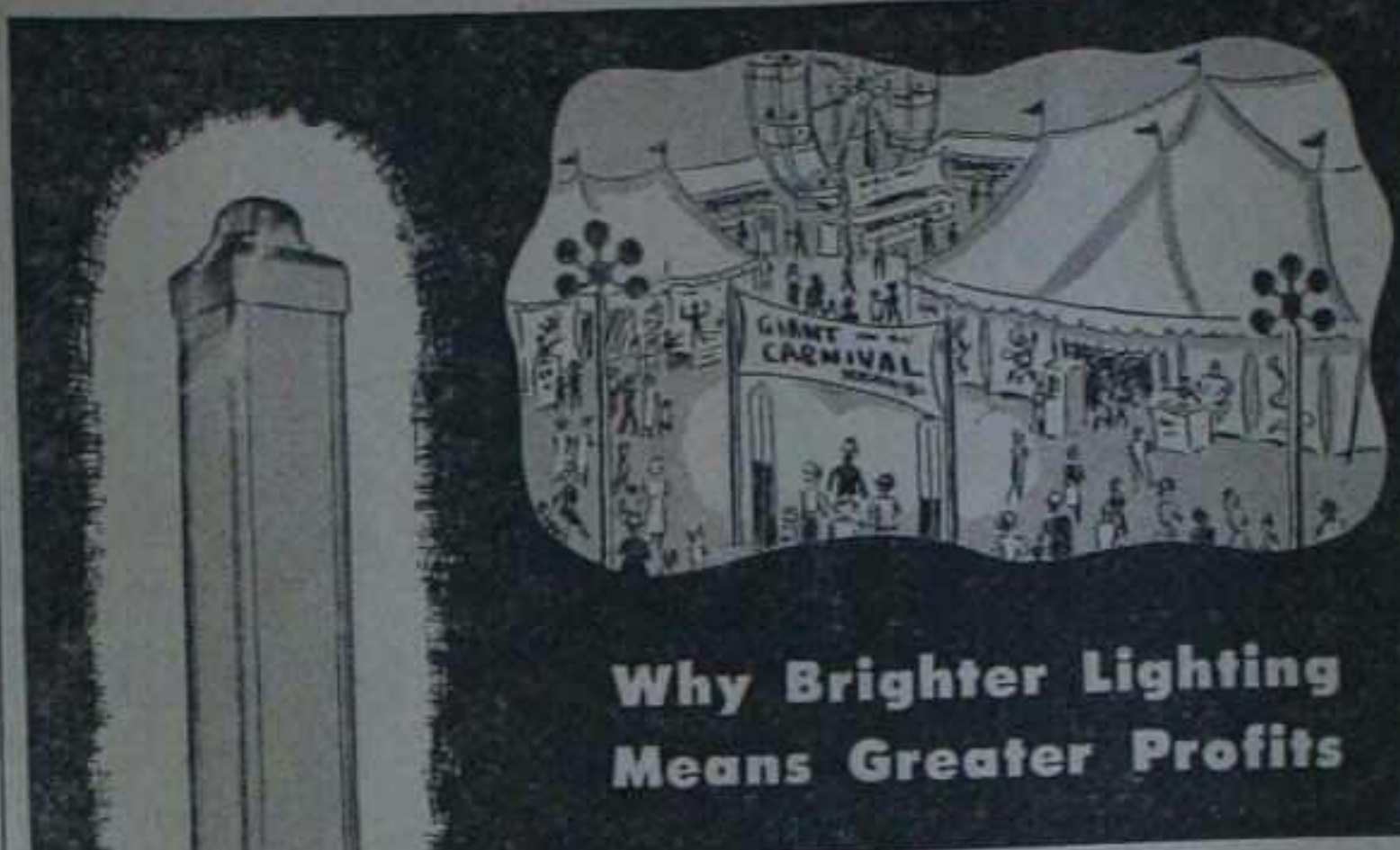
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NEW BUCKETS, \$50.00
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It's Ready... The NEW
50 GALLON HIRES KEG
 with AMAZING NEW FAUCET

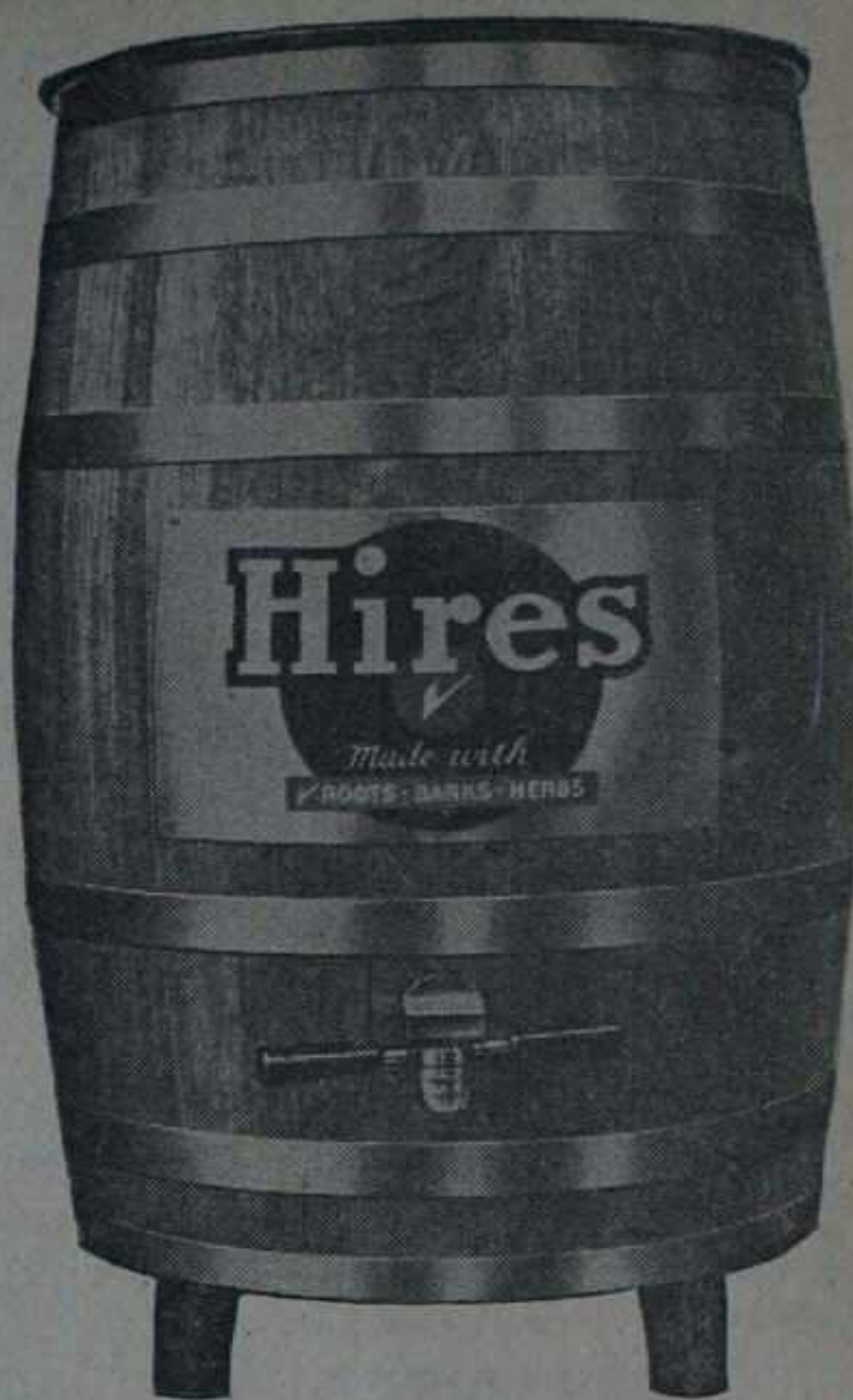
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 Unexcelled Operation
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IF you want today's outstanding faucet . . . trouble free operation . . . no frequent adjustments . . . minimum wear . . . no complaints . . . faster service . . . uniform drinks and more per gallon of syrup . . . dispensing equipment reliability . . .

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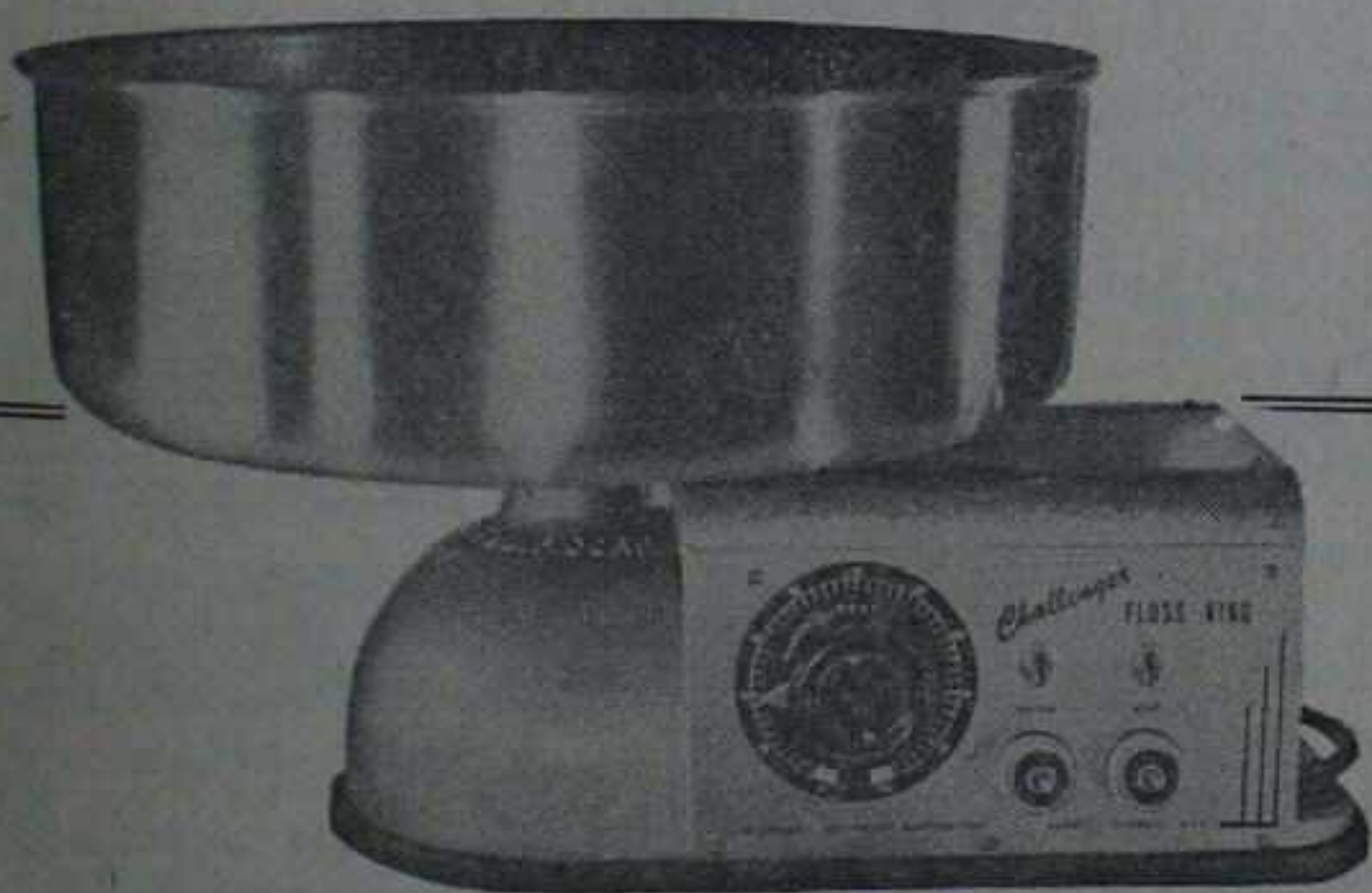
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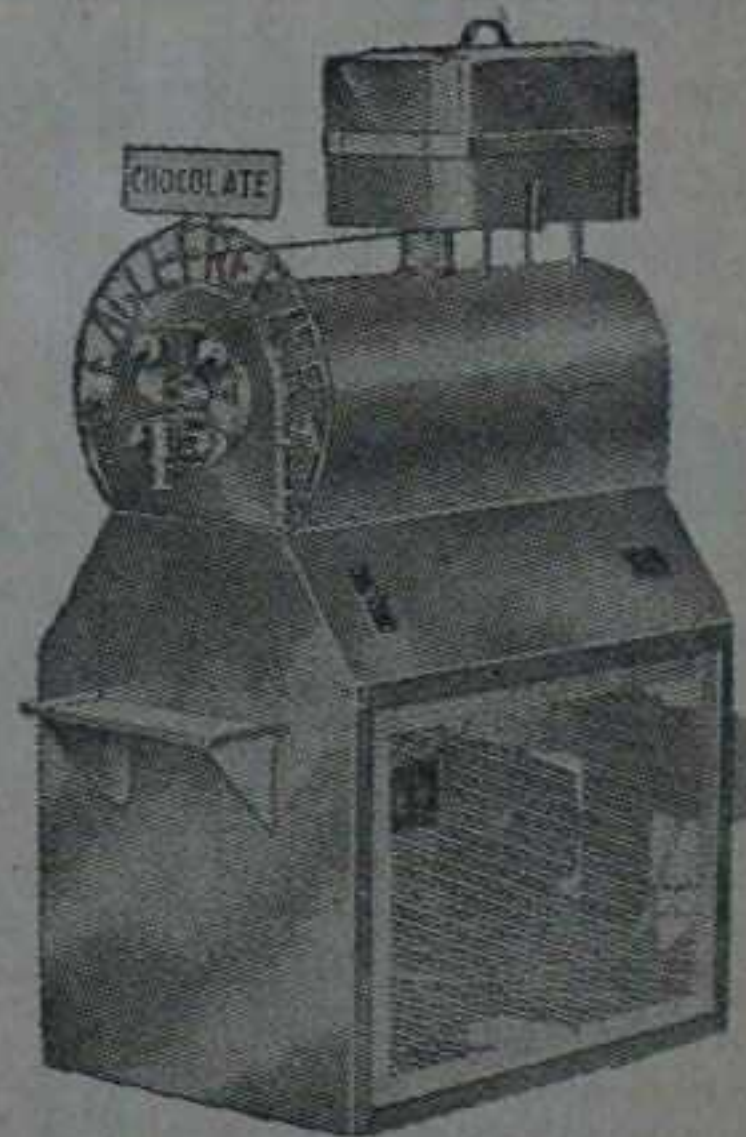
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DOES WORK OF \$500 MACHINE!
TURNS OUT 100 BAGS AN HOUR

POPS A BATCH IN 3 MINUTES

Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 3 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted cases and visible corn popping thru the screen cover attracts the crowd.

FULLY GUARANTEED

Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x26" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

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Dept. B-4-850 Muncie, Indiana

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Get in the popcorn business now and CLEAN UP!

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to get in it.

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Popcorn is low in price—easy to get — your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous market.

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Write for PROPOSITION

NEW IMPROVED Seazo

COCONUT OIL FOR POPPING CORN

BUTTER-LIKE FLAVOR!
GOLDEN COLOR!

UP GO POPCORN SALES!

You'll like the New Seazo... its new flavor will increase your popcorn sales with the first batch you pop.

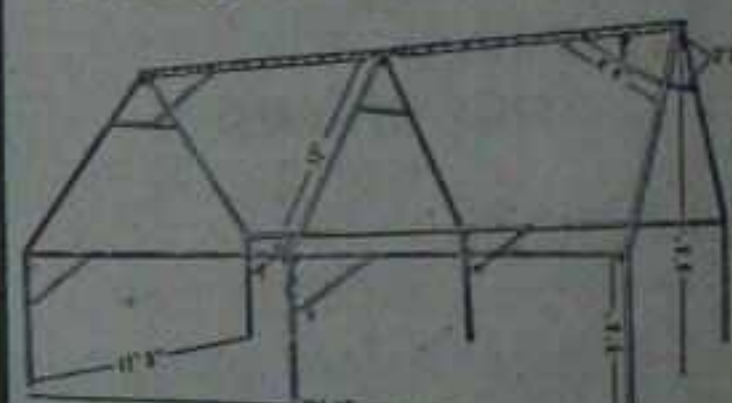
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MODEL No. 1-EL (Electric)

Electrical, motor-driven machine counts coins of one denomination only, i.e., pennies, nickels, dimes or quarters. If desired, packages coins by manual operation (at extra cost).

COIN COUNTING MACHINES

Designed for the Vending Machine Operator



MODEL No. 1

(Hand Operated) Will count coins of one denomination only, i.e., pennies, nickels, dimes or quarters. Will lock automatically at 50 for pennies or dimes, and at 40 for nickels and quarters for wrapping; or will count continuously into a bag. Light, durable & easily carried!

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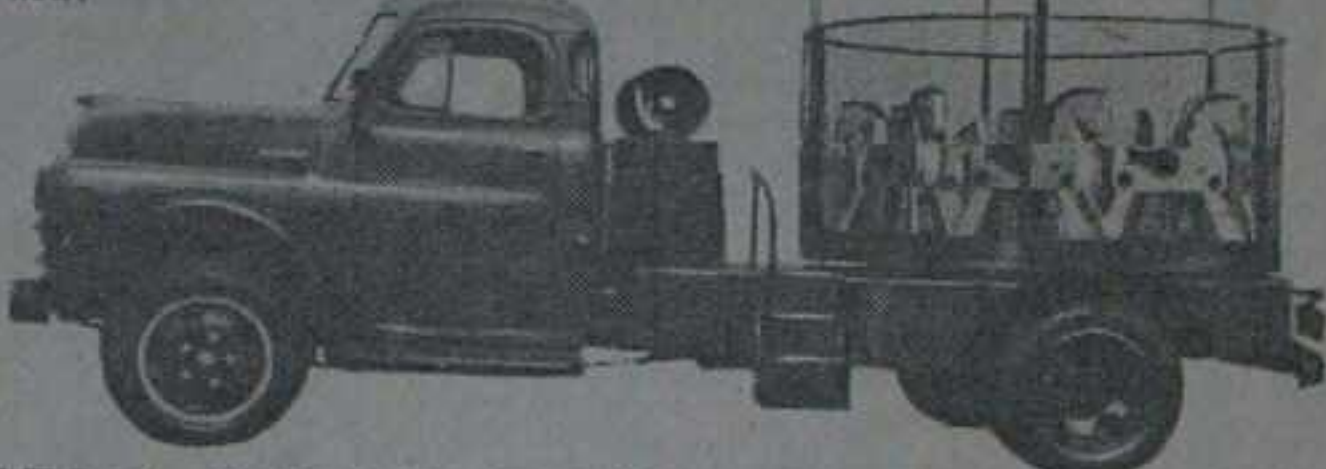
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money-making vending equipment
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illustrated F.O.B. Plant



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NOVELTY PRIZE PACKAGES
for Carnivals, Circuses, Theaters, etc.
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GIVE-AWAY PACKAGE
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SPECIAL CELLOPHANE WRAPPED BOXES
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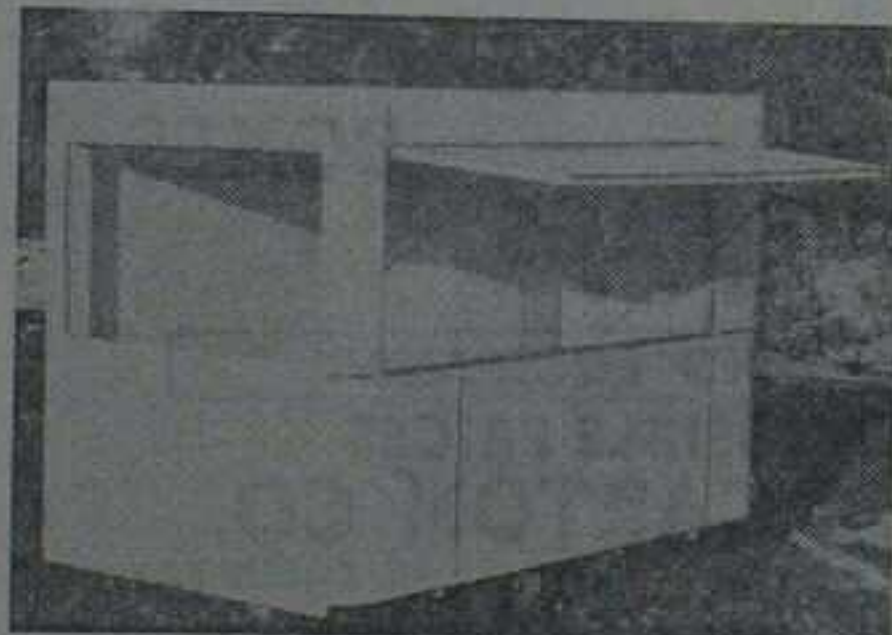
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Lighting. Tank Carrier. All Enamel Finish. Cabinets,
counters, sign board on roof. Can be made up in any
combination of equipment desired. Write for standard
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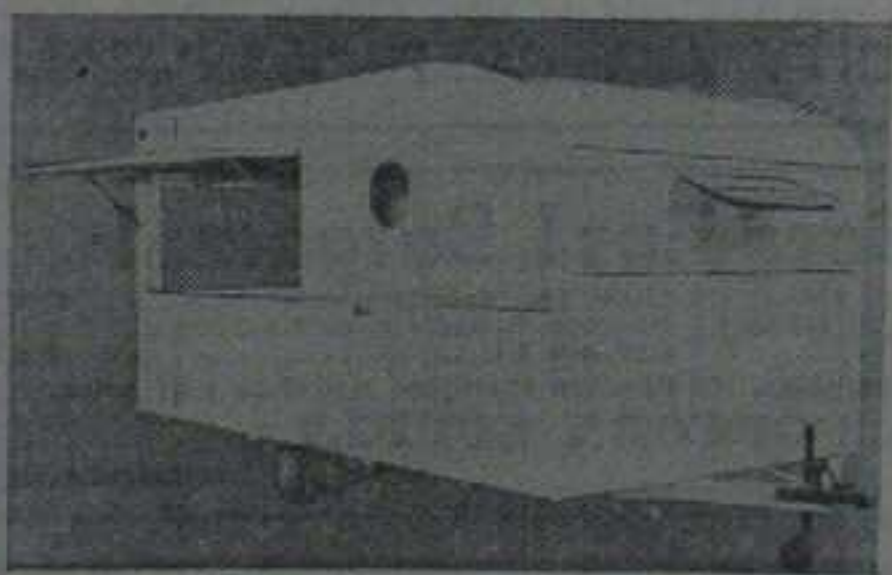
**THE
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7 1/2 Ft. Wide by 12 Ft. Long

Plexi-Glas Windows . . . All-Aluminum Interior. White
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each side. Can be equipped to your specification, or
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Twin-Purpose Trailer

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State your needs.

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84 Inches Wide by 12 Ft. Long

Concession Trailer—Aluminum Covering. White enamel
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Inlaid linoleum. Heavy Duty Chassis. Tail and clearance
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TOTO-Mix has proved itself an easy-to-use, flavorful profit-maker in just two years. A growing list of prominent names in outdoor showbusiness acclaim it an excellent product, smooth, well-flavored, non-foaming. And important, too, it is accepted by health and food departments.

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LAWTON, Okla., April 1.—W. T. Fay, rides and concession manager at Doe Doe Park here, plans to operate his kiddie rides at lower prices this year in an effort to hypo business. Concession prices will remain the same.

Three kiddie rides are being added. They are a Boat ride, Chair Swing and Ferris Wheel. Other improvements include a filtration plant for the pool, picnic fireplaces and a shooting gallery building.

Park is owned by B. F. Hutchins, with Bill Hutchins manager of the rink and pool. Park operates its rink and ballroom the year around.

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PAGE 262

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Midway: Lufkin, Tex.
American Eagle: Ripley, Miss.
American Midway: Waco, Tex.
Avery's Modern: Clawson, Mich.
Big State: Ozona, Tex.
Bogle, P. C.: Arma, Kan., 8-13.
Bohn & Sons United: Ardmore, Okla.
Borderland: Marfa, Tex.
Burdick's Greater: Goldthwaite, Tex.
Burke, Harry: Baton Rouge, La.
Burkhart: Fordyce, Ark.
Capell Bros.: Holdenville, Okla.
Capital City: LaGrange, Ga.
Carr, Lawrence: (Stadium) Quincy, Mass., 7-15.
Central States: Ponca City, Okla., 10-15.
Clifford's United: San Luis Obispo, Calif.
Craig's Heart of Texas: Monahans, Tex.; Midland 10-15.
Crescent Am. Co.: Kilgore, Tex.; Tyler 10-15.
Dickson United: Tishomingo, Okla.
Dixie Expo: Badin, N. C.
Downriver Am. Co.: River Rouge, Mich., 6-16.
Dumont: (Church Hill Lot) Richmond, Va.
Dyer's Greater: West Helena, Ark.

(See Carnival Routes on page 177)

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PEANUTS

Raw, in the Shell, Roasted Peanuts. Best Prices.

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(Formerly Called "Nucol") Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. CREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE OUNCE TRIAL BOTTLE will be mailed on receipt of cash or stamps to cover mailing expense.

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25 CENTS AT SHOP 27 CENTS DELIVERED ANYWHERE

Flashy Metal Table Lamp

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Large Circus Horses, Dolls, Pigs, Cat Banks, Sport Girls, Bulls, Pekes—All hollow pieces packed 12 of a kind to ctn., ea., 30¢. Medium size Sailor 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., F. O. B. Milwaukee. Will hold order for spring delivery.

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1 Star Jumbo display sample..... \$219.00 | 1 Super Star counter model, new \$395.00
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Peanut Roasters and Warmers bargains. 10 Popcorn Machines less than half price.

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John, Gaylord White, Tho Plain As Their Names, Are Standouts

(Continued from page 61)

his development. That credit he gives the late Max Linderman, former co-owner of the World of Mirth Shows, for whom Gaylord press agented before turning auto race promoter.

"Max was not one to make glib promises, Gaylord explains. "He weighed his words carefully. Once given, tho, he held to it, no matter what the cost."

Intimates of Linderman recall that the late carnival owner had the same feeling for Gaylord. His dad, of course, was his principal influence. Made motherless early in life, Gaylord's dad became both father and mother to him, and an unusually warm, close relation between the elder White and his son began.

The Whites have shared much in common. When Gaylord was a boy his dad was a baseball enthusiast. He fired his son with the same enthusiasm. Discerning the makings of a good ball player in his offspring, the elder White played catch with his son day after day on their South Dakota farm. That bore fruit: Gaylord went on to make the varsity baseball team at Iowa State University for three years, with his father as his constant and most ardent rooter.

Starts Young

Also, when Gaylord was young, his dad, then already enthusiastic about fairs, had become first assistant secretary, then secretary of the South Dakota State Fair at Huron. Thus, a like interest was sparked in Gaylord. He first participated in fairs as a 4-H Club exhibitor, then took to handling miscellaneous chores around the fairgrounds, particularly during fair week, and finally he went to work for the late Alex Sloan, then the top Midwest auto race promoter, who supplied the Huron fair with its speed events.

Now 43, Gaylord has been associated with the fair business ever since his 4-H days, excepting a stint in World War II. His father, who is approaching his 70th birthday, also started in the fair game early, getting his first taste while in college by showing dairy herds at Dakota annuals.

Of the two, Gaylord, who with Al Sweeney comprises National Speedways, Inc., suppliers of auto racing to Midwest and Southwest fairs, has had the most varied experience. Most of it, prior to his shift to promoting auto racing, was as a press agent for either fairs or their attractions.

Joins Auto Biggies

His apprenticeship in the auto race business was served with Alec Sloan and the late Ralph A. Hankinson, the two biggies in that field for many years. Gaylord directed publicity for about 10 fairs, including the North Carolina State, Raleigh; Florida State Fair, Tampa; Brockton, Mass., and Reading, Pa.

He was carnival press agent for nearly three years, all with the World of Mirth when Linderman and Frank Bergen were co-owners of that show. He also directed some publicity for varied interests of George A. Hamid, New York attractions booker and fair-park operator.

During World War II Gaylord held to his press agency role, his abilities in that field placing him in public relations for the duration. Upon the war's end Gaylord for a time was with the outdoor editoria' department of *The Billboard*, specializing in fair news. His many years handling press for fairs and their attractions, plus the enthusiasm fired by his father, gave him a detailed knowledge of almost every department of the average fair. Indicative of his broad knowledge is that he knows virtually every phase of harness horse racing. Moreover, tho an auto race promoter, he enjoys watching the wigglers go.

Gaylord's knowledge of what and how things go into making a fair have

proven a boon to him as a promoter. Fair execs have called upon him repeatedly for advice or suggestions and sometimes for his ever-willing hand. Thus, in not a few instances his relationship with fair clients has been based on something probably firmer and certainly broader than that of most auto race promoters.

Born November 10, 1906, in Perry, Ia, Gaylord spent most of his youth on a South Dakota farm while his father ranged the fairs of the Dakotas, Iowa and Minnesota as a farm publication writer, a field his father had entered upon completion of a course at Iowa State College.

Working on farm publications intensified the elder White's associations with fairs and led to his being named assistant secretary of the South Dakota State Fair in 1920. The following year he became secretary, a post he held thru 1932.

John maintained his interest in fairs even tho he was not connected with one for some years in an official capacity, and in 1939 he organized the Sioux Empire Fair, Sioux Falls, S. D., which he managed until 1942.

S. D. Fair Prexy

In 1946 he was elected a member of the South Dakota State Fair and now is president of the three-man fair board. Alert to changing times and new developments, he strives to have each department keep in step with the changes. He visits as many other fairs besides his own as time will permit and attends several State fair conventions and the meeting of the International Association of Fairs and Expositions each year.

The Whites have long maintained a steady correspondence with each other as Gaylord's career has sent him traveling widely thruout the country, while his dad except for some fair visits and attending fair conventions, has remained in the Dakotas most of the time.

Gaylord started on the road early, first as a high school youth in 1923, for Alex Sloan, for whom he handled some promotion details on Midwest auto race dates. After leaving the University of Iowa in 1930, Gaylord joined Sloan for the full season and remained with him until 1933, when he joined Hankinson, then the king in Eastern auto race promotion.

His agreement with Hankinson freed him each year to handle publicity for fairs. Thus, in 1933 thru 1935, he directed publicity for North Carolina State Fair, then operated by George A. Hamid, and for the Reading (Pa.) Fair.

Joins World of Mirth

In 1936 he went with the World of Mirth Shows, remaining with it until late 1938, when he became associated with John Sloan, son of Alex Sloan, who had died the previous year. He was with John for two seasons. In December of 1940 he teamed up with Al Sweeney, a fellow Sloan press agent, to establish National Speedways, Inc., and go out after fair auto race contracts.

The combination continued until July of 1942, when the war-time ban on auto racing went into effect. Discharged from the army July 22, 1945, Gaylord was the first promoter in the country to revive auto racing. With his partner, Sweeney, still in service, he resumed the combination's operations September 17 of that year at the Kansas State Fair, Hutchinson. Once back in full operation, the Gaylord-Sweeney team proceeded to build a heavy schedule of auto race dates which they have bolstered each year since.

Now definitely established in the field, Gaylord tries to spend as much time as possible with his dad.

GOOD LUCK FOR THE



1950

SEASON

MAY IT BE THE

BIGGEST

EVER



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1950 FAIR DATES

ALABAMA

Athens—Limestone Co. Colored Fair. Oct. 6-8. Mrs. Odell Smith.
 Birmingham—Alabama State Fair. Oct. 2-7. H. H. McIntosh.
 Dothan—Houston Co. Tri-State Fair. Oct. 23-28. L. J. Lunsford.
 Florence—North Ala. State Fair. Sept. 18-23. C. H. Jackson.
 Huntsville—Madison Co. Fair Assn. Sept. 18-23. Marie Dickson.
 Jasper—Northwest Ala. Fair. Sept. 18-23. Jim Williams.
 Laverne—Crenshaw Co. Fair Assn. Oct. 31-Nov. 5. W. J. Bell.

ARIZONA

Phoenix—Arizona State Fair. Nov. 3-12. Paul F. Jones.
 Wafford—Graham Co. Fair. Oct. 5-8. Hal Jackson.

ARKANSAS

Batesville—Independence Co. Fair. Approx. Oct. 1-4. Gene Mack Massey.
 Bentonville—Benton Co. Fair Assn. Sept. 19-23. Earl Fields.
 Berryville—Carroll Co. Fair. Sept. 13-16. C. T. Denney.
 Clinton—Van Buren Co. Fair. Sept. 12-15. Owen H. Biles.
 De Queen—Sevier Co. Fair Assn. Sept. 20-23. Ralph B. Kite.
 Fort Smith—Ark.-Okla. Livestock Expo. Sept. 25-30. A. D. Murphy.
 Hamburg—Ashley Co. Fair Assn. Sept. 21-23. Tom Durham.
 Hampton—Calhoun Co. Fair. Sept. 28-30. Jeff McDuffie.
 Hope—Third District Livestock Show. Sept. 25-30. Bob Shivers.
 Jasper—Newton Co. Fair Assn. Sept. 22-23. Mrs. E. P. Gorman.
 Little Rock—Arkansas Livestock Show & Rodeo. Oct. 2-7. Senator Clyde E. Byrd.
 Magnolia—Columbia Co. Fair. Sept. 18-23. W. E. Williamson.
 Ozark—Franklin Co. Fair Assn. Sept. 20-23. J. M. Hopper.
 Paris—Logan Co. Free Fair Assn. Sept. 13-16. Raymond F. Lowry.
 Perryville—Perry Co. Fair Assn. Sept. 14-16. Glen Wallace, Apin, Ark.
 Piggott—Clay Co. Fair Assn. Sept. 28-30. J. B. Swift.
 Pine Bluff—South Ark. Livestock Show Assn. Sept. 25-30. Charles F. Varn.
 Prescott—Nevada Co. Fair Assn. Sept. 20-22. Rex Carpenter.
 Russellville—Pope Co. Fair Assn. Sept. 20-23. Richard H. Lee.
 Waldron—Scott Co. Fair Assn. Latter part of Sept. Norman Goadner.
 Wynne—Cross Co. Fair Assn. Aug. 30-Sept. 2. W. B. Proctor.

CALIFORNIA

Anderson—27th Dist. Agri. Assn. Sept. 7-10. Joseph J. Speer.
 Angels Camp—Calaveras Co. Fair. May 19-21. Carl T. Mills.
 Antioch—Contra Costa Co. Fair. Sept. 14-17. Norman D. Sundborg.

Auburn—30th Dist. Agri. Assn. Sept. 22-24. L. F. Morgan.
 Bakersfield—Kern Co. Fair. Sept. 26-Oct. 1. W. H. Leask.
 Boonville—Mendocino Co. Fair. Sept. 28-Oct. 1. H. J. June.
 Callistoga—Napa Co. Fair. July 1-4. Edmund Warrener.
 Cedarville—Modoc Co. Fair. Sept. 8-10. Walter T. Rodman.
 Chico—Third District Fair. May 25-28. Maurice J. Hogan.
 Colusa—Colusa Co. Harvest Festival. Sept. 21-24. William S. Randall.
 Crescent City—Del Norte Co. Fair. Aug. 18-20. Robert B. McClure.
 Del Mar—San Diego Co. Fair. June 30-July 9. Shirley Alsbaugh.
 Dixon—Solano Dist. Fair. May 4-7. Patrick T. McCarthy.
 Eureka—Ninth Dist. Agri. Assn. June 14-18. Ralph H. Barnes.
 Ferndale—Humboldt Co. Fair. Aug. 8-13. Dr. Joseph N. D. Hindley.
 Fresno—Fresno Dist. Fair. Sept. 30-Oct. 8. Tom A. Dodge.
 Galt—Sacramento Co. Fair. July 14-23. Eugene Kenefick.
 Grass Valley—Nevada Co. Fair. Aug. 24-27. Edith B. Scott.
 Gridley—Butte Co. Fair. Aug. 24-27. Joseph E. Whitaker.
 Hanford—Kings Co. Fair. Oct. 12-15. Leon Dunning.
 Hayfork—Trinity Co. Fair. Aug. 25-27. J. D. Berry.
 Hemet—Farmers Fair & Festival. Oct. 4-8. Fred M. Bruderlin.
 Hollister—Thirty-Third Dist. Agri. Assn. Oct. 6-8. J. M. Leonard.
 King City—Salinas Valley Fair. April 28-30. L. H. Burns.
 Lakeport—Lake Co. Fair. Sept. 1-4. C. P. Lewis.
 Lancaster—Antelope Valley Fair. Sept. 7-10. D. R. Jaqua.
 Los Banos—Merced Co. Fair. May 4-7. C. W. Bates.
 McArthur—Inter-Mountain Fair of Shasta Co. Sept. 2-4. George Ingram.
 Madera—Madera Dist. Fair. Sept. 21-24. J. T. O'Shaughnessy.
 Mariposa—Mariposa Co. Fair. Sept. 2-4. Thelie Stroming.
 Merced—Merced Co. Fair. Sept. 13-17. W. C. Woxberg.
 Monterey—Monterey Co. Fair. Sept. 28-Oct. 1. Fred S. McCargar.
 Napa—Napa Co. Fair. Aug. 10-13. Lowell J. Edington.
 Northridge—San Fernando Valley Fair. Aug. 31-Sept. 4. Max P. Schonfeld.
 Orland—Glenn Co. Fair. Sept. 13-17. Jesse W. Bequette.

Paso Robles—San Luis Obispo Co. Fair. Aug. 24-27. Lawrence W. Lewin.
 Petaluma—Fourth Dist. Agri. Assn. July 20-23. Dolph Young.
 Placerville—El Dorado Co. Fair Assn. Sept. 8-10. Silvio Ronzone.
 Pleasanton—Alameda Co. Agri. Fair. Aug. 9-19. Wray L. Bergstrom.
 Plymouth—Amador Co. Fair. Aug. 25-27. Wentworth Lynch.
 Pomona—Los Angeles Co. Fair. Sept. 15-Oct. 1. C. B. Afflerbaugh.
 Quincy—Plumas Co. Fair. Aug. 10-13. Tulsa E. Scott.
 Red Bluff—Tehama Co. Fair. Aug. 25-27. Robert R. Noble.
 Roseville—Placer Co. Fair. Aug. 10-13. Nie Huddleston.
 Sacramento—California State Fair. Aug. 31-Sept. 10. E. P. Green.
 San Francisco—Nat'l Livestock Expo., Horse Show & Rodeo. Oct. 27-Nov. 5. Carl L. Garrison.
 San Jose—Santa Clara Co. Fair. Sept. 11-17. Russell E. Pettit.
 San Mateo—San Mateo Co. Fair. Sept. 8-16. Floyd H. Tower.
 Santa Ana—Orange Co. Fair. Aug. 16-20. William P. Davis.
 Santa Barbara—Santa Barbara Fair. July 11-16. Horace W. Rupp.
 Santa Maria—Santa Barbara Co. Fair. July 19-24. Jesse H. Chambers.
 Sonora—Mother Lode Fair. May 11-14. C. B. Mathews.
 Stockton—San Joaquin Co. Fair. Aug. 19-27. E. G. Vollmann.
 Susanville—Lassen Co. Fair. Aug. 22-27. A. A. Jensen.
 Tulare—Tulare Co. Fair. Sept. 19-24. A. J. Elliott.
 Turlock—Stanislaus Dist. Fair. Aug. 7-12. W. F. Hollingsworth.
 Ukiah—Twelfth Dist. Fair. Aug. 25-27. Mrs. W. C. Peters.
 Vallejo—Solano Co. Fair. June 15-18. Al St. John.
 Ventura—Ventura Co. Fair. Oct. 4-8. L. E. Ver Husen.
 Victorville—San Bernardino Co. Fair. Aug. 24-27. Oren Robertson.
 Watsonville—Santa Cruz Co. Fair. Sept. 21-24. E. P. Johnson.
 Woodland—Yolo Co. Fair. Aug. 17-20. Stuart B. Waite.
 Yreka—Siskiyou Co. Fair. Aug. 25-27. Edward B. Mathews.
 Yuba City—Thirteenth Dist. Agri. Assn. Sept. 29-Oct. 1. Roy L. Welch.

COLORADO

Hotchkiss—Delta Co. Fair Assn. Sept. 6-9. Mark R. Clay.
 Julesburg—Sedgwick Co. Fair & Rodeo. Sept. 7-9. D. W. Acott.
 Loveland—Larimer Co. Fair & Rodeo. Aug. 14-16. Lloyd E. Bowman.
 Pueblo—Colorado State Fair. Aug. 28-Sept. 1. Frank H. Means.
 Rifle—Garfield Co. Rodeo Assn. Sept. 3-4. James W. Hybarger.
 Rocky Ford—Arkansas Valley Fair Assn. Sept. 5-7. Noel P. Kelm.
 Yuma—Yuma Co. Fair. Aug. 10-12. Larry McMillan, Wray, Colo.

CONNECTICUT

Bethlehem—Bethlehem Fair Soc. Sept. 9-10. Mrs. Frank Devine, 32 Wyman St., Waterbury.
 Danbury—Danbury Fair. Sept. 30-Oct. 8. John W. Leahy.
 Durham—Durham Fair. Sept. 29-30. Mrs. Harold P. Hall, Durham Center, Conn.
 Fairfield—Greenfield Hill Grange Fair. Sept. 9. Mrs. Eleanor Lyon.
 Goshen—Goshen Fair. Sept. 3-4. Edward N. Randall.
 Haddam Neck—Haddam Neck Fair Assn. Sept. 4. Leonard J. Selden, E. Hampton, Conn.
 Harwinton—Harwinton Fair. Oct. 7-8. M. H. Plaskett, R. F. D. 2, Torrington, Conn.
 Hazardville—Union Agri. Soc. Sept. 26-27. B. R. Grant, Merose, Conn.
 Lyme—Hamburg Fair. Aug. 19. Frances Harrison, Old Lyme, Conn.
 Madison—Future Farmers' Fair. Sept. 16. Frank Rich.
 North Haven—North Haven Fair. Sept. 7-10. Mrs. Joseph Bartlett.
 Norwich—Norwich Grange Fair. Sept. 8-9. Mrs. Luella P. Browning, Norwichtown, Conn.
 Orange—New Haven Co. 4-H Assn. Aug. 18-19. Ann Wooding, North Haven, Conn.
 Riverton—Union Agri. Soc. Oct. 14-15. Grace D. Seymour, R. D. 2, Winsted, Conn.
 Stafford Springs—Stafford Fair. Sept. 28-Oct. 1. Louise L. Benton.
 Terryville—Terryville Country Fair, Lions Club. Sept. 16-17. J. Francis Ryan.

DELAWARE

Harrington—Kent & Sussex Co. Fair. July 24-29. Mrs. Ernest Raughley.

FLORIDA

Panama City—Bay Co. Fair Assn. Oct. 2-7. D. C. Suggs, Millville Sta., Panama City.
 Pensacola—Pensacola Interstate Fair. Oct. 16-21. J. E. Frenkel.
 Tallahassee—North Fla. Fair Assn. Oct. 31-Nov. 4. Lloyd Rhoden.

GEORGIA

Athens—Athens Agri. Fair. Oct. 23-28. F. H. Williams.
 Atlanta—Southeastern Fair Assn. Sept. 27-Oct. 7. Mike Benton.

Augusta—Exchange Club Fair. Oct. 30-Nov. 4. E. C. Mertins.
 Bainbridge—Decatur Co. Fair. Oct. 16-21. Tom E. Rich.
 Carrollton—Carroll Co. Fair. Oct. 2-7. Bert Hobbs.
 Cartersville—Bartow Co. Am. Legion Fair. Sept. 25-30. Victor H. Waldrop.
 Columbus—Chattahoochee Valley Expo. Oct. 9-14. P. L. Jenkins.
 Conyers—Rockdale Co. Am. Legion Fair. Sept. 25-30. Waldo U. Bowen Jr.
 Cordele—Central Georgia Fair. Oct. 23-28. J. D. Rainey.
 Dawson—Am. Legion South Ga. Co. Fair. Oct. 30-Nov. 4. Al H. Miller.
 Douglas—Douglas Fair. Week of Oct. 2. Milton O. Fletcher.
 Eastman—Dodge Co. Am. Legion Fair. Oct. 2-7. R. T. Ragan.
 Elberton—Elberton Fair. Week of Sept. 18. I. V. Hulme.
 Greensboro—Greene Co. Fair Assn. Oct. 2-7. C. H. Crumby.
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 23-28. Roger W. Lawson.
 Macon—Georgia State Fair. Oct. 16-21. E. Ross Jordan.
 Manchester—Tri-County Fair. Sept. 25-30. Welby Griffith.
 Metter—Metter-Candler Co. Fair. Oct. 9-14. L. C. Anderson.
 Milledgeville—Middle Georgia Fair. Oct. 9-14. Paisley Davis.
 Swainsboro—Emanuel Co. Fair. Oct. 2-7. Earl M. Varner.

IDAHO

Blackfoot—Eastern Idaho State Fair. Sept. 12-16. Ruth C. Hartkopf.
 Boise—Western Idaho State Fair. Aug. 22-26. Clare E. Hunt.
 Cambridge—Washington Co. Fair Assn. Aug. 25-27. Buck Howland.
 Coeur d'Alene—Kootenai Co. Fair Assn. Sept. 28-30. C. W. Neider.
 Downey—Marsh Valley Fair & Rodeo. Aug. 31-Sept. 2. Arvilla McKay.
 Filer—Twin Falls Co. Fair & Rodeo. Aug. 30-Sept. 2. Thomas Parks.
 Gooding—Gooding Co. Fair & Rodeo. Aug. 17-19. Robert E. Higgins.
 Lava Hot Springs—Bannock Co. 4-H Fair. Aug. 25-26. M. H. Kennington, Pocatello.
 Malad City—Oneida Co. Fair. Sept. 8-10. K. V. Hanson.
 Nezperce—Lewis Co. Fair. Sept. 22-24 (tentative). Gordon Dailey.
 Ririe—Jerrison Co. Fair. Sept. 1-2. Carl M. Shaner.

ILLINOIS

Albion—Edwards Co. Fair Assn. Aug. 22-26. Loy L. Thread.
 Alton—Mercer Co. Agri. Assn. Aug. 28-Sept. 1. C. O. Ford.
 Altamont—Effingham Co. Fair Assn. Aug. 6-11. M. C. Alvert.
 Anna—Anna Fair. Aug. 21-25. Glendale Hudgens.
 Arthur—Moultrie-Douglas Co. Fair Assn. Aug. 8-12. H. E. Hood.
 Augusta—Augusta Livestock Assn. July 18-21. L. Wayne Robinson.
 Belleville—St. Clair Co. Fair Assn. July 29-Aug. 5. George Gerken.
 Belvidere—Northern Ill. Fair Assn. Aug. 4-6. Mrs. Frieda Spencer.
 Benton—Franklin Co. Fair. July 31-Aug. 4. Arley E. Martin.
 Bloomington—McLean Co. Fair. Aug. 7-10. Jack Stevenson.
 Bridgeport—Lawrence Co. Fair Assn. Aug. 21-25. Grover C. Gross.
 Brownstown—Fayette Co. Fair Assn. Aug. 1-5. L. A. Tudor.
 Cambridge—Henry Co. Fair Assn. Aug. 8-11. Esther B. Werbach.
 Carmi—White Co. Agri. Soc. Aug. 14-18. Ben Berfield.
 Carrollton—Greene Co. Fair Assn. July 17-21. E. J. Lukeman.
 Carlinville—Macoupin Co. Fair. Aug. 2-5. O. H. Cooper, Palmyra, Ill.
 Charleston—Coles Co. Fair Assn. July 31-Aug. 5. Robert R. Blackford.
 Chicago—Internat'l Livestock Expo. Nov. 25-Dec. 6. Wm. E. Ogilvie, Union Stock Yards.
 Danville—Eastern Illinois Fair Assn. July 30-Aug. 4. Paul C. Jolley, Indianapolis.
 Decatur—Marion Co. Fair. July 26-28. E. L. Huntley.
 Du Quoin—Du Quoin State Fair. Aug. 29-Sept. 4. Don M. Hayes.
 Elgin—Kane Co. Fair. Aug. 3-8. Harry E. Raplus.
 Fairbury—Fairbury Fair Assn. Aug. 23-26. Robert J. Maurer.
 Fairfield—Wayne Co. Agri. Fair. Aug. 7-11. Glen Baker.
 Farmer City—Farmer City Fair. July 30-Aug. 4. Raymond Resser.
 Flora—Clay Co. Agri. Assn. July 31-Aug. 4. Loren H. Petty, Clay City, Ill.
 Freeport—Stephenson Co. Fair Assn. Aug. 23-26. Roy Hefty, Orangeville, Ill.
 Georgetown—Georgetown Fair Assn. Aug. 21-26. G. E. Blainey.
 Golconda—Pope Co. Fair. Aug. 28-Sept. 1. Phillip Schoettle.
 Greenup—Greenup-Cumberland Co. Fair Assn. Aug. 21-26. W. B. Freeman.
 Greenville—Bond Co. Fair Assn. Aug. 22-26. Theron T. Dewey.
 Griggsville—Western Illinois Fair. July 4-8. Mrs. Harvey Newman.
 Hamilton—Hancock Co. 4-H Club Fair. Aug. 3-4. Eugene Hofford, Carthage, Ill.
 Henry—Marshall-Putnam Fair. Aug. 29-Sept. 1. R. H. Monier, Sparland, Ill.
 Harrisburg—Saline Co. Agri. Assn. July 15-22. L. M. Hancock.
 Highland—Madison Co. Fair Assn. Aug. 2-6. James H. Wilson.
 Kankakee—Kankakee Co. Fair Assn. Aug. 7-11. Roy H. Robinson.

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Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard.
 The next complete List of Fair Dates will be published in the issue of The Billboard to be dated June 24.

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Knoxville—Knox Co. Fair, Aug. 8-11. Ray Swanson, Galesburg, Ill.
La Fayette—La Fayette Fair, Aug. 1-4. Charles Caverly, Toulon, Ill.
Lewistown—Fulton Co. Fair Assn. Aug. 1-5. Luchian Crissey.
Lincoln—Logan Co. Fair Assn. Aug. 8-11. Wilbur E. Layman.
Litchfield—South Central Dairy Day & Fair, Aug. 8-10. William Hartke Sr.
Macomb—McDonough Co. Fair Assn. July 25-28. James L. Allen.
Martinsville—Martinsville Fair Assn. July 17-22. H. T. Bennett.
Mason—Grundy Co. District Fair, Aug. 31-Sept. 4. W. F. Carter.
McLeansboro—Hamilton Co. Fair Assn. July 1-7. H. (Red) Mead.
Marion—Williamson Co. Agri. Assn. Aug. 7-12. Ray Miller.
Marshall—Clark Co. Fair, Aug. 7-11. Fred Huffington.
Melvin—Ford Co. Fair, Sept. 8-9. C. D. Thompson.
Mendon—Mendon Adams Co. Fair, Aug. 7-11. L. M. Brumback.
Mendota—Tri-County Fair, Sept. 2-4. Paul A. Stenger.
Metropolis—Massac Co. Fair, July 3-8. Paul Powell, Vienna, Ill.
Milford—Iroquois Co. Fair Assn. July 30-Aug. 3. Charles Allen, Clansan Park, Ill.
Moline—Rock Island Co. Fair, Aug. 24-26. William T. McKelvey, Reynolds, Ill.
Monroe—Monroe-Will Co. District Fair, Aug. 20-23. Scott M. McLaughlin.
Morrison—Whiteside Co. Central Agri. Soc. Aug. 28-Sept. 1. V. M. Dearinger.
Mount Carmel—Mt. Carmel Fair, Aug. 23-28. E. Guy Pitzley.
Mount Sterling—Brown Co. Fair, Aug. 1-4. Walter Manney.
Mount Vernon—Mt. Vernon State Fair Assn. July 10-15. Clyde Lee.
Nashville—Washington Co. Fair Assn. Aug. 18-18. Wilbur D. Smith.
Newton—Jasper Co. Agri. Assn. July 9-14. C. L. Bateman.
Oblong—Crawford Co. Fair Assn. Sept. 4-9. C. B. Price.
Olney—Richland Co. Farm & Fair Assn. Aug. 28-Sept. 1. W. H. Shultz.
Oregon—Ogle Co. Fair, Sept. 2-4. E. D. Landers.
Pana—Pana Tri-Co. Fair Assn. Sept. 1-4. James Mollaki.
Paris—Edgar Co. Fair Assn. July 23-28. P. S. Henry.
Peatonica—Winnebago Co. Fair Assn. Sept. 7-10. Donald Pals.
Peoria—Heart of Illinois Expo, Aug. 22-Sept. 4. L. S. Hackett.
Peotone—Will Co. Fair Assn. Aug. 25-27. Thomas Clifton.
Peotone—Menard Co. Fair, Aug. 28-Sept. 1. G. Sam Watkins.
Pickneyville—Perry Co. Agri. Assn. July 17-21. Mrs. J. H. Stumps.
Pleasant Hill—Pleasant Hill-Pike Co. Fair, Aug. 21-23. J. L. Laugharn.
Pontiac—Livingston Co. Fair Assn. Aug. 8-10. Guy K. Gee.
Princeton—Bureau Co. Fair, Aug. 22-25. Wayne Sluts.
Rushville—Schuyler Co. Fair Assn. July 3-8. Robert J. Nelson.
Salem—Marion Co. Fair Assn. Aug. 21-26. Jack Reading, Centralia, Ill.
Sandwich—Sandwich Fair Assn. Sept. 6-10. C. R. Brady.
Shawneetown—Gallatin Co. Fair Assn. Sept. 12-15. C. I. Oldham.
Sparta—Randolph Co. Fair, Aug. 1-4. Harry G. Foster.
Springfield—Illinois State Fair, Aug. 11-20. Hubert W. Elliott.
Stronghurst—Henderson Co. Fair Assn. Aug. 2-4. Ralph Butler.
Taylorville—Christian Co. Fair, July 30-Aug. 4. Cliff C. Hunter.
Urbana—Champaign Co. Fair Assn. July 23-27. Alvin A. Bray.
Vienna—Johnson Co. Fair, July 24-28. Paul Powell.
Warren—Warren Fair, Aug. 17-20. J. W. Richardson.
Woodstock—McHenry Co. Fair, July 28-29. Lyle Paulson.

INDIANA

Akron—Akron Fair Assn. Sept. 13-16. Joseph Bahny.
Anderson—Anderson Free Fair, July 3-8. Earl J. McCaree.
Argos—Marshall Co. 4-H Fair Assn. Aug. 18-19. C. J. Umbaugh.
Birknell—Knox Co. Farm Fair, Aug. 8-12. Erwin D. Scott.
Boonville—Boonville Fair Assn. July 31-Aug. 4. Albert C. Derr.
Bourbon—Bourbon Fair Assn. Sept. 19-23. Harvey Byrer.
Brownstown—Jackson Co. Free Fair Assn. Aug. 8-12. Richard Elliott.
Columbus—Bartholomew Co. Fair Assn. July 16-21. F. M. Overstreet.
Connersville—Payette Co. Free Fair, Aug. 14-18. Ross Dorsett.
Converse—Miami Co. Agri. Assn. Aug. 28-Sept. 3. G. L. Knox.
Corydon—Harrison Co. Agri. Soc. Aug. 21-26. Dr. L. B. Wolfe.
Crown Point—Lake Co. Central States Fair, Aug. 19-28. George H. Neisca.
Decatur—Decatur Street Fair & Agri. Show, July 24-29. R. W. Pruden.
Dugger—Cass Township Fair, July 25-29. Harry Borders, American Legion.
Ellettsville—Community Club Fair, July 31-Aug. 5. Robert Jones.
Goshen—Elkhart Co. Fair, Aug. 21-26. Roy M. Amos.
Greencastle—Putnam Co. Fair & 4-H Club Assn. Aug. 7-12. Roy C. Sutherland.
Hamlet—Starke Co. 4-H Club Fair, Aug. 2-5. Tom J. Bell, R. B. 2, Knox, Ind.
Hartford City—Blackford Co. 4-H Fair, Aug. 15-19. Fred Major.
Indianapolis—Indiana State Fair, Aug. 30-Sept. 8. Carl Tyner.
Kendallville—Noble Co. Fair, Aug. 14-19. Clinton S. Himmel.
Kettie—Newton Co. Fair, Sept. 4-8. A. M. Schuh.
La Porte—La Porte Co. Fair, Aug. 14-19. Robert Pelan.
Lawrenceburg—Dearborn Co. Fair, July 24-29. Harold A. Carlton.

Logansport—Cass Co. Fair Assn. July 23-29. William (Babe) Thomas Jr.
Lyons—Lyons Community Club Fair, Aug. 22-26. Melvin B. Biggs.
Muncie—Delaware Co. Fair, July 30-Aug. 6. A. G. Norrick.
New Bethel—Marion Co. Fair, Aug. 6-11. Harry C. Roberts, Wanamaker, Ind.
Osgood—Ripley Co. Fair Assn. July 20-Aug. 5. William B. Delay.
Portland—Jay Co. Fair Assn. Aug. 6-11. Orifer R. Holsapple.
Princeton—Gibson Co. Agri. Soc. Aug. 14-19. V. L. Beatty.
Rensselaer—Jasper Co. Fair Assn. Aug. 15-19. C. E. Hardin.
Rockville—Parke Co. Fair Assn. Aug. 15-19. Robert L. Taylor.
Salem—Farmers & Merchants Fair Assn. Aug. 17-19. R. R. Taah.
Shelbyville—Shelby Co. Fair Assn. Aug. 6-11. Ralph S. Briggs.
South Bend—St. Joseph Co. 4-H Fair, Aug. 2-5. Oscar Valentine.
Spencer—Owen Co. Fair Assn. Aug. 15-19. T. Perry Wesley.
Sunman—Sunman Am. Legion Fair, Sept. 1-4. Edwin Berger.
Terre Haute—Wabash Valley Fair, Aug. 21-27. E. E. Tygret, Box 839.
Wabash—Wabash Co. Agri. Assn. Aug. 22-26. E. R. Paulus.
Warsaw—Kosciusko Co. Fair Assn. Aug. 28-Sept. 2. Roger P. Dunn.

IOWA

Adel—Dallas Co. Fair Assn. Aug. 17-19. J. Dwight Brown.
Albia—Monroe Co. Fair Assn. Aug. 16-19. Lloyd M. Reid.
Algona—Kossuth Co. Agri. Assn. Aug. 16-19. L. W. Nichols.
Allison—Butler Co. Fair Assn. Aug. 10-13. Virgil E. Shepard.
Alta—Buena Vista Co. Agri. Soc. Aug. 10-13. G. A. Soderquist.
Atlantic—Cass Co. Fair Assn. Aug. 14-17. H. E. Collins.
Audubon—Audubon Co. Agri. Assn. Sept. 11-15. D. C. Perley.
Aycos—Pottawattamie Co. Fair Assn. Aug. 7-10. Dean Chandler.
Bedford—Taylor Co. Fair, July 24-29. Guy H. Miller.
Bloomfield—Davis Co. Fair, Aug. 16-19. C. C. Wagler.
Boone—Boone Co. 4-H Fair, Aug. 21-23. T. N. Nelson.
Brooklyn—Poweshiek Co. Agri. Assn. Aug. 21-23. L. D. Brown.
Burlington—Burlington Hawkeye Fair, Aug. 6-10. Walter B. Eyre.
Cedar Rapids—All-Iowa Fair, Aug. 12-17. Andrew C. Hanson.
Centerville—Appanoose Co. Fair Assn. Aug. 8-11. Richard Johnston.
Central City—Linn Co. Fair, Aug. 3-5. T. W. Lewis.
Clarinda—Page Co. Fair, Aug. 14-17. Ken Pulk.
Colfax—Jasper Co. Fair, Aug. 21-24. Leslie Doak, R. 1, Newton, Ia.
Columbus Junction—Lousia Co. Fair, Aug. 14-17. H. M. Duncan.
Coon Rapids—Four-County Fair, Aug. 21-24. Donald Williams.
Corning—Adams Co. Fair, July 30-Aug. 3. Robert J. Gauthier.
Corydon—Wayne Co. Fair, Aug. 21-23. A. L. Cobel.
Cresco—Howard Co. Fair, Aug. 7-11. C. C. Nichols.
Davenport—Miss. Valley Fair, Aug. 15-20. Frank Harris.
Decorah—Winnebago Co. Agri. Assn. Aug. 17-20. Leon R. Brown, Cresco, Ia.
Denison—Crawford Co. Fair, Aug. 14-17. Bryan Weberg, Kiron, Ia.
Derby—Derby District Fair, Aug. 14-17. Harry E. Poblson.
Des Moines—Iowa State Fair, Aug. 23-Sept. 1. L. B. Cunningham.
Des Moines—Polk Co. 4-H Fair, Aug. 9-11. Donald G. Harman.
DeWitt—Clinton Co. 4-H Club Show, Aug. 7-11. Lyle Haring.
Donnellson—Lee Co. Fair, July 26-29. J. R. Doherty.
Eagle Grove—Eagle Grove District Junior Fair, Aug. 21-23. Gerhard Hanson.
Eldon—Wapello Co. Agri. Fair, Aug. 21-24. L. W. Hall.
Eldora—Hardin Co. Fair, Aug. 17-19. C. W. Haase.
Elkader—Elkader Fair, Aug. 14-16. E. P. Selfert.
Emmetsburg—Palo Alto Co. Fair Assn. Aug. 14-16. H. E. Barringer.
Estherville—Emmet Co. Agri. Show, Aug. 20-23. Lincoln N. Shonkwiler.
Fairfield—Jefferson Co. Fair, Aug. 14-17. Kenneth L. Larson, R. B. 3.
Fonda—Pocahontas Co. Agri. Soc. Aug. 19-21. B. F. Barber.
Fort Dodge—Webster Co. 4-H Fair, Aug. 15-17. Jake W. Bram.
Greenfield—Adair Co. Fair, Aug. 20-24. Dean Don Carlos.
Grundy Center—Grundy Co. Agri. Soc. Aug. 7-9. C. H. Trepp.
Guthrie Center—Guthrie Co. Fair, Sept. 5-8. M. L. Branson.
Hampton—Franklin Co. Fair Assn. Aug. 19-22. Glenn D. Craighton.
Harian—Shelby Co. Fair Assn. Aug. 21-24. J. H. Frederickson.
Hartley—O'Brien Co. Agri. Soc. Aug. 15-16. J. H. Longstreet, Primghar, Ia.
Humboldt—Humboldt Co. Agri. Soc. Aug. 14-17. Levi W. Olson.
Ida Grove—Ida Co. Agri. Soc. Aug. 14-16. Bruce W. Marcus.
Independence—Buchanan Co. Fair, Aug. 1-4. W. J. Campbell, Jesup, Ia.
Indianola—Warren Co. Free Fair, Aug. 7-10. Carl Hirsh.
Jefferson—Greene Co. Fair Assn. Aug. 14-18. Francis L. Cudahy.
Keosauqua—Van Buren Co. Fair, Aug. 8-12. Thaine Hogue.
Knoxville—Marion Co. Fair, Aug. 1-5. Henry Helms.
Le Mars—Plymouth Co. 4-H Show, Aug. 21-23. Don F. Carter.
Lorimor—Lorimor Agri. Soc. Aug. 16-19. Clyde Thompson.
Malvern—Mills Co. Fair Assn. Aug. 8-11. D. M. Eitne.

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Manchester—Delaware Co. Fair. Aug. 8-11. E. W. Williams.
Mansion—Calhoun Co. Fair. Aug. 17-20. Sara S. Klotz.
Maquoketa—Jackson Co. Fair Assn. Aug. 6-9. L. S. Lein.
Marshalltown—Central Iowa Fair. Sept. 1-5. Wendell Benson.
Mason City—North Iowa Fair Assn. Aug. 31-Sept. 4. Millard C. Lawson.
Missouri Valley—Harrison Co. Fair Assn. Aug. 7-9. Fred C. Behm.
Monticello—Jones Co. Fair. Aug. 16-19. Claude Appleby.
Mount Ayr—Ringgold Co. Fair Assn. Aug. 16-19. Stuart W. Hoover.
Mount Pleasant—Henry Co. Fair Assn. July 31-Aug. 5. Dr. George W. Sutton.
Moville—Woodbury Co. Fair Assn. Sept. 6-9. F. H. Rebelsky.
Nashua—Big Four Fair. Aug. 22-25. Norton Bloom.
National—Clayton Co. Fair. Aug. 11-14. Walter W. Jacobs.
Nevada—Story Co. 4-H Fair Assn. Aug. 14-17. Glenn Z. Bandau, R. P. D. 2. Ames, Ia.
Northwood—Worth Co. Fair. Aug. 13-16. Glenn O. Tenold.
Onawa—Monona Co. Fair. Aug. 21-24. Harold J. McNeill.
Osage—Mitchell Co. Fair Assn. Aug. 24-27. Max Katz.
Osceola—Clarke Co. 4-H Fair Assn. Aug. 14-17. Cecil V. Lutz, New Virginia, Ia.
Oskaloosa—Southern Iowa Fair Assn. Aug. 5-9. Clyde A. Hanna.
Postville—Big 4 Agrl. Soc. Sept. 1-4. A. S. Burdick.
Rock Rapids—Lyon Co. Fair. Aug. 13-16. Bob Sutton.
Rockwell City—Calhoun Co. Expo. Aug. 7-9. Herman A. Klemeier.
Sac City—Sac Co. Fair. Aug. 20-23. L. T. Freese.
Sibley—Osceola Co. Livestock Show. Aug. 29-Sept. 1. Paul F. Cavanagh.
Spencer—Clay Co. Fair Assn. Sept. 11-16. Bill Woods.
Spirit Lake—Dickinson Co. Agrl. Soc. Aug. 21-23. L. E. Hendricks.
Thompson—Winnebago Co. Junior Show. Aug. 17-19. C. E. Judd.
Tipton—Cedar Co. Fair Assn. Aug. 8-11. Eugene R. Moore.
Traer—Tama Co. Fair Assn. Aug. 9-12. Ray Higgins, Toledo, Ia.
Vinton—Benton Co. Fair. Aug. 7-10. David H. Hibbs.
Waterloo—National Dairy Cattle Congress. Sept. 30-Oct. 6. E. S. Estel.
Waukon—Allamakee Co. Fair Assn. Aug. 14-17. A. M. Munserud, Harpers Ferry, Ia.
Waverly—Bremer Co. Fair Assn. Aug. 9-10. L. V. Ormston.
Webster City—Hamilton Co. Expo. Sept. 4-8. Pat W. Halleck.
West Liberty—West Liberty Fair. Aug. 21-24. Robert F. Barclay.
West Union—Fayette Co. Fair. Aug. 22-26. Ed Bauder.
What Cheer—Keokuk Co. Fair. Aug. 19-22. Robert R. Reinert.
Winterset—Madison Co. Fair. Aug. 21-23. J. Earl Graves.

Tonganoxie—Leavenworth Co. Fair. Aug. 30-Sept. 1. George L. Baker.
Topeka—Kansas Free Fair. Sept. 9-13. M. W. Jencks.
Wakeeney—Trego Co. Free Fair. Aug. 22-25. Lew H. Galloway.
West Mineral—Mineral District Free Fair. Sept. 6-9. John Blair.
Wetmore—Nebraska Co. Free Fair. Aug. 7-9. Raymond McDaniel.
Winfield—Cowley Co. Free Fair Assn. Aug. 29-Sept. 1. Noble Bradbury.

KENTUCKY

Alexandria—Alexandria Fair. Sept. 2-4. J. W. Shaw, Newport, Ky.
Beattyville—Lee Co. Fair. Sept. 14-16. Lee Tyler.
Boonsville—Owsley Co. Fair Assn. Sept. 14-16. Fred W. Gabbard.
Brookland—Brookland Fair. Aug. 15-19. C. N. Scott, Crab Orchard, Ky.
Germanatown—Germanatown Fair. Aug. 10-12. R. K. Ashby, R. 1, Augusta, Ky.
Harrodsburg—Mercer Co. Fair. July 24-29. H. K. Yates.
Lawrenceburg—Lawrenceburg Fair. July 16-22. W. S. T. Johnson.
Lebanon—Marion Co. Am. Legion Fair. Aug. 16-19. Sam B. Spalding.
London—Laurel Co. Fair. Aug. 16-19. Silke Asher.
Louisville—Kentucky State Fair. Sept. 10-16. George E. Lambert.
Paducah—West Kentucky Fair. July 18-21. Lee Livingston.
Russell Springs—Russell Co. Fair Assn. Aug. 2-5. R. Felton Robertson.
Shelbyville—Shelby Co. Agrl. Assn. Aug. 1-5. Phil W. Mosser.
Springfield—Washington Co. Fair. June 21-24. Theo. C. Campbell.
Vanceburg—Lewis Co. Fair Assn. Oct. 6-7. Mrs. Garnet M. Moore.

LOUISIANA

Coushatta—Red River Parish Fair. Sept. 26-23. Lester P. Vetter.
De Ridder—Beauregard Parish Fair Assn. Oct. 1-7. John T. Wooten.
Donaldsonville—South La. State Fair. Oct. 5-8. Adolphe Netter.
Ferriday—Concordia Parish Fair. Oct. 12-15. R. W. Kemp, Monterey, La.
Haynesville—Claiborne Parish Fair Assn. Oct. 4-7. L. H. Dobbins.
Leesville—Vernon Parish Fair Assn. Sept. 25-30. F. W. Jackson, Simpson, La.
Oberlin—Allen Parish Fair Assn. Sept. 28-30. G. C. Meaux.
Port Allen—West Baton Rouge Parish Fair Assn. Sept. 21-24. L. C. Mariensaux.
Shreveport—State Fair of Louisiana. Oct. 21-29. W. R. Hirsch.
Sulphur—Calcasieu-Cameron Bi-Parish Fair. Oct. 22-28. Mrs. Irene L. Owens.
Tallulah—Louisiana Delta Fair Assn. Oct. 16-20. J. M. Giffoll.
Verde—Grant Parish Fair Assn. Sept. 27-30. Odella Purvis, New Verda.

MAINE

Bangor—Bangor State Fair. Aug. 7-12. Roy Sinclair.
Dover-Foxcroft—Piscataquis Valley Fair. Aug. 26. Frank A. Pierce.
Fryeburg—Fryeburg Fair. Oct. 2-7. G. Myron Kimball.
Lewiston—Maine State Fair Assn. Sept. 4-9. Jim O'Keane.
North Waterford—World's Fair Assn. Sept. 28-30. Bill Button.
Presque Isle—Northern Maine Fair. July 31-Aug. 5. Robert D. Andrews.
Skowhegan—Skowhegan State Fair. Aug. 10-19. Roy E. Symons.
Windsor—Windsor Fair. Aug. 29-Sept. 4. E. R. Hayes.

MARYLAND

Cambridge—Eastern Shore Fair Assn. Aug. 21-26. William Howard Robbins.
Frederick—Frederick Fair. Oct. 3-7. Guy K. Motter.
Galltersburg—Montgomery Co. Fair. Aug. 22-26. R. N. Whipp, Rockville, Md.
Hagerstown—Hagerstown Fair. Sept. 18-23. Charles E. Cushman.
Timonium—Maryland State Fair. Aug. 30-Sept. 9. Matt L. Dalger.

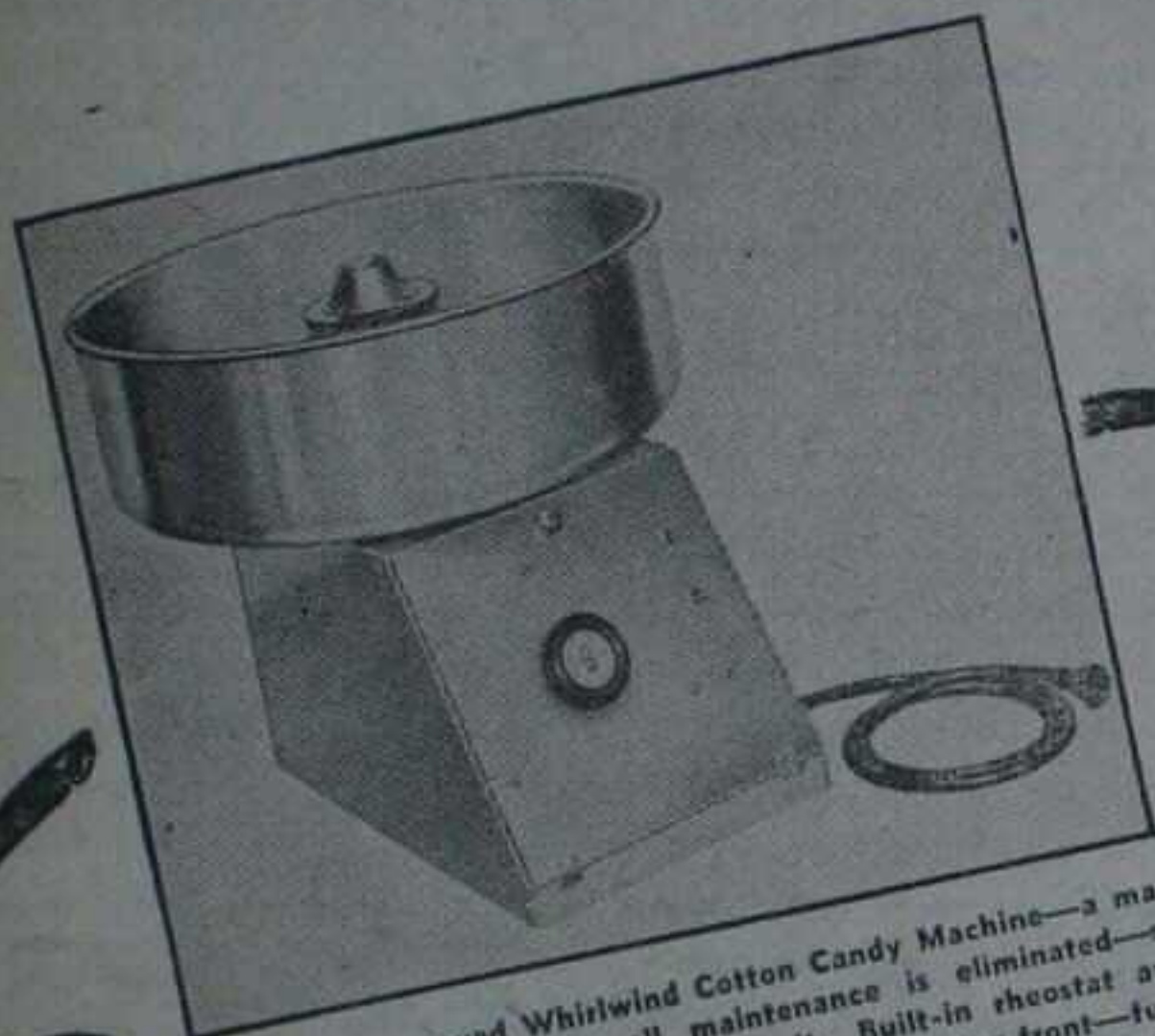
MASSACHUSETTS

Blandford—Union Agrl. Soc. Sept. 3-4. Lee E. Wyman.
Brockton—Brockton Fair. Sept. 9-16. Frank H. Kingman.
Cummington—Hillsides Agrl. Soc. Aug. 26-27. Raymond Warner, Williamsburg, Mo.
Great Barrington—Barrington Fair Assn. Sept. 10-16 (tentative). Edward J. Carroll.
Greenfield—Franklin Co. Agrl. Soc. Sept. 10-15. Whitman E. Wells.
Littleville—Littleville Fair Assn. Sept. 30-Oct. 1. Elmer O. Olds, Huntington, Mass.
Marshfield—Marshfield Agrl. Soc. Aug. 20-26. Horace C. Keene.
Middlefield—Highland Agrl. Soc. Sept. 1-2. Willard A. Pease, Chester, Mass.
Northampton—Three-County Fair. Sept. 4-10. John L. Banner.
Spencer—Spencer Agrl. Assn. Sept. 2-4. Philip A. Quinn.
Sterling—Sterling Farmers' Club. Sept. 13. H. L. Ballou.
Topsfield—Essex Agrl. Soc. Sept. 3-9. Paul Corson.
West Springfield—Eastern States Expo. Sept. 17-23. Charles A. Nash.
Weymouth—Weymouth Fair. Aug. 13-19. Milton Danziger, S. Weymouth.

MICHIGAN

Adrian—Lenawee Co. Agrl. Soc. Sept. 18-23. H. H. Hungerford.
Allegan—Allegan Co. Fair. Sept. 11-16. J. H. Snow.
Armada—Armada Agrl. Soc. Aug. 24-27. Roy Conner, Richmond, Mich.
Atlanta—Montmorency Co. Fair Assn. Aug. 24-26. Evelyn C. Sherwood.
Bad Axe—Huron Co. Fair. Aug. 15-19. William E. Logan.
Barrington—Barrington Community Fair. Approx. Oct. 18-19. Forrest N. Arnoack.
Bellville—Wayne Co. 4-H Fair Assn. Aug. 22-26. P. H. Blabenshmer, Wayne, Mich.

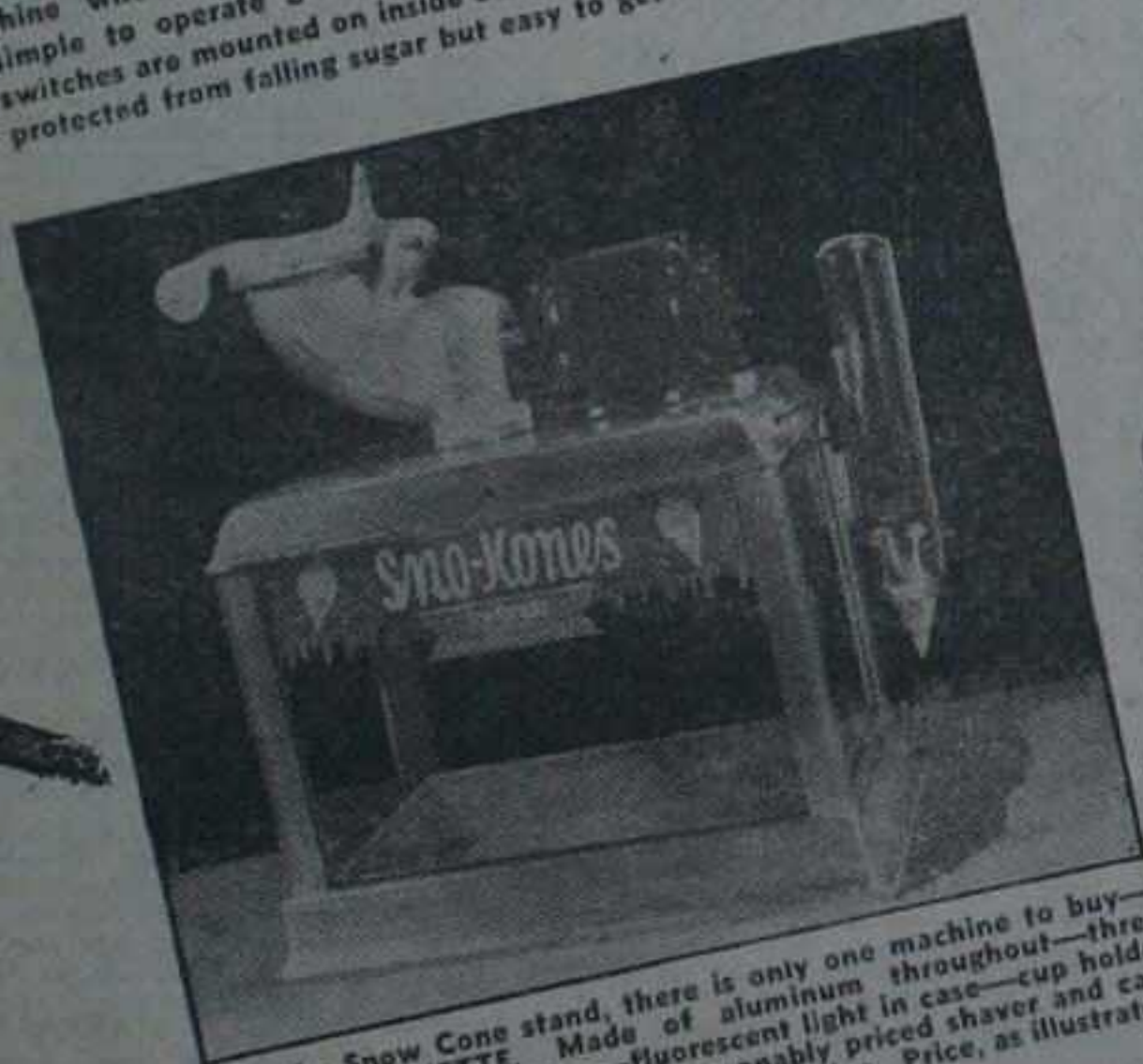
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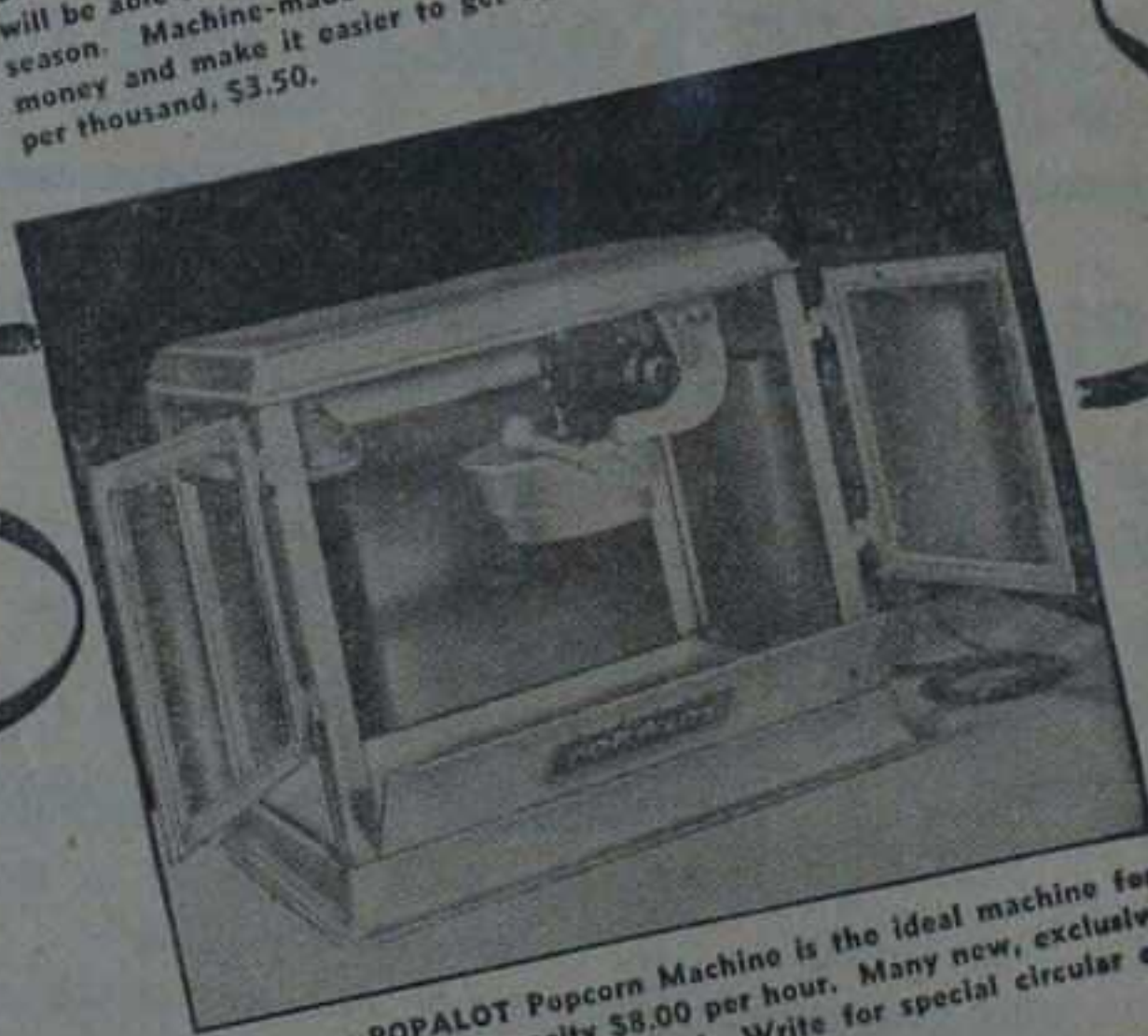
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- Cadillac—Northern District Fair. Sept. 4-8. Arvid E. Swanson.
- Cassopolis—Cass Co. Fair Assn. Aug. 7-12. Clyde L. Corbett.
- Centerville—St. Joseph Co. Grange Fair. Sept. 18-24. Lester R. Schrader.
- Charlotte—Eaton Co. 4-H Fair. Aug. 22-Sept. 2. Hans Kardel.
- Cheboygan—Northern Mich. Fair Assn. Sept. 5-9. Harold G. Sellers, Alanson, Mich.
- Crosswell—Crosswell Agri. Soc. Aug. 8-12. Wesley J. Hurley.
- East Jordan—Charlevoix Agri. Soc. Sept. 12-16. E. Robman, Boyne City, Mich.
- Escanaba—Upper Peninsula State Fair. Aug. 15-20. H. P. Lindsay.
- Evart—Osceola 4-H-FFA Co. Fair. Aug. 30-Sept. 1. Arthur Gronlund.
- Fowlerville—Fowlerville Fair Assn. Aug. 1-6. Robert E. Smith.
- Gladwin—Gladwin Co. Fair Assn. Aug. 9-12. Earl Colbeck, Beaverton, Mich.
- Greenville—Montcalm Co. Fair Assn. Aug. 2-4. William Christensen.
- Hale—Isosco Co. Agri. Assn. Aug. 30-Sept. 2. Thurman Scofield.
- Hartford—Van Buren Co. Fair. Oct. 2-7. Paul Richter Jr.
- Hillsdale—Hillsdale Co. Agri. Soc. Sept. 24-30. Harry B. Kelley.
- Ionia—Ionia Free Fair. Aug. 7-12. Rose Sarlow.
- Ithaca—Gratiot Co. Fair. Aug. 21-26. N. A. Trexler.
- Ironwood—Gogebic Co. Fair. Aug. 10-13. W. B. Faulstich, Bessemer, Mich.
- Iron River—Iron Co. Fair. Aug. 22-25. V. C. Vaughan.
- Jackson—Jackson Co. Agri. Soc. Aug. 28-Sept. 1. None Storms.
- Marne—Berlin Fair. Aug. 28-Sept. 1. R. M. Ossewaarde, Coopersville, Mich.
- Marshall—Calhoun Co. Fair. Aug. 22-26. Roy Brigham, Battle Creek, Mich.
- Mason—Ingham Co. Fair. Aug. 14-19. Joy O. Davis.
- Monroe—Monroe Co. Fair Assn. Aug. 7-12. B. J. LaPointe.
- Mount Pleasant—Isabella Co. Farm & Youth Fair. Aug. 22-26. Mayard Gilmore.
- Pickford—Pickford Dist. Agri. Soc. Fair. Sept. 7-9. P. Elwyn Smith.
- Pinconning—Pinconning Community Fair Assn. Sept. 8-9. Meryl Bird.
- Richmond—Richmond Lions' Horse Show & 4-H Fair. Sept. 1-4. P. Scott Burke.
- Saginaw—Saginaw Co. Agri. Soc. Sept. 11-15. C. H. Harnden.
- Sandusky—Sanilac Co. 4-H Free Fair. Aug. 22-26. Albert T. Hall.
- Stalwart—Stalwart Agri. Soc. Sept. 19-20. Mrs. Mae Warren.
- Standish—Arenac Co. Agri. Soc. Aug. 16-19. Paul Pennock.
- Traverse City—Northwestern Mich. Fair. Aug. 29-Sept. 2. Arnell Engstrom.
- West Branch—Ogemaw Co. Agri. Soc. Aug. 21-26. Thomas P. Rau.

MINNESOTA

- Ada—Norman Co. Agri. Soc. July 6-9. A. K. Tvedten.
- Albert Lea—Freeborn Co. Agri. Soc. Aug. 21-24. Herman D. Jensen.
- Alexandria—Douglas Co. Fair. Aug. 21-24. R. S. Thornton.
- Anoka—Anoka Co. Agri. Soc. Aug. 14-16. Ed Marrander.
- Appleton—Swift Co. Fair Assn. Aug. 24-27. N. G. Anderson.
- Austin—Mower Co. Fair. Aug. 8-13. P. J. Holand.
- Bagley—Clearwater Co. Agri. Soc. Aug. 3-5. Margaret Davids.
- Baudette—Lake of the Woods Co. Fair Assn. Aug. 1-2. L. L. Wonsler.
- Barnesville—Clay Co. Fair. July 8-8. Theo. Holm.
- Bird Island—Renville Co. Agri. Soc. Sept. 11-13. Paul Kolbe.
- Blue Earth—Faribault Co. Agri. Soc. Sept. 7-10. George Wehr, Wells, Minn.
- Brainerd—Crow Wing Co. Fair Assn. Aug. 16-19. B. C. Wilkins.
- Breckenridge—Wilkin Co. Agri. Soc. Aug. 4-6. Cy Wenner.
- Cannon Falls—Cannon Valley Fair Assn. July 2-4. R. J. Goodwin.
- Detroit Lakes—Becker Co. Fair. Aug. 10-13. G. W. Peoples.
- Elk River—Sherburne Co. Agri. Soc. Aug. 3-5. E. E. Bjugst.
- Farmington—Dakota Co. Fair. Aug. 10-13. W. E. (Gene) Moher.
- Fergus Falls—Otter Tail Co. Fair Assn. Aug. 23-26. Knute Hanson.
- Fertile—Polk Co. Fair. July 3-5. J. W. Reseland.
- Fosston—East Polk Co. Fair. July 10-13. H. Algaard.
- Hallock—Kittson Co. Agri. Soc. July 1-4. R. C. Nelson.
- Herman—Grant Co. Agri. Assn. Aug. 25-27. Arthur C. Johnson.
- Hibbing—St. Louis Co. Fair Assn. Aug. 11-13. J. J. McCann.
- Hopkins—Hennepin Co. Agri. Soc. July 21-23. Mike W. Zipoy.
- Jackson—Jackson Co. Fair Assn. Aug. 17-20. Anton C. Geiger.
- Jordan—Scott Co. Good Seed Assn. Sept. 7-10. H. H. Berg.
- Le Center—LeSueur Co. Fair. Sept. 15-17. Russell Miller.
- Litchfield—Meeker Co. Fair. Aug. 16-18. John Sheay.
- Little Falls—Morrison Co. Agri. Soc. Aug. 11-13. D. T. Sargeant.
- Littlefork—Northern Minn. Dist. Fair Assn. Aug. 4-5. A. E. De Lark.
- Long Prairie—Todd Co. Fair. Aug. 8-10. Logan O. Scow.
- Luverne—Rock Co. Agri. Soc. Aug. 31-Sept. 2. George A. Golla.
- Mahnomen—Mahnomen Co. Agri. Soc. July 21-23. Jerry Blask.
- Marshall—Lyon Co. Fair. Aug. 29-Sept. 1. F. J. Meade.
- Montevideo—Chippewa Co. Free Fair. Aug. 18-20. S. O. Svererson.
- Mora—Kanabec Co. Agri. Soc. Aug. 17-19. Victor Elfstrom.
- Morris—Stevens Co. Agri. Soc. Sept. 1-3. Louis Vinje.
- Nevis—Hubbard Co. Agri. Assn. Aug. 14-16. Darwin L. Erickson.
- New Ulm—Brown Co. Fair Assn. Aug. 17-20. William A. Lindemann.

- Owatonna—Steele Co. Free Fair. Aug. 15-20. Stan Muckie.
- Perham—East Otter Tail Co. Fair Assn. July 27-30. C. B. Weber.
- Pipestone—Pipestone Co. Agri. Soc. Aug. 21-23. R. S. Owens.
- Preston—Fillmore Co. Agri. Soc. Aug. 24-27. Charles H. Uhley.
- Princeton—Mille Lacs Co. Agri. Soc. Aug. 12-16. R. C. Angstman.
- Rochester—Olmsted Co. Agri. Soc. Aug. 2-6. Gordon E. Reynolds.
- Roseau—Roseau Co. Agri. Soc. July 17-19. Charles Christianson.
- Rush City—Chisago Co. Fair. Aug. 7-9. George W. Larson, North Branch, Minn.
- Saint Charles—Winona Co. Fair. Aug. 17-20. Jerry Mahaffey.
- Saint Cloud—Benton Co. Agri. Soc. Aug. 15-20. C. H. Varner.
- Saint James—Watson Co. Fair Assn. Aug. 25-27. Hubert Ransom.
- Saint Paul—Minnesota State Fair. Aug. 26-Sept. 4. Raymond A. Lee.
- Saint Peter—Nicollet Co. Fair. Aug. 24-27. Dr. R. A. Dean.
- Sauk Centre—Stearns Co. Agri. Soc. July 27-30. S. O. Aaker.
- Slayton—Murray Co. Agri. Soc. Aug. 17-20. William Leebens, Fulda, Minn.
- Thief River Falls—Pennington Co. Agri. Soc. Aug. 7-10. J. M. Roche.
- Two Harbors—Lake Co. Agri. Soc. Aug. 20-Sept. 2. Torstein Grinager.
- Tyler—Lincoln Co. Fair Assn. Aug. 24-27. Jens S. Hollesen.
- Waconia—Carver Co. Agri. Soc. Aug. 17-20. L. E. Schreiber.
- Warren—Marshall Co. Agri. Assn. July 13-15. W. H. Holbrook.
- Waseca—Waseca Co. Fair Assn. Aug. 3-7. Judge Leon J. B. Sexton.
- Whetstone—Traverse Co. Agri. Assn. Sept. 7-10. A. W. Vye.
- White Bear Lake—Ramsey Co. Agri. Soc. Aug. 3-6. Robt. Presman, Court House, St. Paul.
- Willmar—Kandiyohi Co. Fair Assn. Sept. 13-16. Albert E. Thompson, Spicer, Minn.

MISSISSIPPI

- Forest—Scott Co. Colored Fair Assn. Oct. 16-21. Ananias Ware.
- Fulton—Itawamba Fair Assn. Third week in Sept. H. L. Holland.
- Jackson—Mississippi State Fair. Oct. 9-18. J. M. Dean.
- New Albany—Union Co. Fair Assn. Sept. 18-23. L. C. Wilson.
- Tupelo—Miss-Ala. Fair & Dairy Show. Oct. 3-7. James M. Savery.
- Waynesboro—Wayne Co. Fair Assn. Oct. 2-7. H. S. Cassell.
- West Point—Clay Co. Fair Assn. Third week in Sept. (tentative). T. F. Akers.
- Yazoo City—Yazoo Co. Fair Assn. Oct. 2-7. J. N. Ballard.

MISSOURI

- Aurora—Tri-County Fair. Sept. 27-30. Garrell Medlin.
- Bethany—Northwest Mo. State Fair. Sept. 3-9. L. M. Maple.
- California—Monteau Co. Fair. Aug. 2-5. Harold Kinde.
- Cape Girardeau—Southeast Mo. District Fair Assn. Sept. 11-16. Elmer P. Lind.
- Cardwell—Cardwell Community Fair. Sept. 18-23. Richard Ewing.
- Caruthersville—Am. Legion Fair Assn. Oct. 4-8. Harry E. Malloure.
- Colt Camp—Cole Camp Fair. Sept. 14-16. E. L. Junge.
- Fredericktown—Madison Co. Fair. Sept. 22-23. Melbourne R. Ward.
- Fulton—Callaway Co. Fair Assn. Aug. 15-18. Jack Atkinson.
- Galt—Galt Community Fair. Sept. 7-9. Jerry Stiles.
- Gilman City—Gilman City Fair. Aug. 3-5. Frank Nowland.
- Kahoka—Clark Co. Fair. Aug. 2-4. W. P. Stevenson.
- Kirksville—Northeast Mo. Fair Assn. Aug. 29-Sept. 1. N. C. Allen.
- Lamar—Lamar's Farm & Indust. Expo. Sept. 7-9. Bud Moore.
- Macon—Macon Co. Fair Assn. July 23-25. Darwin Jackson.
- Mansfield—Osark Summit Expo. Aug. 1-5. Gus Rushing.
- Marshfield—Webster Co. Fair. Aug. 30-Sept. 2. Ellis Jackson.
- Maryville—Northwest Mo. Horse Show Assn. Aug. 4-6. Mrs. Lester Swaney.
- Mound City—Rolt Co. Fair. Aug. 23-25. Mrs. E. K. Griffith.
- Prairie Home—Prairie Home Fair. Aug. 9-10. M. H. Roedel.
- Rockport—Atchison Co. Fair. Aug. 23-25. E. J. Brastrud.
- Sedalia—Missouri State Fair. Aug. 20-27. Roy S. Kemper.
- Springfield—Osark Emptre Fair. Aug. 13-16. Glyn B. Boyd.
- Tipton—Tri-County Agri. Soc. July 26-29. Toby Lademann.
- Vandalia—Vandalia Community Fair. Aug. 30-Sept. 2. Rual R. Morris.
- Versailles—Merigan Co. Fair Assn. Sept. 4-9. Chas. P. Jamison.

MONTANA

- Baker—Fallon Co. Fair. Aug. 25-27. Gene R. Hoff.
- Billings—Midland Empire Fair & Rodeo. Aug. 7-12. Harry L. Pitton.
- Chinook—Blaine Co. Fair. Sept. 2-4. Jim Staff.
- Deer Lodge—Powell Co. Fair. Aug. 23-27. Ted Rule.
- Dodson—Phillips Co. Fair. Aug. 5-8. William B. Black.
- Forsyth—Rosebud Co. Fair. Aug. 21-23. Harley W. Reath.
- Fort Benton—Chouteau Co. Fair. Aug. 18-19. Dean A. Elliott.
- Glasgow—Valley Co. Fair. Aug. 17-19. Stephen J. Urr.
- Glendive—Dawson Co. Fair. Aug. 23-30. Marion T. Hedegaard.
- Great Falls—North Montana State Fair. July 31-Aug. 5. Leo C. Dalley.
- Hamilton—Ravalli Co. Fair. Sept. 7-9. Glenn Chaffin.
- Havre—Hull Co. Fair & Rodeo. Aug. 10-12. Earl J. Bronson.
- Kalispell—Northwest Montana Fair. Sept. 14-18. C. Winston Bergen.

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Lewistown—Central Montana Fair & Rodeo. July 27-29. Henry J. Otten.
 Miles City—Eastern Montana Fair. Aug. 24-26. J. H. Bohling.
 Shelby—Marías Fair & Rodeo. July 20-23. Clifford D. Coover.
 Sidney—Richland Co. Fair & Rodeo. Aug. 31-Sept. 2. D. G. Nutter.

NEBRASKA

Albion—Boons Co. Agri. Assn. Sept. 13-15. Floyd Gilmer.
 Arlington—Washington Co. Agri. Soc. Aug. 23-25. H. C. McClellan.
 Auburn—Nebraska Co. 4-H Club Fair. Aug. 23-25. O. E. Codrington.
 Aurora—Hamilton Co. Agri. Soc. Aug. 28-31. H. E. Toof.
 Bartlett—Wheeler Co. Fair. Aug. 4-5. H. F. Thomas.
 Bassett—Rock Co. Agri. Assn. Aug. 24-26. H. M. Bunnett.
 Beatrice—Gage Co. Agri. Assn. Sept. 18-21. J. M. Quackenbush.
 Beaver City—Furnas Co. Fair Assn. Aug. 7-10. E. H. Franklin.
 Bladen—Webster Co. Agri. Assn. Aug. 10-12. N. B. Andrews.
 Bloomfield—Knox Co. Agri. Soc. Sept. 10-12. Chris B. Alexander.
 Bridgeport—Morrill Co. Fair Assn. Sept. 4-8. Cedric Conover.
 Broken Bow—Custer Co. Agri. Soc. Week of Aug. 31. M. L. Gould.
 Burwell—Nebraska's Big Rodeo. Aug. 9-12. Paul Banks.
 Central City—Merrick Co. Fair Assn. Aug. 23-25. George D. Gregg.
 Chambers—Holt Co. Fair Assn. Aug. 29-Sept. 1. Edwin A. Wink.
 Clay Center—Clay Co. Agri. Soc. Aug. 20-23. Ivan J. Richert.
 Columbus—Platte Co. Mid-Neb. 4-H Fair. Aug. 29-Sept. 1. W. L. Boettcher.
 Connors—Dixon Co. Agri. Soc. Aug. 23-25. Roy E. Johnson.
 Crete—Saline Co. Fair. Aug. 24-27. Ernest A. Vlasak.
 Culbertson—Hitchcock Co. Fair. Aug. 17-20. Ervin Coyle.
 David City—Butler Co. Agri. Soc. Aug. 27-29. Dick Orubaugh.
 eshler—Thayer Co. Agri. Soc. Aug. 15-18. M. E. Beckler.
 Gunning—Blaine Co. Fair Assn. Sept. 7-10. Vernon Johnson.
 Wood—Gosper Co. Fair. Sept. 13-15. M. R. Morgan.
 Hastings—Eustis Fair & Corn Show. Aug. 14-16. Paul Fasse.
 Fairbury—Jefferson Co. Fair. Aug. 8-11. J. W. Windlow.
 Franklin—Franklin Co. Agri. Soc. Aug. 8-11. Cliff Ashburn.
 Fremont—Fremont 4-H Club Free Fair. Aug. 9-11. C. W. Motter.
 Giltner—Nance Co. Fair Assn. Aug. 14-17. E. M. Black.
 Geneva—Fillmore Co. Fair. Aug. 16-18. Howard W. Hamilton.
 Gordon—Sheridan Co. Fair & Rodeo. Sept. 7-10. George B. Comer.
 Grant—Perkins Co. Agri. Soc. Aug. 17-19. W. E. Cannady, Madrid, Neb.
 Harrison—Sioux Co. Fair Assn. Aug. 24-26. Melvin E. Meier.
 Hartington—Cedar Co. Agri. Soc. Aug. 19-22. James A. Walk.
 Hastings—Adams Co. Fair Assn. Aug. 14-18. Dick Biglin.
 Hemingford—Box Butte Co. Agri. Soc. Aug. 24-27. Paul Stull.
 Holdrege—Phelps Co. Agri. Soc. Aug. 15-18. Abdul F. Johnson, Funk, Neb.
 Homer—Dakota Co. Agri. Soc. Aug. 16-18. James Allaway.
 Humboldt—Richardson Co. Agri. Soc. Sept. 13-15. L. E. Watson.
 Irtan—Grant Co. Agri. Soc. Sept. 1-3. Mrs. Earl Hayward.
 Imperial—Chase Co. Fair. Aug. 23-26. Herman Brill.
 Jewett—Brown Co. Agri. Soc. Sept. 2-4. Kenneth Graff, Ainsworth, Neb.
 Kearney—Buffalo Co. Agri. Assn. Aug. 28-Sept. 1. W. B. Wimberley.
 Kimball—Kimball Co. Agri. Soc. Aug. 31-Sept. 2. Art M. Henrickson.
 Lincoln—Colfax Co. Agri. Soc. Aug. 24-27. Otto C. Weber.
 Neligh—Garden Co. Fair. Sept. 4-5. Paul D. Temple.
 Ord—Dawson Co. Fair. Aug. 29-Sept. 1. Monte Kiffin.
 Platteville—Nebraska State Fair. Sept. 3-8. Edwin Schults.
 Rockwell—Lancaster Co. Agri. Assn. Sept. 3-5. Clarence Patterson.
 Seward—Sherman Co. Agri. Assn. Aug. 19-21. Clark S. Reynolds.
 Valentine—Madison Co. Fair. Aug. 28-29. Earl J. Moyer.
 Wadley—Kearney Co. Agri. Assn. Aug. 23-24. Mervin Peterson.
 Wahoo—Scottsbluff Co. Agri. Soc. Sept. 4-5. Harold Ledingham.
 Waltham—Antelope Co. Fair. Sept. 1-3. Clinton Stonebraker.
 Waverly—Nuckolls Co. Fair. Week of Aug. 31. William A. McHenry.
 Weldon—Keya Paha Co. Agri. Soc. Aug. 7-9. Harley McCormick.
 York—Platte—Lincoln Co. Agri. Assn. Aug. 21-24. Clarence F. Wright.
 York—Burt Co. Agri. Soc. Aug. 23-26. Edgar Hanson, Lyons, Neb.
 York—Keith Co. Fair. Aug. 28-30. R. D. Hughes.
 York—Ak-Sar-Ben Livestock Show & Rodeo. Sept. 29-Oct. 8. J. J. Isaacson.
 York—Valley Co. Fair. July 31-Aug. 3. Henry Benda.
 York—Harlan Co. Junior Fair. Aug. 29-31. W. A. Lennemann.
 York—Polk Co. Agri. Soc. Aug. 21-23. Robert L. Mills.
 York—Pawnee Co. Fair Assn. Oct. 4-5. William F. Colwell.
 York—Pierce Co. Fair. Aug. 27-29. David Wolf.
 York—Howard Co. Agri. Soc. Sept. 5-8. Charles Dobry.
 York—Dodge Co. Fair. Sept. 13-15. Virgil Swanson.
 York—Seward Co. Agri. Soc. Aug. 28-30. Paul Colburn.

Sidney—Cheyenne Co. Fair. Third week in Aug. E. L. Hoover.
 Spalding—Greeley Co. Free Fair Assn. Third week in Aug. Don C. Smith.
 Spencer—Boyd Co. Agri. Soc. Aug. 29-31. Ralph W. Black.
 Springfield—Sardy Co. Agri. Soc. Aug. 17-19. Marvin L. Vaughn, Papillion, Neb.
 Stanton—Stanton Co. Agri. Soc. Sept. 10-12. Wm. E. H. Beyer.
 Stapleton—Logan Co. Agri. Soc. Aug. 25-27. V. K. Magnuson.
 Stockville—Frontier Co. Fair. Aug. 24-27. Richard Hopkins.
 Syracuse—Otoe Co. Fair Assn. Aug. 29-31. Charles Miller, Unadilla, Neb.
 Tecumseh—Johnson Co. Fair. Aug. 7-10. Lloyd D. Halsted.
 Valentine—Cherry Co. Fair. Aug. 25-27. Hugh Potter.
 Wahoo—Saunders Co. Agri. Soc. Aug. 21-23. E. J. Erickson.
 Waltham—Thurston Co. Fair. Aug. 30-Sept. 2. Alfred D. Raun.
 Waterloo—Douglas Co. Fair. Sept. 13-16. R. D. Herrington.
 Wayne—Wayne Co. Fair Assn. Sept. 13-16. William E. Von Seggern.
 Weeping Water—Cass Co. Agri. Soc. Aug. 23-25. Joe Bender.
 West Point—Cuming Co. Fair. Aug. 27-31. Ed. M. Baumann.
 York—York Co. Agri. Soc. Aug. 23-26. R. L. Clark.

NEVADA

Fallon—Nevada State Fair. Sept. 1-4. William H. Petherbridge.
 Winnemucca—Humboldt Co. Fair Assn. Sept. 2-4. Albert Lowry.

NEW HAMPSHIRE

Center Sandwich—Sandwich Town & Grange Fair. Oct. 12. Doris L. Benz, N. Sandwich.
 Keene—Cheshire Fair Assn. Sept. 7-9. Clifford H. Coles, West Swanzey, N. H.
 Lancaster—Lancaster Fair. Sept. 1-4. Albert J. Kenney.
 Plymouth—Plymouth Fair. Sept. 13-16. Delbert Gray.

NEW JERSEY

Branchville—Sussex Co. Farm & Horse Show. Aug. 8-12. John W. Raab, Newton, N. J.
 Bridgeton—Cumberland Co. Co-Op. Fair Assn. Sept. 19-23. Raymond R. Riley.
 Flemington—Flemington Fair Assn. Aug. 29-Sept. 4. B. H. Pedrick.
 Paulsboro—Gloucester Co. Fair. Sept. 4-9. Raymond R. Riley, R. F. D. 2, Bridgeton.
 Trenton—New Jersey State Fair. Sept. 24-Oct. 1. Norman L. Marshall.
 Troy Hills—Morris Co. Fair Assn. Aug. 22-26. Alexis L. Clark, Morristown, N. J.

NEW MEXICO

Albuquerque—New Mexico State Fair. Sept. 23-Oct. 1. Leon H. Harms.
 Deming—Tri-State Fair. Oct. 6-8. Seldon Baker.
 Roswell—Eastern N. M. State Fair. Oct. 4-7. E. E. Patterson.

NEW YORK

Afton—Afton Fair. Aug. 7-12. Frederick Crane.
 Altamont—Altamont Fair. Aug. 21-26. Frederick E. Keenholts.
 Angelica—Allegany Co. Agri. Soc. Aug. 23-26. L. L. Stillwell.
 Avon—Genesee Valley Breeders Assn. Sept. 1-2. John Steele.
 Bath—Bath Fair. Sept. 5-9. J. Victor Faucett.
 Boonville—Boonville Fair Assn. Aug. 1-5. Charles H. Fickbohm.
 Brookfield—Brookfield-Madison Co. Agri. Soc. Sept. 4-7. Raymond F. Burdick.
 Chatham—Columbia Co. Agri. Soc. Sept. 2-4. William A. Dardess.
 Cobleskill—Cobleskill Agri. Soc. Sept. 12-18. Dr. David W. Beard.
 Cortland—Cortland Co. Agri. Soc. Aug. 21-27. Harry B. Tanner.
 Dunkirk—Chautauque Co. Fair. Sept. 4-9. Carlton J. Larson.
 Fonda—Montgomery Co. Agri. Soc. Sept. 2-6. Fred L. Lowe, Fultonville, N. Y.
 Gouverneur—Gouverneur & St. Lawrence Co. Fair. Aug. 7-12. Bligh A. Dodda.
 Greenwich—Washington Co. Fair. Aug. 21-23. P. J. Houlton, Hoosick Falls, N. Y.
 Hamburg—Erie Co. Fair. Aug. 14-19. Frank A. Slade, Erie County Hall, Buffalo.
 Hemlock—Hemlock Lake Union Agri. Soc. Aug. 30-Sept. 2. Ralph O. Barnard.
 Lockport—Niagara Co. Fair. Aug. 21-26. Elmer A. Barrett.
 Lowville—Lewis Co. Agri. Soc. Week of Aug. 14. Cyril L. Seymour, Turin, N. Y.
 Malone—Franklin Co. Agri. Soc. Aug. 21-26. H. B. Kelley.
 Middletown—Orange Co. Fair Assn. Aug. 13-19. Alan C. Madden.
 Mineola—Mineola Fair. Sept. 13-16. Charles Bochert.
 Morris—Otsego Co. Fair Assn. Aug. 30-Sept. 2. Guy W. Post, R. D. 8, New Berlin, N. Y.
 Norwich—Chenango Co. Agri. Soc. Aug. 28-Sept. 1. O. L. Brown.
 Palmyra—Palmyra Fair. Aug. 22-26. W. Ray Converse.
 Penn Yan—Yates Co. Agri. Soc. Aug. 23-26. Oliver Wilcox.
 Pike—Silver Lake Agri. Assn. Aug. 22-25. Henry M. Wagenblass, Warsaw, N. Y.
 Rhinebeck—Dutchess Co. Fair. Aug. 29-Sept. 2. Lewis F. Winne.
 Sandy Creek—Sandy Creek Fair. July 25-29. Seymour B. Hicks, Parish, N. Y.
 Schaghticoke—Schaghticoke Fair. Sept. 4-7. Gordon L. Banker, R. D. 1, Troy, N. Y.
 Syracuse—New York State Fair. Sept. 2-9. Bligh A. Dodda.
 Trumansburg—Trumansburg Fair. Sept. 13-16. Lorenzo Clinton.
 Walton—Delaware Valley Agri. Soc. Aug. 18-19. Paul G. Williams.
 Waterloo—Seneca Co. Agri. Soc. Aug. 8-12. George H. Leet, Seneca Falls, N. Y.
 Whitney Point—Broome Co. Agri. Soc. July 30-Aug. 5. Oamer J. Brooks.

NORTH CAROLINA

Asheboro—Atlantic District Fair. Oct. 10-14. W. D. Brown.
 Asheboro—Center of N. C. Fair Assn. Sept. 18-23. W. C. York.

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- Beaufort—Carteret Fair. Oct. 16-21. T. E. Kelly.
Charlotte—Southern States Fair. Oct. 3-7. Dr. J. S. Dorton.
Elizabeth City—Elizabeth City Seven-Co. Fair. Sept. 17-23. Norman Y. Chambliss, Rocky Mount.

NORTH DAKOTA

- Bottineau—Bottineau Co. Agri. Soc. June 26-28. A. E. Stewart.
Cando—Towner Co. Fair Assn. June 29-July 1. Harlan Lipp.
Crosby—Divide Co. Fair Assn. June 22-24. V. Nichols.

OHIO

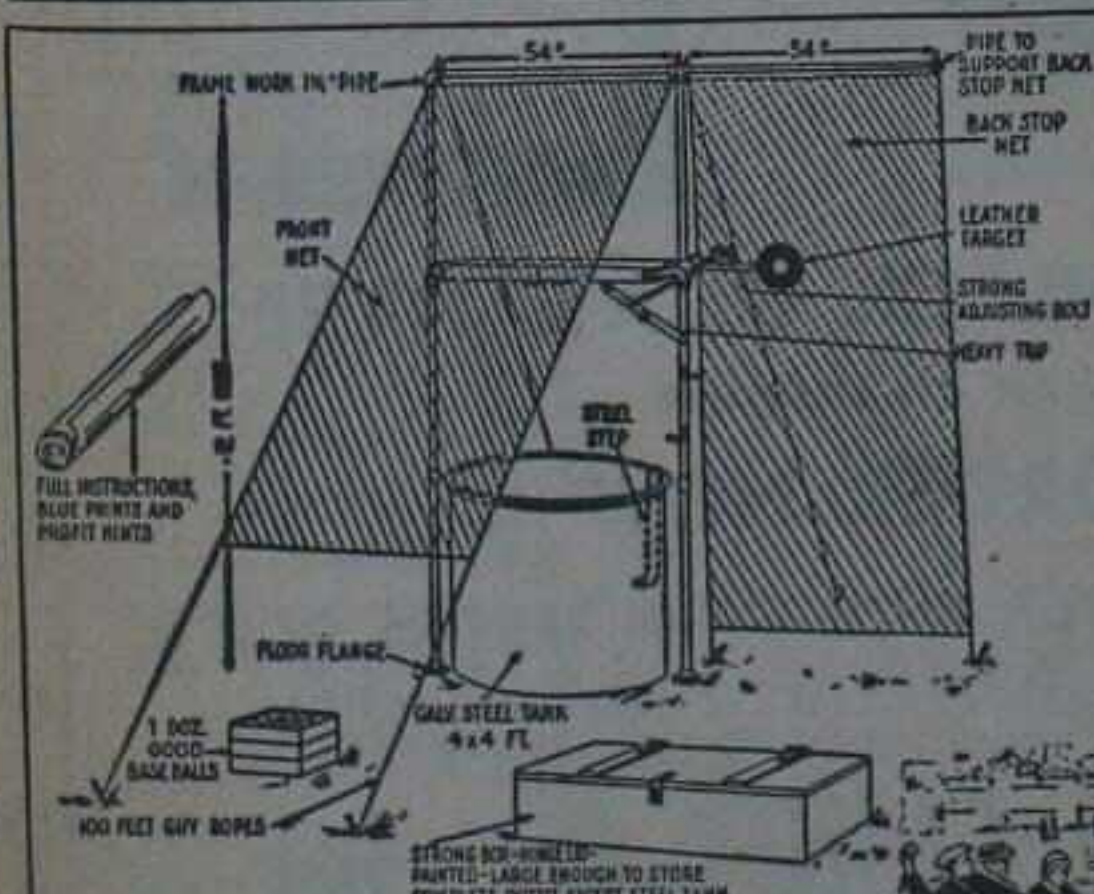
- Akron—Summit Co. Fair at Ascot Park. July 31-Aug. 6.
Andover—Andover Street Fair. Sept. 8-9. William S. Grabert.
Ashland—Ashland Co. Agri. Soc. Sept. 19-23. Harry G. Dotson.

OKLAHOMA

- Blackwell—Kay Co. Free Fair. Sept. 11-15. W. R. Hutchison, Newkirk, Okla.
Chandler—Lincoln Co. Free Fair Assn. Sept. 6-9. Oran Slipe.
Cordell—Washita Co. Free Fair. Sept. 19-21. James V. Son.

OREGON

- Canby—Clackamas Co. Fair. Aug. 30-Sept. 1. Gilbert M. Shearer, Oregon City, Ore.
Cannon—Gilliam Co. Fair. Sept. 22-24. Ernest J. Kirsch.



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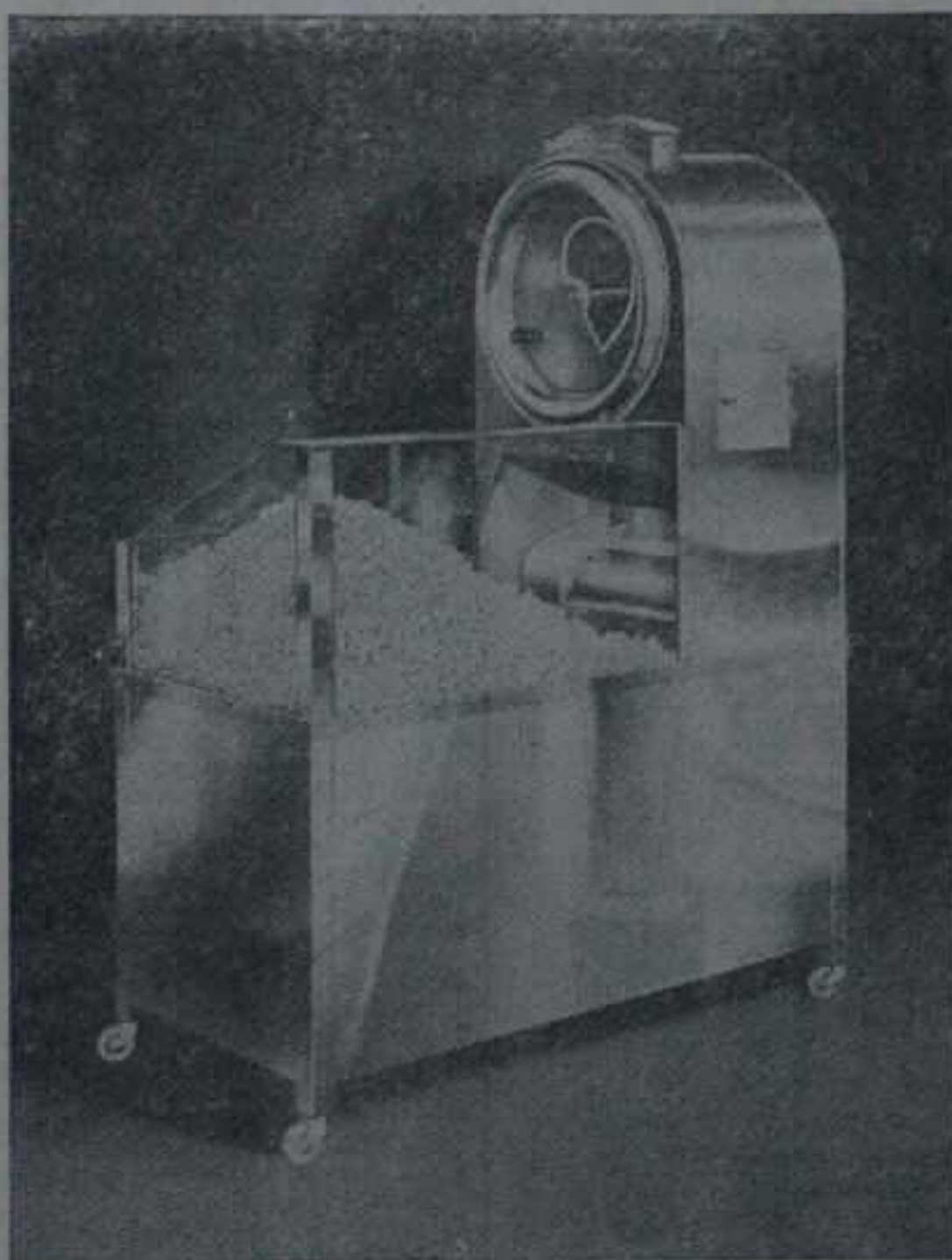


Model SS15



CANDY CORN UNIT

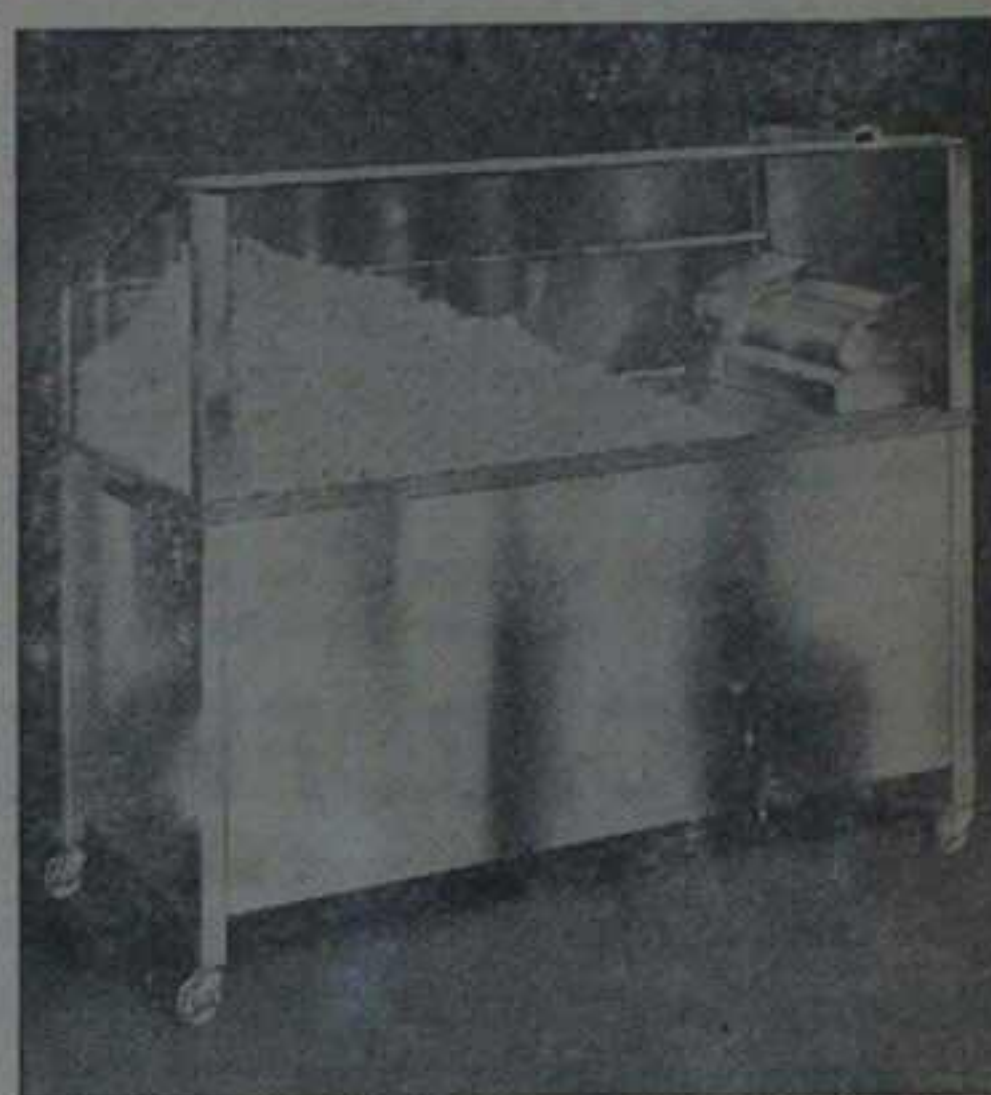
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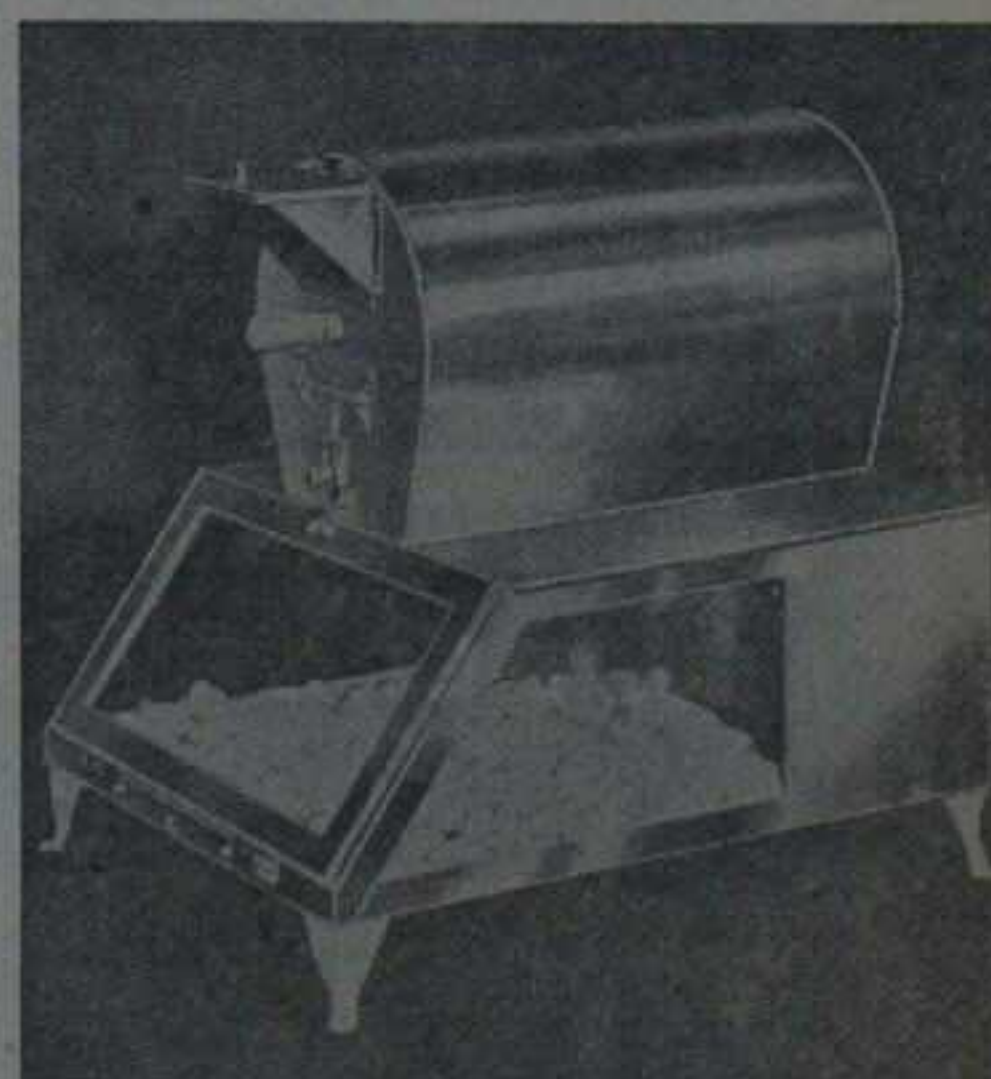
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Model SS14



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- 1 UMBRELLA WITH GROUND ANCHOR

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814 MOOSIC ROAD

OLD FORGE, PA.

Redwood—Deschutes Co. Fair. Aug. 18-20. C. O. Galloway.
Roseburg—Douglas Co. Fair. Aug. 17-19. Homer Grow.
Salem—Oregon State Fair. Sept. 4-10. Leo G. Spitzbart.
Tygh Valley—Wasco Co. Fair. Sept. 1-3. Audrey Hanna, Dufur, Ore.

PENNSYLVANIA

Abbottstown—Adams Co. Fair. Aug. 16-19. Mary E. Elder.
Aibion—Aibion Community Fair. Sept. 14-16. Charles Wiggins.
Allentown—Allentown Fair. Sept. 18-23. Reba D. Schall.
Bedford—Bedford Fair. Aug. 8-12. A. C. Brice.
Bloomsburg—Bloomsburg Fair. Sept. 24-30. Harry B. Correll.
Butler—Butler Fair Assn. Aug. 14-19. C. M. Miller.
Carlisle—Carlisle Fair Assn. Aug. 14-19. Beauford S. Schwartz.
Centre Hall—Centre Co. Fair. Aug. 26-31. V. A. Auman.
Conshohocken—Spring Mill Fair. July 4-15. C. B. Johnston Jr.
Dallastown—Dallastown Fair Assn. Aug. 14-19. H. J. Jamison.
Dayton—Dayton Agrl. Assn. Aug. 22-26. Mrs. Maine Jordan.
Ebensburg—Cambria Co. Fair Assn. Sept. 4-9. Walter Good.
Ephrata—Ephrata Fair Assn. Sept. 27-30. R. H. Garver.
Flourtown—Flourtown Fair. Aug. 2-12. William J. Goss.
Parkville—Sullivan Co. Agrl. Soc. Aug. 30-Sept. 2. Lawrence Higley.
Graitz—Graitz Agrl. Assn. Sept. 19-23. C. R. Klinger.

Greensburg—Harrold Community Fair. Aug. 23-26. L. D. Moore.
Hanover—Forest Park Free Fair. Sept. 4-10. A. Karst.
Honesdale—Wayne Co. Agrl. Soc. Sept. 12-15. R. W. Gammell.
Hughesville—Lycoming Co. Fair Assn. Aug. 7-12. Elton B. Edkin.
Huntingdon—Huntingdon Co. Fair. Aug. 21-26. J. Elmer Young, Petersburg, Pa.
Indiana—Indiana Co. Fair. Aug. 29-Sept. 2. Bertha E. Jones.
Jamestown—Pymatuning Joint Community Fair. Sept. 14-16. K. K. McElhaney.
Jennerstown—Jenner Fair Assn. Aug. 1-5. A. O. Lape, Jenner, Pa.
Kimberton—Kimberton Fair. July 26-Aug. 5. Howard Wilson.
Kutztown—Kutztown Fair Assn. Aug. 21-26. Elmer A. P. Kline.
Lakewood—Northern Wayne Community Fair. Aug. 23-25. Clinton Leet.
Laurelton—Union Co. West End Fair Assn. Sept. 6-9. J. Frank Snyder.
Lehighon—Lehighon Fair. Sept. 4-9. Frank R. Diehl.
Linesville—Linesville Fair Assn. Sept. 6-9. O. C. Lance.
Mansfield—Mansfield Fair. Aug. 26-Sept. 2. Phillip W. Farrer.
Mechanicsburg—Grangers Picnic & Free Fair. Aug. 28-Sept. 4. Robert Richwine.
Meyersdale—Somerset Co. Fair Assn. Aug. 21-26. Harry A. Finegan.

Newfoundland—Greene-Dreher Fair Assn. Aug. 24-26. Henry G. Botter, Greentown, Pa.
New Holland—New Holland Farmers Day. Oct. 4-7. S. O. Zimmerman.
Northampton—Twin County Fair. Sept. 13-16. Warren J. Dech.
Port Royal—Juniata Co. Agrl. Soc. Sept. 4-9. Dwight B. Hower Sr.
Reading—Reading Fair. Sept. 10-17. Charles W. Swayer.
Red Lion—Red Lion Gala Week Fair. July 17-22. R. M. Spangler, Hummels Wharf, Pa.
South Park, Library—Allegheny Co. Free Fair. Aug. 31-Sept. 4. John L. Hernon, 411 Court House, Pittsburgh.
Spartansburg—Spartansburg Community Fair. Sept. 14-18. C. J. Burton & Henry Bailey.
Stoneboro—Stoneboro Fair. Aug. 31-Sept. 4. Walter B. Parker.
Tioga—Tioga Co. Fair. Sept. 14-16. Carl H. Forrest.
Troy—Troy Fair. Aug. 21-26. H. D. Holcombe.
Waterford—Waterford Community Fair. Sept. 6-9. Charles Bowman.
Wattsburg—Wattsburg Agrl. Soc. Aug. 29-Sept. 2. H. M. Burrows.
West Alexander—West Alexander Fair. Sept. 13-16. Paul Rogers.
York—York Interstate Fair. Sept. 12-16. Samuel S. Lewis.

RHODE ISLAND

East Greenwich—Rocky Hill Fair. Aug. 22-27. Warren F. Moorehead.
Kingston—Rhode Island State Fair. Aug. 13-20. Louis V. Jackvony.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 23-28. Thomas L. Allen.
Camden—Kershaw Co. Fair Assn. Oct. 16-21. J. D. Crawford.
Cheraw—Chesterfield Co. Colored Fair. Nov. 6-11. C. A. Bloomfield.
Columbia—South Carolina State Fair. Oct. 16-21. Paul V. Moore.
Greenville—Greenville Co. Am. Legion Fair. Oct. 16-21. Harry B. Her.
Greenwood—Greenwood Co. Fair Assn. Oct. 9-14. John L. Wash.
Kingsree—Williamsburg Co. Fair Assn. Oct. 2-9. H. C. Crawford.
Lancaster—Lancaster Co. Colored Fair Assn. Week of Oct. 16. William O. Clinton.
Manning—Clarendon Co. Agrl. Expo. Oct. 9-14. Robert N. DuRant.
Marion—Marion Co. Fair Assn. Oct. 23-28. D. M. Harper.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 23-28. J. M. Hughes.
Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 16-31. W. C. Lewis.
Owings—Mt. Carmel Fair. Oct. 9-14. Andrew Saxon.
Rock Hill—York Co. Fair Assn. Oct. 9-14. H. D. Black.
Spartansburg—Piedmont Interstate Fair Assn. Oct. 9-14. Tom Moore Craig.
Union—Union Co. Fair Assn. Oct. 2-7. Nydrick L. Kirby.

SOUTH DAKOTA

Edgemont—Fall River Co. Fair & Rodeo. Sept. 4-5. J. H. Cole.
Huron—South Dakota State Fair. Sept. 4-8. Frank L. Hafner.
Mitchell—Corn Palace. Sept. 25-30. N. M. Noble.
Murdo—Jones Co. Fair Assn. 31-Sept. 1. M. E. Sanderson.
Nielsand—Butte Co. Fair. Aug. 24-26. Ralph W. Milberg, Newell, S. D.
Onida—Sully Co. Fair. Aug. 24-28. John F. Neu.
Parker—Turner Co. Fair. Aug. 28-30. J. C. Jensen.
Sioux Falls—Sioux Empire Fair Assn. Aug. 19-25. Al Halverson.
Tripp—Hutchinson Co. Fair Assn. Aug. 28-Sept. 2. Ray T. Hirsch.
Webster—Day Co. Fair. Sept. 14-16. A. C. Flagstad.

TENNESSEE

Alexandria—DeKalb Co. Fair. Aug. 3-5. Martin S. Scott.
Bolivar—Hardeman Co. Colored Fair Assn. Sept. 25-30. W. B. Hunt.
Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 15-23. Mrs. Maude E. Atwood.
Cookeville—Putnam Co. Agrl. Fair. Sept. 7-9. W. J. Huddleston.
Gainesboro—Jackson Co. Fair Assn. Sept. 13-16. Anna Ruth Upchurch.
Gallatin—Gallatin Colored Fair Assn. Aug. 24-26. Edw. V. Anthony Sr.
Greenville—Greene Co. Fair Assn. Aug. 31-Sept. 2. Bonabelle Barkley.
Harriman—Roane Co. Fair. Sept. 4-9. W. B. Stout.
Huntingdon—Carroll Co. Fair. Sept. 25-29. J. P. Walters.
Jackson—Madison Co. A. & M. Fair. Sept. 18-23. J. E. McNeely.
Jackson—West Tenn. District Fair. Sept. 11-16. A. U. Taylor.
Jamestown—Fentress Co. Fair Assn. Sept. 7-9. P. O. Crooks.
Knoxville—Tenn. Valley Fair. Sept. 11-16. Pat W. Kerr.
Lawrenceburg—Lawrence Co.-Tenn. Valley Fair. Sept. 4-10. E. R. Braly.
Lebanon—Wilson Co. Fair. Sept. 13-16. A. W. McCartney.
Madisonville—Monroe Co. Fair. Sept. 4-9. Clyde N. Taylor.
Manchester—Coffee Co. Fair Assn. Sept. 21-23. David W. Shlds.
Memphis—Mid-South Fair. Sept. 21-30. Wallace Whitmer.
Nashville—Tennessee State Fair. Sept. 18-23. Louis E. Griffin.
Spartan—White Co. Fair Assn. Sept. 13-16. T. Stanton Hale.
Spencer—Van Buren Co. Fair. Sept. 7-9. H. L. Hollingsworth.
Tracy City—Grundy Co. Fair Assn. Aug. 24-26. E. J. Cunningham.
Trenton—Gibson Co. Fair. Sept. 6-9. John R. Wade.
Trenton—Gibson Co. Colored Fair Assn. Sept. 11-16. R. L. Radford.
Westmoreland—E. Sumner Co. Fair. Sept. 9-10. Miss Gistine Simmons.

TEXAS

Ablene—West Texas Fair Assn. Sept. 23-30. John Womble.
Angleton—Brazoria Fair Assn. Oct. 16-19. L. E. Baumgartner.
Beaumont—South Texas State Assn. Oct. 19-28. Karl D. Schwartz.
Bowie—Montague Co. Fair Assn. Sept. 21-23. Virgil Blair.
Cleburne—North Central Texas Fair & Rodeo. Sept. 4-9. Lombard Reid.
Corsicana—Corsicana Livestock & Agrl. Show. Sept. 26-30. Herman Brown.
Dallas—State Fair of Texas. Oct. 7-22. S. H. Cox.
Gainesville—Cooke Co. Fair Assn. Sept. 4-9. P. H. Teague.
Hartlingen—Valley Mid-Winter Fair. Nov. 16-25. Ed Slaughter.
Hempstead—Waller Co. Fair Assn. Sept. 21-23. S. E. Mayo, Waller, Tex.
Iowa Park—Texas-Oklia. Fair. Oct. 2-7. Dr. Gordon G. Clark.
Jacksonville—Am. Legion Cherokee Co. Fair. Oct. 10-14.
Kingsville—South Texas Fair & Expo. Nov. 7-12. R. C. (Tommy) Tompkins.
La Grange—Payette Co. Fair Assn. Oct. 5-7. Guy L. McCraw.
Lubbock—Panhandle South Plains Fair Assn. Oct. 2-7. A. B. Davis.
Marshall—Central East Texas Fair. Sept. 18-21. Joe L. Mock.
Nacogdoches—Nacogdoches Co. Fair. Sept. 20-23. John J. Rudisill.
Palestine—Anderson Co. Fair. Early in Oct. C. O. Miller Jr.
Texarkana—Four States Fair. Sept. 18-23. L. E. Gilliland.
Tyler—East Texas Fair. Sept. 11-16. C. F. Heaton.
Waco—Greater Southwest Fair. Oct. 23-29. Tommy Steven.
Wharton—Wharton Co. Fair. Sept. 26-30. H. Charles Koehl Jr.

UTAH

Duchesne—Duchesne Co. Fair. Sept. 1-3.
Logan—Cache Co. Fair & Rodeo. Aug. 24-29. M. R. Hovey.
Ogden—Ogden Livestock Show. Nov. 11-13. E. J. Fjeldsted.
Salt Lake City—Utah State Fair. Sept. 15-23. J. A. Theobald.

VERMONT

Barton—Orleans Co. Fair Assn. Aug. 17-19. Mrs. Dave Gallup, Orleans, Vt.
Essex Junction—Champlain Valley Expo. Aug. 28-Sept. 2. H. E. Drury.
Hartland—Hartland Fair. Aug. 23-25. S. F. Rogers, Woodstock, Vt.
Lyndonville—Caledonia Co. Fair Assn. Aug. 24-26. A. E. Donahue.
Rutland—Rutland Fair. Sept. 4-8. Arthur B. Porter.
Tunbridge—Union Agrl. Assn. Week of Sept. 20. Edw. H. Flint.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Third week in Oct. W. M. Gannaway.

Chase City—Mecklenburg Co. Fair Assn. Oct. 10-14. Garland E. Moss.
 Covington—Allegheny Co. Fair. Sept. 11-16. Robert E. Sydenstricker.
 Fredricksburg—Fredericksburg Agri. Fair. Sept. 11-16. J. Eugene Rowell.
 Galax—Galax Agri. & Indust. Fair. Aug. 21-25. J. I. Palmer.
 Martinsville—Martinsville Colored Agri. Fair. Sept. 4-9. S. H. Balden.
 Pennington Gap—Lee Co. Fair. Week of Sept. 4. R. C. Carter, Blacksburg, Va.
 Petersburg—Petersburg Fair. Oct. 9-14. R. Willard Eanes.
 Richmond—Atlantic Rural Expo. Sept. 28-Oct. 7. J. A. Mitchell.
 Roanoke—Roanoke Fair. Aug. 28-Sept. 2. Leo Peyster.
 Staunton—Virginia State Fair. Sept. 1-9. C. S. Halston.
 Suffolk—Tidewater Fair Assn. Oct. 17-20. H. C. Holman.
 Tazewell—Tazewell Co. Am. Legion Fair. Aug. 15-19. Herbert Ward.
 Warsaw—Northern Neck Fair Assn. Sept. 4-9. L. P. Altaffer.
 Woodstock—Shenandoah Co. Fair Assn. Aug. 29-Sept. 2. D. H. Garman.

Medford—Taylor Co. Youth Fair. Aug. 17-20. Carl Zoerb.
 Menomonee—Dunn Co. Fair. Aug. 9-13. Lyle C. Pollock.
 Merrill—Lincoln Co. Free Fair. Aug. 7-10. William Steckling.
 Milwaukee—Wisconsin State Fair. Aug. 18-27. Jack Reynolds.
 Mineral Point—Southwestern Wis. Fair Assn. Sept. 1-4. C. L. Winn.
 Mondovi—Buffalo Co. Agri. Soc. Aug. 24-27. George Britton.
 Monroe—Green Co. Agri. Soc. July 27-30. William A. Brown.
 Neillsville—Clark Co. Agri. Soc. Aug. 17-20. Harold Huckstead.
 Oshkosh—Winnebago Co. Fair & Expo. Aug. 29-Sept. 1. Taylor O. Brown.
 Phillips—Price Co. Agri. Assn. Aug. 24-26. L. F. Wiemer.
 Platteville—Badger State Fair. Aug. 18-21. W. G. Pitts.
 Plymouth—Sheboygan Co. Fair. Sept. 1-4. W. H. Eldridge.
 Portage—Columbia Co. Fair Assn. July 27-30. Harold J. Lochner.
 Rhineclander—Hodag Fair. Aug. 14-16. Jess Reed.

Rice Lake—Barron Co. Fair Assn. Aug. 17-20. Harry P. Moors.
 Richland Center—Richland Co. Agri. Assn. Sept. 14-17. R. H. Dingle.
 Rosholt—Rosholt Free Community Fair Assn. Sept. 2-4. R. L. Wrostad.
 St. Croix Falls—Polk Co. Fair. Sept. 8-10. W. R. Vezina.
 Saxon—Iron Co. Fair Assn. Aug. 25-27. Anne L. Skaja, R. 1, Hurley, Wis.
 Seymour—Outagamie Co. Fair Assn. Aug. 3-6. Michael Burns.
 Shawano—Shawano Co. Fair. Sept. 1-4. Louis W. Cateau.
 Slinger—Washington Co. Fair. July 27-30. E. E. Skallskey, West Bend, Wis.
 Spooner—Washburn Co. Junior Fair. Aug. 14-16. W. H. Dougherty.
 Stoughton—Dane Co. Junior Fair. July 21-23. R. F. Schaefer.
 Sturgeon Bay—Door Co. Fair Assn. Aug. 24-27. John H. Miles.
 Superior—Tri-State Fair. Aug. 15-20. Max H. Lavine.
 Tomah—Monroe Co. Fair Assn. Aug. 4-7. C. C. Hile.
 Union Grove—Racine Co. Agri. Soc. Aug. 25-27. A. E. Dittbrenner, Rochester, Wis.

Viroqua—Vernon Co. Fair. Sept. 20-24. Oren G. Johnson.
 Wausau—Wisconsin Valley Fair. Aug. 9-13. H. A. Kiefer.
 Wautoma—Waushara Co. Fair Assn. Aug. 24-27. H. N. Hoferbecker.
 Webster—Central Burnett Co. Fair. Aug. 29-Sept. 1. Chuck Adams.
 Westfield—Marquette Co. Agri. Assn. Aug. 4-6. B. J. Connors, Montello, Wis.
 Weyauwega—Waupaca Co. Agri. Soc. Sept. 14-17. A. A. Stroschein.
 Wilmet—Kenosha Co. Fair Assn. Aug. 10-13. Henry S. Frank.

WYOMING

Afton—Lincoln Co. Fair. Aug. 25-26. Orrin Jenkins.
 Casper—Central Wyoming Fair. Aug. 16-19. R. S. (Bob) Latta.
 Cheyenne—Western Plains Fair. Aug. 24-26. John F. Noyes.
 Douglas—Wyoming State Fair. Aug. 30-Sept. 2. Earl W. Farnsworth.
 Sundance—Crook Co. Fair. Aug. 24-26. Willet Keyser.
 (See 1950 FAIR LIST on page 138)

WASHINGTON

Bramerton—Kitsap Co. Fair Assn. Aug. 24-27. Clifford Beck.
 Cathlamet—Wahkiakum Co. Fair Assn. Sept. 7-9. H. O. Weyrich.
 Centralia—Southwest Wash. Fair. Aug. 24-27. Arthur W. Ehret.
 Davenport—Lincoln Co. 4-H Club Fair Assn. Sept. 7-9. C. Ross Trout.
 Dayton—Columbia Co. Fair. Sept. 8-10. W. G. Hughes.
 Goldendale—Klickitat Co. Fair Assn. Sept. 8-10. Charles Gronewald.
 Longview—Columbia Empire Fair. Aug. 30-Sept. 2. Preston Varney.
 Monroe—Evergreen State Fair. Sept. 6-10. Paul Hollomon, Snohomish, Wash.
 Pomeroy—Garfield Co. Fair Assn. Sept. 15-17. J. C. McCabe.
 Puyallup—Western Wash. Fair Assn. Sept. 18-24. J. H. McMurray.
 Walla Walla—Southeastern Wash. Fair. Sept. 1-4. Leslie L. Stewart.
 Waterville—North Central Wash. Fair. Sept. 15-17. G. Merton Dick.
 Yakima—Central Wash. Fair. Sept. 27-Oct. 1. J. Hugh King.

WEST VIRGINIA

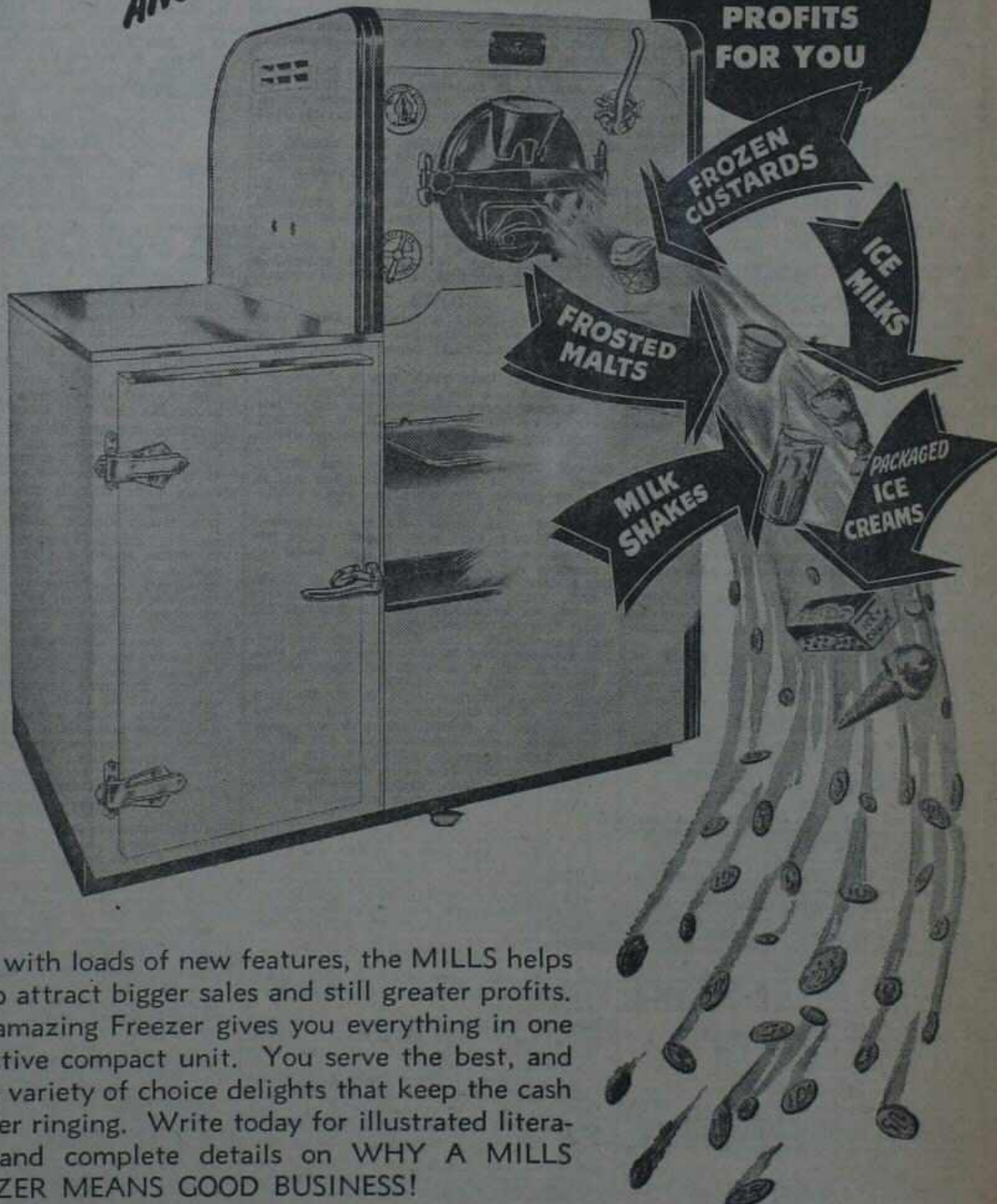
Charleston—W. Va. Agri. & Indust. Fair. Sept. 2-10. T. H. McGovern.
 Grafton—Taylor Co. Fair Assn. Aug. 29-Sept. 2. Ellen Jane Wiseman.
 Helvetia—Helvetia Community Fair. Sept. 15-18. Mrs. James McNeal.
 Lewisburg—Bonveverte—State Fair of W. Va. Aug. 21-26. C. T. Sydenstricker, Lewis.
 Marlinton—Pocahontas Co. Fair. Aug. 14-18. Fred C. Allen.
 Moundsville—Marshall Co. Fair. Aug. 10-19. C. B. Allman.
 Philippi—Barbour Co. Street Fair Assn. Sept. 20-23. Mrs. Dane Moore.
 Webster Springs—Webster Co. Fair Assn. Sept. 4-9. Betty Hartmann.

WISCONSIN

Antigo—Langlade Co. 4-H Club Roundup. Aug. 4-6. Ira V. Goodell.
 Beaver Dam—Dodge Co. Fair Assn. Sept. 7-10. Forrest Knaup.
 Baraboo—Sauk Co. Agri. Soc. Aug. 28-31. C. W. Schroeder.
 Black River Falls—Jackson Co. Agri. Soc. Aug. 28-31. Douglas J. Curran.
 Bloomington—Blakes Prairie Agri. Soc. Sept. 1-3. Robert O. Brodt.
 Cedarburg—Ozaukee Co. Free Fair. Aug. 8-13. Carl J. Blume, Thiensville, Wis.
 Chilton—Calumet Co. Agri. Assn. Sept. 1-4. Herbert F. Harder.
 Chippewa Falls—Northern Wis. District Fair. Aug. 1-6. A. L. Putnam.
 Darlington—Lafayette Co. Agri. Soc. Aug. 10-13. Nellus E. Larson.
 De Pere—Northeastern Wis. Fair. Aug. 17-21. R. O. Pianert.
 Eagle River—Vilas Co. Agri. Soc. Aug. 25-27. Wilbur C. Reimer.
 Elkhorn—Walworth Co. Agri. Soc. Sept. 1-4. R. B. Harris.
 Ellsworth—Pierce Co. Fair Assn. Aug. 23-25. H. G. Seyforth.
 Elroy—Elroy Fair Assn. Aug. 11-13. Clarence Gerken.
 Fond du Lac—Fond du Lac Co. Agri. Soc. Aug. 9-13. H. J. Wills.
 Friendship—Adams Co. Agri. Soc. Sept. 14-17. Robert W. Roseberry.
 Galesville—Trempealeau Co. Fair. Aug. 3-6. Frank M. Smith.
 Gays Mills—Crawford Co. Fair. Sept. 7-10. Leonore M. Feldman, Prairie du Chien, Wis.
 Gillet—Oconto Co. Youth Fair. Aug. 18-20. Otto Neuman.
 Glenwood City—St. Croix Co. Fair Assn. Aug. 7-9. George Steffen.
 Grantsburg—Burnett Co. Fair Assn. Aug. 4-26. Milton I. Jensen.
 Green Lake—Green Lake Co. Jr. Free Fair. Aug. 4-6. Francis J. Placek.
 Hayward—Sawyer Co. Fair Assn. Sept. 1-3. Sherman W. Weiss.
 Iron River—Bayfield Co. Fair. Aug. 25-27. R. J. Holvenstot, Washburn, Wis.
 Janesville—Rock Co. 4-H Fair Assn. Aug. 8-13. Roy T. Glasco.
 Jefferson—Jefferson Co. Fair. Aug. 2-6. Horace L. Buri.
 La Crosse—La Crosse Interstate Fair. Aug. 9-13. Joseph W. Frisch.
 Ladysmith—Rusk Co. Free Fair. Aug. 21-24. F. J. Manning.
 Lancaster—Grant Co. Agri. Soc. Aug. 24-27. A. S. DeBuhr.
 Lodi—Lodi Union Agri. Soc. Sept. 22-24. Roy E. Fisk.
 Luxemburg—Kewaunee Co. Agri. Assn. Sept. 1-4. Elroy C. Hoppe.
 Manitowoc—Manitowoc Co. Fair. Aug. 23-27. A. P. Rank.
 Marinette—Marinette Co. Fair Assn. Aug. 11-13. Victor H. Quick.
 Marshfield—Central Wis. State Fair. Sept. 3-7. W. A. Uthmeier.
 Mauston—Juniata Co. Agri. Soc. Aug. 24-27. H. E. Rynarson.

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ALABAMA

Anniston-Oxford Lake Park, W. E. (Billy) Morgan, owner-mgr.; has six rides, 19 concession games, pool, rink, penny arcade, coin machines; books pay and free attractions.

Birmingham-Kiddleland at Fairgrounds, R. H. McIntosh, mgr.; has 15 rides, two concession games, pool, penny arcade; books orchestras and attractions.

Phenix City-Idle Hour Park, owned by city; Jesse L. Marlowe, mgr.; has 10 rides, 40 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

CALIFORNIA

Balboa-Balboa Fun Zone, Al Anderson, owner-mgr.; has three rides, 11 concession games, penny arcade, coin machines; books free attractions.

Guernwood Park-Guernwood Village, Jack W. Wright, owner-mgr.; has five rides, eight concession games, rink, penny arcade, coin machines.

Long Beach-Virginia Amusement Park, Pacific Mutual Life Ins. Co., owners; H. A. Ludwig, mgr.; has eight rides, 30 concession games, penny arcade.

Long Beach-Long Beach Am. Co. "Nu-Pike," L. P. (Pat) Murphy, mgr.; has 23 rides, 20 concession games, indoor pool, ice rink, penny arcade; books orchestras, pay and free attractions.

Long Beach-The Pike, C. C. Marlette, mgr.; has two rides, 18 concession games, pool, penny arcade, coin machines.

Los Angeles-Lucas Kiddleland, 3521 Riverside Drive, J. L. Lucas, owner-mgr.; has 14 rides, penny arcade.

Los Angeles-Suker & Suker Park, Firestone and Compton Blvds., Harry Suker, mgr.; has nine rides, seven concession games.

Los Angeles-Beverly Park, David E. Bradley Jr., owner-mgr.; has 11 rides, penny arcade.

Oceanside-Oceanside Beach Amusement Park, Harry Gordon, owner-mgr.; has two rides, 20 concession games, penny arcade, coin machines.

Ocean Park (Santa Monica)-Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 18 rides, 43 concession games, penny arcade, coin machines; books attractions occasionally.

Pismo Beach-Pismo Playway Park, George A. Doss, owner-mgr.; has nine rides, 15 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Redondo Beach-Redondo Gayway, Jerry Berge, mgr.; has 11 rides, six concession games, rink, penny arcade, coin machines; books attractions.

San Diego-Mission Beach Amusement Center, Warner Austin, mgr.; has seven rides, 35 concession games, pool, rink, penny arcade, coin machines; books attractions; orchestras occasionally.

San Francisco-Whitney's Playland-at-the-Beach, George K. Whitney, owner-mgr.; has 27 rides, 28 concession games, rink, penny arcade, coin machines.

Santa Cruz-Santa Cruz Beach, Louis W. Jenkins, Jr., mgr.; has 11 rides, 30 concession games, pool, penny arcade, coin machines.

Santa Monica-Diehl Amusement Park, Joe Diehl, owner-mgr.; has six rides, 10 concession games, penny arcade, coin machines.

Santa Monica-Newcomb's Santa Monica Pier, W. D. Newcomb, operator; has four rides, seven concession games, penny arcade.

Sunland-Sunland Amusement Park, C. H. Allton, owner-mgr.; has 22 rides, 15 concession games, pool, penny arcade.

COLORADO

Denver-Eltch Gardens, Arnold B. Gurtler, mgr.; has seven major and eight kiddie rides, two concession games, penny arcade, coin machines; books orchestras and attractions.

Denver-Lakeside Amusement Park, Benjamin Krasner, mgr.; has 16 rides, six concession games, pool, penny arcade, coin machines; books orchestras.

Fueblo-Minnequa-Lakeside Park, Harry W. Ellswood, mgr.; has eight rides, 14 concession games, pool, penny arcade, coin machines; books orchestras and attractions.

CONNECTICUT

Bridgeport-Pleasure Beach, owned by city, John C. Molloy, mgr.; has 19 rides, 12 concession games, pool, rink, coin machines in penny arcade; books orchestras.

Bristol-Lake Compounce Amusement Park, I. E. Pierce, mgr.; has seven rides, six concession games, rink, penny arcade, coin machines, books orchestras, free attractions.

Middlebury-Lake Quansapung Park, M. J. Leon, owner-mgr.; has three rides, 10 concession games, pool; books free acts.

New Haven-Savin Rock Park, Frederick E. Levers, mgr.; has 47 rides, 75 concession games, rink, three penny arcades, coin machines; books orchestras and attractions.

New London-Ocean Beach Park, owned by city, Meredith Lee, supt.; has eight rides, two concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Waterbury-Lakewood Park, owned by city, J. J. Curtin, supt. of parks; has two rides, three concession games.

DELAWARE

Fort Penn-Augustine Beach and Park, Tommy Taxis, owner; Jack Paulson, mgr.; has five rides, 18 concession games, penny arcade, coin machines; books orchestras and free attractions.

FLORIDA

Jacksonville Beach-Boardwalk, H. M. Shelley, pres. Boardwalk Assn.; has 12 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, attractions.

Jacksonville Beach-Griffen Amusement Park, F. A. Griffen Sr., owner; F. A. Griffen Jr., mgr.; has 11 rides, six concession games; books free attractions.

Miami-PBA Children's Playground, Police Benevolent Assn., owners; L. C. Reseau, mgr.; has eight rides.



AMUSEMENT PARKS

GEORGIA

Atlanta-Lakewood Park, Mike Benton, mgr.; has 14 rides, 17 concession games, rink.

IDAHO

Coeur d'Alene-Playland Pier, W. Earl Somers, mgr.; has six rides, two concession games, penny arcade.

ILLINOIS

Aurora-Exposition Park, Orville P. Fox, owner-mgr.; has five rides, pool, rink; books orchestras.

Chicago-Riverview Park, O. A. Schmidt, gen. mgr.; has 40 rides and major attractions, 75 concession games, rink, three penny arcades.

Danville-Fairgrounds Park, William F. Brown, owner; has rides, concessions, pool and rink.

Lake Villa-Sherwood Park, Oaklawn-Green Oaks Kiddyland, M. J. Doolan, owner; Anna Doolan, mgr.; has 13 rides.

Paris-Twin Lakes Park, owned by city, Chas. P. and Harry E. Brown, mgrs.; has five rides, concession games, bathing beach, penny arcade, coin machines.

INDIANA

Angola-Buck Lake Ranch, Harry Smythe, owner; Paul Kratzer, mgr.; has four rides, four concessions; books orchestras and attractions.

Fort Wayne-West Swinney Amusement Park, H. E. Hart, mgr.; has 10 rides, 13 concession games, pool, penny arcade; books free attractions.

Gary-Savage Center Expo. Park, Tommy Sacco, mgr. (Main office, 263 N. Wabash Ave., Chicago); has two major and five kiddie rides, 20 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Hamilton-Circle Park, D. B. Waterhouse, mgr.; has four rides, four concession games, pool, rink, penny arcade, coin machines; books attractions.

Indianapolis-Riverside Amusement Park, John L. & Robt. D. Coleman, owners; H. E. Parker, mgr.; has 21 rides, 18 concession games, rink, penny arcade; books orchestras and attractions.

Michigan City-Washington Park, Harold E. Barr, mgr.; has eight rides, 12 concession games, penny arcade; books orchestras.

Monticello-Ideal Beach Resort, T. E. Spackman, mgr.; has five rides, six concession games, rink, coin machines; books orchestras and attractions.

South Bend-Playland Park, Earl J. Redden, owner-mgr.; has 10 rides, 10 concession games, rink, penny arcade; books attractions.

IOWA

Arnolds Park-Benit Amusement Park, Eldo M. Benit, owner-mgr.; has 10 rides, 24 concession games, rink, penny arcade, books attractions.

Boone-Spring Lake Park, Ben E. Wiley, Jr., mgr.; has one ride, 10 concession games, pool, rink; books orchestras and attractions.

Clear Lake-Bayside Park, H. A. O'Leary, mgr.; has five rides, six concession games, rink.

Council Bluffs-Playland Park, Abe Slusky, mgr.; has 14 rides, 25 concession games, penny arcade, coin machines; books attractions.

Davenport-Mississippi Valley Amusement Park, H. A. Gettert, mgr.; has five rides, five concession games, penny arcade; books orchestras and attractions.

Des Moines-Riverview Park, Robert A. Reichardt, mgr.; has 15 rides, 10 concession games, penny arcade; books orchestras, pay and free attractions.

Ruthven-Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, penny arcade, coin machines; books orchestras and acts occasionally.

Sioux City-Riverview Park, R. M. Warfield, owner; M. R. Warfield, mgr.; has 15 rides, 25 concession games, penny arcade, coin machines; books orchestras and attractions.

Storm Lake-Lakeside Beach, Walter Lawrence, mgr.; has four rides, four concession games, lake, rink, penny arcade; books orchestras, pay and free attractions.

KANSAS

Bonner Springs-Lakewood Park, L. D. Wiard, owner-mgr.; has five rides, 18 concession games, pool, rink; books orchestras and free attractions.

Wichita-Joyland Hills and Joyland Central, The Ottaways, mgrs.; has 20 rides, 10 concession games, penny arcade, coin machines.

KENTUCKY

Dayton-Tacoma Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, penny arcade.

Lexington-Joyland Park, R. R. Renfrew, mgr.; has 14 rides, 12 concession games, pool, penny arcade, coin machines; books orchestras.

Louisville-Fontaine Ferry Park, J. R. Stighliser, mgr.; has 14 rides, 14 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

LOUISIANA

New Orleans-Audubon Park, owned by city, George Douglas, mgr.; has three rides, pool; books orchestras and attractions.

New Orleans-Pontchartrain Beach, Harry J. Batt, man. dir.; has 15 rides, 15 concession games, penny arcade; books free attractions.

MAINE

Old Orchard Beach-Palace Playland, Seashore Am Corp., owners; Samuel Oshar, mgr.; has eight rides, 19 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Upper Gloucester-Royal River Park, Howard I. Small, mgr.; has three rides, concession games, pool, rink, penny arcade; books orchestras and attractions.

MARYLAND

Baltimore-Carlin's Park, John J. Carlin, owner; has 14 rides, 18 concession games, pool, roller and ice rinks, penny arcade, coin machines; books orchestras and free attractions.

Baltimore-Kiddyland, Charles W. Swan, mgr.; has eight rides, 12 concession games, pool, penny arcade; books orchestras and attractions.

Baltimore-New Bay Shore Park, William F. Shinnick, mgr.; has 10 rides, 10 concession games, beach, penny arcade; books attractions.

Baltimore-Gwynn Oak Park, Arthur B. Price, owner; D. W. Price, mgr.; has 14 major and eight kiddie rides, 12 concession games, penny arcade, coin machines; books orchestras and attractions.

Braddock Heights-Braddock Heights Park, J. H. Baker, mgr.; has three rides, two concession games, rink, penny arcade; books pay attractions.

Chesapeake Beach-Seaside Park, Seaside Park, Inc., owners; J. M. Rector, mgr.; has four rides, 10 concession games, pool, penny arcade, coin machines; books pay acts occasionally.

Chestertown-Tolchester Park, Tolchester, Lines, owners; G. G. Huppman, mgr.; has five rides, two concession games, rink, penny arcade.

Earleville-White Crystal Beach, Alfred E. Green, owner-mgr.; has two rides, eight concession games, penny arcade, coin machines.

Glen Echo-Glen Echo Park, L. B. Schloss, mgr.; has 12 rides, two concession games, pool, penny arcade, coin machines.

Marshall Hall, near Washington, D. C.-Marshall Hall Park, L. C. Addison, mgr.; has 10 rides, 10 concession games, penny arcade, coin machines.

Ocean City-Windsor Resort, D. Trimmer Jr., mgr.; has 10 rides, 10 concession games, penny arcade, coin machines.

MASSACHUSETTS

Agawam, near Springfield-Riverside Park, Edward J. Carroll, owner-mgr.; has 24 rides, 14 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Auburndale-Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, penny arcade; books orchestras, acts.

Dartmouth-Lincoln Park, John Collins, owner-mgr.; has 18 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Holyoke-Mountain Park, Holyoke Street Railway Co., owners; Louis D. Pellissier, mgr.; has six rides, six concession games, rink, penny arcade, coin machines; books orchestras and free attractions.

Lunenburg-Whalom Park, Harold D. Gilmore, mgr.; has 10 rides, six concession games, beach, rink, coin machines in penny arcade; books orchestras and attractions.

Mendon-Lake Nipmuc Park, Nat Hochberg, mgr.; has five rides, six concession games, rink, penny arcade; books pay attractions.

Nantasket Beach-Paragon Park, Lawrence M. Stone, mgr.; has 12 rides, seven concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

New Bedford-Acushnet Park, Daniel E. Bauer, owner-mgr.; has five rides, eight concession games, rink, penny arcade.

Revere, Boston-Revere Beach, has 50 rides, 40 concession games, rink, penny arcade, coin machines; books attractions.

Salisbury-Salisbury Beach, Chamber of Commerce; has 10 rides, 10 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Worcester (Shrewsbury)-White City Park, Sam Hamid, mgr.; has 11 rides, 18 concession games, beach, penny arcade, coin machines; books free attractions.

MICHIGAN

Bay City-Wenona Beach, O. D. Colbert, mgr.; has 11 rides, 14 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Detroit (St. Claire Shores)-Jefferson Beach Park, Harry Stahl, supt.; has 20 rides, 30 concession games, rink, penny arcade, coin machines; books orchestras.

Detroit-Motor City Park, Victor Horowitz, mgr.; has 12 rides, 10 concession games.

Detroit-Edgewater Park, Cy Wagner, mgr.; has 24 rides, 18 concession games, rink, penny arcade; books attractions.

Detroit-Eastwood Park, Milton Wagner, owner-mgr.; has 17 rides, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras.

Flint-Flint Park, Dr. L. H. Firestone, pres.; Howard M. Oviatt, mgr.; has 14 rides, 12 concession games, rink, penny arcade; books attractions.

Grand Rapids-Ramona Park, G. R. Motor Coach Co., owners; Don Williams, mgr.; has 15 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Haslett-Lake Lansing Park, Roger E. Haney, mgr.; has 12 rides, 18 concession games, rink, penny arcade, coin machines; books orchestras and free attractions.

St. Joseph-Silver Beach, Mrs. L. J. Drake, owner; H. J. Terrill, mgr.; has 11 rides, 13 concession games, penny arcade, coin machines; books orchestras.

Utica-Utica Amusement Park, Myron Brown, mgr.; has three rides, concession games, penny arcade; books orchestras, attractions.

MINNESOTA

Excelsior-Excelsior Amusement Park, Fred W. Pearce & Co., owners; Fred W. Clapp and J. P. Colihan, mgrs.; has 14 rides, 10 concession games, penny arcade; books orchestras and free attractions.

Fairmont Interlaken Park, Al Menke, mgr.; has four rides, six concession games, lake, rink; books orchestras and free attractions.

MISSISSIPPI

Laurel-Banga Home Lake Park, Jay Warner, owner; C. M. Hendrix, mgr.; has 10 rides, seven concession games; books attractions.

MISSOURI

Joplin-Hollywood Amusement Park, H. A. Breilinger, owner-mgr.; has rides, concession games, pool, coin machines; books attractions.

Kansas City-Fairyland Park, Marion Brancato, owner; Harry Duncan, mgr.; has 24 rides, 20 concession games, pool, penny arcade; books orchestras and free attractions.

North Kansas City-Winnwood Beach Park, R. G. Young, owner-mgr.; has seven rides, 19 concession games, pool, rink, books attractions.

Robertson (St. Louis)-West Lake Park, Joseph Botia, owner; P. D. Kramer, mgr.; has 13 rides, seven concession games, pool, rink, penny arcade, coin machines.

St. Joseph-Lake Conrary Amusement Park, L. F. Ingersoll, owner-mgr.; has nine rides, four concession games, penny arcade, coin machines; books orchestras, free acts.

St. Louis-Chain of Rocks Amusement Park, Carl F. Trippe, owner; Thomas T. Turner, mgr.; has eight rides, five concession games, pool, rink, penny arcade, coin machines; books attractions.

St. Louis-Forest Park Highlands, A. W. Ketchum, mgr.; has 20 rides, six concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Springfield-Dolling Park, owned by city, W. W. Morrison, lessee; has seven rides, four concession games, rink, penny arcade; books attractions.

Valley Park (St. Louis Co.)-Valley Beach Amusement Park, Reno Weggeman, owner-mgr.; has three rides, eight concession games, penny arcade, coin machines.

NEBRASKA

Hastings-Lib's Park, Lip Phillips, owner-mgr.; has rides, concession games, pool; books orchestras and attractions.

Lincoln-Capitol Beach Park, O. J. Carpender, mgr.; has nine rides, five concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

NEW HAMPSHIRE

Manchester-Crystal Lake Park, Mrs. John Eltonia, mgr.; has three rides, eight concession games; books free attractions.

Manchester-Pine Island Park, Barney J. Williams, mgr.; has eight rides, 14 concession games, rink, penny arcade; books orchestras and attractions.

NEW JERSEY

Asbury Park-Palace Amusement, E. Lange & Z. Resnick, owners-mgrs.; has five rides, four concession games, penny arcade, coin machines.

Atlantic City-Sterplechase Pier, Atlantic Am. Co., owners; has 10 rides, four concession games.

Atlantic City-Million-Dollar Pier, Max Tubia, mgr.; has rides and concessions.

Atlantic City-Steel Pier, Abraham Ellis and George A. Hamid Sr., owners; Richard Knudtson and George Hamid Jr., mgrs.; has three theaters, ocean stadium, ballroom, concessions and coin machines.

Clementon-Clementon Lake Park, Theo. W. Gibbs, mgr.; has 15 rides, 15 concession games, penny arcade; books free attractions and orchestras.

Greenloch-Greenloch Park, W. W. Dougherty, mgr.; has four rides, six concession games, lake, penny arcade; books attractions, orchestras occasionally.

Irrington-Olympic Park, Henry A. Guenther, mgr.; has 23 rides, 25 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Lake Hopatcong-Bertrand Island Park, Louis Kraus, mgr.; has 10 rides, 16 concession games, penny arcade; books orchestras.

Mays Landing-Lake Lenape Park, Eugene Leiling, mgr.; has five rides, three concession games, rink; books attractions.

Palisades-Palisades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 10 rides, 20 concession games, pool, penny arcade; books orchestras and attractions.

Pennsville-Riverview Beach Park, L. E. Christman, mgr.; has 14 rides, four concession games, pool, rink, penny arcade.

Pitman-Alcyon Park, Alcyon Park, Inc., owners; Joseph Appelsbaum, mgr.; has five rides, 10 concession games, lake, rink, penny arcade, coin machines.

Seaside Heights-Freeman's Amusement Center, J. Stanley Tunney, mgr.; has 18 rides, 4 concession games, penny arcade, coin machines.

Seaside Heights-Seaside Heights Casino, J. Christopher, mgr.; has five rides, 20 concession games, pool, penny arcade, coin machines.

West Orange-Crystal Lake Park, D. Mauro, owner-mgr.; has six rides, four concession games, pool, penny arcade.

Wildwood-Casino Arcade Park, E. E. Ramo, guss, owner; Gilbert Ramagosa, mgr.; has seven rides, 18 concession games, penny arcade, coin machines; books free acts occasionally.

Wildwood-Playland, Cedar Schellenger Corp. owners; Robert J. Kay, mgr.; has 12 rides.

NEW YORK

Angola-LaLe's Amusement Park, Michael Guzetta, mgr.; has eight rides, 18 concession games, penny arcade; books orchestras and free attractions.

Ashburn-Owasco Lake Park, Joseph J. Padlich, mgr.; has 11 rides, 12 concession games, penny arcade, coin machines; books attractions.

Averill Park—Crystal Lake Park, M. Gertrude Wagstaff, mgr.; has five rides, five concession games, penny arcade, coin machines.

Buffalo—New Liberty Park, Harry A. Illions, owner; P. Percy Morency, mgr.; has 14 rides, 14 concession games; books attractions.

Canandaigua—Roseland Park, William W. Muar, owner-mgr.; has 11 rides, 20 concession games, penny arcade, coin machines; books pay attractions.

Coney Island—Steeplechase Park, Steeplechase Amusement Co., owner; James J. Onorato, mgr.; has 31 rides, concessions, pool, penny arcade, coin machines.

Corfu—Sculder Park, Indian Falls, Theo. Morrot, owner-mgr.; has eight rides, 10 concession games.

Geneseo—Long Point Park, Mrs. H. W. Berry, owner; C. F. Johnston, mgr.; has three rides, four concession games, rink, penny arcade, coin machines; books orchestras.

Jamestown—Colon Park, Harry A. Illions, owner-mgr.; has 20 rides, 15 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Manlius (Syracuse)—Suburban Park, Fred W. Searle, mgr.; has 19 rides, eight concession games, rink, penny arcade, coin machines; books free attractions.

Olcott—Olcott Beach Amusement Park, Hubert Flynn, owner; Edward J. Flynn, mgr.; has six rides, 20 concession games, rink, penny arcade.

Olcott Beach—Kiddieland, A. C. Fox, owner; has four rides, five concession games.

Olcott—Rialto Park, Theo. J. Morrot, mgr.; has seven rides, 18 concession games.

Peekskill—Indian Point Park, Point Am. Corp., owners; E. D. Kelman, mgr.; has five rides, concession games, penny arcade.

Richfield Springs—Canadarago Park, Joe Magee, owner-mgr.; has two rides, two concession games, lake, rink, coin machines; books orchestras and attractions.

Rockaway Beach—Seaside Amusement Park, Seaside Am. Park Co., owners; Peter Drambour, mgr.; has six rides, 17 concession games.

Rockaway Beach—Rockaways Playland, A. Joseph Geist, owner; William Hicks, mgr.; has 21 rides, 42 concession games, two penny arcades, coin machines.

Rochester—Dreamland Park, Sea Breeze, George W. Long, owner-mgr.; has 12 rides, eight concession games, rink, penny arcade; books free attractions.

Bye—Playland, Col. Allan E. MacNicol, mgr.; has 30 rides, two concession games, pool, ice rink, penny arcade, coin machines; books attractions.

Saratoga Springs—Kaydeross Amusement Park, Jack Gross, mgr.; has five rides, six concession games, penny arcade, coin machines.

Sea Breeze—Board Walk, A. H. Bernkessel, owner-mgr.; has eight rides, 24 concession games, penny arcade, coin machines; books free attractions.

Sylvan Beach—Northside Amusement Park, Milton Totman, owner-mgr.; has four rides, three concession games.

Williamsville—Glen Park, Harry Altman, mgr.; has three rides, three concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Youngstown—Lakewood Park, C. H. Tothill, mgr.; has four rides, seven concession games, lake; books orchestras.

Cincinnati—Coney Island, Edward L. Schott, mgr.; has 15 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Cleveland—Euclid Beach Park, The Humphrey Co., owner; H. C. Shannon, mgr.; has 14 big and 7 small rides, concession games, rink, penny arcade, coin machines.

Cleveland—Puritas Springs Park, James E. Gooding, mgr.; has 20 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras and free attractions.

Columbus—Zoo Park, Leo and Elmer G. Haenlein, mgrs.; has 11 rides, penny arcade, coin machines.

Dayton—Lakeside Park, Lakeside Park Co., owner; Gerald Niermann, mgr.; has 14 rides, eight concession games, penny arcade, coin machines; books orchestras.

Dayton—Frankie's Forest Park, Frank J. Schauflier, owner-mgr.; has 11 major and 10 kiddie rides, seven concession games, penny arcade; books orchestras.

Findlay—Riverside Park, owned by city; Carl C. Bachman, mgr.; has three rides, five concession games, pool, rink, penny arcade, coin machines; books bands and free attractions.

Geauga Lake—Geauga Lake Park, Charles W. Schryer, mgr.; has 20 rides, 24 concession games, pool, rink, penny arcade; books orchestras.

Genoa—Forest Park, M. T. Nord, mgr.; has eight rides, one concession game, rink, penny arcade, coin machines; books orchestras, free attractions.

Lake Milton—Craig Beach Park, Charles H. Rennie, mgr.; has seven rides, 15 concession games, penny arcade, coin machines; books orchestras, free attractions.

Marion—Crystal Lake Park, Maurice F. Ludwig, mgr.; has five rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Middletown—LeSourdsville Lake, Don Dazey, mgr.; has 12 rides, five concession games, pool, penny arcade; books orchestras and attractions.

New Philadelphia—Tuscora Park, owned by city; Harold Meese, mgr.; has five rides, three concession games, pool, rink, penny arcade; books orchestras and attractions.

Russells Point—Russells Point Boardwalk, French L. Wilgus, owner; Jack Stone, mgr.; has seven rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras and floorshows.

Russells Point—Sandy Beach Park, Indian Lake Am. Co., owners; Lou Bruno, mgr.; has 12 rides, 12 concession games, pool, rink, penny arcade, coin machines; books name bands.

Sandusky—Cedar Point, The G. A. Boeckling Co., owners; Bernard G. Zeller, mgr.; has about 100 rides, concessions and soft drink stands, penny arcade, coin machines; books orchestras.

South Zanesville—Moxahala Park, Tim J. Nolan, owner-mgr.; has 13 rides, concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Toledo—Sunnyside Beach, Louis A. Abrass & Charles Abde, mgrs.; has 10 rides, 10 concession games, pool.

Toledo—Walbridge Park, T. M. Harton Co., Inc., owner; S. E. Custer, mgr.; has 14 rides, seven concession games, penny arcade.

Urbana—Lakewood Beach, Dave Conrad, mgr.; has seven rides, nine concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Vermillion—Crystal Beach Park, Mrs. J. L. Blanchat, owner; James M. Byan, mgr.; has 12 rides, concession games, penny arcade; books orchestras and attractions.

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NORTH CAROLINA

Asheville—Recreation Park, owned by city; Harry McDonold, mgr.; has six rides, three concession games, pool, rink.

Atlantic Beach—Atlantic Beach, Inc., A. B. Cooper, owner; Newman Willis, mgr.; has six rides, 12 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Charlotte—Suttle Amusement Park on Route 28, R. A. Shuttle, mgr.; has three rides, concession games, pool; books orchestras and attractions.

Hickory—Lake Hickory Amusement Park, E. W. Hollar, owner; W. E. Horne, mgr.; has six rides, 15 concession games, beach; books attractions.

Rocky Mount—Joyland Park in fairgrounds, Norman Y. Chambliss, mgr.

Winston-Salem—Reynolds Park, owned by city; Ivan J. Basch, mgr.; has four rides, one concession game, pool, rink, coin machines; books free attractions.

OHIO

Akron—Sandy Beach Park, W. J. Warensford, owner-mgr.; has three rides, eight concession games, penny arcade; books free attractions.

Akron—Summit Beach Park, Evan B. Brewster, mgr.; has 17 rides, five concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Bascom—Meadowbrook Park, G. H. Creeger, receiver; has six rides, six concession games, pool, penny arcade.

Brady Lake—Brady Lake Park, P. J. Swartz, mgr.; has eight rides, concession games, rink, penny arcade, coin machines; books attractions.

Buckeye Lake—Buckeye Lake Park, John J. Carlin Sr., owner; A. M. Brown, mgr.; has 16 rides, 31 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Bucyrus—Seccalum Park, R. A. Jolly, mgr.; has five rides, 10 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books orchestras, free acts.

Celina—Edgewater Park, C. M. Myers, owner; Theo. V. Temple, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books orchestras and free attractions.

Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 15 rides, 25 concession games, rink, penny arcade; books orchestras.

Cincinnati Zoological Garden, owned by city; James A. Reilly, pres.; has eight rides in Kiddieland, pony track.

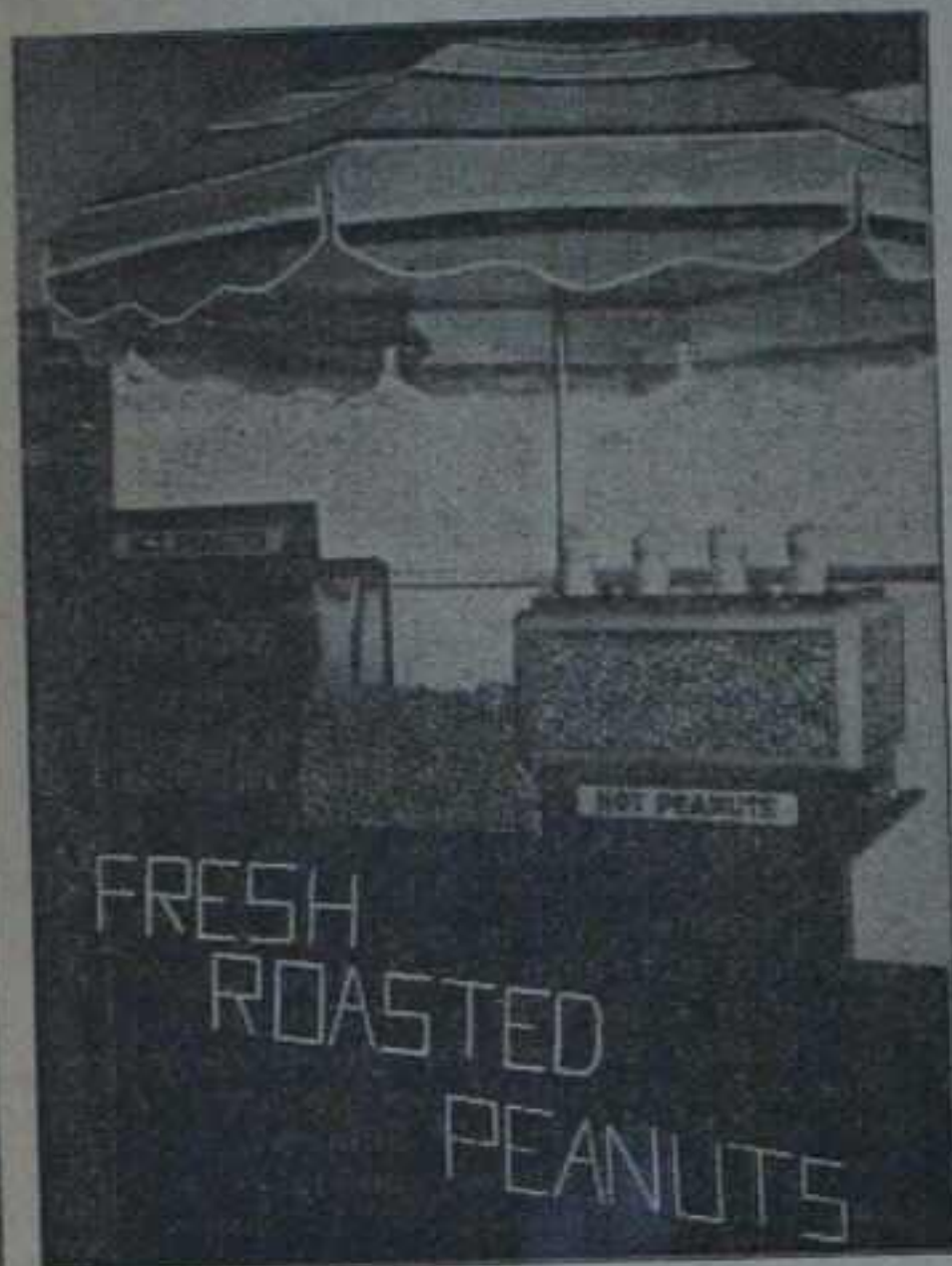
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SANTA ANA, CALIF.

Youngstown—Idora Park, M. A. Hindin, mgr.; has 19 rides, 15 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

OKLAHOMA

Cache—Craterville Park, Frank Rusb, mgr.; has six rides, concession games, pool, rink, penny arcade; books attractions.

Lawton—Dee Dee Park, E. F. Hutchins, owner; has three rides, four concession games, pool, rink, coin machines; books orchestras, pay and free attractions.

Oklahoma City—Springlake Park, Roy and Marvin Staton, mgrs.; has 13 rides, 11 concession games, pool, penny arcade, coin machines.

Tulsa—Lakewood Amusement Park, Cecil Elfritz, owner-mgr.; has 17 rides, 10 concession games, penny arcade, coin machines; books pay and free attractions.

OREGON

Portland—Jantzen Beach Park, Hayden Island Am. Co., owners; Dick Rand, mgr.; has 30 rides, 19 concession games, pool, rink, penny arcade; books orchestras.

Portland—Oaks Amusement Park, Robert Bollinger, mgr.; has 12 rides, nine concession games, rink; books free attractions.

Seaside—Gayway Park, Vernon G. Raw, owner-mgr.; has five rides, four concession games at separate locations, pools and penny arcades.

PENNSYLVANIA

Allentown—Dorney Park, R. L. Piarr, mgr.; has 18 rides, six concession games, pool, rink, penny arcades; books orchestras, pay and free attractions.

Allentown—Central Park, David A. Moses, mgr.; has 12 rides, 10 concession games, penny arcade, coin machines; books orchestras and attractions.

Altoona—Lakemont Park, Samuel B. Taylor, mgr.; has 15 rides, 12 concession games, pool, rink, penny arcade; books attractions.

Barnesville—Lakeside Park, J. Tomat, mgr.; has six rides, 12 concession games, lake, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Bellefonte—Hecla Park, A. F. Hockman, owner; H. R. Hockman, mgr.; has four rides, six concession games, pool, rink, penny arcade, coin machines; books orchestras and free attractions.

Chalfont—Forest Park, Richard P. Lusse, owner; Harry Swartley, mgr.; has 12 rides, five concession games, pool, penny arcade; books orchestras and attractions.

Conneaut Lake—Conneaut Lake Park, W. J. Tarr, gen. mgr.; has 16 rides, 16 concession games, beach, coin machines; books orchestras and attractions.

Easton—Bushkill Park, Thomas V. Long, owner-mgr.; has 12 rides, six concession games, pool, rink, penny arcade, coin machines, books attractions.

Easton—Willow Park, Shelby Bros., owners-mgrs.; has three rides, two concession games, pool.

Elyburg—Knoebel's Groves, Lawrence L. Knoebel, mgr.; has eight rides, four concession games, pool, rink, penny arcade, coin machines; books free attractions.

Erie—Waldameer Beach Park, F. W. A. Moeller, owner-mgr.; has 15 rides, eight concession games, penny arcade, coin machines; books orchestras and free attractions.

Halifax—Tourist Park, Camden Cobern, mgr.; has five rides, 19 concession games, penny arcade, coin machines; books orchestras and free attractions.

Hanover—Forest Park, A. Karst, owner-mgr.; has 10 rides, eight concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Hawthorn—American Legion Park, H. J. Haffner, mgr.; has three rides, three concession games, rink; books orchestras and attractions.

Hazleton—Hazel Park, Ray Gronikowski, owner-mgr.; has five rides, 10 concession games, kiddie pool, rink, penny arcade, coin machines; books orchestras and attractions.

Hershey—Hershey Park, Hershey Estates, owners; G. W. Bartels, mgr.; has 18 rides, two concession games, pool, penny arcade; books orchestras and free attractions.

Lake Ariel—Lake Ariel Park, Bert Derby, mgr.; has 10 rides, nine concession games, beach, penny arcade; books free attractions.

Lancaster—Rocky Springs Park, James Figari, mgr.; has eight rides, five concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Lawistown—Kishacoquillas Park, Harry Fisher, owner-mgr.; has six rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Ligonier—Idlewild Park, C. K. MacDonald, mgr.; has 11 rides, pool, penny arcade; books free attractions.

Mahanoy City—Lakewood Park, Charles A. Donahue, mgr.; has 12 rides, five concession games, pool, rink, penny arcade; books name bands and pay attractions.

Mechanicsburg—Willow Mill Park, H. DeH Stoner and Ira J. Brehm, owners-mgrs.; has eight rides, five concession games, rink, penny arcade; books free attractions.

Mechanicsburg—Williams Grove Park, Roy E. Richwine, owner-mgr.; has 14 rides, 30 concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Mount Gretna—Mount Gretna Park, Gene F. Otto, owner-mgr.; has four rides, 34 concession games, lake, penny arcade, coin machines; books orchestras and attractions.

New Castle—Cascades Park, owned by city; C. C. Coulthard, mgr.; has seven rides, three concession games, pool; books orchestras.

Parkside—Menlo Park, Henry S. Wilson, mgr.; has four rides, two concession games, pool, rink, penny arcade, coin machines; books free attractions.

Philadelphia—Woodside Park, N. E. Alexander, mgr.; has 17 rides, pool, penny arcade, coin machines; books attractions.

Pine Grove—Twin Grove Park, O. H. Yergy and G. I. McGrady, owners; W. A. Pannepacker, mgr.; has five rides, nine concession games, pool, penny arcade; books pay attractions.

Pittsburgh—West View Park, George M. Harton, mgr.; has 22 rides, 15 games, penny arcade, coin machines; books orchestras and free attractions.

Pittsburgh—Kennywood Park, Carl E. Henninger, mgr.; has 24 major and 15 kiddie rides, 12 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Reading—Carsonia Park, Joseph Eigg, mgr.; has eight rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Sanatoga—Sanatoga Amusement Park, Karl W. Spatz, mgr.; has 10 rides, 12 concession games, pool, penny arcade; books orchestras and attractions.

Scranton (Moosic)—Rocky Glen Park, Benj. Sterling Jr., mgr.; has 14 rides, six concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Shamokin—Edgewood Park, George H. Jones, mgr.; has eight rides, six concession games, pool, rink, penny arcade; books free attractions.

Sunbury—Rolling Green Park, R. M. Spangler, owner-mgr.; has 13 rides, 15 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Sunbury—Island Park, E. R. Caravella, mgr.; has six rides, 15 concession games, pool, rink, penny arcade, coin machines; books attractions.

Uniontown—Shady Grove Park, Mike Cabot, mgr.; has five rides, 18 concession games, pool, rink, penny arcade; books orchestras and attractions.

Walnutport—Edgemont Park, Rollin E. Minnich, owner-mgr.; has four rides, four concession games, pool, penny arcade, coin machines; books free attractions.

Wilkes-Barre—Sans Souci Park, Hanover Am. Co., owner; Mrs. Nellie Barr, mgr.; has 15 rides, 12 concession games, pool, rink, penny arcade; books orchestras and attractions.

Willow Grove (Philadelphia)—Willow Grove Park, E. E. Peshl, mgr.; has 18 rides, 13 concession games, penny arcade; books vando acts, pay attractions and orchestras.

York—Brookside Park, Robt. Hoffman, owner; Floyd P. Behell, mgr.; has five rides, 20 concession games, penny arcade, coin machines; books free attractions.

RHODE ISLAND

East Providence—Crescent Park, John T. Clare, mgr.; has 10 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras.

Warwick—Rocky Point Park, Paul E. Haney, mgr.; has 18 rides, 28 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

TENNESSEE

Chattanooga—Lake Winnepesaukee, Mrs. Minette Dixon, owner-mgr. (P. O. Box 403, R. 4, Rossville, Ga.); has six major and three kiddie rides; five concession games, pool, penny arcade; books attractions occasionally.

Chattanooga—Warner Park, owned by city; A. L. Bender, mgr.; has nine rides, pool, penny arcade; books attractions.

Chattanooga—Lincoln Park, owned by city; W. E. Thornhill, mgr.; has two rides, three concession games, pool, rink; books pay and free attractions.

Knoxville—Chilhowee Park, owned by city; Mack Franke, mgr.; has 10 rides, 11 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Memphis—Fairgrounds Amusement Park, owned by city; J. L. Penick, mgr.; has 14 rides, 12 concession games, penny arcade; books free attractions.

TEXAS

Corpus Christi—North Beach Amusement Park, Hames & Ledel, owners; Ralph V. Ray, mgr.; has eight rides, 20 concession games, rink, penny arcade.

Dallas—Kidd Springs Park, George Royster, mgr.; has four rides, concession games, pool, rink, penny arcade; books attractions occasionally.

Dallas—Vickery Amusement Park, T. R. Hickman, owner; J. A. Cook, mgr.; has five rides, four concession games, pool.

Dallas—State Fair Park, has 26 rides, 14 concession games, pool, rink, penny arcade coin machines; books orchestras, pay and free attractions.

El Paso—Washington Park, owned by city; Hugo Meyer, mgr.; has five rides, pool, rink.

Galveston—Beach Amusement Park, James B. Crabb, mgr.; has eight rides, 10 concession games, penny arcade, coin machines; books attractions.

Galveston—Galveston Pleasure Pier, Jack Mankey, mgr.; has six kiddie rides, concession games, penny arcade, coin machines; books orchestras and free attractions.

Henderson—Lakewood Park, owned by city; LeRoy Searcy, mgr.; has six rides, rink.

Houston—Playland Park, Louis Slusky, mgr.; has 12 rides, 15 concession games, penny arcade, coin machines; books attractions.

Port Arthur—Pleasure Pier, Ben J. Rogers Jr., mgr.; has 10 rides, seven concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

San Antonio—Playland Park, James E. Johnson, owner-mgr.; has 10 rides, 15 concession games, penny arcade.

Wichita Falls—Orbit Amusement Park, Wayland D. Keith, owner; has five major and eight kiddie rides, 20 concessions.

UTAH

Salt Lake City—Saltair Beach, Wm. M. Armstrong, mgr.; has six rides, eight concession games, penny arcade, coin machines; books orchestras, attractions occasionally.

Salt Lake City—Lagoon, Robert E. Freed, mgr.; has 10 rides, 12 concession games, F. arcade, coin machines; books orchestras and attractions.

VIRGINIA

Buckroe Beach—Buckroe Beach Resort, P. V. Stieffen, owner; P. E. Stieffen, mgr.; has eight rides, 15 concession games, penny arcade, coin machines; books orchestras and attractions.

Lynnhaven (Norfolk)—Seaview Beach for Negroes, Dudley Cooper, owner; Joseph Shaw, mgr.; has five rides, eight concession games.

penny arcade, coin machines; books orchestras, free attractions.
 Norfolk—Ocean View Park, Albert Miller, mgr.; has 15 rides, 18 concession games, beach, penny arcade; books orchestras and attractions.
 Roanoke—Lakeside Park, H. L. Roberts, owner-mgr.; has 11 rides, 12 concession games, pool, rink, penny arcade; books orchestras.
 Virginia Beach—Casino Park, has six rides, 20 concession games, pool, penny arcade, coin machines; books orchestras and attractions.
 Virginia Beach—Seaside Park, Dr. Dudley Cooper, Jack L. Greenspoon, owners; John A. McLees, mgr.; has 11 rides, 23 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

WASHINGTON

Blaine—Birch Bay Amusement Park, Melvin T. Cook, owner; R. G. Nordman, mgr.; has five rides, 10 concession games, rink, penny arcade, coin machines.
 Seattle—Playland Park, Carl E. Phare, owner-mgr.; has 15 rides, 15 concession games, penny arcade.
 Spokane—Natarium Park, Louis and L. Lloyd Vogel, owners-mgrs.; has 16 rides, eight concession games, pool, penny arcade; books orchestras.
 Yakima—White City Amusement Park, Harry B. Chipman, mgr.; has six rides, 15 concession games, pool; books orchestras and attractions.

WEST VIRGINIA

Chester—Rock Springs Park, R. L. Hand, owner-mgr.; has eight rides, four concession games, rink, penny arcade; books orchestras.
 Huntington—Camden Park, Wm. H. Nudd Jr. & Hart B. Campbell, owners-mgrs.; has 14 rides, six concession games, pool, rink, penny arcade, coin machines; books attractions.
 Martinsburg—Hillside Lake Park, H. M. Fritts, owner-mgr.; has two rides, two concession games, pool, rink, coin machines; books attractions.

WISCONSIN

Appleton—High Cliff Park, Eddie H. Verbrick, mgr.; has three rides, five concession games, penny arcade, coin machines.
 Milwaukee—State Fair Park, C. S. Rose, mgr.; has 15 rides, 15 concession games, penny arcade; books free attractions.
 Muskego—Muskego Beach, 8 miles from Milwaukee, C. S. Rose, mgr.; has 10 rides, 10 concession games, rink, penny arcade.
 Racine—Reggie's Kiddieland & Park, Reg. D. Freeman, owner-mgr.; has five rides, three concession games, beach, rink, penny arcade; books orchestras.

CANADA

Crystal Beach, Ontario—Crystal Beach Park, F. L. Hall, gen. mgr.; has 20 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.
 Hamilton, Ont.—La Salle Park, owned by city; has eight rides, 15 concession games; books orchestras, attractions occasionally.
 Montreal, Que.—Belmont Park, Rex D. Billings, mgr.; has 16 major and 6 kiddie rides, 14 concession games, penny arcade; books orchestras and attractions.
 Port Dalhousie, Ont.—Lakeside Park, Can. Nat'l Railways, owners; S. H. Brookson, mgr.; has seven rides, 19 concession games; books attractions occasionally.
 Port Stanley, Ont.—Port Stanley Park, Albert A. Marek, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books orchestras.
 Toronto, Ont.—Sunnyside Beach, owned by Harbour Commission, F. R. Scandrett, gen. mgr.; has 12 rides, 15 concession games, pool, penny arcade; books attractions.
 Vancouver, B. C.—Happyland Exhibition Park, Marion Ross, mgr.; has nine rides, 20 concession games, rink, penny arcade, coin machines.
 Winnipeg Beach, Man.—Winnipeg Beach, Winnipeg Beach Amusements, Ltd., owners; A. B. Plett, mgr.; has six rides, 10 concession games, penny arcade, coin machines; books Canadian bands.

Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

ARKANSAS

Hot Springs—Fountain Lake Resort, E. C. Welchman, owner-mgr.; has pool, penny arcade; books attractions.
 Little Rock—Willow Springs Park, J. A. Jacobs, owner; has four concession games, pool, rink, penny arcade, coin machines; books orchestras.

CALIFORNIA

Napa—Vichy Springs Amusement Park, Merle E. Harris, owner-mgr.; has two rides, two concession games, pool, coin machines; books orchestras and attractions.

COLORADO

Estes Park—Riverside Park, G. H. Gillan, mgr.; has four concession games, rink; books —chstras.

CONNECTICUT

Killingly—Wildwood Park, P. J. Sheridan, owner; Robert Sheridan, mgr.; has two rides, pool, rink, penny arcade; books orchestras.
 Rockville—Sandy Beach Park, George D. Bokis, owner; M. H. Bokis, mgr.; has lake, rink, penny arcade, coin machines; books orchestras.
 South Coventry—Sholes Lakeside Park, Leonard J. Sholes, owner; has beach, rink; books attractions.

FLORIDA

Pensacola—Gulf Beach Amusements, Fred R. Rainey, owner-mgr.; has penny arcade, coin machines.

GEORGIA

Macon—Ragan's Park, Will C. Ragan, mgr.; has one ride, three concession games, lake, penny arcade, coin machines.

INDIANA

Cedar Lake—Community Center Park, E. R. Will, mgr.; plays vaudeville, free and hill-billy acts.
 La Fayette—Columbian Park, owned by city; A. W. Clemens, mgr.; has two rides, pool; books pay attractions.

IOWA

Waterloo—Electric Park, C. E. Peterson, owner-mgr.; has 10 concession games, penny arcade; books orchestras, attractions occasionally.

KANSAS

Wichita—Sandy Beach, Norris B. Stauffler, owner; has six concession games, pool, coin machines; books orchestras, pay and free attractions.

MICHIGAN

Benton Harbor—House of David Park, Clarence (Chic) Bell, mgr.; has two rides, four concession games, coin machines; books orchestras and free attractions.
 Berkley—Kiddieland, Paul Grude and Sloane Barbour, mgrs.; has five rides, two concession games.
 Beulah—Crystal Park, C. W. Patterson, mgr.; has three rides.
 Detroit—Tashmoor Park at St. Clair Flats, Paul Greeley, bus. mgr.; has two rides, four concession games, rink, penny arcade; books orchestras.

MINNESOTA

Fairmont—Hand's Park, E. R. Hand, owner-mgr.; has one ride, four concession games, lake; books orchestras and attractions.
 Lynd—Lyndwood Park, Dave J. Lamphere, owner-mgr.; has one ride, three concession games, rink; books orchestras.
 Minneapolis—Happy Acres Amusement Park, 78th and Normandale Road, Al Provencher, mgr.; has three kiddie rides, two concession games.

MISSOURI

Excelsior Springs—Lake Maurer Park, Chas. E. Gardner, mgr.; has two rides, three concession games, pool, rink; books attractions.
 Fenton—Spring Lake Park, A. J. Koller, owner-mgr.; has two concession games, pool, penny arcade, coin machines.
 Kirkwood (St. Louis)—Sylvan Beach Park, Carl F. Trippe, owner-mgr.; has one ride, six concession games, pool, penny arcade, coin machines.

MONTANA

Miles City—Leon Park Amusements, D. P. Leon, mgr.; has concession games, coin machines; books orchestras, pay and free attractions.

NEBRASKA

Crete—Tuxedo Park, F. J. Kobes, mgr.; has two rides, lake; books orchestras and attractions.
 Omaha—Peony Park, Joseph Malec, mgr.; has pool, coin machines; books orchestras.

NEW HAMPSHIRE

Lechmere—Gardner's Grove, J. Copeland, mgr.; has one ride, nine concession games, pool; books orchestras and attractions.
 Spofford—Ware's Grove, F. H. Cheever, owner-mgr.; has lake, rink, coin machines; books orchestras.

NEW JERSEY

Burlington—Sylvan Lake Park, Ed Ruth, owner-mgr.; has four concession games, pool, rink; books orchestras, pay and free attractions occasionally.
 North Wildwood—Sportland, Lew Tendler and Harry Corillas, owners; S. B. Ramagosa, mgr.; has pool, concession games, coin machines.

NEW YORK

Cuba—Olivecrest Park, William Rasmussen, owner-mgr.; has three rides, six concession games, pool, rink, coin machines; books pay and free attractions.
 Irving—Sunset Bay Park, William Burghardt, owner-mgr.; has one ride, six concession games, beach, penny arcade, coin machines.
 Maple Springs—Midway Park, Thomas Carr, owner-mgr.; has two rides, four concession games, beach, rink, penny arcade, coin machines.
 Wantagh, L. I.—Jones Beach State Park, owned by State; has pool, rink.

OHIO

Alliance—Lake Park, B. D. Williams, mgr.; has two rides, three concession games, rink.
 Bowling Green—Vollmar's Park, H. F. Vollmar, mgr.; has one ride, 10 concession games, penny arcade.
 Coshocton—Lake Park, James E. Rice, mgr.; has six concession games, pool, penny arcade; books orchestras and free attractions.
 Mentor-on-the-Lake—Mentor Beach Park, Mentor Beach Business Assn., operators; has 15 concession games, rink, penny arcade, coin machines.
 Toledo—New Toledo Beach, Gladioux Bros., owners; has rides, concession games, rink, penny arcade; books orchestras and attractions.

OKLAHOMA

Enid—Lake Hellums Park, Caryle Russell, mgr.; has one ride, four concession games, pool; books orchestras and attractions.

PENNSYLVANIA

Hegins—Dell Lake Park, Herman Otto, owner; Paul Stutsman, mgr.; has two rides, six concession games, pool; books orchestras and attractions.
 (See PARK LIST on page 138)

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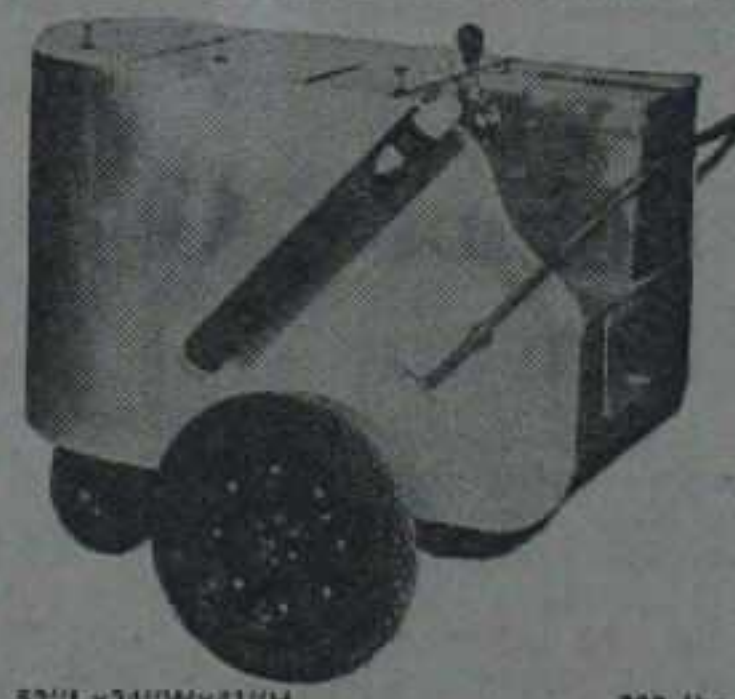
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|---|--|---|

SEE '50 BIZ EQUAL TO '49

Several Eastern Ops Think This Year's Gross May Be Hit by Recent Strike Wave

Most Spots To Stand Pat on Prices But Some May Lower

CHICAGO, April 1.—For the most part, park business this year will be on a par with 1949, altho some Eastern operators believe the recent wave of strikes may result in lower grosses. This was the consensus expressed in a questionnaire by *The Billboard* to determine the business outlook for the park industry. Whereas a year ago this time, ops, almost to a man, saw business about even with the previous year, questionnaires this year, especially those from Eastern owners and operators, pointed out the possibility of business being off anywhere from 5 to 25 per cent compared with last year.

While the majority of those answering the question, "How Will Your Prices This Year Compare With Last Year?" plan to stand pat on '49 prices on admissions, rides, concessions, it was noticeable that quite a few are mulling plans to lower ride prices. Especially was this noticeable among Midwest ops. None, however, offered any clues as to how drastic a cut they are planning. Nine of 10 parkmen reported that if the federal government takes off, or cuts, the admish tax, prices in their respective amusement zones would, of course, drop.

Lawrence L. Knoebel, owner of Knoebel's Grove, Elysburg, Pa., is among the Eastern park owners who sees a drop in business at his spot this year. "We are located in the coal area and our business naturally will be hit by the slack times around here," Knoebel said.

Joseph L. Carrolo, owner of Midway Park, Oakland Beach, R. I., was another who figured business would

(See *Several Eastern Ops*, page 136)

All A. C. Piers Plan Operations For 1950 Season

ATLANTIC CITY, April 1.—Resort piers here will be in full swing this season, with Garden Pier, recently acquired by the city, being readied as a public park with stores at the shore end. The pier theater has been removed, and a bandstand, aquarium, flower beds and benches will replace it.

George A. Hamld's Steel Pier, set for a special Easter week-end opening, will operate the remaining week-ends until the start of daily business in June. Steeplechase Pier, also opening in June, will again feature kiddie rides, while Central Pier will exploit primarily national exhibits.

Flesh Shows Muled

Group headed by Max Tubis, present operators of Million Dollar Pier, has announced that in line with a planned policy of featuring only top-flight fleshers at the pier's Hippodrome Theater they will confer with a rep of the Shubert interests next week, with a view to staging this type of attraction.

Group also said that net hauls are to be continued and there will be a fishing club whose members may use the end of the pier. Commenting on a move by civic groups to have the pier operated as a part of the city's public park system, the new ops said that they understood the feeling of the local groups after the blaze which razed the pier and that they believed that their operation of the pier would provide an answer to a need for high-type entertainment.

Rolling Green Spends Moola On Kiddieland

Spot To Bow April 16

SUNBURY, Pa., April 1.—The Spanglers, R. M. Sr. and Jr., are spending a good-sized chunk of money this year in getting Rolling Green Park into shape for a Sunday (16) week-end bow. Daily operation starts May 30.

Two new rides, a Fly & Harwood Fire Truck, costing \$3,500, and Kiddie Swings, purchased from B. A. Schiff and Associates for \$2,500, are being added. In addition, a new kiddieland fence, with decorations and animations, plus a new ticket booth, are being readied. This project, the

(See *Rolling Green* on page 136)

P.B.A., Miami, Buys Wagner Steam Train

MIAMI, April 1.—A steam train has been purchased for P. B. A. Park here from Wagner & Sons for \$8,500. Other additions include a picnic shelter, ball field and ballroom improvements.

Park operates the year around. Every Tuesday is free day with all rides being on the house. James L. Logan is park manager. Other execs are Thomas Sherman, president; I. C. Rezeau, treasurer, and C. W. Price, secretary.

N. Y. Spots Get Sunday Play; Playland Chalks Big Opener

NEW YORK, April 1.—Sunday (26), with the mercury hitting a high of 52.8 degrees at mid-noon, resulted in a pre-season invasion of most of the shore resorts in New York. Estimated turnout at Coney Island was 120,000, the Rockaways drew 75,000 and Jones Beach had 30,000 visitors. Rides and concessions did good afternoon business, but closed early as the late afternoon was chilly and rainy.

Only amusement park bowing for the season was Rockaway's Playland, formally opened by State Senator Seymour Halpern. Park will operate week-ends until it starts its summer schedule. Close to 2,000 moppets and adults were jammed around the park entrance when the gates were opened

Lay Corner Stone For New Bldg. at Philadelphia Zoo

PHILADELPHIA, April 1.—Bernard Samuel, mayor of Philadelphia, and Dr. William B. Cadwalader, president of the Philadelphia Zoological Society, officiated at the laying of the cornerstone for the new Carnivora building at the zoo here.

The new building, to house lions, tigers, leopards, jaguars, pumas and ocelots, is being erected with the million dollars set aside by the city for new construction.

A feature will be two large outdoor grottos, one for lions, the other for tigers. Moats 17 feet deep and 24 feet wide, partially filled with water, will separate the animals from the public.

Leopards and other more agile cats will have both indoor and outdoor quarters. They will be exhibited behind panels of welded wire mesh.

Minnie Railroad Station, Wheel New at Hershey

HERSHEY, Pa., April 1.—Twin Ferris Wheels, purchased from the Eli Bridge Company, and a railroad station for the miniature train will be among new attractions at Hershey Park, which opens May 7.

George W. Bartels, manager reports that the advertising-publicity budget has been upped. Newspaper ads, billboards, direct mail and radio spot announcements will be used.

Bartels says prices will be the same as last year. He figures business will equal that of last year. Lloyd S. Blinco is assistant to Bartels, with Howard Baum the operations manager and J. E. Geistwhite office manager.

South American Funspot Adds Six Rides to Line-Up

GUAYAQUIL, Ecuador, April 1.—American Park here has added six rides to its line-up, three in the major department and three in its Kiddieland. New major rides are a Ferris Wheel, Merry-Go-Round and Chairplane. Kiddieland rides are a small Wheel, Automovil and an Autolane. American Park was first opened here in 1920 and occupies 20 acres. Spot is owned by R. Baquerizo Moreno.

Big Season Is Predicted At Palisades

Building Boom To Help

NEW YORK, April 1.—Irving Rosenthal, co-owner with brother Jack of Palisades (N. J.) Amusement Park, slated to begin daily operation Saturday (22), foresees a big business year ahead.

He said that because of a building boom about the park area, 12,000 new families are a matter of minutes away from the funspot. The families constitute a potential of 40,000 new customers, Rosenthal said, and the park management plans to shoot the works to grab this new biz.

Picnic Bookings Ahead

He explained that a special promotion department had been set up to handle tie-ups with five national advertisers, with plans calling for a premium scheme. The promotion group also will send out 120,000 invitations for the park's opening. Rosenthal said give-away sessions, offering \$5,000 worth of video sets each Monday, daily fireworks and band con-

(See *Big Season* on page 139)

Little Skipper Added at Oaks

PORTLAND, Ore., April 1.—A Little Skipper, purchased from C-Cruise Corporation for \$3,200, will be added to the Oaks Park Kiddieland here. Park starts week-end operation Saturday (8), with daily operation starting May 13.

Other improvements listed by Robert Bollinger, park president, include a \$10,000 games building, repainting of all fronts and benches, repaving the entrance road and enlarging the parking area.

Ride prices will be reduced, Bollinger said. Concession games prices will remain the same as last year.

Ira S. Shellenberger is vice-president of the park and picnic and concession manager. William Walker LeRoy is ride foreman.

Lower Ride Prices For Look Funspot

NORTHAMPTON, Mass., April 1.—M. F. Narum, manager of Look Park here, plans to inaugurate a policy of lower ride prices on week days with week-end prices to remain unchanged.

Look's prevue opening is scheduled Easter Sunday (9), with daily operation starting May 27.

Around \$1,500 is being spent on picnic tables and fireplaces. Interior of the concession building has been remodeled at a cost of \$1,000.

Narum predicts his spot will top last year's attendance and gross figures.

Chairplane, Minnie Train New at Hamilton, Ind.

HAMILTON, Ind., April 1.—Two rides, added on a concession basis, will greet Circle Park customers here this season. They are a Chairplane and miniature train.

D. B. Waterhouse, manager, says \$5,000 is being spent on improvements, including a trailer shelter house, picnic tables and benches and improvements to the toboggan water slide.

Amusement Spots Shy Away From Early April Openings; Weather Hurt Bows in 1949

Ops of Funspots Set Later Dates To Get Away From Rains

CHICAGO, April 1.—Amusement parks throuout the nation this year are shying away from early April openings for week-end only operation and an early May full-time operating schedule, a survey by *The Billboard* revealed. There are some still sticking to last year's schedule, when April week-end business pulled the curtain on many fun spots, but many are waiting until late April before starting week-end operations and choosing dates in mid-May for the start of regular daily schedules. Because many operators ran into tough weather last year on their early openings, they are postponing their bows this year to get away from, as one park owner put it, "those early April rains which usually seem to come on the week-ends we are open."

Another operator, in telling why he was opening for a week-end operation a bit later this year, said: "I can't see where anything is gained by rushing the season with an early April debut. We just run into bad weather. I'd rather open a bit later when I don't take such a chance on the weather, and get in more actual week-ends than if I opened earlier."

While quite a few of the Eastern spots plan to open for week-end operation Easter Saturday and Sunday, the list is not as long as last year. Most of them have set their openings for a week later and some for two weeks after Easter. Winning the opening race hands down in the East this

year, the survey revealed, is Rockaway Beach, N. Y. A. Joseph Geist, owner, opened his spot March 26 for week-end operation. Funspot bows for daily operation May 15.

Only a scattered few of the Midwest parks will open in early April, most of the ops, because of the weather hazard, preferring to wait until mid-May for week-end operation. The great majority won't start daily operation until around May 30.

As was the case last year, few, if any, opening-day ceremonies are planned. It's just a case of announcing the opening date and throwing open the gates, with little or no fanfare.

Here are opening dates, as announced by park owners answering *The Billboard* questionnaire:

| EAST | | | |
|-------------------------|--------------------------|------------|----------|
| Name | Location | Week-End | Daily |
| Rockaway Playland | Rockaway Beach, N. Y. | March 26 | May 15 |
| Riverside | Agawam, Mass. | April 8 | May 1 |
| Rolling Cross | Sunbury, Pa. | April 16 | May 30 |
| Suburban | Manlius, N. Y. | April 30 | May 28 |
| Idlewild | Ligonier, Pa. | | May 14 |
| Long Point | Gettysburg, N. Y. | May 6 | May 30 |
| Hershey | Hershey, Pa. | | May 7 |
| Forest | Hanover, Pa. | April 9 | |
| Lakewood | Mahonoy City, Pa. | May 14 | May 30 |
| Marshall Hall | Marshall Hall, Md. | | May 27 |
| Playland | Eye, N. Y. | | May 27 |
| Loch | Northampton, Mass. | April 9 | May 27 |
| Lenape | West Chester, Pa. | April 29 | May 27 |
| Gracedale | Mountain Top, Pa. | | April 30 |
| Lakemont | Alloua, Pa. | | May 20 |
| Olivecrest | Cuba, N. Y. | | May 30 |
| Midway | Oakland Beach, E. I. | April 9 | May 30 |
| Knoebel's Grove | Elysburg, Pa. | May 1 | May 20 |
| MIDWEST | | | |
| Ideal Beach | Monticello, Ind. | | May 28 |
| Socolum | Bucyrus, O. | May 10 | May 30 |
| Chain of Becks | St. Louis | | April 2 |
| Riverview | Chicago | | May 17 |
| Riverview | Des Moines | | May 12 |
| Puritas Springs | Cleveland | April 9 | May 15 |
| Russella Point | Russella Point, O. | April 9 | May 28 |
| Rose Park Zoo | Prairie du Chem, Wis. | | May 5 |
| Handa | Falmoot, Minn. | May 14 | |
| House of David | Benton Harbor, Mich. | May 1 | July 1 |
| Meadowbrook | Bascom, O. | May 14 | May 24 |
| Silver Lake | Wild Rose, Wis. | | May 30 |
| Dolling | Springfield, Mo. | April 1 | May 1 |
| Bay Beach | Green Bay, Wis. | May 14 | May 30 |
| Playtime | Kenosha, Wis. | May 1 | May 30 |
| Circle | Hamilton, Ind. | May 1 | May 30 |
| Zoo | Columbus, O. | | May 30 |
| Spring Lake | Fenton, Mo. | May 15 | |
| SOUTH | | | |
| Griffen | Jacksonville Beach, Fla. | | April 1 |
| Crystal Lake | Danville, Va. | | May 15 |
| Fullen | Raleigh, N. O. | April 1 | May 15 |
| F. B. A. | Miami | Year-Round | |
| Rock Springs | Chester, W. Va. | April 9 | May 30 |
| Doc Doc | Lawton, Okla. | | April 1 |
| Galveston Pleasure Pier | Galveston, Tex. | | June 9 |
| FAR WEST | | | |
| Natatorium | Spokane | April 9 | May 30 |
| Oaks | Portland | April 8 | May 15 |
| Pismo | Pismo Beach, Calif. | April 1 | May 1 |
| Vicky Springs | Napa, Calif. | | April 1 |
| Balboa Fun Zone | Balboa, Calif. | Year-Round | April 9 |
| Redonda Beach | Redonda, Wash. | | May 7 |
| CANADA | | | |
| Crystal Beach | Crystal Beach, Ont. | | May 27 |

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| 1 ONLY 4-8-4 | STEAM | 14" | WAGNER OF PLAINFIELD | 12 |

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| TYPE | POWER | GAUGE | MAKE | CARS |
|-----------------|-------|-------|-------------------------|------|
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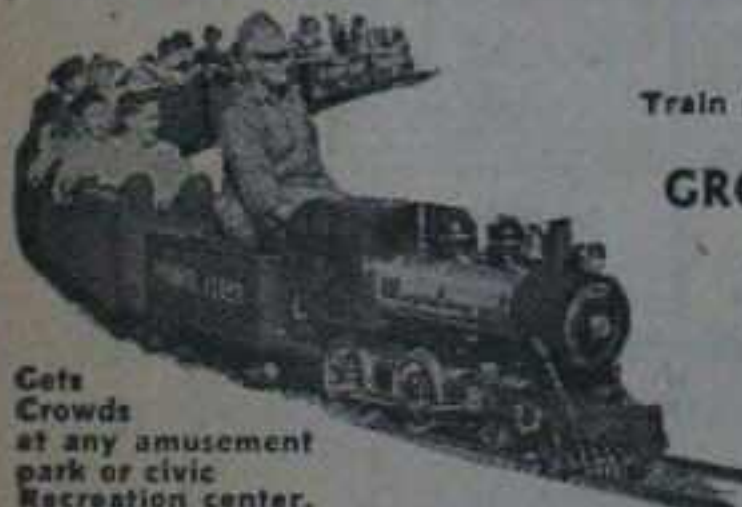
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**Hillbillies'
Lode Lighter**

By Johnny Sippel

THOUGH THERE'S still gold to be had in the country hills, it's going to take general tightening of the folk music park operator's purse strings and operation to hit a rich lode during the coming season, a survey by *The Billboard* of approximately 40 folk music ops across the nation revealed. Country music park owners feel that indications provided by winter grosses of dates in their vicinities show that the easy rural luxury dollar is gone, but that good grosses can be obtained in a prudent park operation.

Ops base their judgment that the farmer dollar still is available on the fact that the Truman administration has consistently backed its farm subsidy program. The proposed Brannan farm bill would continue subsidy payments to farmers, thus insuring a consistent income for the average folk music park's steady clientele.

One-Nighter Grosses

Ops, who have watched the past fall and winter grosses of folk music entertainers, ranging from top names to regional and local favorites, report that generally grosses on these one-nighters are down from the similar period in 1948-'49. Prominent h.b. and Western promoters, such as M. L. Bamford, J. L. Frank, Oscar Davis and Les Hutchins, all admit that grosses are down, but that the dollar definitely is there if the date receives extra promotion and advertising.

The reluctant attitude of the folk music park patron is reflected in the park owner. In a portion of the survey, ops were asked what they intended to do in expanding the park's facilities; i.e., adding new rides, new concession stands, etc. Of the 40 operators questioned, none replied that they were considering any major improvements. Almost all intend to do some minor renovation work or make minor additions to their rides and midways. However, this year's reaction to the general expansion query for folk music parks is a marked contrast to the 1949 answer, when the majority of the park operators intended to make drastic expansion and changes in their operation.

Ops Pull in Horns

Harry K. Smythe, op of Buck Lake Ranch, Angola, Ind., generally con-

sidered the dean of folk music park owners, summed up the general attitude of the ops when he said that he feels that every operator is pulling in his horns financially, but is going to work much harder and utilize his budget much more prudently than ever before in the seven-year history of the folk music park industry.

Smythe said that he had notified the WLS Artists' Bureau, Chicago, which books his park, that he was definitely cutting his talent budget. He said he had told reps of WLS and also Jim Denny, chief of the WSM, Nashville, Talent Bureau, which handles the majority of the top recording h.b. and Western names, that he intends to book his attractions on a new basis.

Heretofore, Smythe, like the majority of all folk music park men, booked talent on a straight guarantee play-or-pay basis. Smythe feels that the park op is sticking his neck out too far and taking all the gamble on this kind of a deal. He has asked that artists, who play Buck Lake Ranch, come in on a smaller straight guarantee against a 50 or 60 per cent of the gross over a certain figure. In this way Smythe feels that if the artist really draws the crowd he will make even more money under the percentage privilege.

Thus far, talent bookers have argued with Smythe, insisting that the talent may do poorly if they don't get a break in the weather, but Smythe pointed out that during each of the four summers he has operated he has had only four weeks in the 18 to 20-week season when weather cut heavily into attendance. He maintains that it is only fair that talent take the same chance the park op does and has therefore recommended the guarantee against a percentage deal. Smythe pointed out that most one-nighter band and concert attractions are booked on the guarantee against a percentage deal.

Fact that talent will probably drop its price to fit the decrease in patronage of the parks was evidenced during early March when it was reliably reported that Denny had a long conference with the cast of WSM's *Grand Ole Opry*, regarding their price for personal appearances. (See *Hillbillies' Lode* on page 140)

Parks Using Folk Music

(The following are not completely equipped amusement parks, but have some park facilities. They utilize country music talent as chief attraction and operate mostly on a holiday and week-end basis.)

Delaware

Wilmington—Radio Park, Haley and Bernard Enterprises, owners; outdoor theater with dance hall, two kiddie rides, pony circle, riding horses and picnic grove.

Indiana

Angola—Buck Lake Ranch, Harry and Eleanor Smythe, owner-mgrs.; free kiddieland and six kiddie rides; a permanent theater, seating 2,300; an outdoor amphitheater, seating 6,000, and a midway with 14 novelty and food concessions.

Kentucky

Louisville—Foe Wee King's Park, Foe Wee and Lydia King, owners; outdoor stage with seating area, picnic grove, four food and novelty concessions.

New Hampshire

Reeds Ferry—Lone Star Ranch, Curtis L. and A. C. Bell, owners; outdoor theater with picnic park, saddle horses and pony circle.

New York

East Bloomingfield—Max Raney's Bar M Ranch, Max Raney, owner; outdoor stage, picnic

grounds, riding horses, pony circle, amusement rides on a percentage basis; arcade, five food and novelty concessions. Oneonta—Radio Ranch, the Sherman Family, owners; barn and outdoor stage, picnic grove, several concessions and riding horses. Williamstown—Kasaog Lake Park, Mr. and Mrs. Harvey Cornell, owners; pony ring, three concession stands, novelty store, bingo, boats, swimming.

Ohio

Newark—Hillbilly Park, Eddie Euton, manager-owner; outdoor theater, pony circle, two kiddie trains, picnic grounds and food concessions. Chagrin Falls—Harmony Ranch Park, Gene Prandi, mgr.; outdoor stage, dance hall, four kiddie rides, airplane ride, shooting gallery, boats and food stands. Pierpont—Pioneer Picnic Park, Dale B. Cole, mgr.; outdoor stage and picnic area.

Pennsylvania

Bentleyville—Radio Ranch, Gene Johnson, owner; outdoor stage, picnic grounds, two food stands and three assorted concessions. Berlin—Sunset Grove Park, C. M. Schall, mgr.; outdoor stage, indoor rink and dance hall, pony circle and one kiddie ride, souvenir and food stand. Blairsville—Ravine Park, Mrs. Rose E. Palmer, owner-mgr.; outdoor stage and seating area and picnic grounds. East Mauch Chunk—Deer Trail Park, Woody Elmerman, owner; outdoor stage and seating area. (See *Parks Using Folk* on page 140)

New Record for Park Spending

AMUSEMENT park operators, no skinflints when it comes to spending money to put their spots in first-class condition at the start of each season, may establish something in the way of a spending record this year. A survey reveals ops spend with almost reckless abandon on new rides, especially kiddie rides, at the annual outdoor convention's 1949 trade show, and a questionnaire sent to ops thruout the country by The Billboard lists various improvements made on ballrooms, administration buildings, show and concession fronts, etc.

Trade show officials, at the time of the outdoor convention, pointed out that parkmen spent dollar for dollar with carnival owners, a situation, it was said, that had not existed for a number of years.

Presumably park men were in a better position to buy since their takes on the whole generally were better than in 1948. Some park operators even reported sizable increases over '48. True, kiddie units accounted for the bulk of ride sales at the trade show, but this indicates parkmen are convinced the bonanza accruing from the juvenile trade will last several more years before the war babies outgrow their scaled-down models.

In addition to spending plenty in the way of additions and improvements, many park operators mentioned that they were adding to their publicity budget this year in an effort to hypo biz or at least try and make it stay even with 1949. Much of the increase in expenditures for advertising is going, according to the questionnaires, to promote picnics.

Tops in listing improvements was Rockaways' Playland Rockaway Beach, N. Y. Some other parks might be spending more than the \$175,000 announced by A. Joseph Geist, owner, but they failed to list the amount on the questionnaire.

Rockaways purchased a new Rock-o-Plane and Bubble Bounce from Eyerly Aircraft and Custer Specialty Company respectively in the major ride department, and a Fire Engine, Pony Cart, Roto Whip, Ferris Wheel and Boat Ride, all from B. A. Schiff & Associates, in the kiddie ride department. The entire lighting of the park will be increased by at least 10 per cent, Geist said.

Frank Van Duzer, owner of Playtime Park, Kenosha, Wis., put his money into circulation with the purchase of four new rides. The two new major rides are a Parker Merry-Go-Round and an Airplane. In kiddie rides he purchased a Chairplane and Drive-Yourself cars. In addition to the rides, Van Duzer is installing a new flat-top concession booth, a new RCA 45 r.p.m. record player and amplifier and is now having several designs drawn for a new entrance arch to the park, one which will feature plenty of flash.

T. E. Spackman, manager of Ideal Beach Resort, Monticello, Ind., reports that a complete new miniature golf course will bow this season at play spot, together with all new landscaping and art work at a cost of around \$8,000. Spot also has under construction a new hotel.

R. M. Spangler Sr., at Rolling Green Park, Sunbury, Pa., opened his purse strings this year, purchasing a Fire Truck from Fly & Harwood and a Kiddie Swing from B. A. Schiff & Associates. Rolling Green's Kiddieland will boast a new fence and entrance, with suitable decorations and animations and a new ticket booth, Spangler said.

While L. C. Addison, manager of Marshall Hall Park, Marshall Hall, Md., failed to put down the cost, he reported that a giant Roller Coaster is under construction under direction of Ed Lundberg, engineer.

Four Allan Herschell rides, all in the kiddie line-up, were purchased this year by Lakemont Park, Altoona, Pa., James A. Yon Jr., secretary-

treasurer, reported. These include Boat, Auto and Buggy rides and a Sky Fighter. Total cost hit around \$16,000. In addition, a pair of black bears and several monkeys have been added to the park's zoo. Sale price on these was \$3,000, Yon said.

Crystal Beach, Crystal Beach, Ont., managed by F. L. Hall, reports three new rides purchased from Allan Herschell Company. These include Moon Rocket, Rock-o-Plane and Sky Fighter, the latter a kiddie ride. In addition, Hall said, 150 new picnic tables and 300 new benches have been purchased, along with a Walking Charlie game. The ballroom has undergone extensive repairs. A new ventilating system, with four large Buffalo Forge fans, recently was installed.

Here are improvements and cost listed for various parks thruout the country:

DOE DOE PARK, Lawton, Okla.—Boat Ride, Chair Swing and Ferris Wheel, all for Kiddieland; new filtration plant for swimming pool; new shooting gallery building and new picnic fireplaces.

P.B.A. PARK, Miami.—Steam railroad, purchased from Wagner & Sons, picnic shelter, ballroom improvements. \$17,500.

GALVESTON PLEASURE PIER, Galveston, Tex.—New picnic shelter and general concession improvements. \$5,000.

PULLEN PARK, Raleigh, N. C.—New sand beach, new outdoor fireplaces, repainting of Merry-Go-Round and all park buildings, new concession and maintenance building. \$3,450.

CRYSTAL LAKE PARK, Danville, Va.—Airplane, Kiddie Bus ride, baseball batting game.

GRIFFEN PARK, Jacksonville Beach, Fla.—Sky Fighter and Horse and Buggy rides, purchased from Allan Herschell. \$8,050.

PISMO PLAYWAY, Pismo Beach, Calif.—Kiddie Merry-Go-Round, purchased from Allan Herschell; Ottawa Steam Train, from Ottaway Trails Company, Wichita, Kan.; Dodgem, new paving, installation of Fascination game and general repainting and lighting.

REDONDO BEACH, Redondo, Wash.—New picnic tables and stoves. \$1,000.

VICHY SPRINGS PARK, Napa, Calif.—New filtration system in pool, planting of grass and shrubs, improvements to baseball field. \$14,350.

OAKS PARK, Portland, Ore.—Little Skipper, purchased from C-Cruise Corporation; new games building, repainting, repaving of road entrance, enlarging parking area. \$27,200.

CRYSTAL BEACH, Crystal Beach, Ont.—Moon Rocket and Sky Fighter, purchased from Allan Herschell Company; Rock-o-Plane, purchased from Eyerly Aircraft; Walking Charlie game, 150 new picnic tables and 300 new benches, new ventilating system in ballroom.

PARR'S PARK, Redmond, Wash.—Repainting all picnic tables and shelters, construction of several new cabins, new boats for boat ride.

CIRCLE PARK, Hamilton, Ind.—Trailer community house and shelter house, new picnic tables and park benches; rebuilding toboggan water slide. \$5,000.

SILVER LAKE RESORT, Wild Rose, Wis.—New concession stand. \$3,500.

MEADOWBROOK, Bascom, O.—Two playground slides. \$2,400.

CRYSTAL LAKE, Massillon, O.—Rebuilt Whip, four Skee Ball alleys, new concession building. \$7,000.

PLAYTIME PARK, Kenosha, Wis.—Parker Merry-Go-Round, Kiddie Chairplane, Kiddie Airplane, Drive-Yourself-Cars, new flat-top concession booth, new RCA 45 r.p.m. record player and amplifier, incidental improvements. \$8,000.

IDEAL BEACH, Monticello, Ind.—New Miniature Golf Course and landscaping, new hotel.

RIVERVIEW, Chicago — New shooting galleries, landscaping picnic groves.

ROSE PARK, Prairie du Chien, Wis.—New picnic shelters, new monkey house, new concession stand. \$3,900.

RUSSELLS POINT BOARD-WALK, Russells Point, O.—Enlarging ballroom, addition of beer garden, entire new front, new concession buildings. \$25,000.

PURITAS SPRINGS, Cleveland—Fire Engine ride, purchased from Fly & Harwood; new shooting gallery, remodeling shooting gallery building, revamping of several major rides, new storage shed and general repairs. \$18,000.

CHAIN OF ROCKS, St. Louis—New Boat Ride, purchased from Allan Herschell; new picnic shelter and benches, black-topping part of mid-way. \$8,750.

RIVERVIEW, Des Moines—Buggy Ride, purchased from Allan Herschell, new Skee Ball alleys, new Bug front, new front and targets for shooting gallery. \$9,400.

ROCKAWAYS' PLAYLAND, Rockaway Beach, N. Y.—Rock-o-Plane, Eyerly Aircraft; Bubble Bounce, Custer Specialty Company; Fire Engine, Pony Cart, Roto-Whip, Ferris Wheel, Boat Ride, all from B. A. Schiff & Associates; several new fronts, new lighting thruout park. \$175,000.

ROLLING GREEN PARK, Sunbury, Pa.—Fire Truck, Fly & Harwood; Kiddie swings, B. A. Schiff & Associates; new Kiddieland fence, new kiddie ticket booth, enlargement of bathhouse, new Penny Arcade building, new concession buildings, changes in Funhouse and dark ride, new picnic pavilions, usual repainting, etc., \$20,000.

MARSHALL HALL, Marshall Hall, Md.—Addition of two new picnic groves, additional parking space, new picnic tables, benches, two new picnic shelters.

LAKEMONT, Altoona, Pa.—Boat, Auto and Buggy rides and Sky Fighter, all from Allan Herschell; two black bears and several monkeys. \$18,400.

OLIVECREST PARK, Cuba, N. Y.—Landscaping, new clambake stand, new Funhouse, enlargement and improvement of parking area, beach resanded, new concessions, including Penny Arcade and Skee Ball.

LOOK PARK, Northampton, Mass.—New picnic tables and fireplaces, remodeling interior of concession building. \$2,500.

SUBURBAN, Syracuse — New roller-skating building. \$10,000.

FOREST PARK, Hanover, Pa.—Painting, remodeling. \$2,500.

HERSHEY PARK, Hershey, Pa.—Twin Ferris Wheels, purchased from Eli Bridge Company, Jacksonville, Ill.

LONG POINT, Geneseo, N. Y.—New dart game and penny pitch, new Manley popcorn machine.

LAKEMONT, Mahanoy City, Pa.—Landscaping, general improvements. \$2,500.

LENAPE, West Chester, Pa.—Administration building, picnic building, new light and power plant. \$28,000.

GRACEDALE, Mountain Top, Pa.—Rewiring of dance pavilion and other buildings, construction of dressing rooms on dance pavilion, grading and improvements to parking area. \$1,300.

KNOEBEL'S Grove, Elysburg, Pa.—Picnic shelter. \$1,000.

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Rock's Playland Forecast Bright Despite Big Nut

NEW YORK, April 1. — Altho a general increase in wages and the cost of materials will make it tougher than ever for Rockaway Playland here to break even, A. Joseph Geist, prexy, said that the management nevertheless is facing the 1950 season confidently.

Geist said that the outlook for park business this year is better than it was in 1949. Prices on rides, food and drink and games will be the same as last year. The trend of business will decide any cut in prices should the federal admission tax be removed or cut, Geist said.

Already opened for week-end operations March 26 and due for daily business May 15, Rockaway has added two major rides, a Rock-o-Plane and Bubble Bounce. In the kiddie category new rides include a Fire Engine, pony cart, Roto Whip, Ferris Wheel and Boat Ride. A tic-tac-toe concession and several new fronts also have been added.

Picnic Bookings Ahead

Picnic reservations are ahead of the same period in 1949, but it is too early to specify special promotions used to secure biz in this division, Geist said. He added that the cost of any such advertising would be greater than last year. Free acts, fireworks and contests are slated for use as crowd-pullers, with the scale of these activities greater than in 1949.

Staff includes C. A. Geist, treasurer and secretary; Richard L. Geist, publicity director; William Hicks, manager; James Meisel, assistant manager; Lowel Young, ride superintendent; Wallis Johnson, superintendent of Roller Coaster, and E. J. Hayden, art director.

Renovation Program For Vienna's Prater

VIENNA, April 1.—The Prater, one of the biggest and most attractive amusement parks in prewar Europe, is being renovated altho business is none too good as the Austrians have little money to spend. Park, which operates year-round, gets a play from American, British and French occupation troops in the city.

The Prater has at least 26 major rides and numerous kiddie rides in operation, with several new attractions under construction. Biggest rides are a Big Wheel along the lines of the big Ferris Wheel, which for many years occupied a spot near the Eiffel Tower in Paris, and a Coaster. Park has the usual European counterparts of Auto Skooters, Water Skooters, Whip, Waltzer and kindred rides and also has a new roller skating rink which is doing good business.

Crystal Lake Spends 6G on Improvements

MASSILLON, O., April 1.—Crystal Lake Park here is spending \$6,700 on improvements this year, M. C. Schneider, president-manager, announces. These include overhauling the Whip, addition of four Skee Ball alleys, new concession building and an open-air roller rink.

Executive staff, in addition to Schneider, includes Arthur W. Utubardt, vice-president; Kathryn N. Schneider, secretary-treasurer, and Kline E. Cangle, foreman.

Crystal Adding Two Rides

DANVILLE, Va., April 1.—Crystal Lake Park here will bow for the season May 15. A Kiddie Bus and Kiddie Airplane Swing will be added to the line-up. W. R. Hunwood is owner-manager.

100G Icery Gross At Rye's Playland

RYE, N. Y., April 1.—Ice rink at Playland Park here grossed \$100,000 during a 20-week season from October to February, according to Allan E. MacNicol, park director.

MacNicol said more than 120,000 persons skated at the rink, an increase of 25 per cent over last year and a figure highest in the rink's history.

Amateur hockey games and figure skating championships were strong draws, MacNicol said. He added that the rink would open for the 1950-'51 season October 27.

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JR. AIRPLANE SWING, 20' Tower, 6 planes, cap. 24 children, 5 H.P., 220 V., 3 ph., 60 cy. motor, \$750.00 cash, F.O.B. Manlius.
EDWARDS FALLS AMUSEMENT CO., INC.
Suburban Park, Manlius, N. Y.
Attention, F. W. Searle, Pres.-Mgr.

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And they will continue to do it wherever used.

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Youthful Dick Geist Adds Zest To Rocks' Playland Operation

By Jim McHugh

NEW YORK, April 1.—Richard L. Geist, 21-year-old ex-army private, is a young lad with the man-sized job of running Rockaways' Playland.

His father, A. Joseph Geist, is president-owner of the Queens amusement center and this, of course, points up the youth's entree into a top management post. But the results he has achieved since his 1948 appointment as assistant to the president have more than justified the confidence placed in him. He has perhaps been given more leeway and as a result more opportunity, because his dad, a lawyer and financier, has multiple other interests which demand his attention.

Dick has a natural instinct for showmanship and promotion—both necessary qualifications in successfully competing for metropolitan fun seekers. Among other things he oversees general promotion, art work, photography, customer reaction, purchasing and mechanical difficulties.

Concentrates on Promotion

His principal interest is centered in the creation of high-powered promotion and advertising tie-ups to build patronage—already estimated at several millions—for the funspot his millionaire father bought from L. A. Thompson in 1928.

Dick snared a national break on the Arthur Godfrey television show about a year ago by building a miniature amusement park from a Lionel



RICHARD L. GEIST

construction set and placing Lipton's tea bags in each attraction with credit, of course, going to Rockaways' Playland.

He later took color pictures of (See Youthful Dick on page 139)

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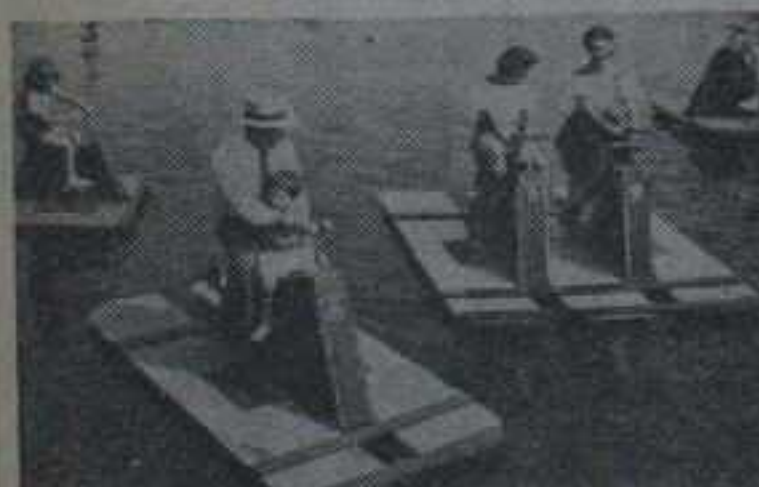
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Expended, \$50,000; selling price, \$35,000 cash; \$10,000 needed; all cash price, \$25,000. A gold mine for park or showman. Will consider leasing to responsible park man. Get details.

SAFRANEK, Vineland, N. J. Phone Vi 9-9560

New Administration Bldg. at Lenape Spot Built at Cost of 12G

WEST CHESTER, Pa., April 1. — A new administration building, including living quarters, has been built at Lenape Park here at a cost of \$12,000. John V. Gibney, owner, says the park will bow for week-end operation April 29. Daily schedule starts May 27.

Gibney also has spent \$6,000 on picnic shelters and \$10,000 on a new light and power unit.

Spot will again use fireworks and free concerts.

Gibney's staff includes William E. Miller, pool manager; John A. Smith, ballroom and grounds supervisor, and Raymond C. Gibney, refreshments manager.

\$8,000 Minny Golf Course For Ideal Beach Resort

MONTICELLO, Ind., April 1.—A miniature golf course, complete with landscaping, will be ready for the May 26 opening of Ideal Beach Resort here. Layout will cost \$8,000, T. E. Spackman, manager, reports. Spot's ballroom opened March 12 for Sunday operation.

Special events scheduled this year include speedboat races May 26, fireworks July 4 and Labor Day, give-away contests at various times and entertainment on the roof garden for the first time.

Plans are to reduce major and kiddie ride prices this year. Concession prices will be the same as a year ago.

Nelson Ride at Indian Point

PEEKSKILL, N. Y., April 1.—The Nelson brothers, Maurice and Herbert, who have operated a speedboat at Indian Point Park here since 1930, have inked a contract for 1950.

E. D. Kelmans, park manager, disclosed that most of the stands in the proposed concession building, which will have a frontage of 200 feet, are sold. He said work will commence about Saturday (1) and be completed before the May 20 opening. A barn dance at night and fireworks will be opening-day features.

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Suburban Park, Manitowish, N. Y.
Att. F. W. Searle, Pres.-Mgr.

New Funspot Skedded for York Beach

Spectors Build Maine Unit

YORK BEACH, Me., April 1.—Max and Samuel Spector will open a new funspot to be known as Funland Amusement Park here on Decoration Day. Approximately 14 acres, including ample free parking space and picnic facilities, will be used.

Other enterprises operated by the Spectors include an arcade here, and pokerino, arcade, shooting gallery, rides and a Funhouse at Old Orchard Beach, Me. They have been in the amusement business for 20 years.

Rides will include a Merry-Go-Round; boat ride, with a concrete tank 40 feet in diameter; Airplane, Jeep, Whip, Miniature Railroad and live ponies. A miniature golf course and various concessions, including a shooting gallery, games, arcade and refreshments will be operated.

Extensive landscaping is planned. Another eye-appealing feature will be a lighted fountain in the center of the boat ride. The picnic grove will be lighted for night use.

Free attractions will be used.

Playland, Rye, Outlook Bright

RYE, N. Y., April 1.—Charles A. Palmer, publicity director at Playland here, this week voiced confidence for a successful 1950 season. The park will feature the same major and kiddie rides as last year and opens for daily operations May 27.

Palmer said that general improvements, including painting and landscaping, are being carried out in preparation for the opening. Bookings for the funspot's picnic grounds are ahead of 1949's corresponding period, altho the cost of advertising for the picnic grounds is the same as in 1949, he said.

With the budget for business-getters the same this year as last at Rye, fireworks every Tuesday and Friday and two free circus acts daily thru July and August will be the main features. Prices on major and kiddie rides, food and drink, and game concessions will be the same as last year, with fees to be reduced proportionately should the federal admission tax be cut or abolished.

Staff includes Allan E. MacNicol, manager; Max Vogel, general superintendent, and Anthony Lofaro, who is in charge of refreshment concessions.

Plan To Add Three Rides At Rose Park (Wis.) Zoo

PRAIRIE DU CHEIN, Wis., April 1.—Plans are to add three rides to the line-up at Rose Park Zoo here this season. John Pettera, owner-director, reports he has a boat ride under construction and is negotiating for a miniature train and kiddie car ride.

Zoo will open May 5 with picnic shelters, constructed at a cost of \$1,500; a \$1,500 monkey house; food and drink concession stand costing \$1,200, and a \$4,800 animal barn.

Rafaniellos Keep Conn. Spot

BRISTOL, Conn., April 1.—Mrs. Elizabeth Rafaniello was awarded a two-year contract for a refreshment concession at Rockwell Park with an offer of \$450 a year by the Bristol Park Board here last week. The concession has been in the Rafaniello family for over 10 years, with Michael Rafaniello, husband of this year's top bidder, acting as operator last year.

Steeplechase Sets Mail Campaign for More Crowds, \$\$

NEW YORK, April 1.—With its advertising budget about as big as last year, Steeplechase Park at Coney Island will launch a mail campaign Monday (24) to boost the funspot's business, according to park manager James J. Onorato.

He explained that this push, angled at a mailing list of seasonal customers of the funspot's pool, will be in addition to the efforts planned by Coney Island Chamber of Commerce. The Chamber drive will feature a number of special days, a beauty pageant, fashion show, roller skating and dancing contests and fireworks. Estimated outlay for the Chamber's program is \$77,000.

May 20 Preem

Steeplechase is slated for daily operations starting May 20, according to Onorato, and the funspot will stand pat with the major rides and kiddie attractions featured last year. Landscaping, painting and redecorating of two main restrooms has been carried out for the coming season, he said.

In connection with the federal admission tax, the Steeplechase manager said that whether the tax was cut or eliminated such moves would have no effect on the park's rides, food and drink, and game prices. All prices will remain the same as last year, Onorato said, adding that he did not think that 1949 would be a very hard year to beat as far as biz was concerned.

Park staff this year will consist of George Tilyou as managing director; Frank Tilyou, publicity director; Marie Tilyou, treasurer; Leroy McGuire, ride superintendent, and Lorraine Bramble, secretary.

Major Ride Price Cuts at Lakewood

MAHANOEY CITY, Pa., April 1.—Daniel Guinan, president of Lakewood Park near here, plans to lower prices on major rides, with kiddie ride prices to stand at last year's rates. Concession prices, too, will be lower this season, Guinan said.

Lakewood's season opens May 14 for week-ends, with the daily schedule starting May 30. New ride this year will be a miniature train, purchased from the National Amusement Device Company, Dayton, O.

Because of economic conditions, Guinan doesn't believe business will be up to last year, altho he hopes the lowering of prices will produce more spending.

Merry-Go-Round Purchased By Geneseo (N. Y.) Funspot

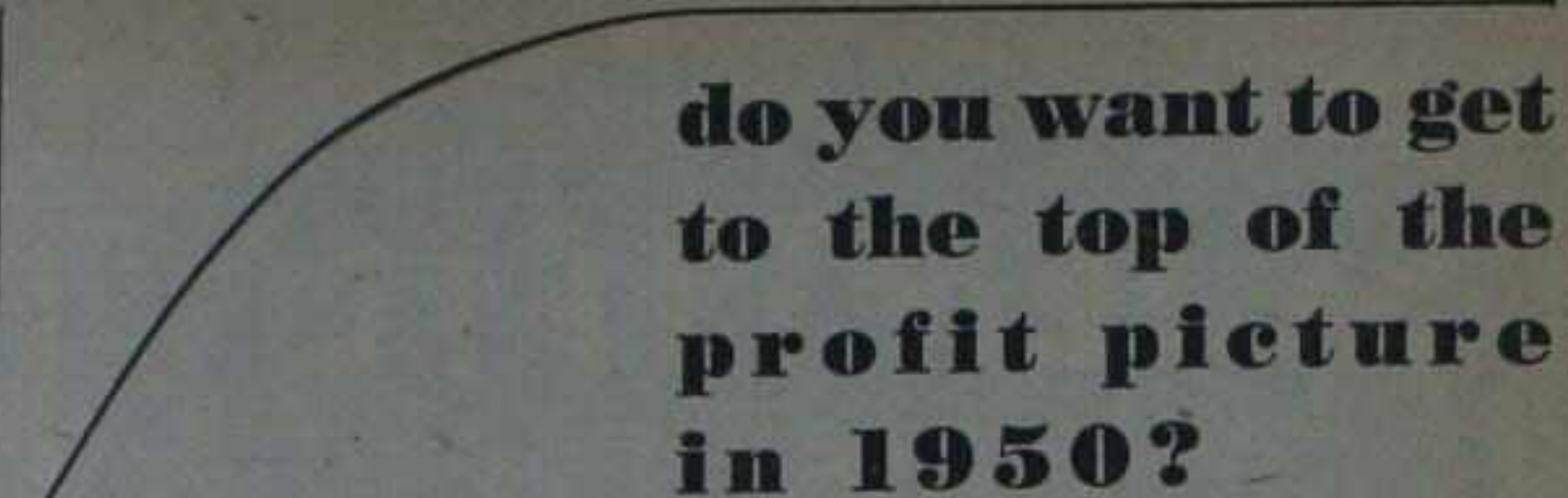
GENESEO, N. Y., April 1. — A Merry-Go-Round has been purchased from the Allan Herschell Company for Long Point Park here, C. F. Johnston, manager, reports. Ride is expected to be ready when the spot bows for week-end operation May 6. Daily schedule starts May 30.

Other improvements include a macadam floor under the 60 by 80-foot pavilion, picnic tables, dart game and penny pitch and a 1950 Manley popcorn machine.

Long Point Park is owned by Margaret Berry. Others on the executive staff include S. E. La Grou, bingo and ride superintendent; E. Jakobowski, food and drink concession manager; B. Walenitz, games manager, and S. Fraley, manager of the roller rink.

Dodgem at Carrolo's Midway

OAKLAND BEACH, R. I., April 1.—Joseph L. Carrolo, owner of Midway Park here, announced purchase of a Dodgem from the Dodgem Corporation. The ride will be ready for the opening. Spot will bow for week-end operation Sunday (9), with the daily schedule starting May 30.



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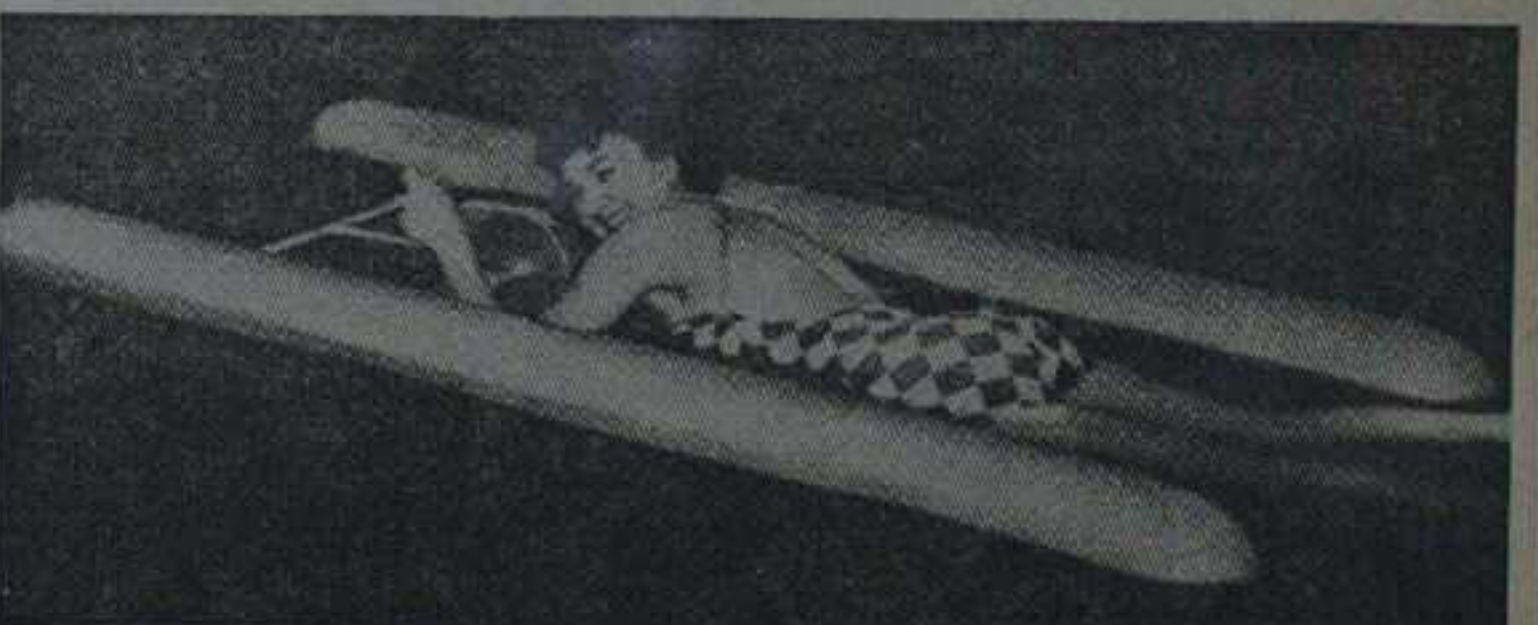


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"SEE OTHER SCIENTIFIC AD PAGE 83"

Olympic Skeds New Ride Units

IRVINGTON, N. J., April 1. — Olympic Park here has replaced its Ferris Wheel and purchased two cars for its Dodgem in preparation for week-end openings, May 6-7 and May 13-14, and daily operations starting May 20, according to Robert Guenther, park treasurer.

Guenther said he saw 1950 business at Olympic as at least equal to last year's take. He said that no additions were planned in the kiddie ride division and that crowd lures this year would consist of free band concerts, Side Show acts and fireworks on Decoration Day, July 4 and Labor Day. Budget for these features is the same as in 1949, according to Guenther.

Altho Olympic has picnic grounds, Guenther said the management has not plugged them too hard, adding that there will be no special promotion for the grounds. Prices on rides, food and drink and games will be the same as last year, with reductions to be in direct ratio to any possible cut or abolition of the federal admission tax.

Olympic Parks' staff will be Henry A. Guenther, manager; Henry A. Guenther Jr., purchasing agent; Dan Pedersen, ride superintendent, and Albert Fox, secretary.

Picnic Reservations At Raleigh Funspot Ahead of Last Year

RALEIGH, N. C., April 1.—Picnic reservations at Pullen Park here are running ahead of the corresponding period a year ago. Spot upped its picnic promotion budget and is using a mail campaign to neighboring towns, civic and service clubs, PTA groups and schools in addition to radio spot announcements and newspapers.

Park bowed here today for week-end operation. Daily schedule starts May 15. Among improvements are an \$800 sand beach at the pool, outdoor fireplaces costing \$750, renovations on the Merry-Go-Round and park buildings costing \$1,300, and tennis court improvements, \$600.

An opening day feature was free rides on the Merry-Go-Round.

Permanent Funspot Set Up By Topsfield Fair Society

TOPSFIELD, Mass., April 1.—Essex Agricultural Society is the latest fair organization to step into the amusement park field, its executive committee announcing this week that it would operate Fairgrounds Playland from May 30 thru September 9. The project will embrace a zoo, concessions; recreational, picnic and parking areas, and rides, including a steam train. The society's Topsfield Fair will be held September 3-9.

Society officers are Franklin H. Moore, president; Paul Corson, general manager; Ellery E. Metcalf, secretary, and Carleton H. Whittaker, treasurer.

Elephant for Atlanta Zoo

ATLANTA, April 1. — Atlanta youngsters are going to get an elephant to replace the dead Coca at the zoo. Celestine Sibley, of the Constitution, got children to donate money into an elephant fund and then Asa G. Candler Jr., philanthropist, signed a check for the balance needed. A letter-writing contest in the paper on "Why I would like to help select a new Coca" produced 12 winners who flew to New Hampshire in Candler's plane to select an animal.

Memphis Zoo Adds 2 Rides
MEMPHIS, April 1.—Overton Park Zoo here has installed an Eli Ferris Wheel and Lucas Kid lie Boat, both on a concession basis.

G. Price Named Glen Echo Mgr.

GLEN ECHO, Md., April 1.—Gerald P. Price assumed general management of Glen Echo Park here March 13, succeeding the retired Leonard B. Schloss, vice-president and general manager of the park for many years, it was announced recently.

While connected with the park, Schloss also served as president, director and as a member of many committees of the National Association of Amusement Parks, Pools and Beaches.

Chambliss To Debut Rocky Mount Joyland

ROCKY MOUNT, N. C., April 1.—Joyland Park at Rocky Mount Fairgrounds here will open about May 15 and operate thru Labor Day, it was announced this week by Norman Y. Chambliss, fair manager and owner of the grounds. Chambliss decided to operate the park after being swamped with requests from citizens. The plant is located in the heart of this city of 40,000 people.

No charge will be made for admission to the park, which will operate daily. Chambliss will manage the funspot, assisted by his son, Joe. No alcoholic beverages will be sold on the grounds. Improvements are now being made on the grounds, including installation of fencing around the property. Chambliss also plans operation of a skating rink in the park.

Gracedale Books 3 Rides; Plans Sunday Folk Bands

MOUNTAIN TOP, Pa., April 1. — Three rides have been brought in on a percentage basis at Gracedale Park here, H. K. Snyder, president, reports. Rides are Merry-Go-Round, Kiddie Boat and miniature train. Other improvements include additional lighting and dressing rooms in the dance pavilion and improvements in the parking area.

Snyder plans to book hillbilly and Western bands for Sunday afternoon appearances thruout the season.

Exec staff at Gracedale includes Don H. Hoffman, secretary; Evan Evans, ride foreman, and Bob Bachman, concession manager.

Forest Park Bows April 9

HANOVER, Pa., April 1.—Forest Park here, owned by A. Karst, will open Sunday (9). Karst reports he is spending around \$2,000 on repainting and minor repairs.

NAPA, Calif., April 1.—Vichy Springs, which bowed today, spent \$15,000 on improvements, including a swimming pool filter system, which cost \$13,000, Merle E. Harris, owner-manager, reported.



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TV-Big Top Show Clicks

By Tom Parkinson

"Super Circus" builds popularity with kids, title with growing potential for touring; telecasts use outdoor angles, much talent

OUTDOOR show business is providing television with one of TV's top programs—Super Circus, aired by American Broadcasting Company (ABC). High on popularity polls, the show is strictly a circus presentation in talent, setting and atmosphere.

Since its inception 18 months ago, the program has used a long list of circus acts. Its audience has mounted to an estimated 2,300,000. Meanwhile, it has experienced many complications novel to television.

Originating in Chicago, the program is carried by 25 stations. Most outlets are in the East and Midwest but included are Los Angeles, Seattle, San Francisco, Salt Lake City, Dallas and Miami. Some stations carry half of the hour-long show and some relay a filmed version.

Last year Super Circus was adjudged the best TV variety show by one poll. A stunt with *The Chicago Daily News* for bringing Santa Claus to town won for Super Circus a second-place award from *The Billboard* for TV promotions. Another survey showed an average of four persons view each set tuned to the Milton Berle show while five see Super Circus.

Building Title

Producer Phil Patton said show execs realize they are building a title which would have value for a standard circus. Thought about personal appearances has, however, centered around theaters rather than under-canvas shows. Main catch is that the show's principals also work radio shows regularly.

Patton stressed that suspension of the trouping idea is "for the present" only. Presumably if Super Circus continues to gain popularity, the suggestion will come up again.

Show opens with a clown (Cliff Soubrier, radio actor) crashing thru a paper Super Circus sign. Then Ringmaster Claude Kirchner, decked out in red coat and white breeches, toots his whistle to get the show under way. Mary Hartline, 22-year-old heartbeat, fronts the ABC house band and does coronet solos. Nick Francis, tramp clown, is a recent addition to the permanent cast.

Also on the regular crew is Bardy Patton, 10, son of the producer. The youngster filled in as a midget some time ago when a midget failed to show and has been a fixture since. His father and Director Gregg Garrison have operated the show from the outset.

Circus Stage Sets

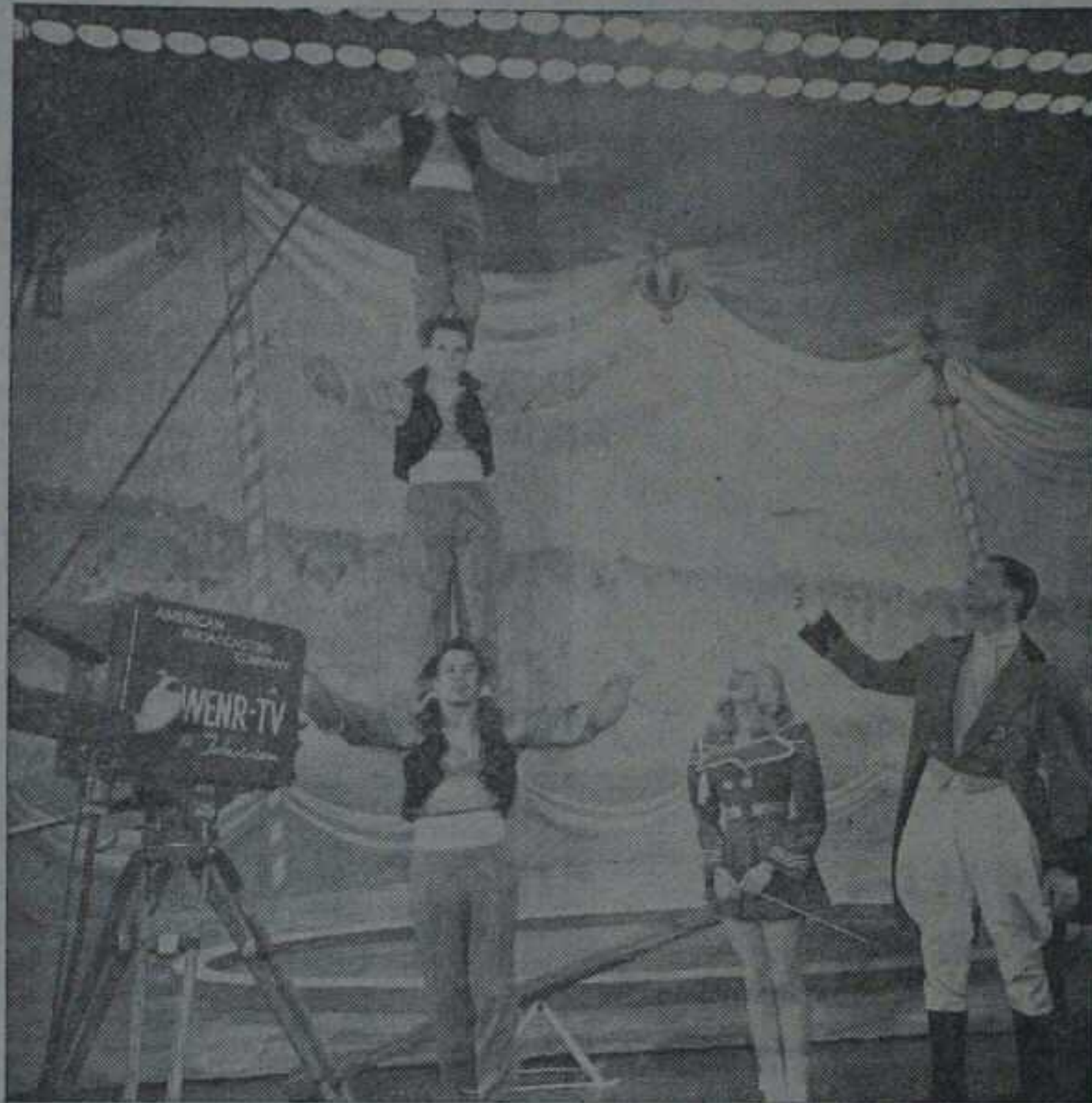
Stage in ABC's Civic Theater, scene of the show, is backed with a drop depicting the interior of a circus tent. Another curtain shows a bannerline, ticket box and gate.

Booking of four acts weekly is handled by Vic Brown of the David P. O'Malley agency in Chicago. The Ernie Young agency, Chicago, had the account until a few months ago.

Patton explains that his show demands careful selection of talent, and while he insists it's a family show, it's the kids he has in mind when signing an act.

"Any animal act will be a favorite," he said in summarizing policy and experience. "We try to have one each week. A good troupe of dogs is certain to go over."

But just any animal act won't do. Confines of the theater's backstage area makes bears, lions and other



Acrobatic acts rank among the best liked on the TV "Super Circus" program. For this reason they are also among the most frequently presented acts on the bill.

wild animals too dangerous, he said. Chimps are as wild as the staff has dared to take on and one of these tossed a bike at the ringmaster to discourage further experiments.

When Homer Swan's Marine Show was on the bill, the two seals did well enough, but the pelican's flights didn't follow the script and the penguin checked out for cooler climes as soon as it felt the terrific heat of television lights.

Tom Packs's five elephants were booked in June, and Patton said they were one of the most popular acts—and one of his greatest problems. The show's ring was too small and the elephants became confused. Compromising with popularity and problems, Patton booked just one bull for a return engagement.

Camels borrowed from a Passion Play in Chicago also gave trouble. All went well at rehearsal, but the humps stopped dead in their tracks as soon as they got under the hot lights at the real performance. All that TV viewers saw was the two camel heads.

Perch Gives Trouble

Camera men have trouble with perch acts, altho many are used, because of the altitude. Cameras are cocked to their highest angle and still miss some action. These acts work in front of the stage to clear the ceiling.

At a recent show a single traps act finished with a breakaway and heel catch. TV screens showed nothing but the girl's heels for the climax, but cameras quickly caught up with her.

Wire acts are difficult for Super Circus because of the time needed to set up rigging and because of limited space. Alvarado, single wire act, was announced eloquently by Kirchner recently, but cameras picked up only the bare stage. Kirchner returned to explain that Super Circus, "like other circuses," has occasional delays be-

cause of rigging tangles. Then Alvarado was ready.

Clowns Are Guests

One of the largest troupes to appear is the Seven Marvels, teeterboard act. Also on past programs have been mules, monkeys, baton twirlers, traps, web, ladder, knockabout comedy and guest clowns, including Emmett Kelly from the Ringling-Barnum show and Gene Randow of the Polack Eastern unit.

A sampling of acts used shows the Shyrettos, cyclists; Ala Naitto, wire; the Heerdinks; Rendens (2), jugglers; George Wong (5), tumblers; Sunny Moore's dogs; Phil and Bonta, perch; Francisco and Delores, perch; Walter Jennier and Buddy, seal; Blomberg's Ponies; William Burns' birds; Faye's Boxing Cats; Four Strongs, rope act; Captain Russell, strong man, and Maximo, wire.

The Carletons, father and son, hand-balancing act, has been one of the most popular on the show, Patton said. He attributed their success to the cute seven-year-old son and the neat appearance and smooth performance of both.

Patton tries to hold the weekly talent bill to \$800 or \$900. Highest pay has been \$500 for an animal act that gave two routines, but the producer stated that most acts get considerably less.

Short Notice Given

There has been neither a shortage nor an abundance of acts, according to Patton. Sometimes it has been difficult to locate those suited to TV, but the greatest trouble on that score has been failure of attractions to show up after they have been booked. An hour's notice was given by one recently, but the agency scouted out a dog act to fill the gap.

That time Patton also tried to borrow talent from the Polack Bros.'

Western unit, then playing in Chicago, but the deal fell thru because Polack's two matinees left no time for Super Circus.

Dead so far as Super Circus is concerned are what Patton describes as "suave, sophisticated acts." The kids shun these unless the comedy angle is strong, so adagio aerialists are out. One acro troupe was crossed off the return engagement list because its routine was too sexy for the youngsters in the audience.

The show uses a number of accurate enough circus angles in its staging and apparently the staff is studying the business for more ideas. A clown wedding was noticeably similar to one being used at the same time in the Polack show.

Little Outdoor Knowledge

Outdoor show background by the show's regular staff is limited to the talker stint Kirchner put in with the Sally Rand show at Chicago's 1933 Century of Progress.

Drawing power of the show is illustrated by the line-up at the studio each Sunday. Before a show caught recently by a representative of *The Billboard*, 700 kids and parents waited for an hour in 20-degree weather and a cold wind. Tickets are free and usually are distributed months in advance thru ABC's guest office.

Inside, the stage scenery sets the mood and Kirchner drills the audience on applause cues and words to a song for the sponsor, Canada Dry ginger ale. Canada Dry has had the first half hour for several months and two other firms will share the second part starting this month. A peanut butter firm sponsored Super Circus before Canada Dry stepped in.

Juice Joint Commercials

Commercials are slanted to circus angles. A permanent cast member is "Canada Dry Charlie" Flynn, who handles the plugs while wearing a candy butcher's coat and cap. Each week for one shot he passes thru the audience to give away ginger ale. The second commercial is cast from the stage, with Charlie operating a juice joint. The joint has been the setting for a fire eater buying a drink to cool his throat after the act and for a magician producing popcorn and peanuts from nowhere to go with his ginger ale. A fat lady-thin man combo made with the commercial another time. Patton, incidentally, steers clear of most Side Show attractions. Some, he says, just don't go with the kids and others screen poorly on TV. A sword swallower on TV, the producer maintains, is not recommended viewing.

Many twists are used for audience participation spots on the show. One was a race to see which child could put on 10 clown vests quickest.

Kirchner's opening pitch tags the show as "the greatest television circus on earth," and the kids, both in and out of the studio, seem to agree. Studio audience is vociferous in its enthusiasm. Roster of past programs indicates many strong shows, but the kids are easily satisfied, even when the talent falls below its norm in quality.

Super Circus plugged Polack Bros. last month and Ringling-Barnum last season during their Chicago stands. Free tickets were passed out via the program. Emmett Kelly's appearance was tied in with Ringling's date. Up to now, however, there has been no mention of circuses in other towns covered by the TV network.

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No. 1 Need: Afternoon Crowd Lure

THERE'S gold to be had for any showman who can come up with something new for afternoon grandstand programs at fairs.

More this year than ever before fairmen have felt frustration in looking for something new.

In the years immediately following World War II, fairs were able to fill their stands on afternoons when even weak attractions were offered. But the lush years are now a matter of history, and grandstands no longer fill unless the attractions offered are strong.

During the past winter a large number of major fairs, including the Minnesota State Fair, St. Paul; the Iowa State Fair, Des Moines, and the Nebraska State Fair, Lincoln, along with more than a score of smaller, yet good-sized, annuals voted to discontinue harness horse races.

Afternoon Program Gap

Giving the gate to the trotters and pacers left the fairs with a big gap in their afternoon programs. Most added extra days of either auto races or thrill shows. A few signed contracts with rodeos.

In discarding the sulky races for an increased number of auto race or thrill show days, those fairmen making the shift realize that they are not treading on entirely solid ground. They are aware that the increase in the number of thrill show and auto race days may be overdoing those events. But, they point out, they had no alternative. The sulky races have proved consistent money-losers. And rodeos, excepting in the Far West, Southwest and to a lesser extent the Southeast, have not demonstrated sufficient pulling power.

There are, to be sure, several horse troupes (not to be confused with rodeos) which give good entertainment value and are used by some fairs. But such units are aimed primarily at county fairs. In any event, there are an insufficient number of such troupes to fill the needs of fairs, and this situation prevailed before the move to abandon harness horse races gained momentum.

Spectacle Lure

To be a strong grandstand lure, an attraction must above all else be a spectacle, capable of being seen at a substantial distance, which accounted for the pull of harness horse races for years and the programing of auto races and thrill shows as potent fair material.

Similarly, the attraction should have broad action and the promise of the unexpected, a quality, of course, embraced in racing, whether it be horse, auto or motorcycle.

The attraction should be packaged in a manner which will enable easy selling.

Stage shows, offering a combination of vaude and circus acts, or a revue, with acts, comprise a powerful night attraction in most localities, but only rarely will a bill of acts stand up in the glare of the day's sun. Revues, of course, lack appeal during the daylight hours, requiring the theatrical touch of darkened skies, spotlights and stage settings.

Seek Pulling Magnet

There are a host of acts which click in the afternoon. Generally, they run to high acts or aerial numbers, but

presented alone they have been found in many instances not to have enough power. They must be topped by a strong-crowd-pulling magnet.

The appeal of thrill circus acts has not dimmed. It is as strong as ever, as reflected by a policy of some major fairs to bolster their auto thrill show programs. State fair execs have pointed the way in this trend. Some have felt compelled to present more than the traditional automobile-motorcycle show on thrill day. Reps of these fairs hold that they must enlarge their thrill show package beyond county fair proportions because name shows, possibly the same one they have contracted, have predated them at other events within their own drawing area.

Some few fairs have set up bars preventing this pre-dating by specifically barring the thrill show they sign from playing within a certain area of their fair. That they take this precaution reflects a feeling that thrill show operators may have reached a saturation point.

Add Stock Cars

Auto racing expansion at fairs, particularly in the Midwest, is taking shape in adding stock car races. Granted, this is a different twist, the adding of stock car races is seen by some as straining at the potential pull of auto race fans.

What is needed is an attraction which does not expand either the auto race or thrill show format. Some (SEE NO. 1 NEED: on page 130)

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Judy Martin

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Sam and Kirk McGee

Wally Fowler and the Oak
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Bill Monroe and His
Blue Grass Boys

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No. 1 Need: Afternoon Crowd Lure

(Continued from page 128)
promoters have given much thought to the problem, but as yet nothing concrete has developed.

Old-timers recall that the thrill show business blossomed virtually overnight. One of the pioneer outfits was B. Ward Beam's International Congress of Daredevils, which in reality was an off-shoot of auto polo. It remained for the late Lucky Teter to develop the thrill show as it is known today. Teter made his introduction in the early '30s, infusing much showmanship and skillful exploitation into his operations.

Thrill Show Success

The result was that he not only developed the strongest new afternoon attraction the fair field had achieved since the early introduction of auto races, but his success kept alive many fairs which were reeling and groggy as a result of the financial blows they sustained in the early depression years.

During Teter's heyday, there were relatively few thrill shows in the field. However, as his success boomed, the field became overcrowded and at one time since the end of World War II there were as many as 45 shows operating in the U. S. The number was reduced to about half that number last year.

The intense competition for fair dates, however, left its mark. There were, it is generally conceded, too many thrill show dates. And, with operating costs up and grosses off slightly from prior years, less money was plowed back into the shows. Their entertainment quality and their promotional efforts suffered as a result.

Fairs Change Sights

In the Teter era, few fairs considered changing shows. Thrill shows then were inclined to the long-term

view, but when the shows mushroomed following World War II a few shows revised their sights. They were none too sure of what the next year would bring in the way of bookings, hence hedged in their expenditures for smashing up automobiles, putting on more costly stunts, and exploitation.

Thrill shows, of course, continue as a top attraction, just as auto races do. But in any long-run fair, there must be other types of afternoon grandstand attractions to keep the bill in balance and to lure those patrons who are neither auto race nor thrill show fans.

There has been a shifting in patronage habits since the war which makes it increasingly necessary for fairs to bolster their afternoon grandstand bill. The shift definitely has been to greater night attendance. This trend actually started in prewar years but was accelerated after the war. Generally, last year, night grandstand attendance was as high, if not higher than the preceding year, altho most of the fairs' income producing departments were down, dollar-wise.

Patronage Shifts

Not a few fairs, realizing the shift in patronage habits, have given added strength to their night shows. Some which had not had thrill shows had tacked on a night, as well as an afternoon show. Invariably the night performance far outdrew the afternoon show.

This over the long term would tend to weaken attendance at the thrill show, for in the majority of instances it is easier for Mr. and Mrs. John Q. Public to attend at night than during the day.

This points up again the need for something new in afternoon attractions, something strong enough to prompt Mr. and Mrs. Public to take the afternoon off to see the show.



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More Names Go Outdoors

USE of name attractions, built into household words by stage, screen, radio and television, will hit record highs in outdoor show business this year.

The shift to name attractions began to shape up shortly after World War II, and each year more top-bracket headliners have turned to the alfresco entertainment field to pick up a sizable pile of the long green.

Newcomers this year will include William (Hopalong Cassidy) Boyd, rated as hot as they come in TV, who'll be featured on the Cole Bros.' Circus, in which he has obtained an interest; the Howdy Doody show, another TV hot-shot, which will be presented by the Ringling-Barnum circus, and Danny Kaye, the flicker star, who will head the king-sized night grandstand show to be presented at the Canadian National Exhibition, Toronto.

Lesser lights among the names shifting to the outdoor field include Bonnie (Oh, Johnny) Baker. She'll head a midway show on the Royal American Shows, the nation's largest carnival, taking the spot held down last year by Gypsy Rose Lee and the previous year by Sally Rand.

Big Names

Such names as Bob Hope and Judy Canova, who have made appearances at fairs in the past, will plow the field deeper, playing more outdoor dates. And the repeaters, such as Sally Rand, will be back. This year the fan dancer will have a unit with Al Wagner's Cavalcade of Amusements, playing the Midwest and Southeast. Gypsy, too, may return, not for the full outdoor season, but for a few selected fairs. As yet she has not signed for any outdoor dates.

Feelers currently are out for more names to take a fling outdoors, and it is not unlikely that before the season is over the list will take on greater size.

The shift to names was sparked by major fairs at the war's end. The Canadian National Exhibition opened its new 22,000-capacity grandstand in 1948, with Olsen and Johnson as its headliners, after O. and J. had scored a success the previous year in the Coliseum at Indiana State Fair, Indianapolis.

What's more, the CNE doubled back last year with Olsen and Johnson, and the zanies grossed more than \$350,000 in their 13 nights in front of the grandstand. Sold on names, the CNE's management inked Danny Kaye for the year's event after scouting available names carefully.

Hoppy Tops Cole Org

The alert Arthur M. Wirtz, stadium biggie, who is credited with much of the continued success of Sonja Henie in ice skating, seized upon the potent pull of Hopalong Cassidy to have him top the Cole Bros.' Circus after he and his associates had bought out the Cole show this winter. Hopalong is expected to enable the Cole show to pull huge crowds in major ball parks in those Eastern cities where TV is the strongest.

Threatened by this move, the Ringling-Barnum circus countered by signing the Howdy Doody TV show, thus conceding also the terrific build-up of television with the moppet set.

The Michigan State Fair, Detroit, is expected to come up with a package of headliners for its Coliseum program. Last year the Michigan annual lifted itself by its bootstraps by presenting Hope for three days at \$10,000 per.

Hope Strong Pull

Actually the Coliseum receipts did not yield enough to pay off Hope, due to the Coliseum's somewhat limited capacity and the number of passes out. The Hope engagement more than paid off, however, by luring unexpectedly large crowds to the fair and, tho all couldn't get into the Coliseum to see Hope, they provided bumper business for the midway, exhibitors and other attractions. Proof of this was the reported offer of \$12,000 to Hope, who returned to the West Coast at the end of the third day, to fly back for a repeat one-day engagement before the fair's end.

Judy Canova enjoyed mixed success last year, clicking strongly at some fairs and getting fairly good business at most of the others. She is set to play a substantial number of fair dates this season. Similarly, more top names among the Western music stars will be heard at fairs this year.

Annuals in the best position to offer names are those with coliseums. This is due to two factors, the weather and the booking of grandstand shows at major fairs for their full runs, leaving little open night time for one-night shows.

Name Trend

An increasing number of fairs are building coliseums, and this trend also is certain to bring about an increased use of name talent. For fairs with such facilities, weather becomes no problem.

The auditorium field is getting an increasing number of name attractions as evidenced by Jack Benny's scheduled tour, and this, too, is making names more conscious of the potential in playing on the road.

Radio's lighter summertime budgets will, it is believed, place an increasing number of radio headliners at liberty to fill in their off-months by turning to alfresco personal appearances. And since the outlook for radio talent has dimmed because of the inroads of television, many radio headliners, it has been pointed out, may feel an inclination of getting money while the getting is good with personal appearances.

Something New Needed

Fairs generally also appear more conscious of the need for something new and are aware that a pre-sold name will pay its way as public spending tightens. Proof of the pull of names were the Olsen and Johnson demonstration at the CNE, Bob Hope at the Michigan State Fair, and Sally Rand, probably the strongest in the carnival field.

Playing the Iowa State Fair, Des Moines, in 1948, Sally grossed \$55,000, tax included, at \$1 per. That was powerful testimony of the strength of a name, for Sally was presented not in a large coliseum or in front of a huge grandstand, but in a midway tent capable of seating and standing a total of not over 1,200 persons. Yet she played to an average of more than one out of every 10 persons who passed thru the fair's front gate, a remarkable show of strength due to the heavy attendance of kids.

The Rand appearance at Des Moines, as at other fairs, was credited with bringing in many persons not classed as regular fairgoers. This, of course, points up why fair men, seeking a way to build their patronage, are going for names more than ever before.

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PERSONAL MGR.

J. L. FRANK ATTRACTIONS

WAVE-TV, Louisville, Ky.

Animation in Exhibits, Fronts Is Paced by Messmore & Damon

(Continued from page 62)

presentation of shows housed under canvas on hot summer days, Messmore & Damon decided early that more permanent materials were needed to withstand the rigors of the road.

Caters to All Groups

The firm caters to four major groups, theatrical, industrial, department stores and float parades. The theatrical classification includes both outdoor show business and legit props. The department store business mainly encompasses the Christmas and Easter seasons. Over one-half of the floats used in the inaugural parade for President Truman were

tractions for the single gate admission price. All ages have been considered in the planning and presentation and it is safe to say that few if any patrons feel they haven't received their money's worth after a visit, even tho the annual shutters at the approach of darkness.

Kiddielands Boom

The mushrooming of Kiddielands thruout the country has created a new and special outlet for Messmore & Damon units. Fairy tale characters, with Humpty Dumpty a leading figure, are attractively portrayed and lend themselves to group presentations or to separate spotting around the grounds, adjacent to the various units.

Naturals for both Kiddielands and full-scale park operations are the firm's *Mother Goose Garden*, consisting of a number of animated diorama units and a jungle land show, both of which make admirable pay attractions.

Tricky Jobs

Tricky construction jobs only stimulate the working force at Messmore & Damon. A large, modern plant located on upper Park Avenue in New York, contains all of the necessary departments from designing thru painting and welding, together with provisions for the molding of the all-important papier mache. The plant also has sufficient height for the setting up of almost any size stage set.

Twenty-five years ago Messmore and Damon equipment was on the Johnny J. Jones Exposition. The Royal American, World of Mirth and Max Goodman shows, among others, also carried units.

Use M & D Units

Amusement parks using Messmore & Damon units include: Steel Pier, Atlantic City; Conneaut Lake Park, Conneaut Lake, Pa.; Riverside Park, Agawam, Mass.; Ocean View, Virginia Beach, Va.; Whitney's-Playland-at-the-Beach, San Francisco; Doolan's Kiddieland, Chicago; Playland, Council Bluffs, Iowa; Carlin's Park, Baltimore; Rocky Point, Warwick, R. I.; Euclid Beach, Cleveland; Rockaways Playland, N. Y.; Palisades (N. J.) Amusement Park and a number of lesser units located at various seashore resorts.

Francis Messmore, with five years of army service behind him, is flush with ideas. He is currently interested in Washington's Freedom Fair and is getting a crack at the production end of the Ringling Bros. and Barnum & Bailey Circus.

A clown figure will always rate attention, especially when it includes balancing a dice cube which may be either stationary or revolving.

constructed by Messmore & Damon. Many of the floats used in celebrating New York's Golden Jubilee last year were also constructed by the firm.

The utilization of modern display methods has become increasingly important to outdoor show business, Francis says. Amusement parks and carnivals have made considerable progress in dressing up their offerings for maximum appeal. More recently fairs have begun to adopt modern display methods. A notable case in point is the eye-appealing presentation of John Leahy's Danbury (Conn.) Fair which has Messmore & Damon creations embellishing virtually its entire plant.

Candy Canes Draw

Two years ago the use of multiple simulated gigantic candy canes resulted in the use of the slogan, *The Sweetest Fair in New England*, with excellent results. Leahy has converted several buildings into excellent exhibits thru the use of Messmore & Damon figures. One, the P. T. Barnum Museum, includes life-size model animals and rates top appeal with both young and old.

By creating multiple displays, which can be rearranged each year and elaborated by the inclusion of additional figures, Danbury is able to advertise as many as 75 free at-

Plans Pushed in Petersburg

PETERSBURG, Va., April 1.—Plans for the proposed Farm Fall Festival, to be held here annually starting in 1951, will be based on inclusion and operation of the present Petersburg Fair by local service clubs as a non-profit corporation.

The service clubs have requested city council to grant a lease for the Petersburg Fairgrounds.



A rollicking clown unable to restrain his continuous merriment as long as the switch is turned on has proven to be one of the best crowd-stoppers in front of funhouses and similar units. Synchronized laughter apparently emanates from the figure.

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Universal-Int'l WESTERN STAR

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WESTERN SHOW AND DANCE BAND

Now booking for Spring and Summer Months
within 100-mile radius of Youngstown, Ohio.

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Booking address

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Phone 7629



GLEN JONES CIRCLE "J" RANCH DONKEY BASEBALL

NOW BOOKING FOR 1950 SEASON IN EASTERN STATES FROM MISSOURI
INTO NEW ENGLAND AREA

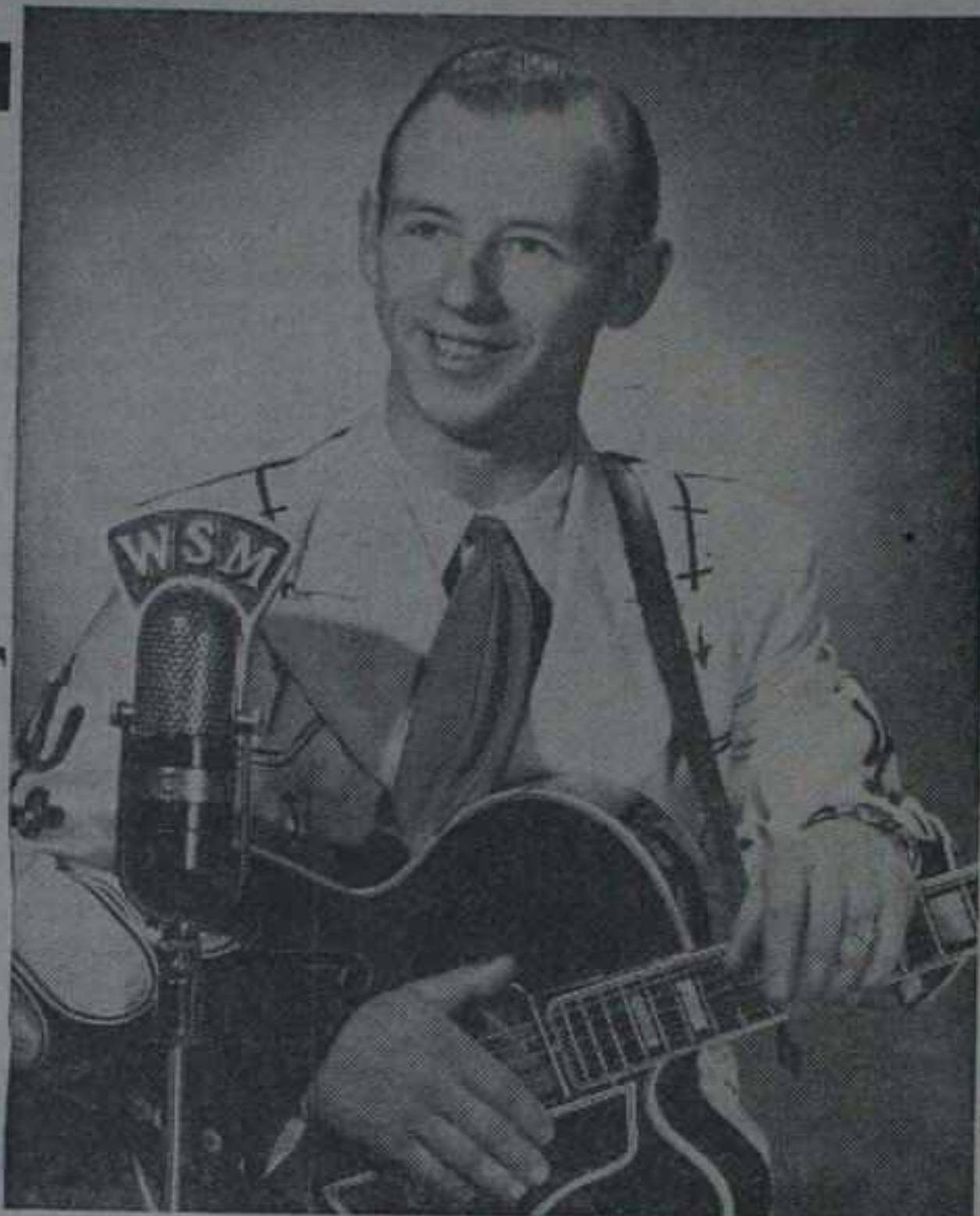
Organizations need money? This is one of the easy ways to get it. Organizations furnish players and place where event is to be held and we furnish trained donkeys and put on the game for you. We have well-trained donkeys that are completely pets, but can give you action, thrills and spills. Write

GLEN JONES

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HANK SNOW



"The Singing Ranger" AND HIS RAINBOW RANCH BOYS

There's No Business Like "SNOW" Business

NEWEST STAR ON WSM, NASHVILLE "GRAND OLE OPRY"

FOR PERSONAL APPEARANCES . . . A CONSISTENT DRAW ANYWHERE ON THE MAP . . .

BROKE ALL ATTENDANCE RECORDS AT DALLAS SPORTATORIUM BIG "D" JAMBOREE

SENSATIONAL GROSSES AT THESE KEY LOCATIONS
FORT WORTH — 7,000 People!
SAN ANTONIO — 3,000 People!
LONDON, ONTARIO, CANADA — 3,000 People!
NIAGARA FALLS, CANADA — 3,500 People!

CURRENT RECORD RELEASE

"I WONDER WHERE YOU ARE TONIGHT"

flip

"DRUNKARD'S SON"

RCA Victor Nos. (78) 21-0303;
(45) 48-0303

Personal Management:
ROBERT ROSS
WSM, Nashville, Tenn.

Recording For:
RCA Victor Records

Rusty FIELDS

"THE ONE MAN SHOW"



"SURE FIRE" — "CROWDS LOVE HIM"

"A MONEY MAKER"

"A NATURAL FOR OUTDOOR CELEBRATIONS, PARKS AND FAIRS"

...AS A SINGLE ATTRACTION OR COMPLETE REVUE...

For Available Dates . . . Wire or Phone . . .

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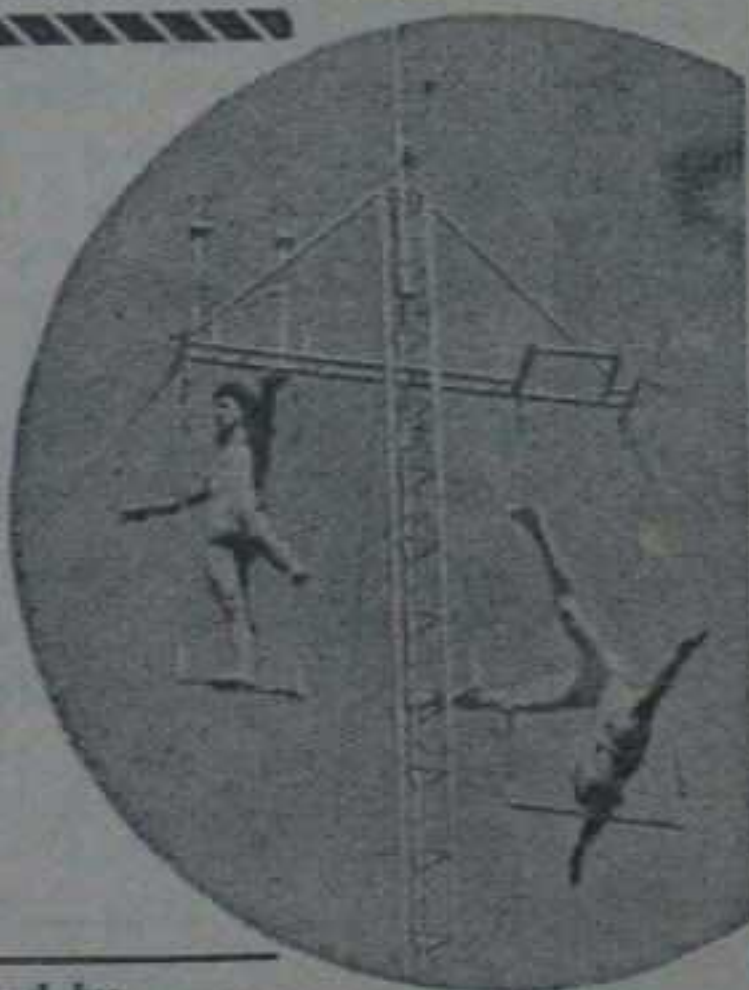
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HIGH WIRE ACT

★ of All Times ★

For Your Indoor or Outdoor Circus

Contact

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EASTERN BOOKINGS:
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10 Rockefeller Plaza, New York, N. Y.

MIDDLE WEST BOOKINGS:
TOM PACKS
Arcade Building, St. Louis, Mo.

Signs Say Folk Music's Comin'

LOOMING big on this year's outdoor entertainment horizon are folk music artists, who have been employed by some outstanding fairs and expositions sporadically for the past five years. Because of the mounting interest in rustic melody, fair secretaries and entertainment committees are bound to give the country musickers considerable consideration for the coming season.

Major reason for the spread interest has been the consistency with which pure hillbilly and Western ditties have risen from the ranks of country music to top position among the leaders in *The Billboard's* Honor Roll of Hits, a list of the top 10 best selling compositions across the country.

During the past year such pure rustic melodies as *Jealous Heart*, *Rag Mop*, *Chattanooga Shoe Shine Boy*, *Riders in the Sky* and *Bouquet of Roses* appeared among the nation's most played tunes. These important melodies of 1949-'50 all made their first appearance in the folk music

and-a-half per day, the average programming period.

While plugging for folk tunes previously was concentrated in the South and Southwest, all sections of the U. S. are showing considerable airing time for hillbilly records. On the basis of the number of disk jockeys located in each of the 48 States, Texas ranks first, with California and Pennsylvania right behind. Outside of the South, where all States show a good nuclei of hillbilly record spinners, States like Illinois, Indiana, New York and Ohio have a large number of radio stations featuring rustic music on record.

To Use Live Talent

In addition, approximately 700 of the 1,600 radio stations in this country are utilizing live hillbilly or Western entertainers as daily fare in the outlet's programming. The bulk of this programming is done in the early hours of the morning period, aimed at the country listeners who get up during those hours to do the chores. To cut the nut for this live talent, which must get standard American Federation of Musicians' scale for radio work, the radio sta-

Folk Talent Bookers

For the convenience of those in the outdoor field wishing to contact folk artist talent, the following is a list of prominent bookers of leading hillbilly and Western artists:

Americana Corporation
4527 Sunset Boulevard
Hollywood (27), Calif.

Cooke-Rose Theatrical Agency
248 West King Street
Lancaster, Pa.

Bill Ellsworth
75 East Wacker Drive
Chicago (1), Ill.

International Artists, Inc.
Stan Zucker
420 Madison Avenue
New York (17), N. Y.

Gene Johnson
Radio Station WEOL
Elyria, O.

Jolly Joyce
Earle Theater Building
Philadelphia (7), Pa.

WSM Talent Bureau
Radio Station WSM
Nashville, Tenn.

WLS Artists' Bureau
Radio Station WLS
1230 West Washington Boulevard
Chicago, Ill.

section of *The Billboard*, later being recorded by artists in the pop music field.

Show Consistent Sales

Despite the fact that these tunes were recorded by rival pop artists, the hillbilly and Western versions of the tunes by country music bands and singers showed a consistent sale equal in most cases to those sold by the more widely accepted pop entertainer.

Evidence of the increased public interest in country music has been the rise of the hillbilly disk jockey across the country. For the past six months *The Billboard* has carried on an extensive survey of the nation's radio stations to determine how many of them are currently employing hillbilly platter pilots. Thus far, it has been determined that there are over 1,000 working on 800 different radio stations. There are approximately 1,500 radio stations now operating in the U. S. While the daily time of these disk jockey shows, plugging hillbilly music, ranges from the eight hours per day done by disk jockeys like Sam Workman, of WRVA, Richmond, and Uncle Tom George, of WWVA, Wheeling, W. Va., to an hour-

tion normally books the talent on a four-to-five-night-per-week schedule in the territory where it has listenership. As a result, there is an established interest in country music talent appearances in almost every one of the 48 States.

At most every county fair and, to a great degree, at the larger State and sectional fairs, there have been booths, sponsored by either a local merchant, radio station or newspaper, at which a local or regional hillbilly or Western band has entertained. In the bulk of these instances, the entertainment is free and is not presented as a grandstand attraction. The fact that these show sponsors have been duplicating the hillbilly talent shows over a long period of years at the same fairs indicates a great interest on the part of the fair's patrons.

Swing to H. B.

Since the inception of its live-talent-to-promote sales programming which started in 1945 with vaude shows across the country, International Harvester, the farm implement manufacturer, has been swinging more to hillbilly entertainment. That firm's farm equipment division,



When it comes to
CLOWN COPS . . . HE'S TOPS!
At Fairs, Celebrations, Big Picnics or Any Event
"CLOWN COP CORRIGAN"

He Always Satisfies the Crowds
For Terms and Dates, Address:

JAKE J. DISCH, 4562 Packard Avenue, Cudahy, Wisconsin

which last year spent a reported \$1,000,000 for talent at its showings and demonstrations of farm equipment throught the country, has swung heavily to country music talent at approximately 80 per cent of its year's budget will go to hillbilly and cowboy band music, an International Harvester rep told *The Billboard*.

During the past fall and winter indoor season R. L. Bamford, Oscar Davis, J. L. Frank, Stanford Zucker and Les Hutchins and other promoters have been touring large groups of nationally known talent with exceptional success. In two different stands of three days each in Kansas City during the past six months, a group of all-star record names, such as Red Foley, Rod Brasfield, Minnie Pearl, Ernest Tubb, Cowboy Copas, Hank Williams and George Morgan, have done over \$8,000 per show in a 2,800-seat auditorium. Ducats were priced at \$1.20 and \$1.80 (inc. tax). The average gross for these shows on their three-day six-engagement runs was \$18,000. Another group of record names from WSM, Nashville, averaged \$3,500 per performance during a 10-day junket along the Pacific Coast in October, working major auditoriums in each city. Ducats went for about \$1.50 (inc. tax).

Indoor Success

Success of the indoor hillbilly and Western talent shows has been the close correlation of all associated fields of promotion to plug these dates. Promoters go into a town with a list of the vicinity's leading disk jockeys, procured either from the record distributor of the label or whom the leading artists on the tour record, or from the artist themselves.

While some promoters have worked with all disk jockeys in the vicinity, most of them have selected one key jockey and worked exclusively with him. The disk jockey is made emcee of the show and therefore plugs appearance gratis on his show. The station normally goes along with the

free plugging because the show's newspaper ads spotlight the d.j. and his station connection.

Stations also know that the appearance by the disk jockey in connection with the show does a great deal to boom his listenership in the vicinity. If there is an outstanding local hillbilly or cowboy band, the promoter usually arranges to have this band work the date. In this way, the band, which appears daily on a local radio station, also gets on the promotion bandwagon. Both the disk jockey and the local band carry plenty of weight of their own and normally pull extra hundreds to witness the show.

Advance Contacts

Distributors for the labels, which handle the artists who are on the touring show, are also contacted in advance so that their salesmen are able to distribute streamers and package stuffers in retail record stores announcing the forthcoming hillbilly or Western appearances. In many instances, record store appearances are set up on the same day as the date so that the visiting artists may autograph their diskings and meet their fans. Promoters feel that this does not cut down the attendance at the show, but merely whets the appetites of his fans, for the artist does no singing at such a record store appearance.

Thus far, several outstanding fairs, such as the Michigan State Fair, Detroit, and the Texas State Fair, Dallas, have utilized top hillbilly and Western names during the past three years. The Motor City event utilized Tex Ritter, the Capitol recording ace, and his show troupe last year, while the Dallas fair used Jimmy Wakely and a group of his Hollywood cowboy associates.

Western and hillbilly artists should make excellent fare for the average outdoor event, for their principal fandom lies in the rural areas: While the currently building interest in hillbilly and Western records is definitely surging into urban territory, country fans have always existed by the thousands.

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Presenting a new aerial sensation direct from England

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In Thrills on the Swaying Pole

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HOTEL BRADFORD

BOSTON

Foreign representatives

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THE NATION'S NO. 1 COUNTRY GAL

Minnie Pearl

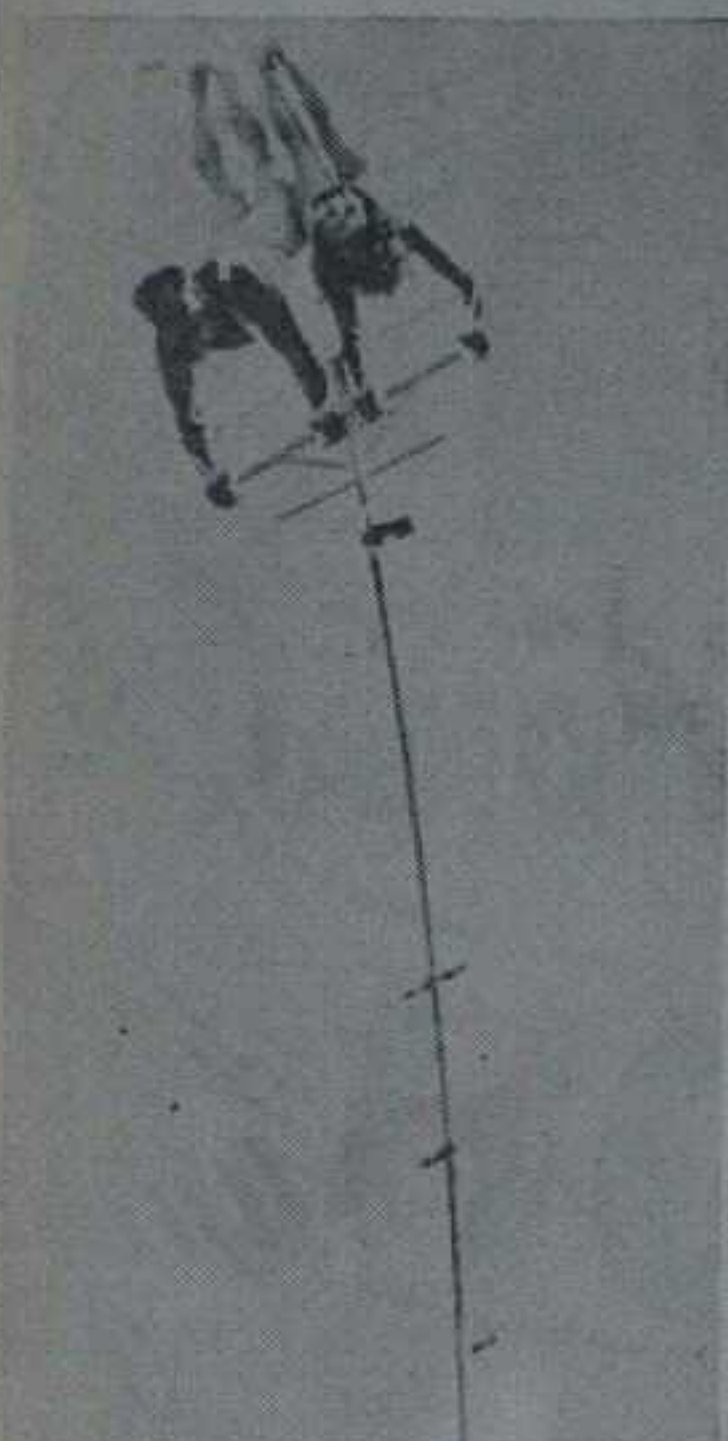
WSM ARTIST SERVICE BUREAU
Nashville, Tenn.

FUNNIER IN PERSON THAN ON THE AIR...



FOR THE PAST 10 YEARS A STAR OF PRINCE ALBERT'S NBC "GRAND OLE OPRY"

Literally Dusting The Stars With The STAR DUSTERS



Featuring their own original creation of a double handstand on a single sway pole.

The only act to accomplish this feat.

Hope and Mike Kent present their Daring—Thrilling—Death-Defying Hand-Balancing Adagio on an 18-inch platform in beautiful colored lighting effect.

Represented by

AL MARTIN AGENCY Hotel Bradford Boston, Mass. Permanent Address. 1442 E. Ramona Blvd. Baldwin Park, Calif.

Several Eastern Ops Think This Year's Gross May Be Hit by Recent Strike Wave

Most Spots To Stand Pat on Prices But Some May Lower

(Continued from page 118)

be down this year. "There are too many people out of work around this section," he said. "Naturally, money will be tight. If the present government tax on entertainment is taken off, it will make quite a difference in our business, however. The tax hurts our business more than a lot of folks think."

Employment Down

Larry Guinan, publicity director for Lakewood Park, Mahanoy City, Pa., is another who doesn't look for business this year to equal that of 1949. Main reason, Guinan says, is the employment situation. Guinan added, however, if the strikes are settled well in advance of his park's opening it would be an altogether different story.

C. F. Johnston, manager of Long Point Park, Geneseo, N. Y., believes business will be up over a year ago. Long Point's business last year, Johnston reported, was up 20 per cent over the previous year, "and we feel very optimistic about the coming year, providing, of course, the weather is good."

Fred W. Searle, owner-manager of Suburban Park, Manlius, N. Y., looks for biz to be off a shade this year. With a 50-50 break in the weather and harder work to promote the park, we may do as well as last season," he said. "Patrons would have more spending money if the federal admission taxes were reduced or eliminated entirely."

Roman M. Spangler Jr., assistant

manager of Rolling Green Park, Sunbury, Pa., figures business at his spot this year will be about the same as last year, altho in the over-all picture for the country, he sees about a 5 per cent drop in biz.

Rasmusson Optimistic

William Rasmusson, who purchased Olivecrest Park, Cuba, N. Y., three years ago, sees the business outlook this year in an altogether different light. "We are in a well populated area and get lots of business," Rasmusson said, in predicting that business at his spot this year would run ahead of last year.

Jack Stone, manager of Russells Point Boardwalk, Russells Point, O., is one of a surprising number who look for an increase in business.

"It is my opinion that business will be better than a year ago. Last year business was good until July 20, then it took a terrific slump. This year, to help hypo business, we plan to enlarge our promotion program and reduce prices, in some instances, in an effort to get out larger crowds. We are making the greatest changes in Russells Point that have been made in the last 20 years and I believe these changes will pay off."

Biz, Price Quotes

Here are some of the views of other owners and managers thruout the country:

George A. Doss, Plismo Playway, Plismo Beach, Calif.: "Due to establishment of a large National Guard camp 13 miles from here, we are looking forward to good business in July and August when thousands of soldiers will be in the camp. Construction of the four-lane highway, No. 101, is going ahead at a fast pace and this will increase traffic by our spot. We will reduce prices on rides if the tax is taken off or reduced."

Mrs. Amy Uhren, Parr's Park, Redmond, Wash.: "We purchased this place in September of last year, so will have to wait until we put in one full year to make a guess on the business outlook. We believe, however, that business this year will be satisfactory."

Herbert H. Todd, Natatorium Park, Spokane: "Figure business will be equal to last year. While no definite decision has been made on any price changes, tendency is for a slight reduction."

Robert Bollinger, Oaks Park, Portland, Ore.: "Prices on major rides and in roller rink will be reduced when, and if, federal tax is taken off. That is, of course, providing the city doesn't levy a similar tax."

H. L. Henderson, Balboa Fun Zone, Balboa, Calif.: "If tax is taken off, the prices will be reduced by the amount of the tax only."

Merle E. Harris, Vichy Springs, Napa, Calif.: "If admission tax is reduced I will reduce dance-admission prices and the price of beer at the bar in the dance hall."

Jack Mankey, Galveston Pleasure Pier, Galveston, Tex.: "In the event the federal admission tax is reduced, we will lower our price accordingly. I don't feel, however, that even with this reduction it will have too great an effect on our gate."

R. L. Hand, Rock Springs, Chester, W. Va.: "I believe business this year will be about the same as last year. Our prices, ride and food and drink concessions, will remain the same as a year ago. . . . Our prices will be reduced if the federal tax is lowered."

Frank A. Griffen Jr., Griffen Park, Jacksonville Beach, Fla.: "If prices can be lowered successfully, we intend to do so."

Robert A. Reichardt, Riverview Park, Des Moines: "A reduction, or the taking off of the federal admission tax, would mean we would cut that much off our admish price or make prices break on 5 cents instead of odd money, such as 10 cents instead of 12, or 15 cents instead of 18 cents."

Carl F. Trippe, Chain of Rocks, St. Louis: "Our prices, which we feel are reasonable, will remain the same this year. The polio epidemic hit us hard last year. We are hoping that it doesn't strike this year."

James E. Gooding, Puritas Springs, Cleveland: "Business expected to be about even with last year. Prices on kiddie rides and on concessions will remain unchanged at our park. However, prices on several major rides may be lowered."

John Pettera, Rose Park Zoo, Prairie du Chien, Wis.: "I believe we may have a record-breaking year. Our prices will remain the same as last year but we will endeavor to give the public more for its money."

E. R. Hand, Hand's Park, Fairmont, Minn.: "If the federal admission tax is lowered or done away with, we most certainly will lower our prices on admissions. As it is now, the government tax hurts our attendance."

E. Mitchell, Riverview Park, Chicago: "A reduction in federal admission taxes would result in lower prices in some cases, depending on the form of reduction. A change in the

wording of the prewar law to '1 cent on each 10 cents or major fraction thereof,' would enable us to reduce prices in many cases."

D. B. Waterhouse, Circle Park, Hamlet, Ind.: "Our business should be about the same as last year. We were hit by a polio condition last year. If we escape this in 1950, our attendance and gross figures may be those of a year ago."

Charles A. Palmer, Playland, Rye, N. Y.: "Outlook here is for a better year in 1950."

M. F. Narum, Look Park, Northampton, Mass.: "Business outlook is brighter than year ago. We plan to keep our '49 price intact this year on week-ends. Week-end prices on major rides may be lowered."

William Rasmusson, Olivecrest Park, Cuba, N. Y.: "The cabaret tax is really a hardship. We can't carry the tax alone and are compelled to add to our admission prices or the prices. Prices become so prohibitive that parents can't afford to bring their kiddies out to the park."

A. Joseph Geist, Rockaways' Playland: "In spite of many favorable factors, I believe it will be more difficult than ever to reach break-even point. This point is more or less out of reach due to wage and material increases. We, nevertheless, are looking with confidence to the 1950 season."

Harry Storin, Riverside, Agawam, Mass.: "Business will be about the same as last year, but we'll have to fight every inch of the way."

Roman M. Spangler Jr., Rolling Green, Sunbury, Pa.: "Figure business will be about the same as last year, because there has been very little change in our local industrial picture. We all hope the weather breaks as with us."

Fred W. Searle, Suburban, Manlius, N. Y.: "I look for conditions to be slightly off from last year, even the present labor troubles are settled by spring. With a 50-50 break in the weather and by working hard to promote the park, we should do almost as well as last year."

C. F. Johnston, Long Point Park, Geneseo, N. Y.: "Our business increased about 20 per cent last year and we feel very optimistic about the coming year, providing, of course, that we get a break in the weather."

L. C. Addison, Marshall Hall Park, Marshall Hall, Md.: "Look for 1950 to be as good, if not better, than 1949. We do not have much change in payrolls around here (Washington) and the city is a natural for tourists."

Joseph L. Carrol, Midway Park, Oakland Beach, R. I.: "The business outlook in this part of the country is not so good. There are too many people out of work. I believe the government should make every effort to do away with the admission tax. It is a burden for everyone concerned."

ROLLING GREEN

(Continued from page 118)

Spanglers report, will cost around \$800.

Improvements to the major park include enlarging the bathhouse, expansion of the recreation area and addition of new equipment, construction of a new French fry and candy floss building, a new bat-'em ball-game and various improvements to the Funhouse and dark ride. All told, cost will hit around \$5,100.

Around \$500 is being spent on the picnic pavilion and new cooking facilities added.

Rolling Green this year will promote a special day for each of the surrounding communities, such as Milton, Danville and Sunbury. Tickets will be promoted thru the merchants. Free acts, fireworks, band concerts and special days during the week for kiddies also are planned.

R. M. Spangler Sr., is owner-manager of Rolling Green; R. M. Jr., assistant manager; George A. Gower, park superintendent, and Richard Wetzel, secretary.

NEW YORK SPOTS

(Continued from page 118)

their former sites in the center of the park are occupied by a new Rock-o-Plane and a late model Bubble Bounce. Other major rides are a big Coaster, Rolloplane, Rocket, Cuddle Up, Auto Skooters, Tilt-a-Whirl, Caterpillar, Whip and Merry-Go-Round.

Excursions Set

Playland's annex, Joytown, also is being expanded and will open soon. Several new kiddie rides and attractions are being added. Playland and Joytown are adjacent to the landing dock of the Wilson Line, whose big excursion liners again will run service between Jersey City, N. J., and New York City and Rockaway's Playland this summer. Picnic facilities are being expanded to handle the excursion trade.

Nunley's kiddie park, oposite Playland, had a Miniature Railway and two kiddie rides operating Sunday (26). Nunley's big indoor Merry-Go-Round and coin-machine arcade at near-by Broad Channel on Jamaica Bay also was open and getting good play.

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PARKS ★ FAIRS ★ CELEBRATIONS

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RECORD MAKER
BUT A RECORD
BREAKER!**



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WSM—Nashville

**HANK
WILLIAMS**

**THE
PERSONAL APPEARANCE
SENSATION!**

GROSSED OVER
\$400,000

In the Past 8 Months

**HEADLINING "GRAND OLE OPRY"
UNIT SHOWS
COAST-TO-COAST**

EVEN BIGGER THAN
**"LOVESICK BLUES"
"LONG GONE
LONESOME BLUES"**

MGM RECORD NO. 10645

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COWBOY COPAS



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KING RECORDS
- ➔ **RADIO STAR**
WSM—Grand Ole Opry
- ➔ **MOTION-PICTURE STAR**
"Barn Dance Jubilee"—Screen Guild Pictures

And His OKLAHOMA COWBOYS

Featuring
THE GREATEST ALL-STAR
COWBOY BAND IN THE
LAND

- ★ **HANK "Sugarfoot" GARLAND**
Decca Recording Guitar "Flash"
- ★ **AUTRY INMAN**
Bullet Records' Newest Vocal Sensation
- ★ **LAZY JIM DAY**
Recording for King Records
- ★ **BOB FOSTER**
With His Steel Guitar
- ★ **MERLE TAYLOR**
On the Fiddle

LATEST RELEASES

- "THE GYPSY TOLD ME"
Flip
King Record No. 825
- "CRAZY OVER YOU"
King Record No. 825
- "FEUDIN' BOOGIE"
King Record No. 844
- "OPEN DOOR, OPEN ARMS"
Flip
- "MORE PRECIOUS THAN SILVER OR GOLD"
King Record No. 846

For Personal Appearances:

OSCAR DAVIS

Andrew Jackson Hotel,
Nashville, Tenn.

WSM ARTIST BUREAU
Nashville, Tenn.

1950 FAIR DATES

(Continued from page 113)

CANADA

ALBERTA

Calgary—Calgary Exhn. & Stampede. July 10-15. J. Charles Yule.
Edmonton—Edmonton Exhn. July 17-22. Barbara E. Bannerman.
Lethbridge—Lethbridge & Dist. Exhn. & Rodeo. June 26-28. C. E. Parry.
Red Deer—Red Deer Agrl. Soc. Aug. 3-5. D. W. Robertson.
Vegreville—Vegreville Exhn. July 31-Aug. 2. E. P. Morton.
Vermilion—Vermilion Exhn. July 27-29. S. Carl Heckbert.

BRITISH COLUMBIA

Chilliwack—Chilliwack Agrl. Assn. Sept. 6-8. Ian T. Hepburn.
Port Alberni—Alberni District Fair. Aug. 24-26. James Sawyer.
Vancouver—Pacific National Exhn. Aug. 23-Sept. 4. V. Ben Williams.

MANITOBA

Brandon—Provincial Exhn. of Man. July 3-7. Sydney C. McLennan.
Carman—Dufferin Agrl. Soc. July 13-15. Daniel G. Saunders.
Portage la Prairie—Portage Indust. Exhn. July 10-12. Keith Stewart.

NEW BRUNSWICK

Fredericton—Fredericton Exhn. Sept. 2-9. W. R. Crewdson.
Gagetown—Queens Co. Fair Assn. Sept. 12-14. Fred Hyatt.
Saint Stephen—St. Stephen Exhn. Aug. 21-26. W. T. Syroid.

ONTARIO

Beachburg—North Renfrew Agrl. Soc. Sept. 6-8. Mrs. Mabel Kenny.
Elmvale—Flos Agrl. Soc. Sept. 18-20. Alice M. Smith.
Fort William—Canadian Lakehead Exhn. Aug. 7-12. Wilfred Walker.
Galt—South Waterloo Agrl. Soc. Sept. 21-23. Hugh C. Elliott.
Lindsay—Lindsay Central Exhn. Sept. 19-23. Bert L. McLean.
London—Western Fair. Sept. 11-16. W. D. Jackson.
Markham—Markham Fair. Oct. 5-7. R. H. Crosby.
Ottawa—Central Can. Exhn. Aug. 21-26. H. H. McElroy.
Peterboro—Peterboro Exhn. Aug. 21-26. G. A. Gillespie.
Renfrew—South Renfrew Agrl. Soc. Sept. 12-15. John F. Burwell.
Simcoe—Norfolk Co. Fair. Oct. 3-7. Harold I. Pond.

Tillsonburg—Tillsonburg Agrl. Soc. Sept. 12-21. Jack M. Climie.
Toronto—Canadian National Exhn. Aug. 3-Sept. 9. Elwood A. Hughes.
Welland—Welland Co. Agrl. Soc. Sept. 12-14. Gordon K. Brown.

PRINCE EDWARD ISLAND

Charlottetown—P.E.I. Provincial Exhn. Aug. 14-19. H. J. Kennedy.

QUEBEC

Brome—Brome Co. Agrl. Soc. Sept. 4-6. George A. McClay.
Chicoutimi—Chicoutimi Agrl. Soc. Aug. 3-7. Roland Hebert.
Cookshire—Compton Co. Agrl. Soc. Aug. 1-23. W. S. J. Hodgman, Birchtou, Que.
Granby—Granby Hort. Soc. Sept. 8-19. Louis G. Ball.
Lachute—Lachute Fair. June 14-17. Al. Bothwell.
Ormstown—Ormstown Exhn. June 8-10. C. Lyle Dickson.
Quebec City—Quebec Provincial Expo. Sept. 1-10. Emery Boucher.
Richmond—Richmond Co. Agrl. Soc. Aug. 1-19. Antoniette Linahen.
Roberval—Roberval Fair. July 27-30. Bernadette Levesque.
Saint Francois-du-Lac—Yamaska Agrl. Soc. Aug. 14-16. Alex. Trudeau.
Saint Scholastique—St. Scholastique Fair. Sept. 11-14. J. Leo Beaudet.
Shawville—Shawville Fair. Sept. 20-23. W. Hodgins.
Sherbrooke—Sherbrooke Fair. Aug. 26-Sept. 1. Marguerite St. Pierre.
Trois-Rivieres—Trois-Rivieres Expo. Aug. 1-27. H. Paul Martin.
Victoriaville—Arthabaska Expo. Aug. 10-14. J. Vincent Lanouette.

SASKATCHEWAN

Estevan—Estevan Agrl. Soc. July 3-4. Mrs. Ethel Dean.
Lloydminster—Lloydminster Agrl. Exhn. July 24-26. George K. Ross.
Melfort—Melfort Agrl. Soc. July 20-23. J. C. Clarke.
Moose Jaw—Moose Jaw Exhn. July 5-8. Mrs. V. Hyland.
North Battleford—North Battleford Agrl. Soc. Aug. 7-9. N. W. Symonds.
Prince Albert—Prince Albert Agrl. Soc. Aug. 10-12. Dan F. Kelly.
Regina—Regina Exhn. July 31-Aug. 5. T. F. McLeod.
Saskatoon—Saskatoon Indust. Exhn. July 29-29. S. N. MacEachern.
Swift Current—Frontier Days Agrl. Fair & Rodeo. June 30-July 1. M. E. Dodds.
Weyburn—Weyburn Agrl. Exhn. June 30-July 1. Royden Schultz.
Yorkton—Yorkton Agrl. Exhn. July 17-19. Antoniette Draffensa.

Supplementary Park List

(Continued from page 117)

Johnstown—Ideal Park, Milan Diklich, owner-mgr.; has one ride, four concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.
Lancaster—Maple Grove Park, R. W. Coho, owner; Dan Templeton, mgr.; has pool, rink; books orchestras.
Somerton, Philadelphia—Somerton Springs Park, Vernon D. Platt, mgr.; has pool, penny arcade, coin machines; books orchestras occasionally, free attractions.
Union City—Marcresan Beach Park, C. Max Lee, owner-mgr.; has one ride, two concession games, pool, rink, coin machines; books attractions.

RHODE ISLAND

Oakland Beach—Midway Park, Joseph L. Carrolo, mgr.; has two rides, three concession games, rink, two penny arcades.

TENNESSEE

Columbia—Mid-State Fair Park; has three rides, 12 concession games, rink, coin machines; books orchestras and attractions.
Memphis—East End Park, Ted Moyes, mgr.; has pool, rink.

TEXAS

Fort Worth—Forest Park, owned by city; Harry Adams, supt.; has five rides, pool, concessions, zoo.

UTAH

Salt Lake City—Sunset Beach on Great Salt Lake, Phil Dern, mgr.; has three concession games, penny arcade, coin machines; books orchestras and attractions.

WASHINGTON

Redondo—Redondo Beach Park, Weston J. Betts, mgr.; has two rides, rink, penny arcade, coin machines.

WEST VIRGINIA

Charleston—Charleston Amusement Park, Henry D. Johnston, owner-mgr.; has three rides, 12 concession games; books attractions.

New Cumberland—Mineral Springs Park, D. C. Pease, owner-mgr.; has pool, penny arcade, coin machines; books free attractions.

WISCONSIN

Appleton—Waverly Beach, Howard Campbell, owner; Rud Fischer, mgr.; has two rides, rink, penny arcade, coin machines; books orchestras, free attractions.

Beloit—Waverly Beach, S. L. Cashman, owner-mgr.; has three rides, five concession games, rink; books orchestras.

Chippewa Falls—Wissota Beach, F. C. Cote, mgr.; has one ride, two concession games; books attractions.

Green Bay—Bay Beach Park, owned by city; Clarence Edges, mgr.; has three rides, four

concession game, rink; coin machines; book attractions.
Hortonville—Dyne's Resort, E. A. Buchman, owner-mgr.; has one ride, three concession games, pool, ice rink, coin machines; book attractions.

INTRODUCING JUDY and JEANETTE



AERIALISTS
100 FT. HIGH SWAY POLE
DOUBLE SLIDE FOR LIFE
BOOKING NOW
PARKS, FAIRS, CELEBRATIONS
COOKE & ROSE 246 W. KING ST. LANCASTER, PA.
OR XCELLOS 102 GOLD ST. NEW BRITAIN, CONN.

History of Eli Bridge Co. Saga of 50 Years in Ferris Wheel Biz

(Continued from page 70)

to fit anywhere around the wheel. In place of bolts, lathe-turned wheels were used. This latest model cost \$74.60 its first day, and in 20 years in the fall of 1905 and 15 weeks following spring, grossed over \$100,000.

to this time, Sullivan had built and operated the rides himself, but the success of his latest creation prompted him to form the Eli Bridge Company, Inc., to manufacture wheels for sale. The original plant in Roodhouse, Ill. The present Sonville plant was opened in 1919 and today covers 43,250 square feet. A new 75 by 100-foot addition was added two years ago to care for expanded business. Average output is 100 wheels per year. One of the outstanding features of the factory is the hot dome-like erecting room, where every wheel is assembled, fitted and torn down before shipment.

Built 926 Wheels
A total of 926 wheels have been manufactured by Eli in their 50 years. They are operating in many foreign countries as well as on the North American continent. Exports have gone to Cuba, Canada, India, the Philippines, New Zealand, Puerto Rico, England, as well as South America and African countries. In addition to these exports, Eli wheels are manufactured in England by Luscombe, Ltd., Blackpool, under a gentlemen's agreement with the Jack-All concern.

Eli wheels have struck to the hard types during the half century with the only deviation from the pattern being the wheel built for the 1909 Alaska Yukon Exposition in Seattle. This ride towered 85 feet and was equipped with closed cars. The reliability of the Eli product is

shown by the fact that the eighth wheel built by the elder Sullivan in 1906 was recently sold to Crescent Park, East Providence, R. I. The most popular and best money-maker in the present line is the No. 5, a completely portable 40-foot job. The firm recognized the Kiddieland trend early and has built 31 of the smaller 17-foot, 17-inch Baby Eli wheels.

During the 50 years since W. E. Sullivan built his first wheel, the basic principle has undergone little change. Better brake and clutch systems have been developed and more steel is being used, especially in the (See Story of Eli Bridge on page 140)

See Big Season For Palisades

(Continued from page 118)

certs, will be featured, adding that this year's biz-pulling program will be twice as large as in 1949. He claimed that picnic reservations this year were ahead of the corresponding period last year, even tho the amount spent on advertising the park's picnic grounds was less this year than in 1949.

Park has been given a new paint job. Two new buildings, housing game concessions, have been erected at a cost exceeding \$100,000, Rosenthal said. The front of one building, sporting 800 feet of neon tubing, cost \$38,000. Improvements had been made to rest rooms.

New Kid Rides

The park has added a new streamlined miniature railway, a Sky Fighter and a new auto ride. Rosenthal said that if federal admission taxes should be cut or abolished,

Youthful Dick Geist Adds Zest To Rocks' Playland Operation

(Continued from page 124)

Playland at night and sold a whisky distillery (Corby) on the idea of using the pictures in its advertising. The ads, with Playland credits, ran in Life, Collier's and Look magazines.

Off-Season Flacking

Even in the off-season Dick doesn't miss a flacking bet. His idea for a June-in-January shot of pretty girls in bathing suits posed on the sands of Rockaway during a freak heat wave last January when the temperature soared to 71 degrees broke on the front page of The New York Daily News and in other newspapers throughout the country.

Dick gets \$50 a week for running the park, plus free room and board at the home of his parents in Belle Harbor, L. I. Additional job benefits include free rides, which he still enjoys even tho he has had free run of the funspot since he was seven. Testing each device daily is part of his responsibility.

The Goat Ride, probably the only such attraction on the East Coast, is a favorite with Dick since he began his professional duties at the park by assisting Herman Knobel, the keeper-trainer of the 23 imported Swiss goats. In 1942 he became relief cashier and from then on, between semesters at military school and college summer vacations, he assumed such chores as

prices on rides, games and food and drink at the park would be slashed in direct ratio.

Rosenthal said that the executive staff of the park would be the same as last year, with himself as treasurer; Anna Halpin, manager; Joseph McKee, assisted by Joseph Rinaldi, park superintendent, and Bobby Paulson, secretary.

announcing over the public-address system and polling customers to determine their likes and dislikes.

Dick attended New York Military Academy at Cornwall-on-the-Hudson; Augusta Military Academy at Fort Defiance, Va., and Queens College. He flunked the physical test in a try for West Point and at the age of 18 quit college to enlist in the army. He read books on obstetrics and was assigned to the maternity ward at Tilton General Hospital, Fort Dix, N. J., as a nurse to army wives. He learned all about women in that job, he says.

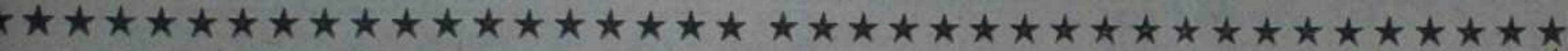
At 19, Dick, a buck private, was assigned to lecture troops and officers at Fort Dix on VD, good government and racial and religious discrimination. He was offered a commission but turned it down to return to civilian life and running Playland.

Out of the army, he toured the country for three months by plane visiting many of the nation's amusement parks. There were many fine ones, but none to compare with Playland, he says.

COMMITTEES!

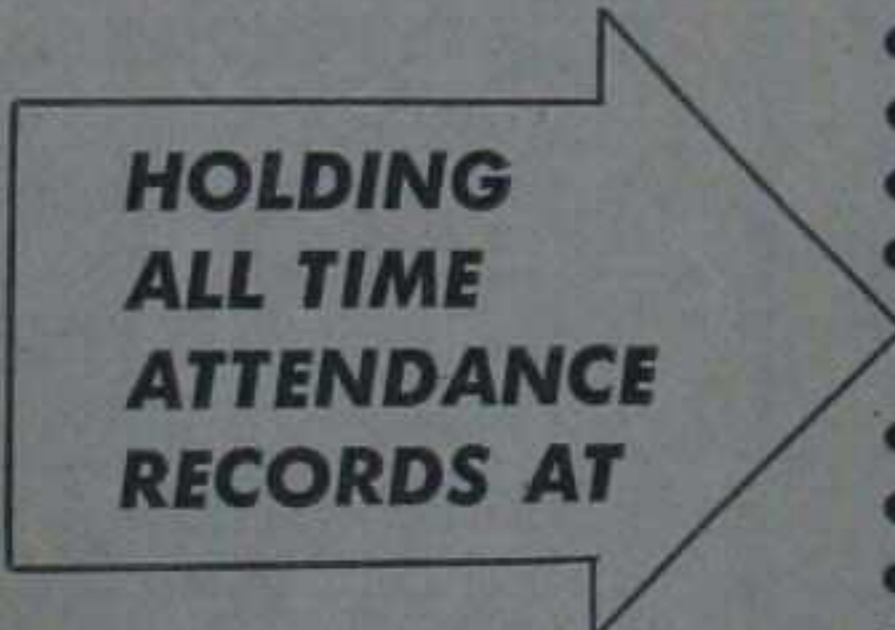
BEWARE OF COLLUSION!

Buying of your stage show contract by LAVISH TREATS, KICKBACKS, and FAWN-ING TRIPLES your cost! Have FULL COMMITTEE AWARD CONTRACTS. MANY FINE ACTS, unable to stomach the servility demanded, or tolerate the LIES, CHEATING and CHISELING, seek their own work! Deal with Independent Acts direct, or pay commission. Vicious and Treacherous Trickery is used to 'stop' acts not submitting to their tactics. Ugly, Unethical Exposure? This racket's truth is worse. Don't be the leecher's Sucker. Ours is a 20 minute Act of Sensationally Difficult Feats! Acrobatics, Adagio, Balancing and Contortion. In Length and Variety, equal to 3 of the Best Acts combined. A father, son 12, daughter 5. A Family Act Unsurpassed! Acclaimed Everywhere by Show Wise Audiences as the best ever seen! Proof upon request. Am union. One show a day, \$50.00; 2, \$75.00 plus transportation. Act's prices are not high! THE WARRENS, 10749 Michigan Ave., Chicago 28, Ill. Commodore 4-7198.



LULU-BELLE AND SCOTTY

Those Blue Ridge Sweethearts



LATEST LONDON RECORD
"HAVE I TOLD YOU LATELY THAT I LOVE YOU"
LONDON RECORD #16014

WATCH FOR SCOTTY'S NEW SMASH!!
"TELL HER YOU LOVE HER"

REPRESENTED BY **WLS ARTISTS BUREAU**
1230 W. WASHINGTON BLVD., CHICAGO, ILL.

- **BUCK LAKE RANCH**
Angola, Ind., 23,000 People

- **SLEEPY HOLLOW RANCH**
Pennsburg, Pa., 14,000 People

- **AVON COMMUNITY ASSOC.**
Municipal Park, Avon, Pa., 12,000 People

- **UNCLE JACK NELSON'S PARK**
Reading, Pa., 11,000 People

Story of Eli Bridge Co. Saga Of 50 Years in Ferris Wheel Biz

(Continued from page 132)

seats. Tests have been made on various metal alloys but Eli found they would not stand up under the hard usage accorded them on carnival lots. Engineers also experimented with welding instead of rivets but found the latter the most practical.

Lighting Improved

One of the biggest improvements has been in lighting. Early in the century most of the al fresco amusements were of the daylight variety, but in 1908 lights were added to the rides, using crude systems of wiring with brushes and rings. Present-day panel lighting followed and some operators have installed their own fluorescent lights.

The Eli Bridge Company played a part in two major wars during the half century. In World War I, plant facilities were turned to the manufacture of portable electric power plants which provided electricity for trench lighting and searchlights. In the recent global conflict, the concern, altho plagued by material shortages, manufactured parts and rebuilt wheels to keep many a Ferris Wheel operation in business.

This rebuilding and parts business has become a major part of the business and the firm is proud of its ability to fill an order with speed and efficiency.

Veteran Ferris Wheel personnel continues at the helm of the concern since the death of W. E. Sullivan in 1932. E. A. Sullivan, president and son of the originator of the Eli wheel, has spent 40 years in the plant. Mrs.

J. L. Sullivan, listed as vice-president, is the widow of the late W. E. Sullivan, and despite her 86 years, is still active in administrative duties. A third member of the Sullivan family, Leta, daughter of the original inventor, is secretary-treasurer of the firm and has been associated with it for 35 years. Ben Roodhouse, sales manager, joined Eli in 1911.

New Roller Coaster Set For Marshall Hall Trade

MARSHALL HALL, Md., April 1.—When Marshall Hall Park here opens May 27, a new Roller Coaster will be ready for action, L. C. Addison, manager, reports.

Other improvements include addition of new groves, another softball diamond, an added acre of parking space, picnic tables and two picnic shelters.

Park's exec staff includes George C. Addison, office manager; Thomas J. Pou Jr., superintendent; Ernest L. Bloden, maintenance superintendent, and R. E. Bender, paint superintendent.

Knoebel's Grove Bows May 1

ELYSBURG, Pa., April 1.—Knoebel's Grove will open here May 1 for week-end operation. Daily schedules will start May 30. Lawrence L. Knoebel, manager, reports that \$1,000 has been spent on improvements to the picnic shelter. Hartman H. Knoebel Jr, manages the swimming pool.

Hillbillies' Lode Lighter

(Continued from page 120)

ing the Sunday afternoon meeting. Denny told artists that prices would have to be cut up to 20 per cent because of the drop in attendance. This drop in talent cost, occasioned by Denny's meeting, will definitely have national repercussions, for WSM controls about 80 per cent of the top names in the business at the present time.

Unlimber Gimmicks

It's felt generally that folk music park ops, like talent promoters in other fields, will start to unlimber their promotion and publicity gimmicks. While park ops got by selling food, novelties and assorted merchandise from their stands last year, a general revision of the price structure will have to be made. One op felt that the answer was in packaging certain merchandise with some articles being sold at cost to stimulate the sale, while other items in the package could sell at their normal profit figure. The gimmicking would extend into promotions, with Big Slim, of WWVA, Wheeling, W. Va., who will open at Eldersville, Pa., intending to run coon hunt trials as a feature to draw the rustic clientele. Horse pulling contests, a feature introduced last year, looms as likely for more parks this season.

As in 1948, ops last year found the biggest moneymakers on the grounds of a folk music park were the food concessions. While a smattering of ops reported that game concessions, such as bingo, were their top revenue-makers, the majority reported that popcorn, French fries and soft drink stands stood out in the black at the top of the ledger.

The number of parks operating across the country remains at approximately 40. While several operations folded, a similar number of new ventures are being organized for the 1950 season. PeeWee King, leader of the Victor recording Golden West Cowboys, has leased a site in Louisville. The Georgia Crackers, also on Victor label, have purchased a 17-acre site near Columbus O., from where they broadcast daily.

Woody Zimmerman, who has operated Deer Trail Park as a picnic grove at East Mauch Chunk, Pa., is now going into a regular folk music park set-up, with several rides and shows on holiday and week-end dates. The Sherman Family, a winter vaude act, have opened their Radio Ranch at Oneonta, N. Y., where they intend to mix vaude with h.b. acts to make for continuous entertainment. Erwin Rush, of West Bend, Wis., who reported a very bad 10-week season at the star of his Sunset Valley Ranch at Ackerville, Wis., started rolling during the final six weeks of the '49 season and is girding for a bigger talent budget in 1950.

Langley Prairie Sept. 18-19

LANGLEY PRAIRIE, B. C., April 1.—The fall fair will be held here September 18-19, the Langley Agricultural Association announced after negotiations with other annuals for date changes failed. Both Surrey and Langley fairs were allotted the same dates by the Fall Fairs' Association, and efforts to include one non-school date in the latter's run was unsuccessful.

The Langs



Tops in Dazzling Thrill-a-Batricks

Toronto-Telegram Says:

"The Langs prove to be the hit of this year's Canadian National Sportsman Show . . ."

1950 FAIRS — Barnes-Carruthers, Chicago

Direction:

Chicago: Sam Roberts

New York: Miles Ingalls

CURRENTLY SPORTSMAN SHOW

Minneapolis, Minn.
April 8-16

Parks Using Folk Music

(Continued from page 120)

ing area for 1,000, restaurant two food concessions, four novelty concessions, picnic area.

Eldersville—Big Slim and Bebe's Ranch, Big Slim and Bebe Bernard, owners; outdoor stage, picnic area; riding horses, pony circle.

Fayetteville—Hockey's Amusement Park, Glen Hook, owner; outdoor theater with seating area, Chairplane and several kiddie rides.

Gilbertville—Hickory Park, Lester G. Mutter, owner; outdoor theater with 800 seating capacity, plus 3,500 standing room; five pitch concessions, shooting gallery and five food stands.

Leighton—Maryland Farms, Robert Drehl, owner; outdoor theater, 700 seating capacity, two kiddie rides, four food stands, two pitch concessions.

Leighton—Valley View Park, Mr. and Mrs. Harvey E. Trump, owners; outdoor theater, with picnic grounds, kiddie rides on percentage basis, three pitch concessions, four food stands and a novelty shop.

Lime Ridge—Columbia Park, Fred Stahr, mgr.; outdoor theater, 3,000 seating capacity; picnic grounds, pony circle, Merry-Go-Round, food stands, three pitch games, novelty and souvenir shop.

Mount Gretna—Mount Gretna Park, Arthur Woods and the North Carolina Ridge Runners, owners; outdoor theater and picnic grounds.

Pennsburg—Sleepy Hollow Ranch, Ken C. and Dan E. Newman; outdoor stage, auditorium, picnic grounds, kiddie rides and pony circles, five food concessions, seven game stands.

Reading—Santa Fe Ranch, Shorty Long, owner; outdoor stage, 2,500 seating capacity; picnic grounds, kiddie ride park, five game stands, six food stands and novelty shop.

Reading—Carsonia, Carsonia Park Company, Inc., owners; outdoor stage, picnic grounds, two Roller Coasters, five rides, roller skating rink, dance hall and boating.

Spring Run—Hammond's Grove, George S. Hammond; outdoor amphitheater with 500

seats; pony circle, four kiddie rides, one adult ride, five food stands, five game stands.

St. Johns—Evergreen Park, Frank P. Masco; outdoor theater, picnic grounds, four rides, bingo stands, two food stands.

Sunbury—Rolling Green, E. M. Spangler, owner; outdoor stage, handball, 50 different rides, concession and food stands, picnic grounds.

Walnutport—Edgemont Park, Rollin E. Minnick and Son, owners; pavilion theater, picnic grounds, pony circle and four kiddie rides, food and game concessions.

West Grove—Sunset Park, G. Roy Waltman, owner; outdoor amphitheater, picnic grounds, amusement rides, food stands, souvenir stand.

Williamsport—Jim and Jane's Radio Corral, Mr. and Mrs. James L. Char; outdoor theater, picnic grounds, game and food stands, photo shop.

Rhode Island

Nasonville—Pin Crest Ranch, Charlie Krylo and Frank Soper, owners; outdoor theater, picnic ground, pony circle, food stands and novelty shop.

Tennessee

Clarksville—Dunbar Cave Park, Roy Acuff, owner; open-air theater, amusement rides and food stands.

Virginia

Mount Solon—Natural Chimneys Park, Gordon E. Brown, owner; outdoor stage with picnic grounds, food stands.

Jerome—Uncle Tom's Park, Thomas A. and Howard P. Miller, owners; outdoor stage, dance hall, swimming pool, food stands.

Wisconsin

Ackerville—Sunset Valley Park, Erwin Rush, owner; outdoor stage and amphitheater with 3,500 seating capacity, two food concession stands, popcorn stand and several rides.

ATTENTION, FAIR ASSOCIATIONS AT LIBERTY FOR COMING SEASON

FREE STAGE ACT

featuring

STAR BABY

"THE WORLD'S SMARTEST HORSE"

Also Unique Variety Program Offering You

THE THREE DEUCES

EARLE JONES (Pinky the Clown)

LARRY (Blockie) STEWARD (Acrobatics and Tumbling)

ALL ANSWER

JONNIE DOUTHETT (Gen. Emcee)

Miss Jonnie Douthett, c/o Billboard, New York Office

Budget Worries Balk Motor City

10% cut looms — stalls attraction signing — rodeo for grandstand

DETROIT, April 1.—Signing of major attractions for Michigan State Fair here is being held up by budget problems with a 10 per cent cut being considered by the State Legislature, now in special session. It would be almost impossible to apply the cut to the agricultural side of the fair as the premium book already has been published, James D. Friel, fair manager, pointed out.

Plans call for a rodeo to be booked for the grandstand this year, but no contract has been awarded. Bob Hope, who was to be featured attraction last year for three days, has been considered again as the Coliseum headliner, but his price is understood to be beyond budget possibilities for the fair.

Major planned feature this year will be an opening day, two-hour downtown parade. Last year's impromptu affair was seen by an estimated 300,000. National Band of Mexico, which played the State Fair in Texas, Dallas, last year, will be sought in if arrangements can be made with the American Federation of Musicians. The Detroit local has made no objections upon assurance the fair management that the band port would not jeopardize jobs of local musicians. The matter, however, is being sent upstairs for President Petrillo's final verdict.

Contests Accent Ohio Planning; Three Scheduled

COLUMBUS, O., April 1.—Ohio State Fair here will go all out for contests this year. It will feature state youth baton-twirling contest, state-wide horseshoe-pitching tournament and will revive horse-pulling contests, Howard S. Foust, secretary, announced.

Contestants in the baton contest will be divided into three groups, the first for ages 11 to 15, second for 16 to 21 years olds and the third for 22 and over. Ohio's governor will award trophies to the winners in each group.

Opening day, August 26, has been designated Veterans' Day, he said.

Hunt Circus Inked For Mineola Event

MINEOLA, N. Y., April 1.—Hunt Circus has been signed by the Mineola Fair here for September 12 to 16, dates for the annual, it has been announced by Charles Bochert, manager of the fair.

This year's fair, the 108th, will be almost completely under canvas, Bochert said, following a decision to release a small section of the grounds for an office building. The selected would cause demolishing of the fair's principal exhibition structures, and since fair directors thought patrons would like the idea, it was decided to put annual fair canvas, Bochert said.

Structure at Greenfield

GREENFIELD, Ia., April 1.—Plans to build a 4-H building to house club livestock and fair exhibits being made by Adair County officials and 4-H leaders. Cost of the proposed structure, a frame building 82 by 182 feet, is estimated at \$8,000. Construction would be financed by contributions.

Eastern States Exposition Exec Lists Tips on How To Increase Comm. Exhibits' Effectiveness

By Adrian L. Potter

Assistant Manager, Eastern States Exposition, Springfield, Mass. (Text is of an address given at the 1950 convention of the New York State Association of Agricultural Fair Societies.)

ACCORDING to a popular song "There's No Business Like Show Business." There are many reasons why this is true. There's nothing static about show business. About 20 years ago the theater dressing rooms were filled with loud lament because sound movies had developed a popular appeal, and it then appeared that they would crowd vaudeville from the stage. This, as you all know, is actually what happened. But the loud lament resulted from the desire of actors, managers and owners to continue vaudeville exactly as it had been.

The loud laments resulted from the fact that those concerned refused to recognize the need for change. They failed to realize that the only constant thing in life is change. A friend of mine—a few years ago, a fellow very active in hotel business, had a little speech which he delivered when called upon. It was a grand speech, one filled with enthusiasm and imagination. The title of his talk was, "You've Got To Run Like Hell To Keep From Standing Still." Altogether too often there is not sufficient recognition of the difference between the statements "One is in the groove" and "One is in a rut." I suppose there isn't much actual difference, except one of depth and width. We think of a rut as applied to wheel tracks in the mud—certainly difficult to get out of in the horse and buggy days. We think, in turn, of a groove as being the line in the new LP records—one that is frequently jumped by the needle as the result of a slight vibration of the playing mechanism and easy to get away from.

Exhibits Scrutinized

When the Eastern States Exposition was reopened in the fall of 1947, the facilities for our commercial exhibits were carefully reviewed. The important need of every fair, large or small, is the same. It must be operated at a profit. It takes money to keep the show going. Subsidies by community, county or State help of course, but generally that money can be used only for permanent improvements, and not to pay an operational deficit. With an effective general plan for the fair—an opportunity for widespread representation in contests between individuals and clubs—with a splendid entertainment program scheduled, and with the present added appeal of horse racing at many fairs, the gates are opened and it is expected that the public will pay their money to see the show.

There is another potential source of income, however, which is worth very serious consideration. This is the commercial exhibit. These com-

(See Eastern States Expo, page 149)

Hughesville Changes Dates, Sets Features

HUGHESVILLE, Pa., April 1.—In an effort to escape rain which has plagued its last several sessions, and to avoid competing with the larger Allentown annual, the Hughesville Fair this year will be held August 7-12 instead of the second week in September, Elton Edkins, secretary, announced this week.

Beam's Attractions will be on the midway. Other entertainment features set include an industrial street parade on opening Monday night, B. Ward Beam's Hell Drivers Tuesday afternoon and night, Joie Chitwood's Hell Drivers Saturday afternoon and night and horse racing Wednesday thru Friday, Edkins said.

A night revue-type presentation is planned, but not yet contracted, Edkins said.

Chas. Meeker Accepts Job With Ohio Org

DALLAS, April 1.—Charles R. Meeker Jr., managing director of the State Fair of Texas summer operettas and auditorium, will leave November 1 to become director of the Toledo Zoological Society and the Toledo Civic Light Opera Association.

Several weeks ago, W. H. Hitzelberger, vice-president and general manager of the State of Texas, resigned to accept the vice-presidency of a Dallas bank.

Meeker's appointment was announced in Toledo by Edward E. Knight, president of the zoological society. Meeker said arrangements were completed after a year of negotiation. He will manage the coming summer season of operettas and will remain on duty thru the 1950 State Fair.

Meeker has been with the fair since November 1, 1944. For eight years prior to that time he worked for Interstate Theaters, Inc., as a theater manager and publicity man, a connection made immediately after his graduation from Southern Methodist University.

The Toledo Zoological Garden is a 64-acre city park. The zoo is one of the most complete in the nation. On the grounds are a 4,400-seat amphitheater, little theater seating 700 and a natural history museum. Meeker will direct activities of all.

Meeker has been instrumental in giving Dallas one of the largest summer musical operations in the country. He helped arrange *Annie Get Your Gun* for the 1947 fair and *South Pacific* for the 1950 annual.

Punxsutawney Sets Revival; Inks Beam Midway Attractions

PUNXSUTAWNEY, Pa., April 1.—Beam's Attractions have been awarded exclusive ride and midway rights for the revived Agriculture Free Fair to be held here July 24-29, Jack L. Rishell, Chamber of Commerce secretary, announces. The chamber, and the vocational agriculture department of the public school system in co-operation with the county farm agent will sponsor this year's annual.

Merle A. Beam, show manager, has contracted for no more than 19 rides and no less than 12, Rishell said. Free shows and fireworks will be presented daily by the chamber, he added.

Rishell said that the chamber also has scheduled a tractor drawing and pulling contest, a greased pig race, a youth parade and a kiddies day. He added that an exhibition rodeo may be engaged. Other exhibits include an auto show, homemakers display and poultry show.

J. H. Stewart Named Dallas Expo Manager

Heads Athletic Conference

DALLAS, April 1. — James H. Stewart, executive secretary of the Southwest Athletic Conference, has been named to succeed W. H. (Bill) Hitzelberger as vice-president and general manager of the State Fair of Texas.

The board of directors picked the 47-year-old Stewart at a meeting Tuesday (28). He will take over April 15 when Hitzelberger leaves to become vice-president of the Republic National Bank of Dallas. The board also named J. H. Matthews, district manager of the International Harvester Company, and Ralph Wood, president of the Southwestern Life Insurance Company, directors to fill vacancies.

Former Grid Star

Stewart, also director-general of the Cotton Bowl New Year's gridiron classic, has been executive secretary of the Southwest Conference since 1945. Previously, Stewart had been connected with Southern Methodist University as a coach and director of athletics from 1925 to 1945. During the war years, 1942-'44, while Matty Bell, head football coach, was serving in the navy, Stewart was head football coach at SMU along with his other duties.

Stewart is one of SMU's all-time football greats. He was an All-Southwest Conference end during his playing days. He was graduated from SMU in 1924 and is a member of the executive committee of the National Collegiate Athletic Association.

Built Football Interest

Since the Southwest Conference took over the Cotton Bowl game, Stewart has been more and more closely connected with its operation and was one of the principal figures in development of the stadium from a capacity of 46,000 to that of more than 75,000. He has been given much credit for boosting the Cotton Bowl game to its present rank as one of the nation's top post-season grid classics.

As an able and popular figure in college athletics, Stewart was considered the logical choice for the fair post. College football has become one of the kingpins in the fair's well-rounded program, and has contributed greatly to its huge attendances and money-making potential.

Sport Important to Expo

Bigtime college football games are always among the top attractions at the fair, which counts the huge Cotton Bowl stadium as one of its greatest assets. Fair receives stadium rental and percentage of the gate receipts from all athletic events played in the bowl.

Fair President R. L. Thornton announced that the fair probably would name a successor to Charles R. Meeker Jr., managing director of the fair auditorium and summer operettas, by June 1. Meeker has resigned to accept a similar post in Toledo, effective November 1. His successor would work with Meeker during the 1950 operetta season and assume his duties upon Meeker's departure.

Ketcheson Pilots Cloverdale

CLOVERDALE, B. C., April 1.—Harold Ketcheson, of East Kensington, has been appointed manager of the Lower Fraser Valley Agricultural Association exhibition. He succeeds T. W. Currie, who held the position for 22 years and resigned last year. This year's exhibition will be the 62d annual event held by the association and will be staged September 15-16.

A Fair of Distinction

By Sam Abbott

California's Mid-Winter Annual Enjoys Lush Growth as Manager Dorman Stewart Solves Problems With Imagination, Quick Action

LAST DECEMBER an official looking letter was received at the California Mid-Winter Fair office in Imperial, Calif., from the Department of Fairs and Expositions in Sacramento. It authorized the construction of a new swine building 90 by 100 feet and two 30 by 70 additions to other buildings. The DFandE even set forth the cost and specifications for the structures.

But what the DFandE did not advise in its detailed letter was how to get all of this ready before the 1950 fair opened for nine days February 25. This was left to Dorman V. Stewart, the secretary-manager.

Seven days before the annual opened, all of the buildings had been completed and painted. This brought the total structures on the 95-acre site to 38 and placed approximately five acres under roofs.

The accomplishment was nothing out of the ordinary for Stewart. He has been performing such feats with little notice ever since he assumed management of the Imperial County Fair, as it was known in 1932.

Solves Problems

Solving problems has been the rule, rather than the exception for Stewart. The area, once a desert, has come a long way in the past 50 years and now leads many older sections in agricultural resources. Stewart, who was sent to the desert "to die" with 149 other men wounded and gassed in World War I, has not only pioneered the fair field, but also Imperial Valley's progress.

Until 1949 the event was known as the Imperial County Fair. Because it was held in February when the Middle West and East were generally under snow, Stewart felt that an appropriate tag line for his event would be "the largest mid-winter fair."

The use of this did prove effective. In fact, it was effective enough to

arouse the ire of one Australian fair-goer. A letter was promptly received taking Stewart to task for his boast. The Australian advised that in the country down-under practically all of the fairs were held during what is normally termed winter and that they were, in some instances at least, larger than the Imperial event.

Stickler for Facts

Being one to stick to facts, Stewart switched to the title of California Mid-Winter Fair. The line that he thought so catchy seemed to be on the way to oblivion when the secretary-manager thought of saving it thru modification. To the boasting that his fair was the largest mid-winter event he added these qualifying words "below sea level." No one could take exception to this for the land upon which the fair is located is 49 feet at least below sea level. This year a pylon was set up to bring this fact to the public—and thus stake Stewart's claim.

While these problems were new, solving them was by no means a strange coincidence. Stewart had problems from the minute he took over the fair.

In 1931 when the fair was running eight days it was hit by one of the worst rainstorms in the history of the valley. For almost the entire time, the rain came down in torrents. In fact, the fairgrounds became so mired down that it was necessary for Ben Hulse, a State senator and a member of the board of directors, to use tractors from his sales floor to move the carnival off the grounds.

Fair Manager

Hulse, who has always been Stewart's close friend, began to look over the list of prospective fair managers in an effort to get the fair on solid ground—in more ways than one. Until he was selected for the job, Stewart had been engaged in growing grapes and vegetables and also operating an automobile agency. Stewart agreed to help and accepted the job. Then he and Hulse went into the financial structure of the fair. They found, without much trouble, that the fair was \$18,000 in debt.



D. V. Stewart, secretary-manager of California's Mid-Winter Fair in Imperial, Calif., views a prize-winning exhibit with Maxine Dotson, of Brawley, Calif. Stewart arrived in the Imperial Valley in 1921 and was given two years to live by his doctors. He had been wounded overseas during World War I.

This was March, 1932, and there were still 11 months to prepare for the next fair. No matter how much time one has to work on a project, working without money can be a definite handicap. To get things rolling, Stewart paid the telephone bills out of his pocket. The other indebtedness was not so easily handled and to cover the greater portion Hulse and Stewart signed personal notes at the bank for \$16,000.

Deficits Abolished

Since that time, the fair has never closed with a deficit and all awards and bills are paid on the last day of the event. Even during the bank holiday this was possible when Stewart moved up his withdrawal time and secured the prize money one day earlier. It had been customary for him to go to the bank Friday and draw funds for the payment of claims that night and Saturday. Stewart does not know why he did it but that particular week he arrived at the bank Thursday and cashed a \$10,000 check. The next day the banks over the nation closed tighter than Dick's hatband. Stewart had his cashiers pay all claims and take checks for \$10 or less. There were a number of checks but all of them were honored when the banks opened. Stewart did not lose a nickel during the transaction and made many friends for the fair.

The Imperial County Fair had its beginning in 1912 when it was held on the lot in El Centro, three miles to the south, upon which the county courthouse stands today. The event was staged without regularity until 1922, when a group of business men underwrote it and moved it to Brawley, about 10 miles north of the present site. This location was used until 1928 when the fair supporters became tired of backing a steadily losing proposition and decided to get out.

Biz Backs Project

The next year another group of business men got behind the project and with a petition, signed by 50 freeholders, presented the proposition to hold the 45th Agricultural District Fair to the State Legislature.

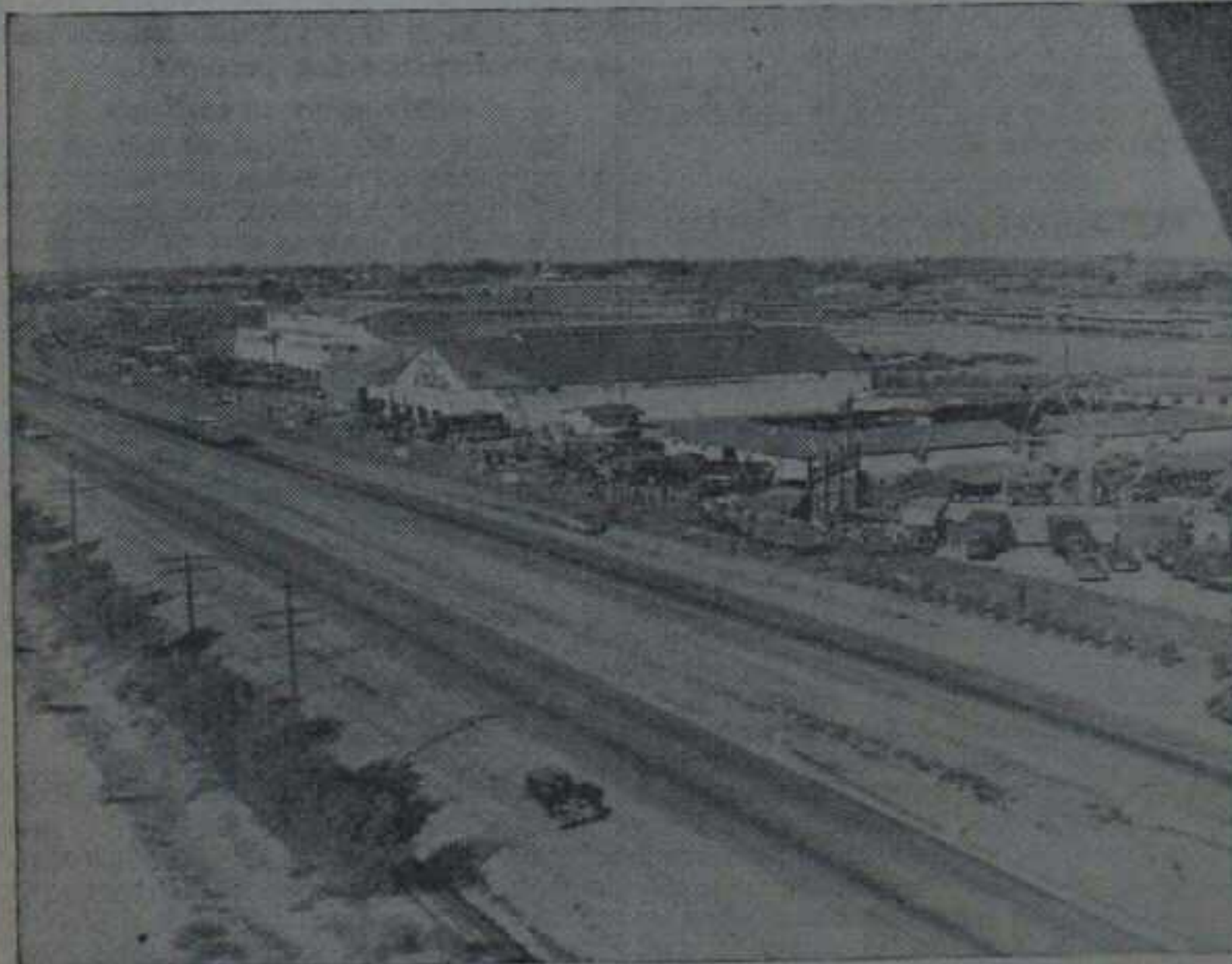
Under this type of charter the fair

received no money from the State but was supported by county funds and what the event could earn. However, the State did contribute \$5,000 for two years during the depression to help this and other annuals to survive. But, the fair had been well established by this time. The county had purchased 76 acres on what was then the outskirts of Imperial. The present site contains 95 acres with the additional space having been obtained in 1946 when the highway was changed and some of the fair frontage had to be used. At that time a piece of property to the rear of the ground became available and was purchased by the association.

Highway Changes Layout

The change in the highway not only took some of the ground but presented a problem that caused no end of worry for a time. Practically all of the buildings had to be moved to give space for the super-thorofare. The grandstand, the administration building and a comfort station were about the only structures to remain of their original locations. The Exhibit Building, a structure 120 by 220 feet was picked up and transported to a point south of the grandstand. There wasn't much time between the moving of the buildings and the opening of the 1948 fair, the first after the war. When people trekked thru the building that year, none could say it was badly ventilated for the structure had no foundation and the desert wind whistled thru the stilts upon which it rested until a foundation could be built.

Dorman Virgil Stewart was born in San Francisco and spent most of his early years there. As a youth he had the usual hobbies of kids his age, indulging in automobile racing and some flying. When World War I was declared, he enlisted in the Signal Corps and was sent to Officers' Training School in Fort Monmouth, N. J. While stationed there, he met and subsequently became engaged to Mattie Platt Gaskill, of Long Branch, only three miles from the base. They were to have been married in 1918. (See *Imagination, Quick* on page 148.)



The two-way highway is nice for motorists but it caused a lot of trouble to California's Mid-Winter Fair when it was built. The long building in the center had to be moved to the location shown. The grandstand, administration building and a comfort station were the only structures that could remain on their original sites. The carnival show at the right is the Ferris Greater Shows, which played the date for the first time this year.

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Chief of Modern Bagdad

By Sam Abbott

Fullenwider mixes Arabian nights, Moorish architecture, Americana into successful Riverside County (Calif.) Fair, Date Festival

NCESSITY is ordinarily conceded to be the mother of invention. And if this is the case it is also the mother of the Riverside County Fair and National Date Festival in Indio, Calif. The noted "Arabian Nights" pageant and the camel races also may claim this origin.

Just how these came about is a bit unorthodox, but it was thru the necessity of using Quonset huts that started the nation's only date festival. At the termination of the war, the fair secretary-manager, Robert M. C. Fullenwider, anxious to get the fair rolling, found that no building materials were available. There were surplus Quonsets—so he took them rather than delay his program.

Attendance Soars

Altho Quonsets are considered modern architecture, Fullenwider put a little different twist into them. He considered them Moorish and began to build his plant along an Arabic motif. The success of the event is best substantiated by attendance figures. In 1941, when the fair was held in the ball park, it was seen by 8,710 persons. When the annual was resumed following the war in 1947, it was attended by 28,460 and 69,600 the following year. When 114,400 trekked thru the turnstiles last year, this was thought to be the limit. But it wasn't, for in February 154,000 were on the grounds during the six-day run. All previous stands had been five days.

The *Arabian Nights* pageant, which has become known thruout the nation, was designed to fit into the created Far Eastern atmosphere. Bordering date gardens, desert weather, flowers and fauna made the locale ideal for an attraction of this type. The camel races, featured daily, easily slipped into the picture.

Unsure of Origin

The exact origin of the Riverside County Fair is unknown. This fact was clearly brought to light this season when a prize ribbon for the International Date Festival in 1921 showed up. It was believed that the



The caliph-looking man eating a date is Bob Fullenwider, who poses with Dixie Lee Fallon, elected Queen Scheherazade for the 1949 Riverside County Fair and National Date Festival. Their costumes were made on the fairgrounds.

first fair had been held early in the '30s. With the ribbon definitely establishing a fair approximately 12 years before it had been thought one existed, the fair delved into the annual's past. It came up with the fact that from 1921 to 1933 the operation had been on a sporadic basis. In the early '30s a group of business men sponsored the event and under this arrangement it was held for about four years. Someone realized that Riverside County was without an official fair, with the last event having been held in the city of Riverside, the county seat.

Seeking to remedy this situation, a group called upon the board of supervisors and interested them in backing a county fair. The date festival was combined with a county fair inasmuch as the area produces 92 per cent of the Western Hemisphere's dates.

Officially and by all written records, the Riverside County Fair and National Date Festival dates back to 1935. That year it opened with county and State support and under agreement with the board of supervisors that it would be a non-profit organization. There was no fair site, hence the event was staged in the ball park. In 1941 it was decided to establish permanent quarters and 40 acres on the Indio-Palm Springs highway were purchased. That year the only preparation toward a permanent location consisted of drilling a well and fencing the plot. As the money had been appropriated by the county supervisors, it was to be a county fair and under the jurisdiction of that body.

War Halts Event

Plans for establishing the fair were moving slowly when Pearl Harbor

was bombed and the United States went to war. The 1942 annual was immediately canceled and all building plans shelved. That year the county also leased 18 acres to the government for an emergency housing project, leaving the fair only 22 acres. This lease expires this year and plans are already under way to utilize this space.

During all of this time Fullenwider, a gray-haired man of 56, was contently attending to his job as manager of the Riverside County Chamber of Commerce. But the supervisors saw fit to change this set-up and decided that the Chamber of Commerce job and that of the secretary-manager of the fair should be one and the same. So in late 1945 the job was tossed to Fullenwider, who admits today that at that time he knew nothing of fairs. The county fathers were not finished with their job tossing—they also told him to plan for a 1947 event.

Research Shows Way

This command was a challenge Fullenwider accepted. After shopping around for materials and ideas for buildings, he unearthed something in a national travel magazine that proved his salvation. He found that "The Street Called Straight" is the name of a covered thoroughfare in Damascus. The covering is of Damascus steel, which, Fullenwider says, is one of the best grades obtainable.

This hit a responsive chord, for the only type of building he could secure was government surplus Quonsets. The curved topped buildings fitted well into the Arabian scheme.

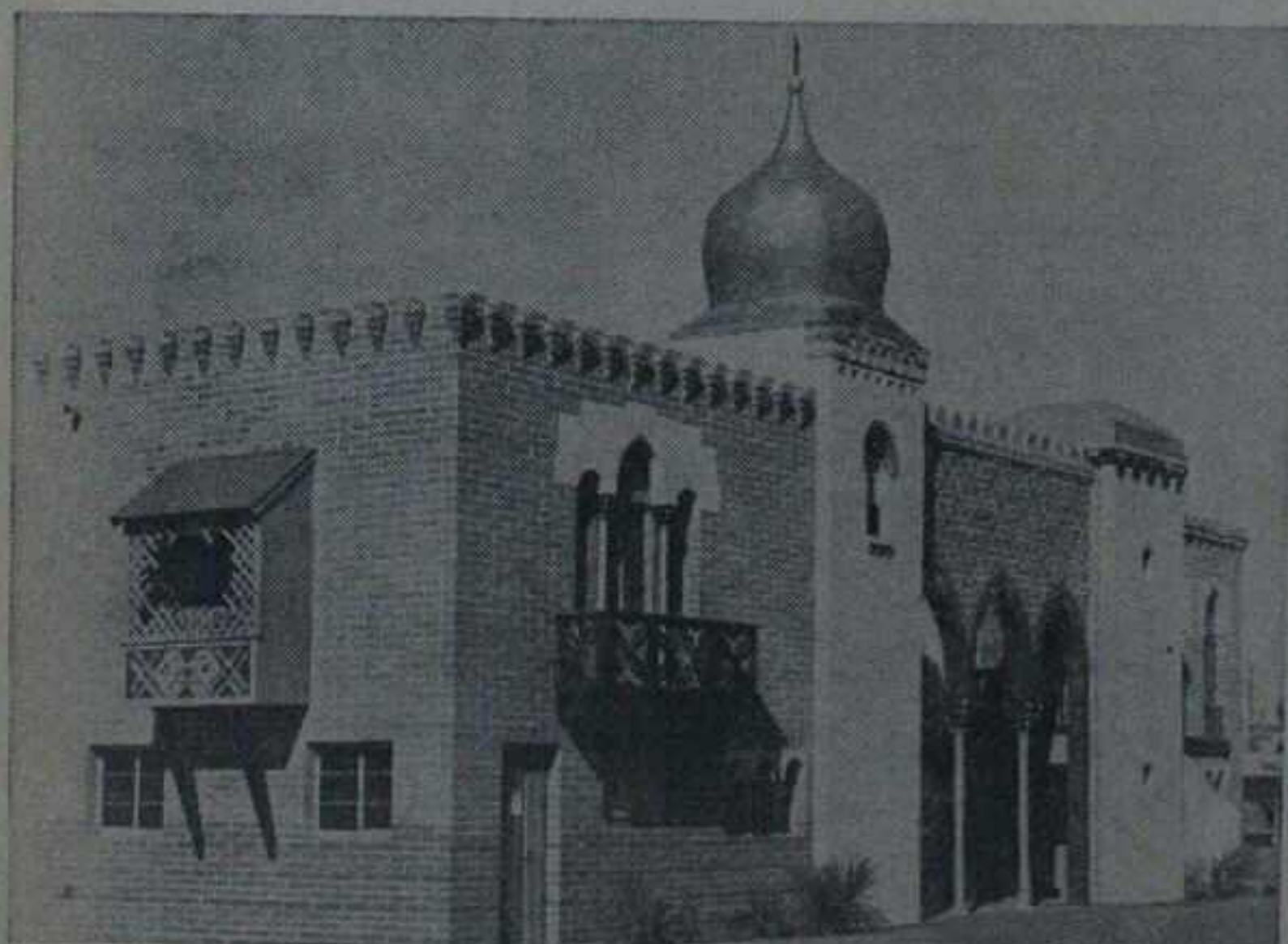
Fullenwider does not consider the Quonsets "war emergency architecture" but Moorish or Bagdadian—anything but surplus.

Edit Arabian Nights

With a veritable Bagdad established, the next thing was to build a program that would fit into it. Hampered by a limited budget, the staging of the *Arabian Nights* pageant with home talent solved the problem. It is built around Sultana Scheherazade.

The story is that the Sultan of Schahriar was convinced of the in-

(See *Arabian Nights* on page 146)



Modern America passed thru the portals of this ancient looking building for the first time this year. It is the new Commercial and Industrial Bazaar Building at the Riverside County Fair and National Date Festival. It has 77 10x10-foot exhibit spaces, rest rooms, administrative offices and a girls' dormitory.



The stage for the free "Arabian Nights" pageant is authentic. It was designed by Harry Oliver, who submitted a scale model. Permanently built, local carpenters constructed it at a cost of \$25,000. Here during the fair the stories told by Sultana Scheherazade to save her life are portrayed after being edited.



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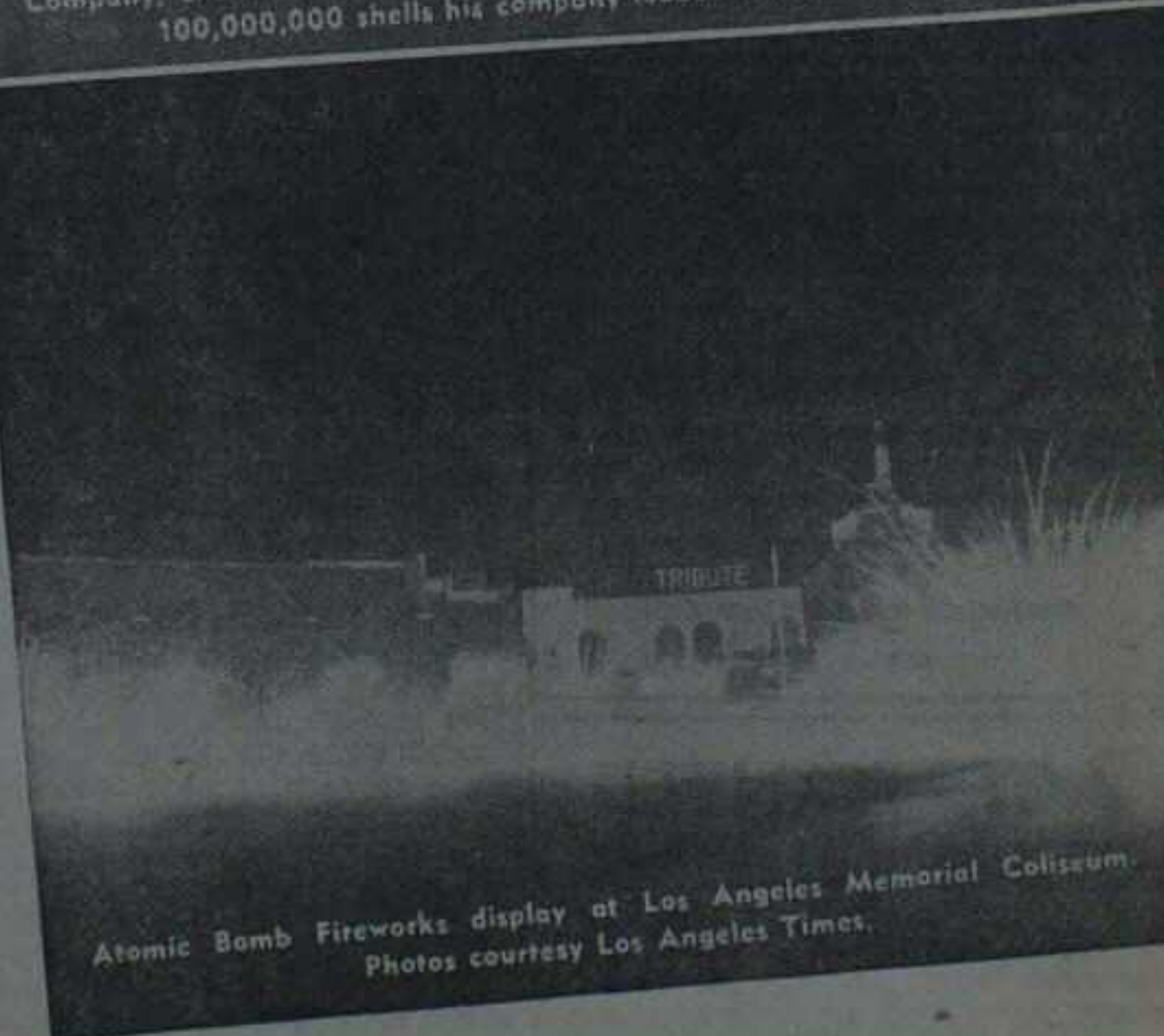
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Patrick Liexo, President and General Manager of Golden State Fireworks Company, shown at his desk with samples of 8,000,000 rocket fuses and 100,000,000 shells his company loaded during war period.



Atomic Bomb Fireworks display at Los Angeles Memorial Coliseum. Photos courtesy Los Angeles Times.

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(Continued from page 144)

fidelity of women, especially his many wives, and had sworn to put to death each of them after the first night. When it came time for Sultana Scheherazade to take off for the hereafter, she began spinning yarns. With a new story each night for 1,001 nights, the Sultan became so interested in them that he finally gave up the blood-thirsty plan with Scheherazade talking herself into more days on earth.

Fullenwider keeps several unabridged copies of *Arabian Nights* in his office as material for the pageants. Because some of the stories that the Sultana told are nifties, the plays are sometimes edited. This facilitates production and eliminates a lot of questions from the kids when they get home.

Few on Pageant Pay Rolls

Local talent is used and only a few of the directors and stagehands are paid. Mrs. Bertha Young, who directs the pageants and devotes considerable time thruout the year to their preparation, serves without pay. Joyce Riemer, the choreographer, and the union musicians are the only ones on the pay roll. Local amateur electricians handle the lighting.

The stage is authentically Oriental and was designed by Harry Oliver, a film studio art director. When he planned the structure complete with minaret and other things strictly of the Far East, it was submitted as a model. Local carpenters took the set and constructed the stage from it. Because of the lack of blueprints, no estimates were received. The carpenters just went to work. When it was finished the cost ran about \$25,000.

Indio's weather can run a close pace to that of the Sahara. It is dry and hot and ideal for dates. Annual production runs about 25,000,000 pounds.

Develops Camel Rodeo

Because of the large date harvest, Fullenwider thought that it would be a good idea to have a camel tied outside the main gate during the fair to lend atmosphere. Being totally unfamiliar with things pertaining to camels, the secretary-manager called the famed Belle Benchley at the San Diego Zoo to learn if she had a camel for hire. With none available, she referred him to the World Jungle Compound in Thousand Oaks, Calif. A telephone call to Louis Goebel revealed that one animal could be shipped with attendant for \$250. But Goebel suggested that it would be even more atmospheric to have four camels and stage a race. The price for the set-up was made and accepted.

Altho generally referred to as a camel race, Fullenwider admits that it is more of a camel rodeo. The riders are volunteers from the audience who agree not to hold the fair liable for injuries. They get astride the animals and are lined up. Someone slaps the camels on the rump and they're off. Sometimes they run in the general direction of the finish line and sometimes in the opposite direction. No one in the audience cares particularly which way they run. They watch to see the riders take spills, which are prevalent the first day. By the time the fair ends either the camels are getting used to riders or riders to the camels and the "race" runs off fairly smoothly.

Seeks To Own Camels

Altho the fair rent: the camels each year, Fullenwider has considered buying his own. Roy Nixon, horticulturist with the U. S. Experimental Date Garden, was in Arabia a year or two ago studying the plants there. He and Fullenwider carried on a lively correspondence relative to the purchase of the animals. Nixon had run into a Frenchman who bought camels for the American army and checked upon his reliability. Inas-

much as the shaggy two-hump camel, a native of Asia, was available in numbers, the fair manager thought it would be a good idea to have the single hump ones, which come from Algeria.

It was found that the animals cost only about \$100 each but the cost of four delivered in Indio would be about \$3,000 as the return passage of the keepers had to be included. The problems that accompanied the deal were that the animals would have to be placed in quarantine overseas and also in New Orleans—and that those imported could not reproduce. The United States has a law that camels can be imported only for display.

The idea has been set aside for the present, but some day an announcement may be forthcoming from Indio that the fair owns its raiders.

Bob Fullenwider was born in Chicago in 1894 and came to California in 1929 because of his wife's health. From the time that he arrived on the West Coast until 1941 he was in the automobile business. When the war came he sold out. Moving into the State Farm Labor program for a brief period, he finally landed in the Chamber of Commerce job and later that of fair manager.

Since his appointment as secretary-manager of the Riverside County Fair and National Date Festival, he has built the grounds into one of the most attractive in the State. Under his guidance, approximately \$400,000 has been spent in improvements. The return of the 18 acres leased to the government will provide space for more buildings. A Commercial and Industrial Bazaar with 77 10-by-10-foot spaces was completed this year. In addition to the exhibit spaces, there are rest rooms and a dormitory for girls.

Fullenwider has promoted his fair to a point where it is accepted as a community project. Shortly before the fair opens, the streets are bedecked with banners. Gasoline service station employees and others don fezzes and chin whiskers.

Costumes Made Locally

The public spirit is carried even further for all of the costumes used in the *Arabian Nights* pageant are designed and made by Indio's residents. Some of the original costumes are still being used and before opening day a group of local women, paid by the fair, worked them over, attaching sequins for Oriental effect. Costumes on hand are conservatively valued at \$4,000. But were these bought or remade the figure would run much higher.

All of the parking lot attendants and ticket takers wear Arabic costumes. The robes are made at the fairgrounds and kept there in storage until they are needed. The festival during the six days it runs looks like a setting for *The Desert Song*.

For one who entered the business without any knowledge of a date festival, this fair manager has done all right. In a thinly populated area, with 20,000 a conservative estimate for the town and Palm Springs at the height of its winter season, most of the attendance is pulled from adjoining Orange County. About 65 per cent of the people come from beyond Banning, 40 miles away. A number drive 120 miles from Los Angeles. Working against this situation calls for careful planning to give the people something they want to see. And it has been done by Bob Fullenwider, the Chief of Bagdad.

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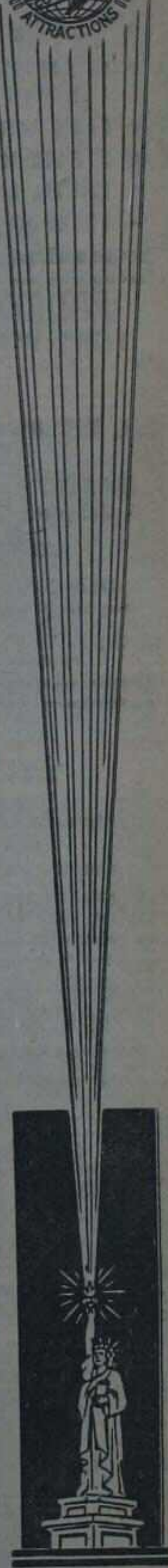
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Imagination, Quick Action Builds California's Mid-Winter Annual

(Continued from page 142)

but Stewart went overseas where he served 21 months with the Third Battalion, Sixth Marines. Upon his release from active duty from the army as a reserve major, he and Miss Gaskill were married.

Fights Death in Desert

Once out of active duty, Stewart was sent to a hospital in Los Angeles where he spent three months. In 1921 the government felt that the dry, desert air would be beneficial to him and others who had been wounded or gassed and ordered them sent to Imperial Valley. Stewart had been given only two years to live.

Upon his arrival in Imperial, Stewart immediately went to farming. His crops were good and he became interested in the civic problems of the community. However, with his health improving and the two-year life limitation definitely incorrect, he looked around for other activities. It was not long before he was in the automobile business in addition to planting. Despite the several irons in the fire, Stewart was always an ardent fair supporter and exhibited regularly. It was this background that led Hulse to seek him out as the secretary-manager.

Vegetable growing kept Stewart in touch with the fair and the automobile business brought civic problems to his attention. Soon he began serving on various committees and was named to the city council for eight years and served Imperial as mayor for six.

Extends Fairgrounds

The fairgrounds are located just within the Imperial city limits. Naturally, this brings to mind the fact that the boundaries were extended at Stewart's suggestion during one of his terms in the city government. He emphatically declares that the grounds were made a part of the municipality at a time when he had no part in the city's guidance and was done to insure the fair of proper sewerage and water supply.

There are no figures available on the first year's attendance but the fair's net profit was \$9,252.08. Last year the fair pulled 56,000 people during the nine-day run and this past February topped that by more than 5,000. With a total attendance of more than 61,000, Stewart brings just about everyone of the county's 63,000 inhabitants to the event. To show a mark of practically the entire population, it is necessary to have repeat business. Stewart stages a matinee and evening horse show the first two days and then runs Monday night (the fair always opens on a Saturday). There is a stagershow for the next three nights with a complete change of program for the last three days' performances. With three different shows in nine days, it is easy to surmise that Stewart gets more than one repeat attendance. The stagershow is the only opportunity that the Imperial Valley resident has to see a flesh show and the acts are ballyhooed to the hilt.

Fair Pull Upped

In addition to having a small population from which to draw, there is the matter of distance. El Centro is only three miles away but the biggest city is Yuma, Ariz., 65 miles to the east. San Diego is 125 and Los Angeles 225 miles away.

Until two years ago, Stewart went strong for 24-sheets. Since then, he has relied strongly upon one-sheets and puts out about 3,000 pieces of paper. Bumper cards are used extensively as are window cards, with as many spotted in service stations as possible. Radio broadcasts, which he himself handles, are timed to hit at noon and during the dinner period.

Altho the fair has grown greatly compared with its early days, Stewart has never let it lose its personal touch. All official and press passes are signed and sent to the user with

a personal letter. The personal contact is carried further in that the grounds have become a part of the Imperial Valley everyday life. Church services were held in the grandstand for some time while funds were being raised to construct a building. Square dancing is featured weekly and plans are now being proposed to build a stage 100 by 100 feet for this purpose. Other events put the fairgrounds in use several days each week of the year.

Valley Development

Like the fair, the area has come a long way. In 1900 the site upon which the fairgrounds are now located was part of San Diego County. The section was a vast desert with little or no signs of cultivated vegetation. A few miles to the west was a large saltpetre mine that was turned into Salton Sea in 1906 when the Colorado River overflowed its banks and inundated the valley in which the mine was located. The Southern Pacific Railroad played an important part in the development of the Valley for it ran off the tracks into the crevasse to halt the river. It was not until the Colorado had been securely harnessed that the area began to progress. The location of the California Mid-Winter Fair in this fertile and productive area is a tribute to strong-hearted men who had a will to make something out of nothing. It is a memorial to those who had the stamina to fight and ultimately win in building the oldest fair in America's youngest community.

Conn. Fairs Plan Exhibit At Hartford Home Show

HARTFORD, Conn., April 1.—Association of Connecticut Fairs will advertise the State's annuals at the Better Homes Show, sponsored by The Hartford Times, at West Hartford Armory April 15-22, Joseph Bartlett, association president, announces.

He said small folders listing dates, locations, addresses, fair secretaries and brief descriptions will be distributed at the show. To stimulate interest, daily drawings will be held for two fair tickets.

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Eastern States Exposition Executives Tips on How To Increase Comm. Exhibits' Effectiveness

(Continued from page 141)
 Special exhibits have a three-fold use. First, the space sold to the exhibitor produces an income. Second, the attractive exhibits produce increased attendance. Third, commercial exhibits have a high educational value not otherwise obtained.

Customer Angle
 To make certain that the exhibitor, as at once a customer of your own and a featured act in its program, is content with his arrangement, it is important to deliver to his exhibit a satisfactory number of potential customers. To get these customers after they come thru the gate, it is essential that each exhibitor make his presentation in an active manner, and that the staff manning the exhibit be skilled in the functions of the product displayed. It is important, too, that the exhibits displayed by exhibitors be of interest to the spectators at the show, and that they be encouraged to visit the exhibit.

At the Eastern States Exposition we tried to accomplish all of these things in our new layout. We established wide aisles in the Industrial Arts Building which seemed to use profit-producing space, but experience has shown that wide aisles are essential to the visitor is to have an adequate perspective of our exhibitors' displays. We developed an unusual layout of radial aisles which sometimes has been referred to as producing the utmost of confusion! This is just what we wanted to do. It is our experience that the conservative grid plan of layout with rectangular

spaces can be too readily checked off methodically. Pop, Mom and the kids start up one aisle and down the next under those conditions, doing sort of an "eyes right," and shuffling along seeing none of the details, but on reaching the last aisle someone in the party sighs and says, "Come on, Pop, let's go, we've seen it all." They have aching feet and they seek the solace of a few moment's rest on the green grass.

A survey made in our building indicates that the average visitor to the Industrial Arts Building spent one and one-half hours looking over the exhibits, and that 30 per cent returned to take another look. But for those whose feet are tired and who may be persuaded to stay longer in the building if they have a little rest, we have built a little theater within the building. This theater serves as a boost for our exhibitors, too, for here to maximum audiences of 300, at no cost to the exhibitor, we show movies descriptive of their products on display.

Excellent service departments treat our exhibitors courteously and make sure their needs are adequately met. These include, of course, electrical, plumbing, exhibit and sign building, photography, and furniture rental. All of these function under the supervision of the building superintendent, and, although agreements for work are made directly between the service company and the exhibitor, the building superintendent serves in such a way as to protect the interests of the exposition exhibitor's content.

We also have a club for the exclusive use of exhibitors and their families. (See *Eastern States Expo*, page 102)

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Dailey Signs H. Zacchini; Bows April 15

Paul Nelson Joins

GONZALES, Tex., April 1.—Dailey Bros.' Circus has signed Hugo Zacchini's human cannon act for appearances with the show in the U. S. and Canada, Ray B. Dean, org's press chief, reported.

Joe Louis, who will be with Dailey for the two and one-half months on the Canadian tour only, probably will do a training camp routine of bag punching and shadow boxing, Dean said.

Paul Nelson, formerly with Cole Bros.' Circus, will be equestrian director this year and has arrived in quarters. William Oliver has returned as car manager and is at quarters readying the fleet of station wagons and supply trucks.

Dailey opens the season here April 15 and then moves to Austin, Tex., April 17.

Special paper will be used for Louis and the Zacchins. Ben Davenport, co-owner, was in Mexico last week to pick up acts which will be with the show.

The contract with Louis specifies \$1,000 per day but does not include a certain number of days, Dean said. The Brown Bomber is expected to make a two-week exhibition tour in South America before joining the show at the Canadian border in May.

Tazzani Sues Hamid-Morton For Injuries

TAMPA, April 1.—Robert Z. Tazzani, human cannonball, brought suit in Federal Court here Monday (7) against the Hamid-Morton Circus for injuries sustained March 28, 1948, at Buffalo.

Tazzani charged that the circus co-owners, Robert H. Morton and George A. Hamid, were responsible for failing to remove a wire which had been carelessly strung across the path.

Tazzani contends that he dodged the wire but struck the net in an awkward position and was permanently disabled and disfigured.

Describes Accident

The following account of the accident is given in the suit:

"Tazzani, while being violently propelled thru the air and while traveling about 50 feet in the air, saw the guy wire in his path.

"He twisted and turned to avoid colliding with the wire and in so doing was prevented from making a recovery of control and balance and struck the net at an awkward angle."

The suit states he was "violently thrown into the net—shocked, stunned and rendered unconscious."

Tazzani alleged that the operators of the circus were responsible for clearing all guy wires, ropes, lines and other apparatus from his path from cannon to net.

He was shot from the cannon about 500 times during the year he worked with the circus and was hospitalized for about a year following the accident, according to his attorney.

He worked in the double repeating cannon act with Sylvana Zacchini in shows presented in all sections of the country.

Tazzani, who went to Sarasota, Fla., to recover his health, according to his attorneys, now has a brace on his right leg, will have one on his left leg soon and walks with the aid of a cane.

R-B Elephant Pays With Life For Boy's Death; Cole, Mills, Beatty Bulls Also in Newspapers

SARASOTA, Fla., April 1.—The death Tuesday (29) by cyanide poisoning of Dolly, the Ringling Bros. and Barnum & Bailey Circus elephant who killed five-year-old Edward Schooley Sunday (26) as the child was feeding it peanuts at winter quarters here, culminated a series of incidents during the past 10 days that have put circus elephants in the news.

Henry Ringling North, vice-president of the Big Show, decreed death for the animal despite protests from all over the country. The bull was led to a deep pit near winter quarters, given the poison and buried after it crumpled in death.

The Schooley boy was the son of Professor and Mrs. Elmer Schooley, of Las Vegas, N. M. Schooley is a student at the Ringling Art School here. Without warning, Dolly seized the lad, threw him to the ground and stepped on him.

The tragedy followed a stampede Friday (24) of two elephants of the Clyde Beatty Circus in Pomona, Calif., in which Le Roy Spellman, Beatty elephant man, was injured when one bull threw the attendant to the ground and rolled on him. The elephants ran amok when frightened by the whistle of a passing train as they were being led to the show train. They were captured an hour and a half later.

Three elephants of Mills Bros.' Circus were turned loose at Circleville, O., Saturday (25) when the fairgrounds barn in which they were stabled caught fire. They were rounded up without difficulty after the fire was extinguished.

Elephants of Cole Bros.' Circus figured in a court hearing at Miami in

which creditors of the Cole Bros. Corporation of Indiana sought to have animals and other assets of the circus turned over to the old corporation's receiver. They also sought to enjoin the show from moving to Chicago for its opening April 21.

Both requests were denied Tuesday (21) in Federal Court, leaving the new Otis Circus Corporation, headed by Arthur M. Wirtz and associates, in control.

Polack Eastern Inks Ice Arena

DALLAS, April 1.—Polack Bros.' Eastern unit will play a three-day engagement at the Dallas Ice Arena at the State Fair of Texas grounds starting May 19, according to Albert Tucker, general agent.

Show will be given on the ice because the arena has no other floor. Sponsoring unit will be Dallas Lodge 7 of the Elks.

Tucker succeeds Sam Polack as general agent. Polack will travel with the unit as general manager, Tucker said. The new g. a. formerly was with Harlacker Promotional Enterprises, Rhode Island State Fair, Billy Rose's show at the New York World's Fair, James Edgar's Sparks Circus and the Ringling-Barnum circus.

King Bros. Show Giraffe on Midway

MACON, Ga., April 1.—King Bros.' Circus will have a giraffe this season, Co-Owners Floyd King and Lucio Cristiani, announce.

Deal was arranged with Tony Diano, Canton, O., contractor circus fan and long-time friend of Cristiani. Diano flew to Macon March 26 to complete arrangements. He announced he is importing the giraffe from Kenya Colony, Africa. The animal will be flown to Macon in time for the April 8 opening.

Present plans call for Diano to exhibit giraffe in a special tent on the midway. He also will exhibit Lost Canyon dwarf cattle, he said.

Hagenbeck Preps Tent Tour; Hamburg Houses Using Acts

HAMBURG, Germany, April 1.—Circus Carl Hagenbeck is getting ready at winter quarters in the Hagenbeck Zoo at suburban Stellingen for its tent season which opens April 8 at Lubeck. In addition to the Hagenbeck show, Emil Wacker's Circus Apollo also quarters in the suburbs of Hamburg.

Hamburg, in prewar days an amusement center, is regaining its renown, according to Bill Powell, American showman, who has been visiting the city. Among the bigger playhouses presenting circus and vaude acts are the Allotria, Hansa and Haus Vaterland. Allotria recently presented a bill featuring the Juan Llossas troupe, Two Rassos, equilibrist; Bela and Mary, hoop jugglers; Great Frederico, iron jaw, and Five Orlandos, roller skaters.

Knie on Annual Swiss Tour

RAPPERSWIL, Switzerland, April 1.—Knie Bros.' Swiss National Circus opened its annual tour March 25. Among the feature acts this season are the tigers of V. Trubka; Wenzel Kossmayer, elephant and horse numbers; Dudy Schmith Jr., chimpanzees, and several groups of Knie's animals. Also on the bill are the Flying Constellation, novelty aerial trio, and two new clown duos, Andreff and Pipo, and the Two Thuros, musical joeys.

Medrano Paris Bill Features Top Acts

PARIS, April 1.—The Mathis, unicyclists, have returned from a three-year tour of the United States and are a feature on the current bill at the Cirque Medrano. Also on the bill are the horses of Andre Rancy; Knie's polar bears, presented by A. Natsch; Francois Trupka's lions; the Arizonas, tomahawk jugglers; Felixlo, equilibrist, and Bill and Bill, acro comics.

Several big French tent cirks are already on tour, including the Cirque Bouglione Bros., Cirque Bureau and Cirque Pinder. Cirque Rancy starts its tour at Lyon early this month, after the marriage of Miss Sabine Rancy and Claude Renz, both members of well-known circus families. The Circus Frans Mikkenia, of Holland, is playing at Marseille.

Wait Paper Used By Kelly-Miller Against Stevens

GLADEWATER, Tex., April 1.—Al G. Kelly-Miller Bros.' Circus is using wait paper against Stevens Bros.' Circus at several East Texas stands and it reportedly was effective at Mount Pleasant and Mineola.

Kelly-Miller will swing thru this territory shortly after its opening April 14 at Hugo, Okla., its winter quarters. K-M's No. 2 show, Cole & Walters Circus, also is skedded for East Texas oil and lumber towns. Stevens, another Hugo org, opened there March 16 and is completing its East Texas swing.

Towns where wait paper has been used were contracted some time ago by Kelly-Miller, it was reported.

Wind Delay Dales Junke Biz Averag

Program, Staff Listed

WARNER ROBINS, Ga., April 1.—High winds caused Dales Circus miss both performances here March 27, but show remained for a second day, cancelling skedded performance at Forsyth, Ga.

At Perry March 25 show had winning day. Season started March 20 in Lake City, Fla., and while there have been some big days, biz has been average in South Georgia farm towns.

Big top and Side Show were in air when winds started at Warner Robins Air Force base, about 15 miles from Macon. When velocity topped 50 miles per hour the performances were canceled. Little damage done to circus property.

Rather than disappoint \$1,500 advance sale ticket holders management decided to remain a second day, jumping direct to Newnan to pick up the route. Date at Warner Robins was sponsored by the American Legion post.

Brothers' Org

Mickey Dale is owner-manager, Nicholas Dale, assistant manager, in charge of doors, and John D. 24-hour agent.

Performance is pleasing, runs 1 hour and 29 minutes. Big top 80 with three 40's. Charlie Smith, superintendent, is doubling as equitrian director and announcer. Tom Hale has a peppy seven-man band.

Show, jumping north rapidly, headed into Eastern Canada.

Others on the roster are Hal Kackley, general agent; Dory Miller, contracting agent; J. E. H. brigade agent with five billers; Jan A. Winters, secretary-treasurer; Chester Gregory, Side Show manager; David Fineman, adjuster; Char McCarthy, assistant; Bobby Miller, concessions; George Thompson, assistant, and Dutch Thomas, mechanic.

Program

Display 1—Tournament; 2—McLean's trampolines; 3—McLean's specialty dogs, training spinning and high-diving dogs; 4—Trained ponies and bucking mule. Feature monkeys riding pony, worked by Harry Roy; 5—Swinging ladders, Sylvia Gregory, Lillian Smith and Marge Carter; 6—Tumbler and hand balancing, Barth and Malar; 7—McLean troupe; 8—Contortion, Ernest (Slim) Zerstaff; 9—Wilson's trained dogs worked by Gilbert and Lillian Wilson; 10—First concert announcement; 11—Message number with Pettus and Tex Ryan, riders; 12—Clowns, Gilbert Wilson and Eddie Harris; 13—LaRoy and trained baboon, Mike; 14—Acrobats, Sylvia Gregory, Virginia Smith, M. Carter; 15—McLean's Liberty horses; 16—Clowns, atomic bomb bit, Wilson and Malar; 17—Iron jaw and neck loops, Sylvia Gregory and Lillian Wilson; 18—Bill's Barton, clown; 19—Second concert announcement; 20—Ernest (Slim) Zerstaff, trapeze and hand balancing; 21—Clown walk-around; 22—Pet Barth and Malar; 23—Elephantia, worked by Bert and Marie Pettus.

Wild West concert has Chief White Eagle, sharpshooting and knife throwing; Mr. and Mrs. Tex Ryan and Mr. and Mrs. Bobby Wilder, trick and fancy riding and roping.

Side Show: Chester Gregory, manager; Teddy Lewis Jr., inside lecturer, punch and magic; Dorot Lewis, snakes; Philip Fulton, accordionist; Billy Dick, dancer; Fanchy Pierce, knife thrower; Gregory and Ted Milligan, ticket boxes; Homer Forrest, door; Curly Denton, book canvasser.

R. V. Lewis has the Side Show band, with F. B. Wood, trombone; Hooks Harrison, sax; Shuffling Sam Osborne, snare drum, and Denny Cole, bass. Irene Lewis is singer in the Minstrel Show and Billy Freeman is comedian.

Rhodin Bows in Sweden

MALMO, April 1.—Sweden's Trold Rhodin's Zoo Circus opened its season here under canvas March 2. Catching the opener were Bill Powell, New York showman, and Anton Healeb, publisher of Denmark's theatrical monthly, Echo.

Big Top Disappearing? New Season To Bring More Indoor Circus Operations

THE traditional big top on the way out? Increasing signs, pointing in recent years, point to a shift by circuses to indoor operation. Indications are that this season ahead will bring further acceleration to the swing from outdoors to indoors, from arenas to stadiums.

Innovations in Ringling Bros. and Barnum & Bailey's route last year tipped the trend into a single pack. RB left the tent on the train and moved indoors at San Francisco, San Antonio and St. Louis.

Garden stands in New York and London were routine and the Cow Palace date in San Francisco was Ringling's second. But at San Antonio and St. Louis the Big One's indoor dates were firsts—the problem not last ones. Ringling tried indoor dates in other cities in 1949. Observers look for as many more arena stands for RB in 1950.

Garden Is Key

Key to importance of arena dates is the expected tussle between the Ringling show and Cole Bros.' Circus at the rich Madison Square Garden tract. Ringling's exclusive on the New York spot expires after this season. The long-standing tradition in RB or Barnum & Bailey open-air in the Garden will be a factor in negotiations for renewal of the tract. But more important dollar-wise will be the stake—one-to-two-dollar grosses that have been Ringling's in recent years. Arthur Wirtz and James Norris, new biggies, control a block of garden stock and may push Cole for the contract.

Wirtz's interest in other arenas in Chicago, Indianapolis and Detroit,

as well as his plans for booking Cole into ballparks, also figure in the trend. He and the Barnes-Carruthers Theatrical Enterprises, Chicago, have produced indoor circuses at his Chicago Stadium for a number of years.

Lean Years Speeded Shift

Circus orgs framed only for indoor dates have developed in the past 30 years, with much of the growth coming since the depression. Now \$100,000 grosses are not unusual for the larger units. Critics of the trend indoors say that the necessary split with sponsors and rental of auditoriums compensate for much of the savings in overhead. The Ringling indoor record was set at the Garden last spring, when the gross topped \$2,000,000 and the show played to 980,000 persons.

Increase in the number of arenas available also is seen as a spur to the swing indoors. Municipal auditoriums have been built in many cities and all major spots have big stadiums. While in former years the big tops of major circuses provided more seats than arenas in most places, that no longer holds. Capacity of circus tents is limited to a maximum of about 10,000. Arenas, on the other hand, now can seat many more. The resulting extra tickets are important in view of expanding nuts.

Guesses as to the future, if the trend continues, turn up some revolutionary possibilities. If indoor circuses become the rule, show railroad moves might bow out. Conceivably, a major indoor unit could move on fewer trucks than the average motorized canvas circus. High rail rates would speed the change. Special rail moves might disappear early, but baggage cars could be used to move some equipment.

Annex Future Dim

Future for menageries and Side Shows would appear to be dark unless new means are found for exhibiting them in buildings with inadequate facilities. Parking lots adjacent to arenas could be pressed into use in some instances.

Likely, at least for the present, is the plan set by Ringling and now to be followed in some respects by Cole Bros.—playing arenas where they are and under canvas elsewhere. In the longer run, it may be as simple as leaving most rolling stock and tops in quarters to move the show indoors.

Familiar Reasons

Reasons behind the trend form a list long familiar to outdoor showmen: Lots, labor, weather seats, rail freight rates and costs of equipment.

Ringling's omission of St. Louis from its route for several seasons prior to the indoor stand has been blamed on the lack of showgrounds there. The Washington and Hill lot in Los Angeles is one of the most recent to go. Former lots have yielded to housing projects and industrial plants. Substitute sites, if they exist at all, are in the hinterlands and far from transit lines.

High labor costs continue. The push comes indirectly from other fields, but the result is the same at the red wagon.

Weather is a minor factor in most cases if the show doesn't need to worry about getting on and off the lot, getting the tops up and sometimes urging customers into the mud.

Seats have been a cause for frequent complaints against many outdoor shows. While Ringling has done much to overcome this situation, advocates of indoor stands maintain the public still wants the comfortable, accessible seats of an auditorium.

Some of the best revenue producers for indoor shows don't figure in the (See Big One Leases on page 153)

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Dressing Room Gossip

Polack Bros.' Western

Most of our folks enjoyed the week's lay-off after the Chicago date. Hanna and Emil Pallenberg spent three days at their home in San Antonio. Hubert Castle went to the Castle ranch just outside of Dallas, then drove back with Mrs. Castle and daughter, Jan. Honey, Walter and Alfred Shyretto stayed in Chicago and took in the shows.

Our opening in Indianapolis was an auspicious affair with the governor, mayor and other dignitaries attending and making speeches. We had a packed house. Joe O'Donnell is the promotion man for the Indianapolis date. We take off for Sacramento after this date.

Freeman spent the lay-off at the Freeman manor, and on the train who should we run into but Frank Saluto, Jimmy Armstrong and Myron Orton.

Visitors from Peru, Ind., included Rev. J. Edward Holland, LeRoy Bowles, Joe Huber, Alby Freeman, Lyman Dunnuck, Mr. and Mrs. Nick Carter, Fred Senger, Bob Hosman, Bill Hamilton, Dick Braden, Art Doran, Max Senger, Joe Becker, Gerald Powell, Jack Grunell, Mr. and Mrs. Joe Kennedy, Mr. and Mrs. Bill Blue, Mr. and Mrs. Robert Good, Doc Evans, Jerry Chamberlain, Mr. and Mrs. Robert Tillett, Henry S. Bailey, Joe Hoffman, Phil Hetzner, Dr. Allen W. Porter, C. D. Kessler, Tom O'Connell, Lyman Kyes, Joe Kats, Harry Cook, Jimmy Smith, Maxine Cunningham, Dan Newell, Russell Keith, Frank Dice and H. H. Burkhart.

Other visitors were Fay Avalon, Jackie LeClaire, Larry Griswold; Harry Diesel, former big league umpire; Governor Shriker and Mrs. Alfred Landon.—FREDDIE FREEMAN.

Siebrand Bros.

The hour-long program presented at the Tucson, Ariz., Veterans' Hospital, in which all personnel took part was complimented by patients, staff and Mrs. Huddleson, director of special services there. A luncheon followed the performance. Joe Minio, medical photographer, took some action photos which he presented to our company.

A sandstorm and cold wave, which hit the Southwestern area, forced show to cancel its Saturday (25) matinee for the Lions Club and evening function. Tom, Betty and Joe Hodgini were entertained by David Smith and Mr. and Mrs. Basil Smith, restaurant owners, all formerly of Peru, Ind. Koko and Moko had to cut their cannon gag last week when some souvenir hunter went south with their gun.

The Siebrands have purchased a Hammond organ with console speaker and all kinds of gimmicks. The Clarks are having bad luck with their stock since all the ponies, horses and nearly all the dogs are on the sick list.

Visitors included Mr. and Mrs. Joe Minio and family; Dr. Butterfield, retired physician and active circus fan, and granddaughter, Joyce, and Mrs. Huddleson.—JOE HODGES HODGINI.

Clyde Bros.

Show closed its indoor dates with good business in Steubenville, O., under the auspices of the Exchange Club. Recent CFA visitors included Ed Jones and Don Dewer at Zanesville, O., and Johnny Wyatt at Wheeling, W. Va. Lee Virtue, clown, visited Ken Waite, Gene Lewis and the writer. Eddie (Whitney) Clark visited the writer in Wheeling.

In Wheeling, W. Va., the Poodles Hanneford CSS Tent gave a luncheon and City Manager Bill Hunter presented Poodles Hanneford with the key to the city. Josephine Gasga was busy in Steubenville, O., entertaining her father, mother, sister and brother. Kenneth Waite is purchasing more new equipment for his magic act. A stork shower was given Percy Townsend, Don De

Wees, CFA of Zanesville, O., is to be complimented on the job he did in finding stables for the show's stock. No matter what happens, Gene Lewis always has a smile for everyone.

Personnel destination: Cal and Torchy Townsend, Doc and Borgia Ford, Tama Frank and Patsy Lee and Butch to Hagen Bros.; Fay Avolon to Chicago; Bob Perry to Brainerd, Minn.; Leo and Josephine Gasso to Pittsburgh; Hap and Marie Henry to Los Angeles; Kenneth Waite and Gene Lewis to Omaha and Chicago; the Marvel Troupe to Orrin Davenport's Duluth, Minn., date; Poodles Hanneford to Lexington, Ky., and Washington for theater dates, followed by Orrin Davenport's Canadian circuit; Percy and Wenester Townsend to Lima, O.; Harry and Maxine Allen and Cecil Landers to Tonkawa, Okla., and the writer to King Bros.—FRANK CAIN.

Clyde Beatty

Show is running smoothly. First rain of the season fell at Pomona, Calif., with chilly winds giving most of us slight colds. Doc Osborne is dispensing cold remedies daily. Joan Lewis has been on the sick list for the past week. Red and Barbara White celebrated their 10th wedding anniversary, and Marsha Larkinn celebrated her fourth anniversary.

Oscar Lowande received word of the passing of his brother, Alec. Bobby Kay is doing gold, and Mel Rennick, silver, in the opening spec. The Pina Troupe has joined. Mrs. Barton suffered a sprained ankle when she stepped into a hole on the lot, but she didn't miss a performance. Eileen Voise says the flat tire on her ricksha makes a rough ride during spec. Smokey Chign hurt his knee trying to avoid hitting a patron during the concert line-up. Don McClennon is doing a good job with one of the Liberty horse acts.

Bernie Griggs has been carrying on despite an attack of pleurisy. Huey Kyle says that fixing a flat tire in a pouring rain is uncomfortable.

Recent visitors included Mr. and Mrs. George Engesser, Mr. and Mrs. Charles Cunningham and son, Charles Jr.; Bob Lorraine, Charles Cox, Roxie Engesser, Christie Boykin; Joe, Lillie, Mitzie and Buddy LaForm; Wells Brothers, Del Graham, Barbara and Billy Hommond, Papa and Mama Escalante, Yoland Escalante, Tommy and Esther Kates, Maurice Marmalejo, C. W. and Pauline Webb, R. M. Harvey, Lew Kish, Oscar Lowande Jr. and Alec G. Lowande.—LAWRENCE CROSS.

Ameri-Congo

The Ameri-Congo Animal Exposition is rolling along in good shape. No performances have been lost since opening January 13. W. F. Duggan, owner, Pan-American Exhibit, and Swede Johnson, animal trainer, and his wife visited at Lanette, Ala., as did Philip Hamm, who is running for governor of Alabama.

Dell Forshey is doing well with his concession truck, as is Leo Cogazzo with his trained monkeys. General Agent Charlie Campbell has 40 Kentucky stands booked. Billposters of King Bros.' Circus visited at West Point, Ga. The writer has been ahead with Campbell in Kentucky for the past few weeks. Marvin Dean took over the candy pitch for Casey Candy Company.

Wadley, Ala., gave the show a good day's business despite rain and wind. It was a job for Superintendent Sanders to keep the big top up. Cogazzo has produced a new fighting monkey act for the Monkey Circus.

A new spread of canvas will be seen soon. Plastic canvas will be tried for the first time. Tents were all new in June last year. The baby elephant has been used daily for street work. Owner Ingram is looking for a camel to add to the corral.—M. BAILEY.

Dales

Show opened at Lake City, March 20 with only a brief rehearsal. Charles Smith is equestrian director and the man with the baton is Hale. Second day out show entered a red-clay quagmire at Tallapoosa, Ga., and the matinee was lost. The rest of the week passed with dry plenty of sunshine and plenty of visitors. In Warner Robbins, Ga., shows exchanged visits.

Fragments: Norma Dales is official hairdresser on the show. Sylvia Gregory has a new car, a gift from her husband, Chester. . . . Virginia Smith is proud of her many on-wheels. . . . The Barths, and hand-balancing, have returned the sawdust trail for the first time in 10 years. . . . The jive lovers on show really rock when R. V. LeSide Show band gives out with hot stuff. . . . Charlie Smith and boys deserve honors for getting big top up and down on these lots. . . . The pie car, under supervision of Bob and Nora Cusson, live spot. . . . Gene Davis, the drummer, and wife are finding life much to their liking. In the

he had been associated with big vaude houses in the East. . . . Ed Harris, clown, breaks out in the latest satin wardrobe! . . . Gil and Lillian Wilson have a snappy dog. . . . Billy Dick bemoans the fact always has arrived on the lot as the flag is down. . . . Little Patti Migan has an answer for everything. . . . Fancher Pierce is always looking for someone at whom he can throw knives. . . . It's a shame that Bert Pettus's Liberty horses died quarters after all the work he put in their training. . . . Trudy Brunone-time Ziegfeld girl, is a talented costumer. . . . Bobby Boulter has Wild West concert. . . . Slim Biggs staff says next year he will retire. That's what he said last year.

Visitors from Biller Bros. include Teresa Morales and husband, Priggor, Betty Biller, Flo MacIntyre, June Pressly, and Tex and Reg Reppart. From King Bros.: Arno Maley, Floyd King, Vicki King, Jerry Allen, Butch Cohn, Cristiani Family, Martha Meredith, the Hinkleys, Jan Sandusky and her mother, Tala Taylor, Leona Tedora, Dee Aldrich, Jim DeCobb, Andy and Mabel Kelly, Pat Sandusky, Mr. and Mrs. Powell, Bill and GeeGee Powell, Bogonghi, Freddie Cannestrelli, and Mr. and Mrs. Joe Haworth. From Macon: J. Hobby, Max Wilkie, Mr. and Mrs. Tyler and daughter, and Roland Thorbor. From Rogers Bros.: George Hubler and Johnny Frazier.—BILL BARTON.

Rogers Bros.

Donaldsonville, Ga., greeted us with 70-miles-an-hour winds and all tops had to be lowered at noon. Both shows were lost.

The Frazier family's new bus is being made into living quarters. Yakity Davis, who suffered an ankle injury on the trampoline, has been out of the show for a few days. Walter Kelly, Jack Reader's wrestling partner, has taken over the first aid wagon.

Dales Circus passed thru Valdosta, Ga., as we were setting up. We visited with Leo Dales, the Wilsons, the Gregorys, Billy Barton, Kid Bruce, Harry Borgman, Matty Sheen and the Smiths. Betty and Duke Keller left Albany, Ga., for Gonzales, Tex., in time for the Dalley opening there, as did Paul Nissen.

On the Sunday off at Donaldsonville, Frankie Lou Woods rocked the midway with a recorded classical and jazz music concert transmitted on her supersonic portable juke box. All ring curbs and props were repainted over the week-end.

Robin Mill, a flyer with Charles Siegrist and now attending Florida University, visited at Thomasville, Ga. Other visitors were Mr. and Mrs. Ted Edlin and Mr. and Mrs. Charles Forrester, show's agents. The Shrine sponsored the Thomasville date and all clowns co-operated with a lawn hospital show in the morning.—GEORGE HUBLER.

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Big One Leaves Tent on Train To Spur Indoor Circus Trend

(Continued from page 151)

trend because they also could be used by the outdoor units. They include powerful local sponsors, hefty advance sales and lucrative program advertising. Ringling inaugurated an advance sales system on the road last year. Several outdoor shows play under auspices.

However, an indoor operator does need less investment in rolling stock, other equipment and labor. The talent bill, too, is smaller. Transportation costs are slashed. Performance of a large indoor show using two baggage cars for rail moves may compare with that of a 15 or 20-car canvas show.

What happens regarding color and flash of circuses if the indoor trend continues is debated. Undoubtedly much of the traditional color and flash will be lost, but indoor advocates say that labor-saving devices and other factors already had doomed tradition. They pose the thought that perhaps new ideas and features may provide color and flash up-dated to the times.

Gains Off-Set Loss

They state that comfort and convenience for customers as well as more economic operation off-set the loss and that better lighting, production and costuming will result. Some performers, like their predecessors who refused to make parades, now seek only indoor bookings because of the longer stands, better housing and independence from weather.

Backers of the alfresco circus insist the indoor circus comes too close to vaudeville and loses its distinctive features. They say it's with more than nostalgia in mind that they warn against elimination of sunbursts and gold leaf. Seating and lots are immaterial to customers if the show offers what they want, according to outdoor advocates.

If the indoor trend continues, many will see it as a return to the American circus of 1790, when special circular circus buildings were available in many places, or as a swing to

the European set-up of year-round shows in permanent theater-like buildings. Already some indoor shows are billed as "European" style.

Circus Clown Club

LOS ANGELES, April 1.—The Circus Clown Club of America recently received notes from the International Clown Club of England stating that it has changed its by-laws and constitution and that a newly formed chapter is being joined by persons from all over Europe. Albert Graves, editor of *The World's Fair* in London, is heading the new venture. Stanley Bult, CFA and representative of the CCC, is aiding Graves.

William E. Keays, Sydney, states that the membership drive of the Circus Clown Club of Australia is going well. The club also covers New Zealand, and Keays intends to expand it to include occupied Japan. Both clubs are affiliated with the CCC of America.

New members in the American division include Charles Paterno Jr., of New Jersey; Charles Hilderra, Clyde Beatty Circus; Joe Ackerman and Dr. Robert Hallie, Los Angeles; G. E. Leopold, Canada; Fred Thompson, Carlton Smith and Forrest Brown, Ohio; John W. Swann, Tennessee; Robert L. Adair, Chicago; Robert Newell, Australia and Marie Cells, Cells Circus, Australia.

Letters were received from Willard T. Northrop, Fred Thompson, Outdoor Recreation Bureau, G. E. Leopold and Phil Kallail.—MARGE V. KELLY.

Sanger, Tower Units Open Annual Runs in England

LONDON, April 1.—Lord Sanger's Circus opened its season on the winter quarters lot at Horley March 25, with a two-day stand, after which it hit the road for a tour which will end early in November.

The Big Tower Circus, indoor circus arena at England's shore resort of Blackpool, opens its summer season Thursday (6), with a bill that will run thru October.

UNDER THE MARQUEE

Charlie Master, clown drummer, recently gave a performance at Sarasota, Fla., for the benefit of the Sarasota Hospital's Women's Auxiliary.

Buddy Geiss, calliope player, and Al Yoder, drummer, currently playing Orrin Davenport Shrine dates, have signed with Lee Hinckley, of King Bros.' Circus, for the season. Geiss plans to visit his home in Lexington, Ky., for a few days before continuing on to Macon, Ga., for the King opening.

Sweet reasoning won't settle anything between a boss canvasser and a pusher.

Mr. and Mrs. Howard King and Mr. and Mrs. T. D. Newland, of Long Beach, were recent visitors to Seal Bros. winter quarters at Fontana, Calif. . . . Buck Leahy, clown contortionist, visited with Burns M. Kattenberg at Jamestown, N. Y., while the former was making a personal appearance at Shea's Theater.

For many reasons tramping is like a big outing and lots of fun—that is if you're a beginner.

Frank Donaldson, circus Side Show bandsman, has a shoeshine stand at the Fashion barbershop in Butte, Mont., and would like to hear from friends. . . . Frank Paniske, circus fan, will clown at the Knights of Columbus carnival in Butte, April 21-29. . . . H. D. Golden, of Burnips, Mich., reports the show bearing his name will open May 15 at Gobles,

Mich., and will play Indiana, Illinois and Missouri. Show will play five stands a week.

There is always satisfaction around the back yard when the personnel learns that the boss can be wrong like everybody else.

Buckley Geiss is handling the calliope on the Orrin Davenport Circus.

Harry and Marie LaRoy, who wintered in Tampa after closing their Roy's One-Ring Circus, have sold their tent outfit to Buck McLean, of Sun City, Fla. They have retained their animal acts, however, and plan to return to the road this summer. . . . James Hoyle, CFA member, gave a talk on circus life and illustrated it with colored slides at a recent meeting of the Exchange Club of New Britain, Conn.

Tests show that a general agent can lie prone for 24 hours in perfect comfort without suffering ill effects.

The Great Athos, balance act, headlines the stage portion of Johnny Weissmuller's "Watercade of 1950." . . . Matt Saunders, with the Loew-Poli Palace Theater, Bridgeport, Conn., and former press rep with the Buffalo Bill and Barnum & Bailey Shows, has discovered some old Barnum & Bailey route books dating from 1881 to 1886.

Genius, in circus biz, consists of being able to tell a nosy stranger just who the manager is without telling him.

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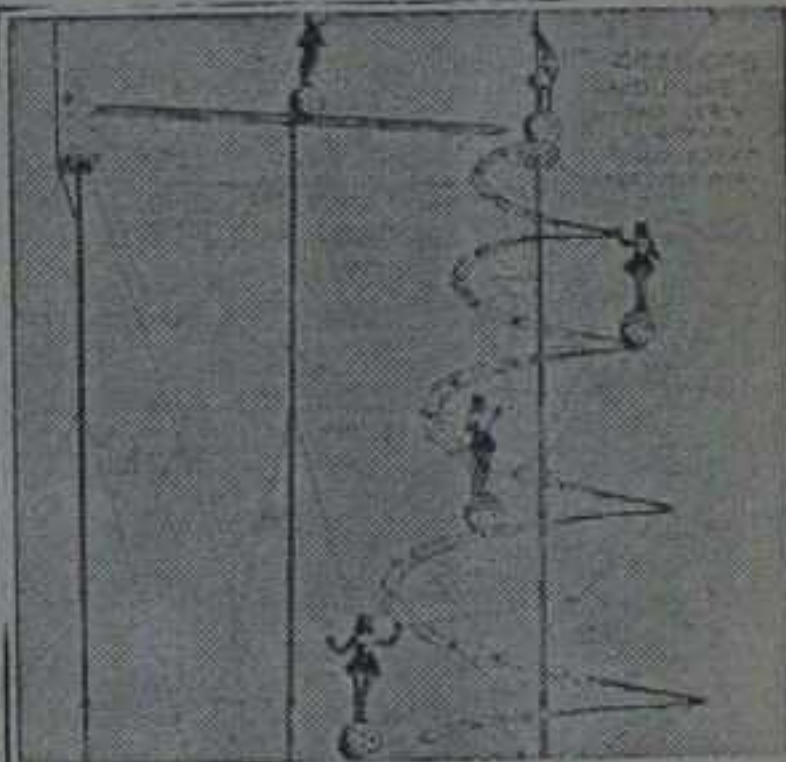
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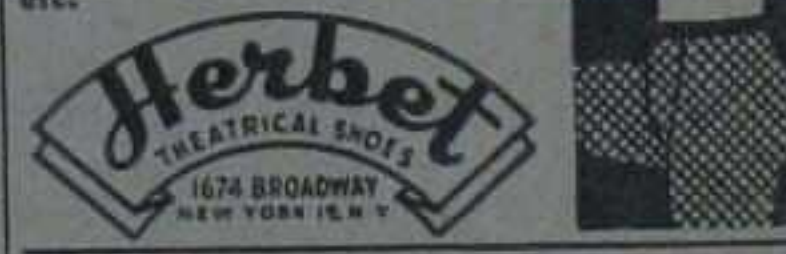
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Push Work for Baker Unit

TAMPA, April 1.—Scores of workmen are refurbishing Royal American Shows in local quarters in preparation for their debut, May 8-13, at Memphis Cotton Carnival.

One of the principal projects is a new 9 by 38-foot office wagon for Owner-Manager Carl J. Sedlmayr. It will be all steel, lined with walnut paneling, and Sedlmayr's private office will be equipped with indirect lighting and a bar.

Org's steel support poles are being replaced with duraluminum poles, which are lighter and as strong as the steel ones, Sedlmayr pointed out. New front for the Bonnie (Oh, Johnny) Baker show, the featured attraction on the midway this season, is well under way with the neon strip tubing ready for the signs. The paint department also is concentrating on it. The Baker show will have nine feature acts and 16 dancers, plus four production numbers, Sedlmayr said.

A wagon modernization program is taking place, with all wood bodies being replaced with steel ones and pneumatic tires taking the place of the hard wagon tires.

Painting and decorating stage settings and indoor equipment is the biggest job left to be done before leaving quarters here.

From the Memphis opener, org moves to St. Louis, where it will set up at Grand and LaCleda streets.

Ray Williams Buys Out Schipper; New Org Sets April Bow

DETROIT, April 1.—A newly titled carnival, the Ray Williams Shows, Inc., will bow April 28 as the result of a recent deal in which Ray Williams obtained sole ownership of the property formerly known as the Happy Holiday Shows. He and Anthony Schipper had been co-owners the past two years.

Schipper is retiring from show business. Williams, who operates a taxicab business in this city, will continue to make his headquarters here but will maintain winter quarters for his show near Lansing, Mich.

Opening stand will be at 11-Mile and John R. roads, north of this city. The show will then move into Ohio, opening at Marlon May 8. The org will return to Michigan for the July 4 celebration at Brighton and an auspicious stand in Ferndale, then swing into Michigan fair dates which run into October.

Williams will manage the unit, with Earl Kelly as business manager and Joseph Crognale as general agent. Mrs. Florence Williams will be secretary. The show, William said, will carry 3 shows, 7 rides and 35 concessions.

Dinner-Dance Closes Tampa Club's Season

TAMPA, April 1.—The Greater Tampa Showmen's Association closed the doors on its social season Sunday, March 26, with a spaghetti dinner and dance. About 200 persons attended.

Gean Berni, executive secretary and treasurer of the association, said it was expected the clubhouse would be reopened November 1. The association's Monday night meetings will continue thru the summer, he said.

While the clubhouse is closed Berni will be in charge of the facilities.

How To Earn More \$\$

No Magic To It, Old-Timers Say, Time-Tested Ways Still Best; Extra Effort Needed, They Hold

"What can I do to increase my profit this year?"

"How can I cut my expenses?"

"How can I increase my gross?"

These questions, posed in various ways, have been voiced repeatedly during the past winter by carnival operators.

A deeply rooted realization that the lush postwar years are a matter of history sparked these questions. Too, it put eagerness

into the voices of the question-poppers.

Put to veteran showmen who have operated thru good and bad times, the questions elicited no magic way by which (1) profits could be increased, (2) expenses cut or (3) grosses increased.

But there are ways, the oldsters say. The formula in each instance is quite simple, the time-tested veterans declare. Summed up, the formula consists of work, application, a sharp pencil and imagination.

"The war babies among show owners will learn there is no sounder way to operate successfully than by applying themselves diligently, using a pencil often, and injecting some imagination into their operations," one veteran pointed out.

Another said that it was not only some of the "war babies" who haven't practiced the formula, but that some of the veteran showmen who waxed fat and grew soft during the lush years lost some of their touch, forgot the time-tested ways when the fast buck disappeared.

Some of the oldsters point to the fact these same show owners who profited during the lush years had forgotten what it was like to actually direct the operation of their shows. Money was easy and the profit margin was large, so they took on assistants and left much of the operation to the helpers, the old timers maintain.

That, the oldsters point out, may be okay in the exceptionally good times, but when things level off it is best for the owner to hold the reins tightly, know what's going on in the various departments, what actual costs are, where there may be leakage, what employees are giving a day's work in exchange for a day's pay, and just what will bring in more folks and cause them to spend more.

To keep on top of things, an owner (See How To Earn More \$\$, page 164)

Tom L. Baker Maps Features To Boost Midway Patronage

INDIANAPOLIS, April 1.—Believing that now is the time to offer more than rides, Tom L. Baker, owner-manager of Baker's United Shows, is readying a program of special events and special entertainment to stimulate attendance.

Plans, Baker said, call for added kiddie matinees, audience participation shows, local talent shows, plus early evening reduced ride prices and events designed especially to attract moppets. Most of this program will be new for the Baker org, altho it has featured kiddie matinees for several seasons.

Audience participation shows and talent shows are calculated to appeal to adults and will be tied up wherever possible with radio stations for broadcasting, Baker pointed out. To implement the innovations, the show will carry its own stage and equipment, a contract for construction of the stage already having been placed.

Reaction of show auspices to the announcement has been excellent, Baker said. It also has resulted in the signing of additional contracts.

X. B. Cosse will head the shows' special events-publicity department. Other staffers will include Harry Lottridge, formerly front man for Rogers Bros.' Circus, general agent; William J. Gemmill, secretary, and Corval R. (Buddy) Jackson, assistant manager.

Cavalcade's WQ Hit High Gear

MOBILE, Ala., April 1.—Activities this week went into high gear at local quarters of Al Wagner's Cavalcade of Amusements in preparation for the org's bow here April 21.

Louis J. Berger, general agent, returned to Chicago this week after announcing the signing of a still date at Lafayette, Ind., in June. Sally Rand, feature attraction this year, was a recent visitor from New Orleans, where she is playing night clubs. She joins the show at Montgomery, Ala., org's first stand after the local opener.

Frank Seiger is supervising the rebuilding of old wagons and construction of new ones. Jack Drake heads the machinist department, and Fred Nash is chief motor mechanic. Eddie Marconi is in charge of the art department. Sailor Gardner's crew is working on new show fronts. Mrs. Hattie Wagner is supervising cookhouse improvements.

Recently arrived O. J. (Whitey) Weiss, concession manager, and Archie Wagner, assistant, are overseeing make-ready of concessions. Edgar Neville, concession secretary, also is here.

J. Raymond Morris is in charge of billing, and Charles Underwood, publicity. Joie Cole will handle the flack for the Rand show.

George Vogstad will start with three shows and Helen Barkoot with a new Penny Arcade. Nat Rogers is producing a War Show. In addition to his Dark Ride, Bert Britt has ordered a new Rock-o-Plane and two kiddie rides.

Royal Crown Raises \$455 for Show Orgs

TAMPA, April 1.—Bingo parties staged on the Royal Crown Shows, to date have raised a total of \$455 for the Greater Tampa Showmen's Association, Miami Showmen's Association Auxiliary and the Greater Tampa Showmen's Association Auxiliary.

First party was held in Plant City, Fla., where \$108 was realized for the Greater Tampa Showmen's Association. At Fort Lauderdale, Fla., a bingo and doll award netted \$275 for the Miami Showmen's Association Auxiliary and at Daytona Beach, Fla., a bingo party brought in \$72 for the Greater Tampa Showmen's Association Auxiliary.

Eight men on the Royal Crown org donated blood to the Orange Memorial blood bank, credited to Bill Perrott, member of the Greater Tampa Showmen's Association, who is ill in the Orlando Tuberculosis Hospital. Donating blood were Harry (Irish) Gaughn, Joe Sconilina, Lester Paulick, Robert Pickhardt, Irish Hoyt, Charley Miles, Archie Brumley and Bob Houser.

Blue Grass Ad Wheel, Light Bows April 2

OWENSBORO, Ky., April 1.—Grass Shows will open the season with an additional No. 5 Ferris Wheel, two searchlights, light towers and new Side Show, General Manager C. (Specks) Groscurth, announced at the org's headquarters here. Shows debut here April 20.

Improvements and additions year cost \$25,000, Groscurth said. Show is now incorporated with a capital of \$100,000, and at the first meeting of the board C. C. Groscurth elected president and general manager, and Wilbur D. Groscurth named secretary-treasurer.

With the org's route completed, activities at near-by Hatfield, Ind., winter quarters are in full sway. Staff in addition to Manager Groscurth, includes M. G. Stokes, secretary; D. Picard, business manager; Leo deungo, billposter; William R. electrician; Howard Atkinson, general mechanic; William K. transportation; Doc Angel, mailman and Mrs. M. G. Stokes, front tickets.

Fred Bancroft will manage the Side Show. Porter Bowers will back to handle the front gate, Charles Miller returns with streamlined cookhouse. Mrs. Est. Groscurth will operate her own cashless stand, being built here.

Capt. Shin Songer, high diver, the free attraction. Concessionaires include Charles Reynolds, Harry Starbuck, Coach Kasin, Lew Hat and Sam Craden.

Expected here soon are Ed Greeno with three shows; Mr. and Mrs. Bob Thomas with their Arcadia and Bud Davis, bingo.

Lone Star's Macon Biz Good; J. Reed Gets Pilot's Post

MACON, Ga., April 1.—Lone Star Shows did good biz here last week and stayed over for a second engagement in another lot across town.

First engagement was for eight days. Rain and cold ruined two nights but when weather cleared patrons turned out. Concessions were top grossers, with rides second.

Johnny Reed, who joined as legal adjuster, has been promoted to manager by Owner John R. McSpadden. Reed is continuing his legal duties. Shows are playing the Troy Raines showgrounds, Montpelier and Pio Nono avenues.

Earl D. Backer, general agent, due back from a booking trip to Tennessee and Kentucky and, upon his return a decision will be reached as to whether shows will extend the local run or jump north.

Murphy to Raftery As Legal Adjuster

WILMINGTON, N. C., April 1.—Raftery's Shows, owned and operated by Mrs. Carrie Raftery, this week signed Jack Murphy as legal adjuster for the season.

Murphy has been with Royal Midway Shows in the same capacity for the past three years. He'll also have a number of concessions on the midway it was announced.

Weather Balks Wades in Det.

DETROIT, April 1.—The Wade brothers, Detroit's weather-defying carnival ops, were forced to bow to rain and mud last week after bucking snow the previous week. Condition of the lots was such that the Wade units did not open Saturday or Sunday (25-26). Roscoe T. Wade, owner of the Joyland Midway Attractions, got in two nights before closing.

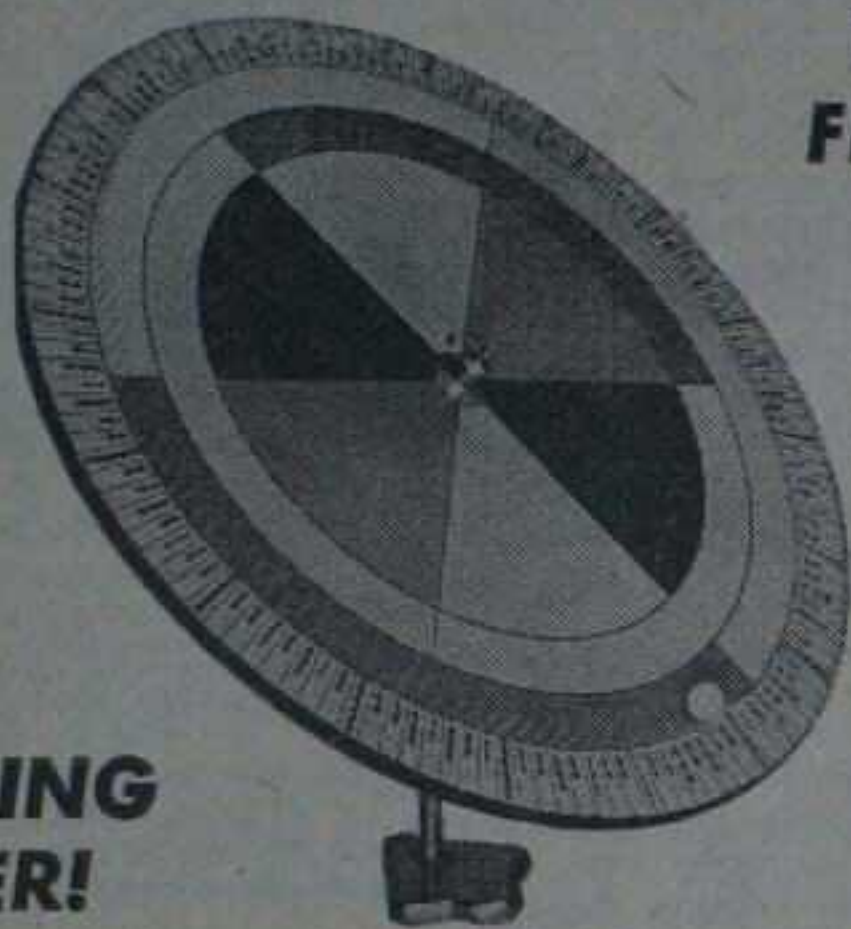
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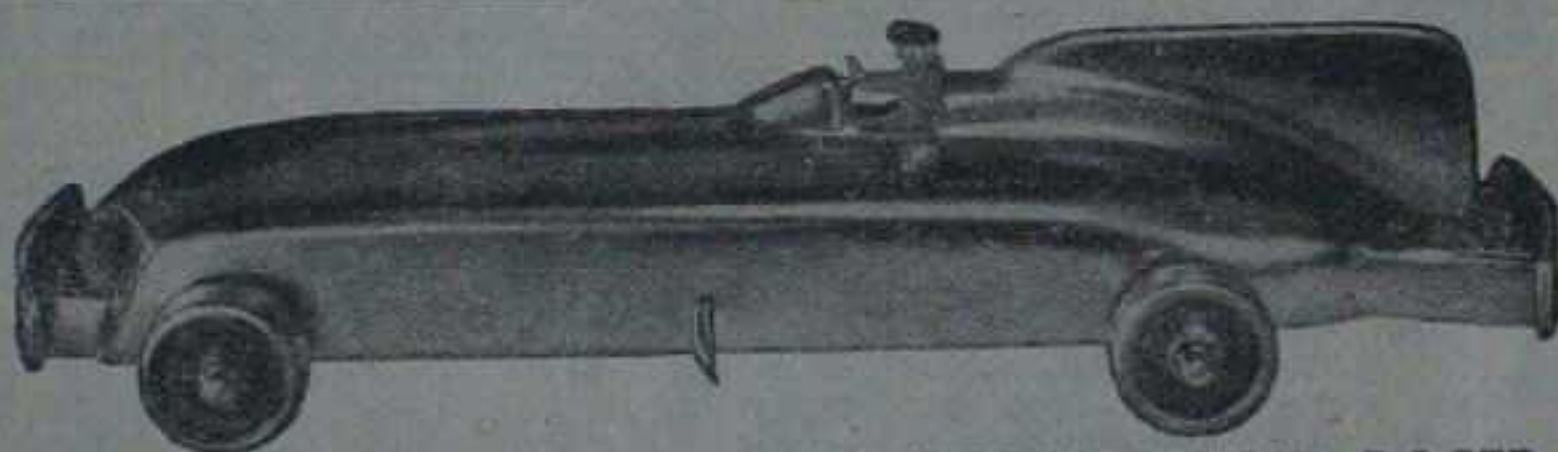
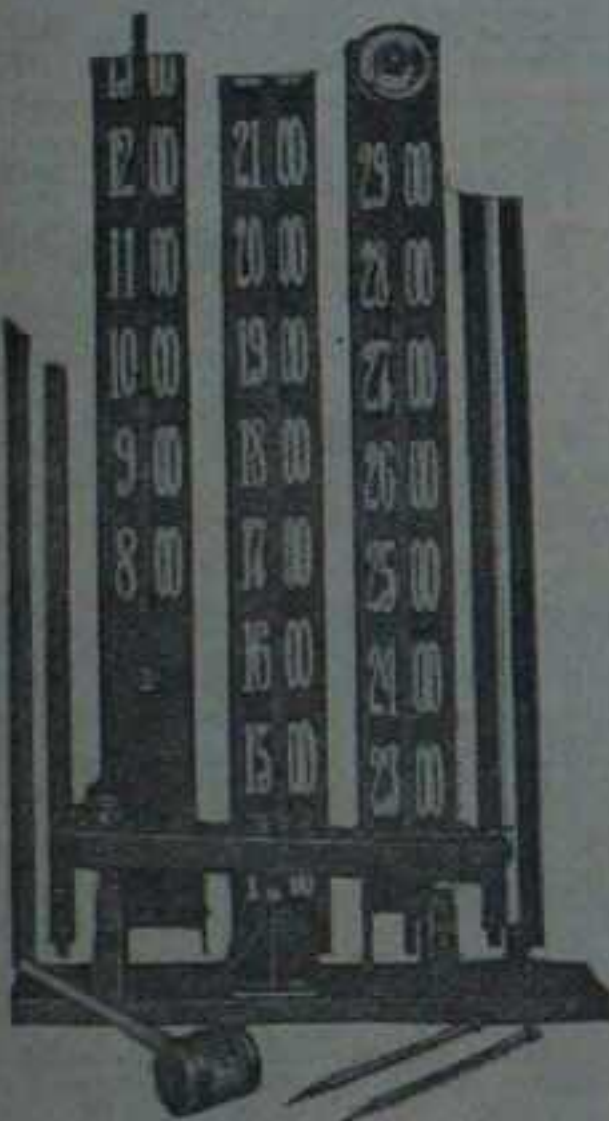
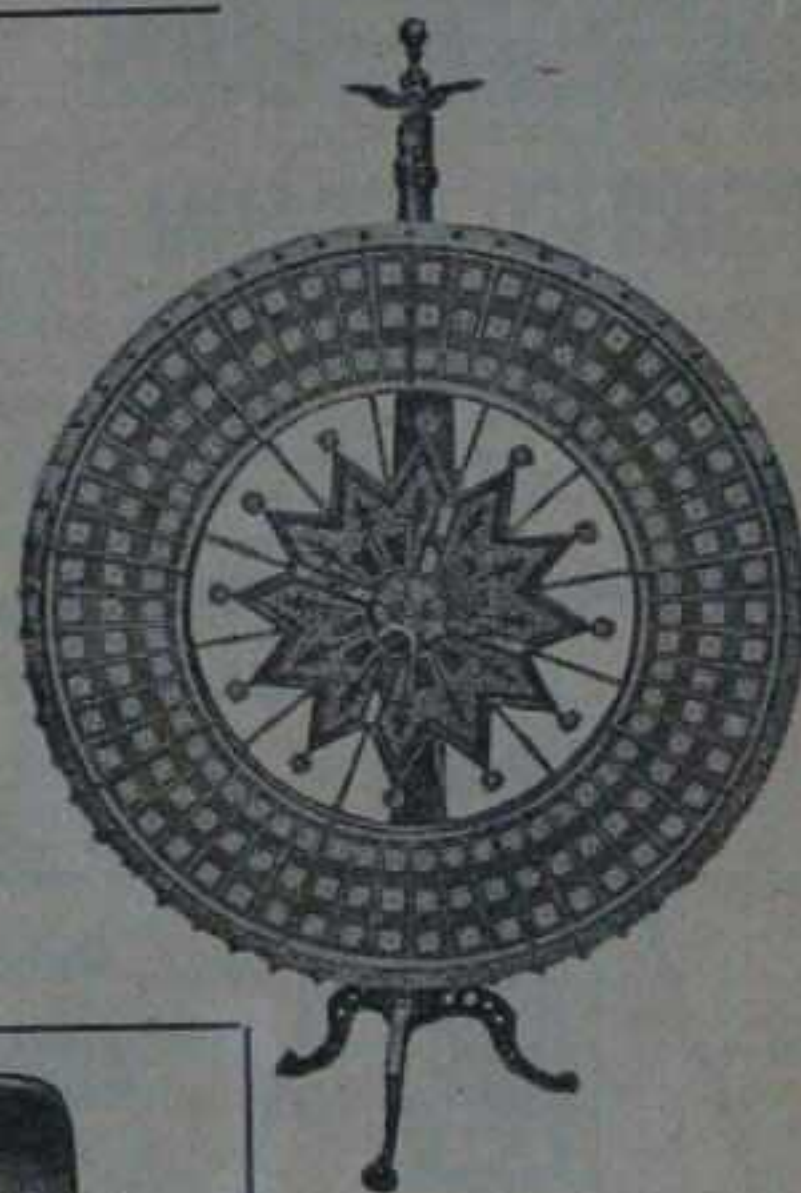


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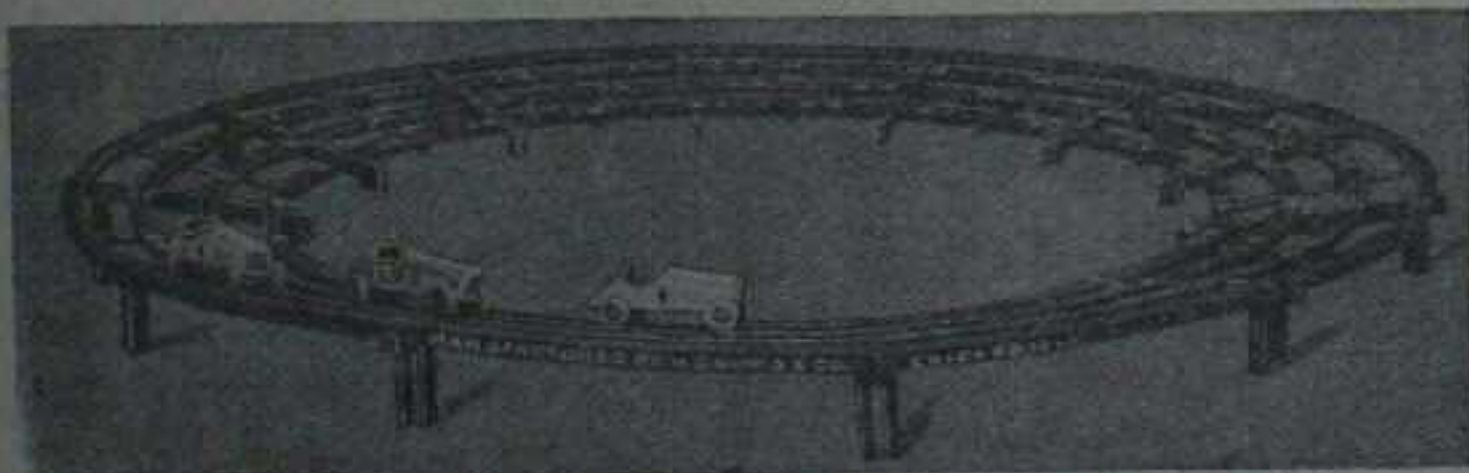
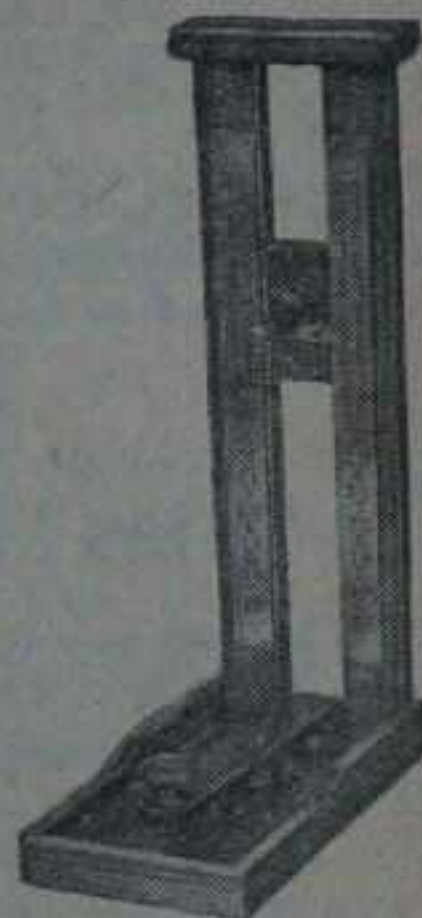
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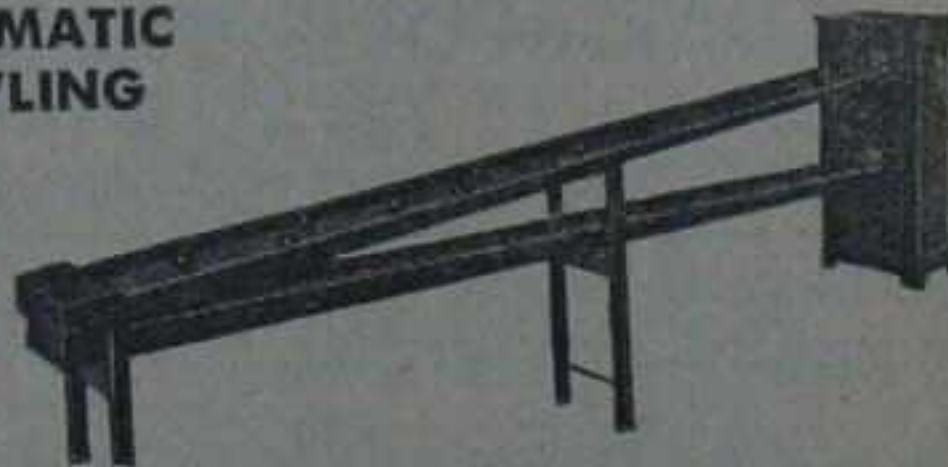


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MIDWAY CONFAB

Pat V. Parker, formerly with Royal Crown Shows, has joined Cetlin & Wilson Shows for the 1950 tour. . . . Earl B. Walsh's house trailer was demolished recently when it was struck by a train as it was leaving the Rock Hill, S. C., showgrounds. . . . Line-up of Ruby Neal's Side Show on the J. A. Sparks Shows includes Fannie Ward, fat lady; Pat Fear and Joe Simpson, tickets; Mona Brown, fire eater; Dorothy Marsh, blade box and electric chair, and Dr. Barton, mentalist. . . . Olis La Berlar and wife, Princess Luana, have the Girl Show on Mrs. Anna Moore's Big State Shows.

Getting oiled up early doesn't always mean lubricating the rides.

Doris and Almen Brannen, who signed their three concessions with Johnny J. Denton Shows recently, have taken delivery on a new house trailer. . . . Lou Pease, who has two Girl Shows on Vogt's Southern Amusements, reports that the org opened in Freer, Tex., March 13 to fair business. . . . Rita Raye last week joined Capital City Shows

with her Girl and Side shows for the season. . . . V. C. Gulick, who has had concessions with various carnivals for the past 25 years, is in Room 348, Ward C., Veterans' Hospital, Cheyenne, Wyo., but he hopes to be able to return to the road this summer.

Thrifty showman is one who won't tear down on a rainy day until the regular closing hour.

Fred Miller has returned from Tampa to Kalamazoo, Mich., to ready his cookhouse. . . . Harry Mamas, of the W. G. Wade Shows, took delivery last week on a Rock-o-Plane. . . . Charles H. Hodges, Freak Show operator, and Gertrude Hodges, recently were week-end visitors on the W. G. Wade Shows. . . . Tom Yanda, Memphis ride operator, has added a Lucas Boat Ride and a No. 6 Baby Eli Wheel at Overton Park Zoo, that city. This gives him three rides on the spot, the other being an auto ride. He is starting his third year there.

Hotel lobby jackpotting nowadays features two interesting questions—who's in the dough and who's a liar?

Visitors to the Royal Crown Shows during its recent Eustice, Fla., engagement included Morris Lipsky, co-owner of the Johnny J. Jones Exposition; Dick Coleman, Coleman Bros.' Shows; Sam Prell, Prell Shows; Gean Berni, J. F. Sparks, John Courtney; J. Frank Thomas, of Bowling Green, Ky.; E. W. Phillips, and two fair men, Phil Lucy, of Florida Citrus Exposition, Winter Haven, and John H. Logan, Pinellas County Fair, Largo, Fla.

Spring has so well advanced that one of the chair-warmers around an office wagon is complaining about his tired feeling.

Manager Rocco Masucci, of Virginia Greater Shows, was host at a dinner for friends recently at his headquarters in Suffolk, Va. Guests included Dr. Frischkorn and Mrs. Hodges and son, of Norfolk, and Dr. H. Bradshaw, Suffolk. L. C. Holland, Suffolk dentist and circus clown, and his grandson visited the shows to take pictures after they were pulled on the lot. . . . Fred Paterson has booked his spot stand with Mickey Percell's Pioneer Shows. . . . DeWise Purdin has signed to again handle the Side Show on Vivona Bros.' Shows.

Among the showmen now definitely out of work is the one who, during the labor shortage, waited for someone to bag him.

Reports hitting the confab desk last week indicated that Katherine Stein, a member of the Missouri Show Women's Club, was killed in an auto accident in Alexandria City, Ala., while en route to Moultrie, Ga., to join her husband, Sam, on Lawrence Greater Shows. . . . George W. Nelson Shows are slated to open in Iowa May 1 and then jump into Minnesota where they will remain until Labor Day. They return to Iowa for the season's closer.

Midwest Amusement Company last week completed plans to open (See MIDWAY CONFAB on page 158)



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.
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Fully protected by U. S. and Canadian patents pending.
For all Carnivals—Amusement Parks—Recreation Centers. Prizes are placed on board, wheel in center revolves. Target and indicator are on wheel, hit target and indicator shoots out instantly—stops wheel and points out prize. Clock indicator and wheel will revolve again, all ready for another shot. It is purely a game of skill.
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For all new beautifully framed Side Show—Freaks, Working Acts, Girls for Bally, and Illusion. Useful Side Show People, Mental Act. Good proposition for Tattoo Artist. Talker who can sell a strong Show. Ticket Seller to make second openings. Those who worked for me before, write-wire. Opening in Owensboro, Ky., April 20, with Blue Grass Shows. All replies to
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One opening 4 1/4", opposite 4 1/4", height 8". Kegs are of heavy cast aluminum, enameled finish. SET OF SIX, including Frame, \$37.50
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OPENING DATE: Thursday, April 20
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CONCESSIONS—Want Stock Concessions of all kinds. Especially want Photos, Jewelry, Novelties, Frozen Custard, French Fries, Snow Balls, Hi-Striker, Fish Pond, Bumper, String Game, Ball Games and Dart Games. **RIDES**—Will book Caterpillar, Spitfire, Roll-o-Plane, Roll-o-Whirl or any Ride not conflicting with what we have. **SHOWS**—Will book Motor Drome, Mechanical Show, Penny Arcade, Snake Show, Crime Show, Glass House or any Grind Show with own equipment. **HELP**—Want sober and reliable Foremen and Second Men who drive semis for #12 Ell Wheel, Octopus and Double Loop-o-Plane. Want experienced Operator for one of largest Animal Shows on the road, excellent proposition. Want Man to handle Front Gate. Want Clown or Operator for Fun House. Griddle Man for Cook House. Sam Housner wants Agents for Roll Down and Clothes Pin Pitch; Frank Crawford and Jimmie Neal, answer. Theodore Meadows wants Agents for P.C. and Stock Concessions; Man and Wife for new Pan Game. Al Silvestro, answer. Notice to all persons contracted; Lot will be laid out April 13th. All wires and replies to

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- North Alabama State FairFlorence, Ala.
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FEATURING THOROUGHbred ENTERTAINMENT
OPENING OWENSBORO, KY., APRIL 20

Want Legitimate Concessions, such as Fish, Duck Pond, Pitch Till You Win, Devil's Bowling Alley, Slum Spindle, Ball Games, Balloon Dart, or any Hanky Panks, Jewelry, Custard, High Striker, on exclusive basis. Can Place First and Second Men on all Major Rides. Must drive Semis and be licensed drivers.

All Ride Men who wrote before, please write again. Mail lost. All address. **G. C. GROSCURTH, P.O. Box 621, Owensboro, Ky.**

WANT

SHOWS—Ten-in-One, Monkey Show, Minstrel, Snake. **RIDES**—Rollo Whirl. Due to disappointment, sober Electrician; must know transformers and stay the season. Ride Help on all Rides; must drive trucks and have chauffeur's license. Also a few Slum Concessions.

DOBSON'S UNITED SHOWS

WILLERNIE, MINNESOTA

ERNIE JORDAN

The Showman's Friend

Displays the world's finest and largest trailer coaches.

VAGABONDS—5 MODELS

36 ft. 2 bedroom, 6 sleeper
36 ft. dinette, 4 sleeper
29 ft., 36 ft., 23 ft., 4 sleepers

SPARTAN AIRCRAFT

36 ft. Imperial Mansion, 2 bedroom, 6 sleeper
35 ft. Royal Spartanette, 4 sleeper
33 ft. Royal Mansion, 4 and 6 sleepers
30 ft. Spartanette Tandem, 4 sleeper
25 ft. Spartan Manor Tandem
25 ft. Spartan Manor
24 ft. Spartanette

Many other new models and lots of nice used models. Best in financing and insurance protection.

Trailer Boy Jordan
Welcomes Show Business

Oklahoma City, Oklahoma Pauls Valley, Oklahoma Elk City, Oklahoma
Enid, Oklahoma Snyder, Texas

Our reputation your guarantee

MIDWAY CONFAB

(Continued from page 156)

the season at the 31st and Indiana streets lot, Kansas City, Mo., April 6. . . . George Kimbrell has signed his Funhouse with Jayhawk Amusement Company. . . . Joe Clayton again will have his concession line-up with L. P. Hale's Shows of Tomorrow. . . . Al Campbell is in Kansas City, Mo., readying his equipment to join the Gust Karras Greater Shows, which open the season at the Apple Blossom Festival in St. Joseph, Mo. . . . Foots Middleton, who opens with Jayhawk Amusement Company in Kansas City, Mo., April 6, will leave later in the season to play a Canadian circuit of fairs.

near Shows for the season. . . . Carroll, while en route to Quincy, Ill., off in St. Louis to visit the International Showmen's Association rooms. . . . Charley Haver signed his Iron Lung attraction. Mickey Percell's Pioneer Shows Rielly has booked his concession the same org.

Urgent note in a midwayite's work make it seem that he doesn't want that we want girl patrons to feel and we're not there to chase 'em around.

W. H. Cooper, former trainer, who is confined in the (Mo.) Hospital, would like to from friends who trouped with on the original Smith Greater Shows. . . . Grady B. Lynn, vet carnival circus talker, who is recovering a broken hip, stomach ulcers, fractured foot and ankle in L. Veterans' Hospital, Chamblee would like to receive mail friends.

Some special medal should be awarded for general agents who are the only optimistic about their routes.

Among the problems that bother a resident across from the lot is what midwayites do with their tin cans and bottles when they eat at home.

James T. Flanagan, a member of the International Showmen's Association, St. Louis, is in Veterans Hospital, Alexandria, La., where he's being treated for a heart ailment. . . . Hi Hawkins has signed his concession with Mickey Percell's Pio-

Percell's PIONEER SHOWS

high class midway attractions

OPENING APRIL 21—2 SATURDAYS

Can place Girl Show and Posing Show Operator, also capable Snake Show Operator. Have complete outfits. Can place Iron Lung, Illusion, Crime, Upborn, Arcade, Fun and Glass House, or any Shows of merit.

Concessions — Cookhouse, Novelties, Popcorn and Apples, Waffles, Jewelry, High Striker, Age and Weight, Ball Games, Rotaries. All Hanky Panks open. Live and let live rates. Open Midway.

Help—Bingo Caller, Clerks, capable Percentage Dealers, useful Show People.

Want Free Act, State best. Chester Hepp, contact me at once. "Lammy" Leroy Lamberson, answer.

For Sale—Kiddie Airplane, 8-Car Streamlined Whip (major ride), Double Loop-o-Plane, 20x40 Bingo Top, 20x20 Marquee, 12x12 Grab Outfit (complete, ready to operate), two 20x30 Show Tops. All replies:

MICKEY PERCELL, Eastern Offices, Waverly, N. Y.

WINTER QUARTERS OPEN, ALL MEN COME ON—WINTER QUARTERS OPEN, ALL MEN COME ON

HELLER'S ACME SHOWS

OPEN APRIL 6—2 SATURDAYS—2 SUNDAYS. 12 FAIRS, 4 HOME WEEKS, 2 CELEBRATIONS
ALREADY CONTRACTED AND VERY BEST STILL DATES AVAILABLE

Want Shows—Motor Drome, Unborn, Big Snake, Working World, Monkey Speedway. Good proposition for Penny Arcade, Fun House. Owner of 2-Headed Cow, like to hear from you. Want Ride Help for 12 Rides; Whip, Ridee-O, Spitfire, Chairplane Foremen; semi drivers given preference. Want Concessions—Frozen Custard, Long Range Gallery, Rotaries. All others booked. No grift on this show. Can use 2 good P.C. Dealers. Want Bingo Caller and Manager; Sound Car Man and Bingo Caller. Jack Jones and Frank Turner, contact. All address:

HARRY HELLER, Gen. Mgr.

BOX 6, CAMPGAW, N. J.

PHONE: WYCOFF 4-0333-M

WANT!

TWIN CITY SHOWS

OPEN APRIL 29—2 SATURDAYS

Winter quarters now open at Unionville, Mo. Those who have contacted me, please write again. CONCESSIONS—Will book nice flashy Bingo that has other Concessions. All others open except Popcorn, Diggers, Cook House, Penny Pitch, High Striker, Mitt Camp, Short Range Gallery, Set Joint. Want Agents for P.C. and Ball Games. SHOWS—Managers for Athletic Show and Girl Show. Will book Mechanical Show or any good Grind Shows. ATTENTION, Fair Secretaries and Celebration Committees in Missouri and Arkansas: We have 7 Rides, 4 Shows, 30 Concessions. We have a few open dates left, contact Sam Wells or Geo. Crable. Drunks and agitators, stay where you are. 1 24-seat Chairplane, perfect condition, tower loads in one piece on 1½-ton truck or can be taken apart; all bolted. Can be bought with or without Wisconsin motor.

c/o GENERAL DELIVERY

GEO. CRABLE

UNIONVILLE, MO.

VETERANS UNITED SHOWS

1120 EAST 9TH AVE., WORTHINGTON, MINNESOTA

NOW BOOKING FOR 1950—OUR 5TH ANNUAL TOUR

We hold contracts for the following eleven top fairs, with others pending: Indianola, Ala.; Emmetsburg in Iowa; Jackson, Pipestone in Minn.; West Point, Neligh, St. Paul, Waterloo, route of Spring and Summer Celebrations in Minnesota, and a proven SHOWS: Will book Five or Ten-in-One, Fun House, Mechanical, Motor Drome, Monkey, Girl or any worth-while Show with own transportation. Will book or frame Athletic Show for capable man. CONCESSIONS: Hanky Panks of all kinds, also Agents for office-owned Concessions. American Mitt Camp booked. RIDE HELP: Need Foreman for new Allan Herschell Merry-Go-Round, Ferris Wheel, Octopus and Second Men on all Rides who have chauffeur's license. Top wages. Opening Worthington, Minn., May 8th. Winter quarters opens middle of April. Please, no telephone calls.

CALL
GREATEST SHOW ON EARTH
Don't mean a thing if you don't
have the right kind of
THEATRICAL LIGHTING

WRITE OR WIRE FOR PARTICULARS

Columbia Stage Lighting Co.
MEYER HARRIS

341 WEST 47TH ST.

NEW YORK 19, N. Y.

ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TO MOTORDROMES, SHOW TENTS
—ANYTHING IN CANVAS

California Approved Flameproof Material Available. Tents and Booths for Banquets and Local Celebrations.

EXPERT WORKMANSHIP
5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



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 High Standard Pistol and Olympic Model 22 Short Pistol. 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 4113

WEST TAMPA, FLORIDA

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 N. 9TH ST.

(Phone: Harrison 6867)

KANSAS CITY 6, MO.

KEN-PENN AMUSEMENT COMPANY

PENNSYLVANIA'S MOST MODERN RIDE UNIT

WANT—Side Shows, Fun House, Motordrome, Monkey Circus. Good proposition to the right people. All equipment must meet our standards and must be in good condition. We have the best route we have ever had in Western Pennsylvania including SAXONBURG, PUNXSUTAWNEY, NEW GALILEE FARM SHOW, WESTERN PA. FIREMEN'S CONVENTION.

WANT—Ride Help for Merry-Go-Round, Ferris Wheel, Octopus, Helioplane, new Tilt-a-Whirl, Kiddie Auto Ride, Roto Whip. Best of treatment. Drinkers and girl chasers don't answer as you won't last long.

WANT—Agents for Office Owned Concessions. Good opportunity for Ride Help and Wives.

KEN-PENN AMUSEMENT COMPANY

619 Earl Avenue

New Kensington, Pa.

Real Money Winner!!

Streamlined Plastic Boat Ride

Used 10 weeks on fairs. Perfect tank. All parts repainted. Cost \$2750.00. Because of appointment, \$1850.00.

MILDRED KLINE

19 Wildwood Ave. AKRON, OHIO

MUST SACRIFICE

1-car Ride—o for \$1,000.00 F.O.B. freight here if taken at once. Ride completely built last spring. Repairs alone over \$1,000.00. 35-horse Westinghouse Motor, New Cat Walks, Mud Sills, Cable, Wheels, Bearings, V-Belts and Sheaves. Ride in perfect running condition. Plenty Lights and Neon. Location here not good. Photo on request.

D. & S. AMUSEMENT CO.

OLD ORCHARD BEACH, MAINE

CHANGE APRONS

That are different, four pockets. Blue, green and striped. \$2.00 each post paid. Money back if not satisfied.

POPLAR BLUFF TENT & AWNING CO.

Poplar Bluff, Mo.

WANT RIDES

Merry-Go-Round and Ferris Wheel for 4th Annual American Legion Independent Carnival, July 1st to 4th, inclusive. Contact

ARTHUR J. WIGGIN

Chairman Conway, N. H.

BLAIR'S "SHOW GROUND"

Proven ground, 400 ft. by 700 ft. Midway between High Point and Thomasville, N. C., on Route 29. Population more than 110,000. Contact

ROBERT E. BLAIR

at 3, Thomasville, N. C., at Ground, or R. A. BLAIR, 1805 Potts St., High Point, N. C.

CARNIVAL

PLASTER & SUPPLIES

Write for Price List

G. C. J. MATTEI CO.

127 E. Madison St. Louisville 4, Ky.

FOR SALE

Green flame-proof Tent mfd. by U. S. Tent; 4 ft. awning all around with close-up curtain. Tent was used 4 months; it's good as new, complete with portable wooden frame; all uprights reinforced with strap iron. Size 18x66. Price \$850.00.

ADOLPH KOSS

101 Palmira St. TAMPA, FLA.

WANTED TO BUY

In First-Class Condition Only

Carnival, Ferris Wheel, Skooter (Dodgem), Airplane Ride, Shooting Gallery, Fun Houses, Kiddie Rides, Miniature Sight-Seeing Trains or Rattles and other mechanical Rides (for mass operation—not solo). Also Penny Arcade.

A. VISHNEVSKY

15 East 80th St. New York, N. Y.

CONCESSION TRUCK

Converted bus in fair condition. Good terms. Cost \$600.00. Best offer takes it.

P.O. BOX 285

MILFORD, N. J.

ALL SHOWMEN READ THIS

FOR SALE—A large number of good money-making Side Show Freaks and Curiosities, some include flashy banners. Send for a 19 page price list explaining all. Will sell all or any number reasonable. My freaks, etc., are first class, not junk. Address

CHARLES LA CROIX

104 South Anthony Fort Wayne 4, Indiana

AT LIBERTY

For Summer Tent Rep or Stock Men. Bus Team (characters preferred); four specialties; all essentials. Lifetime trouper. Have new car and house trailer. Need no advance. Go anywhere.

JOHN L. PARSONS

Care Van Story, Route 2, Eudora, Ark.

WANT

A good clean show to be our feature attraction, which caters to the entire family, such as Monkey Show or Dog and Pony Show, or what have you? For the entire fair season beginning July 4 at Shepherdsville, Kentucky.

WANT TO BUY for #2 Unit

Merry-Go-Round, not less than 36 feet. Must be in A-1 shape, no junk. Also factory made kiddie rides, A-1 shape, no junk.

FOR SALE

One long-range Evans Shooting Gallery, 12 ft., complete with four (4) guns, steel sides, etc. \$600.00 cash

NELSON BREEZE

NELSON BREEZE AMUSEMENT RIDES

2125 Norwood Ave.

Cincinnati 12, Ohio

12 FAIRS

12 FAIRS

MIGHTY PAGE SHOWS

OPENS APRIL 8TH, LEXINGTON, NORTH CAROLINA

WANTED: Shows—Glass House, Funhouse, Mechanical, Fat Show, Midget Show. Special proposition to Motor Drome as we play excellent territory for Drome. Rides—Will book Fly-o-Plane, Caterpillar or Live Pony Ride. All other Rides office owned. Concessions—Want a few Hanky Panks such as Short Range Gallery, Fish Ponds, String Games, Swinger, Six Cats, Buckets, a couple of choice Wheels, Diggers and Penny Arcades. Open—Sober and reliable Ride Men who have been with me before, get in touch winter quarters.

Address: Winter Quarters, Box 166, Wilson, North Carolina.

BILL PAGE, General Mgr. C. V. (BILL) COX, General Agt.
ROLAND PAGE, Ass't Mgr. TOMMY CARSON, Business Mgr.

P.S.: Grubbs Sound Truck Operator, answer immediately. All people contracted with this show, contact immediately and be on lot April 5.

W.S. CURL shows

"A CLEAN MODERN MIDWAY" OPENING APRIL 29 TO MAY 26—2 BIG SATURDAYS

Want Legitimate Concessions of all kinds except Bingo, Photo and Popcorn, which are sold. Will sell X to person who can furnish me with Duck Pond and Fish Pond. Want Scales, Jewelry, Ball Games, High Striker, String Game, Pitch Till You Win, No Percentage, Flats or Gypsies. Want Shows with own equipment, Monkey, Mechanical, Illusion, Funhouse, Snake. No Girl Show. Want Foreman for Merry-Go-Round and Ferris Wheel. Can always use good extra Ride Help; must drive truck. Drunks and Chasers, don't answer.

Address W. S. CURL, Box 27, London, Ohio

WANT

WANT

WANT

HAGENSICKS RIDES

Clean fun for everyone, Opening May 6 in Oklahoma. Have a 3 day July 4th Centennial Celebration. RIDES—Live Pony, Train, any Kid Rides not conflicting. SHOWS with own equipment. CONCESSIONS all open except Lead Gallery, Photos, Under and Over, Popcorn, Cotton Candy. No racket. Will book or lease Merry-Go-Round. Good route through Oklahoma, Missouri, Kansas, Nebraska, Iowa, Texas in the fall. No drunks or unreliaables wanted.

C. E. HAGENSICKS, Manager

Nashville, Ark.

WILSON FAMOUS SHOWS

"Illinois' Finest Midway"

LAST CALL — OPENING E. PEORIA, ILL., APRIL 27 — LAST CALL

Two new Caterpillar Diesel Light Plants, Light Towers, 8 office-owned Rides. Will book any Ride not conflicting. Can place a few more legitimate Concessions and Shows with own equipment. Want Ride Help on all Rides, you must drive. Want Painter to redecorate Fun House. Address: Astoria, Ill.

AGENTS WANTED

For Hit and Miss Ball Game, Fish Pond, Cork Gallery, String Game, Coca-Cola Bottle, Penny Pitch. Percentage Dealers for Pea Pool, Over and Under, Best the Dealer and Big Six Wheel. Need Capable Man who can assist in the managing of the above Concessions in my absence. Booked on largest Truck Show in the Midwest, carrying 16 Rides with only one of a kind in Concessions. Opening April 20th.

EARL TAUBER, c/o SUNSET AMUSEMENT CO.

Excelsior Springs, Mo. Phone 360

GOLDEN RULE SHOWS

Opening April 14, Runnemede, New Jersey

Want Stock Concessions of all kinds. No Grift. No Gypsies. Good proposition for any Grind Show with own transportation. Need Ride Help who drive semi. Good pay and regular pay. Playing New Jersey and Pennsylvania spots, with good committees. Eddie Davis wants Agents for Ball Games and Stock Stores. AL BLACKMON, 818 N. 32nd St., Camden, N. J.

1950 Vandalia Community Fair VANDALIA, MISSOURI AUGUST 30 to SEPTEMBER 2

Open for booking of Rides and Concessions

CONTACT: RUAL R. MORRIS, SECY.

FOR SALE

Root Beer Outfit mounted on Dodge 1938 bus. Wayne all steel body. 45 Gal. Barrel, also small Hires Dispenser. Both equipped with Ref. Coils. 12,500 Watt Electric Light Plant, 1 20 gal. Carbonator, 1 Stainless Steel 40 gal. Water Tank, 2 Refrigerator Plants, enough Stock to take in approximately \$1,000.00. Living Quarters for two. Privilege is paid for the Ohio State Fair on location that I have had for the last 28 years. Original cost of this Outfit close to \$5,000.00. All of this goes for \$2,750.00. Reason for selling: I am in poor health and 70 years old. Don't bother unless interested.

N. H. COHEN

30 Butties Ave. Columbus 8, Ohio

ATTENTION

MICHIGAN COMMITTEES

I have Rides for your Fairs, Celebrations and Homecomings. Have open dates between April 1 and Sept. 30. Also need Ride Help.

JAMES E. JOHNSON

GEN. DEL. LANSING, MICH.

WANTED

A Carnival at Kansas, Illinois, for July 19 to 22, inclusive (1950). Address reply to:

H. P. RARDIN

Mayor, Kansas, Edgar County, Illinois

WANT TO BUY

Kiddie Airplane Ride. Must be in good condition.

H. W. ANDERSON

BOX 81 ARMA, KAN.

Producing America's Best SHOW BANNERS

SNAP WYATT STUDIOS

Rt. 3, Box 1180 TAMPA, FLA.

(Phone: Y-62463)

FOR SALE—MUST SELL

Ferris Wheel, Bingo, Shooting Gallery, Parker 8-seat Wheel, ready for immediate operation. Suitable for Carnival, Parks or Celebrations. This is an Adult Ride, 30 ft. 18x36 Bingo, top good as new, California redwood counters, individual stools, padded seat covers, p.a. and cards. Shooting Gallery, short range, on two-wheel trailer, 2 guns, ammo and targets, trails perfect, beautiful flash. 1940 Ford Tractor, "35" G.M.C. Trailer. All in A-1 shape, ready to roll. No reasonable offer refused. This equipment can be seen at Elizabeth, Ill. I will be there April 7-11. **FRANK WESTPHAL.**

WANT

CIRCUSES AND CARNIVALS

Last two weeks in July or August

LEO A. STEFFEN, Vice President

DUBUQUE SPORTS BOWL CORPORATION

1240 Central Ave. Dubuque, Iowa.

RIDE HELP WANTED

Operators for No. 16 Wheel and Merry-Go-Round. Prefer middle-aged single Men who are sober and know their business. No moving, work all summer at the beach. No wires or tickets.

GRIFFEN AMUSEMENT PARK

Jacksonville Beach, Florida

RIDES FOR SALE

1947 Fly-o-Plane, bought new, \$5,000; 1947 Loooper, bought new, \$5,000; 24 car Caterpillar, \$1,500. Rides in very good condition. We are absolutely not interested in booking, but will give terms to responsible parties.

GRIFFEN AMUSEMENT PARK

Jacksonville Beach, Florida

BANDERA STOMPEDE

The National Cowboy Holiday

May 5, 6, 7, needs small Carnival, Pony Rides, Children's events. Write **BANDERA TOURIST ASSN.**, Bandera, Texas. (48 miles northwest of San Antonio. No railroad line.)

Montevideo Fiesta Days

July 2-4. Will book non-conflicting Shows and Concessions. Arcade, Monkeys, Mechanical, Wild Life, Midgets, etc.

CARL ENGSTROM, Supt. of Concessions

MONTEVIDEO, MINN.

CANADA 22 FAIRS CANADA

WALLACE BROS.' SHOWS

CANADA'S LARGEST MIDWAY

—The Show Beautiful—

30-72 FOOT RAILROAD CARS

— Show opens Windsor, Ontario, April 20 —

WANT Acts, performers and working men for the following Shows:

Palace of Dreams—Crime Show—Wild Life—Lion Motor Drome—Monkey Drome—Circus Side Show—Snake Show—Wild West Hill-billy Show—Big Gorilla—Crystal Maze.

WANT Help for the following Rides:
Merry-Go-Round—Double Ferris Wheel—Tilt-a-Whirl—Rocket—Rockoplane—Roll-oplane—Octopus—Flyoplane—Roller Coaster—Pony Ride and Six Kiddie Rides.

FOR SALE Spitfire — \$2,500.00.
Speedway — \$4,500.00 — six cars.

EVERYBODY ADDRESS

J. P. JIMMY SULLIVAN, Box 442, Toronto, Ontario

MARKS SHOWS

MILE LONG PLEASURE TRAIL

OPENING APRIL 17 IN RICHMOND, VA.

NOW BOOKING: Shows—Rides—Concessions

SHOWS—Have opening for Shows of merit, with or without transportation. Good opening for WILD LIFE.

RIDES—Will book Octopus, Dark Ride, any new or novel ride.

CONCESSIONS—Ball Games, Short-Range Gallery, or any legitimate Merchandise Concession.

RIDE HELP—Whip Foreman. Second Men on all rides. Must be sober and reliable. Semi Drivers preferred.

ADDRESS:

JOHN H. MARKS, P. O. Box 771, Richmond, Va.

Smith's FUNLAND Shows

Opening April 22 at New Matamoras, Ohio

SHOWS: Ten-In-One, Monkey, Snake or any well flashed Show capable of earning money. **CONCESSIONS:** Lead Gallery, Novelities, Candy Apples and Candy Floss, Photos, must be flashy; McLaughlin, please write. Ball Games, Cookhouse, Mitt Camp, Glass and Penny Pitch, High Striker, Darts and Bingo.

RIDE HELP: Want Wheel Foreman, must drive Semi; Earl Blake, contact immediately. All Stafford, wire immediately if joining. Want to book Sound Truck for season with Concessions, also Pea Pool Agent, Calvin White, contact. Address all mail to:

ORVILLE LEE SMITH, P. O. Box 157, New Matamoras, Ohio

EVERYTHING NEW BUT THE NAME TATHAM BROS.' SHOWS

The Carnival Beautiful

Opening April 22. 20 Fairs and Celebrations starting May 22. Want Concessions, Ball Games, Scales, Age, String Game, Hi-Striker, Hoop-La, Coke Bottle, Cork Gallery, Bumper, Glass Pitch, Watch-La, Penny Arcade, good clean Cookhouse. Want Shows—Funhouse, Wild Life, Ten-in-One. Positively no P.C. or Gypsies. Drunks and Chasers, don't waste our time.

BILL TATHAM, Box 2, Atlanta, Illinois

WANT . . . NESSLER'S SHOWS . . . WANT

For 14 Fairs and Celebrations and first-in still route. Opening April 24 at Flora, Ill. (downtown).

CONCESSIONS: Coke and Milk Bottles, BLOWER, Bumper, Clothes Pin, Add-Up-Dart, Age and Scale, Hi-Striker, Country Store, American Palmistry (NO GYPSIES). Will sell "X" on Custard. **SHOWS:** GIRL SHOW (have talent); Curly McCann, answer; Monkey, SNAKE, FUN HOUSE, MOTOR DROME or any Show capable of getting money with own transportation. Reasonable percentage. **RIDES:** OCTOPUS, ROLLO-PLANE, one more KID RIDE, or any Ride not conflicting. **HELP:** Foreman for Merry-Go-Round who can get it up and down, also Chairplane. Must drive semi. Second Men on all Rides. Man and Wife for Penny Arcade (good deal), Agent for Ball Game. Notice: All persons holding contracts kindly acknowledge this ad. Address: Sandoval, Ill.

NEW ENGLAND AMUSEMENT CO. WANTS

Capable Ride Superintendent and Ride Help for seven rides. Three Men to up and down concessions and work in P.C.

Can place a few more Hanky Panks, also Diggers. All Help contracted report immediately. All replies to

HARRY J. KAHN, 60 Parkside Street, Springfield, Mass. P.S.: Have for sale—1948 Addison G 12 Train; also Chairplane, cheap. Come and get them.

FROM THE LOTS

Moore's Modern

CRYSTAL CITY, Tex., April 1.—Shows were here the week of March 6 under firemen's auspices. Weather was good; biz fair. Manager Jack Moore purchased a new sound truck.

Concessionaires are William Stacey; Wayne Mayberry, two Moss diggers; Jack and Louras, cookhouse; Jeff and Joan Nix, Mr. and Mrs. Jerry Kane, William Chastine, Curley and Billy Neal, Mr. and Mrs. Peterson; J. C. Campbell, lead gallery; Russell Veasay, Bobby Beard, Wayne Spencer, and Whitley and Fay Luch, palmistry.

Shows: Major Little, L. C. Bateman, front; Motordrome, Walter Karnes, talker and rider, Fred LePage, trick rider; Illusion, Sam Bates; Snake Show, Elmer Blitz; Buddy Buck, Girl Show.

Rides: Merry-Go-Round, Johnny Morrison; Roy Founaway, tickets; Rolloplane, Jim Crowder and C. R. Moss; Ferris Wheel, Robert Clemons; Ghost Train, Charlton Griffith; Rollo-Whirl, Harvey Moore; Octopus and train, Alvin Smith; kiddie autos, Frank Kruger; Airport, Eddie Crawford; Tilt-a-Whirl, George McLean; Harvey Moore is electrician and has the sound truck. Irene Moore is secretary.

Visitors included Mr. and Mrs. Jimmie Byers and daughter, Patty Jewel Canon, Mrs. Byers' mother; Steve and Betty Guillaume; Joe Murphy and his family. The writer handles the mail and is The Billboard sales agent.—BUDDY BUCK.

Raftery

CHERRY POINT, N. C., April 1.—Show opened here for the Marine Air Base Day under sponsorship of the local union of Leadermen. Staff includes Mrs. Carrie Raftery, owner-manager; Nicholas B. Stepp, secretary-treasurer; Jack Murphy, business manager and legal adjuster; Fred McKinney, general representative; Eddie Bone, lot superintendent and manager of office concessions.

Concession line-up includes 10 office-owned units; Jack Murphy, three; Eddie Bone, two; Joe Reynolds, three; Walt Cole, four; Mrs. Barney Abel, one; William Zanel, one; Frank and Winnie, one. Ted Cole has the bingo and Herbert Sneek the cookhouse. Shows include Girl Show; Austin Dentinger, with Honey Chillie and Terry Berton's Single-O, and Joe Garrett's Monkeyland. Show has eight office-owned rides, and Mr. Jones has three kiddie rides.

J. A. Gentsch

FOREST, Miss., April 1.—Shows moved in here March 12 to play the Southeastern Livestock Show. Despite a muddy lot, L. H. Hardin had the shows laid out in time for Monday's opening, but a rainstorm kept patrons away.

Friday and Saturday business was fair. Shows left last Sunday for Columbia, Miss., where they played under DAV Post auspices.—FRANK H. OWENS.

Gold Crown Expo

ROBBINS, N. C., April 1.—Show bowed for the season here. Shows' routes includes da Georgia, the Carolinas, V Maryland and Pennsylvania.

Red Barrett, Buck Owens and Zellers, electrician, arrived Sa (18). Monk Rumley and Mr. were among the many visitors. Owner K. E. (Brownie) Smith covered from a recent illness, to establish new winter quart Georgia or Florida.

New fronts have been built the Ferris Wheel, Chairplane, Swings and the front gate. Red Barrett is cooking for the help. Mr. and Mrs. Harry Fra Sr. and Harry Jr. arrived this v They will have the popcorn co sion.—HARRY E. WILSON.

Heart of Texas

ODESSA, Tex., April 1.—Open in Brownwood, Tex., was the in shows' history, according to M ager Harry Craig. Following that the org had been scheduled for W Tex., but in a surprise move m agement switched to Midland, T which gave the office a fair rel despite the cool weather.

Mickey McDonald joined here assist Craig and Secretary McDon Miss Douthitt, with the horse a left here and her outside duties being handled by the two McD alds. Chuck and Tilly Holt have joined concession row. Mrs. Cr and Harry (Bucky) Craig Jr., a regular week-end commuters un June, when they will join for the re of the tour. Newspapers and rad stations have been liberal with spac Jack Long is acting general rep sntative.—JACK COOPER.

Don Franklin, No. 2

KERRVILLE, Tex., April 1.—Erm Tucker has bingo, with Jame Hawks, caller; Mrs. Rubly, photoe Mr. and Mrs. Roy Foss, scales and candy wheel; L. H. Buttler has popcorn, set joint, penny pitch six cat and cookhouse, agents being Worth and Elsie White; Richard Tinklepaugh, Jessie Goch-enower; Virgil Dillon, blower, short range, glass pitch—agents, Jack Rawling and Tommy; A. S. Donald, diggers; Sam Bunch, pea pool, fish-pond, dart balloon—agents, John Huffstatter; kiddie ride, Paul Taylor; Tilt-a-Whirl, Howard Taylor and Frenchy; Ferris Wheel, Virgil Dillon; Florence Perry, Geraldine Hawks and Loretta Rawling, ticket sellers.

L. J. HETH SHOWS

NOW BOOKING

SHOWS—RIDES—CONCESSIONS

Want Experienced Caterpillar Foreman. P. O. BOX 5415, NORTH BIRMINGHAM, ALA.

COOK HOUSE FOR SALE

Completely equipped with Bulane. Excellent condition. 16 x 20 Ft. Front. Booked on Foley & Burk in 1949. Best offer takes.

C. S. MITCHELL

13905 Burbank Blvd. Van Nuys, Calif.

Fairs!-Connecticut, Massachusetts, New Hampshire-Fairs!

CONTACT US NOW FOR YOUR 1950 MIDWAY
NO GATE 6 RIDES NO GRIFT
OPEN APRIL 17, PAWTUCKET, R. I. SMITHFIELD AND WEEDEN CONCESSIONS

Can place a limited number of Stock Wheels and Slum Stores. What have you? 25 weeks at \$20.00. Phil Isariel, write. SHOWS—Come on, 20 per cent all the way thru the season. MEN for Rides—Wheel, Plane, Merry-Go-Round, Boats, Whip.

A. J. APRIL'S UNITED AMUSEMENTS

19 WOODLAND ST. PHONE 2-4419 PAWTUCKET, R. I.

M. A. SRADER SHOWS

Opening April 24. Can place—Long and Short Range, Derby, Clothes Pin Pitch, Country Store, Coke Bottle, Knife Rack, or any kind of Hanky Pank. American Mitt Camp, Custard. Reasonable privilege. Will sell exclusive on Ball Games. Shows—Good proposition for Shows with own equipment. Have a 29x30 and 30x40 Top to furnish anyone with something worthwhile to put in them. Second Men on Merry-Go-Round, Tilt, Octopus; must be experienced and drive. Good opening for Ticket Sellers.

All replies: M. A. SRADER, Gen. Del., Garden City, Kansas

U-BUILD-IT
ALL METAL
EASY TO ASSEMBLE
Traveling - Vending Trailer



WE FURNISH EVERYTHING
All high strength steel prefabricated chassis and frame work.
LIGHTER, STRONGER, LONGER-LASTING.
Caravan or Conventional style.
Standard shell sizes: 12', 16', 20', 24', 28' and 32' body lengths. Either for concession or house trailers. Send 25¢ for catalog and further information.

U-BUILD-IT TRAILER
TRANSPORTATION SPECIALTIES, INC.
Route 20, Box 411, Elkhart, Indiana

WANTED
Acts suitable for Free Attractions for Street Celebration, July 12-13-14-15.
LYONS COMMUNITY ACTIVITIES, INC.
Stanley Mayer, Secretary, Clinton, Iowa

ATTENTION!
HENRY EPPINS
CONTACT:
TONY CANZY
124 Driving Park Ave. Rochester 13, N. Y.
Glenwood 4815
Write or Phone, Urgent!

WILL BOOK
Two Shows, Midget, 10-in-1, Circus, Hillbilly or any clean Shows. Concessions open—Photo, High Trucker, Lunch, Blower, Jewelry, Fish Pond, Age and Weight or anything new that grinds, how opens May 16th here. We carry 6 Rides, Shows, 25 Concessions in Minnesota, North and South Dakota, Montana. No bootzies or hassers wanted. Deposit required.
NELSON'S SHOWS
Bamidji, Minnesota — Phone 1656F-1

Molordrome Wants Booking
With well-patronized New England beach or park. Will answer all replies. Want good, experienced Molordrome Riders. Must be sober, honest, reliable. Drunks and tramps, save stamps. **LUCKY THIBEAULT**, 146 Forest St., Rockton, Mass.

FOR SALE
NEW SIDEWALL
WATERPROOF AND MILDEWPROOF
x 100 Ft. \$49.00
x 100 Ft. 56.00
x 100 Ft. 63.00
MAIN AWNING AND TENT CO.
130 MAIN ST. CINCINNATI, O.

WANTED
Carnivals that will be sponsored by American Legion, for June and August.
FRED OGLESBY
Chairman Entertainment Committee
152 Park Ave. Madisonville, Ky.

ELECTRIC GENERATOR
Hobart (powered with gasoline Jeep engine), mounted on 2-wheel trailer completely housed. 7,500 watts, 110 or 220 volts, single or three phase. Used only 48 hours. Have no use for it. Cost new, \$1,568. Will sell for \$595 cash. Ideal for small show.
GEO. CLANTON, Owner
Daw Theatre Teppahannock, Va.

SOUTH INTERNATIONAL FALLS FIRE DEPT.
Would like to book well advertised Carnival of not less than ten Rides, nor less than 30 Concessions to play in community of third largest pulp and paper mill in the world. Would like to have it booked for week of July 4th, 1950. Please contact at once. **CLEVE F. COSTLEY**, Fire Chief, International Falls, Minn.

ATTENTION
FAIR AND CELEBRATION COMMITTEES IN NEW ENGLAND
Can furnish from one to seven Rides, also Concessions or complete Midway on percentage or rental basis.
SPRINGFIELD BAZAAR CO.
125 Franklin St., Springfield, Mass. Phone 6-0237

CONCESSION SIGNS
Laydowns of all kinds, Charts, Razzle Dazzles, Hanky Panky Signs, Photo Booth Backgrounds, etc. Send for Circular.
BERT GEYERS STUDIO
ROSCOE, OHIO

BLUE GRASS SHOWS
NOW BOOKING
SHOWS — RIDES — CONCESSIONS
P. O. BOX 621, OWENSBORO, KY.

FORREST C. SWISHER
Want Agents for Popcorn, Floss, Snow, built in trailer. Grab Outfit, built in trailer, and Mug Outfit. Prefer Man and Wife for each Concession. If you are afraid of work don't answer, as these Concessions are nice and must be kept that way. Permanent address, Box 125, Caney, Kansas. Booked with Parada Shows, open April 15.

FIDLIERS United Shows
"FINEST MOTORIZED SHOW IN THE MIDDLE WEST"
Featuring
America's Most Modern and Safe Riding Devices, Topnotch Shows, Diesel Plants, Searchlights, Light Towers. All transported on late-model motor equipment.
—NOW SHOWING CHOICE LOTS IN ST. LOUIS—
Can place Legitimate Merchandise Concessions. Want Ride Help for all Rides (must drive semis).
All address SAM FIDLER, Manager
Permanent address: 3918 N. Florissant Ave., St. Louis, Mo.

BEAM'S ATTRACTIONS
OPEN APRIL 27—BIG CELEBRATION—WINDBER, PENNSYLVANIA
CONCESSIONS open: Custard, Ball Games, Darts, Pitches, Photos, Hoop-La, Arcade, any new legitimate Games.
AGENTS for Age and Scales and other Concessions.
OPERATOR and manager for Cookhouse.
WILL BOOK one Show of any type with family appeal. Operator with girls for Hawaiian Show. Capable Men to run FUNHOUSE and SNAKE SHOW.
FOREMEN for new SPITFIRE and Second Men for all Rides who can drive semis.
SHOW has 12 Rides and operates with free gate at community sponsored events including conventions, centennials, Old Home Weeks, etc. Fair season starts last week in July.
WRITE OR WIRE
M. A. BEAM
WINBER, PA.

5TH ANNUAL GIGANTIC FIELD DAYS
SYRACUSE, N. Y.
Lemoine Ave. Show Grounds, May 23-30, under auspices Third Ward Men's Club, Salina. First in. The Red One of Central New York.
SHOWS: Want Fun House, Illusion, Snake, Wild Life, Mechanical, any Show with own outfit. Will book flashy Girl Show. CONCESSIONS: Photos, Arcade, Age, Weight, Darts, Buckets, String Game, Fish Pond, Bowling Alley, French Fries and other Hanky Panks not conflicting. Will sell X on Custard, Jewelry and Novelties. Jack Bruce, contact. RIDES CONTRACTED. Want high-class Free Act, High Act preferred. This organization will book large Carnival for later in season. All replies to
ROBERT WILLIAMS, Secy. EDDIE FLETCHER, Con. Chr.
101 Florida Rd., R. D. #2, E. Syracuse, N. Y. 714 Matty Ave., E. Syracuse, N. Y.

HOME STATE SHOWS
9 RIDES—8 SHOWS—14 FAIRS—4 CELEBRATIONS
OPENING EARLY IN MAY—HURON, SOUTH DAKOTA
WANT
CONCESSIONS—Cookhouse, Bowling Alley, Fishpond, Cigarette Gallery, Novelties, Photos, Ball Games, Age, Scales, Penny Arcade, Ride Foremen who drive, write. SHOWS—Want Side Show. RIDES—Will book Spitfire or Octopus. Joe Turner want Fighters and Wrestlers for Athletic Show. Good treatment and good money.
CARL LARSEN and DON TRUEBLOOD STATE FAIRGROUNDS HURON, SOUTH DAKOTA

KEYSTONE ATTRACTIONS, INC.
Wants—Opening Milton, Pa., Saturday, April 22—Wants
RIDES—Chairplane, Tilt-a-Whirl, Kiddle Auto. SHOWS—Wild Life, 5-in-1, Snake, Plant, Monkey Show, Mickey Mouse, Mechanical, Illusion. CONCESSIONS—Mitt Camps (American only), Dart Balloons, Long and Short Range Gallery, Glass Pitch, Photos, Derby Racer, Custard, String game, 10¢ Stock Wheels, Arcade. COMMITTEES—Have some open time in Pennsylvania and Virginia. All contact **MEL SOBER, Mgr.** 343 MARKET ST. SUNBURY, PA.

AVAILABLE FOR BOOKING
Late model Sedan, SOUND CAR. Will go anywhere in the 48. SHOW OWNERS, SPECIALTY ACTS and GRANDSTAND SHOWS, make me an offer. Will answer all inquiries.
BILL CLARKE TWIN FALLS, IDAHO
P. O. BOX 949

LEE BECHT SHOWS
WANT
CONCESSIONS: A few more Stock Games wanted. We only book twenty Concessions and only one of each kind. Positively no gypsies. Can use a Foreman for Chairplane, also Second Men on all Rides. Have a 1940 C. O. E. Ford Tractor with 22-foot Drop Frame Van Type Trailer for sale cheap. Address:
LEE BECHT SHOWS, P. O. Box 92, Mt. Healthy, Ohio

WANTED
SIDE SHOWS—Mechanical, Monkey, Funhouse, Motordrome or any other worthwhile attraction. Can use Penny Arcade, Slum Stores not conflicting; also Agents.
Opening Sioux Falls, S. D., May 10, one of the best routes of street celebrations in this entire territory: closing Oct. 7 at Dairy Cattle Congress, Waterloo, Iowa. Write or wire
ROYAL UNITED SHOWS
1415 South 5th Ave. Sioux Falls, South Dakota

ANNUAL ROCHESTER, MINN. SPORTS SHOW
APRIL 14-15-16, 1950
3 BIG DAYS
\$2,000 IN PRIZES
60,000 PEOPLE
Demonstrators and Pitchmen, get well here. Contact
J. J. BURK
Mayo Civic Auditorium, Rochester, Minn., for details and space.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

WANTED
Flat Rides for Lakeview Park, Roversford, Pa., and Indian Head Park, Oaks, Pa., that don't conflict. On P.C. Rides booked. Park owned Wheel, Merry-Go-Round, Boat, Chair Plane, Loop, Pony, Kiddle Auto, Air Plane, Funhouse. Can place clean, legitimate Concessions. No Gypsies. 2 Shows starting on road end of April. Can place Wheel and Merry-Go-Round Foremen now, no 2nd Men.
D. VAN BILLIARD
OAKS, PA.

AGENTS WANTED
For Six Cats, Ball Game, Penny Pitch, Coke Bottles, Age, Darts and others. Can use Man and Wife for Derby. Also one Man to up and down Concessions.
P.O. BOX 182, PACIFIC, MO.

B. E. STARNES
PLEASE CONTACT
R. C. BRYAN
608 TAMPA ST. TAMPA, FLA.

CARNIVAL PLASTER
We manufacture the largest asst. of large and small items. Good workmanship with plenty of flash, plus new items, and items made to order. If you tried the rest, why not try the best. We are equipped to supply any demand.
D' LUCA'S ARTCRAFT
Phone 9553 R. D. 1, Sharpville, Pa.

Sensational Illusion for ANNEX and SIDESHOWS
"MISS ANATOMY"
Live Girl made transparent. All internal organs plainly visible. Medically correct. Small fool-proof apparatus. Complete, \$100. \$30 deposit with order, balance C.O.D.
W. E. Chilo, Box 346, Flushing, N. Y.

AGENTS WANTED
Sober and reliable. For Grind Stores, Ball Games, Fish Pond and Cigarette Gallery. Open April 17 with Gooding Greater Shows—long season.
HARRY P. ROEBUCK
4153 Lakemann St., Northside, Cincinnati, Ohio

HAPPYLAND SHOWS
Now Booking for 1950
3633 SEYBURN DETROIT 14, MICH.
Phone WALnut 17924
GIVE TO THE RUNYON CANCER FUND

ITALIAN FESTIVAL
OF
CHICAGOLAND
Now Booking for
Chicago's Greatest Carnival, Show and
Exhibition
JULY 21 THRU AUG. 6, 1950
CLEAN SHOWS
NOVELTIES
GAMES
NEW
ATTRACTIONS

SPACE AVAILABLE FOR

WILL HAVE FREE ATTRACTIONS
Submit written bids describing your amusement and space required.

ITALIAN OLD PEOPLE'S HOME
Melrose Park, Cook County, Illinois

Eastern States Exposition Exec Lists Tips on How To Increase Comm. Exhibits' Effectiveness

(Continued from page 149)

respective staffs. In the club are adequate facilities for the men and an attractive powder room for the women. Here is a snack bar where they may purchase light refreshments, ginger ale and bottled soda. Ice cubes are available without cost. Last year the club was air conditioned by one of our exhibitors. An FM radio was loaned by another, who also gave us the use of a drinking fountain.

Install Paging System

We installed a paging system which makes it possible for us to locate persons who are lost within the building, and make special announcements as occasion requires.

At the center of this building is an information booth competently staffed by attractive girls who are well informed concerning exhibits within the building and who have at their elbows a complete cross-index file of the products on display and the exhibitors.

Many of our exhibitors who have exhibited elsewhere, express gratification at the co-operation which they receive, and the interest which the management takes in their welfare. We feel, as I have said earlier, that they are at one and the same time our customers as well as one of our important attractions.

We keep close check on our exhibitors. We're interested in the results they achieve. We offer helpful suggestions for the improvement of their presentations. Every morning when an exhibitor arrives in his space, he finds there a copy of our daily Exhibitors' Bulletin. In *The Bulletin* we tell of interesting events of the preceding day, the sales results accomplished by some exhibitors who are proud to come to us and report their amazing achievements. We tell of special events planned for the current day. *The Bulletin* gives a daily report of attendance, with a summary in the final edition about 10 days after the close of the show. We find *The Bulletin* of extreme interest, with many of the exhibitors asking for extra copies to be sent to the home office with formal reports of accomplishment at the show.

Analysis

What results does this analysis produce?

1. We find we have established a reputation for co-operation with our exhibitors. At first, torn out of routine operation of standard sized booths in regimented order, exhibitors were startled and troubled in some cases. Now they applaud the idea.

2. Three shows have proven the value of a display with us as an outstanding merchandising medium. Conversation with visitors indicates that during the months before the show they read the ads in all the popular magazines, discuss their requirements for a new home appliance, for new farm equipment, for new house furnishings, and then came to the exposition to see the actual product on display. They were not content with reading descriptions and studying four-color pictures in magazines. They wanted to see the article itself, and to ask questions concerning its operation, its savings and its advantages. Satisfied with the information thus secured, we have found that, over the years, they have made purchases in many cases far beyond the expectation of the exhibitors.

Let me give you a few examples. A & P in 1948 had an exhibit with us where they sampled and sold pound packages of their three brands of coffee. In 1948 they were content that they had broken records set at other fairs by selling over five tons

of coffee. Based on that amazing experience, they made their plans for 1949 and found themselves practically out of stock by midweek of our show. Their total sales in 1949 exceeded seven tons.

Foley Manufacturing Company demonstrated and sold its famous Foley Food Mill in various sizes in our building. In the first three days of the show, they sold more food mills than they did in the entire 10 days of the Minnesota State Fair.

Monument Exhibit

One of our regular exhibitors is Brown, Stevens & Fifield, producers in our area of fine memorials and monuments. This is hardly an item one would expect to be shown at a fair. In 1949 they had 864 square feet of floor space, produced prospects and ultimate business which proved very gratifying to them.

Dodge trucks and pleasure cars exhibited co-operatively by a group of nine Dodge dealers produced sales of pleasure cars, trucks and fire apparatus in sufficient quantity to be most pleasing.

These, then, are just a few of the results accomplished from an exhibit with us. We also had other types of exhibitors whose exhibits would be considered unusual. They all found effective results.

First of these was Federal Reserve System, First District; the second were two stockbrokers who produced a very satisfactory number of new accounts and made some actual "over-the-counter" sales. The third of these was a hotel chain which installed teletypewriter communication making it possible for visitors intending to visit one of the 22 cities in which this chain has hotels to make a reservation on the spot.

Achievements

These are some of the accomplishments which we have been able to make in the last three years, but from our point of view the outstanding accomplishment is that we had no available space for sale in our three-acre building when we opened the doors of the building to the public the first day of the 1949 show.

Why is this planning and effort justified? Interesting, educational commercial exhibits help to increase attendance at fairs. They not only increase the "gate," but they bring direct income from the sale of space.

Why is a fair justified in selling space to prospective commercial exhibitors? There are many reasons, assuming that the fair has adequate facilities for the presentation of such displays. The first, perhaps, is that it is affording an opportunity for the manufacturer or distributor to present his product directly to potential customers, and second, he is rendering a service to those who attend the fair by giving an opportunity to see, touch and ask questions about the product.

More Exhibits Needed

The fact that more of this sort of presentation is needed is borne out by a statement of Ralph Brubaker, of the Los Angeles Sales Executives Club. He says, in part, "Since 1940 . . .

Thirteen and one-half million old customers died. Over 17,000,000 marriages have taken place. Over 30,000,000 babies have been born.

Over one-third of all present families in the U. S. have been formed. Out of the 140-odd million people in the U. S. today, 83 per cent do not remember World War I.

Forty-eight per cent do not remember what conditions were like before World War II.

Forty-four per cent are consciously experiencing for the first time a free market in which they can buy what they want from normal assortments.

In conclusion, I would like to preach a little sermon. I'll take for my text the old nursery jingle, "There was a dog on the way to Dover; he came to a fence and jumped right over."

My first is that the dog knew the way, because the text says "he was on the way to Dover." You fellows surely know the way, or can easily find out by talking with dealers and distributors who are your potential exhibitors. Remember that your commercial exhibitor is one of the attractions of your show as well as a customer.

Secondly, the dog had a purpose, because again the text says "he was on the way to Dover." You, too, have a purpose, and if I guess correctly, your outstanding purpose is to make money. The sale of commercial space can be a big help to the attainment of this objective. You must, however, have constantly in mind the objectives of the exhibitors and you must, if you expect him to repeat with you, make certain that he is helped in every practicable way to attain his objectives.

Thirdly, the little dog overcame obstacles because "he came to a fence and jumped right over." You have, and will continue to have, many obstacles. Most of you probably do not have permanent buildings of adequate size to set up an effective group of commercial exhibits. Some of you probably do not have sufficient attendance to warrant the establishment of more than a nominal rate for exhibit space. These, however, can be overcome, and as the years go on, you will find that commercial exhibits will play an important part in the development of your show.

The conclusion of my sermon is that the little dog got there, and I am sure that you'll get there with the application of thought and intelligence to the vital subject of commercial exhibits.

PLASTER
Ornamental Plaster for Carnivals
and Road Stands
Pellegrini Statuary Co.
131 William Street
Louisville 6, Ky.

WANTED
Good reliable Ride Help—all departments. Stock Concessions, High Aerial Act or Trap-eze Act, Merry-Co-Round Horses. Opening May—near Toledo.
FOR SALE
TONAWANDA ORGAN\$100.00
WURLITZER 180 ORGAN 750.00
Good for Skating Rink or large Merry-Co-Round. Jimmie Fish, contact me immediately.
SUCCESSFUL SALES CO., INC.
810 Broadway Toledo 9, O.

WANTED
CARNIVAL OR CIRCUS
TO PARTICIPATE IN
50TH ANNIVERSARY CELEBRATION
Herrin, Illinois
August 14th through 19th.
Address Inquiries to: HERRIN
Chamber of Commerce, Herrin, Ill.

W. E. ATTRACTIONS
OPENING APRIL 29 2 SATURDAYS—2
DOWNTOWN—LUCEDALE, MISS.
Want Agents for Concessions, also P.C. Dealer. Will book Concessions not conflicting. Want Ride Help for Kiddie, Mixup and Jenny. For Sale—7-Car Kiddie Auto, like new, \$600.00. Can be booked on show. Monkeys, 3 females, 1 male, healthy rhesus, collar and chains, all-weather cages. First \$150.00 gets them.
W. E. WEST
Box 37, Winter Quarters on Highway 19, East of Lucedale, Miss.
P.S.: Strawberry Rohn, Arthur Rogers, contact.

ATOMIC BALLOON
A NEW GAME
A money-maker easily built of plywood at home. \$1.00 for blueprints. We build to specifications. Free information.
P. D. GIAMBATTISTA
342 E. 130 St. New York 35, N. Y.

WANTED
JULY 1-4
20TH ANNUAL CELEBRATION
BOSWELL, IND.
CARNIVAL, RIDES, SHOWS, CONCESSIONS.
Write, wire
EDGAR BURNETT, Secy.
BOX 8 BOSWELL, IND.

INSURANCE
IDA E. COHEN
173 W. JACKSON BLVD.
CHICAGO, ILLINOIS

THE ORIGINAL
Stephen's Shows It Isn't the Best
WANT WANT
Fish Pond, Darts, Clothes Pin, other stocks. Also small Grab outfit. Opening near here May 14th. Have for sale good Photo Machine, 1 String Game. Both in very good condition. Will book both on show. Also for sale 1 Tangley Callope, fair condition, \$ rolls, \$400.00.
STEPHEN'S SHOWS
Queen City, Mo.

WANT TO BUY
FOR CASH
Streamlined 8 Tub Whip
No Junk Considered.
WIRE, DON'T WRITE!
J. W. BYERS
3303 W. BROADWAY
COUNCIL BLUFFS, IOWA

WANTED
LONG RANGE SHOOTING GALLERY
With moving targets. Sidewalls and background not necessary. Must be in good condition and cheap for cash. Write
E. W. MELQUIST
GRAND MARAIS, MINN.

Gooding Puts Out Eight Units; Rides, Shows, Concessions Set

COLUMBUS, O., April 1.—Gooding Amusement Company will put eight units on the road this season, F. E. Gooding, org's president, announced before his department for the Van Herschell Company plant at North Tonawanda, N. Y., to purchase several new rides.

John Enright's Gooding unit opens at a local lot April 10, Gooding Water Shows bow April 17, and American Exposition Shows are slated to open April 24. Two other units will open April 17; one April 26; one April 27, and another the last week of May.

Rides Delivered

New rides already delivered include Fun Ship, Rock-o-Plane, Ferris wheel and two new Eyerly kiddie rides. A new Funhouse also has been delivered. Already inked are Earl Gall's five kid rides, Allan Degel's Rolloplane, D. R. (Tex) Gowin's three kid rides, Charles Andersen's four kiddie rides, Floyd A. Smith's Little Dipper and Barrel of Fun, Lewis A. Finotti's Roll-a-Whirl and Jack Douglas's miniature train.

Shows slated for openers include Rex Barnes's Monkey Show, Raymond Weber's Mouse Circus, Sammy Sawyer's Motordrome, Blackhall's Fat Family, Tracy's Midgets, Fernando S. Verro's European Globe of Death, Paul P. Rodriguez's Cuban Revue, Mark Williams's Side Show, Harvey Wilson's Glass House, Carl J. Lauth's Side Show, Emil Kedrowitz's Mechanical Sawmill, Teo Zacchini's Fun Palace and Lee Houston's Snake Show. Gooding's Fun-on-the-Farm again will be operated by Harvey Wilson Jr. Several other shows will join for the fair tour.

Adds to Storage Space

Unit managers include John Enright, Gerald Franz, Charles O'Brien, George Pence, Homer Dennison, Randolph Andress and George Bouic, with another to be named before the units leave winter quarters. Bill Leisure again will serve as lot man and spe-

cial agent for the Gooding Greater unit. Andress has served as a general agent during the off-season.

Quarters activity has been so heavy that it was necessary to increase the work schedule to three eight-hour shifts, seven days a week, to comply with necessary production. It also was necessary to lease other local buildings to increase shop space.

In addition to the Norton Avenue quarters, Gooding has leased the Ohio State Fairgrounds where he employs another full-time crew and stores much equipment. Sixty-two men are employed in quarters at present and it is expected that many more will be added within the next two weeks. The paint, carpenter, machine and truck repair shops have been taxed to capacity for the past several weeks.

Concessionaires Set

Office staff and department heads here include Kathleen Holleran, organization secretary and office manager; Lou Crothers, bookkeeper; Geneva Sanor, pay roll clerk; Doris Zechman, secretary; James Wolfe, head artist; Charles Clymer, carpenter and builder; George Bouic, shop superintendent; Charles Pottorff, advertising agent, and Hal F. Eifort, general agent.

Concessionaires include John Gallagan, Robert Keener, Guy Kliver, Port Bretzius, E. O. Hall, Clara Hayden, Ralph H. Barr, Don Albanese, Harry Roebuck, Earl Fisher, R. B. Niday, L. V. Ackley, W. O. King, E. A. Howard, W. C. Leisure, Frank Cook, J. C. Pollie, J. Lamonte, Gettus Pugh and Rupert Otterbacher.

Max Feldman, Harold Morrison, Rodger Work, R. W. (Budd) Clark, Al Sexton, Jack Douglas, J. A. Blash, Johnny Mere, S. Kubasek, W. S. Myers, Harold Martin, James Keller, William Welsh, Ralph Hunt, Russell Risle, Louis Hall, Joe Messina, Neil Carlin, A. Degeiler, K. S. Beam, L. Jeffords, A. H. Downey, Ben Luse, H. L. Heisser, G. Sterling and A. O. Fielding



VIVONA Bros.
Amusement Shows
ENTERTAINMENT AT IT'S BEST

12 RIDES

8 LIGHT-TOWERS

6 SHOWS

OPENING APRIL 17 IN VICINITY OF NEWARK, NEW JERSEY,
WITH 15 BONA FIDE FAIRS STARTING IN JULY

WANT

WANT

WANT

CONCESSIONS: Will sell ex on Novelities, Age and Scales, Long Range Gallery, Derby Racer, Jewelry. Will book Coca-Cola, Slum Bowling Alley, Glass Pitch, Basketball.

SHOWS: Arcade. Good proposition for Motordrome. Must have own equipment. We play virgin territory for all shows. Also Talkers for Glass House and Fun House. Good proposition.

RIDES: Can use good capable Ride Foremen, also Second Men. Semi drivers preferred. William McCoy, contact. Rollo-plane Foreman. All those who worked before please contact. ALL THOSE CONTRACTED PLEASE CONTACT AT ONCE.

MORRIS VIVONA, Gen. Mgr. JOHN VIVONA, Assl. Mgr.
103 SO. 21ST STREET, IRVINGTON, N. J. ESSEX 3-9112

GARDEN STATE SHOWS

NOW BOOKING AND CONTRACTING FOR 1950

Presenting a Free Gate and a Route of Tried and Proven Dates and Celebrations in Eastern Pennsylvania and New Jersey

WANT WANT

RIDES—Will place Merry-Go-Round or lease. SHOWS—Want Shows of all kinds with own outfits. CONCESSIONS—Hanky Panks of all kinds, privilege \$21.00 per. Ball Games, Arcade, Wildlife, Rotaries, Diggers, Scales-Age, Photos, Lead Galleries, Pitches, Bingo. What have you? Can place two Second Men for Wheels, semi drivers preferred. Opening May 3d, Coplay, Pa., 10 Big Days. All replies R. H. Miner Jr., 161 Chamber St., Phillipsburg, N. J. Note—Popcorn, Apples, Cookhouse, French Fries and Floss are sold. FOR SALE—Tilt-a-Whirl, two units of power plants mounted on semi trailers.

ROCKY MOUNTAIN EMPIRE SHOWS

Opening early in April—25 weeks in Colorado, Nebraska and the choice Celebrations in the Black Hills.

BOOK FOR THE SEASON

RIDES: Caterpillar, Looper, Fly-o Plane, Whip, Pretzel, Little Dipper, Hi-Ball or any late model Ride. SHOWS: Have virgin territory for Monkey Show, Motordrome, Glass House, Snake Show or Penny Arcade. CONCESSIONS: Custard, Snow Cone, Basketball, Photos, Jewelry, Novelities, Coca-Cola, Age and Weight, or any legitimate Concessions that do not conflict. No gypsies. Help who drive. Ferris Wheel and Merry-Go-Round Foremen. No drunks. Write or wire

FRANK O. SWARTZ

3519 NEWTON STREET

DENVER 11, COLORADO

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Pumpkin, Ala.,
April 1, 1950

Dear Editor:

The five Ballyhoo brothers are conspicuous at fair meetings by their absence. Yet the show has a route of 20 fairs, annually, and switches its route every year. This show doesn't book 'em, it espouses fairs.

The bosses have 20 daughters and 25 granddaughters. Besides booking the midway, Lem Trucklow's duties include matchmaking. When only Lem and one of the eligible daughters attend a fair meeting their intentions are matrimony. To date the bosses have 44 sons-in-law and grandsons thru marriage, each a fair manager. Our route is booked "For better or for worse; until death do ye part," and "let no man put asunder."

A daughter's only grounds for divorce is "mental cruelty to a general agent thru her husband losing his position." We hold lifetime contracts for our fairs, which our office can sublet. Pete Ballyhoo said, "The idea saves us a lot of money because we can set the dates to cut down rail-roading, and instead of wining and dining 20 fairmen at meetings annually it cuts it down to one wedding dinner during a lifetime."

However, we have had divorces caused thru deceit. In 1932, Hank Ballyhoo's daughter, Shivaraque, married the manager of the Horns-woggle Hog, Hay and Hominy Festival which, according to her then future husband, was good for an 80G gross to the midway. After marrying the fair it showed only a misery 7G gross, which disunited the couple and the midway. The divorce was

granted on the grounds of "misrepresented takes," which set a precedent in legal jurisprudence. However, she married well in 1935 to the manager of the Hoecake, Hogback and In-Hock Fair, as the new son-in-law asked for no concession footage or a percentage of the midway gross. Annually he brings the midway to show the natives what a big carnival he married into.

We have another case which some of our people refer to as "love's labor lost." In 1940, Bill Ballyhoo's daughter, Skeebelle, married an Eskimo who promotes northern light festivals in Alaska. The idea of that marriage was to keep her and the events in the deep freeze until the time comes when U. S. and Alaska have railroad connections, and when it gains its Statehood this show will have its State fair on ice for future booking.

At the present time, matchmaker Trucklow has only one eligible granddaughter on hand, whom he will dispose of, if the intentions are honorable, for a fair that will break the shows' jump between Gopher Hole, S. D., and No Boll, Miss. She has had some experience as to the duties of a first lady of outdoor events. She is well built, blond and can be seen on display of street frolics. Whena on display in the second show of our gal revue. Last spring she eloped with a promoter of street frolics. When her shoe soles became too thin for comfort from dancing on cobblestones, she blew back to the midway. Her divorce comes up in court next month on the grounds of "concrete terpsichorean blisters and failing to provide for a general agent."

EVANS UNITED SHOWS

OPENING RICHMOND, MO., APRIL 29

WE BOOK ONE OF A KIND

Can use Photos, Candy Floss, Candy Apples, Custard, Basket Ball, Long or Short Range Shooting, String Game, Bumper, Pitch-Till-U-Win, Color Game, Novelities, Scales and Age, Jewelry, Hi-Striker, Bowling Alley, any legitimate Concession not conflicting with what we have. Will book any Show (except Girl or Athletic) with own transportation. Can use good Agents and Ride Help. We have good Fairs and Celebrations in Missouri and Kansas.

Call—Write—Wire

CLAY M. EVANS, 3417 Wabash, Kansas City 3, Missouri
Telephone: WABash 7753

WOLF GREATER SHOWS

10 Rides — 5 Shows — Opening May 1 — 35 Concessions
11 Fairs 15 Celebrations 6 Stills

Will book Clothes Pin, Swinger, Punk Rack, String Game, American Mitt Camp, Jewelry, Bumper, Watch-La, Short Range, Novelities, Country Store, Blower, Hoop-La, Grab Bag, Fish Pond, Basketball or any Concession that works for stock. Graves wants Agents. Want Shows with own equipment—Animal, Monkey, Funhouse, Hawaiian, Mechanical, Wild Life, Motordrome or any show of merit.

Midway 7647—P.O. Box 2725, Bloomington Station, Minneapolis, Minn.

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RECORDS

All Old-Time Tunes
Played on Organ
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Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

100,000
\$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

CONTINENTAL SHOWS

3 FAIRS 4 CELEBRATIONS
Opening April 20, Hudson, N. Y.

NEWPORT, VT., MAMMOTH JULY 4TH CELEBRATION

WANT French Fries, Arcade, Glass Pitch, Penny Pitches, Cork Gallery, Jewelry, Dart Balloon or any legitimate Concession.

WANT Roloplane, Train, Kiddie Airplane, Roto Whip in A-1 shape.

For opening spot only—Set of Diggers and Rotaries, P. C. Tables.

Contact

ROLAND CHAMPAGNE

8 Courtney Lane, Lowell, Mass. Phone 86594

BELL-FORM SHOWS

A GOOD SHOW TO BE WITH ALL SEASON

FEATURING WORLD'S MOST SENSATIONAL FREE ACT. OPENING DATE APRIL 10TH, PAWTUCKET, R. I., SMITHFIELD AVE., WEEDEN ST.

FAIR DATES START AUGUST 13

RHODE ISLAND STATE FAIR, KINGSTON, RHODE ISLAND

GREATEST EXHIBITERS FAIR IN THE EAST

LAST CALL LAST CALL LAST CALL
WANT

Scale & Age, Glass Pitch, Stock Stores of all kinds, Pitch Till You Win, X on Ball Games, Hi Striker, String Game, Darts, Photo, American Palmistry, Jewelry, French Fries, Custard, Circus Candy or any other light Stores. SHOWS with own equipment—Motor Drome, Monkey Show, Snake Show, Wild Life, 5 or 10-in-One, P.C. Dealers, Ride Help, must drive. All those at Berlin Fair, contact us. Paul Ollis wants Agents for the only two Grind Stores on show, also Countermen for Bingo. Sam Borden, Jack Peavay, Dick Anderson, Red Burton, contact me. Kay Ollis can use one Girl for Girl Show; must be experienced. All answers Bell-Form Shows until April 6th; then per route.

MICHAEL FORMAGIONI

JACK BELLIOSE

13 Division St., Bristol, Conn. Tel.: 20954

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WANTED FOR GOLDEN JUBILEE

SCOTTSBLUFF, NEBR., AUG. 7-8

2 Ferris Wheels • 2 Merry-Go-Rounds
Assorted Kiddie Rides, Including Train

These will be free to the public, so want to contract on cost per day basis. Parties interested in contracting for all or part of above contact:

W. H. OSTENBERG, Events Chairman

CARNIVAL EQUIPMENT FOR SALE

Trucks—Straight and Semi Vans and Stakes, 60 K.W. G.M. Diesel on new Chev. Truck, Closed Van Transformer Truck with one 50, one 33½ on almost new Truck, plenty of Wires, nearly new Tops, one 25x100 Side Wall, Banners, Front, Poles, Stakes, one 24x50 complete, one 20x30, one 20x40 all complete, Banners and Fronts, one new, never used 22x50 Cookhouse, no Sidewall. No reasonable offer refused. All must be sold. Stored in Fairgrounds.

MRS. H. V. ROGERS

P.O. BOX 335, HUNTINGDON, TENN.

P.S.: One 13 foot Skamper Office Trailer for sale cheap.

Six 55-ft. Neon Light Towers

ROCCO SHOWS

10 Mile Automatic Searchlights

ROCCO & SON

30 CONCESSIONS

6 SHOWS

Opening in St. Paul, May 5th. Season continues with 21 Celebrations—15 bonafide Fairs contracted. Labor Day, Cloquet, Minn., big repeater 2 and 3 spots per week, no still spots, no layovers. Can use Shows with own equipment: Monkey, Snake, Mickey Mouse, 5-in-1, Mechanical, others not conflicting. Concessions—Cookhouse (one catering to help also), Glass Pitch, Jewelry, Long and Short Range Galleries, Basket Ball, Hi Striker, any other Hunky Panks not conflicting. Can use Pretzel, Ride Help—Second Man on Tilt, Spitzire and Wheel. Semi Drivers preferred. No Gypsies. Contact: ROCCO SHOWS, 2434 No. Fairview Ave., St. Paul, Minn. Tel.: Nestor 9870.

SLUM JEWELRY

GIVEAWAYS FOR GAMES — HANKY PANKS AND GRAB BAGS. EACH ONE ON A CARD. GOOD FLASH, GOOD VALUE, PRICED LOW. BIG STOCK ON HAND. PROMPT SHIPMENTS. SEND FOR CIRCULAR.

SAMUEL B. POCKAR

200 CHARLES ST.

PROVIDENCE, R. I.

How To Earn More \$\$

No Magic To It, Old-Timers Say Time-Tested Ways Still Best Extra Effort Needed, They Hold

(Continued from page 154)
must put in more time—or, if it is a larger show, he must select staff men who are also fully aware of changed conditions and intent on upping the show's gross while keeping its nut within reasonable bounds, the oldsters insist.

"Expenses didn't have to be watched too carefully during the bright postwar years," the experienced concede. Then, not a few show owners figured that the costs would, in a measure, at least be offset by the federal tax bite. "But now," the oldsters point out, "some show owners are not so much concerned about the tax bite as upon the fact that the profit will be sufficiently large for Uncle to take a good bite."

Conservative operators in the business in some instances last year tacked their financial sails. They looked closer at costs. They scrutinized all outgo. And they became increasingly demanding that the hired hands deliver a day's work, something which up to then they had not been too insistent upon.

Incentive Plans

The more progressive owners, intent upon building grosses and a sound and enduring business, have introduced incentive plans for their ride foremen. Based on a weekly salary, plus a percentage of a ride or rides' grosses, this incentive has yielded bigger returns than otherwise would have been received, one owner points out in detailing his operation.

"Our plan puts the ride foreman in business," he explains. "It makes him something of an owner. He is quick to open up, sees that the ride is in operation as often as possible and goes out of his way to build up its patronage. Moreover, he is more inclined to be courteous to the patrons, and this has an over-all good affect upon the patrons and their spending on the lot."

Ride operators generally recognize the need for keeping their rides in top running order. Most shows start the season with them in good condition, but as the season progresses they lapse in maintaining them properly. This, as one operator points out, causes breakdowns and a resultant loss of income.

"It is infinitely better that rides be given a check-up often," he points out. "Then, if a part seems to be wearing excessively, a replacement can be ordered and delivered long before the wearing part gives out."

Cut Quarters' Costs

Some show owners, with an eye to reducing costs, have curtailed their winter quarters' activities. In this, the most thoughtful of them have not stinted in putting their rides and rolling stock in A-1 condition but they have refrained from putting on some of the finishing to other equipment, leaving the non-essentials to be completed by the show's crews once it takes to the road. Thus, they have held down the winter quarters' nut, but by the time their shows hit their big dates the finishing, dressing-up touches will have been applied with little or no extra labor costs.

The keenest of carnival operators are giving increased attention to kiddie patronage. The reasoning stems largely from the rise in the number of moppets since the outbreak of World War II, plus the large number of attractive, reasonably priced kiddie rides put on the market.

Kiddie Patronage

The power of kiddie patronage is demonstrated, of course, by the success of the many kiddielands spawned since the war's end. Carnival grosses in recent years also reflect the strength of the small fry. One railroad show last year accounted for

one-quarter of its entire ride show gross from its kiddie r. strong testimony, indeed, since r kiddie rides were priced at 9 ce whereas major rides averaged do that and show prices ranged up to cents.

Carnivals generally have failed to capitalize fully on their kiddie r. another operator points out. To give it practically no emphasis in publicity, yet it is sure-fire business. Sometimes on still dates shows o at a time when it is nearing children's retirement hour.

Too few shows pay enough heed to kids' days on still dates, in the opinion of some veteran show owners. M. who did last year were surprised at the success they met, and more give increased emphasis to them this season, according to current indications.

Bike Giveaways

One of the major operators, a confirmed believer in kids' days, practically closed to purchase 40 cycles at a wholesale price as k. day giveaways. He holds that giveaways more than pay for the selves and, at the same time, buy much good will for the industry.

This same operator emphasized that he was buying the 40 bikes in a purchase, whereas in former years his unit managers had bought the one at a time, at retail prices. "The practice may have been okay in the past, but it isn't anymore," he says. "Considerable saving can be made by purchasing such items wholesale and we in this business are back at a level where we must seek out every possible saving."

For fairs this operator advocates not one but two kids' days. "The second day is good protection to the midway, as well as the fair, and quite often the success of the first day can build the second kids' day into as big, if not bigger, day," he maintains.

Several operators observe that the time is here when a larger number of companies servicing families, such as dairies, bakeries, etc., often tie with carnivals than since prewar years. "They need the promotion. They are in a more competitive situation than they have been for a decade and they will tie in on any reasonable deal," one owner asserted.

Press Accent

Carnivals have as a whole been lagging in their press-agentry, as compared to other fields in the outdoor amusement business, but there are signs that they will pay more attention this year than that department than they have in recent years. A larger number, reports from around the country indicate, will have a man double as press agent and as the promoter of kids' days.

More shows, too, than last year will carry a free act, another reason why, operators point out, they should carry a press agent. One of the sure ways of drawing good-sized crowds to a carnival working behind a pay gate is by offering free attractions. The oldsters point out. They also hold the fact that more shows are turning to them. The best way to gain substantial publicity, these oldsters maintain, is by "publicizing the free act."

To the oldsters, facing 1950, there is little to point with alarm, much to point to with optimism. Realistically, one of them sums it up with "After all, we had things pretty much our way. Now we're back to normal and, let's face it, we'll have to work a little harder—and that means work at the job of managing—watching our expenses closer, going out more aggressively for patronage, using our imagination, promoting stronger, and cashing in on the trends, such as the increased business to be had from kids."

Corpus Christi Kick-Off Site For Hill's Org

CORPUS CHRISTI, Tex., April 1.—Greater Shows kicked off their season with a two-week stand at the Leopard Street circus lot, under American Legion Post auspices to weather and attendance. Entertainment ends tonight. Shows moved here from Aransas Pass, Tex., where they wintered, and were the first to play a downtown location in 11 years. Legion's commander, Bill Coker, co-operated.

Staff includes H. P. and C. O. Hill, showmanagers; Mrs. C. O. Hill, secretary; Duke Diamond, special agent; and Reynolds, superintendent of ride electrical departments, and Roy Dixon, business manager. Shows are office-owned with the exception of G. J. Musgrove's Dodgem, new Eyerly Steerable Auto Ride to be set up at the Plainview, Tex., Show, officials said. Rides opening here included Merry-Go-Round, L. Garzia, foreman; Ferris wheel, Pat Bright, foreman; Tilt-a-whirl, Dave Ross, clutch; Felix Bullock, foreman; Spitfire, M. Rogers, showman; Flying Skooter, R. Reede, showman; Rolloplane, David Bolker, showman. Train and all kiddie rides grouped in Kiddieland, with Bob Saylor as foreman.

Shows are Iron Lung, Mr. and Mrs. Saylor; Cimarron, R. L. Davis, showman; D. D. Johnson, talker; Tilt-a-whirl Show, Mr. and Mrs. Jobber, showman; Harry Burnett, tickets; and Posing shows, Red Marcus, showman; Bob Vance and MacMcDonald, tickets; Blondie, Betty and the Calli, models. Girl Show, Red Marcus, manager; Helen Marcus, showman; Tommy White, tickets; Baldy, canvas; Helene Morgan, Can-La Bonte, Fay Brown, Sunny and Ginger La Plante, dancers, Side Show, Roxie Moore.

Concessions

Eddells, Junior Johnson and Billy are in charge of the six office-located stands, with Bill Hopper, Lar-Woods Jr., Shorty Gordon, Bennie and Archie Green as agents. Other concessionaires are Maple Wilks, with Mr. and Mrs. O. Yocam, Ty Johnson, Ty Kolb, W. Wallace, Duffy, Eddie Burke and Bill McHugh, agents; Mr. and Mrs. Roy, with Mr. and Mrs. C. H. and Terry, B. Conley, Bruce Small and James Gale, agents; Coun-Store, Mr. and Mrs. Cotton Ellis; Jerry, Tommy Wells; bingo, Lyle, manager; Jimmie Cadwell, Leroy Crouch, agents; darts and riddle, Mr. and Mrs. Gabe King; roller, Glenn Cummins, manager; John Margan, agent; blanket, Mr. and Mrs. Mickey Goldberg. Merry Arcade, Mr. and Mrs. Buddy; short range gallery, Mr. and Mrs. Joe Rosen; Pet Shop, Joe Rosen; Hershey, bagatelle; age and sight, Bonnie Hofield and Mrs. Thel-Hill; photos, G. F. Richards; ice cream, Mr. and Mrs. Andy and Tillie; novelties, J. Sowdan and A. G. G. cotton candy, popcorn, apples, long stand, long range gallery, cook-ery, Max and Rose Levine, owners; Tony Denhoff, manager; Otto Whit-ney, assistant manager, and F. Ro-ger, head waiter. Bonnie Hofield, The Billboard sales agent and han-der, the mail. Mrs. Clyde Reynolds is the front gate tickets.

For N. Y. Dates to B. & C.

HEMLOCK, N. Y., April 1.—B. & C. Exposition Shows have added four New York celebration dates to their roster, it was announced last week from local quarters. New dates are the Old Home Week and Firemen's Convention at Oneida; Steuben County Firemen's Convention, Bath; and Albany County Firemen's Convention, Belmont, and a July 4th celebration at Livingston Manor.

Perrot Salutes Showbiz; Thanks Friends for Aid

CHICAGO, April 1.—William O. Perrot, former concession agent with Royal American and other shows, who has been a patient in an Orlando, Fla., sanitarium for the past 11 months, pays high tribute to outdoor showfolk for their thoughtfulness and generosity during his hospitalization. "In those 11 months show people have done about everything humanly possible for one that's confined," Perrot wrote *The Billboard*.

"They made me a gold card member of Greater Tampa Showmen's Association. (While in the sanitarium, he signed 50 members.) The Royal American Shrine Club paid the \$100 for my name on the plaque of the club. A group of Tampa showmen called themselves 'the gang' and sent me a record player, 30 records, a robe, five pairs of pajamas, a fish bowl with tropical fish, a camera and equipment. Ned Torti sent a huge box of Christmas decorations. Letters and cards came from all over. Royal American, Royal Crown, World of Mirth shows and Cavalcade of Amusements made it possible for my wife to be with me all winter.

"And recently 15 men led by Irish Gaughn each gave me a pint of blood. When you can get 15 showmen up at 7 a.m. to give a pint of blood, it makes you feel happy you're in outdoor show business. I already had seven pints of blood waiting at Tampa, but the Royal Crown people, playing Sanford, Fla., 19 miles away, said 'Leave that in Tampa for someone else' and came over and donated more."

"You can see what's been done for me and I'm one thankful person. I've tried to thank everyone and I don't want to miss a soul."

Idabel Fair to United Expo

TEXARKANA, Tex., April 1.—Charles S. Noell, general representative of United Exposition Shows, said here last week that he has signed the shows to provide the midway at McCurtain Free Fair and Livestock Show, Idabel, Okla., September 11-15.

Bob's Amusement Sets Bow

RICHMOND, Va., April 1.—Bob's Amusement Company will open April 24 in this vicinity, reports J. E. Jones. Show will carry 4 rides, 3 shows and 30 concessions. Bobby Benz, concession manager, will join for the opening.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., April 1.—Information from Washington indicates that excise tax reduction demand is gaining momentum and has picked up support from members of Congress in Kentucky, New York and Nebraska and a national veteran group.

Latest information is that Congress is determined to effect tax reductions in various excise taxes and that admissions are to be included. In this respect Congress will definitely go further than the administration program.

As factors appear presently, it would indicate satisfactory business conditions during the next six months. There has been a considerable rebound in factory production since the termination of the coal strike. Business appears to be well supplied with cash reserves and, although there are some elements of caution, a period of satisfactory stability seems to be on the horizon.

JUST ONE MOMENT, PLEASE!!! NEW CARNIVAL CATALOG WILL BE OUT NEXT MONTH FEATURING SPOT ITEMS AT SENSATIONAL PRICES... WRITE FOR YOUR COPY NOW...



- 4B—"TWINKIE," pull cord and nose lights up and his eyes roll, "HOT ITEM," displayed on cards. \$4.32 Dz. \$48.00 Cr.
- 5B—6B—7B—PISTOL LIGHTERS \$9.00, \$12.00, \$15.00 & 18.00 Dz.
- 8B—WESTERN GOLD HORSE & CLOCK, onyx-like base in plastic. EACH 6.50
- 9B—Army & Navy Needle Books 3.75 Cr. Lots of 25 Cr. 3.50 Cr.
- 10B—CAMERA LIGHTERS 15.00 Dz.
- 11B—SHNOZ, funny shaped nose glasses with heavy tortoise shell tenite frames \$3.75 Dz. 43.50 Cr.
- 12B—BRONZE WESTERN HORSE CLOCK, lots of 6, EACH 5.50

LARGE STOCK OF STUFFED DOLLS, 30" and 36" OF UNITED NATION DOLLS, BEACON BLANKETS, ALUMINUMWARE, PLASTER ELECTRICAL SPECIALTIES, LAMPS, UMBRELLAS, STOOLS, METAL HORSES, CARD TABLES, PEN SETS, RUBBER MASKS, WALLETTS, CLOCKS, CHROMEWARE, NOVELTIES, SLUM, ETC.

BOYS!!!! WHEN IN PHILADELPHIA STOP IN!!!! WE HAVE THE LARGEST VARIETY OF HOT ITEMS IN THE STATE. 25% deposit required on all orders.

505 Market St. M. GERBER, INC. Philadelphia, Pa.

GEORGE CLYDE SMITH Shows

OPEN APRIL 27

WANTED—Ball Games, Pitch-Till-U-Win, Swinger, Photos, Glass Pitch, Six Cats, Fish and Duck Pond, String Game, Balloon Dart, Custard and Penny Arcade.

WANTED—Side Show Manager, Snake Show, Wildlife, Monkey Show Frank, let me hear from you.

WANTED—Truck Drivers, General Ride Help, Agents for office owned Grind Concessions.

WILL BOOK Spit Fire or Tilt-a-Whirl.

All replies for the above to

GEORGE CLYDE SMITH

P. O. BOX 521 CUMBERLAND, MARYLAND

P. S.: Want Agents for Count Stores, Slum, Skillo, Pin, 2 Wheel Agents and P. C. Agents. Also Boys to take care of Concessions. Some head stores open. Contact Beeman Yancy, Business Manager, care P. O. Box 521, Cumberland, Maryland.

NEW YORK GAIETY SHOWS

OPENING MAY 7—NOW BOOKING FOR COMING SEASON

CONCESSIONS of all kinds, Penny Arcade, Long and Short Range Gallery, Duck Pond, Pitch Till-U-Win, Bowling Alley, High Striker, Photo, Basketball, or what have you. Eats all sold.

WANT HELP on all Rides, must be sober and reliable, no drunks.

WANT SHOWS—Girl Shows, Side Shows, Snake Shows, Mechanical Shows. Would prefer one party to take over all of back end.

NOTE—We have all ready contracted 4 major volunteer firemen conventions, 7 firemen old home weeks and celebrations, 3 fairs, 2 centennials. All celebrations have fireworks and free acts.

Address: 106 MADISON ST., EAST ROCHESTER, N. Y.

WANT—ONTARIO SHOWS—WANT

Ferris Wheel, Chair-o-Plane, Shows, Concessions that do not conflict. Opportunity for good Agents, male and female. Need Musicians. Will finance Showmen of proven ability. What is your proposition? We will consider it. Best route Northern, Central and Southern New York. Tied in with several Conventions and big Celebrations. Get with a winner. Cheap privilege. Our motto: "Live and Let Live." Opening early in May. Contact

CHUCK KEHOE, Secretary SPIKE MORLEY, Agent R.F.D. 6 OSWEGO, N. Y. Phone 1070-M

GREATER RAINBOW SHOWS

30 CELEBRATIONS AND FAIRS IN NEBRASKA AND KANSAS NOW BOOKING CONCESSIONS AND SHOWS

Get with the show that knows where it's going. Jack, Curly, Marvin, Nobby, Chief, quarters open; all former employees come in. Can use Slum Concession Agents. LOREN LEACH, Air Base, Ohio, Nebr. ROGER WARD.

MOTOR STATE SHOWS

MICHIGAN—OHIO—INDIANA OPENING APRIL 25 NOW BOOKING Concessions—Photos, Novelties, Hoop-La and other Hanky Panks not conflicting. Want one or two Rides not conflicting. Second Men all Rides, also Hanky Pank Agents. No chasers or boozers. Frenchy, write at once.

JOE FREDERICK, Owner-Mgr.

2263 NEWTON STREET DETROIT 11, MICH.

SUNSET AMUSEMENT COMPANY

OPENING THURSDAY, APRIL 20, EXCELSIOR SPRINGS, MO.

Want Merry Foreman who can drive. Can use Second Men who drive. Can use Arcade. Shows with own transportation and equipment.

WINTER QUARTERS, 701 N. Main St., Excelsior Springs, Mo.

BADGER STATE SHOWS

OPENING APRIL 29, ROCHESTER, MINN. 14 FAIRS—4 CELEBRATIONS

WANT FOR 1950 SEASON

10-in-1, Mechanical Show, Animal or Wild Life, Glass House, Dark Ride or Spitfire. Joe Teska, get in touch. Want First and Second Man on Tilt, Octopus, Dual Wheels, Flying Scooter. All Ride Help must drive semi. Johnny Howard, get in touch. Wally Fritz, Forrester want Drome Riders. Fair list: Fertile, Barnesville, Warren, Roseau, Henderson, Waseca, Long Prairie, Little Falls, Brainerd, Windom, Appleton, Canby, Morris, Blue Earth, all Minnesota. All replies to Redgranite, Wis. Can use a few more Stock Concessions, also Help for Bingo.

J. VOMBERG

WANT WANT WANT

Advance Agent with own transportation who knows Middle West. Hanky Panks of all kinds who can stand prosperity—Open Midway, \$17.50. Want Cookhouse, Floss, Popcorn, Candy Apple. Want Shows of merit with own transportation. Want Ride Help in all departments capable of making two spots a week. Get with the Show that gets the money.

BOHN & SONS UNITED SHOWS

ARDMORE, OKLA., APRIL 3-9; THEN AS PER ROUTE.

AMUSEMENT CORP. OF AMERICA

IMPERIAL EXPOSITION

OPENING AT ALEXANDRIA, LA., APRIL 15TH

Can place Tractor Drivers and Ride Help. Will furnish Side Show Operator complete outfit. Can place Hanky Pank Concessions only. Want Foreman for Caterpillar Ride.

Address P. O. BOX 649 at Alexandria, La.

TIP-TOP SHOWS

OF SYRACUSE, N. Y.

WANT a limited amount of Concessions to support a 6-Ride Show, SLUM STORES, DARTS, GLASS-PITCH, GOLDFISH, STRIKER, MUG, AGE, PONDS, GALLERIES, ETC. ALL EATS SOLD EXCEPT ICE CREAM. WILL NOT BOOK MORE THAN 15 IN ALL. IN TOWN LOTS—NO GATE—NO FLATS, HEAT OR DRUNKS TOLERATED. If you want a fine CELEBRATION ROUTE, WEEKLY PARADES and FIREWORKS, plenty of RED spots, short moves, pleasant surroundings, every concession an X—THIS IS THE SHOW. Can use one more Pank or Pony Ride. Write today.

Phone 48255 R. V. "DICK" NEUGENT 128 Huron St.

HAPPY ATTRACTIONS

OPENING APRIL 10, MIDDLEPORT, OHIO

CONCESSIONS—Games of all kinds. No Grift.

SHOWS—Monkey, Motor Drome, Side Show and Grind Shows.

POWELSON AMUSEMENTS

Box 125, Coshocton, Ohio. Phone 1088M

HI-QUALITY PLASTER

Well finished merchandise—expertly painted and decorated for flashy appearance. Wide variety available in large, medium and small pieces. We deliver. Write now for full particulars.

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SCRANTON, PA.

AGENTS WANTED

For Hit and Miss Ball Game, Fish Pond, Cork Gallery, String Game, Coca-Cola Bottles, Penny Pitch, Percentage Dealers for Pea Pool, Over and Under, Beat The Dealer and Big 8 Wheel. Need capable Man who can assist in the managing of the above Concessions in my absence. Booked on Largest Truck Show in Midwest, carrying 16 Rides with only one of a kind in Concessions. Opening April 20.

EARL TAUBER, Sunset Amusement Co.

EXCELSIOR SPRINGS, MISSOURI

PHONE 368

COLEMAN BROS.' SHOWS

OPENING MIDDLETOWN, CONN., APRIL 20

Want Ride Help. Semi-drivers given preference. Want Shows—Girl Show, Glass Show or Funhouse. Want Concessions—Penny Pitch, Glass Pitch, Hoop-La, Basketball, Jewelry.

RICHARD J. COLEMAN, P. O. Box 886, Middletown, Conn.

1949 CATERPILLAR RIDE

FOR SALE

LIKE NEW, USED ONE SEASON, COST NEW \$18,000.00. WILL SACRIFICE FOR \$8000.00 OR WILL SELL ON TIME TO RESPONSIBLE PARTY, ONE-HALF DOWN, AT 6% INTEREST.

EUGENE HADDAD

1513 PIERRE AVE.

SHREVEPORT, LA.

GIVE TO THE DAMON RUNYON CANCER FUND

WINTER QUARTERS

United Liberty

BLOOMINGTON, Ill., April 1.—Owner Ken Murray and the writer are putting finishing touches to org's route. The writer has been doing his booking chores between sports shows, which he is playing with his shooting galleries. Murray has been supervising quarters' activities, making booking trips, visiting the circus unit, which is playing indoor dates and preparing his drive-in theaters for an early-April opening.

Recent dates contracted include Paxton, Ill., Spring Frolic, May 22-23. This will be the season's opener and shows will be the first to play the town's main street in years. Service and veterans' clubs and Chamber of Commerce are sponsoring the date. Gridley, Ill., Home-Coming, May 31-June 1, has been inked under auspices of the American Legion post. Also booked is the Dairy Days Celebration, Milledgeville, Ill., sponsored by the Chamber of Commerce and Kraft Cheese Company. Dates are June 21-22. Shows also have been signed to play the annual Bellvue Recreation Center frolic in Peoria, Ill., June 9-11.—DON DeVULT.

Wolf Greater

MINNEAPOLIS, April 1.—Org opens May 1 and will play Minnesota. Mr. and Mrs. William Wolf visited Bill and Sylvia Warren in Florida, took in the Tampa Fair and bought a new Roll-a-Whirl while there. Eddie Coy is building two shows.

Wolf has booked the fairs at Kasson, Howard Lake, Anoka, Waconia, Garden City, St. Peter, Caledonia, Jordan, Cambridge and Fairmount; also Willmar Koffee Festival, Springfield Sauerkraut Festival, East Minneapolis Fair and Picnic, Litchfield Fair and Dairy Meet; American Legion conventions in Tracy, Wells and Hutchinson; State Veterans' Convention at Albert Lea; State Firemen's Convention, New Ulm, and Blue Earth for July 4.

John Francis

ST. LOUIS, April 1.—Preparations are being made to take the org on the lot at 4500 North Broadway. Mrs. Francis has recovered from lobar pneumonia and has her popcorn and candy floss stands ready. Owner John Francis has been in Wisconsin on business.

Visitors included George Regan, Bob Brady, Jimmy Reece; Harry Alkon, of the Graceland Shows; William (Bill) Snyder, of the Gem City Shows; John Maher, of Maher's Mighty Midway, and John McKee, of the McKee Shows.

Major Amusement Co.

O'FALLON, Ill., April 1.—Owners Wes and Gerald Schumacher are readying for the season's bow. In addition to the five major rides, two kiddie rides have been bought for the 19 school picnics the show has booked. Paris Voss is ride foreman. Jake Pasley will be Ferris Wheel foreman, assisted by Fred and Norman Hangsleben. The Merry-Go-Round will be in charge of Kenneth Voss, assisted by Norman Voss. Robert Henze will be in charge of concessions. Gerrel Horn will have three concessions.

Lawrence Carr

WILMINGTON, Mass., April 1.—Org opens April 7 at Quincy, Mass., for eight days. Trucks have been painted by Tom Hannon and concessions readied by Ziggy V. Sabotka. Latter will be The Billboard's sales agent. A new trailer will be used for the office. Owner Lawrence Carr stated that his two units have been booked solid.

Vivona Bros.

IRVINGTON, N. J., April 1.—Quarters work is under supervision of Herbert (Red) Williams. New towers have been added and Vivona, assistant manager, has chased three tractors and trailers. Maxie Sharpe came in from Florida after seven weeks with Peoria Broadway Shows where he had 10 rides and two shows. He will move over as business and concession manager. Shows will play a special date at Jamaica Armory, New York, April 10-15.

Mr. and Mrs. Mason and son, have booked their Monkey and Sober shows again and are en route to Florence, Ala. Mr. and Mrs. Mason signed their train ride and dart balloon concession. Morris Vivona returned to quarters from a successful booking tour. The writer is show secretary.—DOM VIVONA.

Keystone Attractions

SUNBURY, Pa., April 1.—President and General Manager Sober opened quarters Monday with a crew on hand to build a front and repair equipment for April 22 opening in Milton, Pa.

Richard Cole, who assists his father John, on the Merry-Go-Round, arrived Sunday (26). Red McKee arrived the next day. Expected soon are Whitey Hinkle, Mr. and Mrs. Kader Barnhill; Mr. and Mrs. Stafford, who are in New York getting a larger bingo top, and (Doc) Cook, concessionaire. A transformer has been ordered. sound truck has been painted.

Dates booked include Milesboro, Herndon, Shamokin, Trevorton, Burnham, Pa.; the Sharpsburg (Md.) Firemen's event, and Shenandoah, Va., Labor Day week.

Motor State

DETROIT, April 1.—Work in quarters is nearly completed. The Merry-Go-Round has been redecorated with all new scenery built. It is trimmed with fluorescent lights. Shows have received two more semi trailers. Searchlight and generator will be mounted on a semi, also the new Diesel light plant. Owner Joe Erick has returned from another booking tour. Shows are booked in October, mostly street celebrations. Recent visitors were Mr. and Mrs. Wiesnet, Mr. and Mrs. Bob Brown, Jack Ziegler. Show is routed to Michigan, Ohio and Indiana.—ROBERT P. SCHMIDT.

Peerless Celebration

LEAKSVILLE, N. C., April 1.—Everything is in shape for show April 22 opening. Owner William Mespelt has purchased a new Ferris Wheel to replace the one lost last summer.

Mr. and Mrs. Tommy Scott have moved in quarters from Key West, Fla. He is general agent and business manager. Buck Sutter will handle the cookhouse, popcorn and a number of other stands. Shows' route will take org thru North Carolina, Pennsylvania and Florida.—JOHN MESPELT.

Gillette Bros.

PITTSFIELD, Mass., April 1.—Winter quarters have been opened since the close of last season, with Joseph Beckman, scenic painter, and Joseph Rayno, general repairman, on hand. Work is in charge of Julius E. Gillette. Shows have 48 office owned concessions and 7 rides. Committees will continue the operation of concessions.

Rides and concessions have been readied and an Animal Show has been added. Opening will be in mid-April.

SEPARATELY OR ALL TOGETHER COMPLETE CARNIVAL FOR SALE

SIX RIDES: Little Beauty Allan Herschell 2-Abrast Merry-Go-Round with new top, No. 5 Big Eli Wheel, Smith & Smith 24-Seat Chair-o-Plane, 7-Tub Tilt-a-Whirl, 10-Car Kiddie Ride, Sunshine Choo Choo Miniature Train, King Mfr. Shooting Gallery, mounted on 1948 Chev. Truck; one Concession Trailer equipped for Pop Corn and Snow Balls; large Bingo, 18x35, with new canvas, counters, frame, sound system, everything ready to go. One 14x24 Cook House, fully equipped, new canvas, butane gas, Transformer Truck, with one 37½ kw., one 50kw. transformers. Several hundred feet rubber-covered Double O Ground Cable, 25 Junction Boxes, Front Entrance Arch. Plenty of transportation for all of the above, including four 1949 KB6 Int. Trucks, one 1948 Ford, one 1944 K5 Int., one 1942 Ford, one 1941 Int., one 1940 Chev., one 1945 Dodge, one 1939 Snub-Nose Chev., one 24 ft. Nabors Van Semi Trailer, one 28 ft. Nabors Van Trailer, one 30 ft. Open Rack Nabors Trailer, one 26 ft. Fruehauf Van Trailer, two Big Eli Open Top, Drop Frame Trailers, one 32 ft. Nabors Drop Frame Trailer, one 32 ft. Springfield Van Trailer, one 28 ft. Nabors Van Trailer, with bins built in to hold merchandise. All Ride Trailers with racks built in to haul Rides. One Downey Light Tower; one 30x80 Top, complete with poles, front, banners for Minstrel Show; 1 20x30 Top, complete with banners, poles, etc., for Snake Show.

This equipment all newly painted and overhauled. Can be seen in Winter Quarters now or in operation after April 1. Show is booked solid until Nov. 1, with the biggest Fourth of July Celebration in the South, and seven top Louisiana and Mississippi Fairs. Reason for selling, have other interest requiring all my time. All inquiries:

EP GROVES, Route 1, Box 84B, Lake Charles, La. Phone 8945

GRAND AMERICAN SHOWS

10 RIDES — 30 CONCESSIONS — 6 SHOWS

PLAYING SPONSORED EVENTS, CELEBRATIONS AND FAIRS.

Missouri—Sikeston, April 14-22; Cape Girardeau, 24-29; Louisiana, May 1-6; Kirksville, 8-13. Iowa—Ottumwa, 15-20; Marshalltown Celebration Frontier Days, 22-27; Chariton Celebration, 29-31; Dike Celebration, June 1-3; Afton Celebration, 6-10. Celebrations and fairs to follow. WANT CONCESSIONS—Arcade, Ball Games, Basket Ball, Hoopla, Glass Pitch, String Game, Jewelry, Cork Gallery, Sky Fighters, Scales, Age; any Hanky Pank that does not conflict.

WANT SHOWS—Any Grind Show with own equipment. Ride Help, Second Help on all rides who drive semis; First Man for Octopus. Will book Kiddie Train.

Write **L. O. WEAVER, Mgr.**

P. O. Box 102, Malden, Mo., until April 14, then per Route.

UNITED EXPOSITION SHOWS

Want or come on for Poplar Bluff, Mo., week April 3; Kennett, Mo., week April 10; then Illinois. All spots "first in."

CONCESSIONS: Photo Machine, Frozen Custard, Six Cats, Basket Ball, Buckets, the "Ex" on the five. Any other Concessions that work for merchandise.

SHOWS: Motordrome, Mechanical Show, Girl Show Operator who has Girls and Wardrobe. We have the rest. We mean "Girls," not just one. Wire or come on.

ROBERT S. (BOB) NEELY WANTS FOR WELL FRAMED SIDE SHOW—Freaks, Working Acts, Novelty Acts, Magician who pitches Annex, Open Girls for Balls, Blade Box, Illusion. People who have worked for me before, join. Others answer by paid wires or air mail. Answers to

C. A. "CURLEY" VERNON, Mgr.

CHARLES S. NOELL, Gen. Representative

POPLAR BLUFF, MO., THIS WEEK; THEN KENNETT, MO.

FOR SALE — CHEAP FLYING SCOOTER

Gas Driven, Used 3 Years.

BEN STERLING

Rocky Glen Park, Moosic, Penna.

PRESS AGENTS WANTED

One Who Can Handle Second Advance.

Can Place Ride Help. Also Whip and Fly-o-Plane Foremen.

O. C. BUCK SHOWS

Winterquarters: Troy, New York

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

OPENING APRIL 7 THRU 16, JEFFERSONVILLE, IND.

Want Hanky Panks. Shows with own outfits and transportation. Will book you for committee money, plus tax from tickets. Fairs and celebrations from first week in June, solid thru October 1. All replies wire: **BILL GEREN, Jeffersonville, Ind.**

PLAYTIME SHOWS WANT

Ferris Wheel Foreman, Second Men all rides. Grind Stores and Shows. FOR SALE—Fly-o-Plane, \$2,500. Can be seen in operation.

All correspondence:

E. W. BURR, Mgr.

Concord, New Hampshire, April 8-15.

FROM THE LOTS

Virginia Greater

SUFFOLK, Va., April 1.—Shows moved to their opening lot here March 26 with a police escort for Saturday (8) bow. Concessionaires reporting last week were Bob and June Coleman, bingo; Frank Muller, duck pond; Mr. and Mrs. Monroe, ball games; Mr. and Mrs. Walter Walberg and son-in-law and daughter, Mr. and Mrs. Ray Conway, fish pond, balloon darts and barrel. Tony Buzzella, popcorn and candy apple op, is expected in from Miami to reach the lot in time for opening. Albert (Dummy) Rivers, who will handle front gate tickets, came in from South Carolina last week.

Arthur Gibson, chief electrician, and James Burgess went to Memphis last week to bring back a light plant purchased from Lewis Diesel Engine Company. Manager Masucci left for his New Jersey home and will return with his wife. W. C. (Bill) Murray, org's general agent, left to line up show's route.

Frank Gentile, Allen & Smith Shows, came in last week from Providence, R. I., to purchase a transformer truck and two transformers. Other recent visitors were Jack Nurney, president, Suffolk's First National Bank, and Harry P. Taylor, Taylor Electric Company. Ronnie and Dottie Prue have the cookhouse assisted by Baby Pumpkin.

Tatham Bros.

CLINTON, Ill., April 1.—All is ready for shows' Danville, Ill., opening April 22. Fluorescent light towers and new trucks are scheduled for delivery soon. Mr. and Mrs. R. K. Lang, who have been wintering in Kingsville, Tex., have built a new front for their Side Show. Lee Borchert again will operate the bingo for Owner Tatham. Don Gozia has been re-engaged as electrician and lot man.

Mr. and Mrs. Charles Tedman have returned to quarters from Florida, where they wintered. Paul Cutler, who has been hospitalized in Florida, has recovered and will join in time for opening with his novelties. Mr. and Mrs. Joe Marks are here with their popcorn stand.

Ride crew is complete. Charles Gozia is Merry-Go-Round foreman, with Earl Nash assisting him. On the Octopus is John (Blackie) Rusher, with Virgil Stone as his assistant, Whitey Ruth has the Ferris Wheel. Earl Kimball assists him. Kiddie rides are owned and operated by Mike and Bill Tatham.—MICKEY TATHAM.

Capell Chalks Good Biz at Ada Opening

ADA, Okla., April 1.—Capell Bros. Shows opened the season here to an excellent gate.

Jack and Bob Capell, sons of H. N. (Doc) Capell, owner of Capell Bros. Circus, are co-managers; Doris Del Mar, secretary, and Glen Osborne, legal adjuster.

Show line-up includes Duke Del Rio's Side Show; Mad Man Thomas, Athletic Show; Peppy Blair, Girl Show, and Ed Whalen and C. T. Hall, Wild Animal Show.

Concessionaires include Slim Cunningham; Frank Chase, cookhouse; Slim Lashley, M. O. Nalbandian, Johnny Peck, Hank Stephens, Art Signor, Johnny Adams, Otis Howell, James Lundgren and Bill Moran. Jack Delmar has the bingo.

Perry Agents Denton's Orgs

BESSEMER, Ala., April 1.—Johnny J. Denton announced from local headquarters this week that he has signed Graves H. Perry as general representative of his Gold Medal Shows and Cavalcade on Ice attraction. Perry's duties with the org will extend into late June, when the still dates will be wound up. Current plans call for the icy to open its tour in September.

Pioneer

WAVERLY, N. Y., April 1.—Opening date at the South Waverly show grounds has been changed to Friday (21) so that the date will include two Saturday showings. Org originally was slated to open Saturday (15), but with weather uncertain Manager Mickey Percell decided on the later debut.

Recent arrivals included Joe Daniels, who will operate the pan game, clothes pin pitch and bear wheel, and Clark Parnell, who is framing a marble stand with Bill Schnieder as agent. Lew and Celia Farrel booked five concessions and Pop Eye Delgrossi is legal adjuster. His wife will have two concessions.

Duke and Ann Duran booked their cookhouse. Al Kline has his picture frame store here and Joe Newman has placed his darts.

Harry Farris, John Wales and Arthur Willis are en route from Dallas to local quarters. They will operate the Motordrome.

Visitors included Mike Wright, Victor Goldie, Dave Rogan and Peter Felice. Mrs. Percell is readying her concessions. Pete Carsetti and George Smith are expected soon. Pop Eye Andrews is general superintendent.—C. LOVEJOY.

SHOWMEN UNBORN SHOW FOR SALE

Here is without a doubt the finest Unborn Exhibit in the U. S. today. This is a Class Show for the above average Showman. It consists of dust-proof cases averaging 18"x22"x12". Glass fronts, exceptionally durable. Figures are life-size cutaway torsos, in natural color, from conception to actual birth, showing both the right way and wrong way—made of reinforced wax. It must be seen to be appreciated. A live-wire Showman can work 52 weeks a year, hitting the schools in winter. Please do not confuse this fine exhibit with the common pickled punk in jar type. To duplicate this exhibit today it would cost you at least \$500.00 per case. The entire 16 cases can be yours for \$175.00 per case—\$2800.00 complete. Plan to fly out to look at it. I promise you will not be disappointed.

FRANK J. BETTELLI
17427 Martha St. Encino, Calif.

**WANT
GENERAL AGENT**
For Medium-Sized Truck Show with Top-Notch Rides, carrying no Grift. Must know Indiana, Illinois and have own car. Give qualifications, references and state salary expected in first wire or letter.
BOX 125
c/o THE BILLBOARD, 390 ARCADE BLDG.
ST. LOUIS 1, MO.

WANT

Agents for 2 Balloon Darts, Agents for 2 Pistol Darts. Johnny Miller, contact me.
WALTER B. COX
c/o J. E. STRATES SHOWS
Washington, D. C., and per route.

GIRLS WANTED GIRLS

FOR HIGH CLASS FINAL REVUE
Send photo. Salary no object. Show plays with A-1 Carnival starting April 15. Don't write unless willing to join. Write
BOX D-352, THE BILLBOARD
CINCINNATI 23, O.

RIDES AVAILABLE

Ferris Wheel, Merry-Go-Round and 3 Kid Rides (all late models), furnished for Celebrations, etc., near Cleveland, Ohio. A few weeks still open.
McGINNIS AMUSEMENTS
8118 Linwood Ave. Cleveland 3, O.
Phone SW. 1-9544

WANT RIDES

Ferris Wheel and Kiddie Rides, July 5-7-9th. Firemen's Jubilee Week. Entertainment every night. Contact
VIRGIL LONG
517 Franklin Heights Shippensburg, Pa.

ATTENTION IRVING GOLDBERG

IMPORTANT THAT YOU CONTACT ME IMMEDIATELY. HAVE IMPORTANT MESSAGE FOR YOU.
IRENE VAILLANCOURT
1877 N. W. 15TH ST. MIAMI 35, FLA.

Popcorn Price Raise Sighted

IN THE MAIN, prices on food and drink concessions this year will be about the same as last year, which should be good news to carnival, circus, park and fair concessionaires.

However, concession houses dealing in raw popcorn, peanuts and popcorn oils point out that prices on those commodities probably will go up in mid-season, if not earlier, due to a crop shortage. Just how much of a hike it will be, none is prepared to say, but some concession house officials tempered their prediction of higher prices with, "The up shouldn't be too great."

In contrast to a year ago when concession men, almost to the man, predicted that business in 1949 would be down from '48, the prediction this year is better biz than in '49.

Optimism General

Answering a questionnaire sent out by *The Billboard*, food and drink concessionaires throught the nation were highly optimistic. Many of them didn't forecast better biz this year, but they pointed out they expected it to run even with last year. Not one predicted a drop-off in business from 1949.

Outside of raw popcorn and peanuts, of which there may be a shortage, all other food and drink products are plentiful, the survey showed.

Regarding the raw popcorn situation, C. E. Strum, assistant manager of the Midland Popcorn Company, Minneapolis, said: "The prices on popcorn are about the same as last year so far, but there is a stronger one in the producing sections that may reflect higher prices later in the season. Our prices now on coconut oil and popping oils are down between 5 and 10 per cent from a year ago."

Average Biz Expected

Strum looks for an average business year, possibly requiring a little more sales effort to bring the same results.

"Popcorn supplies are somewhat lower in price but most of the other items will be about the same," D. C. Evans, Gold Medal Products Company, Cincinnati, reported. Popcorn itself, he said, may go up the latter part of the season "because of the 60 per cent drop in the popcorn crop." The increased price, he predicts, will not be too great. As a wind-up to his answer to the questions, "What about materials used for your products? Are they plentiful or is there a shortage?" Evans said, "It all depends on the demand this year. If sales are off very much, the short crop may be enough for requirements. In that case, the price will not go up."

Popsit Plus Prices

J. A. Ryan, vice-president and sales manager of C. F. Simonin's & Sons, Inc., Philadelphia, reported that generally speaking the price of Popsit Plus, made of peanut oil, is about the same as a year ago. The price may change as basic markets fluctuate.

"Popsit Plus is made of peanut oil," Ryan reported, "and a shortage of supplies is expected this year because of complications arising out of price supports on peanuts. An attempt is being made in Congress to permit the production of peanuts for crushing purposes. If this passes, adequate supplies should be available next fall. Coconut oil is imported from the Philippines. The price is considerably higher than other oils produced in the United States and this is restricting importations. While supplies on hand at present in the U. S. are adequate, they likely will be restricted because of the excessively high price of this oil."

According to Harry C. Lazear, sales manager of Wyandot Popcorn Company, Marion, O., his concern's prices currently are at the same level as in 1949, altho the industry as a whole is operating on a stronger market due to lower production.

"Our prices," he said, "were not reduced to meet the low levels prevalent in the industry last year."

Popcorn Demand Grows

Regarding the business outlook for this year, Lazear said there were many reasons to believe the demand for popcorn will continue to increase, the same as it has done the last several years. However, because of a marked reduction in popcorn production in all producing sections in 1949, it is doubtful if there will be sufficient quantity of good quality popcorn to supply the industry until another crop can be produced. This means, he said, that it will be important for buyers to arrange for a dependable source of supply as soon as possible in order to be protected on their requirements.

Lawrence S. Goldmeier, president of Poppers Supply of Philadelphia, looks forward to business about on a par with last year and maybe even better. Like other popcorn men, he warned: "Good quality corn and peanut oil appears headed for a shortage. This fact is being accompanied by slowly rising prices in both items."

J. O. Young, Jr., manager of the Chicago office of Orange-Crush Company, says all indications and present business tend to make the business outlook optimistic.

Drink Biz Rosy

William Slack, manager of Spotlite Juices, Inc., Memphis, was another in the soft drink field predicting a rosy outlook. "We are anticipating better business this year," he said: "Our January sales are 50 per cent better than last year."

L. R. Office, president of Dayton Food Products Company, Dayton, O., says his firm this year is putting out Sherb-Ice Base, a product which makes a type of custard with water only and contains no dairy ingredients. The finished frozen custard may be used in any State without conflicting with dairy laws. It is neutral in flavor and any fruit flavor or crushed fruit can be used in making it, according to Office.

H. L. Kirby, owner of Kirby's Products, Union, S. C., thinks business this year will show a heavy increase in sales, "because heavy industry in this section is operating on longer work hours."

Outdoor Top Year

W. Drutt, vice-president of Chunk-E-Nut Products Company, reported he is expecting one of the top years in outdoor show business. He warned, however, that popcorn will be in short supply but tempered the warning with, "however, we expect that we will have ample stocks to take care of our customer requirements."

Others answering the food and drink concession questionnaire included Concession Supply Company, Toledo; Casey Concession Company, Chicago; Charles E. Hires Company, Philadelphia; Derr Bros., Boonville, Ind.; Dunbar & Company, Chicago; Eagle Cone Corporation, Brooklyn; Liley Sales Company, Kansas City, Mo.; Ohio Chemical Products Company, Canton, O.; Popcorn Service Company, New York; Virginia and Spanish Peanut Company, Providence; Indiana Popcorn Company, Muncie, Ind.; Theatre Candy Company, Inc., Boston; Farmer Boy Corn and Equipment Company, Inc., New York.



THE CREAM OF THE CROP
CONCESSION EQUIPMENT
YOU WILL SEE IN OUR
NEW 1950 CATALOG

New percentage games — New HANKY PANKS, New TYPE HI-STRIKERS with the flash of funny sayings — with mauls that can't be beat — 3 SIZES — You will see the new circulating FISH PONDS using BOBBIN' BABY DOLLS — you will see the 6 ARROW HORSE GAME — The BIG 6 WHEEL — The RACE HORSE WHEEL using mutual odds — The BALL CHUCK WHEEL — The BASEBALL WHEEL — The SMALL HORSE WHEEL — The small CHUCK WHEEL — WHEELS OF ALL DESCRIPTIONS — 120-180-15-18-20-24 & 30 — Any Spaces. Our Famous BEAR HOOPLA BLOCKS — PITCH-TILL-YOU-WIN BLOCKS — LAMP BLOCKS — HOOPLA BLOCKS — BINGO EQUIPMENT of all types — SMALL PUNKS or CATS — BIG 6 CATS that are packed tight as a rock — WOODEN or ALUMINUM BOTTLES — PEA POOL END TABLES — PAN GAMES — and now COTTON CANDY "FLOSS KING" MACHINE — The machine with the gaff that turns it out as fast as you can take in the dimes.

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RAY OAKES & SONS

8432 W. 44TH PLACE Phone: Lyons 4811 LYONS, ILL.

WANT

Ball Games, Glass Pitch, Cigarette Gallery, Photo Gallery. Want Shows that do not conflict. Want Manager for Monkey Show and Snake Show. For following Celebrations and Fairs— Firemen's Celebrations: Cherry Tree, Tyrone, McDonald, Kane, the Clarion Co. Firemen's Convention at New Bethlehem, Pa.; West Brownsville Hundredth Centennial; Butler Sesqui-Centennial Hundred and Fiftieth Celebration on Fourth of July. Fairs: Stoneboro, Washington, Needle, West Alexander and Claysville. Want: Ride Help for Octopus, Tilt-a-Whirl and Caterpillar.

EDWARD M. DIETZ EDDIE'S EXPOSITION SHOW

165 N. MONROE ST. BUTLER, PA.
P.S.: Professor Ritz, get in touch.

CRYSTAL SHOWS

OPENING MIDDLE OF APRIL

Want Snake Show, Side Show or any Grind Show with own equipment. Good opening for Minstrel with own outfit. Want Bingo and Grind Concessions for season. Want Agents for office owned Concessions. Also man for Fun House. Can place two Palmistry Concessions.
W. E. BUNTS, Box 968, Crystal River, Florida

IMPERIAL SHOWS

Want Ride Foreman for Wheel. Drunks and chasers, stay where you are. Concessions—String Game, Bowling Alley, Clothes Pin.
Opening Galesburg, Ill., April 15.
WM. GULLETTE, Mgr.

WANTS — JIMMIE FERENZI — WANTS

Girls for Dancing and Posing Shows. Top salaries plus a daily bonus. Those formerly connected with me, contact immediately. % Orange State Shows, Winter Garden, Florida, this week; next week the Big Onell Gainesville, Florida. JEAN HILL IS NO LONGER CONNECTED WITH THIS SHOW. Want to hear from Libby Banks, Maxine Olsen, Dotty King, Bonnie Mills, Millie Capone, Jean Tallman, Pat Pachal, Lee and Kathy Carroll, or any other good Girl Workers. Have nice free living quarters for personnel. Transportation for those I know.
JIMMIE FERENZI ORANGE STATE SHOWS
Gainesville, Fla., this week; Hawthorne, Fla., next week.
P.S.: Rose Mary and Sister Agnes doing wonderful job on show. Wire at once

C. A. STEPHENS WANTS

CONCESSIONS—Apples, Floss, Snow, Jewelry, Custard, Photos, Ball Games, High Striker, Penny Pitch, John Terry wants Agents for Skillo, Razzle, Six Cats. RIDES—Special proposition for a set of Kiddie Rides. SHOWS—Baby Show, Mechanical City. Plantation with own equipment. FOR SALE—MIRROR MAZE.
TRION, GA., THIS WEEK.

MEEKER'S SHOW WANTS

FOR WENATCHEE, WASH., APPLE BLOSSOM FESTIVAL
MAY 1st to 6th
Merchandise Concessions
MEEKER'S SHOW

4325 Tacoma Ave. Tacoma, Wash.



PACIFIC COAST SHOWMEN'S ASS'N

announce

Their special

MEMBERSHIP DRIVE

JOIN NOW . . .

Take Advantage of This Offer
Initiation and Dues to Sept. 1, 1951

\$17.00

Membership includes use of the new, spacious and beautiful club rooms and all their privileges. Offer open for only a limited time.

JOIN NOW

Write Today for Application Blanks

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LAST CALL

LAST CALL

OPENING APRIL 10TH, CHESTER, PENNA.

CONCESSIONS—Can place Age, Scales, Jewelry, Hoop-La, and any other legitimate Concessions. Low Blinker Bernstein wants Agents for Cat Rack, Ball Games, Wheel, Skillo, Coupon and other Agents. SHOWS—Can place for Joe Hilton's Circus Side Show, good working Acts. Want Man to handle and manage Life Show, Talkers and Grinders. HELP—Can place Ride Help in all departments who drive semis. Don't write, come on. WANT—First Class Combination Billposter to join on wire. Address all mail and wires to:

LLOYD D. SEREASS

PENN PREMIER SHOWS, GENERAL DELIVERY, CHESTER, PA.

Endy Bros. Shows

35 RAILROAD CARS. OPENS PHILADELPHIA, APRIL 20, G AND ERIE STREETS, FOLLOWED BY UPPER DARBY (69TH ST.)—SHOWING ONLY THE BEST LOCATIONS IN PHILADELPHIA AREA.

Can place Motor Drome (wagons for same), Monkey Show, Wild Life, Arcades, Funhouse, Tilt-a-Whirl, Rock-o-Plane. Want Man to handle Side Show, also outstanding Acts to feature. We have all equipment. Good opportunity for Man and Wife to handle Girl Revue, Want Chorus Girls to feature, M. C., Musicians, Train Hands, Polers, Tractor Drivers, Ride Foremen, General Show Help. All report: WINTERQUARTERS, GOLDSBORO, N. C.

ENDY BROS.' SHOWS—David B. Endy, Mgr.

CALL

JAMES H. DREW SHOWS

OPENING APRIL 20

Ride Men wanted. Foreman for Ten Car Looper. Foreman for new Herschell Merry-Go-Round and experienced Help on all Rides. Good opening for Funhouse. Will place a few legitimate Stock Concessions—Ball Games, Photos, etc. Fred Nicola and C. C. Moore, come on. All Ride Men, report now to Camden Park, Huntington, W. Va.; all others, wire: James H. Drew Shows c/o General Delivery, Huntington, W. Va.

FOR SALE 8 TUB OCTOPUS FOR SALE

IN GOOD RUNNING CONDITION. GOOD MOTOR.

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CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 1.—Fred H. Kressmann, past president, was in the chair at the March 30 meeting. Also at the table were Treasurer Walter F. Driver and Secretary Joe Streibich.

Herman Begley was elected to membership. Welfare committee reported Ralph Wibberly is showing marked improvement and will be discharged from the hospital within a few days. On the sick list are W. O. Perrot, W. C. Deneke and William E. Saunders. Also reported sick is Mickey Humphrey, now in Phoenix, Ariz.

Annual get-away party will be held April 15, with committee in charge consisting of Charles Zemater, Andre Dumont, Sunny Burnet, Bernie Mendelson, Chick Schloss and Ed Sopenar, assisted by the house committee.

Ways and means committee reports it continues to receive banks. The lease committee is expected to give a further report at next meeting.

Hank Shelby and Ned Torti were in from Milwaukee for the meeting. Louis Berger and Jack Kaplan were on hand after absences. Frank Mancuri attended his first meeting. Others present included Nat Green, Sam Menchin, Al Heller and Sid Siegel.

Final spring meeting has been set for April 27, with the first opening meeting slated for October 5.

Dave Pickard has left for Kentucky. Frank Winkley, in town on business, was a caller to the rooms. Others included John Lempart, Al Kaufman, Oliver Barnes, Ozy Breger, Red Goldberg, Ned Day, Eric Phillip, Pete Norman, Leo Sennett, Mel Harris, Harry Simonds and Frank Bligh.

Mr. and Mrs. Ed Wall, back from Florida, are sporting heavy tans.

Ladies' Auxiliary

President Margaret Filograsso presided at the April 3 meeting in the Sherman Hotel. Other officers present were First Vice-President Pro Tem Marie Brown, Third Vice-President Carmen Horan, Treasurer Pat Seery and Secretary Elsie Miller.

A letter was received from Lillian Glick, first vice-president, who is ill with a virus infection. Also on the sick list are Myrtle Hutt, Margaret Shapiro, Margaret Jeske and Margaret Hock.

Next social will be held April 20, with Elsie Miller as hostess. Next regular business meeting will be April 13.

Jeanette Wall is back from a Florida vacation.

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 1.—The annual membership drive brought in a new group of cardholders at the weekly meeting (27) presided over by President Joe Krug. Also on the rostrum were Vice-Presidents Larry Ferris and M. J. Doolan; Chaplain Jack Hughes, Treasurer Al Weber and Secretary Lou Manley.

New members voted into the club were Tommy Adams, Frank E. Eastman, R. C. Allton, M. B. Burkhardt, William R. Shaw, Lester C. Payne, A. L. Converse, Side Show man on Ferris Greater Shows; James P. Frey, and William G. Tremain, secretary of Douglas Greater Shows.

Inducted into the club by Chaplain Hughes, Past President J. Ed Brown and President Joe Krug were Clyde Gray, William Valente and Fred Wicker.

Club members and the Ladies' Auxiliary were guests of Clyde and Harriet Beatty at the opening of their circus here (28). The 180 PCSA members attending presented the Beattys with a bouquet of flowers.

National

Showmen's Association

454 Broadway, New York

NEW YORK, April 1.—Clubroom attendance grows smaller as members leave to join shows, but Frank (Shrimpy) Rappaport's lunch room and the video room continue popular. Among those who departed for the James E. Strates Shows, opening in Washington, were George Rector, Bibs Malang, George Regan, Jack Stern and Harry Kaplan. Sidney Goodwalt left for the O. C. Buck Shows.

Siro Auriello will be located in New York, planning to enter a night club partnership. Ben Merson advises that his Carousel, part of his kiddieland at Long Beach, N. Y., had a spot in a recent TV production.

On the sick list are John Carlin, Massachusetts General Hospital; Robert Allen, Millard Fillmore Hospital, Buffalo, and Frank Caravella, Spencer Hospital, Meadville, Pa. John Nichols says he will soon be able to work again. Charles (Doc) Morris is much improved.

Visiting the clubrooms were Max Cohen, David Bloom, Louis Weinstein, Louis Victor, Curtis Bockus, Louis Scherer, Steve Libitz, William Miller, Edward Elkins, John Weisman, Casper Sargent, Joseph Dubin, Sam Miller, Larry Benn, Sam Cohen, Les Eichholz, Morris Levi, Matty Burns, Aaron Hymes, Herman Malek and Jack Agree.

Mail is being held for Babe Harris and Whitey Miller. Next meeting Wednesday (12).

Greater Tampa Showmen's Association

Tampa, Fla.

TAMPA, April 1.—Club continues to hold meetings every Monday night altho attendance has dwindled because many members have started their seasonal tour. They will be held as long as enough members are on hand to warrant it.

Several members have not been getting the regular monthly bulletins because they have moved and their new address is not on the club files. Sam Holman is confined in his home.

During the week the club offices were burglarized and \$200 was stolen. Entry was made by tearing the screen on the back porch and breaking the glass in a kitchen door.

Pete Burkhardt, ways and means committee chairman, announced that funds would be raised this summer for the clubhouse by awarding a \$1,000 and \$500 Saving Bond. Visitors included Wanda Wydra, Hugh Allison, Abe Simon, Cliff Bammell, Merle Evans, Reverend July, Mr. and Mrs. Dick Wilkins, Mrs. C. M. and Mrs. Harry Goodman and Perry H. Alexander.

Ladies' Auxiliary

Mrs. C. J. Sedlmayr, president, was in the chair at the final meeting of the season. Mrs. Paul Kleider, vice-president; Mrs. E. Fillingham, secretary, and Mrs. Jimmie Owens, treasurer, also were present.

Thank-you cards were read from Winnie Major, Mary Dennis, Evalyn Howe and Mrs. William A. Perrott. Mrs. Jimmie Owens was appointed sick committee chairman to substitute for Betty Harwick, who said she would be inactive until fall. Martha Sutrain, house committee chairman, said draperies and chair coverings would be stored with the men's club equipment.

Dena Berni, Garden Club chairman, reported good response to the club and announced meetings would be held during the summer. Bette Rogers, Evelyn Kleider and Hazel Maddox presented the auxiliary with albums for the club photos. Esther Young, entertainment chairman, said parties would be held each Wednesday until the club is definitely closed.

Mrs. Sedlmayr announced the next meeting would be November 8.



FIRST AND LAST CALL

Show leaves here April 19. All contracted report or be here April 15. We are building bigger and more MODERN than ever and show will be complete when we leave quarters. Can use a few more Slum Concessions. Reasonable rates and good treatment.

Want Penny Arcade and good flashy Motordrome. All Workingmen contracted, come in at once. Can use crew for Fly-o-Plane and a few Workingmen on other Rides. Ray Ayers would like to hear from girls who worked for him before. Would like to hear from a couple of Grind Shows of merit.

ALL REPLIES TO ANY OF THE FOLLOWING:

L. C. REYNOLDS ART SIGNOR CHUCK MAGID RALPH CLAWSON
OWNER SECY.-TREAS. CON. MGR. GEN. MGR.
BOX 782 MUSKOGEE, OKLA.



LYNCHBURG, VA., APRIL 10 TO 15

With Best Route First in Dates of Any Truck Show in East RIDES—Can place set of Kiddie Rides, or will book any single Kid Ride. Want to hear from Tilt, Whip, Caterpillar or any flat ride. SHOWS—Place Drome, Glass House, Wild Life, any novel show with own equipment. CONCESSIONS—Want French Fries, Palmistry, Novelties, Ball Games, Hoop-La, Cigarette Gallery, Water Games, Coke Bottles, any and all Hanky Panks at live and let live prices, \$25.00 week. Place Rate Game, new Eight Block Game.

ART LUDWIG CAN PLACE CAPABLE BINGO HELP

All address RALPH DECKER, Martinsville, Virginia P. S.: Fitzie Brown, Business Manager



The Show With The Proud Reputation OPENING DATE CHANGED TO APRIL 8TH OPENING SUFFOLK, VIRGINIA

Due to disappointment want at once: Ten-In-One, Girl Show Manager with two or more Girls. Want Pea Pool, Pan Game, Beat the Dealer, Cage. You must have other side Hanky Panks. Will give exclusive on Frozen Custard, Long and Short Range Lead Gallery, French Fries, American Mitt Camp (no gypsies), Photo Gallery, Hi-Striker, Glass Pitch, Age and Scales, Novelties, Home of Hanky Panks/all open Will book our buy Octopus. All reasonable Concession privileges. 6 Fairs so far, 3 others pending. All mail and wires to

WM. C. (BILL) MURRAY Suffolk, Virginia Box 461

JACKS GREATER SHOWS

WANT FOR SPARTANBURG, S. C., APRIL 10-15 First Show in Town This Year

Can place Hanky Panks of all kind, \$20 week. Due to disappointment will book Bingo and Cook House. Want Candy Floss, French Fries, Age and Scale, Photos, Novelties and Diggers. A few choice Concessions open. Have two complete Girl Shows for party with two or more Girls for each Show with wardrobe and P.A. sets. Will book any Grind Show. Liberal percentage. Want Ride Men who can drive semis on following Rides: Ferris Wheel, Octopus, Rolloplane, Merry-Go-Round, Chairplane and Kiddie Rides. Want Roll Down and Skillo Agents and one Line-Up Store Agent for office-owned outfits. Good opening for Sound Car to man who knows how to advertise. All mail and wires to

FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr. GREER, S. C., THIS WEEK; THEN AS PER ROUTE.

WALLACE & MURRAY SHOWS

FEATURING ZACCHINI CANNON ACT

WANT WANT

Side Show Operator with Acts. We have complete outfit. Fun House, Snake Show, Motor Drome; will furnish transportation. Want Kiddie Train or a set of Kid Rides. CONCESSIONS: Custard, Diggers, Hanky Panks. Joe Goodwin wants capable Agents. Wire AL WALLACE, Mgr., Greenwood, S. C., this week; Anderson, S. C., next week.

ORANGE STATE SHOWS

WANT FOR FOUR WEEKS AROUND JACKSONVILLE, FLA. AND THEN NORTH

One or two Kiddie Rides, Octopus; one or two Shows with own outfits. Concessions—Want Bingo, Cook House, Hanky Panks of all kind. One or two more Wheels. Cecil Porvia, wire me. Can use Ride Help. Week of April 3, Gainesville, Fla. Wire or write

LEO BISTANY

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, April 1.—Past-President John Francis and George Reed, secretary-treasurer, were on hand for the March 22 meeting. Secretary Euby Cobb reported that the Patrick's Party was a success.

Elected to membership were Frank Stiles, sponsored by Tom Ann and Danny Martin, and John Andy, sponsored by Cobb and Frank B. Joerling.

On hand after long absences were Frank Sutton Jr., Bill Ackerman, F. (Red) Friend, Harry Alkon, Tony Sylvestri, William O'Day, Ed Hall, Carl McDaniel, Dave Carroll, Frank Curtiss, Guy Kimball, Frank Joerling and Ed Mahoney.

Tony Sylvestri was given a standing vote of thanks for the pecans and nuts he sent for the underprivileged children taken care of by the club. Final meeting will be held April 6.

Michigan Showmen's Association

3153 Case Ave., Detroit

Ladies' Auxiliary

Final social of the season was well attended. Bingo prizes went to Laura Baker, Ann Borker, Clara Morin, Dorothy Gold, Margaret O'Striker, Frances Moran, Florence William, Lottie Johnson and Bertha Ford, with Gayme Wade winning the cover-all.

Door prize, donated by Lottie Johnson and Marion Dickstein, was won by Clara Silber. Other prizes of the evening went to Florence Williams and Edith Schultz.

Final meeting of the year will be April 10.

Membership drive, headed by Rose Schimmel and her committee, is obtaining good results, with President Rose Lewiston presenting an Ever-sharp pencil carrying the club emblem to every one bringing in three new members.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, April 1.—Club's last meeting was turned into a social bingo party. The prize, donated by Estelle Regan, was awarded to Gertrude Lang.

Among visitors were Margey and Mae Schantz, Mrs. Rose Brown and Mrs. Frankie Smith. Elected to membership and sponsored by Verna Schantz and Sally Prevost were Lillian Byer and Marian Fulton.

Rose Brown and Mrs. Charles Chaney made donations. Each member voted to send Daisy Davis a get-well card. April 1 was designated as Daisy Davis Day.

Lenora Gydnis and Clara Campbell prepared the buffet supper which was served to both clubs by Elsie Wear and Florella Chaney.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 1.—President L. K. Carter presided over the last meeting which drew 35 members. Hurley B. Smith was elected to membership. Ways and means committee paid off its obligation for the new tables from the Saturday night jamboree's.

Harry Altshuler, former club treasurer, was in attendance after a two-year absence. F. W. (Boxie) Warfield gave an account of his visit with Noble C. and Viola Fairly and at the Hot Springs Showmen's Association.

F. W. (Boxie) Warfield, chairman, stated that he and his banquet and ball committee, had worked out plans for the annual New Year's Eve event at the Hotel Continental. Club closes with the next meeting. It re-opens in October.

Ladies' Auxiliary

President Nellie Weber presided over the March 24 meeting with 22 members present. The meeting opened with a recitation of the Lord's Prayer. Secretary Loretta Ryan read the minutes and a letter of thanks from the men's club for the recent pot luck dinner. Trixie Clark was appointed warder.

Ruth Yonkees, Edna Pray, Ruth Ann Levine, May Wilson and Margaret Haney, an out-of-town member, were reported ill. The raffle prize donated by Trixie Clark was won by Dottie Corey. The door prize donated by Dottie Corey was won by Hattie Howk.

Show Folks of America

1191 Market St., San Francisco

SAN FRANCISCO, April 1.—March 27 meeting was called to order by President Mike Krekos. Bill Kindel and Teddy Levitt were called to the rostrum to fill in for Marie Burke and Art Craner. Krekos was called away during the meeting and Vice-President Bill Coles took over.

Letters were read from Rep. Frank R. Havenner, Washington; Herb Caen, The San Francisco Examiner, and Estelle Rosenthal, of Mill Creek, Ill. A card of thanks was received by the club from Fred Weidmann, whose wife, Ethel, died recently.

William S. Nolan, Barbara Rendell, William S. Seance and Leo Hill were elected to membership. Tom Upton, Mr. and Mrs. Harry Rendelle, Mr. and Mrs. William J. Neff, P. J. and Robert Staunton, Andy Camilleri, Louis Faundree, Mr. and Mrs. Leroy Edie, Raymond and Alice Treanor, Mr. and Mrs. Al Hawkins and Marie and Ted Levitt were introduced.

Harry G. Seber, reported on the St. Patrick's Day dinner and expressed thanks to Euna Mack Hanna and her committee. It was reported that Bonnie Townsend, daughter of Euna Mack Hanna, was struck by an automobile as she left the club-rooms Thursday (23) and is in Children's Hospital for treatment of a compound fracture of the leg. Flowers were sent by the club. Fred Ferguson is a patient in Marine Hospital.

Lone Star Showmen's Club

Dallas, Tex.

DALLAS, April 1.—A dinner was held in the clubrooms March 23 and 75 persons were served. Grace Tindler sparkplugged the event, assisted by a hard-working committee. Earl Malone donated a cake, which was won by Joe Murphy. Two other cakes were donated by Joe Sallee. A donation was received from the M. A. Singer Company. Membership applications were received from Guy and Doris Delamar and C. M. Summers.

A surprise housewarming for Erma Meek was held in the clubrooms March 27. Daisy Parr, third vice-president, presided in the absence of Louise Hickman. Erma received numerous gifts. Art and Boots Hansen, of Corpus Christ, Tex., were guests.

SHOWMEN SENSATIONAL ANNEX ATTRACTION FOR SALE

Parts of the anatomy in reinforced wax, natural colors. Wire or write for details. FRANK J. BETTELLI 17437 Martha St. Encino, Calif.

MOLLY'S SHOWS

80 Revere St., Portland, Me., opening in May. WANT SHOWS—Girl, Wild Life, Penny Arcade, Pony Ride, Ball Games, Pop Corn, Cook House, Concessions of all kinds.

JAMES YORK

WANTED

GOOD, CLEAN CARNIVAL FOR OUR LADY OF ASSUMPTION CELEBRATION ON AUGUST 14TH TILL 19TH. Apply RALPH SINTELLI 221 French St. Hammonon, N. J.

WANT TO BOOK

Candy Floss and Candy Apples for entire season. Address mail or wires to JAMES DAVIS OLD WASHINGTON, OHIO

NOW DELIVERING!

New Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS

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| 12 | 27 | 33 | 47 | 54 |
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| 6 | 23 | 40 | 50 | 73 |
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Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

Heavy Duty Mounted BINGO CARDS In Various Colors

MORRIS MANDELL, INC. 26 East 13th St. (Dept. B), New York 3, N. Y. Phone ORegon 3-5912

SIDE SHOW ACTS

Novelty and Working Acts of all kind; Feature Freak (Billy Logsdon, write or wire at once); Ticket Sellers; Working men.

DANCING GIRLS

Have opening for few more Dancers. Must be youthful and have good wardrobe. All people wanted for these shows to open April 20th at Springfield, Ohio. Reply in detail and state salary expected.

RAY MARSH BRYDON 4712 McKinney Ave. Dallas, Texas

WANTED

USED KIDDIE RIDES

NO JUNK.

JOLLY SHOWS

2235 FIRST ST. N.W. WASHINGTON, D. C.

FOR SALE

Pony Track complete with 17 best trained ponies. Formerly on the Royal American Shows. Also a 1942 Mack Truck with 28 ft. semi. Track can continue to operate at Park. Selling on account of other business interests.

B. A. SLOVER

Manager of Lincoln Amusement Park 3800 North Mission Road Los Angeles 31, Calif.

CARNIVAL WANTED

For July 26-27-28-29

GIBSONBURG HOMECOMING

CHESTER SMITH, Chairman GIBSONBURG, OHIO

WANTED

2 SIX CAT RACK AGENTS

YEAR ROUND WORK NO SET-UP OR TEAR DOWN. WIRE: A. M. PEPPER

15 Paloma Ave. Venice, Calif.

FOR SALE EIGHT CAR WHIP

A-1 condition. Cars newly upholstered, new cable motor completely overhauled. Any reasonable offer will be considered.

J. J. ALLEN

22 SCOLLAY SQ. BOSTON, MASS.

AVAILABLE

Man and Wife to operate Grab Joint or Cook House for the coming season. Both are sober, reliable and experienced.

GEORGE PUGH

Twins Palms Trailer Park 1017 N. San Fernando Blvd., Burbank, California

Selling Job Needed:

Popcorn Industry Has Reached Important Crossroads -- Lazear

By Harry C. Lazear

Chairman, Popcorn Processors' Association

ALTHO retail popcorn sales in 1949 hit near the \$250,000,000 mark, most of us in the industry believe the potential is twice that figure. We can't afford to stand by when voluntary sales have reached their peak. We must begin to tell the consumer about popcorn.

In short, we must begin to sell. We must let people know that popcorn is more than a confection, more than something pleasant to munch on in the movies, the ball park, resort and countless other places. We must tell them it is a healthful and nutritious food, that it has a rightful place in the human diet, that it not only tastes good but is good for you.

Any industry having been afflicted with growing pains is likely to have a few accompanying headaches. The popcorn industry has reached an important crossroads and those who look into the future are anxious to awaken within the members of the industry a desire to proceed on a sound practical basis.

For many years the sheer natural appeal of popcorn has caused the American buying public to beat a path to popcorn stands in every type of location. Seldom, if ever, has a product enjoyed such a marked voluntary growth and still retained its regular margin of profit.

Keeps Original Profit Pace

Reduced prices or increased quantities are the usual result of competition. But in its rapid growth, popcorn has kept its original profit pace. The consumer is satisfied with the amount of popcorn he gets for his money and he feels his dime is well spent.

To outline such an attractive picture involves a logical question: "What do we have to worry about when everything appears to be going okay?"

That gets us down to the fact that we must begin to sell. And something is being done along that line. The National Association of Popcorn Manufacturers and the Popcorn Processors' Association has appointed committees to meet jointly for the express purpose of formulating a feasible plan to promote the sale of popcorn on a nationwide scale.

This is no idle dream, but a sincere effort to fulfill an industry need. Several meetings already have been held and plans are progressing. This program cannot be worked overnight, and it can't be carried thru by a few members of the industry. It requires your full co-operation and support and that of your competitor across the way.

Get Houses in Order

One of the first things we can do as an individual is to take stock of

The Author

Harry C. Lazear has been connected with the popcorn industry since June, 1937, having served since that time as sales manager of the Wyandot Popcorn Company, Marion, O. He spent four years in the army air forces and previous to entering the popcorn industry served as advertising manager of a weekly newspaper and with various advertising agencies. In addition to being sales manager of the Wyandot org. he also is secretary and assistant treasurer.

ourselves and get our houses in order. Are we maintaining a clean, sanitary establishment? Are we buying only top quality raw materials? Are we kidding ourselves into thinking we can get by with inferior raw corn because it is a little cheaper?

The highest quality corn you can find is by far the best buy. Select a reputable supplier, have confidence in him and you'll come out better in the long run. Adequate processing plants and proper storage facilities represent huge investments. Your supplier is entitled to a reasonable profit. Let your customers know you are doing everything possible to give them the best product money can buy.

Let's all lend our thoughts and efforts to the important job we have before us. Let's make sure we patronize those people who are spending time and money to build a better industry—to make your business better. And what is even more important, make it secure.

N. Y. Indoor Doings Skeds Vivona Units

NEW YORK, April 1.—Vivona Bros. units, including eight rides, a Glass House and some concessions, will be included in the children's circus which will be presented at the Jamaica (L. I.) Armory Monday (10) thru Saturday (15).

A. Haymes has booked the refreshments, scales and age. Morten Gold will have six acts on the program.

Promotional gimmicks include the distribution of school tickets and door prizes consisting of bicycles, roller skates, baseball gloves and dolls.

Endy Org Prepares For Philly Preem

GOLDSBORO, N. C., April 1.—At winter quarters of Endy Bros. Shows here a new front for the girl unit is nearly completed in preparation for the show's bow Thursday (20) in Philadelphia.

Org recently completed last of winter engagements, a 10-day run at Miami, with good business done by shows and rides, which are en route to quarters. Show train will leave here Monday (10) with arrival in Philly about Thursday (13).

United Liberty Contracts One Ill., Two Iowa Celes

BLOOMINGTON, Ill., April 1.—Ken Murray's United Liberty Shows and Circus has been inked to provide midway attractions at the Prophetstown, Ill., kid's day celebration, June 15, Don De Vault, org's assistant manager, announced here in quarters.

Org will also play the Clarksville, Ia., Booster Club celebration June 26-27; Ainsworth, Ia., Chamber of Commerce Summer Festival, June 30 and July 1, and the July 4 celebration at Exira, Ia.

May Opening for Home State At Huron (S.D.) Fairgrounds

HURON, S. D., April 1. — Home State Shows will open here early in May on South Dakota State Fair grounds, Don Trueblood, org's co-owner, announced after closing contracts with the fair. Trueblood also reported the recent signing of the Cooperstown (N. D.) Fair.

The show, he said recently purchased a Super Rolloplane, thus increasing its rides to nine. Bobby Lee has booked his girl revue on for the season and is now readying a new front for the unit.

WANTED

Want to hear from first class Side Show Talker who can and will make openings and stay on the bally, also Penny Arcade Man who understands and can repair machines. Good proposition to both. Other Side Show People answer.

Jake Seal Aughtmon

c/o Coleman Bros. Shows Middletown, Conn.

DEL-MAR SHOWS

Opening April 24, New Castle, Penn.

Concessions—Cookhouse, Bingo, Age Scale, Long Range, High Striker, Darts, Ball Games, Short Range, Photos, Basket Ball, American, Palmistry and any other legitimate Concessions. Shows—Funhouse, Side Show, any Grind Show of merit. Rides—Any Rides not conflicting. For Sale—2 16-K.V.A. light plants, 110 and 220 volts, 60 cycles, single phase. Onsen Generators, Willys Jeep Motor Driven.

Write—Wire

AL DELFLORE

Del-Mar Shows, Youngstown, O. P.S.—Ted Cole, contact.

WANT

Concessions of all kinds for the following Fairs and Celebrations, others to follow: First Fair, Humble, Tex., April 27 to 29th; Brenham Mayfest, Bellville Homecoming, Caldwell Celebration, Yokum Frolic, Giddings Festival—El Campo Juneteenth, Wharton Stock Show, Waller Fair, Write or wire

Brewer's United Shows

1601 Congress St., c/o McGinnis Cafe Phone BE 1879

For Sale—Yankee Lake

14 miles north of Youngstown, Ohio, Route #7. Property consists of approximately 200 acres, including 58 acre private lake, beach and fine fishing, lots for building, bathhouse, restaurant, seating 600 by beach, boats, dance hall, 105x190, seating 1800 or more; 12 Bed Room Inn (liquor license included), Office Building, Truck, Tractor and other things too numerous to mention. Interested party write for appointment to PAUL JURKO, Brookfield, Ohio

AGENTS WANTED

Men or Women Agents for Slum Stores, especially Set Spindles, and others. Opening Joplin, Mo., April 8th with Tivoli Exposition Shows. (No gift.) Good route, plenty fairs. Wire or come on, will place you.

F. W. PAULI

GEN. DEL. JOPLIN, MO.

PARK OPENING

Will book Merry-Go-Round, Ferris Wheel and other Major and Kiddie Rides and Concessions. Air base. City 70,000. Low rate. Choice location.

Orbit Amusement Park

WAYLAND KEITH, Owner 814 Staley Bldg. Wichita Falls, Tex.

Fred R. Stumbo Shows

Opening Saturday, April 15th, for 2 Saturdays at Springdale, Ark. Can use the following Concessions: String Game, Bumper, Watch-La, Fish Pond, Knife Rack or what have you? Can use any Grind Show. Address all mail to:

FRED R. STUMBO

BOX 5, R. #3, GRAVETTE, ARK. P.S.: All people with us last year please contact me.

CAN PLACE

Scale, Age Agents for unit opening April 10, also for unit opening April 17, Columbus, Ohio. Can place Agents for Ball Game and Scales. For unit opening April 27 in West Virginia, can place Bingo Relief Caller and Counterman, Ranky Rank Agents. Will sacrifice Milk Bottle 14 Ft. Ball Game, \$75; Baker's Bingo Blower, \$75. Can be seen in Columbus, White Woods, wire or write me. Reply to JOHN GALLAGAN, 3435 Magnolia Ave., Knoxville, Tenn., after April 14, care Gooding Amuse. Co., Columbus, Ohio.

WANTED

OZARK FOLK FESTIVAL PICNIC

Pineville, Missouri, July 3, 4, full Carnival or Rides, Acts, Concessions. Write

C. A. POINDEXTER PINEVILLE, MO.

FOR SALE

New Shooting Gallery Tube-Making Devices. Make your own galvanized loading tubes for one cent each. Sells for \$5.00.

F. C. BRINER

6415 E. Broadway ST. LOUIS 71, MO.

Daytime Debuts To Brisk Business; Adds 2 New Rides

MANCHESTER, N. H., April 1.—Daytime Shows opened their season with a good start here Saturday (25), with a 9-cent kiddie matinee drawing briskly. Night business was brisk despite cold, damp weather. Unseasonably warm weather March 26 drew capacity crowds and rides and concessions scored.

Org took delivery on a new Ferris wheel and Rolloplane which brought line-up to 12 rides, 6 shows and concessions. Several pieces of long stock also were delivered.

Visitors here included Roland Champagne, Continental Shows; Har-Parker, Ross Manning Shows; Henry Finneral, Merit Shows; Henry Shea, Bushea Amusements; Pat Anlon, Granite State Shows; Paul Cross, LaCross Amusements; Charles Hibbert and Williams Sears.

Org moves to Concord from here, opening April 8 at the American Legion festival.

Del Mar, Calif., Fair Booked by Crafts

DEL MAR, Calif., April 1.—Orville Crafts, head of Crafts 20 Big Shows which also includes Crafts Exhibition Shows, has signed for the appearance of his show on the midway at San Diego County Fair here in June. Paul T. Mannen, fair secretary-manager, would release no figures on the bid.

Mannen said, however, that Crafts' bid was on a per foot basis on concessions and a percentage on rides and shows.

Ferris Greater Shows, headed by Rose and Larry Ferris, played the fair the past two years. In 1949 the org received \$13,969 from the carnival for this privilege. This show's bid this year was \$13,500.

While Crafts bid was not announced, the fair manager said that Crafts' offer included a guarantee in excess of last year's figure. This was taken to be around \$18,000.

Young Signs Citrus Expo for 6th Year

WINTER HAVEN, Fla., April 1.—Royal Crown Shows has again been assigned to provide midway attractions at the Florida Citrus Exposition here in 1951, Eddie Young, org's manager, announced. This will mark the org's sixth year at the expo.

Pa. Celes for Eddie's Expo

BUTLER, Pa., April 1.—Jack Beil, general agent for Eddie's Exposition Shows, has announced at the org's winter quarters here that he has contracted four new dates this year, the Centennial at West Brownsville, Sesqui-centennial here, Cherry Tree Firemen's Celebration and the Washington Fair, all in Pennsylvania.

MIDWAY CONFAB

A 24-horse, two-gondola, Carousel, part of Ben Merson's Long Beach (N. Y.) Kiddie Park, recently had a major role in Robert Montgomery's video production of "Ride the Pink Horse." . . . A. Hymes will have the concessions at the indoor circus dates skedded for Binghamton and Jamaica, N. Y.; Altoona, Pa.; Newark, N. J., and Waterbury, Conn.

Max Cohen, general counsel of the American Carnivals Association, was in New York Wednesday (29) to participate in the founding of the Federation of Fraternal and Patriotic Societies of New York. . . . Bobby Kline, Endy Bros.' general agent, is a daily visitor to the Joie Chitwood Auto Daredevils office in Philadelphia where he entertains Pat Purcell with his inimitable stories of the tribulations of being an agent. . . . Sammy Bergdorf is a regular visitor around Chancellor Hall, Philadelphia hostelry now catering to show folks.

W. H. Cooper, former animal trainer, who is confined in the Koch (Mo.) Hospital, would like to hear from friends who tramped with him on the original Smith Greater Shows.

Grady B. Lynn, vet carnival and circus talker, who is recovering from a broken hip, stomach ulcers and a fractured foot and ankle in Lawson Veterans' Hospital, Chamblee, Ga., would like to receive mail from friends. . . . Le-Ola again has booked her Congress of Wonders on the Morris Hannum Shows, making her third season with the org. She also has inked her Jungle of Oddities and the inside will be handled by Jerry Lipko, with Frank Keagle on the front. Howard Eggers will manage the attraction.

Goldie Restol, Motordrome operator, reports that he will have a unit with the Conklin Shows in Canada this season. . . . Sam R. Childers, concessionaire, has taken a job as police guard with the Veterans' Administration at Mountain Home, Tenn., and will not return to the road this season. . . . John T. Hutchens, museum owner on Model Shows, infers from Commerce, Tex., that his unit is presenting attractions this season and has three ticket sellers. Hutchens is handling the front with Mrs. Maud Hutchens in charge of the front door. . . . J. W. (Patty) Conklin has signed Singer's Midgets for appearances at the 1950 Canadian National Exhibition (CNE). This will be the first presentation of Lilliputians at the Toronto event since 1938.

Back in Chicago from the Muskogee, Okla., winter quarters of the World of Today Shows, Bernie Mendelson, of the O. Henry Tent & Awning Company, reports that the shows are rapidly overcoming the losses sustained in a recent quarters fire. Owner Curley Reynolds plans to open on schedule. All-new canvas is being readied, Mendelson said, and the shows have placed orders to replace most of the other equipment they lost. The fire was a double jolt for Reynolds inasmuch as his wife, Jane, was a patient in St. Joseph's Hospital, St. Louis. Ted Williams, cookhouse operator, whose equipment was lost in the same fire, was in a Muskogee hospital for an operation at the same time. Mrs. Reynolds and Williams are reported recuperating. . . . Joe Blash Sr., recently left Los Angeles to join Magic Empire Shows in the East. His son, Joe Jr., trained out for a show date in Ohio.



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- Honey Bear, 32" rayon plush, doz. . . . 39.00
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STARTING A SEASON OF 18 STILL DATES AND 10 FAIRS.

Sober Eli Operator, Man to handle Light Towers and Front Gate; must drive. Will buy Midget Elephant. Glen Rickards, will you be here? Will book 10-cent Concessions. No heat to contend with. A. C. Phillips, mfr. of trains, write or call me. Dutch Schilling, contact Otwell Motor Co. of Cumming, Ga. Telephone 413, Nahunta, Ga. Mail to Hickox, Ga.

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WANT

Foremen and Second Men for Tilt, Spitfire, Merry-Go-Round. Can place useful Help in all departments. Winter quarters now open. Can place Hanky Panks for Humboldt, Tennessee, Strawberry Festival, week May 1; followed by Memphis Cotton Carnival, week May 7. Opening April 24, Jackson, Mississippi. All replies:

E. E. FARROW, Manager, Box 1184, Jackson, Miss. PHONE 3-7644

WANT

HARRY CRAIG'S HEART OF TEXAS SHOWS

WANT

2 or 3 more Side Show Acts for George Hershley. Athletic Show Manager with talent. 4 Chorus Girls and Musicians for Jimmy Lane's Brown Skin Revue. Will book Wild Life, Monkey or Animal Show, Fat Show or any Grind Show not conflicting. Will book Motor or Silo Drome, Fun House, or what have you? Can always use good Ride Men who drive; place Wives on Tickets or Concessions. Will book any Ride not conflicting, especially want Dark Ride, Train or Boat. Want immediately: Cookhouse (Myrtle Cole, contact B. McDonald). Want Agents for Ball Game, Coke Bottles, Penny Pitch; also Ticket Sellers. Want Sound Car Man. Will book Popcorn, Snow Cone, Candy Floss and Apples. All address HARRY CRAIG, Mgr., Monahans, Tex., this week; Midland, Tex., next.

SAMMY LANE SHOWS

WANT FOR EARLY OPENING VERSAILLES, MO., APRIL 24TH AND BALANCE OF SEASON.

American Mitt (no Gypsies), Hoop-La, Heart Pitch, Glass Pitch, High Striker, Basket Ball, Scales, Watch-La. Want 2 or 3 good Grind Shows. Ride Help—First and Second Men for Allan Herschell 36 ft. Merry-Go-Round. Must drive semi. No boozers or chasers. Good wages, good treatment. Address: LANCASTER, MO.

FIRST CALL OPENING APRIL 28 FIRST CALL

One of the best Concession Spots in Michigan. Want Hanky Panks. Want Fun House or Glass House. Excellent proposition for Grind Show. Mr. Boyle, get in touch.

Solic route of the best concession territory in Michigan. Contact me immediately for space. Will book only a limited amount of concessions so that everyone joining now will be assured of a SOLID SMASH MONEY-MAKING SEASON.

PLAYLAND SHOWS

JACK GALLAGHER, Mgr. 247 Highland Ave. Pontiac, Mich.

ARCADE FOR SALE

Includes new Photomatic, Automatic Recordio, Shooting Gallery and all types Machines. Located on Main St. Cash price \$8,000.00. Also have Photomatic, Recordio and Machines for sale separately. Address: THE ARCADE, 297 North St., Pittsfield, Mass.

JACK GALLUPPO WANTS GIRLS

For Girl Show, also Cookhouse Help.

GOLD MEDAL SHOWS

Martreesboro, Tenn., this week

BEATTY IN COLORFUL L. A. BOV

Fair Houses On First Day

Production effort seen in balanced program—Barton and Beatty shine

By Sam Abbott

LOS ANGELES, April 1.—Opening here on the eighth day of its 1950 season, the Clyde Beatty Circus got off to a fair start Tuesday (28) on the Washington and Hill streets lot with a good afternoon crowd and a three-quarter house that evening. The show had made a quick swing around the neighboring towns before coming here for 13 days.

The opener produced much color and topped all previous ones. Harriet and Clyde Beatty were hosts to the press with about 200 attending the cocktail party and buffet supper held in the arena before the evening show. Members of the Pacific Coast Showmen's Association, as is the custom, were guests of the Beattys at the night performance.

Usually opening here on a Wednesday, this year the start was moved up to Tuesday. Hitting into the week's two dog days may have accounted for business short of turn-away for the initial stanza. Paul Eagles, general agent, declared that he was satisfied with the turnout.

Business for the first seven days on the road was up to expectations, Eagles said. There were only two days of rain and they had little effect on crowds. At Redlands (23), the fourth day out, business was good; Pomona the following day was okay despite rain and wind; San Fernando had 60 per cent houses both afternoon and night; San Gabriel on Sunday was good, and Lynwood, on the eve of the local engagement, was excellent.

Special Ducat Deal

Prices are the same as last year. The deal with Thrifty Drugstores for the distribution of half-price tickets is again in force. General admission is \$1.20 for adults and 60 cents for children. Reserves are \$2.40. The coupons thru Thrifty allow adults a 70-cent ducat and kids a 35-cent admission ticket. However, these are good only for afternoon performances, Monday thru Friday. The set-up has netted plenty of publicity for the show for the offer was plugged on the drugstore's television show.

The usual stand of 17 days on this (See Beatty in Flashy on page 176)

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Witch Burner, N. C.
April 1, 1950

Dear Editor:

We of the old school believe in tradition and want no paydays, but insist in seeing the ghost walk. That puts the payoff in the dark. The bosses blame the non-appearance of the spectre for the lack of paydays. So it was decided to bring one into our midst. The task of bringing a ghost—one with a bankroll—was given to our Side Show mitt reader, Rayah-Ruthenian, who at one time graced a kid show stage as a half-and-half. May I state that Rayah is a student of mysticism and a believer that the dead communicate with the living. That put the circus on a phantom route for the week.

Following the teardown at Spirit-ing, Ga., on Monday, our ghost communicator went into action. Promptly at 12:05, midnight, there was a loud tapping on the office wagon door. It turned out to be Rayah, who came to report that he had made contact, but the ghost that responded was an ex-banker who wanted security. At midnight on Tuesday at Witch Broom, Ga., it was pitch dark, which made it an ideal setting for the seance. While the personnel slept our mystery man set forth to lay a ghost. We were suddenly awakened by wierd howls. Believing that a ghost had arrived with his with-holding tax receipts, we rushed to duke him. He wasn't there. Rayah told us that he had contacted the ghost of Martin Upp, uncle of Manager Upp, who in life was also a circus owner and was noted for not paying off, and the howling was done by a grave robber that had broken out of his cage in the Pit Show when he scented his former owner. The animal left to attack his former owner, because he kept him on short feed.

On Wednesday our man of mystery said there wasn't a ghost of a chance of the ghost walking unless everybody concentrated with him and that he needed a full moon. However, we stood watch again at midnight when lo and behold a tiny white cloud, hanging close to the ground, floated out of the woods. Then it disappeared. Some said it was a fog blank, but our mystery man held that it was a ghost that was too weak to walk. Because it was crawling he chased it away.

Here today the setting was ideal. The lot was across from a cemetery, the moon was full and the show had played to four turnaway houses. The Side Show had its biggest day of the season and all concessions grossed well. Promptly at midnight our ghost hunter set the stage to bring on a dough-heavy spectre. The band played a soft spiritoso while three

Hamid Firm Inks Two Circus Pacts

NEW YORK, April 1.—George A. Hamid & Son have been awarded the talent contracts for circuses to be staged by the Lions International in Springfield, Mass., May 25-27, and the Mosque Shrine Show, Pittsburgh, the dates for which will be set later this month. The Springfield show will be staged in the Coliseum on the grounds of the Eastern States Exposition (ESE).

George A. Hamid Jr., who made the announcements, also said that production plans had been completed for the firm's major revue, *Grandstand Follies*. The show will be presented in three parts with three different scenes, he said. The theme will revolve around a Southern inland plantation.

clowns stood by in skeleton suits to act as decoys. Suddenly from nowhere came a low moan. Then a blinking light shot up from a shaft in the ground. Looking down the shaft we saw a pale skeleton lying as dead. The skeleton muttered, "Dig me up," which we did, thinking it was our buried treasure. To our dismay we learned he was a buried alive subject. The week before a midway showman had failed to dig him up and had blown town because his ghost failed to walk. The light had come from his flashlight. After the seance we were called to the office where a phantom in a white sheet handed everybody two weeks' pay. It was our treasurer, who wore the sheet to make us feel at home. We identified him by his gimp foot and the deducts in fines.

Galt, Calif., Fair Budget Cut 50G

GALT, Calif., April 1.—The proposed budget for 1950 Sacramento County Fair will be \$157,585, which is \$50,000 under the 1949 total, Eugene Keneflick, secretary, disclosed at a recent meeting of the board. Some livestock classes will have to be cut if the budget is approved by the directors, but otherwise the fair will not be curtailed.

A large part of the 1949 budget was spent on new buildings. Premiums in 1950 will amount to \$16,000, compared with \$29,000 last year.

The board sent a recommendation to Gov. Earl Warren for the appointment of Walton E. Holmes, Sacramento banker, to a vacancy on the board. He would succeed Joe Green, resigned.

T. P. Lewis, Rider, Fatally Injured

MIAMI, April 1.—T. P. Lewis, 32, trick rider with Cole Bros.' Circus, died in a hospital here Monday (20) from head injuries sustained during an altercation in near-by Ojus, Fla., earlier that day.

Manslaughter charges were filed Tuesday (21) against Harold T. Rogers, 26, of Ojus, in connection with the death. Lewis apparently fell to the ground during the argument and struck his head on the sidewalk.

Survived by his widow, Jacquelyn, and a daughter, Georgiana. Burial in York, S. C.

Train for Russell Kid Spot

VINCENNES, Ind., April 1.—When O. J. Russell begins week-end operation of his kiddieland here April 9 he will sport a new de luxe Tom Thumb Streamliner with several hundred extra feet of track and three more ponies added to the pony ride. Daily operation begins May 15. Six light towers for the spot are under construction. The concession department is to be enlarged, Russell said, and benches are being added.

Mass. Mulls Pay Beaches

BOSTON, April 1.—A measure by which Massachusetts would acquire and develop beaches and other facilities, with costs being met by admission fees, was favorably reported on by the legislative committee on harbors and public lands recently. Move, which would create a Massachusetts Recreation Authority, is slated for further State action.

R B Gotha Advance Sa May Equal '4

AGVA Agreement Reached

NEW YORK, April 1.—With advance sales reported on a par with last year's preopening take of \$42 at a \$6 top, the Ringling-Barnum circus seems headed for a good start starting Wednesday (5) at Mac Square Garden here. Show enters from Sarasota, Fla., winter quarters March 30 and reaches New York tomorrow (2).

Trouble between American Guild of Variety Artists (AGVA) and Ringling North, with AGVA threatening to picket the Big One, was averted early this week when both agreed to negotiate for a new contract starting here Monday. Ringling North signed a letter of agreement with the circus which restored the contract that existed between AGVA and show in April, 1940.

AGVA spokesmen said that the union had gained its major objective, recognition as bargaining agent, and added that the union will seek jurisdiction over the circus's 236 performers. It was reported that other AGVA will be a discussion of the union's demands that the Ringling show hire American and foreign talent in a 60-40 ratio, minimum pay \$125 a week for any performer doing a specialty, and the picking up of union contract option by the circus 10 weeks before the show's season ends.

Milw'kee's New Auditorium Skeds April 9 Preopening

MILWAUKEE, April 1.—Formal opening of Milwaukee's new 10,000 seat auditorium will be marked by a week-long star-studded entertainment program, April 9-15, with admission pegged at 30 cents plus tax.

Business firms here will present major shows in the arena. Pabst Brewery will stage *The Life of Riley* radio show with Bill Bendix Friday (14). Schlitz Brewing Company Monday (10), will offer a program which will include Paul Whiteman and his orchestra, Tony and Sally Dan Marco, Georgia Gibbs and Dick Haymes. Art Linkletter will emcee.

Rec Center To Replace London's Crystal Palace

LONDON, April 1.—Trustees of Crystal Palace, one of London's leading exhibition halls in prewar days are turning the hall and its grounds over to the London County Council which will eventually replace the old hall with a new building and create a recreation center on the grounds.

Crystal Palace also served as a circus arena and sports palace. Palace trustees reported cash on hand and assets of over \$922,070.

Cherokee Preps Ala. Opener

TIFTON, Ga., April 1.—Work at quarters of the Cherokee Rodeo Company is about completed in preparation for the opening at the Dathan (Ala.) Fat Stock Show, reports Owner-Manager Cherokee Hammons. Staff includes Chuck Turner, trucks; Don Biron, arena; Jimmie Foster, seats; Charles Hill, canvas; John Mains, chutes and stock; Cap Coffey, Ralph Clark and C. R. Collins, publicity and advertising; Shirley Biron, secretary, and Pearl Hammons, treasurer. Jerry Lee has the concessions.

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Phone 322481

Dog Shows

ALABAMA

Birmingham—April 22-23. Mrs. Jerry Bryan, 138 Ave. W.

CALIFORNIA

San Diego—April 23. Mrs. George Bonadurer, R. 1, Box 566-A.
Los Angeles—April 29-30. William O. Bagshaw, Beverly Hills, Calif.

DELAWARE

Wilmington—April 29. Foley, 2009 Ranstead St., Philadelphia.

GEORGIA

Savannah—April 30-31. Mrs. Marcia B. Carroll, 500 Spring St., N. W.
Macon—April 27. Mrs. G. Fischer, 3367 Osborne Place.

MARYLAND

Baltimore—April 23. Foley, 2009 Ranstead St., Philadelphia.

MICHIGAN

Lansing—April 8. Marian E. Kahle, 723 N. Broad St.

MINNESOTA

Minneapolis—April 30. Barbara Healy, 343 1/2 City Hall.
Saint Paul—April 28. Miss B. Healy.

NORTH CAROLINA

Raleigh—April 10. Nancy Mauldin, Box 1326.
Charlotte—April 6. Ann Sisson, 235 Chase St.

OHIO

Columbus—April 23. Mrs. J. E. Edholm, R.P.D. 1, Pataskala, O.
Dayton—April 18. Paul J. Hendrickson, 109 Monterey Ave.
Greenville—April 30. Virginia Keckler.
Hledo—April 9. Foley, 2009 Ranstead St., Philadelphia.

OKLAHOMA

Oklahoma City—April 23. T. F. Kane, Box 2706.

PENNSYLVANIA

Philadelphia—April 22. Foley, 2009 Ranstead St., Philadelphia.
Harrisburg—April 15. Foley, 2009 Ranstead St., Philadelphia.
Allentown—April 16. Foley, 2009 Ranstead St., Philadelphia.

RHODE ISLAND

Providence—April 9. Foley, 2009 Ranstead St., Philadelphia.

SOUTH CAROLINA

Columbia—April 8. J. H. Cannon Jr., Box 23.

TEXAS

Dallas—April 15. James Cuip, 301 N. Market St.
Fort Worth—April 16. William V. Plankey, 1510 Rockridge Terrace.
Houston—April 10. Miss H. Michaels, 2435 Gramercy St.
Waco—April 13. Mrs. F. Alexander, 1623 Pine St.

VIRGINIA

Alexandria—April 22. Foley, 2009 Ranstead St., Philadelphia.
Danville—April 12. Mrs. P. Glenn.
Fredericksburg—April 16. Foley, 2009 Ranstead St., Philadelphia.
Richmond—April 15. Foley, 2009 Ranstead St., Philadelphia.
Roanoke—April 13. Foley, 2009 Ranstead St., Philadelphia.

WASHINGTON

Spokane—April 22-23. Charles H. Stolz, 443 W. 32d St.
Tacoma—April 30. Lester Lundberg, R. 1, Wapato, Wash.

Montevideo Fiesta Group Sets Attractions Program

MONTEVIDEO, Minn., April 1.—A large array of attractions is planned for the fifth annual Fiesta Days here, a July 2-4 salute to Montevideo, Uruguay. Sunday's highlights will be a Cedric Adams newscast and a stagershow on the fairgrounds. Monday, Children's Day, will offer a kiddie parade in the morning, a three-mile float and band parade and an animal show in the afternoon, and a grandstand show in the evening. Tuesday features will be a parade, auto racing, grandstand acts, queen coronation and fireworks. Last year an estimated 35,000 people attended the event.

Committee includes Roland Aaker, general chairman; Mayor Stanson, reception; Gale Clawson, publicity; C. Rodenberg, entertainment, and Carl Engstrom, concessions.

SPRINGFIELD, Mo., April 1.—In an effort to hypo biz, W. W. Morrison, lessee, reports he is raising his advertising publicity budget to \$300 per month this season. Park bows today for week-end operation. Daily schedule starts May 1.

Calif. Racing Act Held Illegal; Jolt to Fairs

LOS ANGELES, April 1.—The whole structure of California fairs received a jolt this week when the State District Court of Appeals declared the California Horse Racing Act unconstitutional.

Ruled illegal by a unanimous vote of the three judges, the law was the basic statute for the State's horse racing industry and governs pari-mutuel betting at such tracks as Santa Anita, Hollywood Park, Tanforan and Del Mar.*

California fairs, almost wholly dependent on pari-mutuels for operation expenses, awaited clarification of the sweeping decision. Under the present system California fairs receive 45.1 per cent of the State's share of pari-mutuel funds.

The decision of the court was announced by Presiding Justice Minor Moore.

Special Session Possible

The future of horse racing in California is at stake, those close to the picture said. It may even call for a special session of the Legislature in order to clarify the situation.

At the present Tanforan, near San Francisco, is in operation and the Western Harness Association is planning a meeting at Santa Anita April 21.

The decision was made in connection with an appeal by the Southern California Jockey Club. The club appealed from a ruling of the Superior Court upholding the State horse racing board in its decision denying the club's petition to establish a track near Los Angeles.

Appeal Probable

Voters approved an amendment to the constitution in 1933 authorizing horse racing and pari-mutuel wagering under certain conditions. The amendment was repealed in 1941 and a new horse racing act written in its place by the Legislature.

In addition to supporting California's 76 fairs from a share of the \$20,000,000 annually given the State as its cut, pari-mutuel wagering also is the backbone of outdoor show business in the State. While most carnival owners hesitated to make any statements at this time, it was felt that if the appeal from the court's decision is upheld there will be a long battle in the offing.

Kenneth Lynch, assistant attorney general and legal aid to the California Horse Racing Board, is reported to be preparing to appeal the decision before the State Supreme Court.

No Cancellation Yet

It is now possible for some group to file a tax payer's suit and close every track in the State, it was pointed out.

A suit against the State for \$45,000,000 paid in taxes will be brought by the Los Angeles Turf Club if the decision is upheld, Dr. Charles H. Strub, executive vice-president of the organization, declared.

In the meantime all racing schedules are going ahead as planned, and no cancellations are anticipated while the appeal is pending before the Supreme Court.

James Brinkley, 24, Killed In Atlanta Stock Car Race

ATLANTA, April 1.—James H. Brinkley, 24, Hapeville, Ga., auto race driver, was killed here March 26 at the season's stock car opener when his car went into a spin on the south curve and overturned several times. A crowd estimated by race promoters at 18,000 witnessed the accident.

Ed Samples, 35, also a driver, was hurt, and Dorris A. Reed, 26, of Atlanta, suffered face lacerations.

CIRCUS WINTER QUARTERS

King Bros.

MACON, Ga., April 1.—Crowds estimated at from 2,000 to 3,000 have visited the menagerie and quarters on Sundays. Work of rebuilding and equipping the show is moving on schedule.

Two new Diesel light plants and aluminum center and quarter poles have been received. A new menagerie top, a 70 with three 30s, has been added. Carl Wythe, boss canvasman, has completed a new canvas loader which will greatly facilitate handling of the top.

Ettore Fachin, boss domestic animal trainer, has broken two six-horse pony drills during the winter. John (Rags) Pugh, boss elephant trainer, is busy breaking two groups of bulls. Charles Ryan and Jack Neville have returned from Hot Springs.

Belmonte and Oscar Cristiani arrived from Sarasota, Fla., and are busy rehearsing. Charles (Butch) Cohn and Jean Allen arrived from Gonzales, Tex. Blackie Peach, blacksmith, is a new arrival.

Recent visitors: Pat Purcell, O. C. and Phyllis Cox, Chuck Gammon, Angus Harley Jr., Jake and Jack Mills, Pete Green, E. P. Gamble, Louis Engleheim, C. R. Collins, Charles Kackley and Milton J. Durham.

Ringling-Barnum

SARASOTA, Fla., April 1.—Our new big top has been erected and audiences will see many new features never before used.

A coming column will have more news of Cecil B. DeMille's activities in connection with the show. Rehearsals are going well. Finale is really a topnotch production. A new feature will be 10 iron-jaw girls. The girls have been working under direction of Antoinette Concello. All production numbers have some sort of musical instruments connected with the routines, and Dick (N. P.) Barstow, John Murray Anderson and Henry Sullivan have worked hard to make these effective.

Students from the University of Florida visited for a day and watched rehearsals to get ideas for their coming circus.

Margie Lawson celebrated her birthday. Nina Unus is back at practice after a recent tonsilectomy.

Visitors: Ed Raycraft, Mr. and Mrs. Tom Gregory and daughter, Mr. and Mrs. Pat Blumberg, Mr. and Mrs. Sam Sells, Dave Murphy, Doc Hall, Scott Hall, Natalie Sternberg, June DeYoung, Mr. and Mrs. A. Campbell, Vince Orlando, Eddie Froelich and Claire Faucett. — MARY JANE MILLER.

SARASOTA, Fla., April 1.—Rehearsals wound up Tuesday (28) and the next day was used to pack up remaining rigging and other equipment for the trip to New York. Cecil B.

Sparton Bros.

GARDENA, Calif., April 1.—Show is ready to roll into action. Equipment has been overhauled and trucks, trailers and cages have been redecorated. Many performers are on hand and the cookhouse is in full operation. Charles Sparton, owner of the show, will be a feature, with his high school horse, Poncho.

Act line-up includes the Burdicks, double trapeze; Erma Sparton's dog revue; the Sparton high school horses, featuring Erma Sparton and Blossom. Clown alley will have the writer as producer; Lew Kish, Archie Silverlake, Lyman Martin and Lloyd Senator. Bobby Wach, son of Manager Orlo H. Wach, will be featured as the show's miniature comic.

Joan Wach will present her tight wire act, while Frieda Wach appears in the tumbling and swinging ladder acts. Silverlake is directing the aerial ballet. Tod Henry, who has been signed as general superintendent, also will present his dog act. Chief Carl White Eagle will head the concert. Evelyn Lopez's aerial act is being prepared under Silverlake's direction.—JOHN TOY.

Mills Bros.

CIRCLEVILLE, O., April 1.—Alex Brock signed as producing clown, with Mrs. Brock on wardrobe. Frank Perez will be Side Show manager and Mrs. Perez will be on downtown tickets. Jack Schenck and Ed Burrows have joined the promotion staff.

Electrician Arthur (Hard Times) Leonard and wire walker Ray Goody and wife, Jay, arrived in quarters. The latter will aid Mayme Ward and Jeannette Wallace in preparing wardrobe. Proctor Baughman is painting and lettering trucks. Allen King will rejoin as transportation superintendent. The Richard Conover family, of Dayton, O., circus fans, visited quarters Sunday (19) when a large crowd turned out to get first glimpses of the show's two new elephants.

DeMille, his secretary and crews of cameramen and technicians shot scenes daily for a forthcoming movie.

Merle Evans and the band gave a special concert during intermission at the American Legion boxing matches. The band rehearsed production numbers with the rest of the show this week.

Visitors included Charlotte Maxwell, Mitzi and Murray Fein, Yetty and Karl Wallenda and Mrs. Roy Heath.—MARY JANE MILLER.

INTERSTATE SHOWS

WANT

Capable and reliable Electrician for ten-ride show to join on wire.

H. B. ROSEN, Mgr.

Gainesville, Ga., this week

MODEL SHOWS, Inc.

WANTS FOR GRAYSON COUNTY FAIR

Sherman, Tex., April 10 thru 15; Greenville, Tex., Centennial, City Square, May 8 thru 13; Tulsa, Okla., Downtown (first in 9 years), May 29 to June 3. Three first in 8 years in Oklahoma.

Will sell X on Photos, Ice Cream, Custard, Snow Cone. Will book Ball Game, String Game, Coke Bottle, Basket Ball, Bowling Alley or any legitimate Stock Concession. Want Grind Shows of all types. Agents, contact Frank Aschy. Flash White can use Drome help. Phil Lease, contact.

JOHN L. ROBINSON, Terrell, Tex., this week; then Sherman, Tex.

INTERSTATE SHOWS

FEATURING BILLY AND ROSALIE SIEGRIST, FLYING TRAPEZE ACT

WANT FOR CLEVELAND, TENN., APRIL 10-15, SPONSORED BY V. F. W.—Downtown Location

RIDES: Will book Octopus, Spitfire, Caterpillar, with or without transportation. RIDE HELP: Want Foremen for Twin Ferris Wheels, Chairplane, and Second Men on all Rides. SHOWS: Will book Side Show with own equipment at liberal percentage to office, or will furnish 20x80 Top with 120 ft. banner line if you have something for inside. Want Girl Show, must have not less than three girls, wardrobe and P.A. set. Will furnish 20x40 Top with panel front. Will give good proposition to Motordrome, Fun House, Glass House. ALL LEGITIMATE CONCESSIONS OPEN Will sell "EX" on Diggers, Popcorn and Candy Apples, Snow Cone, Candy Floss, French Fries. Address:

H. B. ROSEN, Mgr., Gainesville, Ga., April 3-8

Beatty in Flashy L. A. Bow; First Day's Business Fair

(Continued from page 174)

lot has been cut, with the show set to move Sunday (9). This schedule makes the entire run here during Lent, which may affect the take. Last year Beatty had phenomenal business here and a repeat is anticipated. The show came in with a new big top. The Side Show top added a 30-foot middle, making it a 60 with three 30s instead of two.

Opening night's performance ran two hours and 10 minutes. As the show tightens, it will be cut to an hour and 45 minutes. This will give it a faster pace.

Beatty, Barton Lead

Featured again this year is the Clyde Beatty animal act. The Great Barton, finger balancer; the Acevedos, the Caudillos, the Voise Troupe, the Latinos, the Olveras and Johnny Cline's horses figure prominently in the program but lend little publicity value to the show.

Beatty management frowned on televising the performance. However, KTLA (Paramount Productions) was allowed to telecast crowds in front of the big top and scenes and interviews from the backyard. Two cameras were used on each assignment.

Beatty's performance is well balanced. It is strong on costuming and, under the supervision of Bobby Kay, an honest effort is made for production. When it hits, it is hard.

Circus Type Music

Altho some popular tunes are used, it is mostly circus type music. Vic Robbins is back as band leader and turns out his usual fine job. Members included Willard Isley, Ray Rauch, David Cayuga, cornets; Frederick Mullen, calliope; Hillis Hunter, C. L. Birkett, trombones; Harris Harding, Doss Gibson, drums; Dennis Nease, baritone; Harry Smalley, bass, and Elmer Towne, saxophone. Robbins plays a good sawdust trumpet.

The spec, *Spangleland on Parade*, features the bally girls in Oriental dances to appropriate music. The acros take over in Rings 1 and 3 with the Monzello (4 men) and Acevedo (2 gals, 2 men) troupes doing trampoline antics.

Display three shifts to the center ring where Harriet Beatty puts her elephant riding tiger thru routines. The burning hoop and the ease with which she handles the beasts add up to a good hand.

Clown Alley

The clowns, Mark Anthony, producing; Laurence Cross, Bobby Kay, Elva Evans, Al and Binnie Bruce, Billy Lehr, Charles Hilderra, Jerry Lewis, Arden Beecher, Bernie Griggs, George Vasoldi, Loretta and Vern LaPearl, Huey (Curtis) the Clown, Carlo (Waddell), Mel Rennick and Billy Collins, split into two groups in Rings 1 and 3 for Display 3.

Amelia Lane and Mitzi DeArmond take to the trapezes over the end rings for Display 4. Their swinging and forward and backward overs are given added suspense by the clown crew on the ground.

Display 5 centers on the arena where Beatty is featured with his mixed group of wild animals. In addition to being a good trainer, Beatty is a showman. He never lets

the act lag. His roll-over tiger turn is still tops. Show is using colored lighting and for part of the act the big top lights are darkened, adding to the appeal.

While the arena is being struck, the clowns are on for a walk-around in Display 6.

Cheesecake Helps Risley

The Monzellos (5 men) and the Caudillos (4 gals) take over two rings for Risley work in Display 7. Both troupes have fine performers. However, the cheesecake gives the Caudillos the edge.

Hope McLennan, Smokey Denham, Wild Bill Montgomery, Don McLennan, Princess Sunbeam, Chief Sky Eagle, and Rex Rossi are on the hipp track in Display 8 for the Wild West aftershow pitch.

The Latinos (man and gal) take over Ring 1 and the Acevedos (4) Ring 3 for tight wire walking. Both troupes do an excellent job. The Latinos sell their turn when the man jumps thru a paper covered hoop to the wire. The Acevedos bow with Betty Acevedo across the wire and one of the men making the leap over her.

The clowns are back in Display 10 for a walk-around. The Voise Troupe takes the spotlight over center ring for their aerial bar work. Much of the turn is devoted to comedy. The serious part of the act gets a good hand and more of it should be done

Two Liberty Acts

John Cline, equestrian director, takes over Ring 1 and Don McLennan the opposite end of the tent for Liberty horse performances in Display 12. Cline ably works a mixed group of palominos and chestnuts. McLennan's group of calicos is also flashy.

With three webs over each ring, nine girls take to the air in Display 13, an aerial ballet. The girls are dressed in white, close-fitting costumes. They do good work, tho it lacks color.

Taking off from in front of the reserves, the Great Weber walks up a slanting wire to the top of the tent for a foot slide.

Cline has eight matched Shetlands in the center, Loretta LaPearl has her chihuahuas in Ring 1 and the Morales have dogs in Ring 3 for Display 15

Olveras Take Spotlight

The Olveras Troupe takes the center ring for their high perch act. Rubin Olvera holds the perch on his forehead while Anita climbs to the top. Act builds well and finishes with the gal doing a spin on a back bar.

Teeterboard is featured next with the Pina Troupe (4 men and a gal) and the Monzellos (5 men). There are three-high stands and chair catches. Both offer fast entertainment and justify the applause.

The clowns are on again in the two end rings for the prize-fight routine.

The Great Barton is featured in the center ring and goes immediately into his finger stand on the pedestal globe. Moving from here to a high perch, he balances himself between a cane set on the globe and a chair back, later holding the chair at arm's length. Finishes with the block building routine while doing a handstand. Act was exceptionally well received.

Production Ladder Act

Sixteen gals—Margaret, Carmen, Dora and Gloria Caudillo; Hermaline Griggs, Rusty Vasoldi, Joan Lewis, Gloria McCloud, Christine Johnson, Trina Acevedo, Helen Appelgate, Fern Diedrich, Dorothy Brown, Milonga Cline, Dorothy Morales and Rhea Etheridge—climb to their ladders along the track for the swing. Each ladder is individually lighted, and in the darkened tent the reflection on their colorful costumes makes Display 21 an outstanding turn.

Frank Doyle is spotted over the center ring with his trapeze act.

Flashbacks

25 Years Ago

Ringling-Barnum circus opened in the old Madison Square Garden to record first-day crowds. . . . Montana and Northern Wyoming Association of Fair Secretaries was formed at a meeting in Billings, Mont., with the following officers elected: C. Peat, president; Thomas Hogeland, vice-president, and Bert Hammond, secretary. . . . J. A. Vogt announced plans to build an amusement park in Spokane. . . . Mr. and Mrs. Thomas B. Vollmer left Chicago to join the Bernardi Exposition Shows in Salt Lake City. . . . William Lindeman incorporated his Seils-Sterling Circus. . . . A Cambria County Industrial Exposition at Ebensburg, Pa., was announced by the sponsoring Cambria County Fair Association. . . . Edward F. Tilyou, manager of Steeplechase Park, Coney Island, N. Y., had returned from a Florida vacation.

Harry E. Bonnell, special event promoter, joined the T. A. Wolfe Shows' advance. . . . Closing with Circo Canarias in Quinto, Cuba, Alex Brock Troupe, Irma and Conner, Canton Troupe and Los Riagos returned to the U. S. . . . Carroll County Agricultural Society, Carrollton, O., elected D. A. Dean, president; M. S. Hoobler, vice-president; W. H. Thompson, secretary, and C. E. Dodd, treasurer. . . . C. W. Elrod was appointed manager of River Gardens Park, Fort Wayne, Ind. . . . Helene (Kaiser) Palmer, for many years associated with the Chicago office of The Billboard, opened a wax figure studio in Chicago. . . . Mr. and Mrs. Freddie Freeman closed with the

Working without net, Doyle gets a good hand for his heel catches.

The clown band is on for the next turn. Rex Rossi moves in fast to keep the pace high. Another pitch for the aftershow is made.

Neat Finish

Milonga Cline and Albina Beatty handle the elephants in the two end rings. Using three in each, they put them thru the usual routines. Top mounts on the track gives the display a neat finish.

The Flying Thrillers (Eileen, Harold, George and Jack Voise) perform on the traps over the center ring in Display 25. Troupe is youthful and their work is smooth.

Red Larkin, who joined the show last year as announcer, does a good job of bringing on the acts and building suspense.

Side Show, Concessions

Side Show is using a 150-foot banner line. Admission is 50 cents for adults and 25 cents for children. Line-up includes George (Red) White, manager; Gene Nadreau, Blaine Young, Al Eisenberg, and Paul Thomas, talkers and ticket sellers; Oscar Lowande, ticket taker; Michael Rabbit, sound; Jose DeLeon, armless wonder; Alex Linton, sword swallower; Lloyd Priddy, magic-punch and inside lecturer; LaVonda, half girl; Duke Kamahua, Vera Kamakua, Joe Carvallo, Gin Carvallo and Daisy Lewis, Hawaiian show; Don James, glass blower; Barbara White, snakes; Sam Danesi, penguin boy; Eddie Chaulsett, mechanical man, and Sam Alexander, two-faced man in the annex.

Concessions are handled by National Concessions with Nate Sobol, manager. Personnel includes: Don Lakin, cashier; Blackie Seamster, Martin Healy, Chick Sherman, Fritz Lauber, Harry Schurgin, Richard Spencer, Bud Selin, candy butchers; Monte LeMay, programs; Gold Top Patty, snow cones; Mike Guzy, eating stand; John (The Baptist) Neale, No. 1 stand; Vic Perkins and Ralph Browning, popcorn; Beef Sobol, menagerie stand, and Carthell Williams, porter. Novelties are sold by Joe Dersey, Joe Coneley and Cash Kasher. Dave Fien has the saxophone stand

May Wirth company at the Hippodrome, New York, and joined Robbins Bros.' Circus. . . . William and Bernice were playing Florida fair

Mr. and Mrs. W. E. Sullivan, Eli Bridge Company, were back in Jacksonville, Ill., from a Florida vacation. . . . Larry Boyd announced the booking of numerous Canadian dates for the Boyd & Lindeman Shows. . . . Roy (Mickie) McDonald left the Loew circus vaude unit to join the Hagenbeck-Wallace Circus. . . . A campaign to refinance Mississippi Valley Fair and Exposition, Davenport, Ia., raised more than \$100,000. . . . Maurice M. Wolfson, manager of Chester Park, Cincinnati, returned from an Eastern business trip. . . . Lee Manchell and Fred Danner were doing promotional work for the Bob Morton Circus Company. . . . George Haley was named talker on the front of Ethel Dore's Waco Circus. . . . Peerless Hilbert, aerialist, said he was temporarily forgoing the white tops for a vaude tour. . . . Mr. and Mrs. Sam W. Gumpertz returned to Coney Island, N. Y., after wintering in Florida. . . . Joe Curtis, secretary of Chattanooga Interstate Fair, was convalescing in Florida.

Deaths: George Atwell, carnival man; Ralph Krockover, concessionaire; Edward Limoges, clown; Harry Pullman, circus man; R. E. Simmonds, fairman, and H. E. Zimmerman, fairman.

10 Years Ago

Costica Floresque, high-pole and iron-jaw performer, was injured in a fall at the Minneapolis Sportsmen's Show. . . . Clyde Willard, of the Ringling advance, suffered a heart attack and returned to his home in Greenville, N. C. . . . Mrs. Don A. Detrick, executive secretary of the Ohio Fair Managers' Association, predicted a banner fair season. . . . R. W. (Hustling) Haynes was back as manager of Hyland Gardens Park, Grand Haven, Mich., after a two-year absence due to illness. . . . R. B. Dean was signed as publicity director with the Goodman Wonder Shows. . . . Jack Mills purchased Richards Bros.' Circus and changed the title to Mills Bros.' Circus. . . . A. R. Corey, secretary of Iowa State Fair, Des Moines, announced the contracting of Rubin & Cherry Exposition. . . . John J. Carlin, owner of Carlin's Park, Baltimore, was promoting hockey at the park.

Edward Jessop was appointed secretary-treasurer of the J. Harry Six Attractions. . . . Bert Wallace was breaking new stock for Lewis Bros.' Circus. . . . Texas County Free Fair Board, Liberal, Kan., elected Paul Wright, president; C. P. Mann, vice-president; W. Kennedy, secretary, and Glen Teel, treasurer. . . . Woodside Park, Philadelphia, made arrangements to resume weekly amateur nights under the direction of Jack Steck, radio man. . . . Roland W. Richards was named publicity director for West's World's Wonder Shows. . . . Lou Walton and Harold Hall planned to play the St. Louis Police Circus and then return to Cole Bros.' Circus. . . . Frank Martin was re-elected president of St. Mary Parish Fair Association, Franklin, La., and John R. Luke was named vice-president and Grace Barras, secretary-treasurer.

Manager Harry J. Batt announced installation of new rides and concessions and grounds improvements at Pontchartrain Beach, New Orleans. . . . Announcement was made by Amusement Corporation of America that William B. Naylor would handle publicity for the Beckman & Gerty Shows. . . . Tom and Lola Hunt were exhibiting their high school horses and trick mule in the Goldsboro, N. C., area. . . . East Texas Livestock Exposition, Jacksonville, elected W. C. Albritton, president; R. R. Childs, vice-president; Leon Davenport, treasurer, and Zack Taylor, manager.

ELECTRIC CABLE

FOR SALE

30,000 ft. of all new Tirez Rubber Armored Super Service Electric Cable. Double conductor No. 2-00 and double conductor No. 4.

25c Per Foot F. O. B. Washington, D. C.

Answer by wire.

NELSON THOMAS

2528 S. 20th St. Philadelphia, Pa.

Conn. State Resorts Invite Bids From Concessionaires

BRIDGEPORT, Conn., April 1.—Plans to operate refreshment concessions at Connecticut State parks this summer are being sought from private bids by the State Park and Forest Commission.

Fredericton Org Inks Pacts

FREDERICTON, N. B., April 1.—The Police and Permanent Firemen's Association here have inked contracts with the Hollywood Daredevils, auto ash show, for June, and with Dan's Greater Shows for a week stand July.

FOR SALE-FOR SALE RAREST ANIMAL IN HORSEDOM

One span of all snow white Arabian Mules, both jennies, full sisters, 7 and 8 years old. Also two sets of Carriage Harness with brass fittings throughout, one coming from the Prince of Wales' farm in Canada and much decorated with the British Coat of Arms.

PT. VALDIMAR FARMS (H. A. B. Sneve) Silvana, Washington

ROGERS BROS.' CIRCUS CAN USE

Sober, reliable Promotional Men for spots like Nashville, Chattanooga, Atlanta, Raleigh and others. Sponsors—Shrine, Grotto, Police.

CONTACT: SI RUBENS Ft. Walton, Fla., April 4; Pensacola, 5-6; Prichard, Ala., 7; Jackson, 8; or as per route. Can also use Punch, Magic in Side Show, also other Side Show Attractions.

WEST BROS.' CIRCUS WANTS

Promoters and Phonemen to join on wire for outdoor season, also Mechanic-Electrician and Cook and other useful People. All replies to WEST BROS.' CIRCUS, Forrest City, Ark. Opening Forrest City, Monday, April 10.

WANT BANNER MAN

Also Reindeer for Exhibition Purposes LEE BARTON EVANS Evans-Childers Circus 174 Front Street Binghamton, N. Y. Phone 29462

ROYAL MIDWEST SHOWS

Can place Popcorn, Candy Floss, Fishpond, Lead Gallery, Ball Games, Stock Concessions, Blower, Lineup, Bucket, Six Cats, Count Store. Want Girl Show Operator to handle complete Show.

ROXIE HARRIS Batesville, Miss., this week

PHONE MEN

Who can pitch tickets for Big Antique Auto Exposition, Children's Ward, General Hospital benefit. Pay every day, 25%. Write, wire or come on.

430 WEST 13TH ST., INDIANAPOLIS, IND.

WANT

Banner and Program Salesmen who can work either personal contact or phones. Go to work immediately. Must be able to produce as we save the dates. Must be sober and reliable.

UNITED LIBERTY SHOWS AND CIRCUS UNIT Ken Murray, Box 264, Bloomington, Ill. Phone 5903-0. No collect calls accepted.

TELEPHONE SALESMEN

RADIO DEAL CONTACT GALLUCCI BROS. SINTON HOTEL, CINCINNATI, OHIO or WLB, LEBESBURG, FLORIDA

CARNIVAL ROUTES

(Continued from page 102)

- Pair Am Co.: Sanford, N. C. Ferris Greater: El Centro, Calif., 4-9. Folk Celebration: Portales, N. M.; Albuquerque 14-23. Franklin, Don, No. 1: Kerrville, Tex.; Bryan 10-15. Franklin, Don, No. 2: Nixon, Tex. Francis, John: St. Louis, Mo., 7-15. Frock & Meyer: San Mateo, Calif., 5-9; Palo Alto 12-16. Gem City: East St. Louis, Ill., 6-15. Gentsch, J. A.: Brookhaven, Miss. Gold Crown Expo.: Robbins, N. C. Gold Medal: Murfreesboro, Tenn. Golden West: Red Bluff, Calif., 10-16. Grady, Kelle: Florence, Ala., 8-15. Granite State: Manchester, N. H. Great Sutton: Sikeston, Mo. Groves Greater: Lake Charles, La. Gruber's World Famous: Philadelphia, Pa., 7-15. Henson, J. L.: Alexandria, La., 8-15. Hill's Greater: Brady, Tex. Hottle, Buff: Golden Meadow, La. Imperial Expo.: Hollister, Calif. Inland: Black Rock, Ark. Interstate: Gainesville, Ga. Jack's Greater: Greer, S. C.; Spartanburg 10-15. J. & B.: Boydton, Va., 1-10; Crewe 12-22. Johnny's United: Athens, Ala.; Pulaski, Tenn., 10-15. Kaus, W. C.: New Bern, N. C.; Roanoke Rapids 10-15. Keystone Expo.: Saluda, S. C. Kile, Floyd O.: Baton Rouge, La. Kirkwood, Joseph J.: Martinsville, Va. Krause Am.: Philadelphia, Pa., 10-15. Lawrence Greater: Columbus, Ga. Lee United: Mt. Clemens, Mich., 8-16. Lone Star: Carrollton, Ga. Magic Empire: Fort Payne, Ala. Marion Greater: Laurinburg, N. C. McKee, John: Malden, Mo.; Dexter 10-15. Midway of Mirth: Madison, Ill. Mighty Hoosier State: Jeffersonville, Ind., 7-16. Mighty Page: Lexington, N. C., 8-15. Midwestern Expo.: Nashville, Ark. Model: Terrell, Tex. Moore's Modern: Cameron, Tex. Myers: (Marietta & Rockdale Sts.) Atlanta, Ga. Nolan, Larry: Lordsburg, N. M. Oklahoma Expo.: Idabel, Okla. Orange State: Gainesville, Fla. Page Bros.: Springfield, Tenn., 8-15. Palmetto Expo.: Chesnee, S. C. Paul's Am. Co.: Morrilton, Ark.; Russellville 10-15. Penn Premier: Chester, Pa., 10-15. Peppers All-State: Orange, Tex. Pine State: North Charleston, S. C. Playtime: Concord, N. H., 8-15. Raftery: Greenville, N. C. Royal Crown: Marietta, Ga. Royal Midwest: Batesville, Miss. Siebrand Bros.: Deming, N. M. Smith Am.: Wichita Falls, Tex. Snapp's Greater: Webb City, Mo. Southern Valley: Monroe, La. State Fair: Liberal, Kan. Stephens, C. A.: Trion, Ga. Strates, James E.: Washington, D. C. Tassell, Barney: Vero Beach (Gifford), Fla. Texas: Lyford, Tex. Tidwell, T. J.: Levelland, Tex. Tinsley, Johnny T.: Greenville, S. C. Tivoli Expo.: Joplin, Mo., 8-15. 20th Century: Fort Smith, Ark. United States: Marion, N. C., 10-15. United Expo.: Popular Bluff, Mo.; Kennett 10-15. Victory Expo.: Pecos, Tex. Virginia Greater: Suffolk, Va. Volunteer: Springfield, Tenn. Wallace & Murray: Greenwood, S. C.; Anderson 10-15. West Coast: Stockton, Calif., 4-9; San Jose 11-17. Wheeler, Eddie L.: Buchanan, Ga. Wolfe Am.: Kings Mountain, N. C.; Bessemer City 10-15.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Los Angeles, Calif., 4-9. Biller Bros.: Athens, Ga., 7. Capell Bros.: Chandler, Okla., 4; Bristow 5; Sapulpa 6; Haskell 7; Wagoner 8; Pryor 9; Nowata 10; Pawhuska 11; Hominy 12; Cushing 13. Dales: Clayton, Ga., 4; Franklin, N. C., 5; Waynesville 6; Canton 7; Spindale 8. Dalley Bros.: Gonzales, Tex., 15. Hamid-Morton: (Auditorium) Buffalo, N. Y., 10-15. Kelly-Miller: Hugo, Okla., 14. King Bros.: Macon, Ga., 8; Columbus 10; Roanoke, Ala., 11; Anniston 12; Albertville 13; Huntsville 14; Decatur 15. Mills Bros.: Circleville, O., 15. Polack Bros. (Eastern): Norfolk, Va., 3-6; Kalamazoo, Mich., 10-12. Polack Bros. (Western): Indianapolis, Ind., 3-5; Sacramento, Calif., 14-23. Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, April 5-May 7. Rogers Bros.: Fort Walton, Fla., 4; Pensacola 5-6; Prichard, Ala., 7; Jackson 8. Seal Bros.: Cedar City, Utah, 7. Stevens Bros.: Glenwood, Ark., 6.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Ice Capades (Pla-Mor Arena) Kansas City, Mo., 3-9; (Ak-Bar-Ben Coliseum) Omaha, Neb., 10-19. Pan-American Animal Exhibit: Savannah, Tenn., 10-11; Waynesboro 12-13; Linden 14-15.

10 RIDES LONE STAR SHOWS Carrollton, Ga., week April 8 CAN PLACE CONCESSIONS SHOWS RIDES HELP Address all mail and wires to J. R. McSpadden

UNITED STATES SHOWS Want Cook House, Novelties, High Striker. Good opportunity for Scales and other legitimate Concessions. All those I have wired, please join April 11. We open at Marion, N. C., on that date. Wire only. Please do not phone. L. P. BRADY, 1032 N. E. 82nd Terrace, Miami, Fla.

PEPPERS ALL STATE SHOWS Open Midway Policy Want Hanky Panks. Going back to a prewar privilege of \$21.00 a week. Want Grind Stores, Rollovers, Razzle Dazzle, Blower, Bowling Alleys, 6-Cat, Buckets and Nall. Want Agents for Ball Games or will book Ball Games, Beat the Dealer, Over and Under and Pan Game. We work every week. Lucky boys and fly-by-nights, save your time and mine by staying where you are. Tony Barrack, contact DeWitt Hudson. FRANK PEPPERS, Owner; DeWITT HUDSON, Legal Adjuster; DOC JOHNSON, Mgr.

BARNEY TASSSELL UNIT SHOWS WANT FOR STARKE, FLA., WEEK APRIL 10 On playgrounds in town; then working up to Virginia and Maryland; in and around Washington, D. C., all summer. Merry-Go-Round on account of disappointment, or any other Rides not conflicting. Can place Popcorn, Candy Apples, Balloon Darts, Blower, Cigarette Pitch, Ball Games, Short Range or any other Hanky Panks. (No grift or percentage.) Write or wire THIS WEEK, VERO BEACH (GIFFORD), FLA. P.S.: Can use Bingo Caller.

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Advertising Banner Man Excellent Route with 12 weeks in Canada. JOE SULLIVAN King Bros.' Circus, Macon, Ga.

GENERAL AGENT WANTED Promotion Director. Combination salary to depend on ability to produce. Quick action required. JOSH KITCHENS or BILL BORUP CAMPT 41, ADEL, GEORGIA. PHONE 5472

PHONE MEN Reliable, Sober. Steady work. Start at once. Ben Yearly, answer. Contact: AL KAYDA Hotel Hudson, Oklahoma City, Okla.

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CIRCLE W RODEO BOOKING FOR 1950 See the opening show Washington, D. C. National Guard Armory, April 8-13 or contact JACK WESCOTT MARLTON, NEW JERSEY

TELEPHONE SALESMEN WELL ESTABLISHED LABOR PAPER. COMMISSION EVERY DAY. PLENTY OF LEADS. WRITE OR WIRE: TOM RYAN 522 Market St. CHESTER, PA. (Phone: Chester 3-1516)

GIVE TO THE DAMON RUNYON CANCER FUND

Rollercade Kids Honor the Kings

FLINT, Mich., April 1.—Flint Park Rollercade was the scene recently of an unusual ritual which gave testimony to the affection which patrons have for the owners of the rink, Mr. and Mrs. Earl King. Senior and intermediate skaters who had taken part in the recent successful Roller-capades of 1950 at the rink were guests of the management for a two-hour skating party, along with their parents.

Skater Betty English made a formal presentation to the Kings and to two members of the staff of floral bouquets, expressing the appreciation of the skaters for the opportunities they had received from the management. The tribute was given on behalf of some 30 skaters.

Anselmys Host Mich. Meet

PONTIAC, Mich., April 1.—New Pontiac Rolladium, recently opened by Anthony and Alice Anselmy, will be host to the Michigan competitions of the RSROA on April 10-12. Contests will open Monday (10) with speed skating at afternoon and evening sessions. Junior, novice, and intermediate competitions in figure, dance, and free style classes will be held Tuesday, climaxed by the senior men's 50-mile race. Remaining events will be run off the final day.

RSROA Announces Schedule Of State and Regional Meets

DETROIT, April 1.—A schedule of 28 State and regional championships has been sanctioned by the RSROA, covering seven regions into which skating competition has been divided. The list is complete, with certain exceptions, and is arranged in a new regional set-up to achieve a more balanced national presentation of skating.

The competitions, as released by Fred A. Martin, RSROA secretary-treasurer, are: Northeastern regional, Queens Rink, Elmhurst, N. Y., June 5-6; New Jersey, Shore Roller-drome, Neptune, April 16-17; New York, Wal-Chiffe Roller-drome, Elmont, April 10-12; Rhode Island, Riverdale, Natick, April 19; Massachusetts - Connecticut - New Hampshire, Revere (Mass.) Arena, April 17-18; Eastern regional, Lexington Skating Palace, Pittsburgh, June 18-20; Pennsylvania, Capital Rink, Harrisburg, May 7-9; District of Columbia, Riverside Stadium, Washington, April 17-18; Delaware, Printz Roller Way, Holly Oak, April 23; Ontario and Eastern Canada, London (Ont.) Arena, April 17-18.

Great Lakes regional, Rollercade, Toledo, June 12-15; Wisconsin, Pallomar Rink, Milwaukee, May 15; Illinois, Arcadia, Chicago, April 26-28; Indiana, Riverside Park Rink,

Indianapolis, April 22; Ohio, Roller-land, Columbus, April 10-13; Michigan, Rolladium, Pontiac, April 10-12.

Southern regional, open meet at Roller-drome, Atlanta, April 3-5; Kentucky, Fourth Avenue Rink, Louisville, March 27. Several States in the Southern region are expected to conduct meets but they will not affect the entry of skaters in the regional championships since all registered amateurs in the region are eligible for entry.

Midwestern regional (now including Rocky Mountain region) Arena, Tulsa, Okla., June 2-3; Iowa-Nebraska, Skateland, Ottumwa, Ia., April 15-16; Kansas-Missouri-Oklahoma, Roll-o-Rena, Wichita, Kan., May 5-7; Colorado-Wyoming-New Mexico-Texas, Skateland, Denver, no date set.

The former Pacific Coast region has been cut in two. The Southwest-Pacific regional will be conducted as an open meet at Skateland, San Diego, Calif., May 14-17. This meet will also be conducted as the California championships, with placement of skaters to determine the award of challenge trophies for that State. The Northwest-Pacific regional will be held at the Roller-drome, Nampa, Idaho, May 14-15; British Columbia, Capilano Roller-cade, North Vancouver, April 16-17; Washington State, Southgate Roller-drome, Seattle, April 2-3, and Oregon, Imperial Skating Rink, Portland, April 5-6.

Fla. Gavety Stages Polio, RSROA Show

WEST PALM BEACH, Fla., April 1.—Staged for the benefit of the March of Dimes and the RSROA, a skating show offered March 9 and 10 at Gavety Roller Rink here was pronounced a big success by Reba Chalfonte and Mr. and Mrs. W. D. Keeter, Gavety operators.

The 15 numbers offered included "I Love to Roller Skate," by the children's class; "You and You," Sandra Stonemann; "Drummer Boy," David Evans; baton twirling by Marcelyn Luxon; "Vienna Woods," Mary Tedder; "Body and Soul," Virginia Breeden; "Walking in the Clouds," Charles Fulton and Mary Sowell; "Skating Doll," Donnie Hehm; free style, Bruce Van Linda and Marcelyn Luxon; "Three o'Clock in the Morning," Fearless Weir; "Gavety Girls," Mary Allen, Carolyn Sprinkle, Mary Sowell, Elaine Free, Margaret Sapp and Clare Hester; adagio number, Jack Blackburn and Bette Van Linda; four acts by family groups; acrobatics, Gretjan Rainey; "Dainty Miss," Patricia Jones; "Love's Dream," Stanley Witmer and Virginia Breeden; "Cozy Me, Girls," Frank Poe, Paula Ronning, Gretjan Rainey and Roslee Sparkman; "Poor Butterfly," Mary Allen; a clown number by 12 boys; routines by four couples; free style by Marcelyn Luxon; "Strolling Thru the Park," Beatrice Bets and Vernon Otto; "Learning to Skate," Maurice Livingston and Bob Rogers, and barrel jumps by Jack Blackburn.

A son was born recently to Mr. and Mrs. Herb Daisley. Daisley is manager of Bladensburg (Md.) Arena.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

WANTED
Portable Skating Rink
For up and coming amusement park, 1 mile from city of 70,000. Wanted from May through September.
HARVEY KLEIN
822 Hamilton St. RACINE, WIS.

HAVE A SPLENDID LOCATION FOR A PORTABLE ROLLER RINK
Situated on Painter Lake, one of four lakes in Cass County, Mich. - 15 miles South Bend; 10 miles Elkhart; 3 miles M80; 3 miles U. S. 112. 7 acres of parking space. Write
HOUSE OF CARDS
Edwardsburg, Mich.

FOR SALE
1000 pair Chicago Clamp Skates, used, sizes 2, 3, 4, 5, 6, 7, 8, \$1.75 Per Pair. All or any part. Send deposit with order.
Mirador Roller Rink
Box 226, Homestead, Pa.

SKATING RINK
Fully equipped, interior neon, electric pop box, fans, sound-proof triple floor. Good lease, plenty of ground space for additional income. You can't go wrong on this for \$8,000. Located on the beach. Would also make excellent dance or other amusement.
Contact
WM. L. DUNN
1627 16th St. Galveston, Tex.

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

RINK LIGHTING
Crystal Showers, Spotlights, Motor Driven Color Wheels.
NEWTON
253 W. 14th St. New York City

POM-POMS
Assorted colors, about 3" dia., the ideal size for fastening to shoe skates. \$3.99 per doz. pp., postage prepaid to anywhere in the U. S. A.
ANDY'S SHOE SKATE ASSEMBLY
Gaylord, Minnesota
Keep this ad for future reference.

RACERS! New WHEELS RUBBER MOUNTED



- One-Piece Bushings Mounted in Rubber To Give
1. GREATER TRACTION
 2. QUIETER OPERATION
 3. ELIMINATES MOISTURE EXPANSION DIFFICULTIES

Now Available to Rink Men and Professionals at \$4.00 Set

CHICAGO ROLLER SKATE CO.

WINNER OF WORLD'S RECORDS FOR OVER 40 YEARS

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"Fit-Factor" REMOVED!

EQUIP NOW WITH **KINGSTON... and** Eliminate Odd Size Rental Stock
ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES



WRITE FOR COMPLETE INFORMATION

KINGSTON PRODUCTS CORP., Hwd. Div. BB-4, Kokomo, Ind.

SKATE CASES

LOOK NO FURTHER!

Here's the perfect premium steel shoe skate case, aluminum or in brilliant colored plastic finishes. Already outstanding offers finest quality - priced right. Write for folder showing 7 styles. Also ping-pong, laundry mangle cases, suitcases.

Herculean

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COMPLETE PORTABLE RINKS
SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment
BILT RITE FLOORS & RINKS
430 S. Vine, Tyler, Texas Phone 4-9585

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Here is a theme song to advertise to the world about roller skating. Sheet Music, 35¢; Records, \$1.00 prepaid U. S. Wholesale prices by dozens. Send 25 new rink stickers for trial sheet music.
ART GRUBB
Effingham, Ill.

CURVECREST RINK "COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

WANTED
MODEL "B" HAMMOND ORGAN
ADVISE PRICE AND CONDITION.
JOHN M. MULLIGAN
819 Clairmont Ave. Elmira, N. Y.

ATTENTION! DEALERS and CONCESSIONERS

Here is a New 1950 VACUUM FILLER FOUNTAIN PEN

"One Pull and It's Full" \$4.20 Per Doz. \$48.00 Per Gross

SAMPLE BE THE FIRST TO BUY \$1.00 THE 1950 MODEL 15% deposit required on all C.O.D. orders.

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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, 5145 Strahm Ave., North Hollywood, Calif. ap15

ATTENTION! — SMART SONGS, PARODIES, Monologs, Ventriloquial Dialogues? Free list. Tizzard, 110 W. 76th St., New York.

"BLUE NOTES" — ANOTHER BOLD, NEW laugh routine for male singles, night club comics; \$1. Springer, 58B Wilklow, Hempstead, N. Y. ap15

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four rag-packed back issues. Emcee, 1508-B South Haman, Chicago 23.

FOR SALE—13 STAMPERS, MOTHERS, MASTER Stampers, some published songs; non-famous groups and single recorded artist; some sample records made only; special offer to person interested starting or having new company. Harneltha Recoter, Morningside, Box 46, New York 25, N.Y. ap8

FREE!—500 GAG LINES WITH SUBSCRIPTION. Monthly contents: Monologue, Gags, Stories, Stunts, Poems, etc.; year subscription with free gags, \$2. Hollywood Gag Letter, Metropolitan Box 5556, Los Angeles 55, Calif.

GAG-NATIONAL NEW COMEDY BOOKLET — "Quiet! M.C. at Work" No. (number 2); for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keys to Comedy," Box 1225, Hollywood, Calif. ap15

"GIRL FRIEND" — 12 MINUTES ORIGINAL laugh material for male singles, night club comics; \$1. Springer, 58B Wilklow, Hempstead N. Y. ap15

GRAND NEW PARODIES—"MUSIC, MUSIC, Music," \$1; "Daddy's Little Girl," \$2. Ed Hanley, 852 2nd Ave., New York. ap15

LAUGHS FOR SALE — NOW READY, MY choice emcee quips, topical jests, tested rib-tickers and one-line yockolas; also snappy wisecracks, racy verse and peppy wizzes for wits-at-large; \$2. Buster Rothman's Laugh Laboratory, 10 W. 22d St., Bayonne, N. J.

STAGE PLAYS—REPertoire, STOCK, ONE Nighters, Standard Play Service, Box 590, Kearney, Neb. ap29

THIS HIT IS IT! FREE COPIES! "THE GLORY of My Wedding." Grimes Music Publishers, Shuber Theater Building, Philadelphia, Pa. ap8

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. ap29

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY — Italian Coral and Inlaid Mosaic Jewelry, Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties; real dressed Fleas and Seahorse Fish, Brooch Pins. Joseph Fleischman, 905 Tampa St., Tampa, Fla. ap15

ACTIVE SELLER — PLASTIC SCALLOPED Table Cloths, 54x34, \$5.50 up doz.; Aprons, ruffled on double-needle machine, \$1.75 up doz.; latest prints; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

AGENTS!—FAST SELLER; AMAZING HAIR Pomade; gums and colors gray hair. Write Houie Maralec, 1674 Broadway, N. Y. C. 19, N. Y.

AMAZING VALUE! THOUSANDS HAVE adapted this single compact unit of simplified bookkeeping to save time, money and minimize errors. No bookkeeping knowledge necessary. Thoroughly complete! Priced ridiculously low, \$3.75 postpaid. Specialties, Newtown, Conn. ap15

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., 1244 White Plains, N. Y. ap29

ANCIENT NEWS — ORIGINAL PRODUCTS; free copy. Write The Soffoodline Sun, 58 Washington St., Hoboken, N. J. ap8

A RECORD LOW FOR BILLBOARD'S "BUYERS" Guide. You won't beat our quality at any price; a sample order will convince you that your money was well invested—not spent; large quantities shipped all over the world; beautiful ivory finish, precision made, single head electric shavers; individually boxed with handsome pigskin leatherette pouch; one full year service guarantee; \$22.50 factory retail price tax; gross, \$1.65 each; 1/2 gross, \$1.75 each; dozen, \$21.00 each; sample, \$3.75; top quality dozen, \$21.00 each; 10,000, \$40; sample 1,000, \$6; one electric shaver and 1,000 blades, \$7.50; no c.o.d.'s—full remittance; express collect (samples postpaid). Specialties, Newtown, Conn. ap15

A RED-HOT NOVELTY—EVERYONE BUYS; sell tap-rooms, bars, night clubs, pool halls, stores; it's different, send 50¢ for prepaid sample. Shafer Co., P. O. Box 723, Kansas City, Mo. ap29

AROUND THE WORLD WITH VOLUME SALES contributes to our low prices; top quality, precision, Taylor Made d.e. Razor Blades; nationally advertised; 10,000, \$40; full remittance, express collect; less quantity, \$5.50 per 1,000 prepaid; 20 10¢ packages, \$1. Specialties, Newtown, Conn. ap15

ATTENTION, DISTRIBUTORS, FITCHMEN, Salesmen, Jobbers: Just out Hollywood; Cutie Ball Pen, gold finish, \$6.75 dozen; six dozen, \$36. General Lamp, 1706 W. National Ave., Milwaukee 4, Wis.

BEAUTEZEE HOLLYWOOD ART MODELS—3rd Dimensional Stereo Color Slides with Realife Pocket Viewer; literature free. C-P-C-S, 5017B W. 22nd, Cicero 50, Ill. ap8

BEAUTIFUL MODELS—GLOSSY PHOTOS, 4x5, sample assortment, \$1; \$5.60 dozen sets; big profit. Fotoart, Box 1341, Lawton, Okla. ap15

BEST QUALITY WALLETS, PURSES, ETC.—Low factory prices; alligator grain wallets, \$4 dozen; send \$1 deposit, balance c.o.d.; sample, 60¢ postpaid; price list on other styles. Crescent Sales Co., 150 Broadway, N. Y. C. ap15

BRIDE & GROOM NOVELTY ASHTRAY — A hot item and sure-fire seller; sample, \$1; doz., \$5.95. Carter Sales, 830 State, Quincy, Ill. ap15

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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. ap29

BUY VITAMINS DIRECT AT AMAZING savings. Our 11th year. Postcard brings catalog. Matoska Products Co., White Bear, Minn. ap15

CARDBOARD STORE SIGNS, 7"x11", \$5 PER 100 postpaid; 12 signs, \$1 retail, 35¢ each. Artcraft, Box 5852, Philadelphia 28, Pa.

CARNIVAL GOODS, SLUM, PLASTER NOVELTIES, Stuffed Animals, Fish Pond Items at bargain prices. Ohio Novelty Co., 320 West Fourth St., Cincinnati, O. Tel: Garfield 2410.

CLOSE OUT—ARMY AIR FORCE TYPE SUN Glasses; men and women's, in beautiful case with life-time guarantee; ground polished processed lenses; scientifically correct to meet specifications of U.S. Bureau of Standards; these glasses retail in many optical stores for \$10 per pair; your cost \$15 per doz; sample, \$1.50; 1/3 remittance on all c.o.d.'s. Factory Outlet, 58 Euclid Ave., Springfield, Mass. ap15

COMIC CARTOON CARDS, 100 FOR \$1—LIST free to dealers. Cheshires Fun House, 739 Poydras St., New Orleans 12, La. ap22

COWBOY RIDING HORSE — COLORFUL Western Souvenir Sensation! The Ridin' Cowboy 4 1/2"x7" high; cowboy swings lasso as white horse actually prances and moves in lively manner, swinging tail; horse also dances on hind feet; two full minutes' action each windup; terrific summer pitch! Sample, 60¢ prepaid; special dozen and gross prices. Denver demonstrator sold 5 1/2 doz. two hours drug store pitch. Name on request. Ellswood's, Pueblo, Colo. ap15

CUTE NOVELTY SEASHELL JEWELRY—SEND \$1 for four samples; free illustrated folder. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. ap15

DISTRIBUTORS, JOBBERS—NEW, AMAZING Four-Color Ball Pen; writes blue, red, green, black; gold finish; sells like wildfire; \$6.50 dozen, \$72 gross; carded sample, \$1. General Lamp, 1706 W. National Ave., Milwaukee 4, Wis.

EARN \$124.50 WEEKLY GUARANTEED, sparetime; learn "Technique of Telephone Selling"; rush only 25¢ (deposit) air mail; complete instructions. Science Syndicate, San Antonio, Tex. ap29

EARN BIG MONEY ACCEPTING ORDERS, for Photo Enlargements; you keep \$2 deposits on each order. Write today. New Process Studios, Flatiron Bldg., New York 10.

ELECTRIC SHAVER—SINGLE HEAD; PRECISION made and fully guaranteed; individually boxed with handsome pigskin leatherette pouch; sensationally low priced; six dozen, case pack, \$2 each; dozen, \$22.50 each; full remittance, prepaid. Specialties, Newtown, Conn. ap8

ELECTRIC PERFEX DOUBLE HEAD SHAVERS packed in simulated pigskin pouch, \$2 each; single head shaver, packed same, \$1.50 each; 3 piece Mexican sombrero pot holder set, \$1.50 set; 14 piece comet aluminum set, \$7.50; Mirror Electric Coffee Maker, \$8.75 each. Ideal Sales, 4112 W. 15th St., Chicago 23, Ill. ap22

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. "Balco," KL-Roxbury, Boston 19, Mass. ap22

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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. ap15

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. ap22

FULL FASHIONED NYLONS—INDIVIDUALLY wrapped, packed one fourth dozen to box; Style 151, \$7.50 per dozen; Style 500, \$6 dozen; Style 2300, \$3.50 dozen; Rejects, \$1 per dozen in 10 dozen lots or more; sample order consisting of 3 pairs; No. 151, 3 pairs \$5, 3 pairs 2300 and 12 pairs rejects for \$5.50. McDonald Manufacturing Co., Galloway, Tenn. ap22

FULL FASHIONED DEPENDABLE NYLONS—Our select grade, \$6.50 per dozen; \$2's, \$3.50; \$3's, \$1.25 dozen; sample order send postpaid for \$4, consisting of 12 pairs \$3's, 3 pair \$2's and 3 pair \$1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221, Phone 6-8326, Chattanooga, Tenn. ap8

BIG MONEY IN YOUR OWN Wholesale Business

Sell Famous LAYMON COUNTER CARD MERCHANDISE To Stores, Taverns, All Retailers

Here's a ready made business that coins money fast for you! Call on retail outlets and show America's fastest selling line of Carded products. Laymon's NATIONALLY ADVERTISED Aspirin, Razor Blades, Cosmetics, Novelties and hundreds of fast-selling items retailing from 5¢ to \$5. Merchants make good profits—you can make hundreds of dollars from FAST orders, BIG REPEAT BUSINESS! Our men are building a lifetime profitable business for themselves, with sales as high as \$1,000 a month. Profits up to 50%.

OVER 500 ITEMS NOVELTIES, DRUGS, TOYS, SUPPLIES

As a LAYMON WHOLE-SALER you sell an amazingly large line of CARDED MERCHANDISE. Pocket Comb! Camera Film! Pipes! School Supplies! Lighters! Anti-Histamine Tablets! Pens and Pencils! New Sanitary Napkin Vendors! Hundreds of others!

Store dealers buy eagerly because beautiful card displays and low prices sell Laymon merchandise on sight.

You COLLECT FAT CASH PROFITS on the spot! In quick time you have a steady WHOLE-SALE store route... with steady earnings that mount up like magic into big figures! You can start now with a small investment, no risk, no experience.

Special deals, attractive premiums help make easy sales. New fast sellers added to line regularly. Yes, you get everything you need to make your WHOLE-SALE BUSINESS bring you big money quickly and easily.

Opportunity Knocks—Now! If you want to get out of the "penny" business. HERE IS YOUR GOLD EN OPPORTUNITY! Send coupon immediately for FREE book. "Your Future in a Wholesale Business of Your Own," and beautiful catalogs. Hurry! Every day means money! Mail coupon TODAY!



Rush Name Today For FREE BOOKLET

Form for requesting a free booklet, including fields for Name, Address, City, Zone, and State.

(Continued on page 180)

ATTENTION BALLOON HUSTLERS

#11 MOTTLED ROUND BALLOON SECONDS \$2.50 PER GROSS

In case lots of 16 gross. Less than one case \$3.00 per gross. You can hardly tell they are seconds.

LARGE GIANT BALLOONS

COLOR—ALL WHITE

20 FOOT BALLOON \$24.00 PER DOZ.

SAMPLE \$2.50 EACH

16 FOOT BALLOON \$18.00 PER DOZ.

SAMPLE \$2.00 EACH

10 FOOT BALLOON \$12.00 PER DOZ.

SAMPLE \$1.50 EACH

4 FOOT BALLOON \$18.00 PER GROSS

SAMPLE 25¢ EACH

COLORS—RED AND WHITE

THESE PRICES F.O.B. BOSTON

25% REQUIRED WITH ALL ORDERS

BOSTON BALLOON CO.

222 CAMBRIDGE STREET

BOSTON, MASS.

TEL. LA 3-7074

NATIONALLY ADVERTISED COSTUME JEWELRY

In Rhodium-White & 22 kt. Gold-Plate

From \$6.50 to \$7.50 doz. boxed

SAMPLE \$7.00, DOZ. BOXED

ASSORTMENT

Direct from Manufacturer

25% deposit with order

Balance C.O.D.

Jaybee Plating Co.

174 Eldridge St. New York 2, N. Y.

NO CATALOGUES NO LARRIES



PLASTIC PARASOL

ALL METAL RIB CONSTRUCTION

A Fast **59c** Retailer

#760 Heavy plastic top in three color combinations: red and white, blue and white, green and white in a gay overall floral and lace pattern. Natural enameled wood staff and carved wood handle with colored rayon braid bracelet. Standard umbrella construction; can be opened and closed thousands of times. 17 1/2 inches in diameter, including fringe. Individually packed in cellophane.

OTHER FAVORITE TOBY PARASOLS

#720 Plastic top with composition ribs. **49c Retailer**

#770 American Beauty. Big (20 1/2 inch diameter) RAYON top, all metal rib construction. Five contrasting color combinations. Individually packed in decorative gift boxes. The best child's parasol retailing at

\$1.00

TOBY TOY MARIONETTES

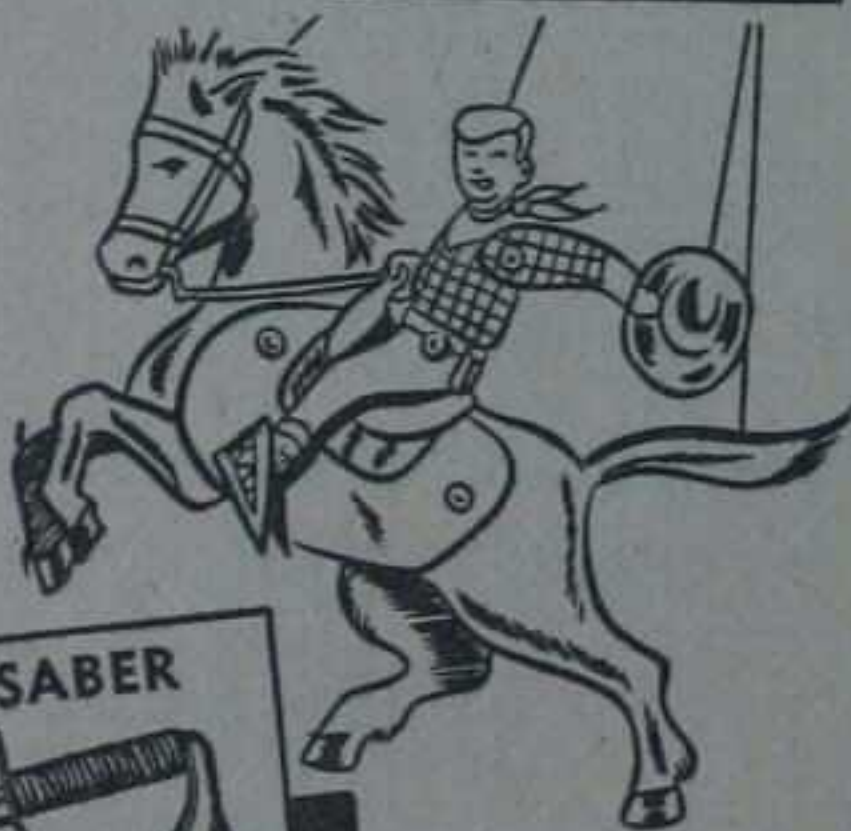
Action Toys! Sensational Value!

Heavy cardboard brightly lithographed in natural life-like colors. Four strings attached with metal eyelets and assembled to a heavy cardboard handle make it easy to send the marionettes thru their paces, running, jumping, galloping. Size 6 1/2"x7 1/2" Individually packed in cellophane bags. Cash in on current Marionette television popularity!



#440 FOUR STYLES

- A—Cowgirl on horseback.
 - B—Cowboy on horseback.
 - C—Sheriff on horseback.
 - D—Masked Rider on horseback.
- (Packed Equally Assorted)



Fast **25c** Retailer



*** **AMERICAN SABER #500**
METAL AND WOOD SABER
Molded Scabbard in Cellophane Bags.



LOUDEST WHISTLING FLYING BIRD ON THE MARKET!

- #380—Yellow embossed fully rounded bird, body with red trimming.
- #310—Multi colors stapled bird, four-color combination.

AT ALL LEADING JOBBERS EVERYWHERE!

TOBY TOYS

Manufacturers
417 EAST 24th STREET
NEW YORK 10, N. Y.

AGENTS & DISTRIBUTORS

(Continued from page 179)

GET 'EM WHILE THEY'RE HOT—NEWEST products, surplus goods, mfr.'s sellouts; red-hot money-makers, listed monthly in Buyers' Business Bulletin; rush 25¢ for sample copy that will amaze you. National 2014-B Broadway, Indianapolis 2, Ind.

HANDKERCHIEFS, SCARFS; MEN'S, LADIES' Children's; hemstitched, satin, colored borders, linen; reasonable priced; don't forget Father's and Mother's Day; full assortment, gift boxes; ask price list. Alfred Rubio, 1133 Broadway, N.Y.C. ap15

HAPPY CLOWN! BUT UPSIDE DOWN; HELL! cry and frown! Newest balloon sensation. This is first advertisement anywhere on this exclusive Kayell balloon item. We believe in small talk and big performance. Balloon #11 heavy duty round with large clown face, noise-maker attached with shut off valve. Quarter brings two samples prepaid, or we'll sell 'em to you wholesale only \$6.90 per gross. Perfect novelty pitch at 10¢ to 20¢ ea. Buy the best! Buy Ellwood's Balloon and Helium Hdqtrs. of Pueblo, Colo.

HELIUM! U. S. GOV'T CAPACITY 238 CU. FT. tanks. Why get less? Not air with helium "balloon gas." Our gas is pure helium as Uncle Sam can bottle. Direct to you from our Amarillo storage, \$12.95 per tank F.O.B. Amarillo, Tex., plus tank deposit. Helium doubles balloon profits. Floating balloon is fast selling balloon! Ellwood's Balloon and Helium Hdqtrs., Pueblo, Colo.

HERB MAGIC THROUGHOUT THE AGES—Special section devoted to old-time household herb formulas; herb teas, strange and curious herbs roots illustrated; formerly sold for \$2.50; special now to medicine men for \$1 postpaid. Wm. G. Shultz, 211 East 28th St., N. Y. 10, N. Y.

HOT SALES ITEM—MAKE-UP IN THE DARK. 5 in 1 Compact; Cigarette Case; Lighter; Lipstick Brush; Built in Flashlight; retails, \$4.95; send \$2 for sample and list. Pines Company, 5831 W. Third, Los Angeles 36, Calif.

JEWELRY BOXES—GOVERNMENT SURPLUS; for Pearls, Earrings, Brooch, Pins, Men's Sets; distinguished rayon plush lining; leatherette outside. 6 1/2"x3 1/2"x1 1/2"; cost, \$1.50 each; unbelievable sale; \$1.95 doz.; 36, \$4.50; gross, \$1 1/2¢. Am. Standard, 1208 North 13th, Philadelphia 22.

JUMBO BALLOONS — SERPENTINE, KNOB- by, spiral; assorted or straight, \$4.80 per gross; never priced like this for top quality, fresh #1 merchandise. Factory lists, \$6.80. We've got deal for you. Four feet long, almost half foot diameter; other balloon deals too. Ellwood's Balloon and Helium Headquarters, Pueblo, Colo.

LEGSQUISITE LOVELIES THAT ARE TEASY on the eyes. 18 photographs \$1, 45 for \$2. Terry Thorne, P.O. Box 15335, Dept. B, Crenshaw Station, Los Angeles 8, Calif. ap22

MAKE TWENTY TO FIFTY DOLLARS A DAY easy selling to stores; new item; write for exclusive territory. Thomas A. Beers, 13010 Kercheval, Detroit 15, Mich.

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, Ill. 191

MAKE EASY MONEY SELLING INEXPENSIVE Cigarette Lighters of unusual design; sample dozen, \$2.50. H. D. Padgett, 2515 Heyward, Columbia, S. C.

MAKE FAST MONEY SELLING HANDMADE Jewelry; samples \$2; catalogue free. N. Mitchell, Box 521, Raleigh, N. C.

MEN'S NOVELTY BOOKS—JOKES, STORIES, Cartoons, etc.; \$6 100; 5 samples, \$1. Steele, Box 4763-W, San Francisco.

MEN'S FANCY ANKLETS, \$1.35 PER DOZEN in lots of 10 dozen or more. Gainer Sales Co., 18930 Woodingham, Detroit 21, Mich.

MEN'S POCKET WATCH WITH LUMINOUS numerals and hands, plus Men's Wrist Watch with expansion band, both for \$3.97 postpaid or c.o.d. United Watch Co., St. Cloud 1, Minn.

METAL AWNINGS—ALL SIZES, 35-INCH; retails \$18.50, commission \$6; umbrellas, yard canopies. H. C. Bridges, Decatur, Ala.

MEXICAN GARLIC, NEW CROP, COMMERCIAL size, 60 pounds, 20¢ pound; in 100 pounds, 18¢; sample, 25¢. General Merchantile Co., Box 617, Laredo, Texas.

NEW BARGAIN BUYERS' GUIDE—64-PAGE directory, over 200 supply sources, where to buy novelties, carded goods, mail order specialties at rock bottom wholesale prices; send postal. Business Publications, Middleburg, Va. ap15

NEWEST MONEY-MAKING SENSATION—PERSONAL Initialed Individualized Belts, Buckles, Cap Badges, Tie Holders, Miniature Authentic Replicas, Police, Firemen's Badges; Pocket Pieces, Key Chains; choice 2,000 emblems. Write Hook-Fast, Box 1425BB, Providence, R. I.

NUDIE CUTIE TABLE LIGHTER—SHE'S A hot seller; sample and wholesale prices, \$1 postpaid. New York Article Co., G.P.O. Box 405, New York 1, N. Y. ap8

NYLONS—FULL FASHION; 100,000 PAIRS, 31-34 sheer, boxed and packed in cellophane envelopes; Style 5154A, \$5.25 doz.; Style 51-20B, \$4.95 doz.; sizes 8 1/2 to 11, rejects, \$1 doz.; 10 doz. lots or more. World Sales Co., 460 N. Clinton Ave., Rochester 5, N. Y. ap15

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y. ap4

ONE HUNDRED THOUSAND CURTECH ART Color-tone Rodeo Action Photo Postcards; twelve assorted views; closing out for \$3 per thousand. Rodeo Card Co., Woodward, Okla.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. ap29

OVER \$60 PROFIT EVERY TWO HOURS OR money back; weighs 2 lbs.; new glittering, fascinating action clock for hotel register desks and for cigar counters everywhere. Dome Ad Clock, 236 N. Jefferson, Chicago 6, Ill. 191

PLUSH ANIMALS — EXCELLENT SELLERS; per dozen, 5" dog, elephant, \$6.84; 9" dog, bear, rabbit, \$8.64; samples, \$1 cash; 25% deposit, balance c.o.d. plus postage. Hartwell Industrial Co., 24 Stone St., New York City.

POCKET COMBS — 100 CARDS 12's, \$13; Pocket Clip Combs, 100 cards 12's, \$20; assorted colors; sample card, 25¢. Carleton House Distributors, Texas City, Tex. ap15

RURAL ROUTE MEN — MAKE BIG PROFITS with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Morris, Ill. 191

Better Spring and Summer Sales with Sterling!



MEN'S GORGEOUS THREE-STONE RING with ruby colored side sets. 14 kt. Gold Plated.

\$2.65 per doz. \$30. per gr.



LADIES' SET Dazzling Solitaire and 5-Set Wedding Band to match \$3.75 \$42. per dozen sets per gross sets Also Sold Separately No. 107 No. 007 No. 107 (Solitaire) \$1.25 doz.; \$13.50 gr. No. 007 (Band) \$2.50 doz.; \$30.00 gr.



No. 191-C MEN'S IMIT. HEMATITE with Gold Flash Sides \$3.50 per doz., \$39 per gr.



MEN'S GOLD PLATED MASSIVE SOLITAIRE \$3.25 per doz. \$36. per gr.

SEND FOR FREE CATALOG: The latest styles for spring and summer sales. Hundreds of men's, women's and children's rings, novelties and other jewelry items. Minimum order, 1 doz. any style. Send 25¢ with order, balance C. O. D.

STERLING JEWELERS 44 E. Long St. Columbus 15, Ohio

NEW LOW PRICE! FLOATING DOLL PENCIL Comet Brand—Push on Cap. Dozen \$4.25 Gross \$48.00

Genuine Everlast Brand FLOATING DOLL PENCIL—Screw-On Cap Doz. \$4.50 Gr. \$72.00



HOT SPECIALS! Mr. Big Nose \$3.48 Pistol Lighter \$2.00 Fan Fan Girl 7.20 Sexsational Girl 7.20 Hawaiian Dancer 3.33 Write for Catalog, 25% Deposit with C. O. D. Orders.

BENGOR 119 5TH AVE. NEW YORK 3, N. Y.

WESTERN HORSES FREE

Yes, 1 dozen Horses, free to anybody if our new Price List just made up does not prove to you that our new prices are less than 20 to 25% lower than anybody's—bar none! From factory direct to you! We have all sizes. Send \$3.00 money order for 1 dozen ass't samples postpaid. Be convinced—money back at once if not 100% satisfied. Also have a brand new number that is a winner! We first introduced the Western Saddle Horse to The Billboard readers on May 10, 1947. P.S.: Am connected with the mfrs.

C. GAMEISER Box 1324 Church St. Station 8, N.Y.C.

Wisconsin DeLuxe's

SPRING SPECIALS

Highest Quality
Lowest Prices
Best Service



No. 4725—GENTLEMAN BEAR
Black and White, 28 in.
Doz. \$38.00 Each \$3.50
No. 4661—BEAR, Assorted Colors
25 in. Doz. \$36.00; Ea. \$3.50



No. 4734—MAJORETTE
27 in. Doz. \$33; Ea. \$3.25
No. 4735—MAJORETTE
28 in. Doz. \$38; Ea. \$3.25



No. 4749—ROLY POLY CLOWN
30 in. Doz. \$38; Ea. \$3.50
No. 4722—DONKEY
29 in. Doz. \$38; Ea. \$3.50



No. 4658—COLORED BEARS
29 in. Doz. \$34.60;
Ea. \$3.25
No. 4623—BEARS
32 in. Doz. \$40; Ea. \$3.60



No. 4716—JOCKEY
30 in. Doz. \$38.00; Ea. \$3.50
No. 4709—HORSE
18 in. Doz. \$38.00; Ea. \$3.50



No. 2257—METAL HORSE AND CLOCK. Manual Starter. EACH \$5.50
No. 2239—METAL HORSE AND CLOCK. Self Starting Movement. Dozen \$90.00; Each \$8.00

PLUSH TOYS priced from \$6.00 to \$48.00 per dozen. Dogs—Bears—Dolls—Fawns—Elephants—Donkeys—Horses—Characters. PLUSH TOYS—Dolls—Babies—Metal Horses—shipped from Eastern points at a savings to you from 10 to 15 per cent.

SLUM
50¢ to \$9.00
Per Gross

GLASS
FOR PITCH AND FISH POND
CRYSTAL—RUBY, GOLD AND
GREEN.
All numbers in stock

NEW BORN BABY

- No. 4575
LARGE, \$57.50 DZ.
SAMPLE, \$6.00
- No. 4576
MEDIUM,
\$47.50 DZ.
SAMPLE, \$4.50
- No. 4577
SMALL,
\$41.50 DZ.
SAMPLE, \$4.00



No. 4737—ELEPHANT
20 in. Assorted Colors
Dozen \$39.00; Each \$3.50

No. 4019—SOFT NOSE



Gr. \$36.00
Doz. \$3.50



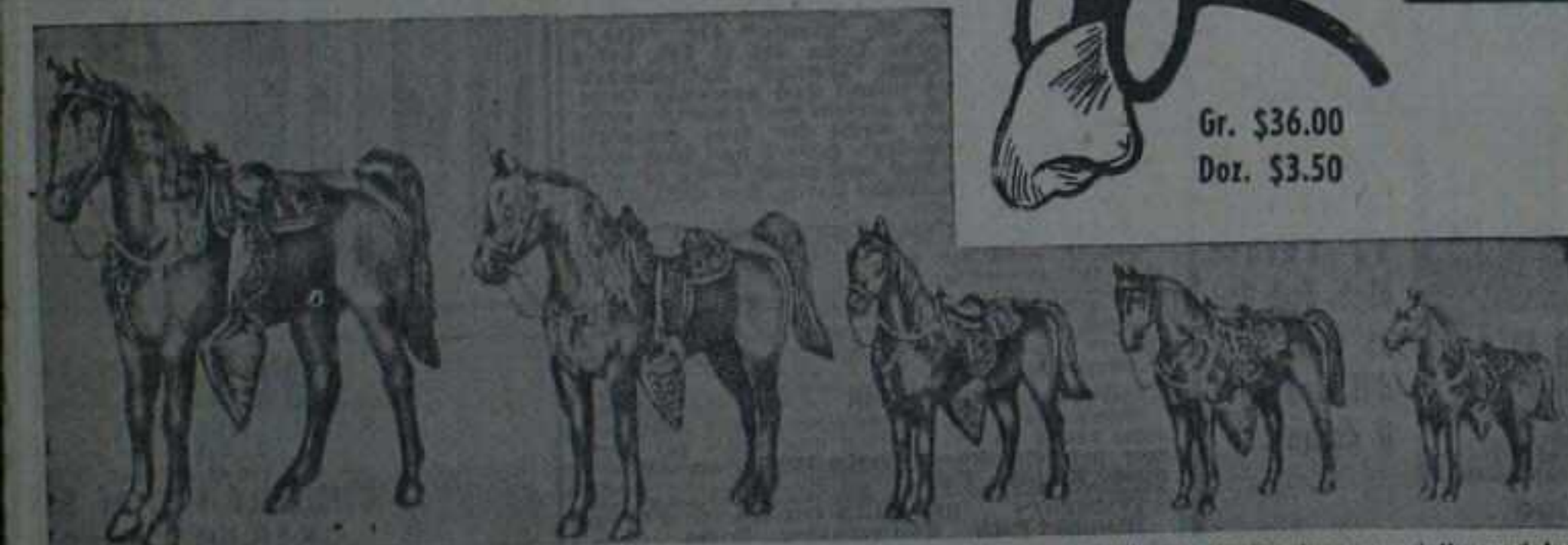
No. 4504—ALL NATION DOLL, 36" tall. Choose from: Miss France, Holland, Italy, Ireland, Scotland, Finland. Packed 16 to case. \$46.00 Doz. (\$4.10 Each. Shipped from Eastern Warehouse: \$42.50 Doz. \$56.00 Per Case of 16.
No. 4511—LARGE GIBSON DOLL, \$44.00 Doz., \$4.00 Each.

No. 69—COWBOY

PACKED \$3.60 Per Doz.
12 TO CARTON



Also have 25 other numbers in Animals and Characters in Plaster Figures at 30c Ea.—All packed 12 of a kind to a carton. 12c Plaster packed 48 to carton.



WESTERN BRONZE SADDLE HORSES

- No. 5529—Bronze Saddle Horse. Height 4 1/2 in. Packed 1 dozen to carton. Each 50c. Per Dozen \$4.00
- No. 5527—Bronze Saddle Horse. Height 5 1/2 in. Packed 1 dozen. Each 75c. Per Dozen \$6.50
- No. 5523—Bronze Saddle Horse. Height 6 1/2 in. Packed 1 to box. Each \$1.00. Per Dozen \$9.35
- No. 5531—Bronze Saddle Horse. Height 7 1/2 in. Packed 1 to box. Each \$1.35. Per Dozen \$13.60

Our line of Western Saddle Horses has been specially modeled and designed to give big value and big eye-appeal for the and high-lighted to a superior finish. Numbers listed with an asterisk (*) have removable saddles which are riveted to the horse.

- No. 5524—Bronze Saddle Horse. Height 8 1/2 in. Packed 1 to box. Each \$1.50. Per Dozen \$16.00
- No. 5526—Bronze Saddle Horse. Height 8 1/2 in. With removable saddle. Packed 1 to box. Each \$2.00. Per Dozen \$21.60
- No. 5525—Bronze Saddle Horse. Height 10 in. Packed 1 to box. Each \$1.85. Per Dozen \$19.80
- No. 5532—Bronze Saddle Horse. King size. Height 14 in. Overall length 18 in. Packed 1 to box. Each \$ 6.75

Can Supply You With Same Sized Horses at Same Price in GOLD Finish. Specify: Bronze or Gold.

25% deposit to accompany all orders, balance C. O. D. State nature of your business in first letter for
FREE CATALOG

WISCONSIN DELUXE CO.

PHONE LOCUST 2-5431
1902 NO. THIRD ST.
MILWAUKEE 12, WIS.

BIG . . . NEW . . . 62-PAGE GLASSWARE CATALOG

Catalog shows hundreds of items for—

- FLASH
- SLUM
- BINGO
- GLASS-PITCH
- Etc.

Many items illustrated in full colors.

Just off the press!
WRITE FOR YOUR COPY NOW!

| | | |
|--|-------|-------|
| G-878/9—Jadeite Demitasse Cup and Saucer | 6.00 | GROSS |
| W-878/9—Ivory Demitasse Cup and Saucer | 6.00 | " |
| FSG-2881-B—7 1/2" Sun Gold Bowl | 12.96 | " |
| FSG-2881-N—4 1/2" Sun Gold Nappy | 4.56 | " |
| FSG-2517—1 oz. Sun Gold Miniature Mug | 3.24 | " |
| E-279—Forest Green Punch Cups | 5.40 | " |
| E-3651—9 oz. Forest Green Tumblers | 8.40 | " |
| A-55—7 1/2" Crystal Crimped Bowls | 10.80 | " |
| 764/0279—4 1/2 oz. Decorated Scotties Tumblers | 4.80 | " |
| 764/0925—4 1/2 oz. Decorated Lamb Tumblers | 4.80 | " |
| T-211—5 oz. Pressed Juice Tumblers | 2.40 | " |
| T-205—4 1/2" Nappys Crystal | 3.60 | " |
| R-3345—6 3/8" Ruby Vase | 10.20 | " |
| R-1774—4 1/8" Ruby Fruit Dish | 6.84 | " |
| H-169—1 3/4 oz. Miniature Barrel Mug | 4.80 | " |
| H-549—4 1/4" Star Ash Tray | 3.48 | " |
| GI-321—9" Golden Iridescent Vase | 32.40 | " |
| GI-358—8" Golden Iridescent Bowl | 13.68 | " |
| GI-355—4 1/2" Golden Iridescent Nappy | 4.80 | " |
| GI-385—11 1/2" Golden Iridescent Bowl | 28.80 | " |
| U-7085—7/8 oz. Tall Shammed Whiskeys | 3.00 | " |
| A-378—10 1/2" Crystal Cake Plates | 8.64 | " |



FSG-2881-N
4 1/2" Sun Gold Nappy
\$4.56 Gross



FSG-2517
1-oz. Sun Gold Miniature Mug
\$3.24 Gross



GI-321
9" Golden Iridescent Vase
\$32.40 Gross



G-878/9—Jadeite Demitasse Cup & Saucer
\$6.00 Gross

EXTRA SPECIAL . . . NEW . . . EXCLUSIVE GLITTERWARE

Looks Like Genuine Gold and Silver

| | |
|-----------------------------------|-------------|
| GG-321—9" Golden Glitterware Vase | \$5.40 doz. |
| SG-321—9" Silver Glitterware Vase | 5.40 doz. |

These Glitterware items packed 2 doz. to carton.

ORDERS SHIPPED SAME DAY; ORDER BY THE GROSS

For Immediate Shipment, send cash with order. Complete stock of Crystal, Ruby, Blue and Green Glassware Items. Blue and Ivory Fire-King Ovenware. Decorated Tumblers of all kinds. Prices F.O.B. St. Louis.

NORTHWESTERN BOTTLE CO. 3132 N. BROADWAY
ST. LOUIS 7, MO.
Established 1902

AGENTS • SALESMEN • DISTRIBUTORS Why Fool Around With Piker Propositions?

Why sell imitation neon signs when you can sell our quality
GENUINE NEON WINDOW SIGNS
at world's lowest prices

CHICK-IN-A BASKET

Signs are 28 inches long, 12 inches high. Each line of tubing a different color if desired.

Up to 20 letters, 10 to a line

Made up with customer's choice of copy and colors. Colors available are red, green, rose, blue, gold and white. Signs are complete with tubing, transformer, switch, cord, plug and metal frame, all built into a single unit ready to plug in and are constructed to stand or hang (no expense for installation and easy to carry around and demonstrate). Signs are constructed of highest quality materials throughout. Tubing is made by union glass blowers of long experience and fully guaranteed. Thousands of signs like these have been sold at \$72.00 and are worth it, but

OUR NEW PRICE \$24.75 F. O. B.
TO AGENTS \$36.75 Huron, Ohio

Our recommended selling price is \$36.75, but in some localities you can get a much higher price. We sell to agents only. You make your own selling price, deliveries and collections.

ONE SALE EACH WORKING HOUR NOT UNUSUAL WITH OUR AGENTS
ORDER FROM THIS AD WHICH TELLS OUR WHOLE STORY

State copy and color neon wanted on each line. Send \$10.00 deposit for each sign ordered. We ship C. O. D. for balance. We guarantee safe delivery anywhere in U. S. A. Signs ordered with your choice of copy and color cannot be returned, but we will send you a sample stock sign (a ready seller) which may be returned in good condition within 10 days for full refund of \$24.75. You can't lose. Order one or more sample signs today, either your choice or ours, and START REAPING A HARVEST.

MODERN NEON SIGN CO. 313 MAIN ST. HURON, OHIO

AGENTS & DISTRIBUTORS

(Continued from page 180)

SALESMEN, DISTRIBUTORS—FAST SELLING
Jewelry Items; direct factory connection.
Pickering Co., B-19 Bank St., Attleboro, Mass.
ap29

SELL EVERYONE WHO WRITES CHECKS
Procheckor; sensational new \$3.95 check protector; check tampering is America's fastest growing crime; you can sell thousands; big profit, repeat; nothing else like it; 23,000,000 waiting prospects. Federal Procheckor. 627-X Grove, Evanston, Ill.
my13

SEND FOR YOUR BOOK OF 1,000 AUCTIONS
and community sales in Middle West; only \$1. W. W. Simpson, 2795 Jule, St. Joseph, Mo.
ap29

SENSATIONAL \$1 HOUSEHOLD SPECIALTY
Repeats constantly! 233% profit! Sample 19c.
Levine's, 15-B Boulevard Station, New York 59, N. Y. (Quantity buyers, inquire immediately.)

SENSATIONAL, THRILLING, SNAPPY—MEXI-
can Pictures, Books, Miscellaneous; samples, lists, \$1. \$2. Jordanart, Box 1255A, Boston, Mass.

SKIER FOLDERS, COW FOLDERS, HOT 10c
sellers, \$2.50 hundred. Half Pottic Key Chains, 2 doz., \$2. Wind Effect Machines, \$1 doz.; Strange Fruit Booklets, 18 illustrations, \$3 hundred; Esky Matching Coins, 75¢ doz.; gross, \$5.50; Mr. Beak, Comic Nose Glasses, \$5.50 doz.; Rubber Mice, fool even the cat, \$1.50 doz.; 18 different Comic Cards, \$1.50 hundred; samples, 25 items, \$2 express. Lewis, 1108 East 42d Place, Chicago 15, Ill.
ap15

SOMETHING NEW IN EVERYDAY GREETING
Cards! Large, all plastic, dainties, miniatures, Scriptural text, other unique styles! Send no money; samples on approval! Free literature describing many other fast-selling novelty items. All big money-makers! Royalty, Box 748-E, Passaic, N. J.
ap29

SPECIALTY JOBBERS, WAGON JOBBERS
—We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers' items. Eagle Specialty Co., Akron 14, Ohio.
ap29

STAG ASSORTMENT FOR MEN! ILLU-
strated Cartoon Booklets, Photos Breath-Taking Lovelies, \$1 postpaid. Marshall, 3116-C Seminary Ave., Chicago.

THREE WORD SALES PITCH—THAT'S ALL,
"Try It Lady!" You've now made a dollar sale in thirty seconds, she wants one or two more. You want proof? Okay, Old Timer! Send \$3 (deductible from your first gross order) for Sales Kit which will double your money and give you a dozen repeat orders. Special big profit deal for fair pitchmen and house to house crew operators. Order kit now. Lee, 191 North Hill Ave., Pasadena, Calif.

WANT MONEY QUICK? — SELL PERFUME
Head Sets, Sensational Big Profits. Mission, 2328B West Pico, Los Angeles 5, Calif.
ap22

WILD HORSES AND RED SKINS—EMBROIDER
them on vests and jackets; embroidery machine, writes names on crew caps, shirts, civvies; pays 1,000 ways; operates like sewing machine; \$210 to \$250 complete, f.o.b. O. K. Flag, 7 Ailing St., Newark 5, N. J.

WORLD'S FIRST JET TURBINE BICYCLE
engine; fits any bike; smooth, economical, \$150; dealers wanted; literature 25c. Jet Engine Co., St. Augustine, Fla.

ZIRCONS—ALL WEIGHTS, UNMOUNTED AND
mounted, gold mountings; wholesale only; no catalogue. Bluebonnet Jeweler's Exchange, 2500 Carter, Ft. Worth, Tex.

5 ADULT BOOKS—MEN'S DELIGHT; AMUS-
ing, big profits; only \$1 postpaid; 25, \$2. Lucas, 12812 Frankfort, Detroit 13, Mich.

\$200 WEEKLY—CAN YOU SELL SHEER, 51
gauge full-fashioned Nylons, at 55¢ dozen; they are packed 3 pairs to box in new individual rose envelopes; ready to go; no inquiry necessary; order sample c.o.d. or cash from this issue. Sibert Jobbers, Chittanooga 4, Tenn.

200-YEAR COPYRIGHTED REFERENCE CAL-
endar all on one page, \$25; hundred cash sample order, \$1. Guttman, 1409 St. Johns Pl., Brooklyn 13, N. Y.

ANIMALS, BIRDS, PETS

A BETTER DEAL ON SNAKES—WE CATCH
our own; they are fresher; Giant Dragon Lizards, \$25. Magic Glenn Zoological Gardens, Rt. 1, Box 243, Clearwater, Fla.

ABSOLUTELY AMERICA'S LOWEST PRICES
—We have just received the entire catch from the annual "Rattlesnake Roundup" and have over 2,000 snakes on hand for immediate shipment; 3 foot Diamondback Rattlesnakes, \$1.50; medium, \$3; large, \$5; "giants," \$10; "fixed" or "hot", Rattlesnake Dens, \$15 to \$40; extra large Dens, \$50; Giant "Horned" Rattlesnakes, \$15; large assorted mixed and harmless Dens, \$15 to \$40; 100% live arrival and absolute satisfaction guaranteed; write for free complete price list. For America's fastest and best service, lowest prices and best stock, write or wire orders to Western Snake Farm, Box 6222, Oklahoma City, Okla.

A FOUR-LEGGED ROOSTER FOR SALE—FULL
grown, excellent health. Write Jerry Miller, Box 193, Ottoville, O.

AN ORDER WILL CONVINCING YOU OUR
stock is the best. Shipments made promptly. Orders handled courteously. Snake King, Brownsville, Tex.

ASSORTED POISONOUS AND HARMLESS
snake dens. Mixed poisonous and harmless dens ready to go. Spring customers get summer priority. Phone Ocala 369. Ross Allen's, Silver Springs, Fla.
ap22

ATTENTION — REPTILES ON HAND, FRESH
Diamond-Back Rattlesnakes; Snake Dens, poisonous, fixed, harmless; Boxes, Pythons, Lizards, Snake Books; price lists. Phone 369 Ross Allen's, Silver Springs, Fla.
ap29

BABOONS, FEMALE, \$50; YOUNG DIANA, \$75;
Young Sooty, \$30; Young Mandrill, females, \$100 ea.; Kinkajou, female, young, \$35; Rhesus Monkeys, babies and medium, \$25 ea. Trefflich's, 228 Fulton St., New York.

BACK AGAIN WITH BEST PRICES IN RAT-
tlers, Coachwhips, Dragons, Bulls, Gilas, Boas, many others; dens harmless and poisonous; hot or fixed. Reptile Gardens, El Paso, Tex.
ap22

BUY ANIMALS, BIRDS, REPTILES FROM
All-Pets Magazine; established 1934; subscription \$2; never less than 72 pages, 64 Darling Pl., Fond du Lac, Wis.

CAN SUPPLY GOOD ASSORTMENT OF ANI-
mals and birds for showmen. Can outfit complete Wildlife Shows, advise your wants. Charone Animal Ranch, Burlington, Wis.

CHIMPANZEE—TAME, \$650 EACH; OTHER
Chimps, \$500 up. Trefflich's, 228 Fulton St., New York.

(Continued on page 184)

INTRODUCTORY OFFER

FOR DEMONSTRATORS AND PITCHMEN

MODERN

Plastic Towels

SIZE 18"x30"

6 TO PACKAGE

\$1.00 SELLER

\$45.00 GRO.

Freight Prepaid

15% With Order, Bal. C.O.D.

BIG PROFITS

New Low Wholesale Prices

1 Gro. \$50.00 a Gro.

5 Gro. 49.00 a Gro.

25 Gro. 45.00 a Gro.

SEND 50c FOR SAMPLE PKG.

3 PKGS. FOR \$1.00

LOWEST PRICES IN THE COUNTRY

—FAST SERVICE—

MODERN HOME PRODUCTS

P. O. BOX 1580

ST. PETERSBURG, FLA.

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hoods point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed. Free Cartridges.

SPECIAL PRICE

50¢ Per Set
Sample Set, \$1.00.



These Pens Sell Like Wildfire!

Combination ball pen and lighter.

35¢ ea.

Two-color pen writes in red and blue.

25¢ ea.

Smart gold-plated finish. 25% deposit with order. Send \$2.50 for samples.

ORDER NOW!

H. EPSTEIN
27 East 21st St.
New York 10, N. Y.

BOX CAMERAS

ONLY **70¢** EACH
In Lots of 3 Cases (100)
ORIGINALLY SOLD AT \$4.95!

\$10.50 Dozen

Sample, \$1.35 Postpaid
Sturdy cameras. Metal cases with handsome leather-grained leatherette finish. Give them that "rich" look. Uses standard 135 or 35mm film. Gives 12 pictures, 1 1/4"x3 1/4" per load. Precision meniscus lens. Eye level finder in original cartons, ready for profitable selling. Orders shipped day received. A natural for quick Spring sales. Terms: Cash with order, 25% deposit, C.O.D.'s, F.O.B. Houston.

AERO PARTS SUPPLY 8102 Lockwood Houston 17, Texas

Latest Novelty Sensation! "SQUIRT DOLL"

(all plastic)
\$2.00 per doz., min. order 3 doz.
50% deposit, balance C.O.D.
JACK CASS SALES CO.
438 RANTOUL ST., BEVERLY, MASS.
Phone Beverly 1370

Announcing THE 1950 MERCHANDISE LINE THAT HAS EVERYTHING!

Quality! Finish! Low Prices! Plenty of Flash!



No. 1. WESTERN HORSE ELECTRIC CLOCK
All Metal. Bronze, Gold or Silver. Height, 10 1/2"..... **\$8.95**



No. 2. WESTERN BRONCO ELECTRIC CLOCK
All Metal. Length, 10 1/2", height, 7 1/2"..... **\$7.95**



No. 5. GOLD WESTERN HORSE PULL TOY
Green Wooden Base and Red Rubber Wheels. Size 7 1/2"x7", 5 1/2" Horse, doz. **\$18.00**



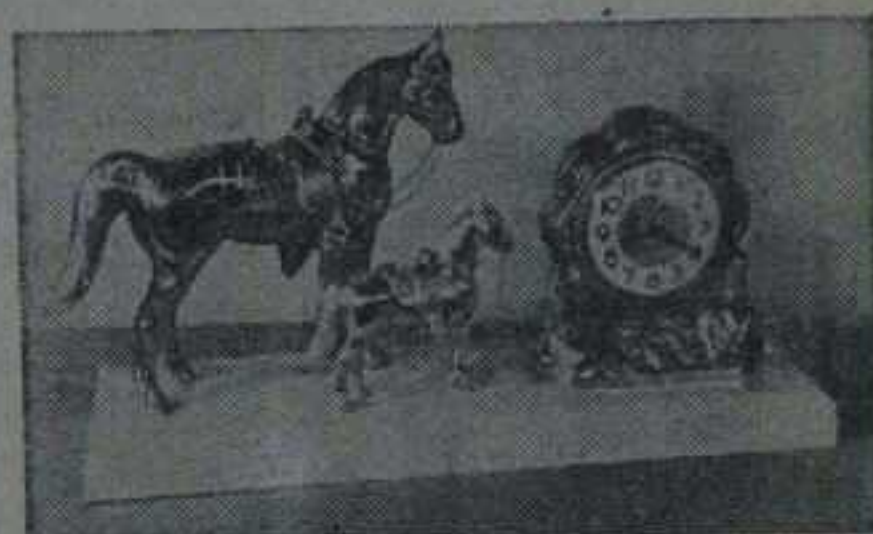
No. 5A. WESTERN HORSE FOUNTAIN PEN SET
Gold Finish. 5" high x 7 1/2" wide, doz. **\$21.00**



No. 10. MODERN EGYPTIAN ELECTRIC CLOCK
Bronze, Gold or Silver. 9" high, 21" long. Mounted on smart Swedish Modern base **\$9.50**



No. 3. OUTSTANDING VALUE! SENSATIONALLY PRICED! ELECTRIC WESTERN HORSE CLOCK
Lustrous Bronze, Silver or Gold. 10 1/2" Horse, overall size 11 1/2" high x 17" long. Beautifully finished wood base, light or dark **\$4.95 Each - - - - - Sample \$5.50**



No. 4. TWO-HORSE ELECTRIC WESTERN CLOCK
Large gold finish horse, 8 1/2" high; silver horse, 4 1/2" high. Clock finished in silver and gold. Overall size, 9"x17". **\$8.50**



No. 7. WESTERN PEDESTAL ELECTRIC CLOCK
All Metal. Bronze, Gold or Silver. Height, 11", Width, 8 1/2"..... **\$6.45**



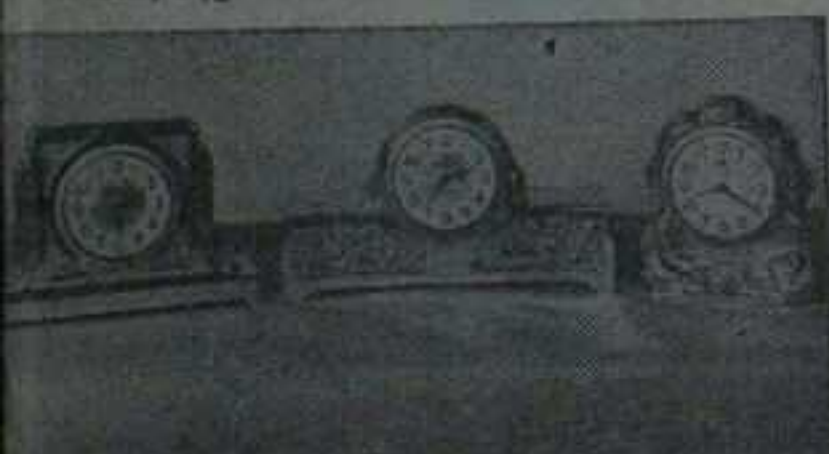
No. 8. EGYPTIAN DANCER
Hand Rubbed Swedish Modern Base. Gold, Bronze or Silver Figure, 8 1/2" high, Base 5"x7"..... **\$4.50**



No. 11. MODERN MAN ELECTRIC CLOCK
Bronze, Gold or Silver. Base, 17" long. Height, 9 1/2". Mounted on smart Swedish modern base. **\$8.75**



No. 6. MODERN WESTERN HORSE CLOCK
Bronze, Gold or Silver Finish. On wooden base. Overall length, 17"..... **\$8.75**



No. 9 6"x8" **\$4.95**
No. 9A 6"x10 1/2" **\$5.95**
No. 9B 6"x6" **\$3.50**
MANTEL CLOCKS Smart, Modern Design Finished in Bronze, Gold or Silver.



BEAUTIFULLY DETAILED WESTERN HORSES
YOUR CHOICE IN FINISH—BRONZE, SILVER OR GOLD
Height 10 1/2" 2 1/2" 8 1/2" 6 1/2" 5 1/2" 4 1/2"
Doz. Price **\$18.00 \$1.80 \$16.00 \$8.50 \$6.50 \$4.00**

25% Deposit with order, Balance C.O.D. F.O.B. Chicago.

IMMEDIATE DELIVERY ON ALL ITEMS ORDER NOW!

DON'T DELAY—
ORDERS WILL BE FILLED IN ROTATION AS RECEIVED.



GOOD QUALITY MR. BEAK

(Schnoz!!)

PLASTIC SPECTACLE AND HAWK NOSE

No. X22N3

NOW \$3.60 DOZEN

Very realistic—plastic nose is flesh color—spectacle is black plastic. Can be worn over regular glasses.

ANOTHER HOT ITEM!!

WEEK END NEEDLE BOOK

Contains one package each of #1, #3, #5 needles; one patch of darning needles (total 24 needles) and one threader in brightly colored lithographed package, in envelope, 1/2 gross in box.

No. 22D60 PER GROSS... \$0.75 PER DOZEN... .60



FINE QUALITY CAMERA LIGHTER

WITH COMPASS

Designed to look exactly like a miniature camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. X83J822 **\$14.40** DOZEN

NEW SPRING CATALOG

NOW GOING TO PRESS. WATCH FOR AVAILABLE DATE OR WRITE FOR DETAILS!

NEW NOVELTIES DAILY. WATCH FOR OUR ADS!!

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

ANIMALS, BIRDS, PETS

(Continued from page 182)

CIRCUS MICE — 100 VARIETIES; SPOTTED and solid colors; Dancers, Naked, Caracul, Tailless and other Freaks; \$20 per hundred; cash with order; water bottle shipping crates insure live delivery; \$3 crate deposit; returns promptly, charges collect, for refund. S. P. Holman, Sarasota, Fla.

DENS — ASSORTED LARGE SNAKES, \$25; smaller Dens, \$15; Alligators, 1 ft., \$3; 2 ft., \$7; 4 ft., \$15; Foxes, \$15; Monkeys, \$35. Trails End Zoo, St. Stephen, S. C.

DOZIER HAMSTERY OFFERS GOLDEN HAMSTERS, the perfect pet; breeding age; \$1.50 pair; trio, \$2.50; special to pet shops, \$5 dozen. Dozier Hamstery, P. O. Box 347, Selma, Ala.

FOR SALE—WHITE AND BLACK AND WHITE Hooded Rats; medium size, 75¢; large, \$1 each. D. C. Woodruff, 548 Ann St., Marengo, Ill.

FOR SALE—HERMAPHRODITE GOAT—BOTH male and female sex organs very distinct. W. J. Wolfe, 24 North Elm Ave., Portsmouth, Va.

FOR SALE—FRISKY 3-LEGGED CALF BORN January 27, 1950; active and healthy, runs around; will sell for \$250. Albert Schmidt, Rt. 1, Box 48, Gilead, Neb.

FOR SALE—FIVE MIDGET CATTLE, \$600; one male Gnu, 2 yrs. old, gentle and can be handled, price \$500; one Llama, halter broke and gentle, \$200. Several Brahma bulls, 3 yrs., good rodeo stock, \$225 each. Brahma cows to have calves soon, \$175 each. Brahma calves, six months old, \$75. Tony Diano, 1090 Warner Road, Canton, O.

GOLDEN HAMSTERS FOR PETS OR PROFIT—Raised anywhere; valuable information free. Squire's Hamstery, 2648-D North Normandy Ave., Chicago 35, Ill.

HAMSTERS, WHITE AND COLORED MICE, Spinners, Hooded Rats. Crown Hamstery, 1556 So. 7th St., St. Louis 4, Mo.

LARGE FEMALE BUSHY-TAILED ANTEATER, wonderful exhibit. Rare Bird Farm, Kendall, Fla.

LIVE WILD ANIMALS, BIRDS AND REPTILES from all over the world; one of the largest and most reliable importers; send for our free price lists regularly. Meems Bros. & Ward, Box C, Sparkill, N. Y. jyl

MICE—WILD FIELD; GUARANTEED LIVE DELIVERY; 50¢ each, c.o.d. E. K. Harbour, Rt. 4, Hopkinsville, Ky. Phone 1595-W-3.

MONKEYS OF ALL KINDS—LARGE RINGTAILS, \$30; small Ringtails, \$40; Marmosets, \$35; 3 for \$100, others at equal savings. Magic Glenn Zoological Gardens, Rt. 1, Box 243, Clearwater, Fla.

REPTILE LIST FREE—HOBBY CATALOG, 10¢. Chameleons, \$12. Chains, \$2.50. Baby Turtles, \$17 (hundred); Mealworms, \$3.25 thousand; European Land Terrapin, \$4; Newts, \$2 dozen; Quivira Specialties, Topeka 44, Kan. ap15

RHESUS MONKEYS, GIANT JUNGLE BATS, other Animals, Birds and Reptiles. Pearl Game Yards, Box 16, Hawthorne, New York.

SHETLAND PONIES AND MIDGET MULES—We cater especially to circuses and shows; purchase stock that will train; home of those pure white ponies and mules. Fred Wilmot, Richards, Mo.

SNAKES NOW READY — POISONOUS AND non-poisonous; also wild animals and birds. L. E. Thompson, Clewiston, Fla. my13

SNAKES — RETICULATED PYTHON, GOOD feeders, fully acclimated, fat healthy bodies; 22 ft., \$600 ea.; 21 ft., \$575 ea.; 20 ft., \$550 ea.; 18 ft., \$400 ea.; 16 ft., \$375 ea.; 15 ft., \$350 ea.; 13½ ft., \$225 ea. Trefflich's, 228 Fulton St., New York.

SNAKES—FLORIDA AND WESTERN SPECIMENS. Why pay more when you can buy for less? Write for free price list; Dena, \$15 and up; cash or 50% with order, balance c.o.d. Tarpon Zoo, Box 847, Tarpon Springs, Fla.

WANT TRICK PONY, SMALL SHETLAND; also revolving table for dogs; have for sale, set Deager Bells for horse, pony. Write George E. Roberts, Pamahasika's Studio, 3504 N. 8th St., Philadelphia 40, Pa.

WANTED TO BUY CHEAP FOR CASH — Monkeys, Apes, Baboons, small animals for wild life exhibit; state price, etc., in letter. Walton, 906 W. Fairchild, Danville, Ill.

WANTED TO BUY—SMALL ANIMAL OR BIRD Act; must be well trained; send photos. Jerry Eller, 126 Lexington Ave., New York 16.

WE IMPORT DIRECT FROM THE JUNGLES and can sell for less; young Ocelots, \$65; anything from the jungles; write, we can get it for you. Magic Glenn Zoological Gardens, Rt. 1, Box 243, Clearwater, Fla.

YOUNG RINGTAIL MONKEYS, \$30 EACH; 4 for \$100, perfect condition. Rare Bird Farm, Kendall, Fla.

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS, \$3.50 total for 24 words; try this rich field. Pennebaker Advertising, San Marcos, Tex. ap8

ANALYZE HANDWRITING FOR PROFITS!—Complete outfit, \$1 (profits \$20-\$50 daily); extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. ap8

ASTROLOGY'S NEWEST SENSATION—HOROSCOPE workers, attention! Predicts alleged lucky dates, numbers, etc.; \$2 gross; sample, 10¢. Flury, Box 7, Darby 9, Pa. ap22

ATTENTION — IDENTIFICATION BRACELETS for Canadian fair and carnival workers. Good, fast-moving assorted styles. Prompt service. Send \$3 for sample order. G. Kruger, 124 Garnet Ave., Toronto, Ont. ap15

CANDIED POPCORN, CANDY APPLE, SALT-Water Taffy Stands are money makers; nine formulas, 25¢. Schenck, 717-B West Penn, Butler, Pa. ap22

CROSSBOW SHOOTING GALLERIES make money; small investment, large returns; new models, lower prices; year-round business. Superior, Box 34, Vernon, Calif.

EXCELLENT LOCATION FOR AMUSEMENT park; Southeast Washington, D. C.; 12 acres on highway, ideal grove, lease or sale. J. B. Aley, 5951 Branch Ave. SE., Washington 29, D. C.

FERRIS WHEEL IMPROVEMENT, INEXPENSIVE. Now make big money; last call. Write A. J. Robinson, 7641 Jamacha Rd., San Diego 14, Calif.

FLORIDA OPPORTUNITIES — BRICK THEATRE, Apartment, 2 Stores, \$18,500; Firestone Store, about \$8,500; good Restaurant, about \$4,200; Five and Ten Cent Store, \$7,500; others. H. L. Chambers, Realtor, Wauchula, Fla.

(Continued on page 186)

!! BIG FLASH NEW—BIG MONEY MAKE

No. 400 LOVELY BRIDAL SET

14-k Gold Plate. Set with imported brilliant rhinestones



In artistic ivory plastic box. Per Doz. Sets boxed as illustrated.



Heavy Mounting... Gem-Cut 3 All-White Sparkling Rhinestones, or White Center With Ruby Red Sides.

No. 634 14 K Gold Plate \$2.65 Doz. \$29.50 gr.



All Stones Hand Set.

Brilliant 3 All-White Imported Gem-Cut Stones, or White Center With Ruby Red Sides.

OUTSTANDING FOR SALE AND EYE APPEAL

Deposit with all C. O. D. orders. State your business. 4 samples of above Gents' Ring and Bridal Set, \$2.00 postpaid.

PROVIDENCE RING CO.

49 WESTMINSTER ST. PROVIDENCE, RHODE ISLAND

3 pc. PEN SETS 37¢

Ball Pen, Mechanical Pencil, Lever-Fill Fountain Pen, Boxed (\$53.25 Gross, \$4.68 Doz.) ea. Gross Lots, 39¢ in Doz. Lot

MEN'S SWISS WATCHES

Chrome Case, Sweep Hand, Radium Hands & Dial with Stainless Steel Expansion Band. \$2.70 EA

ELECTRIC SHAVERS

Perlex Double Head in Simulated Pigskin Case. \$2.35 EA

Fountain Pens, lever fill... 10¢ ea. Sun Glasses with side shades... 11¢ ea. Flashlights with battery & bulb... 22¢ ea. Cigarette Lighters... 30¢ ea. Eversharp Pens, boxed... 40¢ ea.

HAYES & COMPANY

1004 E. 5TH ST. DAYTON 2, OHIO

MFR. SLUM & FIRTS



LAMPS

MOOLA MAKERS FOR PITCHMEN & AUCTIONEERS

Marbelized lamps with flashy swirls and others from \$1.80.

For samples and info, write factory direct.

VOLKAN

LAMP & SHADE CO. 2 SECOND ST. CLIFTON, N. J. FRescott 7-8257

E-X-P-A-N-S-I-O-N bracelet and necklace sets



... with Cloisonne picture lockets. Hand polished gold plated finish. In fancy box on satin pad. \$13.50 doz.

ALSO AVAILABLE IN

- genuine ocean Mother-of-Pearl
- hand painted floral designs
- hand painted souvenir names
- fancy embossed designs

Expansion bracelets and necklace sets have been best selling gift items for 50 years. They retail in jewelry stores from \$5.00 to \$10.00 each. Our prices are in line with consumer purse strings.

MONEY-BACK GUARANTEE

On FIRST sample order of six assorted styles for \$6.75, postpaid or C.O.D.

Originalities of New York 104 FIFTH AVENUE

NEW YORK, N. Y.



PRICE \$69.50 EACH 3 OR MORE \$65.00 EACH

A FULL SIZE, ALL NEW, IMPORTED, DEPENDABLE ELECTRIC PORTABLE SEWING MACHINE, Round Bobbin; A.C. & D.C. Motor, Guaranteed Perfect Stitching. Forward & Reverse. Every Demonstration a Sale.

Improved Universal Button Hole Attachment, Also Darns, Mends, Sews Buttons, Quilts, Overcasts Seams, Embroiders, also Zipper & Cording, & Shirring Foot, Oil Can, Five Extra Bobbins, Two Screw Drivers given with each machine.

F.O.B. New York. 25% with order, balance C.O.D.

Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

MITCHIE GOLDMAN

5 BRIGHTON 15T ROAD

BROOKLYN 35, N. Y.

SPECIALS

for CIRCUSES, CARNIVALS, PARKS, SEASHORE RESORTS, Auctioneers and Salesboard Operators



FLASH!
SAMPLE SET \$4.00
PER DOZ. **\$42.00**

Terrific Jewelry Set for Easter. Everybody is cleaning up—cavassers, agents, salesboard operators and hustlers. This set consists of 4 pieces of the most magnificent jewelry you ever saw. The set is 24 Karat Gold plated—choker, earrings and bracelet to match. The set is in a beautiful plush box, lined with silk and positively sells on sight. The set comes with a beautiful gold embossed tag—marked \$19.95. Assorted styles. Guaranteed satisfaction. Immediate delivery.



CREW HAT OPERATORS

We have the best Crew Hats made in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight.



SPECIAL Western Lace Cowboy Hats (Felt) \$37.50 Gr.; \$3.50 Doz. Baseball Caps, Flocked With Any Name.....\$66.00 Cr.

PRICES
Two Tone Gabardine Pom Pom Crew Hats\$63.00 Cr.
Plain white top with colored brims... 57.00 Cr.
Two-Tone combination tops 60.00 Cr.
Crew Hats, flocked special with any seashore, park, carnival or fair... 72.00 Cr.
Yacht Caps with any name, minimum order 2 gross lots 33.00 Cr.

Kiddie Felt Crew Hats\$24.00 Gr.
We have baby sizes if you want them.
Felt Crew Hats, nice bright colors... 28.00 Gr.
Laced Cowboy Hats, beautifully faced with cord in all bright colors, \$8.00 dozen 90.00 Gr.
Baseball Caps in heavy twill and gabardine, with or without eyelets..... 56.00 Cr.

FLASH NEW LOW PRICE

\$4.75 per doz. \$53.00 per gr.

The New SENSATION!

that is taking the country by storm.

The original HOLLYWOOD FLOATING CUTIE DOLL PENCIL

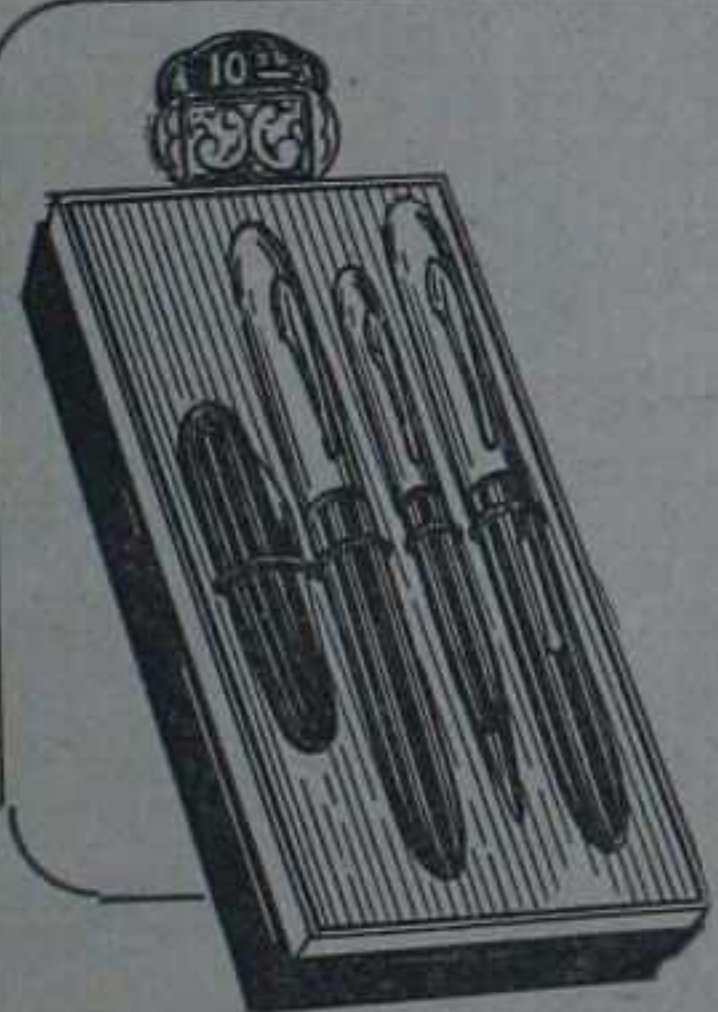
This pencil is a mechanical pencil. It propels, expels and repels. It's sensational. This pencil is an all gold finish pencil, and has a window that opens and closes and shows the Hollywood Cutie. It sells on sight.

SAMPLES \$1.00
Order shipped same day when received.

MR. BEAK—BIG NOSE

NOSE AND FRAME

The best make on the market. Selling like wildfire all over the country and at the new low price..... **\$3.50 Per Dz. \$35.00 Per Gr.**



TWO PIECE SLIDING TELESCOPE KEY CHAINS
With all the new and latest sensational pictures all assorted beautiful models in each dozen with gorgeous looking girls. **\$12.00 per gross**

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—

\$6.00 Per Dozen \$70.00 Per Gross
SAMPLE SET, \$1.00
IMMEDIATE SHIPMENT

SPECIAL IMPORTED PISTOL LIGHTERS

nickel and black handle—while they last—first come, first served—have a limited amount. **\$13.50 Doz.**
Sample \$1.50 each

We ship to all parts of the world

NEW LOW PRICES ON ALL PEN SETS



WE WILL NOT BE UNDER-SOLD \$4.50 Per Doz. \$51.00 Per Gr.
self-filler

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 \$4.50 per dozen—\$51.00 per gross. This is the same pen set that we formerly sold at \$65.00 per gross. Sample 75c. We guarantee all sets. This is a real buy and the best buy in the country.

SPECIAL
3-Piece Pen Set, all gold finish **\$5.50 Per Doz. \$63.00 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.**

SPECIAL
Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$3.50 per dozen or \$39.00 per gross. All cellophane wrapped. Sells on sight. Sample 30c.

We ship same day when we receive orders. We ship all over the world.

HERE ARE SOME OF THE ITEMS THAT MAKE HARRIS FAMOUS

WALLETS

- Alligator & Picture Wallets with zipper and card holders, doz., \$4.50; gross...\$48.00
- Metal Sliding Trombones, gross... 20.00
- Rubber Cat & Monkey Face—squeeze-me balls, that sticks the tongue out when you squeeze it, gross... 10.50
- Chicken & Duck that lays the eggs, doz... 2.03
- Magic Key Rings & Holder—2 doz. on card... 2.00
- Flying Birds with sticks, gross, \$6.00... 8.00
- Rabbit's Feet with Key Chains, per 100... 4.00
- Jumbo Rabbit's Feet with Key Chains, per 100... 5.00
- Hand Buzzers, doz., \$3.00; gross... 33.00
- White Fox Tails with comic cards, doz... 4.00
- Ribbon, any color—50 yds. to roll, per roll... 1.00
- Long Lash Whips, gross... 12.00
- Character Dolls, individually boxed, doz... 7.00
- Feather Dolls with hat, cane, earrings and necklace, 12" long, doz... 4.00
- Feather Dolls, 4" long, gross... 9.00
- Feather Dolls, 7" long, gross... 18.00
- Auto Bombs, loud noise, best on the market, gross... 10.00
- Jumping Frogs, each one carded, gross... 9.00
- Plastic Turtles with string that crawls, gr... 12.00
- Yakkiity Teeth, doz... 6.50
- Rubber Monkey that inflates about 15" knock-out number, doz... 3.50
- Jumbo Rubber Thumbs, gross... 9.00
- Paper Parasols, big spread, gross... 15.00

- Gun & Holster Sets, doz...\$ 2.00
- Unsung Skeletons, wire legs, nice size, gross... 9.00
- Metal Swords, imported, gross... 12.00
- Large size Metal Swords, cellophane wrapped, doz... 3.00
- Confetti, 50 lb. sack... 5.00
- Hawaiian leis, assorted colors, gross... 2.00
- Heavy Jumbo Leis, gross... 4.00
- Propeller Pin Wheel Hats, gross... 12.00
- Pin Wheels, plastic animal figures, gross... 8.50
- Imported Jap Heavy Parade Cans, gross... 21.00
- Rubber Nose Blowers, razors, gross... 1.00
- Paper Dancing Clowns, gross... 6.00
- Spiders with legs & tail, gross... 9.00
- Metal Turtles that crawl, with string, gr... 8.00
- Rubber Masks, pulls over head, assorted faces, doz... 6.00
- Half Rubber Masks, assorted faces, doz... 2.00
- Imported Nose & Glasses, with eyebrows, gross... 9.00
- Bullet Key Chains, gross... 4.00
- Plastic Violin, with bow, that you can play, doz... 3.50
- Felt Pennants, 12x30, rodeo and circus, per 100... 12.00
- Comic Buttons, 50 Ligne, per 100... 1.50
- Large Comic Buttons, 4 inch, per 100... 8.00
- Lancaster Batons, red, white & blue with bells, gross... 12.50
- Lancaster Swagor Sticks, gross... 8.00
- Mother's Day White Carnations, made up with green, per 100... 5.00

- Imported Pennant Cans, per 100, \$1.50; per 1000...\$15.00
- Comic Hat Bands, long length, per 100... 1.50
- Itchy Dogs, the best made on the market, gross... 24.00
- Warblers, gross... .75

HATS

- Felt Fireman Hats, gross...\$18.00
- Felt Cowboy Hats, gross... 36.00
- Felt Spanish Hats, gross... 27.00
- Felt Mexican Hats, gross... 24.00
- Assorted Miniature Hats with feathers, gross... 9.00
- Imported Coolie Hats, gross, \$18.00... 24.00
- Comic Alpine Hats with feather, gross... 15.00

BALLOONS

- All Fresh Rubber
- Dart Balloons, assorted colors, 5 gross lots...\$ 3.00
- Balloon Bellows, each... 5.00
- Balloon Sticks, reed sticks, 5 gr. lots, \$2.50; gross... .60
- Mickey Mouse & Funny Bunny that inflates 12 inches long, that makes a noise, doz... 2.00
- Jumbo Mottled Cat Balloons #15, gross... 6.50
- Balloon String, 1 lb... 1.25
- 9 Balloons, assorted colors, gross... 1.75
- Circus Print Balloons #9, gross... 3.50
- Stars & Stripes Balloons #9, gross... 6.50
- T-35 Target Balloons, asst. colors, blow up 4 feet, per 100... 15.00



Mechanical SINGING BIRD

Beautiful colors. Hottest item in the country. It sings and moves like a live bird. All you do is wind it up. Everybody is cleaning up with this. No larrys—everyone guaranteed. Each bird comes in a box with a key. No workers necessary. This is a terrific item.

25% Deposit Required—Money Order or Cash
We ship same day as we receive orders

HARRIS NOVELTY CO.

102 Arch Street Phone MA 7-9848 Philadelphia 7, Pa.



DON'T BE HALF SAFE!

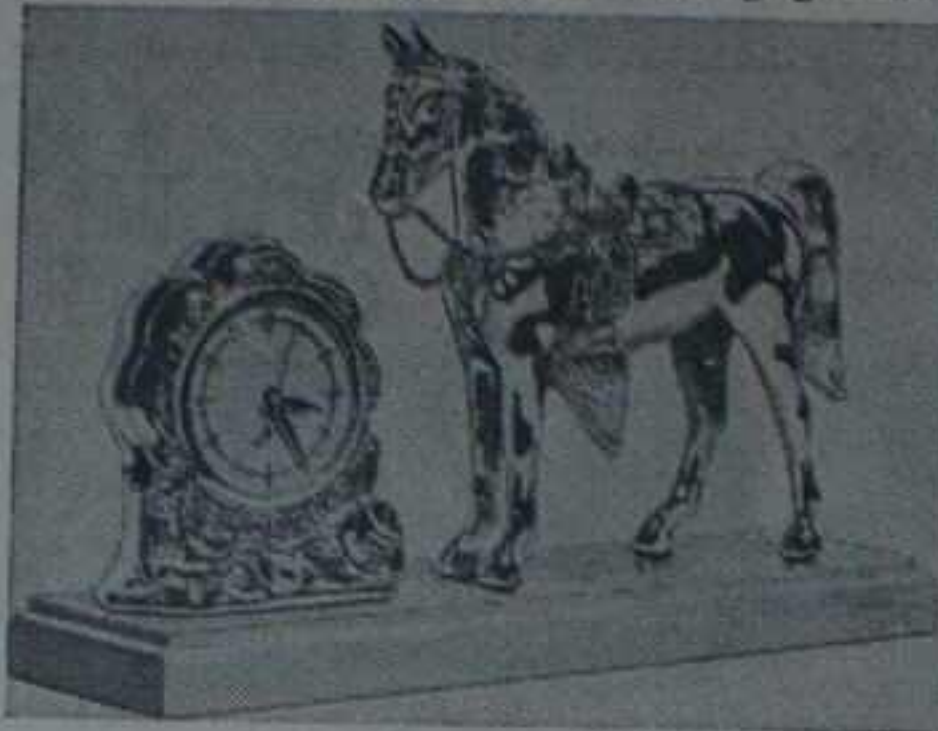
Why Experiment? Buy the original, proven money getter!

Original

HORSE CLOCK

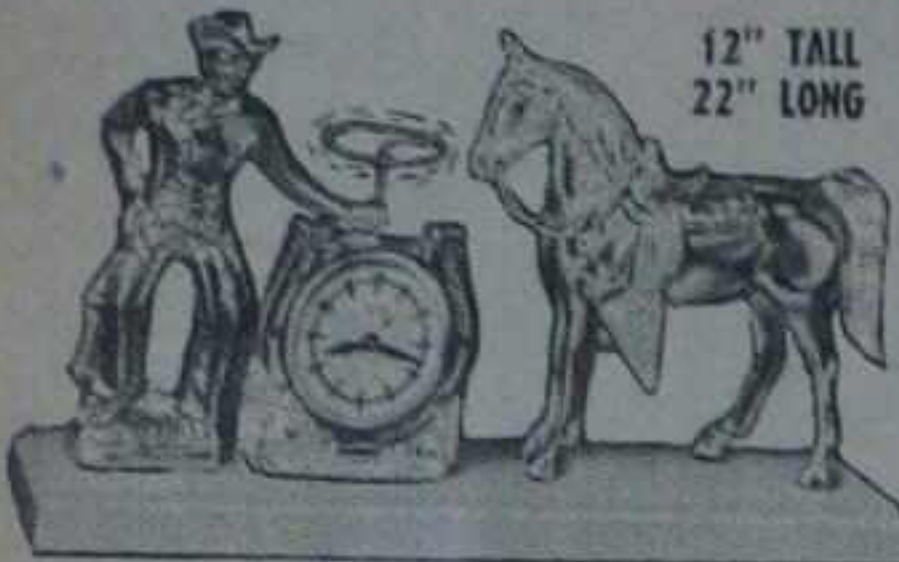
GUARANTEED HIGH LUSTRE
24-K GOLD PLATE WITH
SILVER HIGHLIGHTS

Dependable, Self-Starting
United Electric Movement,
manufactured under Westing-
house license. Your choice of
Onyx Type Base in light or
dark color.



#215-G 17" Long, 12" Tall \$6.60 Each in Doz. Lots
Samples, \$7.50 Each

THE RANGER AND HIS HORSE



12" TALL
22" LONG

In High Luster 24 Karat Gold
Plate With Silver Highlights

ORDER NOW!

Ranger revolves lariat continu-
ously in lazy lasso spin. Depend-
able United self-starting electric
clock, manufactured under West-
inghouse license. Gold-plated
trimming around clock dial with
matching silver Western trim
(Cowboy Hat, Boots, Gun, Lariat,
etc.).

#515G \$9.70 Es. SAMPLES \$11.00 Each
In Doz. Lots ONYX-TYPE BASE IN YOUR CHOICE
OF LIGHT OR DARK COLOR

25% Deposit, Balance C.O.D. If not for resale, add Federal Excise Tax.

CUTTLE & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: OREGON 3-6330

BUSINESS OPPORTUNITIES

(Continued from page 184)

FOR SALE—PENNY ARCADE AND POKEROLL
business, established; good location in Rock-
away Beach, N. Y.; must sacrifice because of
other business. I. Hahn, 185 Atlantic Ave.,
Lynbrook, N. Y. ap13

FOR SALE—KIDDIE AEROPLANE RIDE, DE-
luxe model, capacity 18 children; a money
maker. See at 2327 1/2 21st St., Sacramento,
Calif.

FOR SALE—LIKE NEW, MOBILE FROZEN
Custard, \$3,500 cash. C. W. Dodds, 558-A
Middle Ave., Wilmerding, Pa.

FOR SALE—ESTABLISHED BUSINESS IN
most up-to-date park; latest modern photo
equipment, including building, strip and photo-
matic machines; also ball game on percentage
basis; write if interested. P.O. Box 64, Nanti-
coke, Pa. ap15

FOR SALE ON ACCOUNT OF AGE AND ILL
health. Largest novelty store in Indiana,
established 19 years. Twelve thousand dollars
cash. Box 77, Billboard, Cincinnati, O.

FREE FOLIO—700 MONEY MAKING DEALS,
plans, ideas, mail order information; formu-
las, wholesale supply sources, unusual items.
Kolamite, Box 572, Dept. E, Dayton 1, O. ap8

FREE FILMS—LISTING OF OVER 200
sources to contact for borrowing 16mm. films
free, \$1 postpaid. Included, source for pur-
chasing your new 16mm. sound projector at
discount! Peorman, Schuylkill Haven, Pa.

FRENCH FRIED ICE CREAM—BE FIRST TO
cash in with ordinary ice cream actually
dropped in deep fat; amazingly different; for-
mula and complete instructions now only \$1.
Art Cottle, Box 1007, Melbourne, Fla.

GIFT SHOP—BEST IN MIAMI; 1950 RECEIPTS
ahead of 1949; a point of interest location,
no competition; two seasons, big summer busi-
ness; greatest opportunity of all time; handles
Gifts, Jewelry, Souvenirs, Novelties, etc.; wish
to retire. P. O. Box 3951, Miami, Fla.

GOLD MINE OF INFORMATION—"THE OLD
Showman's Book of Secrets," \$1 postpaid.
Beebe, Box 260, Pontiac 13, Mich. ap8

HAVE YOU MADE OUT YOUR WILL? IF NOT,
why take chances? For only \$1 in cash we
will send you a legal will form, plus complete
and simple instructions for making out your
own will. H. I. Jay, P.O. Box 2342, Miami 14,
Fla.

"HOW TO BUILD YOUR OWN MAIL ORDER
Business"; ideal book for beginners, mail
dealers; quarter postpaid; satisfaction guaran-
teed. Rowland T. Plain, 1 Laurel Ave., Blyn-
hampton, N. Y. ap8

IMAGINE 250 MILES PER GALLON YOUR CAR
now; dealers wanted; literature 25¢. Jet
Engine Co., St. Augustine, Fla.

I MAKE BIG MONEY IN THE MAIL-ORDER
business; you can do the same at home with
my copyrighted system; write me, I'll tell you
how. F. Little, Box 8, Glenshaw P.O., Pitts-
burgh, Pa. ap22

IMPERIAL RESEARCH HAMSTERS—IDEAL
laboratory animal; manual, laboratory direc-
tory and successful method for selling; include
stamp. Haley's Hamstery, Montrose, Pa.

LEARN PIANO TUNING AND REPAIRING AT
home; write today. Karl Bartenbach, 1001-B
Wells St., La Fayette, Ind.

LEARN PIANO TUNING, REPAIRING AT
home in 30 days; unlimited income; phono-
graph recordings, tools and instructions fur-
nished. Write Capitol City Tuning School, Dept.
446, 120 East Michigan, Lansing 16, Mich. ma27

LIFETIME BUSINESS OF YOUR OWN IN
new field; no competition; agency proposi-
tion for go-getters; dime brings details. Les
Miller, Mercer, N. D.

MAIL ORDER BEGINNERS—START SMALL,
grow big; free descriptive literature; Moun-
tain Mail Order Service, Box 231, Keyser,
W. Va. ap29

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tors and distributors in Illinois, Indiana,
Michigan, Ohio, Wisconsin, \$25. Carolina Elec-
tric Co., Box 125, Matthews, N. C.

MAKE CANDY APPLES, CARMEL CORN,
Barbeque Sauce, Bloach Wash. All recipes for
\$1. Zehnder Sales, Phillipsburg, N. J.

MAKE MORE MONEY IN 1950. OVER 1000
money-making tips. Detail free. L. & M. Ser-
vice, Box 377-B, Sharon, Pa.

MAKE YOUR OWN RUBBER MOLDS, NOV-
elties, etc. New simplified process, as easy
as pouring milk out of a bottle. A sample of
liquid rubber free with purchase of illustrated
manuscript of instructions. \$1 postpaid. Hollis
Novelty Mfrs., Laurelville, O.

NOVELTY MERRY-GO-ROUND—IDEAL AD-
vertising novelty for concessions, stores, etc.
Acme, Copley St., Auburn, N. Y.

POPCORN TRUCK FOR SALE—EQUIPMENT
and truck in excellent condition. 53 Florence
St., River Rouge, Mich.

POPCORN CANDY BUSINESS—100% PROFIT
guaranteed; 31 delicious varieties, 10¢ eat-
ing joint; money makers everywhere; both, \$1.
LaPlant, Menominee, Mich.

QUICK SIGN PAINTING—USE LETTER PAT-
terns; avoid sloppy work and wasted time;
write for sample. John Rahn, A-1332 Central
Ave., Chicago 51. ap8

RETIRED? READ "YOUR STORE." SEND
\$1 to Brad Lee, Dept. B, Box 8, Forest Hills,
N. Y.

SAVE—BUY COSTUME JEWELRY DIRECT.
Eye-appealing lines; low prices; agents
wanted. Jewelry of Season, Box 674, Provi-
dence 1, R. I.

SELL DELICIOUS SNOWBALLS—TREMEN-
dous profits; make them yourself; Ice Shaver
with Flavors and Instructions for 500 Snow-
balls, \$2.25 postpaid; free folder; Snow Ma-
chines, Supplies, etc. Snowball Co., 9524J
Lemturner, Jacksonville 8, Fla. m36

SEE OUR AD UNDER AGENTS AND DIS-
tributors. Send 25¢ for catalog and 10 Comic
Cards. Lewis, 1108B East 42d Place, Chicago
15, Ill. ap15

SOUTH JERSEY PARK—APPROXIMATELY 500
acres, including 300-acre lake; 20 summer
cottages, trailer court, large pavilion, bath
lockers, picnic groves, two seven-room houses,
playgrounds, tables, machinery, equipment,
rowboats, etc., \$100,000; two-thirds cash. F. G.
Box 231, Newfield, N. J. ap13

SUCCESSFUL NOVELTY RIDE—DAY, NIGHT;
amphibious "Duck"; on wheels across beach
into water for boat ride; one man operation;
completely outfitted; lease, ticket booth; know
how furnished, ready 1950 season; earnings \$28
per hour; sacrifice; partners disagree.
Douglas Corp., 200 Ivy Lane, Englewood,
N. J. Phone Englewood 3-3578.

(Continued on page 188)

WESTERN FELT HATS



Stitcher
Brim,
Adjustab
Chin Co

\$40.00 Per
DOZEN \$3.50

- Western Jr., as above \$21.00
- Mexican Cholo Hats 25.00
- Lash Whips 10.00
- R.W.B. Batons with bells 12.00
- Flying Birds with sticks 7.50
- Swords w/Sheath and Straps 36.00
- Metal Trombones 21.00
- Plastic Trombones 21.00

STREETMEN SPECIAL BALLOONS

Selected for extra strength and flash

- #11 Pastel Colors, closeout \$2.00
- #11 Mottled, special sale price 2.50
- #11 Pastel w/Animal Prints 3.75
- #11 New Look Mottled w/Prints 4.00
- #9 Stars and Stripes 6.50
- #14 Kat Head Multicolor 6.00
- #15 New Look Kat 6.50
- Large Hop Kats, multicolor 7.00
- #10 Noney Mouse, ears/nose inflate 8.50
- #10 Multicolor Serpentine 7.00
- Jumbo Serpentine Workers, ea.60
- Balloon Reed Sticks50
- #4 Dart Game Balloons, special
(min., 10 gross)50

HEAVY RUBBER INFLATABLE TOYS

- Boy/Girl 10 inch Doll \$ 9.00
- Standing Animals, 10/11 inch 18.00
- Circus Animal Assortment, 12/14"
length 21.60
- Jumbo Assortment up to 17 inches 39.00

IMPORTED ITEMS

- Fur Monkeys, 4 inch \$ 3.60
- Fur Monkeys, 6 inch 6.50
- Hi Hat Fur Monkeys, 9 inch 12.50
- Jumbo Hi Hat Monkeys 21.00
- Hi Hat Feather Dolls, 4 inch 8.50
- Hi Hat Feather Dolls, 7 inch 18.00
- Hi Hat Feather Dolls, 9 inch 25.00
- Hi Hat Feather Dolls, 12 inch 39.00
- Sailor, Major or Cowboy, 9 inch 21.00
- Coolie Hats, 12 inch 21.00
- Coolie Hats, Large 27.00
- Paper Parasols, 15" spread 8.50
- Paper Parasols, 20" spread 10.80
- Paper Parasols, 24" spread 16.50
- Paper Parasols, 31" spread 20.00
- Opera Glasses 33.00
- Bamboo Walking Canes 10.50
- All Metal Water Pistols 8.50
- Rubber Alligators, 8 inch 8.40

WINDUP TOYS

- Cowboy with Lariat, dx. \$1.80
- Waggle Tail Dog, ds. 1.50
- Mechanical Auto, ds. 1.75
- Crawling Turtle, dx. 2.00
- Crawling Baby, dx. 3.00
- Cowboy on Horse, dx. 4.80

PRICE LIST AVAILABLE!

1/4 Deposit with Order, Balance C. O. D.

SCHATTUR NOVELTY CO.

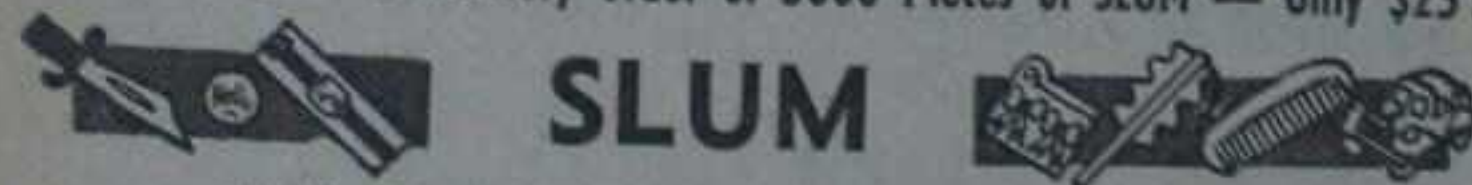
142 Park Row New York 7, N. Y.

FREE!

ROJAC'S Gift to You!

ONE DOZEN 3-PC. BALL POINT PEN SETS

Multi-Colored Quality Pens in Attractive Acetate Containers!
FREE — With Every Order of 3000 Pieces of SLUM — Only \$25!



SLUM

THESE ARE ALL FULL-SIZED ITEMS—NOT MINIATURES!

This deal is good for Duck Ponds, Fish Ponds,
Pitch-Till-You-Win, Diggers, Ball Game, Nov-
elty Stores, Prize Packages, Grab Bags, etc.

- 288 POCKET COMBS
- 288 WRIST WATCHES, Carded
- 288 METAL WHISTLES
- 288 CRICKETS
- 288 FANS, Colored
- 288 BLOWOUTS

3000 PIECES—ONLY \$25!

- 288 RAZZERS
- 288 PORCELAIN ANIMALS (3 MON-
KEYS-DOGS-ELEPHANTS)
- 288 PLASTIC AUTOS & TRAINS
- 144 46 COMIC BUTTONS
- 144 CIGARETTE HOLDERS
- 120 PR. BEAUTIFUL EARRINGS

EXTRA SPECIAL!

ABSOLUTELY FREE! \$5 LAMP with each double deal, 6000 pcs. for \$50,
and you get 2 DOZ. Pen Sets included
50% Deposit With Order, Balance C. O. D.

ROJAC
NOVELTY COMPANY

OUR NEW 876 BROADWAY, NEW YORK 3
ADDRESS: Phone GRamercy 7-6134

Introducing the Sensation of 1950!
EARRINGS & NECKLACE SETS

Direct From Well-Rated Manufacturer

\$10.50

Doz. Boxed
(Ass't of dozen samples
with 6 different styles)
Money-back Guarantee.

Beautiful Earrings and Necklace Sets studded with
genuine Czechoslovakian Rhinestones and Pearls.

SPECIAL!

Beautiful transparent top
all plastic box with velvet
interior. Every set packed
in this sensational jewel
box!

EARRING SETS
Individually carded and
mounted one dozen to
beautiful counter display
card.

\$5.25 Doz. Ass't

25% Deposit on all C.O.D.
orders. We pay postage on
prepaid orders.
Prompt Delivery

GRAND

631 Broadway
New York 12, N.Y.

BINGO

Complete
Supplies for
Your Game

Heavyweight Cards, \$3.50 per 100; Feather
weights (3000 series), \$1.65 per 1000; Regular
Specials (11 colors), Markers, Midget Bingo
Specials (3000 Series), Cases (8 different models),
Roll Tickets, BLOWERS & FLASHBOARDS,
LAPBOARDS MADE TO SPECIFICATIONS.
Write for FREE Catalog.

H. A. SULLIVAN

104-22 BLVD., DEPT. C
ROCKAWAY BEACH, N. Y.

CANVASSERS . . .

WAGON JOBBERS . . .

AGENTS . . .

It's New! It's Terrific! 18 Card Adult
Comic Greetings. Worth \$4 bought singly,
sell \$1, costs as low as 50¢. Sight seller.
Approval samples.

EVERS

81-54 C-SIMONSON ST.
ELMHURST, N. Y.

KIPP'S BARGAINS GALORE!

70th Anniversary - 1880 - 1950
WHOLESALE DISTRIBUTORS SINCE 1880



EMBO PLUSH BEARS
Soft-stuffed plush bears, 4 in. tall. Assorted
Dozen \$25.75
Each 3.15



BEACON BLANKETS
Ctn. of 30
Indian design \$2.70 \$2.60
Plaid design 2.70 2.60
Indian design 3.35 3.25
Plaid design 3.35 3.25



SPECIAL CLOSE-OUTS
Decorated glass bottles, Ea. \$.45
Not Shells, Ea. .30
Aluminum plates, Ea. .80
Haven Gold-leaf pocket watches, Ea. 1.75
Raid Warden helmet, Ea. .30
Tal Perfume bottles, Ea. .30
Face Plaques, Ea. .15
Sham Square Alarm Clock, Ea. 1.42
omatic Electric cigarette lighter, Ea. 1.39



PLASTIC CHARMS
Set 1 gross of 1 kind to a package.
An Head Horse \$1.00
Set's Glove Kangaroo .75
& Bat Hound .75
Sher's Mitt Scottie .75
Ball Donkey .75
Pins Pin Elephant .75
Ball Ass' Tools .75
ing Glove Skull .75
Sports Doll .75
Ball Pistol .75
Airplane .75
e & Groom Ass' Button .75
Helmet Ass' Standup .75
Gross \$1.00



SHERIFF DOLL
22 inches tall. Plastic face, fleece pants, bingham shirt, felt vest and cuffs. Hat, neckerchief, badge, holster and pistol.
Dozen \$16.00
Each 1.40



WESTERN BRONZE SADDLE HORSES
Size (inches) Each Dozen
2 1/2 \$.20 \$ 2.00
4 1/2 .40 4.30
5 3/4 .60 6.80
8 1/4 1.50 17.00
10 2.00 21.50



GLASSWARE
Gross
Miniature Beer Mug \$3.25
Ash Trays 3.75
Coasters 3.65
Tumblers 4.00
Salt & Pepper Shakers 4.50
Miniature Vases 4.50
Per Carton
Cups, 6 doz. in ctn. \$2.00
Saucers, 6 doz. in ctn. 2.00
Bowls, 3 doz. in ctn. 2.85
Ruby Tumblers, 6 doz. in ctn. 4.15
Ruby Vases, 4 doz. in ctn. 3.40

GLASSWARE SECONDS
Per Carton of 6 doz.
8-oz. Shell Tumblers \$2.60
12-oz. Shell Tumblers 3.24
6-oz. Decorated Tumblers 2.88
12-oz. Decorated Tumblers 3.34
18-oz. Decorated Tumblers 3.96
80-oz. Water Pitchers, Per Dozen 1.60



CELLULOID FEATHER DOLLS
Tinted dolls with hot, cane and earrings.
5 in. size Doz. \$.85; Gr. \$ 9.60
9 in. size Doz. 2.50; Gr. 28.50
Celluloid dolls trimmed with fancy colored feathers only.
7 in. size Doz. \$1.60; Gr. \$18.00
9 in. size Doz. 2.25; Gr. 24.00



MECHANICAL TOYS
Doz. Gross
Jockey on Horse \$4.80 \$56.00
Cowboy Swinging Lariat on Horse 4.00 45.00
Cowboy Swinging Lariat 2.15 24.00
Crawling Baby 5.25 60.00
Crawling Turtle 3.00 33.00
Rollover Cat 4.80 56.00
Jumping Fur Dog 2.25 24.00
Itchy Dog 2.75 30.00
Chirping Bird 4.20 48.00
Running Mouse 2.00 22.50
Combing Hair Monk 4.00 45.00
Baseball Catcher 3.50 40.00
Waddling, Egg-Laying Goose 4.20 48.00



BINGO SUPPLIES
Professional Bingo Cards, Per 100, \$4.25; Per 1000 \$40.00
Middleweight Bingo Cards, Per 100, \$1.85; Per 1000 17.50
Bingo Sheets, Per 1000 2.00
Rubber Covered Wire Bingo Shaker, complete with wood balls and master card, Ea. \$9.00
Plastic Bingo Balls, Set 5.50
Plastic Bingo Covers, 4,000 to box, Box 8.00
Cardboard Bingo Covers, Per 1000 1.85

RIBBON WRITERS' SUPPLIES
Professional Model Electric Pencil, Ea. \$7.25
No. 5 Satin Ribbons, all colors, Roll of 50 yds. 1.00
Gold Foil, 1x400 in. roll, Dozen Rolls 4.80



JAPANESE PAPER PARASOLS
Diameter Dozen Gross
16 1/2 in. \$.80 \$ 9.00
22 in. 2.00 22.50
26 in. 3.00 33.00
30 in. 4.00 45.00

18 IN. RAYON PARASOL
Dozen \$ 5.25
Gross 60.00



BATONS & CANES
Red, White and blue twirling bell baton, Gr. \$19.50
Red, White and Blue bell baton, Gr. 13.50
Silver batons, Gr. 10.00
Bamboo crook-handle pennant canes, Per 100 \$2.00; Per 1000 \$18.50
Medium weight, crook handle bamboo canes, Doz. \$2.00; Gr. 22.50
Chesterfield crook-handle bamboo canes, Doz. \$2.00; Gr. 22.50
Imported white maple cane, Doz. \$3.25; Gr. 24.00
American heavy white parade cane, Doz. \$3.00; Gr. 33.00
Swagger Canes, Gr. 8.50
Straight pennant canes with knobs, Per 100 \$3.50; Per 1000 32.50

KIPP'S EARLY BIRD CONCESSION SUPPLIES
BB 1521-Daisy Cork Guns, Ea. \$5.50
BB 1522-Cork Gun Corks, 1000 2.75
BB 1523-Aluminum Milk Bottles, Ea. 1.10
BB 1531-Wood Milk Bottles, Ea. .45
BB 1524-Hoop-La Rings, 4 to 7" Doz. .70
BB 1526-Hoop-La Rings, 8 in. Doz. .85
BB 831-Worth Special Base Balls, Doz. 2.80 (Case of 15 Doz. \$39.50)
BB 83L-Latex Covered Base Balls, Doz. 2.40 (Case of 15 Doz. \$33.75)
BB 1527-French Weighted Darts, Doz. 1.20
BB 136-Dart Balloons, Gr. .75
10 Gr. for 7.00
BB 1520-Add N Win Dart Boards, Ea. .60
BB 1528-Knife Rack Rings, 100 4.50
BB 1529-Cane Rack Rings, 100 4.50
BB 134-Spring Clothes Pins, Gr. .89
10 Gr. for 8.50
BB 1530-Penny Pitch Charts, Ea. 4.95
18x24 in. Triple Mirrors, Ea. \$1.40; Doz. \$14.50
Single Tickets, 2,000 in Roll, Roll \$5.00; 10 Rolls \$50.00
Coupon Tickets, 2,000 in Roll, Roll \$1.10; 10 Rolls \$10.00



NOVELTY FELT HATS
Doz. Gr.
Spanish \$2.90 \$34.00
Mexican Chola 2.35 28.00
"Ten Gallon" Cowboy 3.60 42.60
Miniature Cowboy 1.10 12.75
Jumbo Mexican Hat (18 in.) 7.00
Fireman Helmet 1.85 21.75

NOVELTY STRAW HATS
Miniature Straw Sailor Hat \$1.10 \$12.00
Large Coolie Hat 3.35 38.50
Child's Coolie Hat 2.00 22.50
Miniature Coolie Hat .45 5.25



IMPORTED FLYING BIRDS
Gross \$5.95



POP-OUT NOVELTIES
2 1/2 in. Snake Books, Doz. 40; Gr. \$4.50
3 1/2 in. Snake Books, Doz. 80; Gr. 9.00
Snake Radios, Doz. 80; Gr. 9.00
Plastic Jack-in-Camera, Doz. 80; Gr. 9.00
Large Plastic Jack-in-Camera, Doz. 2.80; Gr. 32.50



WATER SQUIRT NOVELTIES
Doz. Gr.
Banana, pickle, cigar, peanut ass't. \$.42 \$ 4.80
Rubber Squirt Camera .42 4.50
Squirt Flowers (2 dz. in box) .75 8.50
Squirt Chocolate .80 9.00
Squirt Coin .80 9.25
Squirt Ring .90 9.50
Large Plastic Squirt Camera 2.80 32.50
Rubber Squirt Frog 2.00 22.50



RUBBER NOVELTIES
Doz. Gr.
Folding Rubber Jackknife 40; \$4.50
6 in. Rubber Daggers 35; 4.00
7 1/2 in. Rubber Daggers 75; 8.00
Rubber Pistol and Holster 80; 9.00



COMIC BUTTONS
Diameter Per 100 Per 1000
1 1/2 in. \$1.00 \$ 9.00
1 3/4 in. 1.50 13.50
2 1/4 in. 3.00 27.50
4 in. 8.50

COMIC HAT BANDS
Per 100 \$ 1.25
Per 1000 11.50
Better grade Comic Hat Band, Per 100 1.45
Per 1000 14.00

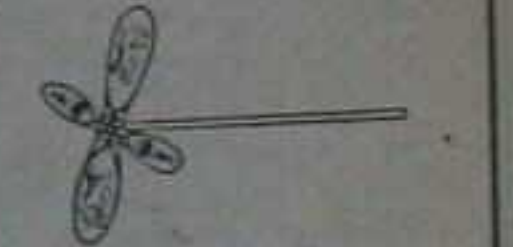
HAWAIIAN LEIS
Imported, Bundle of 5 doz. \$.80
American made, Gr. 2.95



FUR MONKEYS
Doz. Gross
6" Fur Monkeys \$.80 \$ 9.00
9 1/2" Fur Monkeys 1.50 17.50
13" Fur Monkeys (2 in box) 3.25 36.00
Acrobat Fur Monkey 1.85 21.00



TREMBLING NOVELTIES
Doz. Gr.
Red Demons \$.80 \$9.00
Spiders .80 9.00
Spiders .40 4.50
Ducks .40 4.50
Skeletons .80 9.00
Frogs .80 9.00
Radio Snakes .85 9.00
3 1/2 in. Skeleton .40 4.50
4 1/2 in. Skeleton .80 9.00



PINWHEELS
2-blade, double propeller type, Box of 3 doz. \$2.25; Gr. \$8.00
4-blade, windmill type, Box of 3 doz. 2.25; Gr. 8.00

IMPORTED METAL SWORD
Complete with wood scabbard, Doz. \$1.00; Gr. \$11.50



BALLOONS
Gross
Oak No. 15 Agate Men Kat. \$ 7.50
Lee-Tex Jumbo Kat-Head 12.00
Oak N-M10 Multi-Color Spirals, Knobblies, ass't. 7.50
Bluebird No. 9, Round 2.15
Oak No. 9, Agate 4.25
Oak No. 11, Agate 5.00
Oak Mickey Mouse Tossup With Feet 5.75
24-in. Reed Balloon .55
Sticks 10 Gross 5.00

BALLOON BELLOWS
Hand Bellows, Ea. \$5.50
Foot Bellows, Ea. 9.50
We stock helium, regulators and gauges.



LAPEL FLAGS AND FLAG BOWS
Gross
1 1/2 x 1 1/2 Silk Flag on Stick \$.90
1 1/2 x 1 1/2 Silk Flag on Brass Pin 1.00
Paper Flag Bow on Pin .75
Cloth Flag Bow on Pin 1.00
Celluloid Patriotic Rosette 1.00
Tri-Color Rayon Ribbon Bow on Pin 1.35
2x3" Muslin Flag on Staff 1.35
1 1/2 x 1" Paper Flag on Pin 1.25
1 1/2 x 2" Paper Flag on Pin 1.45

WHIPS
Long Lash Whip, Doz. \$1.20; Gr. \$13.50
Long Lash Whip With Whistle, Dz. \$1.25; Gr. 14.50

GIVEAWAY ITEMS (SLUM) GROUP I

| Item | Gross | Item | Gross | Item | Gross |
|---|-------|--|-------|--|--------|
| Miniature Sun Specs | .30 | Paper Tube Whistle | .85 | Miniature China Pots marked "Gents" | \$1.00 |
| Betty Boop Masks | .35 | Metal Screamer Whistle | .85 | Metal Watch Charms | 1.00 |
| Celluloid Famous Name Pennants (Card of 96) | .80 | Rubber Bands, 20 a bundle, gross bundles | .90 | Kiddies' Wrist Watch, each on card | 1.00 |
| Cigarette Whistle | .60 | Kewpie Pin Doll | .90 | Magnifying Glass | 1.00 |
| Metal Jap Crickets | .65 | Czech Stone Rings | .90 | Black Paper Masks | 1.00 |
| Plastic Thumbtacks | .65 | School Erasers | .95 | Black Paper Moustaches | 1.00 |
| Silver Color Wedding Rings | .45 | Rubber Nose Blower | .95 | Gold Color Wedding Rings | 1.15 |
| Metal Simplex Whistle | .68 | Folding Flower Fan | .98 | Asst. Metal Sports Charms | 1.15 |
| Brass Costume Bell | .75 | Pocket Combs | .98 | Asst. Metal Animal Charms | 1.15 |
| Plastic Top | .75 | Metal Police Whistle | 1.00 | Genuine Shell Ash Tray | 1.20 |
| Plastic Crosses | .75 | Finger Traps | 1.00 | China Napkin Holder | 1.25 |
| Rakas | .75 | Blowouts | 1.00 | Paper Tongue Novelties, bundle of 200 | 1.50 |
| Hoes | .75 | Jitterbeans | 1.00 | 16-Page Standard Size Comic Books, Per 100 | 1.50 |
| Spades | .75 | Sharpshooters | 1.00 | Per 1,000 | 12.50 |
| Tal-oo | .75 | Miniature Comic Books | 1.00 | 6" Decorated Paper Horn | 1.50 |
| Transfer Pictures | .75 | 2 in. China Doll | 1.00 | | |
| Magic Pictures | .75 | Composition "3 Wise Monkeys" | 1.00 | | |
| Dot-Dash War Pictures Puzzle | .75 | Carded Magnets | 1.00 | | |
| Metal Steamboat Whistle | .85 | Asst. Comic Character Masks | 1.00 | | |
| Jap "Swiss" Warblers | .85 | Shell Water Flowers | 1.00 | | |
| Asst. Wire Puzzles | .85 | | | | |

SLUM, GROUP II

| Item | Gross | Item | Gross |
|--|--------|--------------------------------------|--------|
| Plastic Cig. Holders, ass't. colors | \$1.85 | Metal Watch fob w/strap | \$3.50 |
| Dressing Combs | 2.00 | Rubber Nose Blower w/wood mouthpiece | 3.50 |
| Jap Toothpick Knives | 2.15 | Doz. .35 | |
| Plastic Pea Shooters | 2.15 | Carded 8-Pc Kid-die Cutlery Set | 3.60 |
| Plastic Coasters, ass't. colors | 2.25 | Hypno Top | 3.60 |
| Tape Measures | 2.25 | Jumbo Crickets | 3.75 |
| Toy Pocket Watch | 2.25 | Asst. Skill Puzzles | 3.75 |
| 3" Flower Fan | 2.25 | Plastic Scissors | 4.00 |
| Plastic Novelty Rings in display box | 2.50 | Duck and Scotty Brooch | 4.00 |
| Key Chains, w/ass't. charms | 2.75 | Metal Cigarette Case | 4.50 |
| Monocles | 2.90 | Glass Round-Bead Necklaces | 4.50 |
| Plastic Bangle Bracelets | 2.90 | Humming Lariats | 4.50 |
| Earrings, Pr. | 2.95 | Letter Puzzles | 4.50 |
| Glass Long-Bead Necklaces | 3.00 | Plastic Boat-Shaped Whistle | 4.50 |
| Long Blowouts | 3.00 | Plastic Sirens | 4.50 |
| Address Books, outdated calendars | 3.00 | Plastic Tooters | 4.50 |
| Magic Paint and Puzzle Books | 3.00 | Miniature Plastic Cars | 4.50 |
| Cardboard Stand-up Soldiers, 8 on strip, St. | 3.00 | Gold Police Badges, each on card | 4.75 |
| Colorful Plastic Police Whistles | 3.15 | Paper Pop Gun | 4.75 |
| Metal Plastic Pea Shooters, wood mouthpiece | 3.25 | Mexican Hat Brooches | 4.80 |
| Heart on Cane, each on card, printed "My Heart Belongs to Daddy" | 3.50 | Czech Toothpick Knives | 4.80 |
| | | Giant Tal-oo Book | 4.80 |
| | | Jacob's Ladder | 4.80 |
| | | Plastic Twirling Hummers | 4.80 |

PRICES F.O.B. INDIANAPOLIS. INCLUDE POSTAGE WITH ORDER. 25% DEPOSIT WITH C.O.D. ORDER.

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ATTENTION, CONCESSIONAIRES—NOVELTY WORKERS AND OPERATORS!

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

GELLMAN BROS. Inc.
119 NO. FOURTH ST. MINNEAPOLIS 1, MINN.

BUSINESS OPPORTUNITIES

(Continued from page 186)

THREE MILLION NEW PROSPECTS YEARLY for our personalized Baby Record Books and Read-Cut Wool Baby Shoes; mail dealers use same successful literature we do; get going big, fast with proved sellers. NO-CO-RO, Oakland 5-B, Calif.

TRADE AND CLASS MAGAZINES HELP YOU get ahead; latest copies; nearly 1,200 covering every business, trade, profession, sport, hobby or other interest available through our Easy-to-Get-Acquainted Service; particulars and price-list free. Commercial Engraving Publishing Co., 34H North Biter Indianapolis 19, Ind.

USED ELEC. FLOOR MODEL CARAMEL AND Popcorn Machine with formulas, \$295. D. C. Drum, 735 22d St., Denver, Colo.

WANT TO MAKE EXTRA INCOME AT HOME? Proven mail order plans show how; free details. Business Opportunity Publications, Middleburg, Va. ap15

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 227 in this issue.

COSTUMES, UNIFORMS, WARDROBES

A FEW CHOICE SETS OF CHORUS WARD-robe and leads; will sacrifice to make much needed space; come in and tell us your needs; cannot handle by mail. Lester, Ltd., 14 W. Lake, Chicago 1, Ill.

ALL BRAIDED CELLOPHANE WAISTBAND Hulas, Bra and Leis, \$7.50; Spangled G-Strings, \$4; Oriental Costumes, \$10; Strip or Shake Costumes, \$10; Strip Pants, Bras, etc.; free folder. C. Guyette, 346 West 45 St., New York 19. Tel. Circle 6-4137. ap8

BALLYHOOD CAPES, \$5; MINSTREL SUITS, \$7; Clown Bundle Odds, \$7; new Red Wigs, \$4; ten White Coats, \$5; five gowns, formals, \$10; Orchestra Coats, Chorus Costumes, Velvet Curtains. Wallace, 2416 N. Halsted, Chicago.

BUNDLE CLOWN ODDS ENDS, \$7; RED WIGS, \$4; Minstrel Suits, \$7; Chorus Costumes, Velvet Curtains, Orchestra Coats, Striptease, Orientals. Wallace, 2416 N. Halsted, Chicago.

CLOWNS' AND BURLESK COMICS' PROPS. Wigs, Accessories; free lists (assortments), \$5. "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. ap8

OUR SPRING SALE WILL GIVE YOUR WARD-robe that much needed pick-up before you take to the road! Bally costumes, chorus sets at low close-out prices; bargains that will be worth your trip to see them; cash and carry prices; no mail orders. The Costume Mart, 67 E. Lake, Chicago. Open Tues, Wed., Fri. and Sat. noon 'til 5 p.m.

SINCE 1889—COSTUME BARGAINS; CHORUS, dollar up; principals, three up; no catalog; state wants. Guttanberg, 9 W. 18th St., New York 11, N. Y. 498

WHITE COATS FOR WAITERS, VENDORS, 75¢; old-style Policemen Helmets, \$3; new Uniform Coats, \$4; Caps, \$1; Theatrical Trunks, \$20. Lesser, Paw Paw, Mich.

FORMULAS & PLANS

MAKE YOUR OWN FAST SELLING PROD-ucts; 12 formulas for \$1; special formulas on request 25¢ each. Roslyn Products, Hightstown, N. J. ap29

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$135. Krispy Korn, 120 S. Halsted, Chicago, Ill. ma13

CRETORS, STAR, LONG-EAKINS POPPERS, Peanut Roasters, Geared Kettles, Copper Caramel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianola, Iowa. ma13

FOR SALE—CARMEL CORN CONCESSION 10x12 tent, frame work, awnings, counters, 4 slide; corn popper, copper kettle, etc.; reasonable. J. Brown, Lowell, Ind.

FOR SALE — RAILROAD BUSINESS CAR; steel body and trucks; 82 ft. over couplers; kitchen, help quarters; five rooms; combined observation-dining room; fully equipped and furnished. E. P. Dickey, Box 305, Harvey, Ill.

NEWSPAPER HEADING PRESS OUTFIT—Mimeograph, Multigraph, Presses, Type, Cuts, Envelopes; stamp for list. Lavery, 69 East Long, Columbus, O.

POPCORN, CANDY FLOSS CONCESSION Trailer Equipment; Burch Electric Popper, Wizard Floss Machine; also hand-rolled Candy Cones. James Rossetter, Albany, O.

POPS 50 LBS. PER HOUR—JUMBO GIANT IN complete display cabinet; electric or gas; we have all makes and models popcorn equip-ment; below any competition; state your needs; also Frozen Custard and Floss Machines. Beverator Co., Cambridge, O.

SLIGHTLY USED 16MM SOUND FILMS—Cartoons, Sports, Musicals. Write N.E. Film Exchange, 833 Main St., Southbridge, Mass.

\$950 TAKES 2 35MM. SUPERIOR SOUND PRO-jectors with all equipment and features; ex-celent condition. A. Kollmar, 364 Dewey Ave., Buffalo 14, N. Y. ap23

FOR SALE—SECOND-HAND SHOW PROPERTY

A BRAND NEW KIDDIE ROCKET RIDE—31 passenger, built on trailer, very portable and beautiful; also 15 passenger auto, 24 passenger boat ride; approximately four weeks' delivery. Kenyon Sales, Mt. Morris, Mich. ap15

A-1 CONDITION — 1929 FAGEOL DOUBLE-Decker Fifth Avenue all metal bus. Lake-view Park, 16 W. Fourth, Tulsa, Okla. ap22

AIR CALLIOPPE—BRASS WHISTLES, 37 PIPES, \$750; 49 pipes, \$85. Cozatt Organ Co., Dan-ville, Ill.

BIG PROFITS SALESMEN...WRITE TODAY FOR NEW CATALOG...FREE

CHRONOGRAPH WRIST WATCH



Brand New—Not Reconditioned Sweep-second hand runs or stops at click of button. 2-tone dial. Polished chrome case. Stainless Steel Expansion Band, Six or more \$4.00 each. Sample, \$5.00. Individually boxed, 1-year written material and workmanship guarantee. Instruction book included.

MAN'S WATCH Chrome case, rad-ium dial, sweep second hand, stretch band 6 or more \$3.00 ea. Same as above with rhinestone dial 5 or more 3.95 ea.

MAN'S 7 J. WATCH—sweep second hand, radium dial, stainless steel back, leather band 6 or more 4.50 ea.

MAN'S CALENDAR WATCH — 7 J., automatic window tells day, chrome case, sweep second hand, radium dial, leather band 5 or more 5.50 ea.

LADIES' JEWEL SWEEP SECOND WATCH 3.95 ea.

Every Watch brand new—not reconditioned
10% Deposit—Balance C. O. D.
FREE Write today for Free Catalog and details

MARVEL WHOLESALE WATCH CO.

501 PINE ST. ST. LOUIS 2, MO

MEN GO WILD OVER

Miss "String Tease"

SHE'S TANTALIZING—MYSTIFYING!
WHAT MAKES HER "TAKE IT OFF"!

A lovely lass finely lithographed in real life colors, dressed in real clothes (but suddenly she hasn't even as you watch her). Large 8x27 in. size, a show piece men will want for bars, clubs and dens or anywhere people have fun. This is the real article and sells itself on sight.

\$18 a dozen

25% with order, balance C. O. D.
Send \$2.00 for sample, express collect

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FLASHY NEW ITEM

3-PIECE TURKISH TOWEL SET



RETAILS TO \$3.25

IDEAL FOR PREMIUMS AND FAST RESALE MERCHANDISE

Comes in striking colors and attractively washable flower designs. Contains 1 set 20x30 and 15x27 towels and 12x12 washcloth. Name brand, first quality merchandise. Flashy cellophane window gift box.

Your \$23.00 \$22.35 in 13
Price Per Doz. Per Doz. Doz. 50
25% Deposit, Balance C. O. D.
F. O. B. Factory—Springfield, Ill.
Order today from

CARDINAL PRODUCTS, INC.

300 W. Adams St. Chicago 6, Ill.

PLASTICIZE your car with PLASTIC-SHINE

At last...a liquid car polish made PLASTIC. Gives a "show room" shine on your car in 30 minutes. Removes dust, dirt, grime and grease in one application. Leaves car shining up to one year. Order a can to see for yourself. Write Dept. 8, PLASTIC-SHINE Labs., 7514 N. W. 11th St., Miami, Fla.

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BEAUTIFUL FAST-SELLING ALL AROUND ZIPPER FITTED CARRY ALL PURSE

- Sturdy Alligator Grain "Texhyde"
- Free 'N' Easy All Around Zipper
- Colorful Plastic Cointeller
- Circular Compact Mirror
- Plastic Lipstick Holder
- Plastic Comb
- Key Chain
- Emery Board
- Pocket for Bills & Cards

\$5.00 Doz. in Gross Lots Only { Smaller Quantities \$5.75 Doz.

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- Sturdy Morocco Grained "Texhyde"
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LATEX MOLD RUBBER

Up to 70% solids — The Best Yet
Make your own molds for plaster

RYAN RUBBER CO., 2401 So. Ervay Dallas, Texas

NEW FLASH BALLOONS

Special Imprinted Balloons
Write for name of your nearest Jobber

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More than 1,000 All Different

SOUVENIR DECALS

CASH IN on this NEW FAD!



Here's a DIME Deal That Brings DOLLARS TO YOU!

Whether they stay at home or go places, young and old everywhere are buying these colorful decals—and not just 1 or 2, but many different designs for their collections!



Actual size of decals

Silk Screened in Brilliant Lacquers!

Most designs are in 8 colors. Beautiful and humorous, eye-catching and glamorous, with 1,000 all different subjects covering all 48 states plus! With any designs you choose, you can't lose!

CONTACT THE DISTRIBUTOR IN YOUR TERRITORY NOW (see below). Pop, Mom, and all the family will soon be on the road. They'll drop in at your place, and drop dimes by the thousand on your counter for these profit-plus decals. Merchandise displays are furnished, and you'll get IMMEDIATE DELIVERY FROM STOCK of the designs you choose. Packed in 100's, but you can get ANY QUANTITY. . . . DON'T DELAY—ORDER TODAY FROM THE DISTRIBUTOR IN YOUR TERRITORY!

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For Western Washington, Oregon West of Pendleton and North of Roseburg
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Made by LINDGREN-TURNER CO., Spokane



CINDERELLA

JUST THE THING FOR LARGE PROFITS THIS SPRING!

● Sell Beautiful Eagle Balloons imprinted with all the stars from Walt Disney's new movie —CINDERELLA! Every kiddie will want one. Write now for full information.



EAGLE RUBBER CO., INC. Ashland, Ohio

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 188)

A REAL MONEY MAKER—MONKEY MOTOR Drome for sale, with or without transportation. Write 2689 So. 3d E., Salt Lake City, Utah, or phone 5-6029. Will be home to demonstrate April 3 to 9 only. E. Peterson.

ARCADE COMPLETE—41 FORD VAN, 20"x20" top, 3,000-wt. step-up, 8 nickel, 11 penny machines; ready to go. \$1,200; \$800 without truck. Ed DeVaul, Hudson St., Homer, N. Y.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 15 and 35mm.; Arca, Rectifiers, Chairs, Drapes, Screens; catalog mailed S.O.S. Cinema Supply Corp., Dept. L, 602 W. 52d St., New York 19. ap29

BASEBALL MACHINES — DEMONSTRATOR: like just installed on Pike, Long Beach, Calif.; all automatic air pitching; two only \$650 less 50%. Wire, air mail or telephone Jordan 7-0242, Andrew S. Moe, 2930 Sacramento St., San Francisco, Calif. ap29

BUS — SLEEPS 10 MEN, SINGLE BUNKS, Wayne all steel body, 1949 Ford Motor; heaters, water, large clothes closet and storage space in rear, booster brakes; guaranteed clean A-1 shape \$2,300. Jack Cole, Savanna, Ill. ap8

BUS—NEW MOTOR, AUTOMATIC HEATING plant, built-in sleeping compartment; make an excellent mobile home, business, carnival or display car. Joe Theobald, 835 Ellenberger Parkway, E. Dr., Indianapolis, Ind.

C-CRUISE AND LOOPER—GOOD CONDITION, can be seen in operation on Ocean Park Pier, with or without location, can be bought separately. S. Golden, 205 3d Ave., Venice, Calif. ap22

CHAIROPLANE—SMITH MAKE, 24 SEATS, Leroy motor, A-1 shape, \$1,250. J. B. Aley, 5951 Branch Ave. SE., Washington 20, D. C.

"CO-EDS," 7 GLAMOROUS BEAUTIES; "Where's Annabelle," sensational new burlesque release; rent or sale; 3 excellent musicals, \$5- guaranteed. Joe Ulmer, 103 W. 16, Jacksonville, Fla.

COMPLETE PORTABLE SKATING RINK — Sectional floor, maple and beech; 40x90 Tent, 118 pr. Chicago Skates, Machine, Speaker and Records, blocking and lumber for floor; all for \$2,895; this rink has been used about six months. Contact A. D. Stevens or J. A. Powell Crossville, Tenn. Phone 82Y. ap8

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. ap22

COPPER CANDY APPLE KETTLE BURNER stove, tank restaurant size grill, bottle gas tank and regular electric dripolator, restaurant size light plant like new, \$150. Will trade for 10x12 top and frame. Must be like new, no junk. Earl Wagner, 112 Morton St., Toledo, O.

DIESEL LIGHT PLANTS—WE OFFER THREE General Motors, 75 KVA, 3 wire, 110/220 volt, 60 cycle, units, 6-71 Diesels; all factory built, complete with steel panels and synchronizers; all like new; immediate delivery; will sell separately. Sumter Electric Rewinding Co., Sumter, S. C. ap8

EIGHT ELECTROHOIST DIGGERS; 8x8 BLUE four-way top and frame, used three months, all perfect, \$650. Almost new covered trailer, \$150, or all \$750. Also Rotary Corn Popper, copper candy kettle, Echols ice shaver, peanut roaster, fine slrup dispensers. Pop Reynolds, Gen. Del., Orange Lake, Fla.

EXCELLENT 6x6 TOP, FRAME AND TWO SET spindles, \$195. Roy Wallace, 201 No. 8th, Ft. Pierce, Fla. ap8

FISH POND, MOTOR, FISH, \$35; 25 CORK Guns, as is, \$15. Robert Knapp, Box 511, Mt. Hays, Md.

FOR SALE — THREE TRAILERS, POPCORN equipped; soft drink equipped, 27' Palace house trailer. Automatic Beverage Venders, P.O. Box 78, Mt. Healthy, Cincinnati, O. Phone Jackson 9693. ap8

FOR SALE—PORTABLE SKATING RINK; SIZE 40-100 No. 1 maple floor, new Campbell tent, first time up; 150 pr. Chicago skates, 15 pair shoe skates; this rink is nearly new, is no junk; \$6,500 cash; located Hooks, Tex., now operating. L. W. Tolson, 928 Guam Wake Village, Texas, Tex. ap8

FOR SALE—14x10 TOP AND FRAME, \$100; 12x12 Anchor Top, used one season, and frame, \$125; Percentage Tables, new tops, \$40; '38 Chevrolet Truck, new tires, motor overhauled last year, tarpaulin covered. Vick Edwards, Silver Beach, St. Joseph, Mich.

FOR SALE—30x50. PICTURE SHOW TENT, front end hip, back gable end, 7 ft. sidewalks; top fair, sidewalls like new; no poles or stakes, \$300; 10 35mm. Features, two Holmes Educator Projectors, 7 1/2 kw. Universal Light Plant, A.C. (not war surplus); cheap; write or see above here. Bob Henderson, care Riverside Theatre, LaGrange, Tex.

FOR SALE—1200 GOOD THEATRE CHAIRS, all spring cushion leather seats, \$1 each. White Pines Roller Rink, Mount Morris, Ill. ap15

FOR SALE—PUNCH AND JUDY SHOW, banjo, gold plated Holton cornet and case, blackface wardrobe; send stamped envelope for reply. Nellie Hull Taylor, 258 East Church St., Homer City, Pa.

FOR SALE—VERY REASONABLE, 25 DODGEM cars in good operating condition. Owasco Lake Park, Auburn, N. Y.

FOR SALE—10 LATE MODEL SKOOTER cars, good condition; 30 h.p. slipring motor, 15 h.p. induction motor, both 3 phase, 60 cycle, 220 volts, A.C. A. Karst, Forest Park, Hanover, York Co., Pa. Phone 3-5286.

FOR SALE—TWO (2) TWENTY-FOUR INCH G.E. Searchlights with stands, carbon lights or can be easily converted to A.C. current. Also five hundred (500) brand new Parachute cushions. Also two (2) Victor Arc projector 16mm. machines, used only six months. One (1) Wurliitzer Colonial type cabinet music box. Two (2) Midget Ford V8 racing cars, one (1) Caterpillar Road Patrol Scraper. Write Pensacola Motor Speedway, Pensacola, Fla.

FOR SALE—ROOT BEER AND HOT DOG CON- cession; "Trailer Mounted," two forty-five gallon barrels; all equipment complete; bargain price eight hundred. H. E. Ramsdell, Plymouth, Iowa.

FOR SALE — ORCHESTRA SLEEPER BUS; flexible coach, Buick engine; excellent condition; details on request. Mal Dunn, Morris Hotel, Omaha, Neb. ap29

FOR SALE—PHOTO, MOUNTED ON TRAILER with full size comic boards and mounted deer. Four different size Wollasak Cameras; excellent condition. Robert Preston, 538 Logan Ave., Sharon, Pa.

FOR SALE — GRUNNER ADULT 24 SEAT Chairplane, \$1,000, or trade for Kiddie Ride. Zellers, 14 St., Jeannette, Pa.

(Continued on page 192)



Black Light Materials for your act including original Glo-Craft Paints and Fabrics and Black Light Uniforms may be obtained from

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4732 St. Clair Ave. * Cleveland 3, Oh

"The First Name in Fluorescence"

JEWELRY! IS OUR BUSINESS VALUE! IS OUR MOTTO

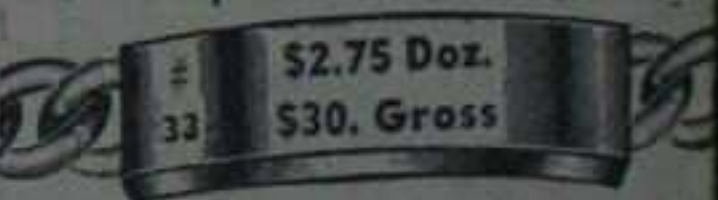
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FAMOUS FIRE OPAL CLUSTER
1/30 12K Gold Filled America's Fastest Selling Ring Also comes in all Birthstone colors at same price.
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IT'S Fascinating! IT'S Unique! IT'S Brand New! The ELECTRIC BIRD CAGE CLOCK



The most fascinating time keeper ever offered. All chrome construction, sturdily built and precision timed. Here is an artistic creation that is really different. A "Natural" for the premium trade. A miniature blue bird skillfully mounted in the base of the cage. Dances a constant jig when the clock is plugged in. Operates on AC 110 volts—60 cycles. If you are looking for a really NEW item for your premium promotion rush your order in now. Each clock individually boxed 12 to a shipping carton.

RETAILS AT **\$15.00**
Full jobber's discounts to distributors. Write for prices on your business stationery.

SPECIALTY SALES CO. SEXTON BLDG. MINNEAPOLIS 15, MINN.

COLLECTORS' DOLLS in Glass Stands

Height 5 1/2 inch; beautifully dressed; real Bisque; easy to display; easy to keep clean; 12 different models.

\$12.00 PER DOZEN **\$1.50** SAMPLE
F.O.B. San Jose

IDEAL SALESBOARD PREMIUM!

Write for lists of other lines including colored series.

THERON FOX 1296 Yosemite San Jose 11, Calif.





The novelty value of 1950!
Tru-Note
 Organ
FIRST TIME OFFERED ANYWHERE
 . . . for Premium Users, Concessionaires, Punchboard Operators, Bingo Operators, Novelty and Toy Stores

This is the first time the sensational, brand-new Tru-Note Organ has ever been advertised ANYWHERE! We're offering Tru-Note to YOU before any other group because of its tremendous novelty appeal . . . because we know that YOUR business is built on interesting, absorbing, practical novelty items . . . because we believe that YOU, above all other trade groups, have learned to recognize the high value and universal appeal of a sensational novelty item like the TRU-NOTE ORGAN!

You'll see the TRU-NOTE ORGAN offered thru chain stores all over the country this fall. Be first with THE Novelty Value of 1950! Check the data on this page . . . then ORDER AT ONCE to cash in on the ready demand and high appeal of the sensational, new TRU-NOTE ORGAN!



FEATURES

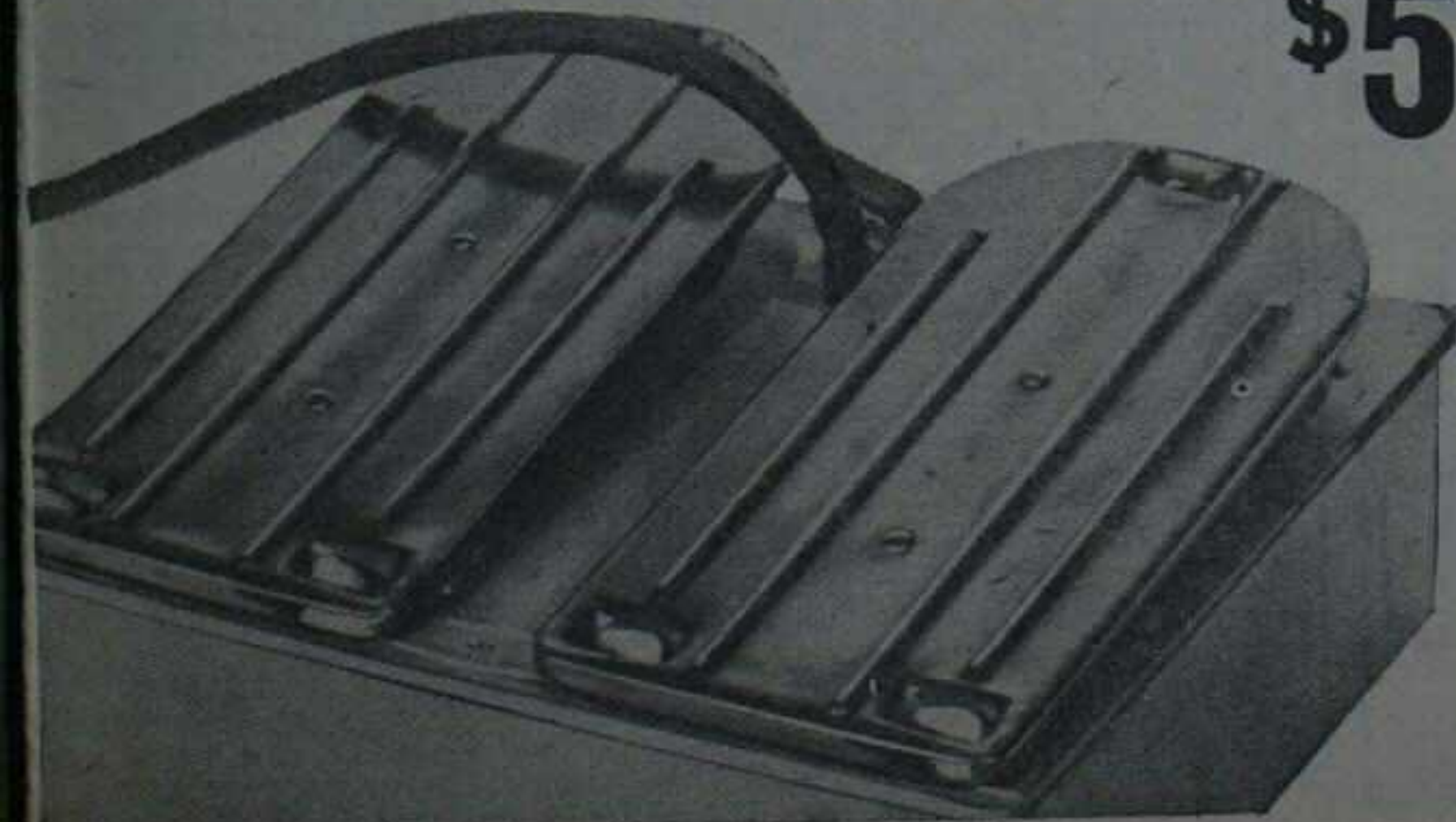
- Works like a real organ!
- Only organ ever built that plays chords!
- Holds notes as long as desired!
- 100% tuned!
- Complete with simple, easy-to-follow instruction book!
- Individually boxed in 200-lb. tested shipping carton (6 cartons to master carton)!
- Organ Dimensions: 12" Length, 8" Width, 12" Height. Foot Pedal Dimensions: 9"x8 1/2"x3 1/2", furnished with 5 1/2 ft. of air hose.
- Precision-made thruout!
- Body of wood . . . enameled metal keys . . . foot pedals actually pump air into organ!
- Long life . . . virtually indestructible!

A Positive
 \$10.00 Retail Value
 Sensationally Priced
 at Only

\$54.00 Dozen
 (Sample \$5.50)

25% Deposit,
 Balance C.O.D.

FOR TOTS FROM 6 to 60!
 Everybody goes for the wonderful novelty appeal of TRU-NOTE ORGAN. When we turned a sample over to our ad agency to prepare this advertisement we got not only this advertising announcement but 14 actual orders from staff members of the ad agency! You just can't beat the TRU-NOTE ORGAN for genuine appeal to all age groups.



American Precision Products Co.
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 PHONE: GLENMORE 5-8021

BUY DIRECT FROM THE BEST MANUFACTURER AND SAVE!

SENSATIONAL "ACE TOY" SELLERS THAT WILL START YOUR OUTDOOR SEASON WITH A BANG!...

Jobbers and Quantity Users—You will find the Ace Toy line of stuffed fur & plush toys has the FLASH, COLOR AND APPEAL for Carnival and Premium trade. For over 20 years, ACE has been manufacturing the finest stuffed fur and plush toys at the lowest prices! We have special offers to Quantity Users. Write today!



#500 25% dep. required if not rated

SENSATIONAL PRICE SLASHES!

- ◆ #500 19x21" Rayon Plush Black and White Boston Terrier.
- ◆ #600 19x23" Rayon Plush Donkey. Open mouth.
- ◆ #700 20x24" Rayon Plush Elephant. Asst. colors.
- ◆ #800 14 1/2 x 25" Rayon Plush Colt. Open Mouth.

The above sure-sellers dressed in colorful plastic collars, saddles, bridles, blankets, etc.

Any of the above **\$36.00** Dz. **\$3.75** Ppd. SAMPLE: \$3.75 Ppd.

SPECIAL—11x9" Plush Scotty Dog—\$7.20 Dz. SAMPLE: \$1.00 Ppd. FREE! — FREE!

Send \$15.00 for four above samples and receive the Plush Scotty FREE! (All postpaid!)



TERRIFIC VALUES

- ◆ #252—30" Real Fur Grizzly Bear, Rayon Plush trim, asst. colors, \$36.00 dz. SAMPLE..... **\$3.75** Ppd.!
- ◆ #126—19" Real Fur Grizzly Bear, (Same as above), \$18.00 dz. SAMPLE..... **\$2.00** Ppd.!
- ◆ #240—29" Rayon Plush Bear, asst. colors, \$27.00 dz. SAMPLE..... **\$3.00** Ppd.!

SPECIAL

- ◆ 12x10" Real Fur Scotty, asst. colors, \$12.00 dz. SAMPLE..... **\$1.50** Ppd.!
- Send \$9.50 and receive ALL FOUR above SAMPLES Ppd.

Salesmen: Choice territories still open. Liberal commission! Send for FREE illustrations and price list of our new Jumbo Concession and Carnival numbers. Close-outs always on hand. Inquire now!

"ACE'S HIGH IN TOY VALUES"

ACE TOY MANUFACTURING CO.

Manufacturers of Fur Stuffed Toys
122 WEST 27TH STREET NEW YORK 1, NEW YORK

ATTENTION PREMIUM OPERATORS AND AUCTIONEERS EMBASSY PATTERN SILVERPLATE



Produced by one of the largest makers of silverware. Fully guaranteed. Pure silver on 18% Nickel Silver, as used in the most expensive silverplate. Shining, lustrous, unusual finish. Mirror finished stainless knife blades. Fine detail and die work in design.

- 26-Pc. Service for 6
6 dinner knives with mirror stainless blades 6 soup spoons 6 forks 1 butter knife 6 teaspoons 1 sugar shell **\$3.50** Set
- 50-Pc. Service for 8
8 dinner knives with mirror stainless blades 16 teaspoons 8 soup spoons 1 butter knife 8 salad forks 1 sugar shell **\$6.50** Set
- 26-Pc. Tuckaway Holder \$1.15
- 50-Pc. Tuckaway Holder 1.75

TERMS: 25% with order, balance C.O.D. or check in advance. Satisfaction guaranteed. Add 5% Postage. West of the Rockies Add 10%.

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Profession or business.....



4-8-LL

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 190)

FOR SALE—POPCORN MACHINES; 1 CRETORS Electric, 1 Cretors 41 Butane Gas Model; small Tarpaulins; all-steel Baggage Trailer, good tires, nearly new; all at bargain prices. Clint Shuford, Gen. Del., Hot Springs, Ark.

FOR SALE—11 ERIE DIGGERS, A-1 FLASHY Trailer; ready to go. Ruth Doyle, Shelbyville, Mo.

FOR SALE—ALMOST NEW LONG RANGE shooting gallery, 7x7 moving targets; one short range gallery, one shooting cage, twenty-five dollars; 4 MacGlashan nickel guns and extra parts, 60 dollars; come and get it. Playland Arcade, 13 East Market, Huntington, Ind.

FRAME AND TENTS—SIZES FROM 5x8 TO 15x15 1, 2, 3, 4 way awnings; good 3 way main joint, light plant, stock house trailer, big 6 Wheel, G. W. Gaines, 439 Josephine Ave., Columbus, O.

GIRL IN FISH BOWL ILLUSION; LENS \$20; free directions to make; 80 ft. Rt. with 30 ft. Mp; 10 ft. side wall; \$750 in shaffing bags; truck, side let down for 11x14 stage, \$850; new 5 1/2 kw. light plant in parade wagon, \$850. Home Co., 97 Arch St., Butler, N. J.

HANDCUFF COLLECTION, INCLUDING many Houdini. Hardeen pieces, considered world's greatest collection; whole show itself \$1,500. Nugent, 100 North Third, Richmond, Va.

JONES CHAIRPLANE—24 SEATS, ALL STEEL, A-1 shape; motor just overhauled, \$650; also 1,000 ft. No. 4 wire, \$50. Blue Lantern Amusement Park, De Land, Fla.

KIDDIE AUTO RIDE, 10 CAR CUSTOM BUILT, 1 hp. motor, excellent running condition; price \$300. R. H. Davenport, Gen. Del., Enid, Okla.

PAIR OF 35MM. DE VRY PORTABLE SOUND Projectors, Amplifier and Speaker; good condition; \$750 complete; Reynolds Blower, 24x20 opening, will cool small theatre, with motor, \$100. Walter Blizzard, 1721 South 11th St., Council Bluffs, Iowa.

NASHVILLE DOUBLE HEAD CANDY FLOSS, A-1, with new umbrella top, \$185; \$25 deposit, balance C.O.D. Ray Lochard, 255 E. Jackson, Shelbyville, Ind.

PITCH-TILL-WIN—USED 3 WEEKS; BEST offer; 12-seat Kiddie Chairplane, \$500; four kw. Kohler Light Plant, \$200; eight Daisy Pump Cork Guns, new, \$4.50 each; all above good condition. W. A. Harris, 311 North John, Goldsboro, N. C. Will buy Merry-Go-Round.

POPCORN MACHINES, CORK GALLERY, Pitchboards, Striker Numbers, Milk Bottles, Baseballs, Snowball Machines. Box 58, West Chesterfield, N. H.

POPS 50 LBS. PER HOUR—JUMBO GIANT IN complete display cabinet; electric or gas; we have all makes and models popcorn equipment; below any competition; state your needs; also Frozen Custard and Floss Machines. Beverator Co., Cambridge, O.

REMINGTON PORTABLE TYPEWRITER, newspaper cuts, circus, vaudeville, magical comedy. Chales Kyle, 104 Judson Ave., New Haven, Conn.

ROADSHOWMEN—16 S.O.F. FEATURES, \$32.50 up; programs rented, \$10 month; lists free. Mogull's, 112 W. 48 St., N. Y. 19.

SELL OR TRADE BLACK HAWK PELLET board cabinets and inserts. Sell cheap or trade for counter games and vending machines. Joe Greek, 710 Ft. Hill St., Macon, Ga.

SHOOTING GALLERY 15 SHELL LOADING Tubes, 75¢; dozen, \$6. \$1 deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

SHOOTING GALLERY—8'x8' WITH MOVING targets; Western style; excellent condition. William Adler, 623-E22, Spokane, Wash.

SHORT RANGE TARGETS—20 KINDS, MANY new ones; free samples. Fine Arts Press, 115 Donald, Peoria, Ill.

SHOWMAN'S SPECIAL—UNFINISHED HOUSE Trailer, 24 foot, triple braced thruout for roadability, dual wheels, heated floor and walls, air conditioned in summer; guaranteed super insulation extra reinforced channel iron; Masonite exterior, plywood interior; must be seen to be appreciated; can be completed at nominal cost; come and get it; \$700 cash; 10 to 6 p.m. any day. Violet Rider, 1921 Lansing Ave., Johnson's Trailer Park, Jackson, Mich.

SIDE SHOW TOP, 20x80, TOP ONLY; TWO 15x15 Show Tents and Wall; one 40x15 Top and Wall; 15 Side Show Banners, \$5 each; bargains. Write Gilbert Tracey, Rt. 1, Upperco, Md.

SOUND PROJECTOR, WALK THROUGH OD-dity Museum Show in Tandem Wheel Trailer; Foto Cameras, Electric Snow Machine, other things; will take Distortion Laughing Mirror in trade, 1438 McCarty St., Houston 13, Tex.

SPECIAL SALE 16MM. SOUND FEATURES, many priced at \$50; no junk prints! Free list! Also like new Ampro Century 10 16mm. sound projector complete with speaker, \$250. M. Adair Co., 6926 Roosevelt, Oak Park, Ill.

SURPLUS GENERATOR SETS, 5 TO 100 KW.; Gas and Diesel; bargains. Oldham & Sutherland, Junction City, Ky. m327

TESTED PLANS FOR BUILDING PARK AND carnival equipment; free catalog. Kiddie Rides: Auto, Boat, Airplane, Chairplane, Individual Airplane, \$5; Train, \$10; Ferris Wheel, \$8; Jeep, Toonerville Trolley for Auto Ride, \$4 each; all 9, \$40. Major Rides: Chairplane, \$10; Greased Lightning, \$15; both, \$20; all 11 Ride Plans, \$57; Funhouse, \$10. Concessions: High Striker, \$3; Short Range Lead Gallery, \$5; Shallow Joint with 23 Legitimate Games, \$5; Ball Rack, 13 Games, \$5; 4-Way Joint, 11 Games, \$5; all 5 Concessions, \$20; Pitt Show (Turtle, Girl and Spidera Illusions), \$8; Coffin Blade Box, \$5; all 19 Plans, \$93; free catalog. Brill, 228-B North University, Peoria, Ill.

THEATRE SEATS, FOLDING CHAIRS, Screens, Projectors, Blues, Stadium Cushions. Tents, Lone Star Film Co., Dallas, Tex. ap8

USED TRAINS—ALL TYPES; STREAMLINERS, steam-type and custom-built trade-ins; we will work out a plan for your track layout if you will send us your requirements. Tom Thumb Streamliners, Inc., County Airport, Sarasota, Fla. ap15

USED 16MM. MUSICAL PANORAM SOUNDIES, 48 different subjects, \$37.50; specially selected titles, \$17.50 doz.; used reels, 600 ft., \$7.50 doz.; 1,600 ft., \$9 doz. R. Gaines, 639 Addison, Chicago 13, Ill.

TWO AMPRO 16MM. SOUND PROJECTORS, \$175 each or the matched pair for \$300. Jack Curry, 919 North Sixth St., Phoenix, Ariz.

WHITE BUS—GOOD RUNNING CONDITION; Interior 17x6x7, painted white, \$200. Joseph Rapps, 218 Diamond St., Bethlehem, Pa.

(Continued on page 194)

NOTICE, SUB JOBBERS SPECIAL PRICES

- | | |
|---|-----------|
| | Per Doz. |
| Berkley \$2 Lighters | \$ 9.00 |
| Magic Lamp Lighters | 15.00 |
| Electric Kitchen Clocks | 24.00 |
| B. B. OR. Wearever Pens | 7.20 |
| \$2 Ref. Wallets, Asst. Col. .. | 7.20 |
| Sparky Voice Dog House | 12.00 |
| Scope Cigarette Holders | 4.20 |
| 5 Gr. Lol, Auto Bombs (Case) .. | 60.00 |
| 10 Gr. Lol Exploding Matches .. | 25.00 |
| 5 Gr. Case Bang Caps | 12.50 |
| Ex. Matches Carded (36) (25 case) | 25.00 |
| | Per Gross |
| Mr. Beak Plastic Nose | \$33.00 |
| Mr. Beak Soft Rubber Nose .. | 42.00 |
| Mr. Beak Hard Rubber Nose .. | 45.00 |
| Floating Doll Pencil | 48.00 |
| Bowers 98c Cig. Lighters | 72.00 |
| Fifteen Puzzle (Brodi) | 50.00 |
| Norman 2 Rife Pens | 60.00 |
| Filigreed Pens or Lighters | 36.00 |
| Magnetic Car Cig. Cases | 36.00 |
| Dipsy Ball Puzzle | 9.00 |
| 4 1/2 Blade Hunting Knife | 72.00 |
| Midget Finn H. Knife | 72.00 |
| Cub Hunter Knife | 36.00 |
| Free Drinks Card Trick | 12.00 |
| B. B. Bals, Min. Souvenir | 43.20 |
| 4 Nickels to Dimes (Brass Trick) | 54.00 |
| Slum Rings With Stone | 1.50 |

Above Sold only in lots as Advertised.

We also have Jocko Monkey with Suction Cup, Rubber Gorilla and Twinkle Flash Light.

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Beautiful two-piece Necklace with matching Earrings. Sparkling assorted color stones set in bright silver-finish mounting. Handsome gift box. Tagged at \$19.95. Large assortment of three-piece sets. State your business.

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SPARKLERS! SAFE & SANE FIREWORKS!

- 30/16—1 1/2" Super Chgd. Bdl. \$1.25
 - 30/20—1 1/2" Super Chgd. Bdl. 1.50
 - 40/30—1 1/2" Super Chgd. Bdl. 2.50
 - 8" Sparklers, Gold, Gr. Boxes 5.00
- Cash with order, or 25% Deposit, balance C. O. D. Express. Wagon Jobbers—Write for Case Lot Price List.

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RED HOT AUTOMATIC PISTOL LITER

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| | |
|--------------------------|-----------|
| Whips, 27 in., w/whistle | 14.00 Gr. |
| Whips, 27 in., w/whistle | 15.40 Gr. |
| Whips, 23 in. | 12.50 Gr. |
| Whips, 23 in. | 8.90 Gr. |
| Whips, 23 in. | 13.50 Gr. |
| Whips, 24 in. | 1.90 100 |
| Whips, 24 in. | .60 Gr. |
| Whips, 24 in. | 17.50 Gr. |
| Whips, 24 in. | 20.00 Gr. |
| Whips, 24 in. | 12.75 Gr. |
| Whips, 24 in. | 24.00 Gr. |
| Whips, 24 in. | 27.00 Gr. |
| Whips, 24 in. | 1.35 100 |
| Whips, 24 in. | 5.75 Dz. |
| Whips, 24 in. | 2.00 Gr. |
| Whips, 24 in. | 22.75 Dz. |
| Whips, 24 in. | 7.20 Gr. |
| Whips, 24 in. | 7.80 Gr. |
| Whips, 24 in. | 2.25 Gr. |
| Whips, 24 in. | 1.10 Gr. |
| Whips, 24 in. | .75 Dz. |

GLASSWARE

| | |
|---|----------|
| 1 in. Nappy Glass Bowl, pkd. 6 dz. | .45 Dz. |
| 1 in. Nappy Glass Bowl, pkd. 2 dz. | 1.30 Dz. |
| 2 1/2 Coaster, plain, packed 1 gr. | 4.12 Gr. |
| 2 1/2 Coaster, gold trim, packed 1 gr. | 4.15 Gr. |
| Whiskey Tumbler, plain, packed 1 gr. | 4.50 Gr. |
| Whiskey Tumbler, gold trim, pkd. 6 dz. | .45 Dz. |
| 44 Ashtray, packed 6 dz. | .48 Dz. |
| Team or Sugar Bowl, packed 2 dz. | .84 Dz. |
| Oz. Decorated Pitchers, seconds, packed 1 dz. | 3.20 Dz. |
| Oz. Decorated Pitchers, seconds, packed 1 dz. | 4.00 Dz. |
| Oz. Decorated Glasses, seconds, packed 6 dz. | .48 Dz. |
| Oz. Decorated Glasses, seconds, packed 6 dz. | .50 Dz. |
| Oz. Decorated Glasses, seconds, packed 6 dz. | .52 Dz. |

TOYS-DOLLS

| | |
|---|----------------------|
| 1/2 in. Jumbo Stuffed Doll, plastic face | \$32.00 Dz. |
| 1/2 in. Baby Doll, 21" | 12.00 Dz. |
| Lamour Girl, flared skirt | 38.00 Dz. |
| Infant Display Stand for Flared Skirt Doll | .75 Ea. |
| 1/2 in. Wind-Up Toy, sings & dances | 4.00 Dz. |
| 1/2 in. Trombone | \$2.10 Dz. 24.00 Gr. |
| 1/2 in. Doll, genuine white rabbit fur | 24.00 Dz. |
| 1/2 in. Dancing Couple, wind-up | 3.60 Dz. |
| 1/2 in. Rubber Squirt Guns | .80 Dz. 9.00 Gr. |
| 1/2 in. Rubber Pistol & Holster | .80 Dz. 9.00 Gr. |
| 1/2 in. Buckaroo Cowboy Doll, felt hat & chaps, 7 in. | 8.00 Dz. |
| 1/2 in. Toy Rogers Dolls | 17.60 Dz. |
| 1/2 in. Plastic Clicker Guns | .80 Dz. 9.00 Gr. |
| 1/2 in. Plastic Rabbit Blow Ups: 24", \$8.00 Dz.; 36", \$16.00 Dz.; 48" 24.00 Dz. | |
| 1/2 in. Plastic Kigmy Blow-Up, large size | 24.00 Dz. |

SLUM

| | |
|--|----------|
| Crosses, packed 2 gr. | .75 Gr. |
| Finger Traps | .85 Gr. |
| Bisque Dolls, 2 1/2 in. | 2.40 Gr. |
| Asst. Toy Cars, Trucks, big value, 2 gr. package | 2.50 |
| Asst. Knives, Forks, Spoons | .75 Gr. |
| Sml. Rosette Fans | .85 Gr. |
| Med. Rosette Fans | 1.85 Gr. |
| Tube Horns | 1.00 Gr. |
| Put & Take Tops | 2.40 Gr. |
| Lge. 3 in. Cricket Frog | 2.40 Gr. |
| Czech Rings w/stones | 1.00 Gr. |
| American Made Crickets | 1.25 Gr. |
| Elephant Charms | 1.05 Gr. |
| Asst. Plastic Cowboys, Skaters, etc. | .75 Gr. |
| Nose Blowers (razors) | 1.00 Gr. |
| Plastic Rings, bags of 500 | 2.50 |

NOVELTIES

| | |
|--|--------------------------|
| Nose & Glasses, pliable soft nose | \$4.80 Dz. |
| With hard plastic nose | 4.00 Dz. |
| Drinker's Nose | 3.60 Dz. |
| Half Pot Plastic Key Chain | .70 Dz. 7.20 Gr. |
| Felt Kibitzer Hats w/feather | 1.95 Dz. |
| Felt Bowery Derby | 2.10 Dz. |
| Dribbling Water Glass, indiv. boxed | 2.40 Dz. |
| Bending Knife | 4.00 Dz. |
| Bending Fork | 2.75 Dz. |
| Bending Spoon | 1.90 Dz. |
| Rubber Horned Toad | 1.10 Dz. |
| Soft Rubber Snake Squirt | 4.00 Dz. |
| Rubber Dagger | .40 Dz. 7.00 Dz. |
| Rubber Dagger w/sheath | .80 Dz. 8.40 Gr. |
| Rubber Squeaking Mouse, packed 2 dz. | .60 Dz. 7.00 Gr. |
| Celluloid Pinwheels on stick, 2 propeller or 4 point type | .45 Dz. 5.00 Gr. |
| Miniature Beer or Soda Water Bottles | .80 Dz. 9.00 Gr. |
| Small Rubber Lizards, 4 in. | .50 Dz. 4.80 Gr. |
| Lge. Rubber Lizards, 9 in. | 1.75 Dz. 20.00 Gr. |
| Yakity Yak Talking Teeth | 7.20 Dz. |
| Goosy Lucy, lays 5 golden eggs | 2.95 Dz. |
| Lge. Rubber Thumb | .84 Dz. 9.25 Gr. |
| Large Rubber Ears | \$2.10 Dz. Prs. 9.00 Gr. |
| Rubber Teeth | .80 Dz. 9.00 Gr. |
| Bar Bugs, plastic ice cubes w/bug | 1.80 Dz. |
| Bobbing Plastic Bird on felt skull cap | 4.00 Dz. |
| Rubber Masks, devil, clown, monkey, pig | 8.00 Dz. |
| Talking Cards: Hello, Sweetheart, or Happy Birthday | 1.50 Dz. |
| Smokers Fun Shop, contains 53 asst. 10¢ trick matches, cigarette loads, etc. Per card, \$1.80; 1 dz. cards | 1.75 Ea. Express only. |
| Hot Peppy Chewing Gum, box of 20 packs | .95 Box |
| Auto Bombs, whistles, smokes, bangs, express only | \$14.00 Gr. 1.20 Dz. |
| Squirt Rings | 1.20 Dz. |
| Plastic Wonder Mouse, indiv. boxed | .70 Dz. |
| Plastic Easter Egg, whistles, chicken inside | 1.85 Dz. |

METAL GOODS

| | |
|---|-------------|
| Large 2-Tone Horse Lamp, copper shade, 6 or more | \$ 4.32 Ea. |
| Sample \$4.80. | |
| Hula Girl Lamps, 6 or more | 12.15 Ea. |
| Sample | 13.95 Ea. |
| 251 Horse Ashtray, 6 or more | 2.50 Ea. |
| Sample | 2.95 Ea. |
| 2 1/2 in. Horses | 2.00 Dz. |
| 3 1/2 in. Horses, 6 dz. lots | 2.70 Dz. |
| 4 1/2 in. Horses, 6 dz. lots | 4.19 Dz. |
| 6 1/2 in. Horses, 3 dz. lots | 7.09 Dz. |
| 10 1/2 in. Horses, bronze, \$21.60 dz. silver | 24.00 Dz. |
| Sml. Brahma Bull | 4.50 Dz. |
| Lge. Brahma Bull | 21.60 Dz. |
| When ordering Horses mention choice, bronze or silver finish. | |
| Cowgirl Lamp, swings lasso, moves hips | \$27.75 Ea. |
| Fan Dancer Lamp, moves fans, w/jewels | 25.00 Ea. |

JEWELRY-PEN & PENCIL SETS

| | |
|--|-------------|
| #BX1905 Men's Gold Plated Watch Chain, Money Clip, Tie Chain & Collar Clip, handsomely boxed, \$10.00 price tag. Sample \$1.50 | \$16.00 Dz. |
| #BX2456 Men's Gold Plated Watch Chain, Key Ring, Cuff Links & Tie Clasp w/ivory dice settings. Sample set, \$3.00 | 32.00 Dz. |
| 24 Carat Gold Plated Necklace, Bracelet and Earrings to match. Beautiful satin lined plush box, \$19.95 price tag. Sample \$4.25 Ea. | 45.00 Dz. |
| Pen & Pencil Sets: | |
| 3 Pc. Ball Pt. Pen, Pencil, eye dropper ft. pen, \$7.50 price tag | 4.80 Dz. |
| 3 Pc. Ball Pt. Pen, Pencil, lever ft. pen, \$7.50 price tag | 5.35 Dz. |
| 3 Pc. Ball Pt. Pen, Pencil, Fountain Pen, all gold plated, \$7.50 price tag | 7.20 Dz. |
| Gold Plated Ball Point Pen Flashlight | 5.00 Dz. |
| 3-Color Ball Pt., red, green, blue | 5.75 Dz. |
| Gold Ball Pt. Pen & Cigarette Lighter | 4.80 Dz. |
| Floating Girl Pencil, Everlast | 7.20 Dz. |
| Note: Jewelry items sold for resale purposes only. Samples will not be sent unless accompanied by a signed statement that same is being purchased for resale purposes only. Prices listed are exclusive of Federal Excise Taxes. | |

BALLOONS

| | |
|--------------------------------------|------------|
| #12 Balloons, special | \$1.40 Gr. |
| Oak #15 K Mottled Kat Face Balloons | 7.75 Gr. |
| Workers | .50 Ea. |
| Oak #N.M. 10 Multicolor Spiral Nobby | 7.75 Gr. |
| Workers | .50 Ea. |
| Asst. A Balloons, 10¢ size, special | 3.75 Gr. |
| Asst. B Balloons, 15¢ size, special | 4.25 Gr. |
| Oak 10K Mottled Kat Face | 6.25 Gr. |
| Dart Balloons, special | .60 Gr. |

ELECTRIC CLOCKS

| | |
|---|-----------|
| Large 2 Tone Horse w/ Horseshoe Clock, 6 or more, \$7.29 Ea. Sample \$7.95 Ea. Same as above w/metal base. | 8.40 Ea. |
| 6 or more, \$7.95 Ea. Sample | |
| Swingtime, girl in swinging motion, walnut or onyx | 9.75 Ea. |
| Teeter Tottler, boy & girl in motion | 9.75 Ea. |
| Rancho, log cabin w/horse & rider in bucking motion | 9.75 Ea. |
| Flying Cloud Ship w/lights | 11.67 Ea. |
| Nude Golden Girl | 10.00 Ea. |
| Airliner w/lights | 10.25 Ea. |
| Notice: All clocks are sold for resale purposes only. Samples will not be sent unless accompanied by a signed statement that same is being purchased for resale. Prices listed are exclusive of Federal Excise Tax. | |

PLASTER ITEMS

| | |
|---|---------|
| Asst. Small | .67 Ea. |
| Asst. Medium | .15 Ea. |
| Asst. Lge. | .25 Ea. |
| Add 10% packing charge on all plaster for shipping. | |

MISCELLANEOUS

| | |
|--|-----------------------------|
| 1 1/4 Inch Roy Rogers Buttons | \$3.75 100 |
| 1 1/2 Inch Ligne Comic Buttons | \$13.50 per 1000 \$1.50 100 |
| 1 1/4 Inch Ligne Comic Rodeo Buttons | \$10.25 per 1000 1.00 100 |
| Plastic Nut Baskets | 3.75 Gr. |
| 1/2 Pottle Key Chain, carded 2 dz., \$1.60 | 9.00 Gr. |
| Billy Bones Key Chain, carded 2 dz., \$1.60 | 9.00 Gr. |
| Rubber Bands, 20 gr. to box | 1.00 Box |
| Mexican Pottery Hat Ashtrays, 6oz dz. | 6.00 Gr. |
| Gold Plated Trotting Horse, 2 1/2 in. high, packed 2 dz. | 2.00 Dz. |
| Gold Plated Bucking Horse, 2 1/4 in. high, packed 2 dz. | 2.00 Dz. |
| Small Plastic Horse, Ivory & bronze | 4.80 Gr. |
| 2 Pc. Plastic Horse w/rider, bucking or trotting, asst. colors, packed 2 dz. | 1.25 Dz. |
| #107 Western Rayon Scarfs, 20 in. | 4.00 Dz. |
| #105 Western Rayon Scarfs, 24 in. | 6.75 Dz. |
| #135 Cowboy Tie w/jeweled leather slide | 2.45 Dz. |
| Western Suede Cloth Bolero Vest, highly decorated | 6.30 Dz. |
| Felt Cowboy Hats, high crown, #708 | 3.40 Dz. |
| Felt Cowboy Hats, flat crown, #406 | 3.75 Dz. |
| Imported Glass Wind Chimes | 2.25 Dz. |
| Mex. Miniature Tea Sets | 6.80 Dz. |
| 4 Nickels to Dime Trick | 4.80 Gr. |
| Ping-Pong Balls | .45 Dz. 4.80 Gr. |
| Lge. Mex. Spider, spring legs, 75¢ dz. | 8.00 Gr. |
| Mex. Fur Monkey, spring legs, 95¢ dz. | 10.75 Gr. |
| 9x12" Silk American Flags on spears | \$1.00 Dz. 10.80 Gr. |
| Swiss Warblers | .95 Gr. |
| Darts | .50 Dz. 5.00 Gr. |
| Ten Yen Plastic Puzzle | 7.20 Dz. |

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CALENDAR WATCH - Automatic 31 day window radium dial, antimagnetic, sweepsecond hand, steel band
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The ORIGINAL Boudoir Girl!



Superior to others in market

\$7.20 Dozen (\$81.00 Gr.)

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Colorful, Washable, Open-Toed

WATCH THEM SELL!

QUILTED PLASTIC SCUFFIES

Attractive flowered print on background of white, red, blue, green. For all-around wear everywhere! Bedroom, shower, beach, on trips. S-M-L.

\$4.50 Doz.

Individually Cellophane Packed



TELESCOPIC Pen or Pencil

Ball Point

Easily attaches to any key chain. Closes to the pint size of 1 1/4 inch, opens to approx. 4 1/4 inches. Gold Finish. Indicate Pens or Pencils.

\$4.00 (36.60 Dz.)
Dz. In Gr. Lots

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Another red-hot Ro-La money maker! Mechanical gold finished pencil, approx. 5 1/2" long. Has a window that opens and closes and shows "Nudi-Doll."

\$4.25 Dozen **\$4.00** Dozen In Gross Lots

SAMPLES 75c EACH
 25% Deposit on All C.O.D.'s. F.O.B. N. Y.

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 907 Broadway, New York 10 OR 3-9060

BUY AT BELL AND SAVE

\$14.40 Doz.
Sample \$1.50
 Length 15"
 Width 8"
 Height 9". Individually boxed. Pink, Blue, or Red.



Lg. Fur Scotty Dog \$28.00 Dz.
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 36" United Nation Boud. Doll 42.00 Dz.
 12" Lazy Baby Doll 7.20 Dz.
 Batons 13.00 Gr.
 Swagger Canes 8.50 Gr.
 Ball Knob Pen, Canes 2.75 100
 Jap Pennant Canes 1.50 100
 Dart Balloons .60 Gr.
 #9 Balloons 2.25 Gr.
 Rub. Daggers \$.40 Dz. 4.00 Gr.
 Coin Holders .75 Dz. 8.00 Gr.
 Asstd. Key Chains 2.50 Gr.
 Fans .90 Gr. 2.00 Gr.
 Flat Western Hats 4.00 Dz. 44.00 Gr.
 Cowboy Hats 2.50 Dz. 40.00 Gr.
 Min. Westerns 1.80 Dz. 20.00 Gr.
 Comic Yodlers 1.50 Dz. 17.00 Gr.
 Bronze Horses:
 #1 \$21.00 Doz. #3 \$7.00 Dz. #4 \$4.00 Dz.
 Write for Catalog.
 25% With Orders—Balance C. O. D.
BELL SALES CO.
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New Kitchen Gadget opens vacuum packed jars and bottles such as pickle, catsup, jelly, etc. A must in every home. First time offered for sale. Set your own retail price. Per gross, \$36.00; individually carded with your name in 6 gross lots. PP sample, 50 cents.

SPECIALTY PRODUCTS CO.
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New edition, Has Last Summer, Crucifixion Pictures, Lord's Prayer, Over 200 Bible Verses. Size of postage stamp (1 1/2" x 1 1/2"). 100% profit. Printed and every word legible. Black gold-embossed cover. Wonderful BIG PROFIT novelty.
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Hot ALL-NEW line, 60c doz., with envelopes, 47 numbers

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 EXCELLENT DEAL FOR JOBBERS

Cel-Max BRINGS YOU the HITS of the SEASON!



Ladies' or Men's WRIST WATCHES

Sparkling new case; genuine Swiss works precision rebuilt and

GUARANTEED LIKE NEW

- 7-JEWELS..... \$8.25
 - 15-JEWELS..... 9.25
 - 17-JEWELS..... 10.25
- (In lots of 3 or more)

Gold Plated Expansion Band, 90¢ add.
Beautiful Rhinestone Dial, 95¢ add.
25% deposit on all C. O. D. orders.

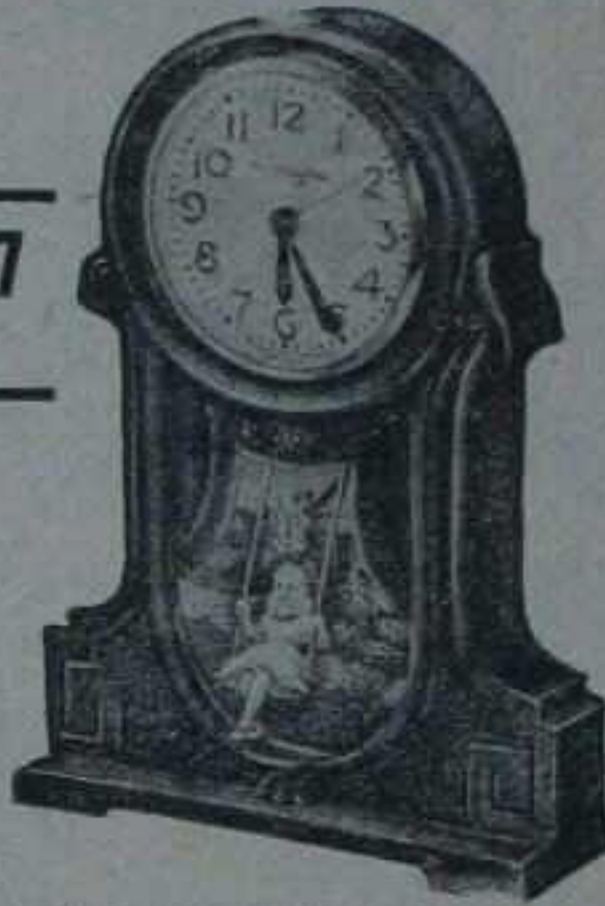
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18-Size Elgins and Walthams precision rebuilt.
New Yellow Brass or White Chrome Case.
Same as Above in 16 Size.....\$7.90

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It's a beauty! Priced RIGHT and packed with Buy-Appeal!

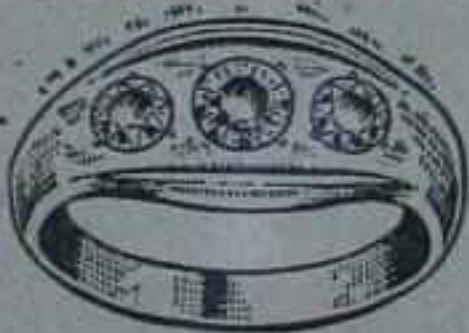
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2 BEAUTIFUL ASSORTMENTS!



GOLD FILLED, Per Doz. \$10.75

1/30 14K R.G.P. Two Doz. to Assortment (12 ladies' and 12 gents')

Polished Brass, Per Doz. \$2.85

Real eye-catchers! Two Doz. to Assortment (12 ladies' and 12 gents')

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Sensational MUSICAL LAMP LIGHTER

A miniature musical table-lamp lighter 6" in height, on a smartly chromium-plated stand and a contrasting black base; distinctively enameled shades in: Tangerine, Emerald, Blue and Rose.

Master Carton of 36 Assorted Colors

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Sample \$6 Prepaid

No. C.O.D.'s

Lamp contains a Swiss Musical Movement which plays popular tunes. Automatic lighter, presto—on light and music.

Individually Boxed.

25% Deposit

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Scenes—Religious—Pin Ups—Human Study
Several Colors to Choose From

Ideal for Giveaways, Prizes, Scales, Photo-Inserts, for Resale, etc., etc.

Write for FREE SAMPLE today and information on other novelties.

Our Frame Is the Original

Joseph Bella

6703 10th Ave., Brooklyn 19, N. Y.

ONLY **\$7.20** PER GROSS

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 192)

3 KIDIE YOU-DRIVE GASOLINE AUTOS; single Loop-a-Plane, late model; mechanical show on semi trailer; calliope, Collins Shows, Kearney, Neb.

8-CAR GYRO OCTOPUS — 16 KIDS OR 8 adults, gasoline powered, tested last season; organizing to build new rides; photo and details dime. Parker, 1640 S. Concord, So. St. Paul, Minn.

16MM. SOUND FEATURES AND SHORT SUBJECTS for sale; send stamps for bargain lists. Nertz Film Service 359 3rd St., San Bernardino, Calif. ap15

16MM. SOUND FILM, GUARANTEED CONDITION; shorts and features; low prices; lists free. Waverly, 5707 South Christiana, Chicago 29. ap29

16x30 STAGE SCENERY, POLES, STAKES, Maskings, Prosceniums, Switchboards, Wiring, Trunks, Tents, Footlights, Spots, Marquee, Costumes, Band Coats, other equipment. Ludwig, Carroll, Iowa.

18KW. LIGHT PLANT, ALLIS CHALMERS Engine; will trade for Bingo or Kid Ride; Star Jumbo Giant Popper, Potato Chip Machine, Rotary Popper, Richardson Concessions, 32 Cortland, Poland, O.

35MM. SOUND FILM — SACRIFICE SALE. West Show, Route 3, Store, Dunn, N. C.

35MM. SOUND FEATURES FOR OUTRIGHT sale. Lowest prices; also rental service; listings. Oakley Films, 242 Kontner, Nelsonville, O.

42 KEY BAND ORGAN; LOT MUSIC FOR same. William Powers, 15 Trask St., Providence, R. I.

43 WHISTLE HARRINGTON CALLIOPE WITH blower; hand or roll played. Wanted to buy; Miniature Mine or Farm Show. Walter Krajewski, Crystal Falls, Mich.

1939 G.M.C. SCHOOL BUS, READY TO GO. Royal Peanut Roaster, bottle gas, \$35. Henry Gores, Milford, Ind.

INSTRUCTIONS BOOKS & CARTOONS

IF IT'S POCKET NOVELTIES FOR MEN YOU want be sure to see our ad under Agents and Distributors, or send 25¢ for 10 Comic Cards and Catalog. Lewis, 1100B East 42d Place, Chicago 15, Ill. ap15

OCCULT SCIENCE—INEXPENSIVE EDITIONS. rare and unusual books and study courses; list free. Psychic Science Book Co., Box 7, Darby 8, Pa. ap22

5 STAG ASSORTMENT BOOKS FOR MEN; also 4 Beautiful Artists' Models, only \$1 postpaid; 15, \$2. Lucas, 12812 Frankfort, Detroit 13, Mich.

15 MINUTES MASTERS ADVERTISING AND Sign Lettering; Complete System; Sign Painters' Secrets; Cartooning Booklet; all three, \$1; free circulars. ABEnterprises, Box 875, Peoria, Ill.

\$250 WEEK REPORTED—ILLUSTRATED BOOK "505 Odd Successful Businesses" free; work home; expect something odd. Pacific 1, Ocean-side, Calif.

MAGICAL APPARATUS

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. ap22

AAAAA WHOLESALE TRICK CATALOG, 10¢—Joker's Novelties, Magic, Fast-Selling Specialties! (Pitchmen's Headquarters.) Ariane Mfg. Co., 4482-B Germantown, Philadelphia. ap8

COMPLETE SPOOK SHOW — GUILLOTINE. Spirit Cabinet, Dol House, Skull, Substitution Trunk, Radiophone, \$100. London Shoppe, 3439 Michigan Ave., Chicago (16), Ill.

MAGIC SALE—NEW AND USED; FREE LIST. Inquire Ramon Bordoy, 367 Hawthorne St., Brooklyn 25, N. Y.

NEW #22 CATALOG MINDREADING, MENTALISM, Spirit Effects, Horoscopes, Forecasts, Crystal, Palmistry, Graphology, Books, 164-page illustrated catalog, 30¢; wholesale: Nelson Enterprises, 336-B S. High, Columbus, O. ap22

PITCHMEN—MAGIC PITCH PACKAGES AND Books; 8 items; \$4.50, 100; sample 25¢. Beebe, Box 260, Pontiac 13, Mich. ap22

PUBLICITY, MINDREADING, ESCAPES, Chemicals, Books, Drawings; illustrated list 30¢. Genova, Dept.-B, G.P.O. Box 217, New York 1. my6

SPIRIT CABINET, TALKING SKULL, SPIRIT Pump, Clown Automobile, anything operated from distance or through walls without connection; better than magic, good as spirit. Baughman, 722 4th St., Warren, O.

VENTRILOQUIAL (\$45 UP); PUNCH FIGURES, \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbia 7, Minneapolis, Minn. ap22

MISCELLANEOUS

AMERICA'S MOST INTERESTING ASHTRAY with sundial in center, \$2.95. For details write Rudholm, 378 Apple, Muskegon, Mich.

CARNIVAL PLASTER ITEMS! WE HAVE them! Pay us a visit. Liquid molding rubber, \$2.95 per quart; \$7.95 a gallon postpaid. Plastercraft Supply Co., 3051 St. Clair Ave., Cleveland 14 O. je10

FREE SHAVE RAZOR—USE OLD WAY, NEW way, 50¢; another razor free. Vinick, 1468 Montpelier, Baltimore 18, Md.

HANDI GROMMET KIT—MAKE PROFESSIONAL repairs to your canvas. Replace torn out Grommets with this kit. Complete with hole cutter inserting die, 4 dozen Grommets, 3/4" hole, \$2, 5/16" \$2.25; 3/8" \$2.50; 7/16" \$2.50. Sent postpaid with check or m.o. Lord & Hodse, Saybrook Road, Middletown, Conn. ap15

NEW SHEET MUSIC, 5¢; 21 ASSORTED FOR \$1 prepaid. Irving, 201A North Central Ave., Marshfield, Wis.

NEWS!—YOUR NAME FEATURED IN LIGHTS on famous Broadway Theater; photograph amazes friends! Yours, \$1. Old customers please contact for new idea. Rickaby 403 B W 115th St., N.Y.C. 25. ap8

NEWSPAPER HEADLINES — EDIT OWN'S lines, 50¢; 3 copies, \$1. Jordan, 205 Primrose St., Haverhill, Mass.

(Continued on page 196)

FLASH at a PRICE!

3 BRAND NEW LOW PRICED

PROFIT MAKERS

Never Before at This Price!

Exclusive square shape low plated model with some matching metal ruby and rhinestone All this! And only \$6



Looks Like Thousand Dollar Watch

Rhinestone knot design, contrasting dial. Nothing like \$6 it at this price!

EXQUISITELY YOUNG

Small and lovely, ruby and rhinestone dial, yellow plated with matching expansion band. \$5

ALL JEWELRY TESTED AND TESTED NEW MOVEMENTS handsomely packaged

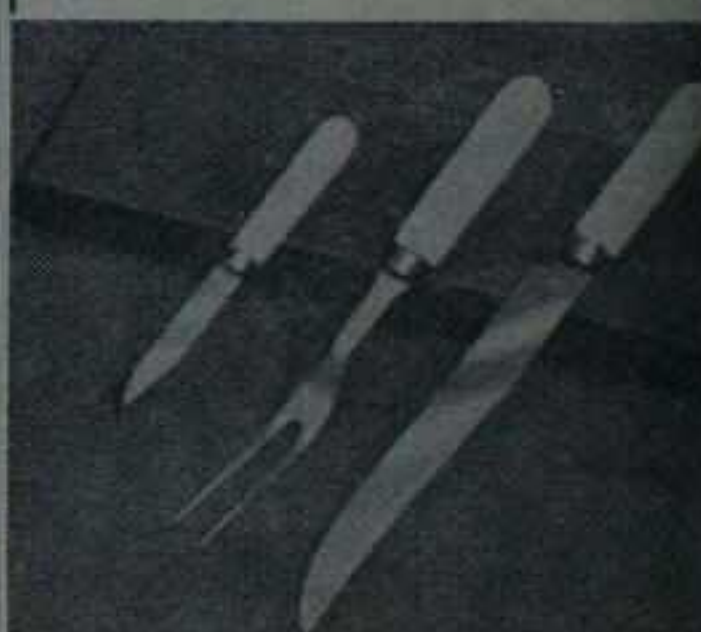
in attractive boxes, with individual guarantee FOR RESALE ONLY! Prices are for lots or more. In smaller lots, add \$1.00 each to price. 25% with order, balance C. O. D.

Send for free catalog.

LANCYL WATCH CO.

580 Fifth Ave. New York 19, N. Y.

3-PC. KNIFE SET



ONLY 57c EACH

Minimum order 3 doz. Sample \$1.00. PLEASE NOTE, CONCESSIONAIRE PRICED RIGHT FOR INTERMEDIATE PRIZE PAY OUT. EACH SET ATTRACTIVELY BOXED, QUALITY STAINLESS STEEL MIRROR FINISHED. Many other numbers available from 3 to 50 pc. sets in silverware, cutlery sets, kitchen knives, dinnerware, steak and carving sets, etc., etc. Nicely packaged items for every type of operation in the premium, promotion and other fields who require items priced right. Catalog available. Address:

THOMAS A. WOLFE, INC.

"The House of Cutlery"
Dept. 8B, 1123 Broadway, New York 10, N. Y.

RUBBER EXERCISERS

Pat. No. 1790287
PITCHMEN all over America exclaim—"The fastest selling gadget in the world!"

MEN Use for Physique Building. WOMEN Use for Reducing. Individually Beautifully Boxed With Exercise Chart.

Stretchem, \$40 per 100

Sells for \$1.50

Samson, \$45 per 100

Sells for \$3.00

F. O. B. Detroit; 25% With Order, Balance C. O. D. Send \$1.00 for both samples; retail value \$3.50.

MED. WORKERS: Write us for our specialties you will be amazed at prices.

GORDON SERVICE 1917 W. Grand River

Detroit 24, Michigan

A NEW START WITH NEW MERCHANDISE

The best money can buy with new glossy finish. Large assortment.

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1657 St. Clair Ave.
Cleveland, O.

ATTENTION, PARK MEN AND CONCESSIONAIRES
 SHOP—AT ONE TIME—UNDER ONE ROOF

at

THE SENDAR COMPANY

AMERICA'S LARGEST DISTRIBUTOR OF GLASSWARE
 FOR PROMOTIONAL AND CARNIVAL USE

We cordially invite you to visit and inspect
 our large display, and compare our prices.

The Sendar Company

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 TELEPHONE GRAMERCY 7-4200

TOP THE MIDWAY WITH MYCO SUPER VALUES



Whips ...

| | | | |
|--------------------------------|------------------|------------------------|-------------------|
| Dart Balloons | \$.75 Gr. | Imported Hawaiian leis | \$ 1.75 Gr. |
| 59 Balloons | 2.50 Gr. | Comic Felt Hat Bands | 1.25 H. |
| 59 Cat Balloons Mottled | 4.75 Gr. | Worth 85-1 Baseballs | 2.25 Dz. |
| 14 Cat Balloon Mottled | 6.50 Gr. | Swagger Canes | 8.50 Gr. |
| 11 Mottled Animal Prints | 4.75 Gr. | Crook Handle Canes | 24.00 Gr. |
| 24 Mottled Paddle Balloons | 9.00 Gr. | 28" Plush Bears | 33.00 Dz. |
| 24" Balloon Reed Sticks |75 Gr. | Stuffed Cuddly Dolls | 4.00 Dz. |
| Whistling Flying Birds | 9.00 Gr. | Horse Clocks | 7.00 Ea. |
| Red, White, Blue, Bell Batons | 14.00 Gr. | 5" Pocket Combs | 1.00 Gr. |
| Slide Trombones | 1.80 Dz. | Finger Traps | 1.00 Gr. |
| Cowboy Lash Whips | 12.00 Gr. | Metal Whistles | 1.00 Gr. |
| Import Fur Monkeys | 7.20 Gr. | Jumping Beans | 1.00 Gr. |
| Jingle Bell Fur Monkey | 27.00 Gr. | Folding Fans | 1.00 Gr. |
| Feather Dolls, 7", \$14.40; 9" | 27.00 Gr. | Cigarette Holders | 2.00 Gr. |
| Feather Plume Dresses | 9.00 Gr. | Comic Buttons | 1.00 H. |
| Mexican Challo Hats | 27.00 Gr. | Metal Police Badges | 3.60 Gr. |
| Cowboy Hats | 36.00 Gr. | Glass Boots | 3.60 Gr. |
| Spanish Hats | 30.00 Gr. | Glass Boats | 3.60 Gr. |

25% Deposit With All Orders, Balance C.O.D. F.O.B. PITTSBURGH, PA.

MILTON D. MYER COMPANY

332 Third Avenue THE UNDERSELLING SUPPLY HOUSE Pittsburgh 22, Penna.

1950 PROFIT MAKERS!

CHOICE OF BRONZE OR SIMULATED GOLD PLATE FOR ALL ITEMS!

MINUET LAMP



All metal, 16" high. Approved U.L. cord.

\$1.75

Ea. in Doz. Lots. Complete with Shade.

TWIN CUB LAMP



All metal, 15" high. Eyes of twin cubs are jeweled.

\$1.50

Ea. in Doz. Lots. Complete with Shade.

WESTERN HORSES

| Height | Doz. Price |
|--------|---------------|
| 10" | \$18.00 |
| 8 1/4" | 16.20 |
| 6 3/4" | 8.50 |
| 5 1/2" | 6.60 |
| 4 1/2" | 4.00 |
| 3 1/4" | 2.40 |
| 2 1/2" | 1.95 |

HORSE CLOCK

Don't Be Mislead!

We still offer the LOWEST PRICES for horse clocks. Size 17"x11 1/2" high, with SELF-STARTING 4" SESSIONS ELECTRIC CLOCK MOVEMENT! Mounted on hand-rubbed mahogany finish, MAPLE WOOD BASE, 1 1/2" THICK, or metal base if desired.

\$6.30

Ea. in Doz. Lots

PIPE RACK ASH TRAY



Choice of 5" Western Horse or 5" Western Boot styles. Each equipped with glass liner. Individually packed.

\$1.00

Ea. in Doz. Lots

HORSESHOE CLOCK



Self-starting 4-inch Sessions Electric Movement in Metal Horseshoe Case.

\$3.30

Ea. in Doz. Lots

Wholesale only. 25% deposit, balance C. O. D. If not for resale, add Federal Excise Tax.

HOUSE OF BRONZE

1497 Myrtle Avenue GLENMORE 2-8261 Brooklyn 27, N. Y.

THE HOBO LIFE WANTS AGENTS

\$6.00 per 100
 All samples 15c

For Fastest Selling 15c newspaper in the country

Address THE HOBO LIFE

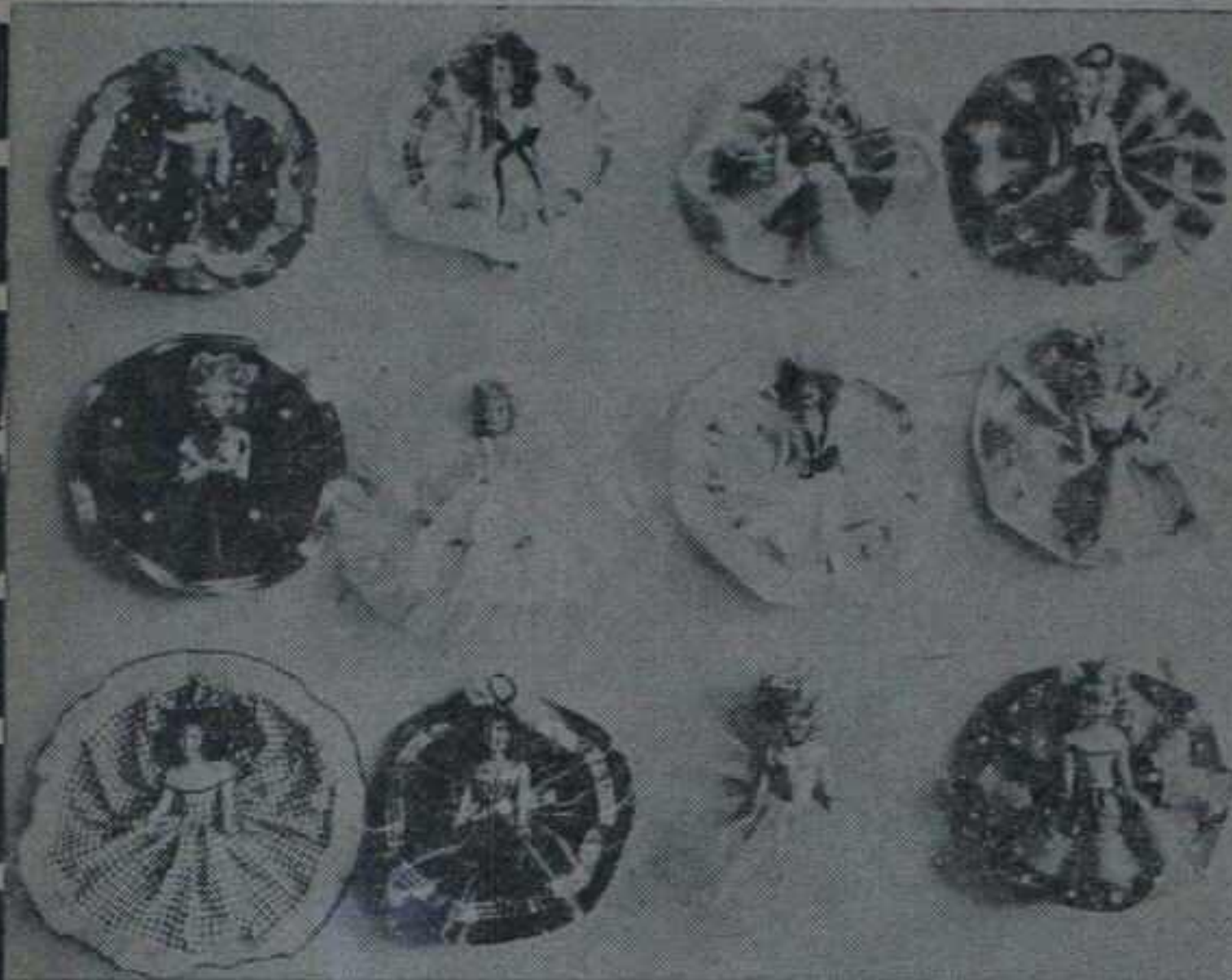
98 Broad St. Newark, N. J.

SCOOP!

ROSEN SCORES AGAIN!!!

"The Princess Margaret DOLL"

The Most Beautiful Doll Ever Manufactured
The Hit of Two Continents



Comes in 12 Assorted Styles, Each One more Attractive than the other. Each Doll Individually packed in Window Box. Packed 1 Dozen to the Carton (Assorted)

\$7.80 DOZEN 1/3 Deposit, Balance C.O.D.
F.O.B. St. Louis

SAMPLES SENT PREPAID FOR \$1.00 EACH

C. P. ROSEN & CO.

2831 OLIVE STREET
ST. LOUIS 3, MO.
(Phone: Lucas 4091)

SEASON OPENING SPECIALS

Balloons—New Stock—Low Prices

- #4 Round .65 gr. #418 Airship \$1.00 gr. #14 Kat Mottled \$4.50 gr.
#7 Round 1.50 gr. #524 Airship 2.00 gr. #14 Kat Mottled 6.50 gr.
#9 Round 2.00 gr. #729 Airship 5.00 gr. #9 Stripes 4.00 gr.
#11 Round 2.75 gr. #729 Squawkers 9.00 gr. #9 Circus Print 4.25 gr.
#26 Round 9.00 gr. #10-NA Spirals 7.20 gr. #11 Pastel Print 4.00 gr.
#14 Hep Kats 6.50 gr. #10 Nose & Ears 8.00 gr. #11 Mottled Print 4.50 gr.
24" Reed Sticks .50 gr. Balloon Pump 3.50 ea. 24" Wood Dowels .90 gr.

HELIUM ON HAND AT ALL TIMES

- Lancaster Baton with Bell \$12.00 gr. Western Cowboy Hats \$40.00 gr.
Lash Whips, Silk 11.00 gr. Lone Star Cowboy Hats 33.00 gr.
Lash Whips with Whistle 13.00 gr. Fur Monkeys 4" 4.00 gr.
Swagger Sticks with Tassel 8.00 gr. Fur Monkeys, 8" 12.00 gr.
7" Feather Doll Hat, Beads, Ear 20.00 gr. Fur Monkeys, 10" 15.00 gr.
10" Feather Doll 30.00 gr. Fur Monkeys #400 U.S. 24.00 gr.
12" Feather Doll Hat, Beads, Ear 36.00 gr. Pinwheels—New Numbers 7.50 gr.
Trombones—Metal 21.00 gr. Trumpets—Metal, With Handle 8.50 gr.
Double Western Boot Key Chain, Gold 8.50 gr. Trumpets—Plastic 21.00 gr.
Bullet Key Chains, Large 8.50 gr. Fog Horns—Plastic 9.00 gr.
Balloon & Feathered Squawker 2.50 gr. Fingertaps 1.00 gr.

WRITE FOR LATEST PRICE LIST

25% DEPOSIT REQUIRED WITH ORDER — SAME DAY SERVICE

CHARLES SHEAR, 150 Park Row, New York 7, N. Y.

Hottest Item!

SWEETHEART PICTURE BRACELET

in Rhodium or 14K Gold Finish

- Heavy Flat Curb Chain with Safety Snap
Movie Star's Picture, replaceable for photo of girl's favorite beau
Cupid's Heart & Love Key
Metal Back of Picture & Heart excellent for engraving

\$6.00 DOZ.

Send \$10 for either our new sample Ring Assortment or our boxed Rhinestone Pendant & Earring Sets. Direct from Mfr.—Greatest values in Rhodium Identification Bracelets—Will hold up in any climate! Send \$5 for samples.

20% Deposit, Balance C.O.D.

JACK ROSEMAN CO.

307 Fifth Ave. New York 16, N. Y.

CONCESSIONAIRES—PREMIUM USERS—ETC.

BUY DIRECT FROM MANUFACTURER
OUTSTANDING LINE OF NEW ITEMS

Reasonably Priced—Immediate Delivery—Shipped Anywhere.

LAMP-CAL MFG. CO., 2727 So. Main, Los Angeles 7, Calif.

Phone: Richmond 7-5981

MISCELLANEOUS

(Continued from page 194)

ORCHESTRATIONS, POPULAR BACK NUMBERS, standards, rhumbas, 20 \$3; 25, \$5 postpaid; no lists; musical stationery with any instrument; 100 letterheads, 75 envelopes, \$2 Terminal, 4818 1/2 Kimball, Chicago 25.

SEND 10¢ FOR LIST—150 NEW AND USED guns, binoculars, holsters, cartridge belts, Frayser, Wilmar, Minn.

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100, \$54.50; 7x100, \$63.04; 8x100, \$71.52; 9x100, \$80; 10x100, \$88.48; made in any length at above rate per running foot; 25¢ deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone: Cadillac 5691. my6

SILVER PLATING LIQUID—SILVER PLATES metal items, replates old silverware; simply apply; trial bottle 35¢ postpaid. Reb Industries, Elmhurst, Ill.

TURKISH BATH—INEXPENSIVE, COLLAPSIBLE, portable. Simple operation; comfortable treatment; free literature. Gordon, 337-X E. 139th St., New York 56, N. Y.

WHOLESALE GIFTWARE — MINIATURE Framed Pictures, \$4.50 doz.; Alabaster Bird Ash Trays, \$5 doz.; Plaques, \$4.20 doz.; inquiries invited. H. Gordon Bower, R.F.D. 15, South Richmond, Va.

YOUR NAME IN HEADLINES, 25¢; TWO lines with 21 letters in each line; count spaces as letters. Headlines, 1472 Sutton Ave., Cincinnati 30, O.

YOUR NAME IN BIG BLACK HEADLINES ON a standard newspaper page; make up your own headline; three different, \$1; 2 lines, 18 letters per line; headline blanks, \$20 per thousand postpaid. P.O. Box 1351, Dept. 14, Hartford, Conn. ap22

1,500 MIXED FOREIGN AND U.S. CANCELED Stamps, off paper, \$1 Arrowhead, Box 62, San Antonio, Tex.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS—MELOTONE AND RONDELLA. 3-5-7-10-21 shifts; made in Italy; 6 different colors; teachers and music stores, write for wholesale prices; save up to 60%. Massimino Accordion Co., 7445 E. 7 Mile Rd., Detroit 34, Mich. ap15

DEAGON TRIPLE OCTAVE CHIMES (80) ON rack, like new condition; Tangley Calipso automatic, restored like new. Lee, 934 N. Lancaster, Dallas, Tex.

KING TENOR SAX, \$165; ALTO, \$119; GETZEN Trombone, \$75; Wood Clarinet, \$65, nice condition with cases. Vull's, Murphysboro, Ill.

LEEDY 5 OCTAVE MARIMBA—EXCELLENT condition, with shipping trunks; only \$150; original price, \$650. Hawes Music Store, Portland, Me.

NEW SHEET MUSIC, 5¢; 21 ASSORTED FOR \$1 prepaid. Irving, 201A N. Central Ave., Marshfield, Wis.

1950 ITALIAN ACCORDIONS—STUDENT, PROFESSIONAL models, wholesale. Free catalog. American Accordion Center, 5329 Belmont, Chicago, Ill.

PERSONALS

ATHLETE'S FOOT! RINGWORM!—AMAZING new preparation (DermOrin); sure relief with one application; money-back guarantee; send \$1. Includes postage. Candido Pharmacy, Box B-1256, Albany, N. Y.

HUMOROUS NOVELTY STATIONERY — HAVE fun writing to your friends; 32 assorted sheets, 32 matching envelopes, \$1. Gesell Printing Co., 117 Johnson, Winona, Minn.

COMING TO CHICAGO? MALE GUIDE FOR sight-seeing. Write Chicagoand Guide, 109 N. Wabash Ave., Chicago 2, Ill.

KANSAS CITY POSTMARK — LETTERS RE-mailed and returned, 25¢ ea. Reservations, bookings, appointments, \$2. Mutual Sales, Box 246, Kansas City 10, Mo. ap29

THERE'S NO BUSINESS LIKE SHOW BUSINESS with the right publicity! Unique service from Hollywood; publicity releases; press notices; handbills, circulars, folders created to put you over; serving by mail nationally. Les Finkle, 257 So. Spring, Los Angeles.

WILL DO ODD FAVORS WHILE IN ROME August of Holy Year. Guido Iacobucci, Box 755, Youngstown, O. ap15

PHOTO SUPPLIES DEVELOPING-PRINTING

BARGAIN — 3 MINUTE TRAILER PHOTO Studio; 3 size photos, \$350. V. W. Holbrook, Rt. 1, Hot Springs, Ark.

BURLESQUE FANS, ARTISTS, ART COLLECTORS—Exclusive films, 100 ft. re-cases, 8mm., \$5.50; 16mm., \$6; available with sound. Free list. Leo Beresh, 2537 Woodward Ave., Detroit 1, Mich.

COMIC FOREGROUNDS — EYECATCHERS, hand painted; original, different; natural money-makers, \$6.50. G. Levine, 1620 Gladstone, Detroit 6, Mich. ap15

COMIC FOREGROUNDS AND BACKGROUNDS —Photo Mounts and Supplies; Rings and Comic Cards for Small Photos. Miller Supplies, 1522 Franklin, St. Louis 6, Mo. my27

COMPLETE STOUR DIRECT POSITIVE SUPPLIES, Drex and New Eastman Paper. Lone Star Photo Supply Co. 3405 Elm St. Dallas, Tex. ap22

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. ap29

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Back-grounds, Comic Foregrounds; Cameras for in-doors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ap29

FOR SALE—ONE SLIGHTLY USED P. D. Q. Street Camera complete. The Camera Man, 119 S. Cameron, Victoria, Tex.

FOR SALE—MOUNTED PINTO PONY IN bucking position, \$300; includes saddle, bridle, painted hack drop. Stanley Photo Service, 1472 Sutton Ave., Cincinnati 30, O.

(Continued on page 198)

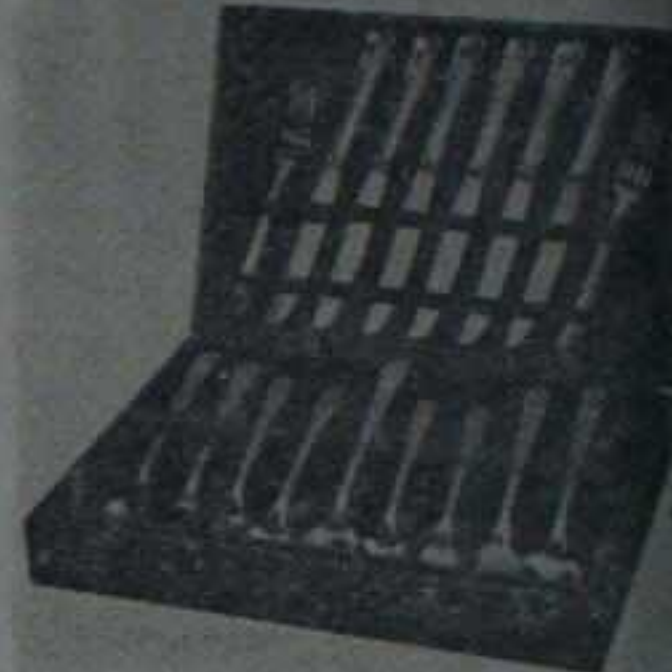
PHOTO KNIFE

Two Blades Highly Polished Carbon Steel. Un-breakable Plastic Handle with Beautiful Art Photo

158488 \$3.90 Per Doz.

10 Doz. or More—\$3.50 Per Doz.

SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

#1088 Per Set \$3.95 10 Sets \$3.85 or More \$3.85

Display Chest Extra, \$1.00 Each.

ROUDE SPENCER CO.

223-225 W. Madison St. Chicago 6, Ill.

NEW SPECIAL SPRING PRICES ON RIBBON-TYPE BLOCK LETTERS Fluorescent Signs

AGENTS—Here is your chance to make 100% profit on your investment. Remember—This is the season to sell signs.

These signs are beautiful with a neon-like glow. They command instant attention. They use no electricity. No breakdowns. A low price sign with an expensive look.

Being used by Large Firms. Signs made ready to hang or screw on wall, or set on shelf of wall case—Made to customer specifications.

Get started now. Send for \$10.00 sample kit. Refundable in seven days if you don't care to sell them.

Double your money—What can you lose? Exclusive territory available to live wires. \$10.00 sample kit consists of 8" "Cafe," 6" "Open" and 2 1/2" "Radio" Signs.

Send money orders or certified checks. Agents—Send 25% deposit with orders. Balance C. O. D.

Table with 3 columns: Price, Your Cost, Retail. Rows include 2 1/2" Letters (40¢, \$1.25), 4" Letters (60¢, \$1.25), 6" Letters (85¢, 1.45), 8" Letters (\$1.20, 2.45), 10" Letters (1.60, 3.25), 12" Letters (1.95, 3.95).

These low prices guaranteed for 90 days. Subject to change thereafter.

Beware of cheap imitations that cut down material to reduce prices.

We also have new THREE-DIMENSIONAL DOUBLE-EDGED, FLUORESCENT AND ALL KINDS OF OUTDOOR SIGNS, including new MOON-GLO—explained in our free catalog.

NEO-LITE SIGN CO.

10837 Puritan Ave. Detroit 21, Mich.

SLUM

GIVEAWAY ITEMS FOR ADULTS AND CHILDREN

1000 PIECES FOR \$6.75

ASSORTED TOYS—GIFTS—NOVELTIES SPRING SPECIALS

- Dart Balloons Gross \$ 4.00
Cane Rack Rings 100 4.50
Swagger Canes Gross 7.00
Bats, R.W.B. Bells Doz. 1.25
Feather Doll, 6 inch Doz. 1.25
Lash Whip, Tippi, 54 inch Doz. 1.25
Waltz Ring Gross 9.00
Western Horse, Bronze Finish, 2 1/2 in. Doz. 1.25
Worth Special Baseballs Doz. 2.50
Magnetic Dogs Doz. 1.25
Novelty Key Chains, Assorted Gross 2.00
Set "action guaranteed or money refunded, 25% deposit with order, balance C. O. D.

OPTICAN BROTHERS

Since 1907 Kansas City, Mo.

400 W. Ninth St.

NOTICE

Due to a typographical error, 3 items listed in the Kipp Bros. ad which was carried in the March 23 issue of The Billboard were priced incorrectly. The correct prices were shown in their April 1 ad.

Here Are the Correct Prices:

BB 1521 Daisy Cork Guns \$1.50

BB 1522 Cork Gun Corks, 1000 1.75

BB 1523 Aluminum Milk Bottles, Ea. 1.10

KIPP BROS.

340-342 S. Meridian St., Indianapolis, Ind.

NEW! Sensational ROULETTE CLOCK

Entertains Customers
in New Absorbing Way!

\$99.00
(EXCISE TAX INCLUDED)

BIG PROFIT BOOSTER... BUSINESS BUILDER

A NEW ROULETTE GAME for patrons to enjoy—For you to Profit By. Pays for itself in a few days.

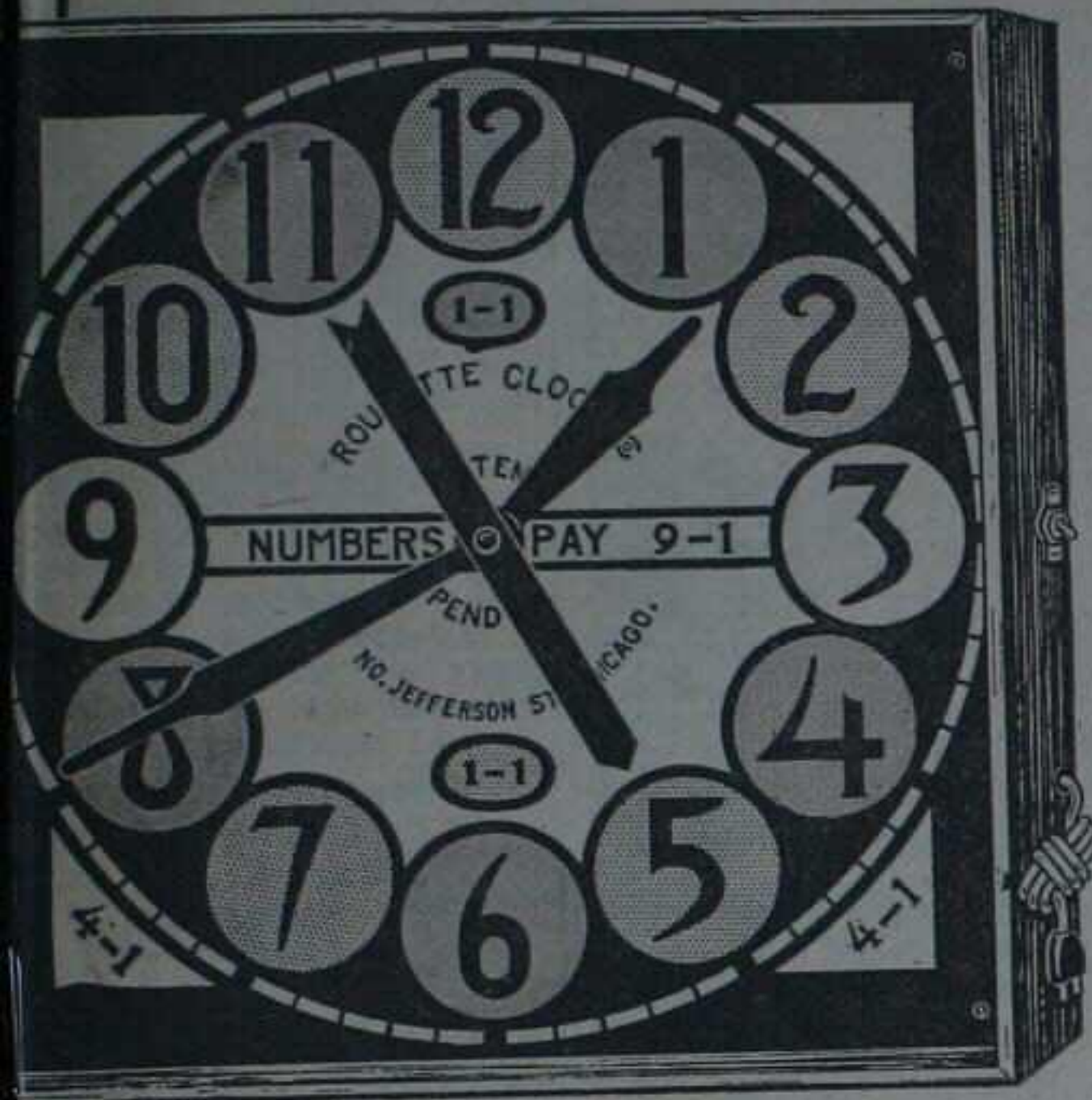
GUESS THE NUMBER or the Color on which the Indicator Stops.

ENTIRELY AUTOMATIC—Keeps Perfect Time. All Electric. Illuminated 15" x 15" Dial. (Can operate manually.)

THE PLAYBOARDS (similar to Clock Dial) are placed on counter or showcase. Any number can play at the same time. Clock hangs on wall or sits on counter.

PLACE THEM in Taverns—Barber Shops—Club Rooms—Cigar Stores—Resorts—Veterans and American Legion Organizations—Lodges—Billiard Halls—Bowling Alleys—Charity and Church Bazaars—Carnivals—Night Clubs—Ships—Etc.

Write Today for Particulars



Responsible Distributors May Have
Exclusive Territory. Salesmen Wanted.
The Hottest Thing Ever—Get in Now.

ROULETTE CLOCK

218-230 N. JEFFERSON STREET, CHICAGO 6, ILLINOIS

MONEY SAVING OPPORTUNITY
IT'S CONFIDENCE THAT COUNTS
OUR CATALOG WITH MANY HELPFUL MONEY-EARNING ITEMS YOURS UPON REQUEST.

ARMY & NAVY NEEDLE BOOKS
Attractive Cover with Envelope. \$3.75
Gross Books

NEEDLE BOOKS
Complete with Threader and 39 Needles Stuck on Patches. \$7.80
Gross Books

AL PARING KNIVES
Stainless Steel & Hollow Ground Mirrored Polished & Stone Honed. Dozen \$2.40

OWENS HAIR BRUSH
Rows of Nylon Bristles. Wing Type. Assorted Pastel Colors. Each Boxed. Dozen \$6.75

CIGARETTE CASE & LIGHTER COMB.
Chrome Plated. Each Boxed. \$1.75
Each

COMPACTS
Gitter Style. Beautifully Arranged Patterns. Worth Double. Dozen \$7.20
25% Deposit Required on All Orders, Balance C. O. D.

SUPER SALES CO.
25 E. 17th Street New York 3, N. Y.

EVERYBODY WANTS TO TOOT THE MAHOOT FLUTE!

Blow into flute! Real snake charmer music is heard! Cover of basket opens! Out comes Cleo, the Cock-Eyed Cobra, dancing in time to the tune! Stop blowing and she gracefully retires into the basket with the cover closing behind her!

BRAND NEW! Priced Right—Plenty of Action. Lots of Flash!

Packed in Gay, Full-Color Cartooned Container

ORDER NOW! \$3.60 Doz. \$42.50 Gross
BE FIRST IN YOUR TERRITORY! Packed 6 Doz. to Case

25% Deposit With Order. Balance C. O. D., F. O. B. Chicago—Money Order or Certified Check.

EAGLE SALES CO.
3542 W. Roosevelt Rd. Chicago, Ill.

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 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.

JEWELRY

HOT BUY! HOT BUY!
BANKRUPT STOCK, SACRIFICING FOR CASH
100,000 pcs. asst. JEWELRY, all boxed—some sold up to \$5.00 ea.
Pins, Bracelets, Necklaces, Beads, Earrings, Pin & Earring Sets, ETC., ETC., ETC.
100 Pcs. Asst. \$25.00 LOT
200 Pcs. Asst. \$45.00 LOT
300 Pcs. Asst. \$60.00 LOT
FIRST COME, FIRST SERVED, RUSH YOUR ORDER AT ONCE!!

SACRIFICING FOR CASH
100,000 PIECES

CONSTANCE BENNETT COSMETICS
Face Powder, Pancake Makeup, Cream Rouge, Perfume, Lipstick, Dry Rouge. These items were retailed up to \$1.50 each. Sample 250 pieces, \$15.00. In lots of 1,000, \$50.00.

SACRIFICING FOR CASH
15,000 SPEED-O-MATIC CAMERAS

Develops immediately without dark-room; originally sold for \$12.95 in large N.Y. department store; Camera and 12 film packs (films retail for \$1.00) plus developing tank; in lots of 100 or more, \$1.50 each. Samples, \$2.00 ea.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.

5000 LAMPS

BELOW MANUFACTURER'S PRICE
Night Lamps. Each .75¢, 90¢ and \$1.25
Table Lamps. Each \$1.50, \$2.00 and 2.50
All lamps complete with flashy shades.

Turricane Lamps. Each \$1.25
Chinese Plaques. Per Doz. 7.50
Thermometer & Weather Plaques.
Per Doz. 4.50
Mirror with Calendar. Per 100 3.50
Key Cases, leather. Per 100 3.00
Indian Beads in flashy Env. Per 100 4.00
Calendar Pictures, 16x20. Per Doz. 1.50
Jagor Pictures, 16-20. Per Doz. 1.50
Round Pictures, 5". Per Doz. 1.50
1/3 deposit, bal. C. O. D.

SMITH'S JOBBING HOUSE
1388 Milwaukee Ave., Chicago 22, Ill.

100% WOOL BLANKETS

MILL RUN—Up to 72 by 84"—\$5.75.
1 Dozen—\$43.00.

Beautiful colors: Red, Blue, Yellow, Purple.
BABY CRIB BLANKETS
36 by 56"—\$3.00. 1 Dozen—\$33.00.
Suitable for Bingo and Punch Board Prizes.
Terms: 30% down, balance C. O. D.

MARYS BLANKET CO.
BOX 15, LINTON, IND.

MORE NEW TRICKS—JOKES—SLUM

NEW AND TERRIFIC! COMPARE THESE PRICES!!!

| | Doz. | Gross |
|--------------------------------|--------|--------|
| Yank-a-Tooth (plastic) | \$1.80 | |
| Magic Hat (rabbit pops out) | .75 | |
| Magic Bottle (milk disappears) | .75 | |
| Jumping Hat Trick | 1.50 | |
| Strip-Tease Paddles | .60 | |
| Cut-Restored Rope bxd. | .75 | |
| Van. 1/2 Dollar, boxed | .90 | |
| Magic Coin Boxes | 2.40 | |
| Platifiers, Rubber | .75 | |
| Squirt Rubber Cigars | .50 | |
| Rubber Masks, full head | 7.50 | |
| Jumping Fur Monkeys | .75 | |
| Squirting Cameras | .40 | |
| Snake-in-Book | .40 | |
| Mustache & Nose Clip | .40 | |
| Rubber Daggers | | \$1.00 |
| Metal Watches, sm. | | .90 |
| Snake Blowouts | | 1.50 |
| Hawaiian leis, asst. colors. | | 3.00 |
| Razors, Rubber | | 1.50 |
| Celluloid Teeth | | .90 |
| Gay '90 Mustaches | | .90 |
| Wedding Rings | | .75 |
| Stone-Set Rings | | 1.35 |
| Feather Darts | | 2.00 |
| Balloons, asstd. | | .90 |
| Necklace, asstd. col. | | 1.50 |
| Magic Booklet (18 Tricks) | | 2.88 |
| Itch-Sneeze Powder | | 2.75 |
| Jap Water Flowers | | .75 |

Terms: 50% Deposit With Order. Balance C. O. D., F. O. B. Philadelphia.
Send for Catalog—Thousands of New Lower Prices!!!

ARLANE MFG. CO.
4462 W. GERMANTOWN AVENUE
PHILADELPHIA 44, PA.

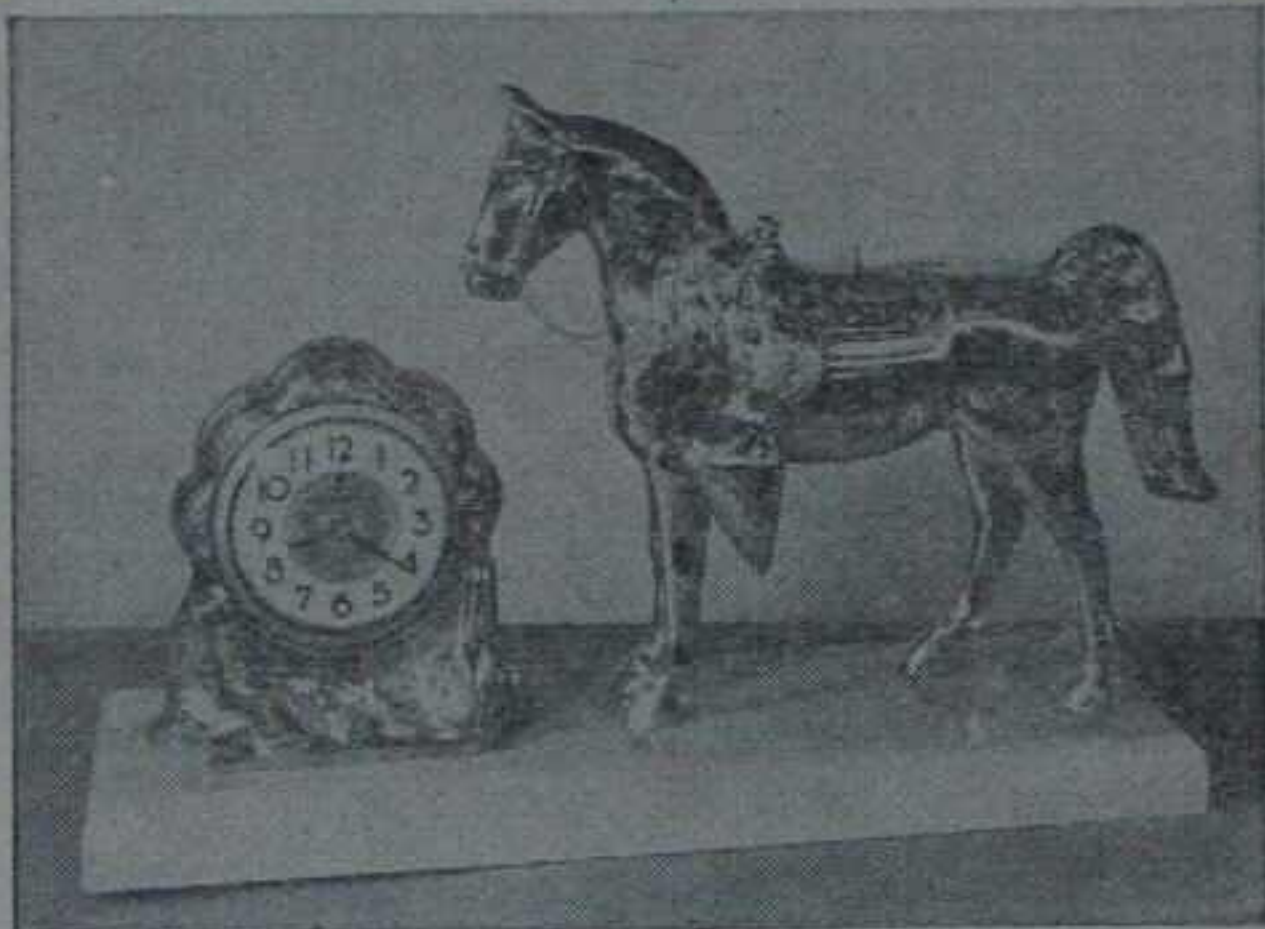
FIREWORKS

Dealers, Wagon Men and Jobbers get your Sparklers, Hubley Cap Pistols, Caps and Fireworks now. Write for our special prices. Order now.

ARROWHEAD FIREWORKS COMPANY
1819 W. Superior St., Duluth 2, Minn.
St. Louis Park, P.O. 84, Minneapolis, Minn.

Sensational Value

GILBERT SELF STARTING ELECTRIC 4-INCH CLOCK with 10 1/2-INCH HORSE on MAHOGANY FINISH WOOD BASE



24 KARAT GOLD PLATED
Not Sprayed or Painted

\$5.75 Each
Dozen Lots

Six Dozen or More
\$5.50 Each

BRONZE ANTIQUE
Beautifully Finished

\$5.25 Each
Dozen Lots

Six Dozen or More
\$5.00 Each

TERMS: 25% Deposit, Balance C.O.D. IF NOT FOR RESALE, ADD F.O.B. Newark, N. J. FEDERAL TAX.

LADD'S & CO., INC. 94 BRANFORD PLACE, NEWARK 2, N. J.

MEXICAN NOVELTIES, CURIOS, ETC. SPECIAL PRICES

| | | |
|--|---------|---------|
| Clay Witches with Broom, 2 Gr. to Box | \$ 7.00 | Per Gr. |
| Large Spiders, 4 Gr. to Box | 6.00 | Per Gr. |
| Turtles, Crocodiles & Armadillos, Ass't., 1 Gr. to Box | 5.50 | Per Gr. |
| Devils, Ass't. Colors, 3 Gr. to Box | 4.00 | Per Gr. |
| Skeletons, 5 Gr. to Box | 4.00 | Per Gr. |
| Fur & Clay Monkeys, 2 Gr. to Box | 6.00 | Per Gr. |
| Snake Boxes | 15.00 | Per Gr. |
| Miniature Boxing Gloves | 25.00 | Per Gr. |
| Miniature Baseball Mitts | 25.00 | Per Gr. |
| Oil Painted Pitchers, 3", Ass't Colors & Shapes | 8.00 | Per Gr. |
| Palm Fans, Colored | 6.00 | Per Gr. |
| No. 1 Miniature Tea Sets | 24.00 | Per Gr. |

REQUEST PRICE LIST

F. L. DE ARKOS-IMPORTER LAREDO, TEXAS
904 SCOTT ST.



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, springings, jumpings; rolled gold plate wire, square and round, in all sizes and quantities; 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 1/30-12K 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.

Write for \$5 sample line, stating requirements—\$2 deposit required—bol. C. O. D. For Quality Merchandise, Highly Styled, at Lowest Prices. **EMROW JEWELRY CO.** P. O. Box 93, No. Station 25 Danforth St., Providence 3, R.I.
Buy Direct From the Manufacturer and SAVE!

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When in WASHINGTON, D. C., visit us

Large stock always on hand. Novelties, premiums, glassware, swaggers, horse clocks, lamps, blankets, aluminum, stuffed animals, hoop-la items, slum and hundreds of items.

S. LACHMAN & SON

6321 BLAIR ROAD, N. W. WASHINGTON 11, D. C.

PHOTO SUPPLIES DEVELOPING-PRINTING

(Continued from page 196)

FULL FIGURE LIGHTING STUDIES, FAST money makers; for dealers only, cash only; sample 25c. Box #41, Inwood, Long Island, N. Y. m36

GUARANTEED FRESH ANTI-HALO OUTDOOR Movie Film! Weston 16! Daylight loading! Processing free! Three spools double 8mm., \$4.50! Six single 8mm. for Univex, \$4.50! Postpaid! Catalog, Eyo-S, Dept. BB, 47th Holly, Kansas City 2, Mo. a228

HIGH CLASS PHOTO FINISHING-ENLARG- ing; eight, 25c; twelve, 40c; oversize add 10c. Mississippi Finishing, 2212 East 12th, Dayenoort 10, Iowa. a28

IN ART AND BURLESQUE 8-16MM. MOVIES. Filmettes are best; special introductory sample, 200 ft. sound, \$12; 200 ft. 16mm. silent, \$10; 100 ft. 8mm., \$5; illustrated lists, 10c. Filmettes, Box 126, Touca Lake Sta., No. Hollywood, Calif. a28

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. a28

NEW IMPROVED TYPE TROUBLE PROOF roller-type Booth Cameras; will not clog paper; satisfaction guaranteed. Prices, less lens: 1 1/2x2 \$30; 2 1/2x3 1/2, \$35; 3 1/2x5, \$40; 5x7, \$45; mechanism only, \$10 less than price quoted; money order deposit required, J. R. Stephens, 65 Edmund, Detroit 1, Mich. a28

PHOTOMOUNTS—1 1/2 TO 10 1/2 EACH; WHITE for price list, Penn Photomounts, 335 Woodland Ave., Glenolden, Pa. a22

PHOTO COPY ENLARGEMENTS FROM ANY photo; 5x7, 80c; 8x10, \$1; coloring 50c extra. Acorn, Box 1635, Washington, D. C. a15

SACRIFICE — HIGH-GRADE THREE-MINUTE Camera, professional equipment, big supply finishing materials for immediate business; \$300 value; \$200 for all complete, Box C-72, Billboard, Cincinnati. a28

THE NEW EASTMAN IMPROVED TYPE DI- rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. a29

THE NEW E-Z PORTABLE STUDIO STREET Camera, with latest improvements, Glowack Mig. Co., 544 Monson St., East Peoria 8, Ill. a28

PRINTING

A-1 SERVICE—POSTERS, WINDOW AND JUM- bo cards; lowest prices, Pizzini Show Print, 3 South 15th St., Richmond, Va. Phone 2-1776. a15

AMAZING OFFER—1,000 BUSINESS CARDS, \$4.95 prepaid; simulated engraved lettering; fast service; samples free. Morey's, 627 Baker, San Francisco, Calif. a22

ATTRACTIVE 100 8 1/2x11 LETTERHEADS AND 6 1/2 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; no c.o.d.'s; samples. Dickover Printing 5223 Cleveland, Kansas City 4, Mo. a28

ATTRACTIVE PRINTING REASONABLE—1,000 business cards, \$3.50; bond letterheads or envelopes, \$5.25. Modern Print, Box 34, Hyattsville, Md. a28

BUSINESS CARDS—250 ONLY \$1.25 PREPAID. Good quality; up to seven lines copy, Bronx Art Press, 582-B Courtlandt Ave., Bronx 51, New York. a29

LOWER WINDOW CARD PRICES! — FLASHY three-color 14-22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. a29

POSTERS, CARDS, HERALDS, PHOTO-OFF- set Reproductions. Cato Show Printing Co., Cato, N. Y. Service. Quality. Price. a29

QUALITY PRINTING AT LOWEST COST — Booklets, Catalogs, Publications, Stationery; free price list, Adams Printing, Dept. BB, 30 West Washington, Chicago 2, Ill. a15

QUALITY WORK, LOWEST PRICES — 1,000 6 1/2 Envelopes or 1,000 8 1/2x11 bond Letterheads, \$3.50 f.o.b. Brooklyn, Anthony's Printery, 72 Troutman, Brooklyn, N. Y. a28

RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID; stamp pads, 50c. Smallwood Printery, 2715 Vine, Cincinnati, O. m36

ZINC PRINTING CUTS—2x3, \$1; 3x4, \$1.75; 4x5, \$2.50. Cotatt Engraving Co., Danville, Ill., Box 290. a28

3x6 CIRCULARS, 5,000, \$4; 1,000, \$1; 5x9 CIR- culars, 5,000, \$17.50; 1,000, \$4 prepaid. What do you need? L & K Press, Crawfordsville, Ind. a22

14x22" WINDOW CARDS—FLASHY 3-COLORS, non-bending! "Showy" Pictorial Designs: Circus, Carnival, Magicians, Spook, Orchestras, Dancing, Auto Racing, Races, Patriotic, Fairs —100 \$10; 250 \$20. Auto Banner Strips—5x29"; also 7x22" Foldovers—100 \$9; 250 \$18. Quick Service! Samples 10c. Sellidays Color-print, Knox, Ind. a28

14x22 TYPE WINDOW CARDS — THE BELL Press, Winton, Pa. m36

100 8 1/2x11 LETTERHEADS, 100 6 1/2 ENVEL- opes, Hammermill Bond, 5 lines copy, \$2, sample free. Ace Press, Clearwater, Fla. a28

250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2x11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. a28

500 ATTRACTIVE 2 COLOR LETTERHEADS or envelopes, \$3.75; prompt service; samples. Mail Press, 2234 Charlestown, Toledo 13, O. a28

500 LETTERHEADS, 500 BUSINESS CARDS, 500 business envelopes, all printed for \$9.50 postpaid. Longie Printing, 600 North 34th Ave., Minneapolis, Minn. a28

1,000 INSERTS, COUPONS, \$2.50 POSTPAID; 4 1/2x2 1/2 white bond, red or black ink, limit 12 lines. Hurst Printing, 915 Boonville, Springfield, Mo. a28

1,000 EMBOSSED BUSINESS CARDS, \$3.95 postpaid; write for free sample and style chart. Dick's Card Sales, Box 3391, Miss. Mart, Chicago 54 Ill. a28

1,000 ADVERTISING, NAME, ADDRESS BLUE- print Stickers, \$1 postpaid; samples free. National Ad-Agency, 15 East 3d, Cincinnati 2, Ohio. a28

(Continued on page 200)

SPECIAL SALE
Eskimo and Yukon Kids
16" and 14"
\$2.00 each
EMILY WARSHAW
482 Washington St. ATLANTA, GA.

PAGES COOKSTONG

A COOL EXTRA HANDLE FOR LIFTING POTS, PANS, ROASTERS, CANNING JARS, MILING BOTTLES, ETC. IDEAL FOR CAMPFIRE!



The Modern COOKING TONGS

Always open—ready for instant Foulproof—Rugged—Lightweight Rustproof Engineered.

A SAFETY REQUIREMENT

Prevents burns—fireproof ENORMOUS MARKET

Equivalent to that of an open Every household needs at least 2 The most effective pot holder

PRICED TO SELL

Dozen Lot 25c ea.
Half Gross Lots . . . 20c ea.
3 Gross Lots 17c ea.

Samples 50c

Immediate Delivery, 1/2 deposit, balance C. O. D.

The PAGE Company

929 Church Street Ann Arbor, Mi

TOP SPRING SPECIAL ITEMS

- 36" Dolls of All Nations, \$4.25 each dozen
- Leopard Robes (Beacon), \$3.00 each case lots of 30, each
- 28 Balloons, Marble, Neoprene (special) gross
- 20 Balloons, Kathead, Neoprene (special) gross
- Western Zipper Billfolds, carded, dozen \$1.35
- Sun Glasses, leather cases, dozen
- Men's Fitted Manicure Kits, leather cases, \$2.75 value, dozen
- Antimony Bon Bon Dish, Ind. Boxes dozen
- Aristocrat Lapel Watches, Boxed (special), each
- Aristocrat Wrist Watches, Boxed (special), each
- Half Pol Key Chains, gross
- Clown or Billy Bones Key Chains, movable, gross
- Gibson Bows, 25c retailer (special) gross
- Worth Special Baseballs, dozen
- 4 1/2"x4 1/2" Metal Boots, dozen
- 5 1/2"x6 1/2" Metal Boots, dozen
- 7 1/2"x8" Metal Boots, dozen
- 4 Compartment Silverware Tray, plastic dozen
- 2 1/2" Bisque Dolls, movable arms, gross

25% Deposit, Balance C. O. D.

NEW PRICE LIST READY GET YOURS NOW!

B. PALMER SALES CO. 1433 SECOND AVENUE DALLAS, Harwood 9339

PARTY HATS At Jobbers' Prices



Buy your paper hats direct from manufacturer at jobbers' prices. Made of best crepe paper. Comes assorted colors, 10 with gay decorations. Ideal for fairs, sales, concessions, halloween parties.

NO. H18—Gr. \$2.75; 10 Gr., \$2
Now, our New Large extra fancy hats, in six different styles and colors
NO. H19—Gr. \$4.95; 10 Gr., \$4

PRICES F.O.B. LE CENTER **TYRONE MFG. CO.** LE CENTER, MINN.

Look! New Low Price

The original and only LIFE-LIKE dust soft plastic BUGS. Still a big W. BEETLES, CRAWFISH, FROGS, GRAMITES, GRASSHOPPERS, ROACH and WORMS.

Dozen Assorted \$1.50 Gross Assorted \$15

Send \$1.00 for samples of bugs. SOOT-OH! Back again. Throw some friend, watch their reaction, per card of 34

WACKY SIGNS— Gets plenty laughs. size 11x14. Dozen assorted. 25% deposit on all C.O.D. orders. F.O.B. Chicago, Ill.

ORDER NOW—GET ON OUR MAIL LIST

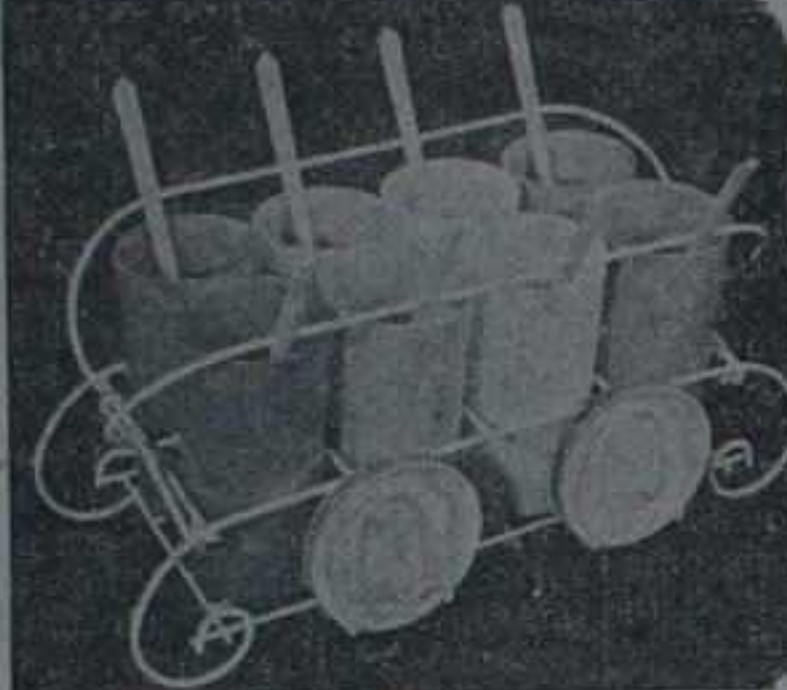
RILEY-BORIN NOVELTY CO. 7807 S. Rhodes Ave. Chicago 19

TWO TOP-NOTCH PREMIUMS!



#300—ALL-PLASTIC RUBY RED COCKTAIL SHAKER SET
 ← Irresistably eye-appealing. Plenty of FLASH. A fast-selling premium.
 Per Set \$ 2.25
 Doz. Lots 24.00
 6 Doz. Lots 22.50 Doz.

#330—GAIETY WATER SET
 Durable Plastic consisting of 25 pieces. Adaptable for tall drinks like Tea or Coffee, Lemonade, etc. Good summer premium.
 Per Set \$ 2.00
 Doz. Lots 22.80
 6 Doz. Lots 21.20 Doz.
 Terms: 2% discount. Deposit 25% and balance shipped C.O.D. WIRE OR PHONE AT ONCE



ERDAN DISTRIBUTING CO. 126 W. KINZIE CHICAGO 10, ILL.

METAL HORSES AND CLOCKS
 At New Low Prices
 IN GOLD OR BRONZE FINISH



BUY DIRECT FROM MANUFACTURER!
 WE GUARANTEE OUR PRICES!

Either finish at the same low prices.

| Western Horses | | |
|----------------|---------|----------------|
| No. | Size | Price Per Doz. |
| 721 | 2 1/2" | \$ 1.75 |
| 728 | 3 1/2" | 2.75 |
| 713 | 4 1/2" | 4.00 |
| 727 | 5 1/2" | 6.00 |
| 731 | 6 1/2" | 9.00 |
| 725 | 7 1/4" | 12.50 |
| 730 | 8 1/2" | 15.00 |
| 717 | 10 1/4" | 18.00 |

When ordering, please give size and mention finish desired.

Send \$15.00 for Sample Line of New Ashtrays, Banks, Ornaments, etc., or write for FREE CIRCULAR on our line of Clocks and Western Lamps.

#19 Bronco Clock \$5.50 Each
 Gold or Copper
 Ingram Electric Movement

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.



"GOLDEN NYMPH" ELECTRIC CLOCK

Handsomely sculptured figure of a nude bathing girl cast in yellow gold color metal with silver colored metal wave for base. Holds Sessions electric clock movement mounted in silver colored metal case. Felt bottom protects table surface. Overall height, 8 3/4 in.; width, 12 in. Shipping wt., 8 lbs. MA307.

Sample \$7.75
 6 or more, each \$7.50
 PRICES DO NOT INCLUDE POSTAGE

25% DEPOSIT REQUIRED WITH ALL C. O. D. ORDERS
 CARNIVAL AND CONCESSIONAIRE CATALOG READY ABOUT APRIL 15.
 WRITE FOR COPY GIVING ROUTE 2 WEEKS AHEAD.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

BANG!

DOWN GO PRICES UP GO SALES!

Never before has it been possible to offer such fine quality merchandise at such ridiculously LOW PRICES.

OUR THANKS—To the factory that has worked so diligently with us to cut costs to make it possible for us to pass this savings on to you.

GET ON THE BAND WAGON—CASH IN TODAY ON THESE BIG SENSATIONAL MONEY MAKERS!



LARGE HULA LAMP
 All-Metal
 27" High — 15" Shade
 Base 7 1/2"
 BRONZE FINISH
 8-Way Switch. Dependable Guaranteed AC Electric Motor UL Approved.

Retail \$39.95
\$11.95 EACH

In Doz. Lots (Minimum Order)
 Packed 6 to a Carton

#711 BL ONLY
\$5.68 EACH
 \$67.00 Doz.
 Packed 6 to case min. order.



With genuine WESTERN CLOCK. Case with original Western trim. All-metal, beautiful hand-buffed bronze finish. Hand-rubbed mahogany finish wood base. Dependable GUARANTEED AC Electric Clock Motor UL Approved.

#725 BL WESTERN HORSESHOE CLOCK

Mounted in genuine Western case with raised Western scene showing corral, horses, etc. All metal, highly hand-buffed bronze finish. Brings out the beauty and lustre. Felt bottom. Dependable Guaranteed AC Electric Clock Motor UL Approved.

ONLY
\$3.25 EACH
 In doz. lots (min. order)



COMING SOON!
 ANIMATED UNITS
 POPULAR PRICES

RUSH YOUR ORDERS TODAY
 Terms: 25% deposit, balance C.O.D., F.O.B. Chicago for resale only—if not for resale, add Federal Tax.

JAY-KAYE PRODUCTS CO.
 1835 MILWAUKEE AVE., CHICAGO 47, ILL.
 P. O. BOX 1111 6-7021

ROYAL THE KING OF THEM ALL!

Direct From Manufacturer

The Finest Line of Writing Instruments at Rock-Bottom Prices!

★ Precision ★ Flash ★ Quality

All metal caps chased, producing a fancier-looking style. Our cartridges are easy to write with, dependable and manufactured to minute detail.

← 3 PIECE SET

Beautiful hooded point fountain pen, mechanical pencil and ball pen. Available in six or more colors. Attractively boxed.

Compare and be convinced of the better quality we offer to you. Our points and bands are found only in expensive writing instruments.

\$60.00 GR. SAMPLE DOZ. \$6.00

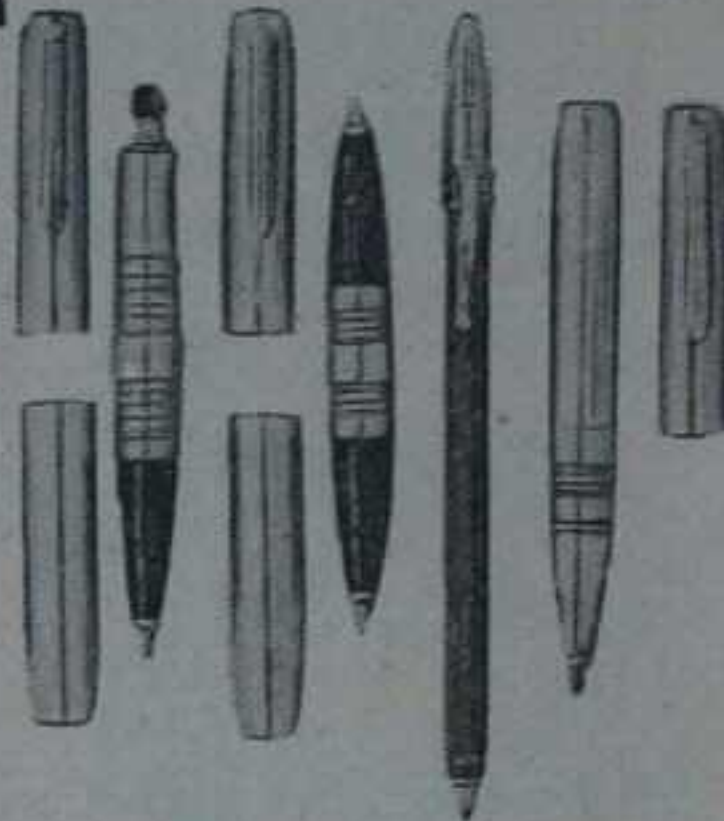


★ TWO COLOR BALL PEN (Red & Blue)
#602T \$30.00 Gr., Sample Doz. \$3.00

★ CIGAR LIGHTER & BALL PEN
#220L \$36.00 Gr., Sample Doz. \$3.50

★ ALL METAL BALL PEN
Including Section
#601 \$27.00 Gr., Sample Doz. \$2.75

★ BALL PENCIL
Plastic barrel, metal cap, and good cartridges. Assorted colors.
#3 \$9.00 Gr., Sample Doz. \$1.20



25% Deposit, Balance C. O. D., F. O. B. New York

MODERN PEN Mfg. Co., Inc.

395 Broadway, New York 13, N. Y. Phone CAnal 6-8016

90c PROFIT ON EVERY \$1 SALE!

Millions of prospects. Practically every home buys one, two or three. You can easily sell 50 daily, you can make \$45.00 and more. You can easily carry 50 and deliver on the spot. No call backs, no cancellations. Agents, canvassers, bobtailers, pitchmen, crew managers, stores, newsstands, department stores, novelty stores, promoters—all can handle and make astonishing profits. Imagine a crew of five sub-agents will make you \$250.00 weekly even when you pay them 60c on each \$1 quick sale. Don't take our word for it—figure it out for yourself.

PRICES CASH WITH ORDER — Retails \$1.00

| | |
|---------|-------|
| 12 only | \$ 2 |
| 40 " | \$ 5 |
| 100 " | \$ 10 |
| 200 " | \$ 18 |
| 500 " | \$ 40 |
| 1000 " | \$ 75 |
| 2000 " | \$140 |

We make only pennies so don't ask for samples. Order from this advertisement. No better deal obtainable because we control this business. Curiosity seekers can send 25c for a prepaid sample, or send \$1 for 5 salable samples and convince yourself you can sell the 5 in 30 minutes.

All prepaid anywhere
Only 40 easy sales daily makes you \$35.

State sales rights given for 60 days on purchase of only 2000. County rights given for 60 days on purchase of only 500. How can you miss? It sells. It appeals. It's easily carried. It sells on the spot. Takes about a minute to show it.

Orders shipped same day received. Wire your money via Western Union, or use airmail special delivery. Enclose certified check, bank check, money order, or cash by registered mail.

GUARANTEE: 50% of your purchases guaranteed to be sold or your money back

R. F. BURNS CO., 743 Luzerne St., Johnstown, Pa.

WE HAVE PLENTY OF MEN'S AND LADIES' RINGS. \$1.10 DOZ. AND UP.

Sample Assortment \$5.00
25% Deposit on All C.O.D.

Complete line of all price ranges in costume jewelry. We also stock men's and ladies' stone set gold plate rings, sterling rings and gold filled rings as well as plated novelty rings. The Idents mentioned in the ad above are base metal and nickel silver.



IDENTS
\$3.00 to \$7.50 doz.

GENUINE CAMEO
Set with genuine diamond
\$13.50 Doz.
pins and necklaces to match,
set with rough diamonds, at
\$13.50.

JOHN BERKOWITZ & SONS

WHOLESALE JEWELERS
113 E. DOUGLAS WICHITA 2, KANSAS

WESTERN SADDLE HORSES

HIGHLY POLISHED TWO TONE BRONZE OR GOLD FINISH

30 Day Guarantee on all items
Send for our FREE Illustrated Catalog

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WANTED—TRAINED HORSE, LIBERTY ACT, goats, dogs, ponies, tent, seats, ring curbs, Box C-74, Billboard, Cincinnati, O.

WANTED—USED CANDY FLOSS MACHINE, good condition; must be a bargain; cash or trade; used Dickerson Bar BQ Grill in good condition. John Clark, 2216 S. Dexter, Denver, Colo.

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Guaranteed New
\$3.75 each
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Control buttons to start and stop sweep second hand. Polished chrome case, leather strap. 2 tone dial. Sample ----- \$5.15

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Modern chrome case. Removable lug. Unbreakable crystal. Smart, quality alligator grain, genuine leather strap. Gift boxed.
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Really smart, beautiful rhodium finish. Hand set. Imported rhinestones. Looks like very expensive watch. Reliable movement. Available with 17 jewel movement for \$2.00 additional.
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Choice of Maroon, Grey, Black. Free counter display cards.
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 Oak Hyltex XMN10, outstanding balloon on the market today . . . \$6.50
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 Full of monkey-shines. Equipped with suction cup for attaching to car window or dash. Will dance and perform many tricks while car is in motion. Or can be used on wooden trapeze. Made of live rubber, moulded in amazing & comical features.

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NEW & NOVEL TELESCOPIC BALL PEN OR PENCIL



- 14K Gold Plated Pen or Pencil
- Collapsible from 4 1/2" to 1 3/4"
- Ring for carrying on key chain or lady's bracelet
- Slim—Sleek—Sensational

\$3.60 DOZ. \$39.00 GROSS

(SAMPLE 50c) WRITE FOR LIST OF HOT SPECIALS!

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LESS THAN GROSS

\$4.80 DOZ.

\$54.00 GROSS

(SAMPLE \$1.00)

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ORDER BASE #850 \$3.25 each SHADE #350 in dozen lots

Floor and Table Lamps in popular priced and cheap lines.

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 TERMS: 25% with order, bal. C.O.D. Open acc't. terms to well-rated firms only

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American vitrified China base, decorated with large Colonial decal. Pastel shade trimmed with silk ruching matches base. Colors: White, Pink, Yellow, Blue.

Order Now at LOW price of \$3.25 Lamp #870, Shade #350.

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Most popular and Latest Style Costume Pin and Earring, artistically hand woven from plastic ribbons, comes in assorted colors for all occasions. It is the fastest selling costume jewelry of the year. Retail for 79¢ up to \$1.25. One operator has sold over 1500 pins in a week.

Order No. 1—15 Birds Assorted Colors—Remit \$5.00, prepaid.
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AERIALIST—PREFER MAN BETWEEN 25-30 years old; experienced in high ladder routines; salary \$75 to right party. Send full details, photos to Aerial Concordians, Box C-79, Billboard, Cincinnati, O. ap15

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CAN YOU BOOK PROVEN-SUCCESS AMATEUR shows for America's foremost and oldest producers? If so, you can make real money and have pleasant work and fair treatment with United Productions of Kansas City, Mo., 3419 Broadway, in business successfully 40 years. Write us.

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FORWARD CONTORTIONIST WOULD LIKE to correspond with all contortionists. Write Harold Plummer Jr., 322 Frankstown Rd., Altoona, Pa. ap15

GIRL VOCALIST FOR HOTEL AND BALL- room; clean cut, well experienced; all locations; write in detail. Box C-76, care Billboard, Cincinnati, O.

JUANITA HUNTER WANTS READERS FOR Mitt Camp, 4424 Greenwood Rd., Shreveport, La., address until April 15; then Hennies Bros. Shows, Hot Springs, Ark.

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MUSICIANS—COMMERCIAL BAND EXPERI- ence, semi name and doubles preferred; sleeper bus, salary. Buddy Bair, Box 113, Colome, S. D. ap15

MUSICIANS—ALL INSTRUMENTS; GIRL VO- calist, single or married to good musician; thoroughly experienced, commercial; sax, trumpet, sing ballads; locations, salary; write details. Box C-76, Billboard, 2150 Patterson St., Cincinnati 22, Ohio. ap15

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WANT FOR TENT—GEN. BUS, ACTOR DO- ing specialties, orchestra or helping on advance. Single; vaudeville act; change for week; no magic; dancing ingenue; workmen for tent. Only useful people need write. Stout Players Show, Vermontville, Mich.

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WANTED—FIRM OR INDIVIDUAL, BOND- able, to handle State ticket sales for State convention, Odd Fellows in June. Car given away; state proposition. Write or write Fred Sempf, Kalispell Mercantile, Kalispell, Mont.

WANTED—HAMMOND ORGANIST; HAVE own organ. Aragon Tavern, 510 Sycamore St., Waterloo, Iowa. ap15

WANTED—TWO MORE DANCERS FOR RE- vue; top wages, with carnival experience; show opens April 27 in Pennsylvania. Write R. Seehoffer, P.O. Box 1848, Uniontown, Pa.

WANTED—COMPLETELY ORGANIZED RE- vue or tab show for theatre dates; must have own transportation and must be willing to play percentage as well guaranteed dates. Write to Box 439, The Billboard, N. Y. C.

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ACTUAL SIZE

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Shining gold metal lighter for charm bracelet or watch chain. Individually gift boxed.

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We save you shipping costs by shipping from both our southern and northern offices.

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Winking-Smiling Photo

This (5x7) framed photo of a beautiful lady comes to life, smiles and winks before your eyes.



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Send \$1 for one sample postpaid, 1/2 doz. for \$5. 1 doz. or more only \$8 per doz. 25% deposit, balance C. O. D., plus delivery charges or send full amount and we prepay in U. S. A.

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Send \$1.50 for sample of 14K gold plate hot selling stone rings at lowest prices.

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Not white finish but solid nickel-silver.

\$8 per doz.

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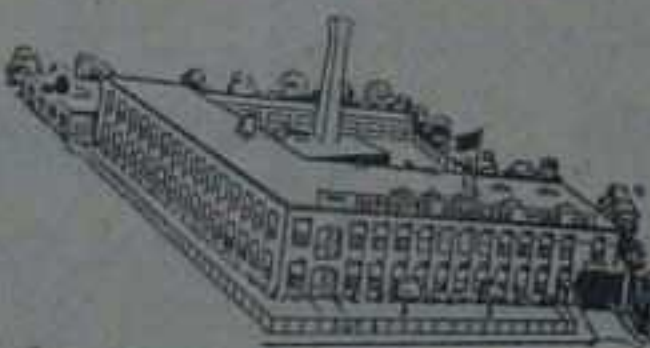
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3 PIECE CARVING SET

Showy black simulated stag handles. Full hollow ground blade in gleaming stainless steel. Boxed for eye-appeal in self-selling, individual display with \$3.00 price tag.

In lots of 12. 20% Dep. \$1.00 with Order.

Sample, Cash with Order. \$1.50

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- FLASHY KEYCHAINS . . . 3.15 Gross
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- HORSES — GLASSWARE — ALUMINUM — LAMPS — SOUVENIRS — MINIATURES — GIFTS — PENNANT STICKS — ETC.

Write for our current list—all prices F.O.B. Flint.

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200/4 (800 1 1/2" Chinese Firecrackers), 100/4 (1,000 1 1/2" Chinese Firecrackers), 12 Doz. Chinese Sky Rockets. All for \$3.50. F. O. B. Center Texas. Cash with order.

HURST & JONES FIREWORKS, CENTER, TEXAS

MAIL US THAT ORDER NOW

For a gross, 6 doz., 3 doz., or even a dozen—if you must be convinced order a **SAMPLE NOW.**

Sh! Sh! Don't Tell a Soul How To Open This Mystery Bank

Let prospects find out for themselves—lots of fun and mystery. They'll just never guess.

AGENTS, CREW MANAGERS, WAGON JOBBERS—THOUSANDS HAVE TRIED TO SOLVE THIS MYSTERY AND FAILED. CAN YOU? YOU, TOO, CAN MAKE \$50.00 PER DAY. 10 SECOND DEMONSTRATION MAKES A SALE.

PIRATE CHEST

MYSTERY BANK

Reg. U.S. Pat. #2323221 and other Pat. Pend.

NO KEY—NO LOCK—NO FORCE—NO PRESSURE NEEDED TO OPEN THIS MYSTERY BANK

Size 3x4x3 1/4"—made of metal—durable and lasting. Richly embossed with PIRATE LORE, and HAND PLATED in a 'souvenir' finish. Ideal gift for all, smart bingo and bridge prize. Smart nic nac for radio, desk top or fireplace.

MYSTERY #1. Deposit any coin—1¢, 5¢, 10¢, 25¢ or even a 50¢ piece into the Mystery Drawer—Close drawer quickly, coin mysteriously disappears thru solid steel—HOW?

MYSTERY #2. How do you get all your money out at once—without using force or pressure—without "wrecking" the bank? (Bank should last for years.)

The real fun starts when prospective customer tries to open the bank. They'll tug, pull, twist, practically talk to themselves... but 'no go'—they just can't open it. They'll never guess. Don't tell them. It takes only 10 seconds if you know the secret—clever—yet so easy—it amazes all. Easy instructions included show them how to get all the money out at once and any time. They'll buy not only one bank but several—even a dozen.

YOU CAN EASILY SELL THIS BANK FOR TWICE YOUR COST!



ORDER BLANK—FILL OUT—Detach and mail now

PIRATE GOLD TOY CORP., 475 Fifth Ave., N. Y. (17)

Gentlemen: Enclosed find \$..... cash, M.O. or check. Send us

- () 12 dz. PIRATE CHEST MYSTERY BANKS for \$93.00 (plus 2 dz. FREE); also, free, 500 "neutral" circulars for mailing to my prospective customers.
- () 6 dz. PIRATE CHEST MYSTERY BANKS for \$48.00 (plus 1 dz. FREE); also 150 circulars free.
- () 3 dz. PIRATE CHEST MYSTERY BANKS for \$25.00 (plus 1/2 dz. FREE); also 50 circulars free.
- () 1 dz. PIRATE CHEST MYSTERY BANKS for \$9.00 (include postage).
- () ONE SAMPLE BANK for a DOLLAR BILL (plus 10¢ in stamps). Do not enclose all stamps.

Avoid C. O. D. It means only DELAY in filling orders and extra cost. All orders from 3 dz. up sent express collect (50% deposit on C. O. D.).

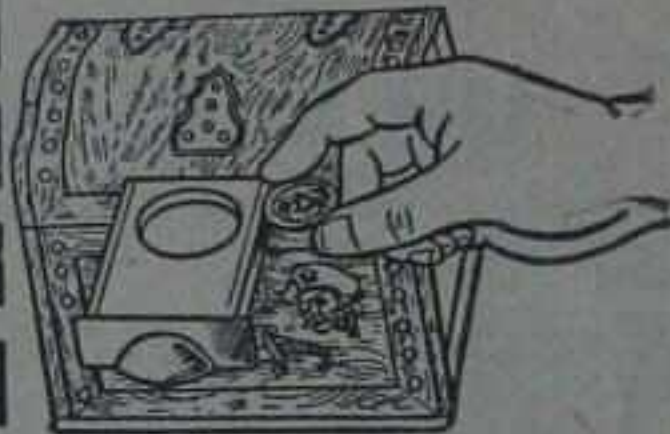
NAME (PRINT CLEARLY) _____

ADDRESS (PRINT CLEARLY) _____

MONEY-BACK ON DEMAND IF NOT SATISFIED

RADIO—TV STATIONS, MUSIC & RECORDING COMPANIES

Can you use this terrific item for a promotion?



Showing Mystery Bank with Mystery Drawer open to receive coin



Rear View—Note fine workmanship & detail

SPECIAL—Free circulars for mailing to friends, neighbors, telephone subscribers, etc. FREE with your order—see order blank. You'll agree this Bank is BIG VALUE and one sale leads to many more!

JOKES--TRICKS NOVELTIES TOYS PARTY FAVORS

5% discount for orders over \$50.00. Write for Catalog.

| | Doz. | Gr. |
|-------------------------------|--------|---------|
| Half Potty Key Chains, 2 dz. | \$.80 | \$ 9.00 |
| Squirting Cigar | .45 | 4.80 |
| Bending Teaspoon, indiv. box | 1.75 | 20.40 |
| Busy Biddy, 3 dz. 10 box | 2.30 | 26.00 |
| Goosey Lucy, 2 dz. to box | 2.75 | 31.50 |
| Tens Chewing Gum | .60 | 6.60 |
| Wiggley Snake | .75 | 8.40 |
| Rubber Lizard (large) | 1.75 | 18.00 |
| Peek-A-Boo Key Chain | 1.10 | 12.00 |
| Hairless Dog (boxed) | 2.50 | 29.00 |
| Dribbling Water Glass, Box | 2.10 | 24.60 |
| Real Toilet Water, indiv. Box | 3.60 | 42.00 |
| Rubber Cutie Doll Key Chain | 2.00 | 21.60 |
| Floating Doll in Pencil | 6.80 | 78.00 |
| 1-20 Puzzle Key Chain | 3.00 | 34.00 |
| Everybody's Ash Receiver | 1.80 | 21.00 |
| Candid Camera | 7.20 | 81.00 |

25% Deposit, Balance C. O. D.
 110 E. 23 St.
GORDON MFG. CORP. New York 10

Why You Should Never Drink Water

An Electrical Live-Action Laugh-Riot Sensation

• STARTLING • FASCINATING • AMUSING
 • ENTIRELY DIFFERENT . . .

Giant 9 1/2" x 13 1/2" Display Size! Good to the Last Drop!

The little boy really does it from beginning to end with a brilliant lighting effect—complete with frog croakings—by way of explaining "Why You Should Never Drink Water."

Prices, complete with lamp and 6 ft. electric cord:
\$6.00 Ea. in Doz. Lots F.O.B. N.Y.
SAMPLE \$7.50
 POSTPAID
 25% Deposit, Balance C. O. D.

OUR 1950 LINE OF CONCESSION MERCHANDISE IS NOW READY
 Featuring a Complete Line of Nationally Advertised Mdsel

JAPANESE IMPORTS — CLOCKS — ALUMINUM WARE — ELECTRICAL APPLIANCES — LAMPS — SCALES — PLASTIC WARE — CUTLERY — SILVERWARE — WRIST WATCHES — THERMOS JUGS — GIFTWARE — NEW ROTARY & CRANE MDSE. — SLUM — LIGHTERS — BILLFOLDS — COSTUME JEWELRY — CHINAWARE — LUGGAGE, ETC.

Featuring
 WESTCLOX CLOCKS • BENRUS WATCHES • DORMEYER MIXERS
 • DETECTO HAMPERS & SCALES • CAMFIELD TOASTERS • UNITED NOVELTY CLOCKS • GENUINE THERMOS BOTTLES
 BISSELL CARPET SWEEPERS • REMINGTON RAZORS

One of America's Leading Wholesalers.

L. THALER & CO., INC.
 141 Fifth Ave. (Near 21st St.) New York, N. Y.
VISIT US AT OUR SHOWROOM

Genuine PHOTO REPRODUCTIONS!

"I can sell it!"

BIG BLACK AND WHITE PHOTO BARGAINS!

8x10's, postcard size, in quantities. Blowups, 20x30, 30x40. 50,000 photos per day . . . that's our speed record. And our price record is even more amazing.

ANNOUNCING NEW COLOR PHOTOS in thousands at prices comparable to Black and White. Color-perfect photo postcards from KODACHROME or EKTACHROME transparencies. Thanks to our new WONDER REPRODUCTION PROCESS 8x10's, 11x14's, all photo sizes equally inexpensive in natural color. WRITE for FREE Price Lists BB on Black and White . . . and Color in All Sizes!

MOSS PHOTO
 155 W. 46th STREET NEW YORK CITY 19
 PLaza 7-3520

NOW! turn to INSIDE FRONT COVER for an important story on

POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
 "The Biggest name in Popcorn"
 POPCORN MACHINES AND SUPPLIES

HOPALONG CASSIDY BUTTONS

Everybody wants to wear a picture of Hoppy. Real photo on green background. 50-ligne button has pin to hold it securely.

| | | |
|------|-------|---------|
| 1000 | | \$25.00 |
| 100 | | 3.00 |
| 500 | | 12.50 |

FOB Los Angeles
 25% with order.
 Balance C.O.D.
 (We also stock Gene Autry and Roy Rogers Buttons.)

PICO NOVELTY CO.
 424 S. Los Angeles St., Los Angeles 13, Calif.

WOW'EM!

POUR DRINKS FROM A CIGARETTE PACKAGE

A little plastic FLASK, tiny enough to slip inside any empty cigarette package, yet BIG enough to hold 2 1/2 ounces of whiskey. For Sports and Honky-Tonks they're a riot!

Write TODAY for FREE information and Distributors' prices!

Or send for 2 samples—50¢ postpaid. In attractive display box. (Don't miss the boat on this little fellow!)

KICKJACKET CO.
 Dept. 77, 4016 W. 3d St., Los Angeles 5, Calif.

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.



Finished Photos in 2 Minutes! Greatest QUICK PHOTO Invention in History!

PDQ

Champion PHOTOMASTER

Takes and FINISHES 30 to 40 Photos an hour

- Beautiful, everlasting photos — black and white or sepia, size 2½x3½ in.
- Guaranteed not to fade.
- No darkroom needed.
- Photos are taken DIRECT on "SUPER-SPEED" direct positive paper.
- Loads enough paper for 50 shots in half a minute—in broad daylight.

COMPLETE PORTABLE PHOTO STUDIO

Be a PDQ Photographer. Operate the Champion Photomaster. Easy instructions tell how. This portable photo studio weighs only 7 lbs. Size 4½x5x10 inches. Complete developing process takes only 2 minutes. Take photos of children, pets, grown-ups, groups, "close-ups," portraits or full-length photos—animals, scenes, at picnics, bazaars, parks, resorts, schools and colleges. Travel everywhere. Make expenses plus big profits besides.

NOT A SLEEVE-OPERATED OR TIN TYPE CAMERA

Do not confuse the PHOTOMASTER with any other type of photo machine. It's definitely different. Uses "Super-Speed" direct positive paper—sepia or black and white. The camera is mechanical — FINGERS DO NOT TOUCH SOLUTIONS OR PHOTO PAPER.

OVER 700% PROFIT!

Takes 30 seconds to load camera with material for 50 photos—right out in broad daylight. Has double lens for taking close-up or distant shots. Photos finished in PDQ open air developing unit. "SUPER-SPEED" direct positive photo paper produces beautiful black and white or sepia photos in 2 minutes. Size of picture 2½x3½ inches. Guaranteed not to fade. Camera embodies carefully machined, sturdy mechanism. Camera covered with genuine Dupont Fabricoid Leather.

LOOK AT THESE PROFITS!

Pictures cost you only 2¢. Sell for 15¢ to 25¢. Folks just grab for 'em. They are amazed to see their own photos come to life in broad daylight. Photomaster "shoots" any subject—individuals or groups—buildings and scenes. This new and fascinating business offers unheard-of money making opportunities everywhere—every day throughout the year.

Write at once for details

PDQ CAMERA CO. 1161 N. Cleveland Ave., Dept. 88 Chicago 10, Ill.

You asked for Something New! HERE IT IS!



RUBBER MOUSE IN TRAP!

Positively the greatest laugh sensation in years—a bigger laugh than talking teeth or Hollywood beaks! A splotch of red on trap adds to realism. They will scream, shriek and holler! A sensation wherever shown!

Orders filled in manner received. Shipped prepaid with full remittance, otherwise 25% deposit, balance C. O. D. Samples, 2 for \$1.00. Order by air-mail or wire to get in on hottest novelty joke item in years!

\$3.60 Doz. Complete

\$39.00 Gr.

ATLAS NOVELTY COMPANY 1128 16th Street, Denver 2, Colo.



MAKE ANY NAME ON CREW HATS RIGHT ON THE SPOT IN 100% WOOL FELT LETTERING

With our beautiful fast-color all-wool FELT LETTERS and our inexpensive DURAMATIC STAMPING MACHINE. Beats and outsells old-style stitched names 10 to 1. Operator gets TOP PRICES, TOP PROFITS AND TOP VOLUME. A 1950 cleanup—no competition—100% customer satisfaction. NOVELTY WORKERS, CONCESSIONAIRES, CARNIVALS, PARKS, BEACHES, INDEPENDENTS—Write Quick. Send \$1 for sample Crew Hat with YOUR NAME inscribed and illustrated literature and WHOLESALER PRICES Hats, Machine, Supplies, etc.

LORATI & SONS, 703 S. E. 28th Ave., Portland 15, Ore. EXCLUSIVE MFRS. EVERYTHING AT WHOLESALER PROMPT SHIPMENTS

WRITE FOR OUR NEW CATALOG—JUST OUT

Be sure and mention line of business

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

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

AM AT LIBERTY NOW! FOR SEASON 1950; advance agent, special agent and union biller. Box 519, care Billboard, 1564 Broadway, N.Y.C.

AVAILABLE MAY 15TH. PUBLIC RELATIONS and business promotional man to established concern needing front man to community. Matured college graduate; years all types business experience. Can meet the big ones or the small ones, singly or in mass. Link, 603 Waldheim Bldg., Kansas City, Mo.

BANDS AND ORCHESTRAS

DANCE BAND—SEVEN TO NINE PIECES and attractive vocalist; available in June; waltzes, rhumbas, foxtrot, polkas; have been organized three years; would like summer location; all offers considered. Studio A, 4 East Ohio, Chicago, Ill.

FIVE PIECE COMBO—FINE TONAL QUALITY and tempos, blended into music, sweet, swing, Cuban as you like it; with vocals; prefer week-ends at country clubs, beach resorts. Contact Gene Herbert, 501 W. 113th St., N.Y.C. MO 2-9387 or PE 6-9453.

HILLBILLY AND WESTERN SWING BAND available for hillbilly parks, drive-in theaters, auditoriums, any type of celebrations or outdoor or indoor events in Ohio, West Virginia, Pennsylvania and New York State only; also available for dances. For reply contact Tex White, care Radio Station WJER, Dover, O.

ROY SANDERS SOCIETEERS—UNION, 9 TO 11 men, vocalists; commercial style band; available for summer location. 1017 N. 9th St., Reading, Pa.

CIRCUS AND CARNIVAL

ATTENTION! LONDON PUNCH AND JUDY and novelty clown act; carnival, celebrations, fairs, circus; do whiteface; have worked Hamid-Morton Circus, Scotty the Clown, Mt. Clemens, Mich.

AVAILABLE APRIL 15TH—CANVAS BOSS; rep show; married, wife tickets; trailer, no booze, knows the business; no advance. Fred Boone, Box 286, La Grange, Mo. ap8

DESIRE POSITION AS RIDE SUPERINTENDENT; experience in building and repairing of rides, and supervisor. Box C-78, Billboard, Cincinnati, O.

EXPERIENCED FIRE EATER, MAGICIAN AND escape act want to get with carnival. Will give complete details. Geo. W. Staine, 1920 Strauss St., Brooklyn 12, N. Y.

EXPERIENCED PERFORMER—WEB, RINGS, trapeze and iron jaw work. Low act preferred. Write Alexis Lanza, c/o A. G. V. A. Office, 1918 Live Oak St., Dallas, Tex.

FANNIE BLAIS, THE DIFFERENT HALF AND Half, can make annex openings; have banner and large photo. Address Jack Bragdon, 755 O'Ferrell St., San Francisco, Calif.

FAT DWARF WOMAN OVER 40 YRS. OLD wants to join other dwarfs or midgets. Emma Murphy, in care of Blanche Ober, 1516 Orange Ave., Fresno, Calif.

ONE-LEGGED JUGGLER WANTS TO JOIN circus side show or carnival side show who furnishes transportation and sleeper accommodation. Will mail movie film on approval demonstrating class of juggling I perform. Please quote salary. Leonard Labon, 3410 S.E. 77th Ave., Portland 6, Ore.

PAMAHASIK'S ATTRACTIONS — FEATURING the world's greatest Acting Tropical Birds, Dog, Pony, Monkey Circus; managers of parks, celebrations wanting real clean entertainment for the best. Geo. E. Roberts, Agent Manager, Circus Headquarters, 3504-6 N. 8th St., Philadelphia, Pa. Phone Sagamore 5536.

PSYCHIC PALMIST—GORGEOUSLY BEAUTIFUL, very enchanting manner; do half and half; wants work with carnival. Phone 9535, Avella, Pa., Rose Davis.

FISH BOWLS FOR GOLD FISH GAME IMMEDIATE DELIVERY

Also Ping Pong Balls

Write for full particulars

We also carry a full line of BINGO MERCHANDISE GLASSWARE & SLUM BALL GAME ITEMS BALLOONS & NOVELTIES

Write for price list—mention games

Cleveland Merchandise & Novelty Co. 513 HURON RD., CLEVELAND, OHIO

DRAMATIC ARTISTS

AT LIBERTY FOR SUMMER REP — ALL round general business team; characters preferred; three specialties, wardrobe, appearance require no advance; new car and trailer. Job L. Parsons, care Joe Van Story, Rt. 2, Eudora, Ark. ap8

YOUNG WOMAN — 29, 12 YEARS RADIO newspaper, magazine writing; 5 years' management experience; management and financial desires suitable spot, legit stock or establishment club. Box C-69, care Billboard, Cincinnati 22, Ohio. ap8

MISCELLANEOUS

AT LIBERTY FOR TENT SHOWS—NEW SEASONAL act; powerful drawing; will put them in after first night and no cost to you. Write for information. Jack Scharding, Box 1762, Long Beach, Calif. ap8

BAND INSTRUCTOR WANTS POSITION — Teach all band instruments; prefer Coast Southwest towns. Instructor, E 528 Mission Ave., Spokane 13, Wash. ap8

DISK JOCKEY—WANTS JOB ON SOME RADIO station in U. S. A. John Sciortino, 2415 Corland, Chicago, Ill. ap8

HELENE MORGAN—CHARACTER AND EXOTIC dances, beautiful wardrobe, have car. Helene Morgan, Gen. Del., Corpus Christi, Tex. ap8

MIDGET DWARF, 4 FT. TALL, TO WORK concessions or kiddie park, which can manage also; real hustler and talker; 15 years' experience; young, clean and sober. W. Marce, Box NY-118, care Billboard, N.Y.C. ap8

SITUATION WANTED—PUNCH BOARD MAN experienced; will set locations and handle any deal thruout. Box 339, Billboard, Chicago. ap8

(Continued on page 206)

AMAZING OFFER!

The Greatest Promotional Watch Ever Developed!

7 Jewel \$9.95 Only

Retails as high as \$39.50

17 JEWEL—\$12.95 Retails as high as \$49.50

If you're looking for Quick Turnover — THIS IS IT!

Beautiful Hand Set Rhinestone Case—Rhodium Finish. Finest Movement! Handsomely Boxed with retail price tag.



GUARANTEED FOR 1 YEAR! 25% with order—balance C.O.D.

FREE: NEW 1950 CATALOG SHOWING HUNDREDS OF BIG-PROFIT JEWELRY ITEMS.

LOUIS PERLOFF WHOLESALE JEWELERS DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

AIRSHIPS

SPRING PRICE SPECIAL RED AND BLUE PACKAGE

Envelopes printed front and back. Finest quality merchandise. Complete with airship fins and cabin. No. 1020 Assorted Colors . . . Per Gro. \$8.00 Workers, Red . . . Per Doz. 3.00 Envelopes Only . . . Per 1000 5.00 The No. 1020 can be worked with or without workers.

25% Deposit on All Orders—Balance C. O. D. Send \$1.00 for Samples.

JACK KELLER 128 W. Vine St. Reading 15, Ohio. Phone: Valley 7246

Sell Ultra-Blue Stock Signs

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs for homes and general display. Make money on our fast selling signs. COST 6c—SELL 35c

15 Samples Ultra-Blue Store Signs, 7x11 . . . \$1.00 15 Samples Ultra-Blue Religious Signs, 7x11 1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 1.00 Above Samples Mailed Postpaid. 100 Ultra-Blue Stock Signs, 7x11, \$4.00. No COD's. L. LOWY, 8 W. Broadway, N.Y. 7, N.Y., Dept. 943

YOUR

Sales & Profits

GO UP

WHEN YOU SELL floating BALLOONS!

... and you can fill 'em and sell 'em easier and faster with the Hi-Ball* Balloon Filler!

There's no doubt about it... everyone — men, women and kiddies always prefer a helium-filled floating balloon.

You can cash in on the favorite by using a Hi-Ball Balloon Filler, because you'll fill 'em faster with no wasted helium due to leakage.

ORDER FROM YOUR JOBBER TODAY!

EASY, FAST FILLING...

Simply slip balloon over nozzle and press down... a one-handed operation.

LEAKPROOF...

All the helium goes into your balloons — none wasted by leakage.

ADJUSTABLE...

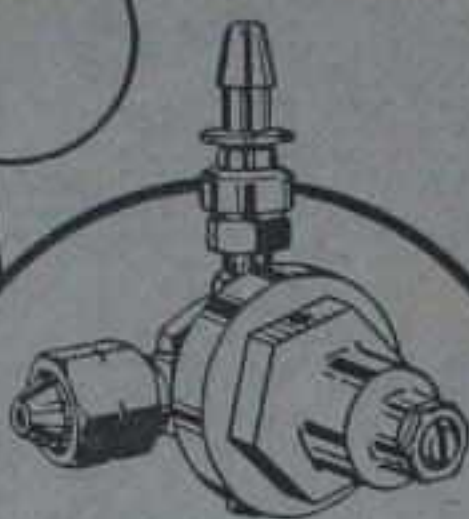
Pressure easily set for fast filling of any size balloon.

The Hi-Ball Gauge Adapter shows at a glance the approximate amount of helium remaining in the cylinder — no running out of gas unexpectedly when the crowds are big.

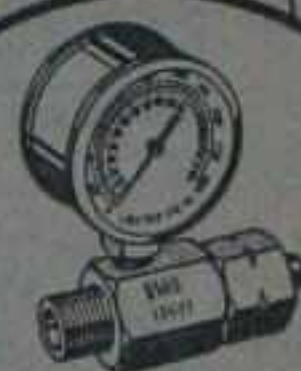
BALLOON MANUFACTURERS and JOBBERS!

Write for details about profitable sales plan, including folders, catalog cuts, etc. on the new HI-BALL Balloon Filler!

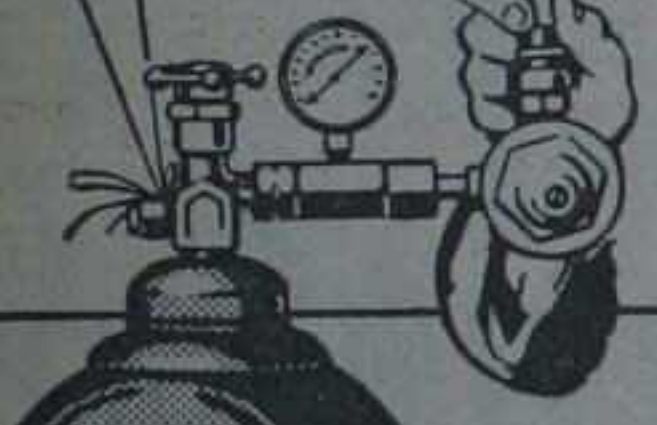
Simple One-Hand Operation!



HI-BALL BALLOON FILLER No. 10692A \$8.00



HI-BALL GAUGE ADAPTER No. 10697 \$5.50



The BASTIAN-BLESSING Company

4201 W. Peterson Ave., Chicago 30, Illinois

Pioneers and Leaders in the Design and Manufacture of Precision Equipment for Using and Controlling High Pressure Gases

GIFT NOVELTY DEPT. STORES

We Manufacture

WALL PLAQUES—STATUARY—FIGURINES

Finest line in the country. Beautiful finish, cannot be told from china. We have no competition in quality, finish or price.

MAKE US PROVE IT!

RUSH \$1.00 FOR SAMPLE

Price list with order—refund on first order.

COMPLETE LINE OF UNPAINTED FIGURINES

Careful packing. Fast delivery. Deposit on C. O. D. orders.

BONNIE JEAN GIFTS

GREENVILLE, PA.

Phone 4473-J-1

Distributors Wanted

CARNIVALS!

YOU'LL BUY IN CINCINNATI THIS SUMMER!!

| | |
|---|--------|
| PLASTER, LARGE, BEAUTIFUL. Each | \$.30 |
| BRONZE WESTERN HORSES, 10 1/2". Dozen | 22.00 |
| SWAGGER CANES. Gross | 8.75 |
| BATONS, WITH BELLS. Gross | 15.95 |
| DART BALLOONS. 10 Gross | 7.20 |
| PENNANT CANES. Per 100 | 2.25 |
| LARGE COMIC POSTCARDS, 8"x5". Per 1,000 | 4.50 |
| KEY CHAINS. Per Gross | 3.00 |
| AMERICAN LEIS. Per Gross | 2.65 |
| WORTH BASEBALLS. Per Dozen | 2.00 |
| PLUSH PANDA BEARS, 27". Per Dozen | 32.50 |

SLUM AND CLOSEOUTS APLENTY

BROWN NOVELTY COMPANY

303 WEST COURT STREET

CINCINNATI, OHIO

MANUFACTURER'S CLOSEOUT

★ CHINESE MANDARIN LAMPS



LAMP SPECIAL

Full 24" tall. Pottery base, sprayed parchment shade. \$1.35 each.

\$16.20 DOZ.

Min. order 1 doz.

Not cheap items usually sold at these LOW prices!

★ IDEAL FOR PRIZES!

★ 2 FOR PRICE OF 1.

- 2 Exotic Champion Lamps
- Choice of Jade Green or Mandarin Red
- Butcher Linen Shade
- Cellophane Wrapped



27" Tall

WALL MIRRORS

Artistic embossed Compo Frames 20 1/2 x 10 1/2 inches

PER DOZEN \$9.00

Packed 1/2 Dozen to carton.

SPECIAL

\$6.50 PAIR

\$39.00 DOZEN (1/2 DOZ. PRS.)

Terms: 1/3 down, balance C.O.D. Minimum Order, One Dozen

JOHN QUINN LAMP CO.

2233 W. Grand Avenue Chicago 12, Illinois HAYmarket 1-4135

Just Like Old German Beer Steins

MINIATURE STEINS

SALT & PEPPERS



White highly glazed porcelain is trimmed with 22 karat gold. Steins: Ceramic hunting scene decals, hinged brass-plated lids, 2 1/4" high. Salt & Peppers: Floral ceramic decals, nickel-plated screw caps. Border shows some of 42 nationally advertised beer and soft drink min-

atures (non-alcoholic) for which BILL'S is famous. Just off the press is our 1956 Catalog, showing the trade's latest crowd-pullers. Write for a copy on your letterhead.

BILL'S SPECIALTY MFG. CO.

433 N. 2nd St. Milwaukee 3, Wis.

GLOVEGUARD The Spring Sensation

Sample Dozen

\$4.00

Gross

\$45.00

All shipments postpaid.

Double your spring sales with the hottest selling item of 1956. An 18 karat gold-plated luxury item with a purpose. Gloveguard slips on any purse and with a quick flip holds gloves securely until ready to wear. Mounted on a slick yellow display card ready for sale. Rush your initial order today to see and appreciate this new, fast-selling item.

25% deposit with order, balance C.O.D.

M. LANE & CO.

1947 BROADWAY NEW YORK, N. Y.

TRafalgar 7-5855

BALLOONS

Featuring for this season
NEW COLORS, SHAPES, DESIGNS

at very low prices—

- HOPALONG CASSIDY—
- BEAUTY GLO TRANSPARENT BALLOONS—
Round and Kats—in deep colors
- POKEY NOSE BIRD BALLOONS—
(with extending nose) in mottled design
—and many other attractive numbers



DON'T GET STUCK WHEN THE CROWD COMES—use our FAST WORKING, LATEST INFLATING APPARATUS—with new finger tip control—with adjustable pressure screw—no tools necessary—

Send for price list which gives full information on balloons—gas and inflating equipment.

At New
Low Price
\$8.00

TOY BALLOON COMPANY

202 East 38th St., New York 16, N. Y.

SLUM—INTERMEDIATES—FLASH

| | | | |
|------------------------------------|--------|-----------------------------------|---------|
| Finger Traps. Gr..... | \$.90 | 16" Plush Majorettes. Doz..... | \$12.00 |
| Shell Ash Trays. Gr..... | 1.00 | 32" All Plush Bears. Doz..... | 34.00 |
| Plastic Cars. 2 Gross for..... | 2.00 | Lge. United Nations Dolls. Doz... | 43.20 |
| Asst. Dangling Novellies. Gr..... | 3.75 | Sm. United Nations Dolls. Doz.... | 34.00 |
| 7" Rubber Daggers. Gr..... | 3.00 | Horse Clocks. Ea..... | 5.75 |
| Imported Bisque Figurines. Gr..... | 3.60 | 3 Pc. Pen & Pencil Sets. Doz.... | 4.50 |
| Imported Metal Flutes. Gr..... | 1.80 | 2 Pc. Pen & Pencil Sets. Doz.... | 3.25 |
| 6" Fur Monkeys. Gr..... | 6.60 | Giant Table Lighters. Doz..... | 12.00 |

Service and Quality for Over 40 Years

Send for new illustrated catalog of novelty, carnival and premium merchandise. All orders shipped same day as received.

25% deposit with all C. O. D. orders.

KARL GUGGENHEIM, INC.

33 Union Square

New York 3, N. Y.

AL 4-4392

Frisco Pete

604 WEST LAKE ST.,
CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE.... CALL FRANKLIN 2-2567

IDENTS

from

\$7.20

Sample Assortments, \$2.00

Per Gross and Up

State Your Business

25% DEPOSIT REQUIRED
ON ALL C.O.D. ORDERS

MUSICIANS

AT LIBERTY—TENOR, BARITONE, CLARINET, bass clarinet and oboe. For complete information write Musician, 70 South Cedar, Oberlin, O.

BASS PLAYER—DOUBLE RHYTHM GUITAR, singing, comedy, M.C., can do spot in show; have car, will travel. Write, wire or phone Musician, 402 South 80th St., Houston, Tex. Yukon 1110.

DRUMMER — 12 YEARS' EXPERIENCE; DO comedy, vocals; read thoroughly, play good commercial 2-4 beat and Latin rhythms; cut or no notice; travel anywhere. Norman Cogan, 45-17 43rd St., Sunnyside, N. Y. IRonsides 6-2924. ap8

DRUMS — UNION, SOBER, EXPERIENCED, fine p.a., new Solovox, own transportation, photos, etc. Apt. 5, 293 W. 7th St., St. Paul, Minn.

GIRL BASSIST AVAILABLE—EXPERIENCED large, small units; double vocals. Contact Elaine Bravis, 4072 Stinson Blvd., N. E. Minneapolis 21, Minn. Sterling 2403. ap15

HAMMOND ORGANIST WITH LATEST INSTRUMENT—Smooth, sweet styling, travel anywhere, clubs or hotel lounge, available April 15. Alice Carney, McAllester Hotel, Miami, Fla. ap15

HAMMOND ORGANIST—FEMALE; DESIRES position New York, New England location; experienced, references. Box C-65, Billboard, Cincinnati, O. ap8

HAMMOND ORGANIST—MALE, AVAILABLE May 1st; hotel, lounge, radio experience; smooth styling, good dance rhythm; have own equipment or will use yours; travel anywhere. Dean Robinson, White Inn, Fredonia, N. Y. ap15

LEAD TENOR, CLARINET — GOOD TONE, name tenor band experience, transposer, have library of 1,500 tenor band arrangements. Wire Musician, 3916 Grand Ave. South., Apt. 2, Minneapolis, Minn. Telephone Pleasant 4654.

PIANIST—UNION, EXPERIENCED, ABILITY, all essentials; shows. Box C-71, care Billboard, Cincinnati, O. ap29

PIANIST—SINGLE, 30, SOBER, POPULAR AND concert arrangements, non-union; desires position small cocktail lounge, will travel. Donald Rafferty, 1400 N. Mt. Vernon, San Bernardino, Calif. ap15

PIANIST—EXPERIENCED LARGE OR SMALL orchestra; Dixie, some vocals, will travel. M. Lawrence, 213 1/2 So. Barstow, Eau Claire, Wis.

PIANIST-ARRANGER — AVAILABLE IMMEDIATELY; prefer combo; modern individual style. Bob Andrews, 807 1st, Dodge City, Kan. Phone 1276 W.

PIANO—PINKY COOPER; AVAILABLE IMMEDIATELY; reliable, experienced, union, good ear for small band, combo work. Phone 2406. Address 1608 So. 3rd Ave., Columbus, Miss.

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TENOR CLARINET — READ WELL AND transpose, excellent in section work; reliable, will travel. Frank Chizick, 18276 Strathmoor, Detroit 21, Mich. ap15

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TENOR SAXOPHONIST AND VOCALIST WIFE desire to join commercial band or combo; double clarinet, flute, ballad vocals, also duets with wife; both at present with well-known band; locations only; drunks and panics lay off. Box C-80, Billboard, Cincinnati 25, O.

TROMBONE—YOUNG, SOBER, EXPERIENCED, schooled; prefer location but will travel; available June 1st. LaVelle Ormsbee, 1319 Washington, Springfield, Mo. my6

TRUMPET, DOUBLES VALVE TROMBONE — Age 22, does novelty vocals, read and fake; good tone, union, will travel. Box 516, Billboard, N.Y.C. ap8

TRUMPET — EXPERIENCED, COMMERCIAL, jazz, fake, shows, Latin; prefer location Gulf or Atlantic Coast district. S. Sayers, 252 Southwest 1st St., Miami, Fla.

TRUMPET—DOUBLE TROMBONE AND VOCALS, arrange, copy, leader and radio experience; cut any style, lead and jazz, college graduate, 23 years old; available June 12. Write Musician, Box 428, Athens, O.

(Continued on page 208)

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No Effort!

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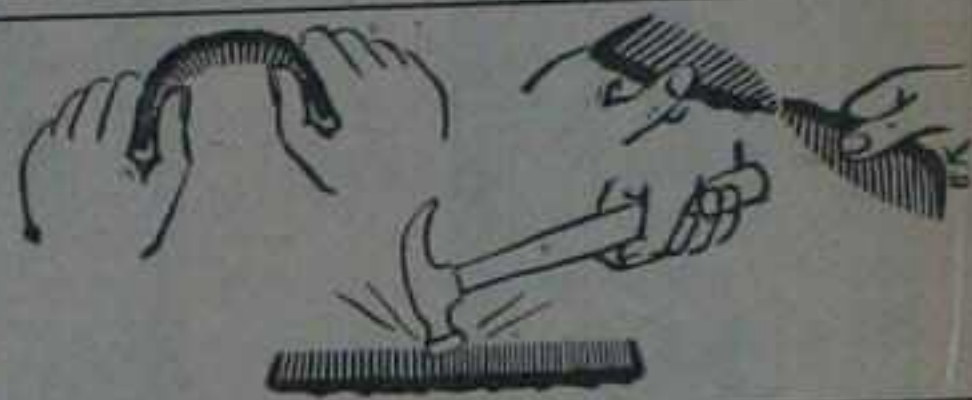
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| Fur Monkey, 9 Inch | 1.75 | 18.00 | ITCHY DOGS | 2.00 | 22.50 |
| Sailor, Cowboy, Major Dolls | 1.90 | 21.00 | Swiss Warblers | .90 | .90 |
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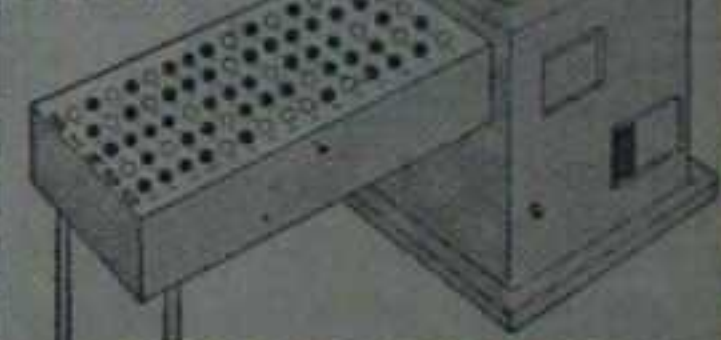
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22" Cowboy Doll—Hat, Vest, Badge, Holster and Gun, Doz. **\$16.00**
22" Cuddly Doll. **12.00**
12" Plastic Baby Doll, Doz. **7.20**

SLUM

2" Plastic Sports Figures, Gr. **\$1.00**
Charms on String, Gr. **1.00**
Rubber Nose Blowers, Gr. **1.50**
Plastic Rings—Adjustable, Gr. **1.00**
Rings With Stone, Gr. **1.25**
Pocket Mirrors, Gr. **2.75**
Plastic Men's Combs, Gr. **1.00**
Toothpick Knives, Gr. **3.25**
Cocktail Parasols, Gr. **2.50**
Brooches on Card, Gr. **2.00**
Large Brooches—Carded, Gr. **2.50**
4" Chinese Fur Dog, Doz. **1.50**
Min. Western Hats, Doz., \$2.00. Gr. **21.60**
Fire Chief Hats, Doz., \$2.00. Gr. **23.00**
Cowboy Hats, Doz., \$3.50. Gr. **40.00**
Western Hats, Doz., \$3.65. Gr. **42.00**
Heavy Bamboo Walking Canes, Doz., \$2.25. Gr. **24.00**

Carl Farber

NOVELTY MERCHANDISE

804 W. ROOSEVELT ROAD, CHICAGO 8, ILL.

POKA-HOLA CIGARS

They Smoke Without Fire. Can be used over and over. Individually carded.

\$2.00 Doz.



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Asbury Park, N. J.

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NOVEL TABLE LIGHTER
All-metal antique finish. 3 1/2" high by 2" diameter. Comes in red or green colored globe. Gift boxed. 25% With Order, Balance C. O. D. **Sample \$2.00**
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The NEW 1950 hand-tooled bags are out. They are real quality merchandise, made of steer or cowhide, hand faced and double stitched and with natural or blended colors, leather or suede lining. Three pockets on the inside, including one zipper pocket, all-metal fastener. The most beautiful bag ever made of leather, and any bag will go well with anything you wear.
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UNDER ARM BAG, 14 1/2 to 15 1/2 in. long (streamline or invert), \$19.00 each; six or more, \$18.00 each.
UNDER ARM BAG, 8 to 11 1/2 in. (streamline or invert), \$10.00 each; six or more, \$9.00 each.
COIN PURSE, 5 1/2 in., zipper, lined, beautiful design, \$2.75 each; six or more, \$2.50 each.
COIN PURSE, 8 1/2 in., zipper, lined, beautiful design, \$3.75 each; six or more, \$3.50 each.
BILLFOLDS, double stitched, hand faced, beautiful design, also Western, \$3.25 each; six or more, \$3.00 each.
SECRETARY BILLFOLDS—\$4.75 each.
IF NOT SATISFIED, RETURN MERCHANDISE WITHIN 5 DAYS AND MONEY WILL BE REFUNDED.
TERMS: 25% cash, balance C. O. D.—for resale only.

THIS IS YOUR PRICE LIST. WE DO NOT SEND OUT CATALOGS. YOU HAVE TO SEE THIS MDSE. TO APPRECIATE IT.

Write **LEATHERCRAFT** Today
BOX 126 CHAPMAN, KANSAS



WRIST WATCH \$2.60 EA.
BRAND NEW—NOT RECONDITIONED
With Stainless Steel Expansion Band. Radium dial and hands. Red sweep second hand. Chrome case. Biggest value on the market! Only \$2.60 each (6 or more)
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524 Balloons, inflates 24" long, asst. colors to the box—\$1.45 gr. 10 gr. lots, \$1.35 gr.
Heavy Pocket Clip Combs, 1 dz. on display card, black or asst. colors—30¢ dz. \$2.00 gr.
Imported Needle Books, each in printed envelopes—45¢ dz. \$4.50 per gr.
Sponge Balls, 2 1/2", slight irregulars, 1 doz. to box—80¢ dz. \$8.75 gr.
3 1/2" Plastic Snow Suit Doll—70¢ dz. \$7.20 gr.
Rubber Pocket Watch Water Squirter, 2 dz. to box—35¢ dz. \$3.75 gr.
Metal Badges, asst. Police, Fireman, Sheriff, 3 dz. on display card—\$4.00 gr.
Toy Rubber Gun and Holster Sets—75¢ dz. \$8.00 gr.
25% dep. with order, bal. C.O.D., F.O.B. Phila. Send for price list of other special items.
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Trick Stores, Newstands, Arcades, Park Stands, etc. Sell our Novelty Card Sets, Novelties, etc. Fast sellers. Big profits. Samples and list, 10¢. 25 sets for \$1.00, or 100 sets for \$3.75. All postage paid. Don't delay. Send now.
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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.

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Cincinnati 22, O.

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58c Rumbaugh, Harold 85c
Kenner, Mrs. A. R. 15c

Aberle, Bill
Adamczak, John
Adams, Mike
Admiral, J. C.
Aldido, Mrs. Alexis
Aland, Maurice
Allen, Miss Bobby
Allen, Capt. Frank
Allen, Leo
Allen, Rafaela
Alloway, Mrs.
Almanza, Mabel
Alzora, Karl
Annis, Ralph J.
Armory, Frank
Arrah, (Boy Psycho Wonder)
Aston, Leslie
Austin, Arthur
Austin, John
Austin, Wm. Ray
Bailey, Shirley
Baillie, I. M.
Ball, Emory
Baker, Louis
Barber, John
Barfield, John
Barnard, Mrs.
Barrickman, Jimmie
Barron, Carl
Rasa, Clarence
Bates, Mrs. Albert
Batt, Bill
Baysinger, Al
Beck, Robt. E.
Bell, Anthony F.
Bennison, Arthur & Mins
Bennett, Master
Biddle, W. J.
Birdsall, Geo. E.

Blair, J. W.
Blakely, W. W.
Blessinger, Doc
Bloomfield, Mrs. A.
Bluestein, Morris
Boscoe, Mike
Brad, Fred
Brady, Kelly (Spot)
Bray, Jack
Brennenman, Eugene L.
Brenner, Eddie
Bridgman, Everett E.
Brien, Ollie
Britton, Robt.
Brodsky, Mrs. A.
Brown, Fred J.
Brown, Wendell S.
Browning, James J.
Brunley, Whitey
Buck, Chas. T.
Buckingham, Mrs. Keith
Bumpus, Wm. & Harriet
Burke, Mrs. Agnes Peggy
Burke, Mrs. Katie
Burns, H. Burney
Butler, Michael
Butler, Don
Butter, Whitey
Buxbaum, Edw.
Caldwell, Mrs. Marian
Calk, Tommy
Campbell, Jim
Caneter, J. H.
Cantrell, Billie & Miller
Carden, Catherine L.
Castle, Ada
Center, Thos. J.
Cherry, Geo.

Chapman, Larry
Chastain, Mrs.
Chiccarelli, Fred
Christensen, Mrs.
Cibull, Frank
Ciesla, Mrs. June
Cinco, John
Clark, Chas. L.
Clark, Harry
Clifford, J. Jos.
Coggins, John
Coleman, Tommy
Collins, Carl
Collins, Sam
Collins, Ted
Comsau, Geo.
Conners, Candy
Cooke, J. M.
Cooper, Jackie
Cooper, James
Cooper, Thos. J.
Corbett, John M.
Corda, Jos. G.
Corwin, Geo.
Costa, Steve
Cox, Mrs. Rocky
Cramer, Harold
Cramer, Mrs.
Crammer, Margaret L.
Cranman, Max
Curtis, Robt.
Danley, Marge
Davis, H. N.
Davis, Dick
Davis, Pat & Blacky
Deady, Vincent (Irish)
Dean, Marvin E.
Deavers, Herman
Delano, Buddie
Delano, Phillip J.
Delawater, John
Demetro, John
Demetro, Tom
Demick, John
Dennis, J. W.
Dew, Velma
Dial, A. L.
Dillon, Leonard
Dix, Alvin W.
Dodd, Mrs. Harry
Donovan, J. Bob
D'Orsay, Dara
Dorsey, P. M.
Drags, Speedy
Drown, R. C.
Dunn, J. H. Products
Edels, Mrs. Harry
Edwards, J. D. & Katherine M.

Elfoet, Hal
Ellis, Buster
Emery, John Edw.
Emswiler, Mr.
Ephraim, Geo.
Ehlers, Ralph
Evans, Jr., A. J.
Evans, Albert J. & Nora
Evans, Brewster
Evans, Joe
Farmer, Wm. E.
Farris, J. C.
Faust, Cliff
Fee, Harry W.
Feerer, Tommy
Feldman, Mrs. B.
Feldman, Mrs. G.
Feller, Whitey
Field, Edw. L.
Finger, Donald
Finnerty, Mrs.
Folkard, Robt.
Fom, Archa
Fontaine, Bert
Fontaine, Paul
Forkum, Mrs.
Foster, Virgil Lee
Fox, Benny (Star Spangled Circus)
Frank, Dana
Frank, Mrs. Mary
Freeman, Billie (Mr.)
Frick, Birdie
Frick, Jack
Friedenheim, Mrs. Ethei
Fustanio, Anthony
Gafney, Dr. (Magician)
Gagging, John
Gambone, Felix
Gatwood, Addison
Garland, Albert B.
Gauvreau, D. H.
Gene & Tony
Gibson, Glenn
Gibson, Pauline
Gilk, Geo.
Gillespie, Billy (Dobson)
Gillespie, Eddie
Gilmore, James J.
Glasgow, W. R.
Glass, Dorothy
Gleason, Jimmie (Tex)
Glenn, Ernest
Gildden, Floyd & Ruby
Goodman, Sidney
Gonzales, Mildred
Gordon, Sam
Gorlick, Mrs. Pearl
Gould, Delmar J.
Graves, Johnny
Green, Alfred
(Alligator Boy)
Green, Donald S.
& Marie Williams
Green, Ralph (Cook-House)
Green, Silas
(Minstrel Show)
Groner, Sid (Bingo)
Guertin, Jack
Gunn, John C.
Hadad, Eugene G.
Hakala, Henry A.
Halstead, Roy E.
Hamling, Vincent
Hammond, Billy
Hankins, Doc
Hardman, Johnny
Hardy, Wilmer
Harley, Jr., Angus
Harrington, Chas. B. F.
Harris, Bill (Harris Show)
Hartley, Helen & Jerry
Hastings, Mrs. M.
Hatcher, Ward V.
Haymen, Charles
Haynes, Mike
Heaton, Arthur P.
Hendricks, Clyde
Herron, James H.
Hier, Jacob Earl
Higgins, Ernie
Hiler, Ed
Hilbert, O.
Hilton, Jos E.
Hoge, Mrs. Roland
Holeman, T. C.
Holland, E. L.
Houston, Lee
Howard, John E.
Howard, Mrs. Mollie
Hughes, Marie
Hulin, Mrs. Karen
Humphries, Harry
Hunter, Harry Tex
Hunting, Douglas S.
Hunting, Lynn D.
Hutalor, Virgil
Hyde, Eric B.
Hyland, Frances A. & Marvin E.
Hylton, E.
Ingraham, Frank (Peg)
Ingram, Miss Jerry

OUR POLICY WAS, IS AND WILL BE A SQUARE DEAL TO ALL JOBBERS & DISTRIBUTORS

We are announcing a few of our specials that we have in store for you. Get our samples and compare and convince yourself.



Our Debutante 24" tall
Mama Doll, Talks, sleeps, has moving eyes with eye lashes, open mouth, rubber arms and feet, rubber panties, white shoes and stockings, silk dress pink or rayon one to box. \$37.50 per doz. Sample \$4.00 PPD.
Also same as Mama Doll, 24" Boy Doll, with pink or blue silk overalls. \$37.50 doz. Sample \$4.00.
17" Rubber Doll, looks like her sister but has nylon dress, pink, blue and maize. While they last \$21 doz. Sample \$2.50 PPD.
Fur Scottie, black or assorted colors, 18x22 inches. \$24.00 doz. Sample \$3.50
Fur Cats, pink, blue, maize and white. Reg. \$29.50 size. \$16.50 doz. Sample \$3.50
29" Black and White Panther or assorted Bears, \$29.40 per doz. \$3.50 PPD. Sample of each of above (6 pieces) 16.00 PPD.
PLUSH ITEMS:
Large Bambi's, Dolls, Major, Clown, Jockeys, Standing Bear, \$36.00 doz., Sample \$3.75 PPD.
One of each of above (6 pieces) 20.00 PPD.
Large White Fur Bears, \$72.00. Sample \$7.00 PPD.
Sitting Fur Lion, \$42.00 doz. Sample \$4.00 PPD.
Baby Sitting Fur Lion, \$21.00. Sample \$2.25 PPD.
Sample of each of above (3 pieces) 12.00 PPD.
For Carnivals, Concessionaires and Punchboard Operators.
We always have closeouts on hand. Ask for circulars and information. 25¢ deposit with order, balance C. O. D.
Phoenix Toy & Novelty Co.
231 FULTON ST. NEW YORK, N. Y.

**★ AUCTIONEERS! ★
★ DEALERS! ★**

Our very latest pattern
26-pc. Silverware Set, service for 6. Heavy silverplate on highest grade nickel silver base. Minimum order 12. **\$3.50**
WATERLESS COOKWARE
Set, 14 pc. extra heavy gauge virgin aluminum. Recipe book. Guarantee. Display folder showing \$49.95 retail price. Minimum order 6. **\$8.50**
ELECTRIC HORSE CLOCK, large Western style. Self-starting—SESSIONS movement. Gold or bronze. Metal or hard rock maple base. Minimum order 6. 25% with order, balance C. O. D. **\$6.30**
H. B. DAVIS CO.
520 HUDSON ST., NEW YORK CITY

AMERICA'S TOP LINES OF NATIONALLY ADVERTISED WATCHES
FOR THE JOBBING AND PREMIUM TRADE!
WRITE FOR PRICE LIST TODAY
GARSHER NOVELTY, INC.
23 SO. 4TH STREET MINNEAPOLIS, MINNESOTA

"SQUEEZ-IT"
The New Sensational Coin Purse
Opens With a Squeeze — Shuts Itself.
A Quality Item With Instant Sales Appeal. Made of fine leather in high-gloss alligator and lizard finishes. Retails fast for \$1.50 or \$1.00. Packed 12 to self-display carton. Assorted colors.
1/3 DEPOSIT, BALANCE C.O.D. —SAMPLE, \$1.00
GENUINE LEATHER HAND-MADE BILLFOLDS
Absolutely the finest and most attractive made. Hand-tooled designs and assorted colors. Retails at leading stores for \$2.50
\$12.00 DOZ. SINGLE SAMPLES \$1.50
1/3 Deposit, Balance C.O.D.
C. P. ROSEN & CO. 2831 OLIVE ST. ST. LOUIS 3, MO.

HEARTS DESIRE COCKTAIL BRACELET
No. 877CB—34 bewitching Ruby Red sparklers and flashing imitation diamonds form a most beautiful bracelet that is a great eye catcher. Pink gold plated. Individually boxed. Sells easily for \$1.00. Sample \$1.00
Your cost \$7.00 per doz. — \$6.65 per doz. in 3 doz. lots — \$6.35 per doz. in 6 doz. lots — \$6.00 per doz. in 12 doz. lots. Send 25% deposit — balance C.O.D.
FREE NEW CATALOG: 500 BEST SELLERS
GOLDEN NOVELTY CO. Dept. B57 648 Broadway, N. Y. C. 12

Attention CREW HAT OPERATORS!
QUALITY HATS Make Sales
Prompt Delivery Saves Headaches
You can get both quality hats and prompt delivery from us.
CREW HATS { With Bands Without Bands Pom-Poms
Write us or visit our showroom to see the newest items in novelty hats.
STA-WELL HAT CO.
17 W. 3rd Street N. Y. 12, N. Y.
GRAMERCY 7-4206

REPEATING ROLL CAPS
60 boxes to carton, \$1.15 carton; 3 gross to case, \$12.00 per case.
25% with order, balance C.O.D.
Write for 1950 price list of popular and fast selling novelties.
SATISFACTION OR YOUR MONEY BACK.
GENT NOVELTY SALES
BOX 4038 BRIDGEPORT 7, CONN.



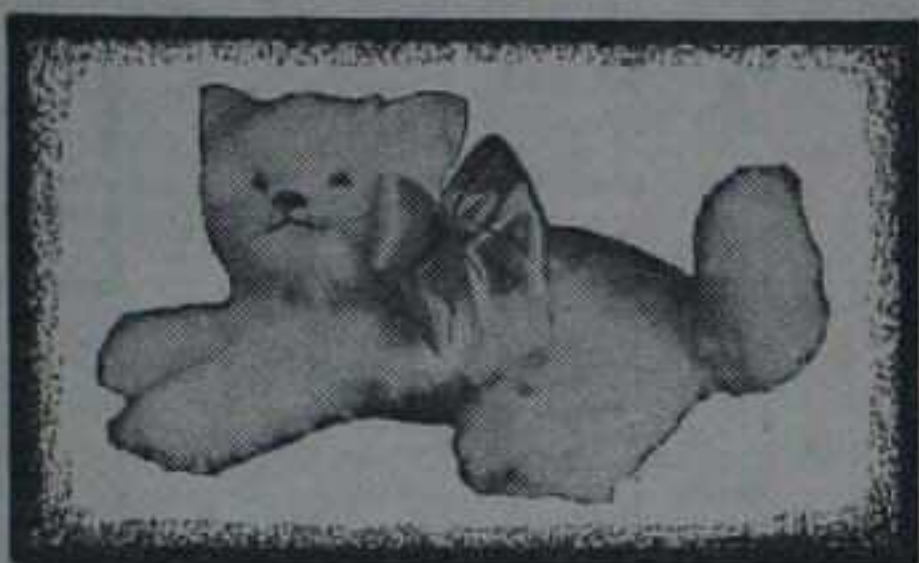
FUR KITTENS

Women love our cute pet kittens! "Ball of Fluff" genuine rabbit fur, life-like eyes, and big generous silk bow.

Individually boxed.

FUR KITTENS

Designed and priced especially for Concessionaires and Salesboard Operators for use as prizes.



FIRESIDE KITTEN

Send for
Samples and
Price List

Here's a real item for a lady's boudoir or fireplace. Kitten is made of real rabbit fur; life-like eyes and big, generous silk bow, individually boxed.

A-BEE TOY CORP.

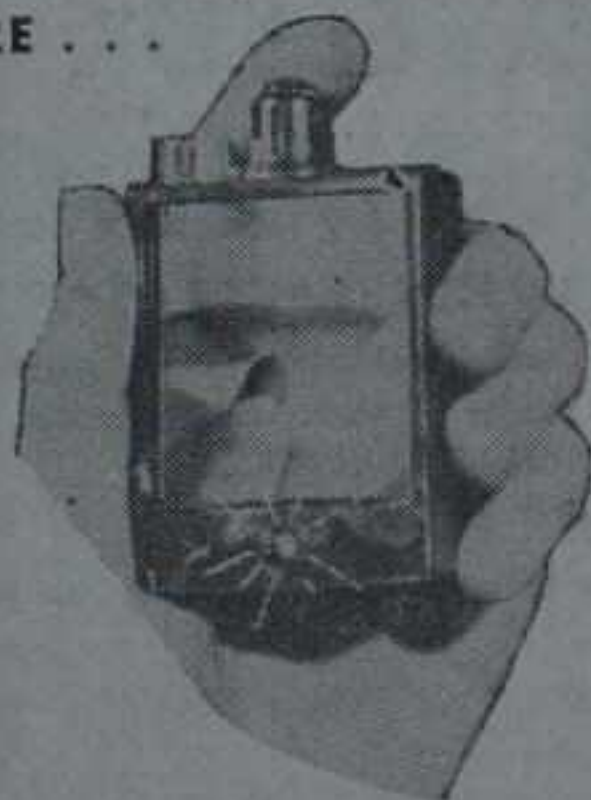
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FOR THE FIRST TIME ANYWHERE . . .

Light Up
and
Make Up

Sensational
New Make Up Kit



- ★ Fitted with Day and Night Lipstick
- ★ Push Button "Beauty Beam" Flashlight
- ★ True View Mirror

Press the button and presto . . . the bulb under the mirror lights up. Flashes a beauty beam to illumine any part of the face. Or can be used as a flashlight! Fitted with 2 Don Juan Lipsticks. Plastic case about the size of a pack of cigarettes. In a rainbow range of gorgeous colors. A fast and easy seller! Order yours today.

\$7.20 PER DOZ.

25% with order. Balance C.O.D. Special prices in lots of half gross or more. All shipments prepaid.

Susan B. Clark, Inc.

325 WEST HURON STREET

CHICAGO 10, ILL.

COSTUME JEWELRY

Here is an original highly styled and exciting line of 3 pc. Costume Jewelry Sets, boxed, in unusual creations of Necklace, Bracelet and Earrings, that offers eye appeal, sales appeal and profit appeal. The Shorbert Fashion line is popular in price and keyed for volume selling. Made by expert jewelry craftsmen, these unusual pieces with their glamorous stones and their highly polished 24K gold plate or silver finish make for easy selling and steady repeats. If fast-moving sets interest you as a premium jobber, write for sample assortment.

SHORBERT MANUFACTURING CO.
NEW YORK CITY

303 FIFTH AVE.



NEW
NOVELTY
FLUTE!



MAHOOT THE FLUTE

\$3.90 Doz. \$42.00 Gross

Blow on flute and snake comes out of basket dancing in time to the real snake-charmer music. Stop blowing and snake goes back into basket.



BEST DEAL YOU CAN GET ON
GRADE HIGH
SUNGLASSES

COMPLETE WITH NON-BREAKABLE
CLEAR PLASTIC CASE

\$8.40 Doz. Sample, \$1.00

Sells for \$1.95 or more. Men's and Women's styles. Please specify.



GORY YANK-A-TOOTH, \$1.90 DOZ.
GORY, BLOODY TOOTH, \$21.00 GR.
Looks like real thing just pulled. Plenty of action. Individually boxed.

AGAIN WE FEATURE THE FAMOUS
MILKING COW, \$8.40 DOZ. Sample \$1
Perfectly detailed. Drinks and gives milk. Complete with milking pail.

FAMOUS "15" PUZZLE, \$7.20 DOZ.
Complete with pocket carrying case.

PUFF 'N' TOOT TRAIN WHISTLE
Puffs smoke—toots like real train. 6 1/2". Colorful box. \$3.90 DOZ.

25% WITH ORDER - BALANCE C.O.D. - ADD 5% FOR POSTAGE

THE MACK CO. FIRST WITH THE NOVELTY HITS
32 NORTH WELLS ST. CHICAGO, ILLINOIS

SETTING NEW SALES RECORDS

MR. HOOZ-IT

SENSATIONAL BOUNCING
NOVELTY-ACTION
PACKED

- EARS MOVE — HEAD MOVES.
- TONGUE COMES OUT.
- ARMS MOVE — FEET MOVE.

Strong Suction Cup and Clamp Attachment

PRICED TO GET THE MONEY!

\$3.75 Doz. \$42.00 Gross

Colorful plastic body decorated with soft feathers and fuzz. It's a riot for action and sales. Can be attached to any flat surface or hung by string.



CASH IN ON
THIS AMAZING
NEW WESTERN
NOVELTY!!!
NOT A WINDUP

BUCKING HORSE & RIDER

Horse throws rider every time unless you know the trick. Complete instructions. Individually boxed. Magnetic action. \$3.90 Doz. \$42.00 Gross



MONKEY MISCHIEF—#37

Hanging from Trapeze Bar. \$2.75 Doz. \$30.00 Gross

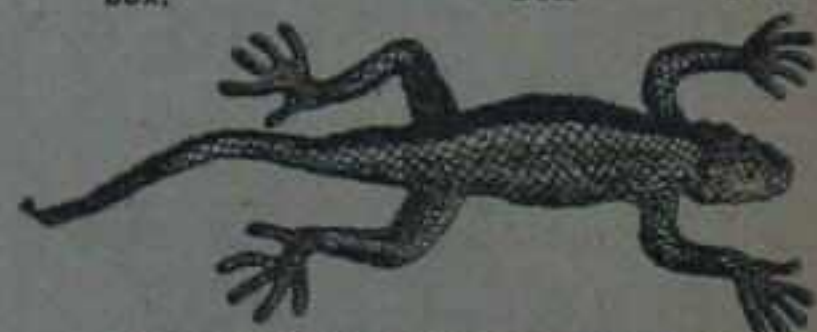
Live Rubber Monkey that performs on a trapeze bar while swinging on your windshield or rear window. Attached to any flat object with a strong suction cup. Individual 3-color display card. Packed 3 doz. to box.

#35 AMAZING PARASOL MONKEY

Of lifelike rubber—hangs from cane holding umbrella. A natural \$3.25 Doz. \$36.00 Gross for concessioners, stores, street salesmen.

#38 PERFORMING MONKEY IN BOX

Lifelike rubber—on trapeze bar with parasol and hat. Packed 2 doz. to box in 3-color box. \$4.80 Doz. \$54.00 Gross



LIVE RUBBER LIZARDS—STAYS FRESH

4 inch size \$6.00 Doz.
9 inch size 1.80 Doz.
Min. order 4", 6 doz. 9", 2 doz.

THE "FUNNY" SCHNOZZ, \$4.80 DOZ.

This is the better grade made of soft non-irritating vinylite plastic rubber nose with real looking horn rimmed spectacle frames.

3 PC. PEN SETS, \$4.80 DOZ. SETS
Ball point pen, Fountain pen and Mechanical pencil.

**PITCHMEN
DEMONSTRATORS**

10 major expositions with 300,000 net sq. ft. of exhibit space indoors, paved midways, grandstand shows, free acts and many more feature attractions will **GUARANTEE** mass attendance. Choice space for demonstrators and pitchmen is limited. Literature and floor plans on request.

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Bridgeport 3-3103

**CONN. STATE
EXPOSITION**

June 30
THRU
July 9

C-V PLANT
STRATFORD,
CONN.

LETTER LIST

(Continued from page 210)

- | | | | | |
|-----------------------|---------------------|----------------------|-----------------------------------|--------------------|
| Ireland, Val | Leopold (Leonard) | Moore, Bill | Robbins, Miss | Thomas, Robert |
| Jablonski, Francis | Skln Man | Moore, Gene | Roberts, B. | Thomas, Nick |
| Jack, Kelly | LeRoy, the Wizard | Moore, James E. | Rosenberg, Polock | Thomas, Mrs. Roy |
| James, Carol | Magician | Morgan, James N. | Ross, Benny | Thomas, Sylvia |
| Jenkins, Browns | Lewis, Bud | Mullins, Jerry | Ross, Jack E. | Thomas, Tommy |
| Johns, Geo. C. | Lewis, Curly Joe | (Polish) | Ross, Joe | Thomson, Lee |
| Johnson, Eddie | Lewis, Mr. & Mrs. | Mullins, Speedy | Roy, George | Tilner, Harry |
| Johnson, Harold | "Red" & Minnie | Myers, Bob | Russell, Cleo | Timberlake, Billy |
| Johnson, Harry Lee | Lewis, Texas Jim | Myers, Mr. & Mrs. | Russell, Leonard | Toehr, Mr. & Mrs. |
| Johnson, Mrs. Jean | Lizget, Frank | C. N. | St. Clair, Jean | Townsend, Mrs. |
| Johnson, Katie | Lindler, Frances | Myron, Art | Sabott, Mrs. Charlie | Shirley |
| Johnson, Larry | (Lighting) | Naylor, D. A. | Sawyer, Fred | Towns, Richard E. |
| Johnson, (Lighting) | Ling, Tom | Nash, Charles | Schenck, Jack | Toyson, Donald |
| Jones, Dewey G. | Lish, William | Nash, Larry | Schuls, Glen R. | Tyler, Carl |
| Jones, Tad | Lombert, Billy | Neill, Leonard E. | Scruggs, Smoker | Tyski, Walter |
| Jordan, Arthur Lee | Lumbert, Don | Nicholas, Ephrem | Seaman, Frank | Vaughan, Gene |
| Kahntroff, Morris | McCarthy, Richard | Nicholas, John | Shaffer, Mrs. H. R. | Vaughn, Ernest |
| Keefer, Bobbie | McClurkin, Richard | Niles, Numa | (Russ) | Vigus, C. |
| Keller, Alice | McCoy, M. P. | Nippo, William | Shamshak, Nick | Vinson, C. Busley |
| Kelhoff, June | McCarthy, Mr. & | Norris, Lonnie Dean | (Southern States Shows) | Vocles, E. D. |
| Kelly, Francis F. | Mrs. B. W. | Norris, Slim | Shepardson, K. C. | Von Dohren, Bill |
| Kelly, George | McDonough, Fred | Northern, Jimmy | (Lucky) | Waddis, Phillip |
| Kelly, T. W. | (Slim) | Norak, John | Shoreck, Roy D. | Wallan, Sweet |
| Kennedy, Dottie & | J. M. | O'Dare, Jack | Short, James A. | Ward, David Curly |
| Kenner, Mrs. A. B. | McNeal, Jr., J. S. | O'Day, Budd | Shukla, Bob | Ward, George |
| Kephart, Meril | Mack, Mrs. Robert | O'Day, William | Singer, E. H. | Ward, Leola |
| Kerks, Harry | Malone, Boro | O'Hara, Tim | Slavin, Mrs. Doris | Warren, S. B. |
| Kessler, Mrs. J. J. | Manager of Col- | O'Haver, J. E. | Sleeman, George | Watkins, J. J. |
| Kerr, Harry H. | ored Minstrel | O'Satysse Major | Smiko, Jr., Michael | Webb, Mary (Fat |
| King, Frank | Mann, Jay | Orton, Vern | Smith, G. C. | Girl) |
| Kipp, Stuart | Mansell, John | (Sensational | Smith, (Kid) Curley | Webb, Tex |
| Kivette, Woodrow | (Jerry) | Ortons) | Smith, George C. | Weber, Mrs. Hazel |
| Kivas | March, Curley | Osbourne, Paul J. | Smith, Paul | Webster, George H. |
| Kliedelein, Dutch | Marco, Walter | Osburne, Walker | Smith, Roy | Weir Joe |
| Klinger, Norman | March, Jesse B. | Otis, John | Smith, Slat Back | Weiss, Harry |
| Knier, Mr. & Mrs. | Marshall, Mr. & | Overtree, Robert | Smith, Wm. (Red | Welch, Robert |
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\$6.00 doz. **\$70.00** gross

Sold out on this item for April. New Shipment will arrive May 1st.

- Mechanical Swimming Doll—Wind up, place in water, the doll will swim away, employing a powerful overhand stroke. \$2.25 doz.; \$25.50 gross.
- Rollover Cat—One of the all time best sellers. \$3.80 doz.; \$45.00 gross.
- Colorful Mechanical Singing Canary \$3.50 doz.; \$40.80 gross.

15 deposit with order—balance C. O. D. F.O.B. New York City. Sorry, No Catalogs.

COHEN BROS. 134 Centre Street New York 13, N. Y.

MERCHANDISE TOPICS

Readers interested in learning the source of supply of any items mentioned herein or addresses of specific supply houses mentioned in this column, send stamped, addressed envelope to "Buyers' Service, The Billboard, Cincinnati."

New York:

According to a recent tabulation of business statistics, New York City maintains its supremacy as the largest center of small business in the world. There are 234,540 companies in the city, 209,599 of which are owner-operated or employ fewer than 20 workers. In the manufacturing field, 41,343 companies are located in the city, and 31,520 firms are engaged in wholesale trade. . . . A particularly good item for dog show workers is offered by the **Plymouth Company**. Sterling silver plated miniature dogs heads of assorted breeds are mounted on pencils or key chains. They're 10-cent numbers. The chains are mounted a dozen to a counter display card. The pencils are carded singly with a history of the dog breed printed on the card. . . . **Carl H. Dietze Jr.**, says **Kirchhof Patent's** noisemakers are bigger and better than ever. . . . Similar to the popular lizards on the market, **Kramer Manufacturing** is offering "Manny the Mouse." It's a 20-cent item of flexible rubber billed as "the nation's No. 1 skirt raiser." . . . There are many new designs in balloons. For instance, **Van Dam Rubber** offers Balloon Baton at 10 cents. By twisting the tubular baton, the air in the balloon is sealed off, keeping the toy inflated. . . . **Anderson Rubber** has "Whale-of-a-Balloon." Shaped like a whale, with vinylite fins, this 10-cent item inflates to a 30-inch length and has printed whale features. . . . The 10-cent extra-heavy Howdy-Doody balloons are especially designed for the gas trade.

Life-sized 42-inch panda and honey bears are the newest creations of **Faynee, Inc.** Mrs. Faynee says their plush boxer dogs are moving well. Another giant is **Bobo Roly-Poly Clown** offered by **Doughboy Industries**. At \$6 retail, it inflates to 4 1/2 feet high. Item is made of plastic vinylite. . . . **Sid L. Durant**, of **Noma Electric**, likes **Noma's Penguin Bank**—a 75-cent retailer that banks anything from a penny to a quarter. . . . **Howdy Doody** and **Flub-a-Dub**, television favorites, appear again as new additions to **Kohner Bros.**' line of push button puppets. They're 50 cents to \$1 numbers. Push the bottom of the base and the wooden figures (strung with cord) spring into action. . . . "Little Caesar," miniature cigarette holder, pipe and tie clip combined, is reported to be still selling well at 39 cents. . . . **Clinton Fugate**, former schoolteacher, has entered the novelty merchandise field via his **World Enterprises**. . . . It is reported that **Harris & Agree**, jewelry men, have dissolved their business. . . . **M. Zwiebel** has his new ground-floor location in shape for the spring season. . . . Retailing at \$1.98, **S. H. Newman & Company** is offering **Ducal**, a pencil-pen combination with a single point. . . . Claimed to moisten and seal envelopes in a single stroke, **Magic Mailer** at \$5.95 is offered by **Proxy Enterprises**. . . . **Charlie Schatt**, of **Schattur Novelty Company**, has increased his store quarters by taking over the store next door and tearing down the partition between the two buildings.

One of the largest 98-cent novelty table lighters is now on the market. It's a beer-can type container that comes filled with lighter fluid; the trade slogan, "Holds More Than a Pellican's Belly Can." . . . **George Feldman**, of **Feldman & Son Advertising**, has announced the **Elves Manufacturing Company** and the **Ro-La Novelty Company** as new accounts. . . . The Jewel stove ashtray is a miniature replica of the old-fashioned wood-burning cook stove in grandmother's house. These novelty ashtrays also are made as

miniature pot belly stoves. . . . A capsule to facilitate an auto starting in 10 seconds at 40 below zero has been announced by **California Oil Company**. The capsule, made of gelatin, is injected into an auto engine to provide heat from the inside. The injection mechanism will cost about \$15, and each start about 9 cents. . . . At the recent **New York Sportsmen's Show**, **Maguth Industries** displayed a new space-saving casting rod. The pocket rod "Kitkast" retails for \$3 and it's so compact it may be carried in the dashboard compartment of an automobile. The rod may be left assembled with reel, line and lure because retraction of the blade does not interfere with the line. . . . **Hart Lehman Advertising** has moved to 1 West 34th Street. . . . **Quixel Products** has introduced a new **Shu-Brush Kit** featuring **Quixel shushine sticks**. The brush has a retractable top in which there's a polish cloth and three sticks of polish—black, brown and neutral. The wax polish sticks are sold separately, too, suitable for the 5 and 10-cent market.

At the recent Toy Show, **Anne Fadden**, of **A. & H. Doll**, displayed their complete line of miniature character dolls. . . . For high-class night clubs, the **House of Clowns** offered **Zula Dolls**, kapok-filled \$6.95 retailers. . . . And at 29 cents, **Brian Specialties** showed **Zip Zoom**, the colored plastic that spirals as a yo-yo into the air. . . . **Craftsmen's Guild** has presented **Tri-Scope**, children's stories that "come to life" in three dimensions. It's a stereoscope with 10 pairs of stereo pictures for each fable. A \$1.95 retailer. . . . **Leon Bernstein** is offering **Plasite's** inflatable boats to retail from \$6 to \$10. All plastic, they're designed for beach use. . . . The children's scenic railroad of amusement parks has been recreated in miniature by **Nosco Plastics**. The railroad—21 inches long with wind-up motor and brightly colored—should be a good number for stands near the amusement ride. . . . A \$5 item, **Granny's Favorite Skillet** is now an electric kitchen clock. Offered by **Sun Glo Studios**, it's of highly polished copper with black and white clock face. . . . **Pearl-Wick Half-Moon Hampers** are reported popular prizes for bingo operators. The unit is made of fiber with woven-in steel ribs. Priced at about \$4.50. . . . At 59 cents, girls' plastic slippers are reported moving well. They come in pink and blue in a plastic envelope. . . . **Philip Florin** has presented "Hopalong Cassidy" dollar wallets to the trade. . . . **Voco's M. C. Perlmutter** is enthusiastic about his 25-cent records. Designed for children, the sleeve package carries a simplified music lesson of the recorded tune.

There's several pocket-sized emergency spot removers appearing on the market. **Cleanette** by **Jackson Products** retails for 79 cents. The 2-inch tube, in a light-weight case with wool applicator, holds a non-inflammable cleaning fluid. . . . As a 5-cent counter retailer, **Rikkies** is a little gelatin cartridge containing lighter fluid and spot remover. Unbreakable container may be carried in purse for emergencies. . . . **Dri-Kleen**, introduced by the **Bexley Corporation**, retails for 39 cents. The gold-tone finish, air tight cleaning-fluid compartment is of light-weight construction. . . . **Kay-Dee Plastics** is offering a 10-inch plastic car with a "radio." As the convertible spins along, the auto's radio plays the tune "In My Merry Oldsmobile"—a \$3.98 number. . . . **Gits Molding Corporation** is offering a retractable slide blade knife at 69 cents retail. The razor steel blade retracts into a plastic handle. . . . Have you seen the eye-catching store display of **Mecklenburg Specialties'** bubble (See Merchandise Topics, page 218)

A HOT NUMBER! Make BIG MONEY!

TIMELITE PHONE

unique combination **ELECTRIC CLOCK** and **CIGARETTE LIGHTER**

It's New! It's Fascinating!

An ideal gift for home or office use! **TIMELITE** phone is beautifully designed in metal, 3/4 size of regular telephone. The Electric Clock is guaranteed self-starting. Fully automatic "receiver" lights instantly by pressing button. Model #147—Gold Hammeroid Finish.

Sample \$6.25 Ea.
\$6.00 in Dozen Lots
F.O.B. Milwaukee
25% with order—Balance C.O.D.

HASTINGS DISTRIBUTING CO.
6100 W. Bluemound Ave., Milwaukee 13, Wis.

SPECIAL 12 OR 16 SIZE ELGIN-WALTHAM

BRAND NEW, CHROMIUM CASE
Reconditioned Mov.

7 Jewel \$8.00
15 Jewel \$10.00
17 Jewel \$12.00

All Watches Guaranteed. Minimum Order 3 Watches. 25% Deposit. Balance C.O.D. Catalog New Ready.

IRVING BERK 145 W. 45th St. New York 19, N. Y.

HOT BARGAINS
Imports Coming—Delivery: May Better Pistol Lighter—a beauty \$9.00 doz. \$90 gross

Junior Pistol—all chrome plate \$6.00 doz. \$50.40 gross

Orders pouring in, book now. All or 25% deposit, balance C.O.D. Deposit extra

"Flash" Jap Binoculars } 2 power, doz. \$4.50
} 3 power, doz. \$7.50
Immediate Delivery

"ALWAYS SOMETHING NEW"
HANSPAL 57 West 8th Street New York, N. Y.

ALL-TIME LOW PRICE!!!

Rubber Full Frame
NOSE & GLASSES

\$2.50 DOZ. Less than gross, \$3.00 doz. Postage Extra.

SAMPLE DOZEN \$3.25 POSTPAID
LARGE RUBBER LIZARDS . . . \$10.00 gross
SMALL BABY LIZARDS 4.75 Gross
25% Deposit, Balance C.O.D. plus postage.

CALIFORNIA MOLDING & MFG. CO.
—NOTE OUR NEW ADDRESS—
2404 N. 15th St., Philadelphia 32, Pa.

NOW AVAILABLE
New Line of Pens & Pencils
Send for Price List.

STARR PEN CO.
900 N. Franklin St.
Chicago 10, Illinois

COMPOSITION NUGGET JEWELRY LOOKS LIKE GOLD

WATCH CHAINS and CHARMS, DUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC.

FREE CATALOG
P. O. BOX 424
EDGAR'S RED BLUFF, CALIF.

SPECIAL BRAND NEW PARK-SHERMAN "WINDPROOF" CIGARETTE LIGHTERS

Ideal for concession prizes, etc.

Send for sample. doz. in 2 doz. lots. **\$4.80** Green and Black.
25% deposit, bal. C.O.D.

BARON CO.
Box 104, Sta. D Atlanta, Ga.

Talk Anywhere—To Anyone
Instantly With Inter-Talkie

JUST PUSH BUTTONS AND TALK TO OR FROM 1 to 7 different places up to 1/4 mile away! Not a phone—Real LOUD SPEAKING ROOM VOLUME NO ELECTRIC "PLUG-INS" NEEDED! Sits or hangs—Simple and quick to hook up! CUSTOMER CAN DO IT. 3-YEAR GUARANTEE—SELLS FOR AS LOW AS \$9.97 PER UNIT. SELL 75% OF EVERY STORE. GARAGE, WAREHOUSE OFFICE WITH 3-MINUTE DEMONSTRATION SELLING KIT FURNISHED! IT'S A FACT. This is a red hot, never before offered, available only from us, in demand everywhere item. MANY INTER TALKIE SALESMEN AVERAGE \$200.00 A WEEK AND WORK LESS THAN 40 HOURS! YOU CAN DO AS WELL! SEND FOR FULL DETAILS TODAY on complete new 1950 line of hi-power models to fill EVERY need!

THE MIDWAY CO., Dept. B-4, Kearney, Neb.

\$1 STARTS YOU IN BUSINESS

FREE CATALOG & 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, panel ties, large assortment, deluxe materials, expert workmanship. Lined at both ends, 100% wool innerlining. Money-making opportunity supreme. Act now! **PHILIP'S NECKWEAR**, 30 W. 22nd St., Dept. B-108, New York 10, N. Y.

FIREWORKS
ATTENTION, DEALERS AND JOBBERS
For Lowest Prices write Today for complete Price List.

MID-WEST FIREWORKS
114 W. SECOND ST. SEDALIA, MO.

PEARLS

Direct from manufacturer to you!
Attractively Boxed
EARRING SETS
\$2.10 per dozen
Attractively Boxed
NECKLACES
\$3.20 per dozen
Minimum order, 2 dozen
1/2 Dep., Bal. C. O. D.
Send \$1.00 for sample of each item

SPENCER
NOVELTY MFG. CO.
141 Spencer St. Brooklyn 5, N. Y.

Funniest Nose On Earth EAGLE BEAK

(Plastic)
Funniest laugh creation ever offered. A take-off from Harold Lloyd's famous goggles, featuring the most comical looking SCHNOZZLE.
Natural flesh colored nose and goggles combined. Designed for young and old. Introductory offer.
\$3.00 DOZEN
Immediate deliveries. Cash with order. Jobbers: Write for quantity prices.

SPECIAL ATTRACTION
Write for Advance Information on the Greatest Money Maker Ever Offered.

ERNIE'S ENTERPRISES, MFRS.
725 PINE ST. ST. LOUIS 1, MO.

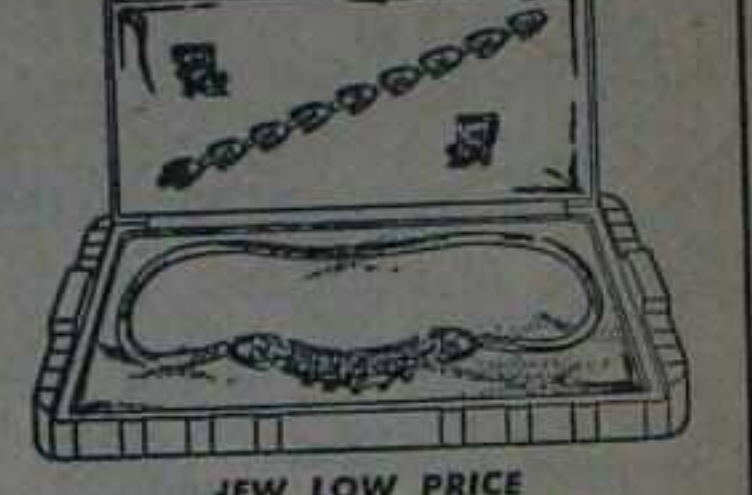
Something new... DRINKERS' NOSES

"MIDNIGHT GLOW" and "MORNING AFTER"
Lifelike shade. Perfect fit. No glasses, Glue or Tape needed—just put over your nose and fool your friends.
\$3.60 Per Doz. Sample, 50¢ Ea.



**THE HIT OF HOLLYWOOD
PARISIAN SCARF DANCE
WITH PEEP HOLE**
Nifty numbers in "Art" photo album with surprise gag.
\$3.80 Doz. Sample, 50¢
We prepay shipping charges if full amount accompanies order. Distributors and Jobbers, write for quantity prices. 1/4 down, balance C.O.D.
ASSOCIATED NOVELTY MFRS.
1024 W. 7th St. Los Angeles 17, Calif.

NEW FAST MOVERS



**NEW LOW PRICE
\$36.00 DOZEN**
Latest expensive looking—four beautiful pieces, 24 kt. gold plated. Each piece sparkling hand set stones. Necklace, Bracelet and Earrings to match. Comes in beautiful plush and satin-lined box. \$19.00 embossed price tag. Satisfaction guaranteed.
25% deposit, balance C.O.D.
Sample \$4.00 prepaid.
RAY BAR CO.
862 BROAD ST. PROVIDENCE, R. I.

We Have in Stock a Complete Line of
BINGO
CARNIVAL
NOVELTY
MDSE.
We Specialize in CLOSE-OUT MERCHANDISE of all Types.
APPLIANCES — ELECTRIC BLANKETS — STUFFED TOYS — WE HAVE EVERYTHING.
FRED SILBER COMPANY
22007 Woodward Ave., Detroit 20, Mich.
Phone JORDAN 4-6253
We Will Make Your Visit Worth While—No Catalogs.

**SUPER VALUE
\$3.00 Doz.**
14K g.p. red center or all brilliant whitestones. Send \$3.00 for 1 doz. Best rings. Deposit with order.
RAY-BAR CO.
862 Broad St. Providence, R. I.

TIES Direct from Manufacturer. Largest Assortment of Latest Patterns.
SELL STORES AND DIRECT
\$6.50 Doz. 3 Doz., \$18. **FAST \$1 SELLER. YOU MAKE \$6.00 PER DOZEN.**
Special Price on Gross Lot Orders.
OTHER ITEMS—FREE CATALOG.
EMPIRE CRAVATS 648 Broadway New York 12, N. Y.

EVERYONE a Solid Money-Maker!

FREE PUSH CARDS—ADDS PROFIT
Quality is better than price. 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 **BIG PROFIT PUSH CARD** 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, Ia.

"REAL TOILET WATER"
Miniature glass toilet bowl with a plastic seat and movable cover. Contains 1/8 oz. genuine toilet water. Packed individually in a colored box. No. 609.
PER DOZEN \$3.60

"VENUS SHAKERS"
Set of salt and pepper shakers molded in plastic. White for salt; black for pepper. Attractive box, 5"x5"x1 1/2". No. 612.
PER DOZEN \$4.25

EVERYBODY'S ASH RECEIVER
A usable fancy glass ash tray with miniature plastic toilet bowl mounted on it. Bowl has movable lid and cover. Packed individually one in a colorful box. A display card with each dozen. No. 619.
PER DOZEN \$1.80

MECHANICAL TOYS
Its Cleverness Makes Sales Click
NEW—HOT—ALIVE
\$6.00 Doz. **WHIPPY THE DOG**
\$40.00 Gro.
NEW—HOT
\$3.00 Doz. **ROLL OVER CAT**
\$54.00 Gro.
FAST NUMBERS

| | | |
|---|------|--------|
| Ice Cream Vender | Doz. | Gross |
| Jocko Tumbling Monkey | 5.00 | 54.00 |
| Large Dancing Couple | 3.50 | 39.00 |
| Horse & Cowboy Rider | 4.50 | 48.00 |
| Tricky Automobile (will not go off table) | 3.75 | 42.00 |
| Complete Samples | | \$4.00 |

One-Half Deposit, Balance C. O. D.
Send for New Catalogs.
DAN CAR NOVELTY CO.
494 Broad St. NEWARK, N. J.

"TALKING TEETH"
Regulation size imitation false teeth made of plastic. Operated by spring motor which makes teeth open and close same as when person is talking, also chatter and move around. Packed individually in colorful box. Display card with each dozen. No. 618.
PER DOZEN \$7.20

NEW! NEW! NEW!
A Sensational Seller!
ORIGINAL HORRIBLE FINGER
Made of Latex Rubber, individually hand painted in natural life-like color. Fits any finger and gives it a gory-looking, discolored, swollen appearance. Bloody-looking bandage at connecting end. Person seeing it can almost feel its throbbing pain. Display card with each dozen. No. 623.
ACTUAL SIZE PER DOZEN \$3.60

Fast Selling Magic Tricks!

| | | |
|---|--|---|
| MAGIC LIGHT BULB Lights without any visible connections. Blow on it — the light goes out. SAMPLE \$1.50 Wholesale \$7.80 Doz. | MYSTIC BILLIARDS Amazing cut and restored string trick. No skill required. Sells like hot cakes. SAMPLE \$1.50 Wholesale \$7.80 Doz. | NICKELS TO DIMES Place brass cap over 4 nickels — PRESTO! — They change into 4 dimes! Precision made. SAMPLE \$1.50 Wholesale \$6.25 Doz. |
|---|--|---|

REMIT WITH ORDER. WE PAY POSTAGE
D. ROBBINS & CO. 131-1 W. 42nd St. New York 18, N. Y.

H. FISHLOVE & CO.
714 N. FRANKLIN ST. CHICAGO 10, ILL.
Since 1915—America's largest Makers of Novelties that Amuse.
All Prices F. O. B. Chicago.
Ask your jobber or write direct
Send for catalog of over 60 amazing novelties and souvenirs.

BIG PROFITS!



\$3.50 A PROVEN SALES GETTER
Gold Plated, Stainless Steel Back SWEEP - SECOND, 4 ruby-red rhinestones plus 8 sparkling simulated diamond chips, famous GENUINE SWISS movements, modern high-lustre case, removable lug, unbreakable crystal, radium dials, handsome alligator band to match, fully guaranteed. Your cost \$3.50 100's; \$3.75 doz.'s.

Jewel Movement \$3.25 CHRONOGRAPH
(in gold plated case, \$4.25)



2 stop push-buttons times all events, accurate time-piece, radium dials, instructions, written service guarantee, many exclusive features, wonderful for promotions number! Your cost \$3.25 100's; \$3.40 doz.'s.

NEW! SPECIAL! Master Chronometer—5-HAND, 2-PUSH-BUTTON, TRIPLE-FACE 45 minute & 6 hr. recorder, independent movement (watch runs when sweep-second stops), radium dials, instructions, written guarantee, very dependable, sold at \$20. Your cost \$5.35 chrome, \$5.95 gold-plated.

7 JEWEL MASCULINE WATCH—Rugged, massive, the watch for M-E-N, chrome case, sweep-second, radium dials, unbreakable crystal, can take hard wear. Your cost \$3.65 (same model in shockproof \$4.40).

LADIES' JEWEL WATCH—GOLD PLATED, smart corded band, unequalled at the price. Your cost \$3.50 100's; \$3.75 doz.'s.

LADIES' THIN ALL-CHROME—Accurate, jeweled movements, assorted dials, Your cost \$3.15.

7 JEWEL POCKET ALARM—Your cost \$4.75. (Leather or wire hands and gift boxes, 20¢ add.) Sample watches, \$1 extra, all watches new, with service guarantee. Send only 10¢ with order, balance C.O.D. FREE! Write for illustrated brochure.

TRUDEAL SALES 299 MADISON AVE., NEW YORK 17, N. Y.

"BINGO



THE BANKER

SAVINGS BANK!

- HOLDS \$1,000 OR MORE
- FLOCKED ON DURABLE PLASTIC
- FEELS LIKE PUPPY FUR
- COCKER BROWN OR BLACK

A Proved Fast Seller **\$18.00**

A smart, attractive, decorative accessory: Cocker Spaniel Per Doz. Bank, Old, young can't resist the Cocker's "Take Me Home" expression and genuine furry feel. 12" long, 7" wide, 6" high. Individually boxed. Rated firms on open account. Others, 25% deposit, balance C.O.D. \$18.00 per dozen, F.O.B. Chicago. Order your sample today; only \$2.50 postpaid. See for yourself how fast this new "BINGO" Bank runs up those profitable sales.

GORE AND KAYE

1263 N. Paulina St. Chicago 22, Ill.

BEAUTIFULLY FLOCKED LIFELIKE

Novelties and Figurines. Seeing is believing.

FLASH

Order an assortment of samples today, \$3.75 cash prepaid, or write for a price list. Flocked Painted Slum, one cent and up.

PAY CASH AND PAY LESS



WE SPECIALIZE IN FLOCK FINISHES

TULSA, OKLAHOMA Box 1593 - Ph: 9-4459

SUNLAND'S NEW CATALOG NOW READY

and will be mailed to bona fide dealers on request.

SUNLAND NOVELTY COMPANY

Importers of Mexican Novelties and Art Goods, Mfrs. Lamps and Shades, Wholesalers of Curios, Novelties and Gift Items. P. O. BOX 719 EL PASO, TEXAS

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package, 6 Towels. Big profits every pitch. All orders 50% deposit, balance C. O. D.

SUNBEAM PRODUCTS 624 4th St., South St. Petersburg, Fla.

GIVE TO THE RAYON CANCER FUND

MERCHANDISE TOPICS

(Continued from page 216)

blower? Bubbles come fast and furiously. **Bernard Greeman** says the counter display really sells the 59-cent bubble-blowing kit. . . . As a 10-cent number, **Noveltown Products** sold millions of their plastic combination ruler-pencil sharpener, according to **George L. Price**, of that firm. . . . It's reported that painting figurines is the newest demonstration fad for stores in the Midwest. . . . "Singing Rainbow" is a top that sings and changes colors as it spins on a string held by the kiddie. It's a 49-cent retailer offered by **Kenner Products**. . . . **Thread-a-Matic**, fair traded at \$1) is a plastic automatic needle threader that is easy to operate. . . . **Fun Craft Corporation** has introduced **Comic Rotor**, a 79-cent retailer. Turn the bands around the colored cylinder and it changes the faces and clothes of the comic man on the cylinder. . . . For \$3 retail, **Rapaport Bros.** offers their new electric corn popper with a can of popcorn. Everything comes complete for that price, including the electric "stove" and popper featuring a semi-automatic agitator handle.

Al W. Samuels, of **American Merri Lei**, is showing its new 10-cent number—a rubber razer with a heavy paper nose and thumbing hand attached. . . . **Sam Valenti**, concessionaire of Norfolk, reports plenty of activity down that way. He attributes it to the greater number of navy personnel stationed about that city. . . . Absorbs, 50-cent retailer, is an attractively packaged product for hangovers. Designed for sale in liquor establishments, resorts and drugstores. . . . **Plastic Innovations**, according to **Jack Novack**, has added some new numbers to their line of plastic beach balls. The balls are 13 inches and 16 inches in diameter and retail at 59 cents, 79 cents and \$1. . . . A mechanical horse for children to ride that canters and gallops with a live horse action is offered by **Deeks Engineering Corporation**. . . . For 1950, movable eyes is the latest feature for fancily gowned miniature character dolls. . . . "Toot the Mahoot Flute!" That's what **Topic Toys** says about its new 49-cent retailer. Real "snake charmer" music causes the cover of a basket to open and Cleo the Cobra, dances in time to the tune. Comes complete with flute, basket and rubber Cleo.

SEEN IN CINCINNATI: **Woolworth's** on Fifth Street had two attractive young ladies playing **Canasta** in the store window. Of course, it's a gimmick to draw attention to the surrounding display of **Canasta** products. . . . It is reported that monogram engraving facilities add substantial sales volume to any store's jewelry department—a fact now recognized by leading variety and drug chains. . . . A household cleaner to remove discoloration from kitchen and bathroom appliances has been produced by the **J. Thamm Refinishing Company**. . . . A novel idea in salt shakers is announced by **Streamline Plastics Com-**

pany. Two small plastic lamps are actually well-sealed miniature oil lamps with colored bases and transparent plastic chimneys. When shaken, salt and pepper pour thru a hollow tube extending from the base into the chimney.

Chicago:

Carl Farber, of the **Novelty Merchandise Company**, announced that a new catalog of spring novelties and concession items will be available by April 15. . . . **M. K. (Mike) Brody**, of **M. K. Brody Company**, who has been dealing with the carnival and concession trade for 35 years, reports that from orders received so far 1950 looks like a banner year. . . . **Seymour Engel, J. Engel & Sons**, reports that the firm's spring catalog on watches and jewelry will be in the mails by April 30. . . . **Bud Kadison, N. Shure Company**, is completing the firm's spring catalog. It is on the presses and will be ready for mailing in a few weeks. . . . **Central Die Casting & Manufacturing Company** has developed a practical three-power field glass for over-the-counter mass sales at \$1.49.

Here and There:

Crystal-clear and colored plastic "Cinderella" slippers are being offered by the **Campro Company**, Canton O., for use in theater lobby promotions and as sachet, candy and perfume containers. . . . An automatic loading slingshot called "Sling-King" has been marketed by **Kaesser & Blair, Inc.**, Cincinnati. The product loads single or scatter shot. It's clear plastic pouch shows how many shot remain. . . . A handy gardening kit containing clipper, trowel, hand cultivator and sponge rubber kneeling pad is offered by **American Crayon Company**, Sandusky, O.

West Coast:

Betty Hoffman is assisting her father, **Gene Hoffman**, at **Wholesale Specialty**, Los Angeles. Hoffman recently returned from a buying trip to New York. . . . **Frank Herman**, magician, and associated with **Pico Novelty Company**, Los Angeles, handled the Zip-Zoom item at the hobby show in the Shrine Auditorium. He was assisted by **Van (Tiny) Patterson**, ex-Duke University grid star. . . . There is talk around **Merchandise Row** of the new "Mr. Beak"-type article soon to be released. Named "Uncle Beak," **Harry Hesslein** at **Pico Novelty** reports that it will be a "close relative." . . . Also creating a stir is the new **Gory Finger** deal. Local jobbers will start pushing this item soon. . . . **Claude L. Wolford**, of **Airtoy Company**, has brought out the **Flying Disc Kite**. The item was originally conceived as a military device for aerial gunnery practice, **Airtoy's J. L. Nisbitt** reports. . . . **Frank Stein** and **Sid Mantell**, Stein's son-in-law, were recent visitors to the **Pacific Coast Showmen's clubrooms** in Los Angeles.

MERCHANDISE CONCESSIONAIRES! GUARANTEED VALUES IN

PLUSH STUFFED TOYS

| | | |
|--|-------------|----------------|
| REGULAR \$42 to \$60 VALUES Samples Size | | |
| MAJORETTE | \$36.00 Dc. | \$3.50 Ea. 30" |
| Bear | 36.00 | 3.50 32" |
| COWBOY | 34.50 | 3.50 28" |
| ELEPHANT | 54.00 | 5.00 28x34" |
| Elephant | 34.50 | 3.50 28x30" |
| 1 Bed Doll | 36.00 | 3.50 34" |
| Rubber Doll | 39.00 | 4.00 27" |
| REGULAR \$34 VALUES | | |
| MAJORETTE | 30.00 | 3.00 29" |
| Jockey | 31.00 | 3.00 28" |
| Sit. Dog | 30.00 | 3.00 27" |
| Beg. Dog | 33.00 | 3.00 27" |
| Bear | 26.40 | 3.00 28" |
| BEAR | 31.00 | 3.00 33" |
| REGULAR \$24 VALUES | | |
| Bear | 21.50 | 2.00 17 1/2" |
| (also majorette, coy, dolls) | | 25" |
| REGULAR \$13 to \$15 VALUES | | |
| BEAR | 13.00 | 1.25 16" |
| Bear | 12.00 | 1.25 16" |
| Dutch Doll | 11.50 | 1.25 13" |
| Majorette | 11.00 | 1.25 17" |
| Jockey | 11.00 | 1.25 17" |
| Cowboy | 13.50 | 1.25 14" |
| COWBOY | 13.50 | 1.25 24" |
| REGULAR \$12 to \$13.50 VALUES | | |
| Monkey | 10.50 | 1.10 14" |
| BEAR | 10.50 | 1.10 14" |
| TERRIER | 10.50 | 1.10 10" |
| TERRY | 10.50 | 1.10 11" |
| SIT. DOG | 10.50 | 1.10 11" |
| Fawn | 10.50 | 1.10 10" |
| REGULAR \$4 to \$9.50 VALUES | | |
| Doll | 6.00 | .75 14" |
| Doll | 5.00 | .75 15x9" |
| DOLL | 5.40 | .75 10x9" |
| Doll | 8.00 | 1.00 21x11" |
| Doll | 8.00 | 1.00 7x4" |
| MAJOR | 7.20 | 1.00 13x10" |
| Scotty | 5.50 | .75 7x6" |

Flounce or Percale with doll face.
Silk dress.
Acetate Container, boxed individually.
25% Deposit on all orders.
RAYON PLUSH AVAILABLE FOR BACK DROPS. SAMPLE SWATCHES SENT UPON RECEIPT OF STAMPED ENVELOPE.
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| | |
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| Lite Up Jumbo Bow Tie (New, Terrific) | DOZ. |
| Hollywood Realife, 12 Nude Girls and Viewer | 2.00 |
| Myne Mouse, rubber, with whiskers | 1.00 |
| Mystery Picture (New and Baffling) | 1.50 |
| She's Fit To Be Plugged (New Comedy Card) | .85 |
| Who, Me? (New Riot Comedy Card) | .95 |
| Party Rules and Regulations (Party Comedy Card) | 1.20 |
| Expectant Mothers (New Boxed Item) | 1.80 |
| Expectant Fathers (Boxed for the Occasion) | 1.80 |
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You can make Big Money this season by using one of our New Games. Our new ZIG Penny Pitch Board with the large triangle spaces, only \$49.50. Our 4 ft. screened top 6 ball Roll Down Boards only \$19.50, or our new Cut-a-Way Double Hoop-a-La Blocks, only \$2.50 each. Start right and end up with more on every spot. Write today for circular.
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ATTRACTIVE TEXTILE PACKAGED ITEMS!
Especially for Carnival and Bingo trade. Printed and emb. Terry towel sets, elaborate novelty grid, kitchen towels, guest towels, Emb. Pillow Cases, 5 pc. Dresser Sets, Poplar prices. Smart boxed. Put-Ups. Get set now! Samples sent to rated firms only. Must be seen to appreciate. No catalog. Direct mfrs. source.
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Please enter my subscription to The Billboard for one year, \$10.

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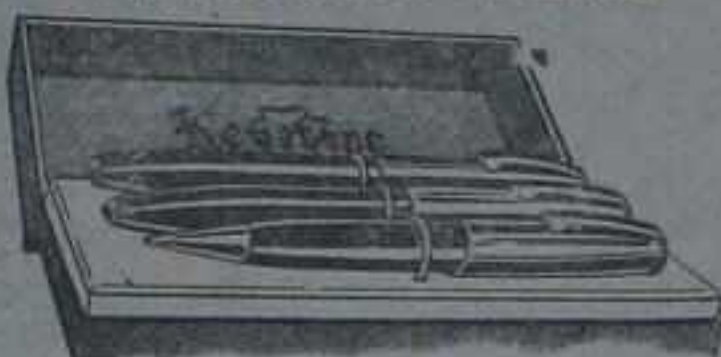
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ALL OUR WATCHES ARE NEW MOVEMENTS AND CASES
 RHINESTONE DIAL
 HIGH DOME CRYSTAL
\$12.75 EACH
 10 Kt. R.G.P. Cases,
 Genuine Leather Strap,
 Embossed price tickets
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 Additional \$1.25 for
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HOT SPECIAL!!

Official BABE RUTH WRIST WATCH
 (Guaranteed)
 Stainless Steel Expansion Band, Luminous
 Dial, Sweep Second Hand,
 Babe Ruth's Photo on Dial
PACKAGED IN REGULATION PLASTIC BASEBALL
 Retail price, \$7.95; Wholesale cost
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Special \$3.95 (Min. Order 6)
 100 or more, \$3.75 ea.
 Subject to prior sale.



BACK AGAIN! KEYSTONE PENS



Increase your sales and profits with these
 sets. Buy these and you won't go back
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 value. A sample will prove it.
DE LUXE 3-PC. SET.
 Hooded Point Lever Pen,
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Gold Anodized Featherweight Metal
 Screw-On Caps. Indestructible—Non-Tar-
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 Barrels. Deep Pocket Streamlined Clip.
 Attractively Boxed.

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 with each set
\$12.00 DOZ. SETS
 KEYSTONE SETS are never sold to chain
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Single Head \$2.00 ea.
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 Less than doz. lots add 10% each. In simu-
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17 Jewel, 10 Kt. RGP Case. **\$10.75**
 Guaranteed.
 With Rhinestone Dial, Add \$2.00.

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17 Jewel, 14 Kt. Solid Gold
 Case, 6 Genuine Rubies—**\$16.75**
 Rhinestone Dial, Rose Color
 Cases Only, Guaranteed.

WEST'S LARGEST VARIETY AND STOCK OF GOODS YOU NEED
 SILVERWARE, WATCHES, CLOCKS, PEN SETS, BRONZE HORSES, MANY NOVELTIES
 All Prices F.O.B. Los Angeles

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Announcing the Newest Development in the
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NATURE PELT FINISH

Looks Real
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A soft hair-like, life-like
 finish that can be
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 groomed for ideal ap-
 pearance!

All of our Horse Clock designs have guaranteed, self-starting electric move-
 ments mounted on green, grass-like bases. Select your choice of Horses in
 following two-color combinations:

Palomino with white mane, stockings and
 tail—Rust with black mane, stockings and
 tail—Gray with black mane, stockings and
 tail—White with black mane, stockings
 and tail.

JOBBERS & DISTRIBUTORS:

Send \$15.00 for Sample Assort-
 ment of this fast-selling line.
 Write for our catalog describing
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HOT DEMONSTRATOR ITEM



FAMILY HAIR TRIMMER
 IT CUTS AS
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A practical Safety
 RAZOR—built into
 Comb, which,
 with a little practice, will
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\$3.00 Per Doz.
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In many sections of the country a
 dollar is charged for a haircut. "SAVE-
 A-DOLLAR" is well named—it does
 just that—over and over again—for
 every member of the family—FOR
 MEN & BOYS—FOR WOMEN, GIRLS.

ROYAL FLUSH POKER CHIPS WORLD'S FINEST TOP GIFT ITEM



Brilliant, Beautiful
 Translucent
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 Interlocking, Un-
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 Two-Part Molded
 Plastic Rack.
\$12.00 Per
 Dozen
 Sets
 100 Chips in
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301 SOUTH 7TH ST. LOUIS, MO.
 ORDERS FILLED SAME DAY RECEIVED

Big Laugh Provoking FALSE NOSE

Natural flesh color plastic.
 Odorless, Sanitary, As-
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 Extra heavy frame sup-
 ports the false nose in
 EXACTLY the right po-
 sition.



NEW LOW PRICES

Sample doz. \$ 3.00
 Per Gross 30.00
 Sample Unit 75c
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Your money refunded if
 not satisfied.

Terms: 25% with order,
 Balance C.O.D. F.O.B.
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LUCKY MONEY PAYS OFF BIG



LUCKY PENNIES
 Contains
 Actual
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LUCKY PENNY KEY CHAINS—With brand new
 U. S. Shiny Penny guarantees any one who carries
 it "Never To Be Broke." Big seller everywhere.
 Without ad on back only \$10.80 gross for
 aluminum style and \$14.40 gross for Goldline
 Bronze. Prices quoted in 500 lots or more with
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STRETCHING RUBBER DOLLARS

LUCKY RUBBER DOLLARS—To Stretch Your Profits—
 Looks like real McCoy. The greatest good-will novelty
 ever created. Stretches your advertising dollar, your
 profits, and brings in new business. Only \$20.00 for 500,
 \$36.00 for 1,000, with your ad printed on back.

Terms: 25% deposit, C. O. D. balance unless rated.

H. MEINHARDT & CO., Dept. B-4
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PHEW!!!

—They are driving us "goofy" with Goofy Egg orders—get
 on the gravy train! Get your order in now for the sensa-
 tional GOOFY EGG!

FIRST TIME ADVERTISED!!! ALL PLASTIC **\$3.00 DOZEN**
DE LUXE VIS-ESCAPE
 Sensational—Solid Thru Solid! No Samples.

NEWEST SENSATION!! GOOFY EGG

Plastic GOOFY EGG won't stand still unless you know
 secret. Best novelty to come out in a long time! One
 dozen to brilliantly colored counter display box. A
 great counter item!

JOBBERS, DISTRIBUTORS, WRITE FOR PRICES
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\$1.80 DOZ. (Min. 2 Doz.)

CLEVER NOVELTIES

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WACKY EGG HAS A SCREW LOOSE
 IN HIS HEAD... DRIVES THEM DAFFY

FIREWORKS FIREWORKS

JOBBERS, PITCHMEN, RETAILERS!

MAKE 500% PROFIT!

SELL OUR COMMERCIAL LINE OF SAFE AND SANE FIREWORKS. WE
 HAVE FIREWORKS OF ALL TYPES AND SIZES!

WRITE FOR OUR CATALOG NOW!

Attention: Chairmen of County, State, Civic and Community Fairs—Write
 for Our Special Package Fireworks Shows of All Description and Sizes.
 Write Dept. 5-369.

NATIONAL FIREWORKS, INC.

603 FIRST AVENUE, NO.

MINNEAPOLIS 2, MINN.

FIREWORKS FIREWORKS

GIVE TO THE DAMON RUNYON CANCER FUND

VELOX
means bigger
PROFITS
for you in these
fast selling, new
14 K RGP rings!



NO. 33
MASSIVE
14 K RGP
\$16.50
Doz.



NO. 502
HEAVY!
14 K RGP
\$11.50
Doz.



NO. 523
HEAVY!
14 K RGP
\$14.25
Doz.



NO. 403
MASSIVE!
14 K RGP
\$16.50
Doz.



NO. WS-1
14K RGP
HEAVY!
\$12.75
Doz. Sets



ASS'T CENTERS
LADIES' #665
HEAVY!
14 K RGP
\$11.50
Doz.

10% DEPOSIT WITH ORDER,
BALANCE C.O.D. PARCEL POST

All rings in lustrous finish! All are stamped 14K RGP. All stones of fine imported quality.

SAMPLE ASSORTMENTS
\$10.00 \$15.00 \$25.00

Buy DIRECT AND SAVE!
WRITE — TELEPHONE — TELEGRAPH



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Tel. LA 4-5996 New York 1, N. Y.
References: Bank of Athens or any Bank in America

Pipes for Pitchmen

By Bill Baker

THE HOSBERGS . . .
Glenn and Marcia, are reported to be knocking 'em dead with an attractively framed gadget and shampoo stand at the Home Show, Dallas.

If pitchmen could only handle the weather!

MIKE GUNN . . .
is working a downtown parking lot in Dallas. He moved in there from a successful run at the recent sports show, Oklahoma City.

WORD DRIFTING . . .
into the pipes desk has it that Speedy Hascal is still plying his wares at the Farmers' Market, Miami, where he's getting the lucre with Svengali decks and white mice.

A reputation for being headstrong doesn't always mean your moves are smart ones.

REPORTS FROM CHICAGO . . .
indicate that Pitchdom is well represented there, with most of the tripes and keister performers congregating at the Mohawk Hotel. All are ready for the new season. Among them are Andy Day, John Gauer, Razoo Williams, Graveyard Collins,

ELECTRIC PENCIL
Professional Model, favorite of Pitchmen—5 and 10's. Engraves fine, medium, heavy lettering in gold on leather, silk, plastics, wood, paper, etc. Great money maker wherever crowds appear. \$7.25 money order, postpaid. Includes 6 rolls superior gold foil 1"x400". Extra rolls \$4.80 Doz.

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3360 N. Meridian St., Indianapolis 8, Ind.

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.
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Count Kenner, John Palmer, Beefstew Whitey Brecht, Ernest Desplenter, Ben Turpin, Jim Wicker, Chuck Festure, Whiskey Mason, Charley Davidson, Bill (Horse) Wise, Blackie Abrams, Paul Delaney, John Younger, Benny (Mootch) Spitzer, Markie Rogers, Sterno Sterns, Jobby Joblots, Old Man Wilson, Mike Halperin, Frankie Smith, Doc Lee, Jack Rubin, Tom Payne, Vito Dingillo, and John Lynn.

Empty promises and empty purses are synonymous.

JIM BROWN . . .
is pitching toys in a large Trenton, N. J., department store for the Easter trade.

MAX (GILLIE) COHEN . . .
is in St. Louis City Hospital where he is being treated for a heart ailment. He'd like to read letters from friends.

Dress up your layout. It has more to do with your success than you think.

BUDDY KRAUSE . . .
and wife are purveying their eye-glass cleaner at the Home Show, Dallas, to good herman counts.

RUCKER V. TODD . . .
well known in pitch circles, is in Billing Veterans' Administration Hospital, Fort Benjamin Harrison, Indianapolis.

If there's anything in a pitchman, trouping will bring it out.

BILL POSY . . .
stopped off in Daytona Beach, Fla., while en route from Miami to Philadelphia and visited the home show being put on by Al Stern. "Al is getting a beautiful turnout," Posy writes. "Tex and Bertha Dabney are working pens, while Mr. and Mrs. Powers have their rad layout at the spot. Russ Bradshaw is working his escape act to big tips. Charlie McGair and Bob Petrie are passing out (See PIPES on page 222)

3 PIECE PEN SET
\$4.50 DOZ.
\$51.00 GR.

"Original" 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

FLOATING DOLL PENCIL
\$4.50 Dz. \$51.00 Gr.

3 pc. all gold pen sets. Guaranteed with \$7.50 gold embossed price tag, \$5.50 dz.; \$63.00 gr.
4 pc. pen set, including pencil, pen, ballpoint and pen knife, \$6.00 dz.; \$70.00 gr.
Itchy Dogs, single gross, \$24.00 gr.; case lots (5 gr.), \$22.50 gr.

1950 FREE CATALOG NOW READY, WRITE FOR SAME.

KIM & CIOFFI
912 Arch St., Philadelphia 7, Pa.
Market 7-2283

STILL GOING OVER CHOKER SETS

NEW PRICE RANGES
3 pc. sets, \$42.00 dz.; 3 pc. sets, \$48.00 dz.;
4 pc. sets, \$54.00 dz. **LARGE ASSORTMENT OF STYLES IN ALL PRICE RANGES.** 24 Karat Gold Plated Choker set, Necklace, Earrings, and Bracelet to match. Plush Box, Silk Lined. \$19.95 and \$29.95 price tags. Sample set, \$4.50 each.

MEDICINE MEN!
THE HOUSE THAT QUALITY AND SERVICE BUILT

For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powered Vitamins. We specialize in Private Label and Formula Work. Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours. 31 years of continuous service.

By serving we grow!
We have doubled and tripled the speed and efficiency of our service because we have now installed new machinery — have large, new floor space — new labeling machinery — new filling machines — new and complete packing improvements, insuring our customers one-day service. We invite you to see our new plant when in Cincinnati. Write, wire or call us for prices.

THE HOUSE OF SERVICE!
CELTONSA MEDICINE COMPANY
Established 1918
1016 CENTRAL AVE., CINCINNATI 2, OHIO

APEX TOOLS

APEX KEENEDGE SHARPENER

With or without Glass Cutter. Lawn Mower Sharpeners, Punch Needles, Spiral Slicers, Garnishers, Two Ring Curlers and others.

Manufactured by
APEX NOVELTY CO. 1948 W. Adams St. Chicago 12, Ill.

Pitchmen

Here is a very attractive new patented money-maker THAT IS NOW BEING SUCCESSFULLY SOLD BY PITCHMEN at Fairs, Carnivals, Home Shows, Trade Shows, Sport Shows, etc. Makes a very effective demonstration. Something new that will make you real money. Write for details and prices.

JOHNSON EQUIPMENT CO.
1942 E. 6TH ST. CLEVELAND 14, OHIO

SOAPMEN! AGENTS!

Try Our New
SWEETBRIER
LANOLIN CASTILE SOAP

A brand new profit maker. Amazingly low price for large 3 bar box. Send 25¢ for sample. Write today.

MID-WEST SOAP COMPANY
1005 E. SUMNER AV., INDIANAPOLIS, IND.

MOTHER'S DAY CARNATIONS

Best Quality. Red and White. \$50.00 per 1,000. \$3.50 per 100. Send for complete list. 25% deposit, balance C. O. D.

FRANK GALLO
Importer & Manufacturer
1429 Locust St. St. Louis 3, Mo.

AGENTS—WAGON JOBBERS—PITCHMEN WANTED

Sell Medicine, Cosmetics, Perfumes. Make 100% to 500% profit. Write for wholesale price list today.

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OAK-HYTEX
BALLOONS
 PLUS
AIRCO HELIUM

The Combination
 that means . . .
GREATER FLASH and PROFITS!

NM-10 ASSORTMENT
*Sensational Money
 Getter*

Hottest item to hit the trade in
 year. Get started early this year.

Workers Available!

Brand
NEW!

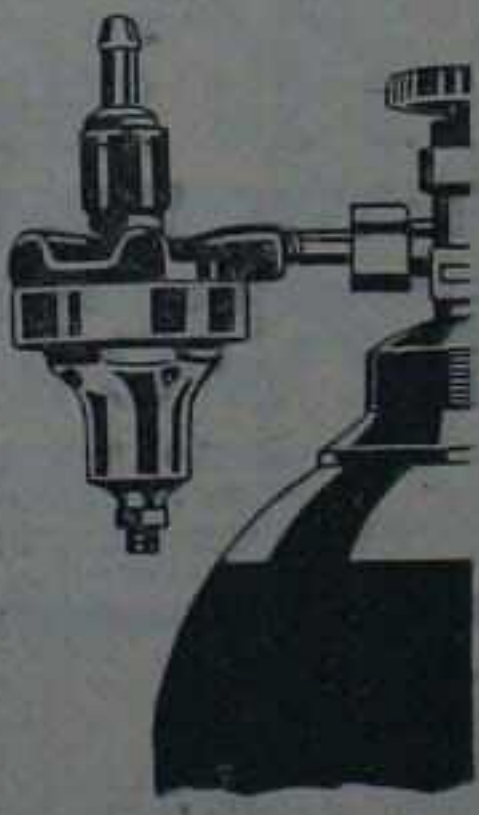
**OAK'S
 CHICKADEE**

*Novelty Sensation
 of the 1950 Season*

The Chickadee will lay golden eggs
 for you if you get your order in to
 your jobber NOW. Beautiful new
 "Speckled" finish on white and
 yellow background. Ideal gas
 number.

Balloons that float! Brilliantly colored, flashily decorated,
 OAK-HYTEX Balloons. Up in the air where people can't miss
 'em. They're the big money getters on Midway — and Main
 street.
 Check with your jobber now. Get set to sell OAK-HYTEX
 Balloons filled with safe AIRCO helium gas. It's the combina-
 tion that will put more profits in your pockets.

AIRCO REGULATOR



For the best service
 make sure your bal-
 loon-filling regulator
 is a genuine AIRCO
 regulator.
 Work it with one
 hand. It's easier and
 faster. You'll be glad
 you have one when
 the blow-off comes!

*Order from
 Your Jobber*



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 RAVENNA, OHIO

In cooperation with

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 NEW YORK, N. Y.



HOT

MONEY GETTER

- DISTRIBUTORS
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Trouble Lights



B-25
95¢ each
in gross

Now available for immediate delivery. Here's a big money maker assuring volume, action, profits. Full size light, bright metal non-glare reflector, rugged heavy duty guard, pistol grip handle with slide outlet, extra flexible rubber covered wire and molded machine type plug.

| | | |
|------------------|------------|------------|
| | Gross | Dozen |
| B-25 25 ft. cord | \$.95 ea. | \$1.10 ea. |
| B-50 50 ft. cord | 1.35 ea. | 1.50 ea. |

TERMS: 25% WITH ORDER, BAL C.O.D.

SAMPLE

25 FT. \$1.80 50 FT. \$2.45
POSTPAID

STANDARD
Portable Cord
DIVISION
LINCOLN PARK INDUSTRIES, INC.
1300 EAST SECOND STREET
JAMESTOWN - NEW YORK, U.S.A.

Pipes for Pitchmen

(Continued from page 220)

plenty of the Morris gadgets. Mrs. Eddie Gaffney is working rug braiders. Bob Krim's Taste Pie seems to be doing okay. Walter and Mary Stoffel have their wild life exhibit on the boardwalk and Frances Farr has a horoscope location that looks good. Jim Forrest has opened all his rides and is doing business. I'm going into Philadelphia to work McCrory's with mice and then will head for Asbury Park, N. Y., for the summer."

A jump of 300 miles from one proven blank to another doesn't make for common sense troup-ing.

ARTHUR HOUSE . . . has left Miami for Fort Worth where he plans to work a drugstore.

KITTY ROAN . . . has her shampoo layout working to good long green counts at the Home Show, Dallas.

Reckless expenditures in the spring usually result in your winding up on the nut in the summer.

GADGET WORKER HARRY . . . is working a downtown parking lot in Dallas with his layout.

STEVE McCLAIN . . . is working dates in South Carolina, with headquarters in Anderson.

CHIEF LONE WOLF . . . is at his home in Doyle, Tenn., and is about ready to hit the road for another season.

Get the towel room ready for those who are starting their annual poor biz laments.

JULIUS LAZARUS . . . has about completed arrangements to take his screen layout on a tour of California and Arizona this summer.

The migratory season is on for the early birds.

GEORGE WRIGHT . . . is widely known in pitch circles, is in Chicago preparing for the new season. He recently celebrated his golden wedding anniversary.

JIM STUTZ . . . is purveying his Slick Chick, an Easter novelty, out of Morrisville, Pa.

Don't argue about anyone's business and you'll never be considered a knocker.

BEN (HORSEBACK) MEYERS . . . rambled into Columbia, Tenn., last week to make the mule days there. He'd like to read pipes here from John Puddenhead, Lefty Mason and Jack Lazara. Ben moved into Columbia from Florida where he scored with his toy mule known as Frances.

DOC HOWARD . . . continues to pitch horoscopes to average returns in the basement of the W. T. Woolworth store in downtown Los Angeles.

Pitchdom is taking another encore right now.

W. P. (BILL) DANKER . . . fogs thru the following from Louisville: "Just received a letter from Mrs. Harry Maier informing me that her husband passed away at their home in Arab, Ala., March 10. His death will be a shock to his many (See Pipes on page 224)



It's New! It's New! It's New! "PEEK-IN" BALL PEN

Featuring "Real Life" gorgeous assorted models. A first quality guaranteed ball pen in flashy assorted colors—golden, bullet-shaped caps. Write with "LIFE" model!

PRICED RIGHT!

(No baloney for a change—The minimum price is offered NOW)

\$4.50 Doz. \$50.40 Gr.

Get the Gravy Now by being first in your territory with new "Peek-In" Pen!

4-PC. PEN SETS WITH KNIFE

Assorted Colors—Individually Boxed
\$5.75 Doz. \$67.50 Gr.

25% Deposit, Balance C.O.D.

B & J SALES CO. 85 ORCHARD ST. NEW YORK 2, N. Y.

FIREWORKS DISPLAY AND WHOLESALE

CATERING TO RETAIL & JOBBING TRADE

Write for Circular—Immediate Delivery

WESTERN STATES FIREWORKS CO.

TOPPENISH, WASHINGTON



THE FISHERMAN CUSHION-ROBE

THE PERFECT PREMIUM!

New! Colorful! Useful! Looks twice its cost! Water resistant plastic zipper seat bag. Big 60x70 fringed wool robe with FISH DESIGN applied in contrast color. EVERYBODY WILL WANT IT! USABLE THE YEAR ROUND FOR FISHING, PICNICS, BALL GAMES, OUTINGS.

An Exclusive Creation of

RONCO ROBE CO.

23 So. 4th St. Minneapolis 1, Minnesota

CARNIVAL LAMP SPECIAL

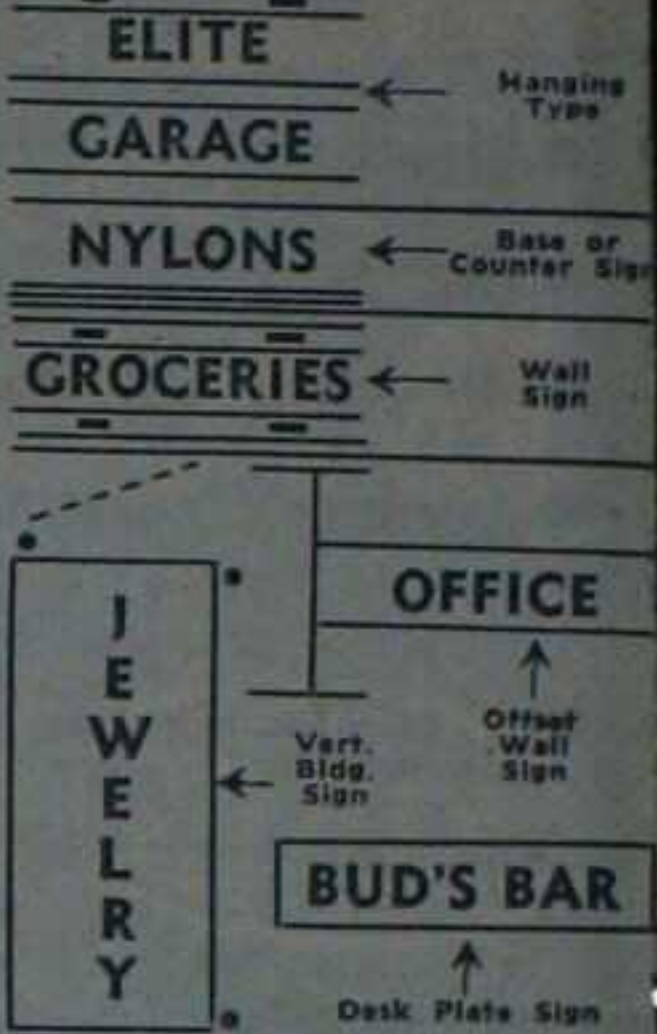
Large highly marbled hand decorated china lamp, 22 karat gold trim on a beautiful 4 legged metal stand 26" tall complete with 16" rayon shade with top and bottom matching ruching. Colors: wine, blue, green (in lots of 6), \$5.50 ea. Retail value, \$12.95 ea. 25% deposit with order, balance C.O.D. Samples on request, \$5.50. Special—16" hand made washable silk rayon Swirl Shades. Colors: Wine, Blue, Rose, Green. Velvet trim top and bottom, \$2.75 ea.

EASTERN LAMP & SHADE CO.

217 18TH AVE. PATERSON, N. J.

FLUORESCENT PLASTIC Non-Electric SIGNS

"Masterpieces of Craftsmanship"
Tomorrow's Creation Today
Self Fluorescent, Reflects, Retracts, Magnifies, Day or Artificial Light. All signs made to your order. Any type size or style.



COLORS
Blue, Green, Yellow, Black and White and Red. All signs mounted on crystal clear bars. Sizes: 1", 2", 4", 6", 8", 10", 12". Also mounted white opaque background at additional cost.

AGENTS
Better than 100% PROFIT. Exclusive territories now open. Shipped same day on receipt of order via Railway Express Co. Sample Sales Kits available in \$10.00 and \$25.00 sizes. Money refundable at any time. Sample sent, remit by postal money order or certified check. Literature and confidential price lists included with sample kits.

Additional Information
Special attention is closely exercised into the workmanship and quality of these signs. We strive to cooperate that you may meet the sign needs in your territory. This firm is not connected nor affiliated with any other. Beware of imitators and imitation of name and product. J. E. Moore, formerly with J. A. Whyte & Sons, manages this concern.

Shipments to Agents Only
You are in business for yourself—Handle this business your way. Make your own deliveries. Money-back guarantee on all orders. We can furnish testimonials of many satisfied customers.

Manufactured by
FLUORESCENT PLASTICS, INC.
General Offices and Showrooms
1731 Wisconsin Avenue N.W.
Washington 7, D. C.

Pitchmen THE

Alston CHEM-WAND WEEDER

Kills weeds in lawn or garden. Just a touch with CHEM-WAND and weeds die, roots and all. A useful tool that really works. Perfect demonstrator. Big profit.

Sample, \$1.00 Postpaid.
ALSTON MFG. CO.
6144-46 Monadnock Way
Oakland 5, California

BIG SELLERS AT SPECIAL PRICES

| | | | |
|--|--------|----------------|----------|
| Mr. BEAK, plastic | Doz. | Rubber Jokes | Doz. |
| Mr. BEAK, best plastic | \$3.50 | 4" Lizard | \$ |
| Mr. BEAK, best rub. | 4.00 | 6" Lizard | 1 |
| Laying Hen | 1.50 | 9" Lizard | 1 |
| Wiggly Willy Snake | .70 | SHAKE, 14" | 1 |
| Sammy, soft snake, 14" | 2.50 | LOBSTER | 1 |
| JOCKO Monkey, 19" | 4.00 | Mice, 4 1/2" | 1 |
| MICKEY Monk | 3.00 | Mice, 6 1/2" | 1 |
| Jungle Jimmy Monkey | 2.50 | Squak Mouse | 1 |
| Rub. Choc's, bag 3" | 1.50 | SQUIRT WATCH | 1 |
| Rub. Worms, card 24" | 1.40 | SQUIRT Camera | 1 |
| Rub. Nudie Key Chain | 1.00 | SQUIRT Cigar | 1 |
| Crawling Baby, large | 4.50 | SQUIRT Cigs | 1 |
| Tumbling Bear | 4.00 | SQUIRT Dagger | 1 |
| Gyroscope Tops, 16" | 2.50 | SQUIRT Choc. | 1 |
| Gold Layin' Hen | 2.40 | SQUIRT Cigs | 1 |
| Razberry Pillow | 1.50 | SQUIRT Cigs | 1 |
| Lobster Key Chain | .90 | SQUIRT Flower | 1 |
| 4-Eye Man Wall Card | .70 | SQUIRT 25c | 1 |
| Oil Man Wall Card | .70 | SQUIRT Fatima | 1 |
| NUTCRACKER Legs | 5.00 | Ex. Matches | 1 |
| NICKEL (folding) | 5.00 | Ex. Cig. Plugs | 1 |
| Carved Coconut Funny Faces, Indian | 3.00 | | |
| Maracas (Cuban), \$2.75; med. \$4.00; large | 4.00 | | |
| Magnetic Fun Makers, 12 ass't. on card | 1.00 | | |
| Most complete line of Fast Sellers in South-FLA. FUN FACTORY | | | |

536 Collins Miami Beach, Fla.

GIVE TO THE RUNYON CANCER FUND

JEWELERS — ENGRAVERS DEMONSTRATORS

A complete line of jewelry for you
NEW * HOT * MORE TALKING POINTS

Get off the NUT in a hurry

\$

- Brooches
- Bracelets
- Tie Slides
- Charms
- Lockets
- Fobs
- Novellies
- Gadgets
- Pencils
- Keyrings
- Key Chains
- Sports

If you want **PRICE**—We have it.
If you want **QUALITY**—We have it.

Send for—**NEW FREE CATALOGUE**—now ready

Novel Craft

DESIGNERS

MANUFACTURERS

94 COUNTY STREET
ATTLEBORO, MASSACHUSETTS

SPRING SPECIAL to BILLBOARD READERS!



Offered exclusively to you to acquaint Billboard wholesalers with our hot, fast-selling watch values. Just check these features below.

\$13.50

Ea. in Doz. Lots

Send fourteen dollars for sample. 25% deposit with order, balance C.O.D.

- Fine, brand-new 17-Jewel Movement
- Beautiful Plastic Gift Box with Velvet Interior
- 14K RGP Case with Stainless Steel Back
- Gold-Embossed \$49.75 Price Tag and Gold-Embossed 17-Jewel Label in each box
- Rhinestone Dials (Asst'd Colors)
- Written 1-Yr. Manufacturer's Guarantee with each Watch
- Expansion Band—10K RGP Top, Stainless Steel Back

FIFTH AVE. JEWELERS EXCHANGE

DEPT. 34—ATT.: MR. SCHEER

34 WEST 47TH STREET

NEW YORK 19, N. Y.

We also manufacture watches to your specifications

CHINAWARE SPECIAL!

Newark Crockery offers steady supply of 32-Pc. Sets, Cake Sets and Berry Sets at a special price for concession trade.

25% Deposit, Balance C.O.D.

NEWARK CROCKERY DEC. CO.

291 Bowery, N. Y. 3

| | | |
|-----------------|--------|------------------------------------|
| 32-Pc Sets | \$4.00 | Per Set, Individually Packed |
| 7-Pc Cake Sets | \$1.00 | Per Set, (Packed 6 Sets to Carton) |
| 7-Pc Berry Sets | \$1.00 | Per Set, (Packed 6 Sets to Carton) |



ENGLISH ROSE



EMIL SEIBOLD

97-36 63rd Drive
Rego Park, L. I., New York

MOUSE WORKERS, PITCHMEN

ATTENTION!

The Mysterious Wonder Mouse

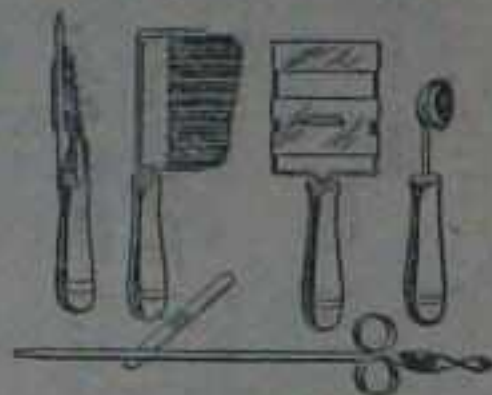
Made of Plastic

Made of Plastic

They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray color. Packed in attractive 3-colored boxes. Prompt shipment. 25% with order, balance C. O. D. **\$6.00**

DEMONSTRATORS PITCHMEN

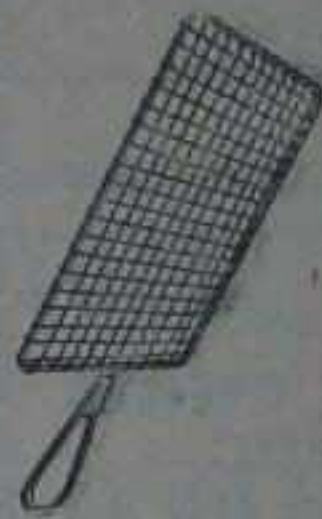
Always Get Money
with these
Popular Sellers



GARNISHING SETS



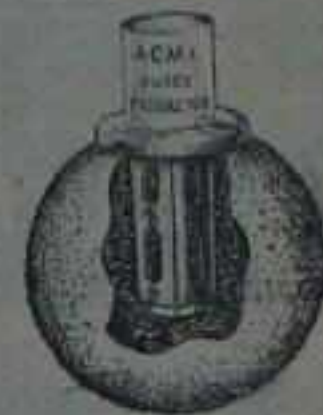
FLIPPER TURNERS



SAFETY GRATERS



ROTARY MINCERS



SPIRAL SLICERS

MERCHANDISE RIGHT
. . . . PRICES RIGHT
Deliveries Prompt and Dependable

ACME METAL GOODS MFG. CO. Dept. B, Newark 2, New Jersey

Presenting the Newest **MOST SEX-sational**
PIXEE OF THE YEAR

The Big Bust of 1950

"FAN-FARE"

only **\$7.20** per dozen
It Sizzles



\$5.75 Dz.

#604 Hula-Hula Girl



\$7.20 Dz.

#1000 The Dancer



\$5.75 Dz.

#603 Miss South Sea

It sells like wildfire. Here is a truly great addition to the "Hula Girl," the "Dancer" and the "Miss South Seas" Pixees. No one can resist them, and we mean no one. So hurry, get your orders in now and see for yourself what a fabulous selling hit these new PIXEES are.



#1001 FAN GIRL

This is positively terrific. You won't just sell one or two. YOU'LL SELL DOZENS. This is the greatest thing since the eruption of Mt. Vesuvius.

#1000 Shimmy (The Dancer) \$83 Gr.
#1001 Fan Girl (Red Hot and New!!) \$7.20 Doz.

#800 Our Lord, eyes open and close. Lips move in prayer. Gr. \$83 \$7.20 Doz.

#600 Baby Crying
#601 Lady Winking
#602 Shmoo Singing
#603 Miss South Seas
#604 Hula-Hula Girl
\$5.75 dz.—\$66 gr.

Samples, \$1 each PIXEE

25% Deposit, Balance C.O.D., F.O.B. N. Y.
78-31 67th Drive Twining
Middle Village, L. I., N. Y. 4-8546

IF YOU OPERATE CONCESSIONS

You should have our price list. Write now, early bird list ready for mailing.
ITEMS YOU CAN USE AT PRICES YOU CAN PAY
If you have not dealt with us in the past, ask those who have.

BERNY NOVELTY COMPANY

119 West 23rd St.

ORegon 5-1042

New York 11, N. Y.

WRITE FOR NEW 54-PAGE 1950 CATALOG

REDUCED PRICES ON ALL NATIONALLY ADVERTISED NAME WATCHES FOR PROFITABLE PROMOTIONS



★ ELGIN ★ BULOVA
★ GRUEN ★ BENRUS
★ WALTHAM

Brand new 1950 model cases for gents and ladies. Rebuilt and guaranteed like new.

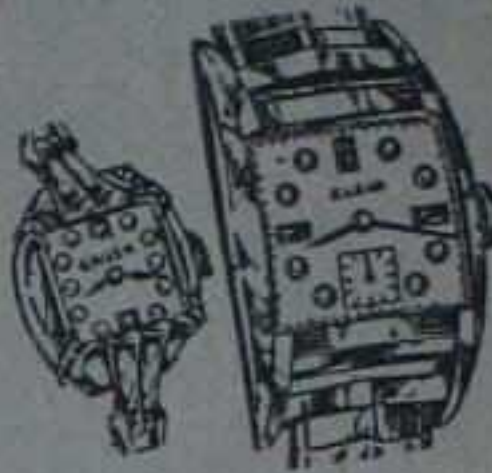
15-Jewel, \$10.65 17-Jewel, \$12.65

Rhinestone Dial, 75¢ additional. Gold Plated Stretch Band, 95¢ additional. Leatherette Gift Box, 45¢ additional.

RHINESTONE CASE WATCHES

Copies of expensive \$200 and \$300 watches. Rebuilt movements guaranteed like new.

7-Jewel, (17-Jewel, \$10.95) Rhinestone Dial, 75¢ add.



Above watches can be had in Swiss movements only. **\$6.95**

MIDWEST WATCH CO.

5 S. Wabash Ave. Dept. B-26 Chicago 3, Ill.

Wholesale only. 25% with order, balance C. O. D. Open account to rated houses.

ILLUSTRATED CATALOG NOW READY



TOP MONEY GETTERS FOR 1950 YOU NAME IT—WE HAVE IT

- Bingo Merchandise
- Derby Race Specials
- Rotary-Digger Vending Items
- Animated Action Clocks
- Giant Fur Animals and Dolls
- Original Bi-Bye Baby Dolls
- Blankets—Robes—Spreads
- Bronze—Gold—Silver Horses
- Glassware: Red—Gold—Green
- Lamps—Electric Appliances
- Novelties—Cans—Toys
- Balloons—Souvenirs—Badges
- Coke and Ball Game Items
- Plaster—Slum—Corn—Candy
- Auction and Pitch Mds.

IMPORTANT—IN ORDER TO GET YOUR COPY YOU MUST STATE YOUR BUSINESS OR SHOW AND TYPE OF MERCHANDISE YOU ARE USING.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Spicy — Witty — Entertaining!



ZITO DOGS *

Steady year-around mailable moneymaker for resort concessions, souvenir shops, magic and joke shops, pitchmen, etc.

- ★ 45 SCREAMINGLY FUNNY ZITO DRAWINGS TO THE SET—ALL DIFFERENT IN COLORS
- ★ BIG MONEY MAKER AT 50¢ RETAIL
- ★ EACH SET PACKED IN SOUVENIR BOX READY FOR MAILING
- ★ MONEY BACK GUARANTEED

\$6.00 for doz. sets with display box. We pay postage.

In Gross Lots **\$32.50** per gross f.o.b. N.Y.C.

JOBBERS: Write for Quantity Prices

GOULD NOVELTIES, INC. 1657 BROADWAY NEW YORK 19, N. Y.
Exclusive Representatives

HORSE SALT & PEPPER SET — YOUR SALES LEADER FOR 1950

These horses, one bronze and one nickel, will lead the sales parade this year. Already an established wonder, they are selling like the proverbial hot cakes. Attractively packaged—each works with corks and holes, they are the best salt and pepper set ever made. Horses are 2 1/4" high. \$7.20 per doz. sets. F.O.B. Burlington, Iowa. Minimum order, 1 doz. pairs. We pay postage when cash accompanies order. Write for quantity prices. Jobbers set-up available. Open account to rated firms. Sample prepaid, \$1.00.



PARKCRAFT Dept. TB, Burlington, Iowa

Pipes For Pitchmen

(Continued from page 222)

friends in Pitchdom since he was well liked by all. He was 62 years old and he and I worked together off and on down thru the years. He was a super-salesman and was a topflight jam man and auctioneer in addition to being one of the best known pitchmen in the business. Among the old-timers with whom he worked were Morris Kahntroff, George Bedoni, Si Perkins, Eddie St. Mathews and Paul Houck. In my opinion, Harry was one of nature's noblemen. He befriended many of the boys and I know they will sorely miss him. Mrs. Maier will continue to make her home in Arab."

DORIS RASMUSSEN'S ... Car-Bo-Tet layout is still bringing her dividends at the Woolworth store in Los Angeles.

Knocking is a weakness most pitchmen decry and fall for.

"I'M WORKING ... the home show here to good returns," pipes Big Al Wilson from Dallas. "This looks like it's going to be a winner. Space was sold out before the show got under way. Local merchants are well represented with numerous booths. Show is being held on the State fairgrounds. I'm going into local stores with astrology charts the minute Easter is over."

THE RAGAN TWINS ... Madaline and Mary, are still purveying big lots of figurines in McLellan's store, Little Rock.

BOB POSEY ... cards from Darien, Wis., that it's still too cold to be making sales days in that sector. "Chana, Ill., holds a sales day each Tuesday, but they must be worked before noon," Posey advises. "Jamesville, Ill., also holds sales days on Tuesday, but these must be worked before the sale starts. The latter spot isn't too good, however."

Engravers

Save on Prices

Send \$3 for Samples of **IDENT. BRACELET**
WESTERN JEWELRY CO.
BOX 5, DEL MAR, CALIFORNIA

PAPERMEN

If you are a top notch paperman you can sell good clean A.B.C. circulation small towns and rural districts in south, then write for reference card.

ED HUFF & SON
P.O. Box 7696 Dallas 10, Texas



HIGHLY GLAZED PLASTIC DECORATIVE

TEAPOT WALL HANGING
with SALT & PEPPER SHAKERS
Choice of 2-Tone RED, GREEN, YELLOW
\$3.60 Doz. F.O.B. N. O.
Freight Prepaid in 36 Doz.
Terms to Rated Accounts
Others, Cash With Order

Order From This Adv.
Samples 50c

THE WHITMAN PLAN, INC.
P.O. Box 371 Dept. 17 New Orleans

1950 OFFER

CARNIVAL AND CONCESSIONAIRE **KEY CHAINS**

As low as **\$1.65** per 100.
Send for free price list and order blank NOW!

HOPKINS NOVELTY CO., INC.
394 Branch Ave. Providence 4, R.I.

NEW FAST SELLING 1950 HAPPINESS HOROSCOPE WITH—

- 8 STEPS TO HAPPINESS
- LUCKY BIRTHDAY PIECE
- LUCKY DAYS AND LOVE CHART

Sample Dozen, \$3.00
Box 2055 Richmond, Va.

FLASH



START THE SEASON OFF BY MAKING MONEY

THE VERY LATEST STYLES
NECKLACES — \$7.50 Dozen
MATCHING EARRINGS ... \$4.80 Dozen
MATCHING PINS ... \$4.80 Dozen

GUARANTEE
Money refunded if they don't move.

ASSORTED STYLES IN EVERY DOZEN CARDED!

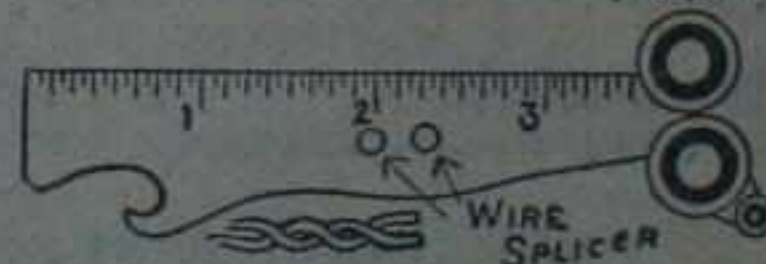
The very latest, smartest styles—including one New Samsom Dallah Models—This stuff **HOT**—order a few trial dozens for yourself.

25% Deposit—Balance C.O.D. or Send Money Order—We'll prepay

F. & F. DISTRIBUTORS CORP., Dept. 1BB, 1 Union Square, New York 3, N. Y.

NEW NEEDLES

We have PATTERNS and FRAMES. Send 50c for set of 3 needles sent postpaid



This is a fast seller. Sample, 25c.

E. P. FITZPATRICK, 304 N. Adams, Wilmington, Del.

BILLFOLDS

For pitchmen. Our prices are the lowest. All late models. Write for details.

INDIANA LEATHER SPECIALTIES
Crown Point, Indiana

FLASH! FLASH! BUY DIRECT

Pocket the Extra Profit
Formerly Sold Salesboard Jobbers Only

"Mother's Day" CHOKER SETS



#155 — \$6.00 for Sample, Gold Embossed Price Tag \$29.95, 24 Karat Gold Plated or Rhodium Plated. Available in All Birthstones. **\$66.00** Doz.

Complete combination, 7" square plush box, satin lined, with hidden 1 1/4" deep jewel compartment.

Necklace • Bracelets Earrings

ALL FIRST AUSTRIAN STONES

All merchandise and prices guaranteed. If you can buy for less we will refund the difference.

Same box without jewel compartment \$3.00 less per dozen.

We ship anywhere

Also sell bulk individual pieces.
25% Deposit — Balance C. O. D.

Dianne JEWELS

721 SANSON STREET, PHILADELPHIA, PA.
Phone Greenwood 7-2662



#154 — \$6.00 for Sample, Gold Embossed Price Tag \$29.95, 24 Karat Gold Plated or Rhodium Plated. Available in All Birthstones. **\$66.00** Doz.



#166 — \$4.50 for Sample, 24 Karat Gold Plated, Available in All Birthstones. Gold Embossed Price Tag \$29.95. **\$48.00** Doz.

Also #210 — \$3.00 for Sample, Gold Price Tag \$19.95, Aqua, Ruby, Sapphire, Crystal. **\$30.00** Doz.

BIGGEST LINE SUCTION CUP NOVELTIES

ALL NEW—ALL "SURE-FIRE" SELLERS

What a "sales crew"! 6 spring-action carnivals of color. They bounce in their springy way and catch everyone's eye. Each has exclusive "BRAND 3-Way Coupler" so suction cup can be mounted front, back or bottom.

Minimum order 1 gross. **\$18.00** Per Gross F.O.B. N. Y.

Importers & Mfrs. of such famous items as: Itchy Dog, Roll-Over Cat, Monkeys, Dolls, Foxtails, Rabbit's Foot Keychains. Free descriptive literature on other new items.



154 W. 27th Street, New York 1, N. Y.

Only \$1.00

postpaid Salesmen's Sample

GREAT SALES ITEMS

The famous KORDAWAY, a blind made product, has proven a terrific door to door sales and an excellent premium or gift item. 100% profit on every sale and they go like hot cakes. Every woman who irons needs this KORDAWAY to make her job easier and faster with no wrinkling of clothes. Fits all irons, old or new. Send \$9.00 for (1 doz.) postpaid sample order or just \$1.00 for salesmen's sample.

KORDAWAY MFG. CO.

1212 S. Alvarado St., Los Angeles 6, Calif.

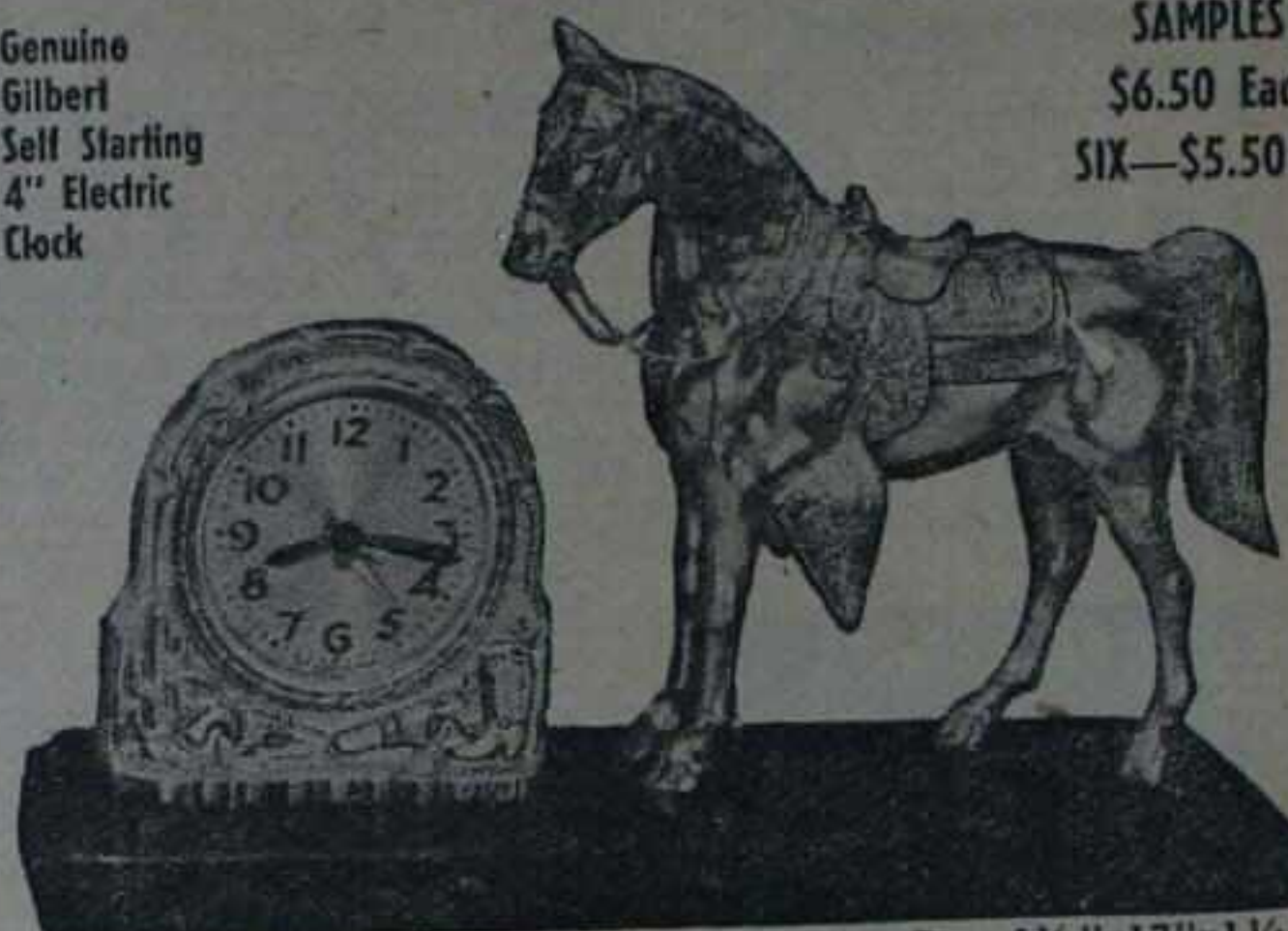
PER DOZEN ONLY
\$4.97 ea.

A QUALITY ITEM BRONZE HORSE AND CLOCK

PER DOZEN ONLY
\$4.97 ea.

Genuine Gilbert Self Starting 4" Electric Clock

SAMPLES
\$6.50 Each
SIX—\$5.50 Ea.



Horse 10 1/2 inch
Clock Guaranteed One Year

Base 4 1/2"x17"x1 1/4"
Mahogany Finish

6 REASONS WHY!!

1. Handsomely sculptured, exquisitely highlighted, extra massive 10 1/2-inch bronze horse.
2. Clock itself encased in beautiful 7-inch sculptured Western designed case.
3. Genuine Gilbert SELF STARTING Electric Clock full 4 inch diameter movement.
4. New, easy to read beautiful combination white and gold etched dial.
5. Flashy big sized base, mahogany finish, fine wood, 17 inches long, 4 1/2 inches wide, 1 1/4 inches thick.
6. Clock unconditionally guaranteed for one year by manufacturer.

NEW LOWS—WORLD'S LOWEST PRICES—STAPLE MERCHANDISE

| Item | Description | Retail For ea. | Our Price Per doz. |
|---|--|----------------|--------------------|
| SHNOZ | The better kind, heavy shell frame, realistic flesh nose | \$1.00 | \$ 3.35 |
| FLOATING MAGIC NUDE PENCIL | 24K gold plate; gold shade opens to reveal nude figure | 1.00 | 4.50 |
| PEN SETS | 3 pc. bright gold caps, ballpoint pen, fountain pen and automatic pencil in attractive gift box | 1.00 | 4.20 |
| PERFUME IN LUCITE BOX | Famous brand nationally advertised at \$16.50 | 16.50 | 6.00 |
| KEYCHAIN | Quality heavy gold or rhodium snake link, 19 inches long, nationally \$3.00 | 3.00 | 7.20 |
| RHINESTONE COSTUME JEWELRY SETS | In plush boxes, each set contains about 100 kts. of finest rhinestones | 9.95 | 15.00 |
| CHOICE OF BALLPOINT PEN & CIGAR LIGHTER COMBINATION or BALLPOINT PEN-FLASHLIGHT COMBINATION | all metal 24K gold plate | 1.50 | 4.80 |
| PEARLS—INDESTRUCTIBLE | In hinged satin gift box, beautiful quality (2 strand, \$9.00 doz.; 3 strand, \$10.00 doz.) | 7.50 | 7.20 |
| PISTOL LIGHTERS | Brilliant chrome, for table or pocket, 3 inches long | 2.95 | 14.40 |
| WALLETS | With secret pocket (patented) and removable 8 window pass-case, absolutely the finest butter soft cordovan leather | 7.50 | 13.80 |
| TABLE LIGHTER | Silver plated, automatic, attractive urn shape with 2 delicately turned handles | 3.50 | 9.40 |
| KELLY THE KOP DOLL | 32 inch fine silk plush complete with night stick, cap, club, whistle, Sam Brown belt, mustache, new realistic happy Irish face, a sensational retailer at | 9.95 | 48.00 |
| HANDPAINTED FIGURINES | About 10 inches high, assorted boys, girls, animals | 1.00 | 2.40 |
| 3 PC. PERFUME SET | Beautifully boxed, contains perfume concentrate, perfume and toilet water | 10.00 | 4.20 |
| CARVING SETS | Beautiful quality, hollow ground steel with sharpener and fork, massive horn handles, gift boxed | 3.50 | 10.80 |
| CHARACTER DOLLS | Gorgeously dressed, transparent gift box, measures 11 by 9 1/2 inches | 1.50 | 6.75 |
| CAMERA LIGHTER | Duplicate miniature camera with tripod and cable shutter release | 3.98 | 18.00 |
| MINIATURE ICE CHEST | Complete Fiberglass insulation, full 4 gallon capacity with separate inner chamber for chocolate, cheeses, etc. | 7.95 | 45.00 |
| MAMMOTH HOLLYWOOD TYPE OBLONG ELECTRIC BROILER | w/cord, satin finish, raised legs, bakelite handles. Holds 2 chickens | 16.95 | 90.00 |
| GENUINE ROGERS SILVERWARE | Service for 8, exquisite quality | 39.95 | 108.00 |
| CALENDAR WATCH | Changes date daily, water resistant with sweep second hand, radium dial | 12.95 | 47.40 |
| EARRINGS FOR PIERCED EARS | Cameo or Rhinestone settings | 3.50 | 9.00 |

25% DEPOSIT REQUIRED ON ALL ORDERS
WRITE FOR OUR NEW 1950 CATALOGUE

TED BURKE INDUSTRIES
10 West 27th Street New York 1, N. Y.

GENUINE LEATHER BILLFOLDS

Brand New—Well Made—Attractively Boxed

SINGLE DOZ. **\$6.00** 5 Doz. or More **\$5.40** Doz.

Satisfaction Guaranteed

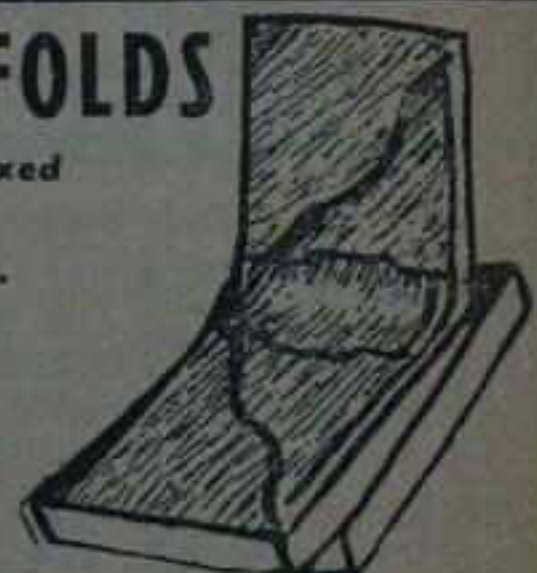
CIGARETTE CASES (Pigskin)

Holds Full Pack. \$3.00 doz.

Terms: 1/3 Dep. with Order, Balance C.O.D.

SHACKELFORD SALES CO.

332 E. 31ST ST. KANSAS CITY, 6, MO.



NEW LOW PRICE on ELECTRIC STEAM ENGINES

Develops 1/20 H.P., Approx. 3200 RPM, 9" long, 6" wide, 9" high. Equipt. with automatic safety valve, throttle valve, water level gauge, pulley attach., electric cord. Boiler of nickel plated steel. Powers all stat. models, lifts, etc.

IDEAL FOR PREMIUMS AND PRIZES

\$6.95 in Dozen Lots Sample \$8.00

Terms: 25% with order, balance C.O.D., F.O.B. Los Angeles.
ALLEN'S HOBBIES, 333 W. 4th Street, Los Angeles 13, California



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

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
• **TIP BOOKS** •

Buy Direct From Manufacturer at Very Very Reasonable Prices.

— **Columbia Sales Co.** —
102 MAIN ST. WHEELING, W. VA.
Phone: Wheeling 340

SALESBOARDS
Tickets, Jar Deals, Premiums
Complete Line

STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa.
Lombard 3-2676

SALESBOARD SIDELIGHTS

Henry Gutentag, sales manager for Universal Manufacturing Company, Kansas City, and Bee Jay Products, Chicago, has returned from a tour thru Texas, Mississippi, Louisiana, Georgia and Florida. He reports that **Sam Winston** was installed as sales director for the first three States, while **Jack Miller** was named to a similar post for Florida, Georgia and Alabama. **Sol Levinson**, Universal's general manager, has returned from Chicago where he made his periodic inspection of the Universal-Bee Jay Products branch office there. **Bernie Kite**, general manager of the Chicago office, had word of lively business for the first part of 1950.

A. C. Bender, Bee Jay Products production manager, tells of a startling presentation to be made at the firm's display during the three-day showing May 22-24 at the Sheraton Hotel. Universal will also be on hand at the annual ticket-board meet with its own booth.

Irving Sax, general sales manager

of Superior Products, Chicago, is spending a good deal of his time in the field. Taking time out from his out-city trips and planning for the Superior display at the board confab, **Irv** praises the newest releases in the firm's horse board line. A trio, they are Paddock Club, quarter play; Big Feature, dime punch, and Racing Special, a five-center. All feature a half-dozen miniature steeds at the "starting post" in the upright boards.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., has some good news to tell of the continuing operator-player acceptance of the Redi-Pac games. A packaged ticket deal, he cites the line as the big reason for Gay Game's hypoed activity in this field. . . . **H. C. Hayes**, De Luxe Sales Company and De Luxe Manufacturing Company, Blue Earth, Minn., reports board business has stepped up over the same period last year.

Gardner & Company, Chicago, continues to issue reports on an optimistic sales note. Production, sales and shipments continue to cling to high levels and this is responsible for stepped-up activity in all departments, according to **Joe Robinson**. Gardner's new line of boards, announced two weeks ago, are just about set for unveiling, Joe says. Salesmen's reports indicate a definite improvement in play and order-demand in many sections of the country which had previously been in the red.

Ben and Marshall Maltz, heading Peerless Products, Inc., Chicago, are looking forward to meeting a host of friends during the big board show at the Sheraton in May. Boys plan to be on hand with their own display during the confab. . . . The McNamara Company, Chicago, is going full steam ahead planning new numbers for its twin frame insert pellet board line. **Walter McNamara**, production head, predicts big things for pellet play now that the idea had been reintroduced on a large scale to most sections of the country. Brothers **Bill, Jack and Philip** continue to hie themselves off to distant points contracting friends in all areas to bring home the pellet play idea.

David Lande Named Asst. Sales Manager For Gardner & Co.

CHICAGO, April 1.—Irwin Feitler, president and sales manager of Gardner & Company, announced the appointment this week of **David Lande** as assistant sales manager. Lande represented Gardner in the Florida territory for the past five years. Lande's new duties will put him in contact with both the firm's sales personnel and customers on a national basis and he will work in close co-ordination with Feitler.

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2000 Holes
BOARD CONTAINS REMOVABLE CANASTA SCORE CARD

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| 400 5¢ Dollar Board, X Tk. Prof. | \$ 7.00 | \$.30 |
| 600 5¢ Diamond Dust Prof. | 11.00 | .30 |
| 1000 25¢ Charley, X Tk. Prof. | 50.00 | .30 |
| 1000 25¢ Charley, X Tk. Prof. | 50.00 | .40 |
| 1400 5¢ Barrel Board Prof. | 18.00 | .75 |
| 1400 10¢ Barrel Board, X Tk. Prof. | 24.00 | .80 |
| 1800 5¢ Lulu, X Thick Prof. | 18.00 | .90 |
| 1000 25¢ J.P. Charley, Avr. Prof. | 52.00 | \$.45 |
| 1000 25¢ J.P. Charley, Avr. Prof. | 32.00 | .70 |
| 1000 5¢ J.P. Boards, Seal | 27.00 | 1.15 |
| 1000 5¢ Girlie Bds. | 29.00 | 1.30 |
| 1200 25¢ Texas Charley, Seal | 102.28 | .90 |
| 1200 25¢ Texas Charley, X Tk. | 102.28 | 1.15 |
| 2400 5¢ & 10¢ J.P. Barrel | 41.00 | 1.40 |
| 1954 25¢ Block Buster, X Tk. | 81.00 | 1.40 |

DELUXE SALES CO., Blue Earth, Minn.

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Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

(Continued from page 90)

events \$300 each, total \$1,800, 3 perfs. Smith Ercanbrack, secy.

South Dakota—Jacee Rodeo, June 23-24, 5 events \$200 each, total \$1,000, 2 perfs. Wayne White, secy.

Idaho—Mackay Rodeo, June 23-25, events \$375 each, total \$1,875, 3 perfs. George Miller, secy.

South Dakota—Crystal Springs Ranch Rodeo, June 23-25, 7 events, incl. wild cow milking and wild horse race, \$300 each, total \$2,100, 3 perfs. E. W. Weisel, producer.

Ore.—Slaters Rodeo, June 24-25, saddle bronk riding \$450, bareback riding, calf roping, bulldogging, wild cow milking \$350 each, wild horse race \$100, total \$1,900, 2 perfs. Lewis Luckenbill, secy.

Mont.—American Legion Rodeo, June 25, 5 events, incl. steer roping, no bull riding, \$150 each, wild horse race \$50, total \$800, 1 perf. John F. Arps, Adj., Augusta Post No. 81, American Legion.

Wyo.—P-K Rodeo, June 25, Saddle bronk riding, bareback riding, calf roping, steer wrestling \$200 each, steer roping \$400, wild horse race \$100, cow cutting \$100, total \$1,400, 1 perf. Dave Carnahan, 122 No. Main St., secy.

Texas—KIT Reunion & Rodeo, June 26-29, 5 events \$280 each, total \$1,250, 2 perfs. W. E. Cantrell, secy., Beutler Bros., Elk City, Okla., producers.

Oklahoma—Roping Club Rodeo, June 26-30, 5 events \$300 each, total \$1,500, 3 perfs. George Goodrich, pres. Bobby Estes, Baird, Tex., producer.

JULY

Texas—Annual Jaycee Rodeo, July 1-4, 5 events \$600 each, total \$3,000, 4 perfs. Earl and Jack Sellers, Del Rio, Tex., producers.

Texas—Pecos Rodeo, July 1-4, 6 events, incl. team tying, \$600 each, total \$3,600, 4 perfs. Girls' Clover leaf barrel race, cutting horse contest, \$300 each. Beutler Bros., Elk City, Okla., producers.

Ark.—Chamber of Commerce Rodeo, July 1-4, 5 events \$600 each, total \$3,000, 3 perfs. Ed A. Maestri, secy. Clyde Miller, Rich Hill, Mo., producer.

Texas—Range Riders Rodeo, July 1-4, 5 events \$700 each, total \$3,500, 5 perfs. George Pulley, chairman, Beutler Bros., Elk City, Okla., producers.

Texas—Levelland Annual Rodeo, July 1-4, 5 events \$500 each, total \$2,500, 4 perfs. D. N. Bills, secy. Buck and Tommy Steiner, Austin, Tex., producers.

Wash.—Toppenish Rodeo & Livestock Assn., July 2-4, 6 events, incl. wild cow milking, \$1,000 each, total \$6,000, 3 perfs. R. W. Williams, Box 432, trustee.

Wyo.—Cody Stampede, July 2-4, saddle bronk riding \$600, bareback riding \$400, calf roping, steer wrestling, bull riding \$500 each, total \$2,500, 3 perfs. Oliver Steadman, secy.

Ore.—Molalla Buckaroo, July 2-4, 6 events, incl. wild cow milking, \$600 each, total \$3,600, 3 perfs. Clyde Kendall, secy.

Colo.—Brush Rodeo and Race Meet, July 2-4, 5 events \$300 each, wild horse race \$150, total \$1,650, 3 perfs. Harold Gray, secy.

N. Dakota—Mandan Rodeo, July 2-4, 5 events \$1,000 each, total \$5,000, 5 perfs. J. I. Rovig, secy.

Mont.—Livingston Roundup, July 2-4, 5 events \$1,500 each, wild cow milking \$800, total \$8,300, 3 perfs. A. J. Tansor, Box 944, mgr.

Colo.—Go West With Greeley, July 2-4, 5 events \$500 each, wild horse race \$300, total \$2,700, 2 perfs. John Mariani, arena director.

Idaho—Whoopee Celebration Rodeo, July 2-4, 5 events \$280 each, total \$1,250, 3 perfs. Bart Hayward, secy.

S. Dakota—Black Hills Roundup, July 2-8, 5 events \$700 each, wild horse race \$450, total \$3,950, 3 perfs. J. F. Koller, secy.

Idaho—Rupert Rodeo, July 4-6, 5 events \$825 each, total \$3,825, 3 perfs. Clark Cameron, secy.

Texas—Rusk Co. Rodeo & Horse Show, July 3-7, 5 events \$500 each, total \$2,500, 5 perfs. J. C. Stroud, secy. Big D Rodeo, Charles Phillips, producer.

Mont.—Butte Rodeo, July 6-8, 5 events \$600 each, total \$3,000, 3 perfs. H. J. (Tex) Murphy, Box 1326, secy.

Idaho—Buhl Rodeo, July 6-8, 5 events \$300 each, total \$1,500, 3 perfs. Bob Bailou, secy.

Oklahoma—4th Annual Walters Rodeo, July 6-8, 5 events \$300 each, total \$1,500, 3 perfs. Bob Duncan, Box 192, secy.

Idaho—Onsida County Rodeo, July 7-8, 5 events \$300 each, total \$1,500, 2 perfs. Kieal V. Hanson, secy.

Oklahoma—Chickasha Rodeo, July 11-14, 5 events \$700 each, total \$3,500, 4 perfs. Charles Evans, pres., Murray Nix, secy.

Texas—Coleman Rodeo, July 12-15, 5 events \$600 each, total \$3,000, 4 perfs. Ladies barrel race \$200. Buck and Tommy Steiner, Box 216, Austin, Tex., producers.

Idaho—Snake River Stampede, July 13-15, 5 events \$800 each, total \$4,000, 4 perfs. Bob Summerville, secy.

South Blount City, Neb.—Tri-State Rodeo, July 13-16, 5 events \$500 each, total \$2,500, 5 perfs. Marion Lockwood, secy. Paul Long, Aiden, Kan., producer.

Texas—Olney Rodeo, July 13-15, 5 events \$300 each, total \$1,500, 3 perfs. Cutting horse contest \$300. Foster Richmond, pres. N. N. Lunn, secy-treas. Ibbby Estes producer.

Utah—Ute Stampede, July 13-16, 5

events \$525 each, all-round cowboy \$375, total \$3,000, 3 perfs. H. H. Stuart, secy.

N. Mexico—Rodeo de Santa Fe, July 13-16, 5 events \$500 each, total \$2,500, 4 perfs. Austin Green, chairman, Beutler Bros., Elk City, Okla., producers.

Idaho—Pocatello Frontier Rodeo, July 14-16, 5 events \$525 each, total \$2,625, 3 perfs. Muriel Ruggles, Box 292, secy.

Neb.—Alliance Rodeo, July 14-16, 5 events \$450 each, total \$2,250, 3 perfs. A. E. Wingstad, secy.

Kan.—Roundup Club Rodeo, July 14-16, 5 events \$700 each, total \$3,500, 4 perfs. G. L. Bybee, pres., Les Winget, Inman, Kan., producer.

Minn.—Plum Creek Ranch Rodeo, July 15-16, 5 events \$250 each, wild cow milking, wild horse race \$200 each, all-round cowboy \$100, total \$1,750, 2 perfs. Floyd Weaver, secy. E. W. Weisel, stock contractor.

Mont.—Marlas Fair & Rodeo, July 20-23, 5 events \$500 each, total \$2,500, 4 perfs. Clifford D. Coover, secy-mgr.

Texas—Chamber of Commerce Rodeo, July 18-21, 5 events \$500 each, total \$2,500, 4 perfs. Charles A. Morgan, secy. Beutler Bros., Elk City, Okla., producers.

Mo.—Four State Roundup, July 20-23, 5 events \$400 each, total \$2,000, 4 perfs. George M. Bilby, producer.

S. Dakota—Black Hills Range Days, July 21-23, 5 events \$700 each, total \$3,500, 3 perfs. Tom Berry, chairman. John C. Laughlin, Box 1304, secy.

Colo.—Ute Trail Stampede, July 22-23, 5 events \$200 each, total \$1,000, 3 perfs. Edith Atwell, Box 102, secy. Earl Hale, producer.

Idaho—Freemont Co. Pioneer Days, July 24-25, 5 events \$250 each, total \$1,250, 2 perfs. Elmo Casler, secy.

Oklahoma—Kiwanis Club Rodeo, July 25-27, 5 events \$300 each, total \$1,500, 3 perfs. Omer Luellen, Box 381, chairman.

Texas—Perman Basin Rodeo, July 26-29, 5 events \$500 each, total \$2,500, 4 perfs. R. T. Harris, secy. Buck and Tommy Steiner, Austin, Tex., stock contractors.

Mont.—Central Mont. Fair & Rodeo, July 27-28, 5 events \$450 each, total \$2,250, 3 perfs. Henry J. Otten, secy.

Ore.—Chief Joseph Days Rodeo, July 28-30, 5 events \$375 each, total \$1,875, 3 perfs. Mrs. Harley Tucker, secy. Harley Tucker, producer.

Kan.—V. F. W. Rodeo, July 28-30, 5 events \$300 each, total \$1,500, 3 perfs. Lynn Braden, secy. Ken Roberts, Olathe, Kan., producer.

Calif.—Fortuna Rodeo, July 29-30, 5 events \$400 each, total \$2,000, 2 perfs. R. E. Stewart, secy.

Colo.—Pow Wow Days, July 30-31, 5 events \$400 each, total \$2,000, 2 perfs. J. Richard Christopher, Box 738, secy.

Mont.—North Montana State Fair Rodeo, July 31-Aug. 5, 5 events \$1,200 each, total \$6,000, 6 perfs. Leo C. Dalley, secy.

AUGUST

Kan.—Booster Club Rodeo, Aug. 1-3, 5 events \$500 each, total \$2,500, 3 perfs. Bruce H. Voran, secy. Ken Roberts, Olathe, Kan., producer.

Colo.—Ski-Hi Stampede, Aug. 2-4, 5 events \$600 each, total \$3,000, 3 perfs. L. W. McOllough, pres.

Oklahoma—Southwest Okla. Round-Up Club Rodeo, Aug. 2-4, 6 events \$375 each, total \$1,875, 3 perfs. Charles Dunn, pres.

Idaho—That Famous Night Rodeo, Aug. 3-5, 5 events \$675 each, total \$3,375, 3 perfs. Blanche Hollingsworth, secy.

Idaho—Weiser Valley Round-Up, Aug. 3-5, 5 events \$705 each, total \$3,525, 3 perfs. Claude Wade, secy.

Kan.—Phillipsburg Rodeo, Aug. 3-6, 5 events \$700 each, total \$3,500, 4 perfs. 1 gold and silver belt buckle in each event plus one for all-round. Wallace Sullivan, secy.

Kan.—Smoky Basin Ropers' Club Rodeo, Aug. 5-6, 5 events \$300 each, total \$1,500, 3 perfs. Art Seaverns, Box 197, secy.

N. M.—Cowboys' Reunion, Aug. 4-6, 5 events \$500 each, total \$2,500, 3 perfs. Dale Jaedicke, secy. Beutler Bros., Elk City, Okla., producers.

Oklahoma—Chamber of Commerce Rodeo, Aug. 4-6, 5 events \$600 each, wild horse race \$400, total \$3,400, 4 perfs. Amateur bronk riding \$200. Howard McKee, secy. Ken Roberts, Olathe, Kan., producer.

Colo.—Spanish Trails Fiesta, Aug. 5-6, 5 events \$600 each, total \$3,000, 3 perfs. R. Franklin McKelvey, secy.

Mont.—Midland Empire Fair & Rodeo, Aug. 8-12, 5 events \$1,000 each, total \$5,000, 5 perfs. H. L. Fitton, secy-mgr.

Idaho—Caldwell Night Rodeo, Aug. 8-12, 6 events, incl. wild horse race, \$1,000 each, total \$6,000, 5 perfs. Telpher Wright, Box 772, secy.

Neb.—Webster County Agri. Fair Rodeo, Aug. 9-11, 5 events \$225 each, total \$1,125, 3 perfs. Paul Long, Aiden, Kan., producer.

Neb.—Nebraska's Big Rodeo, Aug. 9-12, 5 events \$1,250 each, total \$6,250, 4 perfs. All-round \$250. Girls' clover leaf barrel race \$700, entry fee \$20. W. G. Hall, arena dir. Paul Banks, secy.

Idaho—War Bonnet Round-Up, Aug. 9-12, 5 events \$800 each, total \$4,000, 4 perfs. Telpher Wright, Box 772, Caldwell, Idaho, secy.

Mont.—Hill Co. Fair & Rodeo, Aug. 10-12, 5 events \$450 each, total \$2,250, 3 perfs. Earl J. Bronson, secy. Alice Greenough,

arena secy. Joe Orr, arena dir. Entries close Aug. 9.

Iowa—Championship Rodeo, Aug. 15-19, 5 events \$2,700 each, total \$13,500, 10 perfs. Girls' clover leaf barrel race \$1,400. Entry fee \$20. Royce Driskell, secy.

Kan.—Canton Rodeo, Aug. 17-18, 5 events \$200 each, total \$1,000, 2 perfs. M. D. Fisher, secy. Ken Roberts, Olathe, Kan., producer.

Idaho—Gooding Co. Fair & Rodeo, Aug. 17-19, 5 events \$450 each, total \$2,250, 3 perfs. Lee Burris, secy.

N. M.—Sheriffs Posse Rodeo, Aug. 18-20, 5 events \$450 each, total \$2,250, 3 perfs. Buck & Tommy Steiner, Austin, Tex., producers.

Kan.—Wild Bill Hickok Rodeo, Aug. 22-25, 5 events \$500 each, total \$2,500, 4 perfs. Girls' clover leaf barrel race \$250. Entry fee \$15. L. B. Pike, secy. Clyde Miller, Rich Hill, Mo., producer.

Idaho—Western Idaho State Fair Rodeo, Aug. 22-26, 5 events \$1,000 each, total \$5,000, 5 perfs. Bill Hendrix, chairman.

La.—Fourth Annual Lions' Club Rodeo, Aug. 22-26, 5 events, \$625 each, total \$3,125, 5 perfs. 6 gold and silver belt buckles to winners in each event and all-round. Jimmy Thompson, mgr. dir.; Jimmie Thompson Enterprises, producer. Homer Todd, Fort Smith, Ark., arena dir.

Idaho—Cassia Co. Fair & Rodeo, Aug. 23-26, 5 events \$800 each, total \$4,000, 4 perfs. Saul H. Clark, secy.

Oklahoma—Will Rogers Memorial Rodeo, Aug. 23-27, 6 events, incl. steer roping, \$850 each, wild horse race \$400, total \$5,500, 5 perfs. H. B. Moore, secy. Ken Roberts, Olathe, Kan., producer.

Kan.—N. W. Kansas Dist. Free Fair Rodeo, Aug. 24-25, 5 events \$200 each, total \$1,000, 2 perfs. H. R. Shimeall, secy.

Texas—Lamesa Rodeo, Aug. 24-26, 5 events \$300 each, total \$1,500, 3 perfs. Ladies' barrel race \$150. Buck & Tommy Steiner, Box 216, Austin, Tex., producers.

Ore.—Pendleton Round-Up, Aug. 24-27, saddle bronk riding, single steer roping \$2,300 each, bareback riding, calf roping, bulldogging \$1,800 each, total \$10,000, 4 perfs. Oren G. Allison, secy.

Oklahoma—Elk City Rodeo, Aug. 24-26, 5 events \$500 each, wild horse race \$300, total \$2,800, 3 perfs. George W. Peeler, secy. Beutler Bros., Elk City, Okla., producers.

Kan.—Winfield Rodeo, Aug. 30-Sept. 1, 5 events \$450 each, total \$2,250, 3 perfs. Harry Shepler, 452 N. Main St., Wichita, Kan., producer.

Idaho—Twin Falls Co. Fair & Rodeo, Aug. 30-Sept. 2, 5 events \$800 each, total \$4,000, 4 perfs. Thomas Parks, secy-mgr.

SEPTEMBER

Woodward, Okla.—Elks' Club Rodeo, Sept. 1-4, 5 events \$600 each, steer roping \$800,

total \$3,800, 4 perfs. Girls' event \$400. George Keller, secy. Beutler Bros., Elk City, Okla., producers.

Wash.—Ellensburg Rodeo, Sept. 2-4, 5 events \$1,200 each, wild cow milking \$600, total \$6,600, 3 perfs. Joe McManamy, pres.

Wash.—Southeastern Wash. Fair Rodeo, Sept. 2-4, saddle bronk riding \$1,500, 4 events \$1,000 each, total \$5,500, 3 perfs. M. R. Loney, pres.; Leslie L. Stewart, secy.

Kan.—Chamber of Commerce Rodeo, Sept. 2-4, 5 events \$300 each, total \$1,500, 3 perfs. Herb J. Smith, secy. Ken Roberts, Olathe, Kan., producer.

Mo.—Hoof & Horn Club Rodeo, Sept. 2-4, 5 events \$300 each, total \$1,500, 3 perfs. Bill Parks, 45 S. Livingston St., secy.

Wyo.—Thermopolis Rodeo, Sept. 3-4, saddle bronk riding \$800, 5 events, incl. team steer roping, \$600 each, total \$3,800, 2 perfs. Cecil R. Glover, secy.

La.—North Louisiana Rodeo & Horse Show, Sept. 8-10, 5 events \$625 each, total \$3,125, 5 perfs. E. H. Gentry, 101 Coleman St., mgr. Beutler Bros., Elk City, Okla., producers.

Idaho—North Side Fair & Rodeo, Sept. 7-9, 5 events \$525 each, total \$2,625, 3 perfs. Virgil Cross, secy.

Kan.—Boot Hill Rodeo, Sept. 6-10, 5 events \$400 each, total \$2,000, 3 perfs. Clyde Miller, Rich Hill, Mo., producer.

Neb.—Sheridan Co. Fair & Rodeo, Sept. 8-10, saddle bronk riding \$500, 4 events \$400 each, cow milking \$150, total \$2,250, 3 perfs. George B. Comer, secy.

Idaho—Lewiston Round-Up, Sept. 8-10, saddle bronk riding \$1,000, 4 events \$750 each, all-round cowboy \$150, total \$4,150, 3 perfs. Joe M. Skok, secy.

Miss.—Natchez Rodeo, Sept. 12-15, 5 events \$500 each, wild cow milking \$400, total \$2,900, 4 perfs. Dorris Ballew, secy.

Ark.—Chamber of Commerce Rodeo, Sept. 20-23, 5 events \$400 each, total \$2,000, 4 perfs. Richard Lee, secy. Clyde Miller, Rich Hill, Mo., producer.

Idaho—Mid-South Fair Rodeo, Sept. 21-30, 5 events \$2,062 each, total \$10,312, 15 perfs. L. B. Herring, Jr., secy-mgr. Homer Todd, Fort Smith, Ark., producer.

Texas—Corsicana Livestock Show & Rodeo, Sept. 26-30, 5 events \$687.50 each, total \$3,437.50, 5 perfs. Buck and Tommy Steiner, Austin, Tex., producers.

OCTOBER

Ark.—Arkansas Livestock Show & Rodeo, Oct. 2-8, 5 events \$1,650 each, total \$8,250, 11 perfs. Clyde Byrd, 823 Pyramid Bldg., secy-mgr. Homer Todd, Fort Smith, Ark., producer.

Calif.—Grand National Livestock Exposition (Cow Palace), Oct. 27-Nov. 5, 8 events \$2,800 each, total \$14,000, 14 perfs. Carl L. Garrison, secy-mgr.

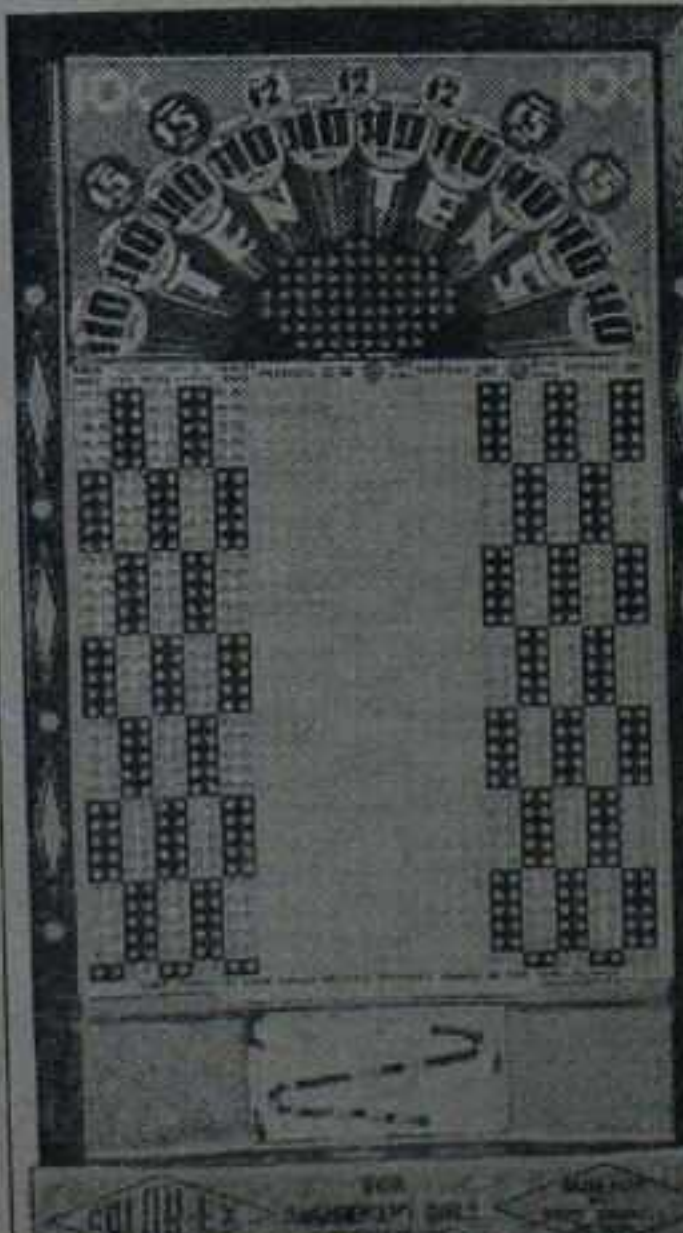
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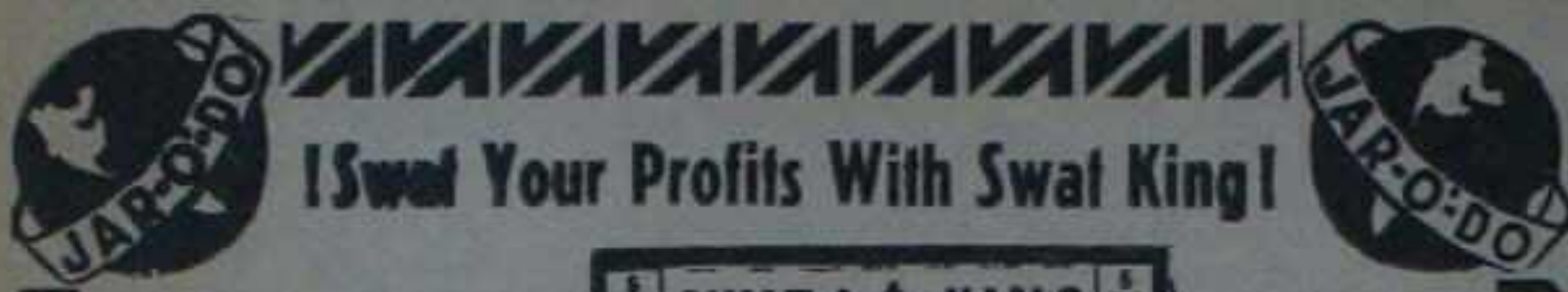
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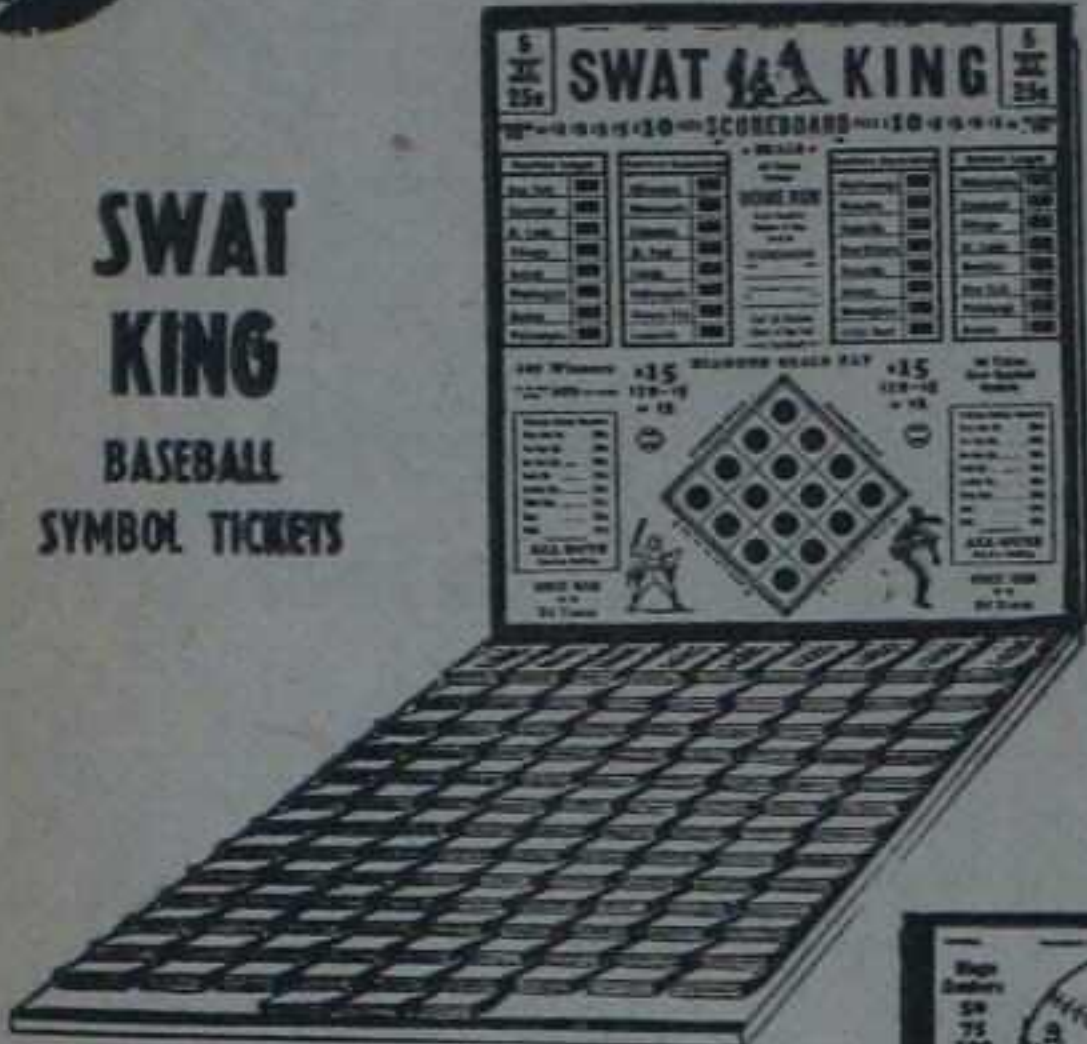
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NUMERAL TICKETS
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ONLY 360 TICKETS—72 PULLS
WRAPPED 12 IN A BUNDLE
12 Pads Take in \$216.00
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| 300 | 25¢ | QUARTER KOLORS, THICK | Def. 15.00 | .60 |
| 1000 | 5¢ | 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. 49.32 | 2.50 |
| 500 | 25¢ | TEN TENS, THICK, 6 Nos. to Ticket | Avg. 61.42 | 2.50 |

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AND BLUE
LUCKY SEVEN
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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? Mar Postal, 6416 N. Newgard Ave., Chicago, Ill. ap29

A-1 RECONDITIONED AND RESPRAYED
Uneeda 9-column 5¢ Package Gum Machine, \$32.50; Rowe 1¢ Long Stick or Tab Gum Machine, \$13.50; Hoff Tab Gum Machine, \$7.50; Stuart McGuire 6 column, \$7.50; we factory recondition and respray stick gum and Advance bulk vending machines; complete line of parts available; 1/2 deposit with order, balance c.o.d. Hy-Bill Vendors, 1412 Cross Ave., Bronx 60, N. Y.

ARCADE BARGAINS—TWO 5¢ PEEK SHOWS
with extra films, \$20 each; Challenger Target Pistol game, \$15; two Grip Testers, \$10 each; three Card Vendors, \$3 each. Leroy Itchner, Macon, Mo.

ATTENTION, POPCORN OPERATORS—WHEN
buying any type 'Pop' Corn Szn Vendors it pays to write the factory first; take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bounta, Dallas 6, Tex.

BULK CANDY, THREE COLUMN, HOLLIV-
ware Penny Vending machines with stands, like new, \$20 each; cost over \$75. For more than 10 order will quote better price. Auto-vend Co., 6200 N.E. 24th Ave., Portland, Ore.

CIGARETTE MACHINES—SPRING SPECIALS:
write for prices; all machines refinished in two-tone combinations with baked enamels; complete parts department and mirror stock; Quarter Conversion and Kingsize Kils. Central Vending Machine Service Co., 3957 Parrish St., Philadelphia 4, Pa.

COMPLETE ARCADE WITH 9 POKER TABLES
for the price of bank mortgage For particulars write Ralph DeBlase, 36 Richmond Terrace, L. I. I., N. Y.

DIGGERS — ERIE HAND-OPERATED; NO
slots; Exhibit Iron Claws; Merchantsmen. Electro Holts, Buckleys; we buy Diggers, Rotary Merchandisers. National, 4243 Sansom, Philadelphia Pa.

FOR SALE—8 FLASH BOWLS, 12 FT., LIKE
new; 4 Mutoscope late model Roll Chute; 5 Exhibit Rotary Merchandisers, pusher type; 4 Exhibit Rotary Merchandisers, claw type; \$2,500 takes the lot; all machines in perfect order and operating condition; being taken off floor of seashore resort. Rialto Amusement Arcade, 1481 Broadway, N.Y.C.

FOR SALE—50 LIKE NEW COLUMBUS BALL
Gum and Merchandise Machines @ \$6 each; 10 1¢ A.B.T. Challengers @ \$15 each; cash with order. Birmingham Vending Co., 2117 North 3rd Ave., Birmingham, Ala. ap15

FOR SALE—20 NEARLY NEW VAN LITE
Lighter Filing Stations, \$10 each; 1/2 cash, balance c.o.d. Gordon VanCamp, 2094 12 St. So. Arlington, Va. ap15

FOR SALE—6 A.B.T. TARGETS, 3 MILLS
Fortune Tellers. F. D. Rose, 4 Harrison Ave., Gloucester, Mass.

FOR SALE—1 CITATION, \$200; 3 GOLD CUPS,
\$80; 3 Jockey Specials, \$70; 1 Jockey Club, \$70; 1 Reserve Bek, \$200; 1 Challenger, 5 & 25, \$175. All equipment very clean and in A-1 shape. 25% cash, balance c.o.d. B & P, 127 No. Main St., Pittston, Pa. Phone 9167.

FOR SALE—20 ASCO GUM BALL MACHINES,
perfect condition. John Showah, 371 Main St., Danbury, Conn.

FOR SALE — ARCADE LOCATED BUSIEST
New Jersey shore resort. Eight Skeeballs for sale, good condition. Contact Edwin Olson weekends at 205 Boardwalk, Seaside Heights, N. J.

FOR SALE—1 WILLIAMS FOOTBALL, USED
only 5 weeks, original price, \$325, excellent condition, asking \$250 cash. John Flato, 154 Henry St., Binghamton, N. Y.

FOR SALE—USED SHOE SHINE MACHINES,
All-American, Wolverine, Camco; condition like new. 5¢ or 10¢ play, \$50 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. ap25

HAVE YOU ORDERED YOUR SAMPLE SET
of Shuffle-Shoes? The sensational new shuffleboard game of horseshoes; easy to install, nothing more to buy; operator's price, \$18.50 per set. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. ap25

LEAGUE BASEBALL THROWING MACHINE—
Fully automatic, ball is thrown and returned, push button control in front of 30-foot enclosed wire batters' cage; safe, skilful and entertaining; this proven money-maker can be leased on a percentage basis or purchased outright; act now; bring America's favorite sport to your park. Play-Ball Machine Co. of America, 5637 N. Lawndale, Chicago 25, Ill.

LOSS OF LEASE NECESSITATES DISPOSAL
of Arcade Equipment in reasonably good condition; low cash box price wanted; grating extra; 1/2 down, balance c.o.d.; write for list of about 60 pieces. Play-Mor Arcade, Tucson, Ariz.

LOST FRANCHISE, MUST SELL—ALL OR
any of 40 Kwik Kafe Machines, Model C R 2; best offer buys them. Kwik Kafe, 6202 Reisterstown Rd., Baltimore 15, Md. MOhawk 0175, ap22

MERCURY DELUXE COUNTER GRIPPER —
200, few months old, factory guaranteed; money-maker; regular \$59.50; sacrifice \$12, all or part. C. Rosinski, 2416 Holmes Ave., Hamtramck, Mich. ap8

MIX COLORFUL AGATE MARBLES WITH
your charms. Terrific sales booster, \$2.50 per thousand delivered to your door. Sam Klein, 1711 West Grange St., Philadelphia 41, Pa.

PHONOGRAPH JUKE BOX; MOTORS RE-
wound for \$4; no extras. Carolina Electric Co., Box 125, Matthews, N. C.

PANORAM USED FILMS, PARTS AND SUP-
plies; claws, aperture plates, rebuilt, 20, cams, \$7; rebuilt projectors, \$125; send for your needs, Jack Parr, 13 Everett, East Orange, N. J. ap23

POKERINO TABLES—CLEAN, PERFECT CON-
dition, used only two seasons, like new; 20 tables, including stools, \$85 each f.o.b. Wildwood, N. J. Write James Travis, 700 East Main St., Millville, N. J. ap23

SACRIFICE—5 No. 1015 WURLITZER PHONO-
graphs; like new, price \$300 each; 5 No. 1100 Wurlitzer Phonographs, beautiful condition, price \$400 each; free crating. Cameo Vending, 432 W. 42, New York.

SACRIFICE—4 SHOESHINE MACHINES; SIBOS
Mfg. Co., Texas; like new; regularly \$248.30 each; \$150 for lot f.o.b. Tucson. Decker, 4134 Tinrod, Tucson, Ariz.

SACRIFICE — ELECTRO-SERVE POPCORN
Counter Warmers, 2 like new, \$25 each; 4 used two months, \$20 each; all 6 for \$120; original cost \$315. Box 53, Wellsville, Mo.

SELL SIX TRADIOS—HOUR PLAY, EXCEL-
lent condition, \$15 each; one Coradio two-hour play, almost new, \$21; one RCA one hour, excellent but needs back, \$14. Post Electric, DuPont Highway, Farnhurst, Del.

SKY FIGHTERS, \$40; HUMPTY DUMPTY, ROM-
in Hood, Build-Up, Major League (Unltd), Triple Action, Wisconsin, choice, \$25. A. T. Snyder, Wilton, Conn.

SPECIAL SALE OF USED CANDY BAR VEN-
dors, Scales, Aspirin Vendors, Lotion Machines and other equipment; free price list. Adair Co., 6926 Roosevelt, Oak Park, Ill.

SPECIAL!—A.B.T. SKILL GUN, ALL ELECTRIC
slightly used, including stand, \$29.50; A.B.T. Challengers, reconditioned, \$19.50. Rake, 699 Spring Garden St., Philadelphia, Pa.

STAMP FOLDERS DIRECT FROM MANUFAC-
turer; low, low price; immediate delivery; write for prices and sample. J. Schenbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANTED COIN OPERATED ZETA AND
glasses for Zeta. C. L. Segraves, P.O. Box 389, North Wilkesboro, N. C.

WANTED — OLD ELECTRIC BARROOM
Pianos, 20 Wurlitzer, Western Electric, Gramona, etc.; Street Organs, Calliopes, Band Organs; also extra Music Rolls. Harry Ludwig, 1515 Southeast 35th, Portland, Ore. ap29

WANTED—OLD ELECTRIC BARROOM PIANOS,
organs; all makes; also music boxes, orchetropes, etc. Ed Zelinsky, 11 Jordan Ave., San Francisco 18, Calif.

2 GENCO SHUFFLE ALLEYS—LIKE NEW,
\$179 each; with conversion, \$13.50 extra; A.B.T. Challengers, 3 months old, \$27.50 each; 1/3 down. Ace Amusement Co., 27 Stroud St., Wilmington, Del.

5¢ BULK VENDORS, \$4.50 EACH; GOTTIER
Grip Scales, \$12 each; 25% with order, bal. c.o.d. Pritchett, Box 183, Marietta, O. ap13

8 FLASH BOWLS—12 FT., LIKE NEW, \$750
Box 514, The Billboard, 1564 Broadway, N.Y.C.

10 SKEE BALL ALLEYS, 14 FT. LONG. A LOT
of accessories with same bargain for quiet buyer. Eastern Amusement Co., 427 East Baltimore St., Baltimore, Md.

16MM "SOUNDIES" USED PRINTS FOR PAN-
oram projection; only complete stock in existence; prices as low as \$13.95 per dozen prints; write for list of currently available titles. Blackhawk Films, Dept. BB, Davenport, Iowa. ap8

40 A.B.T. POSTWAR CHALLENGERS, \$7.99
each as is; Challenger Steel Stands, \$3 each; 10 Pace Saratogas with Mini Vendors at \$17.50 each; 1/4 certified deposit with order, balance c.o.d. Standard Scale Co., 1609 Delmar, St. Louis 3, Mo. ap3

45 USED COIN-OPERATED RADIOS—TRADIOS
with tables, \$19.95 each. Wells Automatic, Inc., 52 Vanderbilt Ave., N. Y. C. MU 9-8769.

75 HART CHROME BALL GUM MACHINES—
Sample, \$7.50; 50 or more, \$6.50 each; entire lot, \$6 each; also Victor's Model "V". Le Blon Vending Co., P. O. Box 524, Breaux Bridge, La.

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TRADE SHOWS ACTION BOOMS

9 New Firms Join CMI's Show Parade

Assign First Space

CHICAGO, April 1.—Nine companies which never have exhibited at national coin machine conventions were among those contracting this week for booths at the 1950 Coin Machine Institute (CMI) show, to be held at the Hotel Stevens, Chicago, June 26-28, Dave Gottlieb, show chairman, announced.

Among the first to be assigned display space was Yale & Towne Manufacturing Company, Stamford, Conn., makers of locks. This firm also is a new associate member of CMI. Others on the list released by CMI are Michigan Automatic Music Company, Kalamazoo, Mich., pinball hauling carts; Price Manufacturing Company, Crystal Springs, Miss., coin-operated billiard tables; Mesalam Manufacturing Company, Alexandria, Ind., springs and allied coin machine parts; Great Lakes Amusement Company, Flint, Mich., shuffleboard with scoring units; R. W. Korth, Chicago, shuffleboard pucks; Fischer Sales & Manu- (See 9 NEW FIRMS on page 250)

Reject Limit On Pin Games For Savannah

Want No Favoritism

SAVANNAH, April 1.—The city finance and license committee here voted not to limit the number of pinball games in operation, Alderman A. L. Karp announced.

Acting on a suggestion by the police committee that a limit of 300 licenses be set aside for pinball locations, Karp and W. H. Saussy and J. W. Fitzgerald decided that such a limitation would lead to favoritism and that it would interfere with finance and license committee's free enterprise policy.

Simon Sales Bows Super Twin Bowler In Two Pa. Cities

NEW YORK, April 1.—Simon Sales has held two preview showings of Universal Industries' Super Bowler shuffle game, Dave Simon announced this week.

The showings were held at the William Penn Hotel in Pittsburgh and the Benjamin Franklin Hotel, Philadelphia. Both showings were marked by heavy operator attendance.

The Universal product is a one or two-player game and features the use of new type retractable pins. On location it takes an average of 45 seconds for a player to complete his allotted 10 frames.

Brief and Important Late Digest of Coin Machine News

Mass. Solons Recommend No New Taxes

Turning a deaf ear to either new taxes or reduction in existing levies, the Massachusetts Legislature's Committee on Taxation has recommended rejection of 23 tax proposals, among them bills to impose an additional 1-cent cigarette tax, a 20 per cent tax on soft drinks, a 1-cent levy on each string bowled in bowling alleys, and repeal of additional wine taxes imposed last year.

Md. County Okays Bells, Games

A law has been passed in Anne Arundel County, Maryland, permitting bell machines, pinball games and paddle wheels. Starting May 1, a license may be obtained, upon payment of \$25, permitting groups to operate this equipment at social events. However, the law states only one license a month will be issued to a group.

Atlas Appoints Sales Staffer

Melvin Miller has been appointed to the road sales staff of the Atlas Novelty Company, Chicago. He will cover the Illinois territory and handle all of Atlas's new and used music and amusement equipment.

Kwik Kafe Organized in S. C.

Capitalized at \$12,000, Kwik Kafe has just been organized in Charleston, S. C., to operate coin vending machines to dispense coffee, candies, cake, soft drinks. A. C. Hofmeister Sr., is president.

Industry Paid \$21,087,534 In Taxes to U. S. in 1949

WASHINGTON, April 1.—Illinois is top coin machine State in the nation, followed by Pennsylvania and Washington, according to 1949 tax collections by the Internal Revenue Bureau. Of the national total of \$21,087,534, collected from the \$10 amusement and \$100 coin device taxes, Illinois contributed \$1,726,220; Pennsylvania, \$1,589,073, and Washington, \$1,556,101. Also taxed more than \$1,000,000 each for coin machines were Ohio (\$1,340,123), California

(\$1,258,611), Texas (\$1,206,402) and Louisiana (\$1,034,318).

The bureau does not break down the amounts for various types of equipment, so it is impossible to translate the figures into total number of machines in each State. However, the figures do provide an indicator of the nation's best coin machine markets.

State Breakdowns

On the basis of the agency figures, the poorest section for coin machines is the New England States. Lowest returns on the tax came from Delaware (\$15,398), North Dakota (\$32,311), New Hampshire (\$33,656), Vermont (\$32,845) and Maine (\$42,320).

States accounting for more than \$500,000 each in coin machine taxes besides the big seven were Indiana (\$849,932), New York (\$719,831), Oregon (\$711,627), Nevada (\$686,557), Maryland (\$668,698), Montana (\$658,715), Iowa (\$522,961) and Kentucky (\$522,279).

In two instances, tax collection districts cross State lines, rendering figures slightly askew for a State basis. Tax figures for Maryland also include those for Washington. Those for the State of Washington also include a part of the receipts from Alaska.

Collections

Collections in other States were: Alabama, \$99,379; Arizona, \$148,109; Arkansas, \$111,346; Colorado, \$282,906; Connecticut, \$137,067; Florida, \$336,725; Georgia, \$241,215; Hawaii, \$89,020; Idaho, \$498,542; Kansas, \$301,560; Massachusetts, \$200,200; Michigan, \$243,800; Minnesota, \$249,021; Mississippi, \$308,643; Missouri, \$271,335; Nebraska, \$229,335; New Jersey, \$258,855; New Mexico, \$156,156; Rhode Island, \$54,992; South Carolina, \$77,403; South Dakota, \$68,173; Tennessee, \$230,437; Utah, \$107,133; Virginia, \$161,927; West Virginia, \$301,585; Wisconsin, \$285,554, and Wyoming, \$229,250.

New License Ruling in NY Covers Games

Based on Shuffle Fee

NEW YORK, April 1.—Common show licenses purchased to cover location-owned shuffleboards also permit installation of approved coin games in the same spot without further payment, Magistrate Balsam ruled Friday (24) in Rockaway Magistrate's Court.

The case arose when Peninsula Vending recently placed a United Shuffle Alley in a bar and grill housing a free play, licensed shuffleboard. The location owner, summoned to court for non-payment of an additional license fee, was represented by Theodore Blatt attorney for the Associated Amusement Machine Operators of New York.

Blatt argued that payment of the \$50 common show fee must only be made once during the license year so long as all equipment operated in the location meets License Department regulations.

40 Firms Set Coin Exhibs For May Show

SuperVend in Fold

CHICAGO, April 1.—More than 40 of the nation's leading manufacturers will display their wares when the 1950 All-Industry Convention opens its exhibit at the Hotel Sherman here May 22. Show's sponsor, American Coin Machine Manufacturers' Association (ACMMA), announced this week interest in the event is such that four additional booths have been added to the exhibit area.

When the show was first announced, Edward Bowman, director of exhibits, explained 114 booths were offered for sale. However, it developed that some of the 15 vending exhibitors required space in which water facilities were available. This resulted in the creation of four additional booths to accommodate them. As a result, the original 114 booths have been sold and four more are left. Bowman added that since several firms have made inquiries for the remaining space, the show will probably be sold out next week.

Covers All Phases

As the show list now lines up every manufacturing branch of the trade will be represented, including music machines, soft drink, hot sandwich, hot coffee, gum, candy, bulk and service venders; five and one-half amusement machines, shuffle games, shuffleboards, bells and consoles.

The fact that the aim of the show committee to display all types of coin-operated equipment on one compact convention floor—has been worked out and met with ready success is viewed as a tribute to organizers of ACMMA, especially Ray Maloney, Jack Nelson and Herb Jones, of Bally; Vince and Grant Shay, Bell-o-Matic; Roy McGinnis and John Conroe, (See 40 FIRMS SET on page 250)

Exhibit Supply Places Rotary In Production

CHICAGO, April 1.—The Exhibit Supply Company has started production on its new Rotary Merchandiser, Frank Menceri, arcade division manager, announced this week.

Over-all measurements of the machine are 31 by 31 by 44 inches, and it is available with cabinets of either natural birch or bright mahogany finish. Both are trimmed with chrome.

Equipped with Exhibit's newly developed drop chute, the standard model is designed for nickel play. Among its mechanical features are the use of standard parts, a new type motor designed for heavy location play and the simplification of relays and circuits.

Samples of the Rotary Merchandiser are being shipped on an immediate basis and the firm is quoting one week deliveries on quantity orders.

VEND CLINIC HILITES NATD

Hit Direct Sales, Discuss Commissions, Location and Automatic Selling Methods

More Exhibs Find Buying Slow But Interest Growing

By Dick Schreiber

CHICAGO, April 1.—More tobacco distributors are entering the vending machine business as operators, both of cigarette and cigar machines, it was disclosed at the 1950 convention of the National Association of Tobacco Distributors (NATD) this week. Held at the Palmer House here Monday thru Thursday (26-30), this year's NATD show attracted a larger number of operators and a larger number of vending machine equipment manufacturers. Buying on the exhibit floor was not heavy, but most machine manufacturers went away with a fat list of prospects. Highpoint of the four-day convention, so far as the vending machine industry was concerned, was the vending machine clinic Wednesday (29) morning. Chair-maned by Arch C. Riddell, veteran

Attendance Record

CHICAGO, April 1.—NATD officials reported a record attendance of 11,000 during the five-day convention this week, with ordering up 15-20 per cent over the 1949 New York meeting.

Winding up convention activities, the election of officers was held Friday (31). Claude Harrison, Ouachita Cigar & Tobacco Company, Monroe, La., was re-elected president; Joseph Kolodny, Jersey City Tobacco Company, Jersey City, secretary and managing director; Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa., treasurer, and Clarence D. Hunter, Joseph P. Manning Company, Boston, chairman of the board.

All vice-presidents were re-elected. They are LeRoy F. Ball, Bert P. Cunningham, Marcus Glaser, Ira Katz and H. J. Lagonegro. Also re-elected was Henry Gunst, chairman of ways and means committee; Stanley Stacy, chairman, committee on relations with manufacturers; Richard C. Pinney, chairman, committee on relations with candy manufacturers.

head of the Riddell Company, Pasadena, Calif., the clinic attracted approximately 60 operators, jobbers, manufacturers' representatives and trade association people.

Direct sales of equipment to locations—a plan of distribution report—(See **VEND CLINIC** on page 234)

British Columbia Firm Gets OK To Op Shoe Shiners

NEW WESTMINSTER, B. C., April 1.—The city council here Monday (20) approved the application of a vending machine company to install automatic shoeshine machines. The company will pay a license fee of \$15 for the first machine and \$5 for each additional unit. Mayor Sangster and the aldermen took the view that the machines would give the public a better service. "There are not enough shoeshine shops operating in town and most of them are closed at night and also on Wednesdays," the mayor said.

The machines would shine shoes for half the price paid shoeshine boys, the council also pointed out.

Boston Stores Eye Hosiery Venders as Sales Stimulators

BOSTON, April 1.—Coin machine dispensed women's hosiery by department stores and hosiery manufacturers is expected to start here within a few months. Leaders in the hosiery retailing field have long predicted the time would come when nylons would be sold like cigarettes, packaged, stamped and with size, length and color plainly marked.

Boston is said to be the most competitive city in the United States in the women's hosiery field. There are hundreds of shops devoted solely to the sale of women's hose.

Western Ops Hold Biggest Monthly Meet

Stress Sticker Need

LOS ANGELES, April 1.—One of the best turnouts in a long time marked the regular monthly meeting (28) of the Western Vending Machine Operators' Association (WVMOA) at the Unique Cafe here.

In making a pitch to non-member venders at the meeting, President M. I. Slater stressed the importance of operators belonging to the organization. The WVMOA, Slater said, tries to work for the benefit of venders, but the organization cannot continue to function unless a sufficient membership is attained.

In outlining the fee scale Slater pointed out that the \$5 yearly levy for associate members gives them the privilege of voting but does not pay a portion of the dinner check at the monthly meetings. Full members are taxed \$9 annually with 75 cents of their dinner paid. Prior to the rise in food costs, WVMOA included the full price of the dinner with the membership. When conditions warrant the organization may again find it possible to revert to the original plan.

Omit Stickers

Complaints from locations have been filed with WVMOA recently because some ops have left address stickers off their equipment. Location owners, in several instances, have reported machines to be empty, out of order or with broken globes. Not knowing the operator's name or address they had no way of contacting him. Numerous police departments, particularly in outlying communities, reported many pieces of vending equipment on hand with broken (See **WESTERN OPS** on page 235)

Non-Tobacco Concerns Woo Venders at NATD Exhibit

CHICAGO, April 1.—Suppliers of non-tobacco products descended upon the National Association of Tobacco Distributors' (NATD) convention in force this year, serving to augment the vender manufacturers' ranks with candy, gum and soft drink sirup displays. The 1950 exhibits in the Palmer House here this week (26-30) by 26 candy and gum firms and two soft drink companies served to emphasize the automatic merchandising aspect of conclave because of their absence at the 1949 New York meeting.

While the candy-makers stressed pre-packaged merchandise in nickel

and dime bags and cartons, bars also were displayed by most firms. With bar price already "trimmed to the bone," according to manufacturers, there were no announcements of lower prices or bigger bars. Merchandise, with two exceptions, was presented in wrappers and styles already on sale thru venders and on retail counters.

New Nickel Bar

E. J. Brach & Sons announced a new nickel bar, Maple Nut Goodies, in 100 and 24-count packs. Don Heth, sales manager, said the decision to (See **NON-TOBACCO** on page 233)

Cig, Candy, Gum Venders Invade NATD Convention

By Fred Amann

CHICAGO, April 1.—With 11 vending machine manufacturers and 28 suppliers of non-tobacco products (candy, gum, soft drink sirups) exhibiting at the National Association of Tobacco Distributors (NATD) convention at the Palmer House here this week (26-30), the event took on a more pronounced automatic merchandising note than previous tobacco industry meets. (See separate story on supplier exhibits.)

Seven cigarette vender makers displayed 11 electric and nine manual models, two firms presented "penny pushers," while two firms presented

cigar units, four companies exhibited candy bar machines and two firms showed penny tab gum equipment.

Following recent price reduction moves by a number of cigarette machine manufacturers, on both electric and manual equipment, cost-conscious operators were waiving "lower price" talk this year and instead concentrating on choice of electric-manual machines. Interest was high in the lowboy type cabinet and in the electrical penny units shown.

Cigarette Venders

Lehigh Foundries, Inc., showing its line of PX venders, presented the two (See **CIG, CANDY** on page 232)

Spacarb Successful in Patent Suit Against SuperVend Corp.

NEW YORK, April 1.—The suit by Spacarb, Inc., against the SuperVend Corporation, to enforce patent claims held by Frostidrink, Inc., Spacarb subsidiary, has been decided in the New York firm's favor, it was learned here this week. In a ruling of the U. S. District Court, in Dallas, the Frostidrink patents were held valid and SuperVend "enjoyed from further infringement."

The decision was handed down by Federal Judge William H. Atwell March 11. It brought to an end the suit filed by Spacarb last November (The **Billboard**, December 24). Eight patent claims were involved in the

dispute, with most stress laid by Frostidrink on the patent covering its Mix-a-Drink device. The mechanism enables the patron to mix flavors in multiple-drink cup venders.

Sale to Hammergren

Following the recent purchase of SuperVend inventory and patents by a new company formed by Mike Hammergren, it was known Hammergren had helped meet the costs of the legal controversy.

Reached in Dallas this week, where the SuperVend machine is to be built on contract by Temco Manufacturing Corporation Hammergren said his (See **SPACARB WINS** on page 235)

Automatic Ups Production on Refresh-o-Mat

Start 3-Flavor Pilot Run

NEW YORK, April 1.—Automatic Products has stepped up its production of Refresh-o-Mats more than 100 per cent during the past month, Sam Kresberg, executive vice-president, announced this week. The firm's plant in Minneapolis is currently turning out 22 units daily, he asserted.

At the same time, Kresberg reported a pilot run of Automatic's three-drink, carbonated unit has been started, with the first machines due off the production line by April 15. While the price of the multiple-flavor vender has not yet been set, he indicated it will sell at "less than \$1,000."

Intro at NAMA

The machine, first shown at the National Automatic Merchandising Association convention last November, is said to incorporate several new improvements. These include "extremely high carbonation," controllable by the operator, and, thru the use of a "new type" refrigeration assembly, "positive control of (See **AUTOMATIC UPS** on page 235)

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1210 Bonita Dallas 6, Texas

Cig Ops To Boost Charity Campaign

ROCHESTER, N. Y., April 1.—Local cigarette machine operators will help boost this city's Red Feather charity fund drive by loading venders with matches carrying a special campaign message. The drive runs from April 15 to May 15.

Sponsored by the regional division of the National Automatic Merchandising Association, operator participation in the campaign is expected to reflect favorable publicity on the vending industry here.

SuperVendCorp. Appoints Deaton

CHICAGO, April 1.—W R. Deaton, veteran coin machine distributor, has been appointed Southeastern district sales manager for the SuperVend Sales Corporation, Chicago. Deaton will headquarter at 2204 West Market Street, Greensboro, N. C., and will handle Virginia, the Carolinas, West Virginia and Georgia.

Announcement of Deaton's appointment was made by Mike Hammergren, SuperVend president. The firm produces a three-flavor cup drink machine and has announced its intention of introducing a cigarette machine and a coin changer.

Deaton has been a factor in coin machine enterprises in the Southeastern States for the past 20 years.

Beech Aircraft To Manufacture Bottle Venders

WICHITA, Kan., April 1.—Beech Aircraft Corporation here has been awarded a contract by the Master Corporation, Little Rock, for the manufacture and assembly of several thousand bottle drink venders.

Work on the coin-operated dispenser, Vendmaster, is already under way, Beech Vice-President Frank E. Hedrick stated. Engineering drawings are near completion and the tooling up process is about to begin. First deliveries of Vendmaster are expected to start later this month.

Capacity

Beech engineers stated that Vendmaster will hold up to 132 bottles of any two popular soft drinks. Among its features are a small number of moving parts and easy servicing. In order to expedite marketing and distribution of the vender, Master Corporation plans to establish offices and a sales organization in Wichita.

President of Master is C. M. McMullin; vice-president is Phil Schwartz. They pointed out that Beech was selected to produce the Vendmaster because of its 18-year-old reputation for building quality products and its recognized standards of efficiency and workmanship. Beech is also the manufacturer of such private and business planes as the Bonanza, Mentor and Twin Bonanza.

THE SPRAY WAY TO PROFIT!
TANS CAN MAKE MONEY FOR YOU WITH THIS
NEW COIN-OPERATED

SUNSTAN



LOTION
SPRAYING
MACHINE

Give your customers something new. Perfect for clubs, pools, beaches, etc. Get details on three new models.

Automatic Industries, Inc.
King of Prussia, Penna.

MEMBER N.A.A.P.P.D.
AND N.A.M.A.

NEW LOW PRICES
U-SELECT-IT

CANDY MACHINES

U-Select-It, 72-Bar Size. Each\$27.50

Cigarette Machines

Write for low prices all makes.
COUNTER MODEL\$17.50
Half Deposit. Phone: BA. 9-0606

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

ADVANCE DUPLEX-E SANITARY NAPKIN VENDOR

and all other items
of the ADVANCE line.

Operators and Jobbers
write for quantity prices
and discounts.

T. O. THOMAS CO.
1572 JEFFERSON PADUCAH, KY.

VICTOR'S GREAT JUMBO UNIVERSAL



Thousands of locations are available and waiting for this sensational masterpiece for vending jumbo-size Ball Gum. Price, \$14.95 each. Packed 2 to carton. Write for quantity price, also prices and details on Jumbo Universal Special and the New TOPPER DE-UXE. Investigate our 0-week TIME PAYMENT plan.

ROY TORR LANSDOWNE, PENNA.



FREE—FREE
Two weeks' FREE TRAINING in servicing and operating routes of Victor's venders with each purchase of 100 or more Topper De Luxes at \$11.95 each. Terms. Complete Victor line on display.

Lowest prices on ball gum, nuts, candies & charms.

BERNARD K. BITTERMAN

3002 Truman Road Kansas City 1, Mo.

POPCORN

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.



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WIRE,
PHONE

'POP' CORN SEZ CO.
5329 Delaware Ave.
UPPER DARBY, PENN.
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DICE LAMPS

MIRROR VANITIES
\$1.25 Each

Portable Radios
with batteries
\$10.50 Each

SYLVAN CO.
767 Milwaukee
Chicago 22, Ill.

ATTENTION —25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

- UNEEDA, 8 Cols.\$100.00
- UNEEDA, 6 Cols. 90.00
- Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
- 8 Col., Model E, 240 Pack Cap. 62.50
- ROWE PRESIDENT, 10 Col. ... 100.00
- Rowe Royal 10 Col., 400 Pack Cap. ... 95.00
- Rowe Royal 8 Col., 308 Pack Cap. ... 85.00
- Rowe, 150 Pack Cap. 35.00
- Special! 4 Col., 100 Pack Cap. 27.50

SALE
\$62.50

DuGrenier

MODEL W, 9 Col.,
308 pack cap.
7 Col., 235 pack
cap.
\$59.50

CIGAR MACHINES

- 7 Col., 175 Cap.\$27.50
- 1 Col., 50 Cap. 17.50

CANDY MACHINES

- ROWE, 120 Bar Cap.\$75.00
- Candyman, 72 Bar Cap., with base,
like new 65.00
- VENDIT, 150 Bar Cap. 57.50
- U-Select-It 35.00
- UNEEDA, 40 BAR CAP. 23.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

SALE NATIONAL

Candy Vender
\$100.00
9 Col., 162 Bar Cap.
\$80.00
6 Col., 108 Bar Cap.

\$70.00
Wall Model

'50 will be NIFTY with
ACORN 1c or 5c All
Purpose Bulk
Merchandisers
Order Yours Today!



Look at These OUTSTANDING

Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

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VICTOR'S TOPPER

TOPS THE TOPS



1 case 4 Toppers, glass globe, \$43.00. Plastic globe, \$45.00. Sample plastic, \$11.75. Double unit plastic case, 2, \$45.00; sample, \$22.50; less in quantities. Jumbo Universal for 15/16" ball gum, the most beautiful streamlined vender on market, \$14.95; sample with 1220 15/16" gum, special, \$19.95. Be first, cash in now; thousands of locations waiting. Order sample today. Full purchase price will be refunded in 10 days if not satisfied. 1/3 deposit, balance C. O. D. Send for circular.

STAR VENDING CO.

510 W. 4th Ave. Dept. B Denver, Colo. Established 1926

Cig, Candy, Gum Venders Invade NATD Convention

(Continued from page 230)

lowboy and two standard size units, electric and manual, unchanged in pack capacities and price (standard and lowboy manuals, \$162.50; standard and lowboy electric, \$199.50). Nickel changer is \$6.50 for the manual and \$10 for the electric models.

National Vendors, Inc., spotlighted its \$175 301-pack manual 7M cigarette machine. The new seven column machine, a duplicate in construction and operation of the model 9M 440-pack unit, will see initial delivery by April 3. Firm also displayed an eight-column electric console cigarette vender, slated for production late this year. A high-capacity unit (about 600 packs), it will possibly list for around \$400. Too, National showed its model 8CE, assorted merchandise electric console. Designed to handle cigarettes, candy and other like-size items, it has been scheduled for introduction at an earlier date than the straight cigarette console.

Two Diplomat models and two console units, electric and manual, were shown by Rowe Manufacturing Company, Inc. Price, capacity and construction remains unchanged. Company also displayed its electric penny pusher, at \$125. Latter, introduced during the NAMA convention last November, has been in delivery since early December.

Other Exhibits

Eastern Electric Vending Machine Corporation exhibited the Electro electric console cigarette unit. Here, too, the price, machine-design story was unchanged, with officials reporting production continuing at a steady pace on the present machine.

In addition to its Deluxe electric cigarette vender, at \$249.50, J. H.

Keeney & Company exhibited its new electric penny pusher. John Conroe, vice-president, said the unit, priced at \$119.50, is currently available on a one-week delivery basis. With production slated for post-show step-up, delivery time will be reduced shortly. The Keeney Penny Loader features one-second adjustment to either one, two or three penny insertion by moving a selector knob. Quietness is also stressed, with the spinning disk deactivated each time a pack is loaded. Because the disk does not spin continuously, wear is reduced, Conroe pointed out.

Arthur H. DuGrenier, Inc., introduced its new "Shorty" electric and manual cigarette venders, with prices and pack capacities the same as on the firm's standard units (*The Billboard*, April 1). Delivery has been scheduled for early this month. An all-combination coin mechanism, previously available only on the electric model, was also introduced on a new manual model. However, price and delivery date has not been set. The firm also displayed a model of its candy bar vender.

Gum Unit

Also displayed in the DuGrenier booth were penny tab gum venders by the Gum Vending Corporation and a hand-built model of an eight-column candy bar vender to be manufactured by the James H. Martin Company. Latter may be placed in production late this year.

Superior Manufacturing Company, national sales agents for the location-sold Yeaton Manufacturing Company cigarette machine, this year moved its display onto the NATD exhibit floor proper (at the 1949 show in New York it held a separate showing). It was indicated that the five-column, 100-pack vender would be slanted toward straight location lease placement in the future.

Cigar Vender

Cigar venders were displayed by Malkin-Illion Company and Cigaromat Corporation of America. Latter announced a price reduction on its two-model line. Effective Monday (27) the new lists are \$49.50 for the three-column model (formerly \$65) and \$64.50 for the six-column unit (formerly \$85). Optional stand equipment was also reduced, the small size down \$1.50 to \$7, and the six-column stand down \$5 to \$10 from a former \$15.

Stoner Manufacturing Corporation presented its Univendor line of candy and variety package venders, in addition to its nickel gum and mint unit for use with the larger machines. Also shown was the penny gum machine, designed to handle tab and candy coated gum. While late April delivery was promised, the price had not been set during the show.

VICTOR'S AMAZING NEW TOPPER

Special April Offers

- 1 Case 4 Toppers PLUS 25¢ 310 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (with plastic globe) \$52.00
- 1 Double Unit Topper with Plastic Globe PLUS 25¢ 310 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$36.00
- 1 Triple Unit Topper with stand, plastic globe, PLUS 25¢ 310 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$51.25

Sample Topper, \$11.25

IMMEDIATE DELIVERY ON VICTOR'S UNIVERSAL JUMBO, \$14.95 EA. WRITE FOR INTRODUCTORY OFFER.

RAIN-BLO GUM
140, 170 or 210 count, in 25¢ cartons, 27¢ lb. In lots of 150 or more with freight prepaid. 25¢ lb., less 2%

COLORED BALL GUM—All Sizes
25¢ or 40¢ carton, 25¢ lb., 160¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
25 lb. carton Large 50¢ lb. Small 45¢ lb. Full Cash With Order.

SCOUT KNIFE
Metal Blade \$10.00 per M.
METAL SCISSORS Actually Cut \$10.00 per M.

Write for our FREE Complete Charm List.

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

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NEW VENDING MACHINES

| | |
|-----------------------------|---------|
| N. W. Model 49, 1¢ & 5¢ | \$12.75 |
| N. W. Deluxe Comb., 1¢ & 5¢ | 27.00 |
| S. K. Charm King | 22.50 |
| S. K. 1¢ or 5¢ Bulk | 12.50 |
| S. K. Hot Nut, 5¢ | 21.50 |
| Adams Model N, 1¢ Gum | 22.50 |
| N. W. Stamp Roll Type | 61.00 |
| Marion Scale | 29.50 |
| Waiting Scales | Write |
| Shipman Stamp, 3 Col. | 21.50 |
| Acorns, 1¢ or 5¢ | 13.75 |

MILLS NEW VEST POCKET BELLS
Automatic 3/5 mystery payout system. 5¢ play \$65.00
Reconditioned \$44.50

NEW COLUMBIA DOUBLE JACKPOT BELLS
Changeable Right on Location in a Few Moments to 1-5¢, 10-25¢ Play. Close-Out Price \$119.50
Reconditioned \$9.50

RAKE BRAND BALL BUBBLE GUM
25 Lb. Case \$ 5.65
100 Lbs. 21.70

RECOND. COUNTER MACHINES

| | |
|--------------------------------|---------|
| Imps. 6 or 5¢, Cig. or Fr. | \$33.50 |
| Daval Ace, 1¢ or 5¢ | 21.50 |
| Daval Cub, 1¢ or 5¢ | 21.50 |
| Daval Marvels, 1¢ or 5¢ | 29.50 |
| Groetchen Yankee, 1¢ or 5¢ | 24.50 |
| Groetchen Poker Reel, 1¢ or 5¢ | 24.50 |

Write for Circulars and Price List "M" or Complete Line. 1/3 Deposit, Balance C.O.D.

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609 SPRING GARDEN ST. PHILA. 21, PA. LOmbard 3-2676

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NEW CHARMS

READY FOR YOU NOW

They're really beauties with that sales appeal that means amazing increases in sales and more profits. Illustrated are new plastic knife and boxing glove charms priced as follows:
Knife, \$10.00 per 1000; Plastic Boxing Glove, \$3.25 per 1000; Copper Finish, \$6.00 per 1000; 22K Gold, \$7.00 per 1000. All postpaid.

Write now to get on our mailing list.

Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS
BRILLION · WISCONSIN

ATLAS presents **It's Here!**

MIDGET 1¢ BALL GUM Vendor

At Last! The machine that will fit anywhere! 5" base takes only the space of a toothpick dispenser. Ideal for counters or on wall near cashier. Investigate the possibilities of this machine NOW.

MANUFACTURED BY **ATLAS MANUFACTURING AND SALES CORP.**
EST. 1925 12220 TRISKETTRD., DEPT. 408 CLEVELAND 11, OHIO

MONEY BACK GUARANTEE

JUMBO UNIVERSAL

Thousands of locations are available for this new machine. Vending 15/16" ball gum insures a permanent profitable future for your business. The large size gum is the fastest selling today. Order a sample machine on the "Logan Money Back Guarantee Plan" today. \$14.95 ea.

TOPPER DE LUXE

A streamlined creation of beauty, combined with new exclusive features, developed for the operator to stimulate and simplify his business. New styling—larger capacity—new automatic display compartment. Order a sample machine on the "Logan Money Back Guarantee Plan"—today. \$12.95 ea.

The Logan Distributing Co. is happy to announce their "Money Back Guarantee Plan." Order a sample of each of Victor's new machines; the Topper De Luxe and the Jumbo Universal, and if you are not completely satisfied, return the machine within 10 days and your money will be refunded in full.

We Specialize and Carry Largest Supply of Vending Machine Parts, Supplies & Merchandise.

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Promotional Experience

TO SELL TO QUALIFIED LEADS SECURED THRU BUSINESS OPPORTUNITY ADS

Several of our men made more than \$3,000 in March. One made \$2,925 the WEEK of March 20. We are a young, progressive manufacturing company. We have the BEST equipment of its type that is made. We FOLLOW thru for our distributors with operator and location service and other aids. Opportunity is unlimited in your own area. We will train you in our methods. If your are qualified write full particulars.

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ATTENTION, VENDING MACHINE SALESMEN

LAST MAN HIRED MADE \$800.00 FIRST WEEK AND HE NEVER SOLD A VENDING MACHINE BEFORE. MAKE US PROVE THIS STATEMENT. IF YOU CAN SELL NEW OPERATORS THROUGH BUSINESS OPPORTUNITY ADS ON A ONE CALL PROPOSITION YOU SHOULD BE ABLE TO DO THIS GOOD OR BETTER FROM THE START.

WRITE, WIRE OR CALL. OR IF POSSIBLE COME IN AND SEE US.

UNIVERSAL VENDORS OF ST. LOUIS
2807 N. Grand Blvd., Suite 214 (Phone: LUcas 3351) St. Louis 7, Mo.

NOW!
Bigger Profit
 FROM EVERY LOCATION
 With the New
Northwestern
CABINET STAND
 FOR MODEL 49



WRITE FOR DETAILS
 OR SEE YOUR DISTRIBUTOR
 THE NORTHWESTERN CORPORATION
 29A ARMSTRONG STREET, MORRIS, ILL.

Immediate Delivery on the
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RAKE COIN MACHINE EXCHANGE
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RAKE COIN MACHINE AGENCY
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1¢-5¢
Northwestern
DE LUXE
 LATE MODEL
 PORCELAIN TOP
 \$12.95 Each
 Lots of 10 SAMPLE, \$14.95
 RECONDITIONED
 LIKE NEW
 Ready for Location
 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 50 DRANFORD STREET, NEWARK 5, N. J.
 BIGELOW 3-7744-5

VICTOR'S TOPPER
 1 to 5 Cases
\$43.00 Per Case
 (\$10.75 per mach.)
 - Prompt Delivery.
 1/3 dep. with order,
 bal C. O. D.
DEVICES
NOVELTY CO.
 447 N. Milwaukee Ave., Chicago 10, Ill.
 MONROE 4-7533

Non-Tobacco Concerns WOO Venders at NATD Exhibit

(Continued from page 230)
 manufacture the item as a bar follows successful presentation of the maple nut icing item in bulk form for the past 25 years. Previously available only in non-vender dime, 12-ounce and one-pound size packages, the new bar is of the two-piece type, weighing approximately two ounces. It will be available for delivery May 1 at 72 cents for the 24-count and \$2.75 for the 100 vend pack, and will be stressed as a summer item.

Chase Candy Company introduced a new trade-named candy pack suitable for vending. Called Nickel Naks, it is offered in six flavors and types, in 24 and 100-count packs. Price for the 24-count is 72 cents, but the vend pack price has not as yet been set.

First deliveries of the Nickel Naks is scheduled for April 20, according to Chase representative H. B. Murphy. Each carton features a cellophane window thru which the merchandise can be viewed. The initial offerings consist of four 1½-ounce cartons of candy cherries, candy corn, jelly beans and lemon drops, while two 1¾-ounce cartons feature baked beans and cinnamon imperials. Chase plans to add special holiday lines in the carton packs for Christmas, Easter, Valentine's Day, etc.

Bunte Brothers, with its bar line

and price unchanged, placed special stress behind its Tango bar as a vender item. Officials pointed to the sponsorship of a weekly children's television program (started about a month ago) during which the bar is visually and verbally advertised. Firm claims the Tango bar is the oldest in the country, having been introduced in 1907.

Syrup Exhibs

The two syrup firms exhibiting revealed plans for supplying the cup vender market. Trufruit Syrup Corporation displayed a variety of flavors, while the Green River Corporation featured its single flavor drink. Robert Fireman, Green River representative, said the firm has a new sales program which includes concentrating on the vender market. Sirup is sold direct at \$1.85 per gallon.

Candy and gum manufacturers also on hand with displays of bar and bulk merchandise were the Fred W. Amend Company; Amm-O-Gum, Inc.; Walter Baker Chocolate Corporation; Paul F. Beich Company; Cadbury-Fry, Inc.; Charms Sales Company; Deran Confectionery Company; Flavour Candy Company; Hollywood Candy Company; Huyler's; Robert A. Johnston Company; Lamont, Corliss & Company; Leaf Brands, Inc.; Mason, Au & Magenheimer; Milko Candy Company; Nutrine Candy Company; Quaker City Chocolate & Confectionery Company; Reed Candy Company; Squirrel Brand Company; Switzer's Licorice Company; Tootsie Rolls; Universal Match Corporation (Shutter Division) and James O. Welch Company.

JUMBO UNIVERSAL VENDING 15/16" BALL GUM

For Sustained Play Appeal With Fastest Selling Piece of Gum Today.



Jumbo Universals have an extra lock, which means operator can allow location to re-fill machine without having access to money compartment. 2 to 12 machines @ \$14.95 per machine. Write for prices on lots of 100 or more. Contact us for color folders and full details on Victor Jumbo Universal, Jumbo Universal Special, and Topper DeLuxe.

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 2117 Third Ave. No.
 BIRMINGHAM 3, ALABAMA

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25c for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY

415 Neptune Street Pittsburgh 20, Pa.

BRAND NEW LUCKY BOY VENDORS



\$9.75 Each
 Lots of 5, \$8.75
 Lots of 25, \$7.75
 1¢ or 5¢ MODEL

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
 VALLEY STATION, KY.

MORE NEW CHARMS No Charge For Samples

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

LARGE BASEBALLS

Metal Plated, Copper or Nickel, per M \$7.50
 Gold Finish, per M 9.00

SMALL BASEBALLS

White with Black Seams, per M \$6.00
 Metal Plated Copper & Nickel, per M 6.25
 Gold Finish, per M 7.00

SKULLS

400CE, Silver with Colored Eyes, per M \$7.80

RODEO RIDER

Genuine Western Figure, copper & nickel, M \$4.00
 Plastic Colors M 2.75

MINIATURE OPERATING PADLOCKS

Steel with Individual Keys, per Cr. \$8.00

SUPER VALUE MIX:

400 Asst. in Cello. Bag, 12 different items including Padlocks, per Bag \$2.00

FLOWER SHAPED PINS

Beautifully finished, gold and hand decorated. Rose, Lilly, Dogwood Asstd., per gr. \$5.25

BRAND NEW ST. JOSEPH & INFANT OF PRAGUE STATUETTES

Gold or Silver only, per M. \$11.00

MUSICAL INSTRUMENT BUTTONS

Beautifully detailed Banjo, Violin, Sax, Trumpet and Drum. Copper and nickel plated, m \$7.50
 (Other Finishes Available)

1/3 Dep., Bal. C.O.D. F.O.B. N. Y. Full Cash With Orders Under \$10.00

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Outperforms All Other Scales
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2 MACHINES IN 1

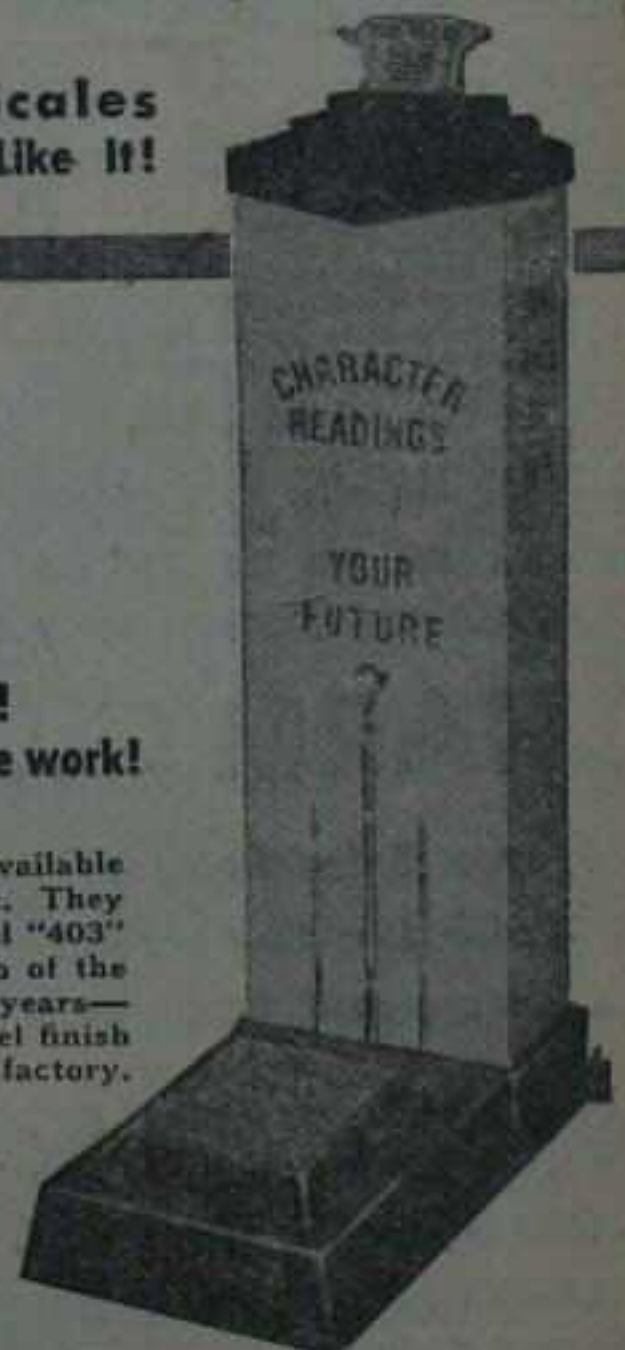
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NO TROUBLE! • No knobs to turn!
 • No handles to pull!
 • The coin does all the work!

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\$25 deposit



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Attached find check for \$25 deposit on one Model 403 scale. Ship at once.

Please send me further details at once.

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MAIL THIS COUPON TODAY for further details for immediate delivery

"GREATEST ADVANCEMENT
EVER MADE IN BULK VENDERS"



Northwestern
CUTS
SERVICING
TIME AND
COSTS IN
HALF

MODEL 49

**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 Northwesterner* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

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On Bulk Vendors, Merchandise, Games, etc.

BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90

CHARMS

Plastic Charms, small, 1,000 \$2.25
Metal Colored Charms, 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

We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

CHARMS . . .

Proven Sales Boosters
Write for Complete
Catalog and Samples

KARL GUGGENHEIM, Inc.
33 Union Sq. • New York 3, N. Y.



**Rush Your
Order Today**

**VICTOR'S
NEW TOPPER**
1 to 5 Cases
\$42.00 Per Case
(\$10.75 Per Machine)
6 to 11 Cases
\$42.00 Per Case
(\$10.50 Per Machine)
25 Cases or More
\$40.00 Per Case
(\$10.00 Per Machine)

**MOUNTAIN STATE
DISTRIBUTORS**
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Phone 16
Cameron, W. Va.

**Vend Clinic Hilites NATD;
Sales, Commissions Discussed**

(Continued from page 330)

edly followed by one manufacturer who exhibited at the show—came in for heated discussion. Opinion was heavily weighted against direct sales, since all but five of those attending the clinic were operating in the established manner or supplying goods and services to firms who are operating.

Direct to location sales, the majority concluded, benefit neither location, jobber nor manufacturer but tend to boomerang with losses to everyone concerned. Direct sales of machines, in the opinion of most of those attending, added to rather than solved the problem of handling cigarettes in a location.

Vending Cigars

The first part of the clinic was devoted to cigar vending, with Sam Malkin, Malkin-Ilion, and Martin Berger, Cigar-o-Mat Corporation, handling most of the answers to questions submitted in advance. Briefly, the clinic determined cigar vending is practical and desirable for the tobacco distributor.

Jack Kelnor, Kelnor Vendors, Chicago, told the group that five cigar smokers make a profitable stop for a route. Kelnor pointed out that unlikely prospects may turn into top-grade locations. On one of his routes, he said, he has a barber shop which averages 83 cigar sales per week. To be profitable, Kelnor concluded, a machine should sell 50 cigars weekly. Malkin challenged this figure, saying that the 3 1/2 cent margin in cigars would make a location profitable with as few as 100 sales per month.

Not until the clinic turned to cigarette machines did the session become spirited, an at time, heated. Few conclusions were reached, beyond the near-unanimous opinion that direct-to-location sales were not economical. The discussion covered a wide variety of subjects, sometimes providing a wide variety of answers.

Buying Locations

To open the cigarette portion of the clinic, Riddell read the question, "Is under-cover bidding and payment for new locations a permanent and integral part of a cigarette vending machine operation?"

Discussion of this was limited, altho operators implied in their remarks that they had encountered such selling tactics. Robert Z. Greene, president of the Rowe Corporation, characterized the practice as impractical, and Riddell in his report to the entire convention said the practice could not be regarded as permanent.

Following this slow opener, the clinic's attention was called to the

job the National Automatic Merchandising Association (NAMA) has done to raise standards within the vending machine industry and to bring the public to a closer understanding of the industry's place in distribution.

Riddell then posed this question, submitted by an operator prior to the meeting: "To what extent can the services of regular wholesale tobacco salesmen be enlisted to obtain cigarette vending machine locations?"

Operators at the clinic immediately translated the question in more practical terms. What about the tobacco wholesaler who comes into a location where there is a venter and offers a higher commission based on the entire business in the stop, they asked?

Greene pointed out that, in his experience, competition from jobbers is "no worse" than competition from other sources. "We find the jobber is a good enough businessman not to kid himself," Greene continued, "he knows he has to make a net."

The worst type of competition, operators at the clinic agreed, was the small operator who "runs his business out of his hat" and does not keep books.

Operators Becoming Wholesalers?

Maurie Levitch, Stern Cigarette Service, Cincinnati, commented that the wholesaler who uses his other lines to secure a cigarette stop is inviting the operator to go into the wholesale business and supply those same lines on a competitive basis in order to hold his locations.

For those jobbers present contemplating going into the cigarette machine business, established jobber-operators and independent operators advised purchasing going routes rather than attempting to set up new ones. This led to a discussion of what constitutes a fair price for a cigarette route and Riddell read the following question:

"It is estimated that it entails a cost of approximately \$50 in time and services to solicit a desirable cigarette location. Contrast with that the fact that generally speaking an entire vending machine operation can be purchased at a price of \$1,000 per each case of cigarettes weekly. Which is more practical?"

Too High, Too Low

In some areas, the clinic concluded, a \$1,000 price would be too high, while in others—New York was mentioned specifically—it would be too low. Operators said the newcomer in the industry should figure an established route is worth between two and two and a half times its monthly volume. Figuring a net of 10 per cent before taxes and depreciation, the operator should be able to pay off his equipment in two years if he bought at a fair price, established operators at the clinic agreed.

The remainder of the clinic was devoted to the pros and cons of selling machines direct to locations. No one strongly advocated such selling practices during the clinic session, but repeated references were made to the Superior Manufacturing Company which exhibited a machine on the convention floor. This firm, operators charged, has been advocating location sales.

Substance of the arguments advanced by those opposing direct sales was (1) direct sales have been tried before, without success; (2) direct sales multiply a location owner's headaches because he still must handle cigarettes and has the added problem of keeping his machines in good mechanical order; (3) jobbers who sell machines direct to locations will find those locations coming back to them for service—if they provide the service, they might as well operate, and if they do not, they make an enemy.



NOW . . .
Victor's Famous Model V
equipped with
VICTOR'S NEW PLASTIC GLOBE
at
NO EXTRA CHARGE

8% Greater Capacity
The Model V . . . recognized as a great venter since its first day on location is the choice of thousands of successful operators.
See Your Victor Distributor.
VICTOR VENDING CORP.
5701-13 W. Grand Ave. CHICAGO 37, ILL.

**WE'VE GOT . . .
TOPPER**

Victor's Terrific Vender



Amazing new operating features and low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, 540.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.
2117 Third Ave., N.
BIRMINGHAM 3, ALABAMA

**New Low Price
KING OF VENDORS**

Nut and Ball Gum Candy, Charms, Vendors, 1¢-5¢ 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.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER

(Illustrated) Lots of 100, \$10.00
Victor's Universal

JUMBO

1" Ball Gum Vendor Best Location-Getter in Years!

Sample \$14.95
1/3 Dep. With Order. Bal. C. O. D.
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1443

NEW ITEMS! LOW PRICES

| | |
|---------------------------|----------|
| STRIP CHARMS, Price per M | |
| Metal-Plated | \$ 4.00 |
| Metal-Plated | 6.75 |
| RY STORE CHARMS | 12.50 |
| KNIFE, With Metal Blade | 10.00 |
| SCISSOR, | |
| Actually Cuts | 10.00 |
| SE PLATE CHARMS | 7.50 |
| ING PIN CHARMS | |
| Metal-Plated | 4.00 |
| Metal-Plated | 6.50 |
| AL HEADS, Metal-Plated | 7.50 |
| E COINS, Metal-Plated | 7.50 |
| WEST TELESCOPE VIEWERS | 12.50 |
| SUPER-CHARM MIX | |
| Gross Ass'd in Bag | 2.00 |
| FORTUNE BALL MIX | |
| Gross Ass'd in Bag | 1.75 |
| US #1 CHARMS | |
| Metal-Plated | 2.50 |
| Metal-Plated | now 4.25 |
| FAMOUS #2 CHARMS | |
| Metal-Plated | 3.00 |
| Metal-Plated | now 5.00 |

EPPY
Emanuel Eppy & Co., Inc.
144th Place, Jamaica 2, L. I., N. Y.

Western Ops Hold Biggest Meeting

(Continued from page 230)

globes. No operator identification were found on these machines so they have been put up for auction.

In a plea to correct this situation, Slater told the assemblage that it is a public relations job on the part of the vender to have his equipment so marked as to be easily identified. At this point Slater touched on the WVMOA decals which are available to members at a special price of \$5 per thousand.

A letter from the Wrigley company was read requesting a list of WVMOA members relative to the renewal of tab gum for operators. The letter also claimed the company was to manufacture a 5-cent gum machine. A motion to submit the membership roles to Wrigley was carried.

Support for the proposed new coin plan was urged by the American Institute for Intermediate Coinage in a letter which was read by Slater.

A new ruling in Los Angeles requires a vender to pay an annual license based on 100 per cent of his gross business if residence or business address is within the city limits. Thru the WVMOA, Slater is going to request that the city council consider a tax on the basis of 100 per cent for business done in Los Angeles, with a tax of 10 per cent for business done outside the city. The present plan will work a hardship on vendors who reside or have their business address in the city and yet have the bulk of their operation in suburban areas.

Major portion of the meeting was given over to sales tax questions, with requests from WVMOA officials that the discussion be off the record at this time.

In addition to President Slater, others attending were Vice-President J. C. Pruner, Treasurer Marvin Drenko, Secretary Bob Leidenberger, Robert McNaughton, Ken Kenny, E. W. Van Dorn, C. E. Grant, E. E. Sallee, Jack Ott, R. E. Leland, Phil Sreden, Park Hammer, Pete Kenny and Preston Combs. Also attending were Chic Jenkins, a new operator from Hawthorne, and Lou Feldman, of the Acme Distributing Company. Next meeting will be April 25.

Spacarb Wins Patent-Suit Vs. SuperVend

(Continued from page 230)

firm had already decided to modify its new production in such fashion that the mixing feature will be eliminated.

New SuperVend three-drinkers, expected off the line shortly, will have a solenoid locking device, Hammergren said, which will prevent the selector dial from being switched once the patron has deposited his coin.

An interesting sidelight on the patent was the introduction into the court records of the agreements between Hammergren and Judge M. M. Miller, former owner of SuperVend. Court records showed Hammergren had contracted with the original SuperVend company to produce at least 3,000 machines during the year ending January 31, 1951.

No Financial Damages

No financial damages were awarded Frostidrink to compensate for the infringement. Since most of the machines manufactured by SuperVend were completed before publication of the patents, the court ruled the infringement unintentional.

Judge Atwell saw both the Spacarb and SuperVend machines demonstrated during the two-day trial. His oral opinion, favoring the plaintiff (Frostidrink - Spacarb), expressed judicial amazement at the advances of automatic merchandising. He stated:

"There is nothing in the prior art that the court has been able to discover which includes this fascinating feature (Mix-a-Drink) of the plaintiff's machine, where the customer, the buyer, sees what he is going to get, puts his finger on what he wishes and gets it mixed. If he happens to change his mind—as women customers, I suspect, would do upon any sort of provocation—he can switch the sirup after having chosen one, then switch to another and still get a satisfactory drink.

"Nothing is lost. The coin does its work. The machine does its work. And it is really, if I may use that judiciously, astonishing. Prior art has nothing like it."

SEE
VICTOR'S GREAT JUMBO UNIVERSAL
for vending jumbo size ball-gum (15/16"; 62 count)

AND
JUMBO UNIVERSAL SPECIAL
for greater capacity (11 lbs. of ball-gum) — vending 140, 170 and 210 count ball-gum—and other bulk merchandise—with or without charms.

ALSO SEE
VICTOR'S NEW TOPPER DELUXE

Its many new features and streamlined beauty are without comparison.

TOPPER (single, double and triple units) built in the standard and deluxe models—and don't overlook the famous MODEL V and UNIVERSAL!

SEE THESE GREAT VENDORS NOW ON DISPLAY AT ALL VICTOR DISTRIBUTORS

VICTOR VENDING CORP.
5701-13 W. Grand Avenue
Chicago 39, Illinois

NEW ASSORTED
SPORT CHARMS
VERY REASONABLY PRICED

PLASTIC (6 Colors) . . . \$3.75 M
COPPER PLATED 6.00 M
GOLD PLATED 7.00 M
SILVER 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.

AUTOMATIC UPS

(Continued from page 230)

first-drink temperature.

The 1,000-cup vender occupies floor space of 27 by 22 inches. It is trimmed in chrome and uses an illuminated selector panel. A hot-drink attachment will be available at \$50.

Kresberg claimed increased acceptance by independent operators and bottlers led to the recent production boost of the still-drink, Refresh-o-Mat. During the past few months Automatic has closed deals with Nehi, Orange-Crush and Mission Dry, whereby the parent companies authorized use of the machine by their bottlers. Nehi alone is now said to absorb 50 per cent of Refresh-o-Mat output.

Automatic is currently completing a 10,000-square-foot extension to its plant. When added to the firm's production facilities it will permit a daily output of 30 Refresh-o-Mats, Kresberg declared.

VICTOR'S TOPPER
Only \$10.00 Each
(100 or more)

Plastic Globes, 50¢ extra per machine on new orders.

UNEQUALLED for vending ANY BULK MERCHANDISE: ball gum, candies, peanuts, CHARMS, etc.

Stands, Brackets, Globes, all Parts and Supplies in stock.

"Fantastic Profits"

Over 300% on Ball Gum
Write for Literature and Details
H. B. HUTCHINSON JR.
521 North Ave., N. E., Atlanta, Ga.



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.
4 Cases or More \$40.00 Case.
Packed 4 to Case.

CAMEO VENDING SERVICE
432 West 42nd Street New York 18, N. Y.



ADVANCE
DUPLEX-E

INTROUX TISSUE AND OTHER SANITARY NAPKIN AND TISSUE MACHINES AVAILABLE ALSO HERSHEY BAR VENDOR IMMEDIATE DELIVERY Order Sample Today! Write for Quantity Prices!

LISTO SANITARY NAPKINS
Sample and Prices on Request. Manufacturer and Distributor

J. SCHOENBACH
43 Bedford Ave., Brooklyn 35, N. Y.



DO YOU KNOW?
You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. I. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

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.
343-5 Hudson Ave. Brooklyn 1, N. Y.
Phone: TRIangle 5-0833

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES



OPS START NEW SPEED TESTS

Installations Are Mostly in Larger Cities

Output Ahead of Schedule

CHICAGO, April 1.—With phonograph production at the North Tonawanda, N. Y., plant now approaching the levels planned for the new 1250, the Rudolph Wurlitzer Company, it was learned this week, has caught up with the backlog of orders for its adapter kit, and by next week about 1,000 phonographs will be on location testing with 45 r.p.m. and 33½ r.p.m. disks. The heavy preponderance will be 45 r.p.m. jukes.

Majority of these machines, featuring one of the two new speeds, will be located in large population areas, where diskery promotion and record availability has sold the juke box operator on the tests. Actually, the Wurlitzer production machinery in North Tonawanda has been able to step-up its output and is now running about four to six weeks ahead of schedule on the kits. Original estimates had placed the initial machines on location about April 1, and had figured on about 200 units (*The Billboard*, March 4).

Wurlitzer execs this week also reported that with production now up to date on adapter kits, orders will be filled as they are received.

Majority in Large Cities

While actual breakdowns on operators and the number of machines they will have on location with one of the new speeds is not immediately available, it was learned that the heavy majority will be located in the larger metropolitan areas. An example is Chicago, where Ben Coven is the Wurlitzer distrib. Coven has had three 1250s on location in RCA, Capitol and Columbia distrib headquarters here for the past few weeks. These units were so situated as to allow ops who purchased directly from the outlets to see the phonos in action.

As a result of these displays, Coven has gone considerably over his early estimates of approximately four carloads of equipment going into the Greater Chicago area.

Ops Prepare

Another example is Brandt Distributing Company, St. Louis. P. O. Brandt, in discussing the new speeds recently, reported it was his opinion that while conversion from the standard 78 r.p.m. to one of the new speeds might be some time off, most ops were purchasing adapter kits for delivery with each of their new 1250s so as to be prepared for a changeover on all equipment on short notice.

In Milwaukee, the first five units to play 45 r.p.m. disks are expected to be on location by April 10, one day after Easter. In Boston approximately 50 per cent of the 1250s going out to ops are equipped to handle one of two speeds, while in Charleston, W. Va., the first 38 1250s equipped with adapters will be on location this week-end.

Conversion kits are listed at \$8.75, and include an idler and spacer trays for the 7-inch plastic disks.

Results of the first tests are expected to be made known in about 30 days, altho promotion of these units, in most cases, will not get underway for several weeks.

Cleanliness Commandment:

A Clean Machine Added to Neat Surroundings Can Build Grosses, Hartford Operator Points Out

HARTFORD, Conn., April 1.—Juke box operators "ought to pay more attention to cleanliness of machines," according to Abe Fish, of General Amusement Game Company here, and president of the Connecticut State Coin Association, Inc.

"I think too many operators are missing a good sales bet by not paying enough attention to just how their machines look in public locations," he said.

"After all it must be realized that juke boxes are selling entertainment, and whenever a dirty machine is displayed, it's not the best advertisement in the world for the location owner or the machine operator."

Clean Strips

"One thing that attracts people," he added, "is a clean song title strip on a juke box. This can't be over-emphasized for successful sales operation."

"A dirty title strip doesn't exactly arouse the buying instinct in any potential customer. A good coin man will always make it a point to check his title strips to see that they are typed or printed clearly."

Fish also recommends the operator continually check with the location owner on cleanliness of the floor near the juke box itself. "There's a tendency in some locations," he noted, "to have dirt swept underneath the juke box. The location owner figures it's cheaper to put the dirt there than have a hired maintenance man carrying it out to the refuse cans. A

brief talk with the location man, however, can generally correct this practice."

"An intensive effort should be made continually by the coin man himself," he said, "to see that any broken glass or other exterior parts of the juke boxes on his route are taken care of."

Stock in Trade

"The operator," Fish observed, "must always remember that the juke box is his stock in trade. When he makes that stock in trade look attractive to the customer, he is increasing the potential revenue of that stock in trade. That's why the coin man should continually make sure that the juke boxes on his route not only are running in good shape, but also boast of correct song title strips, and a really clean front."

RCA's Service Plan for Jukes

(Continued from page 14)

Perry Como's *Hoop-De-Do* and *On the Outgoing Tide*, Milton Berle's *I Found My Mama* and *I'll Kill You a Mil'yun Times*, and Spike Jones's *Chinese Mule Train* and *Riders in the Sky*.

A second package, to be shipped next week to the same list, will include Mindy Carson's *Little Darlin'*, *Little Angel* and *Be Mine*, and Sammy Kaye's *Roses* and other titles.

Victor has occasionally tried to service ops in this manner before, but the attempt has never been made on such a large scale. From the diskery's point of view the undertaking is an expensive one in that the packages will be supplied cuffo. Whether the plan will be continued depends upon ops' reactions.

Charter New N. C. Firm

RALEIGH, N. C., April 1.—Secretary of State has issued a charter to Harris-Kelly Music Company, of High Point, to deal in musical equipment and supplies. Authorized capital stock is \$100,000. James Harris, William Kelly and Bernard Kimrey, all of High Point, were listed as incorporators.

Coin Tax Down

WASHINGTON, April 1.—A slight decline in March receipts compared with March, 1949, brought the slump in coin tax collections for the first three quarters of the current fiscal to \$846,560, according to Internal Revenue Bureau figures released this week.

Receipts for the 1950 fiscal year thru March totaled \$17,221,889, as compared with \$18,068,449 for the same period of the 1949 fiscal year. March receipts amounted to \$268,240, while March, 1949, brought in \$270,731.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments in this issue of *The Billboard* are:

BIZ SWIMS WITH DISKS, GIMS. The entire industry is in a mad scramble with so many new releases, mostly novelties (Music Department).

RCA'S SERVICE PLAN FOR JUKES. The diskery devises a new plan for greater and more rapid service for ops (Music Department).

COLUMBIA IN LAVISH DISK CAMPAIGN. The firm aims its guns on an all-out drive, particularly on 7-inch LP's (General Department).

KING REVAMPS, BACK IN POPS. For its second push in the pop field, the plattery revamps its artist roster (Music Department).

DISK BIZ TAX NO CHICKEN FEED. An accounting of the past fiscal year reveals the disk excise take at \$6,482,798 (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and *The Billboard* feature—a page devoted to new merchandising and mechanical developments in the business—the *Radio-Photo-TV* section.

AMOA Ops Get Report on 1st MOA Meeting

Also Air Route Problem

NEW YORK, April 1.—Members of the Automatic Music Operators' Association (AMOA) meeting Tuesday (28) at the Park Sheraton Hotel, received a report on the annual convention held by the Operators of America (MOA) in Chicago March 6-8 (*The Billboard*, March 18).

Sidney H. Levine, legal counsel AMOA and MOA national convener, gave the local route owners a report of the various sessions which were held and of the exhibitors who were on hand for the convention. Pointing out that 29 firms had been represented at the '50 show, Levine predicted more exhibitors would be on hand for the '51 confab.

Other speakers included Ken Suits, sales representative of Perma-Tone, and Joe Young, who heads the local Wurlitzer outlet, Young contributing. Al Denver, AMOA president, moderated a round-table discussion which took up local operator problems.

Diskeries Sign For CMI Exhibit

CHICAGO, April 1.—While in the two coming trade shows, a phonograph manufacturer's point will be confined to only two firms, the Coin Machine Institute (CMI) convention will have a substantial list of supplier exhibits, it was indicated this week. Already set for the convention (June 26-27) are Columbia and King disks, with CMI reporting negotiations underway with RCA Victor, Decca, MGM and other labels for space at the Hotel Stevens.

The phono manufacturers who show at the American Coin Machine Manufacturers' Association (ACMMA) convention May 22-24 will include AMI and H. C. Evans. As of date, no record company has been set for space at the ACMMA show.

New Speed Hilite

CHICAGO, April 1.—With the large-scale location tests of Wurlitzer 1250s, featuring 45 or 33½ r.p.m. disks (see separate story), two interesting developments have been noted in this area according to Ben Coven, local Wurlitzer rep.

Several ops have equipped units with the 33½ r.p.m. idler and will use 24 10-inch disks on these machines. Ops report they plan to place these units on location on a rental basis, with the machines playing continuously. Units, say the ops, can play for a complete day and still not repeat one of the 48 sides in the box.

Second development is the order placed by an op who now has all the units on location in a small town near Chi. This op plans to equip every juke in the town with the 45 r.p.m. idler and should complete the conversion by mid-April.

OBSOLESCE



IS

OUT




You don't have to worry about obsolescence if you operate Wurlitzer 1250s. No change in record speed can "bench" this phenomenal phonograph. All you *will* have to spend is \$8.75 for an adapter kit and under 30 minutes changeover time and your Twelve Fifty will play 33-1/3 or 45 R. P. M. records. What's more . . . you can play all top sides by using two seven inch records in each tray.

No need to live on a prayer and a promise of what we *hope* to do for you in the future.

Wurlitzer has protected your phonograph AND your present remote control investment . . . as of NOW.

Just one more example of Wurlitzer leadership . . . this time through far-sighted engineering that incorporated the welfare of the operator way back in the blueprint stage.

And look at all these Features too! 

48 SELECTIONS FROM 24 RECORDS

Ample tune variety, yet no increase in record investment.

AMAZING DYNATONE SOUND SYSTEM

Adjustable to produce the best qualities of any speed record including the high fidelity of the new micro-groove records.

TOP RECORD ECONOMY

Twin tone arms with Zenith Cobra Stylus for top quality tone plus 50% saving in record and needle wear.

NEW EYE AND PLAY APPEAL

Outstanding all-over beauty with the accent on the upper level where it attracts all eyes.

NEW SERVICE ACCESSIBILITY

Actual, provable savings in service time and costs through instantly assessable, readily replaceable units.

PRICED FOR TODAY'S MARKET

Priced to make it a profitable investment for any operator NOW AND IN THE FUTURE.

Tops them all in Value
WURLITZER
Twelve Fifty

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

Patent Granted For Coin Unit

WASHINGTON, April 1. — Robert M. Foushee, St. Louis, has been granted a patent, No. 2,502,212, for a coin separator, with the National Slug Rejectors, Inc., St. Louis, assignee. Foushee's invention was patented with three claims of originality and was filed July 26, 1946.

Tele Talk

HARTFORD, Conn., April 1. —Manny Liebert, Hartford operator and wrestling promoter at the Hartford Auditorium, says he overheard a wrestler telling another: "Television is not for me. I have the muscles but my hair won't take a curl."

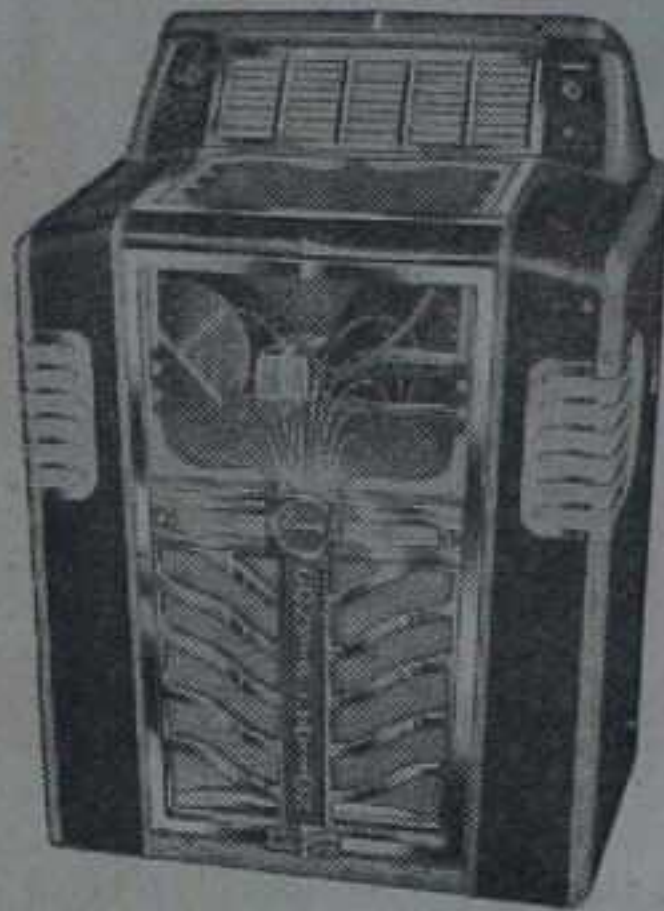
NOT ONE USED EVANS' CONSTELLATION OFFERED IN 136 ADVERTISEMENTS!

A detailed examination of approximately 136 advertisements, offering used phonographs in recent issues of The Billboard, revealed not a single Evans' 20 Record, 40 Selection Constellation for sale!

THERE'S A REASON!

In well over a year of operation on locations of every kind, under all sorts of conditions, Constellation has demonstrated beyond a doubt, the TROUBLE FREE PERFORMANCE that lies behind its dependable earning power. This is but one of many reasons why you will not readily find used Evans' Constellations on the open market.

Operators stick with Constellation because Constellation stands by its operators!



**EVANS' 1950
20 RECORD,
40 SELECTION
CONSTELLATION**

SEE YOUR EVANS DISTRIBUTOR OR WRITE FACTORY DIRECT

H. C. EVANS & CO.

1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 254

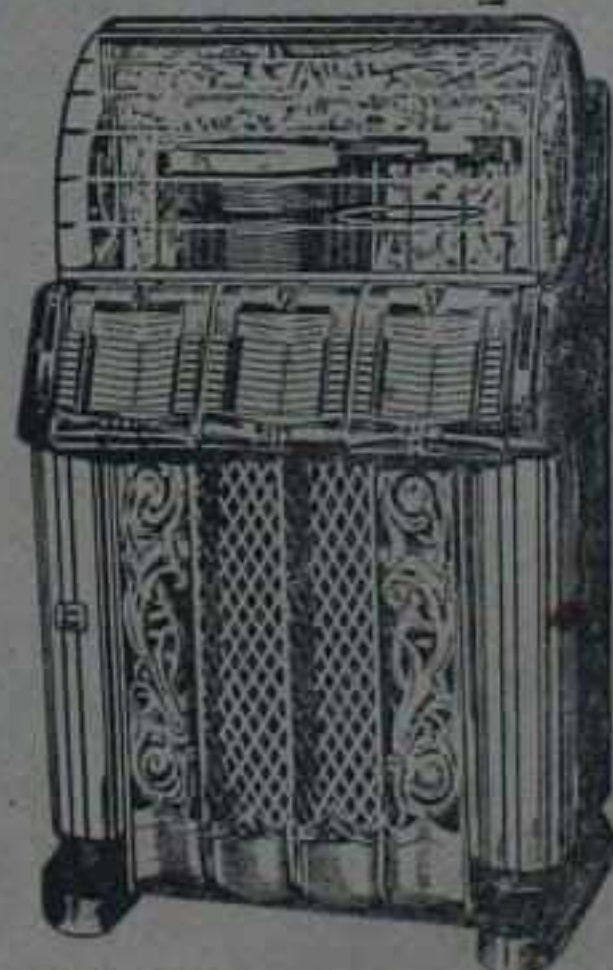
Now in Our New Home

and delivering the Sensational New
WURLITZER 1250

Designed and priced for today's market.

- Plays 48 tunes on 24 records of any size, any speed
- Protects you against obsolescence
- Utilizes present remote control units
- Easier, faster service

Ask your Serviceman to visit our Service School every Saturday Morning, 10 to 12.



YOUNG DISTRIBUTING CO.

Authorized Wurlitzer Distributor

599 10th Ave.

New York 18, N. Y.

Phone: CHickering 4-5050

Record Reviews

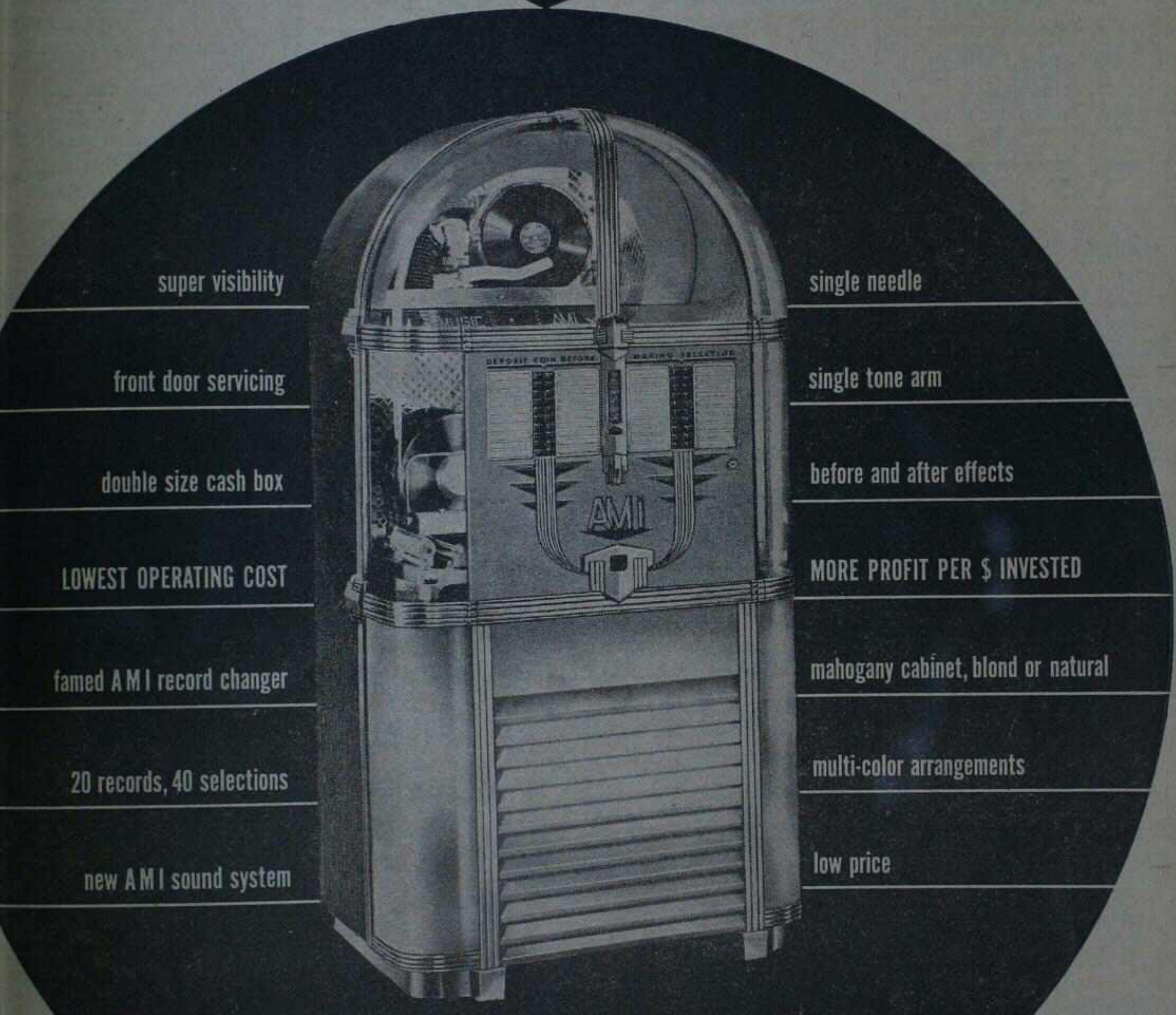
(Continued from page 39)

| ARTIST LABEL AND NO. | TUNES COMMENT | RATING OVER-ALL | DISK JOCKEY | RETAILER |
|--|--|--------------------------|----------------|----------|
| GINNY GIBSON (Van Horne Quartet-The Gibson Boys) MGM 10661 | POPULAR Where In the World? Fine mood ballad etching spots Miss Gibson working with group on a pretty new ballad which is reminiscent of "I'll Be Seeing You." You're Finding Out How Much I Love You The same combination tries it with a corn sentimentalizer but doesn't succeed half as well as on topside. | 83--84--83 | | |
| JACK FINA ORK (Bob Darnell) MGM 10671 | That's a Plenty Planola, ragtime-ish instrumental treatment of the Dixieland revival is bright and agreeable. Dreamboat Rendezvous Heat piano solo opening by Fina and a pleasant Bob Darnell vocal makes for a satisfying dance etching. | 80--81--79 77--77--76 | | |
| FRANZ KESSLER ORK Continental C-517 (German) | INTERNATIONAL Platz Konzert Brass band-accordion instrumental polka is aimed at German trade, and could do okay in Bohemian as well. Mein Liebes Heimatland Smooth oompa waltz is pleasant and danceable, if no world-beater. | 69--68--68 70--70--68 | | |
| JERRY MAZANEC ORK Continental C-25 (Bohemian) | Az Pujdu Od Tebe Pano Catchy, polite instrumental polka could go in most industrial nabes. Ach, Boze Lasko As above. | 71--70--70 71--71--70 | | |
| ERNIE BENEDICT (The Kendall Sisters) RCA Victor (45) 51-0054 | Dance With Me Benedict's bright accordion-banjo orking is in the popular squeeze style, and the gals sing the pleasant polka sweetly. Should do okay in the polka nabes. Kukavitza Using an organ in the Yankovic manner, and featuring a better-than-average vocal, Benedict has himself a lovely, danceable waltz side. | 80--80--80 78--78--78 | | |
| LOU LOGIST ORK Decca 45096 | At the Little Dance Charming accordion polka in the West-European style makes for a novelette, and should do okay in Canuck nabes. Swing Polka Slightly brisker in tempo, and a bit more sophisticated, this could attract some coin in Continental-type locations. | 70--71--70 69--70--68 | | |
| THE CALYPSO SERENADERS Savoy 737 | The Calypso Man Swinging rhythm boots this calypso effort into the top ranks of that school's etchings. Lyricizing is easy to take as well. Give Me One Dollar More fine calypso rhythm but the material is a notch below the topside's chant. | 78--79--77 73--73--73 | | |
| MLAKAR-ZAK ORK Standard T-154 | We Left Our Wives at Home Slovenian-type polka is warbled in English by a male trio. Danceable stuff, unexciting lyrically. I Found Something New Pretty-enough, very danceable waltz is orked at a moderate tempo. Accordion and muted trumpet handle most of the melody. | 73--73--73 71--70--70 | | |
| WALTER ERIKSSON Standard T-153 | Vagabond Eriksson executes a catchy polka melody in minor mode. Man plays a load of accordion, and gets strong rhythmic support. Has appeal for most European-derived groups. Riviera The talented lad squeezes out a lively waltz, also in a minor key, and with equally universal appeal. | 76--78--75 76--78--75 | | |
| PAWEL PROKOPIENI Sim Fonia 502 | Evening Bells Excellent bass-bary impresses in his first English-language dinking. His royalties go to the Damon Runyon Cancer Fund. Carpathian Brigade Virtile war song comes off well in this bass-with-chorus scoring. May have trouble finding its market, however. | 63--65--63 62--64--64 | | |
| THE FUNSTERS Standard T-159 | Foolish Polka Screwed polka is marked instrumental, and might as well be, because the language isn't discernible. It's lovely and full of fun, however. Tipsy Polka This one's definitely instrumental, and tho the pace is moderate, the beat is strong, and the melody pleasant and universal. | 73--72--72 71--70--70 | | |
| LANDFORDAIRS Columbia 30186 | Touch Me, Lord Jesus Gospel chant introduced several months back by Marie Knight gets a smooth, fervent rendition by a fine male group. You Ain't Got Faith More conventional spiritual gets less distinguished treatment. | 80--80--79 72--72--72 | | |
| BROTHER JOHN SELLERS Decca 48144 | When the Roll Is Called Up Yonder Sellers shouts solo with a great deal of spirit. Number is a bright, traditional opus that's universally known. I Started To Make Heaven My Home In a complete change of pace, he wails his longing for Heaven with a great deal of feeling. | 74--74--74 75--75--75 | | |
| MAHALIA JACKSON Apollo 222 | The Last Mile of the Way There's richness, sweetness, and fervor in Miss Jackson's well-recorded rendition of a penetrating hymn. I'm Glad Salvation Is Free This one's a striding shout, in a minor key. Echo chamber cutting is most effective. | 81--82--80 76--76--76 | | |
| L. A. SPIRITUAL SINGERS Phoenix 021 | No Room in the Inn Good hunk of material about The Birth in the Manger gets lost in weak recording level. The group shows spirit, however. That Lonesome Journey Same problem here. | 68--68--68 65--64--65 | | |

(Continued on page 244)

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Hold Detroit Shuffle Hearing

City Council Studies Info On Ordinance

200,000 Sign Petition

By H. F. Reves

DETROIT, April 1.—The Detroit Shuffleboard Association (DSA), armed with a petition containing 200,000 names, presented its plea for a practical ordinance on shuffleboards before the Detroit Common Council here Monday (27). Altho no formal action was taken by the council, the case presented by the DSA apparently had a favorable effect on the city solons, and the issue was referred back to the police department for further analysis.

Proponents of the shuffleboard ordinance, stressed thru attorney Irving Ackerman that they were in favor of the conventional game of shuffleboard and not variations of bowling or pool in which pucks are used.

The police department was represented at the council by Nathaniel H. Goldstick, assistant corporation counsel, and Kennedy Lawrence, deputy police superintendent. Goldstick made it clear that shuffleboards do not come under the ordinance which prohibits pinballs in Detroit but that recently there has been an attempt to substitute pucks for balls on pinball type equipment. The length of shuffleboards became a consideration in Goldstick's discussion, and he also stressed that the accessories which accompany a board are a factor. For the benefit of the council, a regulation 22-foot board and a 12-foot model with banked sides were set up outside the council chamber. Both Goldstick and Lawrence emphasized that shuffleboards should have a certain approved length to be considered a game of skill because on the smaller boards less skill is required.

Admitting that shuffleboards were not a problem in Detroit, Goldstick and Lawrence stated this was so because they are an amusement device with a large popular following and cannot be placed in candy and similar stores because of space requirement. Following these observations Councilman Louis Miriani said that he could see no difference between shuffleboards and bowling since both have established competitive leagues and are healthful recreations.

One of the champions of the small board at the hearing was Councilman Oakman, who stated: "I don't see how a 12-foot board can be harmful to the community any more than an 18 or 22-foot board." He pointed out that the average Detroit store is on a 20-foot lot with an inside measurement of 18 by 60 feet and the small location should have the same right to have a board as the larger ones. Maurice Feldman, of the Central Coin Machine Exchange, and owner of the 12-foot board displayed for the council, explained that the short board was designed for the small tavern owner.

As a result of this week's hearing, it appeared that some restrictions might be put on shuffleboards as to type of locations and board lengths. This possibility was introduced by Councilman Miriani and will again be discussed at the next hearing before the council April 3. He also indicated that any ordinance regulating shuffleboards should contain a provision restricting minors from play, a move which he said would receive the backing of the authorities.

Calendar for Coinmen

April 4 and 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

April 6—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.

April 6, 13, 20, 27—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

April 11 and 25—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

April 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

April 13—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.

April 25—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

April 27—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

May 1—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

May 1—Amusement Machine Operators of Greater Baltimore (AMO), monthly meeting, 2441 North Charles Street, Baltimore.

May 3—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

May 22-24—Punchboard, Ticket and Novelty Industries' annual convention and exhibit, Sheraton Hotel, Chicago.

May 31-June 3—National Candy Wholesalers' Association (NCWA), annual convention, exposition, Hotel Commodore, New York.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 26-28—Coin Machine Institute (CMI), annual convention, exposition, Stevens Hotel, 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.)

Directors Named for 13 ASLI State Tournaments

UNION CITY, N. J., April 1.—Directors to supervise 13 State-wide tournaments scheduled for May 6 and 7 were appointed this week by American Shuffleboard Leagues, Inc. (ASLI), as the organization speeded plans for the events and the coast-to-coast championship tourney to follow May 20-21.

Howard James, ASLI advertising topper, predicted that more than 2,379 players will complete in the State play-offs. They will comprise approximately 258 teams, selected on the basis of elimination play on the local league level.

ASLI has reported its prize-money kitty at \$17,270, with the money, dues payments of ASLI members, earmarked for division among State and national winners (*The Billboard*, April 1). But the amount is expected to be larger by tourney time, since the deadline for approved entries (April 17) is still some weeks away.

Directors will act as chairmen of tournament management committees in their States, co-ordinating the

work of local ASLI league secretaries. The committees will appoint all referees officiating during match play and will render official decisions if disputes arise. Directors named were:

For Wisconsin, Bob Carroll, of La Crosse, and Dewey Wright, of Wausau; Illinois, Clayton Beebe, of Peoria; Michigan, Len Haigh and Jim Curtis, of Detroit; Ohio, Ray Dzierwa, of Columbus; Pennsylvania, William Lenox and Frank Coleman, of Philadelphia; Indiana, Bob Charleston, of Ft. Wayne; Arizona, Helen Kuzmanoff, of Phoenix; Missouri, Lou Ritter, of St. Louis; Utah, John Weiss, of Ogden; Idaho, Charles Cox, of Boise; Texas, Gene Hill, of Dallas; Minnesota, M. Lambert, of Minneapolis; New York, Howard Conlon, of Schenectady.

Official entry blanks for the State tournaments are currently being distributed to qualified teams thru the network of State directors and league secretaries, James declared. He said the ASLI pairings and bye committee will meet April 20 to blueprint the events.

PUCK PATTERN

Chicago:

Herb Perkins, who heads the Purveyor Shuffleboard Company, reports the interest in shuffleboard continues on the upswing, with this interest backed up by purchases of boards and supplies, including electric scoreboards, lights, weights, score sheets and adjusters. Purveyor will be one of 11 shuffleboard manufacturers displaying their wares at

the All-Industry Show at the Hotel Sherman May 22-24.

Also voicing optimism over recent events in the shuffleboard field is Ted Rubenstein, Marvel president. Ted reports sales continue on the upgrade on both the overhead scoreboard and the single front scorer which is marketed thru M. & T. Sales Company.

Shufflers competing in American Shuffleboard Leagues in this area

Shuffleboards In Ala. Free Of License Tax

Ruling by Attorney General

MOBILE, Ala., April 1.—A shuffleboard is not subject to an Alabama license tax, Attorney General A. Carmichael held Thursday. The game does not come within scope of a statute which licenses vices or testing skill and strength, he said.

Under the law such devices are subject to a \$25 license fee.

Shipment Delays Hit Distributors South Carolina

COLUMBIA, S. C., April 1.—Delays in shipments have been holding up sales of local coin machine distributors, a survey here revealed. Local agents said recent bad weather in Chicago and other shipping centers had slowed up delivery and they had not been able to keep up with orders they have on hand for equipment.

While shuffle games are showing a tendency to bow out in some areas, they are only beginning to catch here, operators say. The Shuffle Bowl and its variations are getting play now. Arcades are a bit warmer weather arrives and indoors dwindle.

Shuffle Display At CMI Show

CHICAGO, April 1.—Shuffleboards will be represented at the Coin Machine Institute (CMI) convention June 26-28, it was announced last week as the first exhibitors sending in their signed contracts for space in the Hotel Stevens (see separate story).

Among those already set with space for the show from the board ranks are the R. W. Korfmann Company, Chicago, puck manufacturer and the Great Lakes Amusement Company, Flint, Mich., shuffleboard and scoring units.

are going into the home stretch. Winners set to travel to Peoria May 6-7 for the regional tourney to be conducted by that firm. Chicago players are also expected among the group who will enter the nationwide tourney to be held in Peoria by American May 20-21.

Detroit:

Norman La Fleur, shuffleboard operator, has returned from a tour in Florida with a nice net. . . . Max Marston, who closed the Marston Distributing Company, is busy opening his new large offices at 1039 Pennsylvania Building. . . . Jack Brilliant, Brilliant Music Company, has been busy selling and filling orders for new boards in the territory.

Isidor Edelman advises that Edelman Manufacturing & Sales Company is bringing out two new versions, for the Chicago Coin Universal shuffleboards.

Turning Back the Clock

Years Ago This Week

1935, March 30.—Bally Billiard Company added a second to its facilities at 2640 Belmont, Chicago. The structure added the sudden growth of the firm a total of 10,000 square feet of space. The move also marked the second move by Bally in 18 months. Operators of Central State met in Poughkeepsie, N.Y., to form a new association, patterned after the National Association of Billiard Operators. H. B. Blatt, president of Supreme Billiard Company, Brooklyn, purchased Irving Manufacturing & Company, headquartered at 11th Avenue in downtown Manhattan. Blatt later became a partner with headquarters in New York City. Another State group formed in March, 1935, was the Misuse of Machine Association, an outgrowth of an informal group in Jefferson City called by the name of "Time Operators." The "Skill Game Operators' Association" received favorable mention in Minneapolis following the purchase of equipment to instruct children and the blind. . . .

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litzers for \$21 to \$47.25 were offered to put extra coin lure into dated boxes. Gerber & Glass, Chicago, offered plastic catalin marquette panels complete with aluminum frames at \$17.75.

A non-selective wall box, of new "streamline design," was placed on the market by Shyvers Manufacturing Company, Chicago. Firm claimed that Eastern operators who introduced the unit were realizing up to \$3 per week per wall box. The unit, which accepted from one to 20 nickels, was priced at \$6.90, with a slug rejector box at another \$12.75. Armored cable for hook-up with the juke was available for a nickel per foot.

Answering music operator queries on the proposed Mills coin-operated movie machine (which was still in the development stage at the time), President Fred L. Mills prepared a letter for firm's distributors explaining placement plans. Said Mills: "The machine is no threat whatever to the phonograph industry for the simple reason that its cost . . . will mean it can only be used in an exceedingly limited number of locations." Too, according to Mills's plans, the movie unit would be used chiefly for advertising purposes and in types of locations where jukeboxes were not in use.

In Chicago, location tests were under way on a new orange juice vender. The machine, controlled by the Florida Citrus Exchange, was invented by a Jacksonville, Fla., orange grower, one Tracy Acosta. It stood 6½ feet high and 4 feet square; a glass front panel exposed the working mechanism which took a whole orange, sliced and squeezed it to deliver juice in a paper cup. Set for nickel operation, five venders were placed in leading mercantile and office buildings, including Sears Roebuck & Company, Montgomery Ward, in the Merchandise Mart Building and in the International Harvester Company plant.

Senn Packages Drink In Cans for Venders

NEW YORK, April 1.—The Senn Products Corporation, manufacturers of the SamBo chocolate drink, is now packing the beverage in a six-ounce can suitable for vending machines. George Senn, president, announced this week. Altho the firm has been turning out the malt-flavored drink for about 20 years, until recently it was only available in eight-ounce bottles and nine-ounce cans.

Senn, with headquarters in Brooklyn, has five franchise plants operating in the United States and one in Puerto Rico.

Kill Proposed Cig Tax

SACRAMENTO, April 1.—The Assembly Revenue and Taxation Committee has killed the proposed 3-cent tobacco tax as a means of financing additional needs for the public schools. The committee voted to take the money from an emergency fund. The proposed 3-cent tax on each package of cigarettes was sponsored by school administrators, teachers and the PTA.

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MERCURY—20' masonite
and other brands, 20'-22', NEW PLAYFIELDS

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BRAND NEW SHUFFLEBOARD
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LIGHT, Ea. 12.50
"NU-LIFE" SHUFFLEBOARD LIGHT,
Ea. 8.75
SHUFFLEBD. ADJUSTERS, Complete 12.00
SHUFFLEBD. BOWLING PIN SETS. . 15.00

ELECTRIC COIN SCOREBOARDS

for Shuffleboards **\$75.00**

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CAN'T BE TOLD FROM NEW, **\$179.50**
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A REAL SHUFFLEBOARD BOWLING GAME—NOT A TOY
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COINMEN YOU KNOW

New York:

Bob Reither and Johnny Rosenberger, Bally factory engineers, were schoolmasters at the sessions held last week at Runyon Sales to explain the finer servicing points on Bally Speed Bowlers. Barney Sugarman, Runyon topper, scheduled classes Wednesday and Thursday (29-30) at the firm's coinrow offices, followed the next two days with sessions at Runyon's Newark, N. J., headquarters. About 200 local operators and servicemen attended.

D. A. Wallach, Keeney rep, put in time at Dave Lowy's outlet last week to help promote that manufacturer's ABC Bowler. . . . Joe Young, Allie Goldberg and Al Lipsky, of Young Distributing, attended Tuesday's (28) general meeting of the Automatic Music Operators' Association. Kermit Suits, Permo sales rep, was another non-operator on hand.

Jim Teahan, of Eastern Electric's executive staff, settled down last week to a desk at the firm's New York offices. He is to edit the company's news letter, and reports the first issue should be in the mail to Electro cigarette machine ops in a week or so.

Milty Green, who has operated out of Brooklyn in recent years, was readying a 10th Avenue store for quick occupancy last week. He will job games. . . . Barney Schlang, of the jukemen's union, Local 786, was out sick most of the week. . . . Ben Becker, roving Bally sales representative, was in last week to spend the Passover holidays with his family.

Teddy (Champ) Seidel, one-time boxer who left the ring 19 years ago to become a coinman, was looking to a business career in a new field last week. He has been active in the industry locally as operator, salesman and jobber. Most recently he has been associated with Dave Lowy. On Monday (3) he joins the sales staff of Frank Horgan, Ford dealer. Local ops and jobbers will probably be among his first customers.

Parker Lawrence, sales manager of Sutphen Products, reports placements of Bowl-O's in resort arcades are on the increase in preparation for the summer season. Seven of the coin bowling games have been sold to Jack Goldberg, whose Beach Amusement Company runs the Casino Arcade in Asbury Park, N. J. The machines were being installed last week.

Larry Ellman, head of Spacarb New York Distributors, leaves next week for a vacation cruise to the Virgin Islands. . . . G. A. Ahrens, of Greenwich, Conn., was in town last week shopping for cup-disposal containers. He is starting a drink machine operation in his home town, using Stewart Products venders.

San Francisco:

Ed Sanford, of Leo J. Meyberg Distributors, RCA records, reports their three best platters the past week were Tony Martin's "There's No Tomorrow," "It Isn't Fair," with Sammy Kaye, and Mindy Carson's rendition of "Candy and Cake."

Vital Statistics

Births

A son, Mark, to Mr. and Mrs. Morris Nozette, Bradley Distributing, Monday (27) at Wesley Memorial Hospital, Chicago.

Indianapolis:

J. L. Flynn, manager of the Shaffer Music Company, Seeburg distributors, was stricken in his home Sunday night (26) and rushed to St. Vincent's Hospital here for an emergency appendectomy. . . . Mrs. Lottie Berman, Sicking Company, distributors of vending machines, spent the week-end in Chicago, visiting relatives and friends. . . . The new Rock-Ola game is being displayed at Calderon Distributing Company.

Kirk Kleuver, Rock-Ola, Chicago, was a business visitor at Calderon Distributing Company. . . . The last shipment of Wurlitzer phonographs arrived here with the new clear plexiglas fronts. Shipments of the new model are being routed to operators as fast as possible.

Henry Windt, Hoosier Simplex Music Company, who has been sick for several months, has recovered enough to attend to many of his business duties. . . . Charles Hughes, Ladoga, Ind., operator is running for State Senator. . . . Operators on coin row during the week included John Hogan Jr., and Phil Deering, La Fayette, Ind.; G. Phelps, Mount Carmel, Ill., and C. Ruse, Garrett, Ind. . . . Ed Shaffer, Columbus, O., is substituting for J. L. Flynn, while the latter is confined in St. Vincent's Hospital.

Music Operators' Association of Indiana, Inc., will discuss methods and ways of increasing membership at their next meeting April 3, at the offices of the Janes Music Company. President James Barley is anxious to increase the membership of the group of adding new operators. Business here is reported fair by many of the leading operators.

Maritime Provinces:

A coin machine arcade, operated by Jack Jones, in the center of St. John, N. B., was damaged by water in an early night fire in the two upper floors of the brick building. Most of the street floor space is occupied by the arcade, which includes diversified types of machines, chiefly games and tests of skill and strength. The fire originated on the second floor under a stairway.

Complaints are being made by operators of damage to their machines as well as the rifling of cash boxes by vandals. Such reports have been received from cities and villages in New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.

Nickel-operated beverage machines have been installed in recent months in industrial plants thruout the maritimes, with the Coca-Cola representation the heaviest by a wide margin. One of the first factories in this territory to have an automatic drink machine is the Cosmos cotton mill at Yarmouth, N. S., where the unit handles only Coca-Cola. There are 500 employees in the mill.

Coin machines, including two shoe shiners, juke boxes, pinballs, beverages venders and games, on board the Canadian naval aircraft carrier Magnificent, have been in the midst of imitation warfare in the Caribbean Sea. The carrier, only one in the Canadian navy, has been participating in naval and air maneuvers with ships of the U. S. and British navies.

Leaksville, N. C.:

W. E. Burkes, Leaksville, N. C., reports a strong interest by locations in all of his mixed nut and other table machines. He covers Leaksville, Spray, and Draper, N. C., with 102 machines and does all of the work himself.

Hartford, Conn.:

New records in sales, profits and profit-sharing and new high levels of employment and payrolls were attained by Pitney-Bowes, Inc., in 1949, according to the Stamford, Conn., postage meter manufacturing company's 30th annual report.

The concern earned net profits of \$1,717,062, on sales, rental and service income amounting to \$18,466,654. Last year's net profit was \$1,547,025. The gross income was up 15 per cent over 1948. Profits improved 11 per cent.

Net earnings, after provision for preferred dividends, were equal to \$1.69 per common share, compared with \$1.54 last year, and represented 9.3 cents on each dollar of gross income, as against 9.7 cents in 1948. Net assets, less current liabilities, totaled \$10,838,576 at the year's end, reflecting an increase of \$773,867 for the year.

Membership in the Connecticut State Coin Association, Inc., has continued to mount, according to Abe Fish, of General Amusement Game Company of Hartford and president of the State organization. The group now has a membership of 60, and "there's no sign of any decrease in interest in the organization on the part of the present members," Fish observes. Weekly meetings are held on Thursdays at 8 p.m. at the Hotel Bond, Hartford.

John Colucci, of Mattatuck Music, Waterbury, Conn., coin concern, and brother of Ralph Colucci, of State Music Distributing Corporation, Hartford, was a recent local visitor.

Detroit:

Frank (Doc) Richardson, who recently sold out his route of Skee Balls and music machines to Jack Attis, has returned from a six-week vacation in Florida. . . . Francis L. Shovein is opening the Northwest Automatic Laundry on Fenkell Avenue. . . . R. L. Kiefer, University Supply, is disposing of some of his surplus equipment.

A. L. O'Connor and Leo Grills, of the Consolidated Productions, manufacturer of the Penguin Hair Dryer, are in California to display their new unit to the trade on the West Coast. . . . Manuel Helfman, owner of Industrial Food Service, a vending operation, has disposed of his interest in the Model Theater, to concentrate on his other business activities.

E. N. Karay, of Paris & Sons Tobacco Company, cigarette machine operators, is forming the Alpha Amusement Company to operate units in theaters. . . . Harry D. Burkett is forming the Oasis Vending Company on East Milwaukee Avenue. . . . Mrs. Henry C. Lemke, wife of a Detroit operator, is feeling better after a lengthy illness.

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its regular board of directors meeting Tuesday (28) in the association headquarters. In attendance at the session were Charles Kanter, Nat Barfield, Abe Villinsky, William Strout, Frank Michaels and Fred Engel. Phil Ostand, secretary-treasurer, was unable to attend, being confined to his home by illness.

Group discussed record promotion programs which had been discussed at the full membership meeting held earlier in the month. It was also announced that election of officers for the coming year would be held at the next membership meeting scheduled for April 11.

Chicago:

The turnover of shuffle games, the demand for late model used balls continue at a rapid pace. Kitt, Empire Coin Machine change, reports. Ralph Sherritt, Kitt's partner, has just completed some office renovations in anticipation of the rush of spring business. Howie Freer, the firm's ace vendor and export sales staffer, says several European firms have contacted him in the past two weeks. He believes that trade with European countries is just beginning to open up.

Bill Ryan, Universal vice-president, has been entertaining groups of out-of-town distributors and operators. Universal's new file game, Super Twin Bowler, is ready proving to be a topic of discussion. The few distributors have the game, Universal is already stocked with orders. Ryan says wishes the walls on Universal Broadway plant were elastic so could accommodate more assemblers line workers. Mel Binks is coming a Florida vacation. . . . S. I. man, public relations director of the National Coin Machine Distributors' Association (NCMDA), reports that several additional firms applied for membership in the few weeks. It looks as if NCMDA will hold its next major meet approximately the same time as American Coin Machine Manufacturers Association convention May.

O. D. Jennings, president of manufacturing firm bearing name, is still at his home in a shoulder recuperating from a fall several weeks ago. He keeps in touch with the plant via phone.

Art Weinand, vice-president in charge of sales at Rock-Ola, reports the firm's shuffle game, Shuffle, has been meeting with excellent reception around the country. A low-up unit is expected shortly. Meanwhile the plant continues one of the busiest spots around.

Ted Rubenstein, M & T Company, reports the firm's Lite-a-Pin units are going strong, and operators in more areas are beginning to install the pieces on shuffle games. Ted says the glass base of the Lite-a-Pin unit has been an outstanding feature. Operators are especially pleased they can watch the weight throughout full course of the board.

Ben Coven, Coven Distributors, keeping the long distance telephone wires between Chicago and Tonawanda, N. Y., burning days as he tries to hurry along orders. Ben reports heavy orders in the 45 r.p.m. and 33 1/3 units which have been on order at the major diskeries in this area during the past few weeks. Bally Speed Bowler, which is also hot by Coven, is another unit in high operator demand he reports.

Despite the Lenten season, Perkins, Purveyor president, reports. (See CHICAGO on page 24)

Bridgeport, Conn.:

Joseph N. Friedman, of the I Amusement Center, who was recently installed State grand chancellor of the Connecticut Kappa of Pythias, was guest speaker at testimonial banquet given for Noel Derman, retiring chancellor in honor of Harry Cutler Lodge.

George N. Chase, salesman of Bryant Coin Counting Machine Company, this week was appointed member of the Bridgeport firm's department. Chase rated second in a recent civil service examination.

ington:

juke box scene, Bernard of Kay Koin Machines, that "Music! Music! Music!" the only record really play- the other hand, Myron's machines are doing just with Frankie Laine's rendi- Call of the Wild Goose."

ington pinball fans have an- outlet for their energies. at amusement emporium is sylvania Avenue across the om the Post Office Depart- and it combines a lunch with a pinball arcade; hence e "Food and Fun." The ment is owned by Max Fink, Zapantis and William Ge-

V. Connally, Vend Mart ion, reports his Minute Maid nice counter dispensers have success. He has them at onal Airport, the Mayflower hops, Georgetown Univers- B and B commissaries and rena.

lly attributes a large share accelerated popularity of the the new Bing Crosby morn- show on WTOP. He says mines doing the biggest busi- at the National Guard Arm- the Boy Scout Exposition Flower Show were held re- Connally also reports Min- d will soon come out with and improved model.

L. Taylor, Kaufman Wash- ompany general office facs leaving her career to take household duties in Pennsyl- Loretta Chase, of Kaufman's re office, moves in to take s. Taylor's work. . . . Paul on, formerly with Kaufman, assistant record buyer at Department Store.

Washington Music Guild has provide a juke box and rec- the Juanita Kaufman Nye House. . . . The Guild also eed to co-operate with the Club's Welfare Fund and its members to pitch in and the rodeo which the Variety will sponsor at the Armory -15. Hirsh de La Viez, presi- the WMG is general chair- the show.

Hirsh Coin Machine Corpora- as been appointed the exclu- distributor for the entire line no phonograph needles. . . . I. Erlichman executive vice- nt of Gimbel Bros., will soon Washington office. Gimbel distributes MGM records and listed as a Washington Music associate.

Wolf, of the Fun Arcade on Street says that he's not too about the transformation of vety Theater, next door to his from a burlesque house to a ate theater. Wolf has can- the other arcade owners on eet and reports they all agree e clientele that patronizes the now is not the type that will into arcades for a few rounds at ball machines after the show. brighter side, Wolf announced imon Gerber is back on the ter his illness.

es Whitaker, of Whitaker & Company, has a word of ad- or store proprietors who fea- stamp vending machines. He "If there's anything wrong with machine, call on Whitaker Bros. ve facilities for repairing any of stamp vending machines." ker discovered, purely by ac- that a lot of machines were use when he stopped into a store and heard the man behind ounter complaining. "You're aining to the right party," and d Whitaker, and now the os are rolling out without a

District commissioners have WASHINGTON on page 251)

Los Angeles:

Paul Laymon, of the company bearing his name, is awaiting his first shipment of the new eight-foot Bally Speed Bowler. Operators, he says, are interested in the new model as it allows placement in some locations that are cramped for space. . . . Bob Young reports that his service business is picking up. He services coin machine equipment on a flat charge per month. . . . A. T. Felkins came in from his San Bernardino, Calif., headquarters.

Larry Jackson, the Pico Street platter salesman, is ready to make an announcement of a new associa- tion. He formerly worked for the W. H. Leuenhagen Company. Incidentally, Mary Solle, of the Leuenhagen Record Bar, predicts the Dec- ca version of Russ Morgan's "Down the Lane" will be a best seller. . . . S. W. Ketchersid, San Bernardino operator, came in to make the rounds on coin machine row.

William R. Happel Jr., Badger Sales Company, returned from a week-end trip to San Jacinto, Calif., where he conferred with Allan Mc- Mann on a bowling game deal. Mc- Mann will be the first in his territory to put this type of game on location, Happel said. . . . Bill Bradley was re- newing acquaintances on Pico Street. . . . Ditto for Anton Jeppeson, who operates in Riverside, Calif.

Phil Sreden reports business has doubled on the vending machine route he purchased two months ago. He has gradually replaced all old equipment with new venders. . . . Tom Boddy, Lomita, Calif., coinman, was in town to look over some new equipment. . . . Another visitor was Pop Burris and his son who came in from Montebello to see the latest in games.

Howard Kessel, vice-president of King Records, Cincinnati, visited San Francisco and Los Angeles with Al Sherman, King's West Coast rep- resentative. . . . Russel Hendricks was down from his headquarters in the San Joaquin Valley at Hanford. . . . Another visitor last week was Pete Pellegrino who operates in South Gate.

William Anderson was in from Honolulu in the interests of the ar- cade he has over there. . . . Jack Gutshall was saying hello to his many friends on Pico Street. . . . Also seen on coin machine row was Dick Cordtz, ABC Coin Machine Company, San Diego. . . . George Licali was in from Ontario.

Lee Penny is going to re-record his tune, "Dobe Hacienda" with the Esquire Trio who made the original waxing. Penny will put it out under his new Trianon label. . . . Edwin Gaffko was in from Rialto to look at some new equipment. . . . Also visiting was Harry Rowe, of Van Nuys.

Milwaukee:

Twelve years of experience in the coin machine business has taught Tony Ambrose, of Automatic Amuse- ment Company, Kenosha, Wis., plenty of the rules that make for successful operation of music ma- chines. "But the last few years, since the advent of TV, have pointed up how important it is for operators to be selective in their record buy- ing," says Tony.

One of the best music locations in the area reputedly is Radigans' Won- derful Foods, of Kenosha. Location is serviced by Tony Mikolas' Lake- side Novelty Company, who report that Radigan's has recently com- pletely remodeled the bar and dining rooms and continues to give top bill- ing to their juke boxes.

Tony Biernat, right-hand man at Lakeside Novelty, recently returned from a brief vacation in Florida and is finding it difficult to get back into the old workaday grind. . . . Shuffle Alleys are doing a good job these (See MILWAUKEE on page 251)

NATD Show Notes

This year's convention of the National Association of Tobacco Dis- tributors (NATD), held at the Palmer House Monday thru Thurs- day (27-30), brought out a larger percentage of operators and opera- tor-jobbers than last year's meeting in New York. . . . All the major cig- arette machine companies were on hand this year. . . . A large delega- tion from the National Automatic Merchandising Association, headed by Executive Secretary Clint Dar- ling, turned out.

From New Orleans came Karl Klein, veteran penny operator who, with his brother, Louis, owns Louis- iana Vending. . . . Ed Baratz, of Q Candy & Cigar Company in Aurora, attending the vending machine clinic and looking at exhibits on the floor. Baratz sold his vending ma- chine operations a year ago.

Ed Brown, of Dallas Cigarette, telling convention-goers of his new operating headquarters in the Texas city designed for top efficiency in the shop and on the routes. . . . Bob Greene, president of Rowe and past- president of the National Vending Machine Association, tanned from a vacation in Florida.

Arch Riddell, of Harmony Ciga- rette and the Riddell Company, Pasadena, Calif., telling interested operators and jobbers of his unique customer relations program recently described in Vend, The Billboard's sister magazine. . . . Minka Strong, vice-president of the G-V Corpora- tion, circled over to the convention from a short vacation in Florida.

Wisconsin venders were well rep- resented by Herb Geiger, Geiger Automatic Sales in Milwaukee, and Nick Novasic, West Allis (Wis.) Vendors. . . . Bert Farmer, Vending Machine Distributor, came all the way from Seattle to attend the four- day convention.

With visitors crowding the fourth floor exhibit hall and special display rooms on three other floors in the Palmer House during the five-day NATD meet, representatives of ex- hibiting firms told a tired but happy tale of order-writing. This year, in addition to tobacco and vender ex- hibits, candy suppliers made this ap- pearance on all four floors where dis- plays were presented.

Bip Glassgold, Stoner Manufac- turing Corporation, put in a full five-day stint helping tend the com- pany booth and reported high inter- est in the candy vender line. Stoner's new penny tab gum vender also drew op attention, Bip adds. . . . Another gum machine display, this one part of the Arthur H. Du- Grenier exhibit of cigarette and candy machines, corraled its share of inquiries, according to Adeline M. Strong, of Gum Vending Corpora- tion. Two Adams penny gum units drew the chew interest. . . . Another section of the DuGrenier booth housed Jimmy Martin's pre-produc- tion model of his candy bar machine. Unit, says Jimmy, is slated for out- put later this year.

A big splash was made in Chicago newspapers calling attention to the NATD convention. Leading column- ists and reporters made almost daily mention of the event. Several of showdom's big names also made their appearance during the confab. They included Bing Crosby, Arthur Godfrey and Perry Como. The trio shone brightly for Chesterfield.

H. F. (Denny) Dennison, Alco- Deree Company, was a convention visitor in spite of an attack of the grip. . . . A. Garrick Alex, Vendall Corporation, toured the exhibit floor with an eye especially for the candy displays. Alex manufactures the five and eight-column Vendall candy machines.

D. D. Heth, sales manager for E. J. Brach & Sons, was an enthusiastic booster for the firm's new summer nut bar with maple icing. He told the tale of the 25-year-old confection

item both in the Brach suite and at the exhibit booth to all comers. . . . J. F. Mulcahy, Bunte Bros., was an- other candyman with a new product story to tell: Firm announced a new nickel candy carton.

The cigar vender field was repre- sented by Malkin-Illion Company and the Cigaromat Corporation of America. S. M. Malkin, with Mrs. Malkin, were on hand in the firm's booth along with I. Gordon and F. Resnick. Cigaromat's B. Golob, Jack Kelner and M. Berger were kept busy answering questions. News of the company's price reduc- tions acted as a spur to operator interest. . . . A. M. Caruso, M. Caruso, J. Feinberg and Lew Jaffa were among the Eastern Electric Vending Machine Corporation representatives on hand during the confab.

Jacob Spiegel, Ace Cigarette Serv- ice, made it a point to make the rounds of the exhibits and take in the meetings. Perry Rose, Robot Sales, was another operator to ogle the exhibits and give a listen to the biz sessions. Sam and Joseph Kaden, who head Kandy Kit Company, were also among the visiting cigarette- candy operators who found the con- vention a gold mine of information and a congenial meeting ground for fellow operator contacts.

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Record Reviews

(Continued from page 238)

| ARTIST | TUNES | RATINGS |
|--|--|---|
| LABEL AND NO. | COMMENT | OVER-ALL DISK JOCKEY RETAILER OPERATOR |
| SPIRITUAL | | |
| FAIRFIELD FOUR MGM 10665 | Exekiel Standard, old-time spiritual is dressed up in slick style by a full-bodied male harmony group, with a fine bass. | 74--75--74--NS |
| | Roll All Burdens Away Slow spiritual is well-treated musically, but the lads sport poor diction in this waxing. | 70--70--70--NS |
| THE TRUMPETEERS Score 5015 | Journey to the Sky Grief-laden message is driven home in a sincere, fittingly limpid fashion, with constant rhythmic chanting behind soloist. | 76--76--76--NS |
| | Stretch Out Smiliar treatment is accorded another slow-tempo job, with slightly less effectiveness. | 73--73--73--NS |
| THE ST. PAUL CHURCH CHOIR OF L. A. Capitol 896 | What Could I Do Strong fem chanter, with large, live congregation, makes this a mighty exciting gospel side. On-the-spot recording helps. | 83--84--82--NS |
| | Walking With My Jesus Popular prayer-meeting hymn is treated to the same full-blown congregational treatment, with J. Earle Hines conducting. Fine side. | 79--79--79--NS |
| COUNTRY & WESTERN | | |
| 20TH CENTURY PIONEERS 20th Century TC-2100 | When I Hold a Bit of Heaven Feeble rendition doesn't give the tune a chance to get across. | 48--45--50--50 |
| | I'll Find Someone Same problem. | 54--54--54--54 |
| YODELING SLIM CLARK Continental C-8054 | Just One More Yodel Yodeler, with guitar, offers a traditional-type Western, and gets a mighty sweet sound. For a limited market. | 70--74--68--68 |
| | The Smoke Went Up the Chimney Just the Same Multi-stanza Western of the camp-song variety could go over with school age kids. | 66--67--70--62 |
| BUD HOBBS MGM 10656 | I Never Knew I Loved You Till the Day You Said Goodbye Hobbs gives adequate coverage to the Eddy Arnold opus, but is unlikely to catch the original. | 72--73--72--72 |
| | Headin' Down the Wrong Highway Mealy material by Ted Daffan could rate a steady sale in this new, quality warbling job. | 77--79--76--76 |
| SALLY & MARVIN CLARK London 617 | Be Kind and Make Me Love You Duo offers a smooth harmony rendition of a retentive tune. Brighter recording would have helped, however. | 71--72--70--70 |
| | Is There Somebody Else Another simple, retentive little opus is tossed off in pleasant fashion by the team. | 72--72--72--72 |
| THE CASANOVA BOYS London 16016 | Second Hand Heart Draggy, lack-lustre dinking can't match competitive versions of the tune. | 61--60--62--60 |
| | Somebody Is Stealin' My Sugar More guts here, but the competition is still stronger. | 68--66--68--70 |
| LOUIS INNIS Mercury 6244 | Good Morning, Judge Novelty with recurring refrain is loaded with chuckles. | 72--74--72--70 |
| | Jug Band Boogie Easy-rock boogie features washboard, jug and knucklebones cleverly introduced via the vocal. | 80--80--80--80 |
| DOYE O'DELL Mercury 6245 | Somebody's Stealin' My Baby's Sugar A promising new country torcher gets a fair rendition here. | 74--74--74--74 |
| | Sitting Alone at the Table Waltz weeper lags. | 63--63--63--63 |
| ROY HALL Fortune 139 | My Freckle Face Gal Country jazz vocal and orking on an innocuous little jingle. | 62--62--60--64 |
| | Five Years in Prison Weeper warbled by bary doesn't ring true. | 60--60--60--60 |
| SLIM WILLIAMS Fortune 140 | Kentucky Highway Rhythm tune tells a fetching tale; Slim sells it strong. | 78--78--78--78 |
| | Alone at a Table for Two Waltz weeper is rather slow going. | 68--68--68--68 |
| JOHNNIE LEE WILLS AND HIS BOYS Bullet 711 | Coyote Blues J. L. and the boys swing a country blues with potent beat and projection. Unison vocal is effective. | 85--85--85--85 |
| | Boogie Woogie Highball Boogie woogie instrumental, country style, jumps steady, with clary, piano, guitar solos in front of a rocking beat. | 74--74--74--74 |
| LATIN AMERICAN | | |
| SONORA MATAN-CERA Seeco 840 | Solo Contigo (bolero mambo) Native combo, with trumpets, makes this one danceable, at moderate tempo, with strong accents. Warbler is passable. | 72--72--73--70 |
| | El Velorio (guaracha) Cuban cutting, with group vocal, and taken at a brisk speed, is a strong one for the authentic rumba dancers. | 76--76--77--75 |
| NEY RIVERA Seeco 850 | Bendito Sea Dios (bolero) Warbler chants a bolero in the Santos manner. Rhythm is good here, but there's little standout stuff. Out in Puerto Rico. | 68--68--68--67 |
| | Embrujo De Amor (mambo) Well-punctuated rhythm, more danceable tempo and more relaxed warbling make for a more successful cutting. | 72--72--74--71 |
| ANSELMO SACASAS ORK (Ruben Gonzales) RCA Victor 23-1529 | Opus 13 (guaracha mambo) Sacacas shows spark, but mucho Manhattan influence in a fairly modern romp side. | 71--72--72--70 |
| | 'Guarare (guaracha mambo) Brilliant recording sound helps the pianist-maestro here. Side is danceable; melodically dull. Sacacas' 88 work stands out. | 71--72--72--70 |

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Record Reviews

ARTIST
LABEL AND NO. TUNES
COMMENT

RATINGS
OVER-ALL
DISK
JOCKEY
RETAILER
OPERATOR

LATIN AMERICAN

- BENY MORE**
(Perez Prado Ork)
RCA Victor 23-1533
Dolor Karabaly (Afro mambo) 79--80--80--77
Disking is primitive and modern at the same time. More shouts with the best Afro warblers, and Prado's screeching brass and solid rhythm offer meat for jazz jocks and thumbbugs.
Babarabatiri (mambo Batiri) 83--85--83--80
Prado accomplished with ease what the bop boys struggle for in blending jazz and rumba. More's tongue-twisting patter contributes rhythmically to a highly exciting side.
- JOSE LUIS MONERO**
Seeco 836
Enigma (bolero) 69--70--70--68
Altho the beat is danceable, Monero's hushed romantic styling is for strictly Latin babes.
El Huerfanito (bolero son) 71--72--72--70
Same comment. Rhythm picks up after a chorus, however, and piano solo takes over for better danceability.

SACRED

- HALLELUJAH TRIO**
London 16020
Will the Circle Be Unbroken? 80--80--80--NS
Hillbilly sacred singers turn in a strong one for the Southern market.
This Train Will Soon Be Leaving 75--75--75--NS
Mountain spiritual is delivered in clear, sincere manner, with a catchy rhythm.
- J. E. MAINER'S MOUNTAINEERS**
King 851
Before Judgment Day 77--77--77--NS
Spirited back-country sacred number is plunked and shouted by soloist and family.
Walking for the Lord 70--70--70--NS
Similar treatment of a so-so hymn.

RHYTHM & BLUES

- RUTH BROWN**
(Delta Rhythm Boys)
Atlantic 905
Sentimental Journey 74--76--74--73
Miss B. and the Delta lads are strong on rhythm, tho material of this nature is not the thrush's earthy meat.
I Can Dream, Can't I? 75--75--75--74
Gal comes on with a strong idea, but fails to dig as deep as usual with this ballad of distinction.
- DINAH WASHINGTON (Teddy Stewart's Ork)**
Mercury 8169
Journey's End 82--82--83--82
Thrush falls right in with the easy quality of this "goin' home" tune, and turns out what should be another big one in a big string.
It Isn't Fair 83--83--83--83
(Teddy Stewart's Ork)
She's even more effective with the dramatic torch-song smash.

- THE ORIOLES**
Jubilee 5025
At Night 85--85--85--85
Chalk up another hit for the high flying group. Tune is standard; group delivers one of their best jobs yet.
Every Dog-Gone Time 70--70--70--70
Ordinary ballad is puled by flip; lacks tensions and mood created on over-side.

- JOE LIGGINS**
Specialty SP 355
Pink Champagne 83--83--82--84
Effective orking uses a persistent 6/8 rhythm under-neath a unison vocal about "pink champagne, that mellow wine." Could catch hold.

- BEA BOOZE (Larry Johnson Quintet)**
Apollo 419
Sentimental Lover 75--76--75--74
Liggins warbles a light, sophisticated blues ballad; combo gives with a smart, attractive cleffing. Side has an Ellington feel.

- DON'T TELL ME NOTHIN' ABOUT MY MAN**
Miss Booze registers with a fine nostalgic blues. Both the tune and treatment are in the Bessie Smith tradition. Effective backing from organ, tenor and rhythm.
I'm Gonna Put You Down 78--78--77--79
Another fine blues rendition, a bit more conventional by today's standards.

- DICK FIELDS**
Columbia 30198
And Then I Fell in Love 74--74--73--75
Warbler and trio amble thru a pretty ballad ditty.

- LOUMELL MORGAN TRIO**
Columbia 30193
Never Again 70--70--70--70
Another attractive ballad is showcased. Either side would make good material for a vocal group.

- Calypso Boogie** 61--62--60--60
Lack of clarity mas an otherwise solid rendition of a so-so hybrid.

- It's Just the Devil in Me** 63--63--63--60
Strong beat and group fervor don't quite compensate for slight material.

- I Couldn't Help It** 78--78--78--70
Group, with solo warbler, does a neat ballad in easy, relaxed fashion with a good beat.

- DO, RAY, ME TRIO**
Ivory 754
Rhumba Blues 68--68--68--60
Low-level recording is a draw-back here. Rhythmic hybrid is pleasant, if not too exciting.

- MR. T AND HIS BAND**
Aladdin 3053
Where Are You? 58--58--58--50
Mr. T warbles the oldie in a so-so Eckstayed manner with fair combo support. Nothing here especially promising.

- I'm Just a Lucky So and So** 63--63--63--63
Another prosaic rendition of another oldie. Mr. T warbles and whistles here.

- Jaysfrantic** 76--76--74--78
Title aptly describes side—a frantic, up tempo stomper with some intriguing rhythm breaks and stops.

- Deac's Blowout** 72--72--71--73
Medium tempo drag instrumental generates some steam.

- Baby Child** 74--74--73--75
Effective warbling and guitaring of a haunting slow blues in the deep South style.

- Changing Weather Blues** 74--74--73--75
More of the same "so blues treatment for the Southern market.

(Continued on page 246)



\$139⁵⁰

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Record Reviews

(Continued from page 245)

| ARTIST | TUNES | LABEL AND NO. | COMMENT | |
|---|--|---------------|---------|----------|
| RHYTHM & BLUES | | | | |
| IVORY JOE HUNTER MGM 10663 | I Need You So Plaintive love ballad provides a sock vehicle for the hit-heavy warbler. | | | 85--85-- |
| | Leave Her Alone Brighter, toe-tapping tempo, and some fairly modern instrumental solos figure in a less distinctive Hunter opus. | | | 76--77-- |
| JOHNNIE BROWN ORK (D. Wilkerson) Decca 48146 | Red Pepper In My Pie Driving instrumental spots a buzzy honk-and-squeek tenor solo most of the way. Beat and neat riff aids handily. | | | 77--78-- |
| | I'm Gonna Stop (My Foolin' Around) Blues shout which is cut from a familiar cloth. | | | 64--63-- |
| RELIGIOUS | | | | |
| ANDREWS SISTERS (Victor Young) Decca 14502 | Count Your Blessings Prayer meeting song is harmonized with sincerity in the Sisters' contribution to the big new Decca Faith Series. | | | 80--81-- |
| | In the Garden More old-time popular hymn singing, which the gals handle in a manner acceptable to Southern and hillbilly buyers, as well as to the more religious minded of their regular fans. | | | 82--82-- |
| HAMILTON QUARTET Decca 14507 | God Be With You Warm harmonizing of a plaintive hymn is one of the new Decca Faith Series. | | | 75--75-- |
| | Now the Day Is Over The fine quartet does another hymn in simple, moving fashion. | | | 75--75-- |
| JACK OWENS Decca 14504 | My Jesus, I Love Thee One of the Decca Faith series, this religious chant is delivered affectingly by Owens. | | | 80--80-- |
| | Have Thine Own Way, Lord Deeply sincere, warm Owens' performance of a stirring hymn. Adds up to a potent religious consumer item. | | | 82--82-- |
| RED FOLEY (Jordanaires) Decca 14505 | Just a Closer Walk With Thee Foley's great talent has rarely been better revealed than it is on this sacred song in the Decca Faith series. | | | 83--85-- |
| | Steal Away Impassioned performance of a stirring piece features a provocative recitative. Country sector juke boxes are those considered for the nickel ratings. Foley's absolutely magnificent. | | | 86--87-- |
| BING CROSBY Decca 14500 | What a Friend We Have In Jesus Choir and organ support Bing ably as he delivers a beautiful hymn simply, straightforwardly and with deep warmth. | | | 83--84-- |
| | He Leadeth Me Bing does this hymn with eminent strength and full affection for the chore. Should make for big sales in a quiet way for this Decca Faith disk. | | | 85--85-- |
| THE MELODY MEN QUARTET Bama 102 | What a Friend Jesus Is An excellent basso gives this male group much of its punch. Fine hymn tune should sell in the South and most rural regions. | | | 76--77-- |
| | Over the Moon Bright sacred song in an old-time vaude vein, is punched out in most palatable style by the fine foursome. | | | 78--82-- |
| THE ROBERTA MARTIN SINGERS OF CHICAGO Apollo 223 | The Old Ship of Zion Norsius Mckissick is the excellent soloist in a beautiful choral arrangement of a rich hymn. | | | 81--83-- |
| | Do You Know Him? Eugene Smith is featured in a fervent shout which places more emphasis on the group. Pace is faster than flip. | | | 75--76-- |
| THE SOUL STIRRERS Specialty SP 354 | By and By, Parts I & II Group keeps building, jubilee fashion, and ends up with soul-stirring shout, covering both sides of the platter. | | | 78--78-- |
| GOLDEN GATE QUARTET Mercury 5385 | There's a Man Going 'Round Taking Names Over-polished scoring of the oldie is more likely to register with the group's club following than with spiritual regulars. | | | 70--70-- |
| | Didn't That Man Believe? More straightforward shouting and patter stuff here. | | | 72--72-- |
| CLASSICAL | | | | |
| EZIO PINZA Columbia 1-573 (7"-33 1/2) | Te Ame The bass bary essays a light Latin tune in Spanish and English. Should go over with his "So. Pacific" fans. | | | 80--80-- |
| | Just a Kiss Apart The Met-Opera star-gone-Broadway does handsomely by the lilting "Gentlemen Prefer Blondes" waltz. Pressing quality is rough. | | | 80--80-- |
| JULIUS BAKER-SIDNEY RAPHAEL Woodwind 503 | Georges Hue, Fantasie for Flute and Piano Instrumental work of such caliber is rarely encountered. In this little display piece, which leans heavily on the major French impressionists, Baker proves himself a flutist without peer in the tone, technique or style departments. | | | 73--74-- |
| HOT JAZZ | | | | |
| METRONOME ALL STARS Columbia (33) 1-557 | Double Date A Pete Rugolo bop original serves as the showcase for a group of top bop exponents like Dizzy Gillespie, Buddy DeFranco, Stan Getz, Serge Chaloff, etc. | | | 67--75-- |
| | No Figs More fragile bop conception of Lennie Tristano is demonstrated in this original which again showcases the mag's contest-winning tootlers on a benefit waxing. | | | 67--75-- |
| BEN POLLACK & HIS PICK-A-RIB BOYS Discovery 131 | San Sue Strut Easy-flowing, relaxed two-beat etching brings the old master back to wax in impressive fashion. | | | 72--75-- |
| | I Can't Give You Anything But Love, Baby Soufful trumpeting by Dick Cathcart highlights this fine slow two-beat reading of the standard. | | | 74--77-- |

OVER-ALL
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REMARKS

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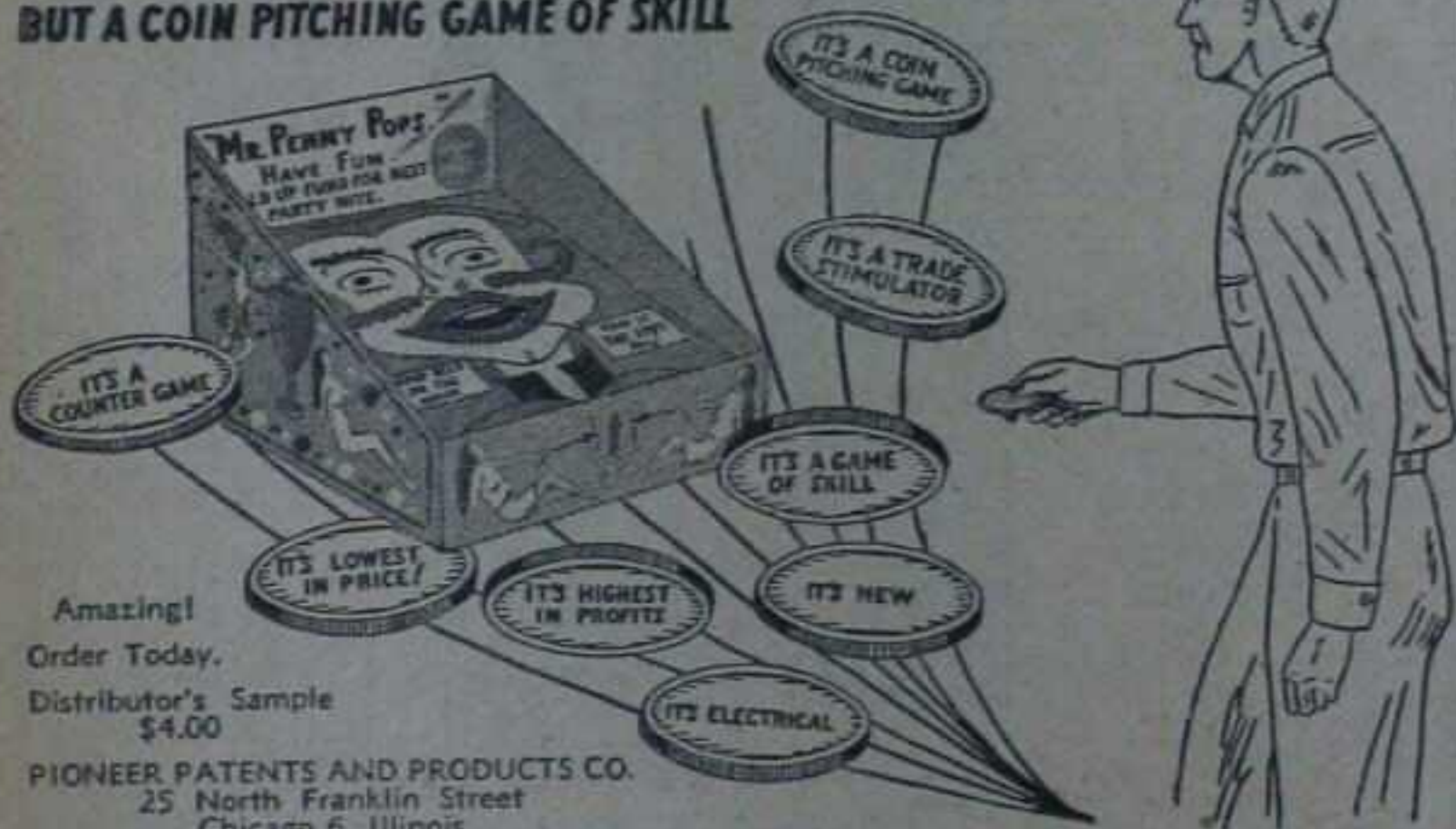
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ADVANCE RECORD RELEASES

POPULAR

(Continued from page 42)

- Regular Gal
R. Wright (Thanks for) King 15033
River of Smoke
G. MacRae-P. Weston Ork (This Is) Cap 959
Rose of Mooncoin, The
P. William Julian-A. Valente-Bryan Bros.' Ork
(Green on) Rich-R-Tone 475
Rose of the Rio Grande
J. Savitt Ork (Tuxedo Junction) Brunswick 80140
Royal Garden Blues
B. Pollack (Third Man) Modern 203
Sentimental Baby
D. Taylor (Broad and) Webster WE-508
Siesta at the Fiesta
S. Oliver Ork (Deep River) Dec 24936
So In Love
J. Guarnieri (Sweet Georgia) Admiral 1006
Someone To Watch Over Me
K. Wellington (What's New) Mer 8170
Spain
F. September (Old Piano) Mer 5400
Spring Made a Fool of Me
S. Evans (Don't Say) Coral 60174
Summertime
E. Heywood (Piccolino, The) London 621
Sweet Georgia Brown
J. Guarnieri (So in) Admiral 1006
Tears on My Tie
L. Prima (Over the) Mer 5386
Tell Me That You Love Me
R. Coleman (How Can) Modern 204
Tenderly
R. Anthony Ork (Autumn Nocturne) Cap 968
Thanks for the Buggy Ride
R. Wright (Regular Gal) King 15033
That's Auld! Album (1-10")
G. Auld Ork . . . Discovery (33)DL-3007
Darn That Dream
Hollywood Bazaar
Mild and Mellow
Nashooma
Settin' the Pace
They Didn't Believe Me
Vox Pop
You Got Me Jumpin'
- Third Man Theme, The
B. Pollack Ork (Royal Garden) Modern 203
This Is Heavens to Me
G. MacRae-P. Weston Ork (River of) Cap 959
This Is the Last Time I'll Cry Dear You
B. Caston (Call Me) King 4355
Time Didn't Challenge a Thing
De Marco Sisters (Under the) King 15034
Tuxedo Junction
J. Savitt Ork (Rose of) Brunswick 80140
Two-Faced Heart
D. Manning (Chug-a-Lug) Col 12442
Under the Bamboo Tree
De Marco Sisters (Time Didn't) King 15034
Way Down Yonder in New Orleans
R. Anthony Ork (In the) Cap 958
What Can I Do
M. Russell (Haunted) Mer 5388
What's New
K. Wellington (Someone to) Mer 8170
When a Woman Loves a Man
B. Hackett Ork (But Not) Brunswick 80138
When the Mountains Meet the Moon
B. Hanson (If I) Corona HT 101
Where Can I Go
L. Raine (Music, Maestro) Universal U-194
Why
R. Anthony Ork (Little Peach) Cap 943
Wolf Is on the Loose, The
The B. Davis-Picadilly Pipers (You Taught)
Keystone 634
Work Song, The
Two-Ton Baker (Peter Cottontail) Mer 5397
You Are My Love
J. Stafford-G. MacRae-J. Conlon Singers (Down
the) Cap 969
You Don't Know What Love Is
B. Caston (God Bless) King 4354
You Taught Me How to Cry
Picadilly Pipers-B. Davis (Wolf Is) Keystone 634
Zambo
The Calypso Serenaders (Bull Dog) Savoy 734
Zone 28
M. Delugg (Hoop-de-Dee) King 15037

RELIGIOUS

- By and By (Parts I and II)
The Soul Stirrers . . . Specialty SP 354
Call Him by His Name
The Pilgrim Travelers (Old Rugged) Specialty
SP 357
1. Christ the Lord Is Risen Today; 2. Filli et
Fillae
J. Simpson-D. M. Coates (O Come) Dec 14508
Didn't That Man Believe
Golden Gate Quartet (There's a) Mer 5385
Count Your Blessings
Andrews Sisters (In the) Dec 14502
Do You Know Him
The Roberta Martin Singers of Chicago (Old
Ship) Apollo 223
Good News
Original Stamps Quartet (Just a) Col 20683
Have Thine Own Way, Lord
J. Owens (My Jesus) Dec 14504
He Is Able
Rev. J. B. Crocker (When I) King 4350
He Leadeth Me
B. Crosby (What a) Dec 14500
He's a Pattern for Us All
B. Cole (Lord Jesus) Gotham G-635
In the Garden
Andrews Sisters (Count Your) Dec 14502
Just a Closer Walk With Thee
R. Foley-Jordanaires (Steal Away) Dec 14505
Just a Closer Walk With Thee
Original Stamps Quartet (Good News) Col 20683
Lord Jesus
B. Cole (He's a) Gotham G-635
Mother Dear, O Pray for Me
B. Crosby (O Lord) Dec 14501
My Jesus, I Love Thee
J. Owens (Have Thine) Dec 14504
Now the Day Is Over
Hamilton Quartet (Good be) Dec 14507
1: O Come and Mourn With Me a While.
2. Stabat Mater
J. Simpson-D. M. Coates (Christ the) Dec 14508
O Lord, I Am Not Worthy
B. Crosby (Mother Dear) Dec 14501
Old Rugged Cross
The Pilgrim Travelers (Call Him) Specialty
SP-357
Old Ship of Zion, The
The Roberta Martin Singers of Chicago (Do
You) Apollo 223
Steal Away
R. Foley-Jordanaires (Just a) Dec 14505
There's a Man Going 'Round Taking Names
Golden Gate Quartet (Didn't That) Mer 5285
What a Friend We Have in Jesus
B. Crosby (He Leadeth) Dec 14500
When I Can Read My Title Clear
Rev. J. B. Crocker (He Is) King 4350
- Deep Purple
A. Tatum Trio (After You've) Brunswick 80541
Doin' the Hambone
L. Watters (Waiting for) Mer 11025
Encore
T. Turk Ork (Two by) Mer 8916
Gems of Jazz Album
M. Bailey-D. Berigan-E. Condon-B. Hackett-
G. Krupa-C. Thornhill & others (1-10")
Dec(33)DL-5133
Buzsard, The
Downhearted Blues
Feather Bed Lament
Honky Tonk Train Blues
Squeeze Me
Tillie's Downtown Now
Twelve Bar Stampede
World Is Waiting for the Sunrise, The
Rose of the Rio Grande
Santo Dixieland Jazz Band (Canal Street)
Mer 8914
Tenderly
O. Peterson (Debut) Mer 8917
Tornado
S. Criss Ork (Blues for) Mer 8915
Two by Four
T. Turk Ork (Encore) Mer-8916
Waiting for the Robert E. Lee
L. Watters (Doin' the) Mer 11025
Weary Blues
L. Watters (Ace in) Mer 11026

LATIN-AMERICAN

- Al Compas Del Mambo
P. Prado Ork (Mambo De) V 23-1568
Arrimate Carinito
K. Mendive (Ya Son) Col 6438-X
Ay! Papi
Angelillo (Tani) V 23-1542
Camen Carmela
F. Brunelli (El Gato) V 23-1547
El Gato Monjes
E. Raymond Sexteto (Carmen Carmela) V 23-1546
Gendarme 7-7-7
Trio Los Panchos (Pelam Estas) Col 6436-X
La Pampa y la Puna
A. Tirado (El Pescador) V 23-1545
Mambo de Chatanooga
F. Prado Ork (Al Compas) V 23-1568
Mambo No. 5
P. Prado Ork (Que Rico) V 23-1546
Mis Flores Negras
T. Guizar (Solo Tu) V-23-1532
Pelam Estas
Trio Los Panchos (Gendarme 7-7-7) Col 6433
Prefiero Estar Solas
M. L. Landin (Todavia No) V 23-1539
Que Rico el Mambo
P. Prado Ork (Mambo No.) V 23-1546
Solo Tu
T. Guizar (Mis Flores) V 23-1532
Tani
Angelillo (Ay! Papi) V 23-1539
Todavia No Me Muero
M. L. Landin (Prefiero Estar) V 23-1539
Tumba el Quinto
Machito Ork (Vive Coma) Mer 5398
Vive Como Yo
Machito Ork (Tumba el) Mer 5398
Ya Son Las Doce
K. Mendive (Arrimate Carinito) Col 6438-X

HOT JAZZ

- Ace in the Hole
L. Watters (Weary Blues) Mer 11026
After You've Gone
A. Tatum Trio (Deep Purple) Brunswick 80241
Blues for the Boppers
S. Criss Ork (Tornado) Mer 8915
Canal Street Romp
Santo Dixie-Land Jazz Band (Rose of) Mer 8914
Debut
O. Peterson (Tenderly) Mer 8917

COINMEN YOU KNOW

stops in Youngstown, O.; Pittsburgh, Baltimore and New York. When he got back at his office he found the Rotary Merchandiser had been placed on the production line. **Clare Meyer**, still in the midst of an extended road trip in the interest of arcade equipment, is working his way thru Georgia. **Joe Baiten** is back from Florida.

CMI's **John Pickering** and **Dud Ruttenberg** are working on plans for the association's 1950 show at the Stevens Hotel in June. They report numerous inquiries for booth space by record and needle firms, as well as by coin machine manufacturers. . . . **John Conroe**, Keeney, vice-president, states that the firm's new penny loader for cigarette ops received sustained interest at the NATD convention at the Palmer House last week.

Howie Freer will begin his second decade in the coin machine business next week. Empire Coin's vending and export expert reports that trade is on the increase in Alaska and China, and a large number of inquiries are coming from ops in from Argentina. **Gil Kitt** has changed the showroom display. Now all the shuffle games are lined up side by side and the visiting coinmen can get a quick look at all the amusement pieces in a couple of minutes. **Jerry Bremner**, Empire roadman, is almost recovered from his recent illness. He now drops in to the office a few hours daily.

Jack Nelson is back from a flying trip to St. Louis, Omaha, Des Moines, St. Paul and Milwaukee. While in St. Louis he had a long session with **Jack Rosenfeld**, who is now on the road to recovery. The new Rosenfeld baby is expected any day and when Mrs. Rosenfeld comes back from the hospital, the family will move into its new home. The Rosenfeld Company is enlarging its quarters on Olive Street and when the remodeling is complete the firm will have one of the largest showrooms in the Midwest. **Harry Binney**, Binney Automatic Music Company, Fort Wayne, Ind., stopped at the Bally plant while making the coin row rounds. **Ben Becker** was responsible for the showing of six Speed Bowlers and four Hollycranes at the Baltimore Sportsman Show last week. **Herman Paster** was in from his St. Paul headquarters. . . . **Bill Billheimer**, Como exec, states that the Canadian National Exposition will have 40 Hollycranes this year, or twice as many as in 1949.

Shuffle and late model used five-ball games continue to be the big news at First Distributors. But **Wally Finke** claims that part of the attraction at the office is due to the charm of the new secretary, **Olga Holm**. Finke's partner, **Joe Kline**, is itching to get back on the road. He has spent the major part of his coin machine career selling equipment in just about every town in Illinois, Iowa and Michigan and is anxious to drop in on his numerous business acquaintances in those three States. Another newcomer to the staff at First is **Jerry Krigsholm** of the shipping department.

Among the Universal Industries' visitors this week were **Hymie Zorinsky**, H. Z. Vending Company, Omaha, and **Willie (Spinx) Cohen**, Silent Sales, Indianapolis. **Bill Ryan** says that Feature Bell, Universal's new type console, is making new operator friends in several territories.

Over at Atlas Novelty, **Joe Glasberg** states that shuffle games are going strong in all Atlas territories and that music sales have shown a steady increase during the past four weeks. The new salesman, **Melvin Miller**, was formerly a sales exec in the tobacco industry. He is widely known in all parts of Illinois, the

territory he will cover for Atlas. . . . **Sam Wolberg** and **Sam Lewis**, Chicago Coin, are in Florida. Meanwhile, **Sam Gensburg** and **Ed Levin** report that orders are rolling in on the new type Bowling Alley which features lite-up plastic pins.

H. F. (Denny) Dennison, visiting here from his California headquarters, was stricken with the grippe, but recuperated in time to visit the NATD show at the Palmer House last week. He will be here for several more weeks completing his business before rejoining his family. . . . Ops and manufacturers at the NATD show got a kick out of seeing three top entertainers who sell cigs via their air programs. They were **Bing Crosby**, **Perry Como** and **Arthur Godfrey**.

Ed Wurgler, general sales manager, phonograph division, Rudolph Wurlitzer Company, spent a few hours here last week en route to the West Coast on business. Reception of the new 1250 Wurlitzer has been gratifying, he reported, and the plant is now caught up on back-orders for its conversion kits for 45 and 33 1/3 r.p.m. play. . . . **Hugh Burris**, O. D. Jennings executive, back in town last week, but scheduled to leave on another trip at the weekend.

Julian Crum and **Phil Cohen**, Shuffleboard Specialists, are making preparations for the ACMMA show to be held here in May. They have several surprises lined for the ops attending the all-industry event. **Cohen** says that his new model, now marketing the \$200 complete, is making a hit in several sections of the country.

Charlie Gillard, Nation-Wide Novelty, wants the trade to know that he is still doing a steady trade in shuffleboards, which has temporarily been eclipsed in interest by his shuffle pool game. . . . **Nils Malgren**, Precision Puck, says that production at the plant is reaching a new high again. He claims orders are arriving from many places practically unknown to him few months ago.

Clayton Nemeroff, Monarch Shuffleboard exec, says there is plenty of action developing along the shuffleboard front but most of it is taking place outside the Chicago area. The firm's Detroit office, under **John Moss**, is keeping a close watch on the ordinance hearings in the Motor City. . . . **Pete Rozgus** and **Bud Beasley**, Mero Industries, are satisfied with their new offices and showrooms on Halsted Street. They say that while there is no rush of business at the present they are still selling their quota of boards. **R. W. Korth & Company**, rapidly becoming a factor in the puck business, will be an exhibitor at the CMI show.

Al Stern, head of World Wide Distributors, is convinced 1950 will be one of the firm's best years. Not in many moons can he recall when the first few months of a year started off with such a bang and continued at peak levels. He claims the new games are the shot in the arm the trade has been looking for. His sentiments were echoed by **Monty West**, sales manager.

National Coin Machine Exchange, headed by **Joe Schwartz**, intends to show a wide variety of games at the CMI show in June. . . . **Grant Shay**, Bell-o-Matic vice-president, has been receiving many fine notes on the firm's recent ad in The Billboard, especially the American, Heart and Good Egg subjects. Reprints are now in the mail on all three. **Vince Shay**, Bell-o-Matic president, is lining up a full program for coinmen who will be in Chicago for the ACMMA show. Reservations for hotels indicate attendance will be at high levels.

Continued from page 242)
his shuffle games holding pins is considering several add lines to his Purveyor Company, but as yet definitely settled on any line. Present time his men are a three-State area with a unit for shuffle games and a Bowl unit.

The All-Industry Show now in two-months off, **John** president of the Watling Vending Company, is busy plans to greet operators who attend them they will attend it. Watling says he will do what he can to make this show one which visitors will remember.

at Camp, Memphis, and **Zorinsky**, of H. Z. Vending, were among the distributors in at the Gottlieb plant last week. **Nate Gottlieb** is in Florida. **Gottlieb** reports that Bowlette proving a top game on localities is the shuffle game which is designed for locations where it is at a premium.

atajack is back from a trip to Iowa and other principal cities for AMI. Among the sales at the firm's Loop sales last week was **Mrs. Sam Yaras**, First Distributors, Dallas. **John** was busy most of the week with orders for the Model C via distance telephone.

Mencuri, Exhibit Supply's division manager, returned from an Eastern trip which included

RECONDITIONED EQUIPMENT

5-BALLS

| | |
|---------|----------|
| MAN | \$124.50 |
| WIDOW | 124.50 |
| SHOOTER | 99.50 |
| VAL | 99.50 |
| UP | 69.50 |
| | 59.50 |
| WIDOW | 49.50 |
| HEAD | 49.50 |
| BALL | 44.50 |
| UST | 39.50 |
| ACTION | 39.50 |
| | 39.50 |
| LEAGUE | 29.50 |
| | 29.50 |
| | 29.50 |
| SSIE | 29.50 |
| NSIN | 29.50 |
| ZA | 24.50 |
| PORE | 19.50 |
| | 19.50 |

ARCADE EQUIPMENT

| | |
|--------------|----------|
| LE ALLEY | \$199.50 |
| IT DALE GUN | 79.50 |
| GLIDER | 89.50 |
| LE SKILL | 79.50 |
| ER BAND ROLL | 79.50 |
| L | 59.50 |
| E | 59.50 |
| IN REBOUND | 49.50 |
| ROLL | 39.50 |

STOCK OF USED PHONOGRAPHS
WRITE FOR OUR PRICE LIST

1/2 Certified Deposit
CONSIN'S LEADING DISTRIBUTOR

UNITED INC.

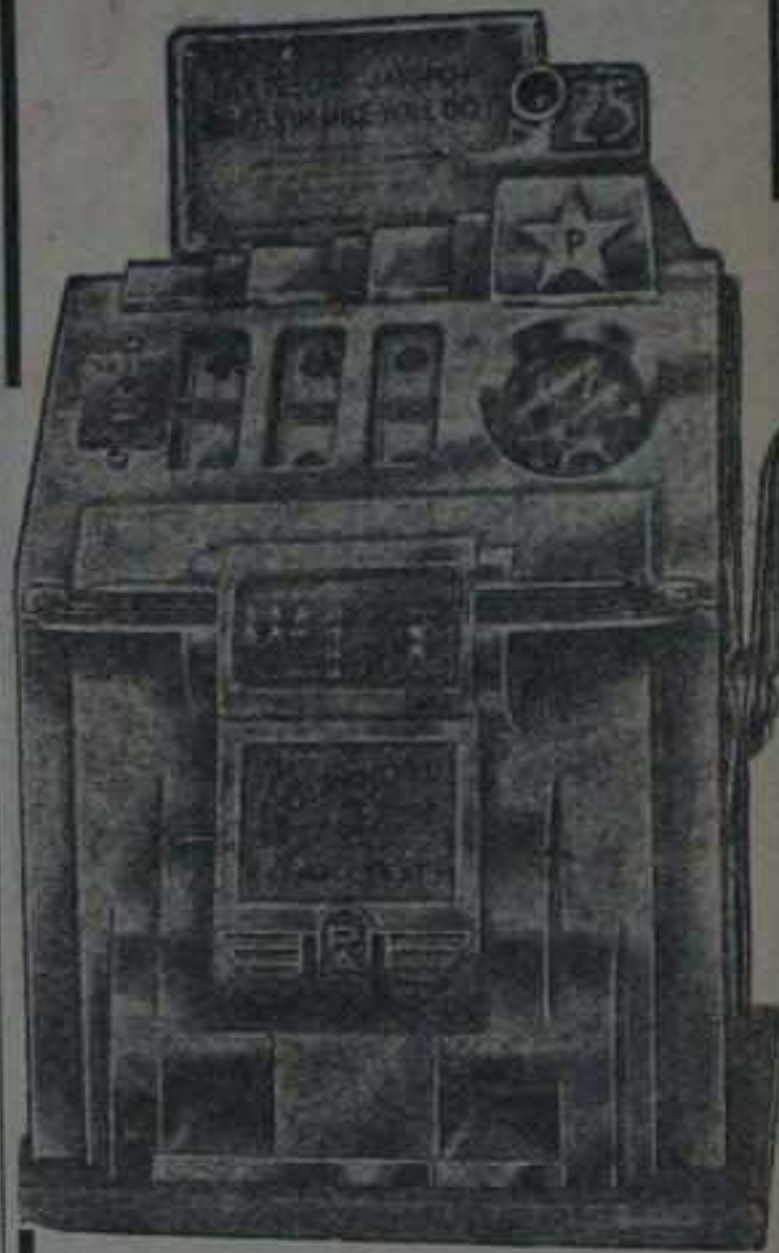
W. Vliet St. Milwaukee 8, Wisc.
Phone: WEst 3-3224
Sole Distributors for Wurlitzer Music
in Wisconsin and Upper Michigan

OPENING SALE!

| | |
|-------------------|----------|
| ed Shuffle Alley | \$179.00 |
| oin Bowling Alley | 219.00 |
| ey Ten Pin | Write |
| y Speed Bowler | Write |
| ie Shuffle Lane | Write |
| litzer 1100 | 335.00 |
| litzer 1015 | 239.50 |
| Model B | 495.00 |
| Model A | 395.00 |

With Order—Balance C. O. D.
AMERICAN VENDING CO.
Tenth Ave. New York 18, N. Y.
Phone: JUDson 2-4325

PROVEN BEST BY TEST



Exclusive PACE 4th Reel Super J. P.

"The best and most profitable Bell machine we've ever operated."

RAYMOND I. SMITH
Harold's Club, Reno, Nev.

A bell machine in Harold's Club gets more play in a few weeks than most machines do in a year — PACE Bells, 476 of them, stand up under this terrific play — and they will for you too.

New PACE Bells in all coin plays and models.

- Auto. Twin J. P.—
- Jumbo Handload J. P.
- Guar. Sign Token J. P.
- Reg. 3 Reel or 4th Reel Operators or Club Reels
- All payouts—Mys. 3-5
- One Cherry 2-5 or 3-5
- Criss Cross 2-5

Write for illustrated circular and price list

PACE MFG. CO., INC.
2909 INDIANA
CHICAGO 16, ILL.

IMMEDIATE SHIPMENT
BUCKLEY
CRISS CROSS

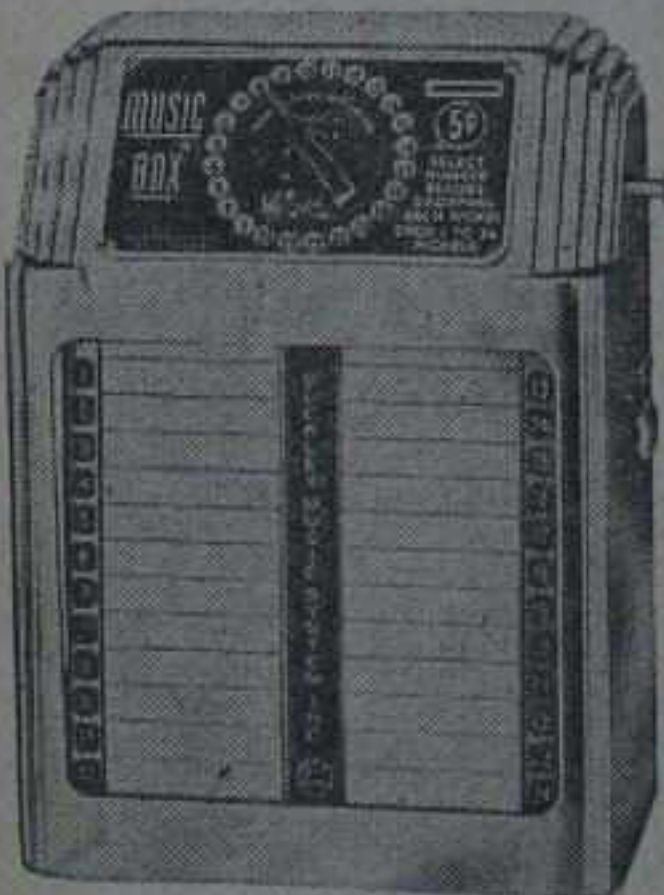
JACKPOT BELLE
5¢ 10¢ OR 25¢



WRITE FOR PRICES

FOR MUSIC OPERATORS
BUCKLEY
WALL and BAR BOXES

AVAILABLE IN
20-24-32
RECORD SELECTIONS



PRICE
\$19.50 EACH
IMMEDIATE DELIVERY

BUCKLEY
MANUFACTURING CO.
4223 W. LAKE ST.
CHICAGO 24, ILL.

Seek Home Rule
On Boston Coin
Machine Levies

BOSTON, April 1.—A drive for Boston home rule is on at the State House with a measure introduced by new member, Rep. Bernard M. Lally, of Dorchester, to put the Boston Licensing Board (BLB), which now issues all coin machine licenses, under control of the mayor instead of the governor.

BLB, whose chairman for years has been Mary Driscoll, was at odds with ex-Mayor James M. Curley over placing pin games in locations under its jurisdiction and won last year. Under Curley, a post of supervisor of amusement machine licenses was established. Now, BLB has sole control of coin machine, food, liquor and common victualer licenses in the city.

The agency is appointed by the governor and operates under the control of the State Alcoholic Beverages Control Commission.

Representative Lally says, "The system is archaic and ought to be reorganized." He proposes having an unpaid commission study reorganizing the BLB, shift appointments to the mayor (now John B. Fynes) and provide for licensing board investigators.

9 NEW FIRMS

(Continued from page 229)

facturing Company, Tipton, Mo., Belgian-type coin-operated pool tables; National Coin Machine Exchange, Chicago, coin-operated games, and Frigid Fruit Company, Yakima, Wash., apple venders.

New Products

Gottlieb stated that the number of new firms lining up for the CMI exhibit has been gratifying to the show committee. He said: "Firms in the past have used CMI shows to introduce new products but this year probably will set a record for new attractions." He also stressed the numerous inquiries being received from record companies. "King Record Company, Cincinnati, and Columbia Records, Inc., Bridgeport, Conn., a subsidiary of the Columbia Broadcasting Company, Inc., have already engaged space," Gottlieb said "and RCA Victor, Decca Distributing Corporation, MGM Records and Pantages Maestro Company, have also discussed show space."

From now until the convention takes place in June, the CMI show committee will meet weekly to approve new exhibitors and assign booths and also to work out final details of the entertainment program for operators and their families.

40 FIRMS SET

(Continued from page 229)

Keeney; O. D. Jennings and D. W. MacClay, of Jennings; Dick Hood and Rex Schryver, H. C. Evans; Bill Ryan, Universal; John Watling, of Watling Manufacturing, and Pat Buckley and Jerry Haley, of Buckley.

See Heavy Attendance

In addition to the immediate manufacturer response to the ACMMA show, Vince Shay, chairman of the hospitality committee, reports that operators have been deluging his office for room reservations and it is now anticipated that more coinmen and their families will attend the 1950 event than any previous national coin machine convention. Inquiries are coming from all parts of the country and therefore an ideal balance of representation from all States as well as several foreign countries is expected.

FOR SALE

Wurlitzer's 1100 \$395.00
Wurlitzer's 1015 235.00
Exhibit's Dale Gun 75.00
United's Shuffle Alley, used very little 145.00
1/3 Deposit, Balance C. O. D.

BRUCE AMUSEMENT CO.
Williamsburg, Ky.

BEST BUYS



EXCLUSIVE!

WILLIAMS
TWIN SHUFFLE

Now available in 8' or 9½ ft. lengths.

A two-player game! Double your earnings with this amazing machine. Players alternate frame by frame. Automatic scoring. Collections now at their highest. Phone for price.



WILLIAMS DISTRIBUTORS
(in light area shown)

GENCO

SOUTH PACIFIC

A 5-ball game that operators dream about. Faster play. Faster profits. New layout. Plenty of action. Has the original tilt reset. Don't miss it. Phone for price.

SHUFFLE GAMES

- Chi Coin BOWLING ALLEY \$200
- United SHUFFLE ALLEY 175
- Genco BOWLING LEAGUE (10 ft.) 215
- Genco GLIDER 75

NEW CHICAGO COIN'S
NEW BOWLING ALLEY
LITE UP PINS

The newest type of Shuffle Game for 1 or 2 players. More action. More profits.

ROLLODOWN GAMES

- Bingo Roll \$115
 - Hy Roll 65
 - Adv. Roll 35
 - Total Roll 30
- We carry all parts and glass for Roll-down Games.

EXHIBIT DALE SHOOTING GALLERY

A winner. Completely reconditioned — completely repainted. Beautiful throughout .. \$75

ROYAL SHUFFLE PIN

Write for lowest quantity price. Will fit all shuffle games. Proven collection increaser. 2 minutes to install.

EXHIBIT SHUFFLE BOWL

Converts any shuffleboard to a bowling game. 1 to 5 players. 10¢ per player. Automatic puck return.

FIVE BALL SPECIALS

- | | | | |
|----------------------|----------------------|--------------------|-----------------------|
| Buttons & Bows \$110 | Monterrey \$45 | Oscar \$35 | Summertime \$45 |
| Ballerina 65 | Honey 35 | Rainbow 45 | Spinball 45 |
| New Contact .. 60 | Mardi Gras 50 | Rondevoop 65 | Thrill 50 |
| Dew-Wa-Diddy . 50 | Merry Widow .. 65 | Rancho 60 | |

1949 MILLS SLOTS

- Bonus Bell, 5-10-25¢ \$150
- Jewel Bell, 5-10-25¢ 125
- Jewel Bell, 50¢ 195
- Melon Bell, 5-10-25¢ 135
- Blue Bell, 10¢ 165
- Box Stands for all Slots 17.50
- Jennings 1949 Monte Carlo, 50¢ 295

EXHIBIT BOWLAMATIC

Newest, most sensational conversion for all makes, models, or lengths shuffleboard. Fully automatic scoring on 1 or 2 players. 10¢ coin operated. Slug proof coin chute. Automatic puck return. Totals all scores automatically. Only 90 sec. per player. Now delivering!

POST WAR CONSOLS

- Mills Duplex, 5-25¢ \$30
- Twin Bonus, 5-25¢ .. 34
- Single Bonus, 3 or 10¢ 18
- Draw Bell, 5¢ 13
- Bally Multi-Bell 22

Terms: 1/3 down, balance sight draft.

House of Values

WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. CHICAGO 47 EVerglade 4-2300

STILL GOING STRONG!

FIVE JACKS

PENNY PLAY

NEW! ORIGINAL!
STREAMLINED!
FOOL-PROOF!

FAST ACTION!
BIG APPEAL!
AMAZING EARNINGS!



- 1, 2 or 3 Coins Played at a Time! • Skill Trigger Controls Coins! • 5 Winning Traps
- 5 Big Award Pockets! • Continuous Refill in Award Pockets! • Long Life Construction
- 100% Mechanical! • No Service Required! • Locations Everywhere! • Size, only 10" by 10" by 15". Includes Rubber Suction Cups on Base. Shipping Weight, 20 Lbs.

DISTRIBUTORS: Exclusive Territories Available!
WRITE FOR COMPLETE DETAILS

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

COINMEN YOU KNOW

Milwaukee:
(Continued from page 243)
For Bob MacLean, of M. & C. Management Company, Kenosha.

paying closer attention to buying these days and trying to get the preferences of the box patrons in advance, are Brannon and Red Barrett, of City Games Company, Racine. Boys report fine results with recent installations of new Seehonographs.

Wagner and Glen Gaedke, & W. Novelty Company, South Milwaukee, are all steamed up about the newest project, ice cream bar vending.

Washington:
(Continued from page 243)

They changed their minds about parking meters that handle two cars instead of one. Last fall Traffic Director George E. Keneipp turned them down on the theory they would be confusing to drivers. The specifications were then rewritten ruling out meters from twin meter companies. However, the commissioners reversed themselves and will accept bids for the next batch of meters. The about-face came as a result of a speech on the subject by W. Sterling Cole, of New

116 Cities Add Parking Meters In '49; Propose New Ad Gimmick

HARRISBURG, Pa., April 1.—Parking meters are now in use in at least 1,297 cities of over 5,000 population, according to the International City Managers' Association.

A total of 116 cities reported installations of meters in 1949. The number of cities using parking meters has increased more than 305 per cent since 1942, a comparison shows.

Nine of the 14 major cities of over 500,000 people now have parking meters in operation. Only Baltimore, Chicago, Milwaukee, New York and St. Louis reported no meters in use.

Chi Studies Meters

However, Chicago's park district—distinct from the city government—regulates parking thru meters, and the city is studying plans for meter installations. New York and Milwaukee also are considering installing the parking time regulators, the association reported.

Big cities are comparative late-comers as parking meter users, the organization noted. At the war's end only Buffalo, Cleveland, Pittsburgh and Washington were using meters. Percentage-wise, cities in the 100,000-250,000 population group now rank first in use of parking meters with 91 per cent of the 55 cities of this size having meters.

Seventeen cities that once had parking meters, were reported as having discontinued their use. However, 14 cities which gave meters a try and had removed them prior to September, 1946, have now reinstalled them.

Collections

Collections of nearly \$2,700,000 were made by the 642 cities that reported meter revenues for September, 1949. This was an average of \$6.37 per meter for the 30-day period.

Monthly collections from meters as reported by the association included: Boston, \$42,225; Portland, Ore., \$34,060; Oakland, Calif., \$33,088; Minneapolis, \$32,500; San Diego, Calif., \$31,702; Denver, \$28,000; Washington, \$27,652; San Francisco, \$26,159; Seattle, \$25,917, and Dallas, \$22,381.

SAN FRANCISCO, April 1.—Additional revenue to be derived from city-owned parking meters has recently been proposed to the city council of San Jose, Calif. A California outdoor advertising firm has been experimenting with eye level advertising to be placed atop the meters. Closely akin to the Burma Shave roadside plugs, the ads would represent a series of closely related announcements spotted at intervals atop the meters along the sidewalks. National advertisers as well as local merchants are interested. Locally the advantage seems to lie with those merchants who have stores in the heavily crowded business district. Specials, it is felt, advertised on the meters along the store front would draw a lot of passing traffic into the store.

While the city fathers are anxious to get the additional revenue, they are worried about possible results. They have visions of sidewalk traffic blocked on a crowded Saturday as people stop to read the signs. Another question that arises is the cities' responsibility in case an accident should occur because a pedestrian engrossed in an advertisement runs into another. Wiser heads have pointed out, however, that no similar problem has arisen because of attractive window displays.

'50 NCA Convention Program Announced

CHICAGO, April 1.—National Confectioners' Association (NCA) program chairman, Charles Adelson, announced details this week of the 67th convention program to be held June 5-8 at the Waldorf-Astoria Hotel in New York.

The four-day meet will provide a varied program, ranging from production techniques to methods of directing consumer impulse purchases toward candy. In addition to sessions on sales, merchandising, advertising, production and purchasing, there will be meetings devoted to the sugar dilemma, the effect of the farm program on peanuts and the cocoa bean situation. How the Council on Candy is acting to increase consumer acceptance of candy also will be detailed.

A special meeting will be devoted to the subject, *How to Increase Sales*. This will include discussion on how more candy can be sold thru jobbers, variety chains, drug and department stores and super markets, in theaters and thru vending machines. The importance of package design also will be treated. Another session will point out conditions conducive to prolonging shelf life of various types of candy.

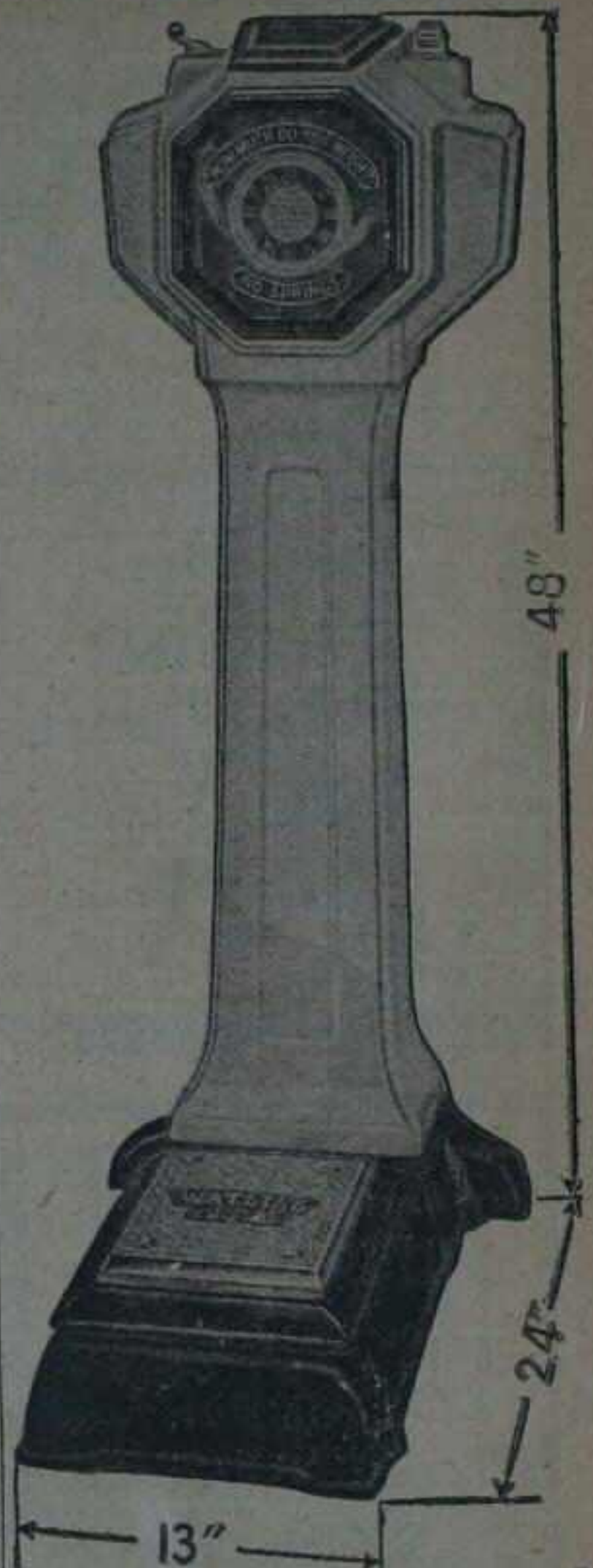
Ariz. Franchise Awarded By Dad's Root Beer Co.

CHICAGO, April 1.—Dad's Root Beer Company announced the franchise for Arizona was awarded this week to Ralph W. Applegate and Colin W. Campbell, Chicago real estate and insurance men.

The operation will be housed in a \$300,000 plant, and a sales program to move approximately 300,000 cases of root beer in 1950 has been scheduled by the new company.

Expand Foodtainer Line

NEW YORK, April 1.—The Diamond Match Company's Foodtainer line has been expanded thru the addition of four new sizes of pulp trays for pre-packaging food, it has been announced by E. B. Howard, sales manager of the B-F-D division. Addition of the new trays brings the total line to nine. Sizes of new trays range from 9 by 7 by 1 inches to 9 by 12 by 1 inches.



NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

BE FIRST WITH THE LATEST IN THE WORLD'S MOST LIBERAL, MOST MAGNETIC, MOST PROFITABLE COIN MACHINES

O. D. JENNINGS & CO.

4307-39 W. LAKE ST.
CHICAGO 24, ILLINOIS

FOR SALE
66-1948 PACE SLOTS
5-10-25¢ \$ 65.00 Each
50¢-51 110.00 Each
New. Prices F. O. B. Los Angeles.
1/3 With Order, Balance C. O. D.
GENERAL MUSIC CO.
West Pico Blvd. Los Angeles 6, Calif.

FOR SALE
100 BALLY HIGH HANDS
No Reasonable Offer Refused.
B & M
312 PALISADES, N. J.

EXCLUSIVE DISTRIBUTOR FOR THE FINEST ALLEYS MADE:
UNITED—UNIVERSAL—CHICAGO COIN—KEENEY—GENCO—EXHIBIT—GOTTLIEB



This is a 1¢ Dice Game similar to the type built by Exhibit. By reversing the playing field it changes the game — two games in one — \$18.00 each — 3 for \$50.00.

- SHUFFLE-TYPE GAMES**
- Bank Balls, 9 Ft., 12 Ft., 14 Ft. \$ 95.00
 - 4 Bango Shuffle Skill 59.50
 - 1 Chicago Coin Basketball 195.00
 - 1 Chicago Coin Midget Sklee Ball 165.00
 - 3 Chicago Coin Rebound 75.00
 - 5 Cleveland Coin Rebound 75.00
 - 3 Genco Glider 125.00
 - 1 Keeneey Line-Up 125.00
 - 9 Ft. Miniature Shuffle Premier 9 Ft. Barrel Roll 75.00
 - 4 Scientific Pitchem & Battem 165.00
 - 1 Seven Hi Pool Tables 95.00
 - Supreme Alley, 9 Ft. 75.00

ATTENTION, CANADA:

We have about 200 late and postwar pin games plus Music—attractively priced for export. Write or phone us.

COUNTER GAMES

- A.B.T. Electric Skill Gun \$49.50
- 3 or more 47.50
- Shoot the Bull 45.00
- Duck Hunter
- Write for special quantity price.
- Kickers and Catchers 35.00
- 18 or more 29.50
- Used Challengers 20.00
- Advance Shocker, new 19.50
- Five Jacks, 1¢ or 5¢, new 59.50
- Pop-Ups, used 14.50
- Wurris Balls, used ... 17.50

ARCADE EQUIPMENT

- Boomerang \$ 50.00
- Batting Practice 75.00
- Chicago Coin Hockey 85.00
- Chicago Coin Pistol 135.00
- Chicken Sam (conv.) 95.00
- Drivemobile 150.00
- Evans Ten Strikes .. 69.50
- Exhibit Dale Gun 100.00
- Exhibit Silver Bullets 185.00
- Goalie 100.00
- Groetchen Metal Typex 195.00
- Heavy Hitter 50.00
- Jack Rabbit 100.00
- Keeneey Air Raider 100.00
- Mother-in-Law Gun 95.00
- Mutoscope Football 235.00
- Quizzer 100.00
- Panorams 185.00
- Scientific X-Ray Poker 85.00
- Sky Fighters 100.00
- Solar Horoscope With Scrolls 85.00
- Silver Gloves 235.00
- 10th Inning 50.00
- Tommy Gun 85.00
- Undersea Raider 95.00
- Vitalizer 95.00
- Western Baseball 45.00
- Williams All Stars 125.00
- World Series 95.00

TERMS:
1/2 deposit with all orders, balance C. O. D.



M.S. GISSER

"THE NATION'S COIN MACHINE MARKET"
CLEVELAND-COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-6715

EXTRA SPECIAL!
 YOU'VE BEEN WAITING FOR IT!
CHI. COIN & UNIVERSAL CONVERSIONS
 Attractive life-up pins on beautiful cut-out board—no rake needed. Also beautiful backboard with large, circular plastic on each end reading, "Strikes 30" and "Spare 30."
 No wiring or soldering—simple plug-in installation. Will double the life of your machine. **\$23.75** Ea.
 1/3 Dep. Imm. Del.
 If not satisfied in 5 days money refunded!
AMUSEMENT SALES
 577 10th Ave. New York 18, N. Y.
 BRyant 9-0699

CLOSEOUT KEENEY TEN PINS
 Brand new in original crates.
 Write, Wire or Phone for prices.
UNITED SHUFFLE ALLEYS
 Reconditioned **\$185.00**
 1/2 certified deposit with order.
Dave Lowy & Co.
 594 Tenth Ave. New York, N. Y.
 Phone: CHickering 4-5100

Merchandising Clinic:

Tobacco Firm Started With 30 Cig Venders, Expands to 3,000

By Howard M. Rudeaux

INDIANAPOLIS, April 1.—When Hamilton Harris & Company, one of the largest tobacco jobbers in Indiana, decided to add cigarette venders to its business in 1932 it had no idea that it would be operating over 3,000 machines by 1950. Starting with 30 venders, rapid progress was made from the start.

Earl H. Schmidt, who assumed charge of the vender project 18 years ago, credited the early location acceptance and rapid expansion of vender operation to two factors:

1. When locations wanted to make a change from passing out cigarettes over the counter to the new automatic merchandising method, they notified the firm's salesman already contacting them.

2. The salesman in turn reported the vender request to Schmidt who immediately placed a machine at the location.

At present eight wholesale branches

of the company, located in Kokomo, Anderson, Terre Haute, South Bend, Columbus, Bedford and the main house in Indianapolis, operate and maintain the 3,000 cigarette machines. Twenty-two servicemen plus six office and workshop employees are responsible for the equipment and keep the organization going.

The company has its own mechanical department where machines are refinished, repaired and generally overhauled. Machines from all branches when needing repairs are brought to the home office for necessary attention. When equipment becomes obsolete, or damaged beyond repair, it is discarded. The concern at present has 24 delivery sedans at

the disposal of the vending section. When delivery men see a building going up, the project is reported without delay at the office and no time is lost in making inquiries as to its new tenants, the nature of their business and the possibility of securing another location for a cigarette vender. New stores being opened are always reported. Changes occurring daily, everywhere it is regarded a duty of all employees to keep watch for new accounts.

Cleanliness of machines is a big part of the serviceman's job. Regular weekly servicing makes it possible to maintain high standards. Female patronage, constituting a large part of the business, makes this doubly necessary. Special attention is given to service calls because a unit out of service not only means lost patronage but lost good will which is even more valuable.

Earl H. Schmidt, treasurer of the company, is credited with the growth of the cigarette machine section. Fred Niedenthal is manager of the section.

Op Credits 8-Fold Expansion And Sales Boost to Gimmick

ITHACA, N. Y., April 1.—A new twist in the premium pitch to up the per-machine volume of vended cigarettes has paid off handsomely for Martin Wells, of the Ithaca Amusement Company. In his plan, believed to be the first of its kind, the match-book cover is the coupon and cigarettes the premium.

Wells, an operator of games and phonographs since 1937, only began installing cigarette machines after the war. And only then, he insists, after location owners solicited him for the placements. Up to a year ago he had no more than five venders scattered on his amusement route and considered these units merely as an accommodation to established locations.

Then he hit on the idea which, during the past year, has returned big dividends. He had the Lion Match Company print special match covers carrying a legend explaining that 200 were worth a carton of cigarettes to the holder. No other promotion was attempted and no posters or stickers were attached to the machines calling attention to the plan.

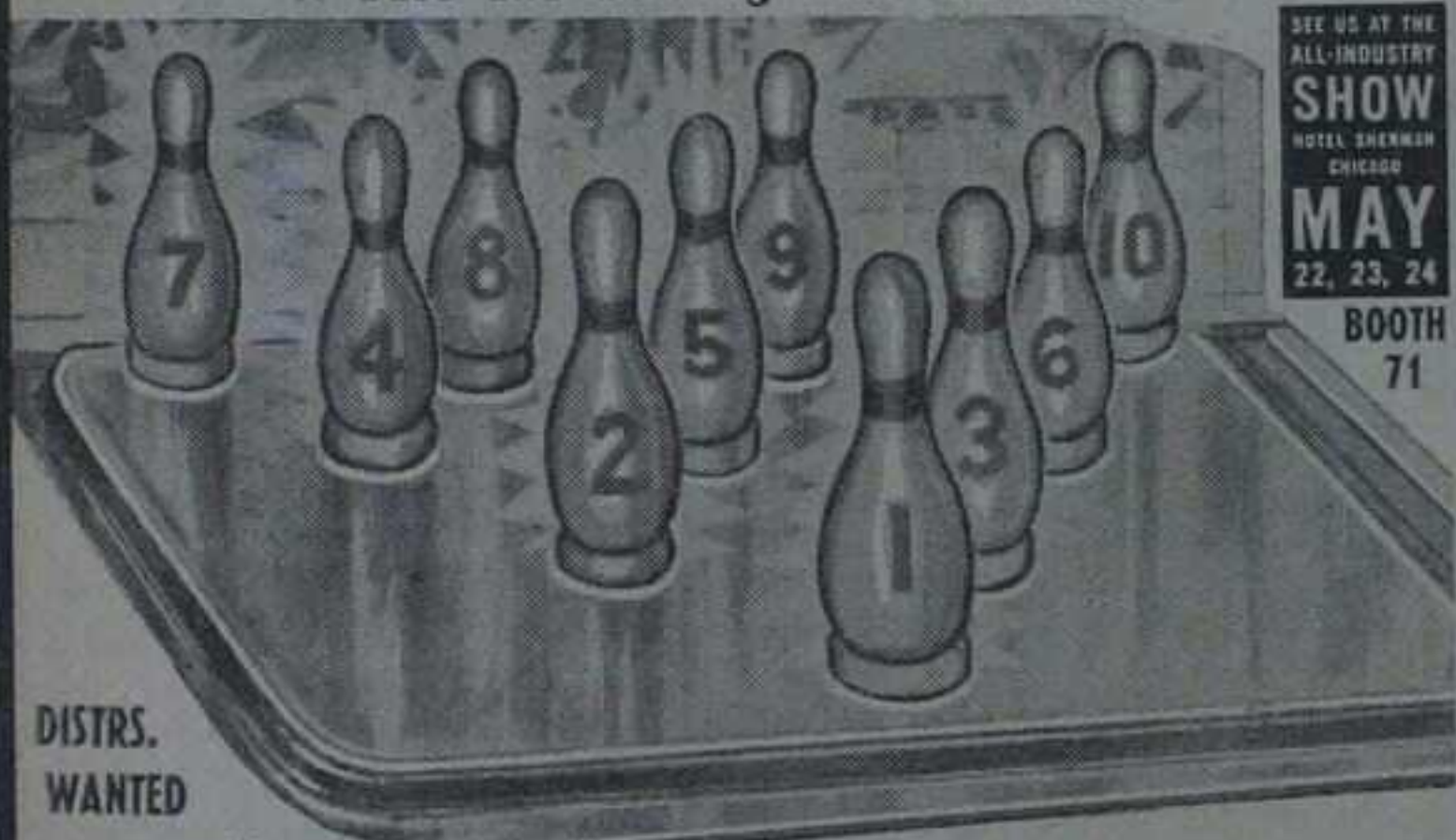
The new book matches were just inserted in his venders, and Wells went back to see what would happen.

It wasn't long before results were noticed. Patrons seemed to like the idea and started saving the match covers. And amusement locations outside Ithaca soon began to buy the gimmick from transient customers.

This week Wells reported that per-machine sales are about 33 1/2 per cent higher than before he turned to premiums. And even though he claims no stops were solicited by his organization, more than 40 cigarette venders now carry the Ithaca Amusement decal.

Wells estimates he "pays out" eight or nine cartons of cigarettes a week to thrifty smokers. These, plus "few extra cents per thousand" paid for match covers printed to his order, are more than compensated for the one-third increase in sales, claims. He pays locations the established per-pack commission and vends at the standard 23-cent price.

M & T CLEAR VIEW PLEXI-GLAS LITE-A-PIN
 ★ Base and Bowling Pins Illuminated



SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHENKIN CHICAGO MAY 22, 23, 24 BOOTH 71

DISTR. WANTED

ONLY \$20.00
 COMPLETE UNIT
 F.O.B. Chicago
 1/3 Deposit
 Immediate Delivery

- NO LOST PUCKS!
- NO TUNNELS TO GO THROUGH!
- NOW THE PLAYER CAN SEE THE PUCK FROM START TO FINISH!
- ALL WIRING PROTECTED FROM PUCK!

JUST PLUG IN, ABSOLUTELY NO SOLDERING!

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Mass. BCB Elects 1950 Officers at Boston Meeting

BOSTON, April 1.—John E. McNaughton, of the Seven-Up Bottling Company, Springfield, was re-elected president of the Massachusetts Bottlers of Carbonated Beverages (MBCB) at the Hotel Statler, March 23, attended by soft drink bottlers and their suppliers from Eastern Canada, New York and Pennsylvania.
Frank B. Kibbey, Worcester, was elected first vice-president; Thomas H. Hoyt, Natick, treasurer, and Malcolm C. Stewart, Needham, financial secretary. The latter two were re-elected. Directors named were James Dixon, Lawrence; John F. Leary, Newburyport; J. Claude Shea, Cambridge; Davenport Brown, Boston, and Potter Smart, Greenfield. Frank T. Vesce, East Boston, was named recording secretary pro-tem.

NAMA Appoints West Coast Rep

CHICAGO, April 1.—The National Automatic Merchandising Association (NAMA) this week named Arthur S. Dudley as Western representative of the org, with headquarters in Sacramento. Post, according to Clint Darling, executive director of NAMA, has just been established. Dudley takes over his new duties today (1).
New NAMA rep has just finished 26 years as secretary of the Sacramento Chamber of Commerce. He has been president of the American Chamber of Commerce Executives; president of the California Chamber of Commerce Managers' Association; president of the Sacramento Ad Club; a director of the National Aeronautic Association, and chairman of the National Air Frontier Defense Association.

Pa. Bottlers Seek Tax Decish Appeal

HARRISBURG, Pa., April 1.—Soft drink manufacturers, dealers and bottlers are again questioning the constitutionality of the Pennsylvania soft drink tax law, this time in arguments on a Dauphin County Court decision preliminary to an appeal to the State Supreme Court.
Attorney A. Russell Shockley, Philadelphia, representing the soft drink industry, contended before the court in his most recent appeal that the soft drink tax is unconstitutional because it violates the uniformity taxation clause of the State constitution.
Shockley further contended the law is not applying an equal tax rate on the same type of taxables because of the differential between soft drinks sold bottled and dispensed at soda fountains. The varying value of different types of sirups also was cited. He added that the title of the law is defective because it calls for one tax while there are two different levies contained in the tax bill.
Under the tax law bottled soft drinks are taxed at the rate of 1 cent for each 12 ounces. Sirup used in the fountain mixing of drinks is levied at the rate of 1/2 cent an ounce. The tax is an excise levy.
In the step toward Supreme Court appeal 56 exceptions were filed to the Dauphin County Court opinion by the Philadelphia Coca-Cola Bottling Company, the Pepsi-Cola Company and others.

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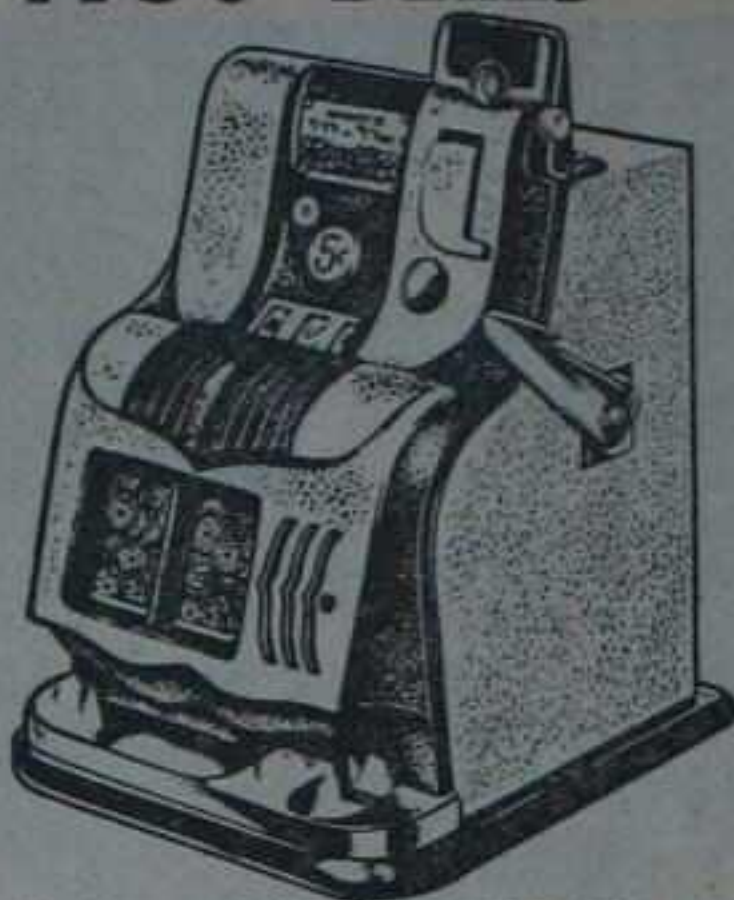
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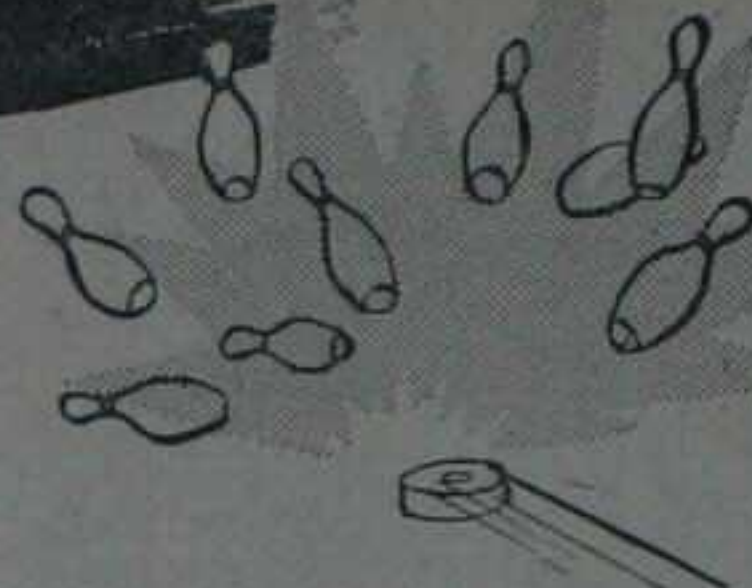
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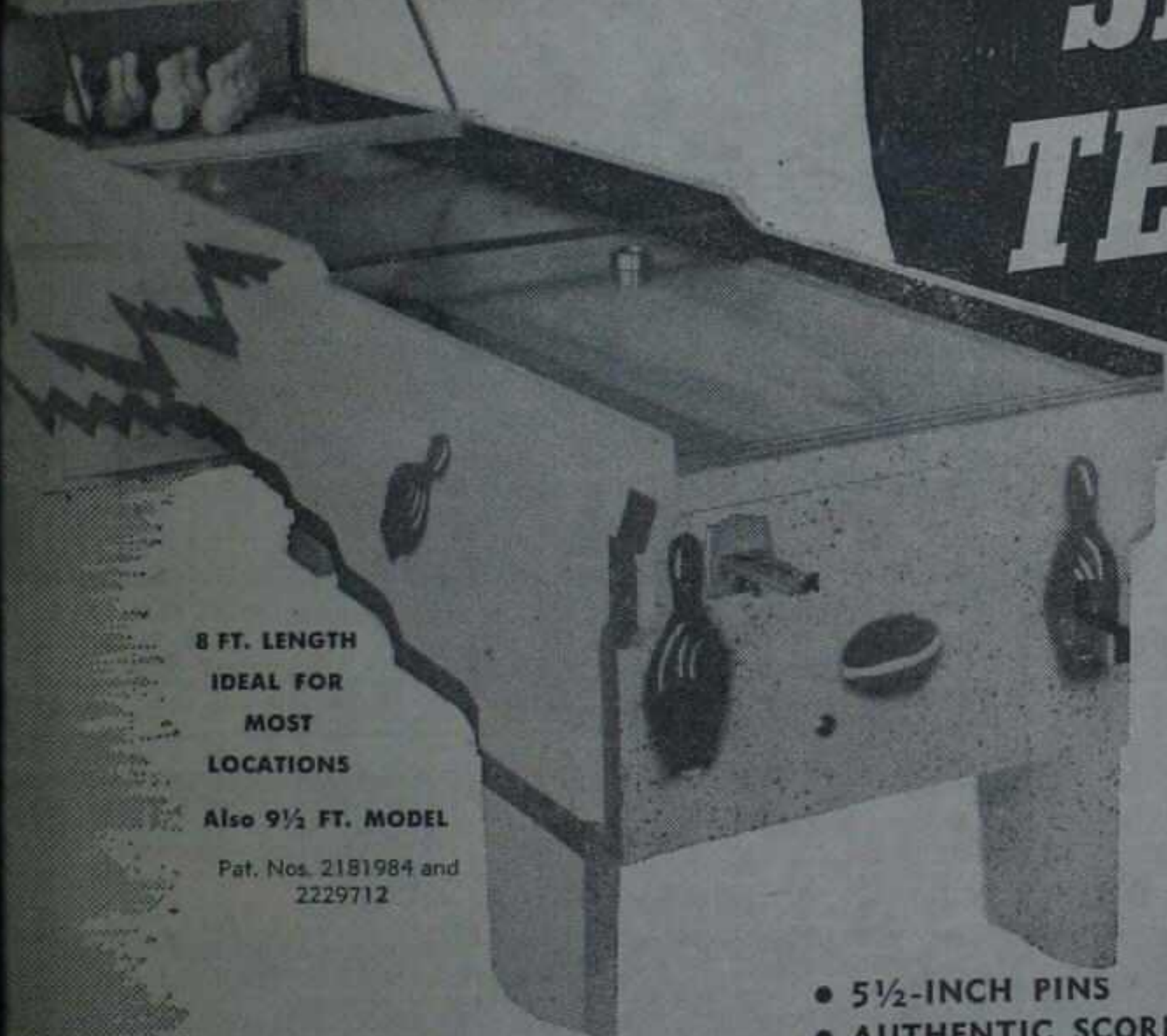
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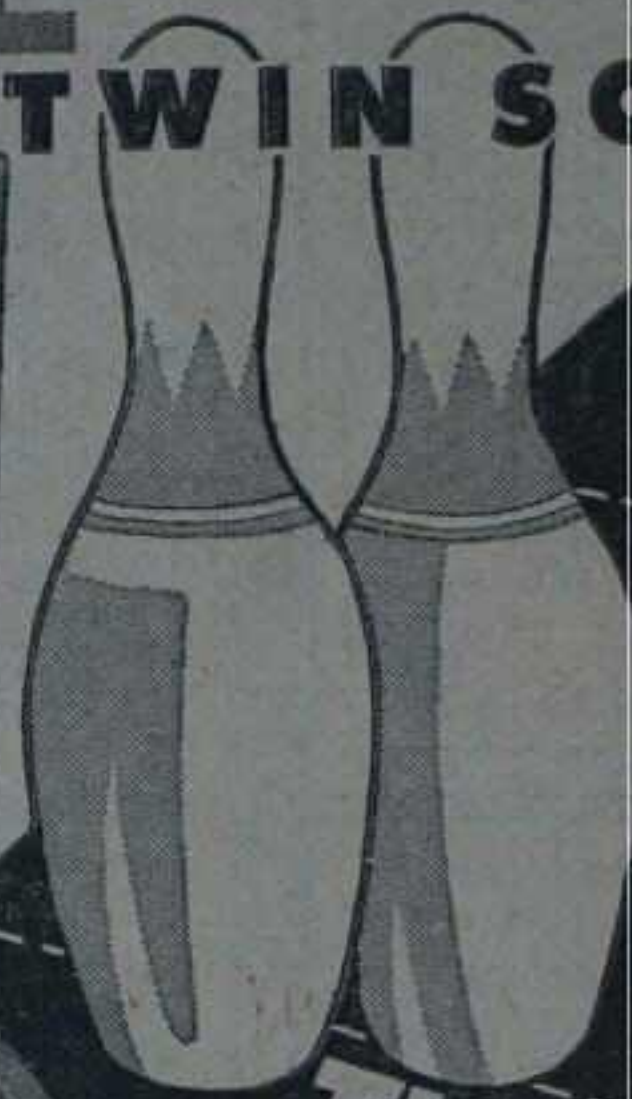
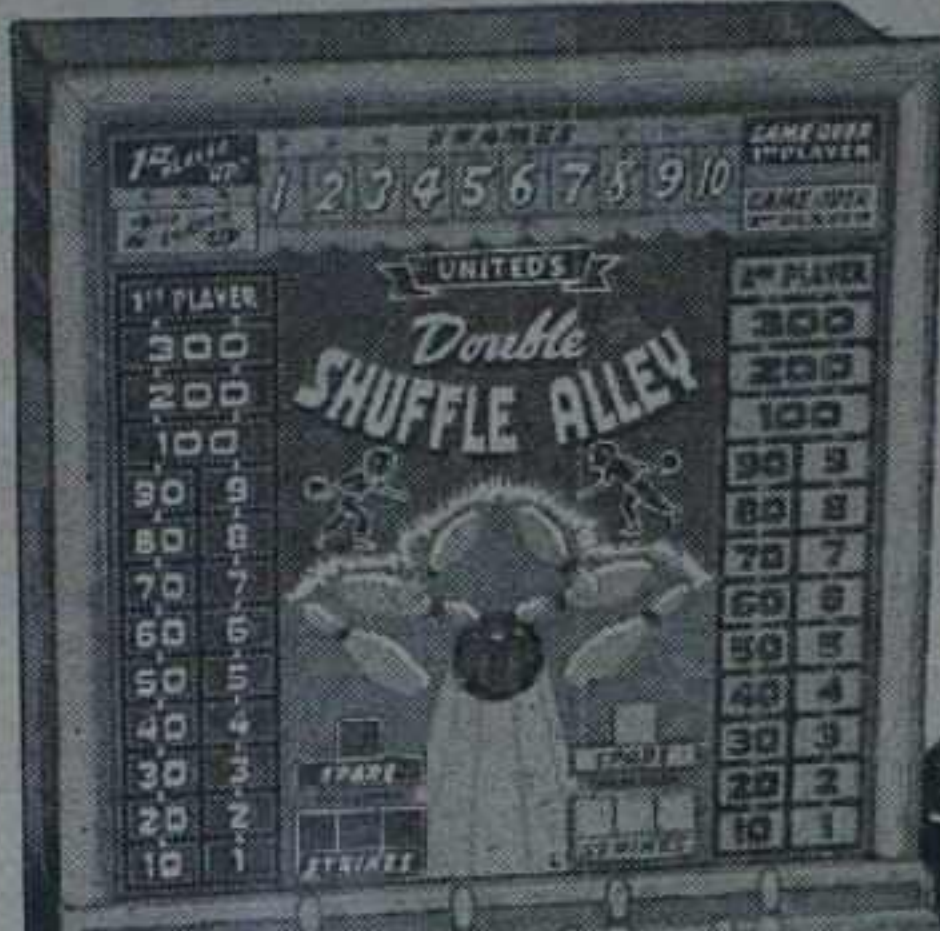
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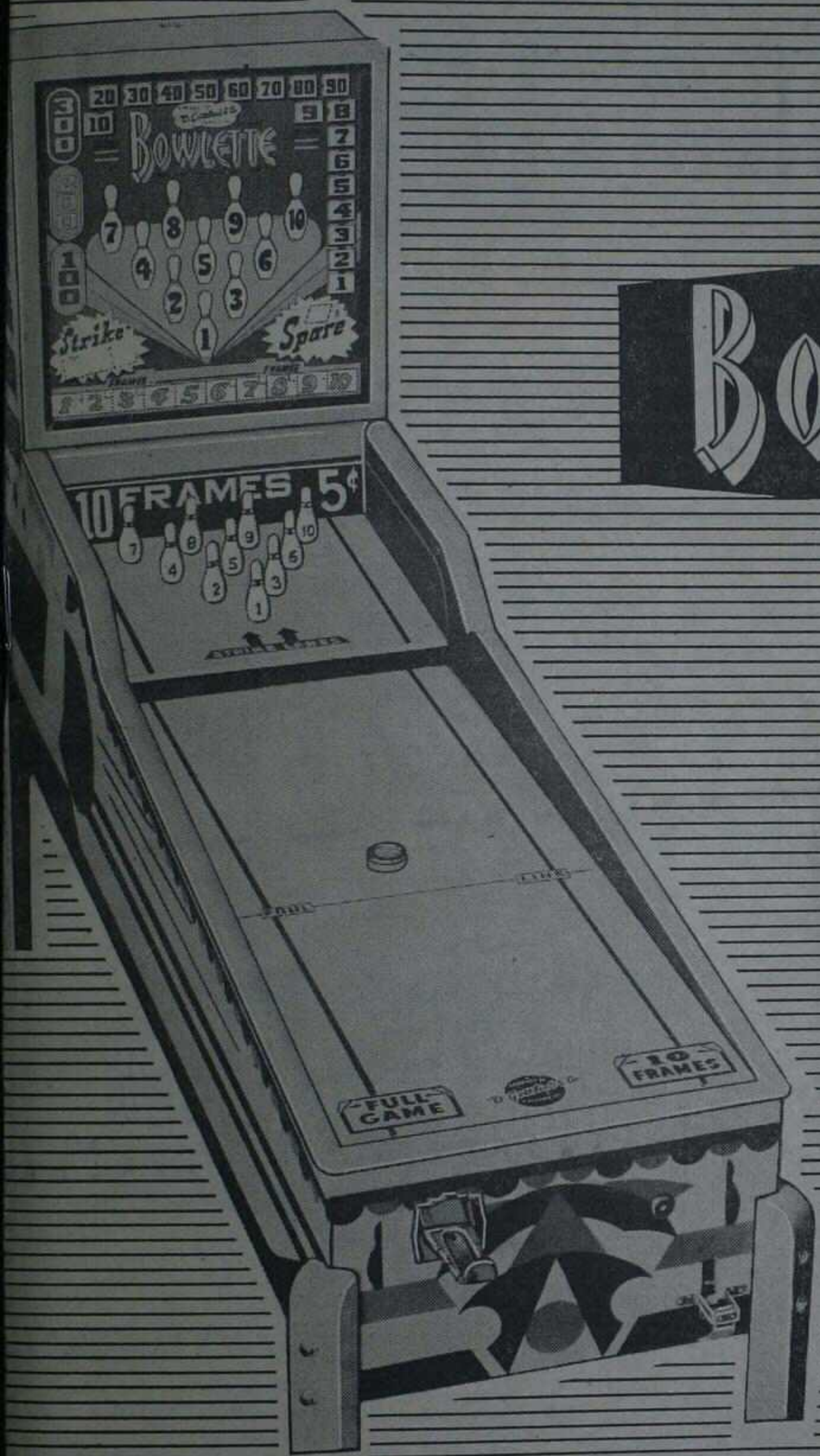
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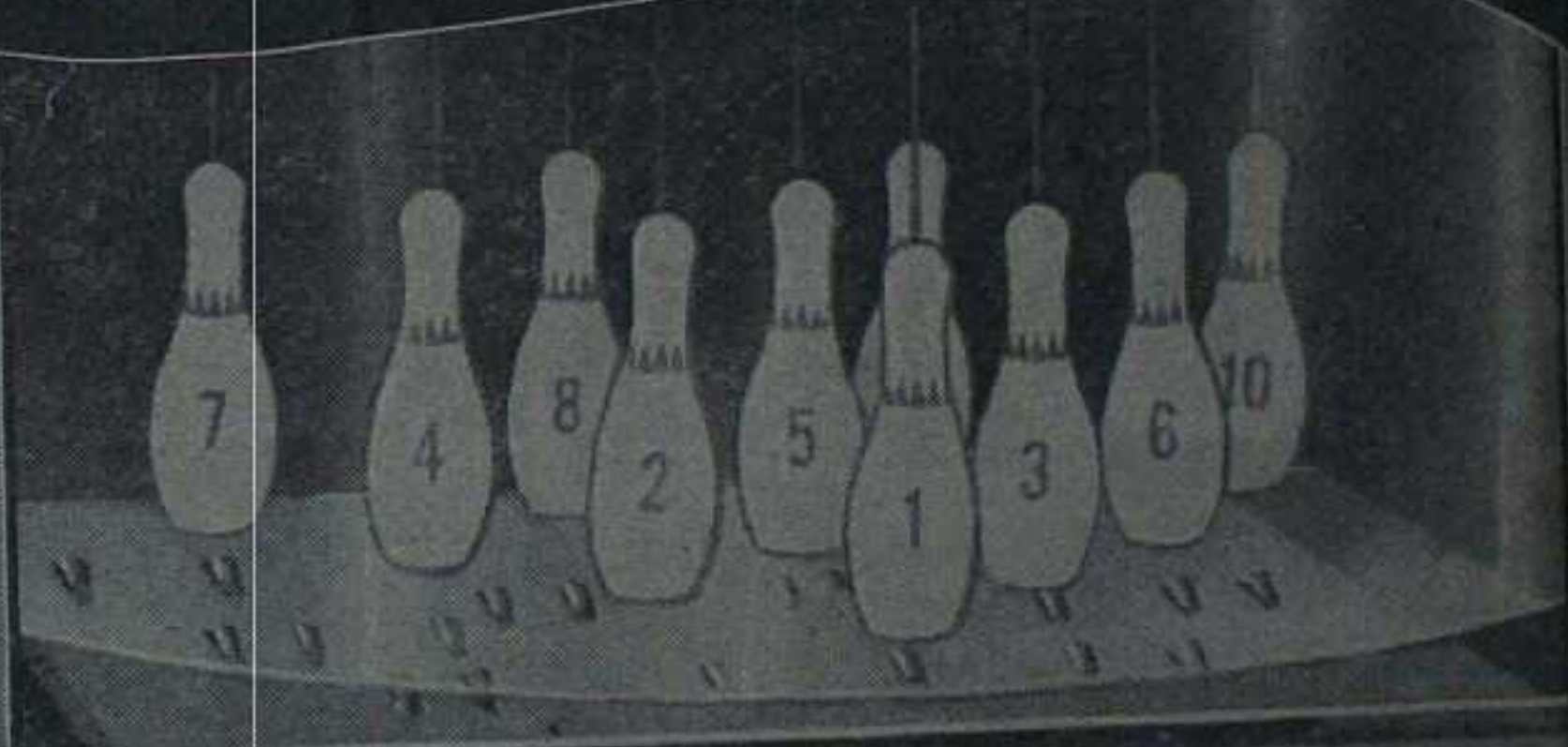
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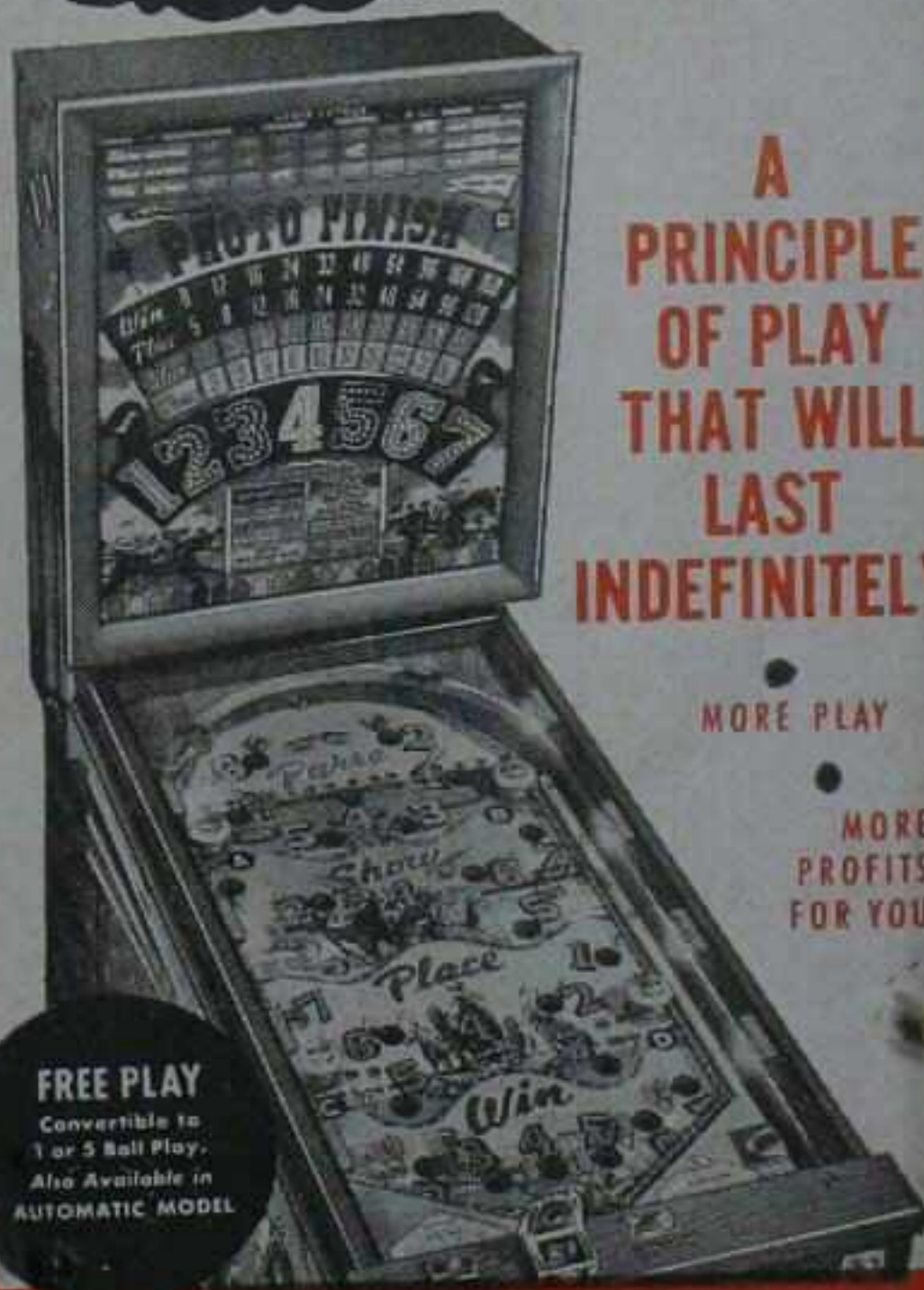
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